ADAPTING TOURISM

OBJECTIVE

Develop touristic offers towards all year activities and establish the region as an all-year touristic site.

DESCRIPTION

It is necessary to study changing summer and winter days during the years and to take measures in order to adapt touristic sites and facilities to other kind of activities.
This situation is very common for winter tourist facilities because of the increase of hotter days. One solution could be replacing ski lift with mountain biking, hiking, rafting rental. Otherwise, in summer touristic sites, the option to extend the touristic period could be adding cultural events.

EXPECTED RESULTS

Compensating the losses in the sector related to summer or winter sports and activities. Overall increase in tourists in the long term.

RESULT INDICATORS

Number of new activities

INVOLVED ACTORS

Public administration, tourist service offices, hosts, providers of leisure facilities, business enterprises.

EXPECTED TIMELINE FOR ACTION

- Long term (> 10 years)

BEST PRACTICES

- Spessart – Germany
- Marche Region – Italy
- Civitanova Marche – Marche Region – Italy
- Foggia - Apulia Region – Italy

CRITICALITIES

Obstacles to the diversification and marketing process are the low quality of some hotels and restaurants, limited opening hours of some touristic offers (not guest friendly) and insufficient web presence. Also, the spatially concentrated tourist offers make joint marketing of the destination difficult.

SCOPE OF THE ACTION

- Adaptation

TYPE OF PROPOSED ACTIONS

- Grey
- Green
- Soft

SECTOR OF ACTION

- Tourism and leisure
- Transport and infrastructure
- Urban settlement
- Other

CLIMATE IMPACTS

- Drought
- Extreme temperatures
- Other

IMPLEMENTATION SCALE

- Municipality
- Region / Country

SOURCE

https://climate-adapt.eea.europa.eu/data-and-downloads/