

Danube Geo Tour

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

Pilot innovative geoInterpretation methods tested: Digital interpretation tool "geo-time" Output Code: 5.2

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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
ICOMOS	International council on monuments and sites
IUCN	International Union for Conservation of Nature
MLA	The Museums, Libraries and Archives Council
GLO	Generic learning Outcomes



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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 as well as to seize positive market trends for sustainable tourism development in 8 Geoparks of the Danube region”¹. One of the specific objectives is to develop, demonstrate and evaluate joint Danube GeoTour comprising innovative interpretation of the geosites of 8 participating Geoparks. Acting in close collaboration with partners, visitors and local inhabitants the project shall create, test and implement a set of modern interpretation methods and techniques.²

Objective of the WP5 “Geointerpretation” is to improve the skills and quality of heritage interpretation in participating Geoparks so as to complement the uniqueness and character of the overall Danube GeoTour product. The history of Earth, geology over time, its processes, etc. are difficult to understand and interpret. For Geoparks and Danube GeoTour, it is critical that visitor centres and guides are able to present a true geological story and the value of its geoheritage. Although there is ample of scientific information available, the quality of interpretation among participating Danube Geoparks still lags behind more advanced Geoparks. A screening of the most recent developments, technologies and best practices of interpretative methods applicable to Danube Geoparks was already carried out and shared as part of the geointerpretation training for Geopark staff. This screening and geointerpretation training enabled an exchange of interpretative practices among parks (learning from each other) and allowed them to apply and test different pilot interpretative actions in individual Geoparks. Each Geopark has addressed a different interpretation challenge (problem) so that each pilot interpretation site serves as a reference point for other parks. The process of piloting was documented, continuously discussed and exchanged among partners and evaluated and presented as lessons for others.

Output document represents the evaluation of one of eight implemented pilot actions in the field of interpretation points or centres implemented in our Geopark. This document illustrates how the pilot action was tested and what results were reached from aspect of different geointerpretation methods used, both qualitative and quantitative. In this way, the newly introduced interpretation will contribute to a smarter presentation and preservation of geoheritage and geodiversity in our Geopark as well as to the quality, visibility and uniqueness of the Danube GeoTour product as a whole. Pilot interpretation actions also add value to or are a part of the innovative geoprodukt developed in WP4. Furthermore, they are also in line with the Strategy on Management of Tourism Pressures in Geoparks developed in WP3.

Implemented pilot interpretation sites as a part of Danube GeoTour visitor infrastructure network will serve as a reference and learning points for demonstrations of different interpretation methods for 8 most common geological phenomena and processes in the Danube geological area (tectonics, metamorphic processes and rocks, geology over time, water in time, geomorphology, volcanology, dialogue between earth & humans, geological hazards). This ensures transnational learning and transfer of practices from participating to other geoparks and organisation dealing with heritage interpretation.

¹ Danube GeoTour Application Form

² Danube GeoTour Application Form



1.2. Methodology

Different methodologies (qualitative and quantitative assessment) concerning Output 5.2 „Pilot innovative geoInterpretation methods tested” were used in order to find out a smarter presentation and preservation of geoheritage as well as to the quality, visibility and uniqueness of the Danube GeoTour product.

For the qualitative assessment of pilot actions a formative evaluation of interpretation methods during the implementation phase was conducted by project partners with geoparks. Within this evaluation each project partner tested reactions within a focus group of potential visitors to the interpretation methods, such as their attention, attitude etc. and collected their opinions.

In the frame of quantitative assessment a self-evaluation questionnaire was developed which helps project partners to assess their pilot actions and interpretation methods. In quantitative assessment also summative evaluation is included, which will be implemented in a form of visitor satisfaction questionnaire. The results are a part of Deliverable 5.3. “Evaluation report on pilot actions with lessons learnt” while findings are integrated in this document as well.

1.3. Summary

In the frame of WP 5 “Geointerpretation” each Geopark introduced and tested different geointerpretation methods within their pilot action that can be applied in other parks. The geointerpretation methods can be transferred not only to other Geoparks in the region or in the EU but also to other similar territories such as national parks, cultural heritage sites, rural areas or tourism destinations.

Newly developed and demonstrated geointerpretations sites are open to the public and serve as a reference and learning points for demonstrations of different interpretation methods for 8 most common geological phenomena and processes in the Danube geological area. This ensures transnational learning and transfer of practices from participating to other geoparks and organisation dealing with the heritage interpretation. Interpretation methods were carefully and strategically planned, while planning is very important starting phase in developing new interpretation site.

Following pilot interpretation action testing one of the 8 most common geological challenges for interpretation was established by project partners (Table 1):

Table 1: Pilot interpretation action established in the frame of the Danube GeoTour project

	Project partner	Interpretation action	Geological challenge tested	
1	LP IHC	Visitor Centre	tectonics	
2	ERDF PP1 Balaton Geopark	Visitor Centre with outdoor sites and interpretation trails	volcanology	
3	ERDF PP11 Eisenwurzen Geopark	Village interpretation points	water	
4	ERDF PP3 GeoPapuk	In-situ interpretation of geological site Zvecevo	metamorphic rocks	
5	ERDF PP4 GeoKaravanks	Digital interpretation tool	geotime	+
6	ERDF PP10 Železné Hory Geopark	Digital interpretation tool	geo hazards	
7	ERDF PP8 UNIB	Digital interpretation tool	dialogue Earth & Man	
8	IPA PP1 DNP	Geological interpretation point Tekija	geomorphology	

In the frame of the INTERREG Danube project Danube GeoTour ERDF PP4 Geopark Karavanks, crossborder geopark, established two info points with digital interpretation tool at already existing locations on the both sides of the border - in Austria and in Slovenia. First info point is located in the Geopark Karawanken-Karavanke information center in the Municipality of Mežica (Slovenia) and second in the Municipality of Lavamünd (Austria). Main topic is geo time, presented in a very simple way with modern technologies. The most important objective is that all target groups become familiarized with the processes in the Earth history, happened over a very long period of time, often in millions of years. Because of that both info points apply creative solutions, digital (GEO goes Digital) or very simple (GEO for DUMMIES). Info points include tablets, touch screens with various games and apps for different target groups, as well as geological, cultural and natural features of the region. Another highlight is so-called Geoclock showing the entire creation and evolution of the Earth through innovative animation.

In addition, information panels with descriptions and photos of the Geopark Karawanken-Karavanke and other Geoparks in the Danube region were installed. Information tables also invite visitors to explore other Geoparks in the Danube region.



2. Interpretative planning process

Heritage interpretation is about connecting people to places, objects and events. It's about explaining the significance of tangible and intangible heritage and helping visitors – tourists and local people – to engage with and to value heritage site – and to find what it means to them. Interpretation is non-formal education that contributes to lifelong learning. It uses creativity and inspiration while maintaining the integrity and authenticity of the story you have to tell.

Good interpretation widens people's horizons and increases their satisfaction and enjoyment. It can also help to change visitors' behaviour and attitudes. For this reason, it's an important tool in managing sites and encouraging both greater awareness of their significance and support for their protection from local people and tourists. However, it must aim for high levels of planning, implementation, operation and maintenance.³

For a successful interpretation it is necessary to be carefully and strategically planned. Only if the themes and objectives of the interpretation are clearly defined, if we know exactly what we want to interpret and to whom, and why, if we carefully choose methods and means of interpretation, we will be able to monitor how successful and effective the interpretation is and, and if necessary, improve the imperfections. In the frame of the activity 5.3 "pilot actions: demonstration of innovative methods and technologies of Geointerpretation" "Preliminary concepts and plans of pilot action" was developed following a joint template by project partners with pilot actions.

