



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.

A large, dense crowd of people is gathered outdoors, likely at a festival or public event. In the foreground, a woman wearing a traditional yellow and white headpiece with a fringe and a colorful striped shawl is holding a baby and a small white goat. The crowd consists of people of various ages and ethnicities, many wearing traditional clothing. The background shows a stone building and a red flag. The overall atmosphere is busy and festive.

**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**



planes, and
ge-o-phys-ics (jē'ō fīz-iks)
v.) the science dealing with the
weather, winds, tides, etc. on the earth —
ge'ō-phys'ī-cal adj.
geo-tour-ism n. tourism that sustains
or enhances the geographical character
of the place being visited—its environ-
ment, culture, aesthetics, heritage, and
the well-being of its residents
mium (jā rā'nē am) n. [*<* Gr geranos,
common garden plant with
white flowers 2 a

The Geotourists

Phase One: Executive Summary

sponsored by:

NATIONAL GEOGRAPHIC
TRAVELER

prepared by:

TIA
Travel Industry Association
of America

NATIONAL GEOGRAPHIC

Ultimate Road Trip
Part 1: The ALASKA Highway

TRAVELER

EXCLUSIVE!

115 Places RATED

Our Destination Scorecard Rates Your Favorite Places, Including...
Tuscany, the Great Barrier Reef, Capri & the Rockies

Plus! Poland's Art Town | Great Cruise Deals | 17th Annual Photo Contest | Tsunami Update | Swiss Hits

NATIONAL GEOGRAPHIC

Insider's Los Angeles
30 Reasons to Love the City of Angels

TRAVELER

All travel, All the time
July/Aug 2005 \$4.95

Exclusive!

55 PLACES RATED

Our 300 experts score the best (and the rest) of North America's national parks.

Plus! Puerto Vallarta Cruising | 48 Hours in Adelaide | Boyd Matson in Antarctica | Inside Travel Insurance | New in Madrid

NATIONAL GEOGRAPHIC

MY IRELAND
THE LONG WAY HOME

TRAVELER

All travel, All the time
Nov/Dec 2006 \$4.95

94 Places Rated

Our experts score the best (and worst) of the world's classic destinations.

