SOUTH AFRICAN TOURISM CLIMATE CHANGE COMMUNICATION STRATEGY (SATCCCS)

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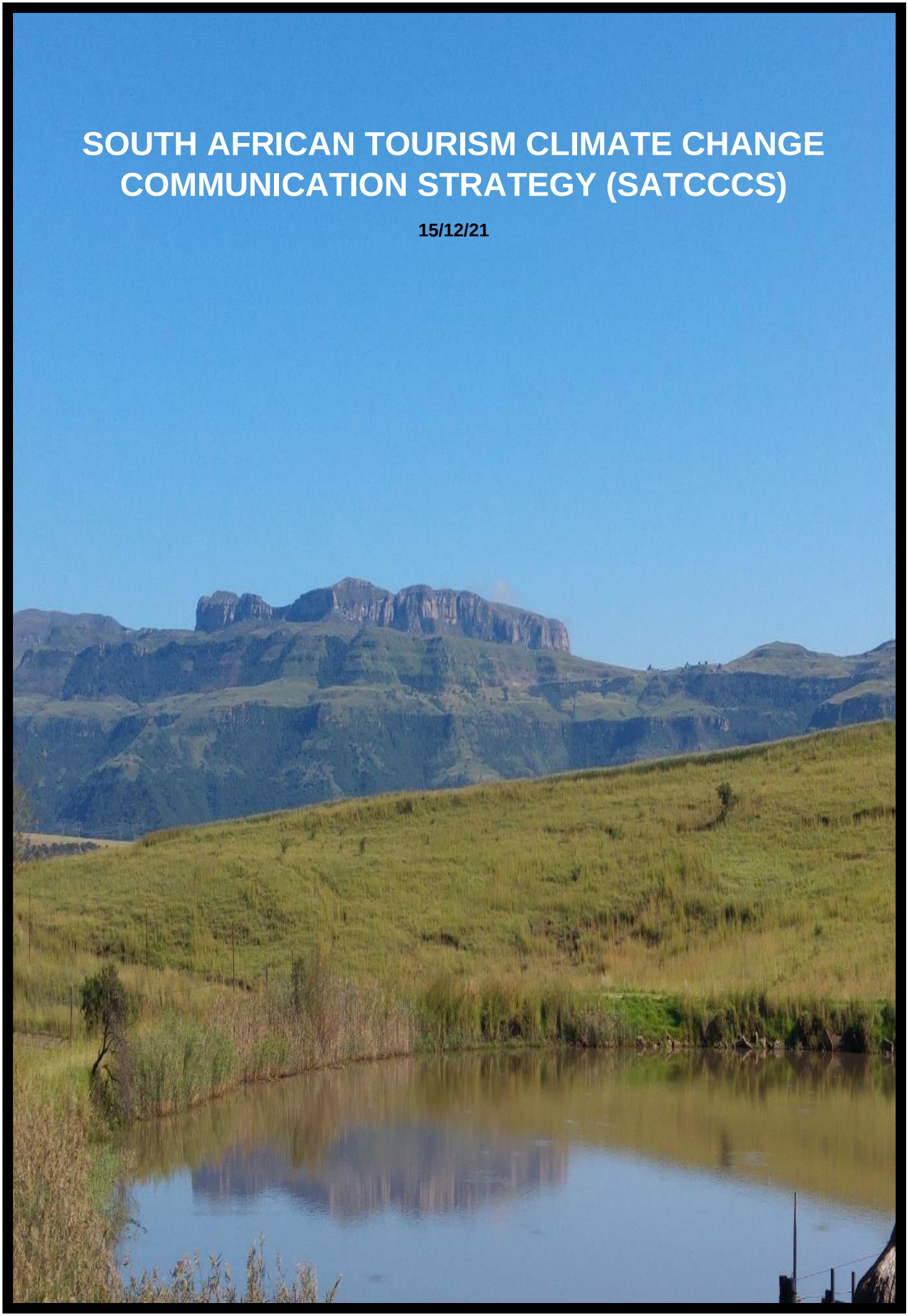

This Strategy is commissioned by the Department of Tourism and the Department of Forestry, Fisheries and the Environment (DFFE), in collaboration with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, which is part of the International Climate Initiative (IKI). The Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU) supports the IKI on the basis of a decision adopted by the German Bundestag.

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EXECUTIVE SUMMARY

The link between anthropogenic activities related to tourism and climate change is well established. *South Africa's National Tourism and Climate Change Action Plan* highlights the urgent need to address human-induced climate change by slowing down the build-up of heat-trapping greenhouse gases (GHGs) and removing these from the atmosphere, and strengthening the resilience of the natural and physical environment to the effects of climate change. Furthermore, weather and climate have a major influence on tourism decision-making and destination management, particularly for countries reliant on eco-tourism such as South Africa.

The *South African National Climate Change Response Policy* identified tourism as one of the sectors economically vulnerable to measures taken both internationally and nationally, to reduce GHG emissions. Given that the tourism sector contributes significantly to the country's Gross Domestic Product (GDP), climate change could have detrimental impacts on socio-economic growth and well-being. This motivated the Department of Tourism (DT) to develop the **South African Tourism Climate Change Communication Strategy (SATCCCS), presented here, which has been designed to guide the communication-related aspects of awareness, education and training for climate change mitigation and adaptation in the tourism sector.** This strategy, which contains an embedded framework for an awareness campaign, aims to provide the tourism sector and its partners with short- and mid-term direction on how to utilise climate change information strategically and effectively to contribute to climate change mitigation and help the sector become more climate-resilient. It draws from wide-ranging consultations with key stakeholders and provides guidance on **how climate change communication (CCC) within the tourism sector can align with government's overall vision and core aims and objectives for the sector**, most importantly increasing its climate resilience and contribution to the country's sustainability goals.

The guidelines and recommendations contained in the strategy are evidence-based, drawing on primary and secondary data gathered during the strategy development process. The strategy provides the status quo for CCC within the tourism sector, including an understanding of how the sector contributes to mitigating and adapting to climate change, the main functions of the various actors in this context, and how this compares to its competitors. The status quo also highlights the strengths and weaknesses of the sector in relation to CCC. **The heart of the strategy focuses on setting goals and identifying stakeholder roles, setting out guiding principles, identifying and understanding audiences, message design, targeting stakeholders using appropriate communication mediums, and identifying communication barriers and mitigation measures.** The strategy also contains components that speak to its implementation, including an embedded framework for an awareness campaign, a framework for monitoring and evaluation (M&E) and recommendations for supporting actions.

The situational assessment revealed that there are **significant gaps in terms of our understanding of how CCC should take place across a number of sectors in South Africa, including tourism**. However, based on existing policies, programmes, plans and communication strategies related to climate change that exist within the country and internationally, there are approaches / methods that could be adapted for the SATCCCS. It was evident that to date, coordination and communication regarding climate change impacts on the country's tourism sector by different government departments have been poor. **The development of the SATCCCS represents a significant step towards increasing climate awareness, responsiveness and resilience not just for the tourism sector, but for the country as a whole**.

The SATCCCS is organised around six key components: setting goals and identifying roles; identifying key audiences and understanding their needs / preferences; developing key messages and testing these before using them at scale; identifying the most effective modes, methods and channels for communication of messages; and establishing ways to monitor and evaluate the impacts of the communications efforts. The implementation of the strategy should be guided by six principles, which revolve around **communication being cost-effective, outcomes-based and impactful / memorable, and having target audience(s), using the best combination of communication tools, and being monitored simply and systematically.**

In terms of stakeholder roles, national government and more specifically, the DT supported by DFFE, must be accountable for the strategy and the implementation plan that will be subsequently developed.

However, the private sector, specifically tourism businesses will be responsible for operationalising the strategy with support from local government and international agencies. **The strategy is essentially a living document and national government's role is to ensure that during the document's lifespan, relevant and capacitated departments and staff continuously act as a funnel to gather information through consultation and research, that can be used by the sector to promote the goals of the strategy.**

The strategy identifies **tourism businesses, national government, and media stakeholders as the most influential for delivering content and messaging**. Tourism businesses, national government, the media and local government are also the most influential in championing the climate messaging, i.e. using their power and influence within the country to actively promote buy-into the strategy and its messaging. In terms of prioritising target audiences for the SATCCCS, **tourism businesses and tourists are important, but all tourism stakeholders need to be targeted, including all South African citizens and government.** Other target audiences of particular importance are the education sector and local communities.

The framework for the embedded **awareness campaign encompasses actions that can promote awareness to encourage pro-climate change behaviour, decision-making and practices within the tourism sector that increase its climate resilience**. The rationale behind embedding the framework for an awareness campaign in the SATCCCS is that awareness-raising is widely regarded as one of the first stages of the adaptation process. In terms of message style, this framework calls for an **emphasis on visual communication**. Messages structured as stories and real-life experiences may be more suitable than scientific research, facts and statistics. Additionally, it is important to frame the messages in a language, and at a level, that the audience finds relatable, bearing in mind that this will be different for various stakeholder groups across the sector. The tone of the messages should portray optimism, connect with the audiences' core values and inspire them. The salient messages should be generated using the following themes: **Rainfall, temperature, extreme weather; Infrastructure; Health; Natural resources (terrestrial, coastal, marine); Water resources; Agriculture; GHG, carbon footprint, energy profile; Transport and carbon emissions; Waste; Education.**

The selection of appropriate communication mediums for the dissemination of information for each stakeholder group is extremely important. The following **platforms would be most applicable for the SATCCCS: Television; Radio; Social media; Printed material; Electronic Media; Community and social events; Websites.** However, given the diversity of the country's population and the spatial heterogeneity of its tourist attractions and built and natural landscapes it is important to be sensitive to the unique characteristics of each province. As such, a localised approach (in conjunction with national efforts) which targets each of South Africa's nine provinces is suggested for the awareness campaign. **The creation of a brand or brand identity for the SATCCCS could also be a fundamental mechanism for enhancing communication, overcoming barriers, promoting the awareness campaign, and being a key driver of implementing the strategy.**

The recommendations for implementation speak to five elements deemed to be priorities, namely: Coordination; Activity management; Knowledge management; Resource management; M&E. In terms of the most over-arching element, coordination, **parliament should oversee the implementation of the SATCCCS through the establishment of an Inter-Ministerial Committee chaired by the Minister of Tourism and co-chaired by the Minister in the DFFE.** The DT, supported by DFFE, should be responsible for coordinating the activities to be included in the Implementation Plan that this strategy will inform and as such will need to appoint requisite bodies / entities for the management of activities, knowledge and resources, and the M&E. Four key activities that should remain core responsibilities of the custodians of the strategy are: 1) Creation of a focal point for the SATCCCS – an essential entity for coordinating the diversity of communication activities and to create a single national information point for all stakeholders; 2) Development of a brand for the SATCCCS as part of an awareness campaign; 3) Strengthening internal communication around climate change at government level; 4) Consultation and targeted capacity-building of potential partners. National and provincial tourism and environmental / conservation authorities will be key actors in terms of coordination. Activities should be arranged to allow for incremental implementation, with full function planned for the end of a 5-year Implementation Plan.

The major sources for the generation of climate change information for the SATCCCS should be relevant inter-governmental bodies, government (national and local), and academic and research institutions, with the private sector and civil society playing a co-generation role. **To facilitate knowledge-sharing within and across government structures, there may be value in establishing an inter-departmental working group of government communicators on climate change**. In terms of knowledge creation, government must encourage and capacitate researchers to undertake research in areas that speak to the objectives of the SATCCCS and the links between tourism and climate change in general.

Operationalising the SATCCCS will require government, development partners, private sector and civil society actors to mobilise and allocate resources so that the priority interventions defined in this strategy such as the proposed awareness campaign, can be implemented within a realistic timeframe. Based on the stakeholder engagements, **the main resources required for the SATCCCS are skills and training, financial resources and information**. It is important for government, specifically the DT, to lead the mobilisation of resources but public-private partnerships and international agencies will be particularly valuable in this regard.

A set of defined indicators and guidelines are essential to monitor the effectiveness, objectives, achievements and progress of the SATCCCS. **The recommended M&E framework has five focus areas: championing (with DT as the lead), communication (with clearly identified target groups such as relevant departments / officials as well as data / information custodians and users), institutionalisation (focusing on building M&E capacity, capabilities and infrastructure), embedding (having a knowledge management system) and actioning.** The specific indicators to assess progress on CCC and the response to climate change in the tourism sector have been formulated in relation to the following key performance areas: institutional environment, stakeholder engagement, resourcing, awareness and communication efforts, capacity development and training, increased awareness of climate change at tourism facilities, and public awareness / audience tracking.

Six supporting actions that would help ensure the smooth transition from a strategy to a plan and hence, effective implementation of the SATCCCS have been identified:

1. **Strengthening political leadership and governmental coordination;**
2. **Institutional setup to coordinate the strategy;**
3. **Promoting stakeholder awareness;**
4. **Mobilisation of resources for implementation;**
5. **Climate policy mainstreaming;**
6. **Encouraging buy-into the goals of the strategy.**

While this strategy has been developed for the tourism sector specifically, it presents an opportunity to encourage a whole-of-government approach to mitigate, adapt to, and communicate aspects concerning climate change. It is also hoped that the SATCCCS will inspire other sectors to buy-into and / or adapt the strategy based on their stakeholder- and environmentally-defined needs and goals around climate change mitigation and adaptation.

Table of Contents

LIST OF FIGURES

LIST OF TABLES

LIST OF ABBREVIATIONS

AR6	Sixth Assessment Report
CCC	Climate Change Communication
CCCS	Climate Change Communication Strategy
COP26	Conference of the Parties 26
COVID-19	Coronavirus Disease 2019
DFFE	Department of Forestry, Fisheries, and the Environment
DPME	Department of Planning, Monitoring and Evaluation
DT	Department of Tourism
GDP	Gross Domestic Product
GHG	Greenhouse Gas
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH
IPCC	Intergovernmental Panel on Climate Change
M&E	Monitoring and Evaluation
NCCRP	National Climate Change Response Policy
NDP	National Development Plan
NGO	Non-Governmental Organisation
NRM	Natural Resource Management
P4C	Presidential Climate Change Coordinating Commission
PCCB	Paris Committee on Capacity-Building
PMT	Project Management Team
QQT	Quality, Quantity, Time
SA	South Africa
SATCCCS	South African Tourism Climate Change Communication Strategy
SAWS	South African Weather Services
SALSA	Search, Appraisal, Synthesis, Analysis
SMART	Specific, Measurable, Achievable, Relevant and Time-bound
SWOT	Strengths, Weaknesses, Opportunities and Threats
UN	United Nations
UNWTO	United Nations World Tourism Organization

1. INTRODUCTION

1.1. Background

The Department of Tourism (DT) and the Department of Forestry, Fisheries and the Environment (DFFE), in collaboration with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, commissioned the development of a climate change communication strategy (CCCS) for the South African tourism sector in 2021. The motivation for this strategy stems from the findings of the climate change risk and vulnerability assessment of the tourism sector commissioned by DT, in collaboration with DFFE and GIZ in 2019/20. The project assessed 27 tourism sites across the country and involved the development of a 3-year implementation plan as part of the project. The Implementation Plan listed 'Education and training' as one of the six priority areas identified, and the development of a CCCS is seen as a priority for the tourism sector and the country as a whole. Furthermore, weather and climate have been shown to have an increasing influence on tourism decision-making and destination management, particularly for countries reliant on eco-tourism such as South Africa (SA). This motivated the development of the **South African Tourism Climate Change Communication Strategy (SATCCCS), presented here, which has been designed to guide the communication-related aspects of awareness, education and training for climate change mitigation and adaptation in the tourism sector.**

1.2. Linking climate change communication to tourism

The link between anthropogenic activities related to tourism and climate change is now well established (Scott *et al*., 2020). The main human influence on global climate change is the increasing emission of greenhouse gases (GHGs) such as carbon dioxide, methane and nitrous oxide, *inter alia*. Human activities, such as burning fossil fuels and deforestation, produce steadily increasing amounts of GHGs that trap heat in the earth's atmosphere. South Africa's National Tourism and Climate Change Action Plan (DT, 2012), close to a decade ago, highlighted the urgent need to address human-induced (direct and indirect) climate change through the following actions:

- Slowing down the build-up of heat-trapping GHGs and removing these from the atmosphere (mitigation); and
- Strengthening the natural and physical environments to ensure that these develop resilience to the effects of climate change (adaptation).

Apart from the impacts of tourism on climate change, it is worth pointing out that the National Climate Change Response Policy (NCCRP, 2012) identified tourism as one of the sectors economically vulnerable to measures taken both internationally and nationally, to reduce GHG emissions. Given that the tourism sector contributes significantly to Gross Domestic Product (GDP), climate change could have detrimental impacts on the socio-economic growth and well-being across the country. The NCCRP, therefore, called for the development of implementation plans by affected sectors, including tourism. Furthermore, in 2010 the DT also established the Tourism and Climate Change Task Team to develop the National Tourism and Climate Change Response Program and Action Plan. The work of this Task Team revealed that addressing the impacts of climate change on the tourism industry requires long-term policy responses and short- to medium-term actions to inform the industry and implement some response measures. In addition, while the Coronavirus 2019 (COVID-19) pandemic has severely impacted the tourism sector over the last 20 months or so, attempts to revive the sector now present unique opportunities to boost sustainability and climate mitigation within the sector.

For close to two decades, the United Nations World Tourism Organization (UNWTO) has been working to raise awareness on climate change issues in the tourism sector. The first 'International Conference on Climate Change and Tourism' in Tunisia in 2003 that UNWTO and several other United Nations agencies organised resulted in the Djerba Declaration on Climate Change and Tourism, which highlighted the obligation of the tourism industry to reduce their GHG emissions and recognised the two-way relationship between tourism and climate change. The Davos Declaration of 2018 included firm recommendations and a clear commitment for action to respond to the climate change challenge, including the urgent adoption of a range of sustainable tourism policies (as called for by Scott *et al*., 2008). In 2007, UNWTO launched a Climate and Tourism Information Exchange Service to enable

tourism stakeholder access to research and data. The organisation has also developed and disseminated technical publications addressing climate change impacts and adaptation responses.

These international efforts to communicate and raise awareness around the role tourism needs to play in climate change mitigation have set the tone for the tourism sector in both the developed and developing world. In this regard, SA's National Tourism and Climate Change Action Plan (DT, 2012; Iosim and Popescu, 2015) suggests that tourism needs to focus on the following:

- Potential changes in consumer preference away from long haul travel;
- Emerging policy and regulatory settings in SA's key markets that may affect demand for travel to SA;
- Emerging policy settings in SA that may alter the current trading environment;
- Emerging international agreements that may apply to international aviation and maritime emissions (collectively referred to as international bunker fuels) and climate change mitigation;
- The need to better understand potential physical climate change impacts on tourism and identify adaptation measures.

These focus areas should ideally influence how climate change is communicated to the variety of stakeholders within the tourism sector and inform the development of the SATCCCS presented here.

1.3. Rationale for strategy

The strategy was developed to give effect to Priority 1 (viz. climate change education and training) of the Implementation Plan contained in the climate change risk and vulnerability assessment of the tourism sector (DT, 2019/20). Education and training are important for climate change mitigation and adaptation, and the DT and its partners believe that education can build the necessary skills to enable the sector (government, managers and staff at tourist sites / facilities, value chain stakeholders, visitors and members of surrounding communities, *inter alia*) to be prepared for, respond to, protect and recover from these events.

1.4. Purpose of strategy

The primary purpose of the strategy is to provide an evidence-based approach to designing and implementing CCC for the South African tourism sector. **The strategy was developed to provide short- and mid-term guidance on how the tourism sector and its partners, most important government, can use communications strategically and effectively to increase the sector's ability to adapt to and contribute to mitigating climate change.** It draws from wide-ranging consultations with key government stakeholders across the country to make it an inclusive and realistic guide that will support the broad communication of the climate change mitigation and adaptation goals of the country throughout the sector. More specifically, the strategy provides guidance on how CCC within the tourism sector can align with government's overall vision and core aims and objectives for the sector, most importantly increasing its climate resilience and contribution to the country's sustainability goals. **The strategy contains an embedded framework for an awareness campaign that will guide the tourism sector's various stakeholders in launching a sustained effort to educate organisations and individuals on the supply and demand sides and boost stakeholder awareness around the goals of the SATCCCS.**

This document represents a CCC 'strategy' as opposed to a 'plan' but includes evidence-based recommendations on implementation and M&E that can feed directly into a South African Tourism Climate Change Communication Plan. The strategy speaks directly to Sustainable Development Goal 13, specifically target 3 which calls to 'improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning'.

1.5. Scope of strategy

The strategy provides the status quo for CCC within the South African tourism sector, including an understanding of how the tourism sector contributes to mitigating and adapting to climate change, the main functions of the various actors in this context and how this compares to its competitors. The status quo also sheds light on the strengths and weaknesses of the sector in relation to CCC – what has been

successful and what has not worked well within SA and internationally over the last decade. A summary of the systematic review of local and international CCC programmes, plans, policies and strategies that informed the design of the SATCCCS is also provided.

Apart from defining specific CCC objectives for the tourism sector, the strategy also gives an overall sense of the guiding principles on CCC and best practices by drawing on regional and international examples. The strategy pays particular attention to explaining how the communications objectives should be seen to contribute to achieving the overall objectives of the sector and SA's climate change commitments.

The heart of the strategy focuses on setting goals and identifying stakeholder roles, setting out guiding principles, identifying and understanding audiences, message design, targeting stakeholders using appropriate communication mediums, and identifying communication barriers and mitigation measures. The strategy also contains components that speak to its implementation, including an embedded framework for an awareness campaign, a framework for its M&E and recommendations for supporting actions.

1.6. Methodological approach for strategy

The development of the strategy involved a phased methodological approach designed around four objectives:

- To review the body of current CCC strategies in the tourism sector to identify communication gaps, opportunities and, appropriate communication channels and methods;
- To review work done by stakeholders in the space of CCC in the tourism sector to generate a status quo assessment of channels and means of CCC programmes, plans, policies and projects.
- To consult with key stakeholders to determine key issues to be addressed in a CCCS for the tourism sector.
- To develop a framework for the design of the climate change awareness campaign for the tourism sector.

The specific methods employed to achieve these objectives are summarised below.

1.6.1. Systematic literature review

The fundamental aim of the first phase was to undertake a status quo assessment of channels and means of CCC programmes, plans, policies and projects for the South African tourism sector. In order to achieve this aim, a mixed-method approach was used to highlight the salient themes surrounding climate change within the sector. A research toolkit, given in Table 1, was established for this purpose.

Table 1: Research toolkit used for data collection

Approach	Data tools and frameworks
Desktop review	Systematic literature and policy review
Quantitative	Rapid assessment surveys administered during online stakeholder consultation meetings
Qualitative	Key informant interviews and direct observations

The Search, Appraisal, Synthesis, and Analysis (SALSA) framework was utilised since its steps (Figure 1) allowed for a systematic yet robust analysis of literature while minimising the potential for bias (Gunnarsdottir *et al*., 2020) and maximising evidence-based synthesis (Grant and Booth, 2009).

Figure 1: Flow diagram of the SALSA framework (adapted from Gunnarsdottir *et al*., 2020)

1.6.2. Stakeholder identification for qualitative and quantitative data collection

A preliminary stakeholder database was developed using literature, policies, programmes, plans and strategies reviewed and supplemented through consultation with DT, DFFE, GIZ, the tourism industry, the media industry, the environmental sector and universities. This database was thereafter used to identify relevant stakeholder groups based on additions and suggested exclusions provided by the Project Management Team (PMT). These stakeholder groups were then used to conduct a stakeholder mapping exercise (which included establishing their interest and influence on tourism CCC) with DT, DFFE and GIZ representatives on the PMT. Thereafter, this was used to identify the target participants for the four online stakeholder engagement events, with each participant having to attend one event only.

1.6.3. Stakeholder engagement: national stakeholder consultation workshops

In an attempt to mitigate the risks posed by COVID-19, all stakeholder workshops were conducted virtually (using the Microsoft Teams platform), which allowed for stakeholders to participate remotely, which saved time and resources. The situational analysis results were used to design the data collection instrument and design the activity schedule for the workshop. The participants at each workshop engaged in the following activities with active facilitation:

- A rapid survey (structured questionnaire) administered with live data capturing;
- Open discussion to unpack / build on the responses to the survey questions which was enabled by the live data collection;
- A Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis around CCC within the tourism sector.

A focus group methodology was used for these workshops by adapting the methodology for online engagements. The questionnaire and questions used to trigger open discussion (see Appendix 6) were designed to validate the literature and policy review findings, fill gaps identified, and identify suitable channels and champions for the SATCCCS. It also included questions used to compare pre-defined stakeholder groups (viz. private sector, public sector, donors / funders / programmes, training and educational services, media) in terms of their power and interest, and understand the stakeholders' relative level of influence in the context of the SATCCCS.

After a draft strategy was developed, five key informants were invited to participate in semi-structured interviews focused mainly on areas of disagreement and uncertainty identified in stakeholder engagement events; stakeholder interest-influence in relation to the implementation of the strategy; M&E of the strategy; and dissemination of strategy (i.e. awareness).

1.6.4. Data analysis and strategy development

The primary and secondary data collected using the research toolkit employed were subjected to a collection of purpose-selected analyses to generate the following:

- An evidence-based, shared understanding of impacts of climate change on tourism and importance of climate change adaptation and mitigation interventions / measures;
- A description of messages, materials and communication channels that should be focused on to equip the tourism sector with the knowledge and awareness, skills, values and attitudes

essential for understanding the impacts of climate change on tourism facilities and in addressing and developing effective climate change responses;
- An understanding of how government needs to communicate with the sector (supply-side);
- An understanding of the communication processes and needs between a supplier of tourism products and a tourist.

The data tools used to extract content and learnings for the development of the strategy and the embedded framework for an awareness campaign included the following: SWOT analysis; Competitor Analysis (CA) and Stakeholder Interest-Influence Matrix Typology (Eden and Ackerman, 2013).

1.6.5. Development of framework for awareness campaign

In the final phase, the findings of the systematic literature review and stakeholder engagement events collected for the development of the CCCS were used to develop a framework for an awareness campaign to help operationalise the strategy. The awareness campaign is envisaged to guide the coordinators and key tourism sector stakeholders in launching a sustained effort to educate individuals, on the supply and demand sides, on the relationship between tourism and climate change and boost awareness around the adaptation and mitigation goals of the sector and the country as a whole.

The awareness campaign framework should therefore be seen as a set of evidence-based guidelines for designing the awareness campaign for the SATCCCS. The key elements of this design process are listed below:

- **Message design** (style, structure, language, and tone);
- **Salient messages** (key themes, messages, and excerpts);
- **Targeting stakeholders (audiences) using appropriate communication mediums** (identifying stakeholders, selecting communication mediums, choosing the scale of implementation);
- **Communication barriers and mitigation measures.**

The need for embedding this framework in the strategy is that the tourism sector is highly vulnerable to local and global climate, social and economic shocks as evidenced by the impacts of COVID-19. The strategy must therefore be seen as a 'living strategy' and as such requires an agile approach to awareness-raising for adequate responsiveness to environmental change(s).

2. SITUATIONAL ASSESSMENT AND ANALYSIS

2.1. Overview

This section provides an overview of the status quo in relation to CCC for the South African tourism sector specifically but also draws on established international trends and best practice around CCC in general. The status quo was established by conducting a situational assessment and analysis which provided a deep understanding of the internal and external factors which influence or have the potential to influence the communication of climate change and its implications on the country's tourism sector. Apart from the academic literature and internationally accepted guidelines on CCC, the review draws on selected CCC strategies from other countries, since a dedicated CCCS has not been developed for SA to date. It should be mentioned though that a variety of South African policies, programmes and plans have the potential to inform such a strategy.

The findings indicate that there are **significant gaps in terms of our understanding of how CCC should take place across a number of sectors in SA, including tourism**. However, based on existing local and international policies, programmes, plans and strategies related to climate change, there are approaches / methods that could be adapted for the SATCCCS. Opportunities and recent events such as the COVID-19 pandemic and sustained global attention on climate risk could also bolster the successful implementation of the SATCCCS. However, the analysis also revealed several limitations and challenges to CCC within the tourism sector, some historical and some brought about

by the pandemic, which needs to be addressed to achieve the desired aim and objectives. One of the most positive findings of the analysis was that **the development of the SATCCCS represents a significant step towards increasing climate awareness, responsiveness and resilience not just for the tourism sector, but for the country as a whole**.

2.2. Understanding the South African situation

Tourism has become a significant contributor to the South African economy and impacts the lives of millions of citizens in both rural and urban settings (Rogerson and Visser, 2020). SA has the second-largest tourism industry in Africa and indirectly contributes up to 9.1% of the country's employment (1.5 million jobs) and 7% of its GDP (Richardson, 2020). However, **the tourism and hospitality industries are particularly vulnerable to the impacts of climate change and, most recently, the COVID-19 pandemic** (McKercher and Hui, 2004; Wut *et al*., 2021). The pandemic presented devastating impacts on tourist activities and businesses, bringing the sector to a halt with travel bans across the world and state of disaster lockdown measures locally (including various levels of lockdown, travel restrictions and stay-at-home orders), *inter alia*. The economic downturn brought about by the pandemic has been linked to the shutting down of almost all sectors at various points during the pandemic. However, the severe restrictions on all tourism-related activities have been regarded as one of the most significant contributors to this downturn in many countries (Dube *et al*., 2021), including SA (Henama and Sifolo, 2020).

Several studies have predicted that tourism and travel-related industries will be among the hardest-hit sectors as authorities encourage consumers to practice social distancing and stay indoors (Segal, 2020). The UNWTO (2020) has supported this forecast by claiming that of all major economic sectors, tourism has been the worst affected by the worldwide outbreak of COVID-19. The South African tourism sector has remained resilient for some time due to the country's rich biodiversity assets (both fauna and flora) and considerable investments towards developing market niches (e.g. adventure, health and volunteer tourism). However, as alluded to above, it has been severely impacted by travel bans and trading restrictions imposed during the pandemic (Henama and Sifolo, 2020), and there are doubts about whether it will fully recover.

The pandemic has highlighted the vulnerability of the tourism sector, both internationally and locally. It has forced stakeholders at all levels of the supply chain to re-evaluate their operational models and realise that adaptation to changing business and natural environments will be fundamental in mitigating future challenges. The impact of the pandemic in modulating the South African tourism sector's response from a mitigation and / or risk aversion point of view was, therefore, a significant consideration when designing the communication strategy presented here.

Despite the unprecedented impacts of the pandemic on the global tourism sector, it is believed that climate change will pose far greater threats and challenges to the sector if no action is taken (Manzanedo and Manning, 2020). The vulnerability of the tourism sector is primarily a consequence of changes in climate and extreme events which directly influence tourism decision-making and destination management. As such, **climate change adaptation and mitigation are vital to enable the entire tourism sector (government, managers and staff at tourist sites / facilities, value chain stakeholders, visitors and members of surrounding communities, *inter alia*) to be prepared for, respond to, protect and recover from these events.** Therefore, an immediate response within the South African tourism sector is required to develop a way forward and communicate the need for these efforts to all stakeholders and to ensure buy-in. In this regard, effective communication of climate change risk, mitigation and adaptation considerations related to tourism, to stakeholders from the myriad of sectors it interacts with / impacts on is an essential condition for business success. Additionally, a climate change responsive tourism sector will support SA's National Development Plan (NDP) 2030 and the Economic Reconstruction and Recovery Plan post-COVID-19 and contribute to addressing national priorities of accelerating economic recovery, sustainable job creation, and driving inclusive growth.

In recognition of the above, the DT in collaboration with the DFFE and GIZ in 2019/20 commissioned a detailed climate change risk and vulnerability assessment of the South African tourism sector which was relevant to the country's tourism landscape and aligned with global and national calls for the tourism sector to contribute towards climate change mitigation and reduce the risk climate change poses to the sector. **DT's subsequent decision (based on the findings of the assessment) to prioritise climate**

change education and training was an extremely wise and well-timed decision, given the increasing research and evidence on the value of communication and awareness in implementing climate change action plans within the tourism sector (Iosim and Popescu, 2015). This increased climate risk awareness and heightened desire to align with the aims and objectives of the Paris Committee on Capacity-Building (PCCB) within the tourism sector globally, called for the development of a SATCCCS.

