

GGN Geopark Annual Report 2020

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 / February 2019

Representative Photo



Roundtable discussion between the General Manager and local community



Carrying out trail event

2. GEOPARK FIGURES

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

Number of visitors: 1,145,846 (18 core facilities including museums and visitor centers)

Number of Geopark events: 11 events held by the San'in Kaigan Geopark Promotion Council; 84 events held by nine local municipality governments

Number of school classes realize Geopark educational programs: 91 classes at elementary school, 5 classes at junior high school, 3 classes at high school, 1 class at university

Number of Geopark press release: 19 releases held by the Promotion Council; 84 releases held by nine constituting municipality governments

3. GEOPARK ACTIVITIES

Major achievements in 2020

- The general manager was newly appointed for the purposes of strengthening management and improving quality of activity level of geopark and who also is responsible for promoting cooperation between local areas and activity organizations.

- In order to secure employment for guides and activity businesses and maintain tourism consumption, the development of new geotourism utilizing the San'in Kaigan Geopark Trail was started. At the same time, we promoted the use of geosites, maintained and managed natural trails, raised the name of the San'in Kaigan Geopark, and fostered awareness of environmental protection.

Contribution towards GGN-Networking and participation

- The staffs of the council office participated in digital training courses and online events held by UNESCO and GGN, such as Digital Course on UNESCO Global Geopark 2020, GGN Digital Forum, Geotourism Festival and etc., and anecdotal report and information exchange were conducted.
- Activity reporting and information exchange were shared with many UGGp in the world by participating in online meeting, "Let's Do It" Online Exchange Meeting, hosted by Hong Kong UGGp.
- Sending out and sharing beautiful sceneries of geoparks were done by participating "Our Planet Earth Project", aiming at introducing geosites of APGN and JGN through online video.
- We accepted the inspection teams of Australian aspiring geoparks (Shire of Mount Magnet, Western Australia) and provided information on the management method and geotourism, and supported their activities.
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Management and Financial Status

- For strengthening geopark activity, number of experts holding earth science degree was increased.
- During the fiscal year from April 2020 to March 2021, we are operating on the base of the budget of the promotion council (56,581,348 Yen) and, in addition to it, we have secured a budget related to geopark from 9 constituting local governments at an amount of 130,910,000 Yen.
- For the purpose of demonstrating the possibility of new geopark activities in the Corona pandemic, the subsidy of the Ministry of the Environment (8,000,000 Yen) was used to promote geotourism making use of trails.

Geoconservation

- For promoting conservation/preservation, environmental education and geotourism, local residents, the Ministry of Environment, earth scientist and geopark promotion council worked together and formulated the initiative "Plan of Increase Attractiveness" by organizing issues of individual geosites and summarizing specific improvement measures.
- In order to maintain and preserve the trail course, conservation activities such as

beach cleaning in cooperation with local organizations were carried out.

- For raising awareness about climate change and marine debris issues, the council staff held workshops for students and local residents, and conducted public relations activities in collaboration with newspapers and broadcasting stations.

Sustainable tourism (Geotourism)

- With the general manager playing a central role, the work of formulating strategies, that will lead to sustainable community development in the future through promotion of tourism, has been started.
- In order to strengthen geotourism after Corona pandemic, the events for local residents using trail courses were held, and the system, that visitor centers, geoguides, outdoor activity businesses, retailers, restaurants can work together to conserve geosites and provide tourism services, have been built.
- For providing high-quality geotourism, experts with academic knowledge of geography, geology, and biology and local outdoor activity operators have collaborated to develop a textbook that clearly conveys the characteristics of geosites.
- Tours, that connect topographical/geological, natural, and historical/cultural sites that are highly related on a specific theme, have developed, and they were posted on our website.

New education program on geoconservation, sustainable development and disaster risk reduction.

- We conducted a survey of geopark learning, created a booklet containing excellent practices and materials that can be used for education, and distributed it to all elementary and junior high schools.
- In order to promote the dissemination of SDGs through school education and social education, the staff of the promotion council acquired the qualification of facilitator for the SDGs card game and gave lectures in schools and communities.
- A workshop using "rock specimens", an experience learning material to learn about the geological diversity of geoparks, was held and children's geopark learning was promoted.

Strategic partnership

- Under the direction of the general manager, the work for developing a strategy for building relationships of concrete and continuous cooperation, through partnership agreement with various operators responsible for geopark activities, have been started so that the level of activity can be improved and its value can be easily

conveyed to people inside and outside the region.

- In collaboration with three neighboring domestic geoparks (Oki, Shimane Peninsula and Lake Shinji Nakaumi), a joint workshop for guides (online) and a joint stamp rally were conducted. Further, we have started promoting a wide-area tourism beyond the boundaries between geoparks, such as preparing for holding collaborative online tours.

Promotional Activities

- In order to disseminate the appeal of the San'in Kaigan Geopark and promote geotourism, a promotion video was prepared and posted on YouTube, and an entry to the GGN Film Festival was made.
- The official Instagram of the San'in Kaigan UNESCO Global Geopark has been set up, and the photos posted by visitors are sent back added with explanations of the geopark.
- In order to disseminate information in Chinese and attract tourists from Greater China, the contents were created and the information was disseminated in collaboration with social media influencers.
- Japanese-English pamphlets and walking maps for visitors to attract tourists to the trail course are now being prepared for the time after the corona pandemic.
- In order to disseminate and enlighten geopark activities for the younger age group and their parents, experts were dispatched to events hosted by local businesses and workshops for children were held.

4. CONTACTS

- Manager: Mr. Hidetaka Akiyoshi / Hidetaka_Akiyoshi@pref.hyogo.lg.jp
- Geologist: Dr. Noritaka Matsubara / matsubara-n@stork.u-hyogo.ac.jp