Defining the Landscape for Tourism
CSA Global is a leading geological consultancy company that provides high quality solutions to its clients in the global minerals industry. CSA Global’s staff includes geologists, mining engineers, project managers, data management professionals and technical personnel. CSA Global employs geologists with specialist skills in many disciplines.
Geotourism is a rapidly growing global tourism sector that involves the interaction of tourists with geology, landscape and heritage in the community.

What is Geotourism?

Over the past decade, geotourism has grown swiftly in Europe, China and North America.

Geology and landscape values are now being used to successfully explore options for sustainable community tourism development. Recent geotourism work around the world has indicated the value of adding geological heritage and interpretation to tourist destinations, allowing geology to be used as the foundation for landscape tourism products. Examples of such success can be seen in the Kanawinka Geopark in Australia, Marble Arch Caves region of Northern Ireland, the Petrified Forrest of Lesvos Island in Greece, the Vulkaneifel European Geopark in Germany and Mount Lushan in China.

CSA Global’s geotourism approach has allowed for positive collaboration among communities, service providers, local and government authorities, to channel tourist revenues into rural destinations. The pooling of resources under the banner of geotourism leads to cost effective marketing, targeting and promotion of products using multi-media and websites.

Geological interpretation is one of the key services that CSA Global provides. This includes:

- The development of interpretive plans for tourism regions, local areas, and tourism operators
- The development of interpretive products — brochures, booklets, signage, audio (mp3s), web pages & guided activities
- Training of interpretive guides.

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CSA Global’s Geotourism Division applies advanced interpretative skills to develop geotourism products and services.

Our consultants have extensive experience in the assessment and development of geotourism sites around the globe.

Patrick Maher has over 15 years experience working as a geotourism specialist and as a project leader for community geoheritage and geotourism groups in Ireland and Australia.

He has worked with development authorities and communities to facilitate effective scoping, growth and management of geotourism projects. He has assisted local planning authorities in Ireland with landscape assessment and interpretation. His has worked with visitor centres and on regional tourism projects to research and advance geological and cultural interpretation plans and display concepts. Patrick is interested in the management, development and marketing of geological iconic landscapes around the world. He has also been delivering keynote lectures throughout Western Australia to promote the development of geotourism and geoheritage values.

Patrick has for the past year acted as an advisor on geotourism and geoheritage to the National Trust of Australia (WA). Recent projects with CSA Global include working on geotourism potential in the Kimberley, Mosman Park and the Ajana/Galena region of Western Australia.

Iain Copp is a geologist with expertise in geotourism and a diverse background in all facets of geology. Over the last 20 years he has worked in mineral and petroleum exploration, hydrogeology, government mapping, lecturing, freelance writing, and editing. He recently worked for four years with the Western Australian Department of Environment & Conservation (formerly CALM) as a natural history interpreter, where he wrote, photographed and designed material for interpretive products in WA’s national parks and visitor centres.

He is the author of the CALM ‘bushbooks’ Geology & landforms of the Southwest and Geology & landforms of the Pilbara, and written more than 80 interpretive signs. His photographs have been published in books, magazines, and newspapers and been used in visitor centres and interpretive signs and brochures.

As an interpreter he developed interpretive plans, thematic frameworks, and liaised with landscape architects, park management planners and the public to assess and develop interpretive experiences. He is interested in developing interpretive opportunities that explore how geology and landforms help people ‘connect’ with the landscape and create a strong ‘sense of place’.
CSA Global has the expertise to consult in the development of Geotourism sites and concepts. It has the in-house expertise to:

- Carry out site and landscape assessment
- Develop new geotourism product information
- Develop interpretation plans and interpretive products
- Run interpretation and training workshops for non-geologists
- Lead field trips, lecture and develop teaching packs
- Prepare geotourism marketing and business plans.

Tourism marketing and presentation is visually seductive, with clear and simple presentation, which is quite different to the scientific-based, industry focused selling style that many geologists typically use.

While we are knowledgeable geologists, we are also creative consultants developing and designing tourism products that fit the needs of the tourism industry. CSA Global’s reputation is that of an innovative and high-quality provider of geotourism products.

CSA Global provides specialist services in data management and map production. Our skills are also utilised in the development of interpretive panels, brochures and in the design of other quality marketing material.
Australia

The Kimberley
West Kimberley Project:
Reporting on the geology and geoheritage of the west Kimberley region for the Australian Federal Government.

The Yampi Peninsula

Town of Mosman Park
Minim Cove Project:
Geotourism scoping study for Minim Cove Park in the Town of Mosman Park including the interpretation of Tamala Limestone cliffs, cultural values of the park, risk assessment, interpretation plans and budgets.

National Trust of Australia (WA)
Ajana-Galena Project:
Work on the development of a trails plan for the region surrounding the Geraldine mine, which was Western Australia’s first lead mine. Funding was received through the Department of Sport & Recreation from Lotterywest.
Perth Hills

This project aims to develop the geotourism potential of the Perth Hills, Western Australia. It is managed by the Eastern Metropolitan Regional Council (EMRC) with the scoping and product development carried out by CSA Global.

The EMRC identified the Perth Hills as having excellent potential for the development of geotourism products such as interpretive panels, guide books, driving trails and an associated website. Boya Mountain Quarry has been established as a test area for interpretation.

The interpretive panel below is a draft from the CSA Global/EMRC “From the depths of time” series.

The panels and all other regional products are branded with the “Discover an ancient world below the Perth Hills landscape” theme.
Ireland

Visitor Centre Consultation:

- Cliffs of Moher Visitor Centre, West of Ireland (2006)
  - Website: http://www.cliffsofmoher.ie/

- The Burren Centre, West of Ireland (2003)
  - Geology & Landscape Interactive Displays
  - Website: http://www.theburrencentre.ie/

Geotourism Interpretation Panels:

- Heritage Council of Ireland (2005)

Geoheritage Site Scoping:

- Burren Region, West of Ireland (2007)
  - Geological auditing, scoping and assessment of 10 geological sites in the Burren Region for the local authority Clare County Council. These sites have now been identified for specially managed geotourism trails and interpretation. The area is presently applying for European Geopark status.

  Website: http://www.burrenconnect.ie/
Services

Defining the Landscape for Tourism

- Linking the Natural & Cultural Landscapes
- Map & Brochure Production
- Walking Trail Development
- Marketing Initiatives
- Training Workshops
- Scoping Studies
- Interpretative Planning
- Interpretation Signage

Community Collaboration

Advisory to Tourism Services Providers

Mine Heritage Interpretation

- Mine Suitability Assessment for Tourism Projects
- Geological and Mine Heritage Site Evaluation

Visitor Centre Consultation

www.csaglobal.com
For further information about our services please contact:

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www.csaglobal.com