

A resident awareness of geopark based on questionnaire study to the people of Happou Town, Akita Prefecture

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We did the questionnaire survey on resident awareness of Happou-Shirakami Geopark. The questionnaire was performed to 1500 household and the response rate is 47.8%. The questionnaire is composed of 8 questions about the recognition of a word geopark, the level of interest, recognition of the activity of registration to Japanese geopark, source of information, the kind of activity to participate in, method of public relation and expectation to geopark.

The residents of 61% know about the word geopark. Source of their information are Town Magazine (52 %), newspaper (43 %) and television (30 %). The residents of 59% are interested in geopark. We divided residents into high cognitive group (who know the word geopark) and low cognitive group. Residents are also divided into high interest group and low interest group. 69 % of high cognitive group residents belong to high interest group.

Keywords: geopark, questionnaire study, Happou Shirakami geopark, resident awareness