



## Izu Peninsula Geopark Action plan (report for the year 2013 and planned projects for the period between 2014 and 2018)

### Objective1 To educate and develop Izuin

Contents	Description of project	Organizer	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Training of Geo-guide	We will continue to conduct new training courses for Geo-guides who can provide easy explanation on the geological and natural attraction, the diversity of heritage of history, culture, industry and natural hazard of the Izu Peninsula Geopark to the visitors. Also we will continue to improve the quality of Geo-guides by providing advanced classes.	Geo-guide Association, Izu Peninsula Geopark Promotion Council	◎	●	○	○	○	○
Geo-test	Geo-test will be continued to serve as an introductory course for aspiring Geo-guides. It also provides great opportunities for those who feel attachment to Izu peninsula and are eager to broaden their knowledge.	Izu Peninsula Geopark Promotion Council	◎	●	○	○	○	○
Publicity and public relation activities in Izu peninsula	We will continue to expand information by producing brochures, posters, banners, badges, and DVDs as promotional materials. We will also keep the regions informed by collaborating with local media such as cable TV and Community FM radio and local newspapers.	Izu Peninsula Geopark Promotion Council, Each Municipal administrations, Various businesses	◎	●	○	○	○	○
Schools and classes for local residents	We will continue to provide educational courses and events to introduce the attraction of Izu Peninsula Geopark for local residents including classes for children, local workshop, and Geo-guided tours. These programs will be implemented effectively upon questionnaires among the citizens.	Izu Peninsula Geopark Promotion Council, Shizuoka university, Administration of cities and towns, Various businesses	◎	●	○	○	○	○
Promotional project to develop Izu lovers	"Izu peninsula Geo photo contest" continues to be held and we will actively collaborate with travel magazines, magazines for fashion and life style, and TV to promote the attraction of Izu Peninsula Geopark.	Izu Peninsula Geopark Promotion Council	◎	●	○	○	○	○
Promotion of Geo-studies	An educational task force will be established in the Promotion Council, which will coordinate with education boards of each cities and towns to discuss a specific way of utilizing Geopark studies in formal education. It will also develop an easy material and tool for everybody to learn about Izu Peninsula Geopark.	Izu Peninsula Geopark Promotion Council, Board of education in each cities and towns, personnel of educational institutes		●	○	○	○	○
Promotion and development of "Izuin"(people who love and support Izu)	We will strengthen promotional effort by improving the official Website, SNS such as Twitter and Facebook, and paper media, and will also hold events on Geopark. Thus more residents of Izu peninsula are informed about the Geo and will proactively appeal the attraction of Izu to outside.	Izu Peninsula Geopark Promotion Council, Geo-guide association, Each Municipal administration		○	○	○	○	○

### Objective2 Protect and utilize the blessing of nature

Contents	Description of project	Organizer	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Natural and Cultural resource conservation and utilization research in cooperation with Fuji Hakone Izu National Park	We will promote the protection and utilization of the geological heritage of Fuji Hakone Izu National Park which includes Izu Peninsula Geopark. We will conduct research for the purpose of reviewing and revising the park and management plans.	Kanto Regional Environment Office	◎	○	○	○	○	○

