



## Valorization of the Some Types of Sites to Visit in Isalo Madagascar National Park

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### ABSTRACT

The National park of Isalo, it is one of the best revelations of the beauty of Madagascar. A seemingly arid and stony massif that turns out to be an explosion of life in its interstices, in the hollow of sumptuous canyons The massif of Isalo is located at a few kilometers from Ranohira, which gives the opportunity to observe it from far, the village being located in a plain. The reliefs in the shape of plateaus seem to have come out of the ground as if a gigantic force had pushed the ground upwards. In reality, it is the work of the water and the wind, eroding the softest grounds to leave only the hardest outcrops. The installation of interceptive signs as well as the inclusion of entertaining activities for visitors throughout the circuit are also both a source of knowledge and serve both to enhance the tourist potential and help to understand the circuit..

**Keywords:** Tourist interpretation - Signs - Academic knowledge - Entertaining activities- National Park of Isalo- Madagascar

### 1. Main text

The big island has such extraordinary national parks with really spectacular landscapes from each other. Among them is the National Park of Isalo. One of the most visited places in Madagascar.( Fig.1).

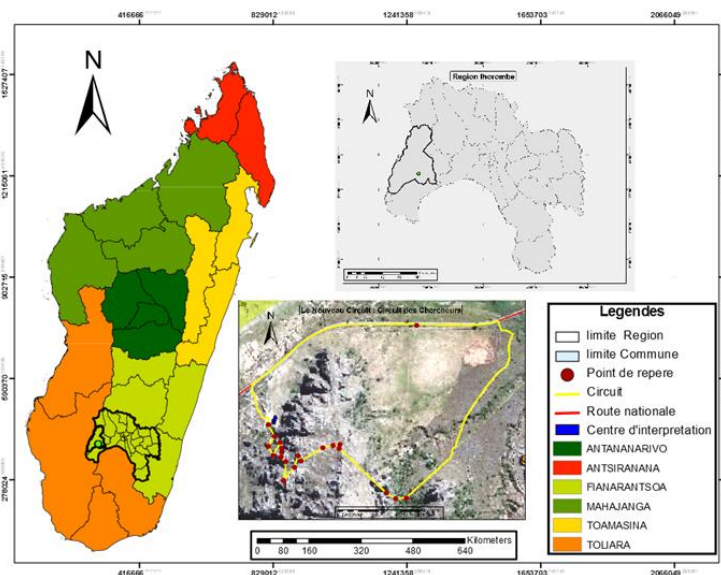


Fig.1: Localisation of National Park of Isalo

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### 1.1. Structure

- The Isalo National Park shelters the Isalo massif which is almost exclusively composed of sandstone, a type of sedimentary rock. The formation of the latter would go back to the Jurassic period. To form this mountain, many sediments would have been compacted within an oceanic trench. The latter would have gained height thanks to the activity of the tectonic plates. Subsequently, rain, wind and several other environmental factors sculpted the whole to give birth to the massif. As a result, canyons were dug and gave it a ruinous aspect. This geological profile is typical of this region of the country.

### 1.2. SITE 01 : BEAUTIFUL VIEW OF THE ISALO I

Canyons were dug and gave it a ruiniform aspect (Fig.2). This geological profile is typical of this region of the country. Below is an example which the authors may find useful.