Planning of the interpretation site is very important starting phase in developing new interpretation site. In the first place an interpretation project should identify and present the most significant themes and stories and set the objectives (what you hope to achieve through interpretation: learning objectives, behavioural, influencing visitor actions; emotional objectives e.g. enjoyment, empathy etc.). Furthermore it is also important to decide how we will interpret heritage by choosing appropriate interpretation methods and outlining the most suitable way of presenting themes and stories so that visitors have stimulating experiences. Each interpretative planning process also define to who will we interpret by identifying future target groups (potential visitors, families, groups, organizations, residents, stakeholders, etc.). In the frame of Interreg Danube GeoTour project the Strategy on Management of Tourism Pressures in Geoparks was developed within WP3 and was considered in planning of pilot actions in order to better understand different impacts on nature and to avoid or reduce negative impacts on nature. It also helped clarified the aspect of nature protection to contribute to the holistic concept of protection, education, public awareness and socio-economic benefits for sustainable local development.

To sum up the following section was included in the interpretative planning process of Geopark Karawanken-Karavanke pilot action in the frame of Danube GeoTour project:

- ✓ Why interpret this topic or site to visitors?

In the frame of our two info points we are presenting geotime as a main topic as well as geological, cultural and natural features of the region. Especially through applications included in touch screens and tablets (digital interpretation tool), we are presenting geotime in very easy to understand language and interesting way. The most important objective is

³ Interpret Europe (2016): Engaging your visitors: Guidelines for achieving excellence in heritage interpretation, Witzgenhausen.



that all target groups become familiarized with the processes in the Earth history, happened over a very long period of time, often in millions of years.

✓ What are you interpreting?

Geologic time is the study and interpretation of Earth's past. By looking at a cross-section of land, or an outcrop, we can gain evidence about how it formed. It is like solving a puzzle. By the definition of American Heritage Dictionary geologic time is the period of time covering the physical formation and development of the Earth, especially the period prior to human history. By the American Heritage Student Science Dictionary geologic time is the period of time covering the formation and development of the Earth, from about 4.6 billion years ago to today. Within info points we are presenting this challenge in a very simple way with modern technologies. The most important objective is that all target groups become familiarized with the processes in the Earth history, happened over a very long period of time, often in millions of years. Integrated application Geoclock is showing the entire creation and evolution of the Earth through innovative animation and it also offers a look into the future with explaining what will happen with our Earth in next 200 million years.

✓ Who are your visitors?

Our visitors are coming from following countries: Austria, Slovenia, Germany, Holland, Czech Republic, Hungary and Italy. Most of them are staying at the nearby lakes (Klopeiner See lake, Pirkdorfer See lake) and surrounding tourist farms. Visitors are mainly families with children and seniors. Our region is visited by mountainbikers, because mountainbike tourism is on very high level here. In addition, we have high number of native and local school and kindergarten groups visiting our info points, visitor centers, special features and events.

✓ Who is involved in the planning process?

In the planning process mostly the Geopark management was involved. We worked closely with our external designer who designed information panels and suggested the most optional implementation. In the planning process we planned content, design and innovative interpretation tool for both info points. During the process different stakeholders were involved, mainly the responsible partners where the info points were established.

✓ What are the objectives (management, learning, behavioural, emotional objectives)?

Main objective is to make people more aware of geodiversity, heritage and Geoparks (also Geoparks in the Danube region), nature conservation (mainly improve the visitors' experience, informing them how to protect, what to protect and why to protect special places for this and future generations, raise awareness, understanding and support for conservation), options for sustainable tourism and to change visitors' behaviour to natural and other heritage (learning and behavioural objectives). With different innovative Apps for example Geoclock, 360° panorama of the Obir dripstone caves, geoflight over the last Ice Age, etc. we also bring some enjoyment to visitors. There are also management objectives such as promoting the site to attract more visitors, increasing repeat visits or increasing visitor spending at the site.



✓ How are you interpreting?

Our two info points include information (information panels) about our Geopark, Geoparks in the Danube region, map of the Geopark and its visitor attractions. Also information about the geo touristic offer Danube GeoTour which connects 8 Geoparks in the Danube region are included. Infopoints consist out of touch screens, tablets with innovative Apps (“GEO for Dummies”) and information about Geopark Karawanken-Karavanke heritage, geodiversity, offers,... Interactive applications have different topics, for example learning, discover, watching, games, etc.

✓ How are you including aspects of nature conservation and sustainable tourism?

Interactive applications include all sustainable tourism attractions and aspects of nature conservation. At info points information materials are available – for example information folder Let’s take care of the unique and exceptional geological and natural heritage of the Geopark Karavanke which was published in the frame of the Danube GeoTour project. The aspects of sustainable tourism are also included, visitors can discover natural and cultural features of the Geopark and visit them. Our info points are in close connection with our developed geoproduct “GeoBiking” in the frame of WP 4. Info points are located at the starting point of geobike tours, and they direct visitors to local businesses and services, such as restaurants, accommodation facilities, etc., ... which are important elements of the local economy and community.

2.1 *Description of pilot action and interpretation methods*

In the frame of Interreg Danube GeoTour project 8 pilot interpretation sites as part of Danube GeoTour visitor infrastructure network were tested and implemented. They serve as reference and learning points for demonstrations of different interpretation methods for 8 most common geological phenomena and processes in the Danube geological area.

In the Karawanken-Karavanke UNESCO Global Geopark we established two info points with various equipment, for example information panels, tablets and touch screens with innovative interactive applications. They are located at already existing locations – in Geopark Karawanken-Karavanke information centre in Mežica (Slovenia) and in Lavamünd (Austria).

Information panels include information about our Geopark, Geoparks in the Danube region, map of the Geopark and its visitor attractions. As well information about the geo touristic offer Danube GeoTour which connects 8 Geoparks in the Danube region are included. All descriptions are available in three different languages - english, slovenian and german.

Main topic is geo time, presented in a very simple way with modern technologies (digital interpretation tool). The most important objective is that all target groups become familiarized with the processes in the Earth history, happened over a very long period of time, often in millions of years. Because of that both info points apply creative solutions, digital (GEO goes Digital) or very simple (GEO for DUMMIES). Info points include tablets and touch screens with various games and apps for different target groups, as well as geological, cultural and natural features of the region. Another highlight is so-called Geoclock showing the entire creation and evolution of the Earth through innovative animation. Geoclock App also offers a look into the future with explaining what will happens



with our Earth in next 200 million years. Interactive applications have different topics, for example learning, discover, watching, games, etc. All descriptions are available in three different languages - english, slovenian and german.

