



Australian Government

Department of Resources, Energy and Tourism



Tourism and Climate Change – A Framework for Action

July 2008

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Background

The Council of Australian Governments' (COAG) National Climate Change Adaptation Framework, which was endorsed in April 2007, identified tourism as one of many sectors and areas vulnerable to climate change. The COAG Framework identified that "the impact of climate change on infrastructure and the natural environment has the potential to affect the tourism industry. In some cases this could result in social and economic impacts in regions with a high dependency on tourism as a source of income and employment."

The COAG Framework gave the Tourism Ministers' Council (TMC) responsibility for developing an Action Plan over 2 years. In August 2007, Tourism Ministers established the Tourism and Climate Change Taskforce (the Taskforce) to develop the Action Plan. The Taskforce's Terms of Reference are at **Attachment A**.

Through the work of the Taskforce it has become apparent that the impacts of climate change on the tourism industry require long-term policy responses as well as short term actions to inform industry and commence implementation of medium to longer term actions. The long term policy responses for tourism need to be based on evidence and be complemented by broader climate change policy development. In this context, this document has been developed as a Framework rather than an Action Plan. When agreed by Tourism Ministers, the Framework will be submitted for COAG consideration. A summary table of Actions is at **Attachment B**.

Rationale for action

Climate change will impose costs on the tourism industry, both within Australia and internationally. This is in part due to tourism's dependence on natural assets and the built environment, both of which are vulnerable to the physical impacts of climate change. However, the impacts of these costs will also flow through in the form of financial risks with rising insurance premiums, changes to business financing and the need for business to manage the potential risks of climate change going forward as a part of their business model. Consumer demand may also be affected by perceptions of climate change, perceived and/or real, and the response by industry and governments. The key point is that climate change will impose costs on the tourism industry. Policy responses are designed to manage those costs while responding to the challenges of climate change.

The Intergovernmental Panel on Climate Change (IPCC) Fourth Assessment Synthesis Report states that:

Water security problems are projected to intensify by 2030 in southern and eastern Australia... Significant loss of biodiversity is projected to occur by 2020 in some ecologically rich sites including the Great Barrier Reef and Queensland Wet Tropics. Other sites at risk include Kakadu wetlands, south-west Australia, sub-Antarctic islands and alpine areas.¹

¹ <http://www.ipcc.ch/ipccreports/assessments-reports.htm>

At the core of the rationale for action is the recognition that a failure to act will leave an industry which currently contributes \$38.9 billion to Australia's annual GDP exposed, and undermine industry's capacity to contribute to the economy. The potential impacts of climate change on Australia's natural attractions and tourism related infrastructure will need to be factored in to tourism industry planning processes. This may mean tourism businesses need to adopt different investment patterns and business models in order to remain commercially viable. This planning should also include an analysis of the future impacts of carbon prices and consumer demand patterns.

This Framework aims to assist the tourism industry to build its resilience and capacity to adapt to climate change impacts and to prepare for a carbon constrained future. The best way that governments and peak industry bodies can do this is to provide clear and consistent advice and information that tourism businesses can act upon.

Responding to the challenges

The impacts of climate change will be felt over decades, and even centuries. The Framework, therefore, identifies actions to be delivered in the short (12 months), medium (2 years), and long term (longer than 2 years). Some actions will be ongoing.

Short and medium term actions are required to position the tourism industry to adjust to a carbon constrained future, including reducing emissions to minimise increasing costs associated with the introduction of a carbon price.

Long term actions will be required to deal with the unavoidable impacts of climate change. Adaptation strategies will require these actions to manage risks, adjust economic activity, reduce vulnerability, and improve business and investment certainty.

The Framework identifies and responds to the following challenges: physical impacts and associated economic cost; increasing costs associated with the implementation of climate change policy measures; and changing consumer perceptions and purchasing behaviours relating to climate change.

