

Welcome

to the combined modules
Nature based tourism
& cultural identity

Monday, 02/06/2025

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**Hochschule
für nachhaltige Entwicklung
Eberswalde**



Today's topics

- I. Overview of the module and formalities
- II. Introduction in tourism management & nature based tourism / protected areas & nature conservation concepts

I. Modulübersicht

1. Program
2. Get to know each other
3. Examination

I. Overview of the modules

Aim of the Modules

- This module will introduce you to the topics of **nature conservation**, the **system of protected areas in general** as well as **conservation strategies** and **new conservation approaches connected to tourism management**.
- Furthermore, we will have a look at the **market of nature-based tourism** & outdoor recreation and see **what impact tourism can have on biodiversity**. **Visitor management** will be showcased as one solution to prevent or mitigate impacts.
- You will learn about the **concept of ecotourism**, how it can support protected areas and how sustainable products can be developed.

I. Overview of the modules

Program

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● nature-based tourism industry: 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		

I. Overview of the modules

Program

Tuesday, 03/06		The concept of ecotourism		Lectures
	09:30 – 11:00	Definition, support of PA, critical discussion	Prof Balas	
	11:15 – 12:15	Principles, Goals and Future Opportunities of Ecotourism	Ayako Ezaki, TrainingAid	
	13:15 – 14:15	case: Jahoo Keo Seima Wildlife Sanctuary	Chris Iverson, Wildlife Conservation Society)	

I. Overview of the modules

Program

Wednes- day, 04/06	09:30 – 11:00	Park-people relationships human perceptions of protected areas within the context of visitation + practical sessions with LEGO Serious Play	Prof Balas	Lectures
	11:15 – 12:45	The concept of wilderness and rewilding <ul style="list-style-type: none">● current developments● example Rewilding Oderdelta	B. Kaddatz	
Thurs- day, 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

I. Overview of the modules

Program

Friday, 06/06		Digital visitor management		
	09:30 – 10:15	Digitize the Planet	Thorsten Unsel, Digitize the Planet	Lectures
	10:15 - 11:00	General concepts of digital visitor management in PA	Prof Balas	
	11:15 – 12:45	Work on Excursion / Case study	Students	Individual work
	13:45 – 15:15	Work on Excursion / Case study		

I. Overview of the modules

Program

Tuesday, 10/06	09:30 – 11:00	Evaluation of tourism impacts in PA Sustainability Criteria for Tourism in Protected Areas	Prof Balas	Lectures, exercise
	11:15 - 12:45	Socio economic monitoring in protected areas <ul style="list-style-type: none"> • economic valuation of PA • system of socio-economic monitoring 		
	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		

I. Overview of the modules

Program

Thursday, 12/06	09:00 – 18:00	Excursion to Lake Werbellin		
	(9:14)	Departure from Eberswalde		
	9:31	Arrival at Joachimsthal Kaiserbahnhof		
	09:45	Short intro to the area and expert inputs: recreation and tourism management in the area		
	10:30	Hike along the lakeshore to SeeZeit Resort Along the trail: Landscape biography, effects on biodiversity, fishing		
	13:00	Visit of Seezeit Resort - walk through the resort and explanation of the location, input on Visitor management, visitor sentiments - Expert Input on water infrastructure (WSV) - expert input on water tourism initiative northern Brandenburg and tourism brand "Seenplatte" (WIN-project) - expert input on regional tourism planning (WITO)		
	15:00	Walk to the lakeside		
	16:00	relaxation and get together at the lake		
	18:59 or 19:59	return to Eberswalde (bus 915)		

I. Overview of the modules

Program

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

I. Overview of the modules

Let's get acquainted!

Speed-Dating

5 rounds: change after
3 minutes

Two questions:

Your nicest moment so far during your
studies?

Where was your last travel and what did
you do?



After the last round:
Introduce your last date in
two sentences

I. Overview of the modules

examination

- **Scientific paper** of a predefined topic
- **Literature review + case study** based on the excursion
- max. **3,000 words** + figures, picture, tables, etc.

Topics:

- Recreation & tourism effects on biodiversity in freshwater ecosystems
- Impacts of recreational fishing: a sustainable nature-based activity?
- Impacts of recreational boating: a sustainable nature-based activity?
- Economic effects of visitation around lakes / lake Werbellin
- Visitor management: Effects of crowding on nature conservation
- Tourism sentiments / park people relationships around the lake
- Tourism infrastructure planning with a specific focus on water infrastructure

Questions

