

Collaborative Project



CLIM-RUN

Climate Local Information in the Mediterranean
region Responding to User Needs



WP 5 – Tourism
Task 5.3 Task TITLE

Report on the protocol definition

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TEC

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Authors: Ghislain Dubois, Adeline Cauchy

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Executive summary

Within the CLIM RUN project, the objective of this deliverable is to report on the implementation of the CLIM RUN protocol for stakeholders identification and engagement, for WP5. This WP5 articulates four case studies (Savoie, Tunisia, Croatia and Cyprus) which experienced various forms of interaction with stakeholders around the concept of climate services.

The objective of this first phase of interaction was to understand users' need (data, products) of climate services, so as to try to answer these needs (in articulation with WP2 and WP3), in further steps of the project.

This revealed the difficulty to engage primary (i.e. hoteliers) stakeholders in the process, and the need to rely on secondary ones (professional representative, local authorities) ; the need to understand well the "stakeholders' systems" so as to engage the right players; the low level of use and awareness of climate services within the sector, due to the high presence of SMEs, and finally the need to rely more on individual consultation, to better catch the current practices and needs.

1. Introduction

Work package overview

During the first year of the project, WP5 articulated four tourism case studies:

Savoie, French Alps, focusing on summer tourism conditions:

- Stakeholder expert team: Adeline Cauchy, TEC, with the help of University of Grenoble (Philippe Bourdeau and Romain Bérard), which provided an expertise on mountain tourism as well as an access to local stakeholders;
- Climate expert team : Clotile Dubois, Météo France
- The workshop was held Sep 19, 2011, in Montmelian, and gathered 15 participants. It followed a consultation of 30 key stakeholders during summer 2011

Tunisia, focusing more on seaside tourism, with some diversification aspects (desert tourism, golf courses, spas...)

- Stakeholder expert team : GREVACHOT, with the help of Jean Medhi Chapoutot, tourism expert
- Climate expert team : Paolo Ruti (ENEA) and Latifa Henia, GREVACHOT
- The workshop was held Dec 18, 2011, in Hammaet, and gathered 18 participants, and also followed an individual consultation of stakeholders

Croatia, also a seaside tourism destination, with a clear focus on diversification (yachting, winter and snow tourism, cultural tourism)

- Stakeholder expert team : DHMZ, without the help of a tourism expert
- Climate expert team : DHMZ + ?
- The workshop was held Sep, 21, 2011, in Zagreb

Cyprus, also a seaside tourism destination, with some rural locations in the hinterland

- Stakeholder expert team : EEWRC, without the help of a tourism expert
- Climate expert team : EEWRC + ?
- The workshop was held Nov 1, in Nicosie, with a more limited participation

Within the CLIM RUN project, the objective of this deliverable is to report on the implementation of the CLIM RUN protocol for stakeholders identification and engagement, for WP5. The objective of this first phase of interaction was to understand users' need (data, products) of climate services, so as to try to answer these needs (in articulation with WP2 and WP3), in further steps of the project.

Protocol definition

WP5 detailed the general WP1 and WP4 protocol, in a step-by-step approach, articulating the main phases of CLIM RUN case studies, and adding some sub-phases.

The objectives was to provide guidelines :

- for a preliminary analysis of the case : institutional analysis, key economic data, current use of climate services, characterization of the climate dependence..
- for series of face to face interviews, to be achieved before or after the workshop, so as to reach a more in depth analysis of users' need. The workshop, as a collective consultation tool, is designed so as to express a consensus on demands, whereas individual consultations can provide a more detailed expression of needs;
- for the workshops, even if the material provided by WP4 was far sufficient;
- for the intermediate phase (between workshops), where each team will try to engage in a continuous interaction with stakeholders.

This detailed protocol is provided in Annex 1

2. Main results

2.1. Stakeholders identification and engagement

Implementation of questionnaire, interviews and workshops

All case studies did not implement stakeholders identification and engagement tools in the same way, which offers some room for comparison:

- In Tunisia and in Savoie the WS was preceded by a series of preparatory interviews using a shortened version of the questionnaire, allowing a first presentation of stakeholders' demand, allowing a collective discussion, a prioritization of issues, with truly informed stakeholders;
- In Croatia and Cyprus, the questionnaire was send out with the invitation to the workshop to as sample of stakeholders (60 in the case of Croatia), with in both cases a low response rate (7 in Croatia), and a limited participation to the workshop. This is common to other WPs: given the low number of respondents, the questionnaire should not be used as a quantitative tool, but more as a guideline for interviews and workshops facilitation.

