

Output Quality Report

Output title: <i>Guideline for development of innovative geoproducts</i>	
Type of output:	<input type="checkbox"/> Documented learning interaction <input type="checkbox"/> Strategy/ Action Plan <input checked="" type="checkbox"/> Tool <input type="checkbox"/> Pilot action
Contribution to PO indicator:	<p>Number of tools for preserving and management of natural and cultural heritage and resources</p> <p><i>The Guideline for development of innovative geoproducts presents a tool for sustainable management of geo-heritage and geo-resources through development of high quality products and services specific for the respective geopark territory.</i></p>

Summary of the output (max. 1500 characters)

Please describe the output in terms of content, objective, scope and main characteristics.

The Guideline for development of innovative geoproducts as a management tool in a concise way provides strategical directions, tips and best practices in geoproduct development. It is useful for any geopark manager and/or other professional responsible for facilitating the development and operation of specific products and services which add value to the geopark local economy.

The output aims in i) establishing common understanding of geoproduct concept among participating partners and ii) setting up basic grounds for further development of unique tourism products and services based on geopark heritage. The guideline is the essential element of the project as it foost the way towards developing a set of high quality and exclusive geoproducts and services which shall integrate into the final Danube GeoTour product.

The output report differentiates geoproduct from a generic tourism product, explains its philosophy, provides general instructions and recommendations how to create a product deriving from geology. A significant part of the guideline presents corresponding and well selected best practices from the partner's and other geopark's territories. There are concrete tools annexed, among others geoproduct example template/ logframe.

The Guideline for development of innovative geoproducts is short and well focused tool which responds the current needs and skills gaps of the Danube geoparks in addressing the issue of geoproduct development.

Added value (max. 1500 characters)

For strategies and tools:

Please provide a comprehensive explanation regarding the added value of the output as compared to already existing strategies/ tools of similar type.

The geoproduct and geoservices are relatively new topic in geoparks and the guideline seems to be the first of this kind in the field. Thus the authors build on few existing articles and publications addressing geotourism while substantially consider the concrete partner experiences and best practices. Fairly, the lack of differentiation from generic tourism products and lack of uniqueness and identity is currently placing Danube geoparks behind their competitors - national or other nature parks. In this respect, the guideline brings in clearness, awareness and better understanding of the added value the geology can stimulate in the geopark community. The guideline does not substitute the numerous generic tourism product development guidelines and manuals, but it complements them in terms of specialisation and its practical approach.

Applicability and replicability (max. 1500 characters)

Please provide a concrete description of how the project output is to be applied in real life and could be replicated in other geographical and sectorial areas or different environments.

The output- tool - is meant to be applied and tested already in the course of the project as all project partners will follow its directions when designing individual geo-products in their geoparks. The product creation process is going to involve wide range of different stakeholders. In this way facilitators (geopark staff) will spread the set philosophy further to local SMEs, museums, associations and so contributed to community learning.

On the other hand, the guideline enables wide range of possible applications and replications not only within geoparks community but also in protected areas (nature parks), heritage sites, specific regions or tourism destinations when designing territorial based products or services.

Output document will be publically accessible and available for other territorial management organisations. The concepts of geo-identity, territorial partnership and economic viability introduced in the guideline can be simply transferred to the other territories with distinctive products and character.

Suggestions for improvement, if applicable (max. 1500 characters)

Please provide information on possible improvements that could be brought to the current output considering the general context in which it is delivered.

Considering the potential of the guideline and its replicability the following is recommended:

- *The document is focusing on the differentiation of geoproducts from generic tourism products which seems to be the primary need of project partners. However, addressing this urgent gap, the authors omit the innovation aspirations of the geoproduct which shall be strengthen during the demonstration phase.*
- *The practical partner experience of geo-product development achieved through Danube GeoTour project will be a valuable lesson which could be shared and retroactively integrated in the guideline – if possible.*
- *The output report represents a practical tool for the use of geopark staff as well as for other territorial managers. Together with other output documents, it is worth considering preparing a set of unified Danube GeoTour guidelines designed in a user friendly format*

(e.g. booklet or simply a poster with iconographic) for broader dissemination purposes.

Output Quality Level

- Low
- Average
- Good
- Excellent