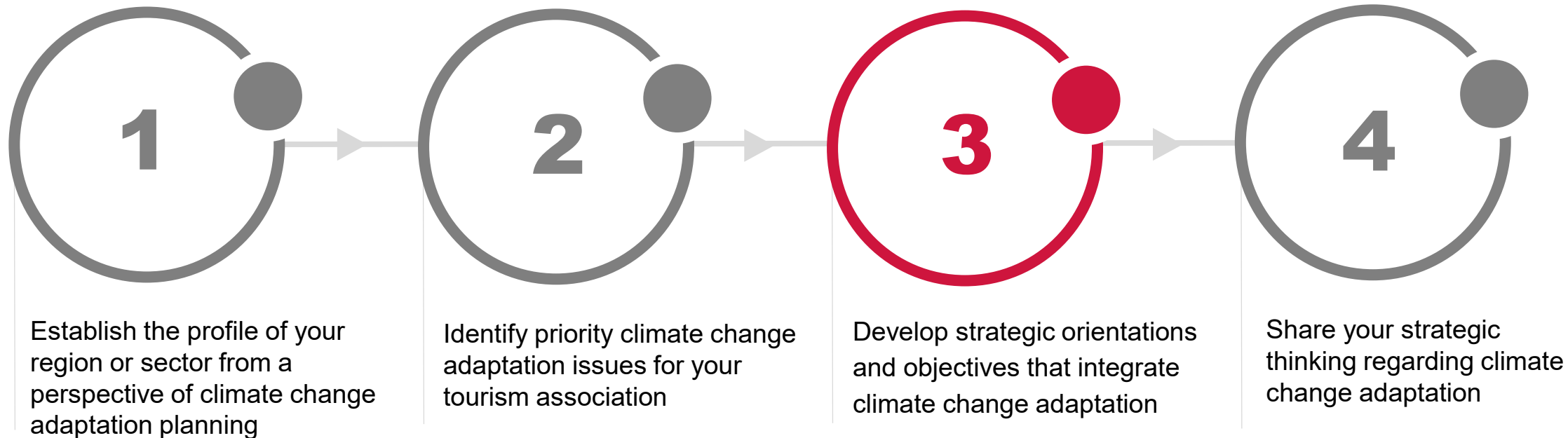


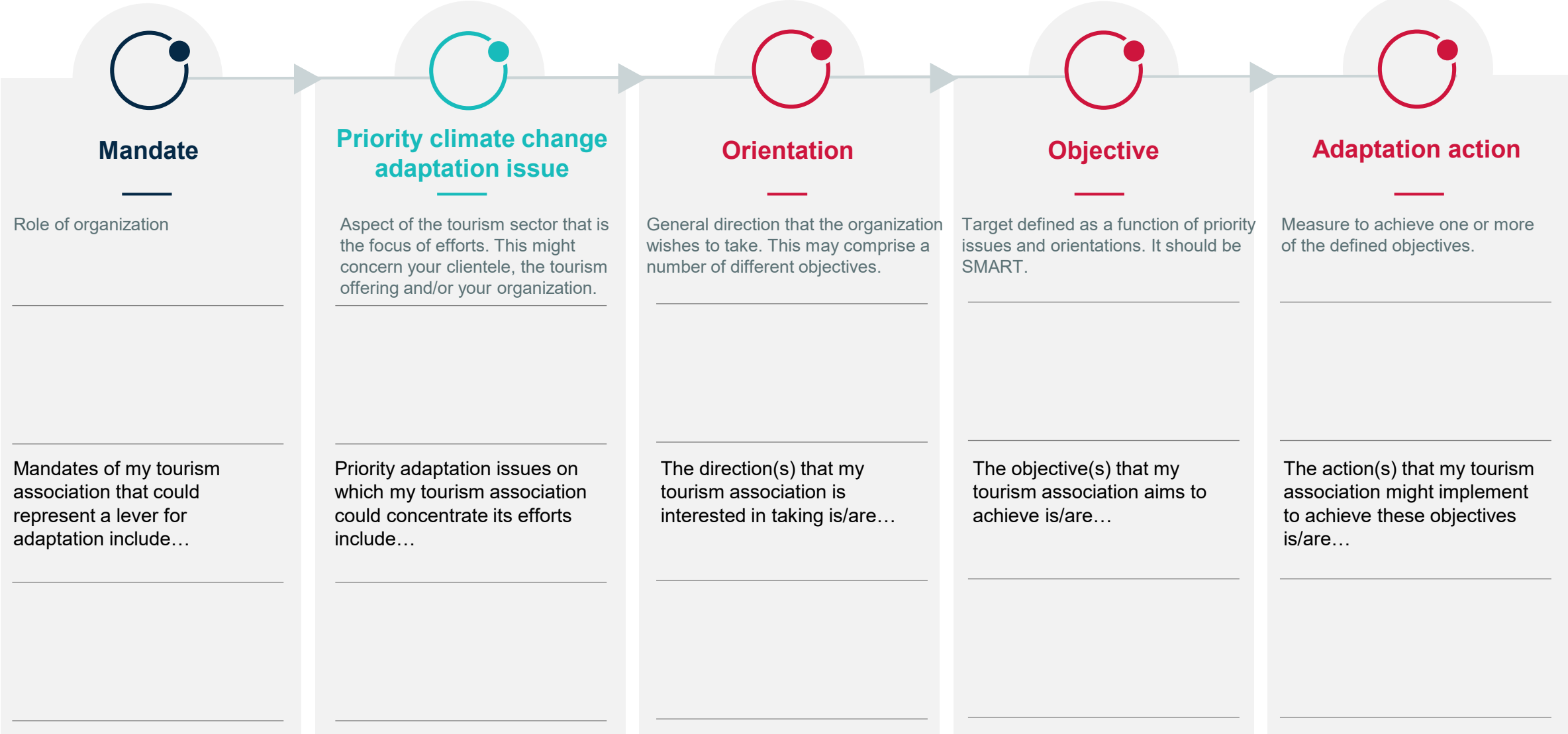
Develop strategic orientations and objectives that integrate climate change adaptation

