NATIONAL GEOGRAPHIC SOCIETY

National Geographic Society
Center for Sustainable Destinations

The Geotourism Approach

geotourism

Tourism that sustains or enhances the geographical character of a place—

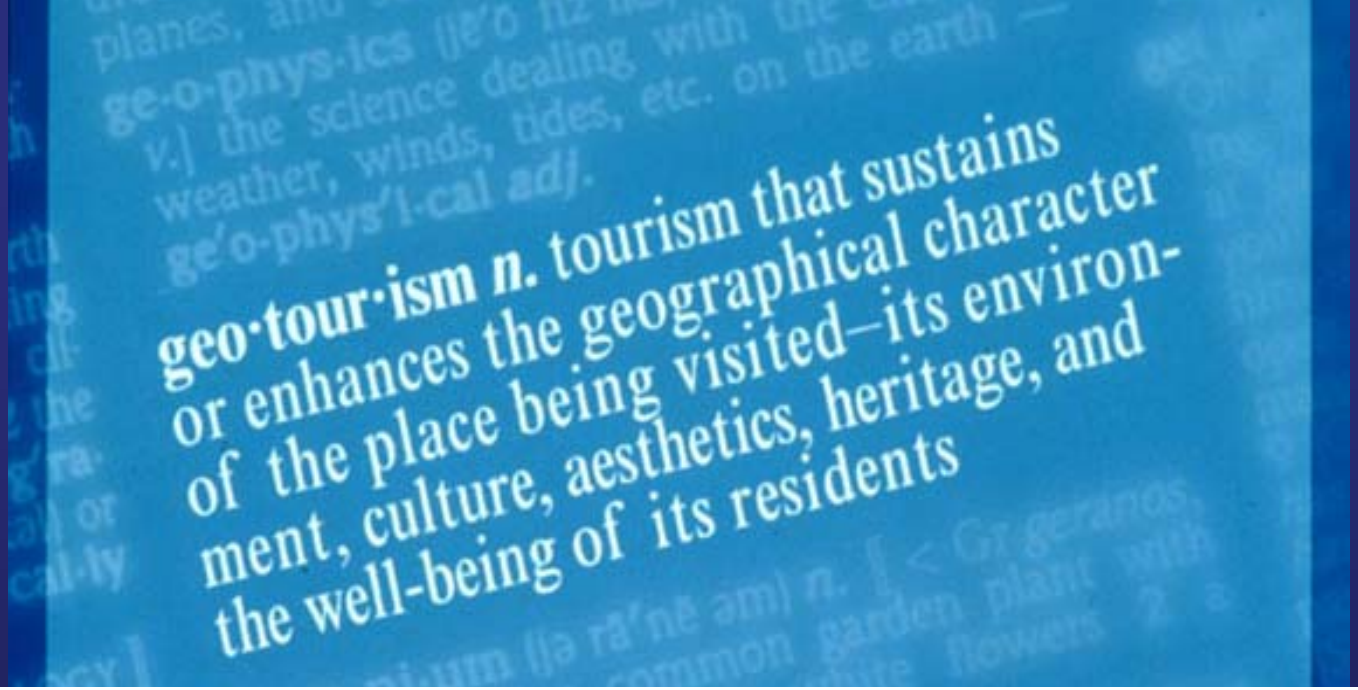
its environment,
culture,
aesthetics,
heritage,
and the well-being of its residents.

The geotourism test:

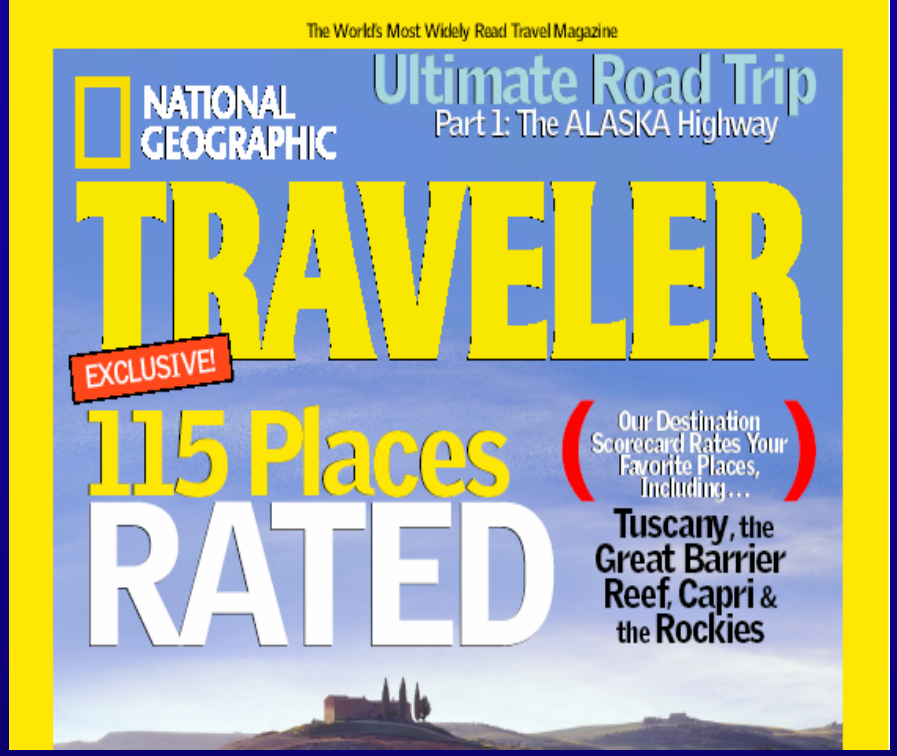
Are we sustaining or enhancing the character of our place?

