Geothermal chances for Food and Tourism: a Country Perspective

29. 6. 2021

Assoc. prof. Maja Turnšek, PhD

GEOTHERMICA

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731117

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Geothermal energy & tourism

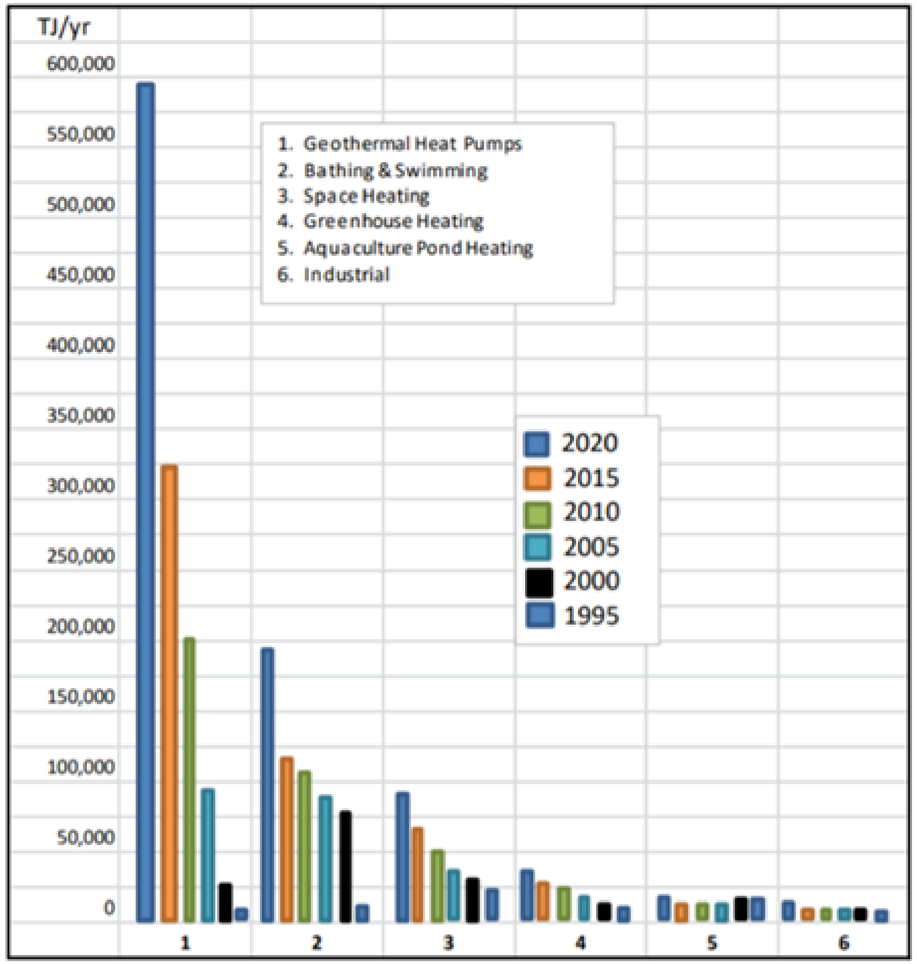
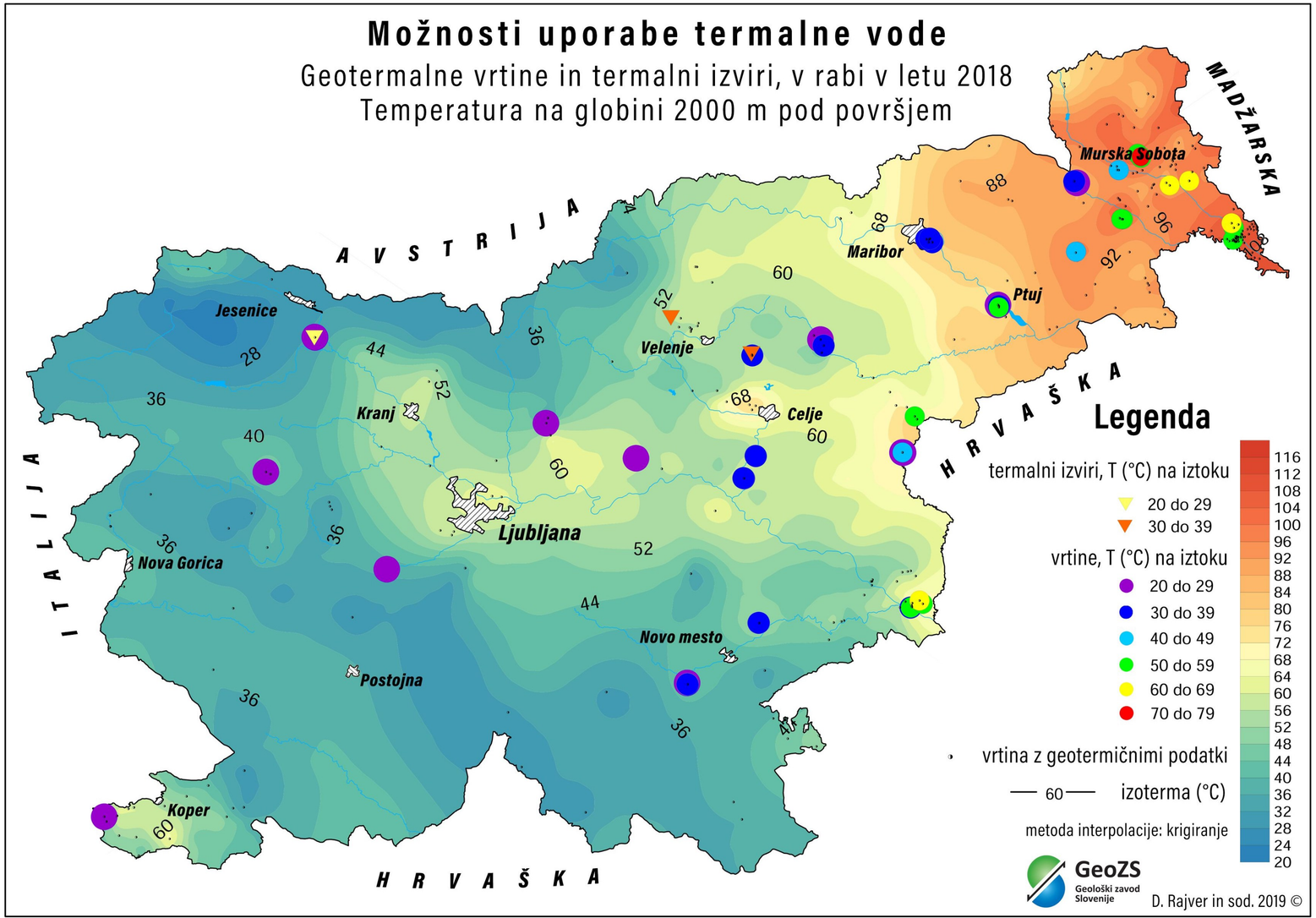