Within the tourism sector, efficient communication with all stakeholders is an essential condition for business success. While several studies have looked at how efficient communication between people, and staff and visitors particularly, influences success in tourism activity, there is a dearth of information on the role of communication and awareness in mitigating the risks posed by climate change on the sector and building the resilience of the sector to various climate change scenarios. This is particularly true in the South African context, as indicated by evident gaps in the communication of climate change with the country's tourism sector. While there have been historical initiatives on climate change mitigation and / or adaptation championed by government departments (e.g. climate change summits organised by the former Department of Environmental Affairs and Tourism) and various national climate change responses plans, their implementation and communication have been weak (Reddy, 2012). Furthermore, **the coordination and communication regarding climate change impacts on the country's tourism sector by different government departments have also been poor** (Reddy, 2012). This has resulted in key stakeholders and different government departments involved in tourism experiencing a lack of guidance from the national and provincial departments in responding to the projected impacts of climate change for the South African tourism sector. Despite there being no previous attempts to develop a sector-based CCCS for tourism in SA, there are some generic guiding principles around the communication of climate change that do exist in existing plans, programmes and policies of the SA Government that lend themselves to the strategy presented here and these are reviewed in the section that follows.

2.3. Guiding principles for communicating climate change

The SATCCCS has been designed to help the tourism sector effectively communicate climate change issues and increase climate resilience. An in-depth review of CCC strategies from around the world (Appendix 1, Table B) revealed the following key elements:

- A climate change adaptation and mitigation orientated purpose;
- A situational assessment and / or analysis;
- Objectives based on enhancing CCC / climate change awareness;
- Key audiences / stakeholders;
- Key messages;
- Key communication modes that should be used for the various audiences;
- A work / implementation plan (resources, budget, timelines, etc., for implementation of the CCC strategy);
- Evaluation of the CCC strategy (tools/methods that will be used to evaluate achievement of the objectives).

A significant finding emerging from the situational assessment was that despite SA lacking a dedicated CCCS for its tourism sector, **the country has over the last two decades or so consistently made huge human capacity and financial investments in developing world-class plans, programmes, policies, strategies and guidelines which either explicitly or implicitly promote sustainable tourism development and climate change adaptation and mitigation.** A timeline of key examples of this is provided in Table 2 below, with a detailed review of each presented in Appendix 1, Table A.

Table 2: Timeline of key national plans, programmes, policies, strategies and guidelines relating to climate change and / or tourism in South Africa

Year	Title	Ref. code*
2002	National Responsible Tourism Development Guidelines for South Africa	1A
2010	National Climate Change Response Green Paper	1B
2011	South African National Standard Responsible Tourism Requirements	1C
2012	Final National Tourism and Climate Change Response Programme and Action Plan	1D
2012	National Development Plan (NDP) 2030	1E
2012	National Climate Change Response Policy	1F
2012-2020	Domestic Tourism Growth Strategy	1G
2014	Climate Change Mitigation Policy Mainstreaming	1H
2015	Climate Change Adaptation Plans for South African Biomes	1I
2016-2026	National Tourism Sector Strategy	1J
2017	The Green Tourism Incentive Programme	1K
2018	National Grading System for Tourism	1L
2019	National Employment Vulnerability Assessment: Analysis of potential climate change related impacts and vulnerable groups	1M
2020	National Climate Change Adaption Strategy	1N
2020	Sector Jobs Resilience Plan - Tourism Value Chain	1O
2020	Tourism Adaptation Project: Implementation Plan for the Tourism National Climate Change Risk And Vulnerability Study Draft	1P
2020	Green Economy Policy Review of South Africa's Industrial Policy Framework	1Q
2020/21 -2024/25	National Department of Tourism Strategic Plan	1R
2021	Tourism Sector Recovery Plan - Covid-19 Response	1S

*Reference code for document in detailed review Table A, featured in Appendix 1

SA has been continuously criticised for having exceptional policies that lack successful implementation (Reddy, 2012). While these documents are both critical to the tourism sector and the development of a CCCS for the country, most of the participants in the stakeholder engagements indicated that these documents had not been communicated to tourism stakeholders in a manner that is easily interpretable and implementable, as illustrated by the stakeholder comments below:

- *Messaging on the most simplistic level needs to happen. The issue of understanding long and short term effects is often overlooked.*
- *Information must be made available in all 11 official languages. Simple communication language rather academic/scientific terms or concepts must be used.*
- *Simplify the content and use GHG protocols in corporate reporting.*
- *The tourism sector may more effectively communicate impacts of climate change than governments or "stuffy" academics as they can link climate change effects more directly to human well-being (e.g. sense of place, wilderness qualities, etc.)*

2.4. Key climate change threats to South Africa's tourism sector

The Sixth Assessment Report (AR6) of the Intergovernmental Panel for Climate Change (IPCC), released in 2021 indicates the likelihood of increasingly extreme heatwaves, droughts and flooding, and a key temperature limit being broken in just over a decade which will lead to major disruptions to agriculture, infrastructure and livelihoods. The IPCC's findings are clear; human influence has warmed

the atmosphere, oceans and land. In 2018, the World Bank issued a systematic country diagnostic report on the state of SA's economy and society (World Bank, 2018). The report documented several projections of potential impact to SA as elaborated below:

> *While temperatures in South Africa are expected to increase, rainfall patterns remain uncertain. Climate models project that South Africa's mean temperature will rise by about 0.5°C in coastal regions and 1°C in the interior in the coming decades. Toward the end of the century, even under a best-case "high-mitigation" future, average temperatures in the interior could increase by up to 4°C. Precipitation changes would cause drier conditions across the country under a "low mitigation" future (that is, the worst-case scenario, with regional variability possible. Under a "high-mitigation" future, models indicate wetter conditions in the central and eastern interior, and drier conditions over the rest of the country (World Bank 2018: 29).*

The report draws special attention to the **critical threat posed to SA's biological diversity; the country is recognised as the third most biologically diverse country in the world, serving as an anchor for the tourism industry** (Wynburg, 2002; Hoveka *et al.,* 2020). Unfortunately, SA is also particularly vulnerable to biodiversity loss, especially in regions with high levels of endemicity (i.e. high levels of species that are found nowhere else globally), due to climate change (Midgley *et al*., 2011). Pandy and Rogerson (2020) conducted several key stakeholder interviews to understand the perceptions of climate change and its impacts on the tourism sector in SA. The over-arching issue, as with other studies, is the impact on the environment which is the landscape that tourism is based on. In this regard, it is worth emphasising that **SA tourism is heavily reliant on nature and the climate, creating a variety of direct and indirect issues.** Interviewees in the Pandy and Rogerson (2020) study noted the increase in extreme events (floods and droughts) and sea-level rise causing damage to key tourism infrastructure and resultant increases in insurance costs. Other impacts included changes in animal behaviour with increasing transformation of ecosystems and water security threats. Pandy and Rogerson (2020) also highlighted nature-based, beach and gold tourism as the areas of tourism perceived to be most affected by climate change. Increases in temperature and precipitation events will alter ecosystem biomes, vegetation and animal habits that are significant in attracting tourists. Increases in storm surges, beach erosion and sea-level rise along coastlines are also tourist deterrents. Niche tourism, such as golf and wine tours (a key feature of the SA tourism sector), is particularly sensitive to the effects of erratic rainfall events and insufficient water supply. Stakeholders also perceived cultural / heritage tourism and business tourism to be the least impacted by climate change.

The First National Tourism and Climate Change Response Programme and Action Plan for SA (DT, 2012) is in agreement with the research findings reviewed above and highlights the fact that the tourism sector is vulnerable to the impacts of climate change. Additionally, climate change will reduce the ability of the country to achieve cultural preservation and environmental conservation. The impact on infrastructure and the environment has a knock-on effect, felt most in the economies and communities whose main source of income is based on tourism. Climate change impacts the length and quality of tourism seasons and influences the environmental conditions (spread of disease, lack of water, extreme weather events, reduced biodiversity, *inter alia*) that both attract and deter visitors. Based on meteorological research conducted by the South African Weather Services (SAWS) (Dube, 2013), changes in climate will directly alter recreation season lengths and quality of experiences. There are noticeable increases in extreme events which affect the demand (push factor). These climatic changes also alter the environmental resources for tourism to occur. Tourism products such as forests, coral reefs, beaches and wildlife have already been negatively affected. Furthermore, the increase in disease and pests as a consequence of certain climate change scenarios (such as malaria outbreaks) can threaten traveller health which hinders travel. Impacts on infrastructure disrupt tourism services, make travel and tourist operations inconvenient and pose safety risks to tourists who are averse to travelling under these conditions (Dube, 2013).

Several sources have cited the following as key climate change issues impacting the tourism sector:

- Climate change risks to marine and fish resources as sea surface temperature rises, influencing tourism in the marine fishing sector (DEA, 2018);
- Increased rainfall, flooding events, coastal storms and acidification of estuaries impacting natural and built infrastructure along the coast (Pandy, 2017; DEA, 2018);

- Floral and faunal species are in jeopardy of becoming extinct due to the disrupted rainfall patterns and rise in temperatures, resulting in fewer natural attractions (Pandy, 2017);
- The negative impacts of climate change on the environment influence the attitudes towards a particular destination, acting as a deterrent to tourists (Scholl-Grissemann *et al.,* 2020).

It must be stated though that the concerns discussed above are not unique to SA, or tourism. Bhandari *et al.* (2014) amongst others, recognised that climate change has become a global talking point impacting many sectors, including tourism. Furthermore, **the general public's awareness of the impacts of climate change is limited in that they see the phenomenon as a 'green issue' that the wealthier class who can afford to travel should be concerned about it.** In general, everyday citizens are less aware of the far-reaching social and economic consequences of climate change in terms of migration, food exports and tourism (Midgley *et al*., 2011) as highlighted by participants in the stakeholder engagements events that informed the development of the SATCCCS:

- *Most tourism industry players don't see how they (in terms of actions and activities) contribute to climate change.*
- *Limited understanding of 'tourist' needs and responses.*
- *Education and awareness raising is lacking - the relation needs to be made between tourism and climate change impacts.*
- *There is a need for a climate change communication strategy because this domain of knowledge is very limited in every sector especially in tourism businesses and guests and in educational facilities. Awareness is important for understanding the impacts of climate change and the vulnerabilities faced by society, economy and environment.*
- *South Africa is very behind in terms of having a strategy. Moving forward, the gaps and needs need to be established and a situational analysis needs to be included. The impacts of climate change on the tourism industry need to be understood as much as tourism's contribution to climate change.*
- *A range of stakeholders need to be engaged to understand their contributions to climate change and how climate change impacts them now and in the future.*

However, it was encouraging to note that though **participants represented a diversity of stakeholder groups, the majority noted above average levels of climate change awareness** (68%; Figure 2). This is reassuring given that the SATCCCS is the first of its kind for the sector and its success will be bolstered by an existing awareness around climate change within the sector. Though, it must be said that there was a small number of participants displaying lower levels of awareness.

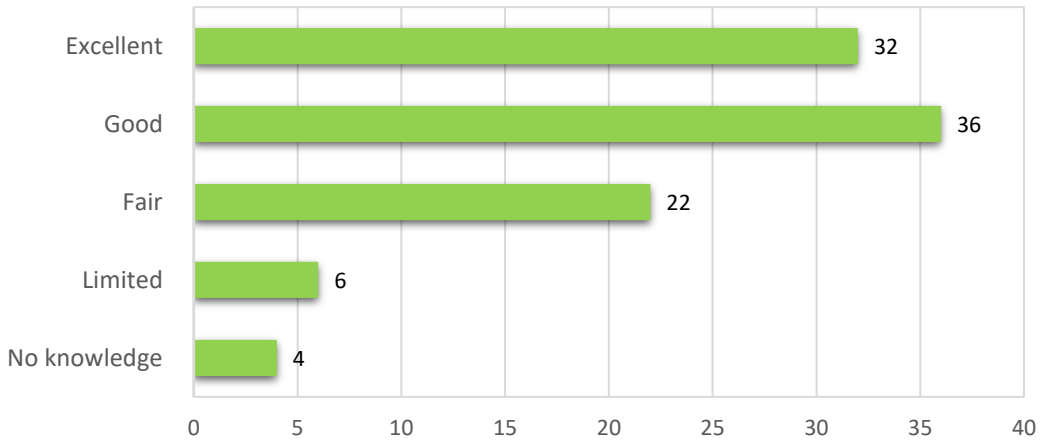


Figure 2: Participant levels of climate change awareness (n=50)

A reinforcing indication of existing awareness around climate change within the sector was the fact that, collectively, the vast **majority (64%) of stakeholders perceived the tourism sector to be a major or**

significant contributor to climate change, while 98% were in agreement that tourism contributed to climate change in some way (Figure 3). Again, this understanding of the interaction between climate change and the tourism sector is reassuring.

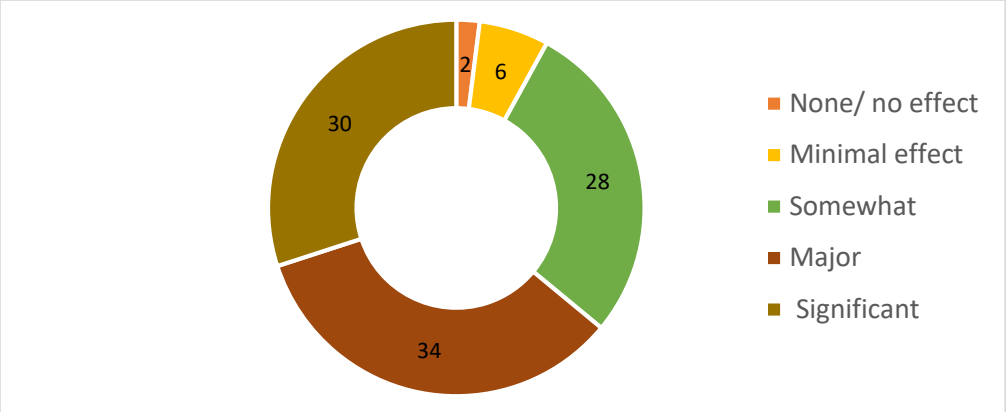


Figure 3: Perceived tourism sector contribution to climate change (n=50)

2.5. Relevance and levels of climate change communication in the tourism sector

Climate change is a complex issue on its own, with a range of divergent views from sceptics and denialists, to climate change scientists, academics and activists. This situation presents severe challenges in developing an effective CCCS for any sector, let alone one as diverse as tourism. One of the reasons advocated for the different views on climate change is not that climate change is not real and present, but how climate change information is packaged and communicated to the public. This thinking has given rise to increasing concern and awareness among government, academia, scientists, the public, private sector and civil society of the threats posed by climate change to the stability of various economic sectors (Scott *et al*., 2012). Tourism has been particularly focal to these discussions given its relationship with weather and climate (Ma and Kirilenko, 2019). Ideal weather and climatic conditions are imperative for tourism to flourish. The activities in which tourists engage can be directly affected or facilitated by prevailing weather and climatic conditions such as high or low temperatures, droughts, or heavy rainfall, strong winds, and the associated extreme weather conditions. Climate change can therefore alter tourist behaviour and activities, and impact tourism infrastructure which can have severe implications for the development and sustainability of the sector, both locally and internationally. These changes may significantly alter tourist comfort and activities, potentially reducing the seasonal flow and profitability of businesses throughout the tourism supply chain (Dube and Nhamo, 2020). It is for this reason that the messaging for CCC within the SA tourism sector be carefully designed, as highlighted by stakeholders consulted during the development of the SATCCCS (see below).

The threats posed to the tourism sector have been reported on for close to two decades with Kaján and Saarinen (2013) highlighting the effects of climate change on some of the most iconic tourist destinations as far back as 2013. The urgency and scale of this problem and potential risks necessitate that all tourism stakeholders communicate about and, work collectively towards confronting this global challenge. However, though there are indications that climate change appears to be affecting developing nations and sensitive ecosystems most severely (Fitchett *et al*., 2017), possibly because communication and awareness efforts around climate change are generally poorest in the developing world. Pandy and Rogerson (2020) and Reddy (2012) highlight that one of the greatest challenges that has hindered the sustainable development of the tourism sector within these high-risk nations has been ignorance, as a consequence of conflicting perceptions among the industry's key stakeholders and a lack of credible knowledge and effective communication.

- *People would need to be educated so that they are able to understand what climate change is and the impacts (long and short term) of this - in some areas people will most likely be aware of the increased period of hot weather experienced, but would not attribute this to climate change weather fluctuations.*
- *Language sensitivity is important.*
- *Messaging should not take the JUG-MUG approach, but rather be more interactive. Learning the local language and terms and learning about people's behaviours and religious taboos is important.*
- *Culture and cultural issues – local culture and how locals interact with outsiders must be taken into consideration. The communication strategy should incorporate local culture and how tourists engage with / encounter local communities.*
- *Tap into Indigenous Knowledge Systems and link the indigenous knowledge with the scientific knowledge.*
- *Communication of local climate vulnerabilities in a way that does not push away the target-market or create a bad image of the destinations.*
- *The strategy must be omni-channel and nuanced as there is a diverse group of people that must be addressed simultaneously in terms of their involvement. understanding and adoption of climate which will be different.*

In response to the vast knowledge gaps in tourism climate change knowledge and communication, the IPCC (2015) undertook studies that focused on climate change perceptions amongst tourism stakeholders. This was in recognition that **perception is a fundamental component of CCC, knowledge, and awareness as it is a construct of various factors such as religious affiliation, beliefs, political background, events experienced, and education** (Landon *et al.,* 2019). Additionally, Brügger *et al*. (2015) and Shackleton *et al*. (2015) highlight several individual and social barriers to CCC and responses. According to Eisenack *et al*. (2014) and Lorenzoni *et al*. (2007), some of these individual barriers include lack of knowledge, uncertainty and scepticism, distrust in information sources, externalising responsibility and blame, reliance on technology, climate change being perceived as a distant threat, the importance of other priorities, reluctance to change lifestyles, fatalism and helplessness. This is compounded by social barriers, such as lack of action by governments and businesses, the 'free rider effect', pressure of social norms and expectations, and a lack of enabling initiatives (Lorenzoni *et al*., 2007; Carlson and McCormick, 2015). Making a meaningful difference to the tourism sector in relation to dealing with climate change in a diverse country like SA will, therefore, require a communication strategy and associated awareness campaign that understands the audience(s), their beliefs, needs and expectations, as well as the barriers that hinder CCC and capacity building as illustrated by participants in the stakeholder engagements events that informed the development of the SATCCCS.

Importantly, the stakeholders consulted identified a number of potential barriers to the desired success / effectiveness / impact / outcomes of CCC within the tourism sector, which included the following:

- ***Diversity of the sector;***
- ***Corruption;***
- ***Miscommunication;***
- ***Current COVID-19-related financial challenges and uncertainties;***
- ***Different levels of climate change understanding and capacity across tourism stakeholders;***
- ***Negative perceptions around degradation (of the environment) in SA;***
- ***Unemployment, poverty and inequality;***
- ***Antagonistic messaging that creates alarm instead of awareness;***
- ***Perceived low levels of policy / strategy / plan implementation by government.***

The barriers identified above and in CCC strategies from elsewhere in the world (Appendix 1, Table B) highlighted the importance of including design elements in the SATCCCS that would overcome or at least mitigate these barriers. Giving adequate consideration to such issues is critical in identifying ways

of effectively communicating climate science and fostering a climate-competent society (Pruneau *et al*., 2003).

The systematic literature review revealed abundant scholarship globally regarding climate change and tourism interactions. However, this has not been adequately translated for the broader tourism stakeholders such as tourism service providers and tourists (Ma and Kirilenko, 2020); as highlighted by stakeholders consulted during the development of the SATCCCS (see above). Therefore, despite the progressive scholarship among academics, knowledge gaps have continued to persist when all stakeholders within the sector are considered (Ma and Kirilenko, 2020). These knowledge gaps are a result of the related risks and complex interactions between the climate system, environments and economics which is often difficult for the public to understand. Furthermore, the misinterpretation of climate science and information, coupled with conflicting interests and barriers, has exacerbated the confusion amongst stakeholders within the tourism supply chain (e.g. public, tourism operators, business owners, etc.).

Research has shown varied levels of climate change concerns, risk awareness, and preparedness amongst several tourism industries (Lemieux *et al*., 2018; Knowles and Scott, 2021). There has been a long-standing tendency to discount potential climate impacts in the future and inadequate industry responsiveness despite the evidence presented by scientists (Bicknell and McManus, 2006; Knowles, 2019). A lack of effective communication regarding these issues has been considered a contributing factor, but a lack of trust due to conflicting opinions has also been identified as an inhibiting factor (Hopkins, 2015; Steiger *et al*., 2019). Despite these gaps and challenges in effective CCC within the tourism sector, research into addressing and enhancing the understanding of this information to all tourism stakeholders is limited (Knowles and Scott, 2021).

2.6. Competitor analysis

Stakeholders engaged during the development of the SATCCCS highlighted the value of drawing on examples/best practices for CCC from elsewhere in the world:

- *Adopting practices of international tourists (will be useful). The international tourist is known to have sustainability in their DNA. They practice separating waste for recycling purposes, they switch off lights to save on electricity, etc. It is the local tourists that need to be further educated and informed on practices such as switching off TV's and aircons etc. when one leaves a room.*

- *There must be programmes, projects or plans that the tourism sector can draw best practices from.*

In this regard, many notable examples from countries around the world to address the challenges and barriers to effective CCC underpinned the analysis of CCC in competitor countries (main competitors countries to SA tourism). **An assessment of these communication strategies revealed that the vast majority did not focus specifically on CCC for the tourism sector, although there was reference made to CCC in a select few.** In Table 3 below, a list of the communication strategies reviewed is presented in relation to their specific focus area or sector requiring enhanced CCC. A detailed analysis of these strategies is provided in Appendix 1, Table B.

A deeper analysis of the literature and the strategies listed in Table 3 was very useful in identifying the stakeholders engaged, purpose and desired outcomes, key themes and messages of interest, modes of communication, audience and key Influencers employed in CCC strategies in other parts of the world. These aspects are reviewed in detail in Appendix 1 and formed the basis of the framework for the design of the awareness campaign embedded in this strategy. Importantly, other countries have highlighted that communicating climate change is an extremely complex task but one that has to be addressed given that climate change is a priority issue, which is mainly considered scientific that requires 'better marketing' in order to encourage public acceptance of climate science information (Kahan, 2010). The documents also highlighted that **scientists should be urged to translate their work into a language that facilitates easy interpretation and understanding by the general public.** However, the translation of climate science information is not a simple task (Lim-Camachoa and Ashwortha, 2013); hence, a number of the strategies reviewed suggest that CCC needs to be an

iterative process that promotes learning through the tailoring of messages for the target audience (Climate Change Science Program [CCSP], 2009).

Table 3: Examples of communication strategies for various focus areas / sectors

Ref. code*	Climate Change Communication Strategy	Focus area/sector
2A	The Republic of Zambia National Climate Change Communication and Advocacy Strategy (NCCCAS) (2011)	National climate change communication (cross-sectoral audience)
2B	The United Republic of Tanzania National Climate Change Communication Strategy (2012-2017)	National climate change communication (cross-sectoral audience)
2C	The Republic of Macedonia Climate Change Communication Strategy and Action Plan (2013)	National climate change communication (cross-sectoral audience)
2D	Climate Change Communications and Engagement Strategy for the National Wildlife Refuge System, United States (2014)	Climate change communication for national wildlife refuge systems (conservation of public lands and waters wildlife)
2E	Ugandan National Climate Change Communication Strategy (UNCCCS) (2017-2021)	National climate change communication (cross-sectoral audience)
2F	Communication Strategy for Delivering Effective Climate Services, Europe (2019)	Communication strategy for climate service providers (cross-sectoral audience)
2G	Sierra Leone's Climate Change Communications Strategy under the National Adaptation Plan (2020)	National climate change communication (cross-sectoral audience)
2H	Communicating Climate Change in Tunisia, Egypt and Mauritania (2021)	National climate change communication (cross-sectoral audience)

*Reference code for document in detailed review Appendix 1, Table B.

Stakeholders consulted during the development of the SATCCCS highlighted how other countries use social media and 'influencers' in delivering the messages around climate change to the relevant audiences and how this could help make the contents of the SATCCCS accessible to a wide range of audiences:

- *Use social media, posters, local influencers (e.g. celebrities) who can reach wide audiences (through their followers). Usual media channels, business leaders and local/cultural leaders.*
- *The communication strategy needs to be diverse and must span multiple platforms (media, social media, informative videos, workshops) and it must get out into areas where data and smartphones are not easily available or accessible.*

The role of mass media has been critically examined in literature as a mechanism to address the challenges around CCC and bridge the gap between science and the public (Ma and Kirilenko, 2020). While there have been multiple examples of failures by mass media to correctly communicate climate change phenomena to the public in other parts of the world (Appendix 2, Table A), **the role of mass media has simultaneously been recognised as vital in the dissemination of climate change information to the public** in these countries (Von Storch 2009; Schmidt *et al*., 2013). An example of this is repeated news coverage which grabs the attention of the public, as news stations are viewed as a reliable source of information (Ma and Kirilenko, 2020), and new shows / channels dedicated to climate change (as in the United Kingdom, eg. the daily Sky News Climate Change Show). This suggests that the importance of climate change issues, the potential risks, and mechanisms to address these can be greatly influenced by media coverage of the topic. However, this does not appear to be a recognisable feature of the South African news media.

The bridging role of mass media among scientists, policymakers and the public on CCC is important since it directly influences public perception, attitude, willingness to change behaviours, and knowledge (Kakade *et al*., 2013; Bolsen and Shapiro 2018). Based on reports from other countries, this also helps shape the type of language (e.g. devoid of scientific jargon) and modes of communication used. The review of communication strategies from other countries (Appendix 1, Table B) also indicated the following to be the most popular modes of communicating climate change issues:

- Television (national, regional and international);
- Radio (national and community);
- Social media (WhatsApp, Facebook, etc.);
- Printed material (newspapers, magazines, fact sheets and issue papers, etc.);
- Electronic media;
- Community and social events (field days and demonstrations);
- Websites.

The stakeholders consulted during the development of the SATCCCS appear to be in agreement:

- *The use of different forms of media accessible to many people, e.g. cell phones and social media (and adapting to different languages) and community radio stations (is important). Tailor for each target group to have more impact.*

- *The use of info graphics and employing the services of popular science writers is important.*

In the tourism sector, efficient communication is a pivotal aspect and can be written, verbal, or non-verbal (Lim-Camachoa and Ashwortha, 2013). In order to promote efficient communication, barriers such as stereotypes, technological interference, and unnecessary technical information need to be overcome. In many parts of the world, the identification of these barriers and the development of ways to mitigate such barriers have been achieved through research (e.g. Kakade *et al*., 2013; Bolsen and Shapiro 2018). A major finding of the CA carried out here was that **while research on CCC within the tourism sector is a feature of the research landscape in SA, it does not appear to represent as prominent research area as in some countries that can be regarded as competitors of SA in terms of tourism.** Though it must be said that research on tourism climate communication appears to be a neglected area of research globally, with a global analysis revealing only 61 publications in this area since 2011 (see Appendix 3).

For instance, a global comparison of research outputs on CCC in relation to tourism specifically revealed the following (see Appendix 3):

- SA sits 14th in the world in terms of scholarly outputs in this area of research;
- The University of Johannesburg is the only institution in the country that features in the list of institutions that have produced scholarly outputs in this area worldwide.

Even though bibliometric analyses (SciVal, October 2021) revealed a general paucity of research regarding CCC with a total of 1700 publications since 2011 globally (see Appendix 4), there has been a steady increase in research over the last 5 years. Furthermore, there are indications that SA does make a significant research contribution within this area and outcompetes all its African tourism competitors. This was evidenced by the following findings (see Appendix 4):

- SA sits 10th in the world in terms of scholarly outputs in this area of research on CCC;
- SA sits 1st in Africa in terms of scholarly outputs in this area of research on CCC.

These findings suggest that limited research around CCC in the context of tourism in SA represents a fundamental limitation in terms of increasing climate responsiveness and resilience of the tourism sector and, developing a tourism climate change language. Furthermore, whilst information on the impacts of climate change (awareness of global warming etc.) are diverse and relatively easily available (SA policies, plans, programmes and strategies), this information does not appear to be entering the tourism sector to the extent that it is in other countries. Similar opinions were highlighted by stakeholders during the engagements sessions:

- *(There is a) lack of understanding among service providers/ tourism businesses.*
- *Education and awareness raising is lacking - the relation needs to be made between tourism and climate change impacts.*
- *In South Africa, there is a lack of messaging on climate change and how it affects the various sectors, whereas globally, there is much more awareness on climate change. The strategy is, therefore, important for bringing awareness to the sector on the impacts of climate change as well as showing the investment in policy. The strategy can be used as a selling point to convince tourists that the environment is taken care of and climate change mitigations are put in place.*

The CA helped elucidate the key considerations and requirements for the SA tourism sector to enhance CCC. However, it was clear that input from stakeholders within the tourism sector and other relevant role-players were needed to support the findings of the review of the literature, existing programmes, plans, policies, and other communication strategies. In this regard, the strategies reviewed as part of the CA served to identify the target audience for the stakeholder engagements, viz. Public sector / Government officials, Private sector supply-side service providers, Media, climate change Donors / Funders, and training and educational service providers, all of which have been identified in other CCC strategies to be very influential in achieving effective CCC. The perceptions expressed by these stakeholders heavily informed the communication strategy that follows.

2.7. Analysis of tourism sector's strengths, weaknesses, opportunities and threats (SWOT) in relation to climate change communication

The final component of the status quo assessment was a SWOT analysis / framework to understand the internal (strengths and weaknesses) and external (opportunities and threats) factors / aspects that impact climate change within the South African tourism sector. The responses garnered during the SWOT analysis conducted at each of the four stakeholder engagement events are summarised in Table 4, with correction for duplication applied. Furthermore, the responses are grouped thematically. The weaknesses and threats are critical to consider since they expose areas that need attention. The findings clearly indicated that, though there are many gaps, some can be addressed with the available opportunities.