Geotourism – Manage tourism to protect all aspects of place

- Flora and Fauna
- History
- Archaeology
- Geology
- Traditional Architecture
- Local Music
- Cuisine
- Local Crafts
- Arts



The Geotourists



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NGS –Geotourism Programs

- **Destination - tourism is a factor**
- **Constituency – willing stewards supporting a set of guiding principals**
- **Catalyst project - local participation – identify, develop, sustain, and market assets**
- **Geotourism Stewardship Council – permanent body**

Crown of the Continent

Bi-National
Geotourism Stewardship Council
and MapGuide project

Roughly 10 million acres of intact natural systems

“Amenity migrants” - nature and sense of place threatened by an influx of new residents in the region

A regional perspective is needed for gateway communities to properly address complex challenges

Crown of the Continent Geotourism Stewardship Council

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Geotourism Principles - sustain and enhance geographical character of place

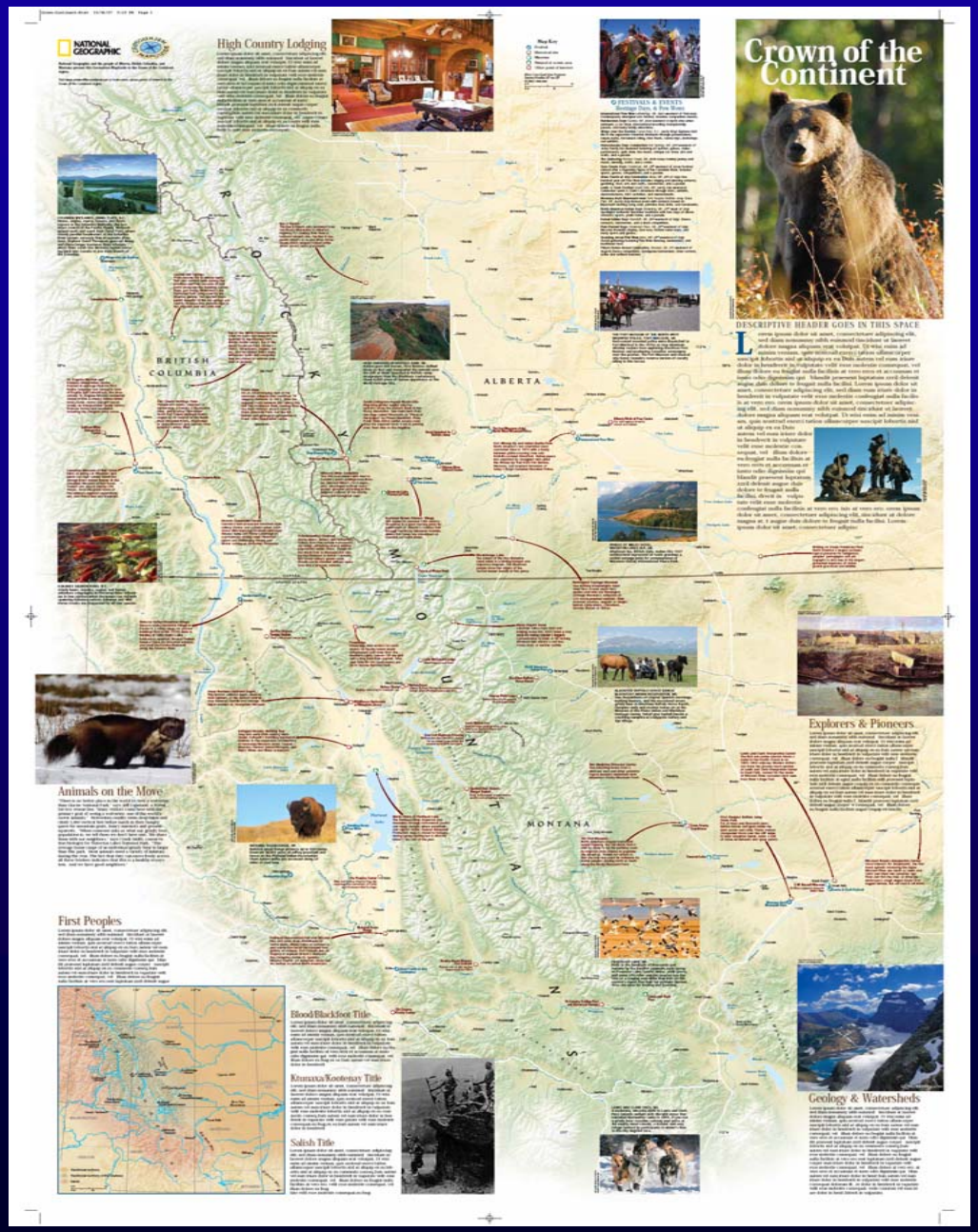
- Market Selectivity
- Community involvement and community benefits
- Interactive interpretation – engage visitors in learning about the place
- Protect the product – the place
- Conserve resources – do no harm
- Land use planning – enhance the environment
- Promote destination appeal
- Plan for the long term – adapt the strategy
- Evaluate consumer enthusiasm – evaluate benefits per guest

