



20-22 October 2015, Bathurst NSW

Geotrails – Creating New Journeys for Geotourism

Geotourism is emerging as a new global phenomenon which is tourism focusing on an area's geology and landscape as the basis for providing visitor engagement, learning and enjoyment.

Geotourism can be delivered within a wide range of both protected and non-protected areas, as exemplified overseas particularly within geoparks, and so far in Australia through Australian National Landscapes.

The concept of geotrails has provided an alternative and attractive approach to nurturing regional development by celebrating geotourism, geological and mining heritage.

This Geotourism workshop, jointly organised by the Geological Society of Australia and Ecotourism Australia Ltd, will explore the

exciting opportunities for geotrail development across Australia.

Participants will find out from a top panel of highly experienced specialists how,

- The Australian Government's Australian National Landscapes Programme and the development of a range of existing and proposed geotrail projects can offer exciting new opportunities for geotourism growth.
- Geotrails can offer genuine potential for both adding new dimensions to a regional visitor experience and as a tool for encouraging extended travel time within the region.

- The Geotrail concept seeks to develop an extended journey that follows a logical sequence and which connects otherwise unrelated towns, districts and attraction through thematic interpretation based upon geological and landscape features.
- The Kanawinka Geopark/Geotrail promotes rural tourism and landscape care for the many volcanoes, famous caves and coastline features across the area of Western Victoria and South-Eastern South Australia, encouraging visitors to select from a number of highway trails through the region via accommodation hubs, with a sub-theme of 'Stay another Day'.
- The contribution of technology to the tourism experience, opening the way for new regional, imitative 'around map enabled' mobile telephone 'apps' so as to economically promote attractions and to enhance the visitor experience.
- The successful development of geotourism across Australia is dependant on quality information on the nation's geology, and how best to bring together geoscience and tourism expertise in support of further geotourism development across regional Australia.

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