

2025 edition

Izu Peninsula Grand Design

~Izu as one, Aiming to be a region that continues to be admired by the world.~



Izu Peninsula 7 Cities and 6 Towns Mayors' Meeting

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Introduction The Grand Design for the Izu Peninsula (2028 Edition)

Purpose of Formulation

The Izu Peninsula Grand Design was established in 2013 with the aim of creating regional pride and a future that will continue to shine brightly in the world by providing a direction for regional development from a long-term perspective that takes an integrated and comprehensive view of Izu, and by developing strategies to solve problems faced in the medium and short term and promote the region. The Grand Design was formulated in 2013 with the aim of creating a future for Izu that will continue to shine brightly in the world and be a source of pride for the region.

This grand design is based on two perspectives, the long-term-very long-term perspective and the medium-term-short-term perspective, and outlines measures with a concrete development period of about five years.

This time, since six years have passed since the original formulation, we have evaluated our past efforts, and have captured the issues and environmental changes that emerged as a result of the evaluation, in order to develop the Izu Peninsula Grand Design.

(The new version of the report was formulated in 2028.

2. period

As with the Grand Design developed in 2013, this Grand Design takes a long-term to very long-term perspective (hereinafter referred to as "long-term perspective") and a medium- to short-term perspective (hereinafter referred to as "medium- to short-term perspective"). The Grand Design will present concepts and strategies based on two perspectives: a long-term - very long-term perspective ("long-term perspective") and a medium- to short-term perspective ("medium- to short-term perspective"). The long-term perspective is based on the following two perspectives. The long-term perspective is, Looking 30 to 50 years into the future, the medium- to short-term perspective is to aim for about 5 years, roughly until 2025, and to compile measures for about the same 5-year period as a concrete development of the strategy.

3. Composition

The structure of this Grand Design is based on a study **and** analysis of the state of Izu, and provides basic guidelines for regional development followed by a strategic plan based on these guidelines. Specifically, it consists of the following four perspectives.

Consideration of issues facing Izu and regional structure - Analysis

Future direction of community development and basic concept of strategy development

Measures to be developed for each strategy and implementing entities

Issues in Promotion

Chapter 1. The Izu Islands

1. Izu appearance

People say that Izu is a land of poetry.

Izu is a microcosm of Japanese history, says one historian.

Izu is a model of the tropics, I would add.

Izu can be said to be an art gallery of all kinds of scenery from the sea to the mountains.

The entire Izu Peninsula is one big park. It is one big promenade.

In other words, Izu has a variety of natural blessings and beauty throughout the peninsula.

This is a sentence from Yasunari Kawabata's description of Izu in his "Introduction to Izu.

Not only Kawabata, but Izu has been loved by many writers and artists, and its beautiful scenery and landscapes have been depicted in many works*1.

Izu has a diversity of resources, including nature, scenery, flora and fauna, food, history — literature, and hot springs, all of which are fascinating and deep, and still have world-class potential as a tourist destination. These are the strengths of Izu.

However, Izu does not stand out and shine in Japan — **or** the world. Today, when competition among regions has become more intense, we are in a situation where we are required to establish the brand value of Izu. Although the number of tourists and overnight visitors is on the road to recovery, the region's footing is definitely weaker than before due to the shortage of human resources involved in the tourism industry, mainly due to the aging of employees, and the outflow of population, especially among the younger generation.

1 Yasushi Inoue, "Izu no Umi

The beauty of a trip to Izu is the joy of the sea changes, Kojira

Serizawa, "The Coast of Izu.

As I traveled through Brittany, I was reminded only of the scenery of Izu. They say it is the most beautiful coast in France, but I felt that Izu's coast had more changes in scenery and more light.

(1) Current status of the region

The Izu Peninsula region has developed as one of Japan's leading hot spring tourist destinations in close proximity to the Tokyo metropolitan area, but the number of overnight visitors has declined to less than 60% of its peak, and tourism, a key industry that supports local employment, has declined markedly.

In addition, the central and southern Izu region, especially in the Kamo region, is experiencing a serious population decline and rapid aging of the population due to the out-migration of young people.

Central and southern Izu area (3 cities and 5 towns): Shimoda City, Izu City, part of Numazu City (former Toda Village area), and Higashi Izu Town, Kawazu Town, Minami Izu Town, Matsuzaki Town, Nishi-Izu Town

Kamo area (1 city and 5 towns): Shimoda City, Higashi Izu Town, Kawazu Town, Minami Izu Town, Matsuzaki Town, Nishi-Izu Town

[Population change

(Unit: persons)

area	1995 H7	Year 2000 H12	2005 H17	2010 H22	2015 H27	October 2019 R1.9	2019-2005 R1-R17
whole prefecture	3,737,689	3,767,393	3,792,377	3,765,007	3,700,305	3,640,443	(151,934) (-4.0%) (151,934)
Izu Peninsula Area	655,815	646,385	637,834	620,945	595,136	573,561	(64,273) (-10.1%) (-10.1%)
(Reference) 1 city and 5 towns	86,429	82,397	78,504	73,713	66,438	61,023	(17,481) (-22.3%) (-22.3%)

Source: Census, Ministry of Internal Affairs and Communications (as of October 1 of each year)
Shizuoka Prefecture Population Estimates (October 2028), Prefectural Statistics and Research Division.

(Unit: persons/percentage)

area	population	Number of increase/de crease	Percentage change	natural increase and decrease	Rate of natural increase or decrease	social increase/decreas e	Rate of social change
whole prefecture	3,726,537 Source: Ministry of Internal Affairs and Communications, "Basic Resident Ledger Population, Demographics and Number of Households (as of January 1, 2019)	(16,478) Net increase	$\Delta 0.44$	$\Delta 16,244$	$\Delta 0.43$	$\Delta 234$	$\Delta 0.01$
Izu Peninsula Area	594,450	$\Delta 5,663$	$\Delta 0.94$	$\Delta 5,137$	$\Delta 0.86$	$\Delta 526$	$\Delta 0.09$
(Reference) 1 city and 5 towns	30,833	$\Delta 1,549$	$\Delta 5.02$	$\Delta 1,060$	$\Delta 1.57$	$\Delta 318$	$\Delta 1.28$



*Forecasts after 2020

Source: Census Handbook, Ministry of Internal Affairs and Communications; National Institute of Population and Social Security Research

Population Projections for Japan by Region (2018 Estimates)

Total fertility rate

area	2014 H26	2015 H27	2016 H28	2017 H29	2018 H30
whole prefecture	1.50	1.54	1.55	1.52	1.50
Izu Peninsula Area	1.42	1.42	1.41	1.34	1.34

Source: "Shizuoka Prefecture Vital Statistics," Ministry of Health, Labor and Welfare

[Aging rate

area	2014 H26	2015 H27	2016 H28	2017 H29	2018 H30	2019 R1
whole prefecture	25.9% (%)	26.8% (%)	27.6% (%)	28.2% (%)	28.7% (%)	29.1% (%)
Izu Peninsula Area	30.7% (30.7%)	31.8% (%)	32.8% (%)	33.6% (33.6%)	34.2% (%)	34.8% (%)
(Reference) 1 city 5 towns	37.2% (%)	38.7% (%)	40.1% (%)	42.4% (%)	43.2% (%)	44.0% (%)

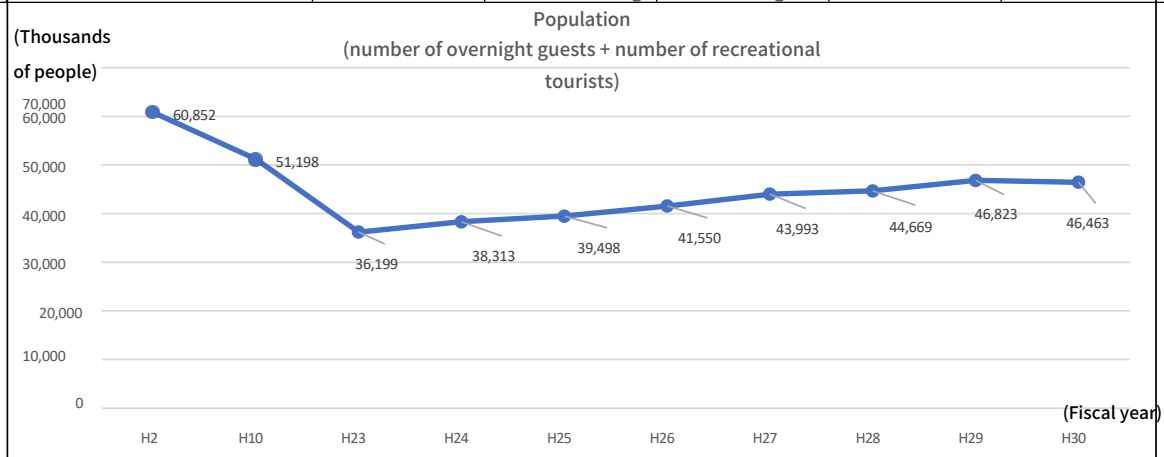
Source: Prefectural Longevity Policy Division data (as of April 1 of each year)

[The number of people moving in and out of the metropolitan area (2018)

(Unit: persons)

area	Tokyo metropolitan area	Nagoya area (northernmost six prefectures of Honshu)	Osaka region	Other sphere	plan
whole prefecture	△6,484	Source: Ministry of Internal Affairs and Communications, "Basic Resident Ledger Population Movement Report in 2008."	28	△137	△1,215
Izu Peninsula Area	△1,093	△43	weak2	△249	△364
(Reference) 1 city and 5 towns	△87	△26			

Trends in the Izu Peninsula Region's Interchange



Source: Shizuoka Prefecture, "Trends in Tourism Exchange."

(2) Issues

The greatest weakness of Izu has been, and continues to be, its inability to cohere due to its diversity, despite being told that "Izu is one."

The Izu Longitudinal Expressway East Suruga Bay Loop Road celebrated its 10th anniversary since its opening, the Amagi North Road opened to traffic, and other infrastructure improvements that contribute to the path of life and regional growth have progressed. The Izu Peninsula Geopark was recognized as a UNESCO World Geopark, and Izu wasabi (traditional Shizuoka water wasabi cultivation) was recognized as a World Agricultural Heritage site. The high resource value of the Izu Peninsula has been recognized worldwide, with Suruga Bay joining the "World's Most Beautiful Bay Club".

In order to further increase the number of visitors, we will work to enhance and promote the attractiveness of local resources such as unique nature, scenery, hot springs, history, culture, and foodstuffs, as well as create new tourism demand by leveraging the legacy of hosting the Tokyo 2020 Olympic and Paralympic Games. At the same time, it is expected to create new tourism demand by taking advantage of the legacy of hosting the Tokyo 2020 Olympic and Paralympic Games.

In addition, in order to ensure the safety and security of tourists in the face of natural disasters, which have become larger and more frequent in recent years, it is necessary to work in cooperation across a wide area.

