



Tourism and Climate Change

11 December 2007

The Earth's climate is changing and experts say that the tourism industry has to change as well. Recent report by the United Nations Intergovernmental Panel on Climate Change shows the necessity for the travel trade to change because of the global warming. Experts predict that over 20% of all species will be lost. For example the Australian Great Barrier Reef will suffer a lot in the future. People in certain parts of world will have to move because of the flooding and rising sea levels. More famine, heat waves and wildfires will occur.

The report predicts that by 2020 between 75 and 250m people in Africa will be exposed to increased water stress. Southern Europe will experience more storms, glacier retreat and serious droughts. The Amazonia will gradually change in savannas and Polar Regions' ecosystems will also be threatened by the change.

For the tourism industry it is necessary to be prepared for the changes. Winter sports businesses are changing their practices even now. The artificial snow-making is quite usual nowadays. Some winter sports tourism players may move to higher altitudes and glaciers. The report also recommends the marketing of new attractions and the involvement of wider groups of stakeholders. Nowadays summer sunshine destinations will be threatened by excessively high temperatures and by drought.

According to the scientists it is necessary to slash emissions and prepare for the inevitable change. "Rich countries like Canada have got to move forward and (show) leadership and move first and we've done that with a commitment to an absolute reduction of 20 per cent by 2020," Canada's Environment Minister John Baird said. "What we do need is to get other countries on board, like the United States, like China, like India." Werner Kurz, a senior researcher at the Canadian Forest Service and co-author of the IPCC report said: "The message is coming out loud and clear: The longer we put off mitigation the greater the impacts will be."

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I believe that it is everyone's responsibility to make sure that not only good Tourism practices are followed, but that everyone has a responsibility to save our planet from the destruction being caused by irresponsible and negligent behaviour.

The following simple steps are at everyone's disposal and yet it is ignored by many:

- Power Save Globes** – Not only will this help alleviate power shortages, but will reduce unnecessary emissions, Normal globes should be banned World Wide!!
- Refuse separation** – This is critical as waste products are just disposed of in the easiest way "all together" this can cause illness and unnecessary landfills that will haunt us all later on.
- Solar Panels** – All new homes should be forced to have their roofs covered by solar panels when built that charge batteries as back up. This would reduce the demand on Coal power plants and would have a long term effect on saving our planet.
- Recycled Paper** – It is important that offices and Big Corporate's use recycled paper many of our plantations around the world are burning daily, The demand is just too high.

These are just a few examples that can be followed and will go a very long way in saving the Earth. Every day that we ignore this, is a day lost Forever.

Bradley Brouwer, previously sales, marketing and communications director for [Forever Resorts](#), has been named the new [SA Tourism](#) country manager for Japan which includes Korea. He has taken over the role, based in Tokyo, on March 15 2007.

Bradley Brouwer has been very involved in Tourism over the years and has resigned from the nine boards he served on, to avoid conflict of interests, and to focus on Japan.

During his term in Tokyo, Bradley Brouwer plans to open the channels of communication between the Japanese market and South African product owners. "I will attend many conferences in Japan in order to keep abreast of the market's requirements and trends". Bradley Brouwer also encourages product owners to send him their brochures from the end of March. Bradley Brouwer has identified the long haul flight as one of the main challenges in terms of attracting the Japanese market to SA. "This can be overcome by increasing the average stay to seven days, and by providing authentic experiences," he says.

Another challenge is the perception of crime in SA, but Bradley Brouwer believes that if South African ground handlers are educated on how to instil a sense of security in Japanese tourists, we can overcome this obstacle. "The Japanese market do not like to be left alone, so staff should be available and visible at all times," he adds.

Bradley Brouwer, Is a firm believer in "Responsible Behavior"

Over 1000 trees planted in Balfour Mpumalanga!!! By Sydney Masinga

Balfour - More than 1 000 trees have been planted at a township outside of Balfour as part of the Greening Mpumalanga project in January 2008, which aims to make the province more environmentally conscious. Department of Agriculture and Land Administration MEC Dina Pule and the Mayor of the Dipaleseng Local Municipality Piet Tsoetsi participated in the planting ceremony in Siyathemba township outside Balfour on Tuesday. This has resulted in the department surpassing its set target of planting 100 000 trees by February. Spokesperson, Aaron Madonsela said: "We have passed our target of 100 000 trees, by 600 extra trees." Trees for Africa donated the 1000 fruit trees, while the Gold Basin waste management project donated tins and papers for community groups in Balfour to recycle. "Gold Basin trains communities to recycle papers and tins by turning them into crafts and other goods that they can sell," Mr Madonsela explained. He said the NGO also donated refuse bags to the school children who were involved in the clean-up campaign. The South African Broadcasting Corporation (SABC) in Mpumalanga used the planting ceremony as an opportunity to launch its "Green Revolution" campaign. This campaign, which is part of the SABC's national Vuka Sizwe (Stand up and do it for yourself) campaign, aims to empower South Africans by encouraging them to open their own businesses. The Heritage, Greening Mpumalanga and Tourism flagship project is one of the five adopted by the provincial government. "The Greening Mpumalanga component focuses on environmental management and remediation with the aim to raise the profile of environmental issues in Mpumalanga. "It also positions the province as the [most] environmentally conscious province of South Africa," Madonsela said. MEC (Local Minister) Pule said the Greening Mpumalanga initiative would have a significant impact on environmental sustainability in the province. "The greening component identifies institutional mechanisms, environmental interventions, and roles and responsibilities for provincial government departments and municipalities towards achieving environmental sustainability," she said. Ms Pule said funding for Greening Mpumalanga would come from the provincial and municipal budgets, as well as donors. – BuaNews



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