

## Output Quality Report

**Output title:** A gamification tool to support geoproduct creation (ERDF PP 8 and 9)

**Type of output:**

- ☐ Documented learning interaction
- ☐ Strategy/ Action Plan
- ☒ Tool
- ☐ Pilot action

**Contribution to PO indicator:** Number of tools for preserving and management of natural and cultural heritage and resources

### Summary of the output (max. 1500 characters)

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

*The output 4.3. document prepared by ERDF PP 9 University of Presov and ERDF PP 8 University of Bucharest presents the process of creation a unique gamification tool to support geoproduct creation. The output document explains the technological and functional solutions of the app. It is written and graphically presented in the form of user manual which gives a clear insight in the app content structure and administration management. The current app is accessible at the PP9 web portal <http://geo.slavokozar.sk/> however it seems to lack content and data inputs from partners.*

*The fact is that the PP9 and PP8 had a difficult task in developing a digital tool which has never before been elaborated in this way. While already the geoproduct development approach was very much new to geopark managers, the app was set on top of this process as a digital tool that would encourage local partners in developing their own or joint integrated geoproducts. As the process of gamification tool development was delayed the app and tis rather limited gamification elements have not really been practiced for the original purpose of motivating the communities – local SMEs, farmers.. Nevertheless, the end gamification product smartly integrated the educational and geoproduct development part with opportunity to promote, in a form of digital map, all the geoproduct (trails, services) being available or developed in the Danube geoTour area.*

### Added value (max. 1500 characters)

*For strategies and tools:*

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

*The output presents one of the most difficult but on the other hand innovative and valuable outputs envisaged in the Danube GeoTour project. Although the tool has not been applied in the individual process of geoproduct creation by project partners yet the key added values can be summarised in the following observations:*

- *Geoproduct app presents a joint starting platform for geoparks of the Danube region to systematically and jointly develop, exchange and promote their existing geoproducts in the future;*
- *The client centered approach: the app enables different interest groups (e.g. tourist, experts, school, individuals, families...) to search for specific exoproducts and services, topic, type of, activity across all Danube Geoparks;*
- *Smart integration of geo tourism product marketing ( the digital map being part of marketing WP) and the geoproduct creation process;*
- *Technological flexibility (e.g. languages, digital map flexibility..).*

**Applicability and replicability(max. 1500 characters)**

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

*The Gamification app presented by ERDF PP 8 and PP9 has all the preconditions and potentials to be applied in daily practice of participating geoparks as well as to be extended within European or even global geopark community, from the following reasons:*

- *The platform and the app structure enable extension;*
- *To my knowledge there is no similar support tool for development and promotion of any kind of specialised geoproduct (or event tourism products) developed in the region;*
- *The digital map helps raising the visibility not just the geoparks but the concrete detailed products which is of interest of the wider geopark community.*

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

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

*As external evaluator I suggested some improvements of the documented output which were considered and made the next steps of the gamification tool more clear (adding a chapter on conclusions and recommendations).*

*The fact is that the gamification tool needs further consideration and administration by responsible two partners as well as from all project partners in order to make the tool useful and sustainable. In particular, I suggest to:*

- *Increase the number of geoproducts, trails and services including unified description and photo/video material;*
- *Integrate the geoApp into the Danube Geotour tourism web portals and digital campaigns as part of WP6;*
- *Increase the gamification elements of the tool in particular in the relation to end users.*

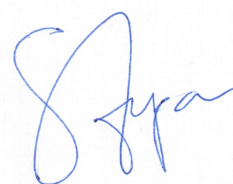
*Current review selectins seems too far from the real gamification aspirations. Consider offering rewards for people visting most of geopark trails or locals developed most liked or scored geoproducts.....)*

- *Stringent the on-line collaboration with residents or local SME providers of geoproducts , bring them up in front of their products, involve them in the communication to costumers..*
- *Test the existing educational part of the tool and make it more user friendly / graphic/ multimedia...*

*All of the above is critical for the future sustainability of the gamification tool after the project end, while it on the other hand provides a numerous possibilities to further develop the geoApp thorough diverse follow up projects.*

**Output Quality Level**

- ☐ Low
- ☐ Average
- ☒ **Good**
- ☐ Excellent



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