"San'in Kaigan Geopark ∗Fortune Cookie in Love" Project

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San'in Kaigan Geopark Promotion Council conducts "Questionnaire on Recognition of San'in Kaigan Geopark" every year. In a questionnaire survey conducted at PR campaign in Keihanshin area in 2013, San'in Kaigan Geopark recognition was low among 10s (27%) and 20s (24%) compared to 70s over (68%). An issue for the future is considering ways to raise awareness of geopark activities among young people. One of the reasons why many young people are not familiar with geopark is insufficient PR activity through the use of the internet. Now the council provides information available on the official website and Facebook. The problem is that those websites are not well-known to the general public.

For this reason, San'in Kaigan Geopark undertook "San'in Kaigan Geopark ∗Fortune Cookie in Love" Project, which local guides, tourism facilities, local residents, geopark-related officials and researchers dance along "Fortune Cookie in Love"- by J-pop's most popular girl group AKB48. We uploaded a video to Youtube on January 31, 2014 and promote the San'in Kaigan Geopark to the general public. There are 43 different scenes and 265 wonderful performers including mascots in about 4-minute video. Organized yet creative dancing entertains those who watch the video. We also advertise it to the media, and people who access to this video on Youtube easily exceed 10,000.

From now on, we will analyze the awareness and the effect of this project through a questionnaire and any changes in the number of visitors across the San'in Kaigan Geopark.

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