

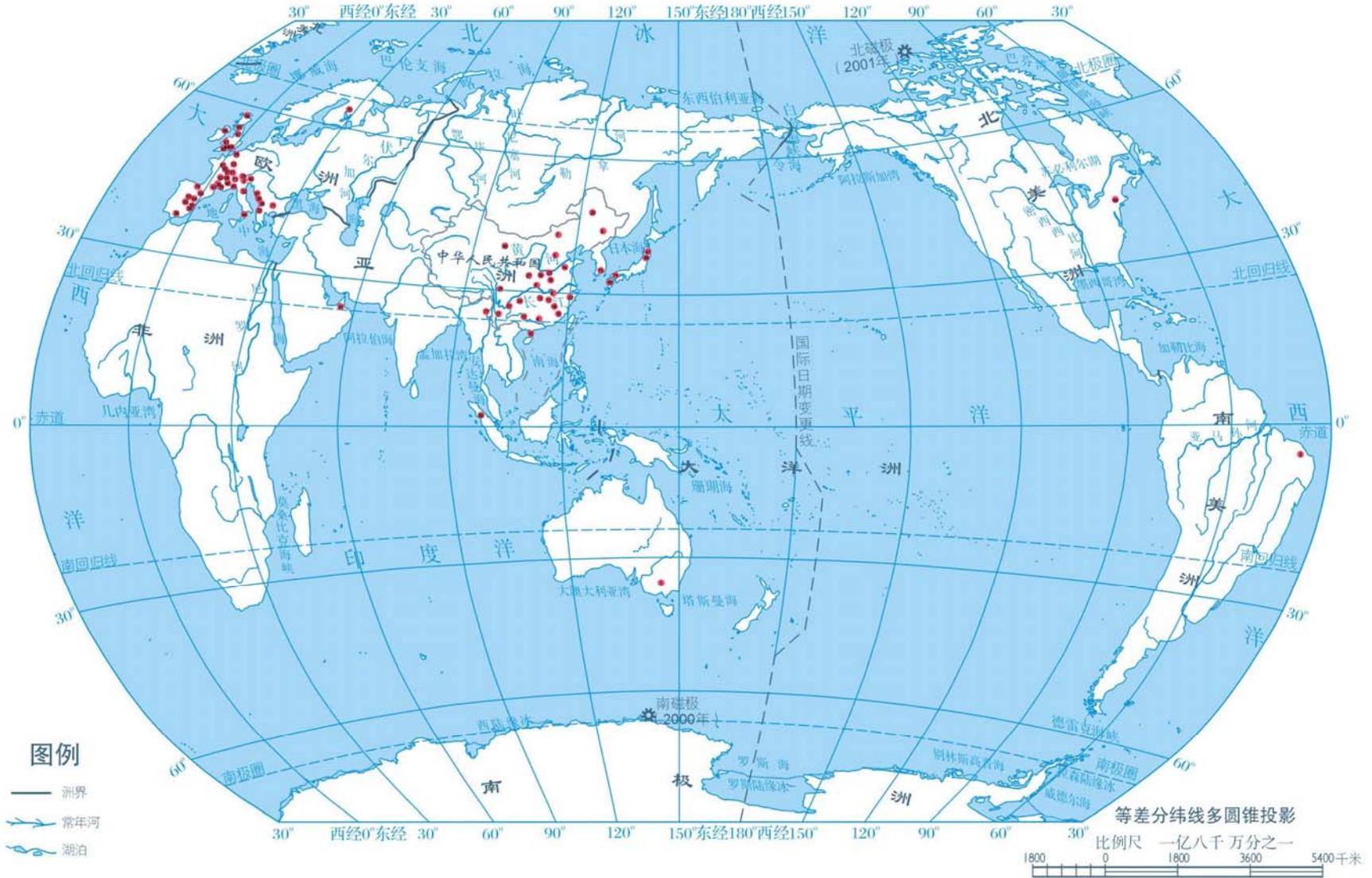
Development of Geoparks in the Asia-Pacific region

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UNESCO Geopark network



Three pillars of Geoparks

- **Conservation**
- **Education**
- **Sustainable Development
(via 'geotourism')**



