



Høgskolen i Telemark

EXAM

4508 Ecotourism – methods and practices

27.05.2010

Telemark University College, Bø

Tid: 3 hours

Målform: English

Sidetal: 2 with front page

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

Vedlegg: None

Eksamensresultata blir offentliggjort på Studentweb



English

Task I:

Chapter two in Martha Honey's book *Ecotourism & Certification, Setting Standards in Practice* (2002) deals with certification. In this chapter three categories of customer satisfaction are described. These categories are also referred to as "The tourism industry's three-legged stool of customer satisfaction". Give a short description of these three categories of customer satisfaction.

Describe briefly the six essential components of conformity assessment systems associated with certification (certification is itself one of these components).

Task II:

Answer the following questions:

- Who is called "the father of ecotourism" and when did the concept appear?
- What is a business plan?
- What are the different steps in the market research process?
- What is a resource inventory?
- What are the most common segmentation strategies and what are the differences between them?