



VULNERABILITIES, IMPACTS AND ADAPTATION
PROGRAM : TOURISM

PROJECT START DATE AND LENGTH
APRIL 2017 • 2 years

INFORMATION

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FUNDED BY

Fondsvert Québec 

CONTEXT

Communicating the science of climate change and adaptation is a considerable challenge due to the complexity of the information to be conveyed, the plurality of messages to be disseminated, the wide range of target audiences and their different levels of awareness. In Québec, the tourism industry relies on some 32 000 businesses spread across a vast territory (most of which are SMEs and NPOs with less than 20 employees) in the restaurant (48,9 %), recreation (21,9 %), accommodation (17,5 %), transportation (7,5 %) and travel services (4,2 %) sectors. The products, activities and services that support regional tourism economies will be affected to varying degrees by the impacts of climate change in the decades to come. Climate phenomena are already affecting tourism competitiveness and the associated financial risk. For this sector of the economy, a lack of access to relevant information on climate change limits efforts to raise awareness among tourism stakeholders and reduces the sector's capacity to mobilize and take action. Tourism businesses, the sector-based and regional associations that oversee them, the Sépaq and the Ministry of Tourism are the groups targeted by this sector-specific strategy.

OBJECTIVE

Develop a tailored communication strategy to support tourism stakeholders in Québec.

METHODOLOGY

- Produce a communication plan that will facilitate awareness and the transfer and uptake of knowledge, including an analysis of the needs and expectations of different target audiences (by means of a survey), and propose a range of innovative, targeted means of communication.
- Produce decision aids, deploy them in appropriate communication channels and carry out communication activities that will contribute to enhancing the resilience of the tourism sector.
- Establish a baseline for the level of awareness/sensitivity of the tourism sector to climate change and implement mechanisms for monitoring impacts (communication tools and activities).

EXPECTED RESULTS

This project proposes a broad climate change communication approach, adapted to the tourism business context. It will promote the transfer of knowledge generated by research in formats that are relevant and useful for the various actors involved. This initiative aims to unite a critical mass of tourism stakeholders by optimizing their understanding of the issues at stake, which will eventually lead to progressive changes.

BENEFITS FOR ADAPTATION

This initiative will lead to the development of a communication strategy to support economic actors in the tourism industry. This will enable the Québec Ministry of Tourism to strengthen the position of the tourism industry with regard to adaptation by equipping it to better prepare for challenges and seize business opportunities. Ultimately, the tools developed will serve to support informed decision making at different levels (strategy, operations, investments) and to promote innovative climate change adaptation actions.