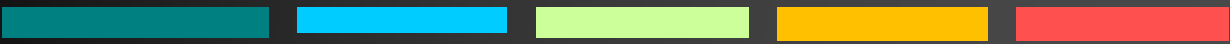


# THE SCIENCE BASED TOURISM EXPERIENCE IN PROTECTED AREAS



SEPTEMBER 14TH 2018,  
MIRABEL



**Cermosem**  
plateforme du développement territorial



UNIVERSIDAD DE LAS PALMAS  
DE GRAN CANARIA



**Tides**  
INSTITUTO UNIVERSITARIO DE TURISMO  
Y DESARROLLO ECONÓMICO SOSTENIBLE

GIANELLA ROJAS FIGUEROA

# SUMMARY

1. Introduction

2. Acknowledgements

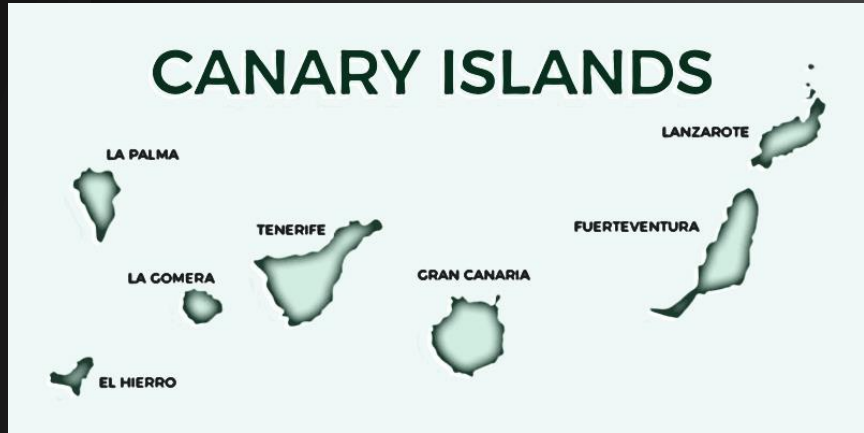
3. Hypothesis

4. Objectives

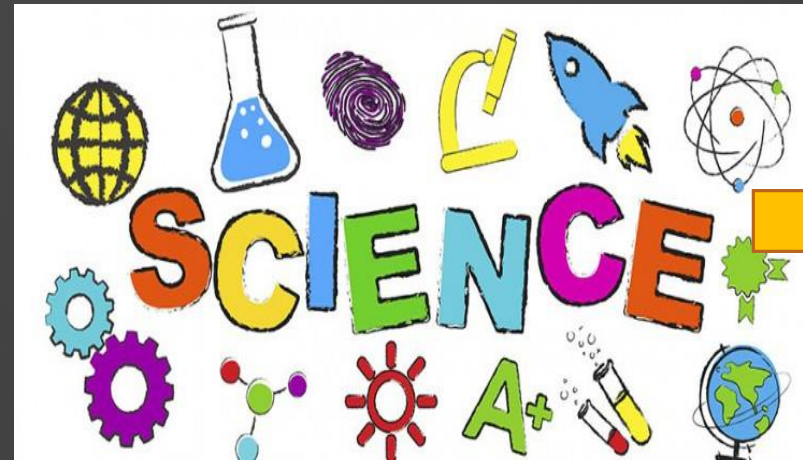
5. Methodology

# WHY?

40%



146 PROTECTED NATURAL AREAS



## 1. INTRODUCTION



SO WHAT?

