



# Geotourism Challenge

## POWER OF PLACE

Sustaining the Future of Destinations



# TRAVEL GUIDE

10 STELLAR GLOBAL GEOTOURISM LOCATIONS AND PRODUCTS

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## 10 STELLAR GLOBAL GEOTOURISM LOCATIONS AND PRODUCTS

showcasing innovation, social impact and sustainability

**Geotourism:** tourism that sustains or enhances the geographical character of a place—its environment, culture, aesthetics, heritage, and the well-being of its residents.

To learn more about geotourism and its principles, visit  
[www.nationalgeographic.com/travel/sustainable](http://www.nationalgeographic.com/travel/sustainable)

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## Nature Air

This carbon-neutral airline has reduced its carbon footprint by 7% since 2004 and offsets 100 percent of its remaining greenhouse gas emissions through flight operations by supporting the protection of tropical forests in Costa Rica's Osa Peninsula. To date, Nature Air has compensated for nearly 20,000 tons of carbon dioxide through the protection of more than 500 acres. In addition, Nature Air recently helped develop Costa Rica's first alternative fueling station through its wholly owned fueling company, Aerotica. Nature Air fuels all ground equipment and vehicles with bio-diesel (a mix of recycled vegetable and cooking oils) collected from employees and local restaurants.

Country: **Costa Rica**

Contact info: Alexi Huntley Khajavi, Commercial Director  
[ahuntley@natureair.com](mailto:ahuntley@natureair.com)

Website: [www.natureair.com](http://www.natureair.com)

## PEPY – “Protect the Earth, Protect Yourself”

Cambodia’s Educational and Volunteer Tourism Program offers travelers adventure bike tours and on-site volunteer projects, like building rainwater collection units. All participants make donations to enhance education in rural Cambodia, where PEPY is based. It supports education for more than 1,700 families in 12 villages and six schools in rural Siem Reap Province, about 40 miles (65 km) from the city of Siem Reap, site of the Angkor temples. The PEPY Ride brings in over \$300,000 per year in donations for educational development programs and has raised over \$1 million since it began operations in 2005.

Country: **Cambodia**  
Contact info: Daniela Papi, Founder/Director  
[info@pepyride.org](mailto:info@pepyride.org)  
Website: [www.pepyride.org](http://www.pepyride.org)





## Wikiloc Community Maps

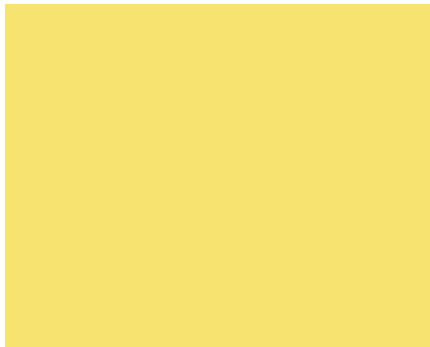
Created by a software engineer with a passion for travel, Wikiloc Community Maps are built on information – including maps, photos, and videos – submitted by residents and travelers to offer honest impressions about destinations. Wikiloc is a great source of outdoor activities, from mountain biking to ballooning. The site also promotes thematic activities like gastronomic routes, sightseeing urban trails and walks in archaeological areas. Created in 2006, the site is already translated in 14 languages, and more than 130,000 trails are included.

Country: **Spain**  
Contact: Jordi L. Ramot, Founder  
[jordi@wikiloc.com](mailto:jordi@wikiloc.com)  
Website: [www.wikiloc.com](http://www.wikiloc.com)

## Ger to Ger's Nomad Centered Eco-Tourism

Mongolia's Ger to Ger Foundation and Agency links visitors with genuine nomadic families and guides to stimulate cultural understanding through noncommercial outdoor activities. Travelers trek from one nomadic family to another via horses, camels, and ox carts over vast landscapes, home staying with nomadic families year round. A portion of revenues generated through the program goes directly towards creating enabling environments for rural social economic development that sustainably works with rural nomadic herder groups, rural communities and other initiatives that meet the Ger to Ger country mission of contributing to the systematic alleviation of poverty through tourism.

Country: **Mongolia**  
Contact: Zanja Fromer, Executive Director  
Ger to Ger Foundation & Agency  
[info@gertoger.org](mailto:info@gertoger.org)  
Website: [www.GertoGer.org](http://www.GertoGer.org)





## Evergreen Brick Works

In the middle of Toronto, 16 large heritage structures have been converted into an environmental education center and gateway to 26,000 acres of ravine trails that weave the City of Toronto together and make it unique in the world. Evergreen demonstrates how nature can be experienced in the middle of a bustling metropolis, while also providing practical solutions that help improve air and water quality and restore natural habitats. A popular farmers' market, contemporary art exhibitions, Outward Bound programs family programming, ecological restoration activities and summer camps are a few ways visitors and residents can experience the benefits of this unique project.

