

## A Geo-Tourism Experiment to Utilize the Know How of Mountain Guides

Yoshihiro Matsuda<sup>1,2</sup>, Kenichi Otsuka<sup>1,2,3</sup>, Keiko Konishi<sup>1</sup>, \*Hajime IIDA<sup>4,1</sup>, Toshiya Tanbo<sup>1,4</sup>

1.Tateyama Kurobe Geopark Council, 2.Tateyama Guide Council, 3.Travearth, 4.Tateyama Caldera Sabo Museum, Toyama Prefecture

Inside Tateyama Kurobe Geopark, there are a variety of sightseeing spots besides Mt. Tateyama such as the Tateyama Kurobe Alpine Route, the Torokko train that runs through the Kurobe Gorge, Unazuki Onsen, and many more. For example, at the Tateyama Kurobe Alpine Route, which more than one million tourists have visited, there has been a shift from traveling in groups to traveling on one's own and an increase in tourists from foreign countries mostly from Taiwan and Southeast Asia but also from the West. In these conditions, Tateyama Kurobe Geopark has been able to present sights such as the mountainside view and the plant and animal life in the alpine area. By combining the topographical and geological features, the plant and animal life environment, and the relationship with people, this value-added tourism has continued to develop.

To make this come true, Geopark utilizes private organizations special to Tateyama Kurobe. Cooperating with Tateyama Kurobe Kanko Co. (which develops the Tateyama Kurobe Alpine Route), small, ambitious tour companies, and transportation companies (which develop trains, buses, etc.), we are currently planning a project with the goal of creating a new tourism business. We believe that Geopark's features, including the preservation of the global environment and the development of businesses using sustainable methods, can be passed on to the next generation and be utilized as appealing commodities.

The Travearth holds a tour that follows a gushing spring starting in the center of Toyama City and ending in Tateyama Murodo located 2450m away. Tateyama Kurobe Geopark values this kind of travel commodity that contributes to and widely introduces Geopark and presents the possibility of becoming business partners.

To conduct tourism in the mountain district we are prepared for the dangerous areas and sudden weather changes. Tateyama Kurobe Geopark trains the Geoguides of the Tateyama region only around Murodo where there are few dangerous areas and not in areas that require mountain climbing. To conduct tours in these types of areas, we cooperate with the Tateyama Guide Council and prepare essentials for the mountain guide to conduct the tours. For example, glaciers exist directly under Mt. Tateyama (Oyama 3003m), therefore, products required for the tours of these glaciers are expected. Geopark places great significance on the cooperation with the Tateyama mountain guides for these tours. From now on, to carry out Geopark's mountain tourism we will be holding tour guide lessons for Tateyama mountain guides.

The significance of the prevention of growing dangers and the response to accidents by Tateyama mountain guides until now can even be applied to the tourism of non-mountainous areas. We are now holding a Geoguide training course and a risk management course as a required course for Tateyama mountain guides.

Keywords: Mountain Guide, Tateyama Kurobe Geopark, Geo-tourism