



Master Plan of Izu Peninsula Geopark

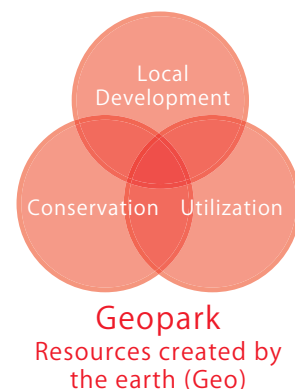
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1 Creating the Master plan for Izu Peninsula Geopark

1-1 Introduction of Geopark

Geopark is a park in the natural environment where natural and cultural heritage has been generated by geological movements and where the heritage of the earth (Geo heritage) is the main focus of attraction. Only the areas where the Geo heritage is well protected, conserved and being utilized for educational and promotional purposes for sustainable local development are recognized as a Geopark. Presently the program of Geopark is supported by UNESCO and promoted in the world. The followings are the terms and conditions to be fulfilled in order to be certified as Global Geopark.



- Geopark must consist of a considerable number of geological features and valuable cultural heritage
- Geopark must have a clear and defined boundary
- Geopark must have a well established management organization and management plan as well as financial plan
- Geopark must promote sustainable development of the local regions through activities such as geo-tourism
- Geopark must promote education and publication on geological science and environmental issues
- Geological heritage must be protected and conserved
- Geopark will become a member Global Geopark Network and be actively involved in the promotion of the Network
- Natural hazard prevention is a very important feature of Geopark

The assets of Geopark include all the features created by and based on the earth (Geo). They include geological formation, soil, ground water, and hot spring that are all created by the unique geological strata and rocks in the region. They include animals and plants, special local products upon which a variety of industries have been developed. Nature also causes great natural hazard from time to time. However, the natural hazards have also helped us in the improvement of natural hazard management science and technology as well as to develop wisdom and culture among people to coexist with natural hazards. Both the blessings and danger of the nature have contributed to the formation of unique landscapes, industries, history, characteristics of people, science, culture, ideology, religion, arts, and education in the specific regions. Geopark should be a place where people proactively learn and enjoy its merits and utilize it in education, natural hazard management, tourism and urban development.

1-2 Izu Peninsula Geopark

① Origins of the Izu Peninsula ~ Volcano Gifts from the South ~

Approximately 20 million years ago, the Izu Peninsula was a collection of submarine volcanoes located on the Philippine Sea Plate far south of Japan's main islands (Honshu). These submarine islands and volcanic islands shifted northward with the movement of the Philippine Sea Plate and collided with Honshu approximately one million years ago to form the present peninsula. After becoming a peninsula attached to Honshu eruptions continued across land and large volcanoes arose to form the present structure of Izu. About 200,000 years ago when the volcanic activities that created large mountains ended, another activity of individual monogenetic volcano group started, which is one of the unique features of volcanic activities in Japan. These are the collection of small volcanoes that erupted in different locations each time. They are named "Izu Tobu Monogenetic Volcano Group", and are active till today. The Philippine Sea Plate continues to push Izu peninsula against Honshu and this tectonic movement keeps creating diversity of landforms in Izu. These exceptional geological features make Izu one of our planet's most distinctive regions.

● Five sub-topics according to the origins of Izu peninsula

1. Volcanic islands from the south sea which collided with Honshu

Various evidences that indicate shifting and collision

2. Roots as submarine volcanoes

Evidence of eruption of submarine volcanoes and roots in different areas

3. Large volcanoes arise after formation of peninsula

Group of large volcanoes which formed the main structure of Izu

4. The living earth of Izu

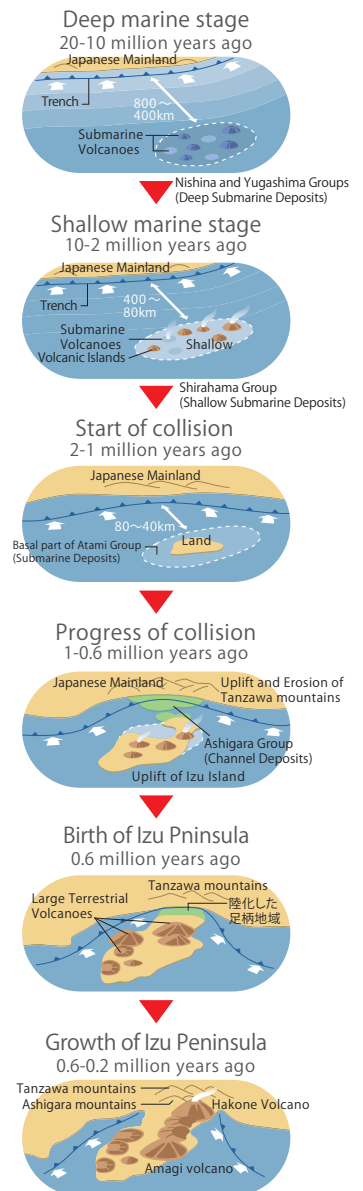
4A : Izu Tobu Volcano group – collection of small volcanoes which created diversity of terrains and which are active till today

4B : The continuously changing earth due to tectonic movements and active faults

5. Wisdom and culture of people who have been coexisting with the changing earth

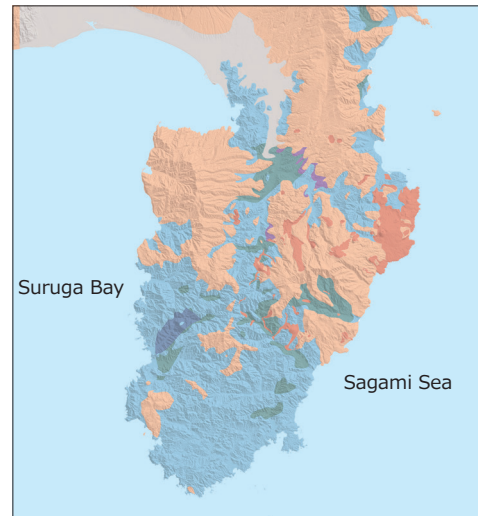
5A : Land formation, ejecta, mineral deposit, geothermal heat, utilization of spring water

