



Geotourism: *Tourism that sustains or enhances the geographical character of a place – its environment, culture, aesthetics, heritage, and the well-being of its residents.*

Arizona Origins - What's it all about!

Arizona Origins is a new initiative launched by the Arizona Office of Tourism. As the name suggests, the program focuses on the State's unique cultural, environmental, historical and heritage assets, bringing a more holistic approach to celebrating these uniquely Arizona attributes. Much of the stimulus for this new initiative comes from work undertaken by National Geographic and its Center for Sustainable Destinations, particularly embracing and applying the principals of Geotourism. While **Arizona Origins** incorporates a new marketing campaign, it is more than just a slogan or icon. As these educational materials will present, it incorporates new thinking in terms of co-branding with National Geographic on a Geotourism MapGuide, it provides new opportunities to link and integrate with products and destinations both within southern Arizona and with our neighbor to the south in Sonora, Mexico. Importantly, it also provides new ways to reinforce targeted branding efforts for our state and brings new ways to think about product development and associated sustainability practices. Although the initial application focuses on the mid- to-southern portions of the state, **Arizona Origins** will ultimately be applied across the state.

National Geographic and Geotourism

The term "Geotourism" is increasingly being used both inside the tourism industry and by savvy travelers. The term was coined by Jonathan Tourtellot, senior editor for National Geographic Traveler Magazine and director of its Center for Sustainable Destinations. Geotourism is defined as tourism that sustains or enhances the geographical character of a place – its environment, culture, aesthetics, heritage, and the well-being of its residents. Geotourism incorporates the concept of sustainable tourism—that destinations should remain unspoiled for future generations—while allowing for enhancement that protects the character of the locale. Geotourism also adopts a principle from its cousin, ecotourism—that tourism revenue can promote conservation—and extends that principle beyond nature travel to encompass culture and history, as well as all distinctive assets of a place.

Geotourism Principals

Geotourism incorporates a broad range of principals including:

1. Geotourism is synergistic: All the elements of geographical character together create a tourist experience that is richer than the sum of its parts, appealing to visitors with diverse interests.
2. It informs both visitors and hosts. Residents discover their own heritage and how the ordinary and familiar may be of interest to outsiders. As local people develop pride and skill in showing off their locale, tourists get more out of their visit.
3. It benefits residents economically. Travel businesses do their best to use the local workforce, services, and products and supplies. When the community understands the beneficial role of geotourism, it becomes an incentive for wise destination stewardship.
4. It supports integrity of place. Destination-savvy travelers seek out businesses that emphasize the character of the locale. Tourism revenues in turn raise local perceived value of those assets.
5. It means great trips. Enthusiastic visitors bring new knowledge home, telling stories that send friends and relatives off to experience the same thing—a continuing business for the destination.

A More Holistic Approach

For too long, destinations have thought about their visitors in ways that are too defined and constrained. They were eco-tourists, cultural visitors, or travelers intrigued by a destination's heritage. Geotourism thinks of these assets and the visitors they attract in a more holistic way, recognizing that the visitor who is intrigued by a unique natural environment often desires a deeper understanding of the heritage and culture of the destination. Linking and integrating these geotourism elements makes for a richer, more vibrant experience.

Geotourism is sustainable tourism energized. It sustains, but also enhances the character of a region. This enhancement can be done through restorative tourism, meaning tourism that helps to save something that might otherwise disappear, or through constructive tourism, creating something suited to the local that makes it a little better than it was before.

Arizona has a rich diversity of these destination elements – we can maximize their potential by linking, enhancing or developing these special destinations, using geotourism principals as an overriding theme. Think about Arizona's diversity and future opportunities in these key geotourism categories!

- Flora and Fauna
- History
- Archeology
- Geology
- Traditional Architecture
- Local Music
- Cuisine
- Local Crafts
- Dances
- Arts

Geotourism's Integrated Thinking



Source: National Geographic – Center for Sustainable Destinations



Arizona is Geotourism Dependent

Many of Arizona's warm weather competitors possess a broad inventory of powerful man-made attractions. These are important "destination driver" products for their states, as a large themed attraction like Disneyland in California and the Magic Kingdom in Florida attracted 14.5 and 16.1 million visitors respectively in 2005. Even more moderate sized facilities, like Sea World and Knott's Berry Farm, drew impressive levels of visitors at 4.1 and 3.5 million guests respectively in the same year.

Although Arizona has great man-made resorts, golf and spa facilities, the state is heavily reliant on its geotourism related assets to attract visitors to our state. Just consider Arizona's top ten natural attractions noted below. The Grand Canyon National Park tops the list at 4.4 million visitors, followed by Saguaro National Park at 3.6 million. While clearly powerful attractions, they still attract only about 1/3rd the volumes of a major theme park. This is not to say we should be striving to achieve theme park volumes in our National Parks, but rather to more fully appreciate the power and importance of these natural attractions to our state's visitor market. Looking more closely to the southern regions of the state, Coronado National Forest and the Sabino Canyon Recreational Area attract almost 600,000 visitors annually and although not in the top ten parks, Organ Pipe National Monument attracts just over 300,000 visitors annually.

