

Preface

The decision to write this book was taken at a meeting on a cold spring day in the inner fjords of Hardanger in Western Norway. This is a region famous for fruit farming, remarkable mountains and deep fjords. We got it all in one visit – a guided tour through the fields which ended with a taste of local cider at a farm overlooking the spectacular scenery. While this may be the stereotype of the Norwegian tourism experience, it also captures nature-based tourism in a nutshell. This is where natural and cultural resources embedded in the landscape serve as a meeting place between visitors and local communities. A “scape” for services and experiences where the tourism product is consumed. The purpose of this book is to describe the linkages between place-based resources, as a point of departure, and value-added experiences as the outcome from the nature-based tourism value chain. We believe successful nature-based tourism depends upon integrated knowledge to support the level of professionalization in a sector where entrepreneurial success is highly knowledge driven.

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Peter Fredman and Jan Vidar Haukeland
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