

Geoproducts. Local Stories Included in International Branding

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Abstract. *Geoproducts are vehicles for integrating local stories into international branding emphasizing the identity of UNESCO Global Geoparks. They obtain global recognition while linking storytelling and branding to heritage preservation and community empowerment. Geoproducts connect a territory's geological and cultural heritage to the creativity of the locals and become ambassadors of sustainable development. For a local product to become a geoproduct, it must echo the geology and culture of its region, have economic viability and keep precise quality standards. They must be developed in partnership with a UNESCO geopark which provides mutual promotion and reinforces their part on the local and global market. Geoproducts enhance the voices of local communities and also the recognition of geoparks as territories of innovation, creativity and sustainability. This paper explores the philosophy and characteristics of geoproducts, stressing their capacity to incorporate local stories into global branding. For this, the study uses a software-based analysis of Romanian-language Google search metrics that evaluates public interest in Buzău Land UNESCO Global Geopark in order to create geoproducts appropriate to visitor preferences.*

Keywords: geoproducts, international branding, UNESCO Global Geoparks, economic development, communities.

Introduction

UNESCO Global Geoparks manage territories by bridging conservation of geological, natural and cultural heritage with education and sustainable development, encouraging innovation and entrepreneurship. This symbiosis result in the development of geoproducts, as connectors between local stories, geological characteristics of the area, entrepreneurship, which benefit both local communities and the UNESCO geopark brand.

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Following this argument, geoparks serve as brand-building models, merging geoheritage and local identity into global markets (Andrășanu, 2017). Geopark products preserve local heritage while strengthening the geopark's international recognition. Even if research and literature on geopark products is advancing (Komoo et al., 2022), limited studies explore their defining characteristics and production system.

The geopark concept was first mentioned in the 1990s and further developed under the LEADER program for sustainable rural development. With this support in 2000 The European Geoparks Network (EGN) was established with the purpose of promoting geoconservation and sustainable development in 4 geoparks: Réserve Géologique de Haute-Provence (France), Lesvos Petrified Forest (Greece), Geopark Gerolstein Vulkaneifel (Germany), and Maestrazgo Cultural Park (Spain).

As a response to the need of facilitating international knowledge exchange on these subjects, The Global Geoparks Network (GGN) was established in 2004, extending the model internationally. UNESCO offered its full support in 2015 through the International Geoscience and Geoparks Programme, strengthening the geopark concept as an instrument for sustainable development. In 2025, 213 geoparks from 48 countries are international sustainability benchmarks because they obtained the UNESCO status through a rigorous evaluation or revalidation process.

For a territory to become a UNESCO Global Geopark it needs 3 backbones: a territory with abiotic, biotic, and cultural heritage; a multidisciplinary team with a strong development vision; and strategic partnerships with local stakeholders who share the geopark's goals. These elements establish geoparks as quality labels, global brands, and platforms for knowledge exchange (Andrășanu, 2017).



Fig. 1. Backbones of the geopark

Source: Authors' own research.

Geoparks foster ecopreneurship (Schaltegger, 2002), where entrepreneurship integrates ecological, social, and economic goals. Entrepreneurs merge local resources with creativity to develop sustainable products, services, and experiences. Geopark products embody this balance, between economic development and care for the environment by joining local stories, geological

heritage, and cultural identity into marketable goods. They are vehicles for both local sustainability and global branding.

This paper presents an extensive model for geoproduct creation, demonstrating how local stories can be included into global branding offering entrepreneurs a framework to capitalize on their products within the UNESCO Global Geoparks brand, in accordance with public interest. The first objective is describing the characteristics and stages of production for a geoproduct. They will be demonstrated by a case study. The second objective is providing an example of a software-based analysis methodology of Romanian-language Google search metrics (Bazac et al., 2023). The software-based analysis was used to assess the public interest for Buzău Land UNESCO Global Geopark's heritage. This method shows clear digital engagement trends, which help identify search patterns in order to create geoproducts aligned with the public demand.

Theoretical considerations

Geoproducts are new and innovative type of entrepreneurial activities from UNESCO Global Geoparks, linking geological heritage and cultural identity adding economic value to local goods and/or services fostering sustainability and offering path to international branding for local goods.

Zouros and Martini (2003) and Zouros (2004) discussed the concept of geoproducts, emphasizing the role of geoparks in working closely with stakeholders to develop products inspired by geological heritage. Newsome and Dowling (2010) suggested that geodiversity could be connected to lodging, restaurants, and outdoor activities to create more place-based experiences. Many scholars have underpinned geoproducts to sustainable development and geotourism. Authors such as Hashim et al. (2011), Ziemann and Figueiró (2014), and Anand et al. (2014) see geoproducts as socio-economic solutions for local communities. The difference between a usual tourism product and a geoproduct is explained by Brzezińska-Wójcik (2015), stating that geoproducts connect education, heritage protection, and innovative tourism experiences.

