

11th International Conference on UNESCO Global Geoparks 2025 - Kutralkura
Agenda of the Workshop on Tourism
12 September 2025

Tourism is a lever for visibility, promotion, and development for Geoparks through the GGN. It is undoubtedly one of the keys to promoting leading destinations in sustainable tourism, offering unforgettable experiences. The workshop aims to come up with a **slogan** that would serve as a catalyst for the values promoted by the GGN in the tourism sector. Defining shared **guidelines** within the network is also a fundamental element. Particularly at trade shows such as ITB Berlin, careful consideration is needed to determine the promotional material and tools that will promote the GGN network.

	Programme	Host	Time
1	General Introduction: The Importance of Tourism for Geoparks	Alain Petit	5 min
2	Results of the GGN Questionnaire on Tourism - With focus on the diverse views on GGN theme/branding	Yu Nam CHAN	15 min
3	Group Discussion 1 – What theme/slogan should GGN adopted for tourism promotion - Each geopark usually just promotes their own geopark. As a geopark network which shares some common vision for sustainable tourism, how can we promote the GGN collectively as a brand for innovative, sustainable and vibrant tourism destinations? - Some suggestions of this common theme/slogan: Celebrating Earth Heritage, Sustaining Local Communities, Explore the wonders of the earth and Experience a sustainable destination	Facilitators: Marie-Luise Frey, Yu Nam CHAN, Alain Petit	20 min
4	Introduction of ITB Berlin 2026, benefits of tourism collaboration	Marie-Luise Frey	10 min
5	Group Discussion 2 – How can GGN contribute to tourism promotion in ITB Berlin 2026 - Themes: How should GGN be presented? While it is not possible to promote all 229 individual geoparks, what main themes or common elements should be promoted? - Promotion strategies, materials and format: Should GGN prepare these materials? Can any member Geopark also contribute? E.g. video clips, souvenirs, pamphlets, interactive/multimedia games, successful stories on sustainable tourism, tourism innovation, SDG, etc. - Can we formulate some general guidelines about how each geopark should promote the GGN, in their promotion materials and activities? How to integrate GGN promotion with regional and national tourism board promotion in tourism fairs?	Facilitators: Marie-Luise Frey, Yu Nam CHAN, Alain Petit	30 min
6	General results of the discussions	Facilitators	20 min
7	Closing remarks	Marie-Luise Frey	20 min

GGN is a network. Please join this workshop and contribute ideas on how the GGN can be promoted collectively as a tourism destination.