Top 10 Natural Attractions

	Attraction	2005 Attendance			
1	Grand Canyon National Park	4,470,232	6	Canyon de Chelly	900,000
2	Saguaro National Park	3,629,550	7	Montezuma Castle NM	662,912
3	South Mountain Park	2,500,000	8	Petrified Forest National Park	598,498
4	Glen Canyon NRA	1,928,274	9	Coronado NF & Sabino Canyon RA	594,278
5	Lake Mead NRA	1,426,915	10	Lake Pleasant Regional Park	500,754

These natural attraction attendance levels become even more meaningful when contrasted to Arizona's top private paid attractions. Unlike the theme parks noted above, Arizona's most visited man-made attraction is the Phoenix Zoo, a facility that derives much of its visitor base from local residents. As can be seen, most of these top attractions possess attendance levels below 500,000 annually and importantly, many of them possess a geotourism orientation.

Top 10 Private Paid Attendance Attractions*

	Attraction	2005 Attendance			
1	The Phoenix Zoo	1,250,000	6	Wildlife World Zoo	395,000
2	Rawhide Western Town	600,000	7	Desert Botanical Gardens	317,929
3	Arizona -Sonora Desert Museum	453,000	8	Grand Canyon Railway	222,277
4	Reid Park Zoo	445,117	9	Heard Museum	200,000
5	Arizona Science Center	400,000	10	Phoenix Art Museum	170,853

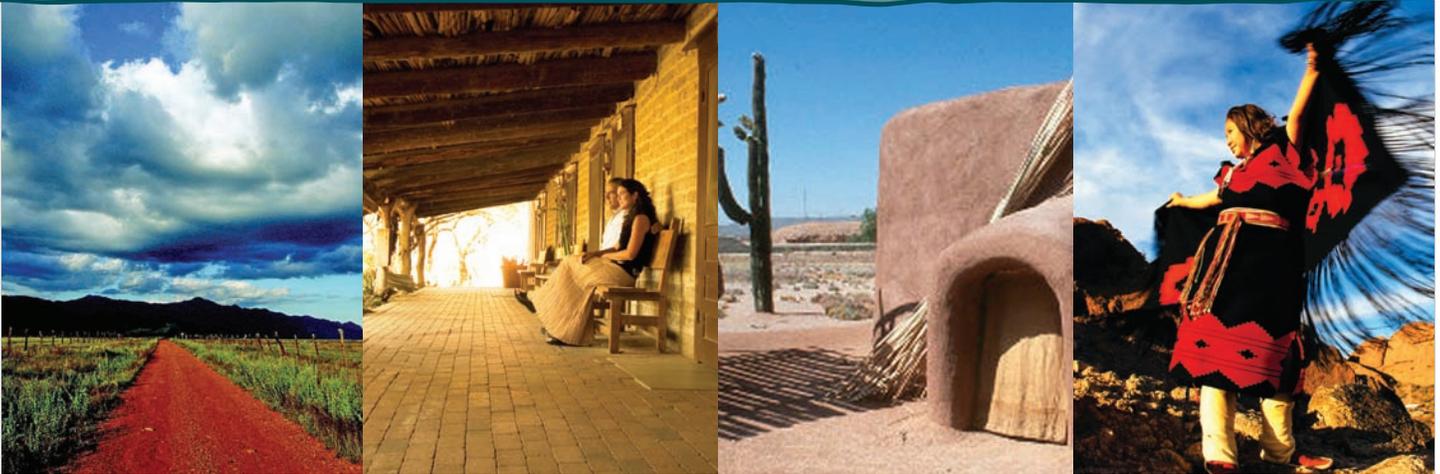
*excludes event venues

While these noted attractions are the most powerful in terms of attendance levels, there are hundreds of additional examples of geotourism products around Arizona that are important to the state's offerings and have the potential to be even more powerful in the future.

Geotourism Tourism Product Challenges

It's clear that Arizona is a geotourism dependent state and that it possess a wide range of product offerings. However, there are a variety of key challenges associated with many of these geotourism related attractions; five of the most critical are noted below.

1. Attractions can act somewhat independent of other visitor offerings. Often they are not well integrated with other regional attractions and operate relatively independently even though their themes and stories could be part of a more powerful integrated offering.
2. These facilities frequently have missions that go beyond the visitor marketplace. Many of these geotourism related attractions have missions that go beyond the visitor, such as land management or collections management.
3. They often lack marketing resources. As a large percentage of these attractions can be of a public or non-profit nature, operating dollars are often limited, particularly those dedicated to marketing purposes.
4. Many attractions have limited sources of new capital, thus limiting reinvestment and enhancement efforts. Similar to the previous point, capital available for reinvestment and enhancement purposes are often constrained, thus exhibits and the power of the attraction can not be revised to speak to today's more demanding visitor.
5. An overriding goal for many is long term sustainability for their facility and the associated implications to carrying capacity decisions. The goal of attracting and presenting their attraction to the visiting public has to be balanced to ensure the attraction itself is not denigrated.



