



**British
Geological Survey**

NATURAL ENVIRONMENT RESEARCH COUNCIL

Applied geoscience for our
changing Earth

celebrating
175
years

Geotourism in Scotland



Hugh Barron

Geotourism – what is it?



WIKIPEDIA
The Free Encyclopedia

Geotourism is "best practice" tourism that sustains, or even enhances, the geographical character of a place, such as its culture, environment, heritage, and the well-being of its residents.

The concept was introduced publicly in a 2002 report by the Travel Industry Association of America (as of 2009 this organization adapted name to U.S. Travel Association) and National Geographic Traveler magazine.^[1] National Geographic senior editor Jonathan B. Tourtellot and his wife, Sally Bensusen, coined the term in **1997** in response to requests for a term and concept more encompassing than ecotourism and sustainable tourism.^[2]

But we don't believe that!



Geotourism – the real definition!

*The provision of interpretive and service facilities to **enable tourists to acquire knowledge and understanding of the geology and geomorphology of a site** (including its contribution to the development of the Earth sciences) beyond the level of mere aesthetic appreciation*

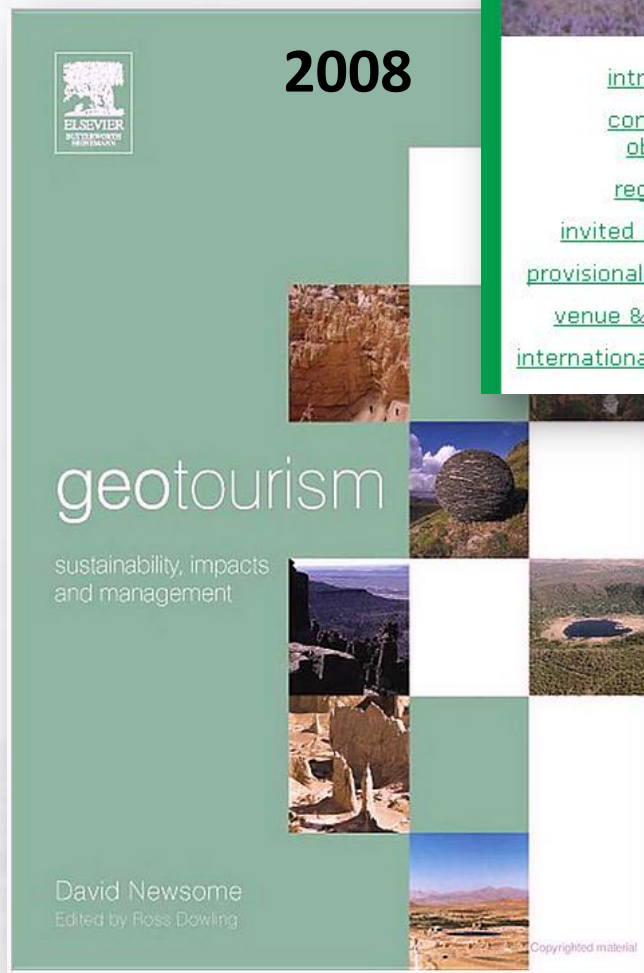
Hose, T. A. 1995. Selling the story of Britain's stone. *Environmental Interpretation*, 10 (2) 16-17.

Geotourism – the real definition

*Geotourism is a form of landscape tourism that specifically focuses on **geology and landscape**. It promotes tourism to geosites and the conservation of **geodiversity** 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)*