Fig. 2. Comparison of worldwide direct-use of geothermal energy in TJ/yr from 1995, 2000, 2005, 2010, 2015 and 2020.

Vir: Lund, J. W. and Toth, A. N. (2021). Direct Utilisation of Geothermal Energy 2020 Worldwide Review. Geothermics, 90, 1–31.

Slovenia



For tourism

- Balneology
- Food prouction industrial tourism Paradajz d.o.o. & Ocean Orchids d.o.o.
- Geothermal educational trail Cerkno

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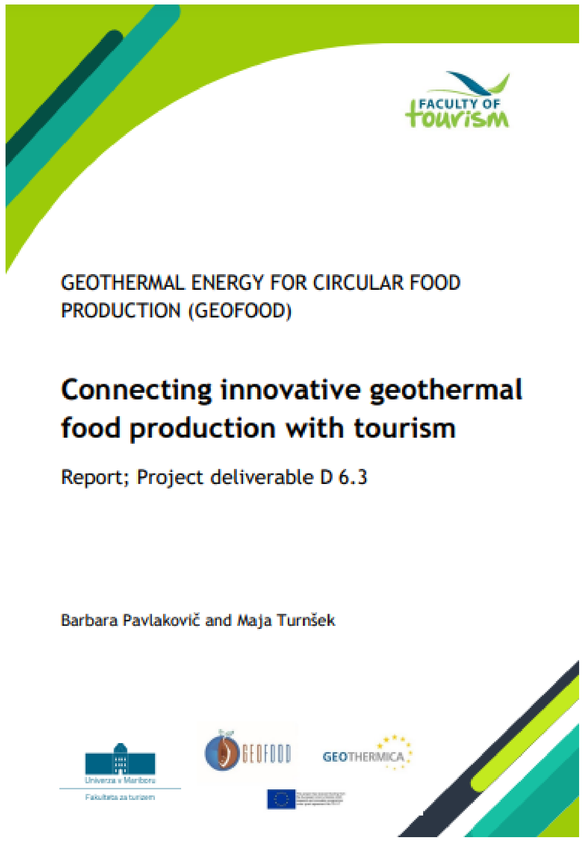
ToSEE – Tourism in Southern and Eastern Europe, Vol. 5, pp. 507-520, 2019
B. Pavlakovič, M. Turnšek: ADDING VALUE WITH EXPERIENCES: INDUSTRIAL TOURISM AND ...