WORKSHOP 3: June 15, 2023 from 10 a.m. to 12 p.m. (virtual)

→ Approach developed to support and advise you as you brainstorm and develop your orientations and objectives for climate change adaptation with a view to integrating them into your strategic planning.



My strategic thinking ● ● ● ●





Recap of Workshop 1 – Main Mandates

Strategic knowledge

Create knowledge acquisition projects
Achieve an overview of impacts and adaptation

Develop and structure the tourism offering

Develop a four-season approach
Develop new markets

Support businesses

Educate/train
Pool resources
Facilitate access to information
Analyze

Reception, information and signage

Inform/educate clientele on impacts/risks

Promotion, commercialization and marketing

Promote progress in the field of adaptation

Innovation

Support / collaborate / carry out showcase projects, “idea incubators”

Leadership

Strengthen the linkages between tourism companies and stakeholders
Ensure consistency in adaptation-related actions

Workforce

Make recommendations regarding health and safety practices for a workforce exposed to challenging meteorological conditions

Recap on Workshop 2 – Priority Issues

Phenomenon / climate hazard	 Threats	 Opportunities	Priority issues
Rising temperatures and extreme precipitation	Increased risk related to clientele comfort, health and safety	Educate clientele on risks	 Clientele
Shifting seasons	Challenges in planning tourism offering	Develop and diversify tourism offering over the four seasons	 Tourism offering
Variability of winter season	Activities rendered impracticable	Adapt activity programming as a function of the changing climate	 Tourism offering
Erosion and flooding	Higher risks in terms of facility and infrastructure security	Boost facility and infrastructure resiliency	 Tourism offering
Changes in ecosystem dynamics	Loss of appeal and activities	Develop new markets as a function of biodiversity and natural resources	 Tourism offering
Heightened extreme climate conditions	Increased risks in supply chain security	Enhance knowledge	 Organization



3

Develop strategic orientations and objectives that integrate climate change adaptation



MAIN THRUST

- To be well positioned to plan for action by developing clear, strategic orientations and objectives



Information sharing MINISTRY OF TOURISM (MTO)




MTO expectations – Responsible and sustainable tourism

Strategic planning of the destination

- 1 responsible and sustainable tourism orientation
- 2 responsible and sustainable tourism objectives
 - 1 climate change adaptation objective (mandatory)