NATIONAL GEOGRAPHIC

Center for Sustainable Destinations

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



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

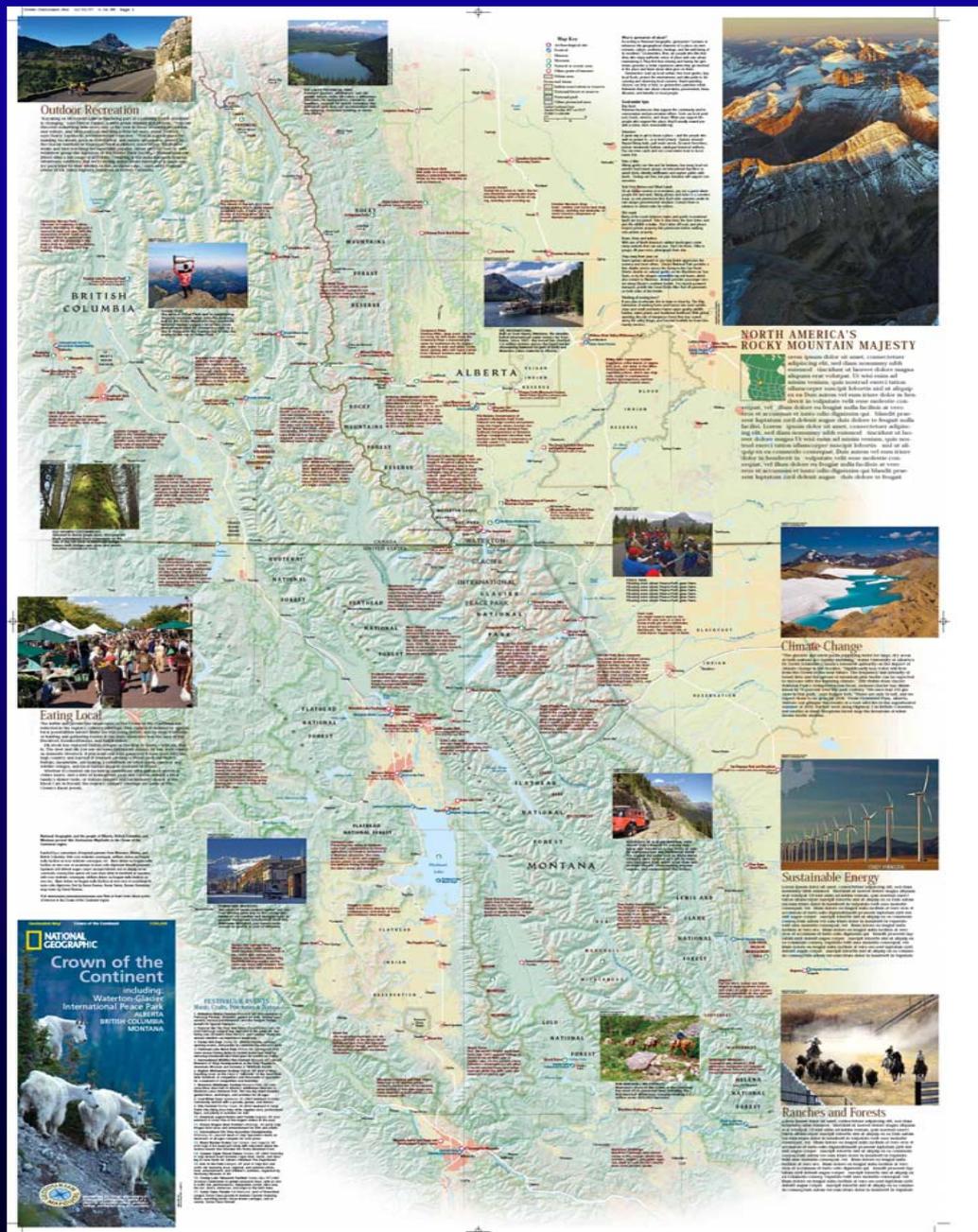
Geotourism Consortium

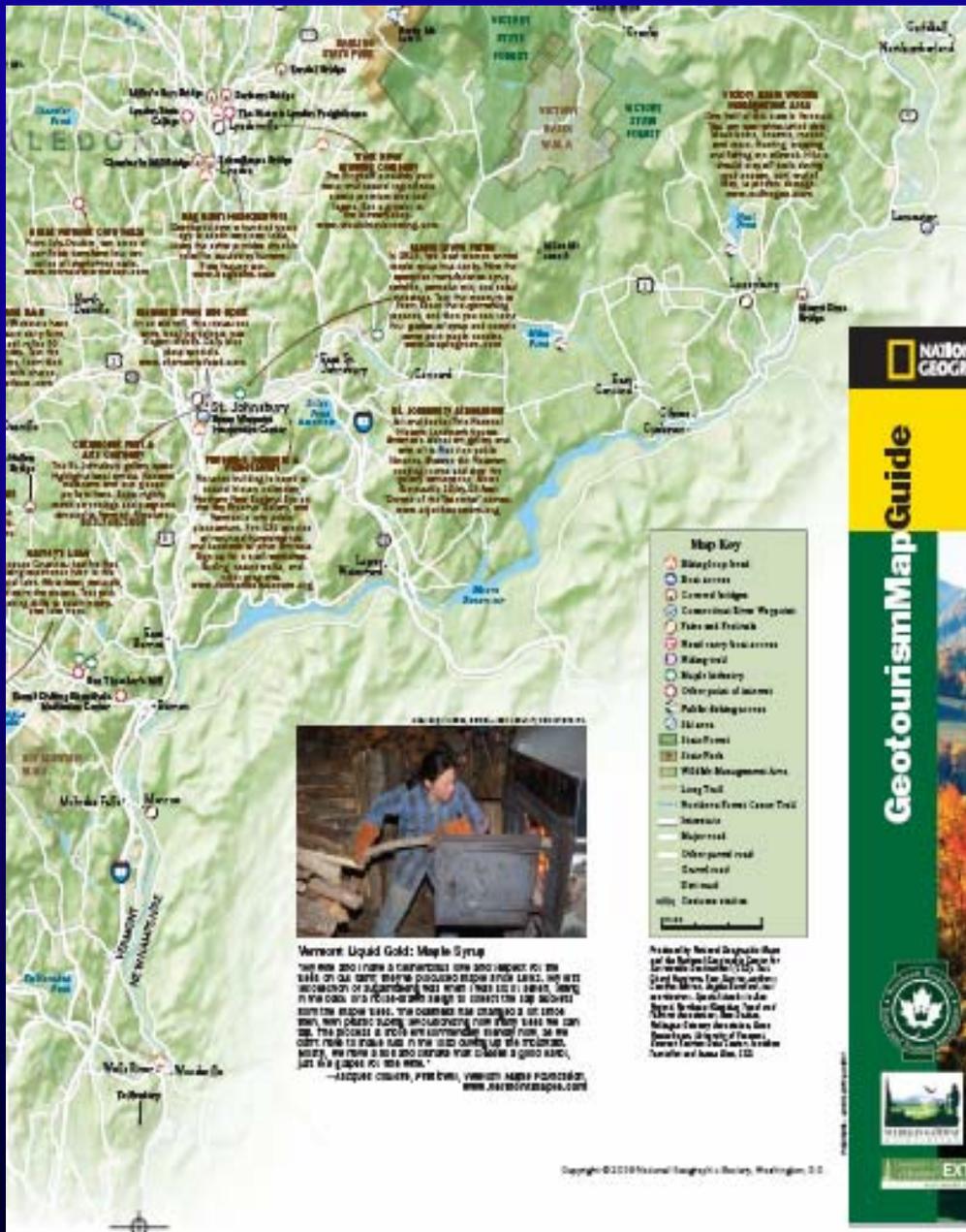
www.crownofthecontinent.net



MapGuide
Contents

Nominations
Text Blocks
Photography
Legend
Design
Themes
Cartography





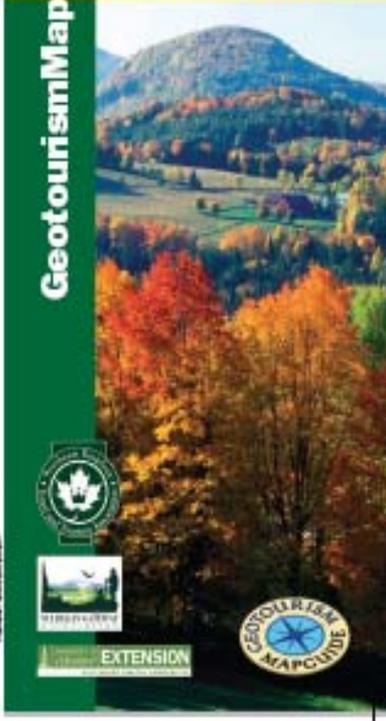
Festivals
 THE VERMONT CHARDONNAY WINE FESTIVAL AND OTHER LOCAL EVENTS IN VERMONT'S NORTHEAST KINGDOM OFFER VISITORS A TASTE OF THE REGION'S RICH CULTURE AND HISTORY. IN THE HEART OF THE VERMONT CHARDONNAY WINE FESTIVAL, VISITORS CAN ENJOY A TASTE OF THE REGION'S RICH CULTURE AND HISTORY. IN THE HEART OF THE VERMONT CHARDONNAY WINE FESTIVAL, VISITORS CAN ENJOY A TASTE OF THE REGION'S RICH CULTURE AND HISTORY.