Physical impacts and associated costs

The physical impacts of climate change will have an economic cost. There is a need for more certainty about the physical impacts and associated economic cost of climate change on the tourism industry.

On behalf of the Taskforce, the Department of Resources, Energy and Tourism (DRET) has initiated and contributed funding toward a project being conducted by the Sustainable Tourism Cooperative Research Centre (STCRC) to study the likely economic impacts of climate change on five tourism regions and identify adaptation options. The final report is expected in December 2008.

Costs associated with implementation of climate change policy measures

The Australian Government's climate change policy is aimed at reducing greenhouse gas emissions, adapting to climate change that cannot be avoided, and helping to shape a global solution. The Australian Government has committed to a target of reducing emissions by 60 per cent of 2000 levels by 2050. The centre piece of efforts to reduce emissions will be an Emissions Trading Scheme (ETS).

The introduction of an ETS from 2010 will result in a market set price for permits to emit greenhouse gases (GHG) based on an overall cap on emissions set by Government. This will result in higher costs for energy and transport and therefore, flow on impacts for the tourism industry. The Australian Government is scheduled to release a Green Paper outlining more detail on the ETS design in July 2008, and CGE modelling of its impact across the Australian economy in August 2008.

The international response to climate change through the Kyoto process and negotiations on a post-Kyoto framework will have implications for Australia's domestic climate change policy beyond 2012. Australia's tourism export industry contributes \$9.9 billion to Australia's GDP. As a long-haul tourism destination (over 99 per cent of our international visitors arrive by air), Australia's tourism export industry would be directly affected by reduced demand for long-haul travel. Consequently, the future treatment of international aviation in a post 2012 global climate change agreement is of direct relevance to the Australian tourism industry. While international aviation is presently excluded from Kyoto protocol national commitments, the European Commission plans to include international aviation in the European Union Emissions Trading Scheme (ETS) from 2012.

The STCRC has developed a tourism industry Carbon Footprint which provides a measure of the greenhouse gas emissions associated with tourism, both directly and indirectly. This will provide the basis for modelling how climate change mitigation policies, such as the ETS, will affect the tourism industry.

The tourism industry must be prepared for a carbon constrained future to ensure its continued contribution to the Australian economy, and provide certainty for future investment in the industry.

Changing consumer perceptions and purchasing behaviour

Research indicates that consumers in our key tourism markets are increasingly focusing on climate change. In some markets, exaggerated perceptions of the contribution of tourism, and air travel in particular, to climate change, have the potential to affect the destination choice of travellers. There is a need to monitor changing consumer perceptions and purchasing behaviour in relation to climate change, and to respond appropriately where changes are identified.

Research commissioned by the Taskforce in the United Kingdom (UK) and Germany shows that while there is a high level of consumer concern about the impacts of climate change, this has not yet translated into a significant reduction in demand for long-haul air travel. However, there is a large percentage (around 40 per cent) of consumers that have the potential to change their travel behaviour if they are not

satisfied that enough is being done to address their concerns about the climate change impacts of leisure travel. To address these concerns effectively, quality consumer market research is needed in those markets most important to Australian tourism.

The actions set out in this Framework address the need to:

- More accurately identify the tourism industry's vulnerabilities;
- Develop adaptation strategies to address those vulnerabilities;
- Establish a firm business case for action to reduce emissions, and a strategy for communicating that business case to industry;
- Identify the carbon footprint of the industry, and model the economic impact of an ETS, and other climate change policy measures; and
- Conduct climate change related, consumer market research in our key markets and develop appropriate and targeted marketing strategies.

