

# 4 Steps to Geotourism Adventures

**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.

## 4 Steps to building a geotourism destination:

- 1) **IDENTIFY** – geotourism assets (field scouting and engagement in community)
- 2) **DEVELOP** – how does it need to be developed so the visitor can best engage
- 3) **PROMOTE** – to ‘Communities of Interest’ and active marketing channels
- 4) **SUSTAIN** – track engagement modify if needed, deepen relationships w/ businesses, agencies, organizations

**1) IDENTIFY** – using the 12 principles to determine if indeed hosting this asset is a benefit to the 8 Worlds, the visitor and the local well being.  
NOTE: Not all apply to each asset



## Which Principles apply to this asset/attraction/activity or adventure?

- Integrity of place:** does this improve distinctive locale, natural, cultural / heritage & local pride of region?
- International codes:** Does it align w/ World Tourism Organization’s Global Code of Ethics principles?
- Market selectivity:** Does it serve market segments likely to appreciate and disseminate info.?
- Market diversity:** Does it add to the range of appropriate food and lodging, appealing to entire geotourism demographic spectrum to maximize economic resiliency over both the short and long term?
- Tourist satisfaction:** Does it inspire vacation stories that provide continual demand for the place?
- Community involvement:** Does it involve the area’s nature, history, art and culture?
- Community benefit:** Does it create economic social benefits to local communities?
- Protection and enhancement of destination appeal:** Does it encourage people to sustain natural habitats, heritage sites, aesthetic appeal, and local culture?
- Land use:** Does it anticipate development pressures, with techniques to prevent undesired overdevelopment degradation?
- Conservation of resources:** Does it align with regulations that encourage businesses to minimize water pollution, solid waste, energy consumption and water usage?
- Planning:** Does the business recognize and respect immediate economic needs w/o sacrificing long-term character and the geotourism potential?
- Interactive interpretation:** Does the attraction/activity engage both visitors and hosts in learning about the place and 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?
- Evaluation:** Is this being refined, evaluated on a regular basis with publicize feedback and results?

**2) DEVELOP** through scouting, researching and building relationships with those willing to collaborate in the hosting this asset so it becomes part of the new Visitor Menu and new brand for the region.

**TriNomics™** (IP of Sheri Woodsgreen of **One Globe Foundation**) maps a way to collaborate between the 3 key groups vested in a common outcome (the project in the middle).

**Non-Profit /.ORG's** seek to educate and protect and can provide expertise.

**Business /.COM** seek to promote and profit and can provide investment, goods and services.

**Agencies /.GOV** seek to regulate and maintain and can provide access.

**Tahoe Expo** is the manifestation of how collaboration fulfills individual & collective objectives.

**.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? \_\_\_\_\_

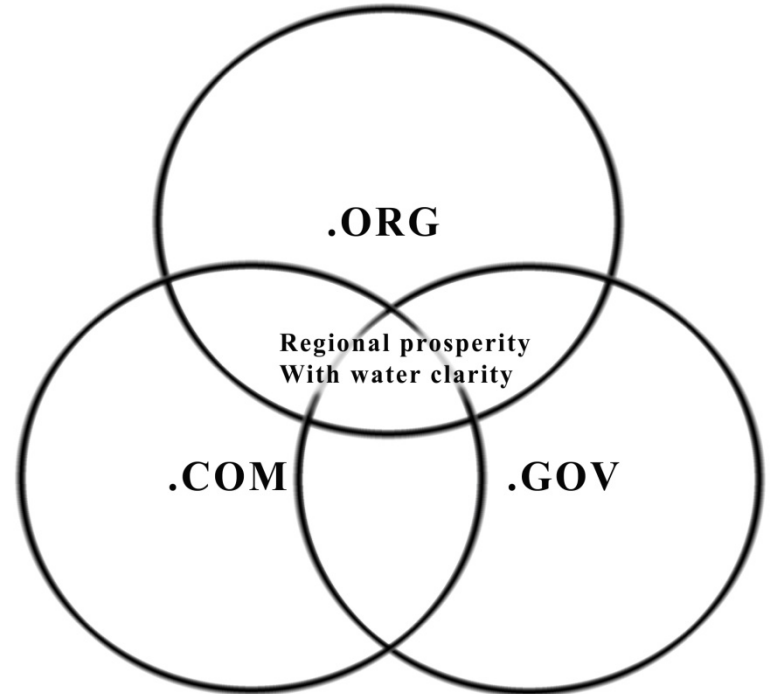
What are they willing to Do? \_\_\_\_\_

**.GOV** (government agencies, schools)

What do they Need? \_\_\_\_\_

What do they Have? \_\_\_\_\_

What are they willing to Do? \_\_\_\_\_



Once 'EAT, SLEEP and SHOP' (.com) businesses experience how geotourism adventures inspire visitors to stay longer, return sooner and migrate stories that expand and provide more diverse demand for the region... they will seek to sustain the program (vs continue to discount during fall and spring ("shoulder seasons").

