

Danube GeoTour

Valorisation of geo-heritage for sustainable and innovative tourism development of
Danube Geoparks

Pilot geoCulture and geoOutdoor products tested

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Responsible Partner(s): ERDF PP8 University of Bucharest
Co-ordinators: Alexandru Andrășanu, Cristian Ciobanu – ERDF PP8 University of
Bucharest
Participating Partners: Author(s): LP Idrija Heritage Centre and ERDF PP1 Balaton-
felvidéki National Park Directorate

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List of Abbreviations

DTP	Danube Transnational Programme
JS	Joint Secretariat
LP	Lead Partner
PP	Project Partner
WP	Work Package
EGN	European Geoparks Network
GGN	Global Geoparks Network
UGG	UNESCO Global Geopark
TIC	Tourism Information Centre

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1. Introduction

1.1 Background information

Danube GeoTour project aims to “improve management capacities and strategies and to develop practical solutions for the activation of geodiversity/geoheritage and to seize positive market trends for sustainable tourism development in 8 Geoparks of the Danube region”¹. In order to achieve this, one of the challenges is to “seize the potential of Geopark values and brand for socio-economic development while inspiring local residents and small businesses to develop new, sustainable and innovative geoproducts along the defined Danube GeoTour”²

The objective of WP4 is “to increase the capacities of participating Geoparks in creating unique sustainable tourism products and services based on a Geopark’s specific heritage, the involvement of local SMEs, new gamification tools and visitor engagement with a focus that is in line with the strategy on management tourism pressures and the carrying capacity of each individual territory.”³ Thus, the new geoproducts developed are key elements for the success of the entire project.

This document shows how the pilot geoproducts were tested and what results were reached both qualitative and quantitative. The pilot geoproducts were developed and tested in the WP4 in connexion to all other WPs. The basic criteria, the first step in testing the geoproducts were developed in WP3. It also uses the work from WP5, especially in defining “innovative” as mainly a question of interpretation and also in describing the methods of emphasizing the products connexion to Earth. The promotion component of a geoproduct will be developed in correlation with WP6 recommendations. In its turn, these guidelines will be used in implementing the project further by almost all the WPs.

Testing the geoproducts shows a snapshot of a particular new geoproduct in this moment of its development. However, all the tools described and used here are

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- 1 Danube GeoTour Application Form
 - 2 Danube GeoTour Application Form
 - 3 Danube GeoTour Application Form

available on the on-line platform in a gamification form. Thus, any time from now, the geopark staff, the partners, SMEs or any other producer may use the assessment tools available on-line to test a geoproduct. This is also helpful for education and training purposes, for any discussion involving the concept of geoproduct.

Each of the Geoparks created and tested a unique product by designing a concept, by engaging, training local providers and/or by developing missing highlights in the geoproduct. Different GeoCulture and GeoOutdoor products were introduced in participating geoparks. Lessons learned are documented, evaluated and made available as models for others in this document and on the on-line platform.

Within the 4.3 activities two project partners, being Bakony-Balaton Geopark and Idrija UNESCO Global Geopark developed and piloted food related geoproducts.

In Idrija UNESCO Global Geopark 14 innovative food products were developed and tested, 4 dishes served in a high-class restaurant, as well as 1 culinary tourist program and 1 culinary event assessed. A range of geoFood products was labelled "Tastes of Idrija Geopark". The proposed geofood products are made of local ingredients and manufactured and processed in a sustainable way. The proposed geofood products shall prove the authenticity, storyline and link to the geological heritage of the Geopark. Eleven local suppliers from took part in the development process of Idrija Geopark

Besides this document focuses on testing 4 innovative geofood products or geofood products family, which are produced in the Bakony-Balaton Geopark region: Vácza-kő Major products, Vulcanics Bombs by Zsusska, Badacsony Rózsakő Wine and an infusion of herbs family named "By the Vulcans feet". All of them are produced by local farmers, who have gained experience in improving innovative marketable productions and selling approaches. At first, most of these geofoods were just "normal" products, but thanks to the connection to the Geopark we helped them in branding and positioning the products as geoproducts by defining new names, improve design and style, labels or introduced green packages. Thus these new geofood products became tools for promoting geoparks values.

1.2 Methodology

This material was developed using data provided by the partners in the project and by other geoparks in the European Geoparks Network. Most of the data for defining the geoproducts was developed for Output 4.1. *Guideline for development of innovative GeoProducts.*

Other data derives from experiences and lessons learned from ASP and other members of EGN and GGN, the skills and expertise of the geopark managers present in the

project as well as all the partners direct contact with local entrepreneurs in tourism, food art and crafts.

Process of creating innovative geoFood product Tastes of Idrija geopark was divided in three basic steps.

A first step was development of documents setting basic rules and standards. The main emphasis was on the establishment of a system for development of geoproduct, which involves the development of an assessment system, a quality assurance system and marketing system. For development of basic documentation a working group was formed, which consisted of geopark staff, geopark partners (local providers) and external expert from the field of local natural and cultural heritage and tourism products development.

The second step was cooperation between geopark staff and geopark partners and other local providers. Within project activity 4.4. Pilot actions: Demonstration of innovative geoproduct development as part of Danube Geotour 5 presentations of project activities for geopark partners and local providers in January and February 2018 have been implemented. The main purpose was to motivate and encourage participants for collaboration with Idrija UNESCO Global Geopark in development of innovative geoFood product. In April, May and June 2018 three workshops for geopark partners and local providers were organized. The main purpose of workshops was to educate the participant about the definition of geoproduct, about basic requirements and assessment criteria of geoFood product. For the help with geoFood product development, for increasing the visibility and design improvements of geodFood product a personal consultations for geopark partners and local providers were organized in June, August, September and November 2018.

The third step was Pilot testing of innovative geoFood products. Therefore an assessment commission consisted of Idrija geopark staff and external experts coming from the field of natural and cultural heritage, product design and marketing was set up. In August and October 2018 the expert panel assessed 19 different geoFood products of which 18satisfied the criteria while 1 was eliminated.

For the geofoods in Bakony-Balaton Geopark Region the data used for testing in this document was collected directly from the producers and the geopark staff.

1.3 Summary

In Idrija UNESCO Global Geopark 14 innovative food products were developed and tested, 4 dishes served in a high-class restaurant, as well as 1 culinary tourist program and 1 culinary event assessed. A range of geoFood products was labelled "Tastes of Idrija Geopark". The proposed geofood products are made of local ingredients and manufactured and processed in a sustainable way. The proposed geofood products

shall prove the authenticity, storyline and link to the geological heritage of the Geopark. Eleven local suppliers from took part in the development process of Idrija Geopark.