SWOT analysis of Izu Peninsula

		Internal environment (current)	External environment (future)
<div> <div>favorable influence</div> <div>negative influence</div> </div>	[Strengths]	<ul style="list-style-type: none"> ○ Proximity to metropolitan area ○ Warm and livable climate ○ Rich and distinctive natural environment ○ A treasure trove of history and literature ○ A brand built on a long history ○ Izu Longitudinal Expressway shared use expansion, New Tomei opened ○ World Geopark Recognition ○ Registered as a World Cultural Heritage site (Mt. Fuji, reverberatory furnaces) ○ Accreditation of Regional Cooperation DMO (Beautiful Izu Creation Center) 	<div>[Opportunity]</div> <ul style="list-style-type: none"> ○ Internationalization of Haneda Airport and enhancement of Mt. ○ Inland frontier, Pharma Valley corporate concentration ○ Expansion of active senior population, affluence in Asia ○ Increase in the number of foreign visitors to Japan ○ Tokyo Olympic and Paralympic Cycling Venues ○ Large shopping centers and other commercial facilities ○ Certified as a travel agent (Beautiful Izu Creation Center)
	[Weaknesses]	<ul style="list-style-type: none"> ○ Lack of cooperation within the community ○ Fragile transportation network, including rib roads ○ Vulnerability to disasters ○ Declining and aging working-age population ○ Enhancement of low and high dimensional urban functions ○ Lack of telecommunications infrastructure ○ Responding to the cashless society ○ Desertification of hot spring town, decline in town sentiment ○ Lack of inbound acceptance system 	<div>[Threats]</div> <ul style="list-style-type: none"> ○ Earthquakes such as the triplet, Nankai Trough, Sagami Trough, etc., and volcanic activity in the eastern Izu volcano group ○ Increase in typhoons and torrential rains ○ Fear of a major natural disaster or reputational damage ○ Decline in percentage of travel spending, price competition ○ Expansion of competitive areas (domestic and overseas) ○ Large-scale customer-attracting facilities in the metropolitan area ○ deforestation ○ Declining population, lack of human resources to support the tourism industry ○ Loss of landscape due to increase in vacant and abandoned houses

2. Izu's Regional Structure

(1) Current status of regional structure

The Izu Peninsula is surrounded on three sides by the sea, with mountain ridges rising out of the sea, so that urban areas are formed on the northern flatlands, and small towns and villages are scattered along the coastal areas. The population center of gravity is located in Izunokuni City (near Juntendo University Shizuoka).

Although this region bears the major tourism brand of Izu, the connection between each tourist destination and is weak and the region is highly unique. Furthermore, due to the steep topography, none of the several railroads and roads that run southward from the national land axis (Tomei, Shinkansen, Tokaido Line, etc.) in the northern region to the peninsula is a trunk line, and the region has a decentralized structure that makes it difficult to create an axis of linkage.

(2) Changes in regional structure

Currently, the Izu Longitudinal Expressway, which will serve as a trunk axis through the peninsula, is under construction, and the regional structure will continue to change significantly in the future.

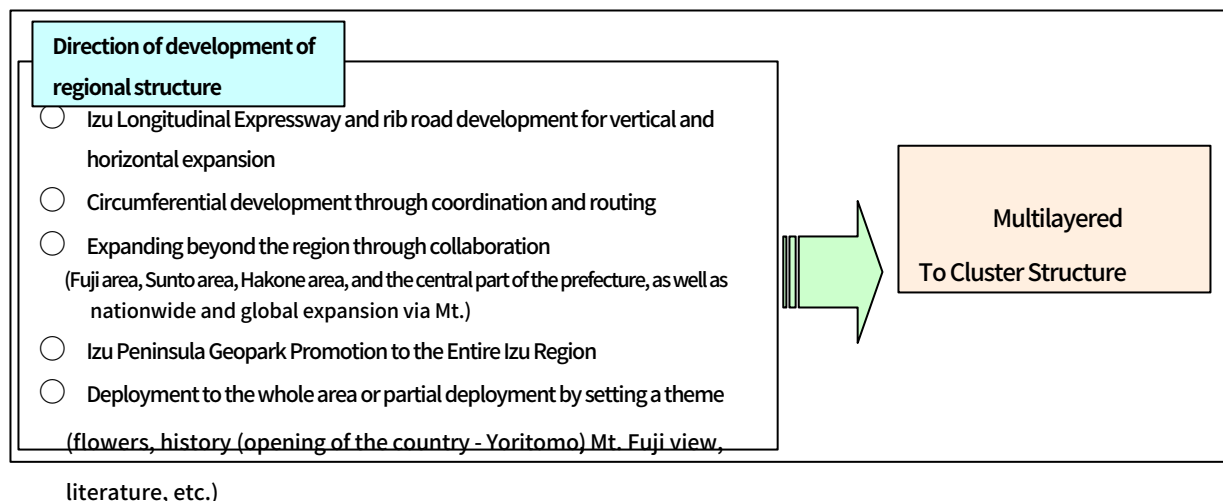
The formation of the trunk axis will change the decentralized regional structure into a cluster-like region^{(*)2} (with clusters of grapes)^{(*)2}, which will activate interactions within the entire Izu region and may also create new interactions within the region where there have been no interactions. In addition, it will form a regional structure that extends beyond the region, such as by shortening the time to Mt. Takone and Mt.

(3) Issues

The opportunity to link changes in regional structure to regional development has arrived, and in addition to the conventional appeal of the grain (each city, town, and tourist attraction), it is necessary to strongly promote the entire Boso (the entire Izu region).

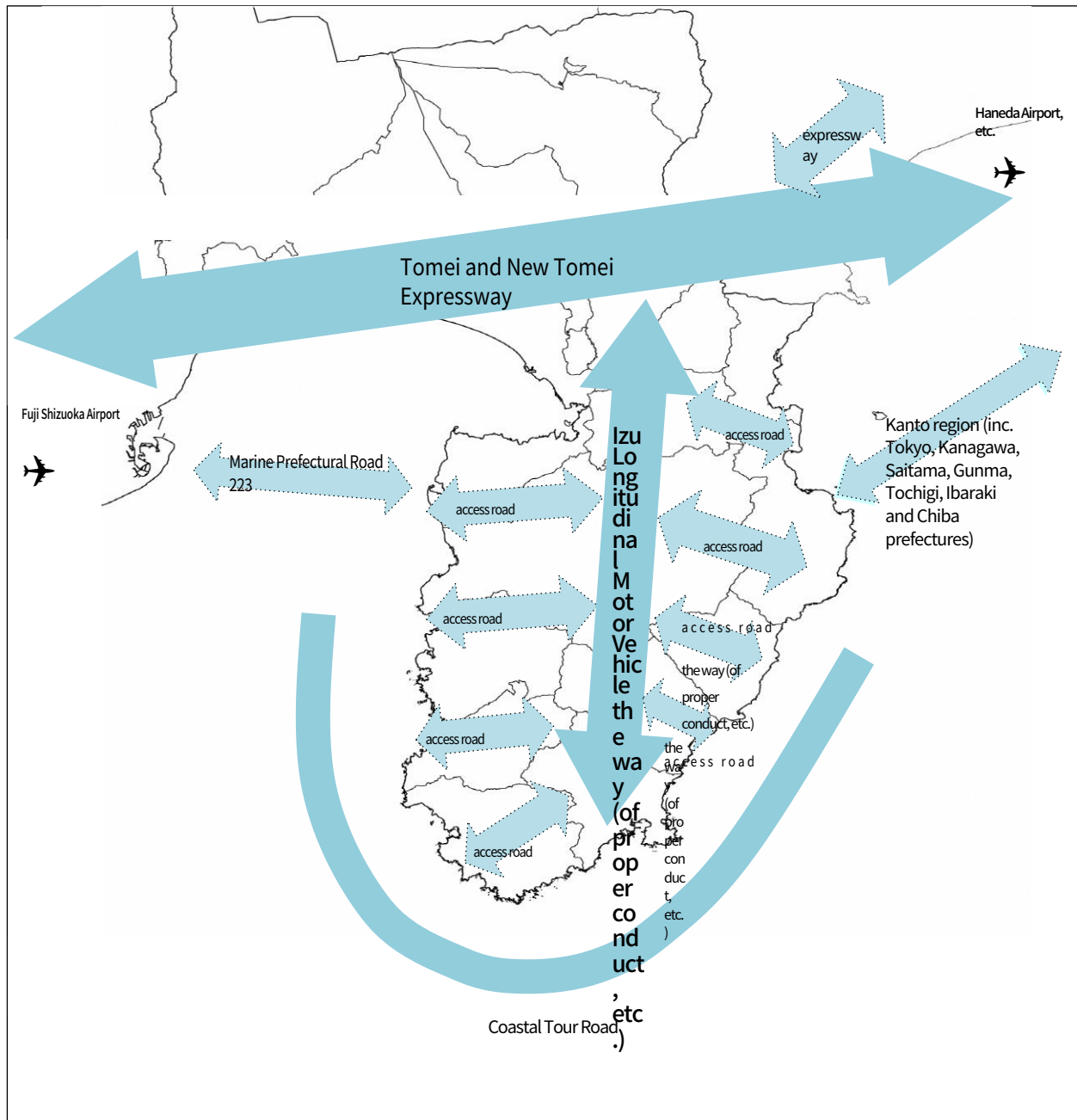
The Izu Peninsula Geopark, which has received global recognition, is truly a proposal for a new regional structure. Not only this, we can propose a variety of regional partnerships that will change the attractiveness of Izu, either for the whole of Izu or for smaller regions or themes.

It is essential for Izu's development to change its decentralized regional structure into a multilayered cluster structure, i.e., a regional structure in which each city, town, and tourist attraction shines as a whole or as a partial aggregate, demonstrating the diversity of its attractions. It is more important than ever to promote the diversification of regional cooperation, including the development of transportation networks and promotion systems that will make this possible.

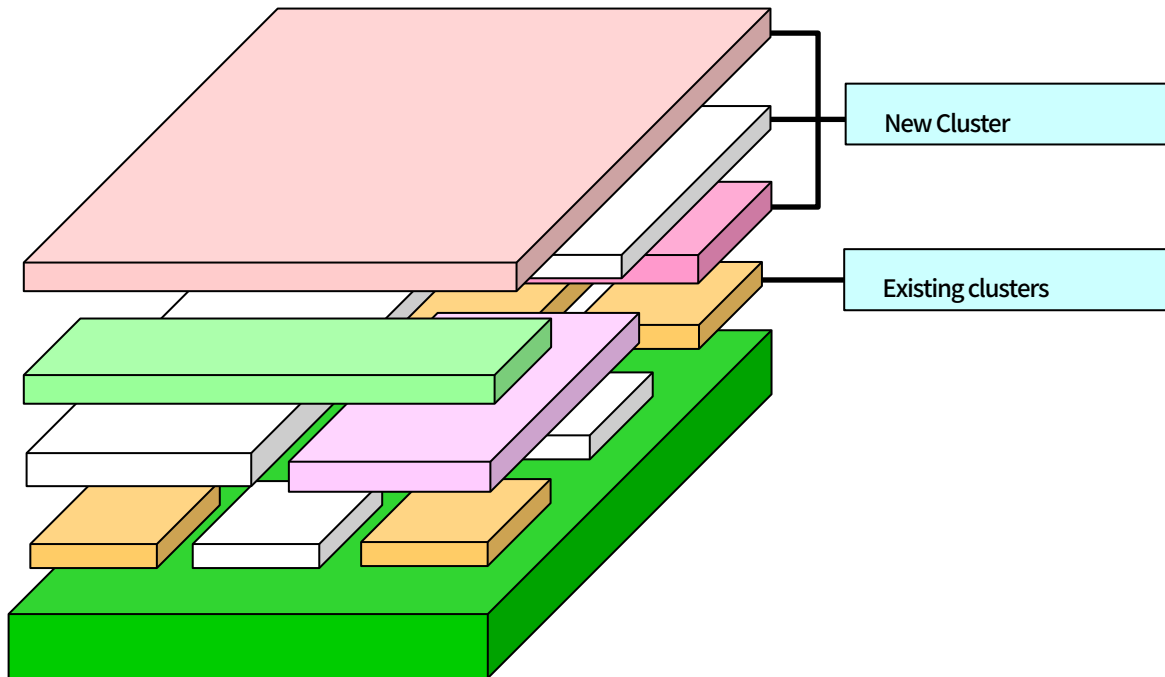


2 Cluster: A "tuft, group, or herd. A grouping of several units that are interconnected with each other.

Regional structural analysis of Izu (1)

