

Asian Tourism Investment Summit: Sustainability, Innovation & Conscious Capitalism

27 August
8 pm Singapore



Data-based ways to include climate
change effects into tourism investment
decision

Prof. Dr. Wolfgang Georg Arlt FRGS FRAS

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- Born 1957 in West-Berlin, M.A. and PhD FU Berlin, studies in Taiwan and Hong Kong
- First visit to People's Republic of China in 1978
- 1991-1999 owner of Inbound Tour Operator China -> Europe
- Since 2004 Founder and CEO COTRI China Outbound Tourism Research Institute
- Since 2021 Founder and Director Meaningful Tourism Centre
- From September 2024 based in Lalitpur/Nepal

- 2002 – 2020 Professor for International Tourism Management at German Universities
- 2007 – 2019 Visiting professor at universities in China, United Kingdom and New Zealand
- Since 2003 Research Fellow Japanese Society for the Promotion of Science (Tokyo)
- Since 2012 Fellow Royal Geographical Society (London)
- Since 2015 Fellow Royal Asiatic Society (London)
- Since 2015 Member of UN Tourism (formerly: UNWTO) Expert Panel (Madrid)
- Since 2015 Member of Expert Committee of WTCF World Tourism Cities Federation (Beijing)
- Since 2017 Vice President Western Europe ITSA International Tourism Studies Association (London)
- Since 2017 Fellow of International Association of China Tourism Studies (Guangzhou)
- Since 2022 Vice President Europe EU China Commission (Brussels)

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The Big Picture: Homo Sapiens Peak



Moving from VUCA times to Schumpeter times:

The future is certain and not embracing creative destruction is economic suicide

CREATIVE DESTRUCTION



Volatility, uncertainty, complexity and ambiguity

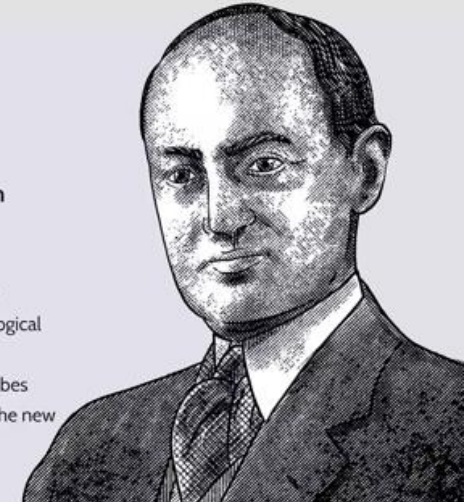


Joseph Schumpeter

Born: February 8, 1883
Died: January 8, 1950

Economist and Economist Historian

- Best known for his 1942 book "Capitalism, Socialism, and Democracy," the theory of creative destruction, and for offering the first German and English references to methodological individualism in economics
- Creative destruction, a term he coined, describes how the old is constantly being replaced by the new



*Hottest months
and hottest
days in modern
times in 2024*

*Highest number
of floods and
forest fires ever
recorded*



WMO Secretary-General Prof. Petteri Taalas:

„Even if we stop polluting completely tomorrow morning, the situation will get worse every year **for four more decades.**“

