



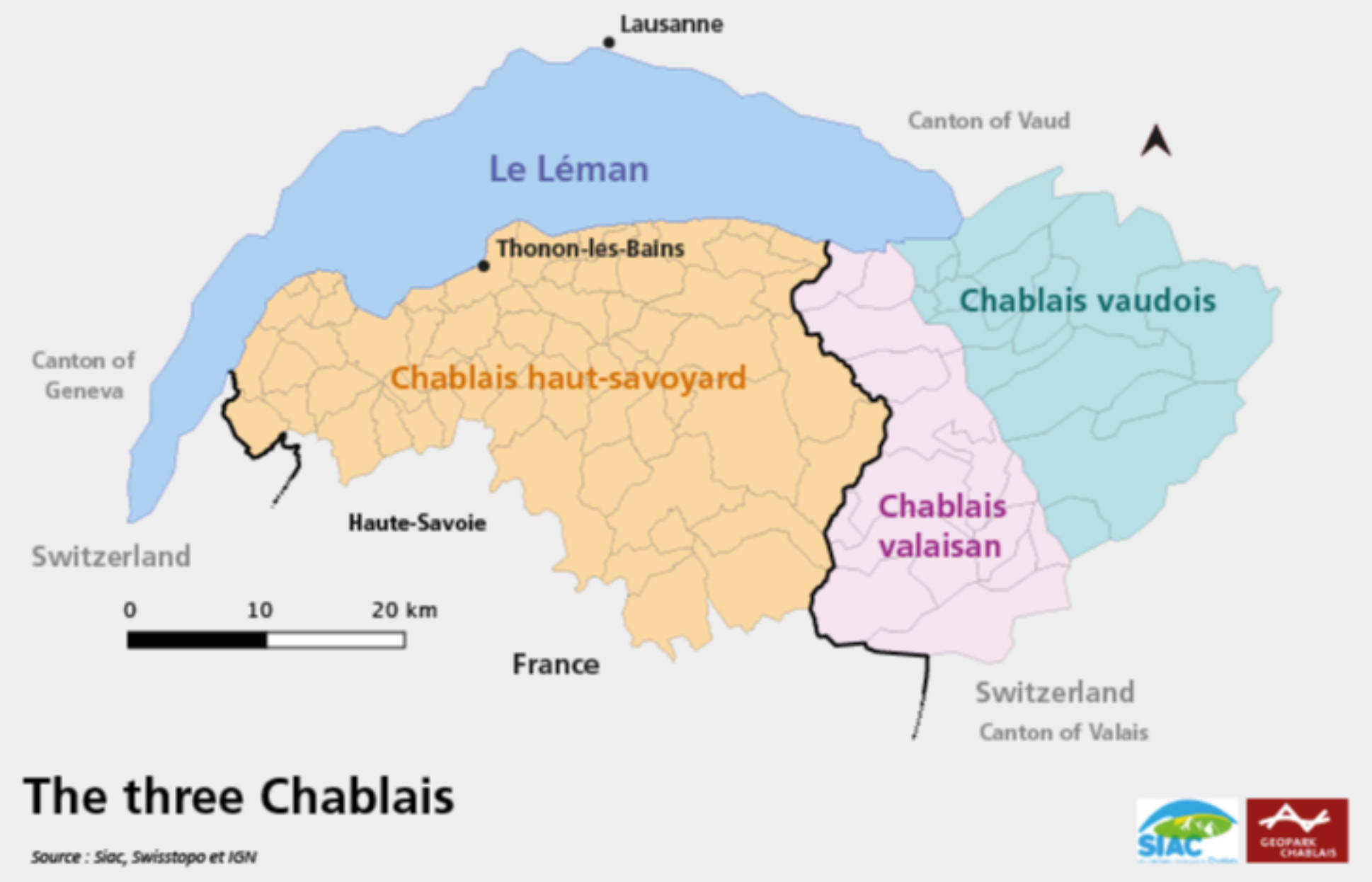
Chablais

A region in the trend

Since 2012, the Chablais region (only the French part) has acquired the Geopark label. This Geopark contributes to sustainable economic development of the region through geotourism.