National Long-term Tourism Strategy

Many of the long term actions in the Framework will be relevant to the National Long-term Tourism Strategy (NLTS) announced by the Minister for Tourism, the Hon Martin Ferguson MP in early May 2008. NLTS policy will focus on supply side issues including climate change.²

The five areas of action

In accordance with the stated objective, and the identified challenges and responses, the actions in this Framework are designed to deliver five outcomes:

1. Improved understanding of the vulnerabilities of tourism to both the physical and economic impacts of climate change in order to build the resilience and adaptive capacity of the industry and provide certainty for the purpose of future investment;
2. A tourism industry that is prepared for a carbon constrained future and continues to make a substantial contribution to the Australian economy;
3. A repositioning of tourism marketing strategies to meet head on the challenges and opportunities presented by climate change;
4. A fully informed tourism industry through consistent and effective industry outreach and communications; and
5. A nationally consistent, inclusive and cooperative approach to implementation.

The Framework recognises that climate change is a long term challenge, that implementation will occur in a dynamic climate change policy environment and that ongoing work will be required.

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<http://minister.ret.gov.au/TheHonMartinFergusonMP/Pages/TOURISMTRANSPORTFORUMNationalTourismStrategylaunch.aspx>

1 Understanding vulnerability and building adaptive capacity

Recent climate change projections indicate that Australian tourism operators and destinations are expected to be impacted by climate change through additional pressures on major ecological sites, impacts on tourism activities and tourism infrastructure, and changes in weather including more frequent severe weather events. Many of Australia's vulnerable regions are also major tourism destinations such as the Great Barrier Reef, Queensland's Wet Tropics and Kakadu.

Given such exposure to climate change impacts, tourism operators, destinations and regional organisations, and all levels of government need the best available information in order to make informed decisions about adaptation responses. In particular, an understanding of the economic impacts of climate change on tourism will be essential to inform decisions to undertake adaptation actions.

While there are studies currently underway to identify the broader impacts of climate change on Australian regions and ecosystems, there is little research that focuses specifically on the consequent economic impacts, particularly as they relate to the tourism industry. The 2008-09 Federal Budget allocated \$200 million to support activities to protect the Great Barrier Reef. That allocation was based on earlier research and analysis conducted by the CSIRO.

What has already been done

On behalf of the Taskforce, DRET has initiated and contributed funding toward a Destinations Adaptation Research project being conducted by the STCRC to study the likely climate change impacts in five tourism regions: the Victorian Alps; the Cairns Region; Kakadu; the Blue Mountains; and the Barossa Valley. The study is being conducted in cooperation with CSIRO physical impact studies and is examining anticipated physical impacts and the expected adaptation responses in destination communities and the tourism sector. It is also assessing the economic impacts. The outcome of the study will be an assessment of the adaptive capacity of tourism within the five regions and estimates of the economic costs of adaptation. An interim report is expected in June 2008. A final report is expected in December 2008.

The results for the five regions currently being studied will allow short and medium term adaptation actions within those regions. When complete, the findings of these studies will allow economic analysis to determine whether adaptation activities provide a net economic benefit compared with the cost of not taking adaptation actions. In the longer term, future studies will translate into an improved ability of all tourism organisations across Australia to develop economically efficient adaptation responses.

Recommended actions

1. Action: Improve the knowledge base for decision-making by tourism operators, destinations and regions, through the dissemination of the latest regional climate change projections and update this information as new projections become available.
Resources: DRET, STOs
Timing: 3 months, with ongoing updates
2. Action: Support the completion of the STCRC Destinations Adaptation Research project by December 2008 and disseminate results to industry.
Resources: STCRC, DRET
Timing: 6 months
3. Action: Apply the model developed as part of the STCRC Destinations Adaptation project to other vulnerable tourism regions or nationally, subject to availability of resources.
Resources: DRET, STOs, STCRC
Timing: 2 years
4. Action: As regional vulnerability studies are completed, incorporate the findings of the Destinations Adaptation project into tourism planning and decision making tools and processes at a regional, destination and enterprise level.
Resources: DRET, STOs, RTOs, peak industry bodies
Timing: More than 2 years

2 Preparing the Australian tourism industry for a carbon constrained future

What has already been done

The Taskforce is working with the STCRC to identify the carbon footprint of the tourism industry. The STCRC is modelling the carbon footprint of Australia's tourism industry using the Tourism Satellite Account methodology to apportion tourism's share of Australian GHG emissions registered in the Department of Climate Change's National Greenhouse Gas Inventory.