ADDING VALUE WITH EXPERIENCES: INDUSTRIAL TOURISM AND GEOTHERMAL FOOD PRODUCTION

Barbara Pavlakovič
Maja Turnšek

https://doi.org/10.20867/tosee.05.39

Abstract
Purpose – The study presents examples of good practice, which use innovative tourism products to extend their visiting season. These destinations are Island and Slovenia. Both countries have their high season in summer due to more agreeable weather conditions and warmer climate. Hence, the need for the prolonged season provided creative ideas, like transforming production factories into tourist attractions, and furthermore transform mere sightseeing of these premises into tourism experiences.
Methodology – The paper introduces a case study of two companies – from South Iceland is Friðheimar and from Slovenia company Paradajz d.o.o. The case study was delivered through in-depth interviews with the company representatives and field observation in the factory tour itself. It supplied data about both providers and their industrial tourism practices with which benchmarking analysis was made.
Findings – The results suggest that such tourism products focus mostly on the education and aesthetics dimension of experience design, while escapism and entertainment dimension remain a challenge together with the challenge of overall theming of sustainability and geothermal energy. However, use of industrial tourism products has been a success in extending the tourist season into colder months and adding value to the business model



Proceedings World Geothermal Congress 2020+1
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Adding Value to Geothermal Food Production through Experience Design

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Keywords: circular food production systems, tourism, experience design, sustainability, Geofood

ABSTRACT
Geothermal energy has long been a part of various forms of wellness tourism. Recently, however, it can be observed its preliminary growth in new innovative forms of agro-tourism. The focus of the paper is on the greenhouse horticulture sector that is exploring the potential of geothermal energy for heating as an alternative to fossil fuels. The authors analyse the intertwining of the trends of the so-called "experience economy" and "industrial tourism" on a selection of four case studies from three different countries: Iceland, the Netherlands, and Slovenia. Taking the experience design approach, the authors analyse the options for adding value to the business models of these greenhouse producers through designing educational, aesthetic, entertainment, and the escapist dimensions of experiences offered to visitors of geothermally heated greenhouse producers. Especially, the focus is on the educational dimension of sustainability of the production in relation to the use of geothermal energy and the analysis of the potentials in raising general awareness and dissemination of knowledge.

1. INTRODUCTION
Tourism organizations promote the creation of environmentally and culturally sensitive tourism programs as a strategy for sustainable development (Spenceley et al., 2015). Sustainability is regarded as a balanced approach toward economic, social, and environmental (tourism) development. In alignment with the original Brundtland's (1987), the definition of sustainable development, UNWTO (n.d.) defines sustainable tourism as "Tourism that takes full account of its current and future economic, social, and environmental impacts,

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Geothermal energy & tourism

From Roman times to modern wellness

Geothermal energy & tourism

New niche: industrial tourism and geothermal food production

Figure 2: The progression of economic value in producing tomatoes

Ingredients	Product	Service	**Experience**
Natural	Standardized	Customized	**Personalized**
Market	User	Client	**Guest**
Extract	Make	Deliver	**Stage**
Fungible	Tangible	Intangible	**Memorable**

Source: Based on Pine and Gilmore, 1998

Role in public awareness & support

14 GEOTERMALNA UČNA POT

Geotermalna energija po učni poti v Občini Cerkno

Učna pot je namenjena spoznavanju geotermalne energije in ogledom pojavov v naravi.