Arizona Origins and its Geotourism Focus Reinforces Statewide Branding Goals

The Arizona Office of Tourism undertook a major brand development initiative in 2005 and launched these findings last year. The state recognized it was critical that an overall brand architecture be developed that differentiated Arizona from other key competitors and allowed for regions around the state to build and expand on this underlying brand. An essential brand promise laid at the foundation of this effort – “Inspiring Unforgettable Southwest Moments.”

Arizona Origins and its associated geotourism principals are an important “next step” in applying this brand promise. At the heart of the geotourism definition - tourism that sustains or enhances the geographical character of a place – its environment, culture, aesthetics, heritage, and the well-being of its residents – are the many unique, inspiring experiences that help make an Arizona visitor’s experience special and differentiated. A major component of **Arizona Origins** is the teaming with National Geographic and their Center for Sustainable Destinations in the development of the Arizona – Sonora Desert Region Geotourism MapGuide. This new tool brings a heightened level of recognition to many of these truly special geotourism experiences and associates one of the most powerful names in world-wide travel experiences, National Geographic.

Four key brand dimensions expand on this brand promise and embody what differentiates the state from other destinations. **Arizona Origins** has applications across all four of these dimensions.

1. Unexpectedly Exhilarating Signature Scenery - the beautiful scenery and vistas that set Arizona apart.

Strands of organ pipe cactus in Organ Pipe Cactus National Monument or the unique birding and riparian environment of the Patagonia-Sonoita Creek Preserve are highlighted on the MapGuide, bringing both increased recognition, as well as integration with a host of other regional experiences that can heighten a visitor’s experience.

2. Rejuvenating Open-Air Lifestyle – the state’s ability to present a blend of relaxed sophistication and recharge-your-batteries positive energy.

The initiative helps to present uniquely Arizona experiences, whether viewing southwest art at the 10 acre retreat DeGrazia Galley in the Sun, dining on fiery chile sauces at Los Dos Molinos, or relaxing at the special Hacienda Corona de Guevavi bed and breakfast.

3. Timeless Discoveries - the state’s rich range of authentic, unspoiled territory.

From the Hohokam heritage presented at the Pueblo Grande Museum and Archeological Park, to the role of Fort Huachucha in the settling of Arizona, **Arizona Origins** focuses not on manufactured, artificial attractions, but on genuine experiences that bring the real Arizona to life.

4. Vibrant Variety – a state with dramatic range, sweeping variety and inspiring abundance.

At the heart of **Arizona Origins** and its geotourism principals is the concept of “serving up” our destination in a holistic fashion. Making it easy for a visitor to understand the broad diversity, but also working to integrate and tie these diverse experiences in meaningful ways.

Applying Arizona’s Brand Promise

“Inspiring Unforgettable Southwest Moments”



“Arizona Origins and Arizona-Sonora Geotourism MapGuide”

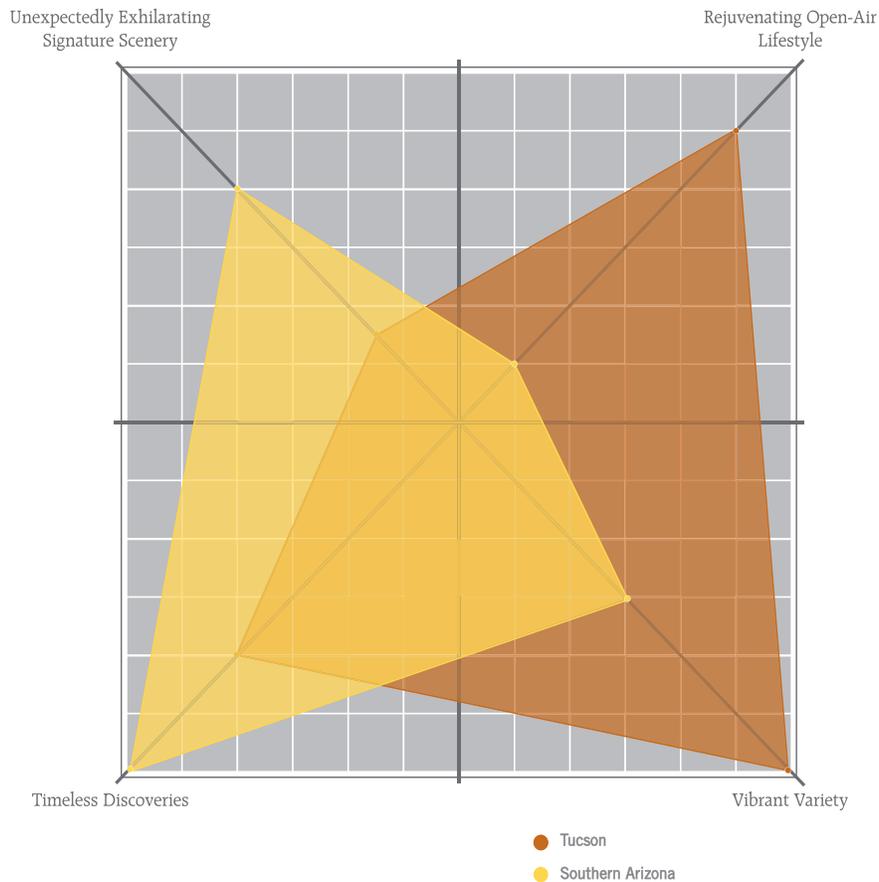
Tucson and Southern Arizona Perceptual Mapping

