

Hakusan Tedorigawa Geopark Promotional Activities

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1. Hakusan Tedorigawa Geopark Promotion Council

Since before its certification as a Japanese Geopark on the 10th October 2010, the Hakusan Tedorigawa Geopark has been promoted through many public awareness activities.

In addition to continuous promotional activities held before its certification, such as workshops, lectures, booths and panel exhibitions at various events, articles were published in the Hakusan PR Brochure between 2011 and 2014, after its certification. Furthermore, in 2012 the Hakusan Tedorigawa Geopark mascots Yuki Mama & Shizuku-chan performed at many events, and a program promoting the Hakusan Tedorigawa Geopark began airing on Hakusan City's cable television. Through these means, present promotional activities are being spread far and wide.

Since 2012, we have conducted a survey at an annual snowman festival held in late January or early February, in order to measure how effective the promotional activities have been. The survey is a very simple multiple choice form in which visitors answer "I know the Geopark very well", "I know it a little", "I only know the word", and "I don't know at all".

The results showed that there have been no big changes or trends between each year. However, the amount of citizens who answered "I don't know at all" is a mere 10%; very small when compared to other groups. Therefore, we believe that our promotional activities aimed at the residents of Hakusan City are showing progress.

An upcoming issue is that the surveys have not been counted using a unified method, so it is necessary that we re-think our process. Another issue we face is that as promotional activities such as events, television broadcasts, and PR publications are mostly directed towards the city, promotion outside of the prefecture is weak, with no effective solution.

Keywords: Hakusan Tetorigawa Geopark, public awareness, investigate for degree of recognition