

Our efforts to establish sustainable local development measures by using Grant for Regional Revitalization Acceleration

*Toshitsugu Shibahara¹

1. Mt.Tsukuba Area Geopark Promotion Association

In 2016, Mt. Tsukuba Area Geopark Promotion Association received “Grant for Regional Revitalization Acceleration” and implemented “Integrated Marketing for Mt. Tsukuba Area Geopark Promotion” so as to make people visit the geopark and activate the local economy.

As the integrated marketing,we did five operations:

1. Survey analysis to establish strategy
2. Establishment of promotion activity
3. Planning and development of tour
4. Design of a specialty
5. Publication of brochure

In the process of these operations, we realized that local people’ s recognition of Mt. Tsukuba Area Geopark is not satisfactory. Therefore we started with people inside the area and let them get involved.

As a next step, we send information and message outside using products of the integrated marketing and keep working for a realization of sustainable local development.