Farsani et al. (2012) speak about the role of geoproducts as motifs for raising awareness about geology by introducing this kind of local crafts and products to tourists.

De Castro Rodrigues and Neto de Carvalho (2019) debate on the complexity of the geoproducts as a means to promote geodiversity, create richer tourism experiences and also bring local development to the region.

Miśkiewicz, 2024 describes geoproducts as strategies for geotourism and sustainable development. These products enrich the visitors' experience and also foster socio-economic development while caring for the environment.

Methodology

This study employs a qualitative interdisciplinary approach and, as it is still ongoing, a partial quantitative one, to examine geoproducts within UNESCO Global Geoparks as a model for integrating local narratives into international branding, having as specific case study, Buzău Land UNESCO Global Geopark.

Case Study Analysis

Buzău Land UNESCO Global Geopark serves as case study, showcasing innovative geoproduct development. Specific example, such as Colți Amber Ale, illustrate how geoproducts connect identity, management, and production dimensions.

Data Collection and Search Analysis

Data sources include:

- Official UNESCO Global Geoparks Network reports.
- Scientific literature on geoparks, geotourism, and sustainable development.
- Observations from geopark facilities, trails, and geoproduct-related events.
- Google search engine data acquiring

Analytical Framework & Validation

After the theoretical framework was developed, this study uses a methodology that implies a software acquisition and assessment process based on online search metrics. This facilitates data acquisition, analysis, and modeling of Google Cloud data, specifically Romanian-language searches conducted in Romania. The processing algorithm was made to identify and model online search queries related to cultural parks (Bazac et al., 2023).

The first step in the methodological approach was identifying initial keywords representing the main geodiversity elements of Buzău Land UNESCO Global Geopark and associated tourism services. Using Boolean operators (AND, OR, NOT) to connect the keywords, specific search phrases were created, forming an initial semantic database. As a particular example, the „AND” operator generated phrases such as "harta AND Ținutul Buzăului" (transferred as "harta Ținutul Buzăului"), "cazare AND Ținutul Buzăului" (transferred as "cazare Ținutul Buzăului"), and "Ținutul Buzăului AND UNESCO" (transferred as "Ținutul Buzăului UNESCO"). Irrelevant semantic connections like real estate or commercial sales were eliminated through the operator „NOT”.

Thus, we obtained a semantic database, on which we conducted the second step of the methodological approach: it was processed through the GetKeywords software tool, obtaining unexpected alternatives and enriching the dataset. This step ensured a broad representation of public search patterns regarding Buzău Land Geopark's cultural and natural heritage. The analysis identified temporal variations in digital engagement and showed patterns for public interest on specific geopark features and services according to different months of the year.

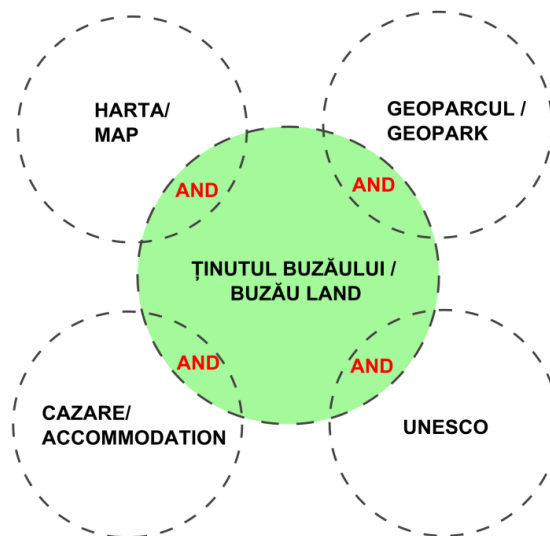


Fig. 2. Example of building the initial set of phrases based on Boolean Logic, in order to be verified in GetKeywords if they were or not used by users in online searches

Source: Authors' own research.

This platform provides detailed monthly search volumes for each identified keyword.

