

The Tourism Climate Comfort Index (ICT) In Tunisia

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Key words : Present climate, Tourism, Tunisia, tourism climate confort index (ICT),

Target Groups

- Tourism institutions
- Professional organisations and federations
- Investissors, planners
- Outdoor activity operators

Relevance to the Case-Study Requirements

ICT allow to better know the Tourism climate and its variation in the spatial and seasonal scale in order to make better use of the country's potential climate and diversification of tourism products. ICT is one of the most requested products by stakeholders of the Tunisian tourism according to a survey.

The Approach

The form of the ICT adopted here is based on the results of a questionnaire survey among tourists during their stay in Tunisia (see: www.climrun.eu/news_data/99/d5.1_wp5_tourim_case_study_tunisiareport_english.pdf)

Aims are :

- An ICT that relies on tourists' expectations in terms of climate,
- Assess the relative importance of each climate element in the perception of climate comfort by the tourist
- Assess the importance of personal factors of tourists (country of origin, age, gender) in the perception of the tourism climate comfort.

The survey:

- Investigated by direct contact, conducted among tourist guides and animators (supervised by climatologists of GREVACHOT).
- It has targeted tourists from different nationalities, different age groups, both sexes and various tourist activities.
- It was conducted in two phase high season (bathing season) and low season (winter).
- The questionnaire (one page) is formulated in several languages (English, French, German, Italian, Spanish, Russian and Arabic).
- A quota sampling method (by nationality, age, gender, type of outdoor activity ...).

The results of the survey show that:

- The sunlight, humidity and wind come almost equally with the temperature in the determination of climate comfort for tourists.
- Thresholds for assessing the effect of different climate elements on the level of comfort vary substantially depending on the nationality of the tourist, so according to the originating countries.

The form of the tourism climate comfort index (ICT) :

- ICT value is the sum of the five climatic indices determinant of climate-tourist atmosphere:

$$ICT = iT + iH + iS + iV + iP$$

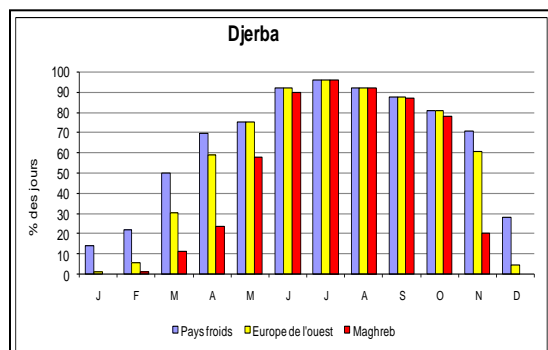
iT = temperature index; iH = index of the air relative humidity; iS = sunshine index; iV = wind index (wind of sand or strong wind); iP = rain index.

- The index "i" values are coded 0 for negative, 2 for without impact and 4 for favorable
- The data used are: temperature, humidity, sunshine duration, wind speed, sand wind (duration) and rain. The calculation is made in three hourly scale for the period 2000-2010 (data source: National Institute of Meteorology). From ICT tri-hours, are then calculated ICT day and night, at the seasons, months and year levels.

Product

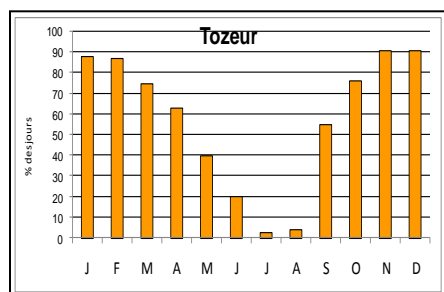


Monthly frequency comfortable and very comfortable days for beach tourism

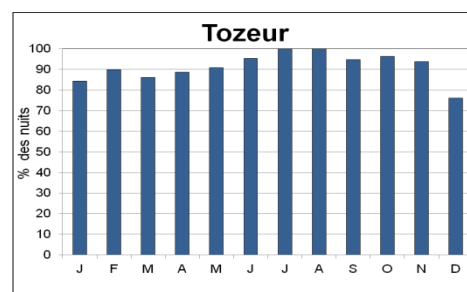


Tunisia offers favorable conditions for beach tourism over a long period of years. The tourists from cold countries can go to the beach and swim in Tunisia even in winter. Interannual standard deviation of favorable days for beach activities is between 5 days (Djerba) and 8 days, (Tabarka)

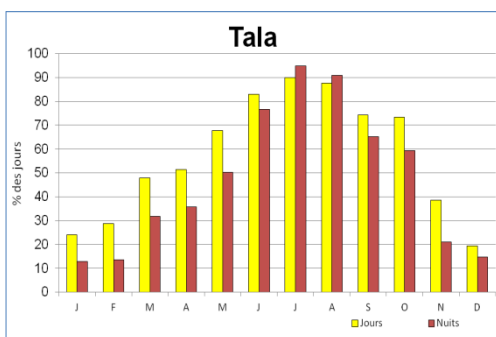
Monthly frequency of comfortable and very comfortable days and nights for Saharan tourism



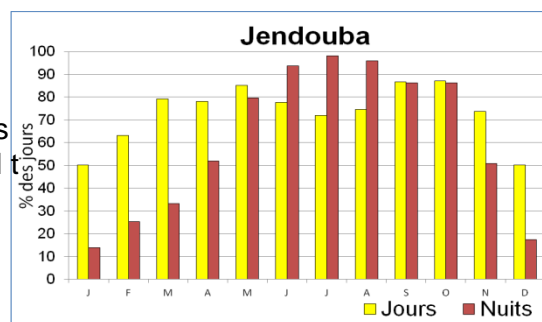
Winter and nights in southern Tunisia are ideal for desert tourism. Interannual standard deviation of favorable days for saharan tourism is 19 days (Tozeur)



Monthly frequency of comfortable and very comfortable days and nights for outdoor activities



The interior of Tunisia is rich in regional and local climatology shades



Making the Product Usable

- This product appears as a good starting point to become familiar with the tourism climate of Tunisia
- To better respond to stakeholders needs, ICT should be part of a bulletin of weather forecasting in the short term to publish each day by the National Institute of Meteorology (INM) . It is easy for INM to develop the daily forecast of ICT, since it produces daily forecasts of all ICT parameters.
- This product will be disseminated to actors first by a paper brochure, waiting to see with the administration of the tourism sector or/ and INM, the opportunity to publish it on their websites