

San'in Kaigan Geopark Tourism Promotion By Female Bloggers

ANDO, Kazuya^{1*} ; NAKATANI, Hideaki¹ ; OOE, Seiji¹ ; ISHIGAMI, Nobuyuki¹

¹San'in Kaigan Global Geopark Promotion Office

While there is a strong trend among independent travelers to gather information and plan trips within Japan through the use of the internet and word-of-mouth information, there is a lack of information regarding geotourism available online. In response to this situation, a number of San'in Kaigan Geopark model tours were operated in Tottori Prefecture. These were promoted by female bloggers who are popular and influential in the independent tourism market. In 2012 and 2013, a total of 70 female bloggers established their own themes and planned trips to the San'in Kaigan Geopark. Each blogger posted their travel reports on their blog sites and on twitter. At the same time, a "San'in Kaigan Geopark Model Tours for Women" facebook page was established so that each of the travel reports could be posted and shared. As a result of this continual availability of travel information, San'in Kaigan Geopark related pages received a high number of online hits, and increased awareness and popularity regarding the Geopark was achieved.

Keywords: San'in Kaigan Geopark, Tours for Women, Geotourism, Female Bloggers