



LATEST NEWS MORE TROOPS NEEDED FOR AFGHANISTAN: U.S. GENERAL CASEY

Quotes, News, Pictures & Vir **SEARCH**

Login



### Top News

Reuters top ten news stories delivered to your inbox each day.

[Subscribe](#)

EUCALYPTUS PLANTATIONS Invest in Brazil

www.greenwood-management.com

What the institutions don't want you to know

## Make 14% per year

For a Free Report Click Here



Ads by Google

You are here: [Home](#) > [News](#) > [Lifestyle](#) > Article

DJIA : 10023.42 +17.46 +0.17% | Nasdaq : 2112.44 +7.12 +0.34%

[HOME](#)

[BUSINESS & FINANCE](#)

[NEWS](#)

[U.S.](#)

[Politics](#)

[International](#)

[Technology](#)

[Entertainment](#)

[Sports](#)

[Lifestyle](#)

[Oddly Enough](#)

[Health](#)

[Science](#)

[Special Coverage](#)

[Video](#)

[Pictures](#)

[Your View](#)

[The Great Debate](#)

[Blogs](#)

[Weather](#)

[Reader Feedback](#)

# Cyprus tourism eyes options as climate warms

Wed Sep 30, 2009 2:49pm EDT

[Email](#) | [Print](#) | [Share](#) | [Reprints](#) | [Single Page](#)

[ - ] Text [ + ]



1 of 1

[Full Size](#)

NICOSIA (Reuters Life!) - Sun and sea tourism to the Mediterranean could feel the brunt of climate change and the industry should start diversifying if it is to survive, say scientists.

The Mediterranean basin attracts about 20 percent of the world's tourists each year, but its appeal as a sunny holiday destination may diminish as temperatures inch higher.

"Climate change is going to affect this region in a relatively strong way, and differently than northern Europe," said Jos Lelieveld, a professor in atmospheric sciences at the Energy, Environment and Water Research Center at the non-profit Cyprus Institute.

### MORE NEWS

4 degrees warming "likely" without CO2 cuts: study  
Sunday, 27 Sep 2009 11:00pm EDT

Cyprus has a tourism intake of more than two million each year, attracted by its almost year-round sunshine and stunning beaches. The sector represents about 11 percent of its economy. But its key selling point, the sun, could be a malady if forecasts on changing weather patterns prove to be correct.

"For the tourist sector the summer seasons may become less attractive," said Lelieveld, who is also a director at the Max Planck Institute for Chemistry in Germany.

"However other seasons may gain attractiveness, and that is something the tourism industry should consider .. and consider the products they are offering," he told Reuters.

Industry stakeholders and scientists have launched a dialogue on how the tourism sector fits in to the changing weather landscape. That could include shifting marketing focus into niche markets like cultural and religious tourism.

Research by the Cyprus Institute has shown the average temperature in the Mediterranean and Middle East region rising by one degree Celsius in the past twenty years. It is forecast that temperatures will go up by an additional four degrees until the end of this century. Rain will fall by 20 and 40 percent.

The data applied both for Cyprus and the wider Mediterranean and Middle East, Lelieveld said.

While temperature increases may be perceived as a welcome respite for populations in northern Europe shivering most of the year, temperatures exceeding 40 degrees in already warm countries could be excessive, said Lelieveld.

"There is a lot of tourism in Egypt, but people avoid it in the summer because it is too hot," he said.

Titina Loizidou, head of the Cypriot Women in Tourism Association, said feedback and dialogue with scientists was important for the industry to prepare for the inevitable.

"We will have to diversify into different seasons, and different products," she said. "We need to utilize the scientific work and make sure it reaches the public, and decision makers in the industry, she said.

(Reporting by Michele Kamhas Editing by Paul Casciato)

SEE HOW SAP CAN HELP YOU RUN A MORE EFFICIENT OPERATION

[▶ GET CLEAR](#)

THE BEST-RUN BUSINESSES RUN SAP

### EDITOR'S CHOICE



[Slideshow](#)

A selection of our best photos from the past 24 hours. [Slideshow](#)

### MOST POPULAR ON REUTERS

[Articles](#)

[Video](#)

[CLICK HERE TO VIEW OUR ARCHIVES!](#)

### Do More With Reuters

[RSS](#)

[Widgets](#)

[Mobile](#)

[Podcasts](#)

[Newsletters](#)

[Your View](#)

### Partner Services

[CareerBuilder](#)

[Affiliate Network](#)

### Professional Products

[Support \(Customer Zone\)](#)

[Reuters Media](#)

[Financial Products](#)

### About Thomson Reuters

1. **GE, Comcast agree on NBC Universal valuation: source**



2. Witness: The news conference that toppled the Wall
3. WRAPUP 3-U.S. healthcare measure faces tough path in Senate
4. UPDATE 1-Hurricane Ida threatens Gulf of Mexico oil output
5. Hurricane Ida downgraded to Cat 1, heads to Gulf
6. Thinking negatively can boost your memory, study finds
7. Hurricane Ida aims for Gulf of Mexico oil fields
8. Britney Spears "upset" over Australian tour complaints
9. Cadbury awaits Kraft bid deadline
10. Healthcare measure faces tough path in Senate | **Video**

Most Popular Articles RSS Feed

#### ANALYSIS

##### Grape expectations

Morton's, an expense account steakhouse, and California Pizza Kitchen, an upscale U.S. pizza chain, are going against the grain in a bid to reap revenue from the vine. [Full Article](#)



**Full Coverage:** World of Wine

Rice wine re-branded in South Korea

#### BLOGS - FAN FARE

"Gossip Girl" threesome getting fans, parents all worked up | [Comments \[2\]](#)

Rihanna, Chris Brown set dueling TV interviews | [Comments \[17\]](#)

"Birds" star Tippi Hedren says Michael Jackson's tigers doing fine | [Comments \[1\]](#)

[Live blog of MTV Europe Music Awards](#)

[More Fan Fare](#)

**Reuters.com:** [Help and Contact Us](#) | [Advertise With Us](#) | [Mobile](#) | [Newsletters](#) | [RSS](#) | [Labs](#) | [Journalism Handbook](#) | [Archive](#) | [Site Index](#) | [Video Index](#)

**Thomson Reuters Corporate:** [Copyright](#) | [Disclaimer](#) | [Privacy](#) | [Professional Products](#) | [Professional Products Support](#) | [About Thomson Reuters](#) | [Careers](#)

**International Editions:** [Africa](#) | [Arabic](#) | [Argentina](#) | [Brazil](#) | [Canada](#) | [China](#) | [France](#) | [Germany](#) | [India](#) | [Italy](#) | [Japan](#) | [Latin America](#) | [Mexico](#) | [Russia](#) | [Spain](#) | [United Kingdom](#) | [United States](#)

Thomson Reuters is the world's largest international multimedia news agency, providing investing news, world news, business news, technology news, headline news, small business news, news alerts, personal finance, stock market, and mutual funds information available on Reuters.com, video, mobile, and interactive television platforms. Thomson Reuters journalists are subject to an Editorial Handbook which requires fair presentation and disclosure of relevant interests.

NYSE and AMEX quotes delayed by at least 20 minutes. Nasdaq delayed by at least 15 minutes. For a complete list of exchanges and delays, please [click here](#).