Table 4: Summary of SWOT analysis responses

STRENGTHS	WEAKNESSES
INDUSTRY OR SECTOR ACTIONS/ RESPONSES: • *Willingness and political will to tackle climate change impacts on the tourism sector* • *Evidence of service providers and the tourism sector implementing changes in response to climate change, although not on a large scale* • *The tourism sector may more effectively communicate impacts of climate change than government or academics as they can link climate change effects more directly to human well-being and environmental considerations* • *Track record of responding to the protection of 'the wilderness'/ nature conservation*	**LIMITED AWARENESS AND UNDERSTANDING:** • *Lack of understanding among service providers/ tourism businesses of climate change issues in the tourism sector* • *Different levels of climate change understanding and capacity across tourism stakeholders* • *Most tourism industry players are unaware of how their actions and activities contribute to climate change* • *Inadequate attention paid by climate change scientists/ policy-makers / organisations to impacts on the tourism sector*

- *Shared passion for sensitive and sustainable nature-based tourism in South Africa*
- *South Africa is a world leader in responsible tourism practices/ products*
- *Existing mechanisms that can be leveraged*

POLICIES AND GUIDELINES:

- *Standards for sustainable tourism in place*
- *Progressive tourism policy*
- *Legislation and strategies in place or being developed (including the CCCS) to address concerns and issues around tourism and climate change*
- *Working from existing programmes and strategies / legislature*

ORGANISATIONAL CAPACITY:

- *Existing functional tourism associations*
- *Existing available structures and networks*
- *Strategic collaborations between sectors*
- *Coordination of CCC efforts across sectors*
- *Existing platforms to share tourist experiences*

PROMINENCE OF TOURISM AS AN ECONOMIC ACTIVITY:

- *Tourism is a major contributor to GDP, which can be showcased more*
- *Reputation and product base supporting responsible tourism*

- *Education and awareness-raising is lacking in relation to links between tourism and climate change impacts*

REPUTATION:

- *Lost ground in terms of situating SA as a world leader in tourism offerings / responsible practices*

UNDERSTANDING CONSUMER NEEDS AND DEMAND:

- *Limited understanding of 'tourist' needs and responses*
- *Need to understand how to educate different tourism segments to change behaviour and for climate change education*
- *Increased reliance on international travel and tourism with a reduced focus on local products and offerings which are more sustainable*

COMMUNICATION AND INFORMATION DISSEMINATION:

- *'Lingo' / language used in documents (such as the standards) are not easily accessible to and understandable by target audiences*
- *Communication can be challenging in meeting the diverse needs in the sector*

RESOURCE CONSTRAINTS:

- *Lack of resources to implement strategies identified within documents and reports*

GOVERNANCE CONSIDERATIONS:

- *Corruption*
- *Poor implementation capacity within the tourism sector*

OPPORTUNITIES

TOURISM SECTOR RESPONSIVENESS:

- *Refocus and reposition local tourism products and offerings to enhance domestic tourism sectors*
- *Enhance marketability of South African tourism brand to position the tourism sector as cutting-edge, innovative and environmentally conscious*
- *Shared passion for sensitive and sustainable nature-based tourism in SA which can be built on*

STRATEGIC PARTNERSHIPS AND LEARNING OPPORTUNITIES:

- *Strategic partnerships among stakeholders (e.g. tourismdeclares.com) to access practical and consistent guidance for climate action ('leapfrog' ahead rather than spending time 'learning')*
- *Programmes, projects or plans that the tourism sector can draw on to learn from best practices and establish a platform to share experiences*
- *Stakeholders collaborating on specific projects*
- *IPCC and related reports help with showcasing the importance for climate action and the urgency*

COMMUNICATION CAPABILITIES:

- *Leveraging the private sector to bring about behavioural change through messaging*

THREATS

SOUTH AFRICAN TOURISM CHARACTERISTICS:

- *A long-haul destination*
- *Negative perceptions around degradation in SA*

LACK OF IMPLEMENTATION CAPACITY:

- *The public does not take the government seriously since there are numerous strategies and plans in place but challenges are experienced in terms of implementation*

COMMUNICATION AND MESSAGING:

- *Miscommunication about climate change and related impacts*
- *Antagonistic messaging that creates alarm instead of awareness*
- *Adopting a pre-existing CCCS that fails to recognise SA characteristics and requirements*

BROADER SOCIO-ECONOMIC CHALLENGES:

- *Unemployment, poverty and inequality have the potential to reverse gains*
- *Current economic situation*
- *The COVID-19 pandemic and economic uncertainty*
- *Civil unrest*

- *Ability to simplify content messaging and communicate visually, for example, use of pictograms*
- *Creative and cultural industries role in delivering and establishing the content and messaging*
- *Social media platforms for communication to reach a wider audience*
- *Link climate change to tourism education in school*

TRANSITIONING TO EMBRACE ENVIRONMENTALLY RESPONSIBLE PRACTICES:

- *Cost-effective and affordable options for tourism sector service providers to transition to more environmentally responsible practices (opportunity to celebrate 'small wins')*
- *Government or even the tourism sector could look at the cost and affordability of environmentally or eco-friendly options (including solar energy, rainwater harvesting, etc.)*
- *Benefits for multiple stakeholders and sectors, for example, renewable energy providers supporting tourism service providers will benefit together with the tourism sector*
- *Ways to minimise trade-offs*
- *Tourists are becoming more responsible and there is increased tourist demand for more sustainable practices*

RESOURCES/ FUNDING:

- *Accessing green/ climate funds*
- *Green tourism financial incentives*
- *The public-private financial model available*
- *Taxation system to recognise efforts*

RECOGNITION/ ACCOLADES:

- *Tourism awards / accolades and incentives to promote interest and awareness on climate change issues in the tourism sector*
- *Awards / certifications events for green destinations (can showcase and promote green destinations)*
- *Positive stories should be showcased*

COVID-19 PANDEMIC:

- *COVID-19 recovery efforts present key opportunities to change business as usual and transition to more sustainable pathways*

3. THE COMMUNICATION STRATEGY

3.1. Introduction

The SATCCCS provides a coherent narrative of actions to achieve specific objectives towards effective communication of climate change issues to stakeholders within the tourism sector and their partners. The strategy has been developed to leverage existing strengths and address communication gaps identified via the status quo assessment. Therefore, the strategy responds to the findings of the situational analysis and the existing climate change policy framework within the country and makes recommendations on how to make the best use of the available resources and opportunities in order to implement the strategy.

The strategy is organised around six key components (see Figure 4): setting goals and identifying roles (i.e. establishing what the different groups involved need to do); identifying key audiences and understanding their needs/preferences; developing key messages and testing these before using them at scale; identifying the most effective modes, methods and channels for communication of messages; and establishing ways to monitor and evaluate the impacts of the communications efforts inspired by the strategy.

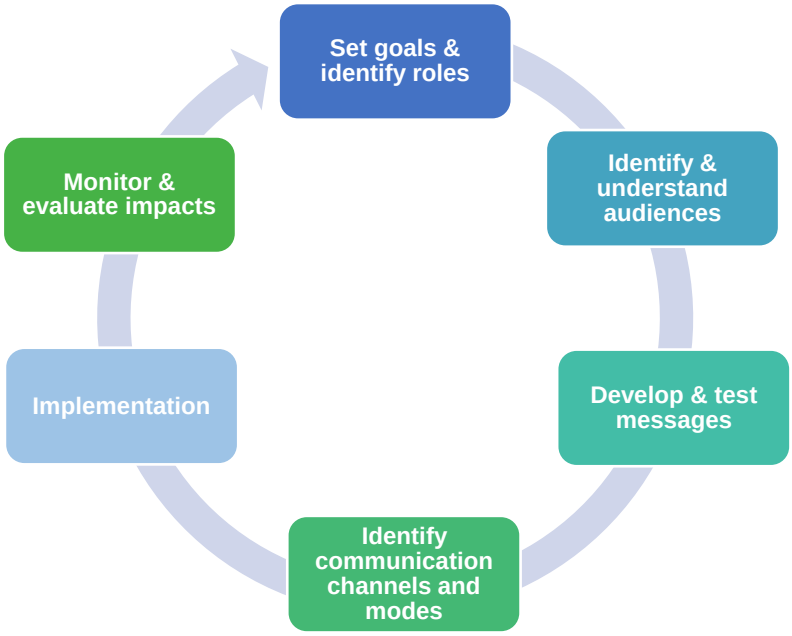


Figure 4: Framework for SATCCCS

3.2. Setting goals and identifying roles

Any goal that the sector sets should follow the SMART principles such as being specific, measurable, achievable, relevant, and time-bound. Goal setting will improve the sector's understanding of what the strategy needs to deliver, and the guiding principles for setting these goals are outlined in the next section.

3.2.1. Guiding principles

Based on international best practice, all CCC efforts within the tourism sector must be based on six key principles integral to any effective communication strategy – these are listed below and frame the strategy and its embedded framework for the awareness campaign and recommendations for implementation.

1. Communication must be cost-effective – funds and other available resources for communication activities are generally limited. For this reason, communication programs must be implemented at the appropriate scale, and be based on a sound understanding of the target audience, messages (that are memorable), and communication tools that are best suited for meeting the communication objectives. In short, the strategy must be designed to have maximum effect despite employing minimum resources. In the context of resources, the success of the strategy is highly dependent on identifying how the required resources will be leveraged and how sustainable these sources are.

2. Communication must be outcomes-based – in order to ensure meaningful outcomes, the objectives of all components of the strategy need to be informed by the status quo and make use of SMART indicators that are measured based on Quality, Quantity and Time (QQT). Clearly defining the desired outcomes will also aid in designing messages that are effective and memorable.

3. Communication must have target audience(s) – to maximise impact, communication activities must be directed at specific audiences rather than general groups. This is achieved by understanding the target audience(s), specifically their motivations and communicative patterns. This strategy clearly identifies the target audiences as they relate to CCC within the tourism sector.

4. Communication must be impactful / memorable – to be retained / remembered by audiences and become considered and / or accepted, communication must be based on messages that are tailored to the target audience's reality and desires, and grab the attention of the target audience.

5. Communication must use the best combination of communication tools – an appropriate and mutually reinforcing combination of communication tools need to be employed to reach the target audience(s) and maximise impact. This should be cognisant of the diverse cultural and language preferences of local and international tourists.

6. Monitoring of communication must be simple and systematic – while essential for evidencing the success and cost-effectiveness of communication activities, the complexity and sophistication of the M&E measures must be suited to the particular purpose(s) of the strategy. In recognition of Principle 1 above, the financial resources allocated to monitoring should be minimised by adopting the most simple yet systematic approach that is most likely to generate meaningful evidence.

3.2.2. Overall desired goals

The tourism sector must provide the relevant stakeholders with guidance on the following aspects in relation to CCC:

- **What, when and how information needs to be communicated;**
- **The key audience(s) to addressed;**
- **The desired changes in knowledge, opinions or behaviour that the communication should bring about;**
- **The most effective / preferred messages and channels of communication to be used;**
- **Communications-related responsibilities by different actors to ensure adequate coordination and implementation;**
- **How to monitor and evaluate impact of communication efforts, and the ability to modify accordingly.**

3.2.3. Role of stakeholders

National government and more specifically, the DT supported by DFFE, must be accountable for the strategy and the implementation plan that will be subsequently developed; this was made clear by the stakeholders engaged (Figure 5). However, the private sector, specifically tourism businesses will be responsible for operationalising the strategy with support from local government and international agencies such as the United Nations (UN) and the IPCC.

The strategy is essentially a living document and national government's role is to ensure that during the document's lifespan, relevant and capacitated departments and staff continuously act as a funnel to gather information through consultation and research, that can be used by the sector to promote the goals of the strategy. National government must also work closely with all stakeholders to develop the implementation plan for the strategy and subsequently monitor and evaluate its impact.

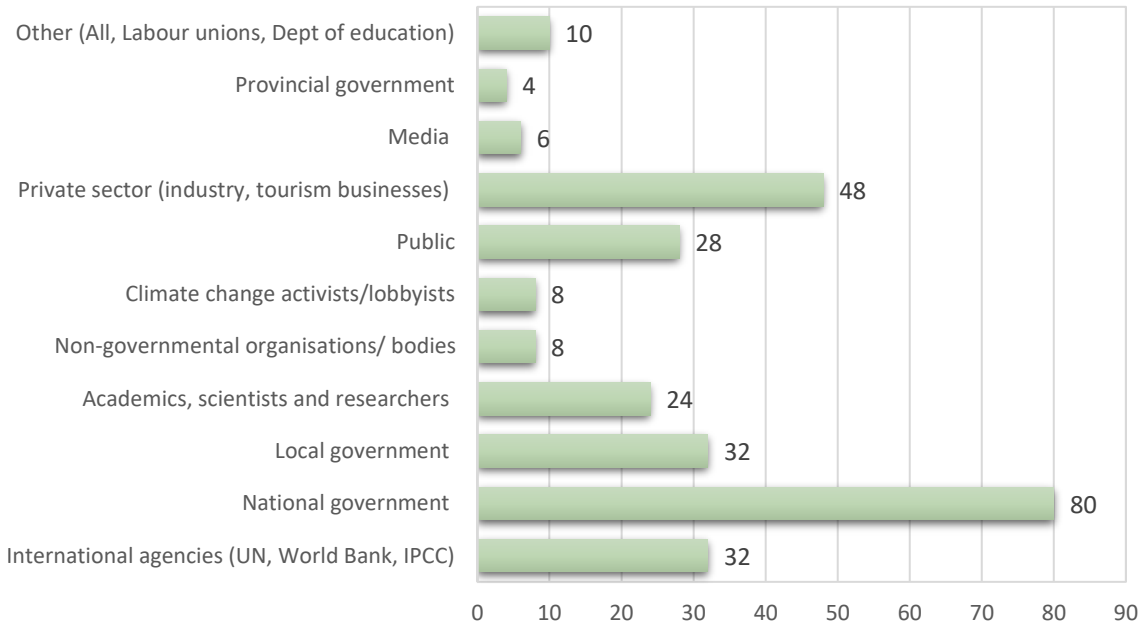
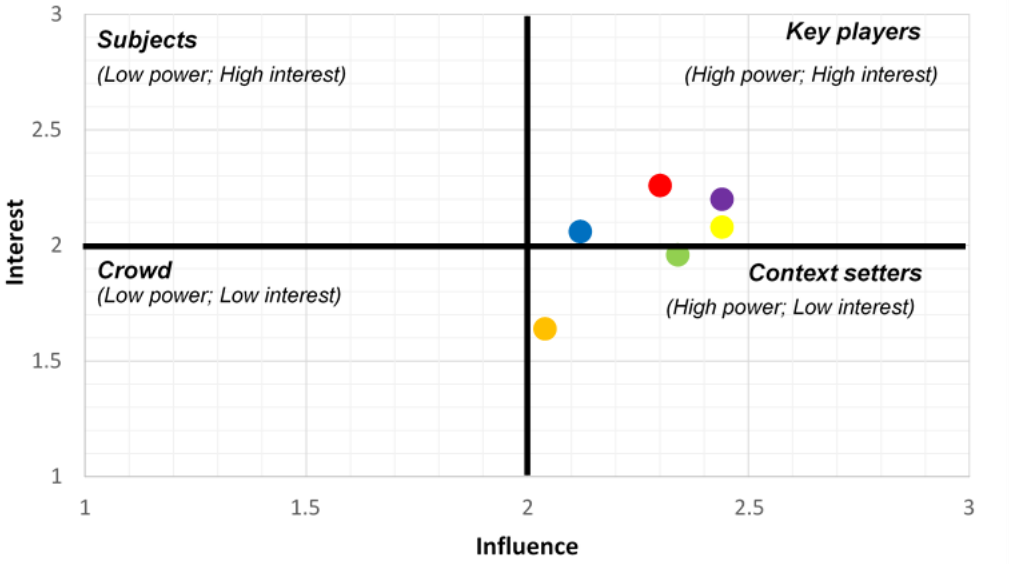


Figure 5: Perceived stakeholders responsible for addressing climate change (n=50). When participants were given the option of selecting 3 stakeholders each, 80% of participants chose National Government, followed by the Private Sector which included tourism businesses (48%), and Local Government and International Agencies such as the UN and the IPCC (both 32%)

Defining the roles of specific stakeholder groups within the tourism sector begins with understanding their relative interest and influence. The results of the power-interest exercise (adapted from Eden and Ackermann, 2013 and Guðlaugsson *et al*., 2020) which was used to establish this for the SATCCCS, indicated that **while media, tourism and climate change donors/funders, training and educational service providers and private sector supply-side service providers and tourism organisations represent Key Players, public sector and government officials can be seen as both Key Players and Context setters, the general public and tourists are Context setters** (Figure 6).

Influence can be viewed as the 'power' of a stakeholder group to have an influence on CCC in the tourism sector and in this regard the four clearly defined Key Players can be ranked in descending order of power as follows: Media and private sector supply-side service providers and tourism organisations > tourism and climate change donors / funders > training and educational service providers. The Key Players identified here can be seen as decision-makers, who can be regarded as having the highest level of salience regarding the decision-making processes and / or beneficiation around the implementation of the SATCCCS.

The positioning of public sector and government officials suggest that whilst they may have high power, they do not display/have sufficient interest in CCC within the tourism sector to be considered a Key Player. Accordingly, 'interests' refer to the stakeholders' concerns regarding the problem being addressed and in the present case, captures both the positive interest and negative concerns of the stakeholder towards CCC within the tourism sector (Eden and Ackermann, 2013). The general public and tourists represent Context Setters suggesting medium levels of power, interest, and salience in decision-making processes and / or beneficiation around the implementation of the SATCCCS.



	Stakeholders	Interest	Influence
	Public sector & government officials	1.96	2.34
	Private sector supply-side service providers & tourism organizations	2.08	2.44
	General public & tourists	1.64	2.04
	Training & educational service providers	2.06	2.12
	Tourism & climate change donors/ funders	2.26	2.3
	Media	2.2	2.44

Figure 6: Stakeholder interest-influence matrix (n=50). The clusters used for classification are Key Players (influential stakeholders), Subjects and Context Setters (medium-influence stakeholders), and Crowd (low-influence stakeholders)

However, establishing relative interest-influence is only the first step of understanding the roles and responsibilities of the various stakeholders involved in operationalising the strategy. The next step is assigning responsibility to various stakeholders in terms of the specific operational activities necessary for the implementation of the strategy: 1) Creating an enabling climate for the implementation of the strategy; 2) developing the content / messaging; 3) delivering the content / messaging, and 4) championing the climate change messages.

Identifying stakeholders that will create an enabling climate for the implementation of the strategy involves identifying stakeholders responsible for increasing the resilience of the sector. In this regard, Tourism Business and National Government are among the most influential stakeholders identified to promote climate resilience in the tourism sector. This is followed in decreasing order of importance by International Agencies, Local Government and potential Tourists. In developing the content and messaging for the SATCCCS, Tourism Businesses, National Government and Academics, Scientists and Researchers (46%) are the most influential but International Agencies such as the UN and IPCC and Climate Lobbyists and Activists can also play an important role.

The systematic literature review revealed significant interest in climate change messaging and the manner in which this messaging should occur for optimal impact (Scott *et al*., 2012; Kaján and Saarinen, 2013; Dube and Nhamo, 2020; Ma and Kirilenko, 2020; Knowles and Scott, 2021). These aspects are discussed in greater detail in the framework for the awareness campaign later in this document. However, it is worth noting that **Tourism Businesses, National Government, and Media stakeholders are the most influential for delivering content and messaging. Local Government and climate Lobbyists and Activists are influential stakeholders for delivering content and messaging from the SATCCCS. Similarly, Tourism Businesses, National Government, the Media and Local Government are the most influential in championing the climate messaging, i.e. using their power and influence within the country to actively promote buy-in to the strategy and its messaging.** While Tourism Businesses and National Government appear to be the most influential

stakeholders, it is clear that other stakeholders such as Local Government, climate Activists and potential Tourists must play a role in terms of messaging.

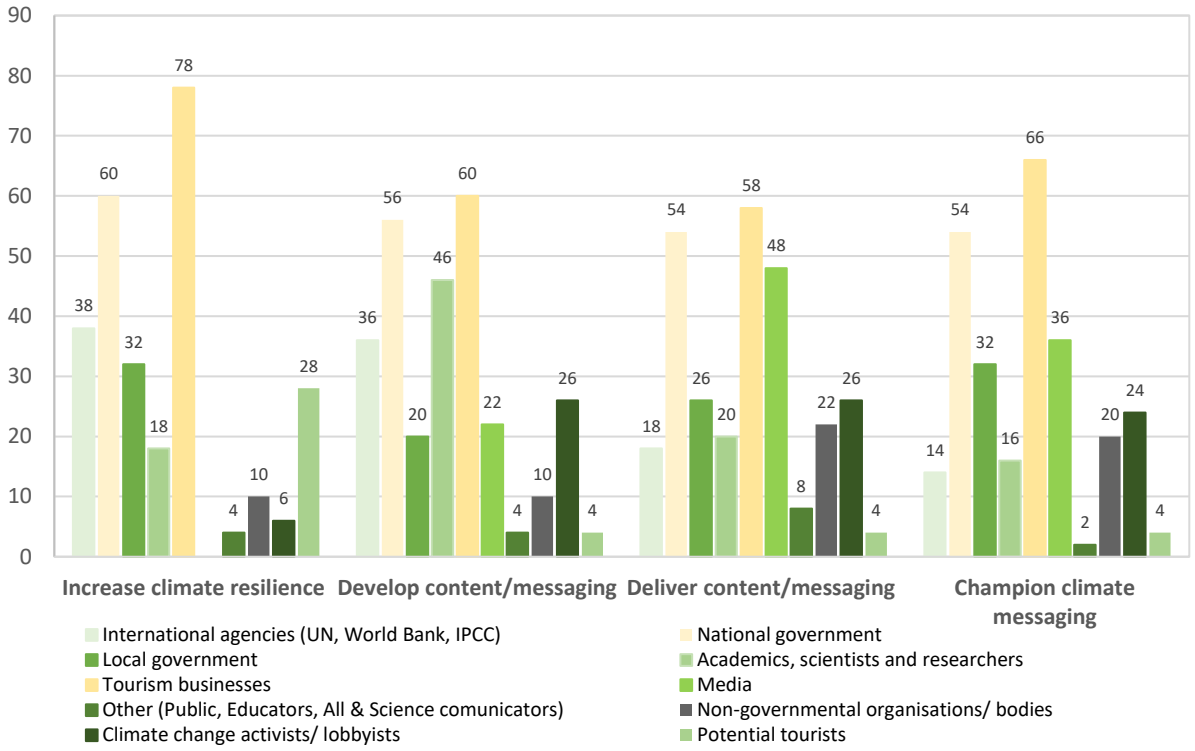


Figure 7: Perceived responsibility of stakeholder groups in terms of operationalising the strategy (n=50)

3.3. Identifying and understanding audiences

In terms of prioritising target audiences for the SATCCCS, **Tourism Businesses and Tourists are important, but all tourism stakeholders need to be targeted, including all South African citizens and government** (Figure 8).

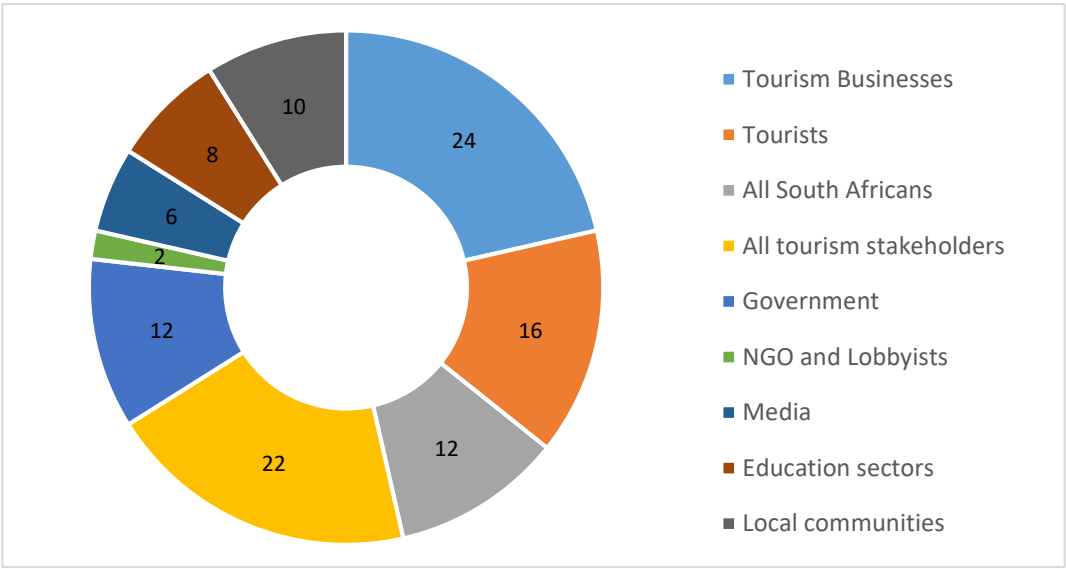


Figure 8: Target audiences for the climate change communication strategy (n=50)

Other target audiences of particular importance are the education sector and local communities. The inclusion of the education sector (primary to secondary) in the target audience should be prioritised according to stakeholders:

- *Schools must adopt the style of science communication centres.*
- *There needs to be a link/interface between academics and media.*
- *Educators at school level are important to communicate to the learners at school-age the impacts of climate change in all fields.*

For the SATCCCS, 'interest' was assessed in terms of stakeholder perceptions around the urgency for the SATCCCS (Table 5). In this regard, **the SATCCCS is perceived to be *very urgent* by the majority of stakeholders engaged, while some (the minority of) stakeholders see the strategy as being *urgent*.** Interestingly, this minority explained that the sector has other more urgent needs that are either being or need to be addressed. These stakeholders explained that this included '*getting the system going again*' (after the pandemic). Undoubtedly, the impacts of travel bans and social distancing due to the COVID-19 pandemic have caused significant stress to the sector. Hence, this may appear to be a more urgent area of intervention than CCC for some stakeholders. Making the links between pandemic management, climate resilience and sustainability may represent an important design consideration for the awareness campaign.

Table 5: Perceived urgency for the SATCCCS

Urgent	*-There are currently more urgent needs, in terms of the recovery of the sector.* *-It is fairly urgent as SA has been a front runner in responsible & sustainable tourism policy but not so much practice.*
Very urgent	*-Very urgent, we cannot wait any longer especially if we looking at an under 2°C world by 2035.* *-Very urgent – I am actually surprised there isn't one yet!* *-Very urgent as it is too late already.* *-Very urgent, if we don't act now, it will be difficult to reverse climate change impacts.* *-The strategy is very vital and urgent and we are behind.*
Extremely urgent	*-Given the findings of last month's IPCC report, it's beyond urgent.* *-This is something that needs to be put together with huge urgency.* *-We needed it like yesterday.*

3.4. Framework for the SATCCCS awareness campaign

3.4.1. Introduction

The SATCCCS provides systematic guidance in the short- and medium-term regarding how the tourism sector and its partners, most important government, can use communications strategically and effectively to increase the sector's ability to adapt to and contribute to mitigating climate change. In this regard, it is essential for the information presented in the strategy to be effectively disseminated to all stakeholders within the sector to promote action and drive implementation of the strategy. This can be achieved to a large extent through an awareness campaign that will guide the coordinators and key tourism sector stakeholders in launching a sustained effort to educate individuals on the supply and demand sides on the relationship between tourism and climate change and boost awareness around the adaptation and mitigation goals of the sector and the country as a whole.

The framework presented in this section encompasses actions that can promote awareness to encourage pro-climate change behaviour, decision-making and practices within the tourism sector that increase its climate resilience. It finds its purpose in the fact that not all stakeholders are aware and informed about their vulnerability and the measures they can take to pro-actively adapt to climate change. The review of CCC strategies from elsewhere in the world (see Appendix 1, Table B)

argues strongly for awareness-raising as an important component of the adaptation process to help stakeholders manage the impacts of climate change and reduce overall vulnerability.

Public awareness can increase enthusiasm and support, aid in mobilising local knowledge and resources and stimulate self-mobilisation and action. Raising awareness among governmental stakeholders is particularly important as this group is a key actor in the policy process of adaptation. The success of awareness-raising, i.e. the degree to which the desired outcome is achieved, is based on the efficacy of the strategies of communication. When communication strategies for a targeted audience are combined for a given period to achieve a desired outcome, this can be broadly described as an 'awareness (-raising) campaign'. Awareness campaigns can be context-specific but are generally designed to increase concern, inform the targeted audience and change their behaviour.

The rationale behind embedding the framework for an awareness campaign in the SATCCCS is that awareness-raising is widely regarded as one of the first stages of the adaptation process (Pruneau *et al*., 2003; CCSP, 2009; Kakade *et al*., 2013; Bolsen and Shapiro 2018; Knowles and Scott, 2021). However, it should be noted that awareness-raising is not only important at the first stage of the process but is also important throughout the process of implementing a strategy such as the SATCCCS. In this context, the awareness campaign for the SATCCCS should focus on addressing groups of people in a region and / or sector affected by a particular set of climate impacts, groups of stakeholders, the general public, etc. Ultimately, the campaign should aim to achieve long-term behavioural changes. It is important that the campaign is designed to address the knowledge of individuals and organisations and ensure that all relevant regional and sub-regional bodies understand the impacts of, and take action to adapt to and / or mitigate climate impacts.

The awareness campaign framework presented here should be seen as a set of evidence-based guidelines for designing the awareness campaign for the SATCCCS. The key elements of this design process are illustrated in Figure 9 below.

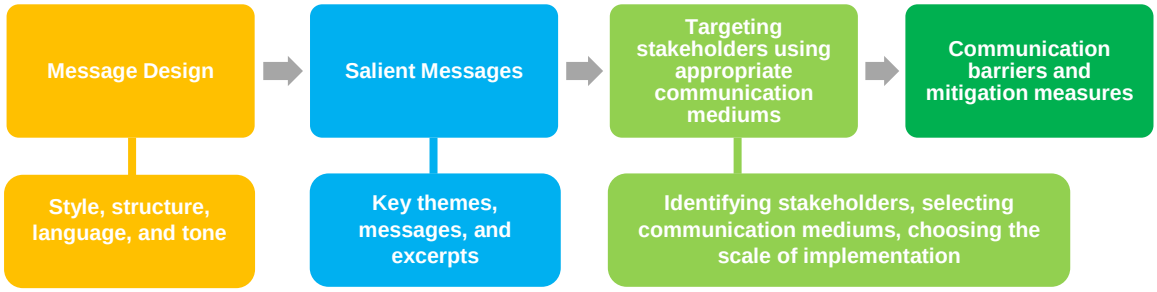


Figure 9: Outline of the awareness campaign framework for the SATCCCS

3.4.2. Message design

Message design is a key element in making an impactful awareness campaign. The style, tone, structure and language are as important as the message itself. A way of ensuring that the message resonates with the audience is to have a good understanding of who the target audience is (which was established by the participants in the stakeholder engagements) in order to deliver messaging that connects with them, preferably on an emotional level. Tourism Businesses and Tourists (all tourism stakeholders to some extent) are seen as the target audience for the awareness campaign (see Figure 8, section 3). Participants in the stakeholder engagements stressed the need for a shift from science-driven messaging to a more science-informed mode of communicating, limiting climate change and scientific jargon. This means that scientific data should be creatively transformed into fact-based stories that can be narrated to a broader community. With regards to conveying messaging, an appeal was made by participants to be sensitive towards language and culture, which is particularly relevant in SA given its high level of language and diversity. Corner and Clarke's (2016) approach of **value-based storytelling, i.e. starting from the 'values-up' instead of from the 'numbers-down' could be useful in this context since it can help shift climate change from a scientific reality to a social one.** The systematic literature review and stakeholder engagement highlighted the following four aspects as key to developing an impactful awareness campaign:

Style – *more visual, less text*. The tourism sector inherently places a lot of emphasis on imagery and visual communication is just as important as verbal or written communication. Most often it is the images and headlines that attract peoples' (tourists) attention. Including images and videos can aid in connecting with the audience on an emotional level, creating a powerful impact. Information rendered through images is often received and retained far better than text messages and should be capitalised on in an awareness campaign, particularly one targeting the tourism sector given that tourist experiences and products are largely visual. Pictures, art, videos etc., have the ability to interpret unfamiliar concepts without the need for words. For example, the phenomenon of global warming (GHG emissions) and the impact of sea level rise and increase in the frequency of extreme events such as storm surges can be explained very simply through images of the devastation caused by the storm surge in 2017 to Durban's Golden Mile (Figure 10). As in the example given below, comparative images (e.g. before and after, or pristine versus damaged) can draw one's attention and create a connection between humans (actions) and climate change (science) which can lead to a change in peoples' attitudes and behaviours.

Figure 10: Left - Durban's famous Golden Mile in good condition during 2016 (Jason Smuts; https://upload.wikimedia.org/wikipedia/commons/7/76/Durban_beach_front_%281_of_1%29.jpg). Right - Durban beachfront after the massive storm surge in 2017, destroying infrastructure along the promenade (Video Crunch, 2017; (https://www.youtube.com/watch?v=WEcMetuhIQE).

Structure – *stories, real-life experiences.* Scientific research, facts and statistics, play an integral role in developing a higher understanding of the earth and its processes. However, in order for this information to be clearly understood by a broader audience, it needs to be presented in a narrative form. Personal accounts and experiences have the ability to motivate and encourage more than data-heavy materials. Storytelling can help people connect with the information (science in this case) and helps us make sense of the world, as it allows for the communication of values, beliefs and experiences. In the South African context portraying indigenous knowledge through the art of storytelling could offer a greater understanding of complex issues and promote the retention of information.

Travel blogs and reviews on eco-adventures are a means of portraying first-hand experience, as suggested by participants in the stakeholder engagements; for example, the writings of the award-winning, South African travel blogger Dawn Jorgensen (https://www.instagram.com/dawnjorgensen/?utm_source=ig_embed&ig_rid=f7389740-830a-43a4-8727-f8d1b26510fb). She is a writer and self-proclaimed 'earth advocate' who, through her travel blog, which is primarily image-based, aims to create awareness on conscious travel and sustainable practices and save vulnerable and threatened species. Other means of utilising personal experiences to create awareness are the daily accounts of tour guides and game rangers etc., who have the opportunity of using their first-hand experience to transfer climate information based on their observations and the knowledge imparted to them during their daily interactions with tourists. This concept has evolved further into written accounts, e.g. books written by rangers, documenting the changes they have witnessed over time and content for television such as WildEarth's Safari Live. However, it is important to consider the language and level used in these anecdotes, as this will also determine how receptive the audience will be to the message and how it will be processed.

Language – *personal, emotive, no jargon*. It is important to *frame* the message in a language and level that the audience finds relatable, bearing in mind that this will be different for various stakeholder groups across the tourism sector (government, hotel owners, tourists etc.). In addition, the message may need to be translated into the 11 official languages to reach a variety of local South African tourists. Further consideration will need to be taken concerning the use of relevant foreign languages to accommodate international tourists. It is important to use words that are persuasive to encourage behavioural changes. For example, "responsible tourism" has become the buzzword of the 21st century. This together with eco-labelling and awards (incentives) has promoted conscious / sustainable tourism. In addition, word selection to describe the benefits of a particular approach will influence stakeholders differently. For instance, buy-in from hotels and lodges would be greater if the economic returns of installing solar power are highlighted versus promoting the environmental advantages of going green.