Example of the Hosting collaboration we used in **2012 Tahoe Expo**



**.org:** docents, guides

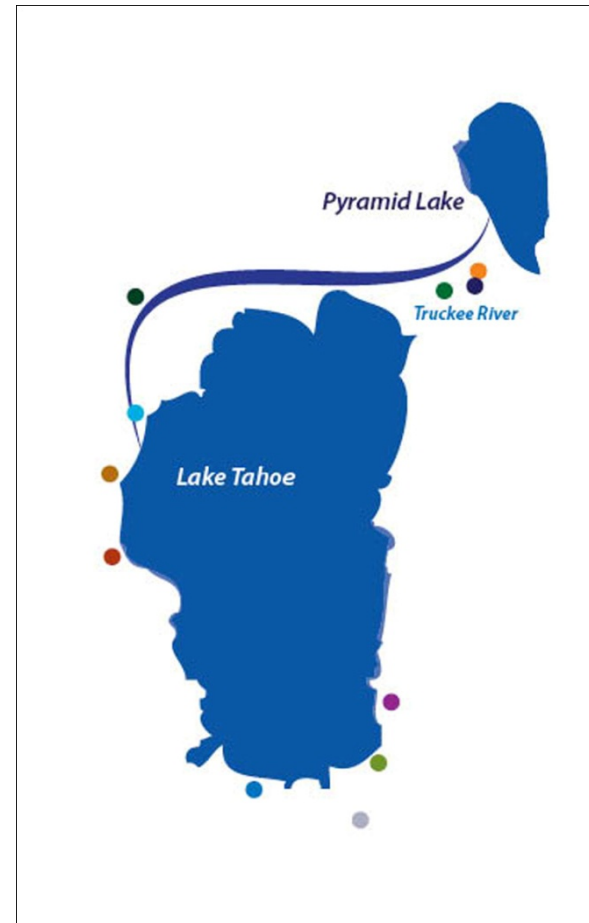
1. Bear League
2. Explore Tahoe
3. Growing Dome
4. Maritime Museum
5. Mustang Preservation League
  
6. Nation Conservancy
7. No Bear Hunt
8. Paiute Tribe
9. Parasol Foundation
10. Shakespeare
  
11. Sugar Pine Foundation
12. Tahoe Environmental Resource Center
13. Tahoe Institute Natural Science
14.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

**.gov:** access, support

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 Pubic School
11. UC Davis
12. United States Forest Service
13. Van Sickle Park

**.com:** goods, services

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. Horizon 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. Solar times
30. Sonny Boys Tours
31. South Tahoe SUP
32. Svadhyaya Yoga
33. Tahoe City Kayak
34. Tahoe Paddle and Oar
35. Tahoe Quarterly
36. US Bank





**Build a Geotour {Recreation + education + conservation}**

Using assets/activities aligned with the Principles highlighting:

- 1. FUN (increases a person’s connection and excitement about the area)
- 2. MEANINGFUL (awakens understanding which shifts behavior)
- 3. LOW - CARBON (highlights local assets, transit and food)

**GeoTrack Idea:** \_\_\_\_\_

Location:

Range:

**Activity 1:**

.org provides:

.com provides:

.gov provides:

**Activity 2**

.org provides:

.com provides:

.gov provides:

**Activity 3**

.org provides:

.com provides:

.gov provides:

**Lunch provider:**

**Transit options:**

Visitor benefit? \_\_\_\_\_

.Org benefit? \_\_\_\_\_

.Com benefit? \_\_\_\_\_

.Gov benefit? \_\_\_\_\_

**Please Indicate which 8 Worlds this will highlight:**

Circle all that apply: |Plant| |Sky| |Water| |Land| | Wildlife |Community| Culture| History|

**Assembly Point**

Transit to the Assembly Point:

**Capacity:**

Est Cost:

**Participation Fee:**

Potential Sponsors:

**3) PROMOTE:** Network the value system. Research, target and connect Communities of Interest/CI (groups seeking adventures in their interest) to your Geotours while expanding their experience of other activities. Promote directly to them thru their social circles. Provide incentives (discounts to customers, promote business) by businesses who demonstrate, support and share these values.

<b>Communities of Interest</b> (short list)	<b>.org</b> associations and stewards	<b>.com</b> associations and stewards	<b>.gov</b> associations and stewards
Alternative Energy	UNR- Hydrologic Sciences	Solar Times	Geothermal regulators
Artists	Tahoe Arts Mountain Culture, Trails and Vistas,	Art Attack, Tahoe Art Galleries	IFACCA
Bikers	Tahoe Bike Coalition, Tahoe-Pyramid Bike	Bike the West, Flume Trail, Olympic Bikes, bikers	USFS, CA State Parks, NV State Parks
Birders	Tahoe Institute Natural Science		USFS, CA State Parks, NV State Parks
Cultural	Explore Tahoe, Tahoe Maritime Museum, Gatekeepers Museum	Sorenson’s Resort	Paiute Tribe, Washoe Tribe, Maidu Tribe
Green Energy	SIGBA, EV-Village.org, DRI	ORMAT, Siemens	US Energy Commission
Health - Wellness		Elevated Tahoe, Svadhyaya Yoga, B Bay	CA Health
Hikers	Sierra Club Tahoe, Tahoe Rim Trail, Trail Safe NV. Trail Assoc	Sports LTD, Porters, Northstar	USFS, CA State Parks, NV State Parks
Kayakers	Lake Tahoe Water Trails, Sand Harbor Water Sports, SLT Kayak	Adrift Tahoe, Kayak Tahoe. Tahoe City Kayak, South Tahoe SUP	TRPA, Coast Guard, Tahoe Conservancy
Permaculture	Tahoe Slow Food, Lake Tahoe Market	Grass Roots, Whole Foods,	EDC Growers Assoc., USDA
Wildlife viewing	Tahoe Bear League, Lake Tahoe Wildlife Care		Fish and Game, USFS Taylor Creek
Water Science	TRCD, Tahoe Conservancy, League to Save Tahoe		UC Davis, TERC, UNR, TRPA
Plants	Sugar Pine Foundation		TRPA, USFS

## 4) SUSTAIN

Demonstrate this collaboration in the annual geotourism showcase ongoing in the region, until each season has a strong set of geotourism adventures, hosted by experts and sponsored by the “Eat Sleep Shop” commercial. Build the brand and form a geotourism council to regularly evaluate the program with a panel representing all stakeholder interests. Then publicize results.