

Active information from the geopark faced to natural hazards

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Mass media tend to favor the news as sensational as possible in case of natural hazards or disasters. When a tourist area like geopark met a hazard or disaster, bad impression from the media news decreases visitors. Due to this reason, local people tend to dislike using their area name, when it is identical to the name of volcano. While people usually receive benefits from a volcano, it is very strange what they dislike the volcano and want to keep away it when the volcano becomes active. Such the timing is one of scarce and good opportunities for people to learn the real nature of volcano; that is, to know the Planet Earth on which they live. An good example is a recent eruption at Aso volcano. After a volcano in the Aso Global Geopark started its eruption in late 2014, visitors naturally decreased. The geopark organized a special symposium by inviting the manager of the Sakurajima Volcano Museum and sharing their experience, and the special exhibition on the eruption in the geopark museum.

One of solutions is to send active message and information from the geoparks to visitors, which overcome the impact from media's news. Moreover, we should request the media to stop reporting sensational news and to report the correct and positive news. Of course, friendship with the mass media on a daily basis and their understanding about geopark are essential.