$200,000 budget - 14 month project lifecycle

Implementing Partner - National Parks Conservation Association

Funding Partners -
USDA-USFS
USDI-BLM
Parks Canada
Montana Commerce Dept.
British Columbia - Kootenay Rockies Tourism
Southwest Alberta Geotourism Consortium

www.crownofthecontinent.net



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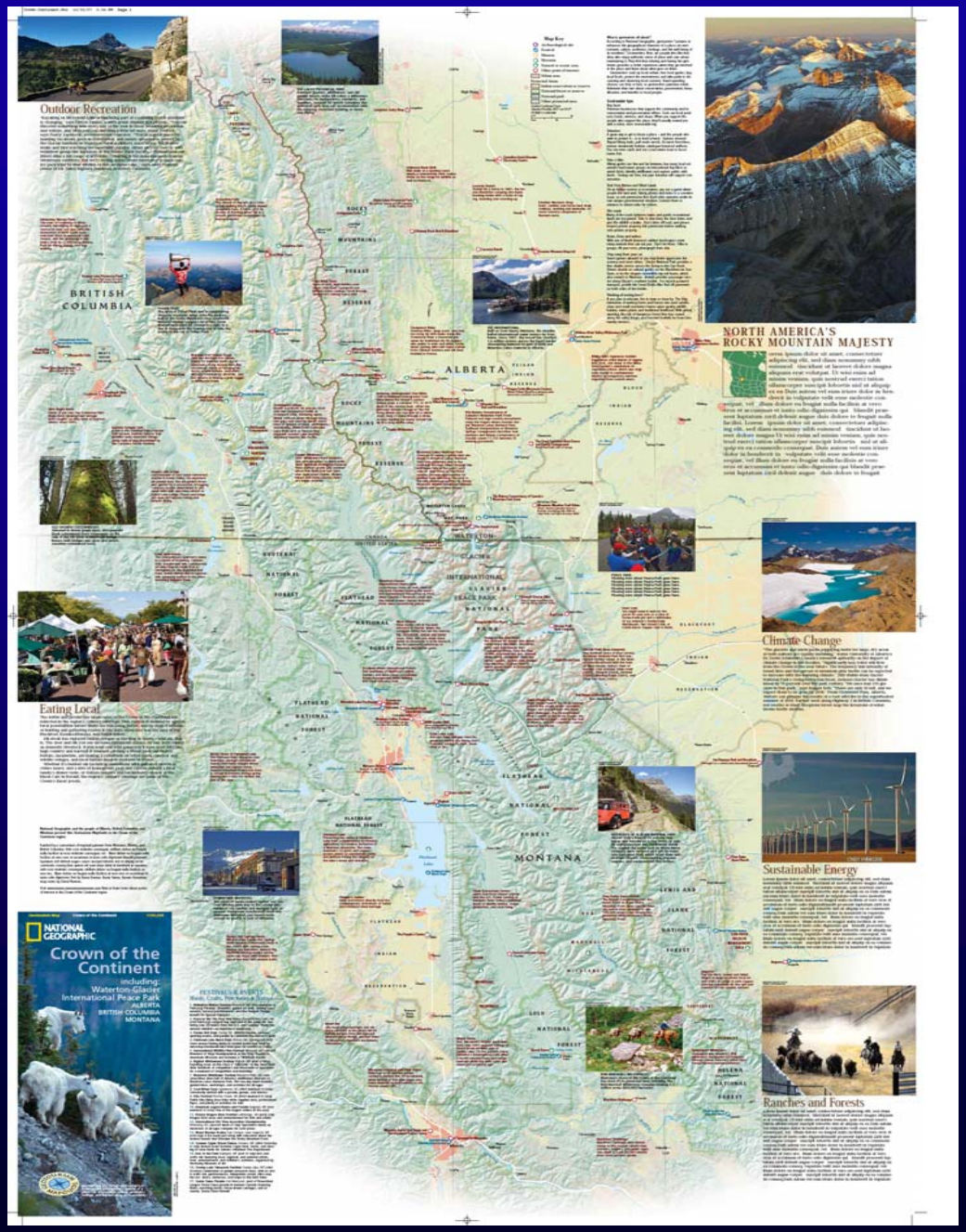
MapGuide
Contents