Development of Conservation program for Izu Peninsula Geopark	We will implement the laws of National Parks, Natural conservation, Coast, River, Land utilization, and Protection of Cultural properties relating to each Geosite. We will enact new regulations for the Geosites which are not covered by laws, and will develop conservation plans and projects.	Izu Peninsula Geopark Promotion Council, Shizuoka prefecture, Municipal administrations, Ministry of Environment, Ministry of Land, Infrastructure, Transport and Tourism							
Training workshop for the staff of civil engineering, agriculture and forestry departments	We continue to hold training workshop for the civil engineering, agriculture and forestry department staff of Shizuoka prefecture and the local administration and offices in order to promote the conservation of Geosite and compile information.	Izu Peninsula Geopark Promotion Council, Shizuoka prefecture, Municipal administrations	◎	●	○	○	○	○	○
Litter cleaning activities in Izu Peninsula Geopark	Local NPO and schools will cooperate in learning about and conserving the Geosites through garbage cleaning activities. The official website will feature information of these activities.	Residents, NPO, Schools, Municipal administrations	◎	●	○	○	○	○	○
Support for academic studies of Izu Peninsula Geopark	We will support research studies of by academic researchers, and seek to discover and develop further value of Izu Peninsula Geopark.	Shizuoka university, Research institutes, Izu Peninsula Geopark Promotion Council	◎	●	○	○	○	○	○
Management of the Geosites	We will discover and select new Geosites through management and research activities of existing Geosites to further develop and improve geological heritage of the Izu Peninsula Geopark.	Shizuoka university, Research institutes, Izu Peninsula Geopark Promotion Council	◎	●	○	○	○	○	○
Establish a network of Izu Peninsula Geopark researches	We will build a network of researchers, Geo-guides and organizations relating to the conservation of the nature of Izu peninsula. These parties will share the accurate information and develop database on the Izu Peninsula Geopark resources.	Izu Peninsula Geopark Promotion Council, Geo-guide association, Shizuoka university, Related organizations			○	○	○	○	○
Establish Izu Peninsula Geopark WEB college (tentative title)	By utilizing the information acquired through the network of research, we will develop a database on Izu Peninsula Geopark and will open "Izu Peninsula Geopark web college" on the website for everyone to learn.	Izu Peninsula Geopark Promotion Council, Geo-guide association, Shizuoka university, Related organizations						○	○

### Objective3 Develop a natural hazard management culture and promote to the world

Contents	Description of project	Organizer	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Utilization of natural hazard remains and prevention facilities	We will designate some natural hazard remains and natural hazard prevention facilities as Geosite to protect, preserve, and manage. We will also coordinate with the local NPO to develop tours such as "Study the origins of Izu Geo and learn the prevention and mitigation of natural hazard".	Izu Peninsula Geopark Promotion Council, Municipal administrations, NPO, Related organizations	◎	●	○	○	○	○

Coordination with the regional natural hazard management plans of Shizuoka prefecture, Ito city, and Izu city.	We will educate and promote awareness for volcano natural hazard among tourists in coordination with the regional natural hazard management plans of Shizuoka prefecture, Ito city, and Izu city.	Izu-Tobu Volcano group disaster management council, Ito city, Izu city, Shizuoka prefecture	●	○	○	○	○	○
Coordination with the regional natural hazard management plans	We will collaborate with Community FM radio and organizations for natural hazard prevention in Izu peninsula and hold Geo-guided tours and events to enhance promotion in coordination with regional natural hazard prevention plans by each local government.	Municipal administrations		○	○	○	○	○
Enhancement of natural hazard prevention program participated by people	We promote development of natural hazard prepared regions utilizing the Geopark project by holding Geo-tour and workshop in which people will lecture on actual experience and teachings of natural hazard. Other activities include natural hazard prevention Geo-tour and creation of natural hazard prevention map.	Residents, Municipal administrations, Izu Peninsula Geopark Promotion Council		○	○	○	○	○
Promotion of natural hazard management culture of Izu peninsula	We will organize disaster management education and natural hazard prevention program, and will promote the natural hazard management culture in and out of Izu peninsula through official Izu Peninsula Geopark website and various events.	Izu Peninsula Geopark Promotion Council, Municipal administrations,		○	○	○	○	○

Objective4 Create a quality of environment for people to enjoy living								
Contents	Description of project	Organizer	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Operation of Izu peninsula Geo APP	We will develop an animated Geopark guide for smartphones in multilanguage. The viewers can enjoy a tour around Geosites.	Izu Peninsula Geopark Promotion Council	◎	●	○	○	○	○
Publication of guidebooks, guide maps, and brochures	We will continue publishing guidebooks, guide maps and brochures covering whole Izu peninsula and will make improvements as needed.	Izu Peninsula Geopark Promotion Council	◎	●	○	○	○	○
Installation and reviewing of interpretation panels for Geosites	We will display interesting and informative story of Geopark on the interpretation panels in Japanese and English. The QR code will enable linkage to website for other foreign languages. We will continue to improve the panels by reviewing and consulting with the Geo-guides.	Izu Peninsula Geopark Promotion Council, Municipal administrations, Geo-guides	◎	●	○	○	○	○
Promote and conduct school trips and open-air classes to Izu peninsula	Izu Geopark Promotion Council, regional tourist associations and local administrations will make united effort in promoting school trips and open-air school outings through travel agencies. These trips will have a central theme of learning about Geopark.	Izu Tourism Promotion Council, Shizuoka prefecture, Municipal administrations, Various organizations	◎	●	○	○	○	○
Izu peninsula hospitality project	A Geo-tourism advising group will be established in Izu Geopark Promotion Council. We will strengthen Geo-guided tours, as well as improve the accommodation and sightseeing facilities. We will also develop more enjoyable touring courses and excursion plans around Izu peninsula.	Izu Peninsula Geopark Promotion Council, Geo-guide association, Transportation businesses, Tourist associations		●	○	○	○	○
Establishment of a major base for Izu Peninsula Geopark	A major facility will be established and managed for the purpose of becoming a base for research studies of Izu Peninsula Geopark and be utilized for activities by people.	Izu Peninsula Geopark Promotion Council, Municipal administrations, Shizuoka prefecture				●	○	○

