The tourism industry is a much debated sector of the economy with regards to the anticipated impacts of climate change and the consequent adaptation challenges. However, regarding the direct and indirect effects of climate change mitigation on the tourism industry, not much had been on the agenda until the arrival of the Fifth Assessment Report (AR5) of the Intergovernmental Panel on Climate Change (IPCC). The report brought greenhouse gas (GHG) emission contributions resulting from tourism activities into focus. Yet, still not much is known about how mitigation and “malmitigation” practices could affect businesses and consumers in the tourism industry. The keynote speech by Stefan Gössling will be addressing these gaps on the eve of the Fourth International Conference on Climate, Tourism, and Recreation (CCTR2015) in Istanbul.

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