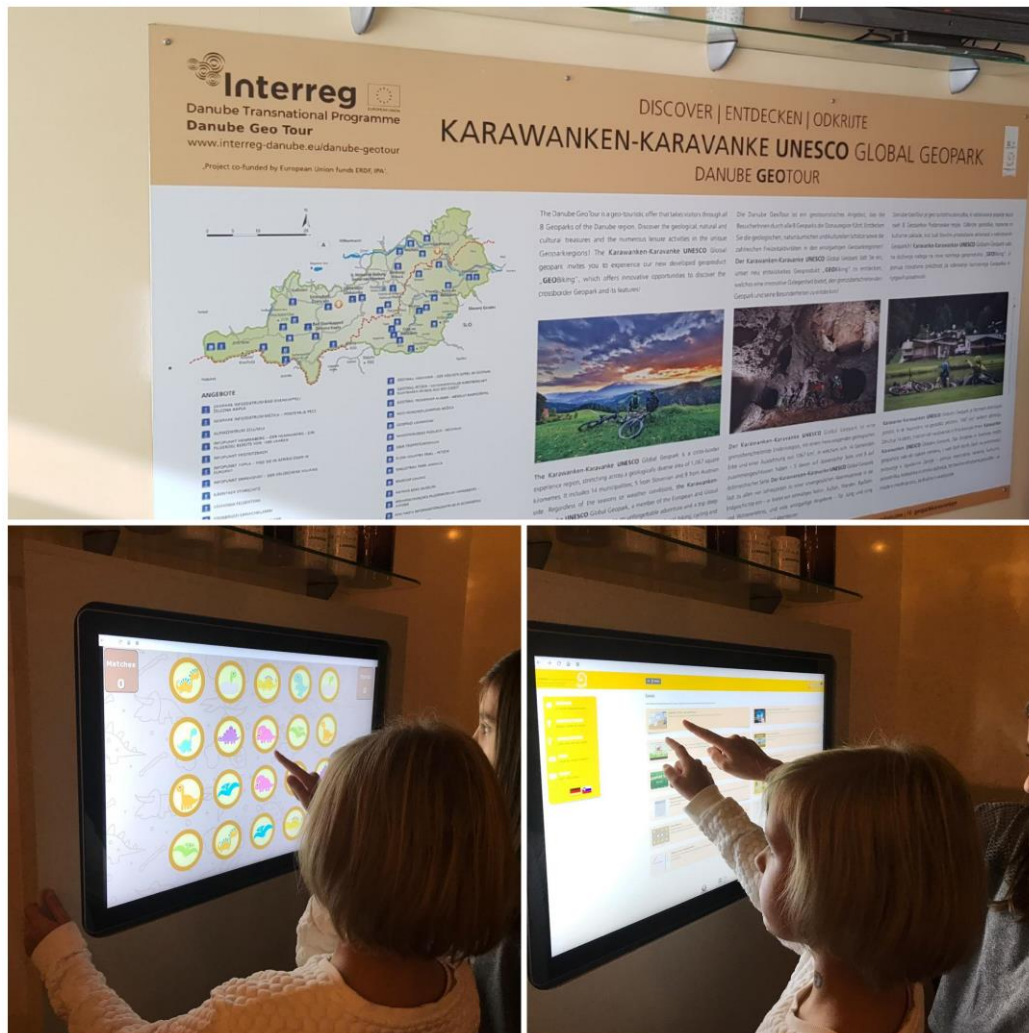
Figure 1: Info point in the Geopark Karawanken-Karavanke information centre in Mežica (Slovenia)



Source: Karawanken-Karavanke UNESCO Global Geopark



Figure 2: Info point in the Municipality of Lavamünd (Austria)



Source: Karawanken-Karavanke UNESCO Global Geopark

Figure 3: Main Menu of interactive applications (digital interpretation tool) on the touch screens



Source: Karawanken-Karavanke UNESCO Global Geopark

3. Evaluation process of pilot action

Evaluation is a critical quality assurance measure in interpretation management and should be undertaken throughout the project, not just at the end. Evaluation is also a systematic process of determining ‘somethings’ value, worth or merit. When you evaluate your interpretation programme or project, it will help you develop your interpretation and to understand whether it is meeting its objectives or not.⁴

Evaluation should be an on-going process and thus it should be an integral part of the regular review of your on-site interpretation. There are a number of ways to divide the stages in the evaluation process, typically however there are five forms of evaluation which can be used to support your interpretation and these are; front-end, formative, remedial (process), summative (outcome) and impact evaluation.⁵

For evaluating pilot actions / interpretative methods in the frame of the Danube GeoTour project ERDF PP4 GeoKaravanks proposed a qualitative assessment (formative evaluation) as well as quantitative assessment (self-evaluation questionnaire and summative evaluation) of developed pilot actions which was applied as a common approach in all pilot sites.

3.1. *Criteria for effective heritage interpretation*

For evaluation purpose, especially for quantitative assessment in form of self-evaluation questionnaire we defined different criteria which we find important in evaluating of the effectiveness of the interpretation methods used in pilot actions of the Danube GeoTour project.

Firstly, we researched already existed criteria/indicators for assessing the quality and efficiency of different interpretative methods. The ICOMOS, International Council On Monuments and Sites established seven recommendations for effective cultural heritage interpretation: access & understanding, information sources, context & setting, authenticity, sustainability, inclusiveness, research training & evaluation. For example, the IUCN - International Union for Conservation of Nature also developed Criteria for quality assessment of natural heritage interpretation. Furthermore The Museums, Libraries and Archives Council (MLA) came up with a framework called “Generic learning Outcomes” or GLOs to help museums think about the objectives and effectiveness of interpretation projects.⁶

With the respect to all researched criteria, indicators and aspects, and according to the Danube GeoTour project application, we defined our own criteria which we find important in evaluating of the effectiveness of the interpretation methods used in pilot actions of the Danube GeoTour project (Figure 4). When selected the criteria we also took into account objectives of the European and Global Geopark Network (sustainable socio-economic development, education and teaching, preservation of the Earth heritage for present and future generations, ...). Defined criteria for effective heritage interpretation by ERDF PP4 GeoKaravanks are following:

⁴ Colquhoun, F. (2005): Interpretation Handbook and Standard - Distilling the essence.

⁵ Dr. Ryland P, Dr. Welch S. (2016): Demystifying evaluation: a brief guide to the evaluation of interpretive media, activities and programmes, AHL Best Practice Guidelines 12.

⁶ Rowehl J., Vigurs K. (2011): 10 Top Tips for Museum Interpretation, MLA.



A. INTERPRETATION METHODS

For effective heritage interpretation it is important which interpretation method is used (personal, non-personal interpretation), and if some innovative audio-visual solutions are available. In the case of personal interpretation story telling is an important component of effective interpretation and it is a powerful technique used to conjure up the spirit of place for visitors. Stories should be directly related to the site and linked to what people are likely to know already.

B. ACCESSIBILITY / DISABILITY

According to application form of the Danube GeoTour project interpretation should be adapted to the needs of people with disabilities (toilets, wheelchair access, etc.) whenever it is possible. Text, height of the displays, good connection to the public transport network, available parking facilities etc., should be accessible to everyone.

C. KNOWLEDGE & UNDERSTANDING

Interpretation should be planned and delivered as a comprehensive programme to explain the site and its heritage to visitors with a range of interests, experiences and educational levels. People of all ages should be treated as equals – do not assume lack of knowledge, but also do not assume a high level of knowledge. Interpretation should give visitors an option to find out more detail, both on-site and through

publications and websites, while some visitors like to explore topics in detail and appreciate being provided with appropriate information. Furthermore multi-lingual interpretation will attract a wider range of visitors. It is recommended to research key languages used in the area and provide some translated material.

