

Prospective customer study of Sanriku Geopark using the Sanriku railway.

*Ryota Sato¹, makoto kumagai^{1,2}, Hideyuki Itoh¹

1.Faculty of policy studies, Iwate Prefectural University, 2.sanriku geopark promoting council

The Sanriku Geopark was authorized in the Japan Geopark Network (JGN) in September, 2013. The expectation of the local to the sustainable regional activation by the Sanriku Geopark is increased. However, the increase of the visitors by the Sanriku Geopark is not recognized after the authorized.

Itoh, et.al (2015) suggested the Sanriku railway as a one of important factor to symbolize Sanriku Coast, and they also suggested that the several visitors using the Sanriku railway. In order to regional activate by the Geopark activities, it is necessary to know the transportation in the Sanriku area, such as the starting point and terminal of the visitors, and the image of the Sanriku railway. Internet questionnaire is useful such issues. The authors studied the regional activation strategy using Sanriku railway based on the Internet questionnaire.

At the results, the majority purpose of the visiting to Sanriku area is "to get a train" "gourmets" and "to see the magnificent nature". And the majority respondents choosing Kuji as the gate city, and the Miyako as the terminal for the sightseeing tour. The respondents have the image of the Sanriku railway as "beautiful coastline", "tsunami disaster" and TV drama of "Ama-chan". Based on a principal component analysis (PCA) employing variance-covariance matrices reveals that tourists are basically seeking "nostalgia" and "healing" experience. Based on these questionnaire data, it is necessary to make a strategy for concrete tourist increasing.

Keywords: Sanriku Geopark, Sanriku railway, tourism

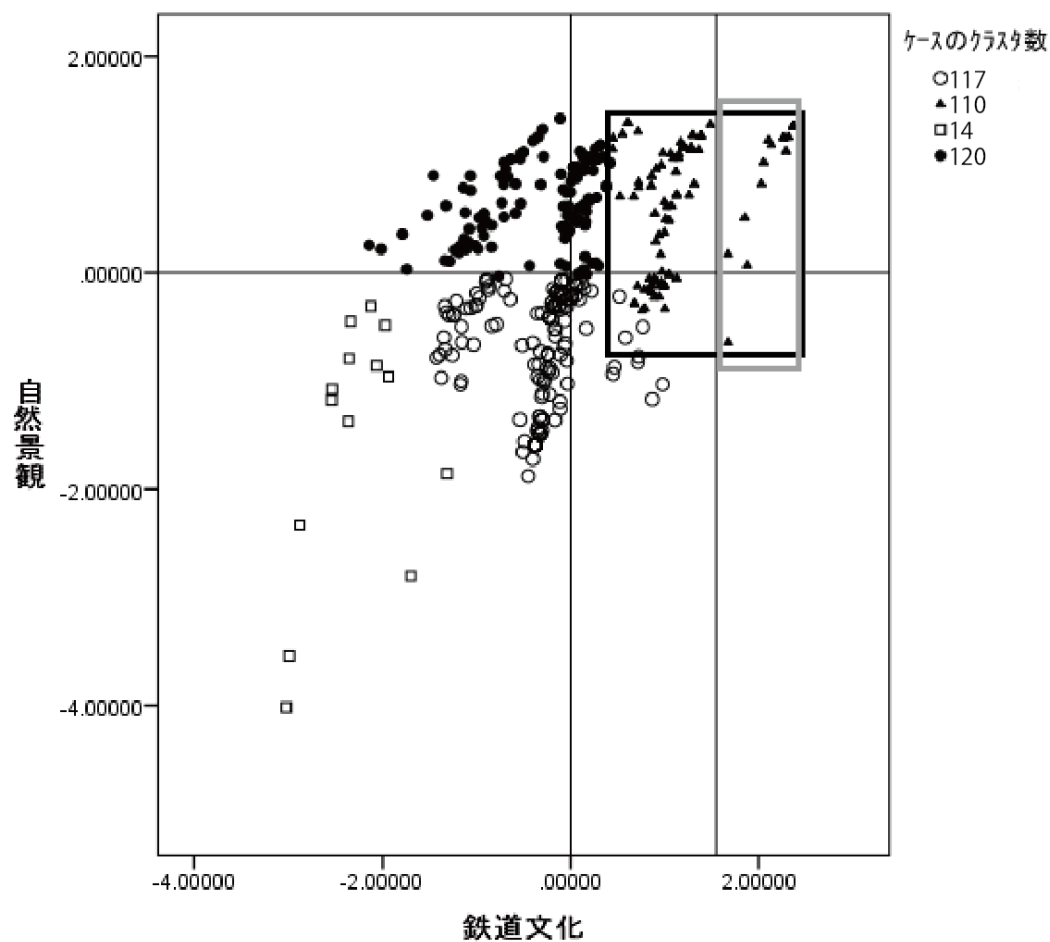


図 1 「三陸鉄道のイメージ」を変数とした場合のクラスター分析結果