Nominations
Text Blocks
Photography
Legend
Design
Themes
Cartography



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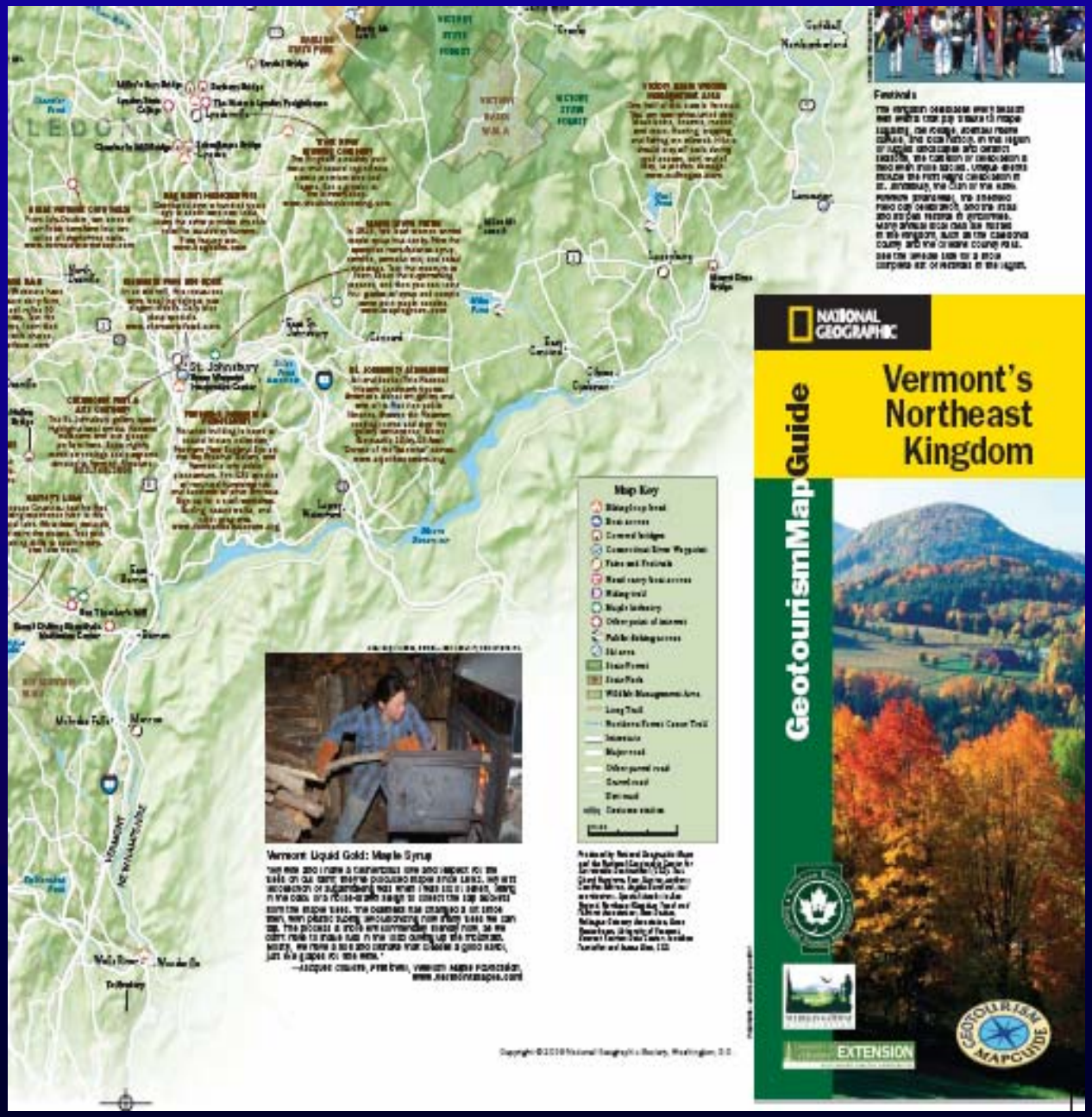
MapGuide Contents



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Northeast Kingdom Travel and Tourism Association, Nulhegan Gateway Association, with assistance from the UVM, and funding from the USDA, developed a strategy around the MapGuide.

- Compared to last year, inquiries to the Northeast Kingdom Travel and Tourism Association are up 625%. From approximately 20 per week to 125 per week.
- 45,000 + hits on the NEKTTA Website.
- Over 150,000 maps distributed.
- Over 400,000 indirect contacts through newspaper, television, radio, and magazines.
- Growth at NEKTTA has been catalyzed.

