Research interests: Adventure Tourism. Strategic pricing, value based pricing, value creation, nature guide performance, hospitality, risk management

Publications:

<https://www.cristin.no/as/WebObjects/cristin.woa/wa/fres?sort=ar&la=no&action=sok&pnr=325403>

Recent:

Røkenes, Arild; Rose, Jeff; Schumann, Scott. The Art of Guiding in Nature Based Adventure Tourism - How guides can create client value and positive experiences on mountain bike and backcountry ski tours. Scandinavian Journal of Hospitality and Tourism 2015; Volum 15.

Røkenes, Arild; Andersen, Sigmund. The arctic nature guide program at 78° north. Venture Publishing 2015 Røkenes, Arild; Prebensen, Nina Katrine. The Nature and Antecedents of Fair Price Perception in Tourist Experiences. Advances in Hospitality And Leisure 2012; Volum 8.