



Efficacy of geoheritage promotion by analysis of the socio-geosystem interaction at World Heritage Site Messel Pit, Germany

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The Messel Pit is a fossil site of Eocene age located in a disused quarry nearby the village of Messel ((Landkreis Darmstadt-Dieburg, Hesse). The site was declared a UNESCO World Heritage site on 9 December 1995. Significant scientific discoveries are still being made, and the site has increasingly become a tourism site as well. This work aims to study the efficiency of geoheritage promotion at World Heritage Site Messel Pit, by analysis of the socio-geosystem interaction. Collected quantitative data exist since 2004. Data concern the different types of programmes, (adults, groups, families, schools and children), number of groups and participants being attracted across different types of media for geoheritage promotion. The results of the qualitative promotion media approach and quantitative results are the main issue of this contribution.