



NORDIC PERSPECTIVES ON NATURE-BASED TOURISM

From Place-based Resources to Value-added Experiences

Edited by **Peter Fredman**, Norwegian University of Life Sciences and **Jan Vidar Haukeland**, Institute of Transport Economics, Norway

'This new book on nature-based tourism is of scientific and practical relevance far beyond the Nordic countries with their tradition of friluftsliv. With its profound analyses from local natural and cultural resources market mechanisms and entrepreneurial innovations and ultimately to real tourist experiences, the book will serve the next generation of students and professionals as a standard reference when planning research projects, developing business plans or designing campaigns to further nature-based tourism in any region of the world.'

– Marcel Hunziker, Swiss Federal Research Institute WSL, Switzerland

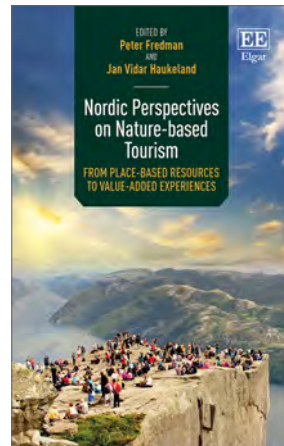
'Fredman and Haukeland's collection of chapters on the Nordic Perspectives on Nature-based Tourism provides a holistic understanding of the complex socio-ecological system of nature-based tourism. Although the focus is on the Nordic region, the trends, concepts, and frameworks translate to international nature-based tourism, which is of extreme importance for a population looking to nature for escape and enjoyment. This book provides practitioners and academics an excellent direction to understand and explore that system.'

– Taylor V. Stein, University of Florida, US

Nature-based tourism (NBT) is a sector where entrepreneurial success is highly knowledge driven. This insightful book offers a comprehensive evaluation of NBT in a Nordic context, highlighting how long-established Nordic traditions of outdoor recreation practices can reveal lessons for the field more broadly.

Featuring contributions from expert scholars, *Nordic Perspectives on Nature-Based Tourism* examines the links between place-based resources and value-added experiences. It considers the way in which NBT calls for an integrated approach to manage resources for both outdoor recreation and the development of commercial experience products. Chapters explore Nordic and international perspectives, local communities, market dynamics, firms, creativity, innovations and value-added experience products.

Undergraduate and graduate students and scholars in tourism and related fields such as geography, planning, hospitality, outdoor recreation and natural resource management will find the knowledge and understanding gained from the book invaluable. It will also prove useful for policymakers, entrepreneurs and volunteers.



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