A range of geoFood products under the brand "Tastes of Idrija Geopark" includes the following: Plain and fruit yoghurt and semi-hard cheese from the Klančar farm, Lojzka's home-made noodles and Lojzka's house bread; Cheese with walnuts from the Smrekar Organic Farm; Mixed-flower honey and forest honey and a set of three types of honey by the beekeeper Bojan Troha; Lime honey and forest honey by Ciril Rupnik; Miners' drink "Geruš", a charcoal burner's sip, and a tea party at the House of Herbs; A dish called "Knapove sanje" and "a GeoMenu" from the chalet atop the Hleviška planina Hill, the Rezi Cake, "žlikrofi with bakalca" served at the Gostilna Škafar Inn; A culinary tour "Roaming in the Hills " organized by the Hudournik Society, and the culinary event The Idrija Žlikrofi Festival organized by the Idrija Youth Center.

An expert panel consisting of culinary experts, professionals in innovative product design and heritage experts was satisfied with the range of high quality local products. For geoFood products that somehow deviated from the set basic standards the expert panel made suggestions for improvement and upgrading. The majority of recommendations were related to the packaging and the overall image of the registered products, as well as the upgrading of their stories. We also received one product which did not meet the set criteria and was eliminated. The selected tested products represent the basis for the collective trademark of Idrija Geopark that ensure high quality, authenticity, the origin of the raw materials from Geopark and the appropriate manufacturing process.

In the Bakony-Balaton Geopark region 4 innovative geofood products or geofood products family were produced and tested: Vácza-kő Major products, Vulcanics Bombs by Zsusska, Badacsony Rózsakő Wine and an infusion of herbs family named "By the Vulcans feet". All of them are produced by local farmers, who have gained experience in improving innovative marketable productions and selling approaches. At first, most of these geofoods were just "normal" products, but thanks to the connection to the Geopark we helped them in branding and positioning the products as geoproducts by defining new names, improve design and style, labels or introduced green packages. Thus these new geofood products became tools for promoting geoparks values.

2. Basic criteria

2.1 Description

Geoproduct is a product that presents the characteristics of a geopark on the market. At the same time a geoproduct can have additional values from nature conservation. In this case, a geoproduct must comply with the principles and standards of conservation of the geological heritage and its promotion in order to improve awareness about the importance of conservation of our GEO heritage. The geological heritage should be recognized through the geoproduct as the geopark's essential element.

The Strategy on Management of Tourism Pressures in Geoparks (shortly Strategy) provides a tool which enables all target groups (visitors, residents, geopark managers and investors) to better plan their activities, understand different impacts of these activities and alternatives which can be used to avoid or reduce negative impacts. The Strategy has to be included to clarify the aspect of nature protection as well as the aspect to contribute to the holistic concept of protection, education, public awareness and socio-economic benefits for sustainable local development. In order to carry out integrated evaluation of geoproducts we had to firstly create the relevant framework and then a methodology for the assessment of impacts of recreational activities on natural heritage.

The framework developed in WP3 can be used as a first and basic qualifier in the first steps of the decision process, which tells us if the product can be defined as a geoproduct. The Strategy also provides a common framework which enables all geopark managers as well as visitors, residents and investors to better plan their activities, understand different impacts of each activity and to be aware of available alternatives which can be used to avoid or reduce negative impacts. The information from the Strategy can be also used to increase awareness of investors and it can help to change their behaviour towards more sustainable patterns in geoproducts. As such it leads to better conservation of natural and cultural heritage and it supports the achievement of the programme specific objective "Foster sustainable use of natural and cultural heritage and resources".

In this way, the Strategy also serve as a framework for the development of joint geoproducts (as a part of WP4).

Nature conservation definitively has to be incorporated to the geoproduct as its intangible value. The evaluation of the geoproduct from the point of nature conservation is essential. The geoproduct has to comply with the principles and standards of

conservation of the geological heritage and its promotion in order to increase the visibility of the importance of protecting the geoheritage.

Geoproducts may include various geoheritage and nature conservation aspects, which can be displayed in several ways. Finally a geoproduct may be included/integrated directly as a tangible (mineral raw materials, agricultural product) or intangible (cultural, historical, ethnological) content. Geoproducts can be recognized as an activity or a final market object, available indoor or outdoor.

Four different groups of geoproducts can be distinguished:

- Market objects (souvenirs, food)
- Outdoor activities (guiding for groups/individuals in nature; rafting, biking, hiking, riding, water activities, mines and caves visiting, camp schools)
- Indoor activities (indoor programs in museums, info centres, restaurants, tourist farms)
- Small interpretation infrastructure dedicated to specific local heritage items (houses, dinostops, geotrails) developed and managed in partnership with local partners.

2.2 Application

Question 1: Is a geoproduct developed according to the actual legislative framework and it does not cause any damage to nature?

If the answer is YES:

→ *follow the assessment. The product:*

1. *has strong tangible connection to local geodiversity or **geological heritage** (geosites, fossils, minerals, rocks, mines, quarries, caves, geologic processes or phenomena...) YES/NO*
2. *has strong intangible connection (historical, ethnological, cultural) connection to local geodiversity or **geological heritage** YES/NO*
3. *increases awareness of users about the importance of protecting geological heritage. YES/NO*
4. *encourages and helps the user to engage/involve in nature conservation. YES/NO*
5. *is produced in a sustainable way, it is made from recycled or/and local materials. YES/NO*

If the answer is NO:

→ contact to your geopark or follow the *Recommendations for residents, visitors and investors on behaviour and sustainable use of geodiversity in Geopark.*

In the case of Idrija Geopark the range of geoFood products under a common brand “Tastes of geopark” answer “yes” as the products follow the legislative framework and they do not cause any damage to nature.

1. **YES, products have strong tangible connection to local geodiversity and geological heritage**

Yes, most of developed product can be linked to the geology of the area. The products are made from ingredients and materials that grow or are found in the area of the Idrija Geopark. This is one of the main criteria for development of geoproduct in Idrija Geopark.

2. **YES, products have strong intangible connection (historical, ethnological, cultural) connection to local geodiversity**

Yes, pilot products have a strong connection to the intangible cultural heritage. They are connected with heritage of lace making (cak with lace), mining tradition (old miners drink) and heritage of Idrija Geopark countryside (herbal, dairy and honey products)

3. **YES, producers increase awareness of users about the importance of protecting geological heritage and the importance of geodiversity.**

Yes, during the developmental process of the pilot geoproducts, the providers were acquainted with the local geological heritage and the importance of protecting it. Each geoproduct has a story connected with local natural heritage.

