

Output Factsheet

Output title:

5.1 New competences in geoheritage interpretation

Summary of the output (max. 2500 characters)

The Output 5.1 New competences in geoheritage interpretation is a part of WP5 GeoInterpretation and represents an important learning interaction and knowledge base gathered and exchanged within and outside Danube GeoTour partnership on new trends, methods and practices in geointerpretation. The output results from two different deliverables: D5.1.1 Best practices and new trends applicable for geoInterpretation and on the D5.2.1 Joint geointerpretation training material developed and training implemented. The findings represent the baseline for design and demonstrating of different geointerpretation methods as part of pilot interpretation actions.

The output is documented as a comprehensive composite report on 150 pages, compiling common findings and 8 different outputs on specific geointerpretation challenges. The common chapters include descriptions of general background and methods in geo-interpretation, new trends and competences in geo-interpretation and geo-communications. The following 8 chapters of the document present in a unified approach specific methods and best practices of interpretation in selected 8 geological challenges, i.e. tectonics, volcanology, geohazards, geology over time, water in time, metamorphic processes and rocks, geomorphology and dialogue between earth & humans. Each PP with Geopark addressed one of the geo-challenge, which is most significant for their territory. The document is concluded with recommendations for appropriate, effective and modern geointerpretation.

Beside over 60 different best practices the output brings a valuable set of Annexes such as the vocabulary of terms commonly used in geointerpretation. The vocabulary includes around 250 terms in English and in all project partners languages, explaining in easy to understand language complicated geological phenomena.

All gained data, best practices and personal experiences were communicated and shared person-to-person during the geointerpretation training on 21st September 2017 in Zell, Austria. The event is considered as one of the most important learning interactions among Danube GeoTour project partners which will impact the increased quality of the foreseen geointerpretation pilot actions.

As this output is a result of one learning action, the Output 5.1. is presented as one unified document with 8 sub-chapters, one Output Factsheet and Quality report, and not in quantification of 8 as listed in AF. Such approach was made in agreement with JS.

Contribution to the project and Programme objectives (max. 1500 characters)

The Output 5.1. contributes to the 2nd Specific Programme Objective in Priority 2:

Foster sustainable use of natural and cultural heritage and resources as:

- Interpretation of natural and cultural heritage (being at the same time also geoheritage) is an important tool for raising visitors' awareness and thus understanding of the need for its preservation;
- Appropriate interpretation and visitor channelling within the geoparks helps preserving preserves the geological phenomena;
- Through research for newest tools and methods and intensive interaction and exchange of practices the skills level and interpretation competences on appropriate geointerpretation has spread and increased across all participating geoparks in the Danube region. With new skills and competences of geopark guides and staff better quality of pilot interpretation actions is expected. This shall, in a long run, lead to higher impact of geoparks exhibitions, trails, centres and points on visitors experience and change of attitude towards preservation and sustainable use of natural resources.

The Output 5.1. importantly contributes to all three specific objectives of the project:

- 1) is a results of common opportunities (best practices and modern techniques) analyse, taking into account sustainable geotourism development and management
- 2) is the basis for the developing various geointerpretation sites selected by partners that will comprise the unique and sustainable Danube GeoTour product
- 3) gives important input for the innovative digital concepts, creative marketing and collaboration tools.

Transnational impact (max. 1500 characters)

Output 5.1. has a strong transnational impact from several reasons:

- 1) it gave PP staff an opportunity to work together, exchange practical geo-interpretation solutions and learn across the border; each partner brought in different experience and cultural background which helped us to better understand state-of the art, competition and visitor's needs; in most cases PP present the only geopark in their country therefore they depend on themselves– limited space to learn from others;
- 2) it provides overview of selected best practices and modern methods in geoheritage interpretation, not only from partner regions but from all over the world, including the world's top and most known geo-destinations (such as The Trail in Time from Grand Canyon, USA or Dynamic Earth: Home of the Big Nickel from Earth sciences centre, Ontario, Canada). In this way Danube geoparks can better position in the global sustainable tourism market.
- 3) it includes simple and practical examples of specific methods of geointerpretation in specific geochallenge, which are easily applicable in all organisations dealing with interpretation, regardless of country.
- 4) membership in the EGN and GGN enabled us direct access to transnational interpretation practices, verification of concepts and dissemination of findings to all geoparks in the European as well as global network.