5B : Advanced approach for prevention and mitigation of natural hazard



② Location and area of Izu Peninsula Geopark

Izu is located in the eastern part of Shizuoka prefecture and is a peninsula jutting out to the south by approximately 50km. Izu Peninsula Geopark consists of fifteen cities and towns of Izu peninsula (Numazu city, Atami city, Mishima city, Ito city, Shimoda city, Izu city, Izunokuni city, Higashiizu town, Kawazu town, Minamiizu town, Matsuzaki town, Nishiizu town, Kannami town, Nagaizumi town, and Shimizu town) and it covers the total area of approximately 1,585km². Major area of Izu Peninsula Geopark is mountainous. The coastal line and northern central ridges including Mt. Amagi are designated as a part of Fuji Hakone Izu national park. The tall mountains are protruding towards the sea and bring a lot of rain to Izu peninsula making it one of the heaviest rainfall areas in Japan. These mountains are close to the sea and indented coastal formation. These complex landforms make distinction of different regions which lead to the diverse characteristic of each area in Izu peninsula.



Izu Peninsula Geopark area is one of the most renowned hot spring areas in Japan. The tourism industries are making most of exceptional nature and the convenient location in the short distance from Tokyo metropolitan area. Agriculture and forestry industries are also thriving with special local products such as Wasabi horseradish, brown Shiitake mushroom, lobsters, and giant spider crabs. Northern region of Izu peninsula is well developed in manufacturing industries due to the location being only one hour “Shinkansen” bullet train ride from Tokyo and for the abundant resource of spring water. Approximately 690,000 people reside in Izu peninsula, and close to 40 million tourists visit Izu annually (total number of recreational visitors) within which 10 million people visit and stay overnight (Shizuoka prefecture statistics on tourism for 2012, figure includes multiple court of one visitor).

1-3 Past and Future Promotion for Izu Peninsula Geopark project

① History of Izu Peninsula Geopark

People initiated and developed variety of activities in Izu peninsula which were the seeds of the geopark program before the concept of Geopark was introduced. The first “Summer school for children on earthquake and volcano” was held in Kannami town in the year 1999, and has been held every year in different places throughout Japan. Variety of lectures and open classes by citizens were held in different regions such as the activity by “NPO Machikon Ito Japan” which is

a citizens group founded in the year 2000.

“Ito city nature and history guide training course” was planned by cooperation of Ito city and citizens organization, and is the original form of Geo-guide training course. Ito city has provided this course since the year 2005. Series of guidebook-like articles titled “The Geological Story of Izu” (written by Professor Masato Koyama of Shizuoka university Center for Integrated Research and Education of Natural Hazards) has been published in Izu Shimbun newspaper since the year 2007. Izu Peninsula Geopark activities have been initiated and promoted by citizens and researchers of universities since the year 1999.

② Establishment of Izu Peninsula Geopark Promotion Council

Izu Peninsula Geopark promotion council was established in February 2010 when the promotion of Izu Peninsula Geopark project was agreed by the mayors of six cities and six towns during the Izu peninsula administrative leaders conference. The Guideline of Izu Peninsula Geopark project was completed in January 2011. In March 2011 the “Izu Peninsula Geopark Promotion Council” was established by seven cities (six above mentioned cities and Numazu city) and six towns, Shizuoka prefecture, various organizations, and transportation companies. And the Izu Peninsula Geopark Promotion Council secretariat was opened inside the Tourism Department of Ito city office on April 1, 2011.

Izu Peninsula Geopark Promotion Council is composed of various local organizations including tourist associations, private companies, educational institutes, and local administrations. Its task includes educating and training of the geo-guides, the installation of interpretation panel for the Geopark, development of research studies on multifaceted fields such as geological condition, landform, natural landscape, culture, local industries and peoples life in Izu Peninsula. Izu Peninsula Geopark Promotion Council is aiming for further development of the Geopark by improving awareness and further development of the region in coordination with educational organizations, administrations, tourism, and other industries of the local cities and towns of Izu Peninsula.

(The detail of present organization is displayed on page 16.)

③ History of Izu Peninsula Geopark

FY 2010	Promotion of Izu Peninsula Geopark concept was agreed during the conference of six cities and six towns administrative leaders of Izu Peninsula. The Guideline of Izu Peninsula Geopark Project was completed. Izu Peninsula Geopark Promotion Council was established by seven cities (including Numazu city), six towns, different organizations, and transportation companies.
FY 2011	Izu Peninsula Geopark Promotion Council secretariat was opened inside the Tourism Department of Ito city office. Membership application was submitted to The Japanese Geoparks Network (JGN).

FY 2012	Minami Izu town Geopark visitor center was opened. After the evaluation by the Japanese Geopark Committee (JGC), Izu Peninsula was approved as one of the Japanese Geoparks. “Izu Peninsula Geo-guide Association” was established on August 25.
FY 2013	Visitor centers in Mishima and Amagi were opened. Shimizu town and Nagaizumi town were certified as new regions of Izu Peninsula Geopark.

④ Future direction of Izu Peninsula Geopark promotion

As previously stated, Izu Peninsula Geopark programs were originally initiated and developed by local residents and university researchers. And those activities were promoted on the basis of regional characteristics. In the Izu Peninsula Geopark, the Promotional Council and Geo-guides are in excellent cooperation and there are diverse activities initiated by people. The “People” and characteristics of the “region” are the most attractive feature of Izu Peninsula Geopark.

