

Geotourism Principles

Geotourism: Tourism that sustains and enhances the unique authentic characteristics of a place; its art, cultural, heritage, environment, and local well being. Geotourism is the future of travel if destination uniqueness is to survive the traffic.

1. **Integrity of place:** Enhance distinctive geographical character reflecting natural and cultural heritage, to encourage market differentiation and cultural pride.
2. **International codes:** Adhere to World Tourism Organization's Global Code of Ethics established by the International Council on Monuments and Sites (ICOMOS).
3. **Market selectivity:** Encourage stewardship in tourism market segments most likely to provide insight relevant to the distinctive character of the locale.
4. **Market diversity:** Encourage a full range of appropriate food and lodging facilities to maximize economic resiliency over both the short and long term, with consideration to different zones and limitations when it comes to organic vs. local with integrated pest controls, recycling and compostable practices and containers.
5. **Tourist satisfaction:** Ensure visitors bring home stories that inspire others, while providing continuing demand for the destination, and instilling a sense of personal stewardship.
6. **Community involvement:** Base tourism on community resources to the extent possible, encouraging local small businesses and civic groups to market their locales effectively and build partnerships that promote and provide a distinctive, honest visitor experience. Help businesses develop approaches to tourism that build on the area's nature, history and culture, including food and drink, artisan, performance arts, etc. Encourage tourism business strategies that emphasize economic and social benefits including stewardship required to maintain those benefits and that promote local buying benchmarks.
7. **Community benefit:** Encourage micro- to medium-size enterprises and tourism business strategies that emphasize economic and social benefits to involved communities (including alleviating poverty) with clear communication of the destination stewardship policies required to maintain those benefits.
8. **Protection and enhancement of destination appeal:** Encourage businesses to sustain natural habitats, heritage sites, aesthetic appeal, and local culture. Prevent degradation by keeping volumes of tourists within maximum acceptable limits. Seek business models that can operate profitably within those limits. Use persuasion, incentives, and subsidies as needed.
9. **Land use:** Anticipate development pressures and apply techniques to prevent undesired overdevelopment and degradation. Contain resort and vacation-home sprawl, especially on waterfronts to retain a diversity of natural and scenic environments and ensure continued resident access to waterfronts. Retain a diversity of natural and scenic environments, including protection of the watershed, waterways and air quality, while providing adequate public access to waterfronts.

10. **Conservation of resources:** Minimize water pollution, solid waste, energy consumption, water usage, landscaping chemicals, degradation of trails and excessive lighting. Provide, encourage or support alternative transportation, to expand access while reducing the carbon footprint and need for additional parking. Protect water clarity, stream habitat, wildlife and the entire watershed. Promote a bus, bike, boat approach to moving around the Tahoe basin and five counties. Promote these measures in a way that attracts the large, environmentally sympathetic tourist market.
11. **Planning:** Recognize and respect immediate economic needs without sacrificing long-term character and the geotourism potential of the destination. Where tourism attracts in-migration of workers, develop new communities that themselves constitute a destination enhancement. Strive to diversify the economy and limit population influx to sustainable levels. Adopt public strategies for mitigating practices that are incompatible with El Dorado geotourism and damaging to the image of the destination and/or the rural values.
12. **Interactive interpretation:** Engage both visitors and hosts in learning about El Dorado County. Encourage residents to show off the natural and cultural heritage of their communities, so that tourists gain a richer experience and residents develop pride in their locales.
13. **Evaluate on a regular basis, these principles,** with an independent panel representing all stakeholder interests, and then publicize evaluation results.

4 Steps to building geotourism:

- 1) **IDENTIFY** – geotourism assets (through hands-on workshops that build understanding in the community)
- 2) **DEVELOP** – relationships, fluency and guided access to create geotourism experience w/ annual showcases
- 3) **PROMOTE** – collaborative promotion (including NGCSD reach)
- 4) **SUSTAIN** – stay the course, annual review, deepen relationships w/ businesses, agencies, organizations