Geotourism = geological tourism



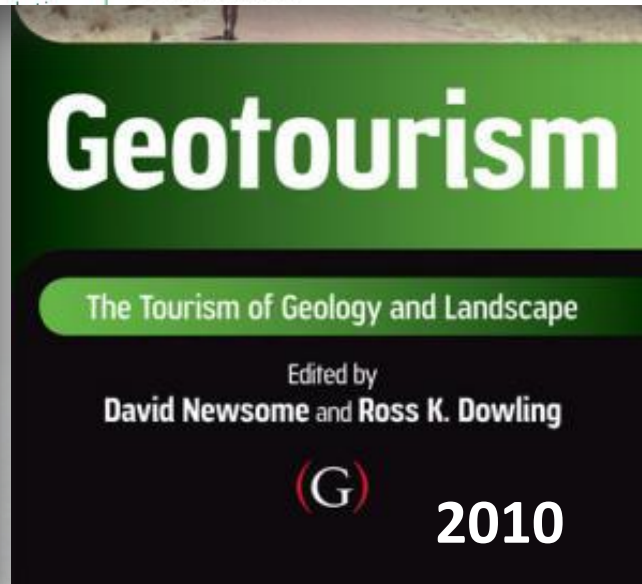
DISCOVER THE EARTH BENEATH OUR FEET

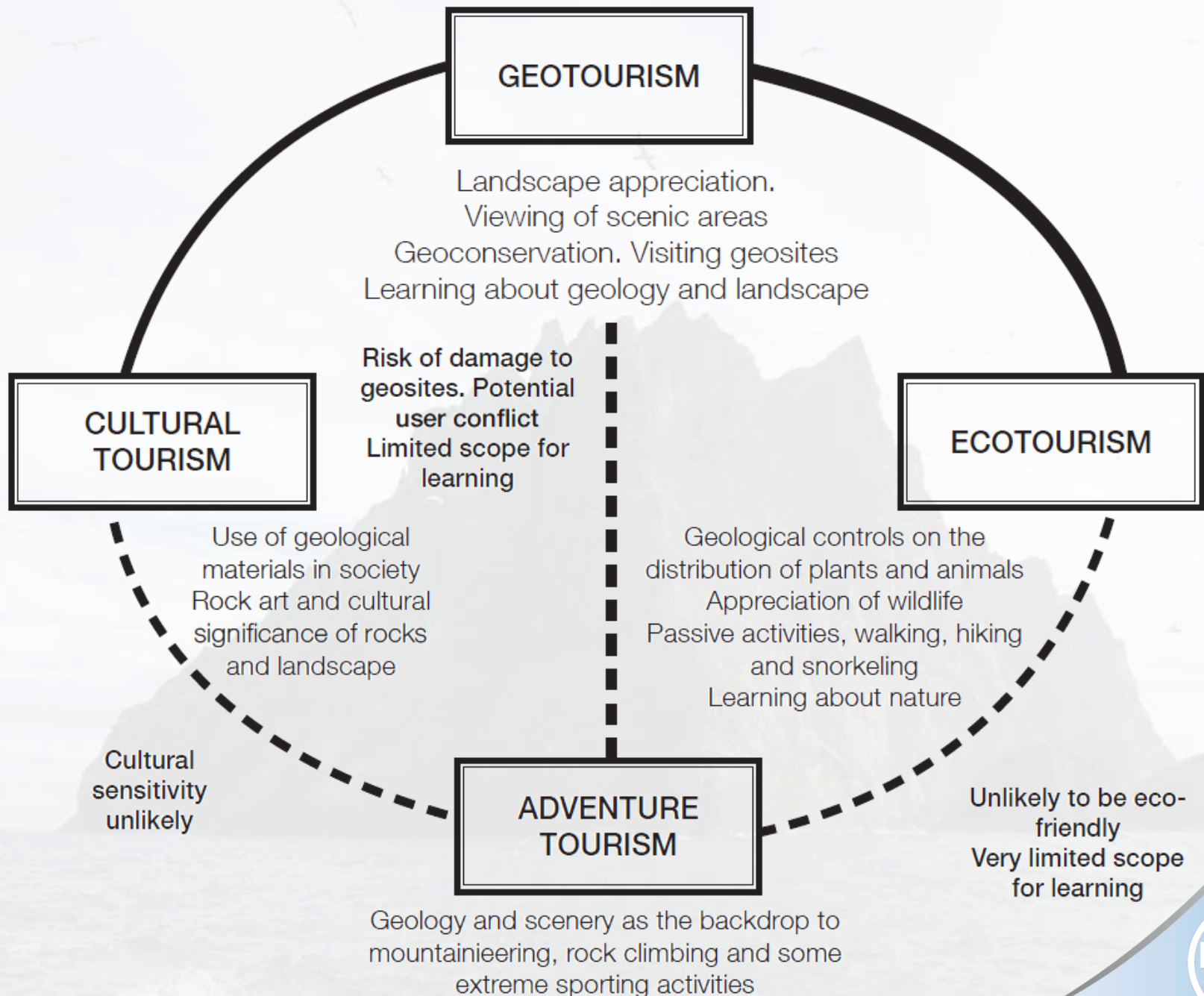
inaugural
Global Geotourism *conference* **2008**
17 - 20 August 2008 Esplanade Hotel, Fremantle Western Australia AUSTRALIA

