

## Significance of the guide to introduce the landscape interestingly

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One of the objectives of the geopark is to convey the connection between the earth, people and nature. Many of those who have learned earth science can imagine the formation of the earth from the topography and geology, from which you can imagine the connection with people and nature. However, since many general people do not have knowledge of earth science, it is difficult to understand the story of the connection between the earth, people and nature from the landscape in front of the eyes.

On the other hand, there are many people who have deep knowledge about their hobbies and work, can imagine and enjoy various things. For example, if a person who likes history went to a famous battlefield, it would be possible to imagine and enjoy events of hundreds of years ago. However, it is familiar scenery for many general people. Whether you can enjoy the scenery is proportional to knowledge and imagination. If you have a lot of knowledge, the range you can imagine will expand and you will be able to enjoy various sceneries.

The role of the guides is to introduce the scenery interestingly even if the customer does not have knowledge. The guides provide the necessary knowledge to bring out imagination, take you to a place suitable for imagining, use imagery, photographs, illustrations etc so that guides and customers can imagine similar images. Then, the scenery in front of you seems to change, and you can know the story. It is the best way to tell the connection between earth and people and nature. Therefore, the role of the guide in geoparks is very important.

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