NATIONAL GEOGRAPHIC
GeotourismMapGuide
Vermont's Northeast Kingdom

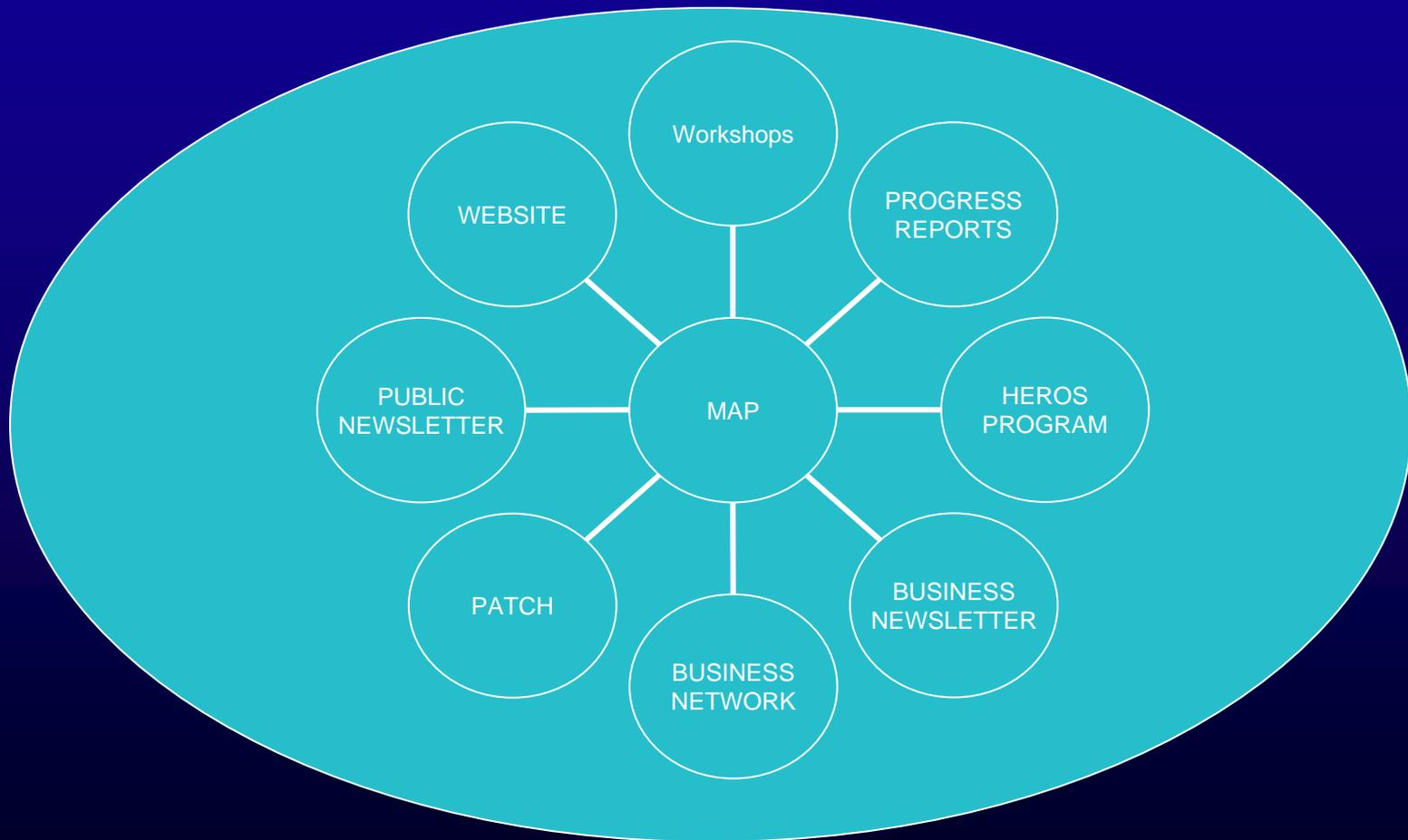
- Map Key**
- ▲ Village/ Town
 - Bus access
 - Covered bridges
 - Commercial Time Magazine
 - Parks and Trails
 - Road camp/ bus access
 - Village road
 - Night walking
 - Other point of interest
 - Public buildings
 - Schools
 - State Parks
 - State Parks
 - Wildlife Management Area
 - Long Trail
 - Wilderness Forest Cover Trail
 - Scenic
 - Impassable
 - Other paved road
 - Gravel road
 - Dirt road
 - City/ Corporate limits



Vermont: Liquid Gold: Maple Syrup
 THE MAPLE SYRUP INDUSTRY IN VERMONT IS ONE OF THE MOST PROFITABLE AND GROWING IN THE STATE. VISITORS CAN ENJOY THE SWEET TASTE OF VERMONT MAPLE SYRUP AT LOCAL FARMERS MARKETS AND RESTAURANTS. VISITORS CAN ENJOY THE SWEET TASTE OF VERMONT MAPLE SYRUP AT LOCAL FARMERS MARKETS AND RESTAURANTS.



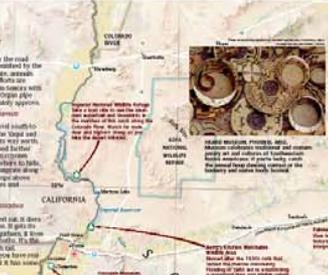
Northeast Kingdom Travel and Tourism Association, Nulhegan Gateway Association, with assistance from the UVM, and funding from the USDA, developed a strategy around the MapGuide.





