Tourism interests (differentiation)

Residents (pride and benefits)

Tourists (enthusiasm)

Political leaders

A constituency of stewardship

THE PLACE
Destination Stewardship Scores
How Tourism Relates to Place, or Doesn’t
Unity through Geotourism
Geotourism Principles
Taking Action
Tell great stories.

Enhance sense of place, through

- conservation and preservation
- entrepreneurial incentives,
- civic participation
- engaging the industry
- Geotourism Stewardship Councils.
Launch a Collaborative Catalytic Project

• Festival
• Contest (photo etc.)
• Collaborative web site
• Cobranded
  Geotourism MapGuide

... something with a deadline!
Geotourism Stewardship Councils

Public/private representatives for . . .

- historic preservation
- nature & ecotourism
- farm/restaurant programs
- beautification
- traditional performing arts, artisanry
- indigenous and minority groups
- urban renewal
- local government
- tourism and local business expertise
- tourism promotion
- other characteristics of the place

Catalytic project:
Informational map ...

A promotional, educational project that creates a geotourism constituency.
Create an on-line Geotourism MapGuide with Nat’l Geographic and local people

- GS Council editors can add, edit, and update sites any time.
- Residents and visitors participate
- Option to publish a complete print map.
GeoConsensus System Overview

Content Contributors

Portal editor

Destination’s Geotourism Website

Site Visitors and Subscribers

Geotourism qualified

NatGeo 11M/month

Center for Sustainable Destinations
Characteristics

• National Geographic co-brand with local geotourism stewardship council (GSC).

• Council helps people submit content for the map, within geotourism guidelines; NGS editors consult with GSC, making final selection.

Results

1. A marketing/educational map

2. An awareness-raising project engaging people of the region.

3. Empowered GSC.
Other NatGeo collaborations

**Geotourism MapGuides:**
To engage the public and market the destination

**Online GeoConsensus profiles:**
To facilitate and market success stories worldwide

**Media packages**
Print, online, NatGeo Channel interstitials

**Special Supplements:**
Editorial presentations of geotourism assets for print, online, iPad
Get a SMED analysis by the Centre of Excellence for Destinations (CED)

**Mission:** Help bring destinations toward excellence, working with UNWTO member tourism ministries and DMOs worldwide.

**Strategy:** SMED (System of Measures for Excellence in Destinations), a detailed, confidential report. The SMED overarching principle is the geotourism definition.
Geotourism Stewardship Council

ROLES

• Coordinate geotourism strategy; promote the virtuous circle
• Oversee content for geotourism maps and sites
• Oversee Geotourism Code/GSTC for companies
• Advise on threats to geotourism assets and opportunities for enhancement
• Work with govt tourism bureau to promote and protect those assets
• Evaluate progress