


Challenges and opportunities of Geotourism in Global Geoparks




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Earth Heritage Conservation

Even if some emblematic earth heritage sites were included since the 18th century in some of the most known Protected Areas and National Parks, Earth Heritage conservation in most countries was and still is NOT a priority.



1872, USA, Yellowstone National Park

Geological tourism

Earth heritage monuments and sites are elements with high potential in tourism


Spectacular geological monuments are popular tourism destinations




Iguaçu falls, Argentina-Brazil

Earth heritage is underestimated

- Earth heritage Monuments and Sites remain without protection and management
- Potentially important territorial resources remain unexplored!
- BUT almost every community has a wonderful geological history, or unique and beautiful scenery, or really interesting points of interests, that would capture the attention of tourists.



Campos Gerais - Vila Velha Park, Parana, Brazil

International Convention ?

Is the World Heritage Convention the appropriate tool to protect the World's Earth Heritage?

Only 10% of the sites

1991 UNESCO International Symposium on the Conservation of the Geological Heritage

INTERNATIONAL DECLARATION ON THE RIGHTS OF THE MEMORY OF THE EARTH



Geoparks



2000: Geoparks : A New Concept

2004 February: Foundation of the Global Geoparks Network

2004 June: 1st UNESCO International Conference on Geoparks



Geoparks : a new concept

Geoparks : utilizing and promoting territorial identity including geological, ecological and cultural resources as a new tool for sustainable local development mainly through **geotourism**.



Toya-Utsu Global Geopark, Japan

Geotourism definition



Geotourism should be defined as tourism which sustains and enhances the identity of a territory, taking into consideration its geology, environment, culture, aesthetics, heritage and the well-being of its residents.

Arouca Declaration 2011

Geoparks : fascinating landscapes



Reserve Geologique Haute Provence

Geoparks: significant geosites



Forest fawr Geopark, Wales UK



The "flying rock"
Mount Lushan Geopark, China

Significant geosites

Itoigawa-Shizuoka tectonic line
Itoigawa Geopark, Japan



Geoparks: heritage sites



Zhoukoudian - Peking man site
Fangshan Geopark, China



Genbudo Cave,
Sanin Kaigan Geopark, Japan

Geoparks : unique natural ecosystems



Mangrove Forest,
Langkawi Geopark, Malaysia



Rokua geopark, Finland

Geoparks : unique natural ecosystems



The welcome
pine,
Mount
Huangshan
Geopark,
China

Geoparks: unique ecosystems



Geoparks: aesthetics...



Jeju island Geopark, Korea



Zhangjiajie Geopark, China



Shilin stone forest Geopark, China

Geoparks : sites of cultural value



Mount Huangshan Geopark, China

Mount Taishan Geopark, China

Geo-tourism Development Action Plan

- Earth heritage site identification and assessment
- Enhancement of natural and cultural heritage
- Geosite interpretation
- Geo-tourism infrastructure
- Geo-tourism services
- Geo-tourism activities
- Information and promotion
- Geopark hotels and rural accommodation
- Promoting local gastronomy and food
- Promoting local products
- Promotional activities
- Capacity building activities

Geoparks...

GAIA storytelling...



Outdoor activities

- Guided walks
at the Geo-sites



- Guided tours to
discover the
landscapes along
walking trails



Geopark Rangers



Bergstrasse-Odenwald Geopark, Germany

Visibility



Mount Huangshan, China



Sierras Subbéticas Geopark Spain

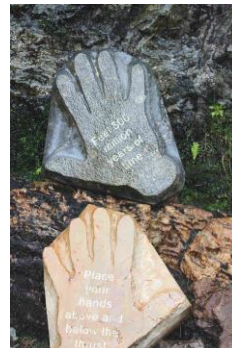
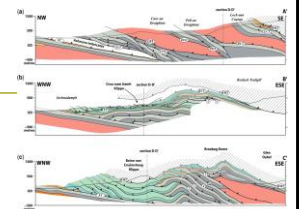


Arouca Geopark Portugal



Knockan Crag is one of the most important sites for understanding how the landscape of northern Britain was formed. The story is told using poetry, sculpture, interactive displays, which illustrate the drama of past geological events and the people involved in unravelling this fascinating story. **North West Highlands Geopark Scotland**

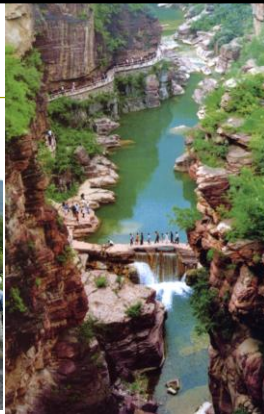
Moine Thrust feel 500 million years of time



