

III. Lüneburg Workshop on Environmental and Sustainability Communication

Climate Change and Tourism: Challenge for Communication and Cooperation

**University of Lüneburg, Germany,
June 3-4, 2008**

Deadline for abstracts: April 15, 2008

Topic of the Workshop

The message of the fourth IPCC report is clear: global climate is changing and is affecting bio-physical and socio-economic systems. An increase of global temperature during the past hundred years has been measured. Depending on the emission of greenhouse gases the expert panel on climate change expects a significant increase of global temperature for the upcoming decades. The observed and projected consequences of climate change are for example: higher probability of extreme weather events, such as heat waves, flooding or storms, melting glaciers, sea level rise, and coastal erosion. This environmental changes affect societies at large. There are discussions about health risks, food production, water security, infrastructures up to the issue of migration and climate refugees. Tourism as climate and weather sensitive sector, which depends on healthy environment, is challenged in particular. As contributor to climate change, tourism needs to develop mitigation strategies. And with regard to changing weather patterns tourism needs to develop adaptation strategies for infrastructures and products, which should be mitigation-oriented.

Climate change, however, is an important, but not the only factor influencing risk and opportunities for tourist destinations. Ongoing trends in tourism such as demographic change, target group differentiation or growing demand of more experienced tourists,

are of relevance for decision-making in tourism. Tourism policy and business need to take into account climate trends on the one hand and social trends on the other hand for designing successfully tourism strategies and products. This is a demanding task. Expert knowledge, for example, should be included, heterogeneous perspectives of tourism actors and stakeholders in tourism regions need to be integrated and new marketing strategies might be necessary. Before this background papers concerning the following topics are especially welcomed:

- Information and Knowledge communication of climate expertise to tourism actors and tourists
- Communication and cooperation between science, business and policy for developing sustainable mitigation and adaptation strategies
- Communication and cooperation between tourism and stakeholders, such as environmental NGO's for conflict mitigation and resolution
- Marketing for sustainable tourism
- Capacity building for decision-makers concerning anticipatory decision-making under complexity and uncertainty

Next to paper presentations, there will be time slots for structured discussions in order to identify challenging research perspectives regarding climate change and tourism strategies.

Participation and Papers

Based on scientific strength, creativity, and innovativeness, we will select approximately 20 papers. The workshop will include 25-30 participants. Abstracts not more than 400 words should be submitted by April 15, 2008 to Claudia Bartels (cbar-tels@uni-lueneburg.de). Notice of acceptance will be sent by 30th April 2008. Selected papers should be distributed one week in advance among the workshop participants.

Workshop-Series

Every year during summer the **Lüneburg Workshop** will bring together a small group of international experts (25-30 scientists and practitioners) in order to work on specific topics of environmental and sustainability communication. The results of the

workshops will be documented and published in the International Journal for Sustainability Communication (www.uni-lueneburg.de/infu/ccp/). Therewith, the Lüneburg Workshops aim at strengthening the international trans- and interdisciplinary community on environmental and sustainability communication.

Location

The city of Lüneburg is a mediaeval town and vibrant university city. It is located 30 minutes by train from Hamburg in the North of Germany. It is easy to reach by plane, by train and by car. More information you will find on the city's website: http://www.lueneburg.de/index.htm?baum_id=3221&lang=en.

For further information please contact the Organizing Committee

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