

EXAMINATION INFORMATION PAGE

Written examination

Subject code: 6097	Subject name: Sustainable tourism	
Examination date: 06.12.2016	Examination time from/to: 09-12	Total hours: 3
Responsible subject teacher: Per Strömberg		
Campus: Bø	Faculty: AF	
No. of assignments: 2	No. of attachments: -	No. of pages incl. front page and attachments: 2
Permitted aids: English Dictionary		
Information regarding attachments:		
Comments: Be careful of which exam you choose! This exam is for those students taking 7,5 ECTS, with just two assignments.		

Select the type of examination paper Spreadsheets <input type="checkbox"/>	Line sheets <input type="checkbox"/>
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CANDIDATES MUST THEMSELVES CHECK THAT ALL ASSIGNMENTS AND ATTACHMENTS ARE IN ORDER.

1. Define and explain four (4) of the six (6) following notions. Use around a half A4-page per answer.

- Sustainability
- Ecotourism certification
- Dark tourism
- Pro-poor tourism (PPT)
- Green-washing
- Common pool resource (CPR)

2. Introduction: Both guest lectures in this course, given by Peter Fredman and Gudrun Helgadóttir, have highlighted the problem of what could happen if too many tourists arrive to the same destination at the same time. Tourism is booming at some places in Norway. An example of an overpopulated tourist attraction is Trolltunga (Troll Tongue), next to the Hardanger fjord in the municipality of Odda. The site had 1000 visitors ten years ago, now 100 000 visitors this year. One of the reasons why Trolltunga has become popular is the way visitors market the site by uploading images and selfies in social media: The buzz of Trolltunga has gone viral.



2006: approx. 1 000 visitors



2016: approx. 100 000 visitors

Assignment: Imagine that you are the responsible for managing the stream of 100 000 tourists per year in the municipality of Odda. First, consider what is good with tourists coming in the first place: What are the positive impacts of tourism coming to a small place like Odda? Second, discuss the implications of overpopulated tourist attractions and tourist destinations, especially considering a nature-based tourist attraction like Trolltunga: What are the probable implications of mass tourism to a place like Trolltunga/Odda? Third, elaborate and formulate a strategy and a plan to meet these problems by choosing management tools that consider the aspects of the 'triple bottom line': What strategies and actions do you think would be the best in order to control and manage these probable negative impacts?

For the best result of this assignment, base your discussion on theories and methods described in the literature and in lectures.