Preliminary estimates indicate a national tourism carbon footprint of 39.9 million Tonnes CO₂-equivalent emissions (mT CO₂-e) – or 7.2 per cent of Australia's GHG emissions – using an expenditure-based methodology for 2003-04. Contributing to this footprint are domestic aviation (14.7 per cent), motor vehicle use (29.7 per cent), and indirect emissions (from electricity usage and other tourism inputs, 45.7 per cent). The method used is consistent with the Kyoto accounting framework.

Aviation's contribution toward global GHG emissions has been estimated at 2 per cent, and domestically at 1 per cent. Building on work of the aviation sub-group, the STCRC has estimated international aviation emissions that can be attributed to tourism activity in Australia. This figure is not included in the national total of 39.9 mT CO₂-e and is estimated at 7.9mT CO₂-e.³

The Taskforce established an aviation sub group to develop a comprehensive picture of tourism-related aviation in Australia. The sub group found that while there are a range of measures currently being implemented as part of the aviation industry's response to climate change, the efficiencies achieved are being more than offset by the growth in demand for aviation. The sub group identified the need to communicate factual information about the actual emissions of the aviation industry to dispel exaggerated consumer perceptions about aviation's contribution to climate change and to highlight efforts to address climate change.

The Taskforce also established an emissions management sub group to examine available emissions management tools, and associated accreditation schemes. The sub group made a range of recommendations, which form the basis of many of the actions below.

Australian tourism is dependent on transport for tourist access to destinations. The aviation sector continues to implement measures to reduce aviation GHG emissions. Aircraft are 70 per cent more efficient than they were 40 years ago, and further efficiency improvements can be made through aircraft design, engine efficiency and operational practices. However, the growth in demand for aviation is forecast to exceed technological improvements and, therefore, aviation emissions as a share of total emissions are expected to increase.

³ Under Kyoto accounting rules, emissions from international aviation are not included in national greenhouse gas inventories. Consequently, this figure is an estimate only and is not calculated using Kyoto accounting methodology.

Consequently, the ability to offset the emissions of tourist travel will be an important tool for both the tourism industry and the aviation industry to demonstrate to the market and more widely the steps being taken to respond to climate change. It is important that these emissions reduction strategies are explained factually and backed up by credible measurement tools and offset schemes. Consumer market research commissioned by the Taskforce (discussed further below) highlighted the important role for carbon offsets in positively responding to consumer needs. However, the future role of offsets in Australia will be shaped by the design of the Emissions Trading Scheme and the introduction of national standards (discussed further below).

While much of the focus on tourism related emissions falls to aviation, it is important to recognise that surface transport and, in particular, motor vehicle use, also contributes a significant portion of the tourism industry's carbon footprint. Similarly accommodation and restaurants also contribute through consumption of electricity and other energy forms. Governments and industry stakeholders will need to develop a better understanding of all contributions to greenhouse gas emissions and what can be done to reduce them.

Tourism enterprises can actively manage their emissions as part of standard business practices, as a way to adapt to a carbon constrained future and to manage increasing input costs. Emissions management (measurement, monitoring and reduction strategies) allows an enterprise to build awareness of energy consumption, identify inefficiencies and to implement strategies to achieve efficiency gains. It also informs investment decisions, such as the value of investing in more efficient technology or renewable energy.

While some tourism enterprises across Australia have taken voluntary action to manage emissions, industry representatives have reported confusion over which emissions management tools and resources are useful and relevant for tourism enterprises. Intervention is needed to assist tourism enterprises to understand the tools that are available and to articulate the benefits of emissions management (business advantages, operational efficiencies, cost-savings), and in providing guidance on and access to practical and simple to use tools and resources.