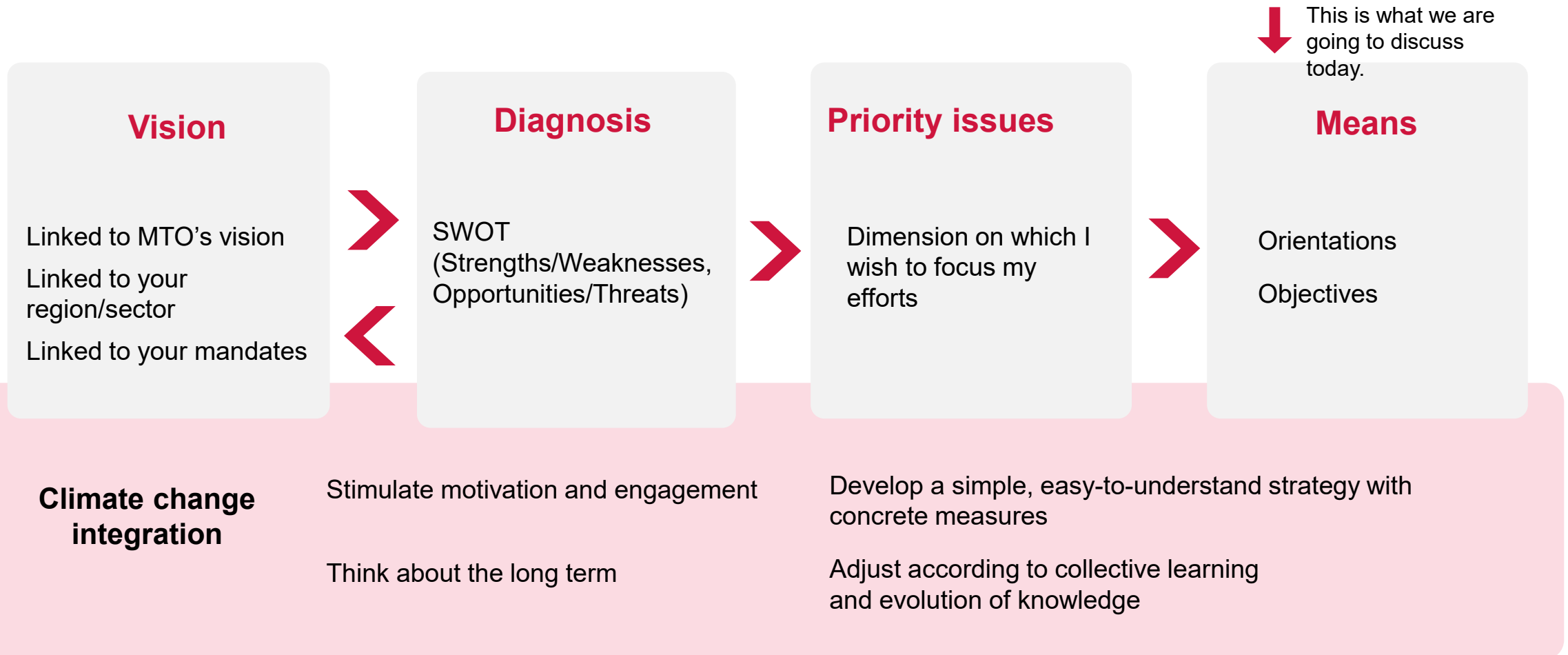
Experience sharing: Orientations and objectives that integrate climate change adaptation

 Sophie Maccario
Head of Adaptation Science Coordination
Ouranos



Experience sharing

KEY MAJOR STEPS OF STRATEGIC PLANNING





Experience sharing STRATEGIC ORIENTATION



Goal or general direction that your association wishes to take. An orientation may comprise a number of different objectives

Example of orientation

- Support companies in climate change adaptation and innovation



Experience sharing STRATEGIC OBJECTIVE



Defined as a function of priority issues and orientations. It should be SMART :
Specific, Measurable, Achievable, Relevant and Time-bound

Examples of objectives

- Acquire and share knowledge about the fight against climate change for the tourism industry
- Support partners in testing innovative solutions
- Stimulate the mobilization of regional and sectoral players for a tourism industry that is resilient to climate change

