ADAPTATION IN COASTAL TOURISM – DISCUSS, DEVELOP AND MEASURE

Silke Schoenwald, Inga Haller, Christian Filies

The Coastal Union Germany (EUCC-D)
How is coastal tourism affected by climate change?

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• Possible consequences for tourism:
  – Prolonged (bathing) season
  – Beach losses (sand)
  – Temporary decline of bathing water quality (algae, microorganisms)
  – Damages of touristic infrastructure (piers, cycling paths, camp sites)
  – Increase/decrease of guest numbers (depending on site, management and adaptation)
How to inform and activate the tourism sector?

Workshops with regional tourism stakeholders:

- Information about scientific knowledge and possible climate impacts
How to inform and activate the tourism sector?

Workshops with regional tourism stakeholders:

• Information about scientific knowledge and possible climate impacts

• Presentation of future tourism scenarios (storytelling)
  – Imaginary postcard of a guest in 2050, discussion whether the imagined situation is realistic or not, and what kind of adaptation would have been necessary to get there
**How to inform and activate the tourism sector?**

Workshops with regional tourism stakeholders:

- Information about scientific knowledge and possible climate impacts
- Presentation of future tourism scenarios (storytelling)
  - Imaginary postcard of a guest in 2050, discussion whether the imagined situation is realistic or not, and what kind of adaptation would have been necessary to get there
- Imaginary development of a desirable future (mapping of adaptation)
  - Regional maps and imaginary tourism scenarios, mapping of adaptation measures (where do we want which kind of future development)

Pictures: I.Haller, EUCC-D, Silke Schöenwald, Inga Haller, Christian Filies
Possible adaptation options/measures discussed

Examples for the German Baltic coast (applicable to other regions of the BSR):

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<td>Heavy rain: Free umbrellas in hotels, guest houses</td>
<td>Attractive low season offers</td>
<td>Change political and institutional framework or make it more flexible</td>
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  – “When does what exactly happen?”, “We need numbers.”
  – “We only plan for the next 5-10 years maximum.”
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• Wish for better appraisal of risks + better preparedness for short-term
  challenges

→ today's knowledge → for a future ‘adaptation process’...

Silke Schoenwald, Inga Haller, Christian Filies
**How to** measure the state of and progress towards adapting to the impacts of climate change?

...is it necessary to know the present situation.
How to measure the state of and progress towards adapting to the impacts of climate change? → with INDICATORS

as one part of a new combined tool
(developed and applied by an international practitioners group)

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- *addressing* a) challenge of climate change adaptation
  b) develop or expand sustainable tourism
  c) help to prevent arbitrary planning (indicator data base)

- *inclusion*
- *accompaniment* of exemplary applications of stakeholders (German Baltic Coast)

EUCC-D: evaluates the tool and elaborates the benefits


...is it necessary to know the present situation.

Silke Schoenwald, Inga Haller, Christian Filies
## INDICATORS of QualityCoast

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- **CORE** (coloured cells): 101
- **Your Choice** (per Criteria at least 2): at least 40 (89)
- **Voluntary**: 43

Silke Schoenwald, Inga Haller, Christian Filies

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### 5 CATEGORIES ➔ CRITERIA

- **NATURE**
  1. NATURE & CONSERVATION
  2. ACCESS, INFORMATION & EDUCATION
  3. GREEN POLICIES
  4. OPEN LANDSCAPES

- **ENVIRONMENT**
  5. ENVIRONMENTAL MANAGEMENT
  6. BLUE FLAGS & BEACHES
  7. WATER MANAGEMENT
  8. SUSTAINABLE TRANSPORTATION
  9. WASTE & RECYCLING
  10. ENERGY & CLIMATE MITIGATION
  11. CLIMATE CHANGE ADAPTATION

- **IDENTITY & CULTURE**
  12. CULTURAL HERITAGE
  13. TERRITORY & TRADITION
  14. LOCAL IDENTITY

- **TOURISM & BUSINESS**
  15. DESTINATION MANAGEMENT
  16. BUSINESS INVOLVEMENT
  17. HOSPITALITY & SATISFACTION

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Other important information, problems and constraints

Improvements planned for the next 2 years

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http://www.qualitycoast.info/

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### Criterion 11. Climate Change Adaptation

**Efforts in place to adapt/protect against climate change**

11.1. Does the destination have a system to identify challenges and opportunities associated with climate change? Is this system encourages climate change adaptation strategies for development, siting, design, and management of tourism facilities that contributes to the sustainability and resilience of the destination? (GSTC/A4)