D. ENJOYMENT, INSPIRATION, CREATIVITY, SKILLS

By defining indicators for effective heritage interpretation we also consider that interpretation methods within pilot actions should encourage enjoyment, inspiration, creativity by trying to do new things with involvement of visitors to stimulate their interest (asking your visitors questions, using their experiences and encourage them to think with, design of panels, audio visual solutions in way which encourage thinking, discovering etc.). For successful interpretation is also important that visitors can gain new skills, change attitudes and future behaviour in way of developing more responsibility towards geological, cultural and natural sites, adoption of positive attitudes to the geology and other heritage through interpretation. Furthermore techniques which use different senses should be included in the interpretation which encourage visitors to look at, touch, listen to, smell or taste things around them. The senses trigger different parts of the brain and elicit different responses, smell for example is strongly connected with memory.

E. IMPACT ON NATURE

When planning an interpretative project aspects of nature conservation/preservation should be also considered. In case of Danube GeoTour project the developed Strategy on Management of Tourism Pressures in Geoparks in the frame of WP3 was included in the process of interpretative pilot actions development. The interpretative site has to comply with the principles and standards of conservation of



the geological and other heritage and its promotion in order to increase the visibility of the importance of protecting the heritage. The infrastructure and the activities connected to the interpretative places should not have any negative impact on the environment and interpretation should point out the environmental problems related to different activities in nature and suggest to visitors how to behave in nature to avoid or at least to reduce pressures. On the interpretative site there is also important that information about the nature conservation (statuses, protection regimes) are presented. As the result such way of interpretation can contribute to the promotion of the nature conservation among the visitors.

F. IMPACT ON SUSTAINABLE TOURISM

The interpretation should have potentially positive effects on sustainable tourism. Gradually, the linkages between interpretation and sustainable tourism have grown and they have begun to be turned from being theoretical ideals into practical reality. Interpretative sites shall support the cooperation and networking of various groups, as well as maintaining traditions of various cultures of the region. They shall help to develop especially local economy and strengthen competitiveness of SME operating in the region and country as the whole. Skilled interpretation can be used to direct visitors and their spending to those local businesses and services which are economically marginal but which are important elements of the local economy and community. These may be local post offices, restaurants, accommodation facilities, local transport services.⁷

Interpretation for visitors can be much more beneficial and sustainable if the local community is actively involved. Wherever possible local people should be involved in helping to decide whether or not to interpret, what to interpret, who to interpret to, as well as how to interpret. Local residents can take an active part in all the processes of interpretation, including the research and the presentation and celebration of place and people. Such participation can encourage communities to understand, to value and then to sustain their own environment, cultural resources and heritage.

Sustainable tourism should provide a quality experience for visitors, while improving the quality of life of the host community and protecting the quality of the environment. Respect the socio-cultural authenticity of the region, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.

⁷ Bramwell B., Lane B. (1993): Interpretation and sustainable tourism: The Potential and the Pitfalls, Journal of Sustainable Tourism, Volume 1, No. 2.



Figure 4: Criteria for effective heritage interpretation



Source: Karawanken-Karavanke UNESCO Global Geopark

3.2. Qualitative assessment

3.2.1 Formative evaluation of interpretation methods

This type of evaluation typically occurs during the implementation phase to test interpretation project being developed. In the frame of this evaluation each project partner tested visitor reaction to the interpretation methods, for example - their attention or understanding of messages it is trying to communicate, feedbacks, ... Project partners invited small focus group of visitors (approx. 10 potential future visitors). Participants were asked several questions, for example what works and what might need to be changed and gave opinions.

As ERDF PP4 we piloted a draft interpretation presentation with a small focus group of 9 people before it was finalised. We tried to assess reactions, found out if the theme is clear and if the work has an effective balance of function and form. We also checked if the design of information panel, text and graphics is appropriate and readable, if the audio is clear and understandable. The formative evaluation has been done in the Geopark information centre in Mežica (Slovenia) where one of the info point is situated. The focus group meeting took place on the 7th of June 2019.

We made following revisions before the work was completed:

Participants from the focus group checked the drafts of information panels and agreed that text and graphics are appropriate. They suggested only that we include more attractive photos, not just one as it was planned in the beginning. Four participants suggested larger panel, to make text and graphics even more visible.

Some of them found out very important information, i. e. descriptions in three different languages (slovenian, german and english). Two participants reminded that touch screens have to be located in height appropriate also for children. Participants were satisfied with the range of applications, with the map on information panel showing the locations of different geological, natural and cultural attractions in the Geopark.

To sum up - the focus group meeting was very successful. We got some meaningful suggestions what to improved. After the meeting we upgrade drafts for information panels as was suggested. We prepared larger panels and include more photos. When both info points were installed we determined carefully the height of the panels and touch screens.

3.3. Quantitative assessment

For quantitative assessment of pilot actions we developed self-evaluation questionnaire through which each project partner assessed the newly developed interpretation methods. The self-evaluation questionnaire consists of defined indicators and parameters which we find important in the evaluating the effectiveness of the interpretation methods used in pilot actions of the Danube GeoTour project.

In quantitative assessment also summative evaluation is included, which was implemented in the form of visitor satisfaction questionnaire. The results are part of Deliverable 5.3. "Evaluation report on pilot actions with lessons learnt."



3.3.1 Self-evaluation questionnaire

Self-evaluation questionnaire (Table 2) consists of defined indicators and parameters which we find important in evaluating the effectiveness of the interpretation methods used in pilot actions of the Danube GeoTour project.

The questionnaire has six (6) sections from A to F, each section with a set of statement has to be self-evaluated on a scale from 1 to 5. Please select / underline the relevant value for your pilot action. The values are: 1 – low degree; 2 – quite low; 3 – medium; 4 – quite high; 5 – very high degree. Under the questionnaire more specific description of each set of statements from section A to F are given and in two sentences the result of the quantitative assessment for each statement (A1, A2,... to F4) should be discussed.

Table 2: Self-evaluation questionnaire

A. INTERPRETATION METHODS					
A1. Using the combination of personal and non-personal interpretation	1	2	3	4	5
A2. Using of innovative audio-visual solutions (very simple, digital)	1	2	3	4	5
A3. Using of story telling	1	2	3	4	5
B. ACCESSIBILITY / DISABILITY					
B1. Interpretation (text, graphic stylelighting, height of the displays, etc.) is accessible to everyone, so all visitors can experience the whole point of view	1	2	3	4	5
B2. Some aspects of the interpretation are designed for people with disabilities	1	2	3	4	5
B3. Places to have a rest, toilets and wheelchair access for people with disabilities are available	1	2	3	4	5
C. KNOWLEDGE & UNDERSTANDING					
C1. Information are given in easy to understandable language	1	2	3	4	5
C2. Information are prepared and given in different languages	1	2	3	4	5
C3. More detailed interpretation for those who want to find out more is available and offer or suggest ways to explore the subject further (hyperlinks in websites, QR codes, etc.)	1	2	3	4	5
D. ENJOYMENT, INSPIRATION, CREATIVITY, SKILLS					
D1. Interpretation encourage visitors to try and do new things and it is stimulating	1	2	3	4	5
D2. Gaining new skills and changing attitudes and future behaviour of visitors	1	2	3	4	5
D3. Different senses are included in interpretation – encourage visitors to look at, touch, listen to, smell or taste the things around them	1	2	3	4	5
E. IMPACT ON NATURE (NATURE CONSERVATION)					
E1. Encourage the individual and to decrease the massive tourism.	1	2	3	4	5
E2. Interpretative places (pilot actions) do not have negative impact on the nature.	1	2	3	4	5
E3. Interpretation explain the impacts of various actions – encouraging visitors to take care about the geosites and to behave responsibly (raising awarness).	1	2	3	4	5
E4. Interpretation include various nature conservation aspects,	1	2	3	4	5

which are displayed in different ways.					
F. IMPACT ON SUSTAINABLE TOURISM					
F1. Positive impact on the environment, society and economy	1	2	3	4	5
F2. Support local economy, especially use of local transport and accommodation infrastructure	1	2	3	4	5
F3. Reflecting the needs and requirements of tourists and local inhabitants	1	2	3	4	5
F4. Respect and enhance the historic heritage, authentic culture, traditions and distinctiveness of host communities	1	2	3	4	5

TOTAL SCORE (max. 100 points): 81

A1. Personal interpretation means something presented to people by other people. It includes the following: guided tours, storytelling, workshops, etc. Non-personal interpretation means visitors do not have to rely on someone else to present it. It includes some of the most common forms of interpretation such as: leaflets; self-guided trails; taped audio trails; interpretive boards; and information centre exhibits etc.

