Høgskolen i Telemark

EXAM
4508 & 6085 Ecotourism – methods and practices

24.05.2012
Telemark University College, Bø

Duration: 3 hours

Language: English

Pages: 2 including front page

Comments: Task I counts 50 %, task II counts 50 %

Appendixes: None

Eksamensresultata blir offentliggjort på nettet, via Studentweb.

Exam in 4508 & 6085 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 %):
In his description of visitor infrastructure and services Strasdas (2002) distinguishes between the "hardware" (visitor infrastructure) and the "software" (information and interpretation). Explain what Strasdas means by the "hardware" and the "software", and give some examples of these two kinds of visitor infrastructure and services.

Explain also the difference between information and interpretation. Discuss then how the distinction under "software" between information and interpretation has relevance in relation to the concept of ecotourism.

Task II (counts 50 %):
1. What is ecotourism and when did it appear the first time?
2.
   a. What is segmentation and why is it useful in ecotourism?
   b. What are the different segmentation strategies listed by Kotler (2006)? Elaborate.
3. Patterson (2008) talks about both SWOT analysis and resource analysis. What are they and what can they be used for?
   Give examples from the course literature.