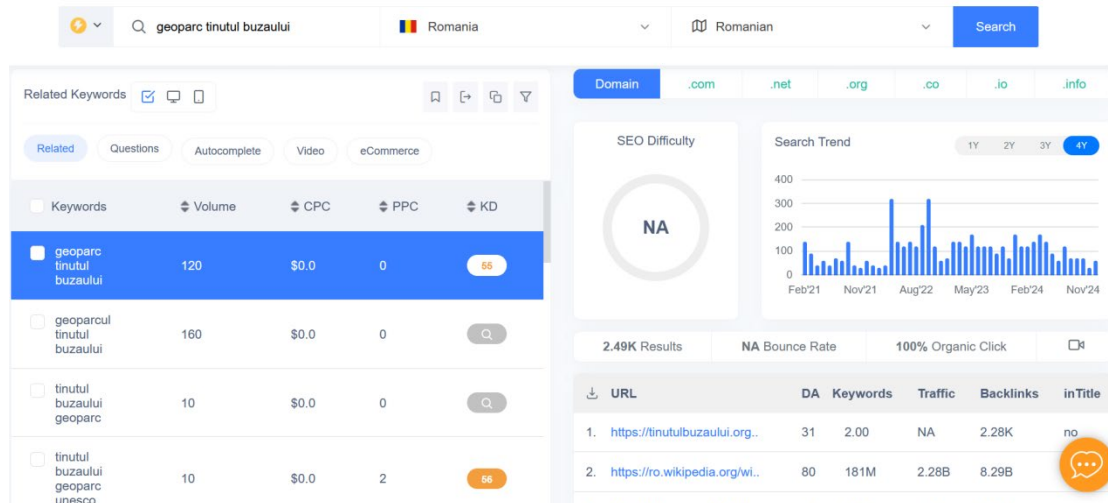


Fig. 3. Section of the GetKeywords software dashboard confirming numerical results for the search phrase “geoparc tinutul buzaului” / Buzău Land Geopark

Source: <https://app.getkeywords.io/dashboard>.

The collected data are aggregated and processed in Microsoft Excel, where monthly search volumes are summed to produce an overall dataset. A general medium search value will be calculated for each analyzed phrase and its semantic derivatives, representing the average monthly search volume over the study period. This will allow us to identify peak searches, defined as values above this referential value.

Month & year	No. of searches	Search phrases and their semantic derivatives							
		buzau focul viu	foc viu buzau	focu viu buzau	focul viu buzau	focuri viu buzau	focurile viu buzau	focurile viu din buzau	
January '22	760	10	30	290	230	10	190	0	
February '22	960	10	50	360	280	10	240	10	
March '22	760	10	30	290	230	10	190	0	
April '22	1840	20	50	660	510	40	550	10	
May '22	1730	30	50	660	510	20	450	10	
June '22	1640	30	30	660	510	20	370	20	
July '22	1660	20	60	660	510	30	370	10	
August '22	2110	10	50	810	630	40	550	20	
September '22	1080	10	30	440	340	10	240	10	
October '22	2320	20	80	810	630	80	670	30	
November '22	1360	20	60	440	340	30	450	20	
December '22	690	10	50	240	180	10	190	10	
January '23	970	10	60	360	280	10	240	10	
February '23	740	10	50	240	180	10	240	10	
March '23	1320	10	50	440	340	20	450	10	
April '23	1780	30	80	660	510	20	450	30	
May '23	1600	20	130	540	420	20	450	20	
June '23	2440	40	50	1000	770	10	550	20	
July '23	1460	20	60	440	340	30	550	20	
August '23	2140	20	80	660	510	30	820	20	
September '23	1160	10	30	360	280	20	450	10	
October '23	1360	20	80	440	340	10	450	20	
November '23	1110	10	100	290	230	10	450	20	
December '23	1240	10	60	540	420	10	190	10	
January '24	1570	10	60	660	510	10	300	20	
February '24	1570	10	60	660	510	10	300	20	
March '24	2450	10	60	1100	870	20	370	20	
April '24	2390	20	80	1100	870	10	300	10	
May '24	4190	30	100	1800	1400	20	820	20	
June '24	2450	20	60	1100	870	20	370	10	
July '24	2240	10	60	1000	770	20	370	10	
August '24	2650	10	80	1100	870	30	550	10	
September '24	1810	10	30	810	630	20	300	10	
October '24	2250	20	50	1000	770	20	370	20	
November '24	1940	10	80	810	630	100	300	10	
December '24	960	10	20	440	340	10	130	10	
Number of searches - year 2022		16910							
Number of searches - year 2023		17320							
Number of searches - year 2024		26470							
Medium search value 2021-2024		1686.1							
TOTAL number of searches - 2022-2024		60700							