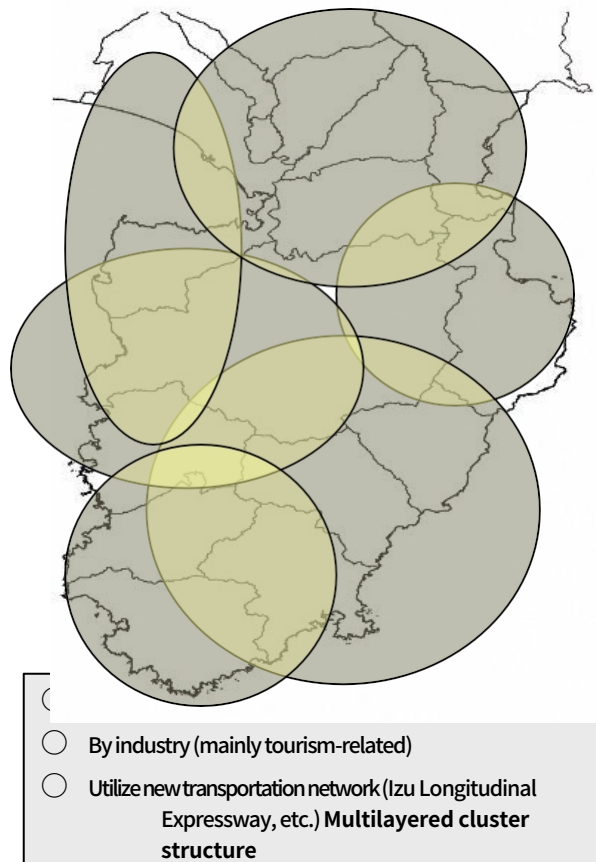
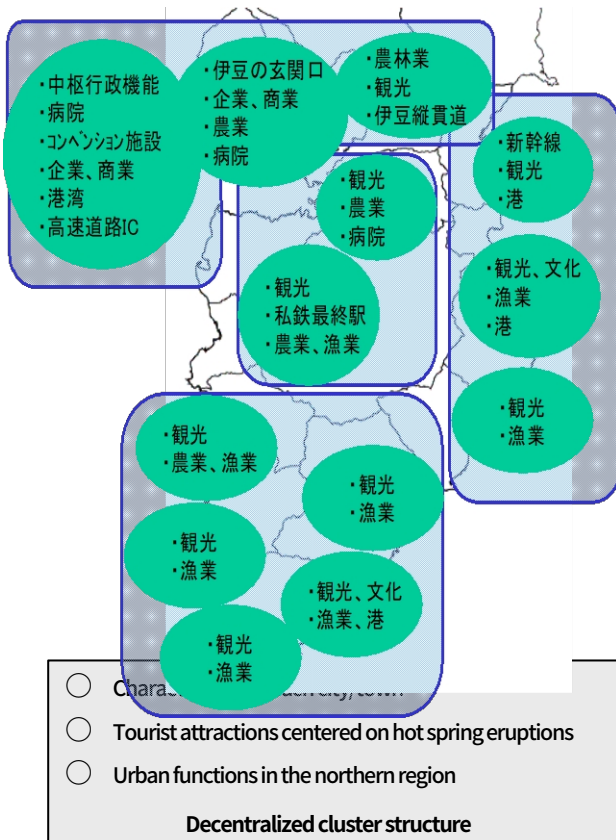


Regional structural analysis of Izu (2)



Existing clusters

New Cluster



Evaluation and Issues for Each Measure of the Izu Peninsula Grand Design

In the "Izu Peninsula Grand Design" formulated in April 2013, an evaluation (verification) of each policy that has been implemented over a period of about five years is to be conducted in light of environmental changes and other factors, and the development of the Grand Design policies and the roles of each entity are to be reviewed.

Therefore, in formulating this Grand Design, we have compiled the following evaluation and issues for each strategy to date, based on our inquiries to 13 cities and towns for their opinions.

The evaluation was made on three levels: "A: Progressing well," "B: Progressing generally well," and "C: Stagnant."

(1) Core Strategies World's Most Beautiful Peninsula Project

By consolidating various opportunities and functions, we will further refine the "beautiful peninsula" in terms of environment, activities, and people, establish and disseminate Izu as a world brand, and enhance Izu's presence.

[Development of measures]

- Measure 1: Promote the Izu Peninsula Geopark Project Measure
- 2: Foster and enhance regional love and loyalty Measure 3: Promote beautiful city planning in each city and town
- Measure 4: Strategic elimination of obstacles to beauty
- Measure 5: Activation and broadening of public and private beautification activities Measure 6: Clustering of beauty-related industries
- Measure 7: Creating an International Health and Recreation City

A evaluation

B: Generally progressing well

We have been actively involved in activities to have Izu Peninsula Geopark recognized as a UNESCO World Geopark, and after the recognition, we have been actively involved in education, conservation, awareness, events, and other activities.

In order to further improve the beauty of the peninsula, each city and town is making its own unique efforts.

B. Major Project Results

Measure 1 Promotion of the Izu Peninsula Geopark Project

The Izu Peninsula was recognized as a UNESCO World Geopark (in 2008), and we have established a visitor center, developed geo-sites, installed information boards, and promoted cooperation and collaboration with the Geopark Promotion Council (operation and various promotion activities, etc.).

Measure 2 Foster and enhance love and loyalty to the region

Lectures and information exchange meetings were held with the aim of fostering leaders in the development of sustainable communities, as well as learning about the nature, history, culture, and specialties of the Izu region (Izu Studies) for elementary and junior high school students.

Measure 3 Promotion of beautiful city planning in each city and town

We promoted the certification of Fujinokuni as a beautiful and dignified Yuu, and worked on the preservation of terraced rice paddies, regional revitalization utilizing ume (plum) groves, and the preservation of the original landscape of satoyama.

Measure 4 Strategic elimination of obstacles to beauty

To realize the beautiful Izu Peninsula, the prefectural and municipal governments will work together to promote outdoor advertising measures.

(~ Izu Peninsula Landscape Council, 2016) and formulated the "Izu Peninsula Landscape Formation Action Plan" (March 2017), as well as strengthened rules for the installation of outdoor advertising (revision of the Shizuoka Prefecture Outdoor Advertising Ordinance (November 2017)).

In addition, trees that were obstructing the view were cut down to improve the landscape.

Measure 5 Revitalization and broadening of public and private beautification activities

We formulated a town development implementation plan related to flowers, established a promotion council, and fostered and supported flower-related organizations and networking among them. In addition, "Izu Peninsula Clean Operation" was implemented throughout the Izu Peninsula, including Operation Zero Garbage Cleanup, illegal dumping countermeasures, and cleanups to beautify the environment.

Measure 6 Clustering of beauty-related industries

We have worked to create a concentration of industry, culture, and tourism centers within the designated Fujinoku Frontier area.

Numazu City Promoting a green, safe and secure industrial cluster in harmony with the surrounding environment Atami City Promoting the creation of vitality on "Hatsushima, the nearest remote island to the Tokyo metropolitan area

Ito-shi, Ito City Izu Ito Jigyo Kingdom Promotion Area

Mishima City Agriculture and tourism-related facilities cluster zone, Mitsuya area new industrial base development zone, medical and health-related industries cluster zone around Mishima-Tamazawa interchange, Spacious rural residential development promotion zone, Kitazawa area rich living space creation residential development zone, Spacious rural residential development promotion zone around Mishima-Tsukabara IC

Izu City: Promotion area for creating a regional development base utilizing "Amagi North Road" and "Roadside Stations

Iminokuni City "World Heritage Site Meiji Japan's Industrial Revolutionary Heritage" and "Egawa Residence" as the core of historical and cultural town development, Egawa Industrial Development Promotion Area

Kasuga and Shimoda Park area" promotion area for expansion of exchanges and

disaster prevention measures Higashi Izamo-cho Inatori Plateau

Characteristic tourism promotion area

Kawazu Town Kawazu Town Child Rearing Cultural Community

Function Clustering Promotion Area Minami Izu Town Minami Izu

Town Sashida Industrial Agglomeration Promotion Area

Matsuzaki-cho Roadside Station "Hana no Sanseien" etc. to promote the creation of a learning base for entrepreneurship

Nishi-Izu Town Arari area: Disaster prevention base facility development promotion area Tago area: Exchange base facility development promotion area between university students and local residents

Kannami Town "Michi-no-eki, Kawan-no-eki" (Road Station, River Station) 6th industrialization promotion area utilizing local products

Measure 7 Creating an International Health and Recreation City

In addition to holding marathons and walking events, various health lectures and health mileage programs were developed.

c. Challenges and Future Directions

In order to promote the charms of the Izu Peninsula both domestically and internationally, the city is required to continuously promote the charms of the Izu Peninsula Geopark and other local resources, create opportunities for residents to experience local history and culture to foster a love of the region, secure leaders for local beautification activities and beautiful town development, and create and utilize a legacy from the Tokyo 2020 Olympic and Paralympic Games. In addition, the creation and utilization of the legacy of hosting the Tokyo 2020 Olympic and Paralympic Games is also required. We will continue to the Izu Peninsula World UNESCO Geopark as a leading project, and work to enhance and disseminate the attractiveness of world-class regional resources such as the World Cultural Heritage Nirayama Reactor and the World Agricultural Heritage "Traditional Shizuoka Water Wasabi Cultivation.

In addition, we will secure and develop human resources to convey local history and culture, promote cultural and artistic activities rooted in the local community, and promote beautiful town development and community beautification activities through cooperation and collaboration with various entities. We will also work to create a sacred place for cycle sports, utilizing the legacy of hosting the Tokyo 2020 Olympic and Paralympic cycling events.

(2) Key Strategies

Priority Strategy 1 Creation and revitalization of exchange industry clusters

From the viewpoint of exchangers, we will rebuild the Izu brand, create jobs in the region and revitalize the region by rebuilding a more expansive industrial cluster that provides satisfaction to exchangers.

A evaluation

[Development of measures

Measure 1: Strengthening of ties as an exchange industry and clarification of its position as a regional project Measure 2: Promotion of branding

Measure 3: Promotion of local production for local consumption

Measure 4: Creation of exchange content and strengthening of information dissemination and provision functions Measure 5: Dissemination of beautiful peninsula through film commissions

Measure 6: Improve safety as a tourist destination

Measure 7: Cooperation with Mt. Fuji and Hakone

Measure 8: Foster hospitality throughout the community

B: Generally progressing well

Centered on the Beautiful Izu Creation Center, we actively engaged in projects related to the promotion of branding and the creation of exchange content, such as the development of local brand products and the promotion of the Izu Peninsula region's attractions both in Japan and abroad.

Each city and town also implemented tourism promotions and sales promotion of local products.

B. Major Project Results

Measure 1 Strengthening collaboration as an exchange industry and clarifying its position as a regional project

In addition to working on community development through renovation and fostering business founders, we conducted a study on the possibility of solving regional issues by developing satellite office projects. We opened a coworking space utilizing an old private house.

Measure 2 Promotion of Branding

In order to realize "Cycling Resort Izu," we developed the environment and disseminated information. In addition, we promoted local branding and sales of specialty products such as wasabi, which has been recognized as a World Agricultural Heritage Site, and disseminated information on local resources via YouTube and large screens in Tokyo, while also attracting filming locations to the Izu area through the film commission program.

Each city and town also implemented tourism brand promotions, collaborated with the Tokyo metropolitan area on local products, joined the "Most Beautiful Village in Japan" coalition, and took other steps to promote branding.

Measure 3 Promotion of local production for local consumption

We established an Izu Peninsula antenna store, "Bi-Izu," to receive and transmit information and promote the attraction of visitors. In addition, we developed products utilizing the diverse food resources of the Izu Peninsula (Cup Gourmet), and local high schools developed products utilizing local specialties, entered them in national competitions, and made them into menus.