The Australian Government, through the Department of Climate Change has made a commitment to develop a national standard for carbon offsets by the end of 2008 to ensure consumer confidence in the rapidly growing carbon offset market. This standard will provide national consistency and include a minimum standard for offsets and verification and validation protocols. Until the standard is released, tourism enterprises should be guided towards carbon offsets that are accredited through the Department of Climate Change.

Recommended actions

5. Action: Continue to develop and distribute fact sheets on emissions management tools and resources (including advice on voluntary carbon offsets).

Resources: DRET, STOs, peak industry bodies

Timing: Immediate and ongoing

6. Action: Develop nationally consistent best practice guides to emissions management for use by destinations, business event organisers and enterprises.
Resources: STOs, peak industry bodies
Timing: 6 months
7. Action: Complete the carbon footprint project and release it publicly.
Resources: DRET, STCRC
Timing: 3 months
8. Action: Model the impacts of future carbon prices on the Australian tourism industry including with reference to the Australian ETS design, and to inform Australia's position in international climate change negotiations, particularly as they relate to international aviation.
Resources: DRET, STCRC
Timing: 12 months
9. Action: Provide the tourism industry with current information on Australia's climate change policy highlighting reviews and policy development processes where there is the opportunity to make public submissions.
Resources: DRET, STOs, peak industry bodies
Timing: Immediate and ongoing
10. Action: Promote efforts already being implemented to reduce tourism related aviation and ground transport emissions and communicate detailed and factual information on tourism-related transport emissions.
Resources: DRET, STOs, peak industry bodies
Timing: Immediate and ongoing

Medium-term initiatives are needed to reinforce emissions management as a standard business practice.

11. Action: Ensure that the development of a National Accreditation System for the tourism industry takes account of relevant standards, regulations and tools and resources for measuring and managing emissions.
Resources: DRET
Timing: 12 months

In the long term, there is a need for more detailed information on the carbon footprint of tourism-related transport at a disaggregated level to inform decision making.

12. Action: Subject to the availability of resources, commission more detailed research on tourist-related transport emissions to inform future emissions management and reduction strategies.
Resources: DRET
Timing: More than 2 years

3 Climate change and Australian tourism marketing

Consumers in many of our key tourism markets are increasingly focusing on climate change. High profile interest group campaigns in some of our key tourism markets, particularly in the United Kingdom, have been targeting long-haul air travel. This may have contributed to the exaggerated perceptions of the contribution of tourism, and air travel in particular, to climate change. Changing consumer perceptions relating to climate change have the potential to affect the destination choice of travellers, and therefore the economic contribution to the Australian economy from these markets.

There is a need to monitor changing consumer perceptions and behaviours in relation to climate change and to reposition Australian tourism marketing strategies to meet the challenges and opportunities presented by climate change.

What has already been done

In order to understand the potential impact of the growing awareness of climate change issues on destination choice and the potential economic impact on Australia as a destination, the Taskforce commissioned consumer market research in the United Kingdom (UK) and Germany.

Commissioned by DRET on behalf of the Taskforce and completed in April 2008, the research report *Propensity for UK and German travellers to adapt travel intentions due to rising awareness of climate change issues*, provides important findings that will assist marketing agencies to reposition tourism marketing strategies. It also highlights the need to extend climate change related consumer market research to Australia's other key markets. Brand tracking surveys conducted by Tourism Australia also point to the emerging importance of climate change issues to consumers in some of our developing markets, particularly China.

For the first time, the 2008 National Visitor Survey and the International Visitor Survey include supplementary questions on whether visitors purchased voluntary carbon offsets for their travel.

Recommended actions

In the short term, there are opportunities to reposition marketing strategies to adopt messages that address traveller concerns relating to climate change. The research in the UK and Germany shows that adopting specific messages that address consumer concerns about climate change can increase demand for Australia as a leisure tourism destination. The research conducted is specific to the leisure travel market and should be extended to include business and events tourism markets.