Examples of orientations and objectives

Phenomenon /
climate hazard

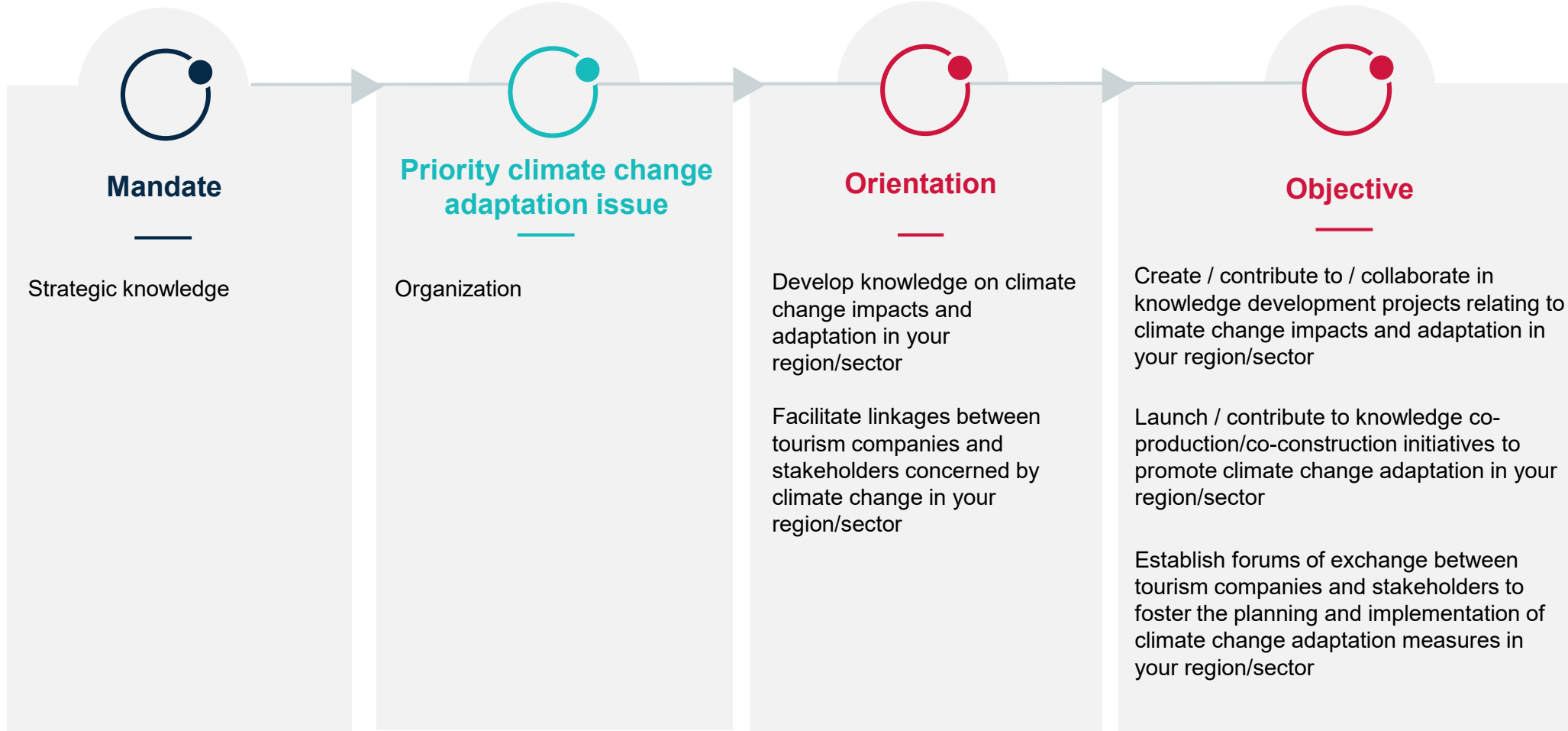
 Threats

 Opportunities

Increased climate instability

Lack of strategic knowledge on the threats and opportunities associated with climate hazards, which limits the ability to plan and implement climate change adaptation measures in your region/sector

Gain an overview of climate change impacts and adaptation actions in your region/sector