MLR

Ministry of Land and Resources of
the People's Republic of China

中國的世界地質公園 Global Geoparks of China

- | | |
|--|--|
| 1 黃山世界地質公園(安徽)
Huangshan Geopark (Anhui) | 13 泰山世界地質公園(山東)
Mount Taishan Geopark (Shandong) |
| 2 廬山世界地質公園(江西)
Mount Lushan Geopark (Jiangxi) | 14 王屋山-黛眉山世界地質公園(河南)
Wangwushan-Dameishan Geopark (Henan) |
| 3 雲臺山世界地質公園(河南)
Yuntaishan Geopark (Henan) | 15 雷瓏世界地質公園(廣東·海南)
Leiqiong Geopark (Guangdong, Hainan) |
| 4 石林世界地質公園(雲南)
Stone Forest Geopark (Yunnan) | 16 房山世界地質公園(北京·河北)
Fangshan Geopark (Beijing, Hebei) |
| 5 丹霞山世界地質公園(廣東)
Daxiashan Geopark (Guangdong) | 17 鏡泊湖世界地質公園(黑龍江)
Jingpo Lake Geopark (Heilongjiang) |
| 6 張家界世界地質公園(湖南)
Zhangjiajie Sandstone Peak Forest Geopark (Hunan) | 18 伏牛山世界地質公園(河南)
Funiushan Geopark (Henan) |
| 7 五大連池世界地質公園(黑龍江)
Wudalianchi Geopark (Heilongjiang) | 19 龍虎山世界地質公園(江西)
Longhushan Geopark (Jiangxi) |
| 8 嵩山世界地質公園(河南)
Songshan Geopark (Henan) | 20 自貢世界地質公園(四川)
Zigong Geopark (Sichuan) |
| 9 雁蕩山世界地質公園(浙江)
Yandangshan Geopark (Zhejiang) | 21 秦嶺終南山世界地質公園(陝西)
Qinling Geopark (Shanxi) |
| 10 泰寧世界地質公園(福建)
Taining Geopark (Fujian) | 22 阿拉善世界地質公園(內蒙古)
Alxa Geopark (Inner Mongolia) |
| 11 克什克騰世界地質公園(內蒙古)
Hexigten Geopark (Inner Mongolia) | 23 樂業-鳳山世界地質公園(廣西)
Leye-Fengshan Geopark (Guangxi) |
| 12 興文世界地質公園(四川)
Xingwen Geopark (Sichuan) | 24 寧德世界地質公園(福建)
Ningde Geopark (Fujian) |



Geotourism one of the key tools for geoparks development



Geotourism - a contested term

- *‘Geotourism is a form of natural area tourism that specifically focuses on geology and landscape. It promotes tourism to geosites and the conservation of geo-diversity and an understanding of earth sciences through appreciation and learning. This is achieved through independent visits to geological features, use of geo-trails and view points, guided tours, geo-activities and patronage of geosite visitor centres’ (Newsome & Dowling, 2010)*

Broad reading of geotourism

- Spectrum of geological heritage & diversity
- Not just in terms of what's visible in geological column...
- But also regarding ways in which humankind directed, shaped or influenced by geology & utilised natural resources

But tourists not clear what geotourism is

Are these visitors all learning about the local geology?



Cultural or Geotourists? Or simply tourists on a hike??



Fieldwork showing contrasting examples of how geotourism applied in geoparks



Layers of geology & tourism offer in Grube Messel



- Palaeontology
- Industrial history & heritage
- Technological advances
- Social history & political campaigning
- UNESCO WHS & Geopark
- present day biodiversity



Wide visitor demographic



Hands on experience

Even though WHS – visitor gets opportunity under supervision to ‘hunt’ for their own fossil finds



Playful & memorable



Economic sustainability



- ★ Need to increase visitor numbers
- ★ access a spread of tourist categories – provide range of tours & timings

English Riviera Geopark

- Mature tourism destination
- Coast – family holiday
- 9 million bed nights
- 21% local population employed in tourism sector



Turn around tourism in decline

- Stagnation of image
- Drop in spend - whilst other parts of Devon & SW England increased spend
- Decline in duration of stay
- Need to revitalise and expand tourism offer

Organisation of geotourism around PPP company

THE ENGLISH RIVIERA
South Devon's Beautiful Bay

ABOUT THE AREA ACCOMMODATION EVENTS & ENTERTAINMENT ATTRACTIONS ACTIVITIES CONTACT US DOWNLOADS

LANGUAGE TEXT SIZE A A A Search Site GO

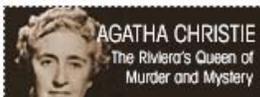
ENGLISH RIVIERA TOURISM COMPANY

WORKING IN PARTNERSHIP

Home > The English Riviera Tourism Company

--- Quickfind ---

- [Promotional Partners Programme](#)
- [ERTC Board Members](#)
- [Contact the ERTC](#)
- [Executive Team](#)
- [ERTC Board Minutes](#)
- [ERTC Industry Update](#)



The English Riviera Tourism Company

One of the key recommendations of the tourism strategy [Turning the Tide for Tourism in Torbay](#) was for the need for a fresh approach to the management and marketing of the English Riviera.