4. **YES, products encourage and help the user to engage/involve in nature conservation.**

Yes, as written in point 3, during the developmental process of the pilot geoproducts, the providers were acquainted with the local geological heritage and the importance of protecting it.

5. **YES, products are produced in a sustainable way, and they are made from recycled or/and local materials.**

Yes, according to assessment criteria all pilot geoproducts are produced at in a sustainable and they involve at least 50 % of

local ingredients. Where it is possible, the package of geoproducts are made from recycled and natural materials.

The geofood products from the Bakony-Balaton Geopark should be tested individually, however for better transparency we provide an overall assessment of the whole range of products developed. In the case all new geofood products the answer is yes. These products follow the legislative framework and don't cause any damage to the nature. Addition questions:

- 1. All geofood products have a strong tangible connection to local geodiversity and **geological heritage**, because most components are produced in the Bakony-Balaton Geopark Region.*
- 2. All geofood products have strong intangible connection (historical, ethnological, cultural) to **local geodiversity** because the preparation, growing and processing are based on cultural heritage and made by local farmers. Vegetables, walnut and herbs are growing in the Geopark soil due to special geological phenomena, and the processings are based on traditional recipes.*
- 3. All geofood products increase awareness of customers about the importance of protecting geological heritage and the importance of geodiversity by using the name of geological heritage (for example a special rock or geological phenomena).*
- 4. All geofood products encourage and help the customer to engage/involve in nature conservation by using the name of geological heritage as a brand.*
- 5. All geofood products are produced in a sustainable way while their packaging is "green". (for example made of recycled paper, reusable bottles).*

3. Qualitative assessment

3.1 Description

Geoproduct is a new term appeared along with the geopark philosophy. It is usually used in the context of a geopark's socioeconomic involvement along with geotourism and geodiversity. Its understanding varies from a broad perspective to one of the most concrete result of the geopark concept implementation.

In the most extensive definition, the geoproduct is considered a potential geotourism focus point⁴, usually a geological attraction. The more focused definitions mention a geopark connexion and include local, manmade products as well as the dialogue between tourists and local heritage. For example, Farsani et al. (2012) define geoproduct as:

Local products related to geopark activities and symbols of geological and geomorphological heritage of the geopark. Geoproducts which are made based on geological elements of geoparks not only introduce the local products and the local handcrafts as cultural components to tourists, but also increase the public knowledge of tourists about geology.⁵

If we discuss the main attributes of a product⁶, then we have to consider three aspects which the geoproduct must comprise in order to be a product:

- It has to respond to a need,
- It has to be created, constructed through a production process,
- It has to be marketable and sold.

These characteristics bring the term geoproduct closely to a practical and economical

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Complova, M., 2010, *The identification of geoproducts in the village of Jakubany as a basis for geotourism development*, Acta Geoturistica, volume 1, number 1, 51 – 56

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Farsani, T., Coelho, C., Costa, C., Carvalho, C., 2012, *Geoparks and Geotourism. New approaches to sustainability for the 21st century*, BrownWalker Press, Boca Raton

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<https://www.merriam-webster.com/dictionary/product>

approach, it defines it more clearly and focuses on its necessity as a tool for socioeconomic development through geoparks. This perspective underlines the role of geoparks in achieving social, economic and cultural sustainability and in coping with pressure from the sociocultural impact of tourism.

On the other hand, a geoproduct is not simply another product sold in a geopark. A geoproduct comes with a deep connexion to Earth on a local level and with a strong sense of identity. Each geoproduct is unique in its construction with a story about people and the place they inhabit.

As a result, we find that the philosophy of a geoproduct takes into account three axes: identity, management and production. If we see it as a graphic model, then the geoproduct finds itself at the intersection of these three axes (Fig. 1).

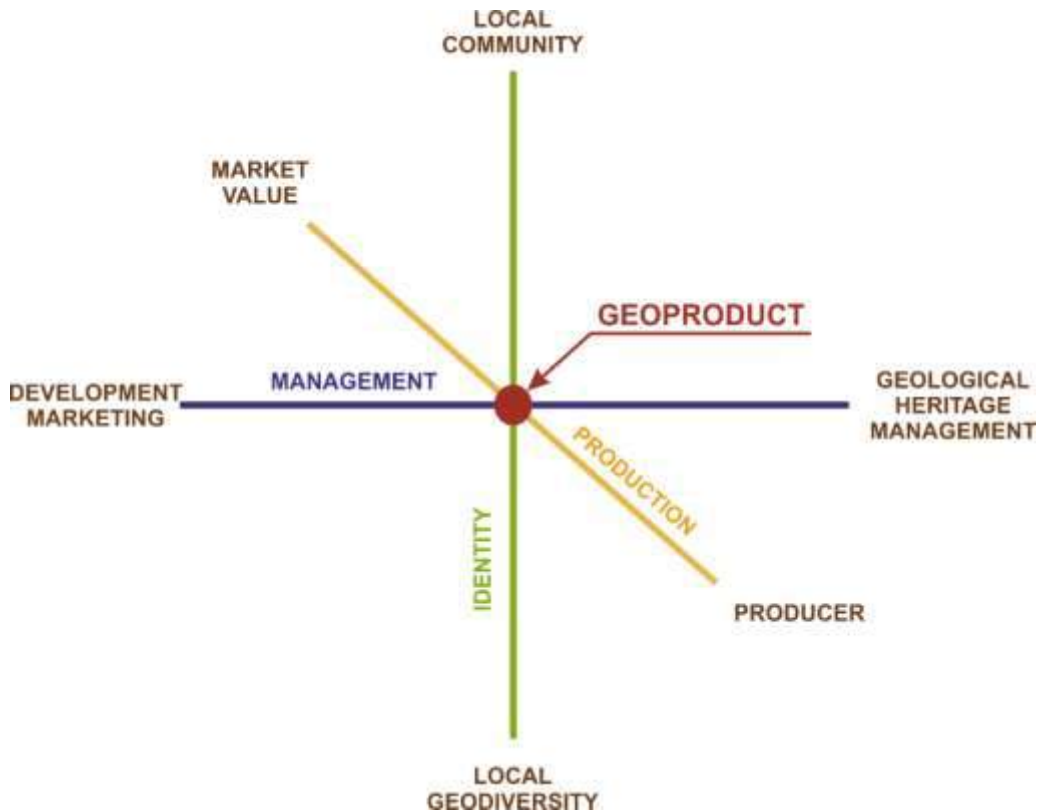


Figure 1. The philosophy of the geoproduct

3.1.1 Identity Axis

A geopark territory is a complex structure made of ecological, socio-economic and cultural realities, shaped by its geodiversity, biodiversity and historic evolution. The sum of them is generating the local identity made of tangible and intangible heritage. The tangible heritage is mainly related to local geodiversity like raw materials, relief, mineral resources and soils. Intangible Cultural Heritage, as defined by UNESCO, 2003⁷ means:

...the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artefacts and cultural spaces associated therewith – that communities, groups and, in some cases, individuals recognize as part of their cultural heritage. This intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity.

