Geotourism Virtuous Circle

Place-based tourism

Community benefit

Motive to protect

Center for Sustainable Destinations
Destination Stewardship Scores

How Tourism Relates to Place, or Doesn’t

Unity through Geotourism

Geotourism Principles

Taking Action
The Geotourism Principles

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<thead>
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<th>1. Integrity of place</th>
<th>8. Protection and enhancement of destination appeal</th>
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<td>2. International codes</td>
<td>9. Land use</td>
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<td>5. Tourist enthusiasm</td>
<td>12. Interactive interpretation</td>
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<td>6. Community involvement</td>
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Compatible with Global Sustainable Tourism Criteria
A Geotourism Strategy

• Identify
• Sustain
• Develop
• Market

geotourism assets
Americans and Sustainable Travel: Taking A Closer Look

- Landmark Study: “Geotourism: The New Trend In Travel”
- Conducted by USTA (TIA) and National Geographic Traveler
- First look at sustainable travel behavior and beliefs among US travelers
SEGMENT SIZE

Percent of 154 million who traveled in past 3 years

- Urban Sophisticates: 13%
- Good Citizens: 11%
- Traditionalists: 11%
- Wishful Thinkers: 14%
- Apathetics: 13%
- Outdoor Sportsmen: 14%
- Self-Indulgents: 13%
- Geo-Savvys: 11%
U.S. INTERNATIONAL travelers

Geotourism market 74%
Geotraveler sample comments

- “See that the money spent on tourism goes to support community visited”
- “Not visiting the world as though it was a theme park”
- “Use local, hire local”
- “Perhaps more advertising about the culture of the places being traveled to”

SOURCE: NGT Reader Panel 2007
Geotourism Principle 6

- Community involvement:
  Base tourism on community assets
School project: What you like most about Block Island?
Sustaining Geotourism Assets

Protect the tourism product: The place!
Geotourism Principle 10

• Conservation of resources: Promote environmental management plans for energy, pollution, lighting, etc.

_Protect habitats!_
Ecotourism continues to grow:

For instance, a large proportion of English-speaking tourists like to watch birds.
Percent of Americans who watch birds, by household income

- <$40,000: 21%
- $40-$75K: 24%
- $75K-$100K: 27%
- >$100K: 27%

46 million potential tourists