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





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VALORISATION OF GEO-HERITAGE FOR SUSTAINABLE AND INNOVATIVE TOURISM DEVELOPMENT OF DANUBE GEOPARKS

Acronym: Danube GeoTour

Programme: Interreg Danube Transnational Programme 2014-2020

Reference No.: DTP1-226-2.2

Programme Priority: PA2, Environment and culture responsible Danube region

Lead partner: Idrija Heritage Centre- Idrija Geopark (SLO),

Project duration: 1.1.2017- 30.6.2019

Budget in Euro:

Overall: 1666362,5

ERDF Contribution: 1328063,36

IPA Contribution: 88344,75

ENI Contribution: 0



1



Partnership:

- Balaton-felvidéki National Park Directorate (H),
- Styrian Eisenwurzen (A),
- Public institution »Nature Park Papuk« (CRO),
- ARGE Geopark Karavanks (A/SLO),
- Institute of the Republic of Slovenia for Nature Conservation (SLO),
- Bakony & Balaton Regional Tourism Nonprofit Ltd. (H),
- Bohemian Paradise Geopark non-profit organization (CZ),
- University of Bucharest (RO),
- University of Presov (SL),
- Public Enterprise National Park Djerdap (SRB).

Additionally, there are 3 associated strategic partners in the project who will help maintain the high quality of implemented actions:

- Humanpolis ltd / Rokua Geopark (F),
- Naturtejo Tourism Company (P)
- Global Geoparks Network (FR).

THE MAIN PROJECT OBJECTIVE

is to improve management capacities and strategies and to develop practical solutions for the activation of geodiversity/geo-heritage and to seize positive market trends for sustainable tourism development in 8 Geoparks of the Danube region.

Implementing an integrative approach, the project shall address four common challenges:

- Avoid and/or handle negative pressures and environmental impacts of new forms of Geopark tourism;
- 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;
- Present geodiversity in a comprehensive, understandable and attractive way;
- Use the synergies of joint learning and marketing for greater awareness of Geoparks in the Danube region.

The project shall result in a joint Danube GeoTour that appears in the form of a variety of itineraries and comprises a set of innovative geoproducts and geointerpretation sites based on the unique natural, cultural and geographical heritage of the Danube region.





WORK PACKAGES:

- WP 1: Project Management
- WP 2: Communication Activities
- WP 3: Geopark with(out) limits
- WP 4: GeoProducts with Character
- WP 5: GeoInterpretation
- WP 6: GeoPartnership&Marketing

SPECIFIC OBJECTIVES:

1) To jointly address the challenge of establishing an appropriate balance between preservation and geo-tourism development in Geoparks. This involves defining and analysing common opportunities and constraints of sustainable geo-tourism development and forming a set of measures for managing the increased pressure of the most common pressures, negative variations and new forms of tourism in Geoparks such as the collection of fossils, adrenalin parks, etc.

2) To develop, demonstrate and evaluate joint Danube GeoTour comprising innovative geoproducts and the 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 specialized and authentic geoproducts (geoCulture and geoOutdoor) along with modern interpretation methods and techniques, all also facilitated by gamification approaches. With innovative geoheritage interpretation sites, the joint Danube GeoTour will attract new audiences and promote visitor exchange. Gamification approach shall encourage local populations and visitors to engage, educate, and co-create products and to enable the marketing and evaluation of GeoTour. This will allow Danube Geoparks to strengthen their visibility and identity in the national and international context while cooperation in geotourism will bring socio-economic benefits to local Geopark communities.

3) To strengthen transnational partnerships and establish joint marketing through the creation of joint Danube GeoTour using innovative digital concepts, creative marketing and collaboration tools.

During the project IHC will set up a small Geopark Visitor Centre in Idrija Geopark as a part of the Danube GeoTour Visitor Centre Network, focusing on geoheritage of a territory famous for its mercury mine. Bakony-Balaton Geopark will renew the existing Visitor Centre at Hegyestű and its outdoor trails that will, as part of Danube GeoTour, represent a reference point for the interpretation of volcanism. Eisenwurzen Geopark will set up innovative interpretation points in three villages that will represent a reference point for interpreting the power of water in the context of the territory's geological history. Geopark Papuk intends to set up an innovative interpretation of metamorphic rocks and processes. NP Djerdap intends to set up an interpretative point at location Tekija, small village on the river bank of the Danube River very close to Iron Gates Gorge.