This means than in the context of climate services for the tourism sector, stakeholders will probably not express their needs spontaneously, but these needs will have to be understood and “translated” taking the necessary time to do so. On the other hand, the case of Savoie, where the awareness of climate change is quite high(due to the lack of snow for ski activities) and needs expressed more clearly, show that the capacity of stakeholders can increase quickly.

The need of a comprehensive institutional analysis

The tourist system is complex, with a combination of public and private, tourism and non tourism players at all scales. Depending on its market and institutional system (centralised versus decentralised for instance), each destination offers a unique combination. In Tunisia and in Cyprus, tour operators are the key players, since they control the demand, and might therefore be more interested in climate services, so as to plan their activities. Whereas hoteliers depend more on tour operators than only indirectly on climate parameters, and will therefore not follow very precisely any climate prediction;

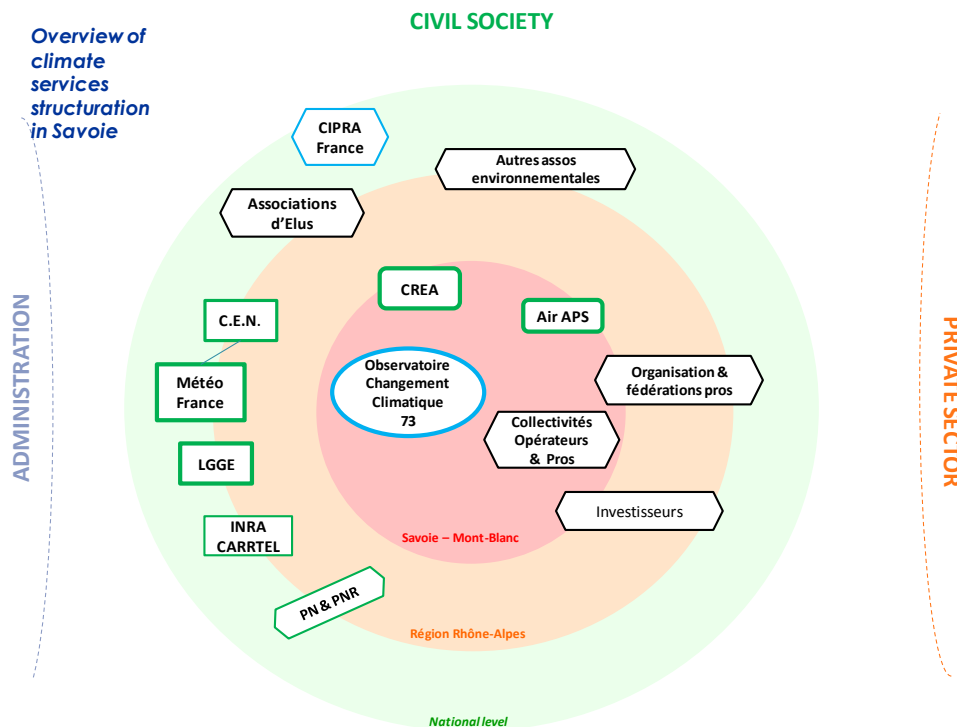
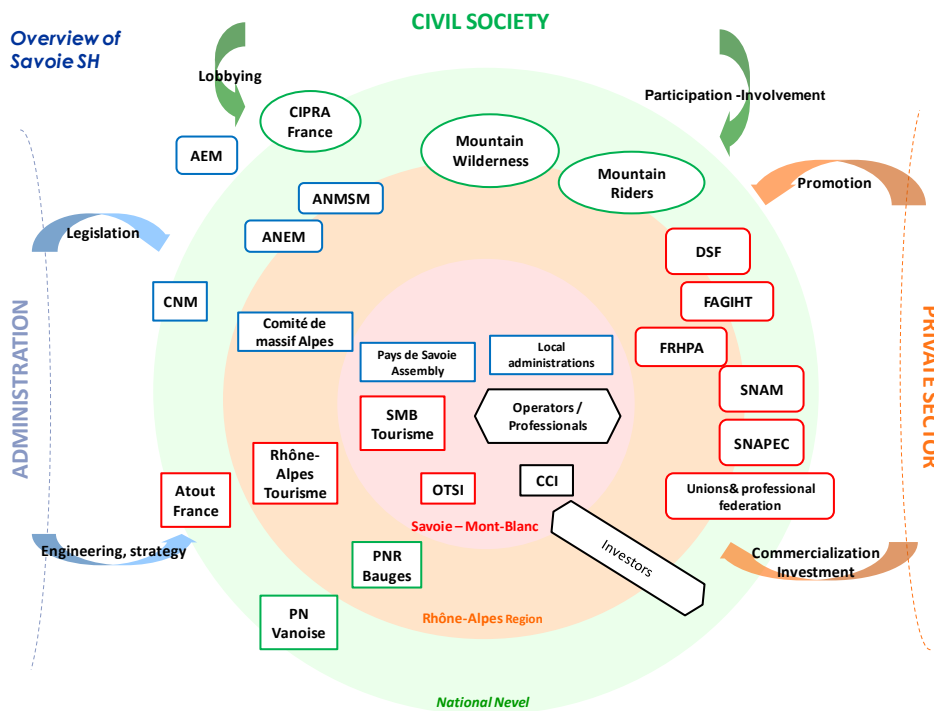