A critical analysis tool that helped regions of the state better understand their positioning relative to these key brand dimensions was the development of a series of “Perceptual Maps.” These maps depicted current perceptions of visitors, showing both strengths and weaknesses relative to the four key brand dimensions. Although the MapGuide includes the Phoenix area, it links with the state of Sonora’s focused attention on the southern portions of the state of Arizona.

As shown below, the Tucson regions’ broad diversity of experiences is shown in its strong “Vibrant Variety” ratings. Additionally, the recognition of its unique combination of relaxed sophistication and recharge –your –batteries positive energy is reflected in its strong “Rejuvenating Open-Air Lifestyle” ratings.

By comparison, Southern Arizona shows its greatest strengths in the many “Timeless Discoveries” visitors associate with the region. The regions’ “Unexpectedly Exhilarating Signature Scenery” is also very positively associated with this region of the state.

When considered together, what is clear is this southern region of the state possesses strengths in all four dimensions, a truly powerful combination! The challenge, however, is how does the collective region present this diversity of attractions and experiences, linking and integrating them for the fullest potential.



Arizona Origins and the Arizona –Sonora Desert Region Geotourism MapGuide is an important step in this integration. The holistic thinking helps to integrate all four brand dimensions and presents the region in a unified manner. The co-branded relationship with National Geographic and the Geotourism MapGuide also helps in reinforcing the quality and authenticity of these offerings.

The Potential Power of Geotourists- Their Interests and Attitudes

As the visitor market continues to change and evolve, so does the underlying research conducted to understand these changes. In 2003, the Travel Industry Association of America (TIA) teamed with National Geographic in presenting findings from a new study called Geotourism – The New Trend in Travel. This study presented the evolution of thinking from eco-tourists and sustainable tourism to Geotourism. As TIA noted, geotourism builds upon sustainability efforts of the past, yet offers the travel industry an outward-facing, consumer-driven approach to tourism product development and destination management.

To bring increased understanding to this concept, a large, two-phase consumer study on travelers' environmental and cultural attitudes and behaviors was undertaken by NFO Research. Phase I of the study segmented American travelers into eight distinct market segments based on consumers' general attitudes about traveling; their travel preferences; their civic, environmental, and culturally-oriented practices in the local area; membership in various affinity groups; and their attitudes about tourism's impact on the local area. Phase II of the study followed up with Phase I respondents to explore consumer awareness of travel companies' various environmental and cultural practices.

The study brought out a variety of key findings related to visitor attitudes towards tourism and the environment including:

- Nearly three quarters of all travelers claim that it is important to them that their visits not damage the environment.
- Most travelers (73%) place a high importance on a clean, unpolluted environment when they take a leisure trip.
- Authenticity is important to travelers as 61% believe their experience is better when their destination preserves its natural, historic, and cultural sites.
- The majority of travelers are ready to act to preserve and protect our natural sites as 59% support controlling access to and/or more careful regulation of National Parks and public lands in order to help preserve and protect the environment.
- While 28% of respondents said they generally buy products and services from specific companies that make an effort to preserve and protect the environment, an even higher level (35%) are inclined to select travel companies that strive to protect and preserve the local environment of the destination.
- Fully 38% said they would pay more to use a travel company that strives to protect and preserve the environment. Most important, the majority (61%) of those who would pay more to use such companies would in fact pay five to ten percent more.
- While these practices are important to many, only about half of all travelers are aware of at least one practice employed by travel companies to preserve and protect the environment of destinations.

As these findings and the quote below recognizes, geotourism is an important evolving trend. However, a key question for destinations attempting to take advantage of these prospective visitors' interests and attitudes is "Do we understand who these visitors are and how we can most effectively reach and speak to them?"



"Geotourism is an emerging trend that will endure. Sustaining the local environment or bringing in a bit of the local color can mean the difference between a discounted rate or a higher rate, can develop increased seasonal traffic, and spur local tourism. " -Dawn Drew Vice President and Editor National Geographic Society

Segmenting Geotourists

The TIA Geotourism survey considered the overall adult American travel market and segmented them into one of eight traveler categories. Three of these segments, accounting for approximately 36% of travelers, can be classified as “sustainable tourists” or “Geotourists” and hold the greatest potential for targeting. They include:

Geo-Savvys - young, well-educated, and environmentally aware travelers

One in four Geo-savvys is under age 35, giving this market segment an adventurous flair. Half of Geo savvys live in large cities, and one in four lives in the Pacific region. Many Geo-savvys are affluent, although most young Geo-savvys have not yet reached the peak earning years. When it comes to travel, Geo-savvys show a distinct preference for destinations with authentic historic sites, different cultures, and educational experiences. Of all the geotourism segments, Geo-savvys are most likely to be aware of travel companies' practices to preserve the environment of destinations. Along with Urban Sophisticates, Geo-savvys have the highest proportion of travelers (50%) who would use a travel company that preserves and protects the environment, even if they had to pay more.