Tone – *simple, optimistic*. The language you choose often sets the tone of the message. The tone should be one that portrays optimism and connects with the audiences' core values and inspires them. People often filter information through a 'political ideology' or 'personal value' lens. In order for the audience to be receptive, the tone should be tailored to suit these aspects. For instance, utilising words such as *sustainably sourced, nature-tourism, community development,* etc., sets the tone of a greener (cleaner) and more responsible form of tourism whilst promoting positive actions and conscious decision making rather than coming across as instructive or demanding.

Below is a summary of the most important aspects to consider when developing the messages that emanated from some of the stakeholders engaged:

- **Keep the message simple and concise. The aim is to help people understand the severity of climate change.**
- **Draw people's attention using catchy headlines, phrases or acronyms. Find something that 'sticks' in people's minds like a simple play on words, a hook or jingle.**
- **Use new and innovative ways of communication. Pictures, videos, games, social media (Facebook, TikTok) are a creative means of reaching a broad stakeholder group.**
- **Use real people to tell real stories. The audience will have an easier time identifying with regular people and their personal experiences compared to scientists / environmentalists who seem to come across as lecturing.**
- **Keep a level of optimism inherent in the messaging. The reality is that climate change has devastating impacts but offer positive reinforcement to encourage change for a better future, e.g. opt for language such as climate change (neutral) versus global warming (negative connotation).**
- **Portray passion. Audiences will feed on passion and be inspired to change.**
- **Tailor the language to the audience. Avoid jargon as this creates a disconnect between scientists and non-scientists.**

3.4.3. Salient messages

The tourism sector is one of the fastest growing economies in the world. It is, however, highly vulnerable to climate change particularly in natural environments such as the coastal and mountainous areas. Not only are they strongly affected by climate change, but they are also a large contributor to climate change through GHG emissions caused by transport and accommodation activities. Communicating these climate change issues can be challenging, especially when messages need to be relayed from scientists to non-scientists (McLoughlin *et al*., 2018). The topic itself can seem abstract, which is further clouded by statistics causing the reader to feel 'psychologically distant' from the topic. Messaging

around the climate change discourse needs to take cognisance of people's worldviews, values and social norms as these influence the way in which information is received, how it is understood and how it is applied. Some guiding principles when developing the messaging for a climate change awareness campaign are the following:

Talk to real world examples. People are more likely to understand and accept a message if they can relate to a particular time, place or event, e.g. the significance of the Big 5 in South African eco-tourism. A sense of connection needs to be created through the message to inspire change.

Develop messages that resonate with the audience. This requires a level of effort in understanding the target audience and tailoring the message to connect to people and the value system and political views. This is more likely to cause awareness and develop a sense of responsibility particularly in the conservation domain of tourism, e.g. extinction of certain species due to global warming.

Promote a narrative structure versus statistics and jargon. Telling a story around a bonfire in the wilderness can be more impactful than presenting a series of 'doom and gloom' statistics to an audience. Creating a storyline or leading with anecdotes allows people to connect with the more human aspect of climate change, rather than be bombarded with facts.

Support messaging with visual communication. Visual evidence is essential in supporting verbal and written communication. Pictures, photographs, videos, etc. invoke emotion which can bring about a sense of responsibility and obligation to change.

The guidelines mentioned above are also supported by some of the key findings from the stakeholder engagement sessions, as illustrated in the table below.

Table 6: Mechanisms to facilitate understanding across stakeholders

Suggestions	Illustrative excerpts
Simplify scientific content & language	- *Don't let scientists write it* - *Simplify and use GHG protocols in corporate reporting*
Increased use of graphics and visual aids	- *Convey the message in a more attractive way through posters, video, etc.* - *Use info-graphics* - *Use photos, videos and posters*
Encourage target audience participation and consultation	- *The information should be reviewed by the audience that it is directed to* - *Schools must adopt the style of science communication*
Make it more applicable to the tourism stakeholders	- *Contextualise the strategy for the tourism industry, i.e. personalising the information to invoke action and reactions faster* - *Tailor the form of communication platform for each target group*
Link to indigenous knowledge systems	- *Tap into indigenous knowledge systems and link the indigenous knowledge with the scientific knowledge*

The following themes, garnered through the systematic literature review, are the most common climate change related issues relevant to the tourism sector. The messaging has been synthesised and tailored to the broader tourism industry and should be included as the foundation for an impactful and meaningful climate change awareness campaign. Some of the messages are cross-cutting for all audiences while others pertain to specific stakeholders. Furthermore, **climate change mitigation and decarbonisation extend beyond traditional measures which are explicit to the tourism sector and must include aspects such as the protection of ecological infrastructure and general climate smart behaviour to build climate change resilience. As such, pro-environmental behaviour is fundamental to the holistic approach of climate change mitigation and adaptation. Therefore, these behaviours have been included in the table below under supporting excerpts.**

Table 7: Key themes, messages and illustrative excerpts relevant for the SATCCCS awareness campaign

Themes	Message	Supporting excerpt
Rainfall, temperature, extreme weather	Climate change will impact the frequency and severity of rainfall events triggering floods and droughts which will cause severe and frequent damage to tourism infrastructure, increasing safety risks to tourists. Fluctuations in temperature will increase the number of cold spells and heat waves. These conditions favour the spread of pests and disease which have health and safety implications. These factors alter the timing and duration of holiday seasons, restricting normal tourist activities.	- Share information on the impacts of extreme weather events at holiday destinations. - Make tourists aware of the potential losses to eco-tourism / infrastructure from floods and droughts.
Infrastructure	Infrastructure (hotels, airports, recreational centres, powerlines, telecommunication lines, etc.) are vulnerable to extreme events brought on by climate change. It is essential that these systems are operational in order for the tourism sector to function efficiently.	- Build climate-smart/resilient infrastructure. - Avoid constructing in high-risk zones. - Design climate-smart buildings that are attractions in themselves.
Health	Warmer temperatures will increase the spread of disease carrying pests, e.g. mosquitoes and malaria, resulting in certain tourist destinations becoming 'high risk' zones, reducing their appeal and restricting entry.	- Warn tourists of potential outbreaks. - Promote the use of environmentally friendly insect repellents, mosquito nests. - Clear stagnant water. - Promote travel vaccines.
Natural Resources (terrestrial, coastal, marine)	Coastal zones are high tourist attractions and are vulnerable to sea-level rise and storm surges. Increased sea temperatures bleach coral reef's limiting eco-tourism. Natural forest and wildlife are essential for eco-tourism. Floods, droughts, deforestation and unsustainable use negatively impacts natural resources and increases the loss of revenue. Protection of ecosystems and biodiversity is essential. Investment needs to be made to conserve, rehabilitate and promote eco-tourism.	- Promote nature-based tourism through travel blogs. - Highlight the impact of anthropogenic activities on natural systems. - Encourage sustainable fishing / hunting. - Use nature-based hikes etc. to bring attention to endangered species. - Increase protection of mountain resources. - Promote wetland conservation. - Host bird and wildlife awareness shows. - Sharks board dissections creating awareness around coastal systems. - Plant more indigenous trees/ plants, reward or incentivise tree planting initiatives. - Restrict burning. - Reduce beach pollution by making more bins available to increase coastal appeal. - Identify vulnerable communities and provide measures and plans for protection. .
Water resources	Water is essential for daily life and is a necessity in the tourism industry, i.e. bathing, drinking, cleaning, sports, leisure (pools and water parks), fishing and water sports. Increases in flooding events (climate change) increases the input of pollution into water sources, damaging infrastructure required to purify and transport water. Droughts limit the amount	- Harvest rainwater. - Promote reuse of bath towels in hotels. - Provide tips for wise water-use in water use areas i.e. toilets/ bathrooms. - Consideration of artificial wetlands in high pollution zones. - Clear invasive alien species.

Themes	Message	Supporting excerpt
	of water available for daily and recreational activities.	- Consider grey water use in high consumption areas. - Desalination options. - Support buffer zones. - Increase capacity to manage waste water.
Agriculture – vineyards and orchards (specifically targeting tourists)	Climate change threatens food security through more frequent and destructive floods, droughts, pests. This impacts the food and entertainment industry as limited quantities and varieties will be available under extreme conditions, particularly affecting vineyards and orchards that offer tours and experiences.	- Early warning systems. - Improved practises to maximise yields - Preparedness plans. - Alternative supply (import). - Use sustainably produced goods. - Employ low-carbon agricultural practices.
GHG, carbon footprint, energy profile	Excessive amounts of energy are required to operate tourist attractions, e.g. malls, hotels, clubs, amusement parks etc., making them high carbon emissions contributors. Without energy a majority of the sector would not function.	- Use energy efficient appliances (low flow toilets and showers, geyser timers etc.). - Use alternative supplies of energy, e.g. solar power. - Energy-saving lights. - Energy-saving tips posted in hotel rooms and at other appropriate places. - Incentivise low carbon technologies and initiatives. - Incorporate energy efficiency into design and planning of buildings. - Make alternative sources of energy an attraction in itself (marketing). - Promote walking/ cycling tour options.
Transport and carbon emissions	The transport sector is one of the biggest contributors to GHG and is essential in the tourism sector. Encourage / inspire public and private sectors to take collective action to reduce their carbon footprint.	- Consider public transport options. - Electric transportation. - Travel in groups. - Use local goods to reduce transportation. - Implement carbon credit system / carbon reward system. - Incentivise low carbon emissions.
Waste	Large concentrated volumes of people increase waste generation. The knock-on effect impacts several themes, i.e. water resources, natural resources, etc. Increasing volumes of waste also accumulate on landfills and contribute to GHG emissions from the methane.	- Provide sufficient waste collection and removal. - Incentivise the adoption of the Waste hierarchy initiatives. - Promote creation of art from waste via competitions (upcycling). - Eco-labelling and awards for sustainable operations.
Education	Equipping and mobilising climate change ambassadors can potentially reduce future threats within the tourism sector by promoting simple and effective practises, e.g. highlighting impacts of litter on water quality, health implications, threat to wildlife and aesthetics of nature (all necessary for creating revenue). Potential for younger ambassadors to communicate climate change impacts to other audiences.	- Adopt a spo t/ river, etc. - Travel and tourism classes to promote hospitality. - Educational tours for exposure and broaden knowledge. - Videos and awareness days. - Promote local/ indigenous art. - Initiate climate change Champions for the tourism sector.

3.4.4. Targeting stakeholders using appropriate communication mediums

In order to achieve the goals of the SATCCCS and develop a successful awareness campaign, an understanding of key stakeholders is imperative. This will allow for the development of structured and targeted messages to each stakeholder group that aligns with their needs, activities and potential for

changed behaviour. As such, considerable effort was placed in the identification and understanding of relevant stakeholders through the stakeholder engagement sessions and systematic literature review. However, the selection of communication mediums for the dissemination of information for each stakeholder group is equally important.

In the tourism sector, effective communication is a pivotal aspect and can be either written, verbal, or non-verbal (Lim-Camachoa and Ashwortha, 2013). Based on the literature review and analysis of communication strategies from other countries (see Appendix 1, Table B) the awareness campaign should prioritise the following platforms:

- **Television (national, regional and international);**
- **Radio (national and community);**
- **Social media (WhatsApp, Facebook, etc.);**
- **Printed material (newspapers, magazines, fact sheets and issue papers, etc.);**
- **Electronic Media;**
- **Community and social events (field days and demonstrations);**
- **Websites.**

Furthermore, stakeholders consulted shared their perceptions on which would be the most effective communication platforms for the various audiences (Figure 11):

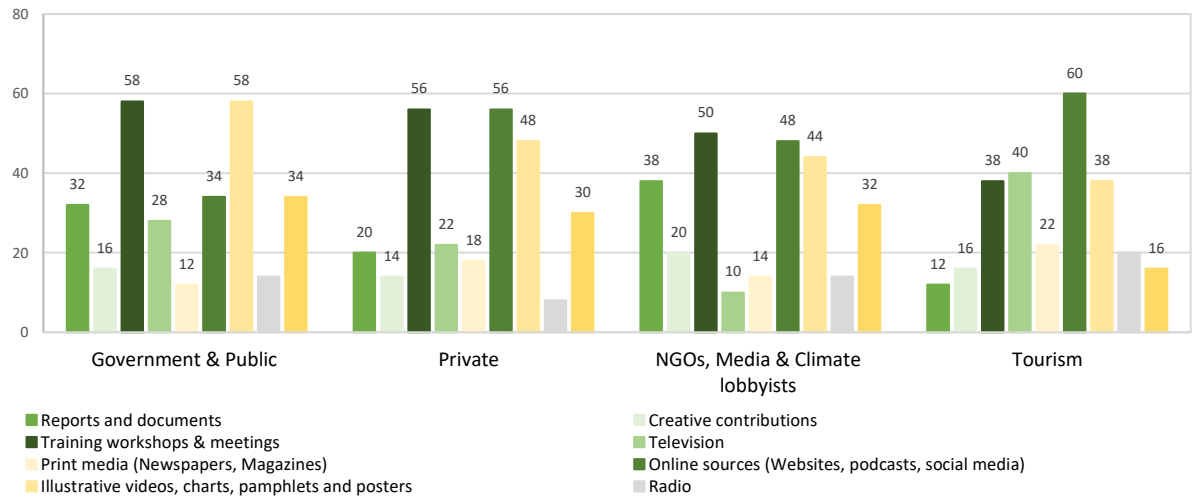


Figure 11: Most effective communication platforms across stakeholder groups (n=50)

The most effective communication platforms for the government and public sector were found to be training workshops / meetings (58%) and illustrative videos, charts and posters (58%). Other preferred choices for this group were online sources (websites, social media) and personal communication in the form of addresses / speeches by prominent persons (34%) and reports and documents (32%). **Participants' selection of platforms for the private sector included training workshops and meetings (56%), online sources (56%), and illustrative videos, charts and posters (48%). The majority of participants (60%) indicated that online sources were the most effective platforms for SATCCCS related communication.** This was followed by television (40%), illustrative charts, videos and posters (38%), and training workshops (38%). For NGO, climate lobbyists and media stakeholders, the participants indicated that online sources (48%), training workshops (50%), and illustrative options (44%) were most effective. Reports and documents also appeared firmly among participants' selections for this stakeholder group.

The wide variety in participant choices is not surprising, given the aforementioned diversity within the country and the sector. However, it is important to note that online platforms and training workshops appeared prominently across sectors. Additionally, illustrative videos, charts and posters were also

among the most effective communications platforms identified by participants. Furthermore, print media, reports and documents did not appear as frequently. It is therefore clear that for the awareness campaign, different stakeholders have to be targeted using different mediums, whilst being sensitive to the language and level of communication, and geographic and socio-economic characteristics. For this reason, we suggest targeting stakeholders at a provincial scale.

3.4.5. Targeting stakeholders at a provincial scale

In SA, the dissemination of information around the impacts of climate change on the tourism sector is particularly challenging given the dynamic nature of the tourism industry which displays high levels of intra-sector, geographic and socio-economic diversity. As such, a localised approach (in conjunction with national efforts) which targets each of SA's nine provinces could offer a solution to this challenge in terms of running a successful awareness campaign. **This approach, of targeting key stakeholders whilst being sensitive to the unique characteristics (i.e. principal languages, types of tourism, key tourism attractions, tourism activities / features, climate change risks to tourism activities, potential economic consequences of climate change risks, key message considerations, priority stakeholders, and local communication mediums) will accommodate for the diversity of the country's population and the spatial heterogeneity of its tourist attractions and built and natural landscapes.** Examples of how this can be achieved are illustrated for each province in the infographics below.

Some of the characteristics depicted in the infographics have been selected based on the findings of the systematic literature review and stakeholder engagement sessions as they related to targeting stakeholders. These include:

1. **Principal languages -** evidence from the literature review and stakeholder engagement sessions indicate the following:

   - *Language sensitivity is important*
   - *Information must be made available in all 11 official languages*
   - *Messaging should be more interactive*
   - *Use appropriate understandable language within specific regions*
   - *Adapt message and delivery format to target different audiences looking at the language(s) spoken in the area in question*

2. **Key tourism types and attractions -** selection of communication mediums and content must be context-specific. Different provinces in SA are defined by starkly different tourism activities and attractions, therefore each province should have content tailored to the predominant types of tourism activities and available communication mediums. The prioritisation of tourism types and attractions as a key characteristic was justified by statements such as:

   - *Target areas with the highest density of tourism businesses / activities to make an impact*
   - *Include cultural understanding*
   - *Tailor and target for each target group to have more impact*
   - *Focusing on the youth groups*

3. **Climate change risks to tourism activities -** different areas of the country will be subjected to different risks or types of risks (i.e. inland areas versus coastal areas, western regions versus eastern regions). Therefore, the risks posed to tourism activities within different areas of the country must be communicated effectively to ensure that stakeholders are both aware and well informed to respond.

4. **Key message considerations -** the awareness campaign must be accessible and devoid of scientific jargon in order for messages to resonate with all stakeholders. Climate change is a global and cross-sector threat; hence, establishing communication around the risks and impacts has to reach diverse populations. As such, the following must be considered:

- *Adapt message and delivery format to target different audiences*
- *Each area is different, internet, data, network, as well as technological literacy, is not necessarily common to everyone*
- *Implemented according to the needs of each sector*
- *Survey local communication preferences*
- *Messages must be tailored to the unique risks and opportunities of an area*
- *Tap into local and indigenous knowledge systems and link the indigenous knowledge with the scientific knowledge*

5. **Priority stakeholders -** a key phrase analysis (based on the frequency of words/ phrases in participant responses) revealed that tourism businesses, tourists, the public and local communities were among the priority target audiences identified for the SATCCCS and awareness campaign, as illustrated in Figure 12 below.

Figure 12: Word cloud showing target audiences for awareness campaign

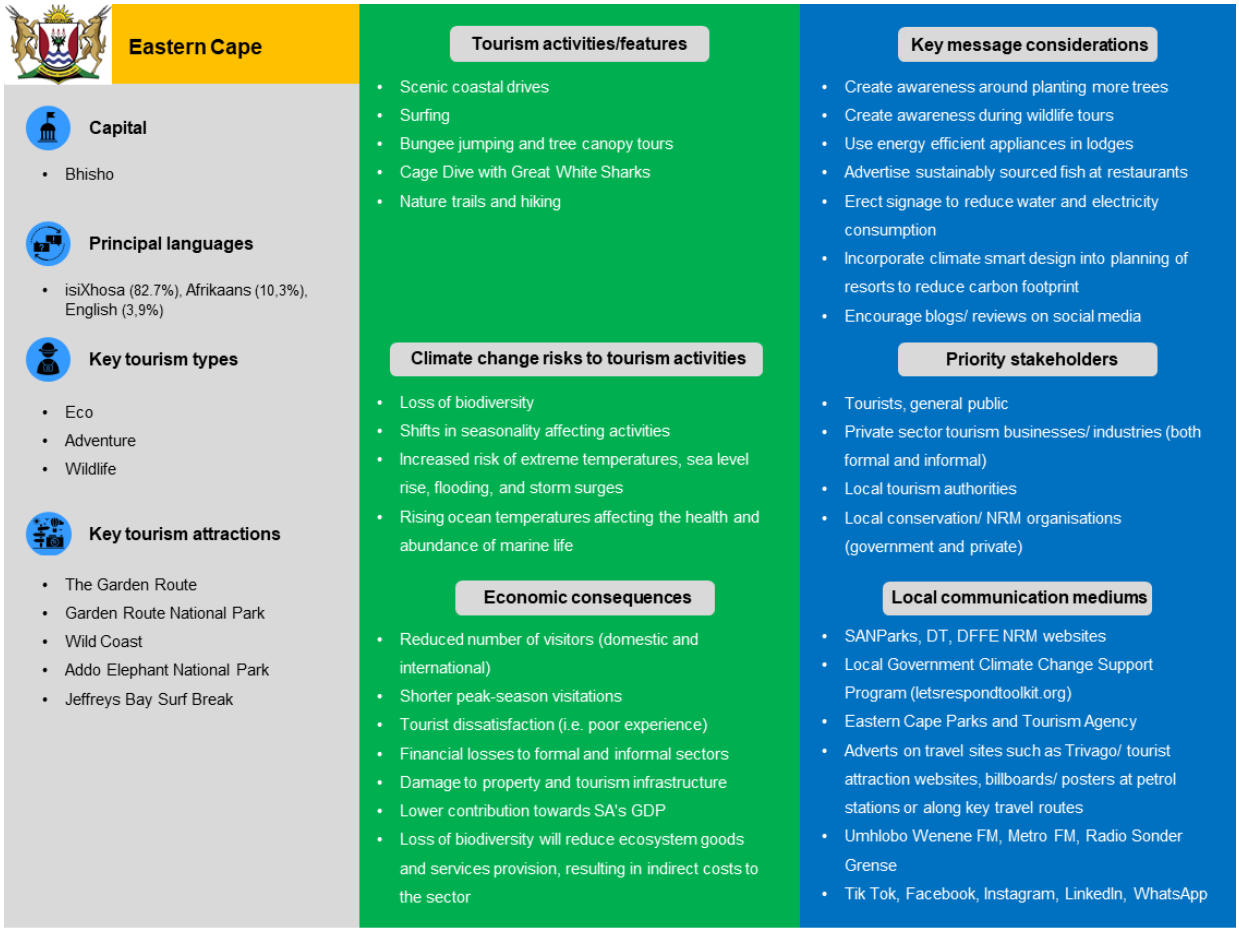
The prioritisation of tourists and the private sector as target audiences was justified by participant statements such as:

- *Tourists - they fill multiple roles and have the greatest power to influence change*
- *Tourists group can easily spread the word*
- *Private sector as they are known to be the do'ers and influencers*
- *Tourism businesses and government for maximum impact*

6. **Local communication mediums -** Participants of the stakeholder engagement sessions suggested increased use of social media platforms and the use of diverse platforms for effective communication. Others suggested more focused approaches where messaging and communication are tailored for specific target groups. While it has been identified that communication platforms are important, it is also important to utilise existing or local communication mediums to streamline the uptake, rate and spread of the awareness campaign. These localised communication mediums can be existing websites such as the DT's and SANParks national sites, local government sites that are context-specific, or existing pages and trends on social media relating to climate change and tourism within a particular province / area.

Each of SA's nine provinces is unique in terms of the type of tourism attractions that they boast and as such, the type of climate change messaging and mediums must be tailored to each province. The nine infographics (i.e. representing each province within SA) which are presented below encompass the

characteristics listed above in conjunction with the local attributes and tourism features of each province.



Free State

Capital

- Bloemfontein

Principal languages

- Sesotho (71.9%), Afrikaans (10,9%), isiXhosa (5,7%)

Key tourism types

- Eco
- Cultural, Educational
- Sporting

Key tourism attractions

- Golden Gate National Park
- Free State National Botanical Gardens
- Basotho Cultural Village
- Sterkfontein Dam Nature Reserve
- Gariep Dam Nature Reserve
- Vredefort Dome

Tourism activities/features

- Educational tours
- Cultural learnings
- Sightseeing
- Angling
- Camping
- Nature trails

Climate change risks to tourism activities

- Loss of biodiversity
- Shifts in seasonality affecting activities
- Increased risk of extreme temperatures

Economic consequences

- Reduced number of visitors (domestic and international)
- Resort closures
- Shorter peak-season visitations
- Financial losses to formal and informal sectors
- Lower contribution towards SA's GDP
- Loss of biodiversity will reduce ecosystem goods and services provision, resulting in indirect costs to the sector

Key message considerations

- Create awareness around planting more trees
- Get tourists involved in conservation
- Use energy efficient appliances in lodges
- Erect signage to reduce water and electricity consumption
- Incorporate climate smart design into planning of resorts to reduce carbon footprint
- Encourage blogs/ reviews on social media

Priority stakeholders

- Tourists, general public
- Private sector tourism businesses/ industries (both formal and informal)
- Local tourism authorities
- Local conservation/ NRM organisations (government and private)

Local communication mediums

- SANParks, DT, DFFE NRM websites
- Local Government Climate Change Support Program (letsrespondtoolkit.org)
- Ukhozi FM, Umhlobo Wenene FM, Metro FM, Lesedi FM, Radio Sonder Grense
- Tik Tok, Facebook, Instagram, LinkedIn, WhatsApp
- Adverts on travel sites such as Trivago/ tourist attraction websites

Gauteng

Capital

- Johannesburg

Principal languages

- isiZulu (23%), English (11.3%), Afrikaans (10,1%), Sesotho (12,7%)

Key tourism types

- Educational
- Cultural
- Business

Key tourism attractions

- Apartheid Museum
- Constitution Hill
- Gold Reef City
- Mandela House
- Soweto shanty towns
- Voortrekker Monument and Heritage Site
- Freedom Park
- Cradle of Humankind
- Ditsong National Museum of Natural History

Tourism activities/features

- Educational tours
- Cultural learnings
- Sightseeing
- Several museums of SA culture and heritage
- Inspiring educational guides on SA's apartheid history
- Entertainment, shopping, and dining

Climate change risks to tourism activities

- Shifts in seasonality affecting activities
- Increased risk of extreme temperatures

Economic consequences

- Reduced revenue as travel appeal decreases
- Loss of income in the formal and informal sectors

Key message considerations

- Increase awareness of climate change in schools in order to develop young climate change ambassadors that are able to influence other audiences from a young age
- Promote school trips to museums to increase exposure to tourism and ignite a sense of interest in the tourism industry
- Promote indigenous knowledge by allowing people to tell their personal stories around climate change

Priority stakeholders

- Tourists, general public
- Private sector tourism businesses/ industries (both formal and informal)
- Local tourism authorities
- Local conservation/ NRM organisations (government and private)

Local communication mediums

- SANParks, DT, DFFE NRM websites
- Local Government Climate Change Support Program (letsrespondtoolkit.org)
- Five FM, Ukhozi FM, Umhlobo Wenene FM, Metro FM, Lesedi FM, Thobela FM, Radio Sonder Grense, Jacaranda FM
- Tik Tok, Facebook, Instagram, LinkedIn, WhatsApp
- Adverts on travel sites such as Trivago/ tourist attraction websites

KwaZulu-Natal

Capital

- Pietermaritzburg

Principal languages

- isiZulu (82.5%), English (12,5%), Afrikaans (1,0%)

Key tourism types

- Eco, Wildlife, Adventure
- Cultural, Wellness, Sporting
- Niche, Business

Key tourism attractions

- The Drakensberg 'Dragon Mountains'
- uKhahlamba-Drakensberg Park
- Giant's Castle Game Reserve
- Royal Natal National Park
- Hluhluwe-Imfolozi Game Reserve
- The Midlands
- iSimangaliso Wetland Park
- Sodwana Bay
- Durban's Golden Mile
- uShaka Marine World
- Mini Town
- Oribi Gorge

Tourism activities/features

- Hiking, biking, sightseeing, wilderness trails, trout fishing, rock climbing, abseiling, parasailing, hot air ballooning, and rafting
- San rock art viewing
- Safari experiences with coastal adventures in the marine reserves such as kayaking, fishing, diving, and snorkelling
- Fine dining, shopping, and numerous entertainment complexes.

Climate change risks to tourism activities

- Loss of biodiversity
- Shifts in seasonality affecting activities
- Increased risk of extreme temperatures, sea level rise, flooding, and storm surges
- Rising ocean temperatures affecting the health and abundance of marine life

Economic consequences

- Reduced number of visitors (domestic and international) and shorter peak-season visitations
- Tourist dissatisfaction (i.e. poor experience)
- Financial losses to formal and informal sectors
- Damage to property and tourism infrastructure
- Lower contribution towards SA's GDP
- Loss of biodiversity will reduce ecosystem goods and services provision, resulting in indirect costs to the sector
- Human health risks - increased pest and diseases

Key message considerations

- Create awareness around planting more trees
- Create awareness during wildlife tours
- Use energy efficient appliances in lodges
- Advertise sustainably sourced fish at restaurants
- Erect signage to reduce water and electricity consumption
- Incorporate climate smart designs
- Promote alternative tour options that do not require transportation e.g. hikes and bike tours

Priority stakeholders

- Tourists, general public
- Private sector tourism businesses/ industries (both formal and informal)
- Local tourism authorities
- Local conservation/ NRM organisations (government and private)

Local communication mediums

- SANParks, DT, DFFE NRM websites
- Local Government Climate Change Support Program (letsrespondtoolkit.org)
- East Coast Radio, Ukhozi FM, Five FM, Umhlobo Wenene FM, Metro FM, Radio Sonder Grense, Gagasi FM
- Tik Tok, Facebook, Instagram, LinkedIn, WhatsApp
- Adverts on travel sites such as Trivago/ tourist attraction websites

Limpopo

Capital

- Polokwane

Principal languages

- Sepedi (56%), Xitsonga (16,6%), Tshivenda (17.1%)

Key tourism types

- Eco, Wildlife, Adventure
- Cultural, Wellness
- Niche

Key tourism attractions

- Kruger National Park
- Archaeological sites, San rock paintings
- Biodiversity hotspots

Tourism activities/features

- Game drives
- Nature trails, hiking, and biking
- Sightseeing
- One of the best game reserves in Africa, and one of the oldest in South Africa.
- Visitors can see the 'Big Five'

Climate change risks to tourism activities

- Loss of biodiversity
- Shifts in seasonality affecting activities
- Increased risk of extreme temperatures
- Lower herd numbers

Economic consequences

- Reduced number of visitors (domestic and international)
- Shorter peak-season visitations
- Tourist dissatisfaction (i.e. poor experience)
- Financial losses to formal and informal sectors
- Increased need for donor funding for conservation.
- Lower contribution towards SA's GDP
- Loss of biodiversity will reduce ecosystem goods and services provision, resulting in indirect costs to the sector

Key message considerations

- Promote alternative tour options that do not require transportation e.g. hikes and bike tours
- Wilderness adventures i.e. living in the wild off the grid, could be an option to reduce carbon emissions
- Improve building/ infrastructure design that limits the need for air-conditioning
- Promote sustainable tourist stays i.e. using less amounts of water and electricity through signs and messaging

Priority stakeholders

- Tourists, general public
- Private sector tourism businesses/ industries (both formal and informal)
- Local tourism authorities
- Local conservation/ NRM organisations (government and private)

Local communication mediums

- SANParks, DT, DFFE NRM websites
- Local Government Climate Change Support Program (letsrespondtoolkit.org)
- Ukhozi FM, Thobela FM, Munghana Lonene FM, Jacaranda FM, Phalaphala FM and Capricorn FM
- Tik Tok, Facebook, Instagram, LinkedIn, WhatsApp
- Adverts on travel sites such as Trivago/ tourist attraction websites

Mpumalanga

Capital

- Nelspruit

Principal languages

- siSwati (29,1%), isiZulu (28,8%), Xitsonga (9,6%), isiNdebele (10,1%)

Key tourism types

- Eco, Wildlife, Adventure
- Cultural, Wellness
- Niche

Key tourism attractions

- Kruger National Park
- Archaeological sites, San rock paintings
- Biodiversity hotspots
- Blyde River Canyon Nature Reserve/ Motlatse River Canyon
- Three Rondavels
- God's Window

Tourism activities/features

- Game drives
- Nature trails, hiking, and biking
- Sightseeing
- One of the best game reserves in Africa, and one of the oldest in South Africa. Visitors can see the 'Big Five'
- Home to Africa's second largest canyon

Climate change risks to tourism activities

- Loss of biodiversity
- Shifts in seasonality affecting activities
- Increased risk of extreme temperatures
- Lower herd numbers

Economic consequences

- Reduced number of visitors (domestic and international)
- Shorter peak-season visitations
- Tourist dissatisfaction (i.e. poor experience)
- Financial losses to formal and informal sectors
- Damage to property and tourism infrastructure
- Lower contribution towards SA's GDP
- Loss of biodiversity will reduce ecosystem goods and services provision, resulting in indirect costs to the sector

Key message considerations

- Promote alternative tour options that do not require transportation e.g. hikes and bike tours
- Wilderness adventures i.e. living in the wild off the grid, could be an option to reduce carbon emissions
- Improve building/ infrastructure design that limits the need for air-conditioning
- Encourage blogs/ reviews on social media

Priority stakeholders

- Tourists, general public
- Private sector tourism businesses/ industries (both formal and informal)
- Local tourism authorities
- Local conservation/ NRM organisations (government and private)

Local communication mediums

- SANParks, DT, DFFE NRM websites
- Local Government Climate Change Support Program (letsrespondtoolkit.org)
- Ukhozi FM, Thobela FM, Munghana Lonene FM, Jacaranda FM
- Tik Tok, Facebook, Instagram, LinkedIn, WhatsApp
- Adverts on travel sites such as Trivago/ tourist attraction websites

Northern Cape

Capital

- Kimberley

Principal languages

- Afrikaans (56,8%), Setswana (33,4%)

Key tourism types

- Eco
- Wildlife
- Niche

Key tourism attractions

- Kgalagadi (Kalahari) Transfrontier Park
- Biodiversity hotspot

Tourism activities/features

- Game drives
- Nature trails, hiking, and biking
- Sightseeing
- One of the largest wilderness areas in the world (SA and Botswana).

