



Geotourism in Australia

Mega-Potential for Sustainable Development



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Where did GEOTOURISM start?

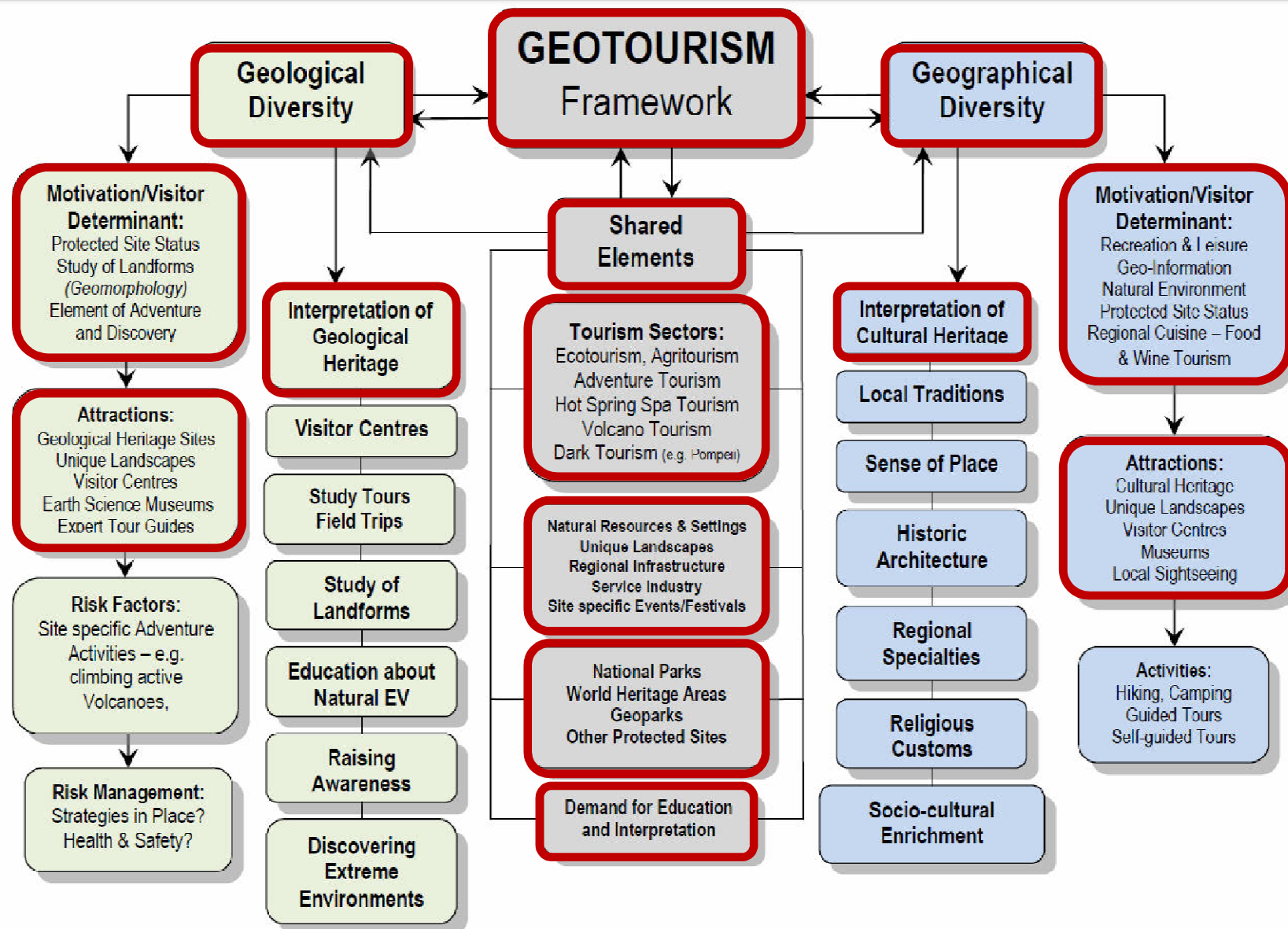
- **Honduras** – first country to make Geotourism its national tourism strategy – October **2004**
- **Norway** - second country – first in Europe – September **2005**
- **Romania** – third country – second in Europe – September **2005**
- **Arizona, USA** and **Mexico** – December **2005**

Countries with an Active GEOTOURISM Agenda

- Austria
- Brazil
- **Canada**
- Chile
- **China**
- Costa Rica
- Croatia
- Czech Republic
- Ecuador
- Estonia
- Finland
- France
- **Germany**
- Greece
- Hungary
- Iceland
- Indonesia
- **Iran**
- Ireland
- Italy
- **Japan**
- Korea
- Malaysia
- Mongolia
- Nigeria
- **North America**
- Norway
- **Oman**
- Poland
- **Portugal**
- **Romania**
- Russia
- Slovakia
- Slovenia
- Spain
- **Taiwan**
- Turkey
- United Kingdom
- Vietnam