Over the past 12 months extensive consultation has taken place and in October 2010 the English Riviera Tourism Company (ERTC) will be launched as the official body representing tourism across Torbay and will take over responsibility from the English Riviera Tourist Board.

The key objective of the ERTC is to unite the Torbay Tourism Industry through the development and delivery of effective joint promotions and cooperative destination marketing with the aim to attract new visitors and arrest the ongoing overall decline.

The ERTC will operate as a public/private partnership owned by Torbay Council managed and

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Agatha Christie >>

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THE ENGLISH RIVIERA
TRONIM

ERTC strategy around 5 'Attack brands'

- Agatha Christie legacy
- Business tourism
- Events and festivals
- Maritime leisure
- Global geopark status of the English Riviera

Geopark discovery packages

English Riviera



GLOBAL GEOPARK

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- ▶ [Our amazing GeoStory](#)
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- ▶ [History and Heritage](#)
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Discovery Packages

We have put together these packages for you to experience some of the best activities that the Geopark has to offer, discovering just what makes the area so special along your way ...



The Geopark from Sea to Plate

**Dates: Tuesday 31 May;
Thursday 7 July; Thursday 18 August**

Join Simon Hulstone, Head Chef of the Michelin-starred Elephant Restaurant, winner of the Roux Scholarship and the only British

chef to win gold at the World Chef Championships, on this culinary journey. In the morning you will be taken out on a fishing boat to test your angling skills catching local mackerel. In the afternoon we will visit The Elephant Restaurant to watch as Simon demonstrates cooking techniques and delicious masterpieces using

Geopark introduced via elements inside/outside earth sciences



Geopark Explorer

**Dates: Friday 3 June;
Wednesday 13 July;
Wednesday 31 August**

Explore the English Riviera Geopark by foot with a guide: first we will step back 400 million years at Kents Cavern, Britain's oldest prehistoric home, for a guided tour of these fascinating caves. Then we will walk to Torquay harbour discovering the geology of Ilsham Valley before catching a ferry to Brixham

harbour. Back on land we will walk the South West Coast Path to Berry Head National Nature Reserve, home to two well-preserved Napoleonic War-era Forts and rare wildlife species. Enjoy lunch with spectacular panoramic sea views from the headland before a tour around the site to find out more about its fascinating geology, seabirds and wildlife. We will return to Kents Cavern at the end of the day.

Meet: Kents Cavern, Torquay

Time: 8.45am – 4.30pm

Cost: £35 per person, to include lunch

Booking: Essential on 01803 606035 or book online [here](#)



Geopark Thrill Seekers

**Dates: Tuesday 31 May;
Saturday 9 July; Wednesday
24 August**

If you're in search of an adrenalin rush there is no better way to explore our Geopark coast than through this thrill seekers adventure! You will experience Torbay's incredible coastline through the exhilaration of coasteering as you are taken on a

thrilling trail by an experienced instructor. You will find yourself negotiating rugged coastlines, swimming across inlets, climbing on some of our spectacular cliffs and for the more adventurous - taking part in adrenalin fuelled jumps into deep water!

Meet: Anstey's Cove, Torquay

Time: 10am – 4pm

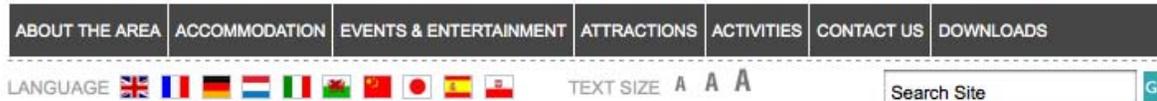
Cost: £45 per person

Booking: Essential on 01803 606035 or book online [here](#)

Additional information: Please bring a packed lunch. Minimum age 12 years. All equipment provided.

Integrate geotourism into mainstream destination marketing

THE ENGLISH RIVIERA
South Devon's Beautiful Bay



[Home](#) > [Attractions](#) [Torquay, Paignton, Brixham](#) > Explore the English Riviera Global Geopark

--- Quickfind ---

- [Agatha Christie](#)
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- [Beaches](#)
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- [Family Fun](#)
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Explore the English Riviera Global Geopark

An Epic Adventure...400 million years in the making

In 2007 the English Riviera joined an elite group of 63 places around the world to be designated with UNESCO Geopark status. The accolade is awarded to areas of outstanding geological, archaeological, ecological and cultural interest and becomes an invaluable tool for protecting, understanding and promoting the region.