Climate change risks to tourism activities

- Loss of biodiversity
- Shifts in seasonality affecting activities
- Increased risk of extreme temperatures
- Increased risk of wildfires and habitat loss
- Lower herd numbers

Economic consequences

- Reduced number of visitors (domestic and international)
- Tourist dissatisfaction (i.e. poor experience)
- Financial losses to formal and informal sectors
- Lower contribution towards SA's GDP
- Loss of biodiversity will reduce ecosystem goods and services provision, resulting in indirect costs to the sector
- Increased need for donor funding for conservation and rehabilitation

Key message considerations

- Get tourists involved in conservation
- Create awareness during wildlife tours
- Use energy efficient appliances in lodges
- Restrict burning
- Incorporate climate smart design into planning of resorts to reduce carbon footprint
- Encourage blogs/ reviews on social media

Priority stakeholders

- Tourists, general public
- Private sector tourism businesses/ industries (both formal and informal)
- Local tourism authorities
- Local conservation/ NRM organisations (government and private)

Local communication mediums

- SANParks, DT, DFFE NRM websites
- Local Government Climate Change Support Program (letsrespondtoolkit.org)
- Umhlobo Wenene FM, Metro FM, Motsweding FM, Radio Sonder Grense
- Tik Tok, Facebook, Instagram, LinkedIn, WhatsApp
- Adverts on travel sites such as Trivago/ tourist attraction websites

North West

Capital

- Mahikeng

Principal languages

- Setswana (71,5%), Afrikaans (8,96%), isiXhosa (5,51%)

Key tourism types

- Eco
- Wildlife
- Niche

Key tourism attractions

- Pilanesberg National Park
- Rich variety of animals
- Sun City

Tourism activities/features

- Game drives
- Nature trails, hiking, and biking
- Sightseeing
- Luxury lodging and dining

Climate change risks to tourism activities

- Loss of biodiversity
- Shifts in seasonality affecting activities
- Increased risk of extreme temperatures
- Increased risk of wildfires and habitat loss
- Lower herd numbers

Economic consequences

- Reduced number of visitors (domestic and international)
- Financial losses to formal and informal sectors
- Lower contribution towards SA's GDP
- Loss of biodiversity will reduce ecosystem goods and services provision, resulting in indirect costs to the sector
- Increased need for donor funding for conservation and rehabilitation

Key message considerations

- Create awareness around planting more trees
- Get tourists involved in conservation
- Create awareness during wildlife tours
- Use energy efficient appliances in lodges and hotels
- Restrict burning
- Encourage blogs/ reviews on social media

Priority stakeholders

- Tourists, general public
- Private sector tourism businesses/ industries (both formal and informal)
- Local tourism authorities
- Local conservation/ NRM organisations (government and private)

Local communication mediums

- SANParks, DT, DFFE NRM websites
- Local Government Climate Change Support Program (letsrespondtoolkit.org)
- Umhlobo Wenene FM, Thobela FM, Motsweding FM, Radio Sonder Grense, Jacaranda FM
- Tik Tok, Facebook, Instagram, LinkedIn, WhatsApp
- Adverts on travel sites such as Trivago/ tourist attraction websites

Western Cape

Capital

- Cape Town

Principal languages

- Afrikaans (46,6%), isiXhosa (31.1%), English (19,6%)

Key tourism types

- Eco, Wildlife, Adventure, Sporting
- Cultural, Wellness, Educational
- Culinary, Business

Key tourism attractions

- Table Mountain
- Kirstenbosch Botanical Gardens
- Cape Point
- Chapman's Peak
- Victoria and Alfred Waterfront
- Two Ocean's Aquarium
- Robben Island
- The Garden Route
- Cango Caves
- Robberg Nature Reserve
- Rupert Museum

Tourism activities/features

- Hiking, biking, sightseeing, wilderness trails, rock climbing, abseiling, parasailing.
- Fine dining, shopping, and numerous entertainment complexes.
- Cage Dive with Great White Sharks
- Whale, shark, penguin, and shark seeing
- Drives along breath-taking coastal scenery
- Inspiring educational guides on SA's apartheid history

Climate change risks to tourism activities

- Loss of biodiversity due to extreme temperatures and wildfires
- Increased risk of sea level rise, and storm surges.
- Drier climates, increased risk of drought/water shortages during dry season
- Rising ocean temperatures affecting the health and abundance of marine life

Economic consequences

- Reduced number of visitors (domestic and international)
- Shorter peak-season visitations
- Financial losses to formal and informal sectors
- Damage to property and tourism infrastructure

Key message considerations

- Attempt rainwater harvesting to store rainwater for drier periods
- Erect signs in hotels alerting wise-water use or the use of rainwater due to water shortages
- Include climate smart design into the planning of new infrastructure
- Increase awareness of climate change in schools in order to develop young climate change ambassadors

Priority stakeholders

- Tourists, general public
- Private sector tourism businesses/industries (both formal and informal)
- Local tourism authorities
- Local conservation/ NRM organisations (government and private)

Local communication mediums

- SANParks, DT, DFFE NRM websites
- Local Government Climate Change Support Program (letsrespondtoolkit.org)
- Umhlobo Wenene FM, Radio Sonder Grense, KFM, Heart 104.9 FM
- Tik Tok, Facebook, Instagram, LinkedIn, WhatsApp
- Adverts on travel sites such as Trivago/ tourist attraction websites

3.4.6. Targeting stakeholders at a national scale

Different stakeholder groups need to be targeted using tailored messages in the awareness campaign. The mediums selected are also dependent on the stakeholder group being targeted. The table below outlines some of the key messages and most suitable mediums to be used to target the different stakeholder groups identified as priority audiences in the SATCCCS at the national scale, based on the systematic literature review and the stakeholder engagement sessions. Potential targets for monitoring and evaluating the effectiveness of these stakeholder-specific combinations of messages and mediums are also given.

Table 8: National messaging priorities relevant for the SATCCCS as identified the systematic literature review and stakeholder engagement sessions.

Target audience	Message	Medium	Monitoring and Evaluation	
			KPI	Performance/ Target
DT & DFFE	SA has a wealth of existing plans, programmes, policies, strategies and guidelines which either explicitly or implicitly promote sustainable tourism development and climate change adaptation and mitigation. Good climate change policies set the tone for meaningful climate change response.	Policy formulation, climate change guidelines, implementation, national workshops on current and best climate change practises in the sector.	No. of climate change-related policies developed / implemented.	2 workshops per year
DT Staff	Understanding climate change is the first step to supporting the sector's response.	Short courses or training workshops on climate change information and best practises.	No. of climate change-related short courses completed by DT staff.	1 course / employee per year
Tourist Operators	Climate change will lead to decreased revenue and job losses.	Formal communiques and dedicated training courses on climate-sensitive resource management.	No. of communiques issued per month.	4 communiques per month
Tourist destinations / resorts	Climate change events will impact facilities / infrastructure.	Formal communiques and dedicated training courses on climate sensitive resource management.	No. of communiques issued by DT. No. of training events.	4 communiques per month 4 workshops per year
	Climate change finance available for adaptation. 'Go Green' initiatives and awards.	Dedicated training and workshops on financing climate change mitigation and adaptation competitions and incentive programmes.	No. of climate change finance workshops hosted, Feedback through forms / No. of tourist destinations with environmental accreditations.	

Target audience	Message	Medium	Monitoring and Evaluation	
			KPI	Performance/ Target
Tourists	Tourists can reduce their own contributions to climate change.	Social media / TV / Blogs / newspaper articles / travel magazines / airport adverts / bus adverts / hotel notices.	No. of messages issued per month / Survey questionnaires to gain feedback.	4 messages per month
	Save water and electricity. Choose to walk / hike / public transport. Avoid wastefulness.	Social media / TV / Blogs / newspaper articles / travel magazines / airport adverts / bus adverts / hotel notices.	No. of messages / videos aired / survey questionnaires to gain feedback.	3 messages per year
Education sector	Climate change capacity of students is vital to supporting the sector to respond to the climate change challenges.	Government funding to provide education in schools / sponsor events / app. and game development.	Amount of funds distributed to schools for events / No. of educational events held / No. of applications submitted.	1 per academic year / institution
	Students (youth) play a great role in building climate change capacity of the sector by creating climate change ambassadors to connect to a younger audience.	Travel and tourism subjects within the school curriculum.	No. of courses that integrate climate change issues.	1 per academic year / institution
		School tour days to broaden the minds of students and engage in climate change at a young age.	No. of tour trips taken by kids at school.	1 per academic year / institution

3.4.7. Communication barriers and mitigation measures

In order for an awareness campaign to be effective and successfully implemented, the barriers that prohibit communication need to be addressed. The systematic literature review and the stakeholder engagement sessions provided rich insight into these barriers and many participants suggested a number of mitigating measures. The most common **barriers** and **mitigation measures** identified are given in Figure 13 below.

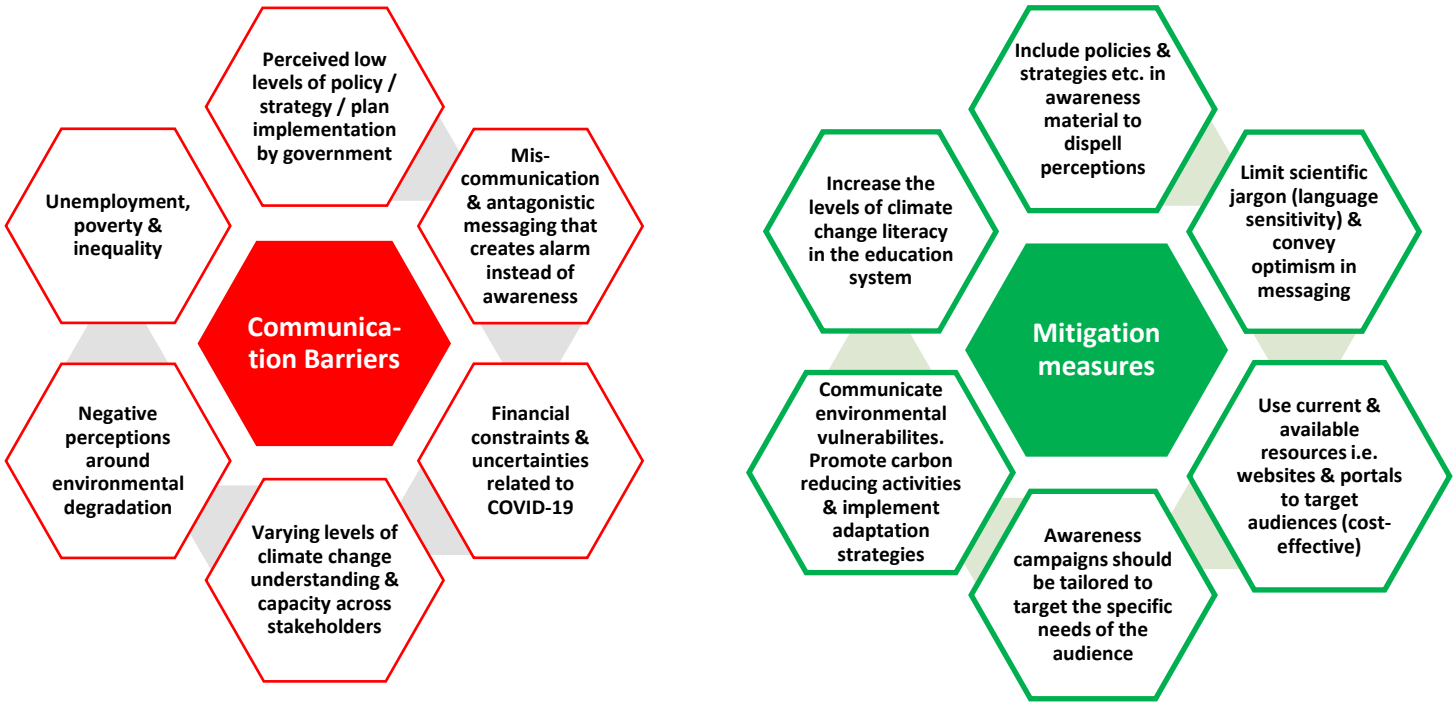


Figure 13: Key communication barriers and mitigation measures identified through stakeholder engagement sessions and systematic literature review, to be considered for the awareness campaign

3.4.8. Supporting actions

3.4.8.1. Developing a brand image/identity for the SATCCCS

The creation of a brand or brand identity for the SATCCCS could be a fundamental mechanism for enhancing communication, overcoming barriers, promoting the awareness campaign, and being a key driver of implementing the strategy. This is discussed in the implementation section that follows but for now it is worth noting that the development of a brand, using typical marketing techniques such as logos, slogans, and impact statements as part of an awareness campaign for the SATCCCS could also unite both tourism stakeholders and third parties through the use of a logo or slogan as part of shared / related activities. This type of cross-sector marketing using the SATCCCS brand could leverage additional resources for wide-scale adoption of the strategy, promote collaboration, and promote buy-into the strategy by building trust.

The significance of developing a brand image / identity for the SATCCCS can be related or compared to the NDP 2030 which in itself has evolved into a major developmental brand for SA with its own logo and slogan (see Figure 14), across all sectors. The NDP functions as a plan for the whole country and allows government to engage with all sectors to understand and facilitate their contributions towards implementation, identify obstacles in fulfilling their roles / objectives, and enhance collaboration through developmental synergies. In this regard, a brand image for the SATCCCS can achieve widespread acceptance which could streamline its implementation from national to local levels.

Figure 14: Logo and slogan of the South African National Development Plan 2030 (NDP, 2030)

4. RECOMMENDATIONS FOR IMPLEMENTATION OF THE SATCCCS

4.1. Introduction

Given the cross-sectoral nature of climate change and tourism, the diversity of sectors that have an interest in and influence on the SATCCCS needs to be considered when implementing the strategy in order to meet challenges typically associated with the implementation of strategies of this nature at all levels (from local to national) and in the short-, medium- and long-term. This **will demand effective coordination to maximise the benefits of synergies and close gaps between sectoral responses, which will enable effective communication and flow of information to meet the needs of the various stakeholders targeted** (see Figure 15). It should also be stressed that, in addition to coordination, effective implementation will require measured management of resources and adequate M&E of progress over time. Based on the potential challenges for implementing the objectives in this strategy, identified via the stakeholder engagements, the recommendations for implementation presented in this section speak to five elements deemed to be priorities, namely:

1. **Coordination;**
2. **Activity management;**
3. **Knowledge management;**
4. **Resource management;**
5. **Monitoring and Evaluation.**

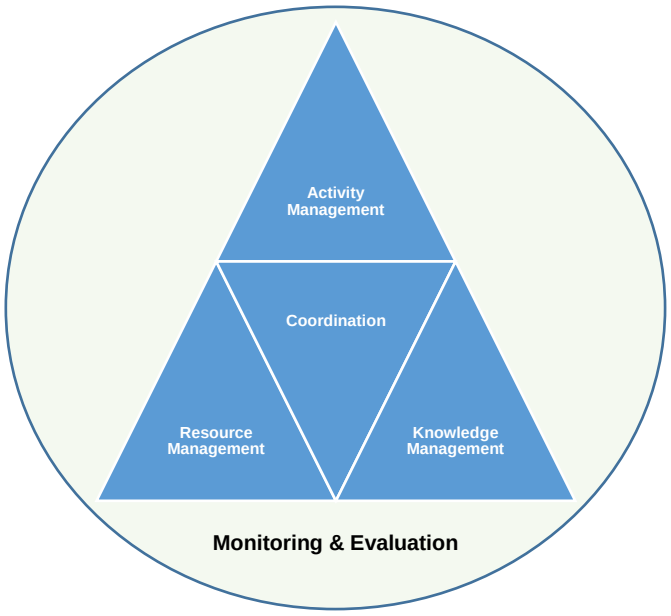


Figure 15: Key priorities for implementation of the strategy

4.2. Coordination

Parliament should oversee the implementation of the SATCCCS through the establishment of an Inter-Ministerial Committee chaired by the Minister of Tourism and co-chaired by the Minister

in the DFFE. Implementation will require strong coordination among government actors, most importantly the custodian of the strategy (DT), as well as open channels of communication with non-government stakeholders in the private sector and civil society. In many cases, this will entail persuading stakeholders of the benefits of early action and acting as a collective to implement the SATCCCS.

The DT, supported by DFFE, should be responsible for coordinating the activities to be included in the Implementation Plan that this strategy will inform and as such will need to appoint requisite bodies / entities for the management of activities, knowledge and resource, and the M&E. Recognising the importance of full and harmonised operation of these entities, significant training is required. **Activities should be arranged to allow for incremental implementation, with full function planned for the end of a 5-year Implementation Plan.**

Within the different spheres of government, there is a set of supporting entities with mandates related to climate change, the environment and / or tourism, which all need to assist DT with either active coordination of the strategy or facilitation thereof. The national departments that should be prioritised for this process include the following:

- Agriculture, Land Reform and Rural Development;
- Communications and Digital Technologies;
- Cooperative Governance and Traditional Affairs;
- Forestry and Fisheries and Environment;
- Government Communication and Information System;
- Higher Education, Science and Technology;
- Water and Sanitation;
- International Relations and Cooperation;
- Mineral Resources and Energy;
- National Treasury;
- Planning Monitoring and Evaluation;
- Public Enterprises;
- Small Business Development;
- Trade, Industry and Competition;
- Transport.

National and provincial tourism and environmental / conservation authorities and structures such as the proposed Inter-Ministerial Committee (to be chaired by the Minister of Tourism and co-chaired by the Minister in the DFFE) will be key actors in terms of coordination. Since this strategy is entirely new, i.e. does not build on or represent a revision of / addition to an existing strategy, DT should aim to meet with the relevant government departments and other relevant stakeholders (see Appendix 5) to define annual plans of action for implementation and modify the Implementation Plan based on ongoing M&E if needed.

4.3. Activity management

Activity management is a term borrowed from the business world and refers to recording all business activities and tasks undertaken on behalf of the company. When adapted for purposes such as the implementation of this strategy, it refers to putting in place activity management systems for tracking activity completion and performance; the latter in this case refers to the performance of the various stakeholders undertaking activities included in the Implementation Plan to be developed (see Table 9).

While the activities of the various stakeholders involved in implementation of the strategy are open to interpretation and may change / be refined during the implementation phase, there are four activities that should remain the core responsibilities of the custodian of the strategy, namely DT, with support from DFFE. These 'key activities' are seen as critical to the implementation of the SATCCCS and are described below.

Key Activity 1 – Creation of a focal point (entity) for a CCCS of this scale is essential for coordinating the diversity of communication activities and to create a single national information point for all stakeholders (national and local government, industry and services and different civil society groups

and individual citizens). This entity should ideally be comprised of relevant staff from DT and could be established under the leadership of an **Inter-Ministerial Committee chaired by the Minister of Tourism and co-chaired by the Minister in the DFFE**.

Key Activity 2 – The development of a brand, using a logo and effective and dynamic slogans (taglines), as part of an awareness campaign for the SATCCCS could unify activities in the minds of stakeholders, allowing third parties to possibly also use the logo and slogans as part of their activities. Developing the brand could also include setting up a page dedicated to the strategy on existing departmental websites (DT and DFFE) which are already accessible to all stakeholders. The option of making the information, education and awareness materials produced for the strategy available to stakeholders on the existing Tourism Knowledge Portal (https://tkp.tourism.gov.za/Pages/Home.aspx), where other tourism documents / links can be found (including responsible tourism), is the most economical option. The Knowledge Portal could, therefore, be the virtual home for the SATCCCS and act as an information portal for the target audiences, implementing partners and other stakeholders. This activity will certainly unify efforts related to the objectives of the SATCCCS across the country. However, it is strongly recommended that funds allocated to its different features are limited so as to avoid distraction from the main objectives of the communication strategy. Care should also be taken to ensure that the brand does not conflict with or diminish the value of existing eco-labels used in the tourism sector, e.g. Blue Flag, Fair Trade in Tourism, Heritage Environmental Management Company, and GreenLine - certified by Heritage.

Key Activity 3 – Strengthening internal communication at the government level is key to developing a clear and shared understanding of the overall purpose and impact of the SATCCCS, particularly among the departments identified to be key actors in implementation. This could be carried out by the entity to be created as part of Activity 1 above.

Key Activity 4 – Consultation and targeted capacity-building of potential partners (including the service providers and media) is an essential part of the implementation phase. The multi-format consultative approach adopted during the preparation of the SATCCCS could be used to great effect in this regard, but more intimate engagement will be needed for the co-development of information, education and communication materials. It is worth noting that the translation and / or tailoring of this information for specific beneficiaries will affect the effectiveness of the capacity building activities; this may, therefore, require DT and DFFE to partner with other stakeholders that have a good rapport / understanding of the target beneficiaries.

Table 9: Stakeholder involvement in activities to be included in the Implementation Plan

Stakeholder	Stakeholder Activities
DT and DFFE	Key Activities 1 - 4 which involve leading the generation and translation of information; serving as a source of information, content and materials; creating appropriate channels of communication; coordinating activity, knowledge and resource management; overseeing M&E.
National Government Departments	Generate and translate information; serve as a source of information, content and materials; create appropriate channels of communication; coordinate activity, knowledge and resource management; oversee M&E.
Local Government Authorities	Generate and re-generate information at lower government levels; serve as a source of information, content and materials; create appropriate channels of communication; assist with coordinating activity, knowledge and resource management; participate in M&E.
Private sector supply-side service providers/ Tourism organisations	Co-generate and re-generate information; access and utilise the information, education and communication materials, tools, channels, and information products; participate in M&E; share information; serve as a source of information; tailor information for specific audiences; make positive

Stakeholder	Stakeholder Activities
	changes in behaviours, practice and attitudes towards climate change adaption and mitigation.
Civil society organisations	Co-generate and re-generate information; serve as a source of information; create appropriate channels of communication; tailor information for specific audiences; use information to change and bring about change in tourism and related sectors.
Tourism and climate change donors / funders	Arrange national and international synergy and knowledge sharing events; aid sector in fundraising for implementation of strategy; assist with delivering and / or accessing training / capacity building for implementation.
Media	Re-generate information; serve as a source of information; create appropriate channels of communication; tailor information for specific audiences; use data from IPPC's AR6 and similar reports for media stories, rather than non-scientific or unpublished reports.
Academic and research institutions	Generate and translate information; serve as a source of information, content and materials; assist with M&E.
Educational and training institutions	Capacitate / train stakeholders; serve as a source of information, content and materials; assist with M&E.
Cultural, Religious and Opinion Leaders	Provide and / or enhance indigenous knowledge; re-generate information; serve as a source of information, content and materials.
Tourists	Access and utilise the information, education and communication materials, tools, channels, and information products; share information; provide feedback; make positive changes in behaviours, practises and attitudes towards climate change adaption and mitigation.

4.4. Knowledge management

Given that information around climate change, if unscreened, can be misleading, outdated, sensationalist, or unsuitable for the targeted audience, all information produced for the strategy and the associated awareness campaign shall have a source and users. The major sources for the generation of climate change information for the SATCCCS should be relevant intergovernmental bodies, government (national and local), and academic and research institutions, with the private sector and civil society playing a co-generation role.

In terms of communicating the information generated, appropriate channels that enable interaction and feedback should be used (see section 4.3). The coordinating entity created as part of Key Activity 1 should screen all primary information, education, and awareness materials released to stakeholders but all stakeholders share this responsibility (particularly with those entrusted with re-regenerating information). Additionally, all stakeholders that serve as sources of information identified in Table 9 should manage the following during communication:

- What information (based on message, content and context as shown above);
- How much information (volume and depth);
- Production and conveyance of information;
- Timing the production, release and receipt of information;

- Information movement – how information is sent;
- How feedback is received;
- The cost of producing the information materials made.

To facilitate knowledge-sharing within and across government structures, there may be value in establishing an inter-departmental working group of government communicators on climate change. The SA government has already established various means of coordinating among different government entities on climate change mitigation and adaptation such as the Presidential Climate Change Coordinating Commission (P4C). Extending that effort to CCC planning could be achieved at the most simplistic level by bringing communications professionals representing different parts of government together in a working group to share information on what government entities are doing in relation to climate change. This platform for knowledge sharing amongst communication specialists could also catalyse the development of communications materials and jointly planned / facilitated communications activities (i.e. workshops, public events, etc.). This inclusive approach would also allow for adequate prioritisation of vulnerable groups such as women, children and the poor in communication activities.

In terms of knowledge creation, government must encourage and capacitate researchers to undertake research in areas that speak to the objectives of the SATCCCS and the links between tourism and climate change in general (see Appendix 3 and 4 for potential thematic areas). Research institutions, higher education institutions, and organisations that systematically collect climate or sectoral data should all be targeted. It should be noted that several very useful information repositories are already in existence and can be drawn on so as not to delay implementation, e.g. Local Government Climate Change Support Program (letsrespondtoolkit.org) and the Tourism Knowledge Portal.

Knowledge-uptake and creation needs should be determined annually based on input from implementing agents identifying barriers and gaps. These are to be communicated to lead coordinators of the strategy. Those needs considered priorities will form the basis for the annual activities planned during the implementation phase. The lead coordinators may also refer to structures such as the P4C for technical advice.

4.5. Resource mobilisation

Operationalising the SATCCCS will require **government, development partners, private sector and civil society actors to mobilise and allocate resources so that the priority interventions defined in this strategy such as the proposed awareness campaign, can be implemented within a realistic timeframe**. Based on the stakeholder engagements, the main resources required for the SATCCCS are skills and training, financial resources and information (Figure 16). The skills and training as well as the information resource requirements are unsurprising as many sectors struggle to establish effective climate change responses globally based on limitations around these resources. This also creates the impetus for the awareness campaign proposed and argues for the incorporation of robust information-sharing mechanisms.

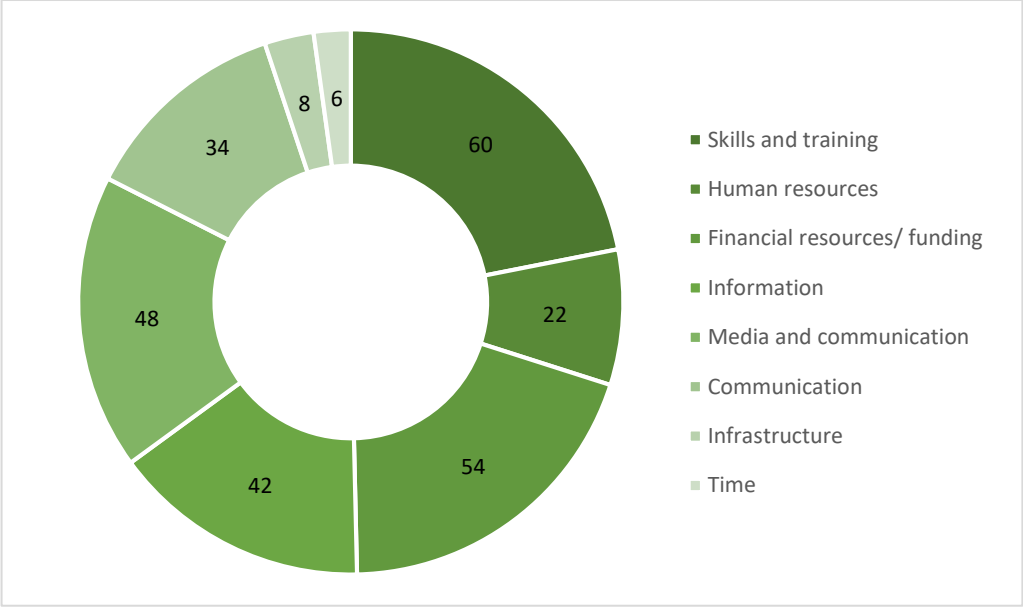


Figure 16: Perceived resource requirements for implementation of the SATCCCS (n=50)

It is important for government, specifically the DT, to lead the mobilisation of financial, human and physical resources but public-private partnerships and international agencies (according to stakeholders; Figure 17) will be particularly valuable in mobilising resources to implement the strategy. Some stakeholders also argued for improved responsibility in terms of *'the main emitters'* being held accountable by providing these resources for implementation.

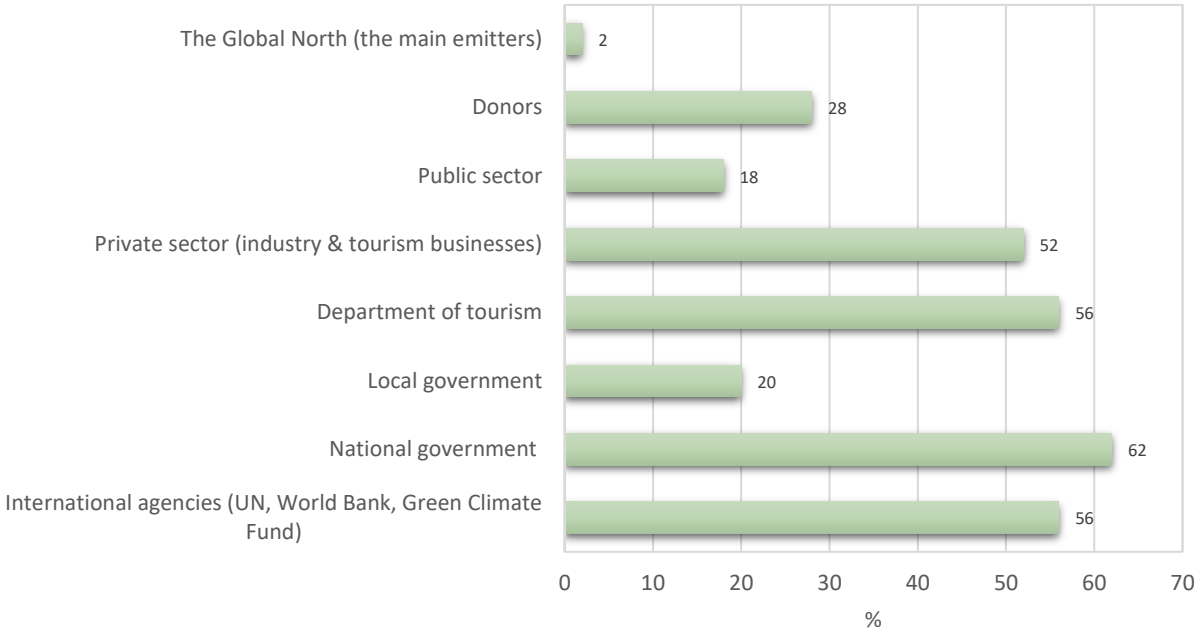


Figure 17: Stakeholders perceived to be responsible for funding the implementation of the SATCCCS (n=50)

While stakeholders displayed a sense of shared responsibility for implementation based on the perceived sector-wide need and value for the SATCCCS, they were also clearly cognisant of the potential resource constraints that could impede the implementation of the strategy. The stakeholders identified several potential options to address resource constraints and / or leverage required resources. These include **establishing partnerships between stakeholders, improved prioritisation of the tourism sector and support from government, linking economic growth and climate change mitigation, and improved M&E**. In the case of the latter, participants noted that this could facilitate

strategic resource allocation if there was a system in place for '*Understanding the successes and failures of previous initiatives'*. Other suggestions include the following:

- *Accessing a percentage of the Climate Finance ($8.5 billion) pledged to SA at Conference of the Parties 26 (COP26), as project funding for implementation of this SATCCCS.*
- *Strategic fundraising to boost awareness and leverage resources;*
- *Linking climate and COVID-19 response plans;*
- *More effective and creative marketing strategies;*
- *Increasing donor funding;*
- *Promote sustainable behaviours and education across all sectors;*
- *Using local natural features to leverage resources.*

In summary, ensuring adequate resource mobilisation for implementation of the strategy will require the following:

- **Strengthening Government's and the tourism sectors capacity to integrate climate change in bilateral and multilateral development finance negotiations;**
- **Improving the sector's access to the various international climate change financing mechanisms;**
- **Attracting financing mechanisms available for climate change adaptation, including local funds from donations, contributions, corporate social responsibility and individual contributions to the sector;**
- **Examining the possibility of creating a tourism climate resilience fund that will finance the implementation of the strategy and other interventions that could enhance the sector's climate resilience.**

It should be noted that implementing these recommendations, particularly those related to fundraising, will require considerable administration. This again points to the need for creating an entity to coordinate, and in this case, administrate the funding of the SATCCCS.