One of the key requirement² for a UNESCO Global Geoparks is to have sites and landscapes of international geological significance managed with a holistic concept of protection, education and sustainable development. A UNESCO Global Geopark uses its geological heritage, in connection with all other aspects of the area's natural and cultural heritage, to enhance awareness and understanding of key issues facing society, such as using our Earth's resources sustainably, mitigating the effects of climate change and reducing the impact of natural disasters. By raising awareness of the importance of the area's geological heritage in history and society today, UNESCO Global Geoparks give local people a sense of pride in their region and strengthen their identification with the area. The creation of innovative local enterprises, new jobs and high quality training courses is stimulated as new sources of revenue are generated through geotourism, while the geological resources of the area are protected.

The Identity axis expresses local cultural and historical identity generated during centuries or millennia by the continuous interaction between local community and natural environment. On the other hand, this axis is revealing one of the main goal of a geopark to cooperate with communities and to identify innovative approaches in order to re-appropriate tangible and intangible heritage values and to revive and strengthen the local cultural identity, in respect to sustainable development principles.

The identity axis is the axis of product development. Is the way a producer is using directly or indirectly local geodiversity components, local knowledge and market needs in the geopark context. This process is part of the cooperation between geopark team and

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local entities which could be associations, companies, private persons, artists, freelancers, museums, schools, etc.

3.1.2 Management Axis

The management axis is the way to transform a geoproduct in a market good, a product to be sold directly or indirectly and to generate benefits. The benefits are both direct incomes and indirect and induced ones that contribute to geopark promotion, strengthen of local identity and socio-economic development.

Each Global Geopark is using the UNESCO Global Geoparks logo which is one of the most powerful brand in the world in order to develop a local brand of quality for its territory. The management axis is reflecting the way a geoproduct is using the geopark brand to increase its value and also the role each new geoproduct is playing in strengthening the geopark brand. The management axis is expressing the cooperation between the geopark team and the producer of a new geoproduct. In some cases the producer is the geopark team. The management axis is reflecting the main philosophy of Global Geoparks: *Celebrating Earth Heritage, Sustaining local Communities*. Each geoproduct is embedding a part of local geodiversity or geoheritage and in the same time is contributing to local socio-economic development.

3.1.3 Production Axis

This vector represents the organisational aspect of a geoproduct. The Geopark has to encourage entrepreneurship of local partners and to provide to them the context presented by the other two axis. The production axes starts with a producer, an entity able to provide a service or create a product in a legal way and in close cooperation with the Geopark. The direction of the axis is the actual profit from the products and services. In the case of the Geopark being also the producer of a geoproduct, the benefits can be other than financial: awareness, promotion, community involvement etc.

The philosophy of the geoproducts uses axes to show the whole concept as a process. The Geopark team has to manage the process and evaluate its position on each of the axis. The partners (SMEs, NGOs and others) base their business in geoproducts on the identity and management axis and contribute to the development of the production axis.

In conclusion, figure 1 shows a geoproduct at the intersection of the three axis. The identity axis is expressing the innovative way in sustainable use of local resources, the management axis reflecting the capacity of a geopark team to support geoproducts development and sale in the benefit of producer and local communities and the production axis shows the process of constructing the offer by a geopark partner.

In the creation and development of geoproducts, geopark managers and local entrepreneurs must start from the philosophy described in the previous chapter. Then they must follow the most important three requirements of a geoproduct (Fig. 2):

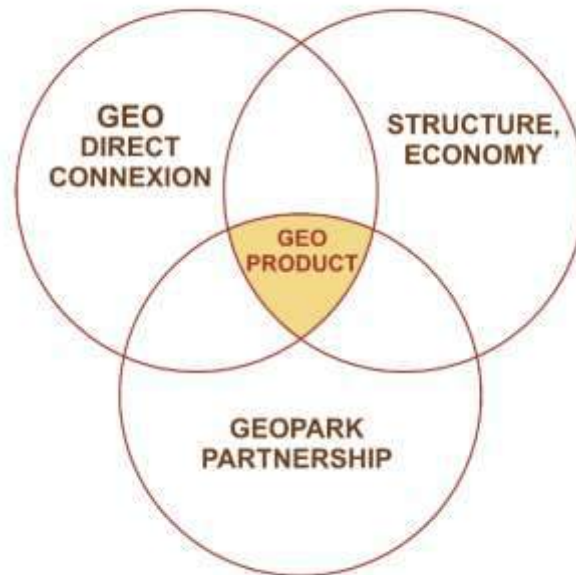


Figure 2. **The requirements of the geoproduct**

In addition to the main three requirements, the newly developed geoproducts have to respect sustainable standards and communicate these values to their users, visitors and thus help raise awareness on the importance of protecting and valorising the area's geodiversity, natural and cultural heritage in a sustainable way.

Geoproducts creation and development will also consider and respect specific needs of people with disabilities or elderly people and thus increase potential for these groups to have access to geoheritage. The design of these products and their management have to reflect equal chances and inclusion of all categories.

3.2 Application

3.2.1 Geo direct connexion

“Geo” (Gaia / Gaea in Greek) is the personification of Earth. Represents natural characteristics of a territory, whether is the local geodiversity, or biodiversity. Cultural values or tangible and intangible heritage being the human appreciation and use of these characteristics. Geo direct connexion requirement assures that the product is not only a geographical designation – “produced in the geopark” – but it has a deep meaning and an interpretation. The geoproduct must be a sentence in the dialogue between Man and Earth. Sometimes this connexion is only a matter of interpretation. Many products developed today in geoparks can be transformed into geoproducts with ease, if the proper interpretation of their connexion with geology or local identity is added.

A good example for this requirement is the GeoFood label⁸. This designation, managed by Magma UGG, is more than just another ecolabel.

