

Output Factsheet

Output title: A gamification tool to support geoproduct creation

Summary of the output (max. 2500 characters)

To support the sustainable development of GeoParks, the Danube GeoTour project paid a lot of attention to enable the joint approach of local partners and visitors in generating/designing new ideas for innovative GeoProducts. To fulfil this vision, the online application with gamification elements – gamification tool developed as a part of project outputs.

Respecting the current trends of raising group of companies willing to cooperate with GeoParks, the main aim of the tool is to support the GeoProduct development in participatory way, creating unique products and services linked to the heritage in the GeoParks, following the concept of responsible innovation based on the concept of responsible innovation, and eliminating possible negative effects of new products and services.

This online application enables users to create and test their ideas of GeoProduct elements rooted in geological and cultural heritage of Danube region through the interactive form which educates them, and guides them to be in line with requirements and rules of GeoParks protection. It is prepared for the GeoPark managers, tourist and also companies willing to cooperate with GeoParks and bring to the market new products or services. To assess the feasibility and the market transferability of the new ideas and to search for the best one, after approval by the idea author, the application provides the space for sharing, receiving the feedback and enabling the poll by both sides of the future market – consumers and service providers. Such an online reputation mechanism helps to identify the best ideas as well as the best experts in the field who can be very valuable partners in the future cooperation new activities, possible partnerships and networks to be developed.

Thanks to the interactive map, users can explore the area of GeoParks and increase the level of knowledge about the unique heritage which can be inspiration to create new interesting GeoProducts which would help not only in presenting, but also preserving the natural and cultural heritage. Detail information about destinations, including exact position, with the feedback by visitors and detail information about provided services can help to plan the vacation or the school trip to one of the unique Danube GeoParks.

The features of the application are designed by two groups of users. The first one is the growing group of companies interesting in cooperation with GeoParks, willing to bring to the market products linked to the regional heritage. For them, the tool will bring not only the opportunity to test their ideas following the requirements by current legislative framework but provide them also unique idea to present the proposed products and obtain feedback by visitors of GeoParks as well as experts from the field.

Thanks to multilingual interface (English and local languages), the application supports the cooperation on the local, regional and international level, with the aim to engage local inhabitants, visitors and managers of GeoParks, as well as business sector, to participate in the new GeoProduct development.

The prototype is available on-line on the website: <http://geo.slavokozar.sk/>.

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

The gamification tool contributes to the programme specific objective “Foster sustainable use of natural and cultural heritage and resources”.

The tool enables us to present a joint Danube GeoTour that comprises a set of innovative geo-products based on the unique natural, cultural and geographical heritage of the Danube region geoparks. Via the tool we can provide attractive and understandable information of geopark natural and cultural values, sites and attractions to the local and international audience, thanks

to the multi-language interface.

Easy-access and clear information can support also transfer of knowledge among businesses operating in geoparks and motivate them to develop new, sustainable and innovative geo-products based on the geoheritage and following the experience of their colleagues in other geoparks.

The main benefits, advantages and added value of transnational learning, joint development and promotion within the Danube GeoTour approach can be summarised as:

- Faster progress of individual Geoparks towards set UNESCO standards;
- Improvement of internal/external competences, building on the strength and identity of individual Geoparks;
- Increased visibility of Danube Geoparks for tourism;
- Stronger partnership among Geopark managements that implies durability of future cooperation.

Transnational impact (max. 1500 characters)

The transnational approach of the project will be accelerated thanks to the digital gamification tool including collaboration technology as gamification tool integrates park management, visitors and local residents into a single transnational geoDanube community. Experts, nearby inhabitants and Geopark visitors will have the opportunity to share transnational experiences, opinions and ideas. Geoheritage will be utilized to enhance socio-economic development at the regional, national and transnational levels.

Thanks to interactive tool in connection with joint Danube GeoTour marketing we will increase visibility of our transnational partnerships as well as particular geoparks and their geoheritage and provided services in their areas.