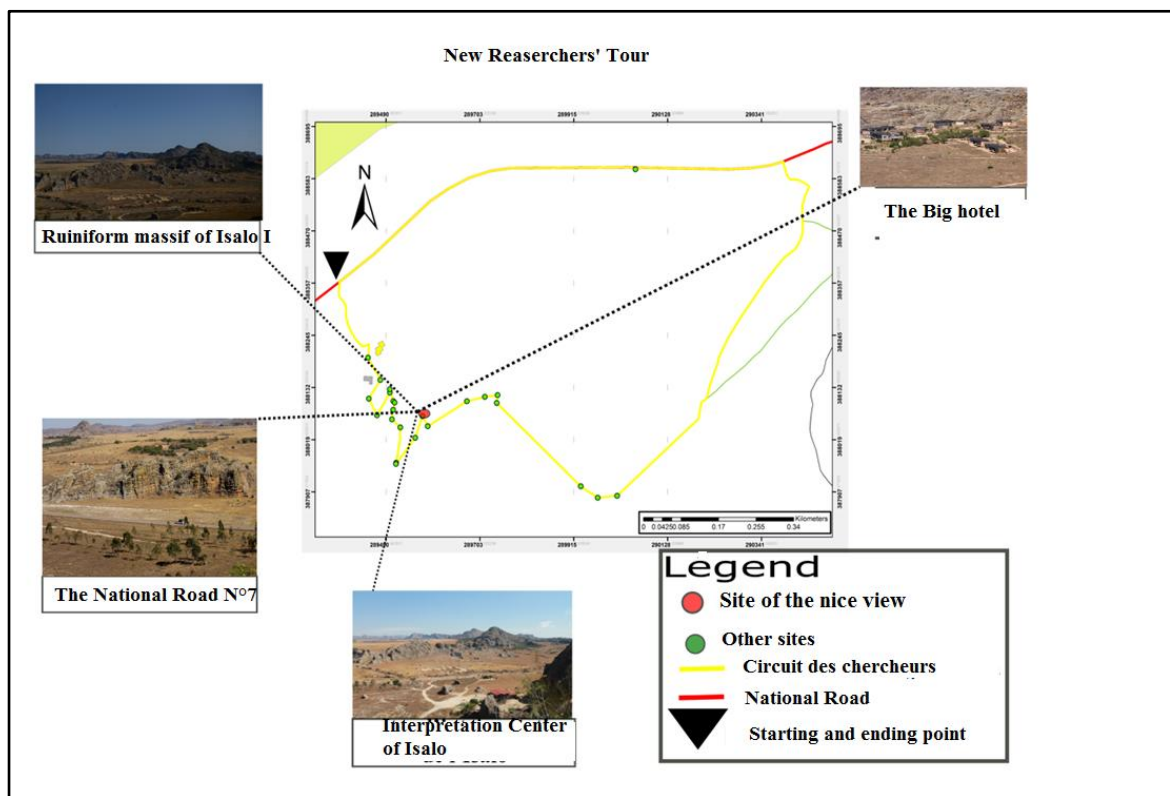
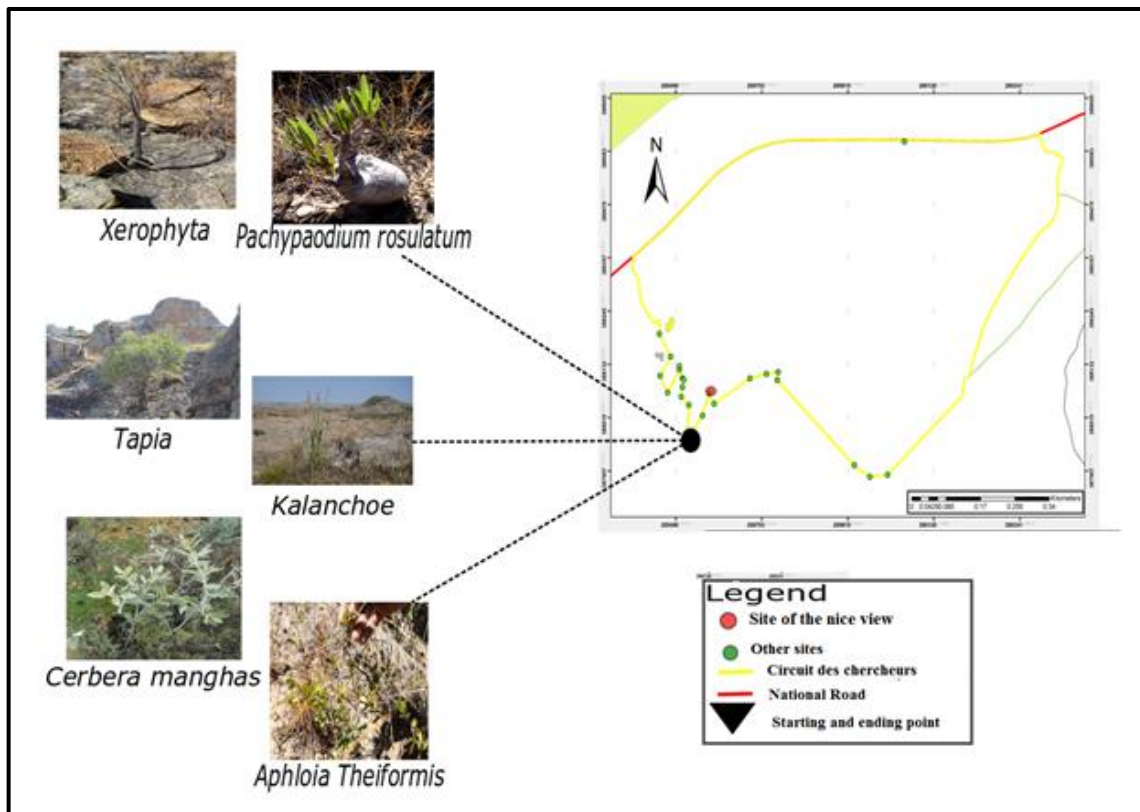