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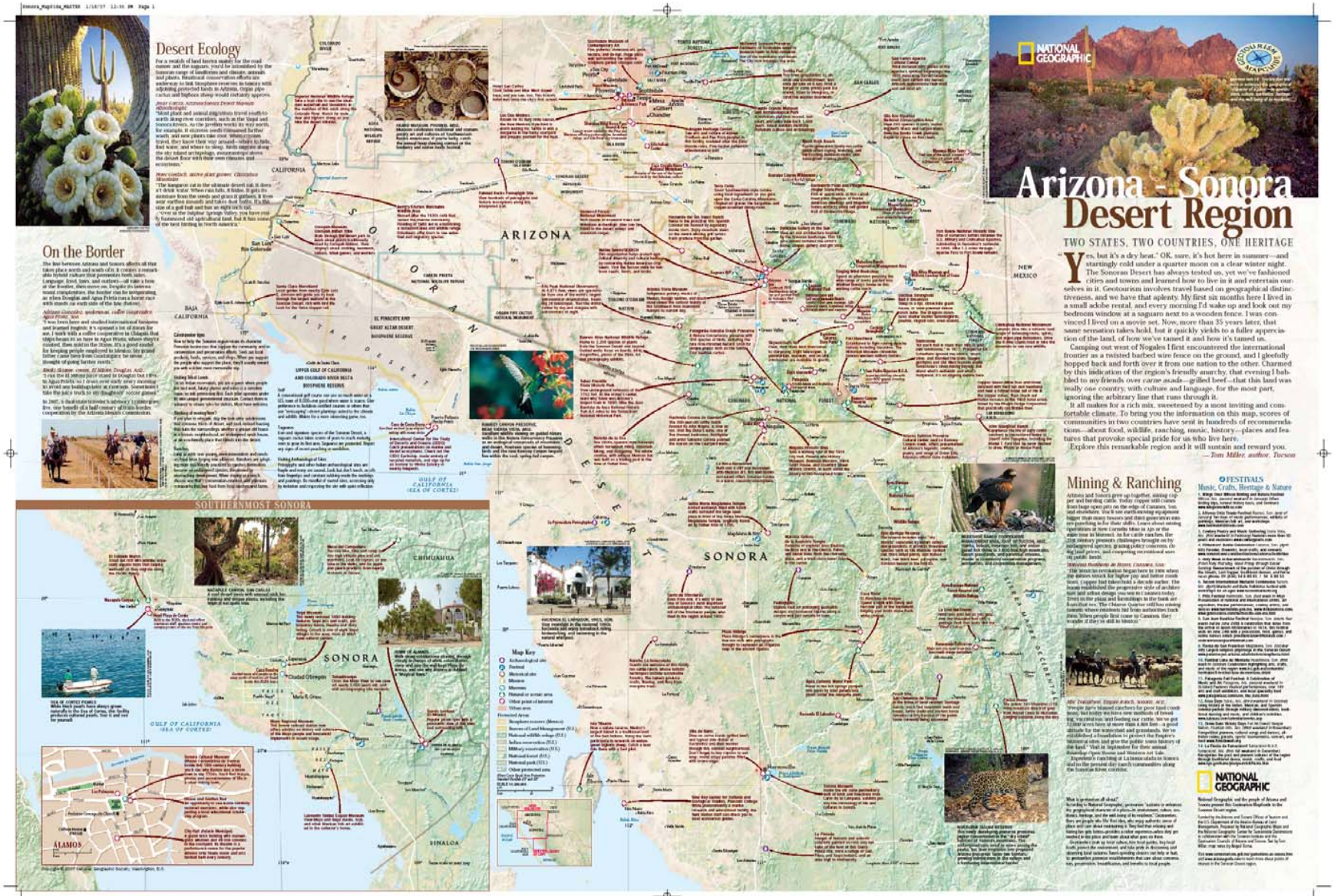

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GEOTOURISM DEFINITION

ARIZONA
OFFICE OF TOURISM

ARIZONA'S DIVERSITY

- Flora and Fauna
- History
- Archeology
- Geology
- Traditional Architecture
- Local Music
- Cuisine
- Local Crafts
- Dances
- Arts

ARIZONA
OFFICE OF TOURISM

Sonora Geotourism Council

200,000 maps inserted in Latin America Edition of NGM

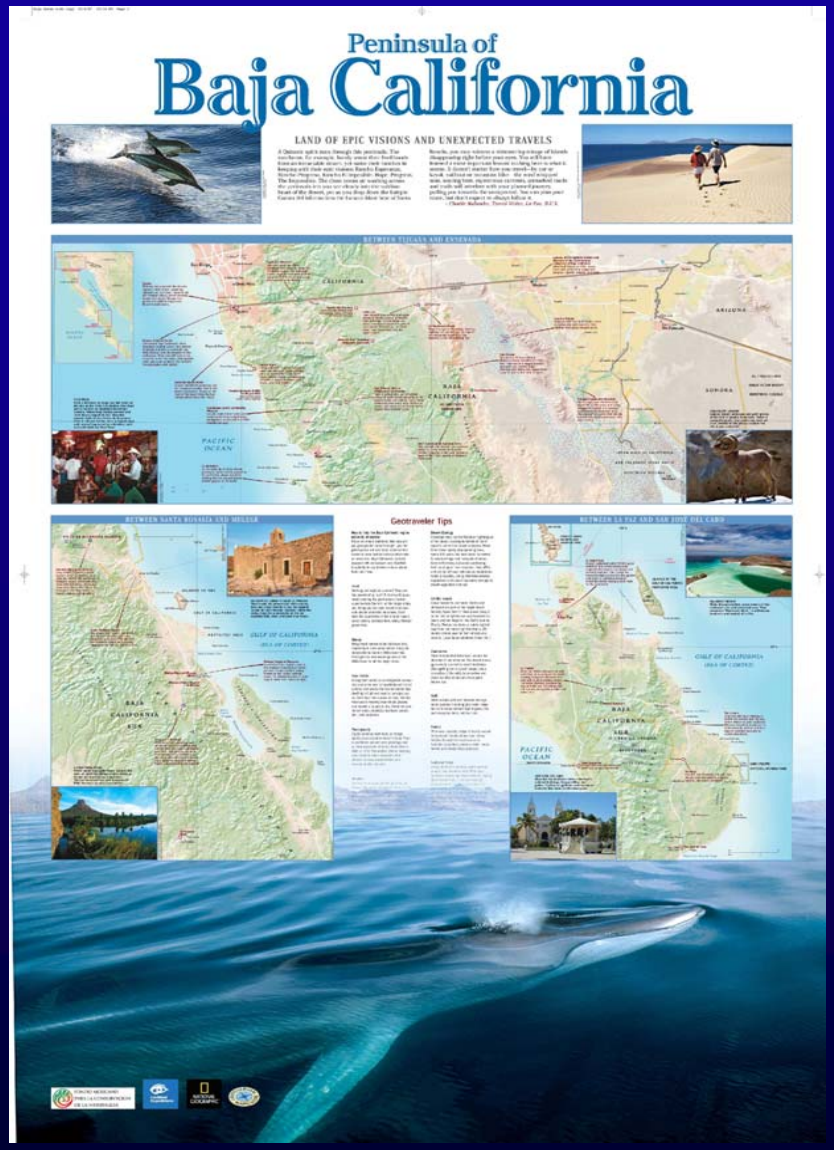
USA – Mexico Commission, Best Practices Award, May 2007

