

A STUDY ON COMPARISON AND DEVELOPMENT OF GEO PARK TOURISM PRODUCT

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As an important part of geopark tourism, geopark tourism product is one of the most important signs which can reflect tourism development level of geopark. Geopark tourism products of mature geopark in Asia-pacific region embody humanistic science, environmental protection and participation; the designers give great importance attaches to the interaction to the buyer including local communities in promotion plan. And most of tourism product of Chinese geopark are simple and lack of the features of geologic and scientific popularization.

Based on detailed comparisons of tourism products between Chinese and mature geopark in Asian-Pacific region, this paper is designed to obtain new ideas of product development, popularize geoscience and increase the development of local community.

Keywords: geopark tourism product, comparison, development