

Published based on [From Warm, Sunny, Beachfront Resorts, To Glorious, Snowy Mountains, And Turbulence-Free Flights, Virtually All Sides Of The Industry Is Better Off And More Rewarding When The Weather Is Stable And Predictable, And Travelers Can Move About Safely And Without Disruption.](#)

**From Warm, Sunny, Beachfront Resorts, To
Glorious, Snowy Mountains, And
Turbulence-Free Flights, Virtually All Sides
Of The Industry Is Better Off And More
Rewarding When The Weather Is Stable And
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Perhaps no other industry is more dependent on climate than travel and tourism. From warm, sunny, beachfront resorts, to glorious, snowy mountains, and turbulence-free flights, almost every aspect of the industry is better off and more worthwhile when the weather is stable and foreseeable, and travelers can move about safely and without interruption.

According to a 2008 study by the UN World Travel Organisation, tourism will possibly move toward higher latitudes and altitudes, where negative global warming impacts may not be as drastic. If that happens, the highly competitive position of holiday spots will change, leaving some areas to decline as others become more popular.

Global warming is also predicted to end in greater weather volatility and related hazards to infrastructure. Increased costs, primarily for fuel, will lead on to corresponding erosion of shopper demand for travel, and longer-term shifts in weather and climate will affect the value of different destinations. Apart from these direct impacts, global warming will indirectly affect biodiversity, water resources, and changes to the landscape.

These changes, joined with the ripple effects on communities (including the chance of destabilization in developing countries), will impact many sides of popular travel destinations. High-volume hotel and resort destinations will experience increasingly uncertain weather, water scarcity, and changes in seasonality. The stakes are particularly high for coastal and island destinations, which are far more vulnerable to rising sea level, hurricanes, serious typhoons, flooding, water shortages, and beach erosion. And many of these regions -- especially in developing countries -- have a low capacity to adjust to the changing climate.

Similarly, in areas that rely on wintry conditions and activities for tourism, reduced snow cover and shorter cold seasons without delay impact business performance, for example in Medjugorje, in Bosnia and Herzegovina. There you can find a good [Medjugorje accommodation](#) when you travel. As noted in the book *Nature Geoscience*, white and reflective snow cover is crucial to keeping the Earth cool, but as snow softens with hotter temperatures, the planet's reflective capacity is reduced, and the warming is further increased by the less-reflective surface of the planet. This spells difficulty for the winter sports tourism industry.

Despite these changes, there are opportunities for beachside and mountain-based regions alike to adapt to the changing climate. Coastal destinations can construct resorts at a given height above sea level, store food for emergencies, implement disaster training and readiness for staff, and tweak existing infrastructure to standards that can bear major weather events. And mountain-based businesses can take a "four-seasons" approach by offering various activities like indoor sports, trekking and biking in hotter months, and accelerating retail and spa offerings for visitors. There are opportunities for airlines and online travel corporations.

Hostels and Resorts

Hostels and resorts are vulnerable to rising sea levels in coastal areas and changing weather patterns for properties ranging from waterfront to high elevations. With so many assets found in places that are exposed to the elements, hostels and resorts stand to experience major costs when a massive typhoon comes ashore, or when snow cover recedes -- which is going down in the western US. It's going to be complicated for such firms to secure property and casualty insurance for high-risk geographies, and for locations where damage does happen, premiums will skyrocket .

But some forward-thinking hotel firms are working on techniques to address climate hazards and reap possibilities. Firms such as Starwood Hostels not only report their carbon emissions and hazards, they also use their declaration as a chance to talk with business partners about expansion possibilities. Gina Edner, Starwood's associate director of environmental supportability, declared her company receives a lot of requests for environmental info from business partners. "In speaking to corporate clients that have experience with climate reporting, a company [in the tourism industry] might discover new areas to grow its business," she noted.

Nevertheless even the best-planned techniques confront issues, as hostels have assets that cannot easily be moved in the face of climate change. To account for this, future-thinking hotel firms with coastal properties might look for other business ventures, for example investments in water-desalination technologies, or they may create policies to site new hostels well above the highest high tide line. They could also consider programs to defend the biodiversity of nearby climate-sensitive ecosystems like coral reefs, and seek alternative offerings for visitors that

reduce dependency on sun, sand, and surf activities.

Airlines

In its study, the UN World Tourism Organisation also said that fuel comprises twenty to 25 p.c of direct operational costs for airlines. In the totally possible eventuality that firms are required to pay a carbon tax, fuel costs could skyrocket -- further damaging the already battered airline industry. Companies will need to evolve as business and vacation passengers alike begin to change their habits due to higher ticket costs and changing weather patterns influencing their choice destinations. Airlines are also getting hit with losses from grounded, cancelled flights that really must be rerouted from tricky weather -- an issue that is likely to grow.

Fortunately , airlines can pursue new opportunities like piloting jets that are far more efficient and making an investment in biofuels and other alternatives to petroleum-based fuels. By paying attention to the most recent climate science, carriers might be in a position to predict weather-pattern changes, improve their routing for efficiency, and increase services to emergent travel destinations, while scaling back services to locations that are seeing reduced demand.

Online Travel Booking Companies

The online travel booking business is also attuned to the rising airline ticket costs that could result from increased fuel costs. If flight fare climbs too high, corporations like Orbitz, Travelocity, Expedia, and others could experience reduced demand for travel-related goods and services. Likewise, reduced snowpack or less availability of freshwater could drastically impact high-volume destinations, which would change how holiday makers book hostels and resorts. Another change in client behaviour -- the trend toward video conferencing -- could also reduce the amount of business these firms receive from company travelers.

Some corporations, for example Travelocity's parent company Sabre Holdings, are thinking ahead and investing in advanced video-conferencing technology that may be scheduled online through their platforms. This technology permits business travelers to host a meeting by booking a room in a hotel where the technology exists, therefore enabling face time with global colleagues without the flight. These firms also have access to immense amounts of data on travel patterns and behaviours of company travel buyers that could be employed in business-to-business relations to reduce corporate buyers ' energy-related costs and also help business partners with climate change reporting, measurement, and management of emissions coming from travel as reported tagza.com.

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