GEOTOURISM – Major Elements





Framework to assess GEOTOURISM Potential. © P. Erfurt-Cooper

GEOTOURISM – Definition

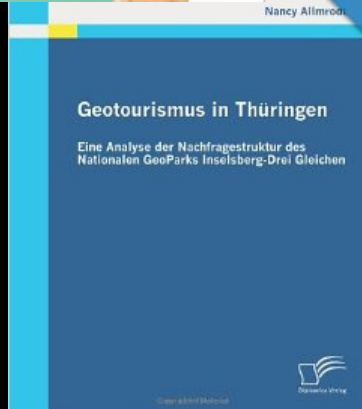
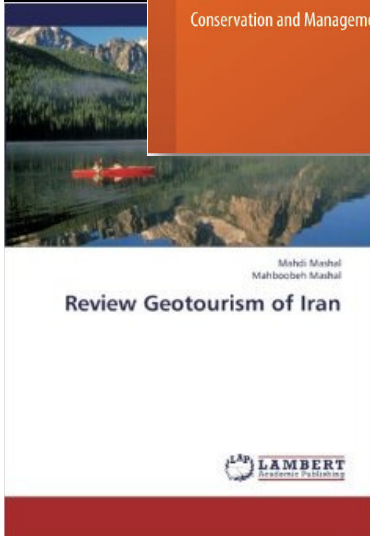
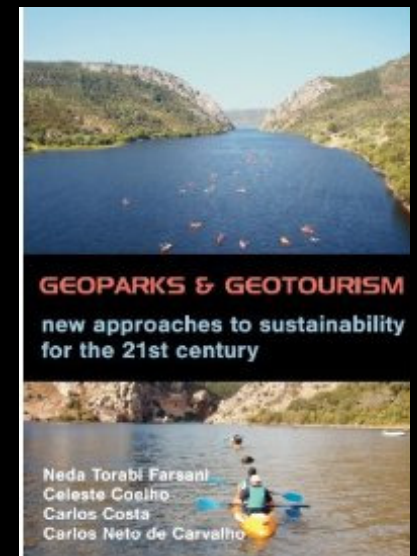
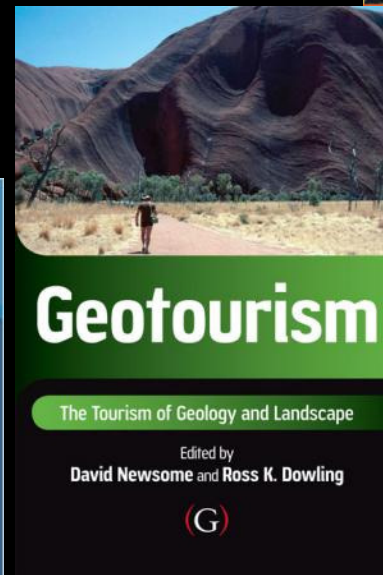
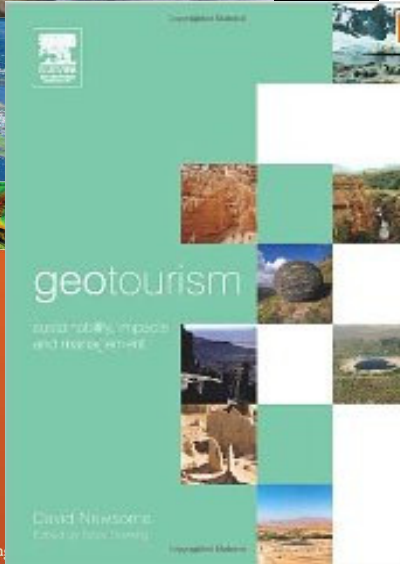
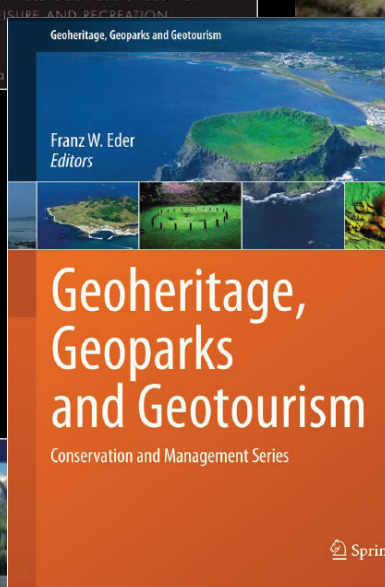
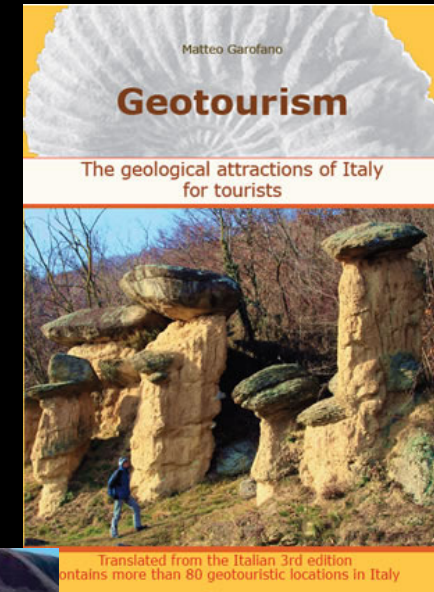
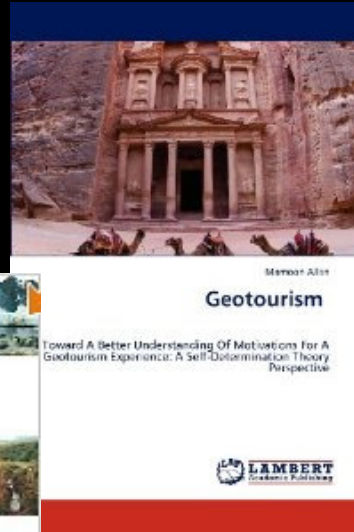
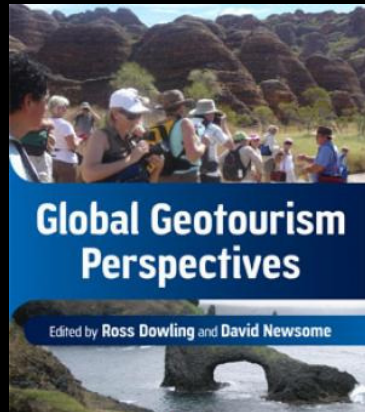
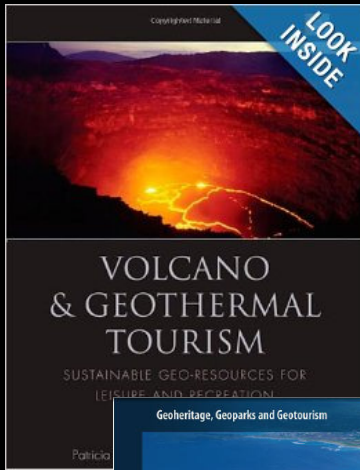
Geotourism is **sustainable** tourism based on the **geodiversity** of our environment and encourages **learning** about natural landforms