GEOfood products must have strong connection with the local Geological Heritage, specific brief information concerning this connection must be provided in the food products and in the GEOfood restaurant menus through written information (ex: potatoes or vegetables that grown in fertile sandstones which were formed by glacier movement during the last Ice Age; olive oil produced from olives grown in Jurassic marls that were deposited in the ancient Sea of Tethys, salt from the ancient Sea, bread from grain growing in the Geopark soil due to special geological phenomena, etc.).

Further to the developed standards the geoFood products of Idrija Geopark need to be made in the territory of Idrija UNESCO Global Geopark and composed of local elements. At least 50 % of ingredients and processes shall come from the area of Idrija UNESCO Global Geopark. Each products shall show the respective specifications and introduce a specific story explaining the connection between geoproduct and Geopark. Different local geologists, historians and storytellers helped elaborating the relevant stories deriving from the geology and geomorphology of Idrija Geopark.

The GeoFood products from the Bakony-Balaton Geopark Region have a real strong connection with the Geological Heritage because the geofood products are made of local plants and other ingredients were raised and grown in the soils and territories of the

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<https://www.geofood.no/>

geopark. This connection is strong but usually not visible to the customers. Thus through project development process we strengthen the visibility of the geopark origin by , for example, using a specific trademark, adding clear messages or figures on the label, creating special name for the product). Communication about the geological or cultural values is introduced through information on the product packages, in the marketing sheets and brochures. Such messages that involve the customer in the geopark protection shall be strengthened and further promoted in the future.

3.2.2 Structure and economic viability

Structure and economic viability means that the geoproduct has to live up to its “product” part of the term. It has to be constructed (“produced”) as a marketable product meant to be sold. Of course that in some cases the geoproducts are not sold per say, instead they belong to the geopark administration’s educational offer, or they are provided along with other services. In order to be a geoproduct, the object or service doesn’t have to be actually sold, but to have the construction and economic viability which allow it the possibility to be sold. For example, an educational program from the educational offer of a geopark can be considered as fulfilling this requirement by asking the question: would this program be viable if it were to be sold by someone to tourists?

The viability is the health assurance of the geoproduct – it can only exist if it is bought. This means it has to be adapted to market demands, it has to continuously address the needs of the buyers and it has to have the adaptability to focus on new trends and requirements.

During the development process of geoFood products “Tastes of Idrija UNESCO Global Geopark” a group of external experts was established in order to help geopark staff increasing the economic value of newly developed geoproducts. In cooperation between geopark staff and group of external experts the following activities have been implemented:

- Development of basic documents for establishment and development of geoFood products in Idrija Geopark (quality, assesment and evaluation system, marketing plan, system for branding geoproducts in Idrija UNESCO Global Geopark, strategic document for increasing the visibility of geoproducts in Idrija UNESCO Global Geopark)
- Cooperation with geopark partners (implementation of workshops about development of geoFood products and about increasing the visibility of geoFood products, individual counseling for local providers about increasing the visibility of geoFood products)

In the future Idrija UNESCO Global Geopark will establish necessary networks for promoting and selling these products in local stores, in TIC Idrija, on the web-site and on the national and local fairs and other events. The geoFood products will also be on sale in shops of local providers and included in different tourism programmes.

Geofood in Bakony-Balaton Geopark Region products fulfil this requirement, as

- the local producers have showed commercial interests in geofood products. After consultations in the project they are able to make the products marketable, innovative, attractive, unique for the right market price, including raising value form geopark brand.
- the local producers know the variety of local marketing channels and use them regularly.
- the products are based on the demand of customers, mainly tourists in the Bakony-Balaton Geopark region.

3.2.3 Geopark partnership

The geological connexion and the economic viability would describe only a good business idea without the active role of the geopark. This is the reason why the third important requirement for geoproducts is to have the geopark partnership. Of course, this applies when the geopark is not itself the provider of the geoproduct.

The geopark's role as a partner of the geoproduct provider is to assure the quality of the geoproduct and the conditions in which the selling process takes place. This will eliminate opportunistic initiatives of low quality products made to look like geoproducts. It will also make sure that the production process is made with care for the heritage and environment and that it respects the culture and needs of all people, especially vulnerable groups.

The geoFood "Tastes of Idrija UNESCO Global Geopark" are the result of cooperation between Idrija Geopark and its partners - different local geofood providers. There are two main collaboration criteria. Firstly, each partner involved in the geofood scheme needs be registered in the area of Idrija Geopark and secondly, he/she has to sign a cooperation agreement with the park. Geopark helps partners developing, promoting and marketing of geoFood products on the local and international level. The high quality geoFood products are also important for increasing the visibility of Idrija UNESCO Global Geopark, its stories and its unique natural heritage.

The geofoods from Bakony-Balaton Geopark Region were improved in the cooperation of the producers and the staff of Geopark. Advice and recommendations were discusses between the providers and the professionals of Geopark during regular meeting. During these occasions, the producers learnt the aims, obojectives and approaches of Geopark, pick up new opportunities and ways to do geofoods, changed their way of thinking and understanding the geological and cultural values, and raise awareness of importance to preserve them. Thanks to this interaction and new knowledge, their products were transformed from regular to geopark typical brand products which serve as good samples to popularise the importance of geopark nature conservation and preservation of the geological heritage.

4. Quantitative evaluation

4.1 Description

The evaluation process starts from the basic idea that a geoproduct is representing the tool a geopark has to develop in order to contribute to the holistic concept of protection, education, public awareness and socio-economic benefits for sustainable local development.

Testing and evaluation are connecting four key elements defining a geoproduct: Earth resources, Geopark management, Local community, Geoproduct development.

LOCAL COMMUNITY	Contribute to social entrepreneurship approach of the geopark	Documented relation geo-bio-cultural	Tells a story about local community	Enhances local cultural heritage	GEOPRODUCT DEVELOPMENT AND MARKETING
New local products strongly related to geopark territory				Integration in geopark's marketing strategy	Connects to the marketing strategy
Connects to geodiversity and geoheritage interpretation			Quality assurance by geopark labeling		Involves the geopark in the product process
Integrates into geopark's promotional strategy		Common advantages based on a partnership agreement			Contribution to the promotion of the geopark values
Results from geopark's involvement in the community (trainings, seminars, programs)	Assures novelty and innovation				Impact evaluation
GEOLOGICAL HERITAGE MANAGEMENT	Contribute to Geodiversity Action Plan Development	Identify all potential values of geoheritage	Tangible and intangible themes	Assessment of local geodiversity	LOCAL GEODIVERSITY

Table 1. Logical matrix in development and assessment of a geoproduct

4.2 Application

Section A - Any geoproduct has to be connected to local geodiversity / geological heritage and to have a geological story (in a broad sense). Local geological assets are identified and defined based on scientific research and a coherent management plan guides the conservation and interpretation of geological features. It sets the geological scene, looks in detail at the geological heritage in the geopark territory, details opportunities to explore and celebrate the local Earth history.