Organization of multilanguage information	We will manage the official website, the Geo app and interpretation panels for Geosites in multiple languages. We will also coordinate with transportation companies to improve public signboards in multiple languages.	Izu Peninsula Geopark Promotion Council, Municipal administrations, Shizuoka prefecture	◎	●	○	○	○	○
International Geo-guide coordination project	We will educate about international hospitality Geo-guides and will coordinate tours to accommodate more foreign tourists to enjoy Izu Peninsula Geopark.	Geo-guide association, International tourist association		○	○	○	○	○
World class hot spring spa resort project	As discussed in the Geo-tourism workshop, we will promote the hot spring tourism for people in the world to enjoy the Izu. We will hold a tour and workshop to experience and understand the health effects of hot spring. We will also develop and promote facilitate hot spring bathing experience where foreign tourists of different languages can enjoy.	Geo-guide association, Tourist associations				○	○	○

## Objective5 Organize administrative structure to support activities

Contents	Description of project	Organizer	FY 2013	FY 2014	FY 2015	FY 2016	FY 2017	FY 2018
Product development	We will promote existing popular products such as Geogashi (sweets of geology) and Geo rice bowl and will also develop new specialty products utilizing the blessings of Izu Peninsula Geopark.	Various businesses, Izu Peninsula Geopark Promotion Council, Shizuoka prefecture, Municipal administrations	◎	●	○	○	○	○
Project to increase the sales channel for agricultural and marine products	We will publicize agricultural and marine products from the standpoint of gifts from the Geo of Izu Peninsula Geopark. We will also increase the sales channels such as trade shows and development of branded product.	Various businesses, Izu Peninsula Geopark Promotion Council	◎	●	○	○	○	○
Development in cooperation with tourism industry	Izu peninsula has always been a popular tourist destination. Geo-tourism workshop and tourism related businesses will cooperate to improve and develop new line of tourism products relating to Geopark.	Various businesses, Tourist association, Geo-guide association, Izu Peninsula Geopark Promotion Council		○	○	○	○	○
Expansion of visitor population in cooperation with neighboring Geoparks	We will increase the number of visitors by developing and building tourist routes in coordination with Izu Oshima Geopark and Hakone Geopark and other JGN Geoparks.	Izu Peninsula Geopark Promotion Council, Izu tourism promotion council, Shizuoka prefecture, Municipal administrations		○	○	○	○	○
Establishment of "Izu Geo Fund" (tentative title)	"Izu Geo Fund" will be established to support organizations and persons which are promoting Izu Peninsula Geopark through sponership and develop sustainable foundation for Geopark promotion.	Izu Peninsula Geopark Promotion Council			○	○	○	○
Establishment of a major base for Izu Peninsula Geopark (reiterated)	A major facility will be established and managed for the purpose of becoming a base for research studies of Izu Peninsula Geopark and will also be used for various activities.	Izu Peninsula Geopark Promotion Council, Municipal administrations, Shizuoka prefecture				●	○	○

Cooperation activities with other Geoparks in and out of Japan	We will actively participate in Geopark conferences and will locate a booth in different events to promote relationship with Global and domestic Geoparks.	Izu Peninsula Geopark Promotion Council, Geo-guide association, Shizuoka prefecture, Minicipal administrations	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Izu Peninsula Geopark Promotion Council

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Izu Peninsula Geopark Promotion Council

〒414-8555 2-1-1 Ohara, Ito City, Shizuoka

TEL : 0557-32-1784 FAX : 0557-38-2867