On the other hand, a sustainable development of Izu Peninsula Geopark that covers a large area of 1585 km² and fifteen cities and towns requires a clear vision for the whole peninsula to work together while maximizing the regional characteristics. We also need to promote activities in a cross-regional and collective manner by interested persons and concerned parties.

In drawing up the plans, a diversity of people including local residents joined in discussions to plan the future of Izu Peninsula Geopark that people of Izu Peninsula all agree to work for in a comprehensive manner. In these plans, we draw a future plan for Izu Peninsula Geopark to aim at in ten years, the objectives based on this, and the Action plan for five years.

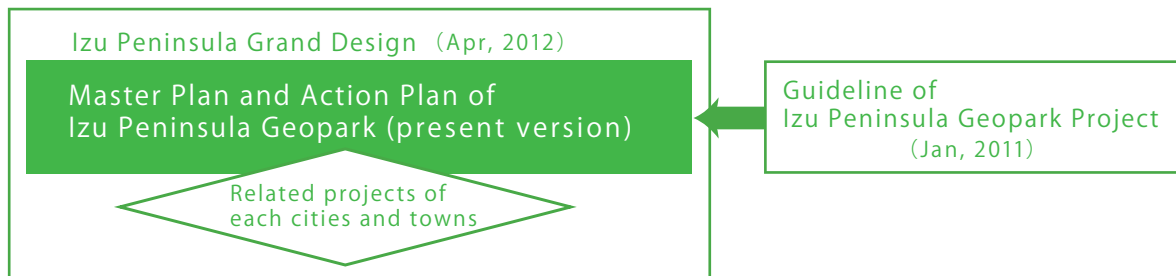
1-4 Direction and period of Master plan and Action plan

Izu Peninsula Geopark Master plan is prepared to clearly articulate the direction that Izu Peninsula Geopark should aim at. According to this plan the local residents of Izu peninsula, educational institutes, citizens groups, regional organizations, private companies and local administrations will develop further cooperation to promote the Izu Peninsula Geopark in a cross-regional and comprehensive way.

① Direction of the plans

Both the Master plan and Action plan are created to articulate the direction of regional development of Izu peninsula as a whole on a long-term perspective and will lead to the resolution of short to mid-term issues. The plans will follow “Izu peninsula grand design” which articulates the strategic plan to promote the regional development as well as “Guideline for Izu Peninsula Geopark project” which provide the structural guidance of Izu Peninsula Geopark concept and also list of Geo-site candidates. The plans are also drawn in consideration of

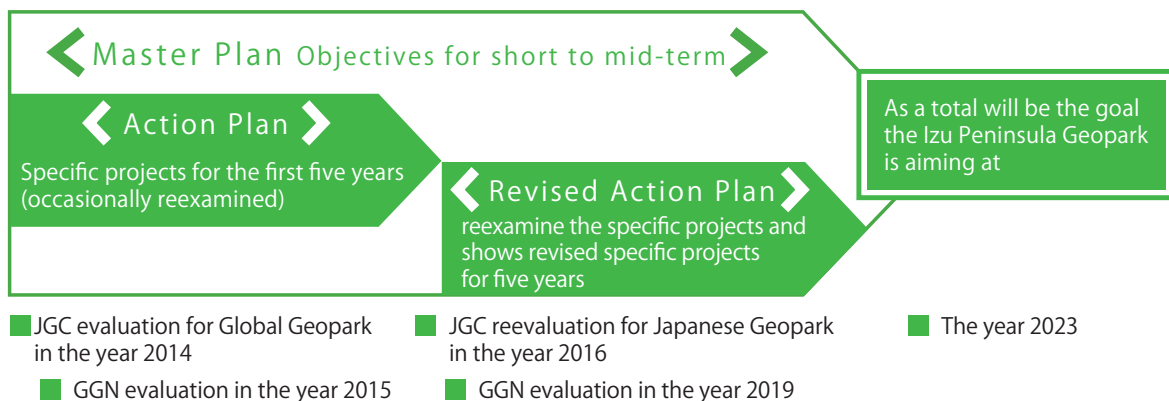
regional development plans of the cities and towns.



② Period of the Plan

The Master plan shows the goal and the direction which Izu Peninsula Geopark program will pursue for the coming ten years. The Action plan will state the list of items to be continued in the first five years and the newly discovered issues to be tackled. The Action plan will be reexamined in coordination with the other Global Geopark certification situation and other projects as needed basis.