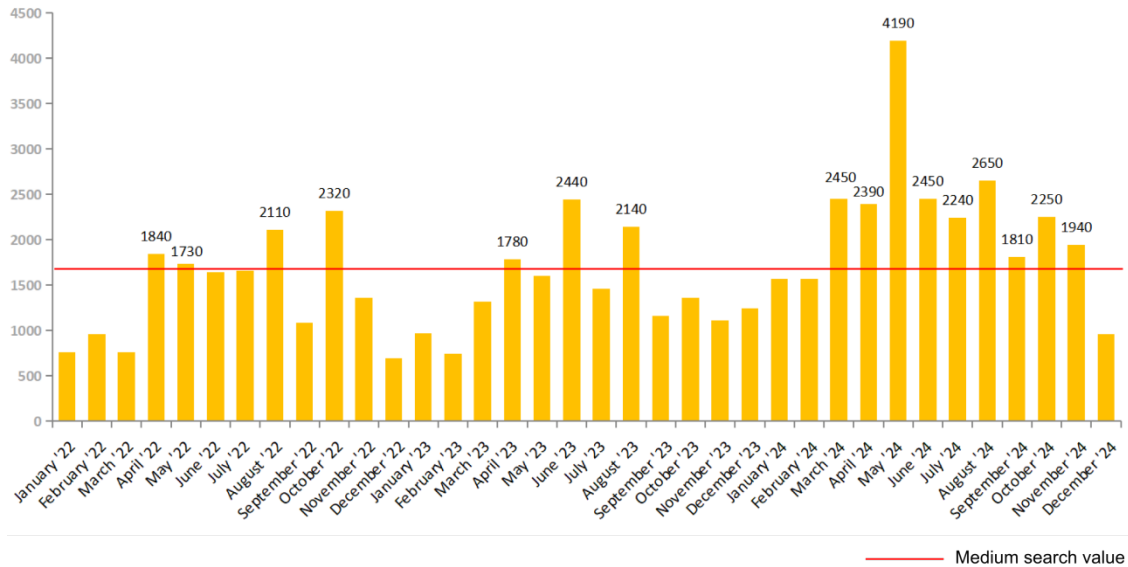


Fig. 4. Excel sheet configured to sum, calculate a medium referential value, and graphically model the numeric data provided by GetKeywords on the phrase 'focul viu Buzău' (Eternal Flame Buzău) and its semantic derivatives, as searched by online users between 2022 and 2024

Source: Authors' own research.

Results and discussions

As presented in the introduction, the first objective of our paper is to propose a model for geoproduct development by defining a geoproduct's characteristics and the stages of production.

For that, the stages for producing a geoproduct must first be discussed. As illustrated in the diagram, there are three dimensions: identity, management, and production— using a Venn diagram with overlapping circles, where each circle represents one of the dimensions. The geoproduct is in the center, symbolizing the intersection and integration of these three aspects (Figure 5).

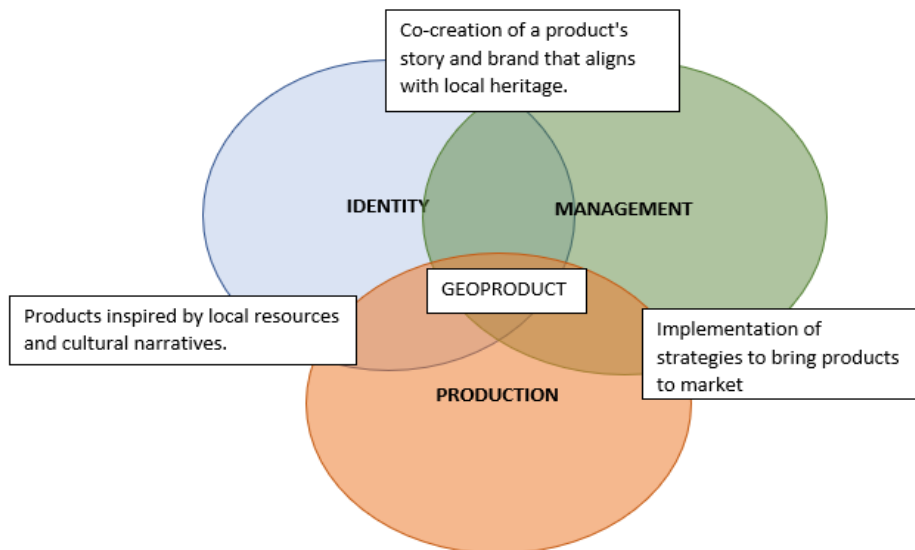


Fig. 5. Diagram with the 3 dimensions of a geoproduct

Source: Authors' own research.

Identity Dimension

The identity dimension suggests the historical interaction between communities and their environment in a geopark through their local stories, boosting cultural revitalization and sustainable development. In product creation, this dimension refers to connecting local geodiversity, to local customs and traditions, with market demands. Partnerships between artisans, businesses, and cultural and academic institutions provide regional authenticity while strengthening economic value. The general public's searches, as found through Google search analysis, suggest a demand for geoproducts that emphasize local geological uniqueness, as the Eternal Flames in Buzău Land UNESCO Global Geopark and cultural heritage.

Management Dimension

Through the management dimension a geoproduct obtains its marketable value, generating direct income and also indirect benefits as promotion for the geopark, enhanced attention for the local identity of the region and socio-economic growth of the whole area.

