

Creating a unified brand image of Japanese geoparks through collectible cards

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There has been a delay in the creation of a unified brand image of the Japanese geopark movement, which is gaining increasing popularity in Japan. However, many Japanese citizens and tourists in the country are unaware of the Japanese geopark network. We created collectible cards for Japanese national geoparks to disseminate information on the concept. Each card describes the geoheritage (e.g., landscapes, landforms, outcrops, mineral specimens, and fossil specimens) through images and text. Tourists and citizens are thereby able to learn about the geoheritage. Moreover, they will want to collect the cards of other parks. Thus, collectibles are an effective method of popularizing geoparks.

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