

(Annex 14)

## GGN Annual Report 2017 | San'in Kaigan UNESCO Global Geopark



120-km walk rally  
(Kannabe Lava Flow)



Clean-up activities by canoe  
(Uradome Kaigan Coast)

### 1. GEOPARK IDENTITY

Geopark name, country, regional network: San'in Kaigan Geopark, Japan, APGN

Year of inscription / Year of the last revalidation: 2010 / 2014

### 2. GEOPARK FIGURES

Number of Geopark staff: 14 (including 1 Geopark expert and 3 academic experts)

Number of visitors: 1,683,835 \*From January to September (number of visitors to 18 hub facilities including museums and visitor centers)

Number of Geopark events: 60 held by the San'in Kaigan Geopark Promotion Council; 71 held by nine constituent local governments

Number of school classes realizing Geopark educational programs: 139 at elementary school; 3 at junior high school; 32 at senior high school; 68 at university

Number of Geopark press releases: 21 by the Promotion Council; 73 by the nine constituent local governments

### 3. GEOPARK ACTIVITIES

#### Major achievements in 2017

- Succeeded in having the JR luxury train Twilight Express Mizukaze stop at Kinosaki Onsen Station and Higashihama Station in the Geopark area as a result of a campaign through collaboration between the public and private sectors, to share the attractions of the San'in Kaigan Geopark with people in the rest of Japan and abroad, leading to a former out-of-use nursery school building in Iwami Town being repurposed as a restaurant serving Mizukaze passengers dishes using the blessings of the Geopark
- Developed and launched sparkling liquor Ginger Brown Ale made with Nikko Ginger grown in Ketaka-cho and Shrimp-flavored Dried Salt made by processing shrimp caught in Lake Koyama, through the San'in Kaigan Geopark product development project

#### Contribution towards GGN—Networking and participation

- Regular flights between Yonago Airport, near the San'in Kaigan Geopark, and Hong Kong have been placed in service, facilitating exchanges with the Hong Kong Geopark. Many high school students in Hong Kong visited Japan to actively participate in exchange programs together with senior high school students from the San'in Kaigan Geopark area.
- The San'in Kaigan Geopark Center newly set up a section introducing the Lesvos UGGp, our sister Geopark.
- Senior high school students in the San'in Kaigan Geopark area and Geopark guides gave oral presentations at the APGN Symposium at the Zhijindong Cave UGG.

#### Management and financial status

- In addition to the budget for the Promotion Council (FY2017: 39,600,000 yen), the nine constituent local governments set budgets for Geopark activities (FY2017: 222,144,540 yen)

in total). The fiscal year is from April 2017 to March 2018.

- The Promotion Council Secretariat employed a Geopark expert as its staff member for the first time, to enhance research and studies, as well as awareness-raising activities.

### **Geoconservation**

- Conducted clean-up activities by canoe, where participants collected drifted waste reaching the geosite while enjoying canoeing
- Held meetings for exchanging views with local communities and symposiums to revise our Conservation Management Plan in cooperation with the Ministry of the Environment

### **Sustainable tourism (geotourism)**

- Provided guides and other related people with training in serving international visitors, where native English speakers living in Japan served as instructors the participants how to communicate with international visitors in English
- Offered a guide training course to foster competent Geopark guides, attracting 33 attendees, 21 of whom completed the course, and this fall began to provide information about the geological and geographic features of the Geopark area to bus tour participants
- Developed and released an AR-based tourist guide app in four languages for mobile devices, and held “stamp rallies” in the San’in Kaigan and Oki Geoparks using the AR app
- Coming to the end of the three-year period of the 120-km Walk Rally, where participants walk a distance of 120 -km in total, equivalent to the east-to-west length of the San’in Kaigan Geopark area, by participating in various walking events held in the area within the period (April 2015 to February 2018), ending up with a total of 212 participants completing walking the target distance
- Conducted tourism promotion in cooperation with Rakuten Travel to attract many more tourists and encourage them to travel around the area

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

- Toyooka City created a supplementary textbook, and started offering Hometown Studies courses about the Geopark, the oriental white stork, and the local industry and culture at all elementary schools in this academic year.
- To cherish and share lessons from the Kita Tango Earthquake, which occurred 90 years ago, senior high school students in Kyotango City served as guides in city strolling events. They also participated in a High School Student Geopark Camp, building friendships with senior high school students from inside and outside the area and learning about the Geopark.
- A contest for junior and senior high school students was first held to provide them with the opportunity to propose Geopark policies and make presentations to local government staff members and education experts.

### **Promotion activities**

- Improved the Geopark’s website by making it multilingual (English, Chinese [simplified and traditional], Korean, and Japanese)
- Displayed exhibits about the Geopark in a booth at Tourism EXPO Japan, the Kyoto Environment Festival, PR campaigns in the Tokyo metropolitan area, and other events

### **Strategic partnership**

- Held a forum for discussing the use of regional resources through partnership with Tajima Bank and Tottori Bank, where commercial professionals learned good examples of regional business to draw helpful lessons in enhancing the value of the San’in Kaigan Geopark
- Our partnership with the Kythera Hiking Project (Greece) has helped enliven long trail walking activities—walking while enjoying the natural environment of the San’in Kaigan Geopark.
- Conducted marketing research on tourism in the San’in Kaigan Geopark through the partnership with Rakuten

## **4. CONTACTS**

Director: Yukihiro Matsuura / [geopark@pref.hyogo.lg.jp](mailto:geopark@pref.hyogo.lg.jp)

Geologist: Noritaka Matsubara / [matsubara-n@stork.u-hyogo.ac.jp](mailto:matsubara-n@stork.u-hyogo.ac.jp)