Each UNESCO Global Geopark uses its globally recognized brand to enhance geoproduct value while reinforcing the geopark's identity. This method is based on the collaboration between the geopark team and local producers.

The management dimension also reflects social entrepreneurship by promoting innovation in product creation, local collaboration, and sustainability. Geoproducts have the role of strengthening local identity, empowering communities, and inspiring the preservation of geological heritage. Thus, the value of geoproducts lies in bridging economic viability with social impact, ensuring that geoparks function as both conservation initiatives and drivers of sustainable local development.

Production Dimension

In the production dimension, the Geopark ensures geoproducts align with sustainability and local identity of the territory. Production has to be done by a legally recognized producer—a legal entity (NGO, company, firm) offering a service or creating a product in collaboration with the Geopark. Geoproducts must be profitable, but also generate benefits such as awareness, promotion, and community engagement.

Findings from the Google search analysis suggest the need for scalable, sustainable production models to meet market expectations.

As illustrated in Figure 5, a geoproduct is created when the three dimensions meet: identity (sustainable use of local resources), management (support for development and sales), and production (structuring the offer through a Geopark partner).

Creating a geoproduct

The development of geoproducts requires geopark managers and local entrepreneurs to follow the stages outlined in the previous chapter while meeting three fundamental criteria (Figure 6): geo-direct connexion (connected to the Earth story of the place), a structure and economical value (to have a marketing strategy and to be sold), and strong partnership with the geopark. These are the characteristics of a geoproduct.

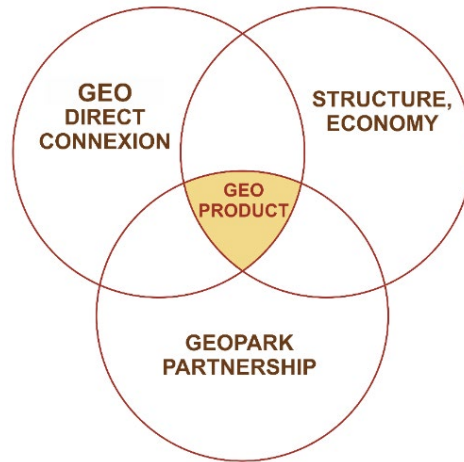


Fig. 6. Requirements for a local product to become a geoproduct

Source: Authors' own research.

A horizontal dimension for geoproduct creation is inclusivity, ensuring accessibility for individuals from vulnerable groups. By promoting equal opportunities and broader access to geoheritage, geoproducts can foster a deeper connection between diverse communities and the region's unique geological and cultural assets.

Geo direct connection

The term "Geo" (from Gaia/Gaea in Greek mythology) reflects a territory's natural heritage, including geodiversity and biodiversity, intertwined with its cultural heritage. A geoproduct is more than a locally made good—it comprises the connection between Man and Earth through interpretation. Many local products from geoparks can become geoproducts when their links to geology or local identity are clearly emphasized in their description.

An example is the GeoFood label, created by Magma UNESCO Global Geopark, which emphasizes the geological heritage behind some local foods. Examples include food prepared in hot volcanic soil, olive oil from Jurassic marls, and salt from ancient seas.

This approach enhances visitors' awareness of geology while reinforcing the cultural identity through the customs of cooking in a specific way or growing specific vegetables ensuring also sustainable economic development.

Structure and economic viability

A geoproduct must have the structure and economic viability for the producers to be able to sell it. All geoproducts should be designed with the potential for commercialization. They can be educational programs or offerings complementary to other services.

For example, an educational program qualifies as a geoproduct if it could be sold to tourists. Economic viability (Schumacher, 1973) is key to sustainability—geoproducts must meet visitors' demand while supporting local needs. To remain relevant, they must follow three principles: align with market needs, adapt to trends, and meet the evolving visitors' interests.

Geopark partnership

A local product with a connection to the geology of the place and a market value could never be considered a geoproduct without the involvement of a UNESCO Global Geopark. Thus, the third

essential element for a local producer to develop geoproducts is to have a partnership with the geopark.

The geopark provides the quality and sustainability label of the geoproduct, overseeing the condition of production and sales. This collaboration ensures the elimination of low-quality products that might falsely be sold as geoproducts. It also guarantees that in the production and marketing processes, the natural and cultural heritage is respected and all the community needs are being met, especially the vulnerable groups.