Urban Sophisticates - the most affluent travelers with strong preferences for the cultural and social aspects of travel

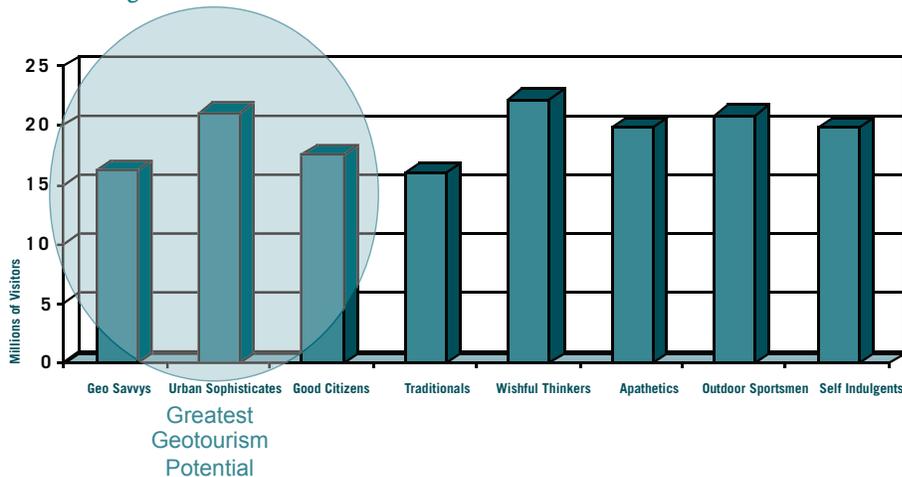
This segment's affluence is reflected in its demographic profile. These travelers are highly educated and are the most likely to hold executive, managerial, or professional occupations. Over half (56%) of Urban Sophisticates live in large urban areas and one in five lives in second-tier cities. Not surprisingly, Urban Sophisticates' affluence and cultural affinity have a strong effect on their travel preferences. The majority of Urban Sophisticates (67%) prefer high quality accommodations with excellent facilities and fine dining. They also tend to seek destinations that offer authentic historic sites (73%) and cultural/arts events or attractions (74%). Most Urban Sophisticates prefer trips where they can explore historic and charming towns and locations (86%). Extensive travel experience makes these travelers highly aware of what travel companies do to preserve the history and culture of destinations. Of all the segments, Urban Sophisticates are the most willing to pay more to use a travel company that preserves the history and culture of destinations.

Good Citizens - older and less sophisticated, but socially-conscious travelers.

Good Citizens' demographic profile reflects an older, but wiser set with an element of affluence. Along with Urban Sophisticates and Geo Savvys, Good Citizens are well educated. Four in ten Good Citizens (41%) have annual household incomes above \$75,000. What distinguishes Good Citizens is a heightened level of cultural and environmental awareness in their everyday lives. Good Citizens are more likely than any other group to make donations to historic, cultural and educational organizations. Similarly, this group is also most likely to buy from companies that donate to charities (52%) and from companies that make an effort to preserve and protect the environment (47%). When it comes to travel, Good Citizens are likely to carry this affinity with them. Many Good Citizens (70%) support controlling access to National Parks and other public lands in order to better preserve them. A majority believe that there should be more careful regulation of National Parks and public lands (67%). Many Good Citizens are willing to choose a travel firm that protects and preserves the environment and cultural heritage of destinations, even if it costs more. Yet compared to Geo-savvys and Urban Sophisticates, Good Citizens would not pay as much of a premium to use such travel companies.

Further insight into these key target segments is available from TIA and their Geotourism study.

Geotourism Segmentation



The Arizona-Sonora Desert Region Geotourism MapGuide – MapGuide Front

To capitalize on the potential of this Geotourist market, the Arizona Office of Tourism teamed with the Sonora Tourism Office, National Geographic's Center for Sustainable Destinations, the Bureau of Land Management and the Sonoran Institute in the development of the Arizona-Sonora Desert Region MapGuide. This was the first bi-national MapGuide effort undertaken by National Geographic and positioned the states of Arizona and Sonora with a select group of destinations who had, or were, undertaking similar initiatives. These other geotourism destinations included the Appalachian region in eastern United States, Vermont's Northern Kingdom, and the countries of Honduras, Romania and Norway.