Moreover, the three Chablais (figure 1) are concerned by an Interreg IV program since 2009 (program of cooperation between European countries). The main objective of this program is to enhance the heritage resources (nature, culture and lifestyle of region) (www.interreg-francesuisse.org). Therefore, geotourism has a good potential in this region.

Figure 1: The three Chablais



Geoheritage promotion

Geotourism and geodidactics

The geodidactics models like the simplification of the scientific content are essential for geoheritage promotion, because this content must be available to a wide audience, allowing thereby the geoheritage recognition.

Geotourism permits us to apply different models (Cayla et al. 2010, Sellier, 2009) through a wide range of geotourism products, like guides, educational panels, thematic hikes and recently developed, new medias (websites, smartphone applications..)

Platrière d'Armoy



Voua Benit



Carrière du Lyaud

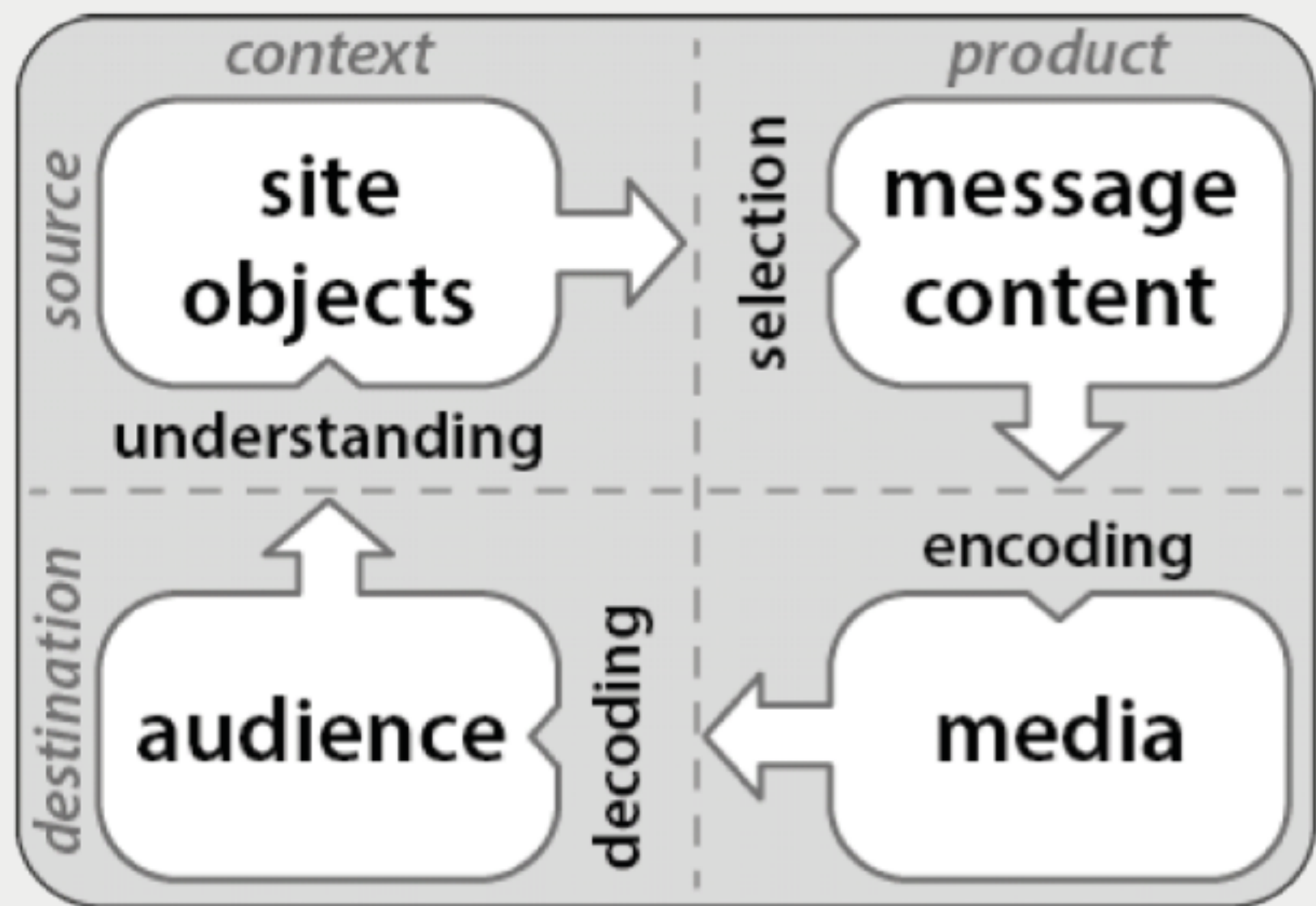


Geotourism product

A geoguide on smartphone application

A geotourism product based on four areas of questioning developed by Martin et al. (2010) (figure 2). These four aeras are very fundamental before the creation of any geotourism products. Reflections aim to obtain a mediation product that fits with the geotourism offer of the region and contributes to its development and meets public expectations.

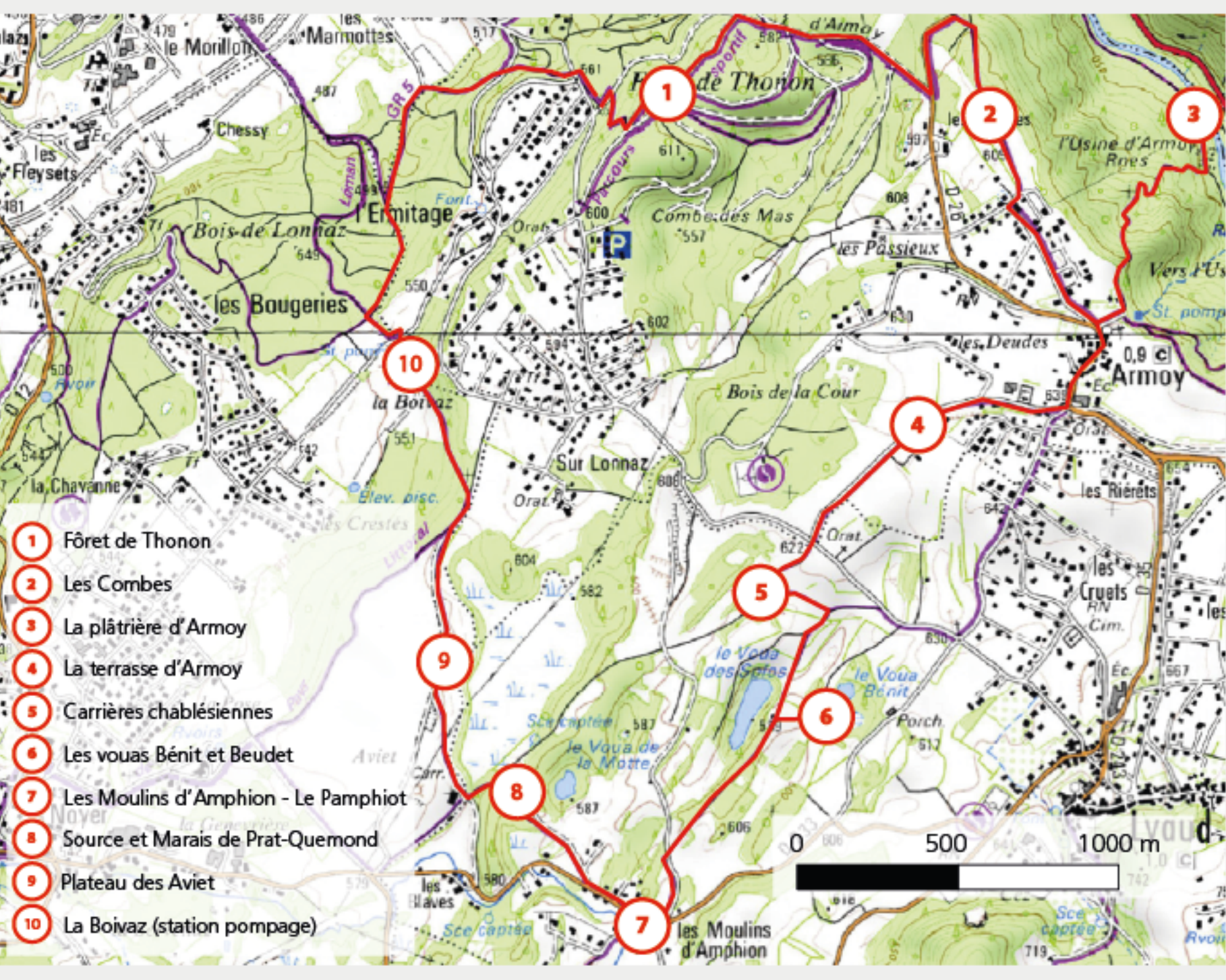
Figure 2 : Conceptual model for geotourism product preparation (Martin et al., 2010)