Case Study

Buzău Land UNESCO Global Geopark's Colți Amber Ale, One Beer Later

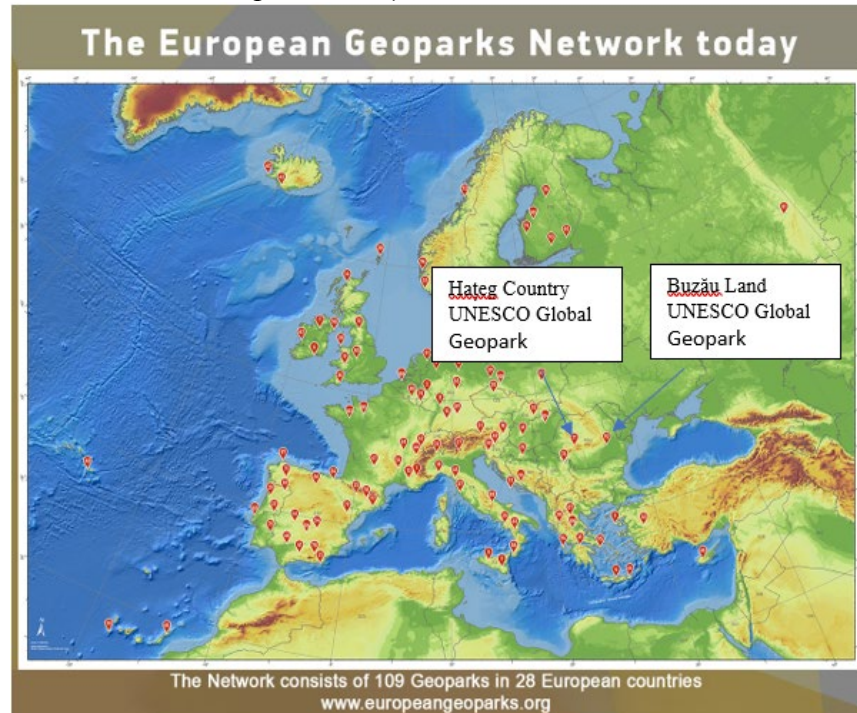


Fig. 7. The UNESCO Global Geoparks from Romania on the European Geoparks Network Map

Source: <https://www.europeangeoparks.org>.

In 2021, One Beer Later, a local producer from Buzău county, worked together with Buzău Land UNESCO Global Geopark to create a craft beer that tells the story of the local amber from 25 million years ago, called "rumanit" (Figure 6). The story appears on the bottle's label.



Fig. 8. Colti Amber Ale bottle

Source: tazz.ro/bucureti/artisan-beer.

Colti Amber Ale is a correct geoproduct because it reaches the three dimensions: identity (it is developed in Buzau area, it shares the story of endemic amber from Colti, a commune in Buzau Land UNESCO Global Geopark), management (the local producer partnered with the geopark to ensure the scientific accuracy of the information on the label and to vouch for the quality of the product, while the geopark actively promotes the geoproduct on its website <https://buzauland.org/artisans-artists-and-manufacturers/>, social media and festivals), production (the local entrepreneur produces craft beer, it markets and sells it via online shops, local accommodations which are partners of the geopark and also at national level in cafes, restaurants and fine food shops).

As the label (Fig.9) reveals, as well as the website (*Colti Amber Ale 330 mL – One Beer Later*), Colți Amber Ale serves as a compelling example of adding value through local identity. This amber beer, with its color resembling Colți amber—the unique red shade of rumanite, a rare amber species found only in this region—exemplifies how local geological resources can be used to create products which enhance the sense of place. Branding the beer with the unique characteristics of the area emphasizes its local origin and raises awareness of its cultural and geological significance (the geo-connection characteristic).



Fig. 9. Colti Amber Ale label

Source: Sansa News, 2021.

The producer did not connect only the name of the beer to the color of the amber, but he wrote the geological story on why amber is present today in the geopark. The story was drafted together with Buzău Land UNESCO Global Geopark's team, ensuring the quality of data (the partnership with a geopark characteristic). This method shows that a local product, with the correct data, respect and collaboration, can support and enhance the value and stories of its origin. These are excellent examples for the value of connecting local resources to cultural heritage and stakeholder collaboration to promote a local product as a global brand.

This method echoes experience-based economy. Its philosophy relates to place-based goods which connect the consumer to the identity of an area. The success of such products is based on the informed promotion, authenticity and a very good product quality, which are ensured by the Buzău Land UNESCO Global Geopark quality certification, offering trust in the products it approves.

The structure and economy dimension is ensured because the beer can be bought online from various online shops, but also in more than 170 locations all around Romania (<https://webshop.onebeerlater.com/products/one-beer-later-colti-amber-ale?srltid=AfmBOor-dSJvjUB1gUtAwD8godypgPljgeNWTVBoVSbpeIJ8klPdZpUd>).

After defining our proposed model for geoproduct development, we reach our second objective, offering an example of a software-based analysis methodology of Romanian-language Google search metrics (Bazac et al., 2023) to develop geoproducts more suitable for the public interest.

