

GGN - Geopark Annual Report 2024

1. GEOPARK IDENTITY

Geopark name, country, regional Network:

San'in Kaigan UNESCO Global Geopark, Japan, Asia Pacific Geoparks Network

Year of inscription / Year of the last revalidation:2010/2025

Representative photo with caption (from the most important event this year)

i) San'in Kaigan Geopark Convention 2024 (Ms. Konstantina from Lesvos UGGp).



ii) Partnership with Zentan Bus Co. and familiarisation tours for college students



1. GEOPARK FIGURES

Number of Geopark staffs: 14 council secretariat members (including 2 Geopark specialists)

Number of visitors: If total number of the visitors to the geopark is difficult to estimate, show the number of the visitors to the major geosite(s), museum or visitor center.

Number of visitors: 2,597,821 (number of visitors to 20 base facilities and other facilities, Jan-Dec 2024) 112% compared to the previous year.

Number of Geopark events: Clarify the events held by management body and cooperative organization

Number of Geopark events: 92 (Organised by the Council).

Number of school classes realize Geopark educational programmes:

- Number of educational programs (classes): elementary schools 183, junior high schools 32, high schools 39, universities 35, others 141 (conducted by the Council Secretariat and constituent municipalities)

- Kumihamada Elementary School and Iwami Kita Elementary School held online exchange classes. Each school presented the results of their Geopark studies and deepened exchanges. This was the first time online exchange classes were held across prefectural boundaries.

Number of Geopark press release: 30 (including the Council's press releases)

3. GEOPARK ACTIVITIES

Major achievements in 2024

- Roundtable meetings and task forces on dealing with the sale of geological materials were held.
- Installation of site signs clearly stating UGGp's philosophy (reducing unsustainable geological materials trade) and distribution of pamphlets
- Revision of the San'in Kaigan Geopark Protection, Conservation and Management Plan (creating a new Geological Heritage List).

Contribution towards GGN - Networking and participation

i) Participation and presentation at APGN.

- 8th APGN Symposium (Non nuoc Cao Bang UGGp Viet Nam)

Meeting with Mr. Zouros (GGN President) and Mr. Kannuki (San'in Kaigan UGGp President), participation in various meetings, and exchange of opinions.



- Oral presentation: FUKUHARA Koichiro (Geopark Guide), TSUBAKI Hisayuki (Stork Protection Activities)

- Poster presentation: OTA Yuzo (San'in Kaigan Geopark Museum of the Earth and Sea)

Presentations on tourism promotion activities, educational activities for local residents, progress of awareness programs, and introduction of new geo-tourism to the San'in Kaigan Geopark.

ii) Interaction with sister UGGp (San'in Kaigan Geopark Convention 2024)

San'in Kaigan Geopark stakeholders gather for the convention.

Date: 2 December 2024 (Monday), Participants: approx. 100 persons

Contents:

- Message from Nicholas Zouros, GGN President (online)
- Commemorative lecture by Ms. Konstantina (Education Manager, UGGp, Lesvos) (Approaches to educational activities in Lesvos UGGp)
- Partnership agreement signing ceremony with Zentan Bus Co, case presentations, - Panel discussion
- After the conference, Ms. Konstantina visited high schools (Tango Ryokufu High School and Toyooka High School) in the San'in Kaigan UGGp to discuss exchanges in the field of education.

Management and Financial Status

- i) An Academic Director was established in the Geopark management body to strengthen its expertise.
- ii) A WG was set up to study the incorporation of the management organization, mainly by the constituent municipalities, to strengthen the independence of the Council and ensure long-term management and continuity of the Geopark.
- iii) Annual budget for FY2024 (April 2024 - March 2025): 58,279 (as of budget) thousand yen (Fiscal year is April 2024 - March 2025)

Geoconservation

- i) Roundtable and task force to stop the sale of Geological Materials
- ii) Sand sustainability workshop, Japanese Geoparks Network Selling of Geological Materials Working Group members were invited to give lectures.

Sustainable tourism (Geotourism)

- i) Partnership agreements (date of conclusion) and business collaboration

- JJ Area Centre Tajima (28 May 2024)
- Tajima Shinkin Bank (29 May 2024)
- Influencer Masakazu Imanishi (28 June 2024)
- Tottori Shinkin Bank (1 July 2024)
- Zentan Bus Corporation (2 December 2024)



- ii) San'in Kaigan Geopark Long Trail

- Creation of course maps for the guides

- Increased printing of trail maps and expansion of special website
- Creation of Geopark Trail PR video
- Participation in Japan Trail Forum (28 January 2025)

iii) Projects in cooperation with Destination Management Organizations (DMOs)

The San'in Kaigan UGGp and three DMOs (UGGp partners) participated in a project funded by the Tourism Agency. They worked on the promotion of wide-area tourism within the Geopark area. Staying contents were created for travel agencies in Taiwan and Hong Kong (countries with many repeat visitors to Japan) and familiarisation trips were conducted. These were posted on the travel product sales website. Organised training on handling language and food.

iv) Creation of sustainable novelty items in collaboration with local industries

Creation of San'in Kaigan UGGp pen cases & accessory cases using scraps (from the bag making process) from local industries

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

- i) New and updated UGGp signage (highways, Geological heritage sites)
- ii) Installation of digital signage to publicise geological heritage protection and enhance UGGp visibility (UGGp base facilities) In particular, reinforcement of the clear statement of the UGGp philosophy (including the cessation of trade in non-sustainable geological materials) on key site signage.
- iii) Conduct study sessions and promote educational activities to inform and discuss the issues of conservation of geological heritage and trade in geological materials in schools, etc.
- iv) Development of three town walking programs to study natural disasters and disaster prevention

Strategic partnership

- i) Clarification of partnership affiliation criteria
- ii) Partnerships with new sectors
- iii) Clarification of certification and screening criteria for logo products
- iv) Development of a new Geopark brand strategy 'Geo-sweets'.

Promotional activities

- i) Creation and distribution of posters of the six geological heritages of the San'in Kaigan UGGp
- ii) Renewal of the English version of the San'in Kaigan UGGp Official Website and update of the Japanese version. In particular, to reinforce the clear statement of the UGGp philosophy (including

the reduction of trade in non-sustainable geological materials).

iii) Use of influencers, drone photography SNS information dissemination through videos

iv) Participation in outdoor events (Mountain Day, Outdoor Festival, LOHAS, etc.)

4. CONTACTS

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