Examples of orientations and objectives

Phenomenon / climate hazard



Threats

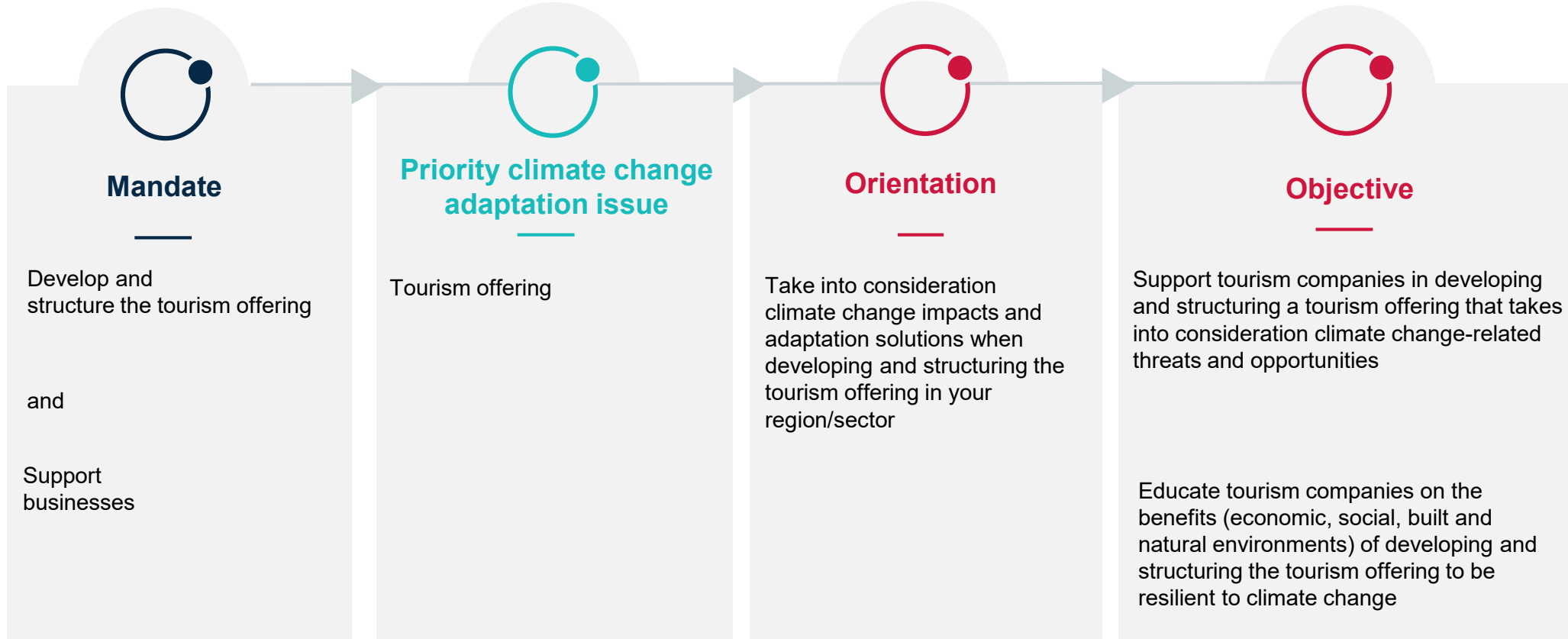


Opportunities

Shifting seasons and
Variability of winter season

Challenges in planning tourism offering
Activities rendered impracticable, especially in winter