4.6. Monitoring and evaluation

A set of defined indicators and guidelines are essential to monitor the effectiveness, objectives, achievements and progress of the SATCCCS. Additionally, such a M&E system is necessary to determine if there has been progress on CCC in the tourism sector, as well as the sector's response to climate change. The effective implementation of the M&E requires a plan that outlines who should do what, by when, to ensure that indicators are tracked within stipulated timeframes and reporting is undertaken as required. In this regard, this sub-section proposes an **M&E framework for execution in relation to five focus areas: championing, communication, institutionalisation, embedding and actioning.** This approach ensures the following:

- CCC literacy in the tourism sector (both public and private spheres are enhanced);
- Clarification of anticipated impacts;
- Coordination of M&E activities at different levels and across different spheres of government;
- M&E activities are adequately resourced (including human resource capacity, data collection and storage capabilities, and budgets).

The key principles used to guide the development of this framework and the selection of M&E indicators are:

- Focusing on specific, measurable, achievable/ attainable, relevant and time-bound (SMART) indicators;
- Availability and accessibility of existing data/ information;
- Ease of collecting data, if not currently underway;
- Focus on strategic priorities that are indicative of whether the desired outcomes / impacts of implementing the SATCCCS is achieved;
- Cost / resource considerations;

- Focus on a 5-year target which is deemed to be the desired level of performance against indicators.

The proposed M&E framework is aligned to the approach and purpose of M&E as advocated by the Department of Planning, Monitoring and Evaluation (DPME, 2019; 2021).

4.6.1. Championing

The overall SATCCCS M&E needs to be identified at different levels: nationally, provincially and locally as well as in the private sector. At the national level, the DT should be the lead department. As the SATCCCS is implemented, provincial, municipal and private sector champions should be identified.

4.6.2. Communication strategy for M&E

The table below, which is designed around the stakeholders and target audiences identified as priorities in the SATCCCS, is the foundation for the M&E communication strategy. Table 10 summarises who should be targeted for communication, by when, and why. **The M&E custodian, the DT, needs to communicate the information required from the different sectors and stakeholders, track compliance and assist if information is not provided as needed.**

Table 10: SATCCCS M&E communication strategy target groups - when communication should occur and why

Who should be targeted?	By when?	Why?
Relevant departments/ officials and stakeholders who are responsible to collect / generate relevant data / information.	During the initial SATCCCS implementation and thereafter regularly, especially in relation to reporting timeframes linked to specific indicators.	Ensures that data / information is collected as needed, checked for quality assurance purposes and reported timeously as needed. Data custodians are adequately appraised of the SATCCCS M&E requirements and reporting timeframes. Engagements with these groups can also alert the DT to data collection challenges and risks that can be jointly addressed, and include training and capacity development initiatives if needed.
Data / information custodians and managers: including research / M&E units in relevant national, provincial and local government departments.	Initial SATCCCS implementation and communication of M&E indicator framework, and thereafter, when needed to build capacity and improve CCC M&E capabilities.	These groups are essential to verify and quality assure information provided as well as provide an important oversight function. If well capacitated, these groups can undertake different types of CCC evaluation analyses at different levels.
Data / information users: includes governmental and non-governmental stakeholders.	Initially, key stakeholders and government departments identified and targeted to understand the M&E indicator framework, and thereafter targeted engagements with strategic stakeholders.	Will ensure that M&E results are used for strategic purposes at different levels and capture lessons and experiences (identifying what is working and what is not) to strengthen and update the SATCCCS, including policy development and review, designing and implementing CCC interventions and programmes, and resourcing decisions. The dissemination of results will also be maximised, which

		will enhance the use-value of the M&E component of the strategy.

4.6.3. Institutionalisation

Proper training of data / information managers, generators, capturers and users are required to build SATCCCS M&E capacity from local to national levels. **The development of training materials to make information about the M&E framework visible and accessible will ensure that the SATCCCS M&E is institutionalised.**

Capacity, capabilities and infrastructure need to be in place to enable the SATCCCS M&E framework to be implemented. In addition to training programmes, it is recommended that the DT develops and maintains knowledge management systems / repositories aligned to the indicators identified. This platform will also contribute to CCC and awareness-raising since information as well as reports / evaluations will be visible and accessible. The necessary resources should be allocated to develop and implement a CCCS knowledge management system that at a minimum covers the indicators. Where information is not currently and easily available (such as media tracking data), it is important to identify which department should be responsible for sourcing the information and / or allocating resources to collect the information, if need be.

4.6.4. Embedding

The knowledge management system should also link to other portals / systems, if possible, where relevant data exists to extract / update information is required. The CCCS knowledge management system should be comprehensive and integrated to:

- Decrease data collection efforts and streamline reporting responsibilities (where possible, information is collected once by the relevant department and is accessible to multiple users);
- Can permit aggregation (for national reporting) and disaggregation (for local or stakeholder-based reporting) of information in relation to specific indicators;
- Enhances data reliability and validity.

4.6.5. Actioning

It is important to differentiate between monitoring activities and overall evaluation purposes. Monitoring is required to keep track of progress for each indicator identified in the M&E framework against stipulated targets and timeframes. **Monitoring results are reported on a regular basis (such as annually or as specified in relation to specific programme implementation) to signify progress and adjustments are made as needed. Evaluation, on the other hand, is a higher-level skill / focus that requires assessing whether outcomes are achieved and the overall impact of the SATCCCS.** However, it must be stressed that monitoring and evaluation are linked and interrelated processes (evaluation often draws on monitoring results) that require different capabilities that need to be developed.

Based on the above, the recommended indicators for a five-year implementation period of the SATCCCS are detailed in Table 11 below. Specific key performance areas are identified to frame the indicators:

- Institutional environment;
- Stakeholder engagement;
- Resourcing;
- Awareness and communication efforts;
- Capacity development and training.

Table 11: M&E Indicator Framework for the SATCCCS

Outcome	Outcome indicator/s	Data gathering tools/ methods	Target	
			2024 (Mid-term)	2026 (Five-year)
Enhanced institutional environment for CCC	Percentage of DT policies that have integrated the findings of the SATCCCS.	Policy audit	60%	100%
	Percentage of relevant tourism stakeholders on the DT database that has included climate change reporting in their annual reports or websites.	Audit of stakeholder annual reports and / or websites	60%	100%
	Lead agency/ champion for the SATCCCS identified.	Verification of minutes	Identified in 2022	
Stakeholder engagement	Number of intergovernmental workshops on SATCCCS.	Workshop activity logs	4	10
	Number of DT workshops on the CCCS with relevant tourist stakeholders on the DT database.		20	40
	Consultative process and engagement plan developed and implemented.	Plan submitted to DT and progress reporting against implementation milestones	Plan developed by 2022	
Resourcing	Percentage increase in budget for CCC in the tourism sector.	Financial trend datasets monitoring of CCC budgets	5%	10%
	Percentage increase in the number of staff employed in CCC in the tourism sector.	Employment trend datasets monitoring staff in CC	3%	5%
	Number of private and public sector catalytic projects implemented in climate change and tourism.	Identification and reporting of private and public sector catalytic projects implemented in climate change and tourism (annual surveys)	2	5
Awareness and communication efforts	Number of training materials (videos, manuals, information pamphlets, etc.) developed on climate change and tourism.	Audit of training materials developed	10	20
	Number of media articles / features on climate change in the tourism sector.	Website analytics and media monitoring	20	50
	Increase in coverage of climate change and tourism issues.		10%	20%
	Proportion of key messages covered in CCC programmes / interventions.		80%	100%
	Percentage reduction in carbon emissions associated with the tourism sector.	Carbon footprint analysis	20%	50%
Capacity development and training	Percentage of relevant DT staff that have attended a workshop on the SATCCCS.	DT staff training log	60%	80%

Outcome	Outcome indicator/s	Data gathering tools/ methods	Target	
			2024 (Mid-term)	2026 (Five-year)
	Percentage increase in the number of competent and trained climate change and tourism communicators.	Database of trained climate change and tourism communicators	10%	20%
	Number of tourism sector/ stakeholder training programmes offered on climate change and tourism.	Training activity log	10	20
	Number of professional development workshops/ seminars on climate change and tourism.	Professional development workshop/ seminar activity log	5	10
	Information or data repository/ knowledge management system in place.	Data repository/ knowledge management system analytics	By 2023	
	Increase in accessing data repository and dedicated website.	Website analytics and media monitoring		
Increased awareness of climate change at tourism facilities	Percentage of tourist facilities on the DT database that have adopted the SATCCCS.	Survey of tourist facilities	30%	50%
	Percentage of tourist facilities on the DT database that have undertaken climate change awareness with their staff.		30%	50%
	Percentage of tourist facilities on the DT database that have undertaken climate change training for relevant staff.		30%	50%
	Percentage of tourist stakeholders on DT database that implemented mitigation measures (energy, water and waste efficiency).		30%	50%
	Percentage of tourist stakeholders on the DT database that have implemented adaptation measures.		30%	50%
	Number of relevant tourist stakeholders on the DT database that have applied for climate finance.		5	10
Public awareness/ audience tracking	Proportion of the population who are aware of climate change impacts in the tourism sector.	Public survey	10%	20%
	Proportion of the population who consider climate change and environmental aspects when travelling / increased demand for sustainable tourism practices.		10%	20%
	Proportion of the population who are willing to off-set their carbon footprint.		5%	10%
	Proportion of the population who are familiar with SATCCCS.		10%	20%

Outcome	Outcome indicator/s	Data gathering tools/ methods	Target	
			2024 (Mid-term)	2026 (Five-year)
	Proportion of the population who can easily access climate change and tourism information		20%	30%

Finally, M&E of the SATCCCS will entail a process of gathering and sharing quantitative and qualitative information about the effectiveness of the SATCCCS and ensure that the findings and recommendations from this strategy reach the right people, at the right time and contribute to achieving SA's and the tourism sector's ambitions to reduce climate change impacts.

5. SUPPORTING ACTIONS

Moving from a communications strategy to a communications plan and its implementation will require formulating mechanisms that connect messages to audiences in ways that meet the tourism sector's strategic objectives in relation to enhancing climate resilience through communication. Six supporting actions that would help ensure the smooth transition from a strategy to a plan and effective implementation thereof are listed below. It should be mentioned that the recommendations made are by no means exhaustive and are intended as a starting point to consider how best to scale up CCC activities within the sector.

5.1. Strengthening political leadership and governmental coordination:

The country's climate change response strategy is already characterised by high levels of internal organisation and leadership. Moving forward, there are opportunities to build on that foundation, particularly with respect to coordination around communications planning.

5.2. Institutional setup:

Establishing and thereafter strengthening the capacity of the proposed focal entity to coordinate the strategy will ensure focused efforts on implementing the strategy and catalyse efforts to enhance human resources and develop roles and mandates around CCC sector not just within government but with the tourism sector as a whole.

5.3. Stakeholder Awareness:

This should begin by giving life to an awareness campaign, the design and roll-out of which should be guided by the framework presented here. This should be accompanied by focused efforts around the following:

5.3.1. Education and capacity building:

- Climate change concepts and information on the interaction between tourism and climate change must be integrated into the national curricula at all levels of education, including informal education programmes;
- Climate change and the climate change-tourism interaction must be developed and made accessible to all stakeholders within the tourism sector;
- A national needs assessment exercise for capacity building around CCC within the tourism and related sectors must be conducted to develop a capacity-building programme.

5.3.2. Knowledge management:

A data management strategy must be developed to ensure the more systematic and beneficial use of climate change impacts, mitigation, vulnerability and adaptation data pertaining to tourism; this would facilitate more informed decision-making around climate change mitigation and adaptation within the sector.

5.3.3. Scientific research and innovation:

- There must be increased support for scientific research in CCC within the country in general and in relation to tourism specifically;

- This must be coupled with efforts to enhance the role of researchers and scientists in the climate change policy-making process.

5.4. Financial resources:

- While resource mobilisation in relation to implementing the strategy has already been discussed in detail, mobilising financial resources is dependant on first mapping all available financial resources available for climate change mitigation and adaptation activities within government, regionally and globally;
- Exploring opportunities for accessing finances from international sources also represents a priority;
- Where financial resources are available within the country, these should be channelled into areas of direct connection with CCC, specifically within the tourism sector.

5.5. Policy Mainstreaming:

- There is a need to develop a coordinated policy approach for CCC that integrates the key national plans, programmes, policies, strategies and guidelines relating to climate change and/or tourism in SA (see Table 12);
- The objectives related to CCC, education and awareness embodied in the National Climate Change Response Policy White Paper (NCCRP) must be activated.

5.6. Encouraging buy-in:

Given that the SATCCCS is a novel initiative and CCC is not a prioritised area of intervention in terms of the country's climate change response, **it is important to encourage uptake and buy-in from stakeholders within the tourism sector**. Stakeholder engagement gave rise to a variety of suggestions on how this can be achieved (Table 12), which included the provision of incentives for those tourism stakeholders adopting more sustainable practices, increased government support through the provision of resources, establishing and / or leveraging existing climate change-related grading systems for the sector. Other suggestions centred around effective and continuous communication to build awareness and reduce misinformation around climate change within the sector. In this regard, there were suggestions that the language used in the SATCCCS be selective and simple but also deliberate to facilitate the required behavioural shifts.

Most important were the views that the SATCCCS must be responsive to the needs and contexts of stakeholders within the tourism sector for them to see value in it. The issues of language and culture and how these need to be considered when developing the messaging in the SATCCCS featured prominently in stakeholder engagements. There is also a growing movement in research and scientific spaces around bridging the gap between scientific writing and public consumption (Knowles and Scott, 2021). The call for a more simplified and culturally sensitive climate change language by many participants is no surprise, especially since most reports and publications on climate change are technical reports laden with scientific jargon. Given the local and international tourist diversity, there is a need to examine different communication styles and language used within and outside the sector in SA when developing any awareness materials.

Simply raising awareness around the links between climate change and tourism and exposure to climate-responsive efforts / activities and technologies within the tourism sector could encourage its stakeholders to see value in communicating about climate change, and hence drive the implementation of the SATCCCS. For example, showcasing and rewarding businesses and tourists who choose sustainable and climate-responsive practices in a public/visual manner can be useful. In this regard, a grading system (or leveraging of existing systems) that is based on a level of sustainability can be positive on multiple levels: enhancing tourist experiences; promoting sector level commitment towards climate action; specific climate change training interventions for specific employees in the tourist sector. The call for rewards, rebates and tax incentives for climate action by the stakeholders engaged are underpinned by the motivations mentioned above. In this regard, we see the need to increase the visibility of and hence, stakeholder awareness around the Green Tourism Incentive Programme (GTIP; https://www.idc.co.za/green-tourism-incentive-programme/). Also, stakeholders emphasised the need for increased government support, communication and M&E around climate responsiveness and communication within the sector.

Table 12: Suggestions for encouraging stakeholder buy-in for the SATCCCS

Suggestions	Illustrative comments from stakeholders
Incentives	*-Incentivise climate action* *-Improving operational, procurement and supply chain efficiencies and footprints through incentives by government and consumers* *-Tax rebates to reward facilities that migrate towards more sustainable and climate change-driven systems* *-Recognition through awards for tourism businesses that operate sustainably* *-Target the incentives to the relevant groups e.g. give add-ons to tourists for participating in responsible tourism* *-Green Tourism Incentive, focusing on water & energy efficiency* *-Preferential tariffs for energy produced from renewable sources* *-Competitions with prizes/ discounts/ holiday add-ons, etc. for tourists that share their stories of responsible travel behaviour, travel experiences within SA* *-Incentivise staff to change their habits*
Publicity & marketing of eco-friendly facilities and practices	*-Creating platforms that promote value of the tourism sector* *-Recognition to those who take part in initiatives to raise awareness* *-Incentivise schools and tertiary institutions to galvanise the younger population* *-Making all stakeholders aware of the benefits* *-Start process of engagement and awareness through the various industry bodies* *-Recognition through awards for tourism businesses that operate sustainably* *-(Publicise/Advertise) Green technologies at places where tourists would regularly visit/stay*
Government support	*-Assistance for businesses through government provision of tools and resources (e.g. solar tools)* *-Local and national government to fund/ resource greener/climate-smart facilities* *-Funding for retrofitting facilities with water/energy-efficient technologies* *-Increase local government awareness and participation in tourism generating activities* *-Providing business and marketing support to tourism businesses that subscribe to sustainable practices* *-Support in terms of marketing and market exposure of most sustainable/ responsible tourism businesses*
Establish climate change-related grading systems	*-Grading in the tourism sector could have issues of climate change built into them* *-Through grading/rating facilities (e.g. blue drop and green drop grading)* *-What if we could market biodiversity credits? We have substantial biodiversity and infrastructure in place to manage and protect it* *-Maybe adding ecological infrastructure credits or payment for ecosystem services* *-'Green accreditation' (like badger friendly honey)* *-Acknowledgement certification towards employees/companies, etc.* *-Certification specifically for the tourism sector and climate change champions*
Effective & continuous climate change communication and awareness	*-Constantly communicating that climate change is already here and already impacting the tourism sector* *-Making the information/data to support claims available* *-Good information and appropriate actions for the local contexts is crucial*

Suggestions	Illustrative comments from stakeholders
	-Misinformation can be destructive so having a strategy grounded in science can be valuable *-Consistent and efficient dissemination of the message* *-Shock tactics through explicit and visual/graphic adverts to show the impacts of climate change* *-Day zero campaigns* *-Communicating the direct impacts of climate change* *-Constant press coverage and exposure*
Selective language (messaging) to prompt change	*-The use of language, e.g. not climate change but rather climate crisis* *-Messaging to support reduction of impacts through tourism* *-Messaging to tourism operators to change the way they do business to attract more tourists is important* *-The strategy must be action based* *-The tone used for delivering the message in the strategy is important* *-The strategy must not convey that there is no hope in terms of climate change but must express a message of urgency to correct or respond to the impacts*
Being responsive to needs	*-(Help sector) Stay 'marketable' and attractive as a tourism destination* *-The stakeholders do not need to be convinced that climate change is happening. They see the evidence. What they need is to make sense of what they are seeing. This can be done by tailoring knowledge products for them.*

6. CONCLUDING REMARKS

While this CCCS has been developed for the tourism sector specifically, it presents an opportunity to encourage a whole-of-government approach to mitigate, adapt to, and communicate aspects concerning climate change. The role of national government and tourism businesses in implementing the strategy was highlighted by stakeholders engaged. Diverse communication platforms were identified as being useful, and a target group-based, and possibly provincial approach, is suggested. The need to use the right language, select culturally sensitive and context-specific messages and deliver these using appropriate platforms is stressed. The need for the SATCCCS to touch citizens (tourism stakeholders) early in life either directly or indirectly (ensuring prior learning) was emphasised by stakeholders. It is hoped that the SATCCCS will inspire other sectors to buy-into and / or adapt the strategy based on their stakeholder- and environmentally-defined needs and goals around climate change mitigation and adaptation.

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8. APPENDICES

8.1. Appendix 1 - Review of existing national plans, programmes, policies, strategies and guidelines relating to climate change and/or tourism in South Africa

List of abbreviations

Abbreviation	Definition	Abbreviation	Definition	Abbreviation	Definition
AfDB	African Development Bank	GDP	Gross Domestic Product	RS	Regional Secretariats
CCC	Climate Change Communication	GEF	Global Environment Facility	SA	South Africa
CIDA	Canadian International Development Agency	GHG	Greenhouse Gas	SADC	Southern African Development Community
COVID-19	Coronavirus Disease 2019	IFAD	International Fund for Agricultural Development	SJRP	Jobs Resilience Plans
CSOs	Civil Society Organisations	IISD	International Institute for Sustainable Development	TIPS	Trade and Industrial Policy Strategies
DANIDA	Danish International Development Agency	JICA	Japan International Cooperation Agency	UN	United Nations
DAS	District Administrative Secretaries	LGAs	Local Government Authorities	UNDP	United Nations Development Programme
DEA	Department of Environmental Affairs	MDAs	Ministries, Departments and Agencies	UNEP	United Nations Environmental Programme
DEAT	Department of Environmental Affairs and Tourism	NAP	National Adaptation Plan	UNFCCC	United Nations Framework Convention on Climate Change
DED	District Executive Directors	NCCCAS	National Climate Change Communication and Advocacy Strategy	USAID	United States Agency for International Development
DFFE	Department of Forestry, Fisheries, and the Environment	NCCRP	National Climate Change Response Policy	WEF	World Economic Forum
DFID	Department for International Development	NCCRS	National Climate Change Response Strategy		
DT	Department of Tourism	NDT	National Department of Tourism		
EPA	Environmental Protection Agency	NEMC	National Environment Management Council		
EU	European Union	NGOs	Non-governmental Organisations		
FAO	Food and Agriculture Organization	PCCCC	Presidential Climate Change Coordinating Commission		
FDCs	Folk Development Colleges	RAS	Regional Administrative Secretaries		

Table A: Summary of key national plans, programmes, policies, strategies and guidelines relating to climate change and/or tourism in South Africa

Reference code	Name and leading department/organisation	Year	Lessons/key messages relating to tourism	Recommendations/actions
1A	National Responsible Tourism Development Guidelines for South Africa (DEAT)	2002	• Tourism can provide very good skills development opportunities for local communities. • Tourist enterprises attract domestic and international tourists and create opportunities for small entrepreneurs and economic linkages. • Domestic tourism plays an important part in the South African tourism sector and it is expected to continue to grow, as historically disadvantaged people become tourists and travellers themselves. • The greater the proportion of total tourism spending that stays in the local area, the stronger and more diverse the local economic base. • The development of complementary products will strengthen the local economy and local enterprises. • There is an increasing aspiration for fair trade in tourism in several of the international originating markets, part of a trend towards increasing demand for equitably traded products.	• Assess economic impacts as a pre-requisite to developing tourism. • Maximising local economic benefits - increasing linkages and reducing leakages. • Ensure communities are involved in and benefit from tourism. • Create equitable business. • Involve the local community in planning and decision-making. • Create a diverse tourism product and market a wider range of experiences, activities and services to tourists. • Assess social impacts as a prerequisite to developing tourism. • Maintain and encourage social and cultural diversity. • Be sensitive to the host culture. • Assess environmental impacts as a prerequisite to developing tourism. • Use local resources sustainably, avoid waste and over-consumption. • Maintain and encourage natural diversity.
1B	National Climate Change Response Green Paper (DEA)	2010	• Tourism is one of the largest industries in the world. • The global tourism industry has shown significant growth in the last three decades. • In SA, there has been strong growth within the tourism sector. • Tourism is a job creation sector and plays a vital role in SA's job market. • Tourists rate the country's natural scenic beauty highest in tourist satisfaction and this is seen as an economic driver. • Tourism is not just a potential victim of climate change, it also contributes to the causes of climate change. • Tourism is considered to be a highly climate-sensitive economic sector similar to agriculture, insurance, energy, and transportation. Impacts in the tourism sector as a result of climate change are likely to manifest in the following ways: • Environmental resources and conditions such as wildlife, coastal areas, heritage sites, scenic beauty and properly functioning ecosystems are critical for tourism growth and development. • Climate-induced environmental changes will have profound effects on the tourism sector at the local and regional destination level. • Changes in water availability, biodiversity loss, reduced landscape aesthetic, altered agricultural production (e.g. food and wine tourism), increased natural hazards, coastal	In response to the current and future challenges, SA will: • Mainstream climate change in tourism planning, policy, and development. • Build climate resilience and adaptive capacity of tourist attractions/ destinations and encourage green tourism infrastructure investment. • Promote domestic tourism in order to counteract a decline/shift in international travel that may follow the implementation of transport mitigation policies in other countries. • Encourage both domestic and international visitors to participate in the protection and conservation of SA'S natural environment and to enjoy a responsible travel experience. • Promote research, capacity building and awareness in the tourism sector. • Support the establishment of energy efficiency programmes and the introduction of renewable energy into the tourism sector.

Reference code	Name and leading department/organisation	Year	Lessons/key messages relating to tourism	Recommendations/actions
			erosion and inundation, damage to infrastructure and the increasing incidence of vector-borne diseases will all negatively impact tourism to varying degrees. • National or international climate change mitigation policies may have impacts for biodiversity tourism in SA, because they may lead to changes in tourist mobility and flows. International measures, such as the EU Directive on Aviation, and efforts to promote low carbon tourism destinations pose a significant risk to SA's tourism industry. SA is a carbon-intensive destination, and relies extensively on long-haul flights from key international tourism markets. • The hospitality industry is a large consumer of energy and other resources. It has a large potential contribution to energy efficiency and other efficient resource usage initiatives.	• Establish programmes that will allow tourists to offset the emissions generated through their travel to and within, SA.
1C	South African National Standard Responsible Tourism Requirements (NDT)	2011	• Responsible tourism reduces the impact of climate change and involves proactive approaches and sustainable solutions.	Recommendations for responsible tourism: • Use local resources in a sustainable manner. • Market tourism that is responsible; respects local, natural and cultural environment. • Monitor the impact of tourism and ensure full disclosure of information. • Encourage sustainable operations and management.
1D	Final National Tourism and Climate Change Response Programme and Action Plan (DT)	2012	• The tourism sector is vulnerable to the impacts of climate change. The impact on infrastructure and the environment can affect the economy and society (livelihoods). • Climate change impacts the length and quality of tourism seasons. • It also influences environmental conditions that both attract and deter visitors. • Spread of disease, lack of water and reduced biodiversity all reduce the appeal of tourist destinations. • Climate change impacts the ability to achieve cultural preservation and environmental conservation. • Areas most vulnerable are those whose main source of income is based on tourism.	• There is a need for short to medium-term actions to inform industry on implementing response measures. • Long-term policy response plans are also required. • Address GHG emissions from transportation sector (national and international) through mitigation policies. • Climate change awareness needs to increase and improve access to data, and outreach programmes for businesses to access information to communicate to industry. • Highlight most vulnerable tourist attractions to implement response action plan (build resilience/adaptive capacity).
1E	National Development Plan (NDP) 2030 (South African National Government)	2012	• Policy needs to respond quickly and effectively to mitigate the impacts of climate change. • Establishment of an independent climate change centre in partnership with academic and other appropriate institutions is important. • By 2030 an economy-wide carbon price/tax should be entrenched. • Zero-emission building standards by 2030. • Absolute reductions in the total volume of waste disposed to landfill each year must be achieved. • Improved disaster preparedness for extreme climate events is essential.	• Involve rural communities as a key stakeholder. • Tourist destinations to put in place adaptation plans to address the impact of climate change. • All sectors, including tourism, must contribute. • Tourism sector to adopt mitigation measures (energy and transport efficiencies) to reduce GHG emissions. • Review the potential impact of carbon price/tax on the tourism sector. • Implement mitigation plans to reduce GHG emissions. • New tourist developments must incorporate zero-emissions principles. • Tourist sector to develop and implement waste management plans. • Develop robust disaster management plans for all vulnerable tourist sites to manage extreme events.

Reference code	Name and leading department/organisation	Year	Lessons/key messages relating to tourism	Recommendations/actions
1F	National Climate Change Response White Paper (South African National Government)	2012	• Amongst a range of environmental constraints that are of necessity playing an increasing role in social development planning, climate change represents the most urgent and far-reaching challenge of our time. • While every country will have to develop its own adaptive responses to the effects of climate change, mitigating climate change to ensure the disruption caused to human and natural systems is within manageable parameters can only arise out of a global response. • The current plan represents the first iteration of SA's ongoing efforts to adapt to climate change and contribute to the global mitigation effort. • Realising this commitment will require sustained effort and cooperation from all spheres of government, the private sector and civil society formations, and ultimately will depend on decisions by individual citizens to embrace climate-friendly lifestyles and habits.	• SA will aim to effectively manage inevitable climate change impacts through interventions that build and sustain SA's social, economic and environmental resilience and emergency response capacity. • SA will aim to make a fair contribution to the global effort to stabilise GHG concentrations in the atmosphere at a level that avoids dangerous anthropogenic interference with the climate system within a timeframe that enables economic, social and environmental development to proceed in a sustainable manner. In order to achieve this, the following recommendations must be followed: • Employing a wide range of different types of adaptation and mitigation approaches, policies, measures, programmes, interventions and actions. • Prioritising climate change responses that have both significant mitigation and adaptation benefits and that also have significant economic growth, job creation, public health, risk management and poverty alleviation benefits. • Implementing policies and measures to address climate change at a "scale of economy" that enables and supports the required level of innovation, sector and skills development, finance and investment flows needed to reap the full benefit of a transition to a lower-carbon, efficient, job-creating, equitable and competitive economy. • Recognising that this policy has not been developed in a vacuum and many sectors have already researched and have experience in implementing policies and measures to address the challenges of climate change. • Implementing a balanced approach to both climate change mitigation and adaptation responses in terms of cost-benefit, prioritisation, focus, action and resource allocation. • Providing for the integration of sector-related climate change responses into the relevant sector planning processes and their developmental policies and measures.
1G	Domestic Tourism Growth Strategy (NDT)	2012 - 2020	• The most common activities for holiday travellers were shopping, social activities, visiting natural attractions and beaches as well as nightlife. • Most South Africans have not had an opportunity to travel in SA. • There is a lack of a travel culture amongst South Africans, especially amongst the previously disadvantaged communities as a result of limited marketing and information provision to all segments of SA's population. • There is limited product development and diversification, cognisant of geographical spread and seasonality.	• Increase domestic tourism revenue. • Increase domestic tourism volume. • Improve measures and efforts aimed at addressing seasonality and equitable geographical spread. • Develop a culture of travel and tourism among South Africans.