Measure 4 Creation of exchange content and enhancement of information dissemination and provision functions

Izu Peninsula Tourism Strategy (FY 2017) and Action Plan (FY 2018) were formulated.

Inbound projects included participation in overseas events, top sales, promotions, familiarization trips, etc., use of YouTube, and deployment of multilingual website and foreign correspondent staff.

As a domestic tourist campaign project, we participated in Tourism EXPO Japan and other domestic exhibitions, conducted tourism PR and business meetings, and made various other efforts such as product creation and excursions in DC. In addition, we held a cycling tour around the Izu Peninsula, conducted a course event campaign, and attracted sporting and cultural events, competitions, and training camps.

Measure 5 Disseminate information on the beautiful peninsula through film commissions.

Promotions utilizing images from movies and TV dramas were conducted, and information was disseminated by updating the location library with local information and by using location maps.

Measure 6 Improvement of safety as a tourist destination

In addition to signing a disaster agreement with the Ryokan Association, we conducted earthquake tsunami drills and passenger evacuation guidance drills during train operations.

Measure 7 Cooperation with Mt. Fuji and Hakone

Utilization of garden tourism "Gardens Related to the Imperial Family," implementation of a summit by tourism associations in Atami, Hakone, and Kusatsu, maintenance of the attractions of Hakone Hakone Hachino-Sato (recognized as a Japanese Heritage Site), and dissemination of information both domestically and internationally.

Measure 8 Foster hospitality throughout the community

We implemented "SNS Izu Pride," an information transmission service by local residents and students. In addition, training sessions for tourism businesses were held with the aim of improving the system for accepting foreign tourists, and exchange meetings with foreigners and volunteer guides for foreigners were conducted in cooperation with universities. In addition, diversity training sessions, lectures on regional studies and tourism were held.

c. Challenges and Future Directions

The industry must respond appropriately to changes in the environment surrounding the exchange industry, such as the recognition of the Izu Peninsula as a UNESCO World Geopark, the hosting of the Tokyo 2020 Olympic and Paralympic cycling events, and the shortage of human resources for the exchange industry, including the tourism industry.

By strengthening cooperation and collaboration with diverse entities and wide-area partnerships that transcend prefectural borders, and by utilizing innovative technologies such as ICT, we will work to seize opportunities to effectively communicate the attractiveness of the region and create and expand the "related population" that is continuously involved in a particular region in a variety of ways.

In addition, we will continue to work on fostering a spirit of hospitality throughout the region, and will also work to develop and secure human resources for the exchange industry.

Priority Strategy 2 networked transportation and urban infrastructure

We will create a comfortable environment for both people living and interacting with each other by making strategic investments in the Izu Longitudinal Expressway and ribbon roads, which support regional vitality and are the roads of life, and promoting networking of land, sea, and air, as well as functional coordination of urban infrastructure such as medical care and conventions.

[Development of measures]

Measure 1: Priority maintenance of the Izu Longitudinal Expressway, rib roads, etc. as the road of life
Measure 2: Environmental improvement for new road construction to increase inflow into the region

Measure 3: Improvement of Comfortable Road Environment

Measure 4: Improve convenience of public transportation

Measure 5: Improve connectivity with the Tokyo metropolitan area and airports (Shizuoka, Haneda, etc.)
Measure 6: Build higher-order urban functions

Measure 7: Promote networking and functional specialization of urban functions such as conventions and medical facilities.

A evaluation

B: Generally performing well

The Izu Longitudinal Expressway and National Route 135, which serve as the road of life, have been developed, and gateway functions such as main station buildings have been improved.

In addition, in cooperation with the Tourism-oriented MaaS³ Demonstration Experiment Executive Committee, we conducted a demonstration experiment to study measures to promote the utilization of public transportation, and enhanced the functions of transportation nodes, such as multilingual transfer information at stations, etc., to improve the convenience of public transportation.

B. Major Project Results

Measure 1 Priority maintenance of the Izu Longitudinal Expressway, rib roads, etc., as roads of life

The construction of National Route 135, an emergency transportation route, and other prefectural roads were carried out. In addition, the Izu Regional Road Symposium was held, and requests were made for the widening of the Yaguma-Yakuba municipal road as a trans-Izu road.

Measure 2 Environmental improvement for the construction of new roads to increase the inflow into the region

Requests were made to promote the development of the Izu-Shonan Expressway and other roads, and information was disseminated at Tomei Expressway service areas and the Tokyo Station bus terminal.

Measure 3 Improvement of Comfortable Road Environment

In addition to using the Tomei Expressway Service Area and the Tokyo Station Bus Terminal to disseminate information, we provided guidance on correcting illegal billboards in accordance with the Shizuoka Prefecture Outdoor Advertisement Ordinance.

Measure 4 Improve convenience of public transportation

In addition to formulating the "Higashi Izu/Naka Izu Regional Public Transportation Network Formation Plan" (March 2008), we conducted a demonstration experiment in cooperation with the Tourism-oriented MaaS Demonstration Experiment Executive Committee.

In addition, the "Minami-Izu/West Izu Area Public Transportation Vitalization Council" studied measures to promote the use of public transportation, and enhanced the functions (transfer information (digital signage) and multilingualization) of transportation nodes at Shuzenji Station and Suruga Bay Ferry Terminal (Dohi, Izu City).

Measure 5 Improve connectivity to the Tokyo metropolitan area and airports (Shizuoka, Haneda, etc.)

Participated in the Suruga Bay Ferry Promotion Council and conducted sales promotion of the Suruga Bay Ferry.

³ MaaS: Mobility as a Service
All means of transportation other than private cars, regardless of the operating entity, by utilizing information and communication technology⁽³⁾.

Measure 6 Construction of Higher Urban Functions

We have enhanced the gateway functions of the main station building and other facilities (elevated railroads, station area improvements). In addition, we have been attracting medical personnel training schools (medical schools, nursing schools, etc.) and redeveloping cultural and other facilities.

Maintenance was performed.

Measure 7 Promote networking and functional differentiation of urban functions such as conventions and medical facilities.

Fujinokuni Senbonmatsu Forum We have promoted the utilization of Plaza Verde. In addition, we promoted wide-area networking among facilities, such as "Sickness & Disease," "Sickness & Diagnosis," "Medical & Welfare," and developed the "Shizuoka Prefecture Home Healthcare and Nursing Care Coordination Information System Sizcare*Takehashi" (managed and operated by the Shizuoka Medical Association Shizuoka Prefecture Home Healthcare Promotion Center) to promote information sharing among related parties.

c. Challenges and Future Directions

In addition to the steady promotion of the Izu Longitudinal Expressway, which is the backbone of the region as the road of life, and the promotion of road network development to spread the effects of the opening of the already opened sections to the entire region as soon as possible, improvement of the convenience of public transportation and construction and expansion of higher-order urban functions are required to make the region easy for everyone to visit and live. The construction and expansion of higher-order urban functions are also required.

We will promote the early development of the Izu Longitudinal Expressway as well as the construction of access roads.

In addition, we will promote networking by land, sea, and air, and enhance the gateway functions of major station buildings, etc.

Priority Strategy 3 flexible disaster prevention and mitigation measures that integrate flexibility and hardness

By making maximum use of the Izu Peninsula Geopark's disaster prevention education function, as well as through cooperation among national, prefectural, municipal, and other entities, and by promoting integrated measures in terms of hardware and software before and after a disaster strikes, the entire Izu region will flexibly respond to a large-scale earthquake, such as the Nankai Trough, with the safety of people living and interacting in the area as a top priority, thereby improving Izu. This will improve the safety of the entire Izu area.

[Development of measures]

Measure 1: Promote disaster countermeasures based on the prefectural "Action Program for Earthquake and Tsunami Preparedness"

Measure 2: Thoroughly implement evacuation guidance measures, including for people on social exchanges

Measure 3: Broad-based development for disaster prevention and mitigation

Measure 4: Priority maintenance of roads for life (Izu Longitudinal Expressway, rib roads, etc.) Measure 5: Establishment of a cooperative system based on the Izu version of Operation Comb's Teeth

Measure 6: Improve safety as a tourist destination

Measure 7: Raise awareness of disaster prevention by utilizing the Izu Peninsula Geopark, etc.

A evaluation**B: Generally progressing well**

In addition to formulating and promoting action programs for earthquake and tsunami countermeasures in each city and town, we also implemented initiatives related to tourism disaster prevention, such as conducting passenger evacuation guidance drills during train operations and evacuation guidance drills for tourists during Shizuoka Prefecture's comprehensive disaster drills.

B. Major Project Results

Measure 1 Promote disaster countermeasures based on the "Action Program for Earthquake and Tsunami Preparedness" formulated by the prefecture

Earthquake and Tsunami Action Programs by cities and towns were developed and promoted.

Measure 2 Thoroughly implement evacuation guidance measures, including for people who interact with each other

Guidelines for evacuation advisories, etc. were revised, landslide hazard maps were prepared, and passenger evacuation guidance drills were conducted during train operations by the Sunzu Line Regional Revitalization Council.

Measure 3 Wide-area development for disaster prevention and mitigation

Wide-area expansion of fire departments (Sunto Izu Fire Department, Fuji Southeast Fire Department, and Shimoda Fire Department).

In addition, we conducted a tourist evacuation drill during the Shizuoka Prefecture Comprehensive Disaster Management Drill.

Measure 4 Prioritize the development of roads for life (Izu Longitudinal Expressway, rib roads, etc.)

We conducted activities to request for the Izu Longitudinal Expressway, which will be the road of life, etc.

Measure 5 Establish a cooperative system based on the Izu version of Operation Comb's Teeth

In addition to coordinating and collaborating with construction industry associations and others in Operation Comb's Teeth, we studied the development of the "Shizuoka Model" to further improve the safety level of coastal topography, etc., and to raise the height of seawalls.

Measure 6 Improvement of safety as a tourist destination

From the viewpoint of tourism and disaster prevention, the Izu formulated "Living with the Sea In addition to designating the Dohi area as a Special Tsunami Disaster Prevention Zone (Orange Zone)," a disaster prevention stockpile warehouse was built at the roadside station "Izu Tsukigase" as a disaster prevention base.

Measure 7 Raise awareness of disaster prevention by utilizing the Izu Peninsula Geopark, etc.

We trained geoguides to be aware of disaster prevention in their education and awareness activities.

C. Challenges and Future Directions

In order to ensure the safety, security, and comfort of both residents and visitors to the community, it is necessary to improve preparations for large-scale natural disasters such as earthquakes, tsunamis, and the frequent typhoons and heavy rains that have been occurring in recent years, as well as to promote sustainable community development, especially in the prefecture where the population is decreasing and the birthrate is aging.

We will continue to promote earthquake and tsunami countermeasures based on the "Action Program for Earthquake and Tsunami Countermeasures" and enhance disaster prevention and mitigation measures in anticipation of large-scale natural disasters.

In addition, in order to enhance welfare for various life stages, we will work to secure the local medical system and promote the community comprehensive care system.

Priority Strategy 4 Restructuring of the promotion system through cooperation between the public and private sectors

By strengthening the coordination and other promotional functions for Izu's integrated regional development efforts, and by developing human resources and organizations that will be responsible for promoting the strategies, we will ensure the development of strategies to realize the goals of regional development, and improve efficiency and effectiveness.

