

Effects of information transmission using the social media in a large active geopark

MATSUBARA, Noritaka^{1*}

¹Graduate School of Regional Resource Management, University of Hyogo

The San'in Kaigan Geopark is located in the west of Japan, spanning approximately 120km from its easternmost point, at Kyogamisaki Cape in the city of Kyotango, to its westernmost point, on the Aoyakaigan Coast in the city of Tottori, and measuring a maximum of 30km from north to south.

In terms of administrative jurisdictions, the Geopark spans a total of three cities and three towns in 3 prefectures (Kyoto Prefecture, Hyogo Prefecture, Tottori Prefecture).

Sharing and generating information is difficult in such a large active geopark. Then, we decided to use a social media to share and generate information smoothly. We created fan page of the geopark to Facebook. We have established an administrator in each area to generate regional information.

Keywords: geopark, facebook, San'in Kaigan Geopark, social media