

Geotourism

A sense of place



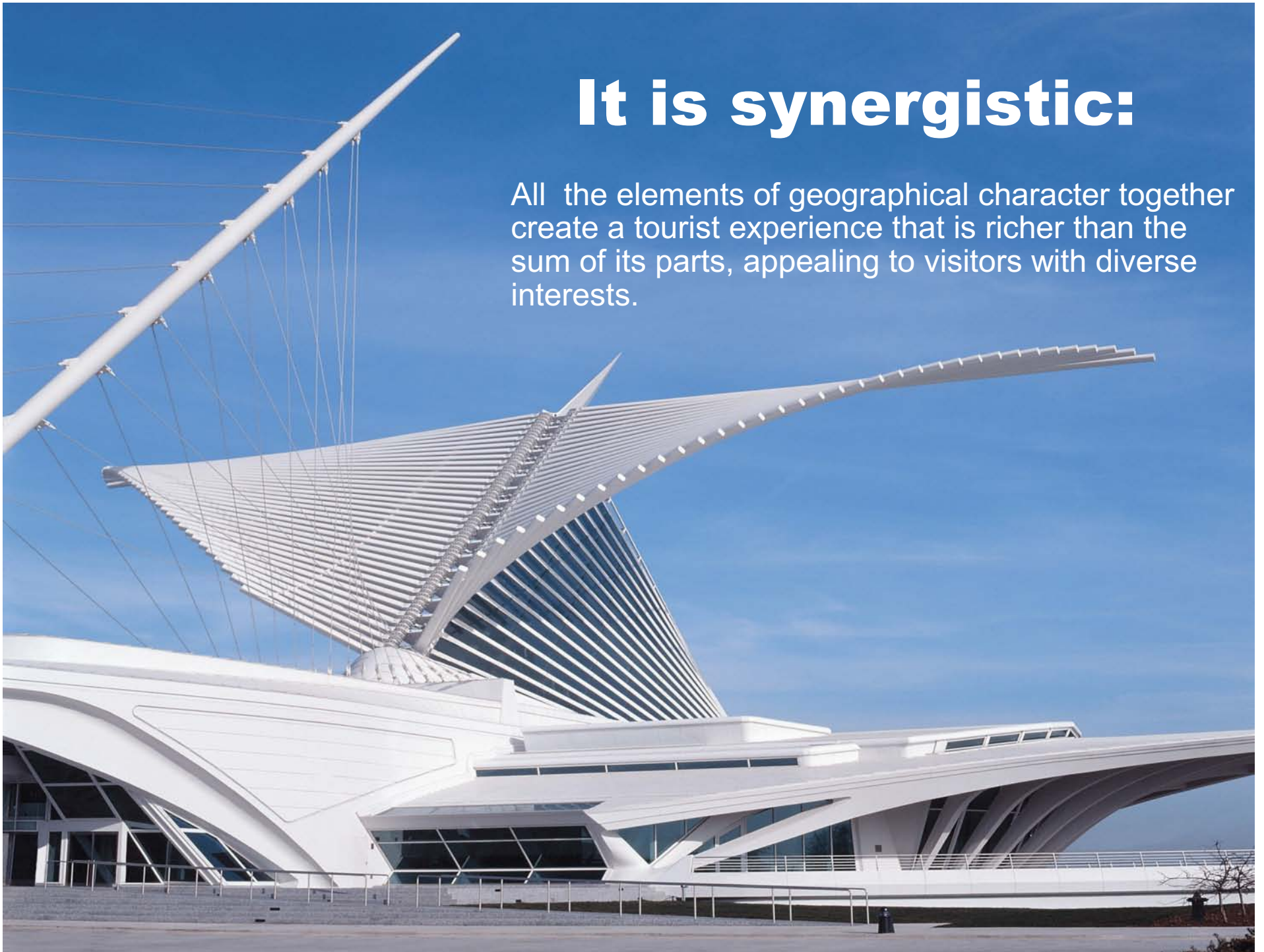
A diver in a yellow and black wetsuit is exploring an underwater wreck site. The diver is positioned in the center-left of the frame, looking towards the right. A large plume of bubbles rises from the diver's regulator. The background is a deep blue-green underwater environment with various pieces of wreckage and debris scattered around. The overall scene is dimly lit, typical of an underwater environment.

A definition:

Tourism that supports the geographical character of a place—its environment, culture, heritage, aesthetics, and the well-being of its citizens.

It is synergistic:

All the elements of geographical character together create a tourist experience that is richer than the sum of its parts, appealing to visitors with diverse interests.



It involves the community:

Local small businesses and civic groups work together to promote and provide a distinctive, authentic visitor experience.





It informs both visitors and hosts:

Residents discover their own heritage and how the ordinary and familiar may be of interest to outsiders. As local people develop pride and skill in showing off their locale, tourists get more out of their visit.

It benefits residents economically:



Travel businesses do their best to use the local workforce, services, and products and supplies. When the community understands the beneficial role of geotourism, it becomes an incentive for wise destination stewardship.

It supports integrity of place:

Destination-savvy travelers seek out businesses that emphasize the character of the locale. Tourism revenues in turn raise local perceived value of those assets.



It means great trips:

Satisfied, excited visitors bring new knowledge home and send friends off to experience the same thing—which provides continuing business for the destination.





P. Zastrow