Figure 1: Mapping of the tourism and climate services systems : Savoie

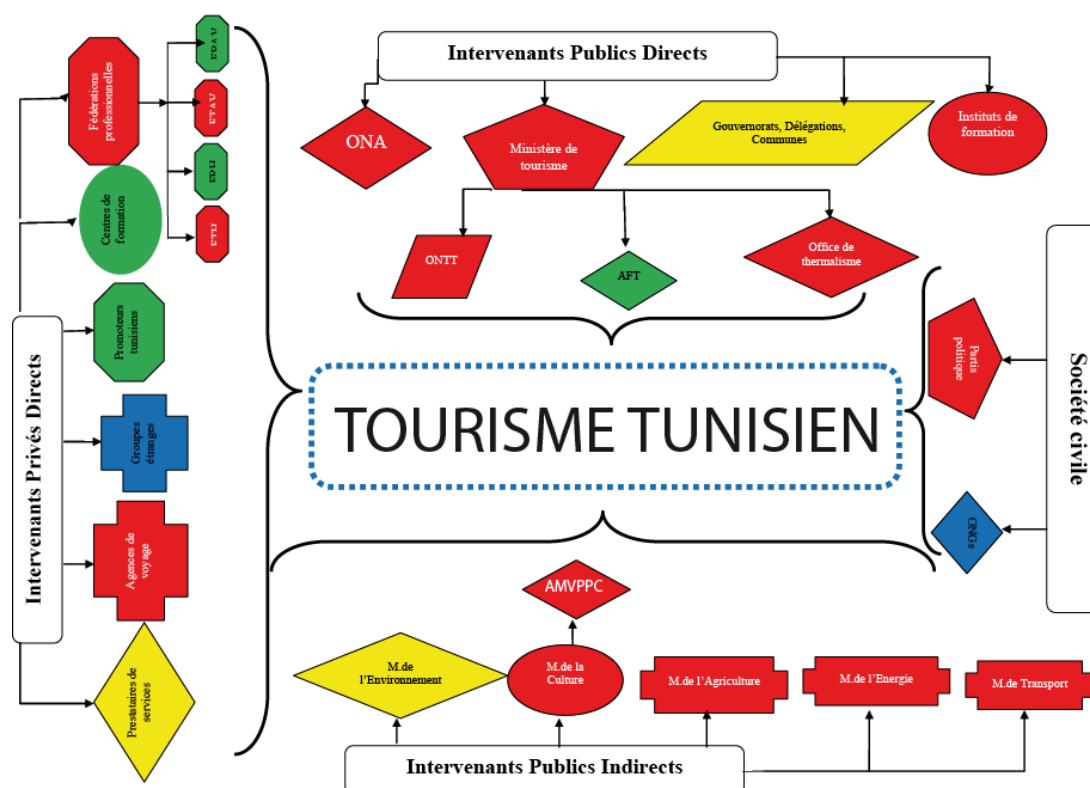


Figure 2: Mapping the tourism system: Tunisia

Awareness and use of climate services

The tourism sector, overall, shows on one hand a growing perception of the issue of climate change as a key issue affecting future development, on the other hand a very low level of awareness and use of climate services. This is a quite contrasted situation, somehow limiting stakeholder involvement. Uncertainties, the contrast between long term climate influence and immediate priorities, or the feeling that the activity is not that dependent to climate are often argued to justify a lack of interest. On the other hand, the dissemination of impact assessment surveys and adaptation strategies clearly developed an interest for CC, for instance in Tunisia, where the Ministry of the Environment and German GTZ, supported the elaboration of a tourism adaptation strategy.

