
Editorial

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Biographical notes: Michael Hall is Professor in Marketing at the University of Canterbury, New Zealand and Docent at the Department of Geography at the University of Oulu, Finland. He is the former Chairperson of the International Geographical Union Commissions on Tourism and Sustainable Development and Tourism, Leisure and Global Change. He is co-editor of the leading journal *Current Issues in Tourism*. He has published widely in the fields of tourism, temporary mobility and regional development, and environmental history. His recent works include *Tourism: Rethinking the Social Science of Mobility* (Prentice-Hall, 2005), *Tourism and Global Environmental Change* (co-edited with Stefan Gössling, Routledge, 2006) and *Lake Tourism* (co-edited with Tuija Härkönen, Channelview, 2006). His current research is focussing on issues of place marketing, social marketing in relation to the environment and sustainable development, global environmental change, gastronomy and geographies of tourism and temporary mobility.

Dr. Delyse Springett recently retired from Massey University, New Zealand, where she was Director of the Centre for Business and Sustainable Development. She remains a member of the University as an Honorary Research Associate and continues her work as Director of the Programme for Business and Sustainable Development. She now directs her own business, BSD Training and Consultancy, working with companies and government agencies. Dr. Springett is the Editor of the *International Journal of Innovation and Sustainable Development* and a member of the editorial boards of *Sustainable Development* (Interscience) and the *International Journal of Green Economics* (InderScience).

The *International Journal of Innovation and Sustainable Development* seeks to be agenda-setting and to publish conceptually innovative articles and empirically based work that is conceptually grounded. The term, 'innovation', is used in the broadest sense, and it is the link between sustainable development and paradigmatic change that the journal seeks to examine. This focus on the nexus between innovation and sustainable development invites authors to address issues in technological, economic and social terms, and particularly to examine the socio-political dimensions of innovation and sustainable development.

This special issue on climate change and the implications it has for tourism and transport, seeks to critique attitudes to policymaking and business-as-usual that take the discourse into problematic territory. Climate change is one of the key environmental issues facing governments and industry today. Yet, despite the almost daily attention given by the media to one aspect of climate change or another, public and private response to this problem remains highly fragmented and incremental in scope. The tourism and transport sectors are recognised as being major contributors to greenhouse gas emissions and to global environmental change. The growth in budget airline carriers, the expansion of transport and tourism networks to and within the rapidly developing economies of East Asia and the continuing massive north-south movement of tourists in Europe and North America all point to continued growth in greenhouse gas emissions from these sectors.

The papers contributing to this issue highlight a range of issues and responses to the need for innovative practices both at the level of the firm and with respect to regulatory practices in relation to climate change. The paper by Peeters *et al.* highlights the challenges faced by the aviation sector with respect to lowering the amount of greenhouse gas emissions. The paper highlights the importance of encouraging consumers to change modes of transport as well as other travel behaviours, for example, with respect to speed of travel, in order to lower emissions in relative and absolute terms. Significantly, they highlight that it is only the relatively small proportion of people engaged in long-distance mobility that cause the main impact. Transport and behavioural innovations may significantly reduce emissions by this group. However, it is likely that political innovation in the form of new tax and regulatory regimes will also be necessary.

The topic of taxation innovation is the subject of the paper by Duval who explores the potential role of coasian economics in emissions abatements in the international aviation industry. Duval argues that a negotiated pollution level may not be efficient due to the presence of significant transaction costs and the consequent development of complex regulatory environments governing access. Nevertheless, it is apparent that innovation in taxation on emissions and/or fuels is likely to be a component of future greenhouse governance regimes.

The final two papers examine tourism entrepreneurial behaviour with respect to perception and understanding of climate change. Saarinen and Tervo report on the adaption strategies of Finnish entrepreneurs. Although the entrepreneurs were aware of global climate change issues, half of the interviewees did not believe that the phenomenon actually exists or that it would influence the region's tourism industry in the future. The degree of scepticism towards climate change may explain the fact that there were almost no adaptation strategies, although other adaptation mechanisms were used to cope with 'normal' weather variation and market changes.

Hall reports similar results in the New Zealand context where tourism entrepreneurs regarded climate change as potentially significant in the longer term but in the short term, day-to-day business decision-making it ranked well below other business issues. Perhaps importantly, where enterprises had been affected by extreme weather events, attitudes and behaviours towards climate change did differ substantially from those unaffected, although opposition to increased business regulation as a result of climate change continued. In the case of the New Zealand sample of small tourism businesses, adaptation when and where required in response to clear and understandable events rather than mitigation appeared to be the favoured strategy. Such findings are important as they highlight the need for government and those organisations concerned with the impacts of climate change to communicate more effectively to businesses. Although some businesses are clearly able to respond quickly to some aspects of global change that they see as tangible, for example, water security, climate change seems to be much more intangible an issue for them which therefore does not require changed business strategies and innovations, whether they be behavioural or product based.

We hope and anticipate that this special issue will promote further strong debate around the challenges addressed. Comments are sought that will further the discourse, and these should be addressed to the Guest Editor, Professor Hall.