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Utilizing of geomedia in geopark

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1. North Ibaraki Geopark and Geomedia

North Ibaraki Geopark, which was authorized as "Japanese Geopark" in 2011, is trying to build a best model of communication with its customer through using social media, including geomedia.Geomedia is a service to use the GPS information. In North Ibaraki Geopark, we have been trying to utilize a geomedia called "foursquare", that makes a social network with geological information.

2.Utilizing a geomedia "foursquare"

How to use "foursquare" is checking in to the place where user is. They can share their geological information on the social network such as twitter or facebook, through checking in with foursquare. And more, they can add photos and some kind of valuable information such as discount sale of the store. We can get the information that the number of visitor, who checked in, which is the most popular point. At first, we have put records of 36 tourism area in geopark, "geopoint" on foursquare. Then we announced and promoted the new service with our website, twitter and facebook page.

3.Checking in to North Ibaraki Geopark and the effect of foursquare

We have calculated the number of people who checked in to the geopoints with foursquare. Fukurodanotaki-fall:85, Ryujinohtsurihashi-bridge:8, Takimachinotaki-fall:18, Kaimonnkyou-bridge:12, and so on. Though we should improve promotion, we have had information of movement of visitors in each geopoint. In general, geosites are simply natural environment and it's hard to grasp how many people visit the place and how popular there is. Using foursquare, it would be possible to conprehend the movement of visitors in North Ibaraki Geopark.

4.Apply "Product Portfolio Management" to Geopark

We have tried to estimate the value of geopoint, using "Product Portfolio Management", known as a management technique. We made a portfolio chart, the vertical axis is the increasing rate of visitors in the area, and the horizontal axis is the number of checked in. Following this chart, we can classify the geopoints into 4 categories, 1)high increasing rate and frequently chacked in; 2)low increasing rate and frequently chacked in; 3)high increasing rate and infrequently checked in; 4)low increasing rate and infrequently chacked in. We can make No.3 geopoints grow to No.1 combining these categories suitably. It would be possible to raise in the number of visitors of geopark.

5.In future

For the development of North Ibaraki Geopark, we are required to utilize the geosites which have not been popular. In future, we are going to validate this trial combining the geopoints from a viewpoint of PPM and hold a geotour, advertise the sightseeing plan with medias including social media.

Keywords: social media, geomedia, geopark, foursquare, product portfolio management