

Promotion of Geoheritage, Geopark and Geotourism through a New Thematic Map Series about Nature and Geology

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A prominent tool to reach out to the public and tourists (and to develop “Respect of Nature”) are excellent maps, which provide tourists with best information available in the source country in a well-balanced manner within a geo-scientific and socio-cultural realm. Several questions arise as to how the impact of geoparks can be enhanced; how they can be better promoted; how people worldwide can be informed about geoparks and attracted to visit them; and how geoparks can increase their revenues to be able to fulfill their functions etc. It is believed that one of the options is to stimulate more tourism and in this regard a new, harmonized thematic map series about nature and geology is proposed that might be of interest for the Global Geoparks community. While respecting the individual (and most probably rich) practices of each Geopark in producing up-to-date information including maps to their visitors, it would be worthwhile to consider several advantages of this proposal, e.g. the possibility to provide member geoparks worldwide, with frequently updated maps of the same high quality in all available forms and formats (smart phone applications, hard copies etc.). It is further proposed that the maps be funded, with contribution also from member geoparks, by Kartographie Huber GmbH and her project partners.