A1. How well are the geological assets / subjects related to the geoproduct documented from the scientific point of view?

1 – not documented; 5 – Very well documented

The geological assets in Idrija Geopark are well documented and researched. In the development of the new geoproduct we applied all scientific basis about Idrija Geopark.

In Bakony-Balaton Geopark the geological assestes are very well documented from the scientific point of view. It is a good basis for developing geofoods.

A2. In what degree the geoproduct contains both tangible and intangible components of the geological asset/s?

1 – not having both elements; 5 – Very well integrating the two elements

The geoproducts in Idrija Geopark consist from both tangible (Idrija mercury mine, “Divje jezero” lake, Idrija fault, Tomaževa miza table, fossils) as well as intangible geoheritage (stories about tubmaker, stories about geological assestes from Idrija Geopark countryside).

The geofoods in Bakony-Balaton Geopark very well integrating tangible (eg. rocks, special and native fruits) and intangible components (eg. methods, tradition) of the geological assets, but not in the all cases.

A3. Does the geoproduct tell all the possible stories on the specific geological asset?

1 – very few stories; 5 – the whole story

Most of the geoproducts tell interesting stories about above mentioned heritage and tradition on a very innovative approach. According to very rich and well researched geology in Idrija Geopark, there are still possibilities for further development.

The geofoods in Bakony-Balaton Geopark tell many interesting stories about the geological heritage, and use many opportunities for it. But not the all possibilities. We are on the way of development.

A4. In what degree are those geologic assets part of a geodiversity action plan / geoconservation plan developed by a Geopark?

1 – they are not in a plan; 5 – all of the assets are part of a clear plan

The plan is not determinate very clearly because different organisations inside Geopark area are responsible for managing main geological assets.

In Bakony-Balaton Geopark the geodiversity action plan/geoconservation plan don't contain detailed and exact information about the preferenced geological assets.

Section B - A geoproduct has to incorporate a story of local people and could contribute to connect geological heritage with local community.

B1. In what degree is the geoproduct created and developed by a local company / person / producer?

1 – not a local company; 2 – most parts of the geoproduct are not created/developed by a local company/producer; 4 – most parts of the geoproduct are created/developed by a local company/producer 5 – totally created and develop by a local company

The geoproduct are mostly developed by local producers with external help from the experts from the field of product development, marketing, designing and culinary.

In Bakony-Balaton Geopark the all gofoods are totally created and developed by local producers, usually by local families.

B2. In what degree the connections between the identified geologic asset/s and natural and cultural heritage are documented?

1 – not documented; 5 – Very well documented

The connection between the identified geological assets and natural and cultural heritage are well documented. Geoproducts are equipped with local stories connected with heritage.

In Bakony-Balaton Geopark the geofoods very well documented the connection between the identified geologic asset/s and natural and cultural heritage, but in some case there are possibilities to develop.

B3. Does the geoproduct tell more than a geological story?

1 – only the geological story; 5 – many other stories connected to geology

The geoproducts tell more than pure geological stories. It is extended to explaining the history of the territory (mining and lace making tradition) and ethnology (traditional habits of local inhabitants from the countryside)

The geofoods in the Bakony-Balaton Geopark tell many stories connected to geology, but not the all stories. There are possibilities to develop.

B4. In what degree is the geoproduct directly connected to a specific community / person/s?

1 – not directly connected; 5 – Very well connected

The geoproducts are connected to a high degree to the community and people because are developed by local providers and have strong connection with local identity.

Geofoods from the Bakony-Balaton Geopark are made by totally local entities, families and their employees. So these products are very well connected to local specific communities.

Section C - A geoproduct has to have a practical and economical approach, as a tool for socioeconomic development inspired and supported by the geopark development.

C1. In what degree is the geoproduct new and innovative?

1 – not new; 5 – totally new and innovative

Geoproducts are new and innovative because they are strongly connected with geological heritage, other natural heritage, cultural heritage and local identity of Idrija Geopark.

Geofoods from the Bakony-Balaton Geopark are very new and innovative products, curiosities, thanks for the special production methods, recipes and the local fruits of native and certain regions trees.

C2. How detailed and clear has the geopark identified different types of partnerships in geoproduct development (e.g. produced by the geopark, supported by, produced in the territory of the..., etc ?

1 – not a single partnership; 5 – clear and detailed partnerships

Yes, the type of partnership is clearly defined in partnership agreement between Idrija Geopark and local providers.

Bakony-Balaton Geopark has clear and detailed partnerships with the geofoods providers, but there are possibilities to develop more and more.

C3. Did you use the geopark's geoproduct development criteria defined by the Geopark in the geoproduct development?

1 – not defined/used; 5 – Very well defined/used

Yes, the geopark's geoproduct development criteria is very clearly defined by the Idrija Geopark. Within project activities clear assessment criteria were developed and defined in cooperation between geopark staff, external experts and local providers.

Geofoods development criteria is very well defined and used in the Bakony-Balaton Geopark, which is the base of geoproducts development by the producers.

C4. Is the geoproduct sold in regular events (geo-fairs) organized by the geopark dedicated/integrating local geoproducts?

1 – no; 5 – frequent events clearly targeted

We made a marketing strategy how to sell new geoproducts, and we will ensure the proper conditions for partners to sell them also on events organized by Idrija Geopark.

Bakony-Balaton Geopark helps to the producers selling their geoproducts, most of their events is a good opportunity to marketing them. The regularly organized events are frequent and very popular.

Section D - A geoproduct is not simply another product sold in a geopark. A geoproduct comes with a deep connexion to Earth on a local level and has to generate interest and respect for the Earth pro-cesses that generated local geodiversity

D1. In what degree local producer/s are inspired by the local geodiversity / geoheritage in developing new products?

1 – very low; 5 – very high

Local producers were very interested and inspired by introducing the local geodiversity and geoheritage in geoproducts. Local producers are very inspired by rich mining tradition, diverse geological heritage and local heritage of Idrija Geopark countryside.

Geofoods producers from the territory of Bakony-Balaton Geopark are very inspired by geoheritage in developing there products. To product geofoods is a good possibilities to evolve, come in to the new market and build new partnerships. Besides the local identity becomes stronger, be more connections between local entities, which could help the life of producers.

D2. In what degree the geoproduct/s are connected or supported by the interpretation infrastructure of the geopark (taking into consideration geological and cultural components of the geopark territory)?