[introduction](#)
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[invited speakers](#)
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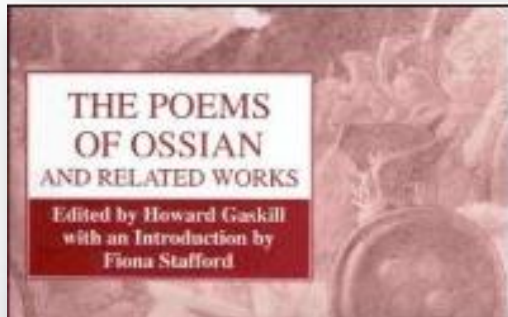
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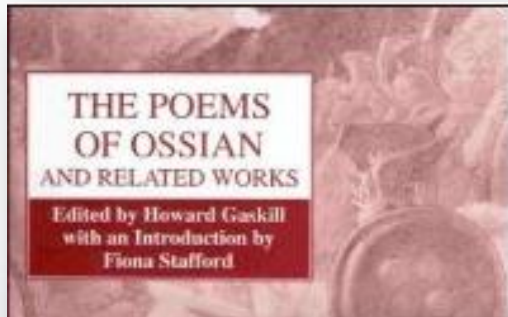
Scottish geotourism – some history

1760s – Highland fascinations.....



Scottish geotourism – some history

1760s – Highland fascinations.....



1770s – The travellers.....



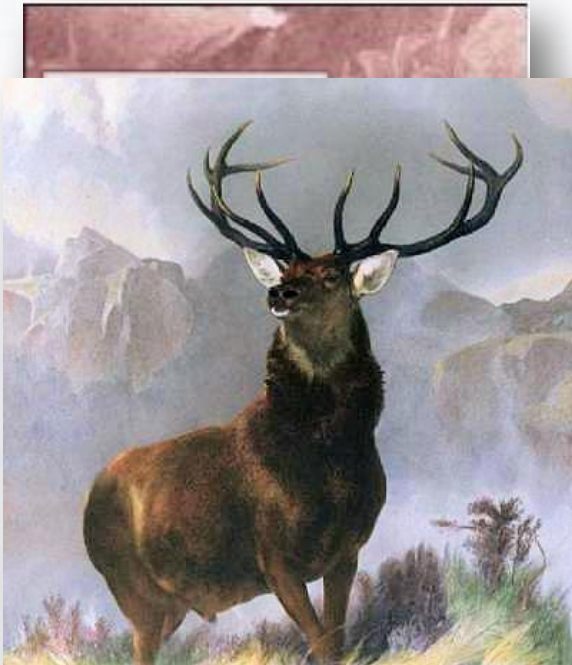
Jo

Scottish geotourism – some history

1760s – Highland fascinations.....

Early 1800s – artists & writers..

1770s – The travellers.....



Landseer, 1851

JAMES MACPHERSON,
EDITOR OF THE OSSIANIC POETRY



Loch Coruisk, JMW Turner, 1834



Scott

Scotland:

- remarkable geodiversity
- 3 billion years of earth history
- birthplace of geological science



Some facts and figures.....

- Rocks and landforms basis for Scotland's landscapes
- Visitors rank scenery as the main attraction of Scotland (ahead of history and culture) (VisitScotland & Scottish Natural Heritage, 2002)
- 2007 – 16 million (overnight) tourists; spend > £4.2bn (Dear, 2009)
- Scotland ranked the top European eco-destination and 9th in the world
- Wildlife tourism generated £210 million in 2006 (Dear, 2009)
- Geotourism is a growing component of the tourism industry.....