In our case we use only non-personal interpretation, i. e. information panels and applications (digital interpretation tool). But in the frame of workshops we combine non-personal and personal interpretation. Personal interpretation is also use at the beginning of our guided geobike tours, developed in the frame of WP4, since both info points represent starting points for guided bike tours.

A2. QR codes are link to further information that people can access using their mobile phone, using of interactive touchscreen technology, tablets, augmented reality, etc.

Info points are equipped with modern, interactive touchscreen technology, including a wide range of innovative applications for different target groups, for example: Geopuls system where visitors can discover geological, natural and cultural features of the Geopark Karawanken-Karavanke, and Geoclock application showing the entire creation and evolution of the Earth through innovative animation. Also tablets are available for visitors.

A3. Storytelling is a powerful technique used to conjure up the spirit of the place for visitors. Stories should be directly related to the site and linked to what people are likely to know already. With storytelling you can also encourage people to take part as characters in the story.

As we already mentioned, also personal interpretation is included, mainly in the frame of workshops and at the beginning of geobike tours. Karawanken-Karavanke UNESCO Global Geopark has many interesting stories to tell, and we involve many of them into personal interpretation (mining, ironwork, mine dwarf "Perkmandlc" etc.)

B1. The text is clearly printed and legible; is complemented by headings and / or subheadings; is divided into paragraphs and uses correct spelling, grammar and syntax. The text is in a height and angle in which it can be read easily, and do not block views or features of interest.

The texts and graphics are appropriate and clearly printed. Proportion of text to images is also appropriate. The text is attractive and easy to understand. All information are given in three different languages: German, Slovenian and English. Height of touchscreens and panels is appropriate also for children.



B2. Offering special programmes and guided tours for people with different disabilities (individuals with mobility limitations; individuals who are blind or partially sighted; individuals who are deaf or hard of hearing; individuals with developmental and/or learning disabilities); large print labels, Braille labels and maps, audio guides, audio descriptions, sign language interpretation, etc.

Info points have interactive equipment (digital interpretation tool) for visitors to explore. This is accessible also for people with disabilities and wheelchair.

B3. Places to sit down, special toilets for people with disabilities and wheelchair access are available. It helps people with walking difficulties and other mobility problems as well as anyone with tired legs and feet.

Both info points include places to sit down, toilets (in Mežica info point special toilet for people with disabilities is available) and wheelchair access.

C1. Very simple descriptions. Visitors require well structured and easy-to-digest language. An average visitor might spend as little as 3 seconds looking at a graphic panel before browsing to the next area.

Description are given in easy to understand language and are also well structured. We wanted to include basic information about the project, and to direct visitors to discover also 7 other Geoparks in the Danube region.

C2. Providing personal (guided tours, etc.) and non-personal heritage interpretation in native and other foreign languages.

Both info points have information panels and applications, where descriptions are given in three different languages: german, slovenian and english.

C3. Interpretation should be planned and delivered as a comprehensive programme to explain the site and different heritage to visitors with a range of interests, experiences and educational levels. There is an option to find out more detail, for example on the homepage and through other publications.

For further information there is written a link to our main homepage. At both info points a lot of additional material for example Geopark Karawanken-Karavanke publications (hiking & biking offers, educational programs, a joint Danube GeoTour brochure, etc.) is available

Geopuls system, included in the touchscreens and tablets, offers to visitors a detailed information about geological, natural and cultural features of the Geopark Karawanks.

D1. Involvement of visitors and encouragement of interaction to stimulate their interest (asking your visitors questions, using their experiences and encourage them to think for themselves, design of panels, audio visual solutions in way which encourage thinking, discovering etc.).

Interactive applications which are available on the touchscreens and tablets have different topics (learning, discover, watching, games, etc.). The interactive applications encourage visitors to discover the Earth evolution with so called Geoclock App, to play different games, make geoflight over the last Ice Age, etc., to find touristic attractions in the region, ... This kind of interpretation bring enjoyment.

D2. Interpretation which can encourage visitors to develop more responsibility towards geological, cultural and natural sites, adoption of positive attitudes to the geology and other heritage through interpretation.

Visitors can change attitudes and future behavior, since our info points are designed in the way that they direct visitors to geological, natural and cultural sites within the Geopark. Info points also represent rich bio- and geodiversity of the area. In the frame of the WP 3 we published an information folder “Let’s take care of the unique and exceptional geological and natural heritage of the Geopark Karawanken-Karavanke”, which describe how we have to behave in the nature and take responsibility towards geological, cultural and natural sites. This information folder is also available at both info points.

D3. Techniques which use several senses (sight, sound, touch, smell and taste). We experience everything through our senses. We use our intellect, memories and assumptions to process the information, but it all starts from the raw materials we receive from looking, touching, smelling, listening, tasting and a whole range of lesser headlined senses. They trigger different parts of the brain and elicit different responses, smell for example is strongly connected with memory.

At info points two senses out of five are included, namely sight and hearing. Visitors can take a look and listen different interesting animations within applications which are available in touch screens and tablets.

E1. The infrastructure of pilot action is built for smaller groups and individual visitors.

Our info points do not increase massive tourism. They are accessible for small and medium groups visiting our existing locations in Mežica and Lavamünd, and for individuals /groups attending our guided geobike tours (max. 15 persons per tour).

E2. The infrastructure and the activities connected to the interpretative places does not have any negative impact on the environment.

Both info points are situated at already existing locations, i. e. visitor center in Mežica and in Lavamünd, so environmental intervention was not required. They also do not have negative impact on the nature. Our goal is to inform visitors about the importance of nature conservation through published information folders and through descriptions about nature protection in so-called geopuls system available on touchscreens and tablets.

E3. The interpretation (in visitor centre or info point) point out the environmental problems related to different activities in nature and suggest visitors how to behave in nature to avoid or at least to reduce pressures.

Our goal is to inform visitors about the importance of nature conservation through published information folders and through descriptions about nature protection in so-called geopuls system available on touchscreens and tablets.

E4. The information about the nature conservation (statuses, protection regimes) are presented. Interpretation contribute to the promotion of the nature conservation among the visitors.

As already mentioned before, some information about nature conservation are included in information folders and geopuls system, which includes also nature protection aspects.

F1. Is your pilot action based on the rules of sustainable development and has no negative effect on our environment, as well as on society and economy? All pilot activities should not lead to pollution of the environment, whether directly or indirectly, and their implementation should be energy-saving, based primarily on renewable energy sources. Pilot action shall support the cooperation and networking of various groups, as well as maintaining traditions of various cultures of the region. And last but not least, it shall help to develop especially



local economy and strengthen competitiveness of SME operating in the region and country as the whole.

