Development and Management of Nature based Experience

Course Code: MHR280_1, Credits: 10 credits
Semester tuition start & duration: Autumn, 1 semester
Exam term: Autumn

Course staff
Truls Eric Johan Engström (Principal coordinator)

Content

Nature-based tourism forms the cornerstone of the Norwegian tourism resource and Norway lies at the forefront of nature-based tourism in the European travel industry, which involves approximately 500 million international tourists per year. Ecotourism and adventure tourism experience in Norway is increasing in importance. Nature based tourism contributes increasingly to social and economic viability of peripheral communities in Norway. This sector of the tourism industry is simultaneously exposed to significant international competition. The competitiveness of the industry in Norway fundamentally requires a knowledge-based platform.

The object of this course is to explore central facets of contemporary nature based tourism and its historical background. Further it intends to prepare the students for the challenges of management and development of the organization and business aspect of nature based tourism as well as the phenomenological and psychological experience of the tourist, both in a contemporary and a historical setting.

Teaching methods
Teaching modes: Lectures, students’ presentation, and discussions in class.

Required prerequisite knowledge
Bachelor of Hospitality Management or Tourism.

Exam

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Approved course paper

Open to
M-INHOTR, M-INHRLE

Literature


