

Activities to promote the local sustainable development - Report on recertification review of “Kurikomasanroku no Megumi” special products from Mt.kurikoma Area geopark -

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As one of the economic activities of Geoparks, many Geoparks have been developing "Geo-goods" and "Geo-Foods", but there were few products have taken advantage of their own location and locality.

At the Mt.Kurikoma Area Geopark, visitors and partners proposed to develop Geo-goods. Therefore, the “Geo-goods” development project was launched in 2015, mainly by the Development Working Group within the Tourism Division of the Mt. Kurikoma Area Geopark Promotion Committee. After a preparation period for program development, the program for “Kurikomasanroku no Megumi” was started in 2017, and certified 35 items from three categories: "Cuisine", "Souvenir", and "Recipe", through two reviews of stories and tasting. In 2019, the second recruitment was conducted and 6 new products were certified. Currently, the total number of certified products is 41 in total of the three categories.

In addition, this system conducts a recertification review once every two years to encourage sustainable activities in order to have certified stores use the Mt.Kurikoma Area Geopark. For stores subject to the recertification screening, a questionnaire survey will be conducted on the efforts for two years after the previous certification, such as changes in annual sales volume and sales promotion activities for certified products.

In this presentation, based on the results of the questionnaire survey on the first recertification audit conducted in 2019, we will discuss the local sustainable development.

Keywords: Mt.Kurikoma Area Geopark, Geopark, Geopark Product Certification Program, Sustainable Development, Local Participation, Empowerment