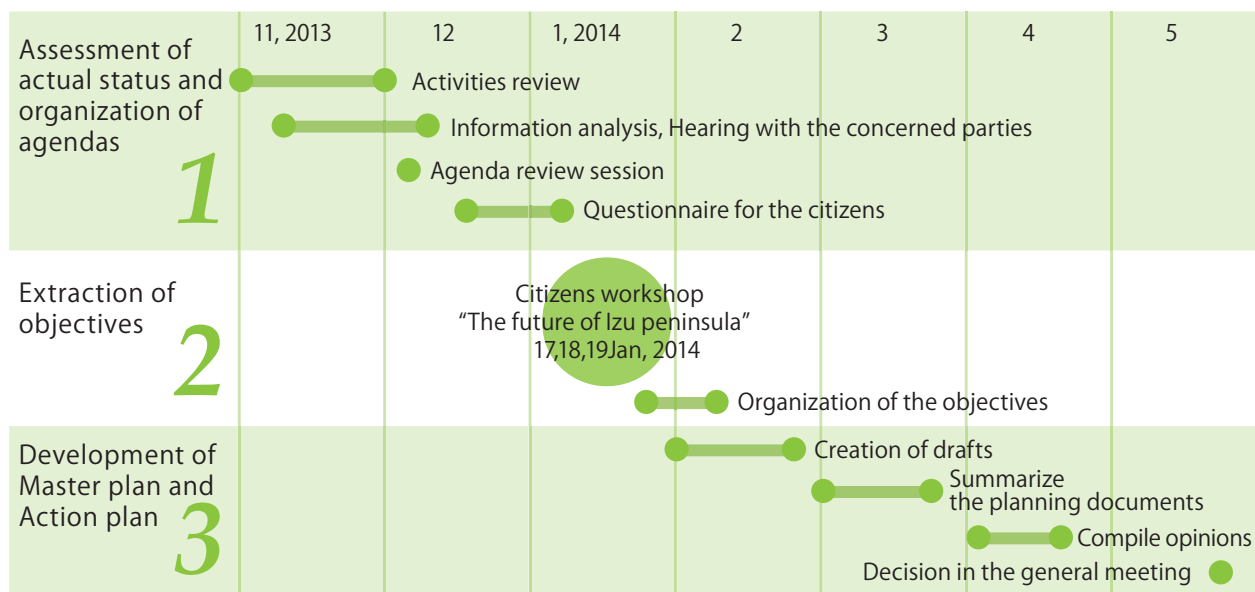
(JGC: Japan Geopark Committee GGN: Global Geoparks Network)



1-5 Development of the plan

In developing this plan the Izu Peninsula Geopark Promotion Council secretariat played a central role and conducted a hearing with the concerned parties to get a full picture of actual status and a questionnaire survey among the citizens and also held the agenda review sessions. These activities helped them make the assessment of the past activities and analysis of information, and organize the agendas. Many people participated and offered valuable opinions in the workshop under the title "Planning session for the future of Izu Peninsula Geopark", in which the objectives for this plan was reviewed and developed.

※ The detailed reports of questionnaire for the citizens, the hearing session with the concerned parties, and the workshop are shown at the end of this report.



2 The Goal of Izu Peninsula Geopark

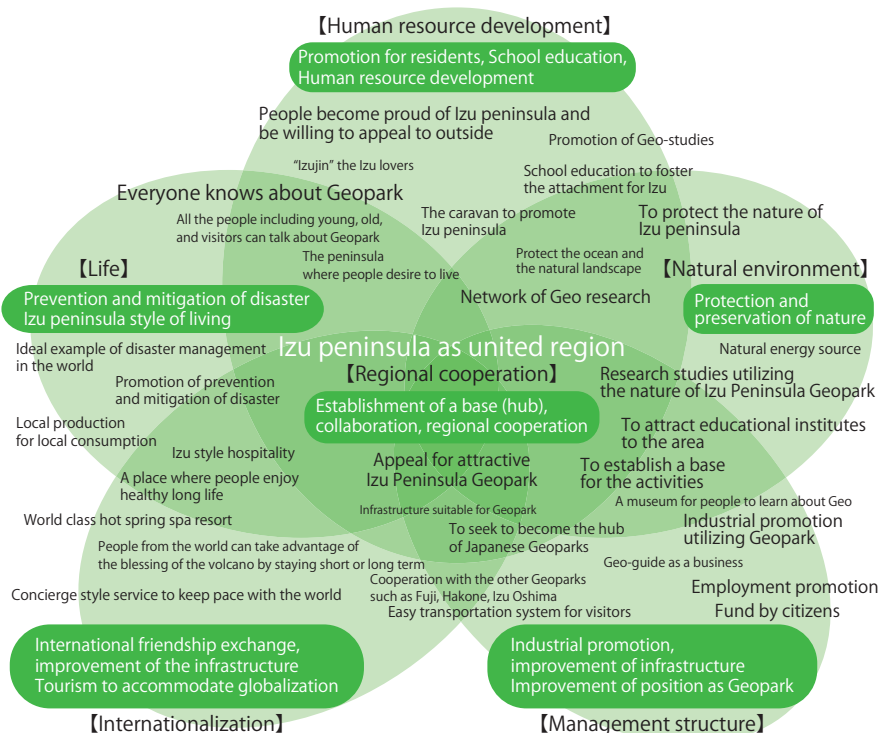
2-1 Future Plan

Workshops were held which approximately one hundred concerned parties of Izu Peninsula Geopark activities and interested local residents participated. During this three-day session, they reviewed and discussed “the Goal of Izu Peninsula Geopark” which will be the important pillar of this plan.



The most emphasized direction in these discussions was the projects relationship to the “local people”. Discussed themes included development of human resources, promotion among people and the approaching effort to the educational field. These are based on the themes such as “the Geopark should be the tool through which residents become even more proud of Izu peninsula and be willing to promote to the outside” and “Geopark studies should be included in the education to promote stronger attachment for Izu peninsula”.

The illustration below shows the main themes / issues that came up at the workshop.



They also discussed a whole range of issues including regional cooperation of united Izu peninsula as a whole, promotion of prevention and mitigation of natural hazard, direction for healthy and enjoyable living, and the protection and utilization of nature of Izu peninsula. Many opinions and ideas were offered in discussions on how the Izu Peninsula Geopark should keep pace with internationalization and how to construct solid management structure to support sustainable promotion.

3 Five Objectives of Izu Peninsula Geopark promotion

The Goals of Izu Peninsula Geopark

The goals of Izu Peninsula Geopark are focused in five directions as a result of discussions in the workshop over various plans and ideas on the basis of the concept of Geopark.