1 – not connected or supported; 5 – Very well connected and support-ed

Interpretation infrastructure of the Bakony-Balaton Geopark could help the geoproducts marketing very much. There are samples for very well connections and supports, and intention to be better and better, but comprehensive is not solved.

D3. In what degree the new geoproduct/s are promoted by the geopark?

1 – very low; 5 – very high

Almost all developed geoproducts can be connected to some of the infrastructure and interpretation of the Geopark. With them we will be able to enrich the designed Geopark trails and to upgrade the offer in the Geopark Visitor Centre which will be set up within the Danube GeoTour project. Developed geoproducts present the basis of a new collective Idrija Geopark trademark and starting point for further upgrading the trademark and tourism programmes.

Bakony-Balaton Geopark is very committed to promote geofoods. There are more and more occasions to introduce them to visitors, but not the all opportunity is taken. Our task is improving it.

D4. In what degree were the producers involved in training courses and/or regular meetings as part of the geopark activity plans?

1 – not at all; 5 – they are very much involved

The local producers were strongly involved in whole process of geoproducts development. Geopark staff organized meetings, workshops and personal counselling were organized by Idrija Geopark staff.

Bakony-Balaton Geopark are focused on help the geofoods producers as many ways as it can. Besides meetings and training courses the producers were helped by one by one as much time as they need. The developmental process was completed by the cooperations of Geopark and producers.

Section E – A geoproduct is a combination of market opportunities generated by the geopark activities in tourism development and the ability to generate emotions of visitors to be interested to buy new products related to local Earth and people stories.

E1. Is the developed geoproduct connected to the geopark marketing strategy?

1 – very low connection; 5 – very high connection

Yes, within project activities marketing strategy was prepared, In the document vision, promotional activities, target groups, main markets and direct and indirect selling channels are defined. We will start with implementation of activities from the strategy in 2019.

Bakony-Balaton Geopark has no a written marketing strategy, so this connection couldn't be well.

E2. In what degree is the geopark involved in development, marketing and selling of the geoproduct?

1 – very low; 5 – very high

At this point, the Idrija Geopark is involved mainly in development of the geoproducts with all activities prepared for local providers. Our further activities will be connected with implementation of marketing strategy and cooperation with local providers.

Bakony-Balaton Geopark are focused on help the geofoods producers as many ways as it can. Besides meetings and training courses the producers were helped by one by one as much time as they need. The developmental process was completed by the cooperations of Geopark and producers.

E3. Does the geoproduct contribute to the promotion of the geopark values?

1 – very low contribution; 5 – very high contribution

Yes, geoproducts contribute to the promotion of the Geopark values. They will be presented as top quality products from geopark area.

Geofoods of Bakony-Balaton Geopark contribute to the promotion of the geopark vales very high level thanks for their names, sticky notes on the bottles and containing the fine local native plants from the territory of geopark.

E4. Is there any established mechanism to evaluate the geoproduct impact (financial, appreciation, satisfaction, recognition, etc.)?

1 – no; 5 – a very well developed mechanism

The mechanism for evaluation is not established yet. As all other activities in the process of geoproducts development, geopark staff will set the evaluation methodology together with external experts and local providers in the future.

We haven't got any established machanism to evaluate the geoproduct impact in Bakony-Balaton Geopark. We are working on developing this mechanism as soon as possible.

LOCAL COMMUNI TY	B1 - 4/5	B2 - 4/5	B3 - 5/5	B4 - 5/5	GEOPRODUC T DEVELOPME NT AND
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					MARKETING
E1 - 3/5				C4 - 5/5	D1 - 4/5
E2 - 3/5			C3 - 5/5		D2 - 4/5
E3 - 5/5		C2 - 5/5			D3 - 4/5
E4 - 1/5	C1 - 4/5				D4 - 5/5
GEOLOGICAL HERITAGE MANAGEMENT	A4 - /5	A3 - 4/5	A2 - 4/5	A1 - 5/5	LOCAL GEODIVERSITY

TOTAL = 81 / 100

Table 2. **Logical matrix used for the Idrija UNESCO Global Geopark „Tastes of geopark“**

According to the assessment in logical matrix for geodFood product “Tastes of geopark” developed by Idrija UNESCO Global Geopark, the selected geoFood products can be considered as proper geoproduct. With their developed stories, resources and technological process show strong connection with geology but there is still plenty of possibilities for developing new stories related to geological heritage of Idrija UNESCO Global Geopark (for example: geoproducts connected with fossils – dinosaur footprints, ammonites). Within the WP4 project activities such as meetings, workshops and individual consultations a strong collaboration between geopark staff, geopark partners (local providers) and external experts was established. In cooperation agreement the role of geopark staff and geopark partner in process of developing and marketing of new geoproduct it is clearly defined. Thus, the above assessment results indicate that our main task in the future is establishment of mechanism for evaluation of the geoproduct impact.

LOCAL COMMUNITY	B1 - 5/5	B2 – 4,75/5	B3 – 4,5/5	B4 - 5/5	GEOPRODUCT DEVELOPMENT AND
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					MARKETING
E1 - 1/5				C4 - 4/5	D1 - 5/5
E2 - 4/5			C3 - 5/5		D2 - 3/5
E3 - 5/5		C2 – 4,25/5			D3 - 3/5
E4 - 1/5	C1 – 4,75/5				D4 - 5/5
GEOLOGICAL HERITAGE MANAGEMENT	A4 - 1/5	A3 - 3/5	A2 - 5/5	A1 - 5/5	LOCAL GEODIVERSITY

Table 3. Logical matrix used for the geofoods from Bakony-Balaton Geopark Region

Above assessment represent a composite result of individual geofood products assessment. Thus, every score is the average of the all geofoods' scores, so some data are not the whole number. The scores of geofoods are close to each other. The range is in general between 75 and 77 points, so we can say, that these geofoods have similar significance for promoting the geopark's values.

Geofoods are not strong in Section E (11 points), because there is not any established mechanism to evaluate the geoproduct impact. If this mechanism is ready – soon ready - , scoring will be better significantly. The best point is in Section C (18 points) and Section B (19.25 points).

Total amount of the average scores: 78,25 /100

5.Customer satisfaction

At this stage pilot products were assessed by the assessment committee, not yet the market. For each product assessment, the partners received a report with recommendations for improvement of the food geoproducts.

At the moment there is no data concerning customer satisfaction in Bakony-Balaton Geopark Region. The producers just got some positive oral feedbacks from their customers. The geofood producers and the Geoparks Camp are thinking about introducing a measurement tool soon collect opinion of customers about geoproducts by filling a form in shops and markets and regular assessment.