Responsible Geotourism has a **low impact** on the **environment** and **promotes** the **conservation** of protected areas *(Geotourism Australia)*

The MEGA Trends & GEOTOURISM

- **MT 1** – GT is of great interest for visitors from **Asia** – Australia's geo-attractions are unique and complement existing markets – opportunity for value adding and growth
- **MT 2** – GT's **Natural Advantage** is geodiversity – scenic beauty – nature-based learning experiences – WHA – sustainable development
- **MT 3** – GT meets **Expectations** for an authentic experience and interaction based on natural environments, geoheritage as well as cultural heritage
- **MT 4** – GT destinations in Australia are '**Safe**' in the context of political unrest and terror attacks – **Weather Events** or bush fires affect every tourism sector – risk management strategies are required for adventure tours and more extreme experiences
- **MT 5** – GT benefits from **Digital** (online) marketing – real-time updates and information access for visitors – traveller feedback – **Digital** photography is an important element in visitor motivation – storage of information
- **MT 6** – GT destinations in Australia offer additional attractions for people who combine business and private travel based on increased **Human Mobility** – ease of access to remote geosites is essential

Geotourism - Books





DESTINATION POTENTIAL

GEOTOURISM – Opportunities

1. Natural Resources and Assets = **Available**
2. GEOTOURISM Areas = **Already Protected**
3. Essential Infrastructure = **Available**
4. Authentic Experience = **Guaranteed**
5. Nature-based Learning/Education = **Existing Demand**
6. Sustainable Development = **Entirely Possible**
7. Stakeholder Interest = **Needs Encouragement**
8. Partnerships = **Great Potential**

Australian GEOTOURISM would **complement** existing tourism sectors such as ECOTOURISM

Australian GEOTOURISM would **attract** domestic and international visitors who want to add to their travel experiences

Australian GEOTOURISM could be of particular interest for **visitors from China** who have embraced GEOTOURISM as an independent tourism sector

GEOTOURISM

Protected Sites in Australia

- UNESCO World Heritage Sites (**19** = 3 cultural, 12 natural, 4 mixed)
- National Heritage Sites (81)
- National Landscapes (15 – currently limited to 16)
- National Parks (516)
- Marine Parks, Reserves & Sanctuaries (e.g. GBR)
- Geoparks (Kanawinka)
- UNESCO Biosphere Reserves (e.g. Noosa)
- RAMSAR Sites (65)
- National Reserve System
- Other Protected Areas
- Private Properties

CARTOSCOPE

TOURING MAPS

...you're on track



Geotourism Map
Geological Sites of NSW

FREE MAP



Contact:
Lea Turner 0427 297 430
Email: Lea@maps.com.au

- Columnar Jointing
- Ancient Volcanoes
- Limestone Caves
- National Parks
- Museums & Tours
- Heritage Mining Sites