Fig 2–Site of the nice view

### 1.3. SITE 02: BOTANICAL GARDEN

The flora ( Fig.3) of the park is characterized by the presence of more than 400 species and six types of ecosystems. The level of endemism is also quite high. Thus, the Vontaka, a type of Aloe, and several plants with medicinal virtues are typical of the massif of Isalo. As for the ecosystems, we distinguish first the forest called sclerophyll. This one is planted in major part of Tapia, a typical tree of the plateaus of Madagascar, and in places of the species of the family of Asteropeiaceae and Sarcolaenaisaloensis. Then, we distinguish the humid forest, which we presume to have been established long after the formation of the park.



**Fig3–Site of the botanical garden**

Located in the abysses of the canyons, it is rather populated with exotic plants. Another impressive factor, alongside thousands of others, is the rock vegetation observed on the Isalo protected area. One meets there species like those of the family of kalanchoe and the euphorbias. The other visible ecosystems are the savanna, the thickets and the gallery forests. They testify to the biodiversity existing in the park and offer visitors the possibility to immerse themselves in nature and contemplate its splendor. The ideal place to organize a picnic!

#### **1.4. SITE N°03: RIVERINE ENVIRONMENTS**

The hydrographic network of the park is one of the most important of the country. This network constitutes a real advantage for the surrounding rice fields which have a good source of water for irrigation. The golden lake, the Mangoky river which flows into the Mozambique Channel and the Menamaty and Malio rivers are all available water bodies. The main rivers of Isalo Park are Marandra, Tsiombivoly, Andriamanero, Andranonk ova, Namaza and Ianakandrarezo. It rains during half of the year, usually between the months of November and March and sometimes during the dry season which extends from April to October. The rains that fall during this period have the role of reducing the temperature when it is too high. Therefore, it is never hot enough not to visit the place, a point particularly emphasized by the Isalo National Park ( Fig.4) notice many visitors. Moreover, there is a tourist element of a water point that attracts tourists: the natural pools. Offering a sublime spectacle, you can also bathe inside without any risk. It is a unique experience that allows you not only to meet many non-aggressive species, both macroscopic and microscopic, but also to maintain a certain complicity with nature.

