Recognition of Geoparks Shown in Data Retrievals

*Takashi Nakakushi[1,2], Tomohiko Ozawa[3], Naoki Nozu[1,4]

1.Faculty of Tourism, Wakayama University, 2.Institute for Education on Space, Wakayama University,
3.Misato Observatory, 4.NAVITIME JAPAN Co.,Ltd.

A geopark has a character of "business." In particular, sustainable development and promotion
through geotourisms is important. Thus, objective analysis of the business is needed. Full-fledged
marketing researches by research companies has been rarely seen in the record and there are only a
few studies by researchers with small-scale questionnaire surveys and interviews.
Therefore, we are aiming to clarify how geoparks are recognized by using the objective data. In
this paper, we try to visualize the degree and the time variation of the spread of geoparks by
using the Twitter advanced search and a newspaper article database. In addition, the initial
results of the analysis using the traffic big data for the movement of people associated with
geoparks will be also reported. We also want to consider what context geoparks are mentioned in, by
corpus analysis and morphological analysis of newspaper articles.

Keywords: geopark, geotourism, big data