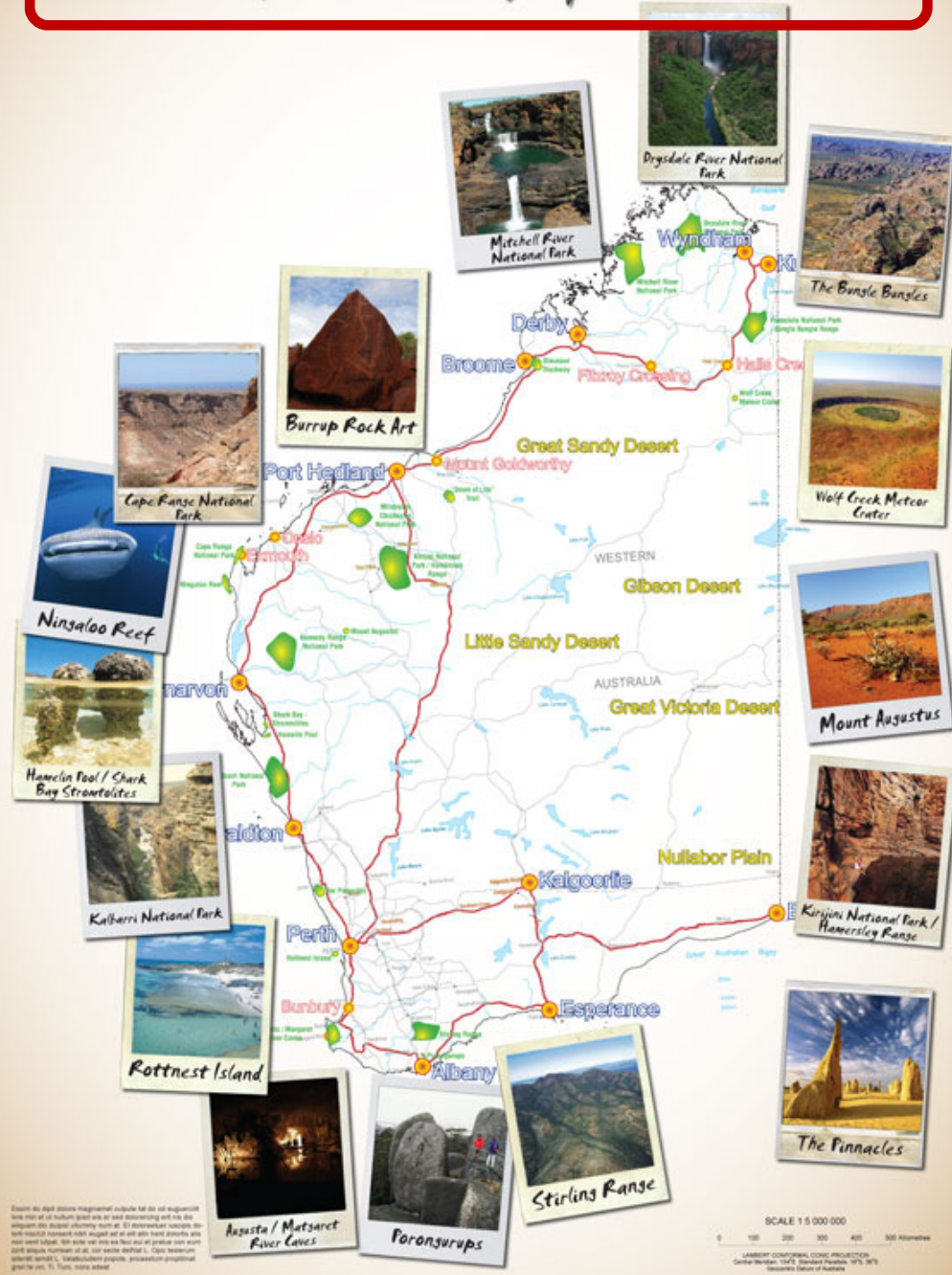
www.geomaps.com.au

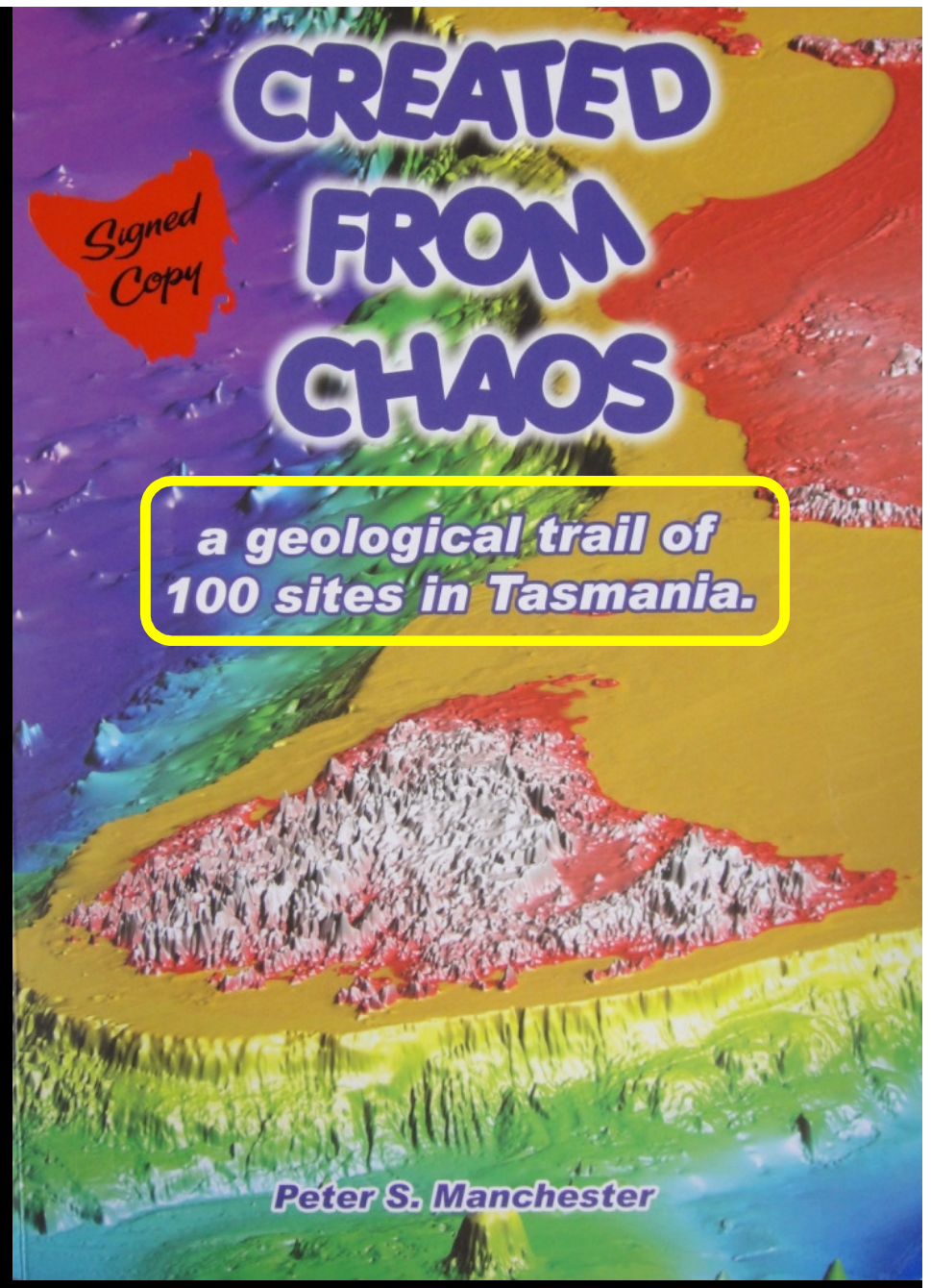
This is an Australian Government funded initiative under L-QCAL Grants