This initiative commenced in December of 2005 when Governor Napolitano of Arizona and Governor Bours of Sonora joined in the signing the National Geographic Geotourism Charter for the two states during an Arizona - Mexico Commission Plenary Session. This was followed by a year-long MapGuide development process. Early in 2006, the Sonoran Institute and the Arizona Office of Tourism held a variety of outreach sessions in which the MapGuide project was explained, geotourism principals were discussed and a nomination process was implemented. A similar mix of outreach sessions were also undertaken in Sonora. In addition to the outreach efforts, Geotourism Councils were created in both Arizona and Sonora to provide direction and oversight of the effort, with broad representation from educational, public sector, tourism, cultural and land management organizations.

While the Sonoran Desert is the main geographic element of the MapGuide, it encompasses a broader region of both Arizona and Sonora. The MapGuide stretches from Phoenix south to the border and includes most of the state of Sonora. Hundreds of prospective sites were nominated in Arizona and were considered by National Geographic for the MapGuide project. Given space limitations, 85 Arizona Geotourism sites were incorporated, along with 57 in Sonora. It is important to recognize that National Geographic's selection of sites not only considered the geotourism orientation of a site, but also their goal for dispersion of sites throughout the map and for a representative mix of types of sites.

There are two main elements on the front side of the MapGuide – individual Map Notes for most of the identified sites and a series of Text Blocks that provide deeper discussion on themes such as Desert Ecology, On the Border and Mining and Ranching.

The Arizona-Sonora Desert Region Geotourism MapGuide MapGuide Front



The Arizona-Sonora Desert Region Geotourism MapGuide - MapGuide Back

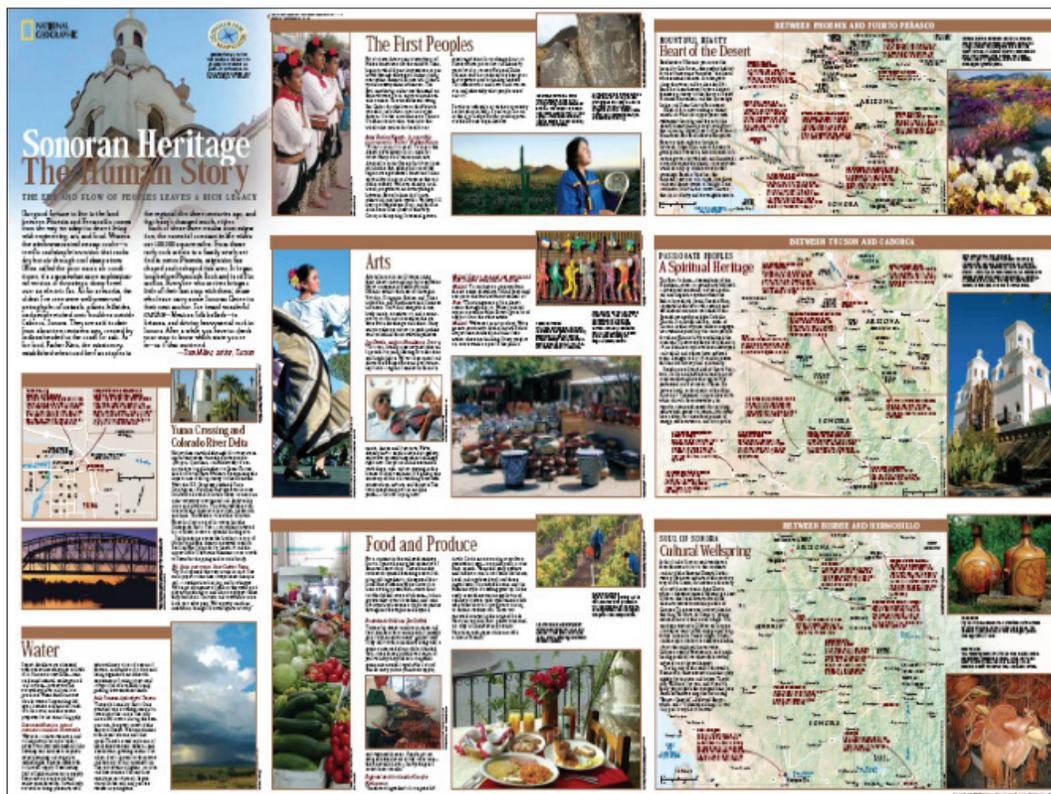
While the front side of the MapGuide focused on the geographic areas of southern Arizona and Sonora, the back side of the MapGuide expands on unique Geotourism themes. Additional insight on topics like Water, The First Peoples, Arts, and Food and Produce are presented. Each of these themes are reinforced with photography that captures the essence of these themes.

Three additional regional discussions are positioned on the right side of the MapGuide, each incorporating a destination in Arizona and Sonora. The regions between Phoenix and Rocky Point discuss the Bountiful Beauty of the Heart of the Desert, bringing out destinations like the Sonoran Desert National Monument, Organ Pipe National Monument and the Pinacate Biosphere in Sonora. The Passionate Peoples and their Spiritual Heritage are brought out in areas between Tucson and Caborca, reinforcing the many missions in this region and the role of prominent missionary Father Kino. The Soul of Sonora - Cultural Wellspring highlights the areas from Bisbee to Hermosillo and expands on the role of horses and ranches in this region's history.