Rural Tourism

NG-Expeditions

Media Tours

Capacity Building



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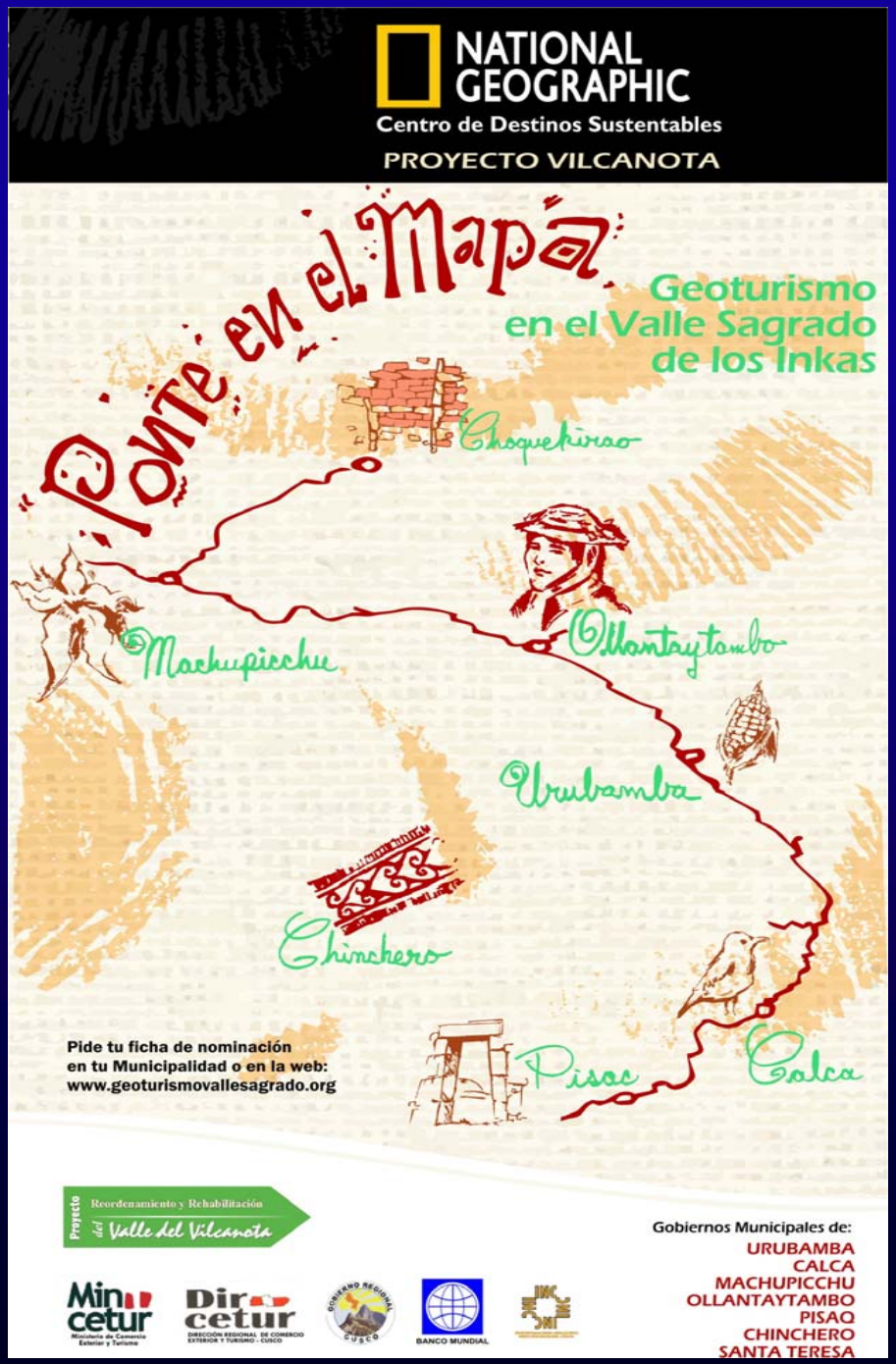
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Centro de Destinos Sustentables
PROYECTO VILCANOTA
¡Ponte en el Mapa!
Geoturismo en el Valle Sagrado de los Incas
Choquekirao
Ollantaytambo
Machupicchu
Urubamba
Chinchero
Pisac
Calca
Pide tu ficha de nominación en tu Municipalidad o en la web: www.geoturismovallesagrado.org
Proyecto Reordenamiento y Rehabilitación del Valle del Vilcanota
Gobiernos Municipales de:
URUBAMBA
CALCA
MACHUPICCHU
OLLANTAYTAMBO
PISAQ
CHINCHERO
SANTA TERESA
Mincetur
Dircetur
BANCO MUNDIAL