Country: **Canada**

Contact: Geoff Cape, Co-Founder  
[gcape@evergreen.ca](mailto:gcape@evergreen.ca)

Website: [www.evergreen.ca/en/programs/evergreen-brick-works/](http://www.evergreen.ca/en/programs/evergreen-brick-works/)



## Natural Mentors, Youth Heritage Exchange Farm Excursions

Using food as the basis for youth identity and education, Natural Mentors facilitates cultural exchange and nature awareness through a youth excursion certification program and volunteer-vacation experiences for traveling groups from abroad. Visitors contribute to local mentoring through hands-on workshops and nature-based lifestyle-skill building. Local youth leaders in the Virgin Islands learn useful life skills of survival, organic farming and food production, and cultural mentoring as a basis for entrepreneurial career development.

Country: **U.S. Virgin Islands**  
Contact: Nate Olive, Program Director  
Virgin Islands Sustainable Farm Institute  
[nate@visfi.org](mailto:nate@visfi.org)  
Website: [www.visfi.org](http://www.visfi.org)





## Context Travel's Sustainable Travel Initiative

This Philadelphia-based tour company offers small-group walking seminars in major European cities where discussion focuses on its cultural heritage as well as the impacts of tourism on monuments and the character of the destination. Guides are trained to advise customers on the most sustainable way to visit the city after the tour, including patronizing small, locally-owned businesses and using alternative transport. Context also contributes funds to cultural preservation projects in each of the cities where it operates.

Country: **USA**  
Contact: Paul Bennett, Co-Founder  
[paul@contexttravel.com](mailto:paul@contexttravel.com)  
Website: [www.contexttravel.com](http://www.contexttravel.com)

## RiverIndia.com's Bamboo Eco-Lodge River Trips

This tour company promotes conservation and awareness on South Asia's largest free-flowing waterway through locally guided river expeditions. It is building a river-based tourism industry by providing sustainable jobs that rely on a healthy, free-flowing river system, in contrast to short-term jobs offered by the damming projects recently approved on India's Siang River. RiverIndia's bamboo eco-lodge in Pasighat, Arunachal Pradesh, was built by a local tribal family to serve as a model for eco-tourism operators and as a base for RiverIndia's SARSI school – a free river skills and conservation training program for local residents interested in guiding or starting their own rafting companies.

Country: **India**  
Contact: Roland Stevenson, Owner  
[commercial@riverindia.com](mailto:commercial@riverindia.com)  
Website: [www.riverindia.com](http://www.riverindia.com)





## Trout Point Lodge

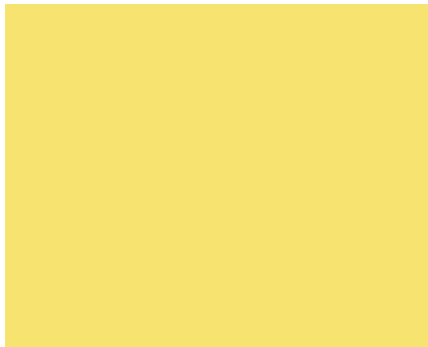
This five Green Key-designated nature retreat in Canada has revitalized backwoods and Acadian French cultural tourism through its Nova Scotia Seafood Cooking School and guided access to the Tobeatic Wilderness Area and the Southern Nova Scotia Biosphere Reserve. At the confluence of the Tusket and Napier Rivers, the Trout Point Lodge is the only accommodation/destination giving travelers immediate access to the Tobeatic via hiking trails, canoe, kayak, and guided excursions. Designed to blend seamlessly with the local Acadian Forest environment, Trout Point emphasizes eco-friendly practices like wood-fired hot tub, energy-saving lighting, recycling, gray water feeding of on-site gardens and composting.

Country: **Canada**  
Contact: Dr. Charles Leary, Managing Director  
[troutpoint@foodvacation.com](mailto:troutpoint@foodvacation.com)  
Website: [www.troutpoint.com](http://www.troutpoint.com)

## Reality Tour Viagens e Turismo Ltda's Route of Freedom

This tourist route – developed in the Paraiba Valley, North Coast and Mantiqueira Mountains – commemorates the “Memory of the African Diaspora in Brazil” with seven interpretive trails winding through 15 cities. Created initially to enable students to perform live history and become familiar with Traditional Black Communities, the route demonstrates the intense movement of the black Africans and their descendants through the region. Visitors experience authentic Traditional Black Communities’ food, craft, music, dance and other cultural activities that allow local residents to benefit from tourism.

Country: **Brazil**  
Contact: Solange Barbosa, Coordinator  
[sol.real@hotmail.com](mailto:sol.real@hotmail.com)  
Website: [www.realitytour.com.br](http://www.realitytour.com.br)





# 2010

## NATIONAL GEOGRAPHIC/CHANGEMAKERS GEOTOURISM CHALLENGE

Know an innovator in geotourism? Nominate organizations or individuals now! Once the competition opens, they will receive a formal invitation to complete an entry application.

Please go to <http://geotourism.changemakers.com> to nominate your Geotourism Changemaker.

**Competition open for Entries: April 28**



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[geotourism.changemakers.com](http://geotourism.changemakers.com) 