13. Action: The findings of the consumer market research undertaken for the Taskforce in the UK and Germany to be considered by Tourism Australia, state and territory tourism marketing agencies when developing tourism marketing strategies.

Resources: DRET, TA, STOs

Timing: 3-12 months

In the medium term, the Taskforce recommends that a strategic program of climate change related consumer market research be conducted in markets important to Australia.

14. Action: Develop a forward program of climate change related consumer market research to identify emerging trends in tourism markets important to Australia.

Resources: DRET, TA, STOs

Timing: 3-12 months then ongoing

4 Communications and industry outreach

An important element of this Framework is the development and maintenance over time of a communication strategy to inform tourism industry enterprises.

The strategy will communicate the risks and opportunities of climate change to the tourism industry, present a business case for action, provide tourism operators with the tools and information required to reduce their carbon footprint, explain the work on vulnerability assessment and adaptation, and explain the growing awareness among consumers of climate change issues and associated marketing opportunities.

What has already been done

The Taskforce has commissioned research that has tested specific climate change 'messages' on consumers in the UK and Germany. The results of this research, the key messages, will inform the development of future tourism marketing strategies.

The Taskforce has also developed a set of fact sheets on climate change for the purpose of communicating to industry.

In the short term, to prepare the tourism industry for a carbon constrained future, the business case for action by industry will be communicated, including information on emissions management and access to emissions management service providers.

One of the means of communicating will be a central web site linked to DRET, State Tourism Organisation and peak industry body web sites that provide industry with a central point of reference on tourism related climate change matters. This will include climate change fact sheets, practical advice for industry on mitigation options, including information on emissions management tools, programs and resources.

Recommended actions

15. Action: The distribution of fact sheets tailored to tourism enterprises on emissions management through DRET, TA, STO and peak tourism industry communications channels.

Resources: DRET, TA, STOs, peak industry bodies

Timing: 3 months

16. Action: Establish a web site on the Tourism Australia corporate web site that provides all relevant information on climate change to destinations and operators (reference to action areas 1-3).
17. Action: Establish a climate change webpage on the Australia.com web site that presents positive climate change related marketing messages to consumers and facts on tourism and aviation emissions.
- Resources: Actions 16 and 17, DRET, TA
Timing: 3-6 months
18. Action: Coordinate an outreach program of workshops for tourism business across all jurisdictions to accelerate the communication of these issues to industry.
- Resources: DRET, STOs, RTOs, peak industry bodies
Timing: 12 months

Medium term actions

19. Action: Australian, state and territory governments, in collaboration with regional tourism organisations (RTO), entrench climate change adaptation strategies into the strategic planning of all RTOs and Local Governments and make dissemination of materials on climate change a permanent RTO activity.
- Resources: DRET, STOs, RTOs
Timing: 2 years

5 Future development and oversight

Many of the short and medium term actions in this Framework can be delivered by the Taskforce. Tourism contributes significantly to the Australian economy, to job creation, to wealth generation and to regional economic development. To sustain the economic, environmental and social benefits the tourism industry currently generates for Australia, the impacts of climate change on tourism and how they are managed will require ongoing research and analysis and long term policy responses. The National Tourism Strategy, which will be developed over the next 12 months, will provide the mechanism for governments and industry to ensure that responding to long term climate change challenges is integral to long term tourism policy and consistent with state and territory tourism strategies.

What has already been done

The Taskforce has set up sector specific subgroups covering aviation and emissions management, each of which has conducted wide ranging research and produced recommendations that have fed into this framework.

Recommended actions

20. Action: Tourism Ministers agree the responsibilities for implementation set out in this framework and that responsible agencies report to TMC on progress through the TMC Secretariat on a regular basis.

Resources: TMC Secretariat, and responsible agencies

Timing: ongoing

21. Action: Australia and New Zealand to work collaboratively on research, information sharing, and the development of common positions on tourism and climate change.