Vilcanota - Sacred Valley of the Inka

- Over 2,300 site nominations received
- Geo-forums held in 51 municipalities
- Radio announcements – Spanish and Quechua
- Newspaper advertisements
- Posters
- Website - www.geoturismovallesagrado.org
- Interviews in remote villages – university student volunteers

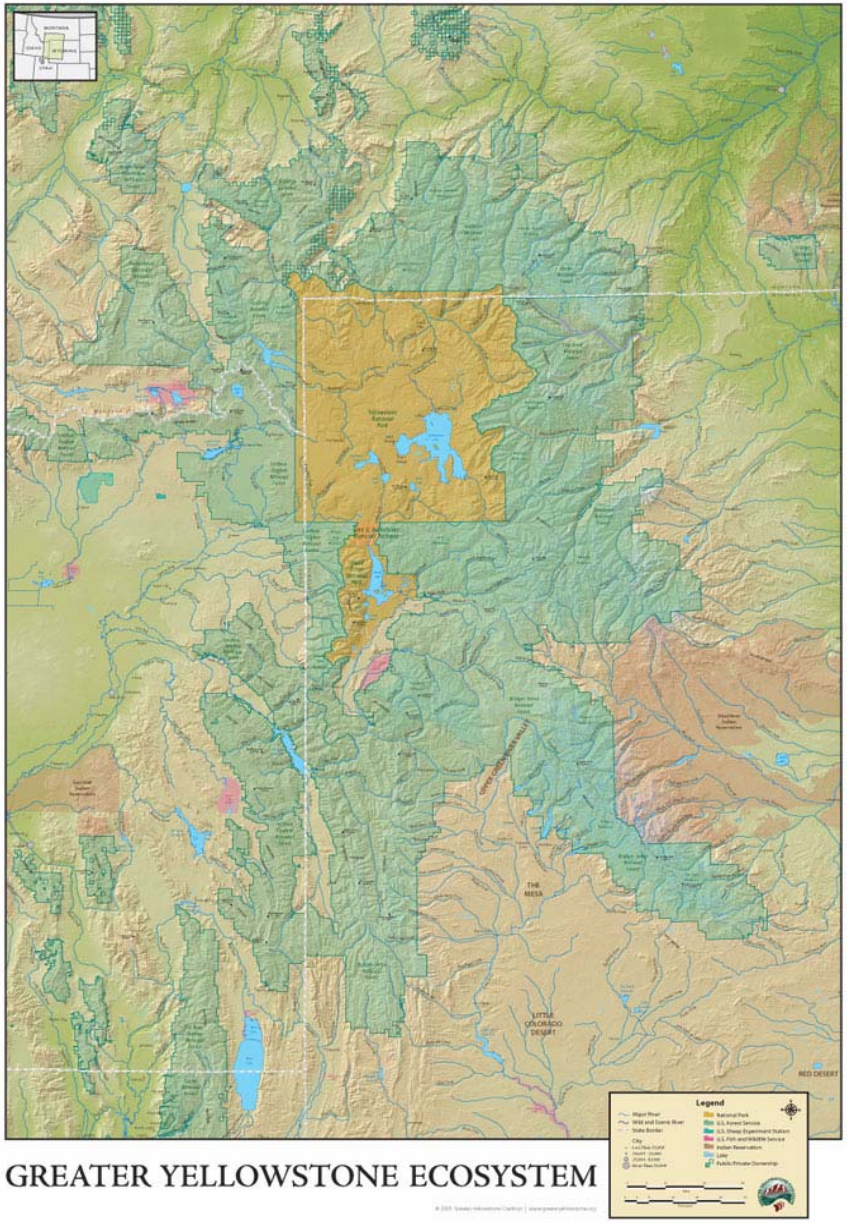
Geotourism in Guatemala – Objectives of the GSC

- Enhance benefits for local people
- Conserve our natural resources
- Preserve our sense of place

Greater Yellowstone Ecosystem

The region is made up of the 20 million acre Greater Yellowstone Ecosystem which is one of the largest, comparatively intact temperate zone ecosystems left on Earth.

