

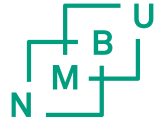
# Megatrender og trender i naturbasert reiseliv

Idre, 2017-10-03

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# BIOTOUR



Fra stedbaserede naturressurser til verdifulle opplevelser:  
Reiselivet i den nye bioøkonomien

*Forskerprosjekt finansiert av Norges Forskningsråd 2017-2020 som ska utforske nøkkelbetingelser for videreutvikling av naturbasert reiseliv i norsk bioøkonomi som sikrer næringsutvikling, robuste lokalsamfunn og bærekraftig ressursbruk.*

## Fem arbeidspakker

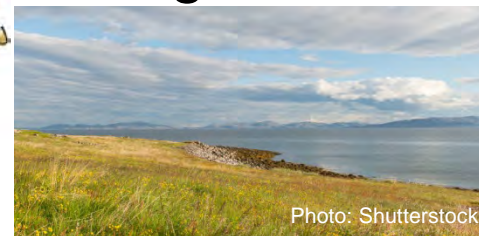
1. Naturbasert reiseliv i den norske bioøkonomien
2. Ressurs- og produktanalyser
3. Markedsanalyser
4. Aktører og reiselivsledelse
5. Innovative løsninger

<p><b>Case study themes</b></p> <p>Case A: The composite adventure experience Case B: The genuine wildlife experience Case C: The pathfinder experience Case D: The event experience</p>	<p><b>WP1: Nature-based tourism in the Norwegian bio-economy</b></p> <ul style="list-style-type: none"><li>a) NBT and sector analyses</li><li>b) Social change and trends</li><li>c) The NBT servicescape</li><li>d) Community resilience</li></ul>	<p><b>WP6: Outreach and communication</b></p>	<p><b>WP7: Project administration</b></p>
	<p><b>WP2: Resource and product analyses</b></p> <ul style="list-style-type: none"><li>a) Modelling of risk-of-resource depletion</li><li>b) Landscape resource analysis</li></ul>		
	<p><b>WP3: Market analyses</b></p> <ul style="list-style-type: none"><li>a) Integrated products</li><li>b) Segments</li></ul>		
	<p><b>WP4: Tourism actors and management</b></p> <ul style="list-style-type: none"><li>a) Motivations and profitability</li><li>b) Growth potentials</li><li>c) Management and interaction</li></ul>		
	<p><b>WP5: Innovative tourism solutions</b></p> <ul style="list-style-type: none"><li>a) Packaged products</li><li>b) Market communication through ICT solutions</li><li>c) Knowledge driven entrepreneurship</li></ul>		

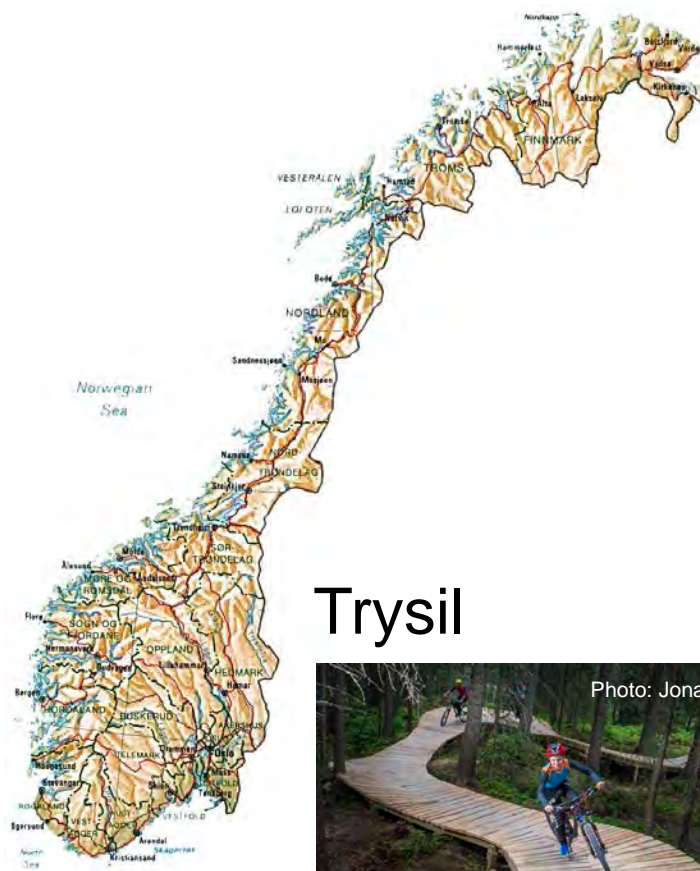
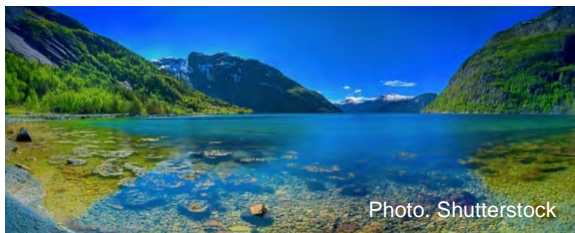
# Biotour data collection

