

OES005-P07

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Local Promotion using academic geological and geographical geosites - an example of Unzen Volcanic Area Geopark, Japan -

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¹Unzen Volcanic Area Geopark

Shimabara Peninsula had been suffered volcanic disaster during 1990-1995 Unzendake eruption, and then visitors have been decreasing after the eruption. Thus, designation the Unzen Volcanic Area Geopark to the GGN member expects as the tools that recover from the disasters and promote whole of the Shimabara Peninsula using experience of recovery from serious disasters and geological heritages. Inquires from mass media, travel agents and personal travelers about our Geoparks become increase before the GGN designation. It indicates that Geoparks, which includes precious geological and geographical resources, are useful tools to promote of the local area.

After GGN designation, for some geosites, visitors are increasing to see strata.

Case 1: Tatsuishi Sea Shore

Before the designation to GGN member, there is no-sightseeing site and little visitors had come there. However, this geosite exposes the oldest volcanic ash and pumice deposit erupted from Unzen Volcano, and visitors can feel the beginnings of Unzen volcano from the deposit. As the result, many visitors have visited Tatsuishi Sea Shore to see the earliest deposit of Mt. Unzen after designation to GGN members.

Case 2: Hara Castle

Hara Castle, where the Shimabara Rebellion broke out, is the famous historical site in Japan. The Hara Castle was built on the flat terrace with about 30 m in altitude. This terrace was generated that large pyroclastic flow originated from Aso volcano (Aso-4 ignimbrite) flew over the Ariake Sea and buried the topographic relief. These 'geo-information' makes visitors re-discovery of the Hara Castle, and progress with satisfaction of the trip.

Some problems

Construction to the new sightseeing sites from no-sightseeing sites accompanies with some problems. Some problems are as follows;

- 1: lack of parking and lavatory
- 2: maintenance the access path to geosites
- 3: maintenance the road signs to geosites
- 4: geo-guide training and their actual agreement for visitors
- 5: progress the visitor's and local people's moral

In order to solve above problems, it would be need to share the concepts and aim of the geopark to inhabitants in our Geopark.