The aspects of the sustainable development are included as well as aspects of nature protection. Visitors can discover all features of the Geopark. They can visit Geopark features and this raise the awareness within society.

F2. Ensure viable, long-term economic operations, providing socio-economic benefits to all stakeholders that are fairly distributed, including stable employment and income-earning opportunities and social services to host communities, and contributing to poverty alleviation.

Our info points are in the connection with our developed geoproduct “GeoBiking” in the frame of the WP 4. Info points are located at the starting point of geobike tours, and they direct visitors to local businesses and services, such as restaurants, accommodation facilities, etc., ... which are important elements of the local economy and community.

F3. Provide a safe, satisfying and fulfilling experience for visitors, available to all without discrimination by gender, race, disability or in the way not negatively affects the day-to-day routine of local inhabitants, respecting their needs, habits and culture.

Our info points reflect the needs and requirements of visitors and local inhabitants. There is certainly no discrimination by gender, race, disability, etc. Our innovative/interactive applications available on touchscreens and tablets bring pleasure and fulfill the experience for visitors of all ages.

F4: Respect the socio-cultural authenticity of the region, conserve their built and living cultural heritage and traditional values, and contribute to inter-cultural understanding and tolerance.

In our audio equipment (touchscreens and tablets) a special system called geopuls system is included. Beside natural and geological heritage of the Geopark Karawanks it includes also cultural heritage, customs, events and cultural-historical points.

3.3.2 Visitor satisfaction summative evaluation

In the frame of quantitative assessment we decided to do as well summative (outcome) evaluation of interpretation methods in developed pilot actions to make sure that visitors are enjoying and learning from interpretation, and to check whether interpretive objectives have been met. This summative evaluation will be implemented in a form of visitor satisfaction questionnaire.

The summative (outcome) evaluation is generally the most widely and regularly used form, it is carried out after the interpretive project has been completed and is most often used to assess its success in relation to its objectives. In this type of evaluation, visitors are typically encouraged to tell staff what they think about their experience often through a questionnaire, interview or focus group.⁸

In the frame of the Danube GeoTour pilot action developed, visitor satisfaction questionnaire was prepared (Annexes 7.2) and each project partner gave this questionnaire to visitors of their interpretative site. The results of visitor satisfaction questionnaire of each project

⁸ Dr. Ryland P, Dr. Welch S. (2016): Demystifying evaluation: a brief guide to the evaluation of interpretive media, activities and programmes, AHI Best Practice Guidelines 12.



partner will be a part of Deliverable 5.3.1 “Evaluation report on pilot actions with lessons learnt”.

4. Recommendations

In the future we will include both info points with digital interpretation tool in educational programmes for schools and kindergartens, and in other, for example touristic programmes. We are aware that it is necessary to promote them, as well as Danube GeoTour through different promotional channels, otherwise infopoints and Danube GeoTour will not be alive. Info points have to be promoted by our municipalities and partners, and hopefully there will be additional reciprocal promotion within the partnership established in the frame of Danube GeoTour project.

The results of the visitor satisfaction surveys gave us some suggestions for possible improvements in the future, such as: upgrade of digital interpretation tool with new content, integration of QR codes, making on-line applications, including more languages into digital interpretation tool (Italian, ...), etc.

5. Conclusion

This output document represents the establishment of two info points from the interpretative planning process to the evaluation process, both qualitative and quantitative in Karawanken-Karavanke UNESCO Global Geopark. Sites such as Karawanken-Karavanke UGG with outstanding geological heritage, rich natural resources and cultural heritage, offer great potential for sustainable development through geo-tourism, geo-interpretation and geo-education. Good interpretation will enhance the visitor experience and help boost geotourism. Newly established info points on existing and well-known locations with modern interpretive media educates visitors about the natural, geological and cultural features, geological history, other Geoparks in the Danube region, environment, nature conservation,...In addition our Pilot interpretation action (two established info points) are part of the innovative geoproduct developed in the frame of the WP4 i. e. “GeoBiking”. Their locations are starting points for geobike tours and so we can combine guided geobike tours with info points visit.

In conclusion we hope that new info points will also support the further development of the geo-tourism in the region.



6. Literature

- Bramwell B., Lane B. (1993): Interpretation and sustainable tourism: The Potential and the Pitfalls, Journal of Sustainable Tourism, Volume 1, No. 2.
- Colquhoun, F. (2005): Interpretation Handbook and Standard - Distilling the essence.
- Danube GeoTour project application form
- Dr. Ryland P, Dr. Welch S. (2016): Demystifying evaluation: a brief guide to the evaluation of interpretive media, activities and programmes, AHI Best Practice Guidelines 12.
- Interpret Europe (2016): Engaging your visitors: Guidelines for achieving excellence in heritage interpretation, Witzenhausen.
- Rowehl J., Vigurs K. (2011): 10 Top Tips for Museum Interpretation, MLA.



7. Annexes

7.1. Output Factsheet

➤ Output Factsheet

Output title: Pilot innovative geoInterpretation methods tested: Digital interpretation tool "geo-time"

Summary of the output (max. 2500 characters)

Output document represents the evaluation of the Geopark Karawanks info points, which are among of the eight in the Danube GeoTour project implemented pilot actions in the field of interpretation points or centres. Each Geopark has addressed a different interpretation challenge (problem) and each pilot interpretation site serves as a reference point for other parks. The process of piloting was documented, continuously discussed and exchanged among partners and evaluated and presented as lessons for others. This document illustrates how the pilot action was tested and what results were reached from the aspect of different geointerpretation methods used, both qualitative and quantitative. In this way, the new introduced interpretation will contribute to a better presentation and preservation of the geoheritage and geodiversity in our Geopark as well as to the quality, visibility and uniqueness of the Danube GeoTour product as a whole. Implemented pilot info points as a part of Danube GeoTour visitor infrastructure network will serve as a reference and learning points for demonstrations of different interpretation methods for 8 most common geological phenomena and processes in the Danube geological area (tectonics, metamorphic processes and rocks, geology over time, water in time, geomorphology, volcanology, dialogue between earth & humans, geological hazards). This ensures transnational learning and transfer of practices from participating to other geoparks and organisation dealing with the heritage interpretation.

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

The Output 5.2. 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 is an important tool for raising visitors' awareness and thus understanding of the need for its preservation;
- Appropriate interpretation and visitor's challenging within the geoparks help preserving the geological phenomena;
- Info points strenght local community, they promote geological, natural and cultural heritage and are added value to the Geopark Karawanks local economy;
- Established pilot action (info points with Digital interpretation tool "geo-time") considers the aspects of sustainable tourism and nature conservation.

The Output 5.2. importantly contributes to all three specific objectives of the project:

- It takes into the account sustainable geotourism development and management;
- Developing of various geointerpretation sites comprises the unique and sustainable Danube GeoTour product;



- It gives an important input for the innovative digital concepts and collaboration tools;

Transnational impact (max. 1500 characters)

Output 5.2 has a significant direct and indirect transnational impact from several reasons:

- It could serve as the best practice example of heritage interpretation for other parks and destinations;
- It contributes to branding of the Danube geoparks as well as to sustainable economic regional development across the Danube territories; our pilot action includes descriptions about Danube GeoTour and also direct visitors to discover other seven Geoparks within the Danube region;
- Our pilot action has a crossborder character, since info points are located on the both sides of the border, one in Slovenia and one in Austria;
- The output is available in English and will be freely accessible on the project website.