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

Application of the gamification tool will contribute to the following EUSDR actions/targets:

- Connecting the Danube Region pillar (PA 03) - To promote culture and tourism, people to people contacts: Thanks to the gamification tool, increased visibility of Danube Geoparks will be achieved as well as interaction among people of various groups – geopark managers, experts, tourists etc
- Protecting the environment in the Danube Region (PA 06): Gamification tool will enable very easy and effective transfer of knowledge about smart approaches to sustainable tourism in geoparks and conservation and regulation of Geopark natural heritage and resources.
- Strengthening the Danube Region pillar (PA 10): gamification tool supports strengthening partnerships, capacity building among partners and community involvement.

Performed testing, if applicable (max. 1000 characters)

Gamification tool was tested regularly during the development phase by the project partners from the point of functionalities and process flow, using the proposed case-scenarios. The feedback was analysed and identified change requirements were implemented.

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

The gamification tool was designed as communication and cooperation tool for all following groups:

- Geopark managers
 - Communication with interested business entities, expert, visitors etc.
 - Finding new opportunities for sustainable tourism development
- Small and medium enterprises (SMEs)
 - Communication with geoparks and visitors about new products and services related to geoheritage – geoproducts
 - Looking for new business opportunities
 - Entering new markets in the same country or abroad
- Visitors
 - Providing feedback to geopark authorities and service providers
 - Publication of ideas for new geoproducts

Until the end of 2018 we have operated beta version of the app which was used for testing by GeoParks in cooperation with stakeholders. The app is open to use since the beginning of 2019.

Geographical coverage and transferability (max. 1500 characters)

Gamification tool is actually implemented for the participating geoparks in the project consortium.

Transferability to other regions, in or outside project area, would be easy. In the next period, the promotion campaign is planned and we are expecting interest to join by other geoparks. As there will be almost no additional costs, the membership for next Geoparks will be free of charge.

Durability (max. 1500 characters)

Developed gamification tool was designed to be able to promote geoparks and enable them communication and cooperation via geoproducts for a long period without need of some expensive maintenance or other costs.

As the operational costs are very low and the tool provide new attractive way of promotion for geoparks we can expect their durability for a long period. As the main responsible partner covering the future operational costs after the project duration, was set LP of this activity – University of Bucharest.

The budget for development within the project was limited and could not cover all ideas generated in the phase of design and development, so we expect that in the future there will be even new features added and geographical coverage will be broaden.

Synergies with other projects/ initiatives and / or alignment with current EU policies/ directives/ regulations, if applicable (max. 1500 characters)

In the previous years, partners have undertaken several projects aimed at enhancing their Geoparks. Yet, most of these projects addressed a single Geopark or a rather narrow, specific topic that was not directly or strategically linked to a significant group of Geoparks. But also thanks to the gamification tool we support the idea of single GeoTour, as network of European geoheritage.

Danube GeoTour has already established and shared experiences with ECOKARST

Project, which supports development, based on a sustainable management and awareness of the vulnerability of karst ecosystems.

Geoproduct development builds on lessons from the 'Two Rivers and One Hill' project, developing ecotourism products along the Drava, Danube and in Papuk as implemented by Geopark Papuk (HR-HU CBC programme) as well as the cross border Geopark Karavanks geoproduct strategy (SI-AT CBC programme) and the 'Danube Region Inclusive Friendly Tourism: Territory Accessible for Everyone' project (BBTDM, HU ERDF).

We have also observed other implemented projects funded within SEE or other programmes outside the partnership whose results or networks are relevant for Danube GeoTour. These include DANUBEPARKS STEP 2.0 (Danube Parks Network of Protected Areas), PaNaNet (Pannonian Nature Network), RoofOfRock/Limestone (IPA Adriatic), NATREG (Development with Nature, SEE), BioREGio Carpathians (SEE), Geopark Burren and Cliffs of Moher as People, Place, Learning, Livelihood (LIFE programme).

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

Political framework: Not relevant.

Economic framework: gamification tool support networking of stakeholders as well as knowledge transfer what can improve economic development of participating regions.

Social framework: gamification tool is based on the modern technologies with respect to various needs of target groups.

Technological framework: gamification tool is based on the modern technologies which enable its future further development and communication with other applications.

Environmental framework: Not relevant.

Legal framework: gamification tool works in accordance with the current legislation.

Regulatory framework: Operation of gamification tool is not the objective of any regulation. Regulative framework for geoproducts was implemented in the tool.