



Høgskolen i Telemark

EXAM

4508 Ecotourism – methods and practices

27.05.2009

Telemark University College, Bø

Tid: 3 hours

Målform: English/Norwegian

Sidetal: 2 with front page

Merknader: Part 1 counts 40%, part 2 counts 60%.

Vedlegg: None

Eksamensresultata blir offentliggjort på nettet, via StudentWeb.



English

Task I:

Explain what a “SWOT analysis” is. Give one or more examples related to ecotourism for each of the elements of the “SWOT analysis”.

Task II:

Discuss and give examples of the following concepts:

- Qualitative methods
- Secondary data
- Segmentation
- Societal marketing
- Market targeting