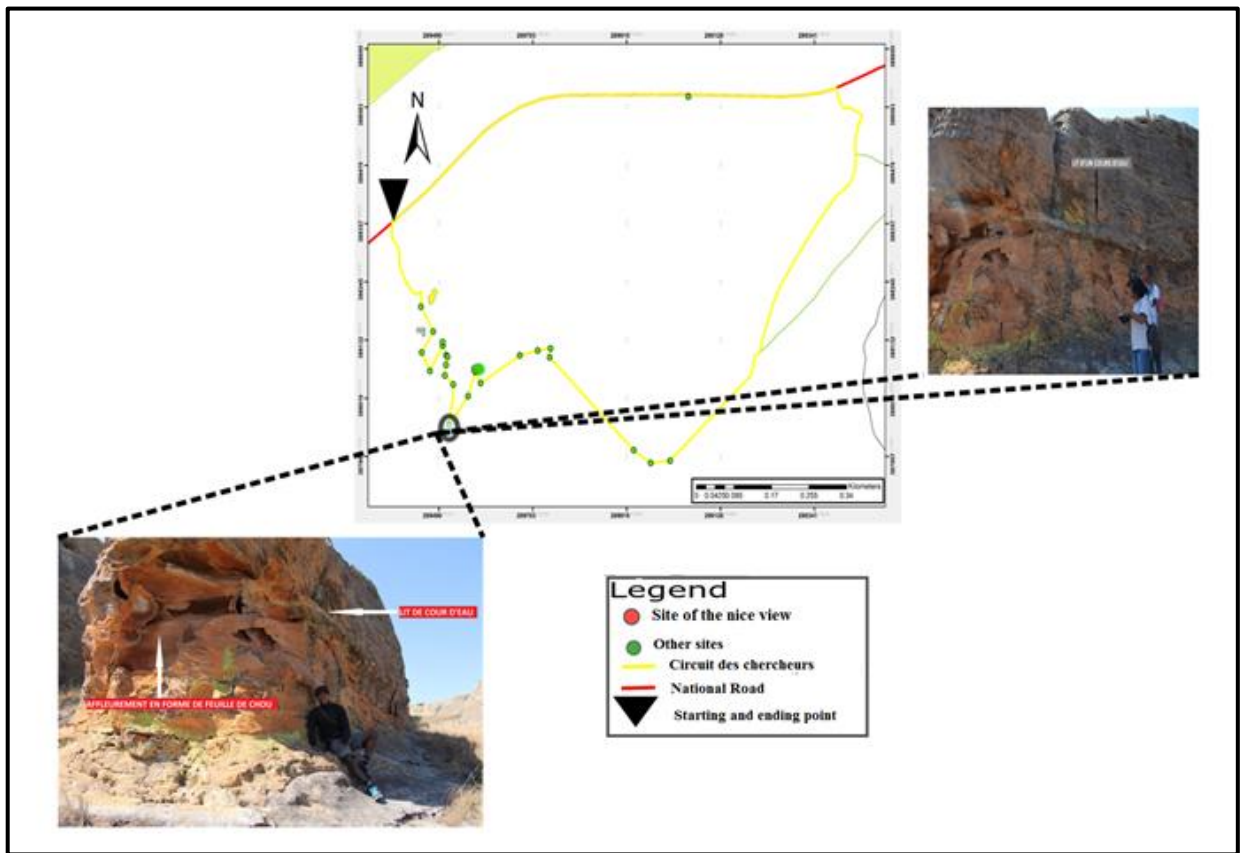


Fig.4: Riverine environment

## 2. Discussion: Tourist Development of Each Site

The beautiful view of Isalo I is the result of the arrangement of biotic, abiotic and anthropic elements. It allows to see a panoramic landscape and offers a completely clear view

Infrastructure such as signage will be installed along the circuit to display the interpretations of the site because "the establishment of an explanatory panel allows visitors to know more about the process of recreating the past environment of Isalo Park." Randrianaly et al. (2015).

This brief not only establishes signage in the proposed circuit, but also establishes an entertaining activity offering for educational purposes. The inclusion of these activities along the circuit helps to attract tourists, keep them energized and interested in exploring the site, and to engage visitors in recreational activities in an educational way. It is a question here of highlighting the environment and making known the geological heritage while having fun. According to Géraldine LEDUC, (2004), the animation attracts a new clientele on the territory on which it is implanted, playing an undeniable commercial role within the framework of the development of tourism because it is a question for the tourists to find on a place of visit or stay an activity to follow or to participate in, in order to spend a good moment.

