



Høgskolen i Telemark

HOME EXAM
4508 Ecotourism – methods and practices

11-14.05.2012
Telemark University College, Bø

Duration: 11.05.2012 14.00 hours – 14.05.2012 14.00 hours

Language: English

Pages: 2 including front page

Comments: Task I counts 50 %, task II counts 50 %
The extent of your home exam should be
totally 8-12 pages with 4-6 pages for each task,
based on Times New Roman (size 12) with line space 1.5

Appendixes: None

The result of your exam can be found on the StudentWeb.



Home exam in 4508 Ecotourism - methods and practices, spring 2012

The exam contains two tasks. It is noted how much each task counts compared to the totality.

Task I (counts 50 %):

8 cases are described in the handouts Molstad, A (2010) *Last Change destinations*. (Same handout as for 6044 Tourism and the Environment). Describe the main messages or questions addressed in each of the 8 cases. Discuss also how you think these main messages or questions might have relevance for the concept of ecotourism. Link this discussion to the four main elements of ecotourism, which might be referred to as the “nature element”, the “cultural element”, the “economic element” and the “education and interpretation” element.

Task II (counts 50 %):

Find an ecotourism company (e.g. on the internet).

- a) Find the company’s mission statement. Is it a good mission statement? Give 2-3 reasons for “yes”/”no” based on the course literature.
- b) Make a SWOT analysis of the company. Elaborate on each alternative. What is an SWOT analysis according to the course literature?
- c) Use the different segmentation strategies listed by Kotler et al. (2006) to make profiles of the company’s segments.
- d) Use the course literature (Hague 2006) to make a questionnaire to send to the company’s former visitors. Remember to clearly state the research objective(s).