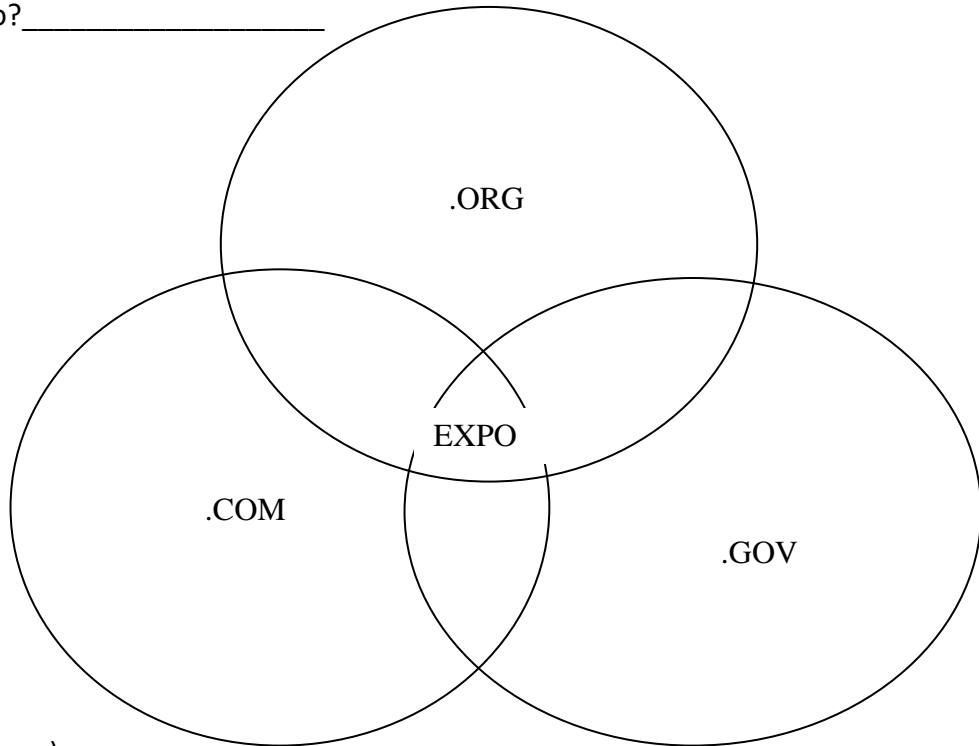
Community Interest	.ORG	.COM	.GOV
IDENTIFY			
DEVELOP			
PROMOTE			
SUSTAIN			

.ORG (non-profit organizations)

What do they Need? _____

What do they Have? _____

What are they willing to Do? _____



.COM (commercial businesses)

What do they Need? _____

What do they Have? _____

What are they willing to Do? _____

.GOV (government agencies, education)

What do they Need? _____

What do they Have? _____

What are they willing to Do? _____

2012 Tahoe Expo participation

.org

1. Bear League
2. Explore Tahoe
3. Growing Dome
4. Maritime Museum
5. Mustang Preservation League
6. Nation Conservancy
7. No Bear Hunt
8. Paiute Tribe
9. Parasol Foundation
10. Shakespeare
11. Sugar Pine Foundation
12. Tahoe Environmental Resource Center
13. Tahoe Institute Natural Science
14. Tahoe Resource Conservation District
15. Undersea Voyager Project

.gov

1. CA Parks
2. California Tahoe Conservation
3. City South Lake Tahoe
4. NV Parks
5. Placer Public Utility District
6. Tahoe City Marina
7. Tahoe Regional Conservation District
8. Tahoe Regional Planning Agency
9. Tahoe Transportation District
10. Truckee Public School
11. UC Davis
12. United States Forest Service
13. VanSickle Park

.com

1. Adrift Tahoe
2. Barton Health
3. Bike the West
4. Crystal Range Association
5. Embassy Suites
6. Envirorents
7. Eventbrite
8. Farmers Insurance
9. Fly Fishing South Lake Tahoe
10. Full Moon Cafe
11. Grass Roots
12. Guitarfish
13. Homewood Properties JMA
14. Horizen Hotel
15. In Your Face Printing
16. Kahle Productions
17. Kayak Tahoe
18. Obexers Marina
19. Obexers Market
20. Office Depot
21. Olympic Bike Shop
22. PDQ Market
23. Pet Projekt
24. Recreational Equipment Inc.
25. Redwood Printing
26. Reno Limo
27. Sanctuary NYC.com
28. Sand Harbor Sports
29. Solartimes
30. Sonny Boys Tours
31. South Tahoe SUP
32. Svadhyaya Yoga
33. Tahoe City Kayak
34. Tahoe Paddle and Oar Tahoe Quarterly