Norway  
(International)

Varanger



Hardanger



Trysil



# Mega trends

- Literature review\*
- STEEP framework: Social, technological, economic, environmental and political drivers (Dwyer et al., 2009)
- 151 research papers (including 109 peer reviewed journal articles) published between the years 1998-2017 were identified
- Peer reviewed research papers were published in 55 different journals spanning a wide array of disciplines



\* Mounir, Y.E., Haukeland, J.V. & Fredman, P. 2017. *Tourism megatrends, a literature review focused on nature-based tourism*. Norwegian University of Life Sciences, MINA fagrapport 42. 74 pp.

# Social trends

- Population growth



- Changes in household composition
- Ageing population
- Health and well-being

- Urbanization



Defined by UN HABITAT as a city with a population of more than 10 million

- Changing work patterns
- Gender
- Increasing cultural diversity
- Values and lifestyles

# Technological trends



- Transportation
- High-tech equipment
- Information and communication technology (ICT)





# Economic trends

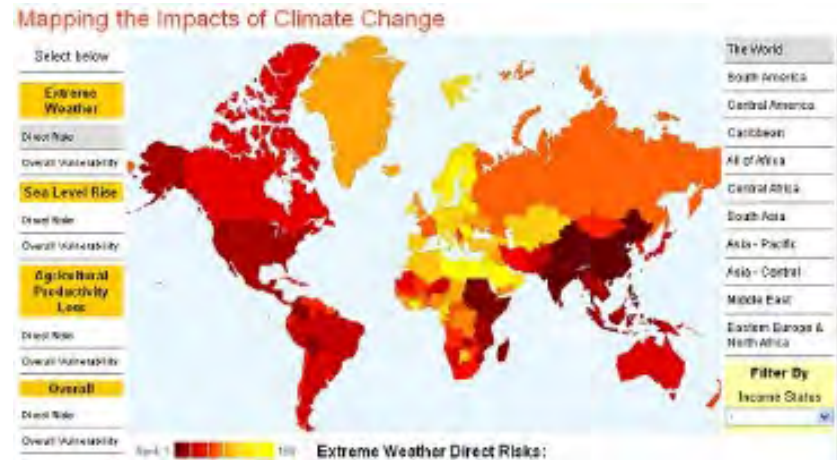
- Economic growth in developed economies
- Economic growth in emerging economies
- Sharing economy
- Fuel costs





# Environmental trends

- Climate change
- Land use and landscape change



# Political trends

- Political turbulence, war and terrorism
- Changes in border regulations
- Health risks



# Delphi survey design

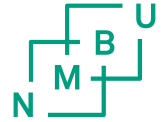
## - Trends in nature-based tourism

**Round 1:** Open ended format

**Round 2:** Closed-ended format

**Round 3:** Closed-ended format

# Ten categories of experts were identified:



- National or regional government/ministry
- Regional tourism associations, destinations or municipalities
- Tourism marketing organizations
- Nature-based tourism company or association
- Outdoor industry (equipment, clothing etc.)
- Outdoor recreation organizations, non-profit organizations
- Organizations managing infrastructure, natural resources and/or environments used for nature-based tourism
- Academia, consultants
- Media (special interest in tourism and/or outdoor recreation)
- Youth organizations (special interest in tourism and/or outdoor recreation)

# Delphi survey 2017 - Trends in nature-based tourism in Norway, Sweden and Finland



Källa: Johansen 2017



# Literature

Heidi Helgaker Johansen, 2017. *Trender innen det naturbaserte reiselivet i Norge, Sverige og Finland: En kvalitativ analyse*. Norges miljø- og biovitenskapelige universitetet, Fakultet for miljøvitenskap og naturforvaltning, masteroppgave, 30 stp. 78 s.

Mounir, Y.E., Haukeland, J.V. & Fredman, P. 2017. *Tourism megatrends, a literature review focused on nature-based tourism*. Norwegian University of Life Sciences, MINA fagrapport 42. 74 pp.

Stensland, S., Fossgard, K., Apon, J.C., Baardsen, S., Fredman, P., Grubben, I., Haukeland, J.V. & Eikrem Røren, A.M. 2014. *Naturbaserte reiselivsbedrifter i Norge. Frekvens- og metoderapport*. Norges miljø- og biovitenskapelige universitet, Institutt for naturforvaltning, INA fagrapport 25.