Very few formal or informal links between climatologists, climate institution and the tourism sector, with the exception of Savoie, where the development of a regional observatory of CC and the presence locally of research labs specialised on snow cover created some working relations.

Barriers to stakeholder involvement/communication

Several factors can explain the difficulty to engage stakeholders:

- the fact that do not see the added value of the CLIM RUN project in their daily activities., given that CLIM RUN is a research project that could not really promise some final products like climate change impact assessment, but more likely the provision of data and indicators;
- some short term factors can explain some difficulties. In Tunisia the janurary 2011 revolution disorganised the country and created a deep tourism crisis, and therefore stakeholders' mind was more on immediate economic recovery and political transition than on long term climate issues during the research;
- the complex relationships between tourism and climate. Tourism does not rely on a single parameter (i.e. wind for wind energy) but on a series of parameters, some directly affecting comfort (insulation, heat, humidity), some affecting tourism resources on which tourism relies on (snow cover, seal level rise and beach erosion). All of them been affected by the filter of human perception (perceived temperature rather than measured one, see biometeorology research). It is somehow difficult for stakeholders to perceive the complexity of this links, and can lead to some sort of discouragement;
- the importance of SMEs in the sector, forcing to engage representative players (professional association, tourism offices), rather than individual stakeholders. On the other hand, even large players (for instance Club Med, contacted in the perspective of seasonal predictions) expressed some scepticism about the usefulness of climate services for their activity, even if some added value can seem obvious (ability to foresee the next tourism season in advance, etc.);
- there comes a 3rd limitation : the low level of innovation within the sector. Even big players do not have a R&D department, or do not commission researches, therefore, the receptivity of new topics/tools can be weaver than for instance in the industry.

2.2. Summary of stakeholder needs

Data or product ?

Some case studies (Croatia, Cyprus), concentrated on data demands (i.e: temperature, sunshine duration...), whereas Savoie and Tunisia tried to “package” this date in “product”. A “product” should be more ready to use : to be customised, with a final graphic layout rather than a prototype provide, to be commented...

Given the low level of climate expertise

Specific needs in the tourism sector

Tourism Comfort Indexes

This demand was expressed clearly (but more by GREVACHOT and DHMZ, the research tempsn than by stakeholders) in Tunisia and Croatia. It was mentioned but not ranked high in the Savoie workshop.

Refining existing indexes, so as to reflect more the diversity of tourism (Beach TCI, TCI specific to a given emitting markets, with different heat thresholds for instance). This requires a transfer of knowledge of the literature on climate requirements of tourists (a sample is available on WP5 wiki).

This concerns particularly intermediate seasons (spring, autumn...), which could offer opportunities for tourism in a warmer climate.

Seasonal predictions

Not only at the destination level, but also at origin markets. One can argue that if the climate is particularly rainy and stormy in UK in Spring and Summer, Brits will tend to travel more to Cyprus, and this is therefore a valuable information for Cyprus Tourim Offices of tour operators.

For air temperature, but also for sea surface temperature (including very locally, immediately along the beach), which is specific to tourism.

This will require the involvement of seasonal prediction expert (IC3 + ?).

Demands linked to specific activities phenomena:

These are more miscellaneous and can concern either past or future climate. Detailed data requests are presented in WS reports.

- Water temperature and impact on bathing conditions (first meters) and jelly fish invasions
- High mountain future climate conditions for hiking and mountaineering
- Accelerated sea level rise along the coast
- Heat waves
- Alpine lakes and rivers climate conditions (wind for sailing, temp for bathing, hydrological regimes for floods and natural disasters...).

3. Next steps

- Mobilization of climate experts by WP2 and WP3
- Continuous interactions with stakeholders on product development
 - On-line consultation on drafts products
 - Specific Wiki (Savoie)
 - Interviews on specific product(s): detailed requirements, final layout desired...
- Preparation of the 2nd WS, early 2013

Presentation and feedback on products
Feedback on the potential usefulness and institutionalisation in the sector/ country/
Mediterranean.