Reference code	Name and leading department/organisation	Year	Lessons/key messages relating to tourism	Recommendations/actions
			• Tourism is subject to a range of global influences and events that can impact on its sustainability. While these external factors occur outside the sector's direct control, they can present strengths, weaknesses, opportunities and threats for growth and development as well as stimulate strategic responses to counter possible threats.	
1H	Climate Change Mitigation Policy Mainstreaming (DEA)	2014	• The success of policy documents in bringing about climate change mitigation stems from both the actions that they propose and how well these actions have been designed. • The policy gap analysis has shown that there are large variations in the extent to which policy documents are aligned with the NCCRP mitigation principles within sectors. • Policy documents that deal with issues that overlap with mitigation (like energy production or use) are typically more closely aligned to the NCCRP mitigation principles than more general documents.	• Given the relative lack of implementation plans, and the fact that mitigation elements contained in implementation plans are typically better designed than those in higher level policy documents or strategy, the emphasis should be on ensuring that detailed implementation plans are developed in all sectors to guide the roll-out of mitigation elements. • Given the important role of regulations in guiding the actual implementation of actions, ensuring that mitigation elements are included in regulations, and that the elements that are included are designed in a way that maximises the probability that they can be implemented successfully, should also be a priority.
1I	Climate Change Adaptation Plans for South African Biomes (DEA)	2015	• SA is world-renowned for exceptionally high levels of biodiversity. • Biodiversity itself comprises a key resource in adapting to climate change in the form of ecosystem-based adaptation. • With appropriate responses, climate change need not always be detrimental, and proactive responses can exploit opportunities for both the protection of biodiversity as well as development. • Over the medium- to long- term there is great potential to adapt to climate change through mainstreaming adaptation in core activities and programmes within each of the biomes. • Traditional conservation strategies that focus on, for example, increasing connectivity between patches of protected land, although invaluable may not be sufficient to curb the impacts of climate change, necessitating more strategic approaches. • Evidence-based information at the local scale on the impacts of climate change is essential to guide land-use management and policy decisions. • Some of the local scale information does not conform to the impacts projected by climate envelope modelling. • Exactly how climate-driven changes are likely to manifest themselves in the context of the complex range of land-use activities at the local scale remains unclear.	• Achieve multiple benefits to adaptation, biodiversity conservation and appropriate and effective response to climate change. • Key priorities need to be cognizant of existing better and best practice, and to be, as far as possible, transferable, without losing local context and uniqueness. • Education, outreach and extension are needed for improved conservation of the desert biome. • Evidence-based approaches with locally relevant case studies will help support and promote policy recommendations. Best practices that must be undertaken in ecosystem-based adaptation are as follows: • Involvement of key stakeholders in integrated and adaptive planning and implementation; • Focusing on the development of adaptation measures that are locally contextualised; • Linking to national, provincial and local scale 'enabling' frameworks; • Considering adaptation within the broader landscape; • Ensuring safeguarding against risks and costs; • Making financial sustainability a key consideration from the start; • Development of monitoring and evaluation; • Tracking of cost-effectiveness and resilience outcomes; and,

Reference code	Name and leading department/organisation	Year	Lessons/key messages relating to tourism	Recommendations/actions
				• Establishment of learning networks and communities of practice.
1J	National Tourism Sector Strategy (DT)	2016 - 2026	• Tourism is recognised for its immense potential and its significant contribution to the economy. • Emphasis is placed on increasing the number of tourists entering SA and the amount spent; the availability of tourism infrastructure; positioning SA as a regional shopping and business centre; and ease of access by air and travel facilitation through favourable visa regimes. • International trends clearly show that technology has significantly altered how travel products and services are procured and consumed, with consequences for conventional/traditional operators within the tourism value chain, particularly accommodation and transport providers. • The South African tourism economy is one of the best performing economic sectors in SA. It has the potential to increase jobs, and foreign exchange earnings in the short, medium and long term. • Tourism is a complex industry that involves a wide range of stakeholders and businesses working together at different levels to provide a service for individuals or a group of people travelling away from home for purposes of either leisure or business. • Tourism is fundamentally a collaborative endeavour for destination businesses in the sense that tourists experience a destination in its entirety and the success of their experience depends on all parts of the value chain working together seamlessly.	• There needs to be effective marketing, a coherent approach to promote SA to become a top-of-mind destination. • Facilitate ease of access through seamless travel facilitation and access to participate in tourism. • The visitor experience needs to improve by providing quality visitor experiences for tourists (both domestic and international) to achieve customer satisfaction and inspire repeat visitation. • Destination management must be a priority in order to provide for sustainable development and management of the tourism sector. • Promote the empowerment of previously marginalised enterprises and rural communities to ensure inclusive growth of the sector.
1K	The Green Tourism Incentive Programme (DT)	2017	• Private sector tourism enterprises in SA need to move towards the sustainable management of water and energy resources whilst adhering to responsible tourism practices.	• Encourage and assist privately-owned tourism enterprises to adopt responsible tourism practices through installing solutions to reduce their energy and water consumption and costs. • Focus is on sustainable energy and water efficiency solutions.
1L	National Grading System for Tourism (DT)	2018	• As the tourism industry is competing globally, the grading system ensures SA's international competitiveness as a tourism destination of choice. • The grading system also ensures that SA accommodation that is benchmarked for global competitiveness is of high quality and standard. • The Tourism Grading Council of SA wants to increase the number of graded establishments to ensure quality standards are adhered to by all establishments in SA. • The system needs to be updated to ensure that grading criteria are continuously in-line with international standards.	• Implementation of the new grading criteria to conform to international standards. • Graded properties in SA must benefit as they will have a competitive advantage over ungraded properties. • The implementation of new grading criteria will conform with the emerging accommodation forms.
1M	National Employment Vulnerability Assessment: Analysis of potential climate change related impacts and vulnerable groups	2019	• Tourism is not a category in the standard industrial classification, this means that there is generally less data, and less reliable data, on the tourism value chain than other industries. • The impact of climate change and efforts to mitigate it on tourism for SA relate to both supply and demand for tourism services. • Efforts to limit emissions from long-distance travel especially by air could affect both international and domestic travel.	• The report contributes to the Sector Jobs Resilience Plan (SJRP) for the SA tourism sector by indicating both where developments warrant a programmatic response, and the needs of vulnerable groups as they seek a viable adjustment. • Milestones within the SJRP will build on this information to identify viable and effective programmes to mitigate the

Reference code	Name and leading department/organisation	Year	Lessons/key messages relating to tourism	Recommendations/actions
			• Statistics SA estimates total employment from tourism in SA at around 700 000, or 4,5% of all jobs in the country (2017). • Tourism contributed just under 3% of the GDP (2017). • Nature-based tourism is vital to SA's tourism profile. • According to Statistics SA, the bulk of tourism spending in the country goes to road and air transport, followed by accommodation and food. • The impact of climate change and efforts to mitigate it on tourism for SA relate to both supply and demand for tourism services. • Nature-based tourism is understood to be the main attraction for travellers in SA. • Natural attractions may be affected by drought or more violent rain, and in the case of the beaches by rising sea levels. • Biodiversity is particularly threatened by climate change. • Cape Town has seen a marked reduction in tourism as a result of the drought in 2016/7. Rising seas could change the shape of Robben Island and the Victoria and Albert Waterfront, while droughts and rising temperatures threaten the wine estates. • On the demand side, long-distance travel is likely to become more expensive as efforts to mitigate climate change intensify. • Issues around air travel will have the greatest effects on long-haul, overseas (mostly European, American and Asian) tourism to SA.	impacts of the climate crisis on employment for the tourism value. • A core focus of the SJRPs will be to anticipate and improve responses to changing conditions rather than providing fixed plans.
1N	National Climate Change Adaption Strategy (DFFE)	2020	• SA is experiencing significant effects of climate change. These include rising temperatures and extreme weather events. • Climate change also threatens water resources, food security, health, infrastructure, ecosystem services and biodiversity, and other sectors of the economy.	• Build climate resilience and adaptive capacity to respond to climate change risk and vulnerability. • Promote the integration of climate change adaptation response into development objectives, policy, planning and implementation. • Improve understanding of climate change impacts and capacity to respond to these impacts. • Ensure resources and systems are in place to enable implementation of climate change responses.
1O	Sector Jobs Resilience Plan - Tourism Value Chain (TIPS)	2020	• A Jobs Resilience Plan is needed for the tourism value chain because climate change related impacts will likely have a significant impact on it. In particular, there may be a turn away from long-distance travel, while environmental tourism sites will suffer as a result of greater heat, droughts and floods. • A downturn in tourism would have a severe impact on low-income workers, small businesses and communities that depend on it for their jobs and livelihoods. It is, however, a challenge to identify these groups because the statistical system does not distinguish tourism as a separate industry (i.e. data is not disaggregated). • Tourism is not a category in the standard industrial classification, which means that there is generally less data, and less reliable data, on the value chain than other industries. • The impact of climate change and efforts to mitigate it on tourism for SA relate both to supply-side effects, as the changing environment affects nature-based tourism sites and, in the Western Cape, accommodation capacity, and to reduced demand for long-distance travel as measures to limit emissions take hold. • Virtually all industry analysts list nature-based tourism as the main attraction for travellers in SA, ranging from game parks to beaches, the Cape Winelands, Table Mountain, and the	• Mobilising implementation capacity by establishing a structure to drive implementation of the SJRP for tourism. • Technological adjustment aimed at protecting environmental attractions as far as possible. • Make it easier to offset or reduce emissions from air travel. • Diversification of local economies by identifying communities that depend on tourism as the basis for assisting in diversification. • Establish measures to support workers in tourism who lose their work due to climate change-related impacts.

Reference code	Name and leading department/organisation	Year	Lessons/key messages relating to tourism	Recommendations/actions
			Drakensberg mountains. The only attractions in the top 10 cited by SA tourism that do not depend on natural beauty are Johannesburg and Soweto. • The diffusion of tourism employment across a range of industries defined in the standard statistical categories makes it difficult to identify all of the vulnerable groups and communities in the value chain.	
1P	Tourism Adaptation Project: Implementation Plan for the Tourism National Climate Change Risk and Vulnerability Study Draft (DEFF)	2020	• Tourism assists in poverty reduction and economic growth, thus making the tourism sector an important contributor to the SA economy. • SA is expected to become drier as a result of higher temperatures and declining rainfall volumes. At the same time, rainfall is projected to become increasingly variable, resulting in prolonged periods of drought interspersed by severe wet periods and extreme weather events. • For the tourism sector, the resulting threats from climate change are diverse, direct and indirect impacts such as more extreme weather events, increasing insurance costs and safety concerns, as well as water shortages, biodiversity loss and damage to assets and attractions at destinations, among others. • Continued climate-driven degradation to cultural and natural heritage will negatively affect the tourism sector, reduce the attractiveness of destinations and lessen economic opportunities for local communities. • Education and training are important for climate change adaptation in the tourism sector because weather and climate influence tourism decision-making and destination management.	• Achieve a high level of climate change education and awareness across the DoT to create a common understanding of the impacts of climate change on tourism and the importance of adaptation-appropriate measures. • Enable the tourism industry to acquire the knowledge and awareness, skills, values and attitudes essential in understanding the impacts of climate change on tourism facilities and in addressing and developing effective climate change responses. • Enable the communities within which tourism facilities operate to acquire the knowledge and awareness, skills, values and attitudes essential in understanding the impacts of climate change on communities and in addressing and developing effective climate change responses. • Achieve a high level of awareness of biodiversity and conservation issues at government, tourism site and community levels to support long term sustainable tourism and land use management. • Promote ecosystem conservation, restoration, and protection. • Reduce the risks associated with increased frequencies and intensities of weather extremes to tourism. • Enhance visitor management. • Increase water security across the South African tourism industry. • Increase energy security across the South African tourism industry. • Improve and maintain existing physical infrastructure. • Improve the waste management at tourism facilities and in communities within which tourism sites operate. • Promote visitor comfort and a safe working environment for employees. • Secure the tourism sector's value chain from climate change impacts and risks. • Ensure adequate succession planning.
1Q	Green Economy Policy Review of South Africa's Industrial Policy	2020	• Key green economy objectives in SA's 2018 Industrial Policy Action Plan are important. • Policy implications and recommendations must be reflected in all development. • PCCCC will make efforts to coordinate climate change issues at the strategic level.	• Tourism to be considered as one of the key value chains in the CCC strategy. • Develop systematic resilience plans for the tourism sector to cope with extreme events.

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	Framework (TIPS)			• Include PCCCC as a stakeholder.
1R	National Department of Tourism Strategic Plan (DT)	2020/21 - 2024/25	• The tourism environment is strongly influenced and affected by many factors due to its complex and systemic nature. • The tourism sector is characterised by high labour intensity and offers great growth opportunities that are critical to addressing the challenges of unemployment, inequality and poverty.	• Increase the number of international tourist arrivals in SA. • Increase in the number of domestic holiday trips undertaken. • Increase public, private and foreign direct capital investment in the tourism sector. • Increase the number of jobs supported by the tourism sector. • Increase the direct and total contribution of tourism to national GDP. • Improve ratings in the WEF Travel and Tourism Competitiveness Index. • Increase the direct and total contribution of tourism to national GDP. • Increase diversification of SA's product offering. • Improve transformation levels in the tourism sector. • High standards of professional ethics should be promoted and maintained.
1S	Tourism Sector Recovery Plan - Covid-19 Response (DT)	2021	• Tourism is a vital contributor to the South African economy. • The COVID-19 pandemic introduced an unprecedented crisis to the global economy. • Tourism was one of the first economic sectors to be deeply impacted by the pandemic with measures to contain its spread, including restrictions on movement. • Historically, the tourism sector has demonstrated resilience through global financial meltdowns and health pandemics. However, the scale and depth of the disruption caused by the COVID-19 health and economic crisis suggest that the road to tourism recovery will be long and highly uncertain.	• Implement norms and standards for safe operation across the tourism value chain to enable safe travel and rebuild traveller confidence. • Stimulate domestic demand through targeted initiatives and campaigns. • Strengthen the supply-side through resource mobilisation and investment facilitation. • Support the protection of core tourism infrastructure and assets. • Execute a global marketing programme to reignite international demand. • Regional tourism integration. • Review the tourism policy to provide enhanced support for sector growth and development.

Table B: Summary of contents and features within examples of existing communication strategies

Ref code	Title, location and publication year	Stakeholders engaged	Purpose and desired outcomes	Key themes (in bold, where provided) and messages relevant to strategy being developed	Modes of communication	Audience	Key influencers
2A	The Republic of Zambia national climate change communication and advocacy strategy (NCCCAS) (2011)	• Media houses (print and electronic) • Government departments • Private sector • Environment and climate change experts • Community and special interest groups • Farmers • Community leaders • Donor agencies • Households • Education and training institutions and CSOs	**Purpose:** • To ensure that all key stakeholders, including members of the public, are engaged and empowered to participate in all programmes and interventions designed to support them to respond to the challenges posed by climate change. The goal of the NCCCAS is therefore to create a sustainable, effective and well coordinated national climate change response strategy that addresses both the causes and effects of climate change in Zambia. **Desired outcomes:** • Increase awareness knowledge and appreciation of climate change, both mitigation and adaptation, to support understanding and attitudinal change among the public and target stakeholders across the country. • Enhance the capacity of the media, scientists, researchers, government departments and other organisations involved in climate change to effectively engage and disseminate climate change information. • Create platforms for effective engagement, information sharing and networking among and between key	• **Environmental sustainability:** All measures in this strategy will respect the accepted values of environmental sustainability. • **Popular Participation:** Enhance participation and utilisation of all potential key stakeholders and sectors in climate change, at all levels. • Be integrated with other relevant interventions across other sectors and players - Government departments, NGOs, private sector, communities, etc., in-country and across SADC, as well as the frameworks of regional and international conventions and initiatives and the NCCRS for long-term sustainability. • **Collective interest:** Promote and galvanise individual, community and national interest and actions relating to climate change. • **Accountability:** Facilitate feedback from citizens and stakeholders to assess the efficacy of climate change-related policies and measures. • **Sector Integration:** Integrate climate change throughout the fabric of society in the country, including the education system to ensure	• Television - national, regional and international • Radio – national and community • Newspapers • Press releases • Magazines • Posters and billboards • Field days and demonstrations • Resource centres (on and off-line) and multi-purpose community communication centres (tele-centres) • Brochures, leaflets/flyers ('small media') • ICTs and social networking • Fact sheets and issue papers	• Peri-urban and urban (elite) viewers - policymakers, cooperating partners, elite farmers, communities • Rural and peri-urban communities, extension personnel and policymakers • NGO networks, policymakers, cooperating partners, extension staff, scientists, conferences, farmers and the general public • Local (and rural) communities, community radio stations, local extension staff, local government departments, etc. • Media, CSOs, urban and rural communities, churches, government ministries, farmers and farmer	• UNDP • Panos Institute Southern Africa • UNFCCC • Government of the Republic of Zambia

Ref code	Title, location and publication year	Stakeholders engaged	Purpose and desired outcomes	Key themes (in bold, where provided) and messages relevant to strategy being developed	Modes of communication	Audience	Key influencers
			stakeholders and communities for decision-making processes and policy formulation. • Advocate for the harmonisation and effective implementation of existing climate change-related policies as well as formulation of new ones, where necessary. • Advocate for the domestication and implementation of international and regional climate change laws and protocols. • Advocate for the prioritisation of climate change on the national development agenda.	that climate change is cross-cutting in all sectors. • **Media friendly:** The NCCCAS will tap into innovative, interactive and alternative media/channels for different stakeholders and audiences to extend coverage of the messages and ensure maximum impact. • **Measurability:** All measures included in the NCCCAS will be easily monitored and evaluated.		organisations, agro-dealers and agents, cooperating partners and UN agencies • Researchers, scientists and extension officers • International leaders, governments and the corporate world	
2B	The United Republic of Tanzania national climate change communication strategy (2012-2017)	• National Task Force • Ministries, Departments and agencies including the Ministry of Agriculture, Food Security and Cooperatives; Ministry of Community Development, Gender and Children; Ministry of Education and Vocational Training; National Environment Management Council (NEMC); and Tanzania Meteorological Agency.	**Purpose:** • Ensuring learning and raising awareness of the community at all levels on how to adapt to the impacts of climate change. Strategically facilitate sharing of best practices on climate change in the country as well as to prepare the nation, region, district, village and community to take appropriate measures on adaptation and participate in mitigation in the context of sustainable development**.** **Desired outcomes:** • To raise the level of awareness of the community at all levels on the opportunities and threats brought by climate change.	• **General knowledge on climate change:** Its causes and impacts, vulnerability, adaptation and mitigation strategies, as well as associated opportunities. • **Adaptation:** Impacts of climate change on agriculture and food security, livestock, forestry, water, fisheries, coastal and marine environments, human health, wildlife, industry, energy, infrastructure and human settlements, tourism, land use. • **Climate change research:** Adaptation and mitigation options.	• Electronic media • Print media • Social media • Community information centres, outreach and fora/platforms • Meetings and social gatherings • Drama, song and dance • Key events and opportunities	• **International:** UNFCCC, UNEP, UNDP, FAO, IFAD, AfDB, GEF, Embassies and their related development organs such as DANIDA, DFID, JICA, CIDA, and other international organs • **National:** ministers, parliamentarians, permanent secretaries, commissioners, directors, heads of agencies and independent	• MDAs • RS • LGAs • Ward, village and community • Media, private sector and CSOs • Academic and research institutions

Ref code	Title, location and publication year	Stakeholders engaged	Purpose and desired outcomes	Key themes (in bold, where provided) and messages relevant to strategy being developed	Modes of communication	Audience	Key influencers
		• National Steering Committee of the Africa Adaptation Programme. • Government of Japan. • Africa Adaptation Programme. • UNDP	• To enhance the capacity of the community for designing and taking appropriate measures on climate change adaptation. • To enable the community to benefit from climate change mitigation in the context of sustainable development. • To enable the community share best practices and lessons learned from adaptation and mitigation to climate change. • To better coordinate the various information flows and information networks amongst the various stakeholders, to better address adaptation needs and participate in mitigation opportunities for the benefit of the country. • To forge well-informed partnerships and networks, to ensure a win-win situation amongst the private sector, academia, research institutions, government organs and other actors within and outside the country. • To equip Tanzanians, other climate change actors and decision-makers engaged at the technical and policy level with timely and relevant information they can use in making informed decisions and choices.	• **Climate change financing:** climate change funding options, bilateral climate change finance, multilateral climate change finance, carbon trading and financing. • International NGOs. • Loans (for climate change mitigation projects) and grants. • Corporate social responsibility. • Regional and national climate change funds. • Impacts of climate change on gender and vulnerable groups		departments, researchers, academicians, private institutions and entities, university students and other members of higher learning institutions, technical officers, national level CSOs, FDCs, vocational training centres, development partners, trade unions, media, and the general public • **Regional:** regional commissioners, RAS, RAS office technical staff, regional level CSOs; and media • **District:** district commissioners, councillors, DAS, DED, LGA technical staff, district level CSOs, and media • **Wards:** ward executive officers, ward technical staff, religious leader, community	

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						leaders, ward level CSOs, media, community members, secondary and primary school pupils • **Village:** village executive officers, religious leaders, village leaders, community members, village level CSOs	
2C	The Republic of Macedonia climate change communication strategy and action plan (2013)	• Government • Public institutions • Industry • NGOs • Journalists	**Purpose:** • To enhance outreach and applied research and improve awareness of and engage stakeholders on climate change issues at a local and national level. The strategy contains a communication framework that can be used to express strategic principles and actions to bring about positive change in the Republic of Macedonia. **Desired outcomes:** • Implementation of actions within the strategy to share knowledge and create awareness on the impact of and vulnerability to climate change and as a result reduce the impacts within the city, workplace or at a household level. This should encourage a proactive attitude to mainstreaming climate change considerations.	**Climate change mitigation:** • Energy, shift towards energy saving/efficient appliances (retrofitting buildings with energy-efficient appliances), consideration of renewable energy sources, changing behaviour to reducing the usage. • Waste, promotion of recycling at various levels, limiting the use of single-use plastics, and reducing emissions. • Transport, reducing carbon emissions (public and private) e.g. electric vehicles/carpooling. **Climate change impacts, vulnerability and adaptation:** • Flooding, creating awareness and sharing information of unavoidable scenarios especially in high risk areas. • Water security, encourage actions (state level, municipal level and household level action needed) that will	• Workshops • Social media (Twitter, Facebook etc.) • WIKI websites • Blogs • Video clips (YouTube) • Public awareness campaigns • Publication and electronic print • Competitions, awards and prizes for businesses /schools implementing action • Climate change training	• **State:** Mayors, deputies, advisors, planners, procurement officers • **Workplace:** Executives, business and resource managers, division heads • **Household:** present and prospective household heads	• Chamber of Commerce • Journalists, media/press • Municipalities

Ref code	Title, location and publication year	Stakeholders engaged	Purpose and desired outcomes	Key themes (in bold, where provided) and messages relevant to strategy being developed	Modes of communication	Audience	Key influencers
				improve the availability of resources. • Extreme weather, share information on other extreme weather such as heat waves, cold spells, floods, etc. and what the health and safety implications are. • Ecological changes, highlight current actions impact on nature and the loss of revenue as a result. Impacts to tree growth, habitat for animals etc.			
2D	Climate change communications and engagement strategy for the national Wildlife Refuge system, United States (2014)	• Refuge staff • Friends of the organizations • Volunteers • Visitors • Vision scientific excellence implementation team, • Local, state, tribal, national, and international partners in the public and private sectors • Everyday citizens	**Purpose:** The primary goal is to develop a system wide climate change communication strategy to engage/empower staff, volunteers, visitors and others on climate change and its impact on the Refuge. The strategy can be seen as a stepping stone for people to actively participate in climate change adaptation and mitigation activities to ensure a future for fish, wildlife and plants. **Desired outcomes:** Development of a Climate Change Implementation Plan, including adaptation, mitigation and engagement strategies for the Refuge. Ultimately, the desired outcome is to raise public and partner awareness that climate change is real, that it's happening and will continue to into the future dramatically impacting wildlife	• **Place-based communication:** its use is critical in engaging people around climate change impacts. It is based on the premise that people are connected to a place or have a bond with/value a landscape. Often people will hold onto the lessons learned from the area and adopt responsible behaviour that can bring about change. • **Mitigation:** encourage/inspire public and private sectors to take collective action to reduce their carbon footprint • **Adaptation:** address current impacts of climate change and the key stressors on fish, wildlife and habitats within the Refuge. • **Education:** mobilise, equip, educate and multiply the number of 'climate change Ambassadors' that are able to effectively communicate climate change impacts with other audiences and facilitate	• Climate change Ambassadors program • Training workshops • Training material (modules) • Platforms to share/engage case study outputs • Educational materials for specific audiences • Brochures • Leaflets • Videos • Colouring books • Signs/posters • Displays • Social media communications. • Excel-based tool for calculating greenhouse gas emissions • Virtual scavenger hunts and virtual	**Internal Audiences** • Primary: refuge front-line communicators (PLs, Managers, Visitor Services staff), refuge secondary communicators (maintenance, admin, and other refuge staff). • Secondary: other service personnel. **External Audiences** • Primary: refuge volunteer and friends organizations, community partners. • Secondary: refuge visitors, local stakeholders, local schools	• Climate change ambassadors • Director of the refuge • Refuge manager

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			and their habitats if change doesn't occur.	mitigation and adaption practises. • **Influence:** impact of the 'climate change Ambassadors' should be seen in an increase of volunteers willing to actively participate in climate change planning activities. In addition, public behaviour should be swayed to reduce their carbon footprint and be willing to then educate the next generation.	field trips that incorporate climate change information • Blogs/directors message • Web page • Facebook • Twitter • Webinars	(classrooms), community Leaders.	
2E	Ugandan national climate change communication strategy (UNCCCS) (2017-2021)	• Ministry of Water and Environment Climate Change Department • Feed the Future Uganda Enabling Environment for Agriculture Activity • Ministry of Agriculture, Animal Industry and Fisheries • Ministry of Health • Ministry of Finance Planning, and Economic Development • Ministry of Local Government	**Purpose:** • The primary goal of the strategy is to establish a comprehensive hands-on plan for how to communicate climate change adaptation and mitigation issues to a heterogeneous national audience in a clear, concise and effective manner. The strategy is designed to mobilise action towards common climate change interests among the public, vulnerable communities and other stakeholders in Uganda. **Desired outcomes:** • Highly motivated target audience that is aware, interested, with positive attitudes, better behaviours, and good practices about climate change adaptation and mitigation. • The public, vulnerable communities and stakeholders motivated and desiring to act. • Target audiences easily accessing, utilising and	• **Agriculture:** Using land better increases yields, farm income and improves family life, understanding rainfall patterns and forecasts helps produce more and better quality products. • **Livestock:** Stop overgrazing, invest in modern livestock business, use communal land well, learn modern farming skills. • **Water:** Harvest rain water using locally efficient and affordable technologies, use water properly , e.g. drip irrigation, floods can be avoided through conservation of water catchment areas. • **Fisheries and Aquaculture:** Fish is wealth, learn to fish responsibly, stop water pollution, stop illegal fishing, invest in fish farming strategies (e.g. aquaculture). • **Reduced Emissions from Deforestation and Forest Degradation+ (REDD+):** Protect natural forests, restore natural forests, practice agro-forestry forest-based	• Word of mouth • Community and social events (meetings, public celebrations, exhibitions, fairs) • Television • Radio • Printed materials • Outdoor displays • Social media (WhatsApp, Facebook, etc.) • Mobile phone (call, SMS, help lines, applications) • Websites	**Primary:** • General public • Farmers • Fisher folk • Vulnerable communities • Women • Men • Youth • People with disabilities • School going children • Policymakers • Opinion leaders • Scientists, researchers • Civil servants • Business community **Secondary:** • Development partners (donors) • Media • Education institutions • Traditional leaders • Opinion leaders • Cultural leaders	• Development partners (donors) • Media and journalists • Leaders (traditional, opinion, cultural, civic, political and religious) • Service providers (civil society, civil servants, educators, trainers, academics, teachers, researchers, schools, institutes, and universities)

Ref code	Title, location and publication year	Stakeholders engaged	Purpose and desired outcomes	Key themes (in bold, where provided) and messages relevant to strategy being developed	Modes of communication	Audience	Key influencers
			sharing of climate information and products. • Better decision-making and improved practices among policymakers, local governments, farmers, and other end-users. • Proper feedback and learning among audiences. • Competent and trained communicators that reach out to end-users. • Strong institutional communication systems that are transparent, accountable and demand- and solution-driven.	enterprises, plant more trees, community participation, sustainable incentives for redd+, use fuel-saving stoves, stop bush burning. • **Wetlands:** Protect wetlands, restore wetlands, conserve birds and insects. • **Energy and its utilisation:** Stop using charcoal, protect lakes, use solar energy/devices, use biogas, use energy-saving stoves. • **Biodiversity and Ecosystem Services:** Protect mountain resources. • **Wildlife and tourism:** Protect wildlife, promote tourism, invest in eco-tourism.		• Law enforcement agencies	
2F	Communication strategy for delivering effective climate services, Europe (2019)	• Journalists • Social media influencers • Academics • Social scientists	**Purpose:** • To design a communication strategy for delivering effective climate services and provide a list of useful recommendations to allow climate services providers target intermediary users, end-users and stakeholders. • **Desired outcome:** Effective public engagement in order to change public views/ perceptions on climate change and its milestones.	• **Agriculture:** Develop enhanced services for the agricultural sector, communities and partner agencies, including climate services; encouraging development of a knowledge sharing interface between forecasters/scientists and the agricultural decision-makers; and supporting agrometeorological training at regional, national and local levels. • **Disaster risk reduction:** Develop and incorporate climate information and prediction into planning, policy and practice to build society's resilience. • **Health:** Heat-health actions plans and warning systems should be implemented during heat waves under the	• Newspapers • Websites • Telephone • E-mail • Workshops • Public hearings, audiences and consultations • Seminars, briefings • Facebook • Scientific journals, books • WhatsApp • Twitter • Printed materials • Newsletters • Video conferences • Instagram • Bulletins boards, posters • Podcasts	• Strategic groups of key sectors (agriculture, disaster risk reduction, energy, health, water, tourism, transportation, housing, infrastructure, industry, trade, insurances, etc.) • Tourism companies and associations • Managers of natural parks and protected areas • Climate brands designers • Destinations • Accommodation businesses	• Policy-makers responsible for taking climate informed decisions to improve social well-being and sustainability

Ref code	Title, location and publication year	Stakeholders engaged	Purpose and desired outcomes	Key themes (in bold, where provided) and messages relevant to strategy being developed	Modes of communication	Audience	Key influencers
				supervision of both medical and meteorological authorities in order to reduce morbidity among the most vulnerable population. • **Energy:** Climate Services should foster changes in the energy system in a sustainable way, reducing waste and pollution and contributing to emission mitigation of GHG. • **Tourism:** Climate affects tourism-related activities such as water quality, supply and uses; cooling and heating costs; pest management; exploitation capacity of environmental resources (wildlife in nature destinations); environmental conditions (weather and health-related). • **Water:** Access to both safe and clean drinking water and sanitation is worldwide recognised as a human right. Water management aspects include; general water balance; flood frequency estimation, plain zoning, forecasting, warning, management and control; structures etc.	• LinkedIn • Radio • Online Television • Scientific conferences • ResearchGate • YouTube • Science events • WhatsApp • Press conference • Webinars • Widgets • Online forums • Blogs • RSS • SMS • Mobile apps	• Outdoor activities planners • Low season closures calendars and schedules managers • Tourists	
2G	Sierra Leone's climate change communications strategy under the national adaptation plan, (2020)	• USAID: In-country National Adaptation Plan (NAP) Support Program • IISD • German Federal Ministry for	**Purpose:** • The communication strategy aims to provide short- and medium-term direction on how the Government can utilise information strategically and effectively to support the NAP process. The strategy draws from wide-ranging	• **Tourism:** Protect wildlife and promote tourism, preserve culture and protect the environment, stop littering on the beaches to promote tourism. • **Agriculture:** Timely planting gives better yields, get involved, stop deforestation,	• Television and radio • Printed materials • Outdoor displays • Social media • Community outreach and town hall meetings	• **Political leadership:** Offices of the President and Vice-President, cabinet ministers and members of Parliament.	• Parliament, MDAs • Local councils and traditional rulers • Development/donor partners • CSOs • Private sector • Media

Ref code	Title, location and publication year	Stakeholders engaged	Purpose and desired outcomes	Key themes (in bold, where provided) and messages relevant to strategy being developed	Modes of communication	Audience	Key influencers
		Economic Cooperation and Development • Government of Sierra Leone represented by the EPA of Sierra Leone	consultations with key government stakeholders, all over the country to make it a comprehensive and realistic guide that will support Sierra Leone's communication under the NAP. **Desired outcomes:** • Improve awareness and understanding of the Government of Sierra Leone's climate change adaptation initiatives and the NAP process through effective communication, education and training. • Promote an inclusive and participatory approach to adapting to climate change so that the Government of Sierra Leone can unite under a common vision and speak with one voice on the issue of addressing climate change impacts. • Generate support and political commitment among key decision-makers for the NAP process and for prioritising, managing and resourcing efforts to address climate change adaptation issues. • Persuade the general public and the private sector of the need for a significant and timely investment in climate change adaptation from both public and private sources within and outside of Sierra Leone. • Encourage Sierra Leoneans to collectively embark on activities to strengthen the	food security starts with seed security. • **Fisheries:** Fish is wealth, grow more fish, stop illegal fishing, stop water pollution. • **Water:** Water is life, use it wisely, clear waterways, harvest rainwater, avoid deforestation to protect water catchments. • **Works and Infrastructure:** Live in orderly settlements, avoid disaster-prone areas. • **Forestry and Wetlands:** Stop bush burning, plant trees, stop encroachment, restore wetlands. • **Health:** Clear stagnant water where mosquitoes breed. use clean and safe water. • **Energy:** Stop using charcoal, save the environment, turn off the light when you don't need it. • **Transport:** Safe roads, better lifestyles, use environmentally friendly transport, walk where possible to be healthy and save the climate, climate-smart roads save lives.	• Mobile phone (call, SMS, applications) • Websites • Policy briefs • Press releases • Documentaries • Stories, drama • Animations • Talk shows • Announcements • Adverts, notices	• **MDAs:** Ministry of Lands, Housing and Environment, Ministry of Agriculture, Ministry of Fisheries and Marine Resources, Ministry of Energy, Ministry of Water Resources, Ministry of Health, Ministry of Transport and Aviation, Ministry of Tourism, Ministry of Information and Communication, Ministry of Basic and Secondary Education, Ministry of Technical and Higher Education, EPA, Office of National Security (Disaster Management Department), • National Protected Area Authority, etc**.** • Media • CSOs • Academia and research institutions • **Private sector:** Large, medium	• Academic and research institutions • Cultural and religious • Leaders • Youth, women, farmers, vulnerable groups, schools

Ref code	Title, location and publication year	Stakeholders engaged	Purpose and desired outcomes	Key themes (in bold, where provided) and messages relevant to strategy being developed	Modes of communication	Audience	Key influencers
			country's resilience to climate change.			and small businesses, whose operations, value chains and livelihoods are affected by climate change and need to take steps to protect themselves, can support a business case for private sector investment in adaptation. • Celebrities • Development partners • Traditional and religious leaders • Public	
2H	Communicating climate change in Tunisia, Egypt and Mauritania (2021)	In each country, a central organisation facilitated a national partner network of civil society representatives. • **Tunisia:** Earth Hour Tunisia • **Egypt:** Greenish • **Mauritania:** RIM Youth Climate Movement	**Purpose:** This project sought to address the imbalance / lack of data on public engagement around climate change across three countries in North Africa; Tunisia, Egypt and Mauritania. The aim was to understand and test the use of climate change, create advisory content to advocate for climate mitigation (civil, business, media and government) that will resonate with people within their culture or experiences. **Desired outcomes:** The project has highlighted that communities are rarely if ever, consulted about climate change. This is especially true about	• Begin engagements by highlighting local and national environmental changes (impacts), local relevance to people will enable the message to resonate. • Create awareness and counter misconceptions, awareness campaigns will allow misconceptions to be overcome by highlighting basic facts, portraying a clear message and linking actions and impacts with visual aids. • Assist those who are experiencing the impacts climate change to promote their observations, equip and	• Text • Narrative workshops • Education (school) • Religious outreach • Internet survey • Personal testimonies by people who have experienced climate change impacts	• Farmers • Rural women • Fishermen • Artists • Shopkeepers • Tourist workers • Students • Civil society activists • Volunteers • Herders • Journalists • Community and municipality leaders • Parliamentarians • People with disabilities	• Religious leaders • Fisherman • Farmers • Craftsman

Ref code	Title, location and publication year	Stakeholders engaged	Purpose and desired outcomes	Key themes (in bold, where provided) and messages relevant to strategy being developed	Modes of communication	Audience	Key influencers
			minority groups such as people with disabilities, rural women and people with low levels of literacy. The study provides useful recommendations how developing a CCC strategy such as: using simple, direct language, use narratives, avoid statements of personal responsibility and blame etc.	support farmers, fishermen and rural inhabitants whose livelihoods are closely linked to nature to communicate their experiences. • Speak resilience, avoid passivity, promote and use language that encourages building a sense of togetherness. • Emphasise social solidarity, mutual responsibility is essential in combatting climate change. Promote such language. • Provide examples of practical solutions. Aim to change people's behaviour by providing suggesting alternative actions. • Use simple, direct language, e.g. clean, polluting, damaging vs technical terminology. • Present guardianship; this promotes responsibility and stewardship. • Highlight renewable energy, alternative energy sources such as solar power are nature-based solutions that can be promoted to create awareness around energy efficiency. • Use language appropriate for the audience, connect with the audience more directly by using their spoken language			

Ref code	Title, location and publication year	Stakeholders engaged	Purpose and desired outcomes	Key themes (in bold, where provided) and messages relevant to strategy being developed	Modes of communication	Audience	Key influencers
				to express issues that will resonate.			