CARTOSCOPE (02) 9987 4533 EDITION 1



Western Australia's Top Geotourism Sites







EXAMPLES



GEOTOURISM – Desert Experience





GEOTOURISM – Kata Tjuta NP





Kakadu National Park

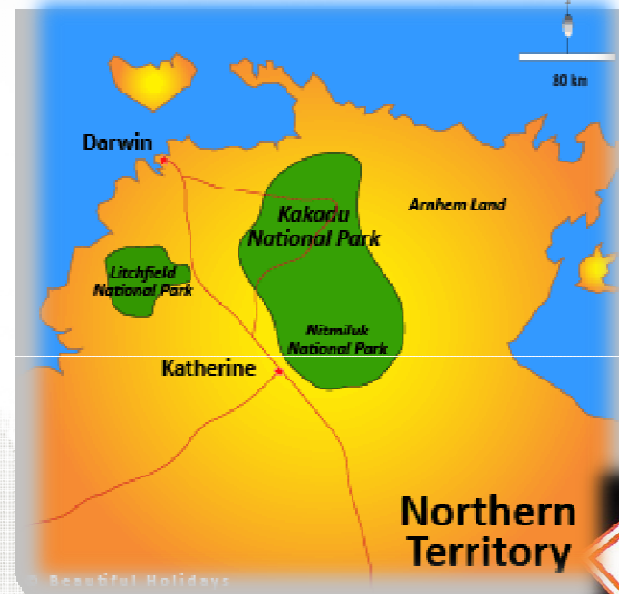




Kakadu National Park

Attractions:

- Mountains
- Desert
- Waterfalls
- Wetlands
- Rainforest
- Wildlife
- Indigenous Art – Rock Paintings





Kakadu National Park

Infrastructure:

- Visitor Centres
- Roads
- Accommodation
- Interpretive Sign Boards
- Guided Tours
- Cafes & Restaurants
- Shops
- Internet Access

A Clue To The Past

Thylacines once lived in Kakadu but are now extinct.

It is believed that their numbers started to decline after dingoes came to Australia about 4 000 years ago. It is assumed that the painting was done before thylacines became extinct, so it is estimated this painting is thousands of years old.

The Thylacine is sometimes called the Tasmanian Tiger due to its aggressive hunting style, its striped back and because in recent years it was only found in Tasmania.

Thylacines were meat eaters and had a pouch like other Australian marsupials. They lived in open forests where they fed mainly on kangaroos and wallabies.



Look for the clues that show this to be a painting of a Thylacine rather than a Dingo.

The Rainbow Serpent

The Rainbow Serpent, one of the most powerful ancestors of the Creation Time, is well known throughout Northern Australia.

Aboriginal people are often reminded of the powers of the Rainbow Serpent during the wetter months when rainbows appear in the sky.

This chapter of the journey of the Rainbow Serpent was told to Bill Neidjie by his mother, a woman from the Ulbu Clan.

The Rainbow Serpent usually lives peacefully in waterways but can be upset by some noises, especially children crying.

One day the Rainbow Serpent heard the constant cries of a child coming from an Ulbu camp. The child was crying for sweet lily root, but when night fell the child was given the sour lily root by mistake. The cries became even louder and could still be heard in the morning.

Suddenly, cold gusts of wind sprang up - a sure sign that the Rainbow is near. The Rainbow Serpent rushed into the camp, trapped everybody with its huge circled body and swallowed the child and most of the people.