Diversify, adapt the tourism offering in your region/sector



Examples of orientations and objectives

Phenomenon /
climate hazard

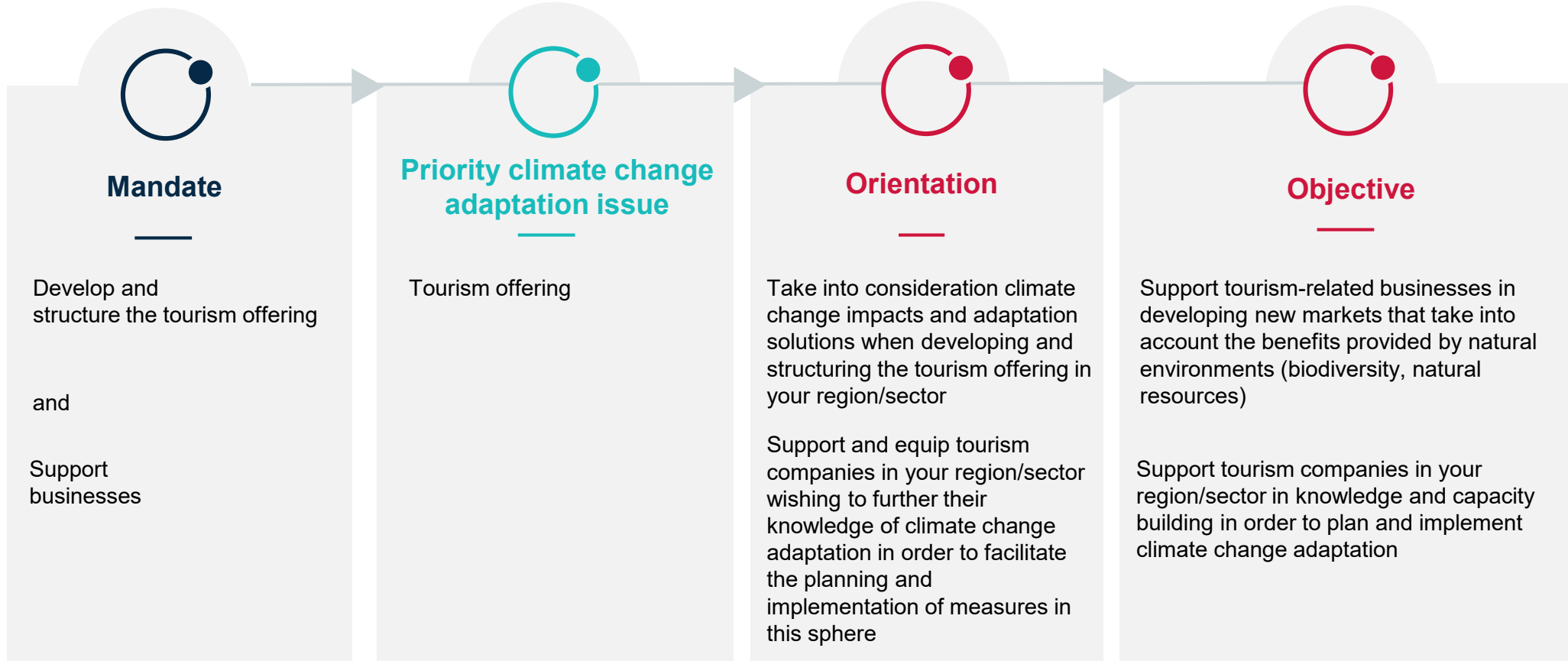
 Threats

 Opportunities

Changes in ecosystem dynamics

Loss of appeal and activities

Develop new markets in your region/sector



Examples of orientations and objectives

Phenomenon /
climate hazard

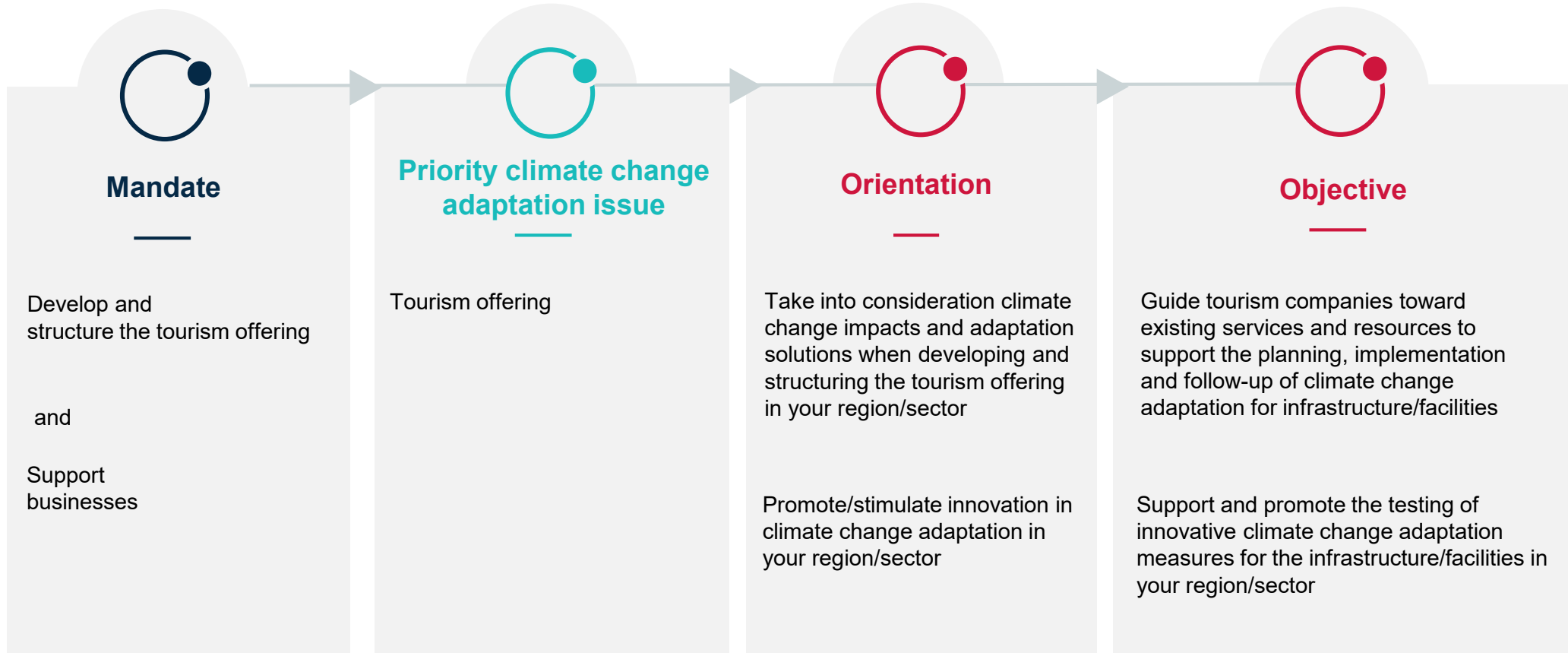
 Threats

 Opportunities

Erosion and flooding

Higher risks in terms of infrastructure/facility
security
Reduced longevity of infrastructure/facilities

Increase the resilience capacity of
infrastructure/facilities in your region/sector



