SUSTAINICUM COLLECTION
LEHRMATERIALIEN FÜR BILDUNG ZUR NACHHALTIGKEIT

Strategic tourism development for the destination Lake Neusiedl under the influence of climate change-induced reduced water levels

(Resource ID: 123)

Ulrike Pröbstl, Alexandra Jiricka, Wolfgang Haider, Nina Mostegl
Alexandra Jiricka-Pürrer
alexandra.jiricka(at)boku.ac.at
This teaching resource is allocated to following University:
BOKU – University of Natural Resources and Life Sciences Vienna

Institution:
Institute of Landscape Development, Recreation and Conservation Planning (ILEN)

http://www.sustainicum.at/en/modules/view/123.Strategic-tourism-development-for-the-destination-Lake-Neusiedl-under-the-influence-of-climate-change-induced-reduced-water-levels

Group work	Less than 5 students	Up to 3 lecture units	Internet connection necessary	English, German

The goal of the project "See-Vision" was to study the impacts and the complexity of climate change, explain the necessity of innovative social approaches, study adaptation strategies in tourism management, and demonstrate the usability of the results for touristic development. It can be assumed that the future water level of Lake Neusiedl will fluctuate more frequently due to climate change. These fluctuations are very likely to affect visitor behaviour

and to bear negative effects for the local economy. In order to investigate visitor behaviour a survey was initiated, which applied a discrete choice experiment (DCE). The DCE incorporated overall tourism destination attributes and additional visualisations of several potential water levels showing the affects on the local landscape. This methodology is particularly suitable to investigate demand and reaction of visitors of currently non-existing scenarios. The goal of the module is to develop and practically discuss target group and region specific adaptation strategies in the face of climate change, which will incorporate the uniqueness of each tourism destination. The module presents transdisciplinary-acquired data (climate models, hydrological models) and explains the social science background. Based on this knowledge, participants will be presented the results of a tourism questionnaire from Lake Neusiedl. With the help of the questionnaire results, students will interactively develop the best-fit target group and region specific adaptation strategies.

Basic idea of the module

The goal of the module is to develop and practically discuss target group and region specific adaptation strategies in the face of climate change, which will incorporate the uniqueness of each tourism destination.

Detailed description of the module

This module presents transdisciplinary-acquired data (climate models, hydrological models) and explains the social science background. Based on this knowledge, participants will be presented the results of a tourism questionnaire from Lake Neusiedl. With the help of the questionnaire results, students will interactively develop the best-fit target group and region specific adaptation strategies.

Supplied material

PowerPoint presentation, Explanatory notes, prepared data base in Exel on CD

Description of application during the course

First part: Introduction to lake Neusiedl and its water levels, methodological background, GIS-data, climate change scenarios (inclusion

of climate change in a questionnaire through a choice experiment).

Second part: Introduction to the results of the choice experiment, presented in the form of a Decision support system.

Third part: In small groups students will analyse the Decision support system, project results for their specific region, draw conclusions for the practical application of the results, and describe their results in their own word. Students will also present their work.

Aha-effect for students

Complexity of transdicisplinary research in the context of adaptation strategies and climate change

---

Teaching Tools & Methods

Written material

Learning Outcomes

Students will explore the effects of climate change on different regions and tourism types. Furthermore, students will learn how to develop targeted adaptation strategies for potential (hypothetical) future scenarios and the importance of transdisciplinary research in that matter. The necessity and guidelines for the "perfect" adaptation strategy and the topic of visitor maximization will be illustrated.

Relevance for Sustainability

Sustainable tourism development and climate change

Related Teaching Resources

No specific previous knowledge / related resources required

Preparation Efforts

Low

Access

Free

Funded by