

GGN - Geopark Annual Report 2021

1. GEOPARK IDENTITY

Geopark name, country, regional Network: San'in Kaigan UNESCO Global Geopark, (Japan, APGN)

Year of inscription / Year of the last revalidation: 2010 / 2019

Representative photo



Conclusion of partnership agreement



Implementation of trail tour

2. GEOPARK FIGURES

Number of Geopark staffs: 17 staffs (including 2 geologists and 3 academic experts)

Number of visitors: 1,128,630 (20 core facilities and others, from January to December 2021)

Number of Geopark events: 12 events held by the San'in Kaigan Geopark Promotion Council; 70 events held by local municipality governments

Number of school classes realize Geopark educational programs: 92 classes at elementary school, 19 classes at junior high school, 16 classes at high school, 13 classes at university

Number of Geopark press release: 15 releases held by the Promotion Council; 79 releases held by nine constituting municipality governments

3. GEOPARK ACTIVITIES

Major achievements in 2021

In March 2021, a marketing strategy was formulated and a policy of the market strategy related to partnerships with businesses responsible for Geopark activities was established. First of all, since it has been planned to strengthen its efforts in the field of tourism, it was decided that a large contribution to the local economy is attained through the conclusions of partnership agreement in tourism field.

In line with this policy, in November 2021, the partnership agreement was signed with each of three local

tourism businesses and further cooperation and collaboration were confirmed with them.

Contribution towards GGN - Networking and participation

- Information exchange and case presentations were conducted at the online conference ("Let 's do it" Online Exchange Meeting) hosted by APGN, held once in every two months.
- One of Secretariat staff participated in the GGN-sponsored International Intensive Workshop (Digital Course on UNESCO Global Geopark 2021), where case reports and information were exchanged.
- Participated in Geotourism Fest 2021 held in Indonesia from August 5th to 7th, and exhibited videos and photos at the virtual booth.
- Participated in the 9th International Conference on UGGp (online) held from December 13th to 16th. In addition to participating in the APGN Coordinating Committee Meeting and the GGN General Assembly, participated in poster sessions and virtual exhibitions.

Management and Financial Status

- The secretary general, who was part-time until the previous year, has been assigned on full-time basis. In addition, a staff member who has worked at this council in the past has been appointed as the deputy secretary general.
- The "Takeno Snorkel Center", which has previously had exhibition of San'in Kaigan Geiopark, and "Hyogo Prefectural Tajima Pasture Park" have been appointed as new core facilities of the council.
- In addition to the annual budget of the council (42,760,000 yen in 2021), the Geopark-related budget (158,059,000 yen in 2021) was prepared by 9 constituent local government of prefectures, cities and towns and expended during fiscal year (Fiscal year of the budget is from April 2021 to March 2022).

Geoconservation

In order to promote conservation, environmental education, and geotourism in geosites, local residents, the Ministry of the Environment, geoscientists, and the Geopark Promotion Council collaborated to organize issues for each of individual geosites and summarize specific improvement measures for formulation of "Increase Attractiveness Plan".

The systematic monitoring is being continued for all 58 geosites.

Sustainable tourism (Geotourism)

A trail tour using the route of the San'in Kaigan Geopark Trail, which was fully opened in February 2020, was held. A total of 25 tours were held and number of participants was 775 in total (from April to December 2021).

In order to provide high-quality marine activities, experts with academic knowledge of topography, geology, and biology collaborated with local marine activity operators to prepare textbook to clearly convey the characteristics of geosites as seen from the sea. Continuous to last year, this is the second time to prepare this kind of text book, but the second one was created for another neighboring area.

New education programs on geoconservation, sustainable development and disaster risk reduction

In order to promote exchanges between businesses and residents in the area and acquire geopark fans, a "regional cloud exchange meeting" was held with the aim of introducing new business initiatives and promoting cooperation of broad area in the region.

In order to respond to the increase in SDGs on-site lessons, the number of card game facilitator qualification holders has changed to a two-person system. As a result, it became possible to cope with the large increase in on-site lessons without difficulty. About 500 students experienced in 17 lessons mainly in junior high school and high school. In particular, it has become possible to have lessons that can only be done by two people, such as having two classes of students at the gymnasium at the same time, or having two different schools on the same date and time.

Strategic partnership

Discussion for an authorization system that adds brand value while promoting awareness by putting the logo of the geopark on the packaging of products that utilize the blessings of geoparks and products that has image of geosites, and discussion for building a subsidy system for developing products and services by corporation of multiple businesses in the area have been started.

By promoting cooperation with three DMOs (Destination Management/Marketing Organization) that cover the entire area and sharing each other's businesses and common issues, making efforts to attract customers throughout the area aiming for sustainable tourism have been started.

Promotional activities

- Verification of the exposure effect of the San'in Kaigan Geopark on media was conducted.
- Renewal of the foreign language notation (English) on the official website was started.
- A Geopark column was posted in public relations magazine of the area. In addition, distribution of regular newsletters to interested parties was started.
- Radio programs broadcast in the geopark area and neighboring areas was used to disseminate event information for the San'in Kaigan Geopark.

-In order to disseminate and enlighten children and parents in the area about geopark activities, specialists were dispatched to events hosted by local businesses and held workshops.

4. CONTACTS

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