Development of measures

Measure 1: Organize (consolidate and abolish) various councils and council secretariat functions, and operate them efficiently Measure 2: Develop human resources and organizations necessary for Izu's future

Measure 3: Study on coordination of administrative functions (study as a future issue including wide-area federation)

A evaluation

B: Generally progressing well

The Beautiful Izu Creation Center was established as a voluntary organization to promote the "Izu Peninsula Grand Design" (April 2015), and a general incorporated association, the Beautiful Izu Creation Center, was established for registration as a Japanese version of DMO corporation (February 2017, DMO corporation registration July 2018) From the viewpoint of rationality and efficiency of operations, the voluntary association and the general incorporated association were merged (in 2019).

April), and business development related to the promotion of the "Izu Peninsula Grand Design".

B. Major Project Results

Measure 1 Reorganization (consolidation and elimination) of various councils, etc., and consolidation and efficient operation of the secretariat functions of the councils

In April 2015, we established a voluntary organization, the Beautiful Izu Creation Center, as an organization to promote the "Izu Peninsula Grand Design. In addition, after receiving registration as a candidate corporation for the Japanese version of the DMO, the Beautiful Izu Creation Center was established (in February 2017) and this general incorporated association was registered as the Japanese version of the DMO on July 31, 2018.

Although the organizations of the same name had coexisted, the voluntary association and the general incorporated association were merged in April 1991 from the viewpoint of rationality and efficiency of operations.

Measure 2 Develop the human resources and organizations necessary for Izu's future

In each municipality, we held training courses for city tour guides, opened "Mirai Juku" (future school) to foster entrepreneurs and human resources who will lead the region, and used Geoguides in elementary school classes.

Measure 3 Consideration of collaboration of administrative functions (consideration as a future issue, including wide-area alliances) Initiatives for wide-area collaboration discussions and deliberations continued to be held on the joint establishment of the Board of Education and areas such as immigration and settlement of young people in the Kamo region, regarding joint projects for various administrative items at the Kamo Regional Wide-Area Collaboration Conference.

c. Challenges and Future Directions

In order to strengthen the communication of the Izu Peninsula's attractions both domestically and internationally and to strategically promote measures for regional development, it is necessary to strengthen the system responsible for communicating the region's attractions and promoting measures.

In addition to continuing to develop human resources and organizations responsible for community development, we will clarify the division of roles with various wide-area organizations and build a more effective cooperative system.

Chapter 2. Grand Design of Izu

1. to the most beautiful peninsula in the world that continues to be admired

(1) Pursuit of "beauty" as a basic principle

There are two broad time horizons for regional development. One is medium-term, short-term regional development to promote the region, and the other is long-term, ultra-long-term regional development as a plan for the next 100 years. The former is aimed at responding appropriately to the issues, social conditions, **and demands of the time**, and to revitalize the region and create jobs.

The latter forms the uniqueness (identity) of the community, which is similar to an unshakable will and love of the community over time.

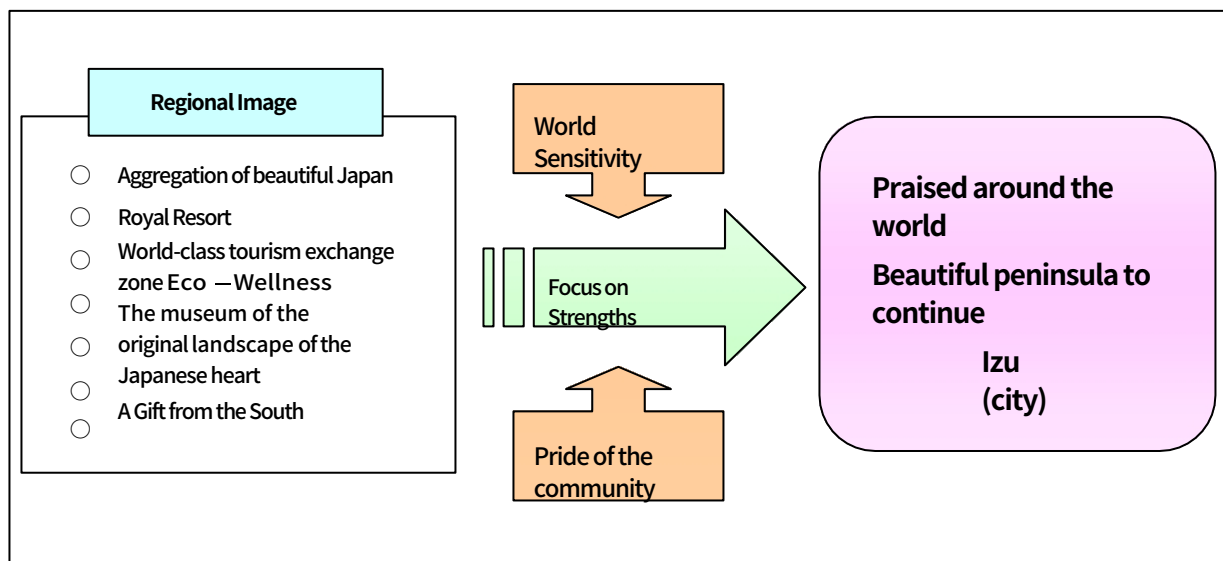
We will look to the future, discover the values that make Izu Izu what it is, and promote regional development that values these values. This will also be the keyword that will unite Izu.

In Izu, it is "beauty." Kawabata said, "It is one big park. There are changes of beauty. The most characteristic quality — **valued Izu is beauty**, its greatest strength.

Raising Izu's beauty to a world-class level will increase the significance of its presence in the world, and this will also result in the pride of future residents, including young people.

At the same time, we must survive the global competition among regions, and the "beauty" of Izu, a globally competitive advantage, can differentiate us from the rest of the world, and has the centripetal force to attract people, goods, money, and information to Izu. -It also has the power of centripetal force to attract people, goods, money, and information to Izu.

To this end, our basic philosophy and goal is to make Izu "a beautiful peninsula that continues to be admired around the world.



(2) Specifics of the beautiful peninsula

There are other beautiful areas besides Izu. However, Izu has a beauty that is "just like Izu" — "just like Izu" only because it is Izu — and this has made it a place admired and coveted by many people.

Izu's unique beauty shines through not only in its varied and diverse natural environment, but also in the inner beauty of its inhabitants, who live vibrantly and form a culture that is uniquely Izu.

This grand design focuses on the beauty of the environment, activities, and people, and aims to create a more beautiful peninsula by enhancing and linking each of these elements.

Beautiful and varied environment	The topography, geology, diversity and difference of flora and fauna, and the beauty of an outstanding urban environment and settlement with a sense of enrichment and dignity.
Beautiful and dignified activities	Culture that originated from resources that constitute a beautiful environment - Beauty of lifestyle, industry, etc.
Beautiful and healthy people	Beauty as a person, including emotional fulfillment and healthy activities for residents and visitors

[Specifics of the beautiful peninsula]

Beautiful and varied environment	Beautiful and dignified activities	Beautiful and healthy people
<ul style="list-style-type: none"> ○ History of the world's unique topography as Izu Peninsula Geopark ○ Biodiversity recognized by scholars ○ Beautiful and inspiring sunrises - sunsets ○ Varied coasts and forests ○ Enriched urban environment ○ Famous for its flowers throughout the four seasons ○ Streets and settlements with dignity 	<ul style="list-style-type: none"> ○ Excellent hospitality and hospitality of the accommodations ○ Wasabi rice paddies, terraced rice paddies, and other boxy primary industries ○ Diverse creative and artistic activities ○ Community development activities by residents (groundwork activities, etc.) 	<ul style="list-style-type: none"> ○ Foods that support health and longevity ○ Sports culture such as mountain climbing, cycling trails, etc. ○ Hot springs and flowers to heal mind and body ○ Healing and health, including the creation of health recreation areas and kakaritsukeyu (family baths)

(3) Value that Izu will provide

We propose the following four values to be cherished in creating a beautiful Izu. These values are the common understanding and action guidelines for each entity in their efforts to create the region. For those outside the region, they are expectations of what they can gain from the region.

Since providing value means promising its contents and quality to people outside the region, we shall continue to do our utmost to achieve this.

The value that Izu will provide.

Inspiration for beauty	Touch and be impressed by the world's most varied nature, the activities related to it, and the way people live their lives.
Experience a miniature of Japan	Fuji, the colors of the four seasons in the mountainous and coastal areas, history, literature, and traditions, etc. Experience Japan in miniature.
comfortable interaction	Enjoying human interaction, such as hospitality at facilities, sharing time at events, and interacting with people in the city.
Fulfillment of mind and body	Restore – and improve – mental and physical health and vitality through the appreciation of beauty, clean air, fresh food, hot springs, healing and sporting experiences.

Basic Approach to Strategy Development

(1) Significance of the Strategy

In order to efficiently and reliably realize Izu's vision of regional goals, a strategy to develop effective measures is necessary. In this Grand Design, strategies are constructed from the following three perspectives

(1) Strategies to simultaneously promote long-term, medium- and short-term perspectives

The strategy will be a system of strategies that simultaneously progresses two community development goals, one from a long-term perspective and the other from a medium- to short-term perspective, and will organically link and promote each in an integrated manner. The strategy will be a set of specific tactics over a period of about five years.

(ii) Strategies to consolidate and guide the direction of community development in each region

Although there is no superordinate or subordinate relationship between the plans of each municipality and this Grand Design, and this Grand Design is not legally binding, it will be developed as a strategy to consolidate the direction of community development in each municipality, and to influence and guide the future community development of each municipality.

(iii) Strategies with the participation of diverse actors

The strategy is not merely to be carried out by the government, but to call for and promote the participation of various entities, including residents, NPOs, businesses, and even visitors.

Characteristics of the Strategies in this Grand Design

Strategies that simultaneously promote long-term and medium- to short-term perspectives

Strategies to consolidate and guide the direction of community development in each region

Strategies with the participation of diverse actors

(2) Basic stance on strategy development

The basic stance to be shared among the entities in order to ensure the unity of each entity as a community in its community building activities.

(i) Collaboration beyond competition (respect for diversity and cooperation for unity)

While respecting the diverse personalities of the regions and assuming that each will engage in friendly competition and rivalry, the strategy will then go beyond that competition and promote a posture of strategic collaboration among the regions.

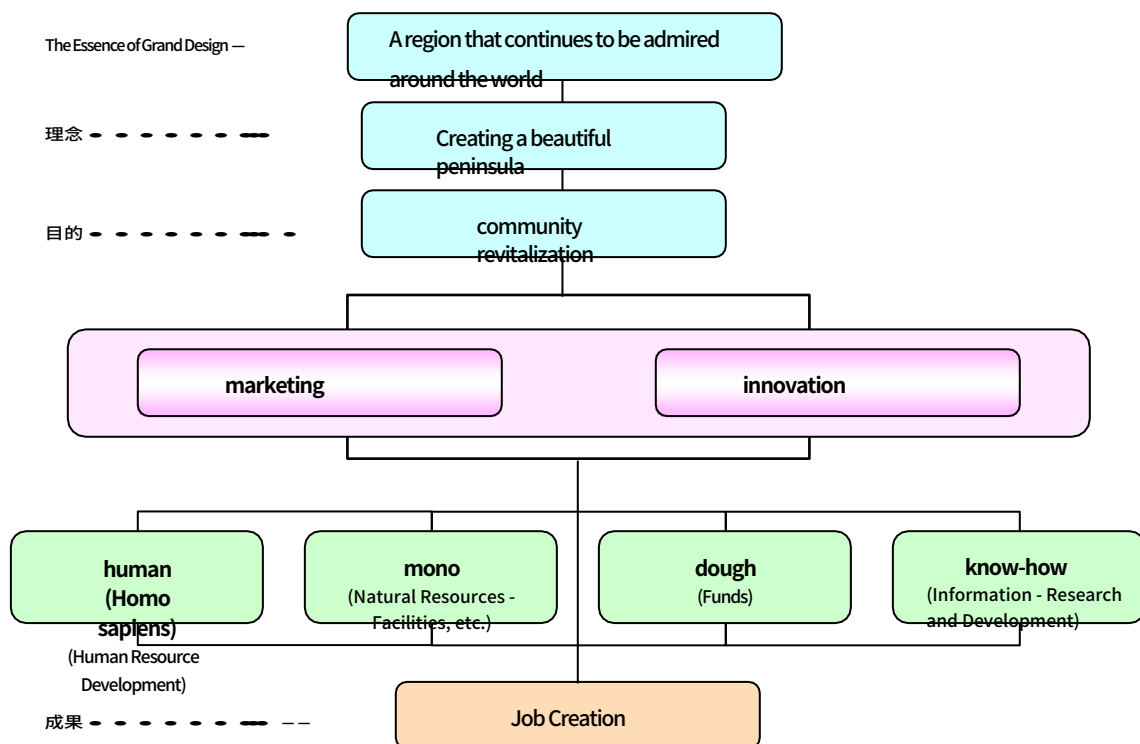
(2) Management-based development (marketing*4 and innovation*5)

The entire Izu region, as well as each region and entity, will propose new value through unprecedented methods and mechanisms, and will promote strategies from the standpoint of customers and visitors.