1. Developing the concept of 'Izujin'(people who embody the heritage of Izu).
2. To conserve and utilize the natural resources of the geopark.
3. Promoting natural hazard awareness and preparedness among the local community as well as communicating such wisdom to the outside world.
4. To create quality living environment.
5. To put in place an basic administrative system to support the above mentioned activities.

The next section will articulate each item in the above mentioned directives and the contents are based upon a survey among citizens as well as a review of the past activities. It will include mid-and-long term objectives in order to achieve each concept. The short-term program is organized and mentioned in the attached "Action plan".

3-1 To educate and develop "Izujin" (People who love and support Izu)

We identify those who enjoy living in Izu peninsula and also are willing to promote its attractive nature as "Izujin", and they are the most important assets supporting the Izu Peninsula Geopark. We will educate and develop the proud "Izujin" by enhancing the training course for the Geo-guide, as well as providing various activities for people to become familiar with the Geopark.

① Enhancement of training course for "Geo-guide"

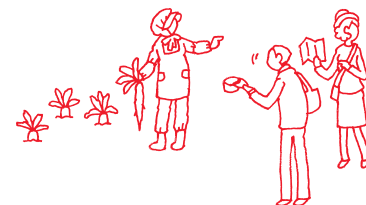
Presently the training course for "Geo-guide" is very popular and 52 people who won the drawing among 120 are attending. Since the approval of the Geopark the course has continued with advanced classes in order to improve the quality. Also the Geo-guide Association has been established. We plan to strengthen the quality of Geo-guide and to organize a better system for the continued activities by the Geo-guides.

- We will continually hold Geo guide training course and advanced quality improvement class.
- We will promote information publishing in cooperation with the Geo-guide Association, and will also jointly improve the quality of Geo tour with other organizations and NPO.

○ The subjects in the current training course are as follows

Compulsory classes: The concept of Geopark, Basic geosciences, Geo-study of Izu peninsula, Crisis management, Protection of nature, Flora and fauna, Archaeology, History, Oceanology, Industries (one course consists of 19 classes, 90 minutes/each)

Outdoor classes: Visits to three or more Geo sites



② Promotion of “Geo-studies”

Some educational institutes have utilized the Geopark and its studies in the education of the environment, local education, and natural hazard preparation and also developed some products in coordination with local society. We will further promote more opportunities for children of the whole Izu peninsula to take Geo studies.

- An educational task force will be established in the Geopark Promotion Council. This task force will discuss the coordination with the educational boards of the local cities and towns in order to promote utilization of the Geopark studies in the elementary and junior high schools, as well as creating more opportunities for the high schools to study Geopark in extra curriculum or outdoor classes.
- We will develop and promote the educational material of the Geo studies which include the History of Izu peninsula, as well as culture and industries generated by the natural resources.

③ Enhancement of promoting the Geopark concept among residents

In order to promote Geopark, we are actively holding various classes and Geo tours for the local residents to attend, and the outcome is great. In the questionnaires conducted in December 2013, as high as 80% of the people knew “Izu peninsula Geopark” and recognition is good. However, only 15% of people knew the detailed activities, thus, we will go forward with further promotional effort in the local regions and will provide more opportunities for the local people to participate in more activities.



Classes for locals – Nagaizumi town regional workshop



Nishiizu Geo-guided tour – presented by NPO Machikon Ito



The book “The Geological Story of Izu” which is a book form of the series of articles presented in Izu newspaper published by Shizuoka Shimbun (Newspaper Company)



The official guide book “Welcome to Izu, the peninsula for Adventure” published in collaboration with Shizuoka Shimbun Company

○ Various Geo learning



Classes in Geo-guide training course



Outdoor visitation to Shimoda Geo site for Geo-guide training course



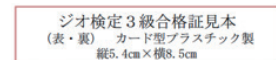
Students of Izu Sogo High school gave a special lecture for the local elementary school (Kumasaka Elementary school in 23Feb, 2012)



Class for locals in cooperation with teachers, NPO, and local businesses (Mt. Komuro volcano school in 21Aug, 2011)

○ Izu peninsula Geo test

the 3rd grade test was conducted between 1st July to 15th August, 2013



- We will promote the “Geo-test” (which is a proficiency test for Geo knowledge) as well as improve and expand lectures and tours for citizens.
- We will grant certification as “Geo masters” (tentative title) for those who have passed the “Geo-test” and are willing to inform others of the attractive Geo sites.
- We will strengthen the promotion by collaborating closely with local media for publishing and through courses for local people.

3-2 To protect and utilize the gifts of Nature

The attractive feature of Izu peninsula has been created by history of terrestrial movements which is unlike any other in the world. These volcanic activities and tectonic movements are still active today adding to its charm. Izu Peninsula Geopark is determined to protect and make most of these valuable natural heritage on a sustainable manner. All the people in Izu peninsula will work jointly to protect, conserve, and pass this heritage to the next generation.

① Protection and preservation of Geosites

Some areas in Izu peninsula Geoparks are designated as Japan’s National Park. Thus they are protected by laws and regulations such as Natural parks laws, Natural conservation laws, Laws for protection of cultural properties, Forest laws, Coast laws, River laws, Ordinance for Land utilization. However, there are other Geosites which are not covered by laws and regulations, and Geopark will develop objectives and plans for protection.

- Izu Peninsula Geopark will establish new regulations for the Geosites which is currently not covered under laws and regulations and will develop preservation plan for Geopark as a whole.
- We will clearly articulate the Geosites that need to be restricted for access from the standpoint of safety and preservation. These regulations and preservation plans will be publicized widely.

