

## Creating new geo business and the role of key persons in the San'in Kaigan Geopark

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The economical success is essential for the sustainable development of geoparks. Local business is the main actor to offer high quality products and service in a geopark. If they can satisfy of the demand of consumers and visitors, the geopark itself will become a higher quality one. This presentation reports on the case studies of geo business from the beginning to the present in the San'in Kaigan Geopark.

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