6. Conclusions and recommendations

Thanks for the attributes of the newly developed geofoods, they can now present the characteristics of the Geopark on the market. Geofood products represent a very good opportunity to improve the awareness and bring closer the geological heritage to tourists and local entities too. Local farmers are motivated to improve products from normal to geofood products with the Geopark recommendation/origin because they can sell this kind of products easier, faster and more expensive. In the Bakony-Balaton Geopark Region as well as Idrija Geopark more and more tourists are interested in local values, specialties and tastes and they are looking to buy souvenirs with the story, origin, image, name or history of a geological value. As geofood products deliver clear and simple messages and stories from the geological heritage, have simple marketing with wide target group, they could become very important tool of each Geopark in sharing the holistic concept of protection, education and public awareness for heritage preservation and sustainable development in geoparks.

6.1 Conclusions

Geopark plays an important role in promoting the concept of geofood products in its Region. Geopark shall make local entities aware of geopark benefits and motivate them to improve and transform their normal products to geoproducts. However, farmers, restaurants and food processors need advice how to apply geological features in the product design and marketing. Close cooperation between the farmers/restaurants and the Geopark professionals is a key for success.

The experience of Bakony-Balaton Geopark demonstrates that producers could be very motivated and opened for the new things and solutions in developing a higher value geoproduct. The quality of geoproduct depends on the quality of trust and dialog between the farmer and the experts. In case of a good partnership, the geoproduct contains more information about the geological values, for example in its name, forms, graphics, and marketing materials. Many farmers couldn't manage to make a significant

progress in geofood product development because of his/her personality (fear against change, fear of risk, lack of trust..).

Although geofoods show/ interpret just a small part of the geological heritage their importance is greater thanks for a wide and diverse range of customers. A good geofood product could be met with hundreds of customers during a day (For example Vulcanic Bombs).

Across the whole geoproduct developing process the Geopark's and the producer's relationship evolves fluently too. Geoproduct design can not be considered a final aim hence it is a never-ending process.

The success of a new geofood product depends on the ability of producer to make quick steps from design to the market. For example a farmer who has more experiences in developing different products, can easily and fast develop another one – maybe a geofood as he recognises the geopark marketing opportunities and better understands the needs of the customers. The producer of “By the Vulcans feet” has had many herbal products before developing a first group of geofood products, and he could only focus on the new attributes deriving from the geological heritage.

On the other hand, pilot developing of geofood products in Idrija Geopark proofs the importants of setting clear minimum requirements and standards for geopark licenced geofood products from the very beginning. With the development of methodology based on the evaluation system, the quality assurance system, and the system of comprehensive marketing, Idrija geopark established the standards for the collective trademark “Tastes of geopark” that guarantee high quality, authenticity, origin of raw materials, and the manufacturing process.

During the piloting phase wide range of food products made of local ingredients and in a sustainable manufacturing and processed by local farmers and restaurants, was assessed and checked against st criteria. The products were authentic and had a storyline that linked them to the Geopark's geological heritage. Some food products were of enviable quality, especially honey, bread and spirits. Most manufacturers took care of the overall image of products: the product itself, its story, and packaging. Among them, there were some very innovative products, such as the Rezi Cake, which combines the heritage of lace making and mining in a dessert.

Those food products that met the set criteria were branded the "Tastes of Idrija Geopark", and will be when improved according to the reccomendations of the expert panel included in tourist programmes of the Idrija UNESCO Global Geopark. The Geopark's employees are committed to further develop products, to take care of promotional and marketing activities, and to co-ordinate mutual co-operation of providers in the partner network.

6.2 Recommendations

After completing the first pilot geofood development process we could see:

- the importance of an active role of Geopark as a promoter in developing geoproducts within the region;

That for quality and variety of geofoods, it is necessary to develop the rules and methods of geoproducts development in a wide range of farmers and local groups as well as support the promotion and marketing (for example in the Bakony Expo, in the local food or products fairs in Tihany, Káptalantóti).

- it is a very efficiently tools for the Geopark to bring together and cooperate with the local NGOs, groups, entities, farmers in developing comprehensive and multifunctional geoproducts (for example a geotour with a farmer visit, tasting/performance geofoods...). These solutions stimulate the local actors to cooperate with each other, and by the next step to develop a new geoproduct together.
- That joint marketing and promoting of geofood is more efficiently, so the cooperation among the producers, farmers, and Geopark results in higher attraction, new opportunities for selling geoproducts and at the same time promote the local geological, historical and cultural values.
- Geofood could be high quality, innovative and unique product overtop of normal food products. For example, an apple jam in Hungary is not unique, but a special type of the apple grown in special geological place following traditional methods could be unique. In this case, the importance of marketing is unavoidable.
- That despite high quality of the geoFood products, the pilot testing has revealed many possibilities for improvement and further development of geoproducts as well as the development process, especially in terms of using of local raw materials, greater ties to the area's geological heritage, and introducing an integrated graphic images of the products.
- That a continuous co-operation is needed between the local providers, the Geopark employees and other external experts to ensure and sustain the quality market visibility and variety of geoproducts in the future.

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8. Annexes

8.1 Output Factsheet

8.2 Badacsony Rózsakő wine and about its label

8.3 Vácza-kő geofoods

8.4 Working group for development of basic documentation (Idrija UNESCO Global Geopark)

8.5 Workshop for local providers (Idrija UNESCO Global Geopark)

8.6 Individual counselling

8.7 Testing and evaluation of geoproducts

8.8 Geo menu

8.1 Output Factsheet



Badacsonyi Rózsakő
száraz, fehér

Neve a híres badacsonyi bazalttömbre utal, amelyen ha a szerelmes párok csókot váltanak, a legenda szerint egy éven belül eljegyzik egymást. Ötvözi a kéknyelű és a budai zöld keresztezési partnerek tulajdonságait. Diszkrét, sárgarózsára emlékeztető illata egy íz bombát vezet be. Magas alkohol és savtartalmú.

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8.2 Badacsony Rózsakő wine and about its label containing a story connecting a geological heritage



8.3 Vácza-kő geofoods



8. 4. Working group for development of basic documentation
(Idrija UNESCO Global Geopark)



8. 5. Workshop for local providers (Idrija UNESCO Global Geopark)



8. 6. Individual counselling



8. 7. Testing and evaluation of geoproducts



8.8. A dish called "Knapove sanje - Miners' dreams" with local specialty **Idrija žlikrofi** and **bacon** from the chalet atop the **Hleviška planina Hill**