Still within the framework of the improvement of the visit of the circuit, a system of location is also offered to the visitors so that they can locate themselves in the sites. It is a location map to facilitate the movement in the circuit. Randrianaly et al (2015) (50), states that mapping combined with GIS records quantitative and qualitative information of the site while allowing not only a means of locating the sites geographically but also an effective communication of the scientific, aesthetic and tourist values of Isalo Park

## 2.1. Pedagogical activities

In order to enhance the proper understanding of the site, animation measures were also considered. As an animation strategy, there are human media (guided tours), audio visual media, and educational activities (SOLOHELY, 2018). The animation techniques vary according to the type of visitors and age groups (child, youth, adult) so that everyone can fit in and enjoy the value of the heritage .

- **Human media**

The person in question teaches the visitors the functioning of the site by his technique of speaking well in public (organization of the speech), of his oral ease in front of any kind of visitors and of his availability to answer the questions which piques the curiosity of the visitors.

- **Audio-visual media**

Classified as methods of transmitting information, audio visual media are part of the animation techniques to be presented on the site. The site of the "Bara tomb" will be chosen to apply this audiovisual method. A short documentary film about the Bara burial rituals and "famadihana" will be distributed and viewed on a tablet for each visitor.

- **Educational activities**

The outdoor animation games are inevitable during the journey. A rest time followed by one or more entertaining and educational activities would be an asset to motivate tourists and visitors to continue the visit. The latter will be divided according to their successive age groups: children, youth and adults

a) *Activities for children under 13 years old*

- **Memory games**

It consists in inciting the children to put themselves in a circle and start the game by saying: "I am going to a geological site and I bring a geologist's hammer". The child next to them must repeat what the facilitator said and add a material or object that he/she can use in a geological site and so on. The idea is to let the children know the field materials of geologists.

*Facilitator:* I go to a geological site and bring a geologist's hammer.

*Child:* I'm going to a geological site and I'm bringing a geologist's hammer and a pencil...

- **Musical drawing**

This is a geological nature observation session that children face. Sitting in a circle, give a child a sheet of paper and a pencil and he/she will start drawing. During this time, the facilitator plays music and when the music stops, the child must stop drawing and pass the paper to the person next to him or her, and so on until everyone has participated.

- **The Bag of Vines**

This involves placing a series of objects of different shapes in a large bag: a geologist's hammer, a map, a compass, a water bottle, a magnifying glass, a geologist's hat, field shoes, .... Successively, the children must put their hand in the bag by touching an object without looking at it and try to identify the object touched. They are each allowed to ask two questions. If they can't find it, they skip their turn. Whoever can identify the object can become the leader.

The appropriate place for this game is in the vicinity of the Sakalava tomb because of the large area.

b) *Animation activities for young people aged 14 to 25*

In this age group, another animation activity will be proposed. At the end of this activity, the young people must be able to study a river environment from a geological formation. They will be divided into 3 or 4 groups and the on-site animators will distribute questionnaires on the identification of a fluvial environment. In addition, the visitors will be equipped with a compass, a GPS, a field notebook, pencils, help cards and supports concerning geology for the good realization of the activity. A period of 15 to 20 minutes will be given to answer the questionnaires.