Visitors access and security



Unzen Volcanic Area Geopark Japan



Yuntaishan Geopark, PR China

Visitors access and security



Visitors access and security in Alxa Desert Global Geopark, PR China

Interpretation and visitors

- ❑ Knowledge and information about geological heritage is often not presented a way that is easily understood by the general public.
- ❑ As a rule, this information comes in the style of scientific treatises which, besides using highly specialised language, leave visitors in the dark and limit touristic impact.
- ❑ Information must be accessible and intelligible for the general public, presented in a few basic concepts and with clarity, resulting in the combined efforts of scientists, interpretation experts and designers.

Geosite interpretation



Bergastrasse – Odenwald Geopark, Germany



Sobrarbe Geopark - Spain

Interpretation of geosites in info points and visitor centers



Interpretation panel in Unzen Volcanic Area Geopark, Japan

Interpretation panels

Lesvos Geopark, Greece



Huangshan Geopark, China

Example of the rock route in the North West Highland Geopark. All the panels of the route consist of a principal interpretative panel and a secondary panel with information about the Geopark



Information



Geoparks : infrastructure



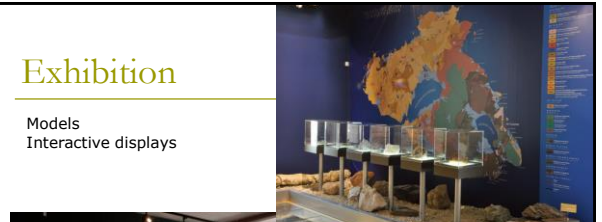
The Natural History Museum of the Lesvos Petrified Forest

Exhibition



Exhibition

Models
Interactive displays



Visitor information

- Presentation
- To all visitors at the audiovisual room

- Guided tours at the exhibition rooms



Wireless guidance system



Geo-tourism Services

A Geopark creates vacation experiences that allow visitors to share that, which we value most about our territory, in such a way as to preserve and protect the region for generations to come.



Services

- Guided walks
- Trekking
- Horse riding
- Cycling
- Geo-rafting



Adventure activities

Climbing!

Forest fawr
Geopark, UK



Services

Geo-Cruise by the Noss-Tour-boat, equipped with magnifiers and geological maps in Shetland Geopark, UK



Geo-Cruise
Basque Coast geopark Spain

Geo-cruise in the Honk-Kong Geopark



Educational activities



ENVIRONMENTAL EDUCATION IN GEOPARKS



Vulkaneifel Geopark, Germany

Alxa Desert Global Geopark, China

Education on natural disasters

Seismic table - Understanding Earthquakes



Educational publications & Museum kits



Communication and Promotion

Explore the English Riviera GEOPARK

Northern Rocks
The North Pennines Festival of Geology and Landscape
22 May - 6 June 2016

Estrategia Andaluza de Geodiversidad
Documento Base

English Riviera GEOPARK
www.englishriviergeopark.org.uk

Information & Publications

European Geoparks

European Geoparks Network

UNESCO & GEOPARKS
A big step forward

UNESCO
The 18th Session of the Executive Board and Geoparks

European Geoparks Week

EUROPEAN GEOPARKS WEEK 2012

Geoparks

Celebrating Earth Heritage in 50 Geoparks

The EARTH Festival

Summer cultural events

- Theatrical plays & Concerts
- Traditional music & dancing
- Video art, Cinema, Photography
- Painting and sculpture exhibitions



Celebrating midsummer at the top of a mountain in Rekjanes Geopark Project

FRIENDLY ACCOMMODATION

- ▣ Langkawi Geopark
- ▣ Hong Kong Geopark



Geo-restaurants and local dishes

- ▣ Georestaurant in Naturtejo Geopark, Portugal



Geo-plates inspired from geosites in Hong-Kong Geopark, China

Caldera cake

Geo - cooking

Geo cooking in a geothermal field, Azores

Local food preparation by women cooperative in Lesvos

Agrotourism festival
Local food and products

Supporting local business

Lesvos Petrified Forest Geopark Women cooperatives

Subbeticas Geopark - Spain Promotion of local products

Labelisation of local products

- The label represents a value added for the product that can be sold with a guarantee of quality.
- In order to obtain the label, product should meet a series of requirements established by the protocol approved by the Park Executive Board on 27th September 2007.
- The local product with the "Qualità Parco" label has also a second advantage: it belongs to a particular distribution chain directly connecting the "Qualità Parco" producer with the "Qualità Parco" restaurants, that must offer their guests local and genuine products.