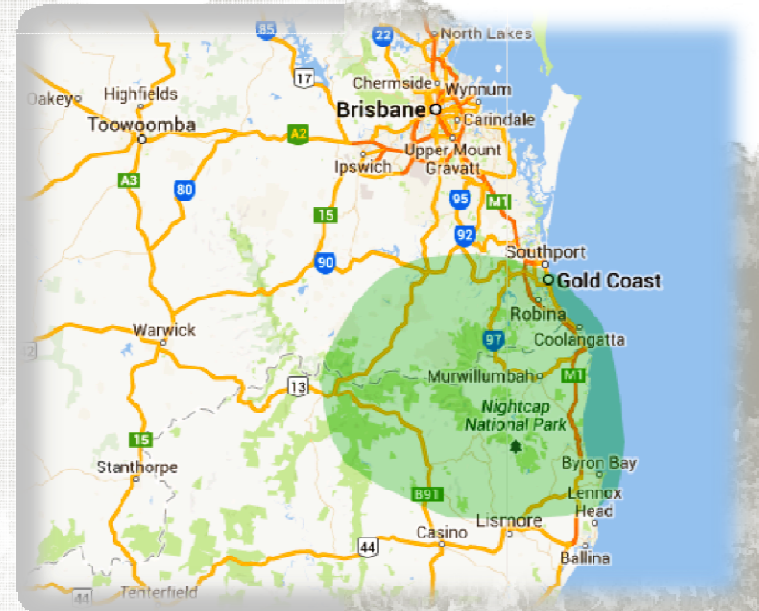




National Landscapes

THE GREEN CAULDRON

- **Geoheritage** of an ancient shield volcano and caldera
- Part of **World Heritage** listed Gondwana Rainforest
- Includes **several** National parks: Lamington, Border Ranges, Springbrook and Nightcap
- Wildlife & Cultural Heritage
- Geodiversity & Biodiversity
- From Byron Bay to the Gold Coast



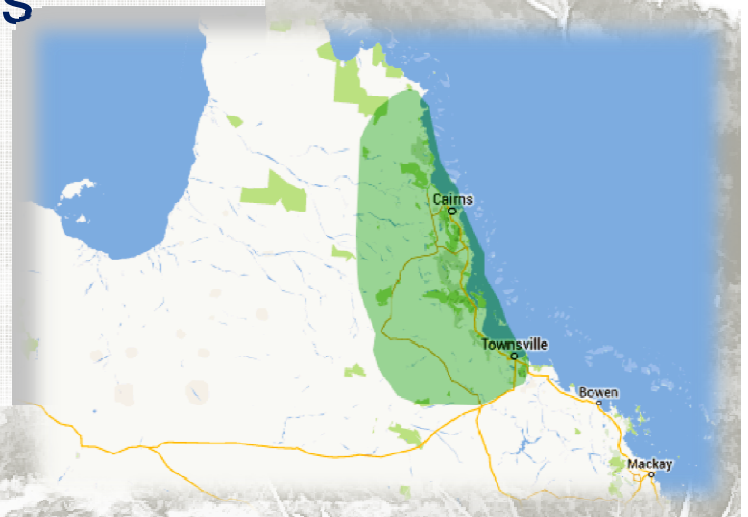
The Green Cauldron





National Landscapes THE Wet Tropics

- **Two (2) World Heritage Areas – GBR & Wet Tropics**
- Tropical Rainforests & Unique Wildlife
- Geosites - Waterfalls, Mountains
- Adventure & Culture
- 13 Discovery Trails



The Wet Tropics





National Landscapes TASMANIA

- **World Heritage** listed – **National Parks**
- Access to ‘Pristine’ Wilderness
- ‘Dramatic’ Coastlines
- Snow-capped Mountains
- Nature and Adventure Experiences
- Cultural Heritage



Cradle Mountain St. Clair NP



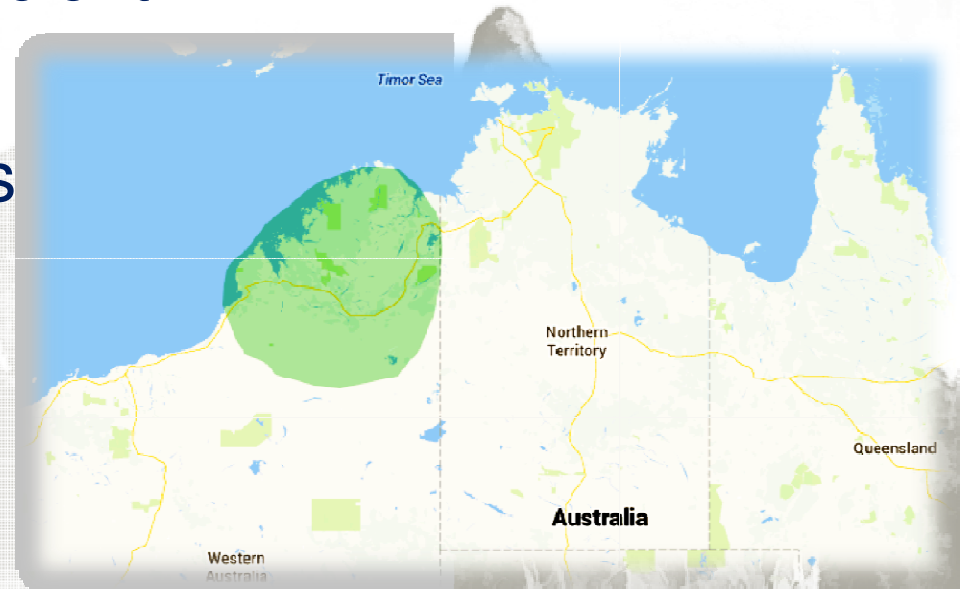
© Paul Sinclair



National Landscapes

WA – KIMBERLEY REGION

- **World Heritage** listed Ancient Landscape
- **Unusual** Rock Structures e.g. Bungle Bungles
- Waterways – Wildlife
- Adventure
- Minerals – Gems – Fossicking
- Local Culture



Bungle Bungle Ranges





STAKEHOLDERS

GEO TOURISM: Who is Involved?