Examples of orientations and objectives

Phenomenon /
climate hazard

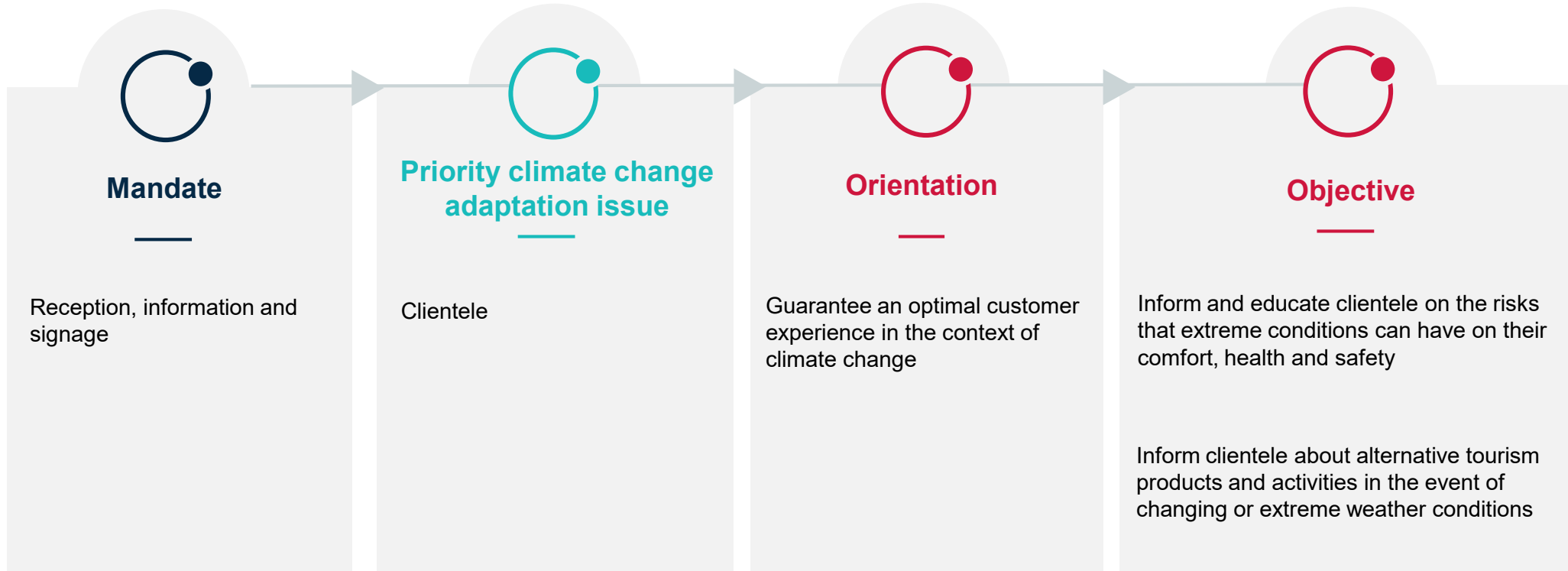
 Threats

 Opportunities

Heightened extreme climate conditions

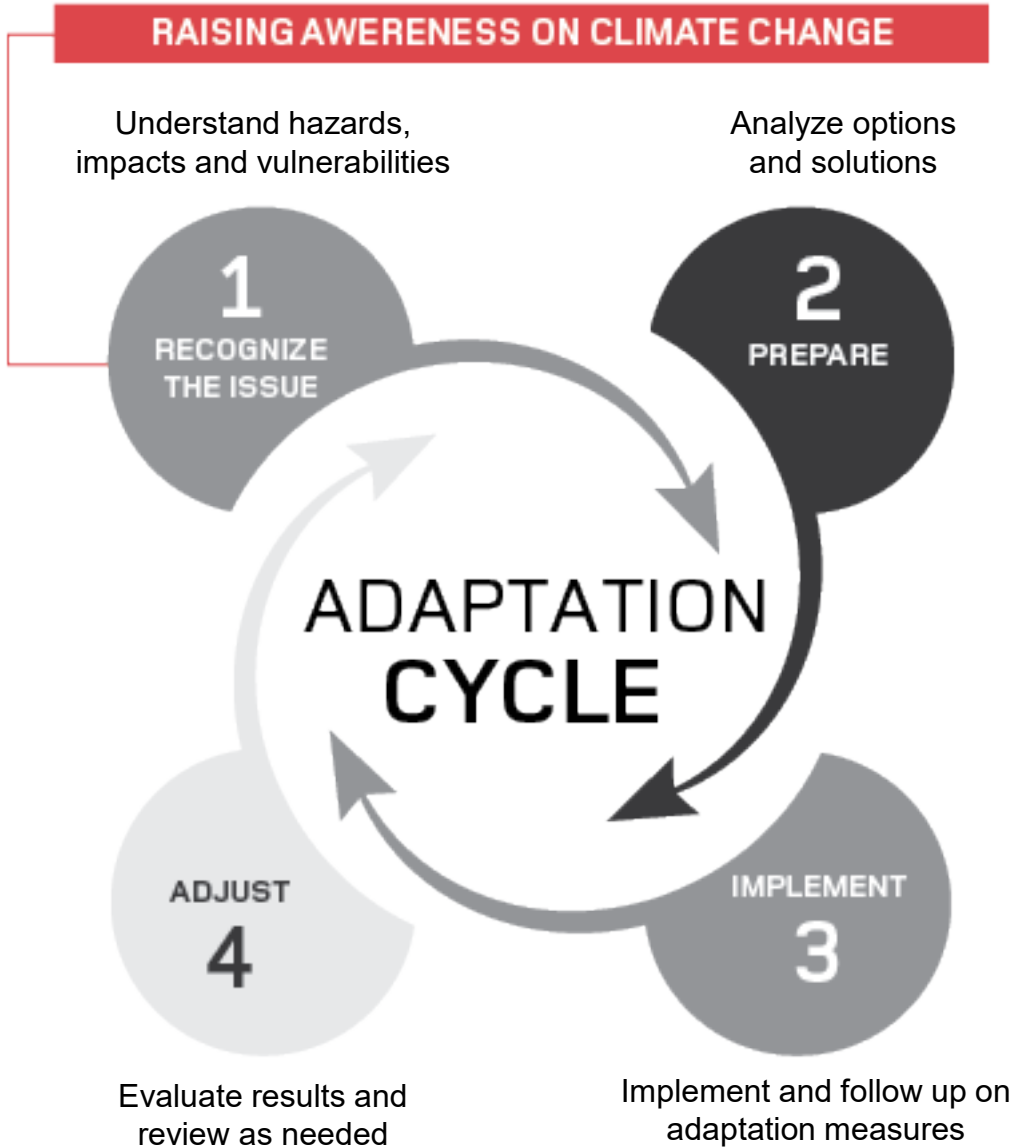
Higher risk of extreme conditions having an impact on clientele comfort, health and safety

Educate clientele on the risks that extreme conditions can have on their comfort, health and safety





Adaptation cycle



The orientations, objectives and actions that you define for climate change adaptation are dependent on your progress in this cycle

3

Reflection activities



MY THOUGHTS

- Direction(s) that my tourism association is interested in taking
- Objective(s) that my tourism association has set
- Action(s) that my tourism association could implement



Thank you for participating!

- Next meeting in September – date to be confirmed
- Reflection for feedback meeting
- Online appreciation survey



OUR TEAM



CHANTAL QUINTIN

Research and Knowledge Transfer Specialist



LAURENCE COULOMBE

Scientific Program
Coordinator in Adaptation

[Contact us](#)

Parcours **ADAPTATION** aux changements climatiques en **tourisme**



Plan for a
Green
Economy



Québec 

 **Ouranos**

