information about restaurants in the area 53. By way of example, the area 51 is described below. The area 51 contains, as the blocks of the information about XX ruins, the block A displaying a photo of XX ruins, the block B displaying description of XX ruins, the block C displaying description of XX ruins, and the block D displaying transport access to XX ruins. The number of the blocks may be one. The number, form, and the like of the areas are only an example and can be changed as desired.

[0033] The arranging-and-display unit 15 generates, for instance, a scrollbar thumb 50a, with which the entire page can be scrolled, and scrollbar thumbs 51a and 52a, with which blocks can be scrolled area by area.

[0034] The attention-level calculator 16 is a processing unit that measures view durations of the individual blocks in the spot information page created and caused to be displayed by the arranging-and-display unit 15. Specifically, the attention-level calculator 16 measures stop duration of each of the blocks or, put another way, hold duration in which the block is not scrolled, on a per-spot basis of the tourist spots in the spot information page and stores the stop durations in the block information DB 12b. For instance, the attention-level calculator 16 determines blocks each displayed as being contained in an area when no block in the area is scrolled using a scroll position on a screen and calculates attention levels, each of which depends on a time duration when no block is scrolled, of the determined blocks. In short, the attention-level calculator 16 collects information about which block and how long the block is stopped to view the block based on a scroll status of the screen.

[0035] For instance, the user terminal 6 viewing the spot information page acquires information about, for