- **UNESCO Global Geoparks Network**
- **European Geoparks Network**
- **Geoparks JAPAN**
- **Geotourism Development Foundation (GDF)**



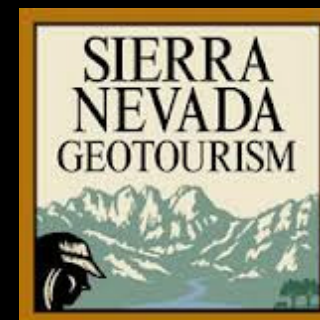
Geotourism
NEK
VERMONT'S
NORTHEAST
KINGDOM



THE
CENTRAL CASCADES
GEOTOURISM PROJECT
OF
Oregon & Washington



GEOTOURISM



Global Eco Asia-Pacific Tourism Conference - Noosa 18-20 November 2013
Geotourism in Australia - Mega-Potential for Sustainable Development



GEOTOURISM: Who is Involved?

- Federal Governments (*policy, legislation enforcement*)
- State Governments (*regional responsibilities*)
- Local Governments
- Environmental Protection Agencies
- National Park Services
- Department of Environment & Heritage
- Department of Land and Water Use
- Tourist Organisations and Associations
- Committees and Boards set up to Monitor Geotourism Activities
- Tour Operators, Developers and Investors

GEOTOURISM: Community Involvement – How?

Public forums and presentations to **encourage community involvement**, nominations and active participation (taking ownership)

Local residents are encouraged to **nominate** sites, attractions, activities, events, local businesses, and organizations representing the region's unique character and distinctive appeal

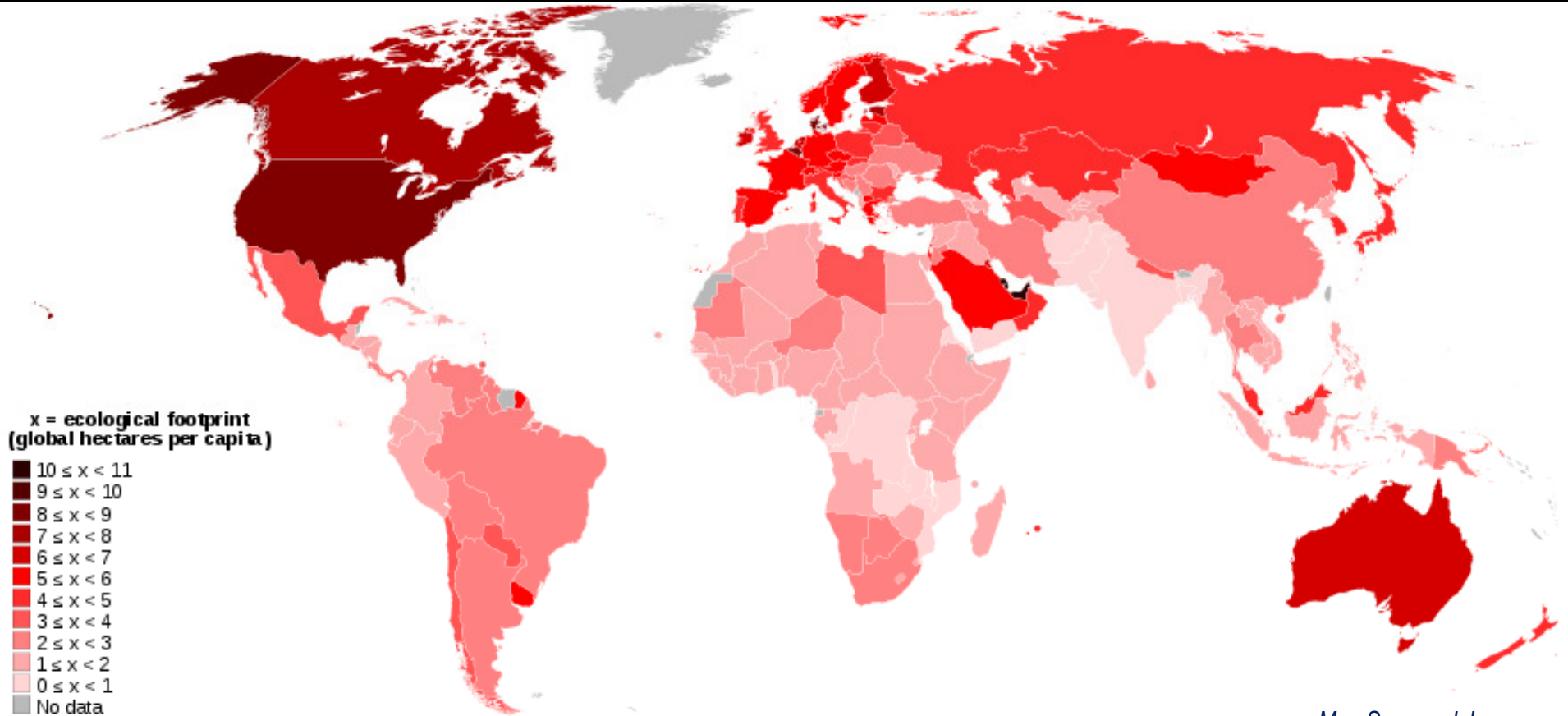
Websites with information and calls for interest and participation

Employment Opportunities!! Creating JOBS!!