Desert Ecology

A variety of bird species and other animals and plants flourish in the desert. The Sonoran Desert is home to a wide variety of life. The Sonoran Desert is a vast, open landscape with a wide variety of life. The Sonoran Desert is a vast, open landscape with a wide variety of life.



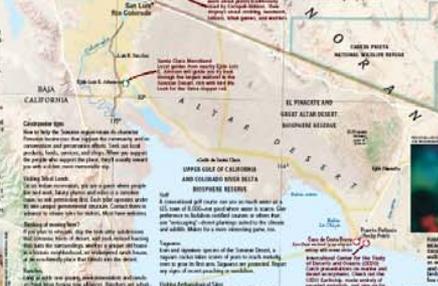
Arizona - Sonora Desert Region

TWO STATES, TWO COUNTRIES, ONE HERITAGE

Y... but it's a dry heat. OK, sure, it's hot here in summer—and startlingly cold under a quarter moon on a clear winter night. The Sonoran Desert has always tested us, yet we've fashioned cities and towns and learned how to live in it and maintain ourselves in it. Geotourism involves travel based on geographical distinctiveness, and we have that aplenty. My first six months here I lived in a small adobe rental, and every morning I'd wake up and look out my bedroom window at a saguaro next to a wooden fence. I was convinced I lived on a movie set. Now, more than 35 years later, that same sensation takes hold, but it quickly yields to a fuller appreciation of the land, of how we've tamed it and how it's tamed us.

On the Border

The line between Arizona and Sonora affects all the things that surround it. It's a line that separates the two states and two countries, but it's also a line that connects them. The border is a place of both challenge and opportunity.

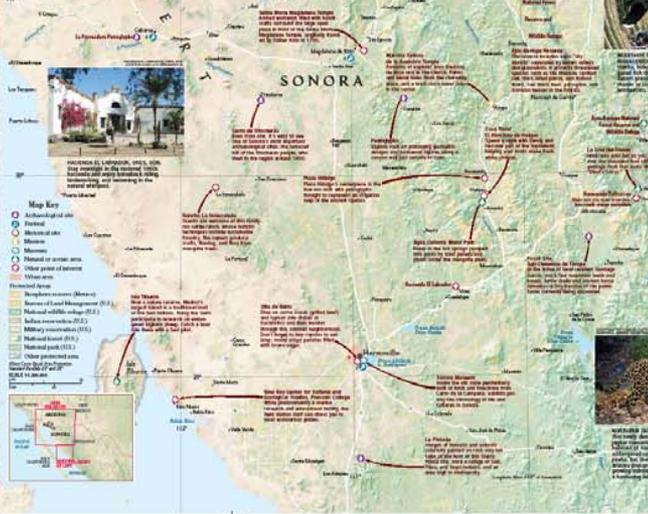


Mining & Ranching

Across and across grew up together, mining copper and working cattle. Today copper still comes from large open pits on the edge of Cananea, Sonora, and elsewhere. The mining industry has shaped the region in many ways, from the construction of infrastructure to the development of communities.