Resources: DRET and NZ Ministry of Tourism

Timing: ongoing

In the long term there will be a requirement for oversight of actions relating to vulnerability assessment and adaptation strategy development, which is already underway but expected to be delivered over a number of years.

22. Action: The Australian Government in collaboration with the Sustainable Tourism Cooperative Research Centre (STCRC), coordinate ongoing research and analysis into the national and regional vulnerabilities of the tourism industry to climate change.

Resources: DRET, STCRC

Timing: ongoing

TOURISM ACTION PLAN ON CLIMATE CHANGE

TASKFORCE

TERMS OF REFERENCE

BACKGROUND

On 18 April 2007, the Minister for Small Business and Tourism, the Hon Fran Bailey MP, announced the Tourism Action Plan on Climate Change (the Action Plan). On 3 August 2007, Tourism Ministers agreed to establish a Task Force to guide the development of the Action Plan.

AUTHORITY

The Taskforce will report to the Tourism Ministers' Council and will be chaired by the Department of Industry, Tourism and Resources.

MANAGEMENT AND MEMBERSHIP

Membership of the Taskforce will comprise senior Australian, State and Territory Government tourism officials including officials from the Australian Greenhouse Office, representatives of peak tourism bodies, and a representative from the New Zealand Ministry of Tourism as an observer.

Given the complexity of issues that will be considered by the Taskforce, the Taskforce may establish sub groups to focus on specific priority areas. Membership of the sub groups will draw on relevant interest or expertise in the area, and membership is expected to incorporate relevant industry, government and academic experience.

PROCESS

The Taskforce will undertake the following steps to develop the Tourism Action Plan on Climate Change:

- The Taskforce will review currently available research (including international), identify any additional research needs and available funding resources for that research, and coordinate agreed research projects.
- The Task Force will seek an industry perspective on the impacts of climate change on tourism.
- The Taskforce will undertake a stocktake of current programs and initiatives being implemented by Commonwealth, State and Territory agencies on climate change and tourism.
- The Task Force will identify measures to increase the tourism industry's resilience to climate change.
- The Task Force will recommend concrete, practical actions that industry, and Australian, State and Territory Tourism agencies can take forward to increase the tourism industry's resilience to climate change.

SCOPE

Indicative priority areas for action include:

- Conducting research to gauge consumer attitudes towards climate change issues, and any changes to traveller behaviour.
- Quantifying the tourism industry's carbon footprint and the economic impact of climate change including mitigation measures.
- Development of an effective tourism branding and marketing strategy that reflects the outcomes of the (above stated) research.
- Examination of localised climate change impacts on tourism regions.
- Identification of strategies to increase the industry's resilience and ability to adapt to physical climate change impacts.
- Assess the effectiveness of the range of benchmarking, accreditation and carbon offset schemes as measures to improve the industry's environmental performance and reduce its carbon footprint.
- Develop a communication strategy to disseminate information on understanding, adapting and positively responding to climate change to the tourism industry the domestic and international market, and the broader international community.

TIMING

February 2008

The Taskforce will provide a progress report out-of-session to TMC.

May 2008

The Task Force will provide the final draft Action Plan to TMC for endorsement.

SUPPORT

Ongoing secretariat support to the Taskforce will be provided by the Department of Industry, Tourism and Resources.