The status is awarded by UNESCO (United Nations Educational, Scientific, and Cultural Organisation), and the Global Geopark Network includes some of the most stunning areas of natural beauty in the world, encompassing countries as diverse as Australia, Brazil, China, Austria, Malaysia and Italy.

What makes the English Riviera Geopark so unique is that it is the world's first urban



Larger scales of integration

English Riviera

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GLOBAL GEOPARK

Geoparks LOTTERY FUNDED

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- Trails
- Our amazing GeoStory
- Our GeoSites
- History and Heritage
- Biodiversity
- Care for our Geopark
- Education
- Geopark Management
- Geopark Partners
- How to get to the Geopark
- Visitor Information

Other UK Geoparks

Geopark Shetland, Scotland: Walk on an ancient ocean floor, explore and extinct volcanoes and small cross shifting sands all in the space of a day. Along the way you will discover some of the most stunning scenery in the UK and find out how geology has influenced every part of life in Shetland.
www.geoparkshetland.org.uk

North West Highlands Geopark, Scotland: At 3,000 million years old, the far north west of Scotland presents one of the most ancient landscapes in Europe. Here you will find rugged and wonderful scenery, where the rocks tell their history of huge crustal forces, oceans, deserts and grinding ice sheets.
www.north-west-highlands-geopark.org.uk

Lochaber Geopark, Scotland: Lochaber's unique and beautiful landscape is world-renowned for its geology, from its highest mountain, Ben Nevis; deepest loch, Loch Mora; and longest glen, the Great Glen.
www.lochabergeopark.org.uk

Marble Arch Caves Global Geopark, cross border Ireland: Located in the rugged mountainous uplands and the gentle rolling lowlands of counties Fermanagh and Cavan. Taking in the world-famous Marble Arch Caves, this Geopark boasts some of the finest natural landscapes in Ireland and offers a window into the area's 650 million year past.
www.marblearchcavesgeopark.com

North Pennines AONB and European Geopark, England: A stunning landscape of open heather moors and peatlands, attractive dales and hay meadows, tumbling rivers and wonderful woods. As well as being home to some of the country's most special birds, animals and plants, the North Pennines also has outstanding geodiversity, including world-class mineral deposits and a rich mining heritage.
www.northpeninines.org.uk

DISCOVER WORLD HERITAGE IN SOUTH WEST ENGLAND

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Cornwall and West Devon Mining

Jurassic Coast

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Map Satellite Terrain

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Avebury

Bath

Cornwall and Devon Mining

Jurassic Coast

Stonehenge

English Riviera Geopark

North Devon Biosphere

KEY

Geotourism in Asia-Pacific region

Do we want or can geoparks survive with visitors only from a narrow niche



Significant interest from indirect geotourists



Direct 'geotourists'?

ASO CALDERA TOURISM GUIDE MAP

From Tokyo, Osaka or Nagoya, fly to Kumamoto or Fukuoka Airports. Then, take a local train, or bus to Aso. International passengers arrive at JFJ Hakata Station, and change to local lines for Aso Station.



Flights from Tokyo, Nagoya and Osaka to Kumamoto

Tokyo
Nagoya
Osaka

Kumamoto Airport

Buses from Tokyo, Nagoya, Osaka and Fukuoka to Aso

Tokyo
Nagoya
Osaka

Hakata Sta. (Fukuoka)

Kumamoto Sta.

Aso Sta.

Buses from Aso to Aso Kumamoto Airport

Aso Kumamoto Airport

Aso Sta.

Check!

Aso Caldera Tourism Website
"Aso TV"
<http://www.aso-tv.com>
Many high-quality video object Aso clearly.
In-depth guide to the entire Aso area
"Aso Fan Club"
<http://www.asofan.net>
also area guide optimized for mobile phones
"Aso-mavi"
<http://www.asonavi.jp>



For more information on tourism in Aso contact:

Aso Design Center Foundation
Aso City Office, 2402 Miyaji Ichinonaya-machi, Aso City, Kumamoto
TEL 0967-22-4801 FAX 0967-22-4802
HP: <http://www.asodc.or.jp> E-mail: info@asodc.or.jp

Located in the southwest of Japan and the center of Kyushu, Aso has one of the largest volcanic craters in the world. Visit the Aso caldera for a new kind of travel experience!



Aso Caldera Tourism



The Aso Caldera is a large volcanic crater in the southwest of Japan. It is one of the largest volcanic craters in the world. The Aso Caldera is a large volcanic crater in the southwest of Japan. It is one of the largest volcanic craters in the world.

Aso Caldera Tourism offers a unique traveling experience in which visitors can take their time, relax, and see Aso as it truly is.

