

## Economic effect and its temporal change that the GGN authorization brought -the example of Unzen Volcanic Area Geopark

Marekazu Ohno<sup>1\*</sup>

<sup>1</sup>Unzen Volcanic Area Geopark Promotion Office

Local promotion using geo-heritages is one of the main purposes of geoparks. Though the Unzen Volcanic Area was authorized as a Global Geopark in 2008, local residents have not felt actual economic effects yet. Are there actually tourists with the purpose of visit of the geopark? In order to estimate the proportion of the tourists to see the geopark, we carried out the questionnaire to tourists visited at the Shimabara Peninsula in summer of 2011 and 2012.

The results show the proportion of tourists with the purpose of the visit of the geopark was 13.2 % (day-trippers) and 16.0% (overnight visitors) respectively. From the total amount of visitors, averaged consumption per a person ( 5921 JPY of a day-tripper and 28964 JPY of an overnight visitor) and average number of purposes of tourists ( 2.5 of a day-tripper and 3.4 of an overnight visitor), the economic effect brought by GGN authorization was estimated to about  $2.5 \times 10^9$  JPY in 2011.

On the other hand, in 2012, the proportion of tourists with the purpose of the visit of the geopark was systematically decreased; 10.0 % (day-trippers) and 12.4% (overnight visitors) respectively. Preliminary estimates of economic effect in 2012 is only about  $1.9 \times 10^9$  JPY. Judging from the decrease of tourists, this value must decrease more.

The decrease of the economic effect was due to the decrease of the proportion of tourists for the purpose of the visit of the geopark. The main factor is drastic decrease of the number of collection of the questionnaire at the core and satellite facilities in the geopark; i.e. Mt. Unzen Disaster Memorial Hall, the Heisei Shinzan Nature Center, the Onokoba Sabo Mirai Hall and so on. On the other hand, in 2012, the number of the questionnaires of day-trippers increased more than 200 cases in comparison with 2011. We consider that the results of 2012 are almost the actual situation of the tourists visiting our geopark. We must utilize the information and promote the maintenance of the geo-guide and the development of the local geotour, the development of the original souvenir more to treat the tourist for the purpose of the visit of the geopark.

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