Contribution to EUSDR actions and/or targets (max. 1500 characters)

The Output 5.1. contributes to the following EUSDR actions and targets:

PA3 "To promote culture and tourism, people to people contacts": geo-interpretation is an integrated part of individual geo-sites and Danube GeoTour tourism products as well as an

important element for visitor attraction. The geo-interpretation approaches of Danube GeoTour emphasise the right balance of people-to-people approaches and modern digital technologies in geointerpretation. Contacts with local residents, guides and personal experiences of visitors are key driving principles promoted by the document. With this interpretation knowledge we gradually build foundations for new Danube GeoTour and contribute to the sustainable preservation of cultural and natural values while developing a network of interpretation and visitor's centres, trails and interpretations sites within the Danube Region.

PA6 "To preserve biodiversity, landscapes and quality of air and soils": through the interpretation concepts all partners highly promote the conservation of natural and cultural values, protected areas and all species and habitats covered by EU legislation.

PA10 "To step up institutional capacity and cooperation": learning and working together partners set the cooperation to a new level. Through training and creative process new ideas were born giving us sometimes completely different perspective to interpretation.

Performed testing, if applicable (max. 1000 characters)

The methods, approaches and best practices identified have not yet been tested, however they serve as useful tool, information and recommendations for developing individual geointerpretation pilot actions by PP.

Further to the project application it is foreseen that each of the project partners demonstrates one of the geointerpretation method of 8 selected geo-challenges in the last stage of the project. See WP5 Geointerpretation, the Activity 5.3 Pilot actions: demonstration of innovative methods and technologies of geoInterpretation.

Integration and use of the output by the target group (max. 2000 characters)

For the moment the output was exchanged within the partnership, however when published on the website, promoted in local geoparks as well as applied in daily operation the Output document will be directly and also indirectly used by different target groups, as stated in the AF:

- 1) Local public Authorities will use this output indirectly, since most of the protected areas or natural and cultural values are protected by the local legislative, with local acts. From this reason also local public authorities shall be acquainted with the latest trends and good practices and have qualified personnel for the preparation of these acts.
- 2) For Small and medium enterprises (SMEs), especially those working with the interpretation of the cultural and natural heritage (arts & crafts), as well as tourism providers, the output 5.1 can be valuable source of good practices in interpretation and source of ideas how to improve their own service to be more successful on the market.
- 3) The Output 5.1. is a good source of information also for Education/Training Centre and School. It can be used for the teaching/learning process in the wide range of natural history subjects that interpret and present geo contents taught in schools.
- 4) For general public, the output 5.1. can be a source of information or a tip for those, who are seeking for an innovative, different and quality tourism attractions and destinations.
- 5) And Finally, the Output 5.1. can be very useful of Interest Groups including NGOs, as these are usually groups of highly enthusiast people, fond of cultural and natural heritage. The output document gives them long list of good practice of presentation and interpretation of heritage which they can disseminate further to their members and broader general public.

Some of the above groups which represent a potential visitor group for geoparks will be involved and taken into consideration, when preparing pilot interpretation actions, Activity 5.3.

Geographical coverage and transferability (max. 1500 characters)

The Output 5.1. geographically covers 7 countries in the Danube region. These represent territories of project partners with geoparks which also contributed best practices and experiences as well as gained new skills. Additionally, the output brings in relevant cases from ASPs countries, namely Finland and Portugal.

Moreover, the document includes the best practice outside of the programme area, being EU or third countries which we gathered and exchanged at the various EGN/GGN international events. These countries are: Ireland, United Kingdom, Scotland, France, Germany, Italy, Greece, Denmark, Spain, Canada, United States, China and Japan.

