

COURSE TITLE	Nature-Based Tourism	
Study programme	Professional Graduate Study Management, module Destination Management	
Lead instructor	Persons who meet the requirements laid down by the Act on Higher Education and Scientific Activity	
Course status	Elective	
Year of study	Year 2 (semester 3)	
Credits and mode of delivery	ECTS workload	4
	Number of hours (L+P+S)	45 (30L+0P+15S)

COURSE DESCRIPTION
<i>Course objectives</i>
• To analyse natural resources as motives for tourism flows. • To study different forms of nature-based tourism. • To present the value of nature through the tourism valorization of resources. • To establish the importance of interpreting the environment and tourist attractions in a tourism destination.
<i>Course enrolment requirements</i>
None
<i>Expected learning outcomes</i>
LO1: Identify and compare the main resources for developing nature-based tourism and their integration in tourism at the EU and global levels. LO2: Distinguish between various forms of nature-based tourism and identify current market trends. LO3: Evaluate the market potential of different forms of nature-based tourism. LO4: Argue the importance of protected natural areas for the development of ecotourism and other nature-based tourism forms, using a given case. LO5: Identify key benefits and limitations of tourism in nature-based destinations, particularly in protected natural areas. LO6: Analyse the role of guiding, interpretation, and related services in nature-based tourism and their contribution to improving the quality of life in local communities.
<i>Course content</i>
Environment and tourism development: natural resources, tourism and space, the environment, ecology. The link between environmental protection and tourism development. The role of sustainable development in strengthening nature-based tourism. Differentiation of tourism forms based on the natural characteristics of the environment. The role of tourism in transforming natural resources into long-term sustainable value for the destination. Characteristics of demand and current trends in nature-based tourism. Supply of nature-motivated tourism activities: ecotourism, recreational, adventure, survival, and adrenaline tourism. Tourism in protected natural areas. Interpretation of natural resources in the destination. Interaction between tourism and nature: positive and negative aspects.
<i>Assessment and evaluation of student work during classes and the final exam</i>
Assessment is based on evaluation of the achievement of course learning outcomes. Assessment is conducted continuously during the lessons and/or in the final exam, in accordance with the provisions of the institution's Ordinance on Assessment and Evaluation of Student Work and the Annual Curriculum Plan.