

10 Years of geopark of Japan viewed from private business person

*HIROKO IMAI¹

1. Com Support Office /Wakayama University Center for Tourism Research

In the geopark activities in Japan, it is not sufficient to consider the methodology to create a sustainable regional economy, and there are not many concrete success examples. Although it is encouraged to utilize the geopark mechanism, small regional service providers and lodging operators have the question, "How can we practically use Geopark for business?" Utilizing the experience of the geopark guide and the Kaomi cho Geopark promoter, I started a consulting company four years ago, and have provided management guidance and attracting customers to local organizations, private business operators, etc.

Based on my experience, if you evaluate the geopark activities of Japan from the viewpoint of a sustainable regional economy, its benefits are extremely limited, but in the meantime, it is said that the geopark has been used successfully in business This report on the efforts of large scale service providers and lodging enterprises will be reported.

Keywords: Business Utilization, Business Support, Private Business Person