During this research, the online search analysis unveiled distinct patterns of public interest, for Buzău Land UNESCO Global Geopark expressed in quantitative search volume trends and qualitative variations in search phrasing. The results were interpreted, concentrating on the high and low elements of interest, correlating them with specific semantic search queries. Subsequently, these results were connected to the broader context of geoparks and their digital visibility.

The data was gathered between January 2022, after Buzau Land became a UNESCO Global Geopark and December 2024. The analysis shows varying public engagement levels. Monthly search trends were followed and reflect that peaks in searches correlate with seasonal tourism trends, focusing on spring and summer, the same as for geotourism. The peak search volumes were registered for specific attractions within Buzău Land UNESCO Global Geopark, such as:

- General searches for Ținutul Buzăului (Buzău Land), especially with tourism-related keywords such as harta (map), cazare (accommodation), and UNESCO.
- Focul Viu Buzău (Eternal Flames Buzău) and its related searches (Focul Viu de la Lopătari, Focul Viu de la Terca, Traseu Focul Viu Buzău).

Monthly search volume decreases during the autumn and winter months, demonstrating weakened public engagement outside formal tourist seasons. A lesson to be learned by the geopark from these data is creating targeted campaigns in low-traffic months to support all-year interest of the potential visitors.

Using this methodology, our results showed a clear pattern for how the public is seeking information about Buzău Land UNESCO Global Geopark. The most often registered semantic associations searches include:

- Tourism logistics (harta Ținutul Buzăului – Buzău Land map, cazare Ținutul Buzăului, Buzău Land accommodation), demonstrate high interest in holiday planning.
- Brand and heritage recognition (Ținutul Buzăului-Buzău Land UNESCO), revealing the desire to know aspects about the geopark's international designation.
- Specific landmarks (geoparcul Ținutul Buzăului, Focul Viu-Eternal Flames), signifying that visitors associate the geopark strongly with its unique geological features.

One of the most searched keyword variations was "focul viu buzau"-eternal flames Buzău, reaching 1800 searches in May 2024. While more complex inquiries, "focurile vii din buzau"-eternal flames from Buzău appear far less frequently, highlighting a preference for concise, colloquial search terms, not long phrases. The findings offer an opportunity for the geopark's management to enhance the most common searches to maximize digital reach, through a well-designed SEO strategy.

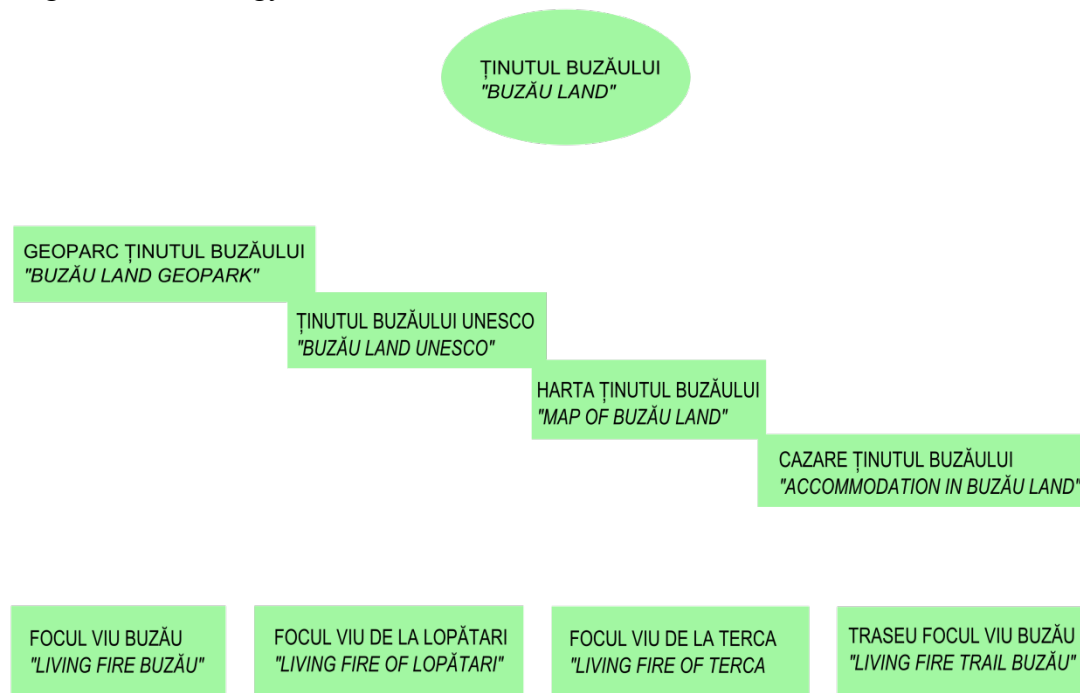


Fig.10. Hierarchical tree of search phrases for which GetKeywords software returned numerical results, from general to particular, regarding Buzău Land UNESCO Global Geopark

Source: Authors' own research.