European Geopark Network



- Founded in June 2000
- Originally only 4 member geoparks (in France and Greece)
- April 2001 saw agreement with UNESCO
- October 2001 – 12 members in 6 countries
- Network now consists of 44 members (October 2010)
- Joined UNESCO Global Geopark Network in 2004



European Geopark Network



What is a European Geopark?



A GEOPARK is an area with....
a particular geological heritage
but also with....
a sustainable development strategy or plan

A geopark must use its geological heritage as its primary promotional tool but can also promote other aspects of its natural and cultural heritage



European Geopark Charter

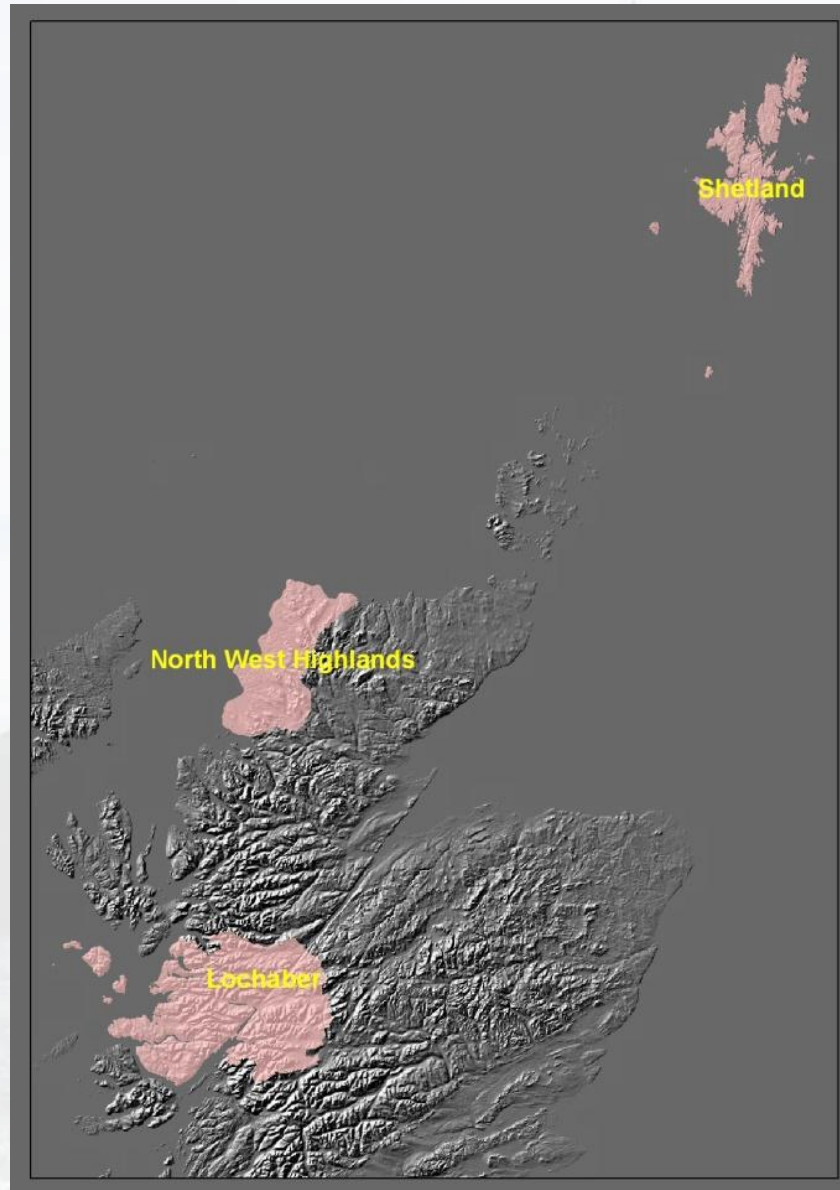


EGN Charter (2000)

3. A European Geopark has an active role in the economic development of its territory through enhancement of a general image linked to the **geological heritage** and the development of **Geotourism**.