(iii) Proactive action (responsible execution of each section and offensive cooperation)

The most important thing is to act on our own initiative. We will promote our strategy by shifting our attitude from dependence to independence and cooperation. In cooperation, we will promote strategies with a proactive and ~~stance~~ stance, rather than a dependent and defensive one.

Development based on management



4 Marketing: Activities that consider "sales mechanisms" based on customer satisfaction. Various activities by companies, etc. to accurately grasp customer needs, increase demand, and develop new markets.

5 Innovation: The act of creating "new innovations," "new ways of doing things," and "new ways of using things." It refers to the creation of new value by incorporating completely new ideas and technologies into existing systems, etc.

(3) Composition of Strategies

In the medium- to short-term, the primary goal is to revitalize tourism-related industries in order to steadily promote the realization of the long-term goal, and to promote the expansion of exchange and settlement. To this end, the strategy is divided into two strategic systems with different time frames and goals, with the former as the core strategy and the latter as the priority strategy, and each is organically linked to ensure unity and promotion.

(1) Core Strategies

We will develop strategies with the goal of making the Izu Peninsula the most beautiful peninsula in the world and permanently inheriting it. We will continue to promote the Izu Peninsula UNESCO World Geopark, which was set as the center of the core strategy in the grand design before its revision, as the leading project, and will also work for the removal of utility poles **and** billboards that obstruct the landscape, and the expansion and improvement of the initiatives of each municipality. We will continue to promote the project as a leading project in the Izu Peninsula.

The World's Most Beautiful Peninsula Project

(2) Key Strategies

In order to create jobs, expand exchanges, and promote settlement, we will ~~four~~ four strategies, including the three areas of industry creation, infrastructure development, and safety and security, as well as organizational strategies, which are the most pressing issues.

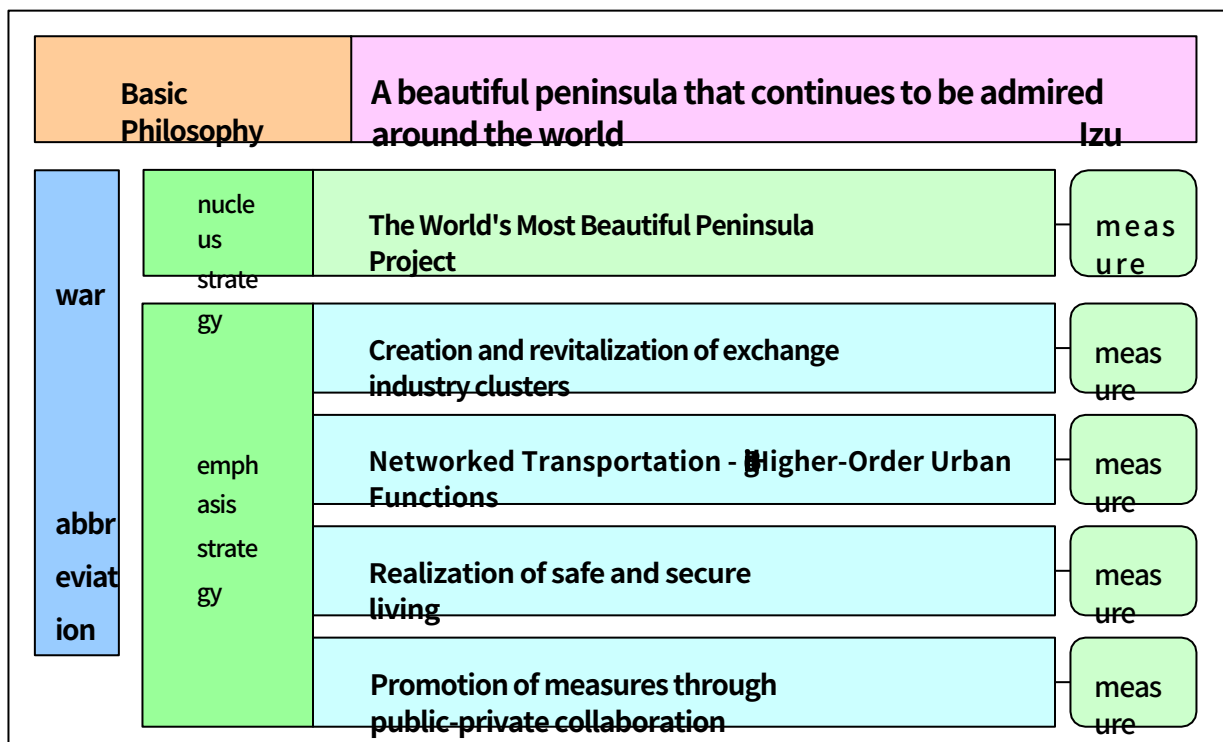
Creation and revitalization of an exchange industry cluster

Networked Transportation - Building Higher-Order Urban Functions

Realization of a safe and secure life

Promotion of measures through public-private collaboration

Strategy Composition



Establishment of the Beautiful Izu Creation Center

In April 2015, a voluntary organization, "Beautiful Izu Creation Center" was established by 13 cities and towns on the Izu Peninsula as an organization to promote the Grand Design of the Izu Peninsula.

In February 2017, the "General Incorporated Association Beautiful Izu Creation Center" was established. The two organizations have been operating in a coexisting situation, but the voluntary organization was dissolved and the new "General Incorporated Association Beautiful Izu Creation Center (hereinafter referred to as "Bi-Izu") started its activities in April, 1991. The new organization has just started its activities as the "Beautiful Izu Creation Center" (hereinafter referred to as "Bi-Izu").

Tourism regional development corporation (DMO)

Miizu applied for registration as a "Japanese DMO⁶", which the Japan Tourism Agency of the Ministry of Land, Infrastructure, Transport and Tourism is promoting the establishment of throughout Japan to steer tourism destinations, and was registered as a DMO corporation as of the end of July, 2018.

The basic roles and functions that must be performed by the DMO (tourism region marketing management) include: (1) consensus building among various stakeholders to develop a tourism region centered on the DMO, (2) continuous collection and analysis of various data, formulation of strategies (branding) based on clear concepts derived from the data, establishment of KPIs and PDCA cycles, and (3) coordination, establishment of mechanisms, and promotion of the consistency of the strategies with the tourism-related projects implemented by the stakeholders. (2) Continuous collection and analysis of various data, formulation of strategies (branding) based on a clear concept based on the data, establishment of KPI and PDCA cycle, and (3) Coordination, establishment of mechanisms, and promotion of tourism-related projects implemented by related parties to ensure consistency with the strategies. (Ministry of Land, Infrastructure, Transport and Tourism, Japan Tourism Agency HP)

(2) Obtain travel business registration

MIIZU plans to obtain a Type II travel agency registration in 2020, and aims to secure its own financial resources and promote the distribution of new tourism materials in the region, as well as to be able to commercialize travel products as needed.

3) Role required of Bi-Izu

"Marketing" and "Innovation" required by the Izu Peninsula Grand Design for the role of Mi-Izu in solving issues in tourism promotion for the entire Izu Peninsula.

"Management" is a role that needs to be fulfilled by the Japanese DMO.

⁶ Japanese DMO: A corporation with a coordinating function to formulate a strategy to realize the creation of a tourist region based on a clear concept and to steadily implement the strategy, in cooperation with various stakeholders, as a steering force for the creation of a tourist region from the perspective of "tourist destination management" that draws out the "earning power" of the region and fosters pride and attachment to the region. A corporation equipped with a coordinating function to steadily implement the strategy.

DMO Strategy of Bi-Izu]

Based on the Grand Design for the Izu Peninsula, MIIZU formulated the "Izu Peninsula Tourism Strategy" in FY 2017, which identifies three major roles to be addressed by the DMO: (1) Marketing, (2) Innovation, and (3) Management.

marketing

- ✓ Activities to consider "selling mechanisms" centered on customer satisfaction
- ✓ Activities to accurately grasp customer needs, increase demand, and develop new markets

« Action Plan.

- Consideration and development of marketing measures to be undertaken as a DMO
- Implement effective data-based promotions to promote the attractiveness of the Izu Peninsula and attract visitors.
- Measurement of KPIs and operation of PDCA cycle
- Building relationships with various stakeholders for effective marketing and promotion

innovation

- ✓ To create new value by incorporating completely new ideas and technologies into existing systems, etc.

« Action Plan.

- Promote matching between businesses involved in the tourism industry on the Izu Peninsula and businesses inside and outside the area.
- Develop human resource development programs in collaboration with financial institutions and educational institutions
- Advice on how to improve the productivity of businesses and introduction of tools and services that contribute to improving productivity, in collaboration with financial institutions and businesses with expertise.

Management

- ✓ To manage tourist attractions by utilizing resources such as people, goods, money, and know-how.
- ✓ Ensure sustainability as a tourist destination through these

« Action Plan»

human (Homo sapiens)

- Promote collaboration and consensus building among stakeholders
- Building momentum for tourism promotion

dough

- Provide information on subsidy programs, etc., that can be utilized by parties in the region, and support and collaborate on applications

know-how

- Development of geo-education programs and other products utilizing local resources
- Improvement of inbound reception environment

mono

- Creating a database of local resources, experience contents, and events in the Izu Peninsula and disseminating information

Chapter 3. Strategic Planning

Core Strategies The World's Most Beautiful Peninsula Project

◆Strategy Aim

As a key strategy to create a beautiful peninsula, which is the goal of regional development, Izu will enhance its presence by consolidating various opportunities **and** functions to further refine the "beautiful peninsula" in the three aspects of environment, activities, and people, establish and transmit Izu as a global brand. We will further refine the "beautiful peninsula" in three aspects: environment, activities, and people.