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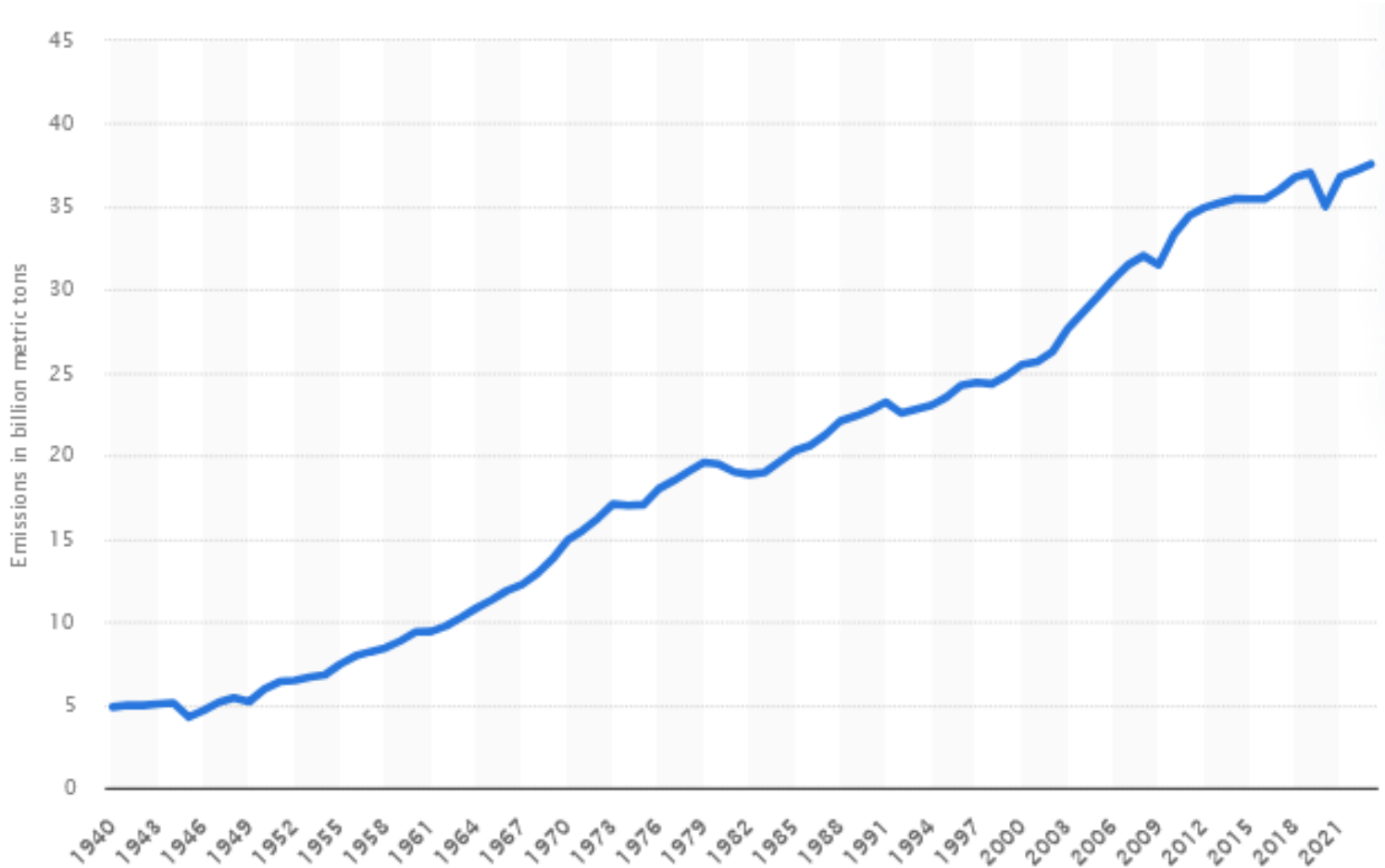
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*AMOC (Gulf stream) may
stop already in 2037,
Northern Europe incl. UK
will start disappearing
under glaciers*

*Not a single one of 17
SDG Sustainable
Development Goals to be
reached by 2030*

Annual carbon dioxide (CO₂) emissions worldwide from 1940 to 2023 (in billion metric tons)



Pope Francis (Apostolic Exhortation Laudate Deum, October 2023):
“With the passage of time, I have realized that our responses to Climate Change have not been adequate, while the world in which we live is collapsing and may be nearing the breaking point. It is indubitable that the impact of climate change will increasingly prejudice the lives and families of many persons.”



Consequences for Tourism development:

- Old business models crash
(too hot, no snow, draughts, hailstorms, lack of water ...)
- Shift from outdoor activities to indoor activities
- Shift from summer main season to other seasons
- Shift from leisure travel to special interest / health / education travel
- Shift from young travellers and families to more senior travellers

For investment needed:

Not only global developments, but specific consequences of climate change for local and regional place of possible investment.