Throughout the MapGuide, Tom Miller, the Tucson based writer who authored the Text Blocks and themed regional discussions, incorporates quotes from actual residents of the area, bringing an additional layer of authenticity to the MapGuide.

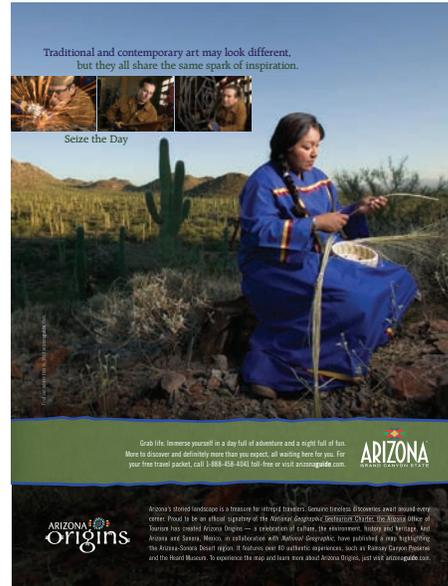
The Arizona-Sonora Desert Region Geotourism MapGuide has been developed in both English and Spanish versions. Both states are distributing a limited number of hard copy maps, however, both states will engage visitors with an electronic version of the MapGuide and provide a more diverse range of Geotourism elements within the website. By utilizing the web in this manner, geotourism sites beyond those actually on the hard copy map can be presented and a variety of engaging associated components can be developed.

The Arizona-Sonora Desert Region Geotourism MapGuide MapGuide Back



Electronic, Print and PR Promotional Initiatives

In order to maximize the potential recognition and understanding of both **Arizona Origins** and the associated Arizona-Sonora Desert Geotourism MapGuide, a mix of promotional efforts are being developed. As visitors are encouraged to experience these elements via the web, advertising activities in the late spring and early summer will focus on web banner advertisements on key sites like National Geographic and iExplore. These banner ads will incorporate lively video elements to provide visual and audio related messaging, together reinforcing the essence of **Arizona Origins**. Visitors will be prompted to visit Arizona's website and learn more about how to experience this celebration of culture, the environment, history and heritage. The web banner ads will also be the primary way visitors will be able to request hard copies of the MapGuide.



As Arizona's main print campaign rolls out in the fall months, **Arizona Origins** will frequently be featured in the lower portions of the full page ads. These lower "print banners" will present the **Arizona Origins** name and logo, briefly explaining both the concept of the initiative and the linkages with National Geographic and the Geotourism MapGuide.

A series of public relations efforts will also support the program's initial launch, as well as ongoing program activities. These PR activities will utilize a variety of themes ranging from the MapGuide and National Geographic's integration, to the important political role of the Arizona-Mexico Commission and the cooperative power tourism has in increasing the state's ties.



Website Integration

Arizona's visitor website, arizonaguide.com, will be a critical element in assisting and engaging visitors as they embrace **Arizona Origins**. Web visitors will be directed to the **Arizona Origins** page where the overall concept and linkage to geotourism will be introduced, a short introductory video can be viewed and links to the MapGuide and related articles will be presented. A listing of prospective geotourism destinations that include not only those on the hard copy map, but others that were identified through the nomination process, will also be presented.

As visitors migrate to the MapGuide page, they will then be able to download PDF versions of both the front and back sides of the MapGuide, with the ability to scroll, enlarge and print any portions of the map. This page will also provide links that provide further information on geotourism itself, as well as geotourism visitor experiences in Sonora and tips for traveling into Mexico.

An interactive version of the MapGuide is also under development where visitors will be able to scroll across a base map with the destinations and their associated MapNotes popping up when clicked. Additional information for many of the destinations will be provided via links on the interactive map, referencing addresses, hours of operation and URL linkages. Each of the destination sites will also be associated with an **Arizona Origins** logo, further reinforcing the character of these important Arizona assets.

Product Development Approaches

Although **Arizona Origins** will provide a wide range of new marketing and promotional opportunities, strategic destinations will recognize that to fully maximize their potential, proactive steps to link, enhance or develop geotourism related assets must also be considered. As previous discussions of geotourism principals note, long-term sustainability must lie at the heart of these product development efforts. Too often, destinations look solely to the concept of “create” when discussions of proactive product development occur. For many, the “enhance” or “link” approaches hold much greater potential than given capital and staffing realities.

Proactive Product Development Process

Before moving forward in proactive product development efforts, destinations should undertake a process, like the one noted below, to help understand the range of opportunities, consider development and community factors and prioritize options for playing a role of a destination architect.

1. Inventory Geotourism asset base

Identify geotourism related assets both in the destination's immediate area, as well as in areas of close proximity.

2. Categorize by Geotourism type

Categorize products into one of seven geotourism segments – Archaeological Site, Festival, Historical Site, Mission, Museum, Natural or Scenic Area, or Other Point of Interest. Look for prospective areas of concentration or potentially more important – logical gaps.