Annexes

Annex 1: Tourism case studies step by step methodologies

Objectives	Methods	CLIM RUN partners involved
3.1 Mapping the issues (MM1-3)		
<p>Assessment and conceptualization of:</p> <ul style="list-style-type: none"> - the relationships of the activity with climate parameters, at present and in the future (climate change); - the current use of climate information by stakeholders; - the existence of nucleus of climate services in the activity (relations between climatologists, sporadically or permanently). <p>The objective is to work both at a general level (each theme, e.g tourism) and at the very local level of case studies (e.g. Tunisia, Cyprus...).</p>	<p>Stakeholder institutional analysis Literature, desk research Face to face interviews of key stakeholders Collection of sector-specific data (basic economic data for each case study...)</p>	<p>WP 5 to 7 leader + case studies local team</p>
3.2 Stakeholders' involvement (MM 2-5)		
<p>CLIM RUN relies on the consultation of stakeholders, from various origins :</p> <ul style="list-style-type: none"> - Scientists not specialized of CC, but expert in their field (e.g. tourism, forest fires, energy...); 	<p>Depending on each case, the involvement of stakeholders can be more or less long, costly and formal :</p> <ul style="list-style-type: none"> - Informal involvement of colleagues (scientists, experts, socio-economic 	<p>WP 5 to 7 leader + case studies local team</p>

<ul style="list-style-type: none"> - Socio-economic stakeholders: economic operators, inhabitants, civil servants, elected people... <p>To ensure a quality consultation, each team will have to secure the participation of a sufficient group of willing stakeholders, which might prove more or less difficult depending on case studies</p>	<p>operators), through each team's network;</p> <ul style="list-style-type: none"> - More formal involvement/ invitation, for instance through the participation of a ministry or any other institution, inviting stakeholders to participate, or through the subcontracting of sample constitution to a poll institute. 	
3.3 Workshop n°1 (MM 6)		
<p>A first stage setting Workshop (climate data requirements) will focus on the comparison between data demand and supply</p> <ul style="list-style-type: none"> - A sample of stakeholders and experts will be invited to present their ideal data requirements in the framework of climate and climate change - In collaboration with the CET, WP2-3 experts will be invited to present advanced research in climate downscaling to illustrate what climate models can currently provide - The workshop will prepare the choice of key criteria and simulations for WP2 and 3 to consider so as to respond to users' needs. 	<p>Facilitation of workshop</p> <p>Live + online consultation of participants before and after the workshop</p>	<p>Organisation: WP 5 to 7 lead, in relation with WP4, WP 2 and WP3</p>
3.4 Iterative consultation (MM6-20)		
<p>Each case study manager will then participate to the iterative</p>	<p>On-line consultation</p>	<p>WP2 and 3 + WP 5 to</p>

<p>process of producing new climate information, allowing :</p> <ul style="list-style-type: none"> - to precise some needs expressed in previous phases - to evaluate the value of the climate information produced by WP2 and WP3, at intermediary steps. If necessary refining needs 	<p>Questionnaires, Conference calls</p>	<p>7</p>
3.5 Provision of data and modeling tools answering stakeholders' need (MM6-20)		
<p>As a follow-up of stakeholders' consultation, WP2 (new modeling tools) and WP3 (provision of existing data and climate projections) will try to adapt their supply to stakeholders' demand.</p> <p>By doing so they must constantly keep in mind the data requirements of stakeholders, and the form of output desired (type of graphs, mapping of uncertainty, for instance)</p>	<p>Provision and adequate presentation of existing data Downscaling of existing climate projections Development of new modeling tools for specific questions</p>	<p>WP 2 and 3</p>
3.6 Workshop n°2 (MM20)		
<p>A second workshop will consolidate the interaction between climate specialist and stakeholders, allowing a collective analysis of :</p> <ol style="list-style-type: none"> 1) the relevance of the analysis, simulations and tools produced to address users' needs 2) the usefulness of data produced to improve climate change impact assessment 3) the quality of the interactions between climate experts and stakeholders 4) the possibility to extend these interactions and establish more permanent institutional links and procedures towards the 	<p>Workshop facilitation</p>	<p>WP 5 to 7 leader + case studies local team,+ WP2 to 3 (presentation of results) + WP4 (coordination)</p>

development of a climate service network..		
3.7 Synthesis and recommendations (MM20-30)		
<p>Lessons will be learnt from case studies following a bottom-up approach :</p> <ul style="list-style-type: none"> - findings and recommendations from each local case study - cross-cutting results for each theme (tourism...). Recommendations for guidelines and standards (e.g. improvement of sector climate indexes...) - cross-cutting conclusions of all CLIM RUN case studies - Transfer to WP1, towards recommendations for future climate services 	<p>Desk research Conference call Seminars (lessons learnt)</p>	<p>WP 5 to 7 leader + case studies local team + CET-SET Transfer to WP1</p>