② Maintenance and Preservation as proactive activities by residents

People’s interest is very high for “Preservation of natural environment” as one can see the in the questionnaire among residents. And there are



Litter Cleanup activities of Geosite by local community, high school students, and Geo-guides



Research and examination of volcanic gas around Teishi sea-knoll in cooperation with Shizuoka University Center for Integrated Research and Education of Natural Hazards



Debrief session for citizens and administration after research



Cooperation with Shizuoka University and Volcano observatory of Canary Islands for the research study of older part of east Izu Tobu (east) volcano group



Enjoy research study of Geo

some Geosites where the local residents are making efforts in cleaning and preserving the nature. From now on these types of proactive activities by people will be further promoted throughout the whole areas in Izu peninsula.

- We will introduce the preservation and protection activities in each region through the official Geopark website and various events so that more specific and proactive ways of practice will be publicized.

③ Promotion of research activities by utilizing the nature and culture of Izu

Presently there are two full-time research staff in the Geopark Promotion Council who engage in research activities for the Geosites. We have been working very positively on the Geosites in close cooperation with Shizuoka University. We will continue to pursue further research and study and make utmost effort to cooperate with research institutes and related organizations in local regions.

- Our research studies include the assessment of the change in Geosites as well as discovery of new Geosites in close cooperation with universities and research institutes.
- We will set a goal of establishing an on-line “Izu peninsula Geopark college” (tentative title) so that any interested person can access and learn about Izu Peninsula Geopark. We will seek to build a network of concerned persons such as research staff and local geo-guides in order to enable them to share and exchange information.

3-3 To create a Natural hazard management culture and present to the world

While the earth of Izu peninsula has provided various blessings to people's life, it has also caused a large damage at times. However, those natural hazards have created new landscape or resources after a long time. And due to the natural hazards in the past we have also learned natural hazard prevention technique or wisdom or culture to live with. Izu peninsula Geopark will make most of the studies for the better prevention and mitigation of natural hazard and will also promote further activities for this purpose throughout the whole Izu peninsula.

① Creation of Natural hazard management culture by understanding the movements of nature

Learning the origins of the earth of Izu while enjoying the nature eventually will lead to the understanding of essentials of natural natural hazard. We will promote to construct sustainable regions through the Geopark activities where people can enjoy the blessings of the nature under normal circumstances and will also be aware and prepared for natural natural hazard.



- We will provide Geo-tours, schools, and official homepage to educate people to detect natural natural hazard through the studies of nature and history. Thus we will cultivate for construction of regions with essential understanding of natural natural hazard.

② Utilization of remains of natural hazard and natural hazard prevention facilities

We have designated some natural hazard remains and natural hazard prevention facilities as Geosites in order to enhance public awareness. We will continue to examine and excavate the natural hazard remains and traditions, as well as to utilize natural hazard prevention facilities.

- We will continue to discover natural hazard remains and traditions of natural hazard in the effort of finding and approving new Geosites.
- We will continue to promote natural hazard prevention and mitigation activities while utilizing natural hazard remains and natural hazard prevention facilities in cooperation with local residents and governments.

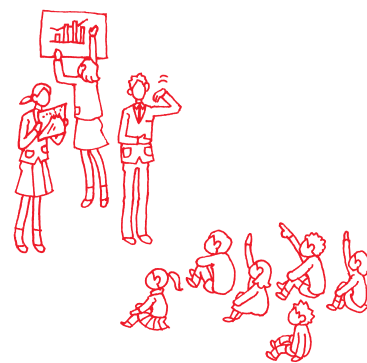
③ Promotion of town development and natural hazard prevention

We are sharing information with natural hazard prevention plans of each local government as well as the Northern Shizuoka prefecture natural hazard prevention plan. We will continue to educate and raise the awareness of natural hazard prevention in cooperation with natural hazard management of each community and by collaborating with community FM.

- We will promote natural hazard prevention plan in cooperation with community FM and various natural hazard management organizations by incorporating their programs in Geo-tour and different events.
- We will provide more opportunities for residents to participate in activities such as Geo-tours and workshop in which people will talk about their actual experience of natural hazard in the related Geosite, and also co production of natural hazard prevention maps.

④ To introduce Natural hazard prevention culture to the world

Local NPO and other organizations in Izu Peninsula Geopark are providing Geo-tour utilizing the natural hazard remains and natural



Natural hazard prevention workshop taught by Geo-guide



The display of trench in Tanna fault (Tanna Fault Park)



The marker of highest point hit by tsunami (Ito City, Kaizoji Temple)



"Play and learn" tour held by NPO Izu Doronko association in 2011

hazard prevention facilities. We will publicize these activities to both within and out of Izu peninsula. We will also introduce Izu peninsula as an ideal place for natural hazard prevention and publicize the natural hazard prevention culture.

- We will publicize and promote the natural hazard prevention activities such as Geo-tours and development of town and natural hazard prevention to within and out of Izu peninsula through Izu peninsula Geopark official homepage and other events.
- We will work to develop easy materials for natural hazard prevention education through learning about Geopark. We will also make our utmost effort to secure the safety of visitors to Izu peninsula and publicize the importance of natural hazard prevention.

3-4 To create comfortable and enjoyable environment for all

Izu peninsula has nature's blessings such as beautiful ocean, hot spring spa generated by the volcanoes, food culture, tradition, and mild climate. And these diverse resources have enabled us to create a unique bathing culture and history of tourism. Izu peninsula Geopark will make most of these basic historical culture and industries to create the environment which is comfortable, easy and enjoyable for all the people from the world.

① To enhance Geotourism

More and more Geo-tours and local events utilizing the volcanic history, specialty food, hot spring spa and diving are being promoted. We will seek to develop tourism for Izu peninsula as a whole.