Southernmost Sonora



GEOTOURISM DEFINITION



ARIZONA
OFFICE OF TOURISM

ARIZONA'S DIVERSITY

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



Sonora Geotourism Council

200,000 maps
inserted in Latin
America Edition
of NGM

USA – Mexico
Commission,
Best Practices
Award, May 2007

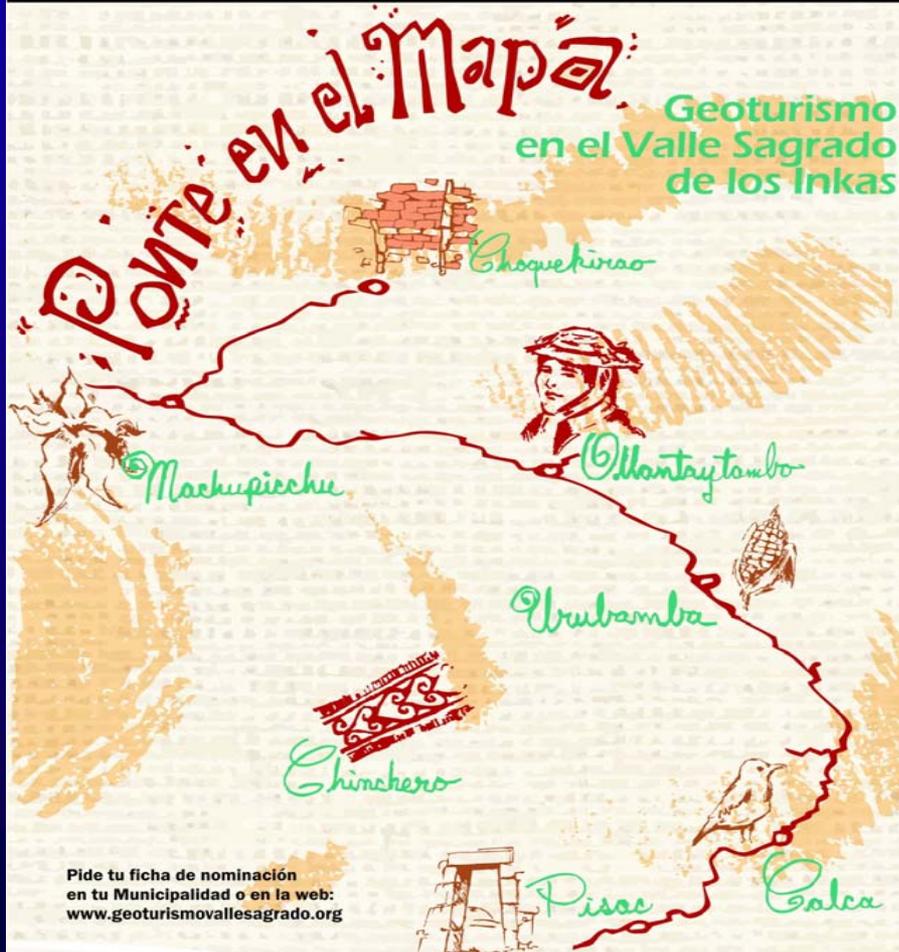
Rural Tourism

NG-Expeditions

Media Tours

Capacity Building





Pide tu ficha de nominación
en tu Municipalidad o en la web:
www.geoturismovallesagrado.org

Proyecto
del Valle del Vilcanota
Reordenamiento y Rehabilitación

Gobiernos Municipales de:

