

Where is the “New Normal” for Tourism and Climate Change?



Norma Nickerson, Ph.D.

Director, Institute For Tourism & Recreation Research

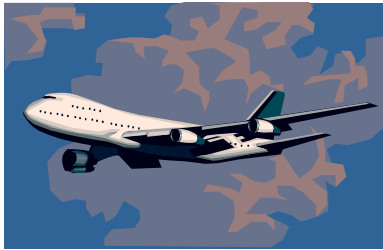
The University of Montana

Presented March 18, 2011

GWTTTRA Santa Fe, New Mexico

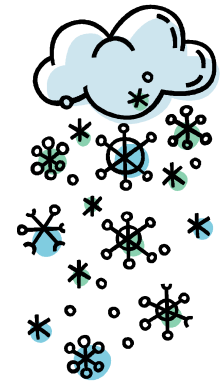
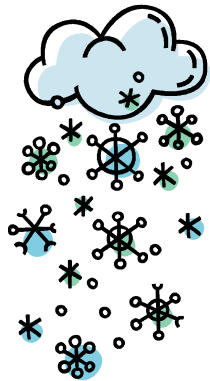


If tourism were a country, it would be in 5th place after the USA, China, Russia, and India as a major polluter.



The purpose of this presentation is to highlight where, how much, and what type of topics related to climate change and tourism currently exist in the literature.

Discussion will follow!!



A literature search was conducted on Google, Google Scholar, and Google Scholar Advanced.

Key words:

Climate change effects and tourism

Climate change effects and travel

Climate change and tourism

Global warming and travel

Global climate change tourism

Climate change tourism North
America

Climate change and outdoor
recreation

Climate change, nature, travel

Climate change, ecology, tourism,
economic

Climate change, economy, tourism

Climate change, winter tourism

Climate change tourism oceans

Climate change tourism mountains

Climate change tourism skiing



Findings!

68 publications in 30 different journals, 2 conference proceedings, 5 independent reports, and three books.

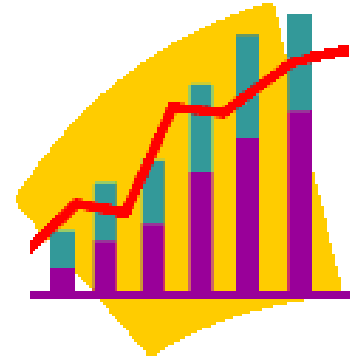
- 47% - modeling/scenarios
- 23% - adaptation
- 15% - adaptation & mitigation
- 10% - knowledge, perceptions, attitudes toward climate change

Weaver (2011) found 128 peer-reviewed journal articles

- 66% - projections/consequences
- 15% - influence of tourism on climate change
- 40% - ski resorts
- <10% - small islands

Modeling and Scenarios

- Shifting of tourists to other areas due to rain, temperatures, and snow.
- Eroding beaches – no visitors
- No snow – no skiers
- Wetlands become dry lands
- Shift of tourist season to other seasons and in some instances, expand tourism
- Winter seasons shorten



Adaptation to Climate Change

- Snow skiing, snowmobiling, Island recreation (beaches and reefs), mountain recreation will cease or dramatically change.
- Adaptation includes snow making, moving higher on the mountain for ski areas, building further inland for coastal areas, and fragile mountain ecosystem management.



Adaptation and Mitigation

- Society needs to work together toward sustainability.
- Individuals need to act differently in their daily lives.
- Governments need to work on policy changes including subsidies to enable efficient private adaptations.

Knowledge, Perceptions, & Attitudes

- Individuals who are aware and concerned about climate change were the least likely to change travel habits.
- When desired destination attributes change, visitors simply go elsewhere.
- Educational campaigns are needed.



Journal of Sustainable Tourism

Vol. 19, no.1, January 2011

David Weaver – “Can Sustainable Tourism Survive Climate Change?”

Daniel Scott – “Why Sustainable Tourism must Address Climate Change.”



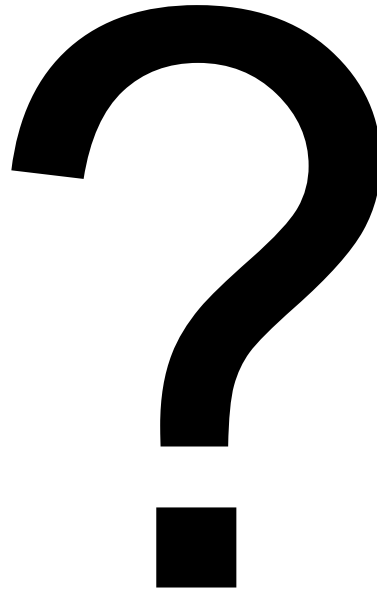
Limited and Imbalanced Knowledge



The Unpredictability of Future Outcomes



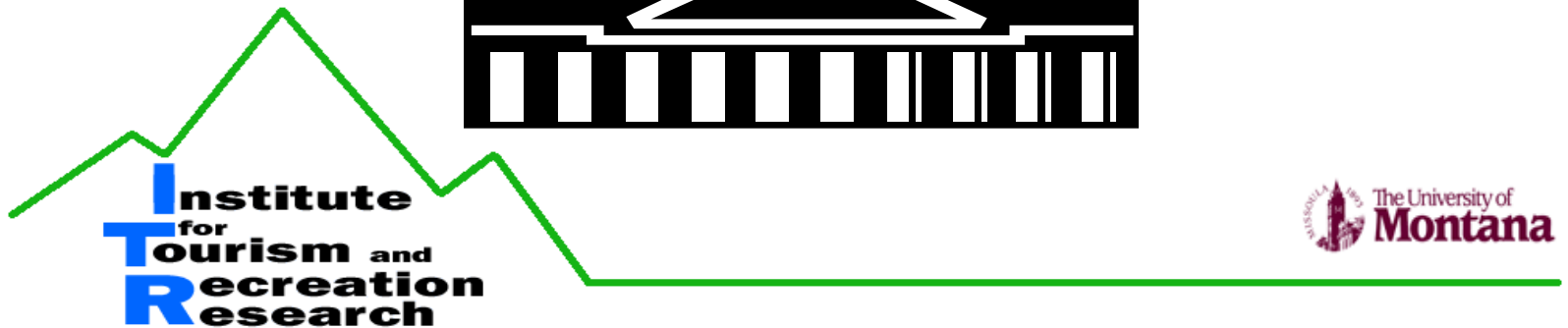
Accusations of Dogmatic and Compromised Engagement



Fickle Markets



A House Dividing? Adaptation vs Mitigation



Institute
for
Tourism and
Recreation
Research

The University of
Montana

Distracting from the Intensity Perspective



Lack of Industry Commitment



Let's talk!



THANK YOU

www.itrr.umt.edu