- A task force for Geo tourism will be established in the promotion council, which will carry out development of tourism in cooperation with various businesses and organizations.
- In addition to promotional activities in collaboration with existing article of tourism we will develop Geotourism which is only available in Izu peninsula Geopark because of its resources including hot spring spa, rich and excellent food and mild climate which are healthy for people.

② To improve public transportation to visit Geosites

We have distributed guide book for taxi drivers so they can provide



Geopark from underwater provided by "Ito Geo Marine club" with diving instructors



Kayaking tour to the closest place to see the strata of submarine volcanoes (tour was introduced by Kayaking guide "Surface" and "Geo-gashi Ryokodan")



Pocket guide book



Geosite cruise provided by Dogashima Marine company and accompanied by certified Geo-guide



Izu Geo-tour utilizing Geo bus provided by Izu Bus company

better services and information for the passengers. We also held a special walking event “Izu Dream Walk” in which visitors can use one day free “Izu Dream pass” which can be used on ferry service, trains and buses. We will improve the transportation system to make this wide area of Izu peninsula Geopark even more accessible for visitors.

- We will work with visitor information centers, transportation companies and tourist agencies to improve the transportation system more convenient. Also we will develop plans to make touring easier and more convenient.
- We will build simple transportation guides and landmark signs for visitors and tourists without cars to travel efficiently.

③ To improve information to accommodate Internationalization

We have created the official website in multiple languages. The Geosite signs are indicated in both Japanese and English, and the app for smart phones is available in English. We will make further effort to improve the information environment for people from overseas to enjoy Izu peninsula Geopark in an easy and efficient way.

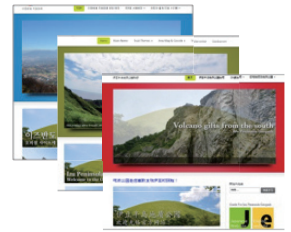
- We will publicize existing Multilanguage information materials among visitor information center staff, people in the Geotourism businesses, and transportation industries so that they can provide information to foreign tourists with ease.
- We will foster International hospitality guides to accommodate visitors of multilingual and multicultural background. We will coordinate and develop tours for more foreign visitors to enjoy Izu peninsula Geopark.

3-5 To organize the management structure to support activities

The most important point of Geopark management is to be sustainable for the future. In our effort of maintaining sustainable management Izu Peninsula Geopark will continue reviewing the cooperation structure by local residents and organizations, the systematic support for the industrial development, and the secure funding structure.

① To improve facilities to serve as operating base

Each cities and towns in Izu Peninsula Geopark have established visitor



The official website is available in English, Chinese and Korean languages



Geo site sign boards



The official App



Geopark visitor center in Minamiizu



Geo rice bowl made with variety of Geo related ingredients (Hatoba restaurant in Ito)



Geo-gashi, the sweets in a shape or appearance of geological strata and rocks created by Geo-gashi Ryokodan

centers. However, there is not one central facility to serve as a base for Izu peninsula as a whole. We will therefore improve and develop a base for activities.

- We will develop a facility where full-time research staff work and people related to the activities can get together and where visitors can get information about Izu peninsula. Thus it will serve as the operational center for Izu peninsula Geopark.

② Regional revitalization initiatives

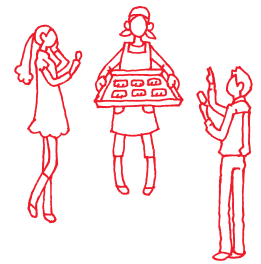
A variety of Geo-guided tours and different products utilizing the resources of Geopark concept have been created. We will expand these activities to the whole Izu peninsula to strengthen the structure to boost the local economy.

- We will support promotion of commercial products and increase the sales promotion channels by utilizing the logo of the Geopark and association with the origin of the earth, we will also plan to develop network across cities and towns and events for businesses in order to enhance new business ideas and products related to Geopark.
- The "Izu Geo Foundation" (tentative title) will be established to raise fund from individuals and businesses that understand and relate to the Izu peninsula Geopark for supporting the activities.

③ Promotion of cooperation with Global and domestic Geoparks

We have engaged in promotion in cooperation with neighboring Geoparks as well as attending Japan Geopark Network National conference and locating a booth in the events. Thus we have close contacts with other national Geoparks. We plan to develop stronger cooperation with Global Geoparks.

- We will strengthen relationship and closer cooperation with neighboring Geoparks such as Hakone and Izu Oshima including more information sharing and personal exchanges in order to improve synergistic effects in tourism to the whole Izu and Hakone area.
- Izu peninsula Geopark is aspiring to receive designation as Global Geopark and is determined to contribute to improve synergistic effects of Geoparks as a whole in cooperation with national and international Geoparks.



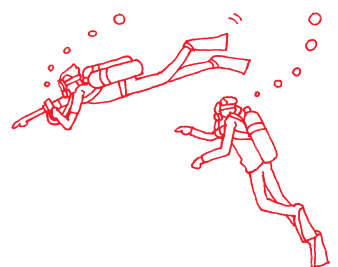
"Izu wind-bell" shaped like Mt. Omuro (produced by Izu Craft House)