Nekaj točk na geotermalni učni poti predstavljajo tudi pomembni geotermalni objekti, kot so geotermometrična vrtina Ce-1/94 globine 134 m, polje 12 geosond globine 96 m pri Centru za šolske in obšolske dejavnosti, geotermalna vrtina pri hotelu Ce-2/95, ki je globoka 2.004 m in je najgloblja delujoča geotermalna vrtina v celotni zahodni Sloveniji.

https://www.nekteo.eu/sl/energetsko-vzor%C4%8Dne-to%C4%8Dke/slovenija/geotermalna-u%C4%8Dna-pot

Open Access Article

Role of Tourism in Promoting Geothermal Energy: Public Interest and Motivation for Geothermal Energy Tourism in Slovenia

by Barbara Pavlakovič * , Milica Rančić Demir , Nejc Pozvek and Maja Turnšek *

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Abstract

From household geothermal heat pumps to industrial geothermal heating and electricity production, geothermal energy is one of the most promising future climate change mitigation areas. This paper aims to analyse the potential role that the tourism industry has in the promotion of geothermal energy. Although general knowledge and understanding of geothermal energy is often relatively low, geothermal energy tourism has the potential to encourage the public to use and learn about geothermal energy and its applications. The paper first provides a theoretical conceptualisation of geothermal energy tourism at the energy production

Pavlakovič, B., Demir, M. R., Pozvek, N., & Turnšek, M. (2021). Role of Tourism in Promoting Geothermal Energy: Public Interest and Motivation for Geothermal Energy Tourism in Slovenia. *Sustainability, 13*(18)

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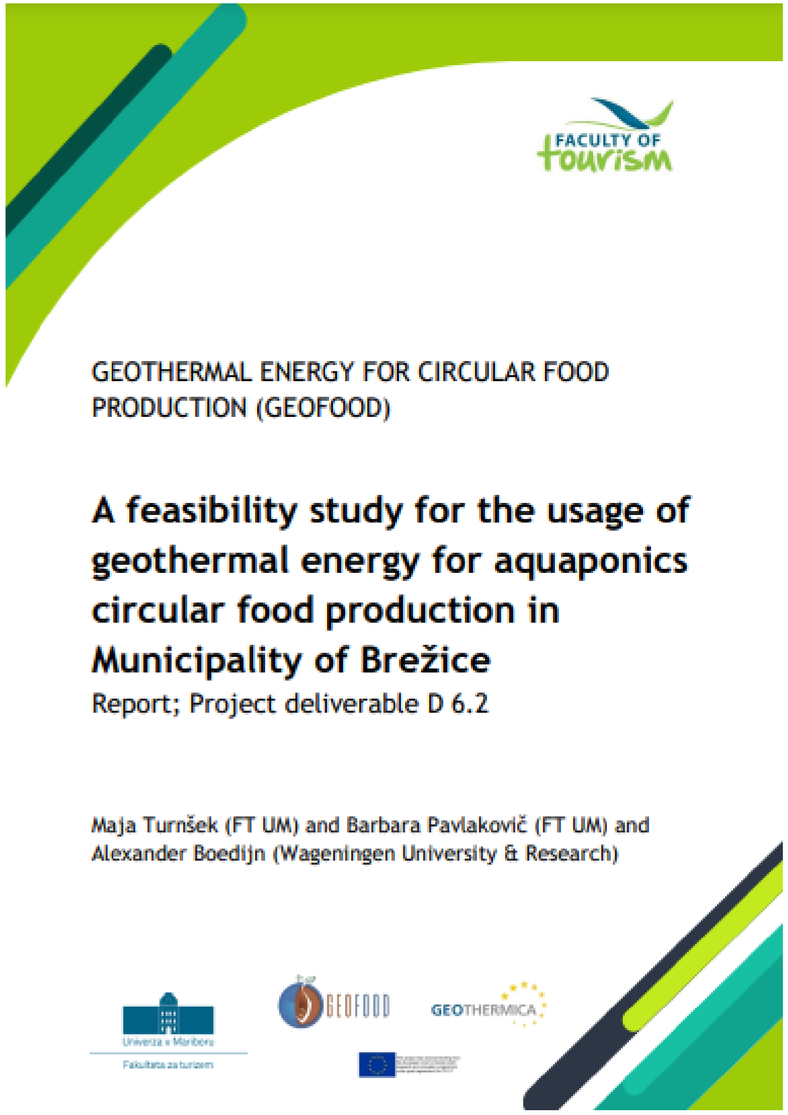

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