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

The Output 5.2. contributes to the following EUSDR actions and targets:

PA3 “To promote culture and tourism, people to people contacts”: our geo-interpretation in the frame of our pilot action (info points) is an integrated part of the Danube GeoTour tourism products as well as an important element for visitor attraction. The geo-interpretation approaches within pilot action emphasis the right balance of people-to-people approaches and modern digital technologies in geointerpretation. It also contributes to the sustainable preservation of geological, cultural and natural values.

PA6 “To preserve biodiversity, landscapes and quality of air and soils”: through the interpretation within our info points Geopark Karawanks promote the conservation of natural and cultural values. All visitors of our info points get the information folder: “Let’s take care of the unique and exceptional geological and natural heritage of the Geopark Karawanken-Karavanke” with the recommendations on behaviour and sustainable use of geodiversity, which was published in the frame of the WP 3.

PA10 “To step up institutional capacity and cooperation”: The interpretative planning process for pilot actions of project partners was regularly discussed, exchanged and evaluated. Well planned interpretation planning process, selection of appropriate interpretation methods, evaluation process of pilot actions were also a precondition for the quality of the final Danube GeoTour.

Performed testing, if applicable (max. 1000 characters)

The Geopark Karawanks chose “geo-time” as geological challenge for the interpretation within its pilot action. This geological challenge was the most appropriate for us, because we have experiences with the interpretation of this challenge (for example: Guided hiking tour “Hike to the seabed”, where the Geology over time is interpreted; Geopath in Lavamünd where the history of the Earth from Devon to the Quaternary can be discovered). During the project we established two new info points at already existing locations within the Geopark region. Through innovative-interactive applications we present topic “geotime” in an interesting and attractive way (App Geo clock, App Geoflight through last Ice Age, etc.).

Before our info points were established we made a formative evaluation. This evaluation occurs during the implementation phase to test participants reaction to the interpretation methods, for example - their attention or understanding of messages, feedbacks, ... We organized focus group meeting where participants were asked several questions, like what works and what might

need to be changed and gave opinions. After the meeting some revisions were made. In the frame of the quantitative assessment we developed self-evaluation questionnaire where each project partner made assessment of the new developed interpretation methods.

In the frame of quantitative assessment we decided to do summative (outcome) evaluation of interpretation methods to make sure that visitors are enjoying and learning from the interpretation, and to check whether interpretive objectives were achieved. This summative evaluation was implemented in a form of visitor satisfaction questionnaire. Results of the visitor satisfaction questionnaire will be a part of Deliverable 5.3.1 "Evaluation report on pilot actions with lessons learnt". We will also collect visitors feedbacks after the end of the project.

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

1) Local public authorities might use our interpretation methods as a promotional tool for geointerpretation. New established info points and digital interpretation tool can also serve as an example of good practice to develop similar interpretation methods.

2) Small medium enterprises can integrate the visit of new info points into their offers, for example tourist agencies, touristic region of Klopeinersee-Southcarinthia, ...

3) Education/Training Centre and Schools are future users of the innovative digital interpretation tool within two info points. The digital interpretation toll represents an innovative and interactive way to teach about the geodiversity and biodiversity, geological, natural and cultural heritage of the region and about geological time.

4) General public is the main user of new info points by visiting them.

5.) Some NGO (Tourist association, partner organisations, ...) are included with their promotional activities.

Geographical coverage and transferability (max. 1500 characters)

The Output 5.2 geographically covers the area of the crossborder Geopark Karawanks, in Austria and Slovenia.

The Geopark Karawanks established two info points with integrated innovative digital interpretation tool and different interactive applications for various target group, which can later be applied to other parks and destinations.

The transferability of the Output 5.2. is possible not only to other Geoparks in the region or in the EU but also to other similar territories such as national parks, cultural heritage sites, tourist visitor centres, small interpretational sites, tourism destinations and to different organisations and providers, that are developing similar methods for geointerpretation. The document will be published on our web site. Findings will be promoted through project partner country networks. 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 is assured through:

- After the end of the project the Geopark Karawanks will promote, manage and upgrade developed digital interpretation tool and geointerpretation. Info points and digital tool will be



also available after the end of the project. New info points will be a part of final Danube GeoTour product, promoted by all project partners.

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 NETWORKORLD.

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

Development of the Pilot innovative geoInterpretation methods, in our case Digital interpretation tool "geo-time" within our info points (as presented in Output 5.2.) is a creative process and because of that it is not regulated.

Nevertheless, the guideline emphasises consideration of certain regulations frameworks:

- Economic and technological frameworks: quality interpretation is not a 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 were integrated into our interpretation points;
- Social frameworks: interpretation methods respect different potential users in particular pay attention to groups with special needs and included different target groups (children, families, seniors, ...). Geointerpretation helps forming the geo-community and raises the identity of an individual geopark;
- Environmental frameworks: aspects of nature conservation are included. AT both info points also information materials are available – for example the information folder (Let's take care of the unique and exceptional geological and natural heritage of the Geopark Karavanke) which was published in the frame of the Danube GeoTour project;
- Technological frameworks: It includes modern geointerpretation with interactive multimedia and applications. We introduced and demonstrated some of the state-of-the-art technological tools in the combination with other personal and traditional methods.



7.2. Visitor satisfaction questionnaire

VISITOR SATISFACTION QUESTIONNAIRE

WE NEED YOUR OPINION!

About the presentations & experience on your visit

Dear visitor,

We would like to thank you to give us the opportunity to serve you with our product/services. The purpose of this short questionnaire is to find out how you feel about the presentations or experience with our product/services and if there is something to be improved. Please know that there are no right or wrong answers to the questions, nor are some responses better or worse than others. We simply want to know your honest opinion about your experience today.

THE QUESTIONNAIRE WILL TAKE LESS THAN 5 MINUTES OF YOUR TIME.

THANK YOU!

1. Where did you hear about our product/offer? (You can pick more than one answer.)

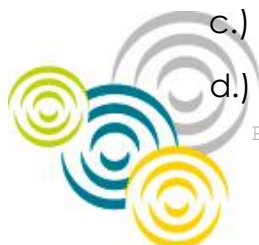
- a.) Newspaper, magazine, radio
- b.) Brochure, internet
- c.) On someone's recommendation
- d.) Other (specify where):_____

2. Did you know something about the presented topic before the visit?

- a.) Yes
- b.) No

3. Which new information have you gained or learned during your visit ? (You can pick more than one answer.)

- a.) more about our Geopark
- b.) more about Geoparks in wider area
- c.) geological, natural and cultural heritage
- d.) important of heritage preservation



e.) sustainable geotourism

f.) Other: _____

4. How would you rate your experience/satisfaction with following aspects of the offer/product? The values are: 1 – very dissatisfied; 2 – dissatisfied; 3 – neutral; 4 – satisfied; 5 – very satisfied.

	Very dissatisfied <-----> very satisfied				
Quality of the presentation	1	2	3	4	5
Amount of the information provided	1	2	3	4	5
Ability to hold your interest	1	2	3	4	5

5. Please read carefully following sentences and rang them in a scale from 1 to 5. The values are: 1 – very dissatisfied; 2 – dissatisfied; 3 – neutral; 4 – satisfied; 5 – very satisfied.

