

## **The Strategies of Development for Penghu Geo-park in Use of Geo-dessert**

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The committee of Promotion for Penghu Geo-park established in 2002 has been around for 13 years, though accomplished good results in hardware and software for many geological spots, but recently, the development trend seems to be slowing down. Therefore, how to add innovative ideas to accelerate the development of Penghu Geo-park is worth discussing. Combine the experience of C.G.S project 「 Promotion and Development Project of Geoscience Network for Taiwan」 in promotion geological knowledge and geopark in Penghu area, this paper is trying to develop the strategies of development for Penghu Geo-park in use of geo-dessert. First, choose the representative geological elements of Penghu Geo-park, including columnar basalt, massive basalt, spit, sour goo stone, lava flows, etc., and then look for the characteristics of Penghu existing desserts, including black sugar cake, peanuts, rice cakes, scallops sauce etc., and then to formulate strategies for future growth by interviewing with local business company people. After the interviews, five products developed, including basalt black sugar cake, pineapple basalt cake, spit peanut candy, rice cakes and sour sauce scallops goo stone and lava and with Geo-park logo. The following are potential markets, including the earth science education units, geological professional company, relevant government departments, etc., and finally extended to private tourism system, and even the world geo-park system. With the support of the community making creative geo-dessert by adding geological landscape elements, people can realize the geological meanings, and in the same time to achieve the aims of education, conservation of geo-park and it is helpful for economic growth.