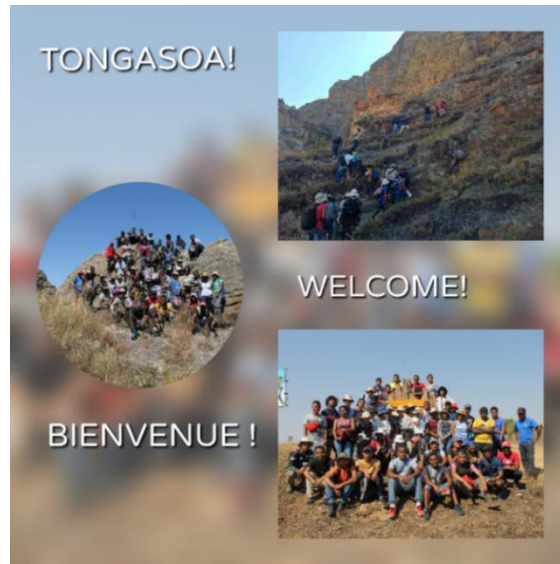
## 2.2. Space Planning And Décor

### 2.2.1- The reception area

The reception area (Fig.5) is the first visual contact between tourists and the site. A small establishment will be installed to receive the public. This space will allow the public to recognize the site more easily and especially to make them want to enter.

The decorations and designs will be based on the theme of geology. This will allow the visitors to be immersed in the atmosphere of the route they are about to take.

The other decorations will be personalized with photos, decorative plants and rocks, the map of the route, etc. ....



**g.5: Reception area**

### ***2.2.2- Panoramic Binocular***



**Fig.6: Binocular panoramas**

In the corner of the site of the "Beautiful view of Isalo I", two (02) panoramic binoculars (Fig.6) will be installed to see more closely the landscape and geomorphology that offers the massif of Isalo. They have a horizontal axis of rotation to 360 ° to see the whole visual field around you, and a vertical axis, to look up and down. The binoculars have a case that will slide vertically along a column so that they are within reach of everyone regardless of the size of the user

### 3. Creation of A Tourist Circuit For Economic Development

The circuit, apart from the existing values of the site, also has the power to increase the sources of income of the country, that is, to feed the economy of the country, the local population as well as the Park itself.

#### - At the national level

Madagascar will attract tourists from all over the world in the event of a new tourist circuit with geological characteristics implanted especially in a Park recognized at the international level. As a result, the number of visitors will multiply and their access to the place will contribute to the progress of the economy for the whole country.

According to UNCTAD, tourism is a sector that stimulates economic growth and contributes to the fight against poverty, increasing income and foreign exchange earnings, creating jobs and establishing links with other product and service sectors. (UNCTAD, 2010) (15).

#### - At the local level

The addition of an additional tour in the Parc de l'Isalo is a great privilege for the small town of Ranohira. The multiplicity of tourist numbers will promote the economic development of the local population by increasing the consumption of local products and by decreasing the number of unemployed. The guides, owners of hotels and guest houses could also benefit from this opportunity.

Reynard and Hobléa assert that the geomorphological heritage can also constitute a territorial resource that can participate in local development in the context of geotourism development of sites (Reynard, 2008) (55); Hobléa et al. 2013) (24).

#### - In Isalo National Park

The gradual improvement of tourist offers in the Isalo National Park to a tourist invasion and could affect the economy of the PNI.(1)

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### 4. Conclusion

The Park of Isalo is a large geological heritage with real tourist and educational interests. It is subject to multiple explorations which should lead to the creation of new circuits. The present dissertation focuses on just that, i.e. to create a tourist circuit with geomorphological, geological and cultural specificities, with educational value in order to apply learning tourism for all kinds of visitors. After inventorying a part of the park area, sites meeting the selection criteria were newly identified and they are eight in total. In order to understand the interest and history of each site, the development of interpretations is essential and it is the guide who will present them orally. In addition to the information given by the guides, infrastructures such as signposts will be installed to display the explanations. Location maps have also been created and will be displayed on a panel located at the starting point of the circuit so that visitors can easily find their way. Still within the framework of the improvement of the visit of the circuit, entertaining activities which are both ludic and educational will be offered. Activities of animation according to the type of visitor will also be presented throughout the circuit. In order to carry out these activities, the circuit is carefully designed to make it very attractive. The results of the present dissertation allowed to say that the public will easily understand the geological and geomorphological heritage of Isalo insofar as an educational circuit emphasizing the learning tourism will be set up, created and valorized.

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