

## **Naturtejo Geopark signage project: the structure of the touring offer in a large territory**

**Rafael André<sup>1,2</sup>, Rui Marques<sup>1,3</sup>, Carlos Neto de Carvalho<sup>1,4</sup>, Joana Rodrigues<sup>1</sup>,  
Armindo Jacinto<sup>1,4</sup> & Cristina Preguiça<sup>1</sup>**

<sup>1</sup>Geopark Naturtejo da Meseta Meridional – European and Global Geopark under UNESCO (Portugal), Av. Nuno Álvares, nº 30, 6000-083 Castelo Branco.

<sup>2</sup>Abilis – Enterprise consultants, Estrada do Aeródromo, nº 4, 2º, 3040-751 Coimbra.

<sup>3</sup>Portuguese Association for Sustainable Tourism and Ecotourism, Rua de Luís de Camões, 13, 2780-339, Oeiras.

<sup>4</sup>Municipality of Idanha-a-Nova, Av. Joaquim Morão, 6060-101 Idanha-a-Nova (Portugal).

<sup>3</sup>Escola Básica e Secundária Pedro da Fonseca, Avenida do Colégio, n.º 26, 6150 - 401 Proença-a-Nova (Portugal). E-mail: geral@naturtejo.com

In just few years Naturtejo Geopark became a vehicle for local development in a wide territory, with tourist innovative experiences, attracting visitors from all the country and abroad. Recently, Naturtejo applied for a signage project to cover the whole 4616km<sup>2</sup> which was 100% funded by the Institute of Tourism of Portugal.

All the 16 geomonuments, the main geopark attractions, which tell the geological history of the territory for the last 600 million years, were integrated with arriving directions and site interpretative panels. These unique places not only present the main geological features of the geopark as some of them are truly tourist attractions for the natural and cultural landscape.

The arriving directions are located in the main accesses to the geosites, creating visitation axis, with the geomonument names, all with the same layout, also common for plates and panels, which now differentiates Naturtejo Geopark from other Portuguese tourism destinations.

The goal of the site panels are the geological interpretation and tourist information of the geomonuments. Some are located in viewpoints, others in walking trails, and most of them have parking facilities nearby. As the target audience is very heterogeneous, comprising tourists, students, teachers, families (with young children), the interpretation of the geological phenomena and processes must be very clear and very basic. Each panel has a main theme presented with a photo, schemes of geological structures or processes and paleoenvironments and a brief explanation. On the other side of the panel there is the geopark map, with all the geomonuments encouraging visitors to travel by the territory, with tourist information (lodging, restaurants, tourism offices, active tourism companies) of all the partners from the geopark. It is also suggested the best walking or bike trail, and sometimes even driving scenic roads, to discover the geosites.

This project also includes a digital version, available at the Naturtejo Geopark website ([www.naturtejo.com](http://www.naturtejo.com)), where visitor can prepare its tour, with geographic information and also photos, videos and geological interpretation to download for free.

All the information is available in Portuguese, Spanish and English languages, promoting natural heritage raising awareness, improving tourist information for holidays planning and after arrival to destination, and contributing for geoparks concept dissemination.



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