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Necessary perspectives for the special official employed to promote the business of Geopark

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An area designated to Geopark must do both of protection and utilization for education and tourism of geologic heritages, and promote the business of Geopark. What perspectives for the official are needed to promote them?

The official must not precede his academic study, but must be utilize his academic information to promotion of local economy, education, and tourism. So, the official must have high - presentation and communication skills in order to lesson the local earth scientific significances to the civil people and visitors.

The official also must learn the information about local history and culture, and then connect them to earth scientific information to generate attractive geosites for visitors. It is very helpful information of know-how of the tourism marketing in order to construct strategies to make many visitors visit a given Geopark.

In our Geopark, there are many tourism resources except for geologic heritages; e.g. local foods, products, historical heritages, and so on. The official must find out these resources, and lesson to local people. The official, therefore, must keep the viewpoint of the visitors. These perspectives must promote the civil people and visitors to re-discovery of the Geopark.

There are many post-doctor staffs with uneasy employment now in Japan, who has precious and huge information and techniques with international-level as to earth science. Since the business of geopark is very wide, many specialist will be needed; for education, tourism, administration, and earth science. Post-doctor staffs having excellent information about earth science must become vital member to promote the business of Geopark. I hope that promotion to Geopark business by municipalities becomes new employment for post-doctor staff in Japan.

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