# Detect Quantified Examine

Status of



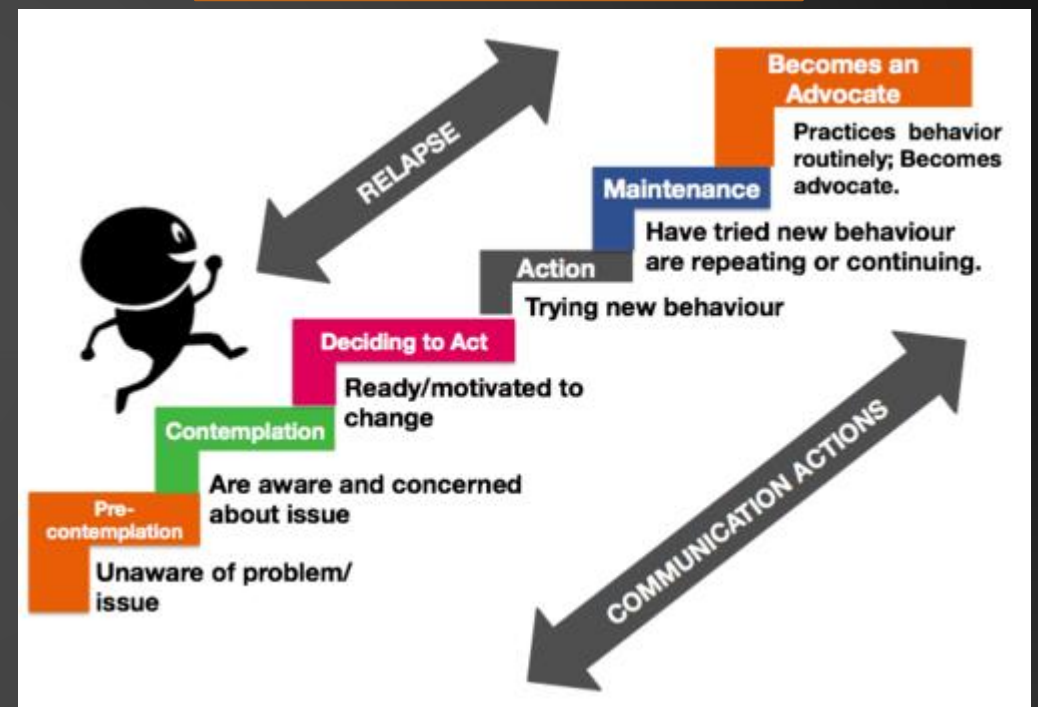
Scientific communication

Scientific mediation

Scientific communication



If emotions can influence



1. INTRODUCTION

# 4 Protected Areas

HOW?



Different ecosystems

Scientific component

Scientific discipline as part of the offer

1. INTRODUCTION

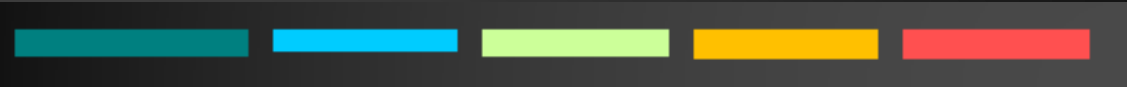
## 2.ACKNOWLEDGEMENTS





# 3.

# HYPOTHESIS



Scientific communication contributes to the value of tourism experience in protected areas in Canary Islands

Science is a resource that adds value to the tourism experience

Scientific communication can provide feeling and cognitive emotions in the tourism experience in protected areas

The tourism experience can be reinforced through scientific mediation improving the behavior of tourist and creating awareness of the importance of the environment.

# 4.

# OBJECTIVES

To Study the role of science and its mobilization through scientific mediation and scientific communication in the construction of experiences of tourists visiting protected areas.

Identify and locate the different dimensions of scientific communication in the value of the tourist experience

Classify the dimensions of scientific communication

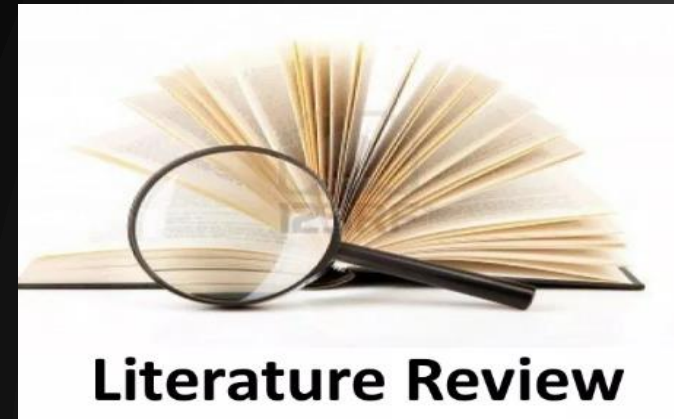
Measure separately and collectively the importance of the dimensions

Identify and analyze the type of emotional experiences and feelings that arose in tourists before during and after the visit

Check if scientific communication generated awareness among tourists about the fragility of the environment.



# 5. METHODOLOGY



Literature Review

1

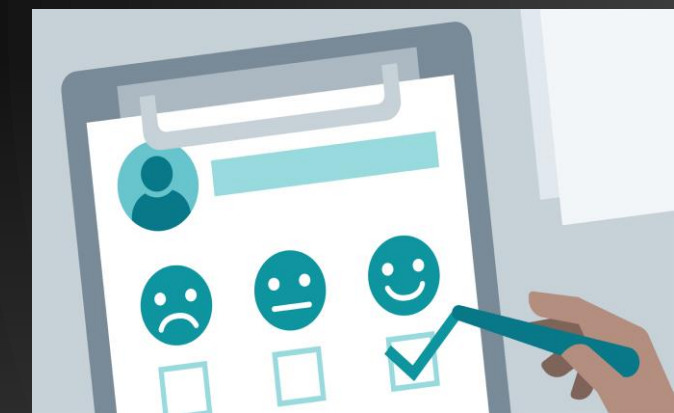


3

Analysis of literature

Selection of the protected area

Focus groups to experts and tourist



3



4

Surveys

Clasification of scientific communication ussing a matriz

Recommendations



# BIBLIOGRAPHIE



THANK YOU