

# Contents

---

<i>List of contributors</i>	viii
<i>Preface</i>	xii
<i>Introduction</i>	xiii
Peter Fredman and Jan Vidar Haukeland	
PART I NORDIC AND INTERNATIONAL PERSPECTIVES ON NATURE-BASED TOURISM	
1 Nature-based tourism in a Nordic context	2
<i>Peter Fredman, Jan Vidar Haukeland, Liisa Tyrväinen, Stian Stensland and Sandra Wall-Reinius</i>	
2 Trends in nature-based tourism	16
<i>Jan Vidar Haukeland, Peter Fredman, Dominik Siegrist, Liisa Tyrväinen, Kreg Lindberg and Yasmine M. Elmahdy</i>	
PART II PLACE-BASED RESOURCES AND LOCAL COMMUNITIES	
3 Frameworks to understand natural and cultural resources in nature-based tourism	33
<i>Knut Bjørn Stokke, Morten Clemetsen, Øystein Aas, Thron O. Haugen, Stian Stensland and Thomas Haraldseid</i>	
4 From tourist destination to local meeting place: enhancing visitor experiences and social resilience in rural communities	50
<i>Morten Clemetsen, Knut Bjørn Stokke, Jorunn Barane and Thomas Haraldseid</i>	
5 Nature-based tourism and community resilience	64
<i>Kreg Lindberg, Magnar Forbord and Rita Moseng Sivertsvik</i>	
6 Planning the tourism landscape across protected area borders	80
<i>Knut Bjørn Stokke and Morten Clemetsen</i>	

## PART III MARKET DYNAMICS AND SEGMENTS

- 7 Characteristics of different nature-based tourism activity markets 96  
*Petter Dybedal, Jan Vidar Haukeland and Kathrin Stemmer*
- 8 Nature-based tourism package choices: a comparison  
across birdwatchers, mountain bikers and hikers 111  
*Kathrin Stemmer, Knut Veisten, Kreg Lindberg and  
Peter Fredman*
- 9 ‘Good’, ‘bad’ or ‘ugly’ tourism? Sustainability discourses  
in nature-based tourism 130  
*Monica A. Breiby, Hogne Øian and Øystein Aas*

## PART IV FIRMS, CREATIVITY AND INNOVATIONS

- 10 Characteristics of nature-based tourism firms 144  
*Stian Stensland, Magnar Forbord, Knut Fossgard and  
Kristin Løseth*
- 11 The importance of interactions and networks in the  
nature-based tourism industry 162  
*Magnar Forbord and Rita Moseng Sivertsvik*
- 12 Creativity and innovation in nature-based tourism:  
a critical reflection and empirical assessment 175  
*Matthias Fuchs, Knut Fossgard, Stian Stensland and  
Tatiana Chekalina*
- 13 Commercial mountaineering, Norwegian *friluftsliv* and the  
gradual march of commodification 194  
*Kristin Løseth and Peter Varley*

## PART V VALUE-ADDED EXPERIENCE PRODUCTS

- 14 The nature-based tourism product 208  
*Knut Fossgard and Peter Fredman*
- 15 Facilitating smartly packaged nature-based tourism  
products through mobile CRM applications 222  
*Tatiana Chekalina, Knut Fossgard and Matthias Fuchs*
- 16 Fantastic, magical and grandiose: nature’s role in event design 237  
*Lusine Margaryan and Peter Fredman*

17	Visual staging of nature-based experiencescapes: perspectives from Norwegian tourism and event sectors <i>Lusine Margaryan and Knut Fossgard</i>	250
18	A Nordic perspective on wildlife tourism experiences <i>Stian Stensland, Øystein Aas, Hilde Nikoline Hambro Dybsand and Thron O. Haugen</i>	263
19	Concluding remarks <i>Jan Vidar Haukeland and Peter Fredman</i>	281
	<i>Index</i>	287