Greater Yellowstone has become an increasingly popular place to live and play; now ranking as one of the fastest-growing regions in the country.



Status

Published: Appalachia - 13 states

Northeast Kingdom - Vermont

Sonora Desert – Az. (US), Son. (Mexico)

Baja California - Mexico

In creation: Crown of the Continent – Alberta, B.C., MT

Vlicanota - Sacred Valley of the Inka – Peru

Guatemala, and Mozambique

In discussion: Yellowstone Ecosystem, California Coast National Monument, Honduras, Bahia-Brazil, Ethiopia, Yunnan - China, Alaska, Oregon

The Geotourism Charter

A set of principles to promote sustainable tourism and enlightened destination stewardship.

Honduras

First country to make geotourism its national tourism strategy.

Geotourism Charter signed 22 Oct 2004

Cook Islands

Geotourism Charter signed August 2006

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Norway

Geotourism Charter signed 31 Aug 2005

Romania

Geotourism Charter signed 27 Sept. 2005

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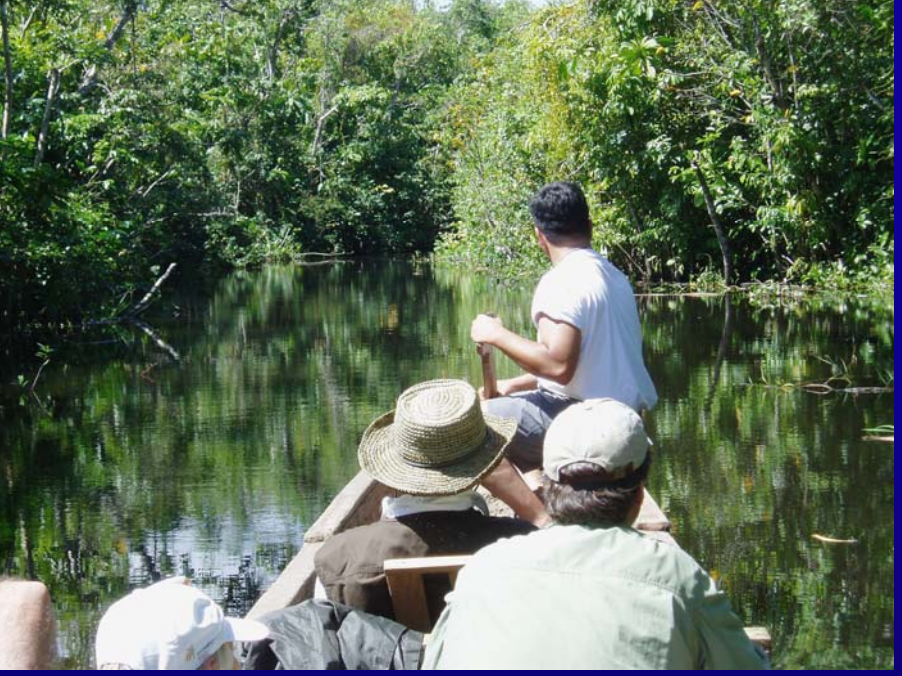

World Wilderness Congress

Geotourism Charter endorsed Oct. 2005

Arizona, U.S.A. and Sonora, Mexico

Geotourism Charter signed Dec. 2005

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Rhode Island

Geotourism Charter
April, 2007

Guatemala

Geotourism Charter
May, 2007

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News and Progress

- NGS - CSD is a founding partner of the U.N. World Tourism Organization's new Centre of Excellence for Destinations, working toward establishing baseline measures of success for destinations.

- ASHOKA Change Makers Competition – Identify global best practices and applied innovations in quality tourism management and destination stewardship

- Memorandum of Understanding with the USDA and USDI – align the missions of NGS and these federal departments to develop geotourism strategies that promote wise destination stewardship

- CSD-led geotourism asset assessments can identify problems and opportunities for destinations and offer solutions, as did a recent assessment for bi-national Bolivia, Peru Lake Titicaca and its popular islands.

The Geotourism test

Are we sustaining or enhancing the character of our place?

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Programs for Places
Info & Resources
For Communities
For Professionals
For Travelers
Articles Archive
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Conservation Trust
Expeditions Council
CRE
Traveler
Travel Guide
Travel with our Experts

Working to protect all the world's distinctive places through wisely managed tourism and enlightened destination stewardship

Apostle Islands National Lakeshore, WI. Photograph by Raymond Gehman

2005 Destination Scorecard Rates North American Park Regions

- Gateway Toolkit Helps Communities Near Parks
- Norway (PDF) and Romania (PDF) adopt national geotourism strategies
- NEW! More articles

Programs for Places

- Geotourism Charter
- Geotourism MapGuides

Video

Download this popular 3-minute video on the basic decision facing U.S. destinations.

CABLE/DSL
MODEM

Info & Resources

Destination Scorecards
Your favorite places rated

World Legacy Awards
Past winners

Writer's Guide
How to tell who's harming and who's helping

About Geotourism

Geo•tour•ism *n*: Tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents. For underlying principles, see the Geotourism Charter (PDF).

Learn more >>

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