3. Evaluate product drawing attraction potential – current and potential

Is the product a Destination Driver, a Driver Accelerant, or a Dependent Amenity? Drivers can truly stimulate a prospective visitor's travel decision, accelerants increase the potential of a travel decision but are not as powerful as drivers, and dependent amenities are products that travelers will visit once there, but rarely are important in the fundamental travel decision. Consider the products current drawing power, as well as its future potential if linked, enhanced or developed more fully.

4. Identify community and sustainability issues

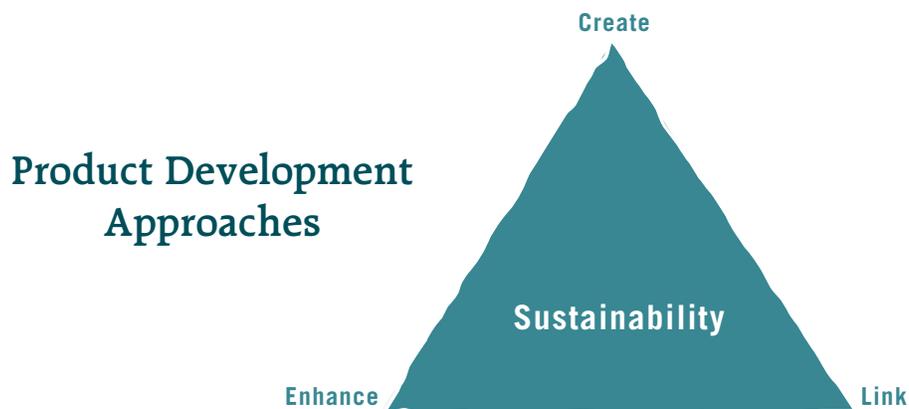
Specifically consider community interest and concerns related to the various products. Additionally, look to access and carrying capacity factors related to the product, as well as other sustainability related concerns.

5. Prioritize product development opportunities

Based on the previous steps, prioritize product development opportunities that hold the greatest potential to enhance the overall destination. This prioritization should also consider those opportunities that can build a competitive advantage for the destination and fit with other community goals.

6. Take proactive steps to be a destination architect

Play one of a number of roles, including being a facilitator, a supporter, an advisor, an investor or an operator.



Arizona Origins – Near and Longer Range Goals

As previously noted, Arizona is a Geotourism dependent state. Many of the state's most important destination assets can be maximized by recognizing and embracing Geotourism principals. In the near term, **Arizona Origins** and the Arizona-Sonora Desert MapGuide provide important new tools to build awareness and understanding of these special assets. Additionally, it has provided a powerful partner in National Geographic and its Center for Sustainable Destinations.

These efforts have also provided an expanded opportunity to link and embrace similar geotourism assets further south in the state of Sonora, Mexico. Through the help and assistance of the Arizona-Mexico Commission, coordination between the two states on the MapGuide effort has been maximized. Further coordination will continue in order to fully capitalize on the combined power and allure of many of these Geotourism themes.

It is important to recognize that **Arizona Origins** and its application of Geotourism principals is not just a short term marketing campaign. Rather, over the longer term, it will help reinforce the identity of Arizona as a unique Geotourism destination and provide proactive direction to ensure these special assets are embraced and nurtured in ways that ensure their long-term sustainability. While the initial efforts have focused on the mid and southern regions of the state, future applications will be expanded to all regions of Arizona.

The following organizations have been critical in moving these initiatives forward and should be recognized for their close engagement and participation.

- [National Geographic's Center for Sustainable Destinations](#)
- [Arizona-Mexico Commission](#)
- [Bureau of Land Management](#)
- [Arizona Office of Tourism](#)
- [Sonora Tourism Commission](#)
- [Sonoran Institute](#)
- [Nichols Tourism Group](#)

The Arizona Geotourism Council has also provided important direction and oversight in the development of the MapGuide and their time and energies have been much appreciated.

GEOTOURISM COUNCIL MEMBERS

1. Tina Clarke – Archeologist/Historian, Yuma Heritage Crossing (& City Historian)
2. Felipe Garcia – VP of Community Affairs & Cultural Tourism, Tucson Convention and Visitors Bureau
3. Kay Daggett – Director, Sierra Vista Convention and Visitors Bureau
4. Dr. Kathleen Andereck – Associate Professor, ASU West, Recreation & Tourism Management (Phoenix)
5. Robin Fohrenkam – Economic Development Dept, Gila River Indian Community (Sacaton)
6. Roger Lidman – Director, Pueblo Grande Museum & Archaeological Park (Phoenix) - Board of Directors with AZ Tourism Alliance
7. Russel Tronstad – U of A Cooperative Extension, Dept of Agriculture & Economic Resource
8. Sheldon Miller – Exec Director, Graham County Chamber of Commerce (Safford)
9. Lisa Harrison – President/CEO, Tubac-Santa Cruz Visitors Center