Adaptation Types
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The climate change adaptation types discussed in this section represent only an overview of the entire range of adaptation options available; however they are useful in representing the diversity of adaptation options available to the tourism sector. Scott et al (2006) described three main forms of adaptation: Technical, Business Management, and Behavioural. These adaptation types may be utilised by a range of stakeholders within the Surf Coast region, and whilst we are looking at individual adaptation options in this research, it is important to note that adaptation does not occur in isolation, and that adaptation responses may impact on different stakeholders in different ways, and involve individual adaptations or a cooperative response. Key stakeholders to consider for this project include: Tour Operators, Tourism Industry Organisations, and Local and Regional Governments.

6.1 Technical adaptation
Technical adaptation involves utilising technology and being innovative in order to determine methods of coping with climate change and vulnerability. This form of adaptation often requires substantial investment, for example, snow-making machinery, desalination plants, weather forecasting and early warning systems. Due to the cost and complexities of many technical adaptation options, this type of adaptation often requires government backing.

6.2 Business Management Adaptation
Business Management techniques can be used by tourism operators, regional governments and tourism industry associations to reduce vulnerability to climate change. Climate change may mean changes in seasonality for many regions, whereby the relative attractiveness of the destination at different times of the year is changing. This may require destination managers to change their marketing approach to try and increase or decrease travel during certain times, and/or redirect tourists to different locations or encourage them to engage in different activities. Indeed changing climatic conditions may present new opportunities for product diversification. For example, an increasing number of warm days and less rainfall at a destination may enable a destination to further promote a range of outdoor activities. Another example is ski resorts, many of which have diversified their tourism product by including non-winter activities, such as mountain biking, white water rafting, golf, etc, subsequently making them ‘four season resorts’ (Scott et al., 2006).

6.3 Behavioural Adaptation
Behavioural Adaptation is normally associated with the tourist, as they have the ability to decide on the tourism activities they engage in and where and when they do so. Spatial, temporal, and activity substitution, subsequently provide tourists with tremendous adaptive capacity. Several articles and reports have been written on the affects of climate change on consumer behaviour (Amelung et al., 2005, Hamilton and Tol, McEvoy et al., 2008), and changes in weather conditions are likely to have
an increasing impact on destination appeal, leading to changing visitation patterns and/or a decline in visitor numbers (Amelung et al., 2005).

Although behaviourally adaptation is generally conducted by the tourist, there are some strategies that destination managers can use to effect behaviour. This can be achieved by using the previous two types of adaptation (technical and business management) to manipulate the behaviour of tourists. Two simple examples of this are the promotion of sun-smart behaviour at summer destinations, whereby tourists are encouraged to wear sunscreen and other protective clothing to avoid sun damage, or the development of sheltered walkways that encourage tourists to move along pre-defined, protected areas.

References