The concept of Caldera Tourism is to provide three kinds of tourism: Eco-tourism, Green-tourism, and Town-tourism. Eco-tourism is to provide visitors with the opportunity to enjoy the great outdoors while in the company of a knowledgeable local guide. Green-tourism is to provide visitors with the opportunity to enjoy the great outdoors while in the company of a knowledgeable local guide. Town-tourism is to provide visitors with the opportunity to enjoy the great outdoors while in the company of a knowledgeable local guide.



Eco Tourism
P1-2



Green Tourism
P3-4



Town Tourism
P5-6

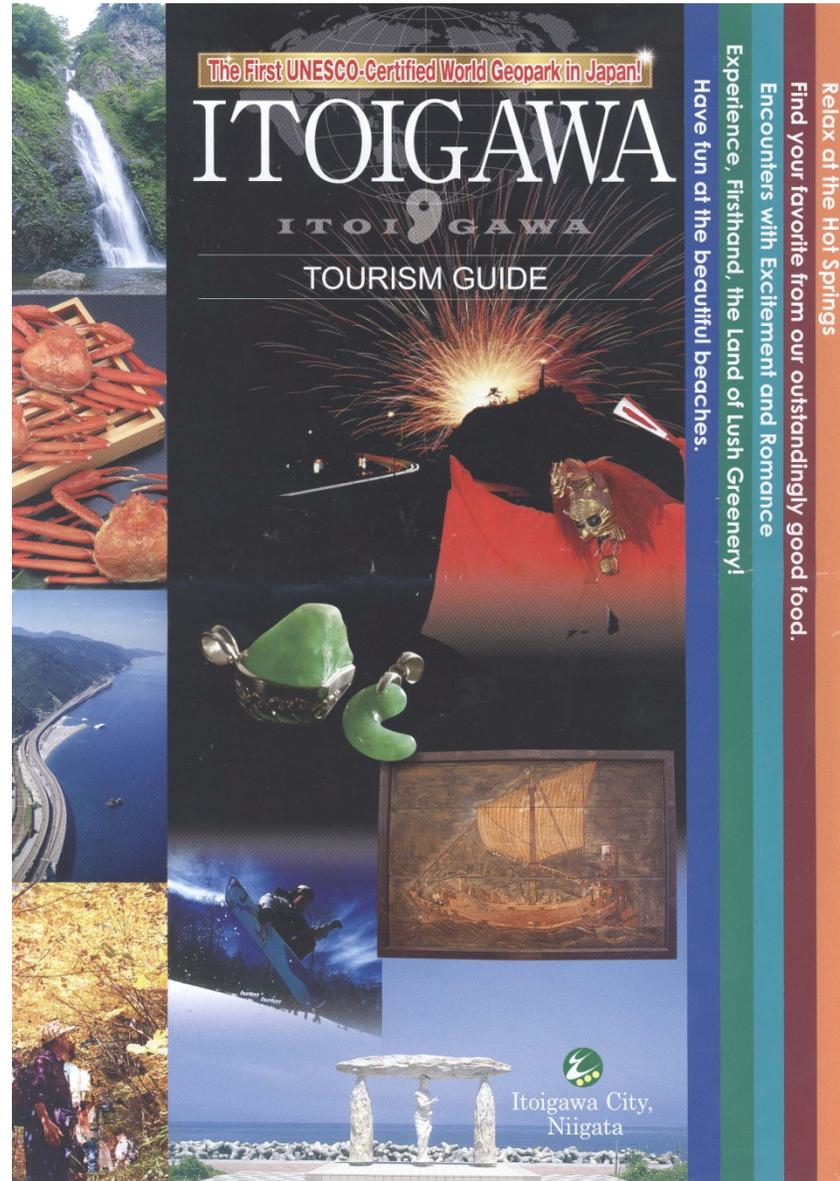
Incidental geotourists?



Geotourism in geoparks

A combination:

- ✓ Starting with physical landscape
- ✓ Linking to natural & cultural landscapes





Under the patronage of
UNESCO

United Nations
Educational, Scientific and
Cultural Organization

Geoparks 2012

5th International UNESCO Conference on Geoparks
in Unzen Volcanic Area Global Geopark



第5回ジオパーク国際ユネスコ会議
大会プログラム

Meeting Program

Earth Heritage and Sustainable Development

～ 大地の遺産とそれらの持続可能な発展 ～

12-15 May 2012



Unzen Volcanic Area Geopark Promotion Office
Global Geoparks Network (GGN)

Conclusions

- Asia-Pacific major engagement with geoparks
- Multiple adaptations within core of principles
- Narrow niche alone not enough to sustain
- Broad span of packages gives multi-layers
- Visitor satisfaction key