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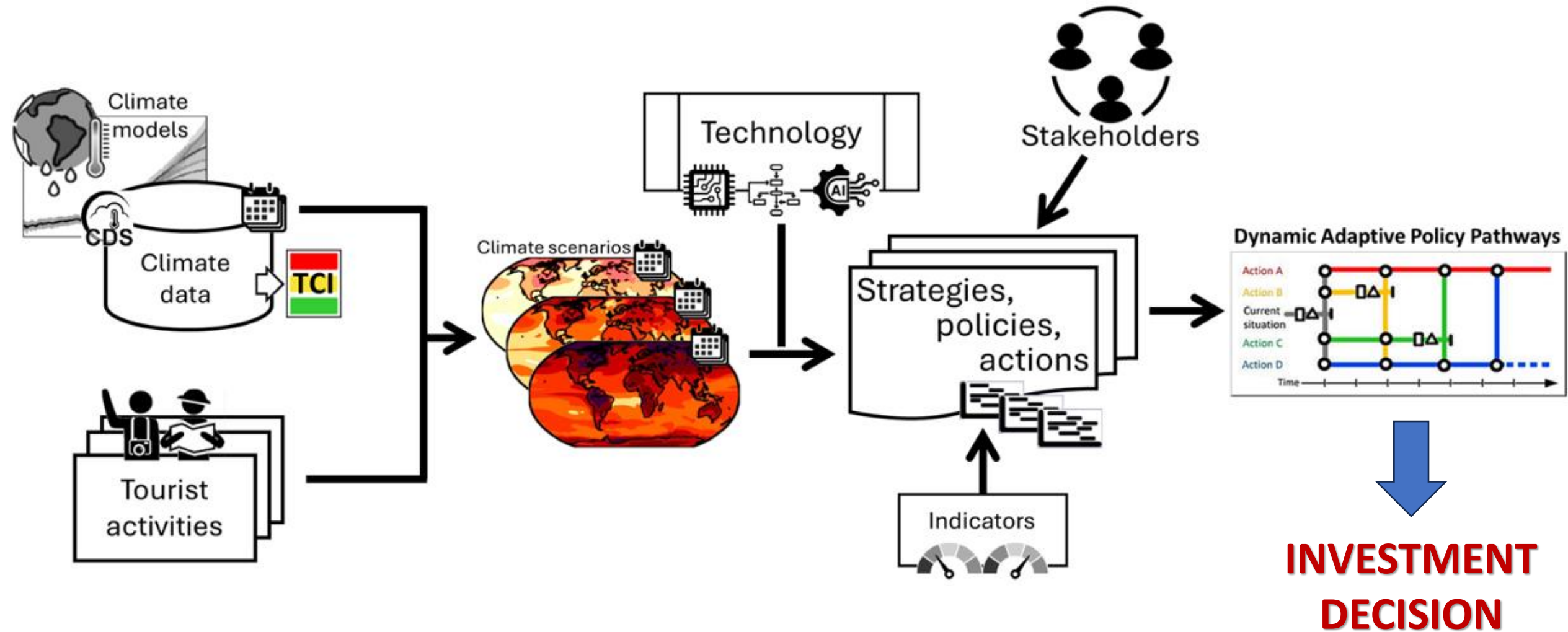


The Small Picture:

New computer programs are able to produce forecasts for spaces of just 0.2 sq km using different variables like temperature, humidity, speed of change, wind etc. according to best case/worst case scenarios for the next 5, 10, or 20 years.

Examples: 20,000 geo-units for Vientiane
1 geo-unit for Tiananmen Square

Climate-sensitive tourism: the path to adaptation



Sustainable and Innovative Investment in Asia:



Need to include changes in demand and possible offers based on climate change in investment decisions.

Possibility now to base decisions on precise data for small units instead of rule of thumb for provinces or countries.

Tourism 2.0 has started, investors need to look forward to avoid investing into business models no longer sustainable, not only to *save the planet*, but also to protect their own investment.

Thank you very much for your attention!

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