◆Development of measures

measure	party carrying out (e.g. a policy)
○ Promotion of Izu Peninsula UNESCO World Geopark (As a leading project, it will be strongly promoted, including a mechanism for preservation and succession.)	Izu Peninsula Geopark Promotion Council (hereinafter referred to as "GeoCoop") Related parties, etc.
○ Enhancement and dissemination of world-class local resource appeal -World Heritage "Industrial Revolutionary Heritage of Meiji Japan and passing on the value of the "Nirayama Reverberatory Furnace" -Strengthening the brand power by utilizing "traditional cultivation of Shizuoka water wasabi" and wasabi Preserving Creating awareness of rice paddy conservation	Chiefs' Meeting Mi-Izu Municipalities entrepreneur prefecture (of Japan) country
○ Creating a sanctuary for cycle sports ● Tokyo 2020 Olympic Games - Creating and Leveraging the of Paralympic Cycling ● Attracting sporting events, etc. - Expanding domestic and international exchange through these events	Miizu Prefecture Cities and Towns Businesses - Private Organizations
○ Fostering and enhancing love and loyalty to the community -Providing learning opportunities for "Izu Studies" ● Efforts to foster love of community in school education	cities and towns educational institution local residents
○ Culture - Promotion of Artistic Activities ● Local Culture - Inheritance of traditional culture, protection of cultural assets such as Buddhist statues - Utilization ● Creation of local culture through the creation of literary works, etc. - Transmission ● Clustering of artistic activities (ateliers, mini-museums)	cities and towns Educational Institutions Community Residents territory (pre-Taika: under the Yamato court; Heian: under a provincial governor, etc.)
○ Promoting the creation of a beautiful city ● Strengthening of measures in each city and town, consideration of wide-area development ● Sharing information as Izu (e.g.) Smart wellness, beautiful and dignified oup	cities and towns Council of Chiefs Community Residents NGO

<p>○ Formation of a beautiful peninsula landscape</p> <ul style="list-style-type: none">● Efforts based on the Izu Peninsula Landscape Formation Action Plan● Guidance on corrective action for violating advertisements● Respond to vacant houses along national roads, etc.● Certification of scenic views to widely promote beautiful landscapes	<p>Mi-Izu, Geo-Cooperative Municipalities Business Prefectures country</p>
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measure	Implementing Entity
<input type="radio"/> Revitalization of public/private beautification activities - Widespread <ul style="list-style-type: none"> ● Activation and coordination of flower-filled, trash pickup, adaptive systems, etc. ● Creation of flower corridors, including Kawazu cherry blossoms (flower design and tree planting, etc.) 	Chiefs' Conference Cities and Towns Movement implementation entity
<input type="radio"/> Concentration of beauty-related industries <ul style="list-style-type: none"> -Pharma Valley Project, Pioneering the Frontier in Fujinokuni Attracting medical and health care industry, etc. in cooperation with initiatives 	PVC*7 Prefectures cities and towns
<input type="radio"/> Creating an international health and recreation city <ul style="list-style-type: none"> ● Utilization of hot springs (e.g., "new - hot spring cures") ● Workcation, attracting teleworkers, and other initiatives ● Medical Tourism - Promotion of Welfare Tourism ● Enhancement of municipal health promotion activities - Strengthening 	Council Municipality PVC

7 PVC: Fujinokuni Medical Castle Town Promotion Organization Pharma Valley Center

Izu Peninsula UNESCO World Geopark

What is Geopark?

Geoparks, like World Heritage sites, are programs promoted by UNESCO (United Nations Educational, Scientific and Cultural Organization).

In Geoparks, sustainable development is practiced through the protection and conservation of geomorphological and geological heritage and related natural heritage, inheritance of local culture, educational practices in school education and lifelong learning (earth science, environment, disaster prevention and mitigation, etc.) and promotion of sustainable tourism. Geoparks have been an official program of UNESCO since 2015, and the Izu Peninsula Geopark was recognized as a UNESCO World Geopark in April 2008.

☐ The Izu Peninsula Geopark's vision of sustainable tourism

By promoting tourism development that respects the regional characteristics of the Izu Peninsula in the context of the Geopark and sustainable tourism, we aim to create a region where future generations can continue to enjoy the natural environment and local culture of the Izu Peninsula as much as the current generation does through tourism. Sustainable Tourism Policy

- 1) Respect the land of the Izu Peninsula, which was formed by volcanic eruptions, and the plants, animals, and culture that have been nurtured there.
- 2) Preserve the nature of the Izu Peninsula and pass on its culture.
- (3) Improve intra-regional circulation of people, goods, money, information, and energy.
- 4) Aim to improve services, create jobs, increase income, and sustain business in the tourism industry.
- 5) Provide time and space for responsible travelers to enjoy the nature and culture of the Izu Peninsula.

Key Strategies

(1) Creation and revitalization of exchange industry clusters

◆Strategy Aim

By taking the viewpoint of the people who visit Izu, which is extremely important for the tourism industry, and rebuilding the industry into a more expansive one that provides satisfaction to the people who visit, we will rebuild the brand of Izu, create attractive employment opportunities, and revitalize the region.

Exchange industries here are defined as industries that promote (1) exchange between visitors and local residents, (2) exchange among local residents, and (3) exchange among visitors.

◆Development of measures

measure	Implementing Entity
<ul style="list-style-type: none"> ○ Strengthening of cooperation as an exchange industry and clarification of its position as a regional project <ul style="list-style-type: none"> ● Consideration of industrial cluster project as a prefectural project - Promotion ● Strengthening functional coordination, coordinating functions, and creating collaboration opportunities (cross-industrial exchange, participation in NPOs, etc.) 	Bi-Izu prefecture (Chuugoku area) Businesses - Private Organizations
<ul style="list-style-type: none"> ○ Promotion of branding <ul style="list-style-type: none"> ● Hierarchical brand strategy (top - second brand, etc.) ● Creating a system to ensure quality ● Media mix for enhanced promotion 	Chiefs' Meeting Municipalities Businesses - Private Organizations
<ul style="list-style-type: none"> ○ Creation of exchange content and dissemination of information - Strengthening of provision functions <ul style="list-style-type: none"> ● Wide-area development of tourism themes (flower corridors, food capitals, "Gardens Related to the Imperial Family" tourism, etc.) ● Promotion of MICE*8 ● Film commissions to promote the beautiful peninsula. ● Refine maritime tourism content (e.g., marine stations, marinnatic roads, etc.) 	Chiefs' Meeting Municipalities Businesses - Private Organizations
<ul style="list-style-type: none"> ○ ICT (Information and Communication Technology) Utilization <ul style="list-style-type: none"> ● Big Data Utilization ● Incorporation of OTA (Online Travel Agent) ● digital marketing ● Use of SNS, YouTube, etc. 	Bi-Izu City Town Businesses - Private Organizations
Tokyo 2020 Olympic Games - Paralympics Cycling in Izu <ul style="list-style-type: none"> ● Cycling Resort Izu ● Bike path development (Pacific Coast Bike Path) 	Creating a Legacy of Miizu Prefecture Cities and Towns Businesses - Private Organizations
<ul style="list-style-type: none"> ○ Promotion of agriculture, forestry and fisheries <ul style="list-style-type: none"> ● Promotion of local production for local consumption 	Municipalities Businesses territory (pre-Taika: under the Yamato court; Heian: under a

<ul style="list-style-type: none">● Distribution reform and 6th industrialization of marine products - Promotion of branding	provincial governor, etc.)
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measure	party carrying out (e.g. a policy)
<ul style="list-style-type: none"> ○ Strengthen ties with Mt. Fuji and Hakone <ul style="list-style-type: none"> Fuji-Hakone-Izu Exchange Area Network Conference of Municipalities, San-Shizuken San-Ken Wide-area Inquiry Utilization of Subject Councils, etc. 	<ul style="list-style-type: none"> Council Municipality territory (pre-Taika: under the Yamato court; Heian: under a provincial governor, etc.)
<ul style="list-style-type: none"> ○ Creation and expansion of relevant population <ul style="list-style-type: none"> ● Strengthening the ability to disseminate local information ● Visit the community, experience the community - Promote activities to interact with the community 	<ul style="list-style-type: none"> cities and towns NGO territory (pre-Taika: under the Yamato court; Heian: under a provincial governor, etc.)
<ul style="list-style-type: none"> ○ Developing human resources for the exchange industry - Securing <ul style="list-style-type: none"> ● Matching support between businesses and students ● Promote retention of young employees in the tourism industry 	<ul style="list-style-type: none"> City/town Business territory (pre-Taika: under the Yamato court; Heian: under a provincial governor, etc.)
<ul style="list-style-type: none"> ○ Fostering hospitality throughout the community <ul style="list-style-type: none"> ● Provision of learning opportunities by educational institutions, etc. 	<ul style="list-style-type: none"> cities and towns Educational Institutions Local Residents

8 MICE: An acronym for Meeting, Incentive Travel, Convention, Exhibition, Trade Fair, and Event. Exhibition/Event

(2) Construction of networked transportation and higher-order urban functions

◆ Aim of the Strategy

We will support regional vitality and create a comfortable environment for both residents and visitors by strategically investing in the Izu Longitudinal Expressway and ribbon roads, which are the roads of life, promoting land-sea-air networking, and building and higher-order urban functions⁹, such as conventions. We will create a comfortable environment for both people living in and interacting with the city.

◆ Development of Policies

measure	party carrying out (e.g. a policy)
<ul style="list-style-type: none"> ○ Priority maintenance of the Izu Longitudinal Expressway, rib roads, etc. as roads of life -Revelopment and strengthening of road networks (including road stations), including emergency transportation routes <ul style="list-style-type: none"> ● Improvement of passing lanes in mountainous areas, etc. 	Chiefs' Conference Cities and Towns prefecture (of Japan) country NGO
<ul style="list-style-type: none"> ○ Environmental improvement for new road construction to increase inflow into the region <ul style="list-style-type: none"> ● Promotion of Izu-Shonan Road and other roads (request) 	summit meeting of the leaders Cities and Towns prefecture (of Japan)
<ul style="list-style-type: none"> ○ Maintenance of a comfortable road environment <ul style="list-style-type: none"> ● Beautification of road periphery ● Roadscape Improvement ● Consideration of road names, etc. utilizing local flowers (including existing roads) ● Strengthen information dissemination functions on the road (e.g., use of roadside stations, etc.) 	Chiefs' Conference Cities and Towns pr efe ctu res an d co un tri es
<ul style="list-style-type: none"> ○ Improved convenience of public transportation <ul style="list-style-type: none"> ● Improve accessibility of railroads (e.g. Shinkansen - rail - bus connections) ● Railroads - Support for nationwide common use of IC cards for buses ● Operation of a bus route that allows passengers to tour around the Izu Peninsula 	Chiefs' Conference Cities and Towns territory (pre-Taika: under the Yamato court; Heian: under a provincial governor, etc.) entrepreneur
<ul style="list-style-type: none"> ○ Maintain - improve connectivity to the Tokyo metropolitan area and airports (Shizuoka, Haneda, etc.) <ul style="list-style-type: none"> ● Maintain and improve connectivity to the central region of the prefecture and Mt. Fuji Shizuoka Airport by utilizing the Suruga Bay Ferry. ● Direct rail and bus service, improved connections ● Improved accessibility to Tokyo, Izu Shichishima, etc. by sea 	Chiefs' Conference Cities and Towns pr efe ctu res an d co un tri es

<p>○ Building Higher Urban Functions - Expansion</p> <p>-Improvement of gateway functions of main station buildings, etc. (elevated railroads, station building area improvements)</p> <ul style="list-style-type: none"> ● Attracting institutions of higher education, etc. ● Redevelopment of cultural facilities, etc. ● Utilization of Fujinokuni Senbonmatsu Forum 	<p>Chiefs' Conference Cities and Towns</p> <p>territory (pre-Taika: under the Yamato court; Heian: under a provincial governor, etc.)</p> <p>entrepreneur</p>
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⁹ Higher-order urban functions: High-level functions of the city itself that provide various services for residents' daily lives and corporate economic activities, such as administration, education, culture, information, commerce, transportation, and leisure.

(3) Realization of safe and secure living

◆Strategy Aim

The municipalities, the prefecture, and related parties will work together to promote integrated disaster prevention and measures in terms of both hardware and software, and to enhance welfare for various generations, in order to realize a safe and secure life in the Izu area by responding flexibly to large-scale disasters such as the anticipated giant Nankai Trough earthquake, as well as to the declining population and super-aging society. By promoting integrated disaster prevention and mitigation measures in terms of both hardware and software, and enhancing welfare for various generations, the entire Izu area will be able to flexibly cope with large-scale disasters, including the anticipated Nankai Trough Earthquake, as well as a declining population and a hyper-aged society.