Attachment B

Tourism and Climate Change Taskforce Recommendations			
Action		Resources	Timing
<i>Understanding vulnerability and building adaptive capacity</i>			
1.	Improve the knowledge base for decision-making by tourism operators, destinations and regions, through the dissemination of the latest regional climate change projections and update this information as new projections become available (refer also Action 16).	DRET, STOs	3 months, with ongoing updates
2.	Support the completion of the STCRC Destinations Adaptation Research project by December 2008 and disseminate results to industry.	STCRC, DRET	6 months
3.	Apply the model developed as part of the STCRC Destinations Adaptation project to other vulnerable tourism regions or nationally, subject to availability of resources.	DRET, STOs, STCRC	2 years
4.	As regional vulnerability studies are completed, incorporate the findings of the Destinations Adaptation project into tourism planning and decision making tools and processes at a regional, destination and enterprise level.	DRET, STOs, RTOs, peak industry bodies	More than 2 years
<i>Preparing the Australian tourism industry for a carbon constrained future</i>			
5.	Continue to develop and distribute fact sheets on emissions management tools and resources (including advice on voluntary carbon offsets).	DRET, STOs, peak industry Bodies	Immediate and ongoing
6.	Develop nationally consistent best practice guides to emissions management for use by destinations, business event organisers and enterprises.	STOs, peak industry bodies	6 months
7.	Complete the carbon footprint project and release it publicly.	DRET, STCRC	3 months

8.	Model the impacts of future carbon prices on the Australian tourism industry including with reference to the Australian ETS design, and to inform Australia's position in international climate change negotiations, particularly as they relate to international aviation.	DRET, STCRC	12 months
9.	Provide the tourism industry with current information on Australia's climate change policy highlighting reviews and policy development processes where there is the opportunity to make public submissions.	DRET, STOs, peak industry bodies	Immediate and ongoing
10.	Promote efforts already being implemented to reduce tourism related aviation and ground transport emissions and communicate detailed and factual information on tourism-related transport emissions.	DRET, STOs, peak industry bodies	Immediate and ongoing
11.	Ensure that the development of a National Accreditation System for the tourism industry takes account of relevant standards, regulations and tools and resources for measuring and managing emissions.	DRET	12 months
12.	Subject to the availability of resources, commission more detailed research on tourist-related transport emissions to inform future emissions management and reduction strategies.	DRET	More than 2 years
<i>Climate change and Australian tourism marketing</i>			
13.	The findings of the consumer market research undertaken for the Taskforce in the UK and Germany to be considered by Tourism Australia, state and territory tourism marketing agencies when developing tourism marketing strategies.	DRET, TA, STOs	3-12 months
14.	Develop a forward program of climate change related consumer market research to identify emerging trends in tourism markets important to Australia.	DRET, TA, STOs	3-12 months then ongoing
<i>Communications and industry outreach</i>			
15.	The distribution of fact sheets tailored to tourism enterprises on emissions management through DRET, TA, STO and peak tourism industry communications channels.	DRET, TA, STOs, peak industry bodies	3 months

16.	Establish a web site on the Tourism Australia corporate web site that provides all relevant information on climate change to destinations and operators (reference to action areas 1-3).	DRET, TA	3-6 months
17.	Establish a climate change webpage on the Australia.com web site that presents positive climate change related marketing messages to consumers and facts on tourism and aviation emissions.	DRET, TA	3-6 months
18.	Coordinate an outreach program of workshops for tourism business across all jurisdictions to accelerate the communication of these issues to industry.	DRET, TA, STOs, peak industry bodies	12 months
19.	Australian, state and territory governments, in collaboration with regional tourism organisations (RTO), entrench climate change adaptation strategies into the strategic planning of all RTOs and Local Governments and make dissemination of materials on climate change a permanent RTO activity.	DRET, STOs, RTOs	2 years
<i>Future development and oversight</i>			
20.	Tourism Ministers agree the responsibilities for implementation set out in this framework and that responsible agencies report to TMC on progress through the TMC Secretariat on a regular basis.	TMC secretariat and responsible agencies	ongoing
21.	Australia and New Zealand to work collaboratively on research, information sharing, and the development of common positions on tourism and climate change.	DRET, NZ Ministry of Tourism	ongoing
22.	The Australian Government in collaboration with the Sustainable Tourism Cooperative Research Centre (STCRC), coordinate ongoing research and analysis into the national and regional vulnerabilities of the tourism industry to climate change.	DRET, STCRC	Ongoing