The End of Tourism?
Climate Change & Societal Challenges

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In 2006, prior to the Stern Report, the IPPR* published ‘Warm Words: how are we telling the climate change story?’

Major finding? Climate Change discourses were confusing, contradictory and chaotic

Their overarching message? Nobody really knows what to do

*Institute for Public Policy Research
Image from greenpeace
Tipping Point or Turning Point?

- **UK based survey**: 88% believe that climate is changing
- 82% are very concerned about it
- 70% believe that 'no change' means major environmental crisis
- 78% of are willing to change their behaviour

* but people remain confused
Which one of these contributes more to Global Warming?
We know there is a discrepancy between *knowledge* and *action*. 
Michael Mann et al’s 1998 global warming 'Hockey Stick'
World population growth
Optimum Population Trust
Source: United Nations figures

9.2 billion at 2050?
6.7 billion in 2007

www.optimumpopulation.org/opt.earth.html
International Tourist arrivals 1950-2020 (UNWTO)
The End of Tourism?

• Worst case scenario: oil prices and global warming may produce such catastrophic changes to society that tourism becomes irrelevant to society

• Best case scenario: adaptation, mitigation, and technological innovation reduce tourism’s carbon footprint to zero

• Can interactive technology offer carbon-neutral virtual tourist experiences through shared virtual environments (a shift from corporeal to digital copresence)?
Acceptable futures for tourism?

Do we expect existing tourist behaviour paradigms to last forever?

Virtual tourism takes off in Second Life

BY KATJA GASKELL | June 28, 2007 12:00am

CYBERSPACE could be the next big holiday destination. No more worrying about excess baggage, tan lines or what you look like in a bikini. Now to get away from it all, all you need is a broadband connection.

Dream holidays are now within the reach of millions more people – at least in the virtual online world of Second Life, where a burgeoning tourism sector has sprung up.

Second Life is one of the most famous virtual worlds on offer. It has attracted 7.5 million members since first developed by San Francisco-based developers Linden Lab in 2003. A cross between a computer game and a chat room, these digital worlds let visitors explore 3D virtual environments and interact with one another in cyberspace.
Three big questions about climate change

1. How can global climate change be brought into the psychological sphere of the individual?

2. What type of information is necessary to trigger behavioural change; how can it best be communicated?

3. How can local action be co-ordinated so as to acquire global significance and impact?
But then we have Ryanairé

“…we would welcome a good, deep, bloody recession for 12 to 18 months. We need one if we are going to see off some of this environmental nonsense…”
Three big questions for tourism & climate change

1. What are the constraints embedded in political systems, civil society, and global institutions that militate against public understanding of tourism and climate change?

2. How can we model tourism so as to better understand human dimensions (including sustainable livelihoods) as it flows along various supply and value chains?

3. What is most essential for consumers, society, firms and policy-makers to know about tourism and climate change and what are the best methods for communicating science that gains trust and positive behavioural change including sustainable business practice?
But then we have Ski Dubai
Three introspective questions for tourism & society

1. Could individuals travel less; have life-mobility strategies instead of annual vacation plans (i.e. the holiday of a lifetime becomes just that)?
2. Could the internet become a pay-per-view media where consumers have new experiences via virtual environments?
3. Could the need for tourist mobility developed over the last 60 years be replaced by contentment and appreciation of home-life space - stay-cations?
But then we have space tourismé
Climate change and society

Å We must learn the regulatory lessons from the present banking/financial crisis!!!

Å Climate change is the paradigm, the tools are 'best effort' by people and industry

Å Climate change is about rights

Å Climate change is leading to a new industrial revolution

Å Combination of regulation, best efforts, and market pressure will drive CC responses
What we know about change in society

Demographics
- developed vs. developing worlds
- aging population/ baby boomers
- Fragmented and single family units
- Shift to urban living (2007 crossed the 50% threshold)

Information flows
- Tourism mobility as a social desire
- Consumptive lifestyles (but new puritans?)
- Search for authenticity, inspiration, rejuvenation

This is a mainly middle class debate: social exclusion/ elitism
Time is running out...

Ski resorts are melting...

Paradise islands are vanishing...

So what are you waiting for?

30 places you need to visit while you still can

A 64-page Travel Special also featuring explorers in suburbia, Richard Benson's Grand Day Out and the worst destination in the world if you've just broken up with your boyfriend
The century that saw global warming on every continent

How actual temperature increases around the world were explained by computer models of man-made climate change

**Main points of the IPCC report**

**North America**
- Increasing lowest winter temperatures will be greater than increases in average minimum temperatures.
- More rainfall in northern parts of North America, with decreases in snowfall in some regions.

**Central and South America**
- Most parts will experience greater warming than the global average, especially in southern parts of South America.
- Rainfall will also increase, and average temperatures are expected to increase in southern South America.

