

Adaptation to climate change in the tourism sector (ADAPTUR)



► **Context:** If the tourism sector wants to protect its business it has to adapt to climate change

In 2016, more than 35 million international tourists travelled to Mexico, spending in excess of 17 billion US dollars. This corresponds to 8.7 percent of gross domestic product. More than four million people work in the tourism sector.

However, tourism is also affected by the effects of climate change. With the rise in temperature, some regions risk losing their status as attractive destinations. Coastal regions in particular are at great risk from rising sea levels, the degradation of their beaches and the threat of hurricanes. The diving industry needs coral reefs with their diverse flora and fauna. Many inland destinations are suffering from the loss of their ecosystems, declining biodiversity and a dwindling natural water supply.

► **Our approach:** Strengthening the capacities of the adaptation to climate change

On behalf of the Federal Ministry for the Environment (BMU), the *Deutsche Gesellschaft für Internationale Zusammenarbeit* (GIZ) is supporting the tourism sector in adapting to climate change. The aim is to reduce the business risks of tourism companies and protect their natural capital (such as beaches, reefs, rainforests, and biodiversity) and ecosystem services (water supply, protection against hurricanes, floods, landslides, etc.).

The ADAPTUR project works in three tourist destinations in Mexico: Riviera Nayarit-Jalisco (on the Mexican Pacific), San Miguel de Allende, Guanajuato (in the Bajío region of Central Mexico) and Riviera Maya (in the Mexican Caribbean). These pilot regions were selected on the basis of economic, social and environmental criteria and the expected results. Safety also played a decisive role.

A technical advisor to the project is on site in each of the three pilot regions. The advisors coordinate ADAPTUR's activities and support local stakeholders in technical matters.



Drying out of a river in San Miguel de Allende

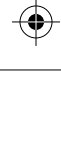
This includes information events, dialogues between the public and private sectors, technical training (e.g. economic assessment of climate risks), planning climate adaptation measures with the participation of all relevant stakeholders and support in developing project proposals.

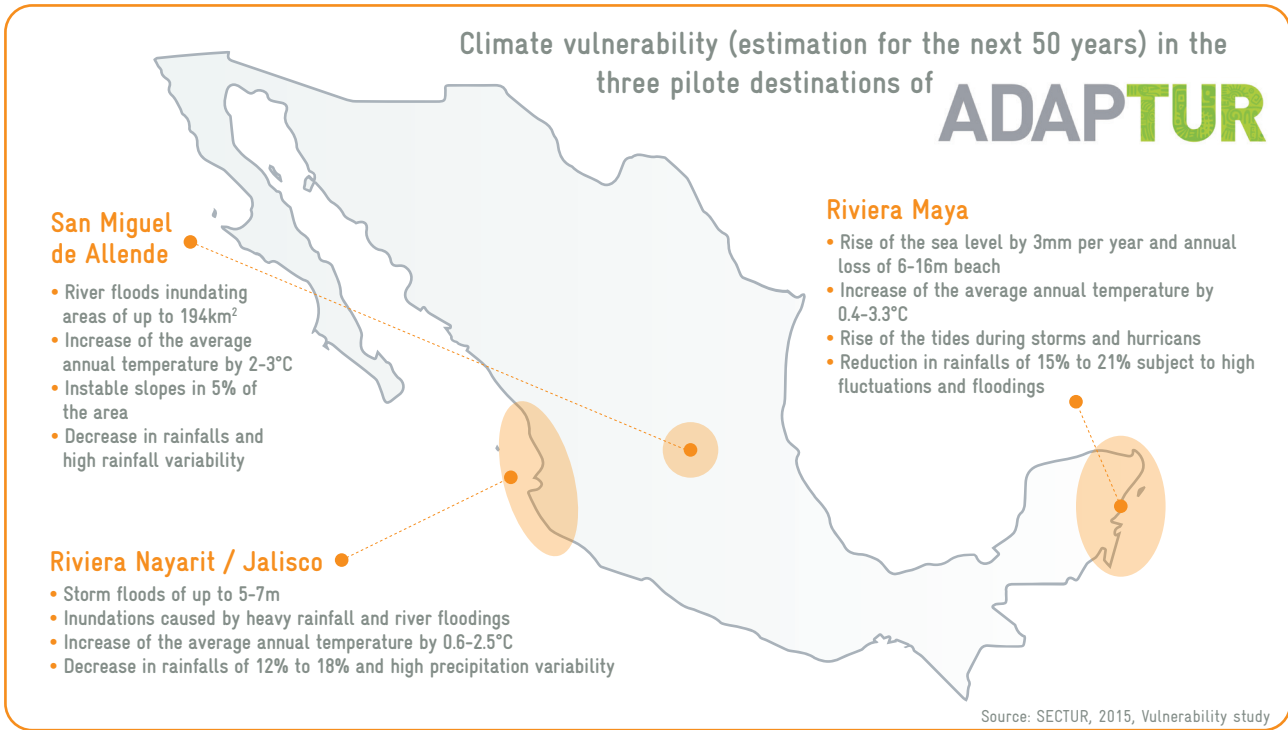
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Counterparts:
Mexican Ministry of Tourism SECTUR
www.gob.mx/sectur
Mexican Ministry of Environment and Natural Resources SEMARNAT
www.gob.mx/semarnat
Mexican National Commission of Natural Protected Areas CONANP
www.gob.mx/conanp
Mexican National Institute of Ecology and Climate Change INECC
www.gob.mx/inecc

Commissioning agency:
German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) as part of the International Climate Initiative (IKI)
www.bmu.de

Duration:
09/17-08/21





The project also promotes access to international expertise (studies, concepts or methodologies) and exchange with other projects in Latin America.

Implementation of the project is based on the principle of public-private cooperation. This includes ensuring that all stakeholders in the tourism sector (e.g. companies, entrepreneurs, associations or foundations) and wider society (including civil society organizations, communities, and academia) participate in the development of solutions and joint measures.

Expected results:

National level:

- Contributing that Mexico will achieve its international obligations in the adaptation of climate change (NDCs).
- Development of a National Plan for the tourism sector as part of the National Plan for Adaptation (NAP)

Federal level:

Riviera Maya, Riviera Nayarit/Jalisco and San Miguel de Allende

- Elaboration of an economic analysis about the impacts of climate change on the tourism sector
Wirtschaftsanalyse

- Assistance in the integration of criteria and adaptation measures in sectoral plans and processes (e.g. programmes of investment)
- Intermediation of public-private dialogues

Local level:

Pilot projects at the Riviera Maya, Riviera Nayarit/Jalisco and in San Miguel de Allende

- 10 projects of adaptation in climate change together with touristic companies
- Sensibilization of the stakeholders about the outcome of climate change
- Intermediation of intersectoral dialogues

Webpage GIZ Mexico

www.giz.de/en/worldwide/66805.html

YouTube channel GIZ Mexico

www.youtube.com/user/gizmexico

International Climate Initiative (IKI)

www.international-climate-initiative.com/en/

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