◆Development of Policies

measure	party carrying out (e.g. a policy)
<input type="radio"/> Promote disaster countermeasures based on the Earthquake - Tsunami Preparedness Action Program 2013 <ul style="list-style-type: none"> Establishment of tsunami countermeasure facilities, ensuring the safety of public facilities Enhancement of disaster drills - Strengthening Developing Human Resources to Support Disaster Prevention Activities 	Prefecture City/Town NGO
<input type="radio"/> Disaster Prevention - Wide Area Development for Disaster Mitigation <ul style="list-style-type: none"> Promoting wide-area firefighting and emergency medical services Development of Disaster Prevention Bases Conducting wide-area training 	territory (pre-Taika: under the Yamato court; Heian: under a provincial governor, etc.) Chiefs' Conference Municipalities local residents
<input type="radio"/> Priority maintenance of roads of life (Izu Longitudinal Expressway, rib roads, etc.) <ul style="list-style-type: none"> Promoting early completion of the road as a necessary road in times of disaster Priority maintenance of roads that can be expected to be utilized in the event of a disaster 	territory (pre-Taika: under the Yamato court; Heian: under a provincial governor, etc.) summit meeting of the leaders City/Town National Government Private Organization
Establishment of a cooperative system based on the "Basic Policy for Road Opening in the Eastern Shizuoka Region", etc.	Country Prefectural Chiefs' Meeting
<input type="radio"/> Improving safety as a tourist destination <ul style="list-style-type: none"> Thoroughly educate schools, residents, companies, etc. on disaster prevention Thoroughly implement evacuation guidance measures, including for people who interact with each other, and enhance measures for people who have difficulty returning home Nationwide promotion of a safe and comfortable area to visit Consolidation of tourist information in the event of a disaster 	Chiefs' Meeting Mi-Izu Municipalities educational institution
<input type="radio"/> Raise awareness of disaster prevention by utilizing the Izu Peninsula Geopark, etc. <ul style="list-style-type: none"> Use in disaster prevention education as a teaching tool for learning about nature 	Geo-cooperative Educational Institutions

<ul style="list-style-type: none"> ● Experiential Learning in School Education 	
<ul style="list-style-type: none"> ○ Ensure the regional medical system - Promote the regional comprehensive care system <ul style="list-style-type: none"> ● Securing physicians - Eliminating physician maldistribution - Doctorless areas - Promote regular round-the-clock medical care in underpopulated areas and secure doctors for remote area hospitals, etc. Wide-area networking among "sick-sick," "sick-diagnostic," and "medical-welfare" facilities. 	City/town Business prefecture
<ul style="list-style-type: none"> ○ Develop measures to extend healthy life expectancy <ul style="list-style-type: none"> ● Promote "health management" at home - at work - in the community -Promoting the establishment of healthy lifestyles ● Specific health checkups - Recommendations for receiving specific health guidance 	cities and towns Private Organization Prefectures

measure	party carrying out (e.g. a policy)
<ul style="list-style-type: none"> ○ Childbirth - Expansion of childcare support measures <ul style="list-style-type: none"> ● Subsidies for the costs of infertility treatment - childbirth - child rearing ● Diverse childcare - Provision of childcare services - Enhancement ● Childcare Teachers - Securing and improving the quality of human resources for childcare teachers, etc. 	<ul style="list-style-type: none"> cities and towns entrepreneur territory (pre-Taika: under the Yamato court; Heian: under a provincial governor, etc.)

(4) Promotion of measures through public-private collaboration

◆ Strategy Aim

By strengthening the promotion function such as the coordination function for Izu's integrated regional development efforts, and by developing human resources and organizations to promote the strategies, we will ensure the development of strategies to realize the goals of regional development and improve efficiency and effectiveness.

◆ Development of Policies

measure	party carrying out (e.g. a policy)
<ul style="list-style-type: none"> ○ Cooperation with various wide-area organizations - Business organization <ul style="list-style-type: none"> ● Izu Peninsula Geopark Promotion Council ● Cycle business organizations (Eastern Shizuoka Regional Sports Industry Promotion Council, Kano River Area Cycle Business Promotion Council) 	<ul style="list-style-type: none"> summit meeting of the leaders Bi-Izu Geo Kyodo Prefecture cities and towns Councils, etc.
<ul style="list-style-type: none"> ○ Human Resources Needed for Izu's Future - Organizational Development <ul style="list-style-type: none"> ● Conduct training and other activities to develop Izu leaders ● Fostering a spirit of caring for the community in school education 	<ul style="list-style-type: none"> Miyamizu City and Town educational institution entrepreneur
<ul style="list-style-type: none"> ○ Study on coordination of administrative functions (Consideration as a future issue including wide-area federation) 	<ul style="list-style-type: none"> summit meeting of the leaders cities and towns

Chapter 4 At the Time of Promotion

1. securing propulsion

(1) Promotion mechanism

The "Izu Peninsula Grand Design" is the overall strategy for the Izu Peninsula, and we will maintain its basic principle of "Izu is One" and continue to promote wide-area cooperation.

The direction of the "Izu Peninsula Grand Design" will be decided by the Council of Chiefs, and Mi-Izu, the organization promoting this Grand Design, will promote tourism and tourism-related projects as an integrated entity as a tourism region development corporation.

In light of the declining population, administrative issues that are not carried by MII will be discussed at the Chiefs' Meeting. In addition, progress management and evaluation of this Grand Design will be conducted by the Council of Chiefs.

(2) Reorganization of promotion agencies

The Izu Peninsula Geopark Promotion Council is required to incorporate under UNESCO's guidelines in preparation for the global re-recognition of the Izu Peninsula Geopark. Further utilization of the Izu Peninsula Geopark and promotion of sustainable tourism in the Izu Peninsula Geopark are also required to further stimulate the tourism industry in the Izu Peninsula.

Based on the above, the Council of Chiefs will ask the Mi-Izu and Izu Peninsula Geopark Promotion Council to consider integration and organize issues toward that end.

2. the organization that promotes the Grand Design of the Izu Peninsula

(1) Organizational structure and human resources

Human resources are the greatest resource in promoting regional development. In order for MIIIZU to take charge of tourism and tourism-related businesses as a single entity and to collaborate with local governments and related organizations, MIIIZU will appoint personnel with high expertise in the tourism field, including private sector personnel and professional personnel, in stages, based on the assumption that MIIIZU will be staffed by administrative personnel. At the same time, in order to nurture human resources throughout Izu, we will consider personnel exchange between MIIIZU and each tourist association.

With an eye on the future organizational structure, we will examine both the decision-making bodies such as the Board of Directors and the actual business divisions that implement actual operations, as well as the basic rules for organizational management, including information sharing methods and personnel evaluations.

(2) Securing funds

In order to make Bizu a more centripetal organization, we will work to secure financial resources for Bizu and strengthen its planning function in order to obtain further voluntary financial resources.

Consolidate budgets, eliminate duplication, and review unnecessary projects with poor results. We will always be aware of available financial resources such as national and prefectural subsidies and private funds, and will apply for them as necessary.

The committee will also examine the optimal portfolio (combination) of financial resources. We will also consider the optimal portfolio (combination) of financial resources.

We will consider how to attract **and** maintain members, as they provide a stable source of funds and are partners in promoting our business, and also consider profit-making projects in order to obtain voluntary financial resources.

3. the role of each entity

In order to ensure that the measures are promoted, it is necessary to clarify the promoting entities and their roles in each measure. The roles of each entity are as follows

Principal Entities	role
summit meeting of the leaders	<ul style="list-style-type: none"> -Determine the direction of the grand design -Manage and evaluate the progress of the grand design -Examination of administrative issues that MIIZU does not carry in light of a society with a declining population
scarlet runner bean (Phaseolus coccineus)	<ul style="list-style-type: none"> -Organization to promote the Grand Design -Promoting tourism and tourism-related businesses as a tourism community development corporation in an integrated manner <ul style="list-style-type: none"> ● Collaboration with tourism-related businesses in the region, such as members of the Bi-Izu constituency, and regional DMOs
Members of the Miizu Constituent Assembly (cities and towns, regional tourism associations, transportation operators, sightseeing spots) (e.g., optical service providers)	<ul style="list-style-type: none"> ● Tourism businesses on the Izu Peninsula participate in the activities of Bi-Izu as members. ● Collaborate to develop products utilizing local resources such as the Izu Peninsula Geopark, cycling, and food resources
Regional DMOs	<ul style="list-style-type: none"> -Promoting tourism and tourism-related businesses as a tourism community development corporation in an integrated manner -Collaborate with Bi-Izu to implement the project
cities and towns	<ul style="list-style-type: none"> -Promoting regional development as a basic unit based on the grand design -Active participation in wide-area development -Coordination (human and financial resources) for the establishment of a promotional organization. -Inviting local community development organizations and residents to participate in the project.
territory (pre-Taika: under the Yamato court; Heian: under a provincial governor, etc.)	<ul style="list-style-type: none"> -Development of jurisdictional measures based on the Grand Design Active participation in the development of wide-area policies (participation or personnel and financial support) -Active use of government subsidized programs, etc. -Incorporation
educational institution	<ul style="list-style-type: none"> ● Development of measures under jurisdiction based on the grand design
Outgoing organization	<ul style="list-style-type: none"> -Development of jurisdictional measures based on the Grand Design Active participation in the development of wide-area policies (participation or financial support)

Private organizations (companies – NPOs, etc.)	<ul style="list-style-type: none"> -Active participation in community development activities (core activities) Active participation in the development of wide-area policies -Financial Support -Including local disaster management organizations, etc.
local residents	<ul style="list-style-type: none"> -Active participation in community development activities -Comfortable interaction with visitors (hospitality)
Councils, etc.	<ul style="list-style-type: none"> -Active participation in community development (core activities) -Using members' understanding of the Grand Design and their active participation in it Including cycle-related organizations, etc.
person who interacts with	<ul style="list-style-type: none"> -Cooperation in creating a beautiful community -Evaluation of Izu and its dissemination

Toward Izu, which continues to receive praise from around the world

Izu, where we live, is a beautiful peninsula filled with charm.

In 2013, we formulated the "Izu Peninsula Grand Design" as a compass for building a beautiful peninsula that will be admired by the world under the philosophy of "Izu is One".

The "Beautiful Izu Creation Center" has been established and various measures have been developed.

And in the meantime, the environment surrounding Izu has gradually begun to change, with the Izu Peninsula Geopark being recognized as a UNESCO World Geopark, the Nirayama Reverberatory Furnace becoming a World Heritage Site, and the Izu Longitudinal Expressway being extended to Amagi, and the number of visitors from Japan and abroad is on the rise.

At the same time, however, the outflow of young people and the aging of the population remain unchecked, and Izu has yet to transform itself.

In order to revitalize the Izu area into a region of confidence and pride, and to pass on the beauty and charm of the peninsula, we have now taken another look at the current situation and future of Izu, and formulated a grand design (2028 version) that takes into account the new era and changes in the environment.

It is no exaggeration to say that this Grand Design represents the love for Izu (love of Izu) of approximately 600,000 people in the Izu region. The people of the Izu Peninsula live together with the 20 million years of history of the Izu Peninsula, with mutual affection and pride in their respective nature and culture. Each and every one of us should welcome and entertain people from Japan and abroad who visit the Izu Peninsula with the love of Izu, and this will be the first step toward creating a beautiful peninsula that will be admired by the world.

Under the new grand design, we, the leaders of the Izu region, will take the initiative in the coordination of the entire Izu region and in the administrative management of each city and town, and through collaboration with the private sector, NPOs, and local residents, we will secure significant momentum to realize "Izu that continues to be admired by the world".

March 25, 2020

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