FUTURE OUTLOOK

Ecological Footprint (2010)



Map Source: J Janner

Global Bio-capacity ~ 1.8 global hectares per person (gha/pers)
Average use in 2007 = 2.7gha/pers = already a **Deficit** of 0.9gha/pers

www.footprintnetwork.org/

Is GEOTOURISM Sustainable? **YES!**



Is GEOTOURISM Responsible?

YES!



GEO Certification?

- **Australian GEOTOURISM** destinations will be globally recognised
- **GEO[tourism] Certification Program** to be developed in line with existing and successful Programs – e.g. **Ecotourism Certification**
- To identify **genuine/authentic** geological heritage geosites
- To endorse **qualified** professional GEOTOURISM operators and tour guides with required **credentials**
- To recognise **sustainable** destination management
- To provide an authentic experience based on the **responsible use** of natural geoheritage sites
- **Low impact** land use aiming to **reduce** the global ecological footprint

Seals of Approval



CONCLUSION

1. The concept of **GEOTOURISM** provides a positive and optimistic response to the 6 MEGA Trends
2. The **MEGA potential** is Australia's **Geodiversity** – an untapped fountain of economic advantages for many regions
3. **GEOTOURISM** enhances a destination's natural and cultural **distinctiveness**, as well as providing a high-quality **visitor experience**
4. Therefore **GEOTOURISM** could be the **magic silver bullet** and contribute to the **revitalisation** of a struggling tourism industry in some areas
5. **Host communities** and their individual **economies** would **benefit** from **sustainable GEOTOURISM** development – employment opportunities
6. Existing infrastructure in many regions makes it a relatively **small step** to **accept GEOTOURISM** as an additional UPS

Ecotourism



Geotourism

Thank
You



GEO PARKS – Analysis

Types of Tourism in Geoparks

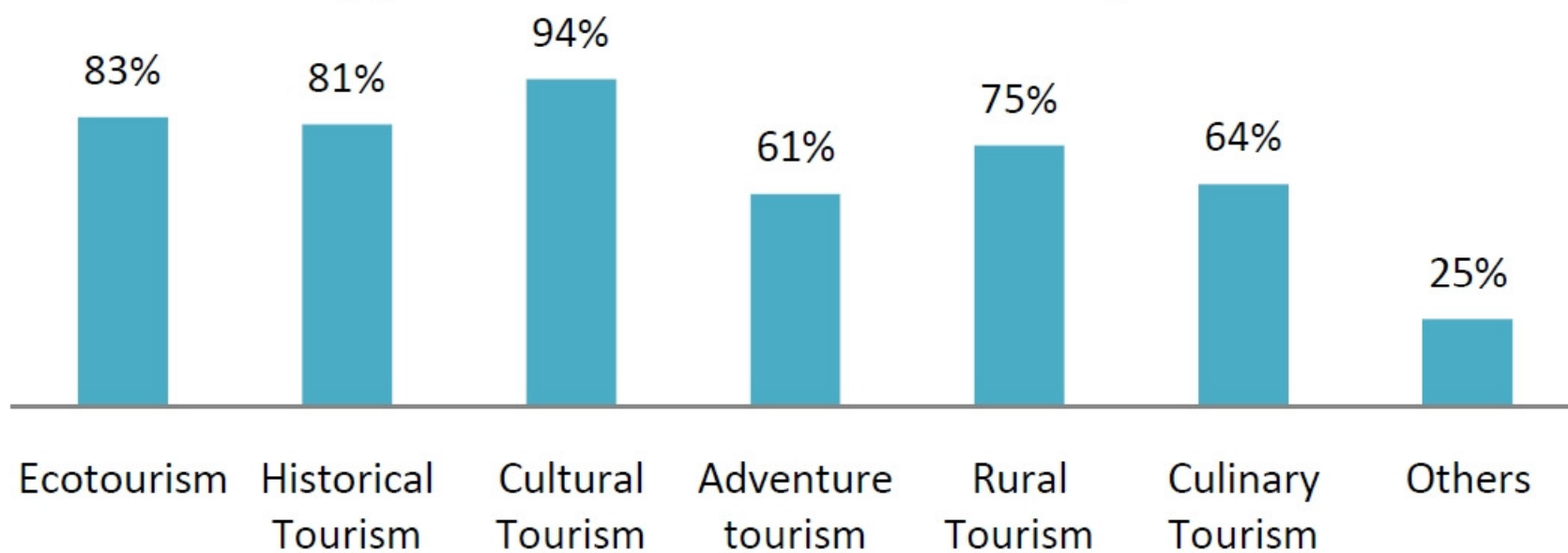


Fig.1. Types of Tourism in Geoparks, an analysis based in 37 Geoparks.

37 members of the Global Geopark Network from 18 countries (*J. Moreira*)

GEOTOURISM & Geoparks

Attractions:

- Geological heritage, Geosite-seeing
- Unique landforms, Geodiversity

Activities:

- Walking tours, hiking, climbing
- Cycling and mountain biking
- Water sports
- Camping, fishing
- Guided and self-guided tours