

BIOM: Nature Tourism module

Lecturers: Prof. Dr. Erik Aschenbrand, Prof. Dr. Martin Balas

Schedule: June 2-16, 2025

Date	Time	Topic	Lecturer	Format
Monday, 02/06	09:30 – 11:00	Intro to the module	All	Lectures
	BIOM 11:15 – 12:45	Introduction to tourism management <ul style="list-style-type: none"> ● tourism system ● management of spatial tourism ● tourism segments / themes 	Prof Balas	
	13:45 – 15:15	Introduction to nature based tourism and outdoor recreation industry <ul style="list-style-type: none"> ● characteristics, motivations and figures of nature tourism ● tourism in protected areas ● tour operators, lodges, outfitters etc. within nature tourism 		
	NTM 11:15 – 12:45	Introduction to protected areas Historic co-development of nature tourism and protected areas	Prof Aschenbrand	
	13:45 – 15:15	Introduction to nature conservation concepts. <ul style="list-style-type: none"> ● protected area categories ● species conservation ● hands-off management ● EU Natura 2000 		
Tuesday, 03/06	09:30 – 11:00	The concept of ecotourism Introduction: Definition, goals, the concept of Nature Positive, critical discussion	Prof Balas	Lectures
	11:15 – 12:45	Sustainability criteria for tourism in PAs (Europarc Charter, Quality nature parks, NNL partner programmes, etc.)		
	13:45 – 15:15	Supporting protected areas through ecotourism <ul style="list-style-type: none"> ● financing strategies ● ecotourism case study (tbd) 	Ecotourism case	

Wednes day, 04/06	09:30 – 11:00	Park-people relationships human perceptions of protected areas within the context of visitation	Prof Balas	Lectures
	11:15 – 12:45	Digital visitor management <ul style="list-style-type: none"> ● current developments ● example Digitize the Planet 	Prof Balas Digitize the Planet	
Thursda y, 05/06	09:30 – 11:00 11:15 – 12:45 13:45 – 15:15	Recreation ecology Recreation ecology Visitor management Intro to the Case study site: Lake Werbellin	Prof Aschenbrand	Lecture
Friday, 06/06	09:30 – 11:00	Protected areas in Germany Current developments of protected areas management in Germany	Dr Neele Larondelle Students	Lectures
	11:15 – 12:45	Case study		Individual work
	13:45 – 15:15	Case study		

Week 2

Date	Time	Topic	Lecturer	Format
Monday, 09/06		Public holiday		
Tuesday, 10/06	09:30 – 11:00	Socio economic monitoring in protected areas <ul style="list-style-type: none"> ● economic valuation of PA ● system of socio-economic monitoring 	Prof Balas	Lectures, exercise
	11:15 - 12:45	Measuring tourism impacts on biodiversity <ul style="list-style-type: none"> ● brainstorming ● case: national study for the German biodiversity strategy 		
	13:45 – 15:15	Case study clarification		
Wednesday, 11/06	09:30 – 11:00	Constructivist perspectives on landscape <ul style="list-style-type: none"> ● Social construction of Landscape in tourism ● Critical perspective on Tourism marketing 	Prof Aschenbrand	
	11:15 – 12:45	Tourism semiotics		

		Tourism sociology Dean MacCannel/John Urry		
Thursday, 12/06	09:00 – 18:00	Excursion to Lake Werbellin Departure to the Lake via Bicycle/Bus Arrival at Altenhof 9:30 10:00 Short intro to the area and tourism management, clarification of tasks individual research in groups (see topics below) 11:00 gathering at the Lake (specific location tbd); short recap 16:00 BBQ 17:00 Departure open	BRSC, DMO Schorfheide	
Friday, 13/06	09:30 – 11:30	Recap Exam preparations	Prof Aschenbrand, Prof Balas	
30/07	23:59	Submission Exam Paper	Prof Aschenbrand, Prof Balas	EXAM

Groups for the excursion & exam

- Recreation and tourism effects on biodiversity in freshwater ecosystems
- Economic effects of visitation around lakes / lake Werbellin
- Visitor management: Effects of crowding on nature conservation
- Economic value creation by local fishing in freshwater ecosystems / local value chains
- Water tourism activities and their effects on biodiversity in freshwater ecosystems
- Tourism sentiments around the lake
- Park-people relationship: BR and nature conservation authorities
- Ecological impacts of recreational angling/fishing and sustainable fishing/fish stocking
- Touristic infrastructure / planning / Bundes

Homework paper:

Literature review on the chosen topic + case study based on the excursion.

Max 3000 words per person + figures, pictures, tables, etc., literature references

Quality criteria:

- Relevant literature on the chosen topic researched, found, understood + synthesized?
- case study analyzed and presented with reference to the excursion and document/literature analysis