

# Transformation of Geoheritage Site into Tourist Attraction the Key Element in Geotourism

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Geodiversity of any area have geoheritage sites that are of different level of importance. Experts and researchers in geosciences evaluate geoheritage, and then specialists from nature conservation protect those sites. Valorization of the geodiversity is performed on the basis of its characteristics and potential functions. One of the potential functions is geotourism that became more recognizable in the ecotourism. The management of geoheritage is still left to the usually management of nature conservation, and geoheritage is equal to any protected species or even more, less then it.

Geotourism as a part of ecotourism, helped a bit, showing nature in different view. Geosite as a “product” is not interesting to the wider population, and must be supplement with other elements of tourist offers. In that concept, the primary aim slowly became lost, and only some real esthetic geosites are recognized as tourist attraction.

In the recent period, geotourism also has been impetus for the geoheritage protection. Authorities of the protected area, single out geosites showing the regional diversity. Tourist industry tried to make fast a new offer using traditional tourist methods. On that base, geopark became the top of the new nature conserved goods.

Transformation of the geoheritage site into tourist attraction became a most important process in developing geotourism, but also in geoheritage conservation. A path to it is model of geoheritage conservation and management of specific tourist destination.

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