

Develop strategic orientations and objectives that integrate climate change adaptation

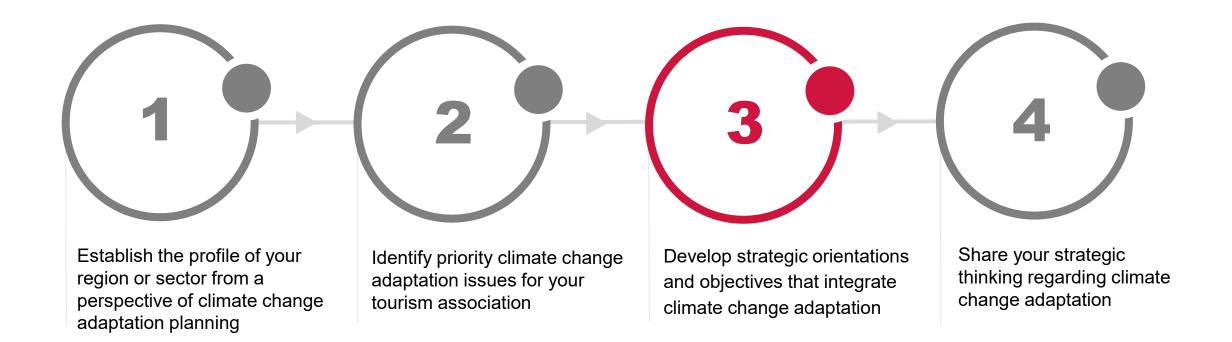
WORKSHOP 3: June 15, 2023 from 10 a.m. to 12 p.m. (virtual)





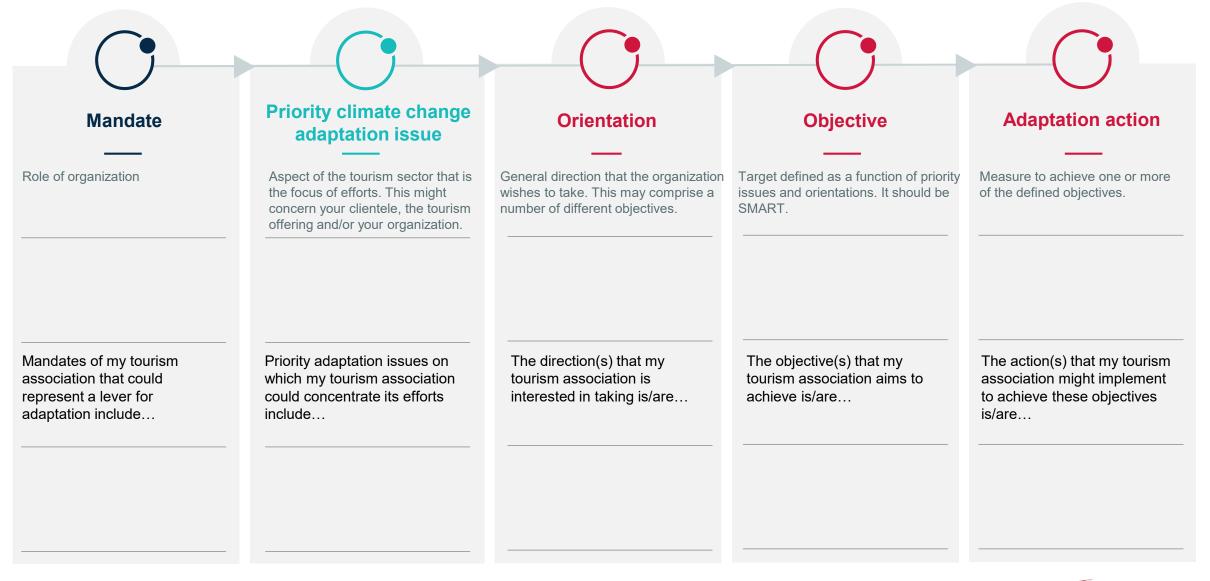


Approach developed to support and advise you as you brainstorm and develop your orientations and objectives for climate change adaptation with a view to integrating them into your strategic planning.





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



Develop strategic orientations and objectives that integrate climate change adaptation