Scottish Geoparks



Knockan Crag NNR, NW Highlands



Geological and cultural heritage



Geotrail



Geology and art





International Appalachian Trail

internationalat.org

SIA
A
T

www.iatnl.ca

Mount Katahdin, Maine

- Home
- About Us
- Chapters
- Trail Map
- IAT News

You have entered the new International Appalachian Trail website, which is still under development. Feel free to navigate the site to see what information and features we have in store. For additional information, go to the current IAT website at www.internationalat.org.

Latest News

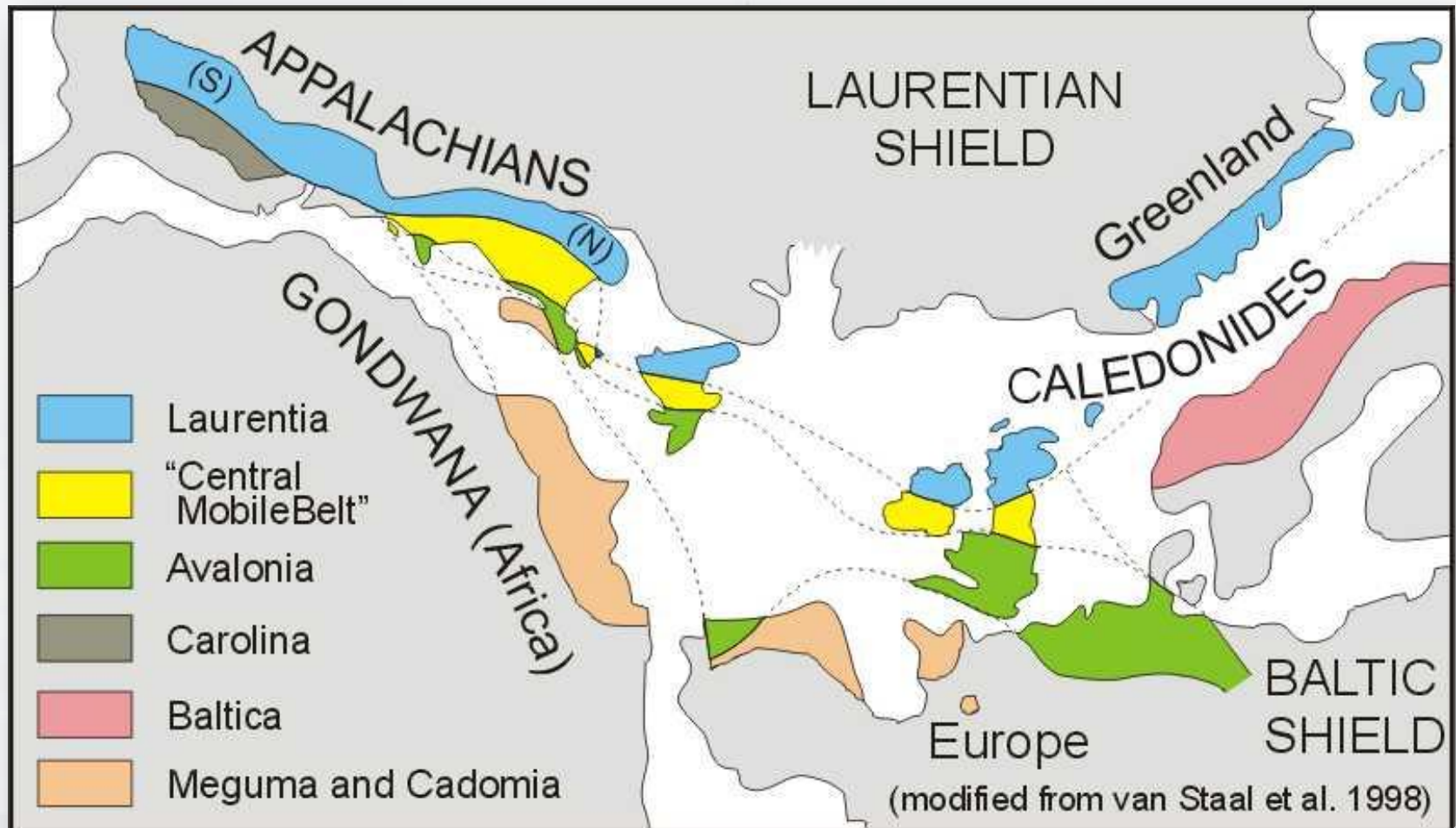
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Events

Oct 1 IAT Europe Meeting



Some real geology.....