	Very dissatisfied <-----> very satisfied				
Place is accessible, places to have a rest, toilets, etc. are available	1	2	3	4	5
Information is understandable and in different languages	1	2	3	4	5
The presentation made me curious and encouraged me to try and do new things	1	2	3	4	5
The presentation made me think and to talk about the topic	1	2	3	4	5
The presentation was enjoyable and interesting	1	2	3	4	5
Innovative audio-visual solutions (very simple, digital) were available	1	2	3	4	5
The presentation made me understand the importance of the protecting heritage	1	2	3	4	5

6. Please indicate how much you are inclined to tell another person each of the following things about this place. In this 7-point scale, please tick the choice of your preference:

a.) You should visit (7) _____ (1) You should not visit

b.) The place is
interesting (7) _____ (1) The place is boring

c.) Coming here
is enjoyable (7) _____ (1) Coming here is *not*
enjoyable

d.) Coming here is
worth the time (7) _____ (1) Coming here is *not*
worth the time

7. How would you rate the presentation overall?

The values are: 1 – very low quality; 2 – low quality; 3 – medium quality; 4 – high quality; 5 – very high quality.

Very low quality <-----> Very High Quality				
1	2	3	4	5

8. How satisfied are you (please circle)? The values are: 1 – very dissatisfied; 2 – dissatisfied; 3 – neutral; 4 – satisfied; 5 – very satisfied.

Very dissatisfied <-----> Very satisfied				
1	2	3	4	5

9. What can we do to improve your experience?



Demographics of the person who completed the questionnaire:

10. Age: _____ years old

11. Gender (*circle*): MALE FEMALE

12. Country of origin: _____

13. Education (What is the highest degree you have completed? If you are currently enrolled in the school, please indicate the highest degree you already received.):

- a. Less than a high school diploma
- b. High school degree or equivalent
- c. Bachelor's degree (e.g. BA, BS)
- d. Master's degree (e.g. MA, MS, Med)
- e. Doctorate (e.g. PhD, EdD)
- f. Other (please specify): _____

Thank you for taking your time!



BESUCHER-FRAGEBOGEN

WIR BENÖTIGEN IHRE MEINUNG!

Über die Präsentation & die Erfahrung Ihres Besuches

Sehr geehrte Besucher,

Wir danken Ihnen, dass Sie uns die Möglichkeit geben haben, Ihnen unsere Produkte/Leistungen vorzustellen. Mit Hilfe dieses kurzen Fragebogens wollen wir herausfinden, wie Ihnen die Präsentation gefallen hat, wie Ihre Erfahrungen mit unseren Produkten/Leistungen sind und ob es etwas zum Verbessern gibt. In diesem Fragebogen gibt es keine richtigen oder falschen Antworten, noch ist eine besser oder schlechter als die andere.

DAS AUSFÜLLEN DES FRAGEBOGENS DAUERT WENIGER ALS 5 MINUTEN.

VIELEN DANK!

1. Wo haben Sie von unseren Produkten/Angeboten gehört? (Sie können mehr als eine Antwortmöglichkeit wählen)

- a.) Zeitung, Magazin, Radio
- b.) Broschüre, Internet
- c.) Empfehlung Dritter
- d.) Anderes (verdeutlichen Sie wo): _____

2. Wussten Sie schon vor Ihrem Besuch etwas über das vorgestellte Thema?

- a.) Ja
- b.) Nein

3. Welche neuen Informationen konnten Sie während Ihres Besuches gewinnen bzw. erlernen? (Sie können mehr als eine Antwortmöglichkeit wählen)

- a.) mehr über unsere Geopark
- b.) mehr über weitere Geoparks
- c.) über das geologische, natürliche und kulturelle Erbgut
- d.) Über die Bedeutung der Erbguterhaltung



e.) über den nachhaltigen Geotourismus

f.) Andere: _____

4. Wie würden Sie die folgenden Angebote/Produkte nach ihrer Erfahrung/Zufriedenheit bewerten? Die Werte lauten: 1 – sehr unzufrieden; 2 – unzufrieden; 3 – neutral; 4 – zufrieden; 5 – sehr zufrieden.

	Sehr unzufrieden <-----> sehr zufrieden				
Qualität der Präsentation	1	2	3	4	5
Menge der gelieferten Informationen	1	2	3	4	5
Fähigkeit Interesse zu wecken	1	2	3	4	5

5. Bitte lesen Sie die folgenden Sätze sorgfältig durch und bewerten Sie diese mit einer Skala von 1 bis 5. Die Werte lauten: 1 – sehr unzufrieden; 2 – unzufrieden; 3 – neutral; 4 – zufrieden; 5 – sehr zufrieden.

	Sehr unzufrieden <-----> sehr zufrieden				
Ort ist erreichbar, Pausenräume, Toiletten, etc. stehen zur Verfügung	1	2	3	4	5
Informationen werden verständlich und in verschiedenen Sprachen gegeben	1	2	3	4	5
Die Präsentation weckte mein Interesse und regte mich an neue Sachen auszuprobieren und durchzuführen	1	2	3	4	5
Die Präsentation regte mich zum Nachdenken und Reden über dieses Themengebiet an	1	2	3	4	5
Die Präsentation war unterhaltsam und interessant	1	2	3	4	5
Innovative audiovisuelle Vorrichtungen (sehr simpel, digital) standen zur Verfügung	1	2	3	4	5
Die Präsentation machte das Schützen des Erbgutes bedeutsamer	1	2	3	4	5

6. Bitte geben Sie Ihre Bereitschaft an, einer anderen Person über folgende Punkte dieses Ortes zu erzählen. Bitte setzen Sie in dieser 7-Punkte Skala bei Ihrer Auswahl einen Haken.

- a.) Sie sollten es besuchen (7) _____ (1) Sie sollten es nicht besuchen
- b.) Dieser Ort ist interessant (7) _____ (1) Dieser Ort ist langweilig
- c.) Der Besuch ist unterhaltsam (7) _____ (1) Der Besuch ist nicht unterhaltsam
- d.) Der Besuch lohnt sich (7) _____ (1) Der Besuch lohnt sich nicht

7. Wie würden Sie die Präsentation allgemein bewerten?

Die Werte lauten: 1 – Sehr niedrige Qualität; 2 – niedrige Qualität; 3 – medium Qualität; 4 – hohe Qualität; 5 – sehr hohe Qualität.

Sehr niedrige Qualität <-----> sehr hohe Qualität				
1	2	3	4	5

8. Wie zufrieden sind Sie? (bitte kreisen Sie ein). Die Werte lauten: 1 – sehr unzufrieden; 2 – unzufrieden; 3 – neutral; 4 – zufrieden; 5 – sehr zufrieden.

sehr unzufrieden <-----> sehr zufrieden				
1	2	3	4	5

9. Was können wir tun um Ihre Erfahrung zu verbessern?



Demografie der Person, die diesen Fragebogen ausgefüllt hat:

10. Alter: _____ Jahre alt

11. Geschlecht (bitte einkreisen): MÄNNLICH WEIBLICH

12. Herkunftsland:

13. Ausbildung (Was ist der höchste Abschluss den Sie absolviert haben?
Falls Sie noch in der Schule sind, geben Sie bitte den höchsten Abschluss an,
den Sie bereits absolviert haben.):

- a. Weniger als ein Schulabschluss
- b. Schulabschluss oder Ähnliches
- c. Bachelorabschluss (z.B. BA, BS)
- d. Masterabschluss (z.B. MA, MS, Med)
- e. Doktorat (e.g. PhD, EdD)
- f. Anderes (verdeutlichen Sie bitte): _____

Danke, dass Sie sich die Zeit genommen haben!