Links to national plans, programmes, policies, strategies, guidelines, and existing communication strategies relating to climate change and / or tourism reviewed in Tables A and B, Appendix 1

Reference Code	Link to document
1A	https://www.tourism.gov.za/CurrentProjects/ResponsibleTourism/Responsible%20Tourism/Responsible%20Tourism%20Guidelines.pdf
1B	https://www.environment.gov.za/sites/default/files/legislations/national_climatechnage_response_0.pdf
1C	https://www.tourism.gov.za/CurrentProjects/ResponsibleTourism/Responsible%20Tourism/Responsible%20Tourism%20Publications.pdf
1D	https://tkp.tourism.gov.za/Documents/National%20Tourism%20and%20Climate%20Change%20Response%20Programme%20and%20Action%20Plan.pdf
1E	https://www.gov.za/issues/national-development-plan-2030
1F	https://www.environment.gov.za/sites/default/files/legislations/national_climatechange_response_whitepaper.pdf
1G	https://www.tourism.gov.za/AboutNDT/Branches1/domestic/Documents/Domestic%20Tourism%20Growth%20Strategy%202012-%202020.pdf
1H	https://www.environment.gov.za/sites/default/files/docs/climatechange_mitigationpolicy_mainstreaming.pdf
1I	https://www.environment.gov.za/sites/default/files/reports/climatechangeadaptation_plansforsouthafricanbiomes_report.pdf
1J	https://www.gov.za/sites/default/files/gcis_document/201712/national-tourism-sector-strategy-ntss-2016-2026a.pdf
1K	https://www.tourism.gov.za/currentprojects/green_tourism_incentive_programme/pages/Green_tourism_incentive_programme.aspx
1L	https://www.tourism.gov.za/AboutNDT/Publications/National%20Grading%20System%20for%20tourism.pdf
1M	https://www.tips.org.za/research-archive/sustainable-growth/green-economy-2/item/3988-sector-jobs-resilience-plan-national-employment-vulnerability-assessment-analysis-of-potential-climate-change-related-impacts-and-vulnerable-groups
1N	https://www.environment.gov.za/sites/default/files/docs/nationalclimatechange_adaptationstrategy_ue10november2019.pdf
1O	https://www.westerncape.gov.za/110green/files/atoms/files/Final%20Sector%20Jobs%20Resilience%20Plans%20for%20Tourism%20Value%20Chain%202020.pdf
1P	https://www.csag.uct.ac.za/wp-content/uploads/2020/10/CRV-Assessment-Framework-FINAL-08-May-2020.pdf
1Q	https://www.tips.org.za/research-archive/sustainable-growth/green-economy/item/3850-green-economy-policy-review-of-south-africa-s-industrial-policy-framework
1R	https://www.tourism.gov.za/AboutNDT/Publications/Strategic%20Plan%20%202020-21%20to%20%202024-25.pdf
1S	https://www.tourism.gov.za/AboutNDT/Documents/Tourism%20Sector%20Recovery%20Plan.pdf
2A	http://www.panos.org.zm/wp-content/uploads/2018/03/Climate-Change-Communication-Strategy.pdf
2B	https://www.lse.ac.uk/GranthamInstitute/wp-content/uploads/laws/4820.pdf
2C	http://unfccc.org.mk/content/Documents/Climate%20Change%20Communications%20Strategy%20f%20EN%281%29.pdf
2D	https://www.fws.gov/refuges/vision/pdfs/ClimateChangeEngagementStrategyFinal.pdf
2E	http://ccd.go.ug/wp-content/uploads/2018/09/NATIONAL-CLIMATE-CHANGE-COMMUNICATION-STRATEGY_2018.pdf
2F	http://www.indecis.eu/docs/Deliverables/Deliverable_7.1.pdf
2G	https://napglobalnetwork.org/wp-content/uploads/2020/10/napgn-en-2020-Sierra-Leone-Climate-Change-Communications-Strategy-under-the-NAP.pdf
2H	https://climateoutreach.org/reports/communicating-climate-tunisia-egypt-mauritania-north-africa-levant/

8.2. Appendix 2 - Outline of failures by mass media to effectively communicate climate change to the public

Table A: Failures by mass media to effectively communicate climate change to the public

Source of failure/conflict	Source
1. Honest errors made by the media in attempts to understand the complexity of climate science	Bell, 1994
2. Poor journalism creates contradictions when journalists seek opinions outside of the scientific mainstream	Boykoff and Boykoff, 2004
3. Inadequate communication of climate change uncertainties	Painter, 2013
4. Omitting or misrepresenting critical information	Lemieux *et al*., 2018
5. Conflicting expert opinions within the media and confusion between weather and climate	Hopkins, 2015; Steiger *et al*., 2019; Knowles and Scott, 2021
6. Biased or exaggerated coverage of state-of-the-art studies	Abegg, Steiger, and Trawöger, 2017
7. Continuous reference to dated and problematic studies	Scott and Steiger, 2020
8. Simplification of complex scientific information into singular, and often geographically extrapolated, pointed messages	Gössling, Scott, and Hall, 2012; Scott and Becken, 2010

8.3. Appendix 3 - Results of SciVal analysis, CCC tourism sector report

CC CS

Top contributors for selected keyphrases

Entity: Climate change communication tourism 2021 · Year range: 2011 to 2020 ·
Data source: Scopus, up to 19 Oct 2021 ·

Top contributors to the Research Area for the selected keyphrases:

Institutions

Top 5 by Scholarly Output

Griffith University Queensland	4
University of Oulu	4
James Cook University Queensland	3
University of the Aegean	3
Wageningen University & Research	3

Countries/Regions

Top 5 by Scholarly Output

Australia	10
United States	9
United Kingdom	7
Canada	6
Netherlands	6

Authors

Top 5 by Scholarly Output

Gößling, Stefan	3
Cohen, Scott A.	2
Higham, J. E.S.	2
Peeters, Paul M.	2
Skanavis, Constantina	2

Scopus Sources

Top 5 by Scholarly Output

Climate Change Management	3
Tourism Geographies	3
International Multidisciplinary Scientific GeoConference Surveying Geo	2
Journal of Travel Research	2
Understanding and Governing Sustainable Tourism Mobility: Psychologica	2

Selected keyphrases:
Tourism

Overall research performance

Entity: Climate change communication tourism 2021 · Year range: 2011 to 2020 ·
Data source: Scopus, up to 19 Oct 2021 ·

61	1.07	26
Scholarly Output	Field-Weighted Citation Impact	International Collaboration
3 – 10	0.47 – 1.01	1 – 5
4,175	673	
Views Count	Citation Count	

Keyphrase analysis

Entity: Climate change communication tourism 2021 · Year range: 2011 to 2020 ·
Data source: Scopus, up to 19 Oct 2021 ·

A A A relevance of keyphrase | declining A A A growing (2011-2020)

Top Institutions

Entity: Climate change communication tourism 2021 · Year range: 2011 to 2020 · Data source: Scopus, up to 19 Oct 2021 ·

Institution	Scholarly Output	Views Count	Field-Weighted Citation Impact	Citation Count
Griffith University Queensland	4	199	2.03	124
NHTV Breda University of Applied Sciences	4	380	2.61	120
University of Oulu	4	426	2.41	89
James Cook University Queensland	3	195	0.29	22
University of the Aegean	3	179	0.46	17
Wageningen University & Research	3	360	2.95	79
Chinese Academy of Sciences	2	46	0.20	6
CSIRO	2	99	0.36	9
Leibniz University Hannover	2	126	0.96	24
Lund University	2	205	3.46	47
University of Canterbury	2	270	2.68	75
University of Innsbruck	2	89	0.41	6
University of Johannesburg	2	204	1.38	29
University of Maine	2	69	2.32	26
University of Queensland	2	238	0.76	30
University of Surrey	2	205	3.46	47
University of Waterloo	2	330	2.75	75
University Utara Malaysia	2	35	0.00	1

Top Institutions

Institution	Scholarly Output	Views Count	Field-Weighted Citation Impact	Citation Count
Alfred Wegener Institute - Helmholtz Centre for Polar and Marine Research	1	43	3.36	19
Arizona State University	1	33	0.88	6

Metric 1: Scholarly Output
Types of publications included: all.

Metric 2: Views Count

Metric 3: Field-Weighted Citation Impact
Types of publications included: all.

Metric 4: Citation Count
Types of publications included: all. Self-citations included: yes.

Top countries/regions

Entity: Climate change communication tourism 2021 · Year range: 2011 to 2020 · Data source: Scopus, up to 19 Oct 2021 ·

Countries & territories	Scholarly Output ↓	Views Count	Field-Weighted Citation Impact	Citation Count
Australia	10	624	1.22	167
United States	10	469	1.02	117
Netherlands	8	613	2.28	167
United Kingdom	7	602	2.70	129
Canada	6	589	2.53	164
Finland	5	459	2.49	101
China	4	133	0.25	14
New Zealand	4	338	1.61	101
Austria	3	122	1.21	18
Brazil	3	56	0.77	9
Germany	3	169	1.76	43
Greece	3	179	0.46	17
Malaysia	3	56	0.00	1
South Africa	3	231	0.92	29
Sweden	3	324	4.22	142
Bangladesh	2	128	1.16	19
India	2	26	1.61	9
Indonesia	2	96	0.07	13
Japan	2	140	0.45	22

8.4. Appendix 4 - Results of SciVal analysis, CCC general report

CC C general

Climate change communication 2021 2011 to 2020

Overall research performance

Entity: Climate change communication 2021 · Year range: 2011 to 2020 ·
Data source: Scopus, up to 19 Oct 2021 ·

1,724	1.27	505
Scholarly Output	Field-Weighted Citation Impact	International Collaboration
88 275	1.23 1.01	20 93
82,128	25,783	
Views Count	Citation Count	

Overall research performance

Entity: Climate change communication 2021 · Year range: 2011 to 2020 ·
Data source: Scopus, up to 19 Oct 2021 ·

1,724	1.27	505
Scholarly Output	Field-Weighted Citation Impact	International Collaboration
88 275	1.23 1.01	20 93
82,128	25,783	
Views Count	Citation Count	

Keyphrase analysis

Entity: Climate change communication 2021 · Year range: 2011 to 2020 ·
Data source: Scopus, up to 19 Oct 2021 ·

A A A relevance of keyphrase | declining A A A growing (2011-2020)

Top Institutions

Entity: Climate change communication 2021 · Year range: 2011 to 2020 · Data source: Scopus, up to 19 Oct 2021 ·

Institution	Scholarly Output	Views Count	Field-Weighted Citation Impact	Citation Count
Australian National University	23	1,849	2.66	949
CSIRO	23	2,144	3.04	960
Wageningen University & Research	23	1,972	5.37	1,400
CNRS	21	794	1.48	265
University of Queensland	21	1,478	1.69	634
University of Adelaide	17	1,078	1.28	305
University of Manchester	17	1,520	3.68	1,085
Cardiff University	15	933	4.32	555
University of Melbourne	15	1,239	1.52	322
University of Oxford	15	1,132	2.19	236
James Cook University Queensland	14	1,424	2.58	580
National Research Council of Italy	14	1,194	2.38	363
University of Sussex	14	921	1.97	411
University of Washington	14	615	1.97	258
Chinese Academy of Sciences	13	491	1.17	127
Griffith University Queensland	13	973	1.64	443
University of British Columbia	13	1,046	2.85	467

Top Institutions

Institution	Scholarly Output	Views Count	Field-Weighted Citation Impact	Citation Count
University of Tasmania	13	928	2.06	262
Lund University	12	1,343	2.10	395
Monash University	12	1,014	2.22	532

Metric 1: Scholarly Output
Types of publications included: all.

Metric 2: Views Count

Metric 3: Field-Weighted Citation Impact
Types of publications included: all.

Metric 4: Citation Count
Types of publications included: all. Self-citations included: yes.

Top countries/regions- africa

Entity: Climate change communication 2021 · Year range: 2011 to 2020 ·

Data source: Scopus, up to 19 Oct 2021 ·

Countries & territories	Scholarly Output	Views Count	Field-Weighted Citation Impact	Citation Count
South Africa	68	2,547	0.84	646
Nigeria	37	1,151	0.70	183
Kenya	25	1,173	1.10	297
Ethiopia	17	600	0.93	172
Tanzania	13	593	0.85	198
Ghana	11	393	1.04	256
Cameroon	8	470	1.80	191
Uganda	8	270	0.59	29
Zimbabwe	6	161	0.67	43
Botswana	5	113	0.14	4
Mali	4	256	2.19	81
Tunisia	4	166	1.66	142
Côte d'Ivoire	3	217	1.11	37
Egypt	3	99	0.64	4
Madagascar	2	222	5.64	119
Mauritius	2	34	0.65	4
Morocco	2	56	0.09	8
Niger	2	151	1.47	92
Zambia	2	13	1.89	17

Top countries/regions worldwide

Entity: Climate change communication 2021 · Year range: 2011 to 2020 ·

Data source: Scopus, up to 19 Oct 2021 ·

Countries & territories	Scholarly Output	Views Count	Field-Weighted Citation Impact	Citation Count
United States	385	18,732	1.80	8,814
United Kingdom	221	13,515	2.28	5,607
Australia	198	13,075	1.81	5,065
Germany	127	7,022	1.62	2,932
Canada	106	5,727	1.49	1,980
Italy	82	4,852	2.18	1,828
China	78	3,636	1.27	1,094
India	78	2,899	0.59	514
Netherlands	75	5,693	2.14	2,068
South Africa	68	2,547	0.84	646
France	61	2,712	1.14	825
Sweden	55	3,211	1.92	1,249
Spain	48	3,803	2.89	2,123
Switzerland	38	2,580	2.15	793
Nigeria	37	1,151	0.70	183
Finland	36	2,168	1.42	468
Austria	35	1,787	2.05	587
Malaysia	35	1,802	1.10	292
New Zealand	35	1,734	1.79	676

Top countries/regions worldwide

Countries & territories	Scholarly Output ↓	Views Count	Field-Weighted Citation Impact	Citation Count
Japan	34	1,665	1.52	457

Metric 1: Scholarly Output
Types of publications included: all.

Metric 2: Views Count

Metric 3: Field-Weighted Citation Impact
Types of publications included: all.

Metric 4: Citation Count
Types of publications included: all. Self-citations included: yes.

8.5. Appendix 5 - Stakeholders related to or directly involved in the tourism sector

Private Sector	Public sector	Education & Training	Media	Donors/Funders
• Dynamics Travel • Three Tree Hill • Waterberg Tourism • City Lodge Hotel Group • Fair Trade Tourism South Africa (FTTSA) • Victoria & Alfred Waterfront • Isibindi Africa Lodges • Sustainable Tourism Partnership Programme NPC • Tourvest Accommodation and Activities • Sun International Hotels Limited • Tourism KwaZulu-Natal • Airlines Association of Southern Africa (AASA) • Association of Southern African Travel Agents (ASATA) • Board of Airlines Representatives of South Africa (BARSA) • Business Unity South Africa (BUSA) • Exhibition Association of Southern Africa • Federated Hospitality Association of Southern Africa (FEDHASA) • International Air Transport Association (IATA) • Medical Tourism Association of South Africa • National Accommodation Association of South Africa (NAA - SA)	• KZN Economic Development. Tourism and Environmental Affairs (EDTEA) • Departments of Economic Development and Tourism • Department of Public Works • Department of Small Business Development, Tourism and Environmental Affairs (DESTEA) • KZN Growth Coalition • South African Local Government Association (SALGA) • Local Municipalities • Climate Change Council, Compact and Technical Communications • Climate Change Compact • South African Tourism (SAT) • Tourism Authorities • Northern Cape Tourism Authority • Tshwane Tourism Association • Limpopo Tourism Agency • Airports Company of South Africa (ACSA) • Cross-Border Road Transport Agency • Small Enterprise Finance Agency (SEFA) • South African Heritage Resource Agency (SAHRC) • Brand South Africa (Brand SA) • South African National Parks (SANParks) • Durban Botanic Gardens	• University of KwaZulu-Natal (UKZN) • Cape Peninsula University of Technology (CPUT) • Durban University of Technology (DUT) • University of Mpumalanga (UMP) • Stellenbosch University (SU) • Culture Arts, Tourism, Hospitality & Sports Sector Education & Training Authority (CATHSSETA) • Institute of Professional Tourist Guides of Southern Africa (IPTGSA) • South African Entrepreneurs Association • South African Black Entrepreneurs Forum • Gauteng Guides Association • University of Venda • University of Pretoria • University of South Africa • Durban University of Technology	• South African Tourism • Cape Argus • Tourism Tattler • Tourism Update • Khuluma Digimag • Travel Ideas • BizCommunity • Beeld • Business Traveller Africa • IOL • Explore SA • Inflight Mag • Mail & Guardian • Mango Juice • Sowetan • Pretoria News • Sunday Times • The Herald • Travel News • Traveller24 • Independent Saturday • Cape Times • The Mercury • African Wildlife & Environment E-Magazine • iAfrica.com • Getaway.com	• The Private Financing Advisory Network (PFAN) • Development Bank of Southern Africa (DBSA) • National Development Agency (NDA) • Independent Development Trust (IDT) • Industrial Development Corporation (IDC) • National Empowerment Fund (NEF) • National Heritage Council (NHC) • National Youth Development Agency (NYDA)

• Professional Hunters' Association of South Africa (PHASA) • QuadPara Association of South Africa • Restaurants Association of South Africa (RASA) • South Africa Leisure, Tourism and Hospitality Association (SALTHA) • South Africa Tourism Services Association (SATSA) • South African Association for the Conference Industry (SAACI) • South African Chefs Association (SACA) • South African Quality Institute • South African Youth Travel Confederation • Southern Africa Bus Operators Association (SABOA) • Southern African Association for the Conference Industry • Southern African Vehicle Rental and Leasing Association (SAVRALA) • The Automobile Association of South Africa • Tourism Business Council of South Africa (TBCSA) • Tourism Marketing South Africa (TOMSA) • Vacation Ownership Association of South Africa (VOASA) • Tourism Grading Council of South Africa (TGCSA) • AirBnB • Tsogo Sun Group	• South African National Biodiversity Institute (SANBI) • Peace Parks • Isimangaliso Wetland Park • Ezemvelo KZN Wildlife	• Nelson Mandela Metropolitan University (NMMU) • Walter Sisulu University (WSU) • University of Johannesburg (UJ) • North West University (NWU) • Central University of Technology • Tshwane University of Technology • University of Zululand • SA College for Tourism (SACT) • Tourism and Business Institute of South Africa (TTBISA) • Wildlife Environment Society of South Africa (WESSA) • Sustainable Tourism Partnership Programme • Federation of Unions of South Africa • Makuleke Communal Property • National Council of Trade Unions • National Economic Development and Labour Council • Organisation of African Youth Forum • South African Commercical, Catering and Allied Workers Union		

• Sun International Hotels Limited • Marriott Protea Hotels • Thompsons Africa • Tourvest Destination Management • Thebe Tourism Group • Afrikaanse Taal en Kultuur, Vereninging • BON Hotels • Cullinan Holdings • Legacy Group • Legend Lodges, Hotels and Resorts • Magelevendze Lodge Company • Mango Airline • Peermont Group • Premiers Hotels and Resorts • South Africa Airways (SAA) • South Africa Express • The Mantis Group • Three Cities Group • Travelport • Robben Island Museum • Voortrekker Monument and Nature Reserve • Guest House, Hotel and Safari Accreditation (GHASA)		• South African Confederation of Agricultural Union • South African Woman Entrepreneurs Network • South African Youth Council		

8.6. Appendix 6 - National stakeholder engagement questionnaire

Climate Change Communication Strategy: Stakeholder Engagement Survey

The tourism sector is particularly vulnerable since weather and climate directly influence tourism decision-making and destination management. As such, climate change mitigation and adaptation are vital to enable the sector to be prepared for, respond to, protect and recover from extreme weather events and climate variation.

As an effort to support the sector in responding to climate impacts the Department of Tourism (DoT), the Department of Forestry, Fisheries and the Environment (DFFE) in collaboration with the Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ) have appointed the Institute of Natural Resources (INR) to develop a **Climate Change Communication Strategy for the South African Tourism Sector.**

The strategy aims to inform climate change responses that facilitate the transition to a more climate resilient and sustainable tourism sector and will be designed via a consultative process. In this regard, your organisation is invited to participate in this interview as part of a national stakeholder consultation process to develop the strategy.

Your participation in the interview is voluntary and anonymous. No personal information will be collected and information you provide cannot be linked to you or your business/ organisation. Your anonymity and confidentiality is important and will be maintained throughout the study. Furthermore, your participation is entirely voluntary and you may withdraw your permission to participate in this study without explanation at any time.

The results will be made available to NDT, DFFE and GIZ with no reference to any individual, business or organisation. If you have any concerns about the research please call +27 (0)33 346 0796 or email smahlaba@inr.org.za. Prof Sershen Naidoo is the lead researcher at INR and can be contacted via email: snaidoo@inr.org.za.

For face-to-face interviews, please complete the section below or record consent if electronic interview:

I …….. (Full names of participant) hereby confirm that I understand the contents of this document and the nature of the research project, and I consent to participating in the research project.

I understand that I am at liberty to withdraw from the project at any time, should I so desire.

Signature of Participant: ……

Date: ……

I may/ may not voice record the interview.

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ACTIVITY ONE: SCREENING

1. Please rate your level of climate change awareness.

1. No knowledge	
2. Limited	
3. Fair	
4. Good	
5. Excellent	

2. To what extent do you think tourism-related activities contribute to climate change?

1. None/no effect	2. Minimal effect	3. Somewhat	4. Major	5. Significant

3. What do you think is the main climate related concern of the tourism sector?

4. Do you think the climate change impacts the tourism sector?

1. Yes	
2. No	
3. Don't know	

5. Who do you think is most responsible for addressing climate change challenges? (Maximum 3 choices)

International agencies (UN, World Bank, IPCC)	
National government	
Local government	
Academics, scientists and researchers	
Non-governmental organisations (NGOs)/bodies	
Climate change activists/lobbyists	
Public	
Private sector (e.g. industry)	
Other (specify)	

6. Are you aware of what constitutes a climate change communication strategy?

1. Yes	
2. No	

7. Have you ever produced or been part of a team tasked with producing a climate change communication strategy?

1. Yes	
2. No	

8. If yes, can you share key aspects in relation to your experience of developing a climate change communication strategy?

9. What is the value of having a climate change communication strategy for the tourism sector?

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10. How urgent is the need for a climate change communication strategy for the SA tourism sector?

ACTIVITY 2: PERCEPTIONS OF ROLE PLAYERS

1. Who, in your opinion, are the most influential stakeholders in **increasing the climate resilience of the tourism sector**? (Maximum 3 choices)

International agencies (UN, World Bank, IPCC)	
National government	
Local government	
Academics, scientists and researchers	
Non-governmental organisations (NGOs)/bodies	
Climate change activists/lobbyists	
Potential tourists	
Tourism businesses	
Other (specify)	

2. Who, in your opinion, are the most influential stakeholders in **developing the messaging/content** for the communication strategy? (Maximum 3 choices)

International agencies (UN, World Bank, IPCC)	
National government	
Local government	
Academics, scientists and researchers	
NGOs/ bodies	
Climate change activists/lobbyists	
Tourism businesses	
Potential tourists	
Media	
Other (specify)	

3. Who, in your opinion, are the most influential stakeholders to **deliver** the climate change messaging/content? (Maximum 3 choices)

International agencies (UN, World Bank, IPCC)	
National government	
Local government	
Academics, scientists and researchers	
NGOs/bodies	
Climate change activists/lobbyists	
Tourism businesses	
Potential tourists	
Media	
Other (specify)	

4. Who, in your opinion, are the most influential stakeholders to **champion** (drive) the climate change communication strategy for the tourism sector? (Maximum 3 choices)

International agencies (UN, World Bank, IPCC)	
National government	
Local government	
Academics, scientists and researchers	
NGOs/bodies	
Climate change activists/lobbyists	
Tourism businesses	
Potential tourists	
Media	
Other (specify)	

5. Who are the priority target audiences for the climate change communication strategy for the tourism sector and why?

6. How do we get stakeholders to see value in a climate change communication strategy for the tourism sector?

ACTIVITY 3: INTEREST AND INFLUENCE OF STAKEHOLDERS

1. Rate the level of **interest** each stakeholder group has in communicating climate change issues in the tourism sector. (0=No, 1=Low, 2=Moderate, 3=High)

Stakeholders	0=No	1=Low	2=Medium	3=High
Public sector/government officials				
Private sector supply-side service providers/tourism organizations				
General public/tourists				
Training and educational service providers				
Tourism and climate change donors/funders				
Media				

2. Rate the level of **influence** each stakeholder group has in communicating climate change issues in the tourism sector. (0=No, 1=Low, 2=Moderate, 3=High)

Stakeholders	0=No	1=Low	2=Medium	3=High
Public sector/government officials				
Private sector supply-side service providers/tourism organizations				
General public/tourists				
Training and educational service providers				
Tourism and climate change donors/funders				
Media				

ACTIVITY 4: CONTENT AND MESSAGING

1. Which of the following **should be prioritised as content** in the climate change communication strategy for the SA tourism sector? (Maximum 5 choices)

Broad thematic areas	
Sources of information on causes of climate change	
Greenhouse gas (GHG) emissions and major emitters	
Efforts/practices to curb GHG emissions	
Principles of sustainable development	
Resource conservation practices (using less, sparingly, reusing waste water etc.,)	
Sustainable waste management practices (waste reduction, reuse, separation, recycling)	
The use of climate smart technologies (renewable energy systems, smart water-use toilets and showers, geyser timers etc.,)	
Understanding of ecological and carbon footprints	
Green finance opportunities/contacts	
Climate change-related events (seminars, webinars, courses, workshops, conferences, etc.)	
The use of fair-trade products and practices (use local, use sustainably produced goods)	
Successful climate change initiatives/examples in the tourism industry (case studies)	
Other (specify)	

2. Given the current South African context, **what should be prioritised** for the climate change communication strategy for the tourism sector in SA? (Maximum 5 choices)

Build awareness and knowledge around climate change	
Adoption of renewable energy	
Adoption of climate smart solutions	
Sustainable resource use (energy and water conservation)	
Sustainable waste management	
Carbon emission reductions	
Biodiversity conservation	
Fair-trade practices	
Local community participation	
Building strategic partnerships	
Mobilising finance	
Technological solutions	
Enhancing the regulatory framework	
Inclusivity of vulnerable groups	
Other (specify)	

3. How can we incentivise this drive towards achieving these priorities?

ACTIVITY 5: COMMUNICATION

1. Please identify the most effective communication modes/platforms to deliver the SA tourism climate change communication strategy **to government/public sector**. (Maximum 3 choices)

Reports and documents	
Illustrative videos, charts, pamphlets and posters	
Creative contributions (poems, videos, plays, songs)	
Training workshops & meetings	
Television	
Radio	
Addresses/speeches by prominent climate change persons (politicians, scientists, activists)	
Print media (newspapers, magazines)	
Online sources (websites, podcasts)	
Other (specify)	

2. Please identify the most effective communication modes/platforms to deliver the SA tourism climate change communication strategy **to the private sector** (tourism businesses and service providers). (Maximum 3 choices)

Reports and documents	
Illustrative videos, charts, pamphlets and posters	
Creative contributions (poems, videos, plays, songs)	
Training workshops & meetings	
Television	
Radio	
Addresses/speeches by leaders or prominent climate change persons (politicians, scientists, activists, celebrities)	
Print media (newspapers, magazines)	
Online sources (websites, podcasts)	
Other (specify)	

3. Please identify the most effective communication modes/platforms to deliver the SA tourism climate change communication strategy **to the NGOs, media, and climate activists**. (Maximum 3 choices)

Reports and documents	
Illustrative videos, charts, pamphlets and posters	
Creative contributions (poems, videos, plays, songs)	
Training workshops & meetings	
Television	
Radio	
Addresses/speeches by prominent climate change persons (politicians, scientists, activists, celebrities)	
Print media (newspapers, magazines)	
Online sources (websites, podcasts)	
Other (specify)	

4. Please identify the most effective communication modes/platforms to deliver the SA tourism climate change communication strategy **to the tourist stakeholder group**. (Maximum 3 choices)

Reports and documents	
Illustrative videos, charts, pamphlets and posters	
Creative contributions (poems, videos, plays, songs)	
Training workshops & meetings	
Television	
Radio	
Addresses/speeches by prominent climate change persons (politicians, scientists, activists, celebrities)	
Print media (newspapers, magazines)	
Online sources (websites, podcasts)	
Other (specify)	

5. Are there specific audience groups that should be prioritised? Please specify

6. How can we be sensitive to different geographical and socio-economic contexts (that is, rural and urban, national to local, etc.) when deciding on suitable communication modes/platforms?

7. How can we ensure that the scientific information/jargon around climate change is presented in a manner that is easily understood by the tourism sector?

ACTIVITY 6: COSTING AND RESOURCES

1. What do you think are the main resource requirements for implementation of the climate change communication strategy for the SA tourism sector? (Maximum 3 choices)

Skills and training	
Human resources	
Financial resources/funding	
Information	
Media and communication (e.g. costs of adverts, websites etc.,)	
Communication	
Infrastructure	
Time	
Other (specify)	

2. Who should be responsible for funding the implementation of the climate change communication strategy for the SA tourism sector? (Maximum 3 choices)

International agencies (UN, World Bank, Green Climate Fund)	
National government	
Local government	
Department of tourism	
Private sector	
Public sector	
Donors	
Other (specify)	

3. Can you provide some suggestions on how the tourism sector can overcome resource constraints/secure resources to effectively implement a climate change communication strategy?

4. Please share anything else that you feel is important but have not covered.

ACTIVITY 7: SWOT ANALYSIS

Strength	Weaknesses
Opportunities	**Threat**

Internal to tourism sector
External to tourism sector

Thank you for making the time and contributing to these very fruitful discussions. Stay safe and go well.