These results can offer an informed starting base for new geoproducts, aligned with the public interest. Buzău Land UNESCO Global Geopark can consider implementing the following strategies to enhance public interest and develop geoproducts more suitable for the general needs:

- creation of more thematic geotrails: Design and promote trails that reflect the territory's unique geological features. Additionally, the high interest in landmark attractions like Eternal Flames emphasizes the necessity of using these popular elements in wider geopark branding and promotional campaigns.
- digital engagement: increase the geopark's online impact through digital storytelling, 360° tours, mobile applications, active social media engagement, and SEO optimization to obtain an international audience. The logistical queries suggest that potential visitors are in an active planning phase, thus, Buzău Geopark management needs to optimize digital content related to maps, accommodations, and site accessibility.
- seasonal promotion: addressing low traffic months with target campaigns using peak searches for promoting geotourism and geoproducts
- collaborative marketing: partner with local businesses, tourism agencies, and educational institutions to create complex packages that include accommodation (users searched for “cazare ‘‘Ținutul Buzăului’’ / accommodation [in] Buzău Land), guided tours, and educational programs, to increase the tourism offer complexity.

This study defines geoproducts as an alloy of geological heritage, local stories, and entrepreneurship within UNESCO Global Geoparks. By integrating identity, management, and production, geoproducts bring socio-economic development and awareness for conservation. They incorporate place-based storytelling, ensuring authenticity and sustainability while connecting local heritage with global markets, enhancing local identity, and broadening geoparks' visibility.

The results echo the scientific literature emphasizing the role of geoproducts as socio-economic catalysts (Komoo et al., 2022; Farsani et al., 2012). Unlike broader definitions of geoproducts that lack specificity, this study emphasizes the need for a tri-dimensional approach on how to create a geoproduct—identity, management, and production— and for the three essential characteristics - geo-connection, structure and economy, and geopark partnership starting from the software-based analysis methodology of Romanian-language Google search metrics (Bazac et al., 2023) - to ensure their success. While previous studies (Dryglas & Miśkiewicz, 2014) classify geoproducts broadly, this research narrows the focus to emphasize the geopark's active role, echoing concepts of ecopreneurship (Schaltegger, 2002).

This study could represent a model for other geoparks and regions that wish to include local stories in international markets.

Even if the paper presents a strong conceptual framework, it is limited by its focus only on the specific case study Buzău Land Geopark. The findings may not fully capture the diverse geopolitical and cultural contexts of other geoparks

The analysis of attractiveness generators can also make a significant contribution to the development of established methodologies regarding the structural dynamics of local economies (Peptenatu et al., 2012; Pintili et al., 2017), including in territorial systems where tourism can generate positive effects on the local economy (Drăghici et al., 2015; Herman et al., 2020; Merciu, 2021, 2022) or in emerging areas of urban systems (Ianoș et al., 2012).

Conclusion: A Model for Local and Global Impact

The intersection of geoparks, entrepreneurship, and geoproducts offers a replicable model for sustainable development that integrates local values with international opportunities.

To maximize and streamline the possibility for a local product to become an international brand, we implemented the mentioned software-based analysis methodology of Romanian-language Google search metrics developed by Bazac et al. (2013). This method can provide a nuanced understanding of public interest levels and help identify periods of increased digital engagement, offering a quantitative basis for the development of new effective geoproducts and for planning future cultural interventions and promotional campaigns. By combining quantitative search values with a detailed qualitative examination of keyword variations and semantic associations, this methodology offers a strong framework for understanding public knowledge and interest in the geology and services of the Buzău Land UNESCO Global Geopark. This framework proposes objective insights to create effective heritage management strategies, such as linking lesser-known parts of the geopark with its popular attractions or responding to public interest with maps or itineraries. Continuing with the management perspective, the knowledge derived from this analysis can improve digital marketing strategies, content development, and heritage interpretation efforts. Visitor number and long-term digital engagement with the public can be increased through SEO strategies tailored to targeted seasonal promotion and a more diverse content (scientific storytelling, interactive maps, 360° tours).

Geoparks empower communities to take ownership of their heritage and create meaningful economic benefits by encouraging entrepreneurship. Geoproducts not only enhance the geopark's brand but also strengthen its mission of conservation and education, ensuring that local stories are brought to a global stage. By integrating identity, management, and production dimensions, geoproducts exemplify the bond between conservation, education, and sustainable development, offering a model that is both innovative and replicable for other territories around the world.

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