

Dissemination of the charm of San'in Kaigan UNESCO Global Geopark through SNS, especially by Facebook.

*Shuhei Ueta¹, Noritaka Matsubara²

1. San'in Kaigan Geopark Promotion Council, 2. Graduate School of Regional Resource Management, University of Hyogo

Introduction of our internet dissemination method, such as operating portal site for activity information and providing multilingual application for tourists by augmented-reality (AR).

Outreach activity for geoparks using Facebook Page

*Kazuo Amano¹, Jun Hosoi²

1. The Institute of Natural Sciences, College of Humanities and Sciences, Nihon Univ., 2. Geological Survey of Japan, Institute of Geology and Geoinformation, AIST

The outreach activity of geoparks is very important for the increase understanding of them in Japan. We have utilized Facebook Page related to Facebook, Twitter and Website. The results and effects of this system in 2016 and 2017 will be presented and also discussed about a challenge in the North Ibaraki Geopark.

Keywords: Facebook Page, North Ibaraki Geopark, SNS

Using SNS Log Data in Understanding Geopark Visitors

*Tanaka Seiya^{1,2}, Yuzuru ISODA¹, Takashi KIRIMURA³

1. Graduate School of Science, Tohoku University, 2. Tokachidake Geopark Promotion Council, 3. Kogakkan University

Geopark visitors not only visits specific geo-sites but also to various places to see landscapes and to do various activities. It is therefore difficult to understand who they are, and what they do within Geopark. While questionnaires and interviews are the main methods to gather behavioral data, these methods are only able to take the sample at specific time and place. Previous studies that analyzes visitors in Geopark have not solved these problems. This study presents the analysis of geo-tagged posts on Twitter, a popular social networking service (SNS), of the users who visited Biei-Kamifurano in Hokkaido, Japan, where geopark designation is being pursued.

This study's target is two-fold. To understand where visitors to Biei-Kamifurano come from, by finding the center of the user's posts but with a robust estimate that remove the effect of user's occasional trips away from home. After distinguishing visitors and local residents, locations where visitors visited (and posted) within Biei-Kamifurano is revealed. This study considers how the behavioral information of the visitors retrieved by these methods can be used to various aspects such as "geo-conservation", "local promotion and tourism" and "disaster prevention".

Keywords: Geopark, Geotourism, Social Networking Service, Behavior Analysis, Big Data