

# 1 year survey conducted by Hakusan Tedorigawa Geopark regarding number of pamphlets taken from Roadside station Shirayamasan

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## 1. Hakusan Tedorigawa Geopark Promotion Council

Tourism is one of the very important initiatives being focused on by the geopark. Tourism at its core can be thought of as many people visiting a certain area. Also pamphlets exist as a tool able to increase the number of visitors. In recent years the principal means of sharing information has become electronic devices, however conveying information through printed mediums is still effective.

At the Hakusan Tedorigawa Geopark Promotion Council, in order to understand which size and design of pamphlet will catch the customer's eye, in January 2018 we started monitoring the number of national geopark regional pamphlets being taken from the roadside station Shirayamasan. When we make future pamphlets this information should allow us to create a pamphlet which both entices customers to take the pamphlet home as well convey the charms of the region.

The roadside station Shirayamasan is located alongside Japan National Route 157, connecting the flatland with the Mt. Hakusan foothills. This roadside station is the entrance gate to the route leading from Ishikawa Prefecture, through the foothills of Mt. Hakusan and onto Fukui and Gifu Prefectures. There is no public transportation such as trains or buses assigned to this route and the roadside station does not currently offer popular services such as restaurants and souvenir shops. Due to this the vast majority of users come by car or bicycle with their main purpose being a brief rest. However, we do not have any information regarding the age, gender, occupation, social status or reason for taking the pamphlets home. As a result of the monitoring, there was no particular connection found between the number of pamphlets taken last month and the design of the pamphlets or their positioning within the roadside station.

However what we did notice was that the season strongly influences the number of people who take pamphlets home. The period over GW (Golden Week –series of national holidays in May), the summer holiday period as well as the popular autumn leaves period saw an increase in the number of pamphlets being taken home. This concludes my report after one year of monitoring the number of pamphlets being taken from the roadside station Shirayamasan.

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