

## Present condition and challenge for the future in using information tools in San'in Kaigan Geopark

TOKUDA, Masato<sup>1\*</sup> ; MATSUBARA, Noritaka<sup>1</sup> ; SAKIYAMA, Tohru<sup>1</sup> ; INOKUCHI, Hiroo<sup>1</sup>

<sup>1</sup>Graduate school of Regional Resource Management,University Of Hyogo

Geopark has been actively performed geotourism for the purpose of the regional sustainable development. Geotourism uses a variety of information tools for PR. For example, a website, brochures, signboards, guide, app, SNS, etc.. We examined a website, signs, guide in San'in Kaigan Geopark.

Through the examination , we could discover an aspect that website has not been used effectively. However, there are visitors from overseas and outside of Geopark area. Utilization of the signboards is about 26 percent in Genbudo Cave. And utilization of guide is about 10-30%. As a result, it becomes clear that information tools have not been effectively utilized. From now on, we have to consider how to use information tools, and how to convey to foreigners and so on.

Keywords: Geopark, Geotourism, Information tools, San'in Kaigan Geopark