Transferability of the Output 5.1. is possible to all organisations and experts, dealing with interpretation of cultural and natural values and with creation innovative touristic products such as nature parks, historical sites, museums, tourist visitor centres. The document will be published on our web site and findings promoted through project partner country networks. We should mention here again that membership of participating geoparks in the European and Global Geoparks Networks, gives us the opportunity, and obligation to share and disseminate our personal experience and achievements to all members. The Global Geopark Network is part of the official UNESCO programme, namely International Geoscience and Geoparks Programme, which sets high standards for the quality of activities and results in the geoparks.

Durability (max. 1500 characters)

The durability of results complied in output 5.1. are assured through:

- Competences and skills of partner project staff will be transferred internally within individual geopark organisation as well as indirectly to external target groups;
- Increased capacities of participating geoparks in addressing the geointerpretation in smarter and more efficient way;
- Keeping and further usage of new professional contacts established between partner project staff engaged in geointerpretation;
- Integration of the best practice examples and recommendations in the implementing pilot actions of geointerpretation by the partner's geoparks; Tips and lessons learned from others will diminish or prevent risk of failures in interpretation concepts and thus contribute to higher quality and durability of newly arranged Danube geoparks visitor sites.

Synergies with other projects/ initiatives and / or alignment with current EU policies/ directives/ regulations, if applicable (max. 1500 characters)

The Output has common points with the current DTP projects in the thematic pole 4b "natural values". Danube GeoTour has already established and shared experiences with ECOKARST project. The synergies can be further developed in terms of enchainning methods of proper balancing between visitor management and protection of natural values. Geointerpretation could also be understood as one of potential pro-biodiversity business promoted by ECOKARST.

The output might be useful also by projects of the thematic pole 4a "cultural values" dealing with presentation of the cultural values to the public. We would emphasise the project NETWORLD.

Besides DTP projects, synergies with other smaller projects of national parks, tourism centres, institutes and museums funded by other programmes (national ERDF regional development projects, LIFE, cross border initiatives) have been established on the local level when identifying best practices in interpretation across partner countries.

There is no common EU policies related to interpretation of cultural or natural heritage however the project results and, in particular its demonstration actions, will directly contribute to the objectives of the European Year of Cultural Heritage 2018. Danube GeoTour project has been selected to be labelled as relevant project on culture for EYCH 2018 by the Programme, because it contributes to achieve objectives of the Year (Decision (EU) 2017/864 of the European Parliament and of the Council of 17 May 2017).

Output integration in the current political/ economic/ social/ technological/ environmental/ legal/ regulatory framework (max. 2000 characters)

Interpretation is a creative as well as scientific process and thus it is not regulated. Nevertheless, the Output 5.1 will be indirectly integrated in some of the above mentioned frameworks:

- Economic frameworks: quality interpretation is not matter of preservation purposes only but it is also a factor of visitor satisfaction and consequently of their spending in the local economy. In this way appropriate interpretation methods as identified in the output will be integrated into the demonstration interpretation points as well as geoproducts offered by the local SME providers across the partnership.
- Social frameworks: one of the key messages of the Output is to promote personal interpretation through which visitors can directly engage in the learning and

experiencing of different geological processes and phenomena. In this respect it is evident that all participating Danube geoparks will strengthen the skills of geoguiding and interaction with visitors as well as local residents along the geotrails and in the geoparks. In this way geointerpretation helps forming the geocommunity and raising the identity of an individual geopark.

- Technological frameworks: The output proves that modern geointerpretation is often driven by high tech multimedia, geomodeling and 3/4D presentations. The Danube geoparks will carefully introduce and demonstrate some of the state-of-the-art technological tools into the interpretation demonstration actions, however in combination with other personal and traditional methods.
- Environmental frameworks and preservation aims serve as overall aim of any geointerpretation. All partner's geoparks are UNESCO designated territories and Natura 2000 sites therefore the Output 5.1 considers the UN Strategic Plan for Biodiversity 2011-2020, the EU FFH- and Birds-Directive, the EU Biodiversity Strategy to 2020 and the Regional Programme on Cultural and Natural Heritage in South East Europe. This is also emphasised in the output results.