*Session proposal for the 9th International Conference on Monitoring and Management of Visitors in Recreational and Protected Areas (MMV), Bordeaux, France, August 28-31, 2018.*

Session organizer:

Professor Peter Fredman

Faculty of Environmental Sciences and Natural Resource Management

Norwegian University of Life Sciences, NMBU

E-mail: [peter.fredman@nmbu.no](mailto:peter.fredman@nmbu.no)

Nature-based tourism trends, markets and innovative products

Nature-based tourism is an increasingly important tool for local development of places rich in recreation opportunities. This apply to many parks and protected areas, as well as other spaces where natural resources are attractive and accessible. Contemporary nature-based tourism is however undergoing significant changes in terms of diversification, globalization and new technology. The number of recreation activities in the outdoors are growing, people are increasingly travel away from their home to participate and through new technology frontiers are pushed and new opportunities rise. Hence, further development of the nature-based tourism sector requires an integrated research approach on resource use, demand structures and product configurations based on cutting-edge knowledge. *The current session will discuss key conditions for local development of the nature-based tourism sector, thereby strengthening its contribution to business innovation, community resilience and sustainable use of natural resources*. The session is organized by BIOTOUR, a Norway-based research project with the overall hypothesis that an integrated perspective of the nature-based tourism sector will provide a basis for new products and a more sustainable development. BIOTOUR has a special focus on composite adventure experiences, genuine wildlife experiences, the role of trails and events in a nature-based tourism context. For this session, we welcome presentations on nature-based tourism focusing on one or more of the following topics: *Trends in nature-based tourism and outdoor recreation; Market analyses of nature-based tourism; Innovative products in nature-based tourism.*