**Africa**
- Decreases in annual rainfall in parts of north Africa and northern Sahara, and in winter rainfall for parts of south western Africa.
- Drought will become more intense and more frequent.

**Asia**
- Warming will be above the global average in central Asia, long, intense summer temperatures in south Asia.
- More rainfall in northern and eastern Asia, and more intense downpours in southern Asia.

**Mediterranean and Europe**
- Winter minimum temperatures will be greater than increases in average minimum temperatures in northern Europe.
- More rainfall in the north, and less rain in the south.

**Australia and New Zealand**
- Reductions in frequency of droughts in southern areas of Australia.
- Higher extreme daily temperature and decreasing in the frequency of cold events.
- More rainfall in New Zealand.

**South America**
- Most parts will experience greater warming than the global average, especially in southern parts of South America.
- Rainfall will also increase, and average temperatures are expected to increase in southern South America.

**Key**

- Observed temperature changes
- Projected temperature changes
- Temperature changes from 2000 to 2005
- Temperature changes from 2006 to 2010
- Temperature changes from 2011 to 2015
- Temperature changes from 2016 to 2020
- Temperature changes from 2021 to 2025
- Temperature changes from 2026 to 2030
- Temperature changes from 2031 to 2035
- Temperature changes from 2036 to 2040
- Temperature changes from 2041 to 2045
- Temperature changes from 2046 to 2050

**Carbon dioxide is at highest level for 650,000 years and this line begins with the birth of industrial revolution from 1800.

By Steve Connor Science Editor

Concentrations of carbon dioxide in the atmosphere are at their highest levels for at least 650,000 years and this line begins with the birth of industrial revolution from 1800 from, according to the Intergovernmental Panel on Climate Change (IPCC).

Carbon dioxide is the principal greenhouse gas responsible for global warming and in 2005, concentrations stood at 375 parts per million. This corresponds to a pre-industrial level of 280 ppm, and a range over the past 450,000 years of between 180 and 300 parts per million. The current level, which is continuing to rise is now estimated to be 390 parts per million, the highest level in at least 2 million years. The increase is happening as the level of carbon dioxide in the atmosphere is increasing as a result of human activities.

The IPCC says that many of the changes seen in the climate over the past few decades are clear evidence of human influence, this is expected to continue at an even faster rate in the future.

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## Political, social, business contradictions

<table>
<thead>
<tr>
<th>Multidirectional pressure for change</th>
<th>Muddled evidence &amp; policy conflict</th>
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<tbody>
<tr>
<td>Urgent need for consumption changes</td>
<td>Vacillation, lazy tax policies</td>
</tr>
<tr>
<td>Growing consumer ethical awareness</td>
<td>Lack of trust and knowledge</td>
</tr>
<tr>
<td>Consumer choice and freedom</td>
<td>Green policies that limit choice</td>
</tr>
<tr>
<td>Growth of experience economy</td>
<td>Energy intensive peak experiences</td>
</tr>
<tr>
<td>Responsibility for stewardship?</td>
<td>Fragmented, conflicting interests</td>
</tr>
<tr>
<td>Think global</td>
<td>Act local</td>
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</tbody>
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## Tourism contradictions

<table>
<thead>
<tr>
<th>Anguish discussions on tourism</th>
<th>Tourism not homogenous</th>
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<tbody>
<tr>
<td>Incessant demand for travel modes</td>
<td>Roads &amp; airports unpleasant</td>
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<tr>
<td>Continued business growth</td>
<td>Pressure to reduce travel</td>
</tr>
<tr>
<td>Ecotourism in remote destinations</td>
<td>Ecotourism a problem not a solution</td>
</tr>
<tr>
<td>Need to reduce aircraft GHG</td>
<td>Airport owners seeking expansion</td>
</tr>
<tr>
<td>Lifestyle pressure to consume</td>
<td>Need to reduce consumption</td>
</tr>
<tr>
<td>Pro-poor tourism initiatives</td>
<td>Pressure to reduce long haul travel</td>
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<td>Reducing demand through price hikes</td>
<td>Societal need for social inclusion</td>
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Literature tells us:

“If we want things to stay as they are, things will have to change…”

Giuseppe Tomasi di Lampedusa, Il Gattopardo (The Leopard) 1958
What we need to do

• Define new, radical, coherent policies, and business practices
• Influence consumer attitudes
• Create environment for innovative ways of meeting desires for peak experiences within a low carbon economy
• Facilitate re-emergence of ‘slow tourism’ where the journey once again becomes an enjoyable part of the product?
• Undertake responsible demand and consumer expectation management
• Think laterally about resolution of contradictions
Finallyé

If you won’t who will?