Site (choice of sites to be valued)

The selection of sites for the itinerary development is based of a geomorphological inventory. This inventory was developed for the Application Geopark Chablais. All sites (figure 3) are included in the Geosite «Terrasses de Thonon» (kame terraces). The stop 3 and 6 are also geosites, respectively «Plâtrière d'Armoy» and «Voua Benit» (kettles).

Figure 3 : map of the itinerary



Contents (reasoning on geodidactics models)

The aim of the scientific content simplification is to understand all processes (glacial, fluvial, etc.) responsible of the formation of kame terraces.

Audience (a family public)

The target public is composed of heterogeneous people, as a young public that nature enthusiasts. Thus, a discourse focused on a family public can meet the expectations of users.

Application media

a high potential for interactivity

New media, such as digital media – smartphones, tablets, websites – become geotourism products more and more attractive. In addition, the necessary technologies to develop new media help us to integrate a high interactivity potential with the public and thus get their attention. The architecture of this geotourism product is based on the new application developed by the Universty of Lausanne and a private company (Bureau Relief) (available on: igd.unil.ch/geoguide, figure 4)

Figure 4 : Download of Geoguide Lausanne



Figure 5 : Startup and icon of application



Application prototype

Thematic itinerary

The thematic itinerary (figure 5) is focused on the discovery of different natural resources by explaining their formation and their use by society, allowing us to enhance the geoheritage of Thonon-les-Bains. 10 stops were chosen and the distance is about 11 km (figure 4).

Each stop includes a photo of location, an interactive sketch or animation as a game or a quiz (figure 6 and 7) and an explanation based on two themes.

The color

- Each text with brown refers to a short information about the site
- Each text with claret refers to an explanation of the site from the point of view of the formation of the Earth
- Each text with green refers to an explanation of the site from the point of view of the exploitation of the natural resources
- Each text with orange refers to an explanation of the site from the point of view of the culture

Figure 6 : Application architecture



Figure 7 : Explanations for the site of Armoy terrace



References

Cayla, N., Hobléa, F. et Gasquet, D. (2010). Guide des bonnes pratiques de médiation des géosciences sur le terrain. *Géologie de la France* (1), pp. 47-55. Disponible sur : <http://geolfrance.brgm.fr/article.asp?annee=2010&revue=1&article=8> (consulté le 4.02.2013).

Martin, S., Regolini-Bissig, G., Perret, A. et Kozlik, L. (2010). Elaboration et évaluation des produits géotouristiques. *Téoros*, 29-2/2010. Disponible sur : <http://teoros.revues.org/898> (consulté le 13.12.2012).

Sellier D. (2009). La vulgarisation du patrimoine géomorphologique. Objets, moyens et perspectives. *Bulletin de l'Association des Géographes Français*, 1, pp. 67-81.