11.2. Total coastline length with seawalls and hard coastal revetments protecting the coast against marine flooding and erosion: total number of kilometres (BasIQ E15)

11.3. % of coastline length with seawalls and hard coastal revetments, compared to the total coastline length of the destination (BasIQ E16)

11.4. Total coastline length with groynes and other structures against beach erosion: number of kilometres (BasIQ E17)

11.5. % of coastline length with groynes and other structures against beach erosion, compared to the total coastline length of the destination (%) (BasIQ E18)

Improvements made in last 2 years (only for 2nd time applicants that had a score below 7 for this criterium)

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→ Application

RATE ONLY ALL COLOURED CELLS MUST BE FILLED IN PLUS
ONLY A NUMBER OF WHITE CELLS PER CRITERIUM, AS SPECIFIED

In addition to the core indicators (coloured cells):
Please complete at least 2 of the optional indicators (white cells)
for this criterium

RATE ONLY

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- >>>>> Approximate %
- >>>>> Approximate %

1/2/3/4/5 Clarify with examples when you indicated 4 or 5

- >>>>> Brief specification
- >>>>> Brief specification
- >>>>> Brief specification
- >>>>> Brief specification
- >>>>> Brief specification

**http://www.qualitycoast.info/**

- approximate %
- assess yourself: Scale from 1–5 (no; little; just sufficient; good; maximum)
- brief specification
BENEFITS

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➔ supports decision making
➔ supports self-assessment
➔ stimulates strategic planning (towards sustainable development)
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1.1. as a tool for IC(Z)M

• encourage destinations in taking action (bottom up-approach):
  - natural/cultural heritage; clean environment; local identity; business involvement in sustainable development;
  - in their policies in any of the aspects

• sensibilize for, awareness-raising of sustainability, today`s and future challenges

• supports local, individual, specific solutions e.g. for climate adaptation
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<table>
<thead>
<tr>
<th>Island or coastal destination</th>
<th>Quality-Oriented indicator</th>
<th>Heritage</th>
<th>Nature</th>
<th>Water &amp; Environment</th>
<th>Culture</th>
<th>Local Identity</th>
<th>Identity &amp; Society</th>
<th>“Go Green” campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Acores (PT)</td>
<td></td>
<td>8.5</td>
<td>9.2</td>
<td>9.1</td>
<td>8.5</td>
<td>7.7</td>
<td>7.8</td>
<td></td>
</tr>
<tr>
<td>2 Santorini (Cret, GR)</td>
<td></td>
<td>7.3</td>
<td>9.0</td>
<td>8.3</td>
<td>8.4</td>
<td>8.4</td>
<td>8.4</td>
<td></td>
</tr>
<tr>
<td>3 Gozo &amp; Comino (MF)</td>
<td></td>
<td>7.3</td>
<td>7.7</td>
<td>8.7</td>
<td>8.0</td>
<td>8.0</td>
<td>8.0</td>
<td></td>
</tr>
<tr>
<td>4 Noordwijk (NL)</td>
<td></td>
<td>8.5</td>
<td>8.1</td>
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<td>8.1</td>
<td>8.1</td>
<td>8.1</td>
<td></td>
</tr>
<tr>
<td>5 Migjlanes/San Roqueo (CT)</td>
<td></td>
<td>8.5</td>
<td>8.0</td>
<td>8.0</td>
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2.1 for the (tourist) economy

• Certificate (QualityCoast-Award) visualized, advertised, marketed: via the internet/brochures

• an international network of possible partners (communities) → exchange of ‘best practice’

• maintaining high standards in the quality of tourism offer

QualityCoast:
since 2007; already 125 tourism destinations awarded: Gold, Silver, Bronze; worldwide applicable
EUCC-D

• supports the application process of the tool, including QualityCoast-indicators
• uses indicators to communicate climate change adaptation and sustainable development to tourism stakeholders
  - along the eastern German Baltic Coast (e.g. island Rügen)
EUCC-D

• supports the application process of QualityCoast
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THANK YOU FOR YOUR ATTENTION

http://www.eucc-d.de/
http://www.qualitycoast.info/
http://www.sustain-eu.net/
http://www.biosphaerenreservat-suedostruegen.de/de/biosphaerenreservat

since 2004 ➔ COASTLINE REPORTS

Silke Schoenwald, Inga Haller, Christian Filies