Caledonian – Appalachian Terranes

Early Devonian c. 410 million years ago







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Scotland



On June 5, 2010 at the grand opening of the Appalachian Trail Museum in Pine Grove State Park, Pennsylvania, the **International Appalachian Trail** officially welcomed Scotland and the **West Highland Way** as the first European Chapter of the IAT. Joining IAT President Paul Wylezol in welcoming the WHW were Appalachian Trail Conservancy executive members, Appalachian Trail Museum directors, and State and County Representatives.

Search

Events

Oct 1

IAT Europe Meeting









Nine New European Chapters Joining the International Appalachian Trail in Aviemore This Thursday

October 6, 2010

The International Appalachian Trail (IAT) – which is an extension of the Appalachian Trail (AT) from Mount Katahdin north into Canada, then east across the North Atlantic – will be welcoming nine new European chapters here in Aviemore, on Thursday, October 7, 2010 (11:30am at the Cairngorm Hotel).

Joining Greenland and Scotland, who joined in April and May respectively, are Iceland, the Faroe Islands, Norway, Sweden, Denmark, the Netherlands, England, Ireland, and Wales. Next year plans call for the addition of Germany, Belgium, France, Spain, Portugal, Morocco, and Algeria.

This will complete expansion to all of the countries of the Appalachian Terranes that were once connected, more than 250

million years ago when they were all part of the super continent Pangea, and the Appalachian, Caledonian and Atlas Mountains were formed by continental plates colliding.

When expansion is complete, the IAT will be the largest trail network, and one of the largest outdoor adventure brands in the world, with a presence in 21 “countries” and 3 continents, and a home market of over 800 million people.

As a provider of adventure infrastructure and market branding, the IAT offers a fantastic opportunity for outdoor adventure companies who are interested in providing products and services to IAT member countries.

And as the biggest outdoor adventure story of the year, it also provides the opportunity for adventure travel writers to capture the imagination of ramblers and adventurers the world over, in the same way the IAT has! Contact Paul Wylezol, President of IAT, at p.wylezol@nl.rogers.com



IAT Scotland routes

IAT Scotland routes

- Adventure route, backpacking required
- Coastal path with guidebook
- Official LDR with trail blazes
- Potential route

0 10 20 40 Kilometers

British Geological Survey
NATURAL ENVIRONMENT RESEARCH COUNCIL

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NEWS

Ecotourism is the most valuable use of rainforest

7 October 2010, by Tamera Jones

Ecotourism is more profitable than other ventures like cattle ranching, timber logging and farming, researchers have shown for the first time for a region of Peru. The findings are likely to give local people the financial incentive to keep neighbouring virgin rainforest pristine, helping to lock away carbon.

'This justifies the maintenance of intact rainforest over all alternative uses,' says co-author of the study, Chris Kirkby from the University of East Anglia, who's now based in Peru.

The researchers also found that setting aside vast tracts of rainforest for ecotourism hugely outweighs the carbon emissions from air, boat and bus travel by ecotourists within Peru.



Elephant safari in India.

Thank you!

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www.bgs.ac.uk

iGeology App | Britain's rocks in your pocket

What is iGeology?

iGeology is a new free iPhone App that lets you take a geological map of Britain with you wherever you go to help you learn about the rocks beneath your feet. And with the phone's GPS, you'll know exactly where you are.



iGeology is free!

Download it from [iTunes](#) or the [App Store](#)

From early 2011 Android smartphone users will also be able to use iGeology and quickly start learning about the rocks where they live, go on holiday, or go on educational field trips.

Who can use iGeology?

Amateur geologists and school/university students can learn more about their landscape wherever they are in Britain.

I wonder what my house is built on?
What are the rocks called?



iGeology can be used by iPhone or iPad users with mobile access on fieldwork, the high street or on the beach!

Geology comes to life when you learn about it in the in the great outdoors. iGeology gives you access to the national scale and most of the 1:50 000 scale maps of the UK. You can use it wherever they roam and mobile coverage allows map loading.

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