

An analysis of the implementation of Mikasa Geopark`s experienced-based GeoTour and its impacts on recruitment and changes in the participant population.

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Mikasa Geopark, located in the center of Hokkaido, joined the Japanese Geopark Network (JGN) in 2013.

Since joining JGN, Mikasa Geopark has focused its efforts on carrying out various experience-based GeoTours.

In recent years, the number of kindergarten and pre-k participants has risen sharply. Mikasa Geopark is successfully achieving its goal of merging geology, and people in a way that appeals to all ages.

The information about GeoTours that appears in this announcement was attained via surveys filled out by participants. The information and the survey results gathered during GeoTour show annual changes across a variety of areas such as participant ages and the number of repeat visitors. Based on these results, we will be conducting further analyses to determine how to improve GeoTours in a way that utilizes of regional history, topography, and the needs of the Geopark as a whole. Going forward, we will be investigating regional opportunities for self-promotion and new activities at the Geopark.

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