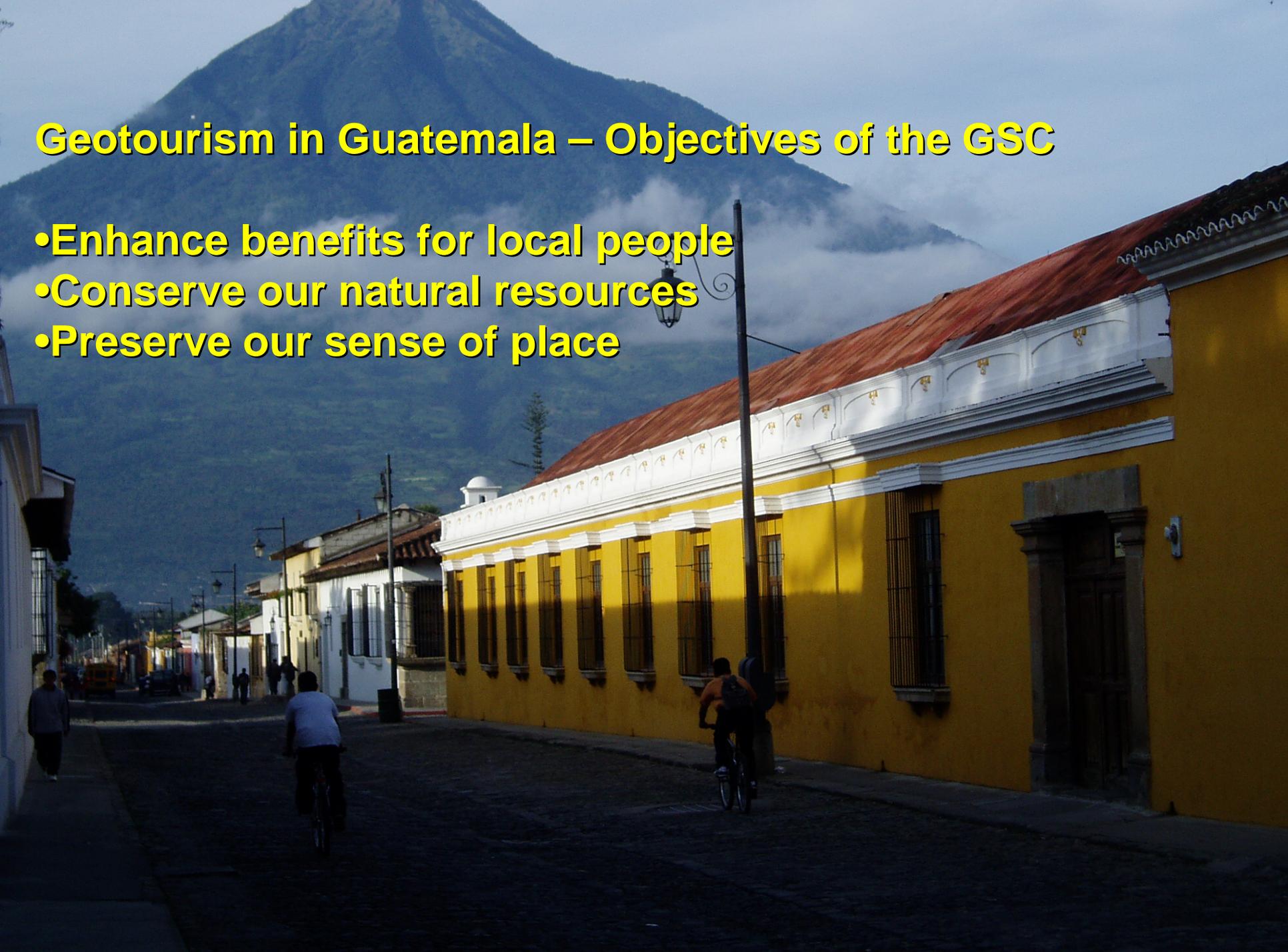
URUBAMBA
CALCA
MACHUPICCHU
OLLANTAYTAMBO
PISAO
CHINCHERO
SANTA TERESA

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

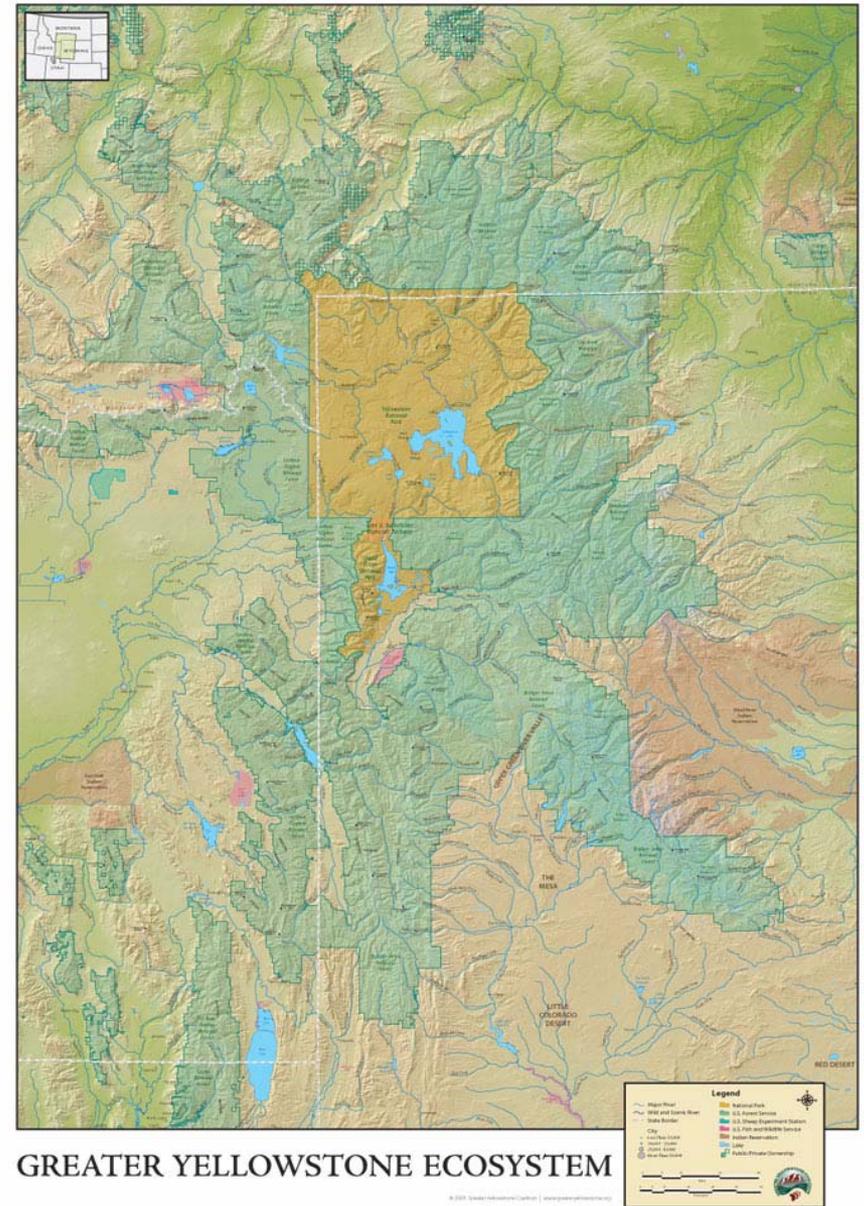
- Enhance benefits for local people
- Conserve our natural resources
- Preserve our sense of place



