

IMPROVING VISITORS GEOHERITAGE EXPERIENCE: PRACTICAL POINTERS FOR MANAGERS

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This poster sets out 8 principles to increase visitor's experience of geoheritage sites and areas. It is based on personal experience of visiting protected areas in 30 countries. Examples of good practice are provided.

Principle 1 Design-in visitor experience

Identify target audiences and their needs from the outset, alongside scientific and other values.

<https://www.nature.scot/enjoying-outdoors/places-visit/nns/knockan-crag-national-nature-reserve>



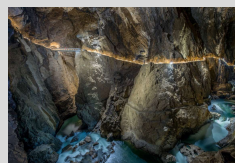
Knockan Crag NW Scotland clearly showing the continental drift of Scotland from the South Pole to its present position

Principle 5 Provide memorable experiences

Providing memorable experiences that visitors can reflect on long after they have visited: ice caves, fossil collecting.

<https://www.park-skocjanske-jame.si/en>

<https://jurassiccoast.org/visit/fossil-collecting>



An unforgettable experience in Škocjanske jame cave Slovenia

Principle 2 Keep the messaging simple

Keep it simple in language and use interactive displays.

[. Visitor centre | National Trust for Scotland \(nts.org.uk\)](https://www.nts.org.uk)



Hands on models of Glen Coe Scotland showing landscape evolution from the collapse of a caldera first described a century ago

Principle 6 Remember there's no one explanation

Allow new ideas & interpretations to be explained to visitors.

<http://www.pc.gc.ca/eng/pn-np/bc/yoho/natcul/burgess.aspx>



Give access to younger minds to interpret the past and provide information to visitors

Principle 3 Connect messages to cultural heritage

Linking cultural & natural heritage to enhance visitor experience & understanding

[Royal Natal National Park - South Africa National Parks \(nature-reserve.co.za\)](https://www.royal-natal-national-park.co.za)

[Rock Art of Alta - UNESCO World Heritage Centre](https://www.unesco.org/whc/en/norway/rock-art-of-alta)



Rock art at Alta North Norway on glacially smoothed Pre Cambrian bedrock

Principle 7 Remember geoheritage can be fragile and dangerous

[Complete Guide to the 2022 Eruption of Fagradalsfjall Volcano | Guide to Iceland](https://www.complete-guide-to-the-2022-eruption-of-fagradalsfjall-volcano-guide-to-iceland)



Volcanic eruptions attract visitors but are very dangerous as at Meradalir Reykjanes Iceland

Principle 4 Employ communicators

Use skilled educators & communicators to get the message over & interest visitors.

<https://jogginsfossilcliffs.net>



trained communicator at Joggins Cliff World Heritage Site Nova Scotia Canada

Principle 8 Remember the linkages between the biotic and abiotic elements

[Lake Manyara National Park Tanzania](https://www.lake-manyara-national-park-tanzania)



Making the connection between biotic and abiotic nature is vital to understanding as here at Lake Manyara NP Tanzania.