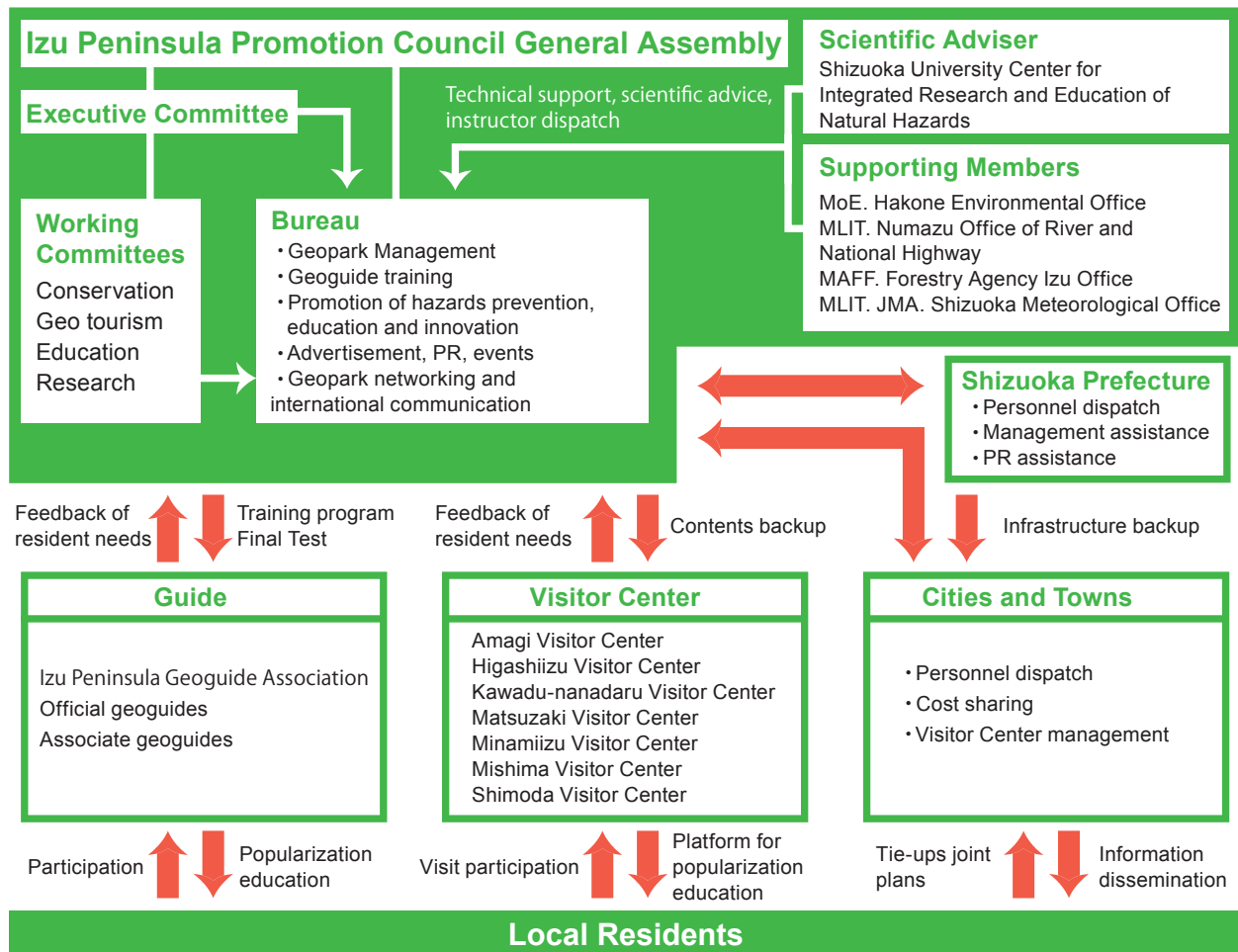
Participation in International conference



Izu Geo News Letter introduced in Hakone Geopark Newspaper



4 Izu Peninsula Geopark Promotion organization



MLIT: Ministry of Land, Infrastructure, Transport and Tourism JMA: Japan Meteorological Agency MAFF: The Ministry of Agriculture, Forestry and Fisheries of Japan MoE: Ministry of the Environment

○ Izu Peninsula Geopark Promotion Council

【Prefecture, Cities and Towns】 Shizuoka Prefecture, Numazu City, Atami City, Mishima City, Ito City, Shimoda City, Izu City, Izunokuni City, Higashiizu Town, Kawazu Town, Minamiizu Town, Matsuzaki Town, Nishiizu Town, Kannami Town, Nagaizumi Town, Shimizu Town

【Regular Members】 Conference for Activation of the Izu Area, Numazu Chamber of Commerce and Industry, NPO Numazu Tourist Association, Atami Tourist Association, Mishima Tourist Association, Mishima Furusato Guide Club, NPO Machikon ITO, Ito Tourist Association, Shimoda Tourist Association, Shimoda Chamber of Commerce and Industry, Amagi Nature Guide Club, Shizuoka Prefectural Izu Sogo High School, Izunokuni Tourist Association, Higashiizu Society of Commerce and Industry, Higashiizu Tourist Association, Kawazu Society of Commerce and Industry, Minamiizu Society of Commerce and Industry, Minamiizu Tourist Association, Matsuzaki Tourist Association, Nishiizu Society of Commerce and Industry, Nishiizu Tourist Association, Kannami Tourist Association, Nagaizumi Tourism and Exchange Association, Shimizu Tourist Association, Mishima Building Contractors Society, Shimoda Building Contractors Society, Izu Peninsula Geoguide Association, Izukyu Holdings Co.Ltd., IZUHAKONE Railway Co.Ltd., Izuhakone Bus Co.Ltd., Tokai Jidosha Co.Ltd., Shizuoka Taxi Association Izu Section, Shizuoka Road Public Corp., Shizuoka Bank Ltd., Izukyu Cable Network Co.Ltd., Izubus Co.Ltd.

【Research Institution】 Shizuoka University Center for Integrated Research and Education of Natural Hazards

【National Ministries and Offices】 MLIT. Numazu Office of River and National Highway, MLIT. JMA. Shizuoka Meteorological Office, MAFF. Forestry Agency Izu Office, MoE. Hakone Environmental Office



Izu Peninsula Geopark Promotion Council