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

Vllcanota - 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





Norway

Geotourism Charter
signed 31 Aug 2005

Romania

Geotourism Charter
signed 27 Sept. 2005





World Wilderness Congress

**Geotourism Charter
endorsed Oct. 2005**

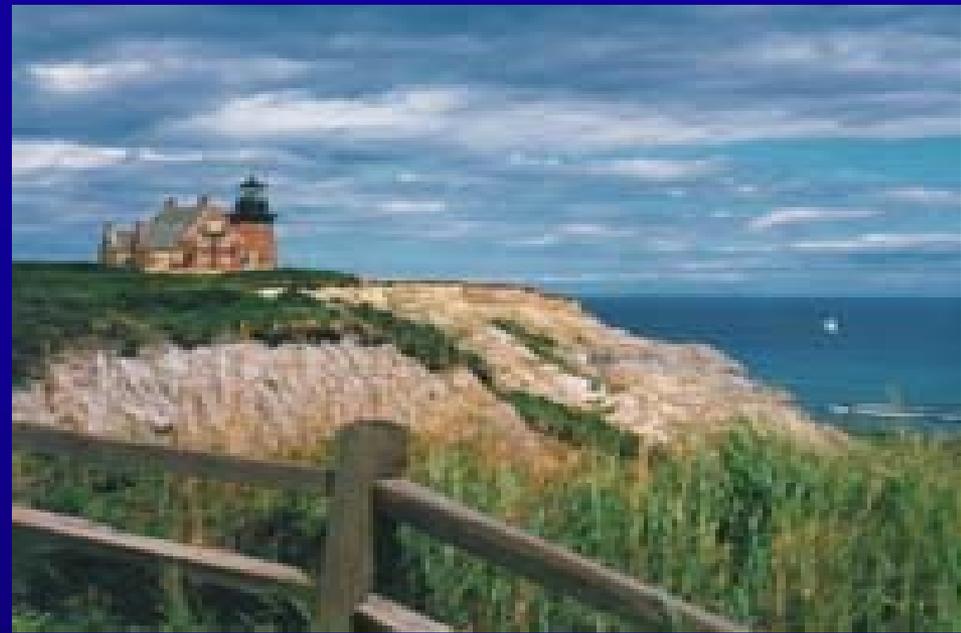
**Arizona, U.S.A.
and Sonora, Mexico**

**Geotourism Charter
signed Dec. 2005**



Rhode Island

Geotourism Charter
April, 2007



Guatemala

Geotourism Charter
May, 2007

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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[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

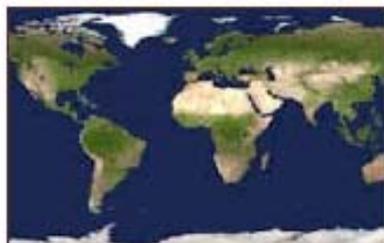
Download this popular 3-minute video on the basic decision facing U.S. destinations.

- [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

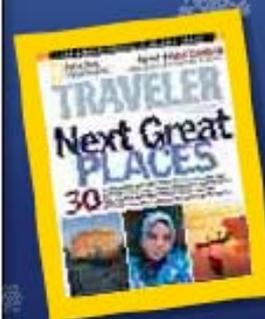
Geo-tour-ism *n*: Tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents. For underlying principles, see the [Geotourism Charter \(PDF\)](#).

[Learn more >>](#)

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