



Tackling Climate Change

Adaptation strategies for
tourism in Lower Saxony

GSTC Conference Sevilla
December 14th, 2022
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Lower Saxony & the starting point of the project (2020-2022)

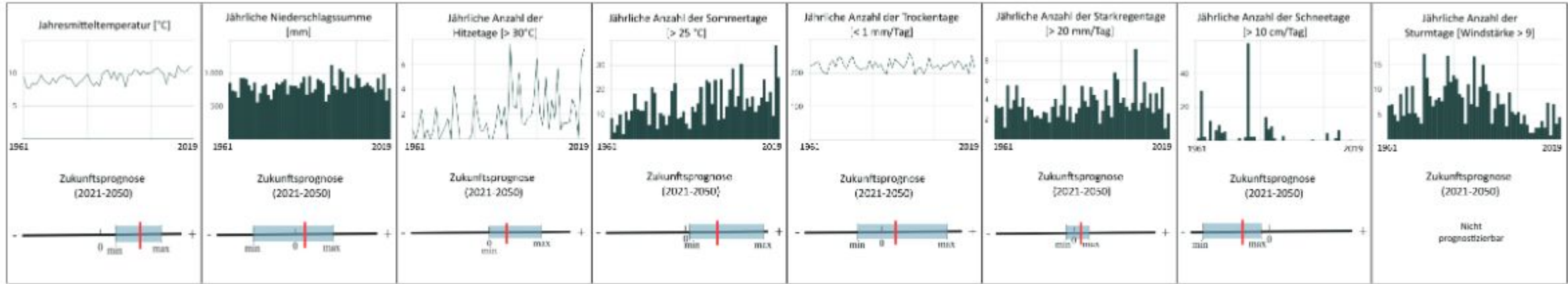


- Very diverse region with different types of tourism destinations
- Not the most affected region by Climate Change in the world/Europe/Germany
- The state DMO adopted the topic, pushed for the realization of this project and is taking ownership of the process.

<http://www.klimawandel-niedersachsen.de/>

<https://www.deuschertourismuspreis.de/innovationsfinder/tourismusmarketing-niedersachsen-klimawandel-anpacken.html>

Risk assessment on regional & local level



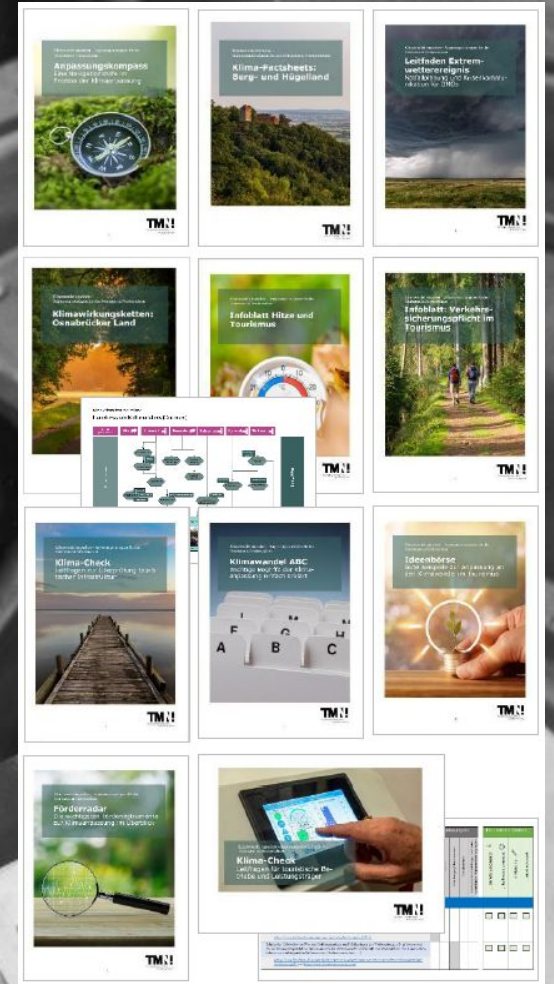
Accept and plan with climate change
Identify risks and opportunities on all levels
Expect a changing tourism demand
Tourism needs healthy nature

Constant dialogue and communication between stakeholders, from the start
Cross-level
Cross-sectoral

Leeway for your creativity

Find the key factors that need your work

Use the right tools to turn the wheels into the right direction



Tackle Climate Change together!

Take precautions

- Upgrading the tourism infrastructure
- Adjust offers to changed reality
- Consider climate adaptation in concepts and plans
- Economic provisioning

Take responsibility

- Responsibility towards the community
- Responsibility towards guests
- Responsibility needs resources (competence & capacities)

Optimise your network(ing)

- Review communication channels
- Optimise cooperation structures
- Forming adaptation alliances
- Inside and outside of tourism

Learnings regarding Climate Change adaptation



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1. Think about climate change adaptation in tourism – Think about tourism in climate change adaptation!
2. Climate change adaptation is a process and not a temporary project. It requires resources, stamina and a lot of flexibility
3. The important thing is to get started and keep going! No matter how you start – be pragmatic! Waiting will be way more expensive

Thank you very much!



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