

Communication of Information on the Internet By Geopark: Case Study of Sanriku Geopark

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The Sanriku geopark certified the Japanese geopark in 2013. It is the largest geopark in Japan that consists of 16 cities in Aomori, Iwate, and Miyagi prefecture. The Sanriku geopark promotion conference is disseminating information at the Internet.

In February 2011, we created the general-oriented website which summarized geological history and the highlight of Sanriku regions. Then, in response to the Great East Japan Earthquake, we have created a new web site for education travel and academic investigation in September 2011, and then, the variety of information was added to the general-oriented website towards the authorization to a Japanese geopark.

Furthermore, through the information by SNS, such as a blog, Facebook and Twitter, we increase the update frequency of information, promotion meeting was to update the content and functionality depending on the purpose or object. We increased the updating frequency of informaton, and updated contents and function according to the purpose.

Now, the degree of name recognition or comprehension of the “ geopark ” are not increasing. However, exposure to mass media and concern of local and a surrounding area are increasing in response to Japanese geopark authorization of Sanriku regions. In order to correspond to this, we decided to newly renew a website in 2014.

In this presentation, we introduce our renewal case and information transmission method and the results of a survey of website on other geoparks.

Keywords: geopark, communication of information, internet, Sanriku