



United Nations  
Educational, Scientific and  
Cultural Organization



UNESCO  
Global  
Geoparks



Imbabura  
Geoparque Mundial

# Sustainable tourism

*/ Turismo sostenible*

*Imbabura UNESCO Global Geopark*

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# 2<sup>nd</sup> GGN DIGITAL

# FORUM

## 23-24 FEBRUARY 2021

## 12:00 - 14:00 GMT



GLOBAL  
GEOPARKS  
NETWORK

<https://www.facebook.com/GeoparqueImbabura>

# Imbabura UGGp, sustainable tourism.

## Main Targets:

- Revitalize cultural identity, to value the different worldviews of Imbabura people.
- Strengthen local capacities to reach development with sustainability criteria.
- Identify people in the community who want to improve, in order to promote responsible and sustainable tourism.
- Promote places of geological-natural or cultural interest of the Imbabura Geopark.
- Socialize the philosophy of UNESCO Global Geoparks.



# Best practice: Implementation

- Direct dialogue with the community, sharing experiences to strengthen ties.
- The formation of working groups is a must.
- Field exercises, with university students, to learn from each other and verify the quality criteria in the services offered.
- Promote of the attractions classified as heritage.



# Results achieved / Impact

- Revitalization of cultural identity, on people's self-esteem.
- Training of native guides with with better knowledge of their territory.
- The generation of decent employment and family businesses.
- Implementation of trails.
- Empowerment of the community.
- Promotion of artisan products.



# Lessons learned / Future steps

The Imbabura Geopark process and networking, with other geopark processes allow to strengthen the territory's vision of the future.

Education for Sustainable Development:

- Cultural identity
- Citizen participation
- Strengthen local capacities
- Social cohesion.
- Know the endogenous heritage
- Dissemination of the UNESCO Global Geoparks.
- Put into practice the Provincial Environmental Education Plan; and of course, aligning all actions with the Sustainable Development Goals.



**"Imbabura: tierra de lagos y volcanes; intercultural, de artesanos y leyendas..."**

El 17 de abril de 2019, la provincia de Imbabura fue declarada Geoparque Mundial de la UNESCO en reconocimiento a su patrimonio geológico, natural y cultural. Aquí confluyen once volcanes, cuencas sedimentarias, actividad hidrotermal, cordilleras, sedimentos marinos y geomorfologías particulares. Los Geoparques mundiales de la UNESCO son un espacio para el rescate de la relación con el ser humano. Estos sitios promueven un mejor conocimiento de nuestra sociedad respecto a la historia de nuestro planeta, a través de 4.600 millones de años que han dado forma al lugar donde vivimos; paisajes únicos que se complementan con su diversidad étnica, cultural y productiva.

Chunka kanchis ayllwa, ashlay waranka chunka iskun watapi UNESCO tantarka Imbabura marka Muruyunkacha- Geoparque. Itala kaita rishichka: Rulanchik maripi sapu kashakuna, sumak nishchikuna, puyukuna, uñichikuna, kuchakuna, kurikuna, chak-kunak allpakuna iyaykpi. Shhallaik chushku waranka, suita pashak kano wata kashaykuna, yachykuna, pachamamawan taparikunapak sumak kushka iyaykpi Muruyunkacha- Geoparque nikayka.

On April 17, 2019, the Imbabura province was declared a UNESCO World Geopark in recognition of its geological, natural and cultural heritage. Here geological features include eleven volcanoes, sedimentary basins, hydrothermal activity, mountain ranges, mineral deposits and particular geomorphologies. The UNESCO World Geoparks are places for the reunion of nature with the human being. These Geoparks promote a better understanding of our society regarding the history of our planet through 4.600 million years. They have shaped the place we live through unique landscapes that are complemented by ethnic, cultural and productive diversity.

www.imbabura.gob.ec / geoparque.imbabura.gob.ec

**A first reconstruction of the evolution of Cubilche Volcanic Complex, Imbabura Province, Ecuador**

W.F. Navarrete, J.L. Le Pennec, S. Solano, C. Liorzou, G.A. Ruiz

Published in: Journal of Volcanology and Geothermal Research  
Volume 406, paper 107023, nov. 2020



**Plan Provincial de Educación Ambiental de Imbabura**

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