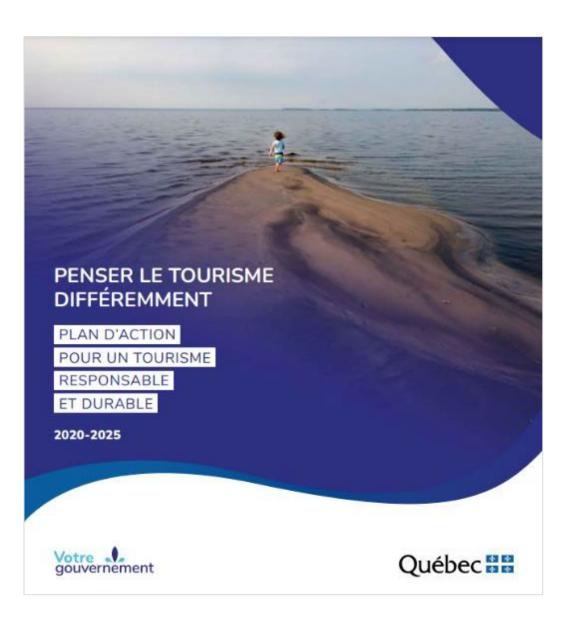


MAIN THRUST

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





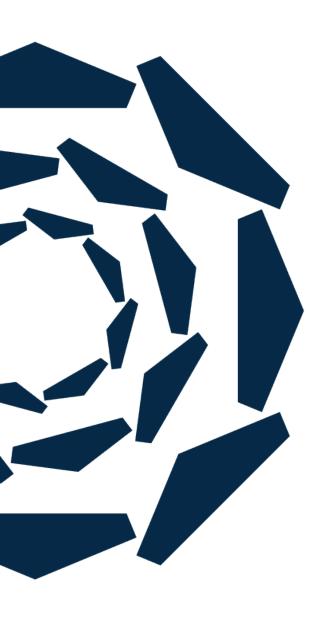


MTO expectations – Responsible and sustainable tourism

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



Vision

Linked to MTO's vision
Linked to your
region/sector
Linked to your mandates

Diagnosis

SWOT (Strengths/Weaknesses, Opportunities/Threats)

Priority issues

Dimension on which I wish to focus my efforts

This is what we are going to discuss today.

Means

Orientations
Objectives

Climate change integration

Stimulate motivation and engagement

Think about the long term

Develop a simple, easy-to-understand strategy with concrete measures

Adjust according to collective learning and evolution of knowledge







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









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





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



Mandate

Strategic knowledge



Priority climate change adaptation issue

Organization



Orientation

Develop knowledge on climate change impacts and adaptation in your region/sector

Facilitate linkages between tourism companies and stakeholders concerned by climate change in your region/sector



Objective

Create / contribute to / collaborate in knowledge development projects relating to climate change impacts and adaptation in your region/sector

Launch / contribute to knowledge coproduction/co-construction initiatives to promote climate change adaptation in your region/sector

Establish forums of exchange between tourism companies and stakeholders to foster the planning and implementation of climate change adaptation measures in your region/sector





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



Mandate

Develop and structure the tourism offering

and

Support businesses



Priority climate change adaptation issue

Tourism offering



Orientation

Take into consideration climate change impacts and adaptation solutions when developing and structuring the tourism offering in your region/sector



Objective

Support tourism companies in developing and structuring a tourism offering that takes into consideration climate change-related threats and opportunities

Educate tourism companies on the benefits (economic, social, built and natural environments) of developing and structuring the tourism offering to be resilient to climate change



Examples of orientations and objectives • • • •



Changes in ecosystem dynamics

Loss of appeal and activities

Develop new markets in your region/sector



Mandate

Develop and structure the tourism offering

and

Support businesses



Priority climate change adaptation issue

Tourism offering



Orientation

Take into consideration climate change impacts and adaptation solutions when developing and structuring the tourism offering in your region/sector

Support and equip tourism companies in your region/sector wishing to further their knowledge of climate change adaptation in order to facilitate the planning and implementation of measures in this sphere



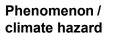
Objective

Support tourism-related businesses in developing new markets that take into account the benefits provided by natural environments (biodiversity, natural resources)

Support tourism companies in your region/sector in knowledge and capacity building in order to plan and implement climate change adaptation









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



Mandate

Develop and structure the tourism offering

and

Support businesses



Priority climate change adaptation issue

Tourism offering



Orientation

Take into consideration climate change impacts and adaptation solutions when developing and structuring the tourism offering in your region/sector

Promote/stimulate innovation in climate change adaptation in your region/sector



Objective

Guide tourism companies toward existing services and resources to support the planning, implementation and follow-up of climate change adaptation for infrastructure/facilities

Support and promote the testing of innovative climate change adaptation measures for the infrastructure/facilities in your region/sector



Examples of orientations and objectives • • • •





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



Mandate

Reception, information and signage



Priority climate change adaptation issue

Clientele



Orientation

Guarantee an optimal customer experience in the context of climate change



Objective

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

Inform clientele about alternative tourism products and activities in the event of changing or extreme weather conditions





RAISING AWERENESS ON CLIMATE CHANGE Understand hazards, Analyze options impacts and vulnerabilities and solutions RECOGNIZE PREPARE THE ISSUE **ADAPTATION** CYCLE IMPLEMENT ADJUST Implement and follow up on Evaluate results and adaptation measures review as needed

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



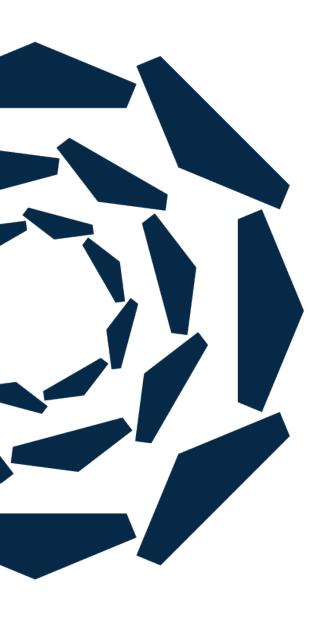
Reflection activities



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

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Participant
Handbook



Thank you for participating!

Next meeting in September – date to be confirmed

Reflection for feedback meeting

Online appreciation survey







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Scientific Program
Coordinator in Adaptation

Contact us

Parcours ADAPTATION x changements climatiques en tourisme