Local Products



- Naturtejo Geopark
- Arouca Geopark

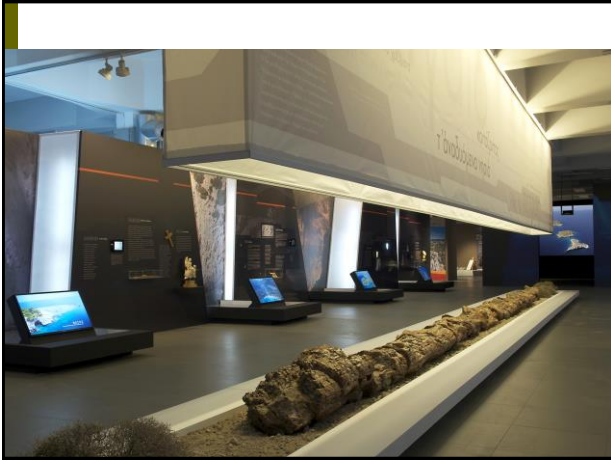
ADVERTISMENT

FINANCIAL TIMES
Experience our stunning world class Geopark, beautiful hiking trails and you will soon discover the green behind the gold!

Meet the many [facesofhongkong.com](http://www.facesofhongkong.com)

EXCHANGE OF TRAVELLING EXHIBITIONS





BUILDING NEW BONDS WITH THE TOURISM MARKET

Promotional Activities

1st International Geoparks Fair
Terra Vita Geopark 2008

International Tourism Fairs
Stand in FITUR Madrid 2009 and 2010



ITB 2013

EARTH'S WETLANDS and GEOPARKS : Celebrating Earth Heritage – Sustaining Local Communities Future



Capacity Building Activities

United Nations Educational, Scientific and Cultural Organization

INTENSIVE COURSES ON GEOPARKS

International Summer School
«Earth heritage site assessment – Geoparks management – and geotourism development»

Lesvos (Greece), 25 June – 4 July 2010

INTERNATIONAL INTENSIVE COURSE

«Geoconservation : Methodologies for the protection, conservation, promotion and management of Earth Heritage sites »

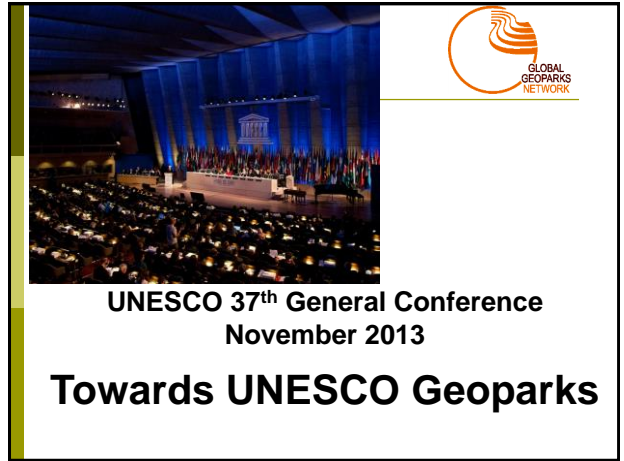
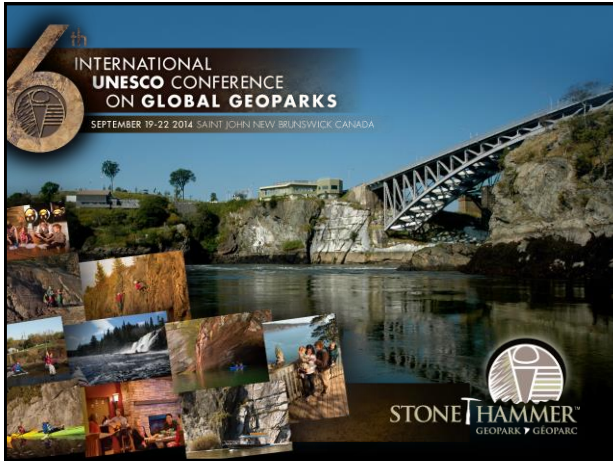
Lesvos Island - Greece, 24 June – 4 July 2014

www.petrifiedforest.gr

International Conferences

UNESCO International Geopark Conferences

- Beijing 2004
- Belfast 2006
- Osnabruck 2008
- Langkawi 2010
- Unzen 2012



GEO PARKS

Celebrating Earth Heritage -
Sustaining Local communities



GLOBAL
GEO PARKS
NETWORK



Understanding.....

Rocks...
fossil...
time...
history of life.....

**Shaping the
future of the
planet Earth!**