



Geopark Resources Protected by Multi- Sector Participation

1 Characteristic of San'in Kaigan Geopark

2 General Efforts

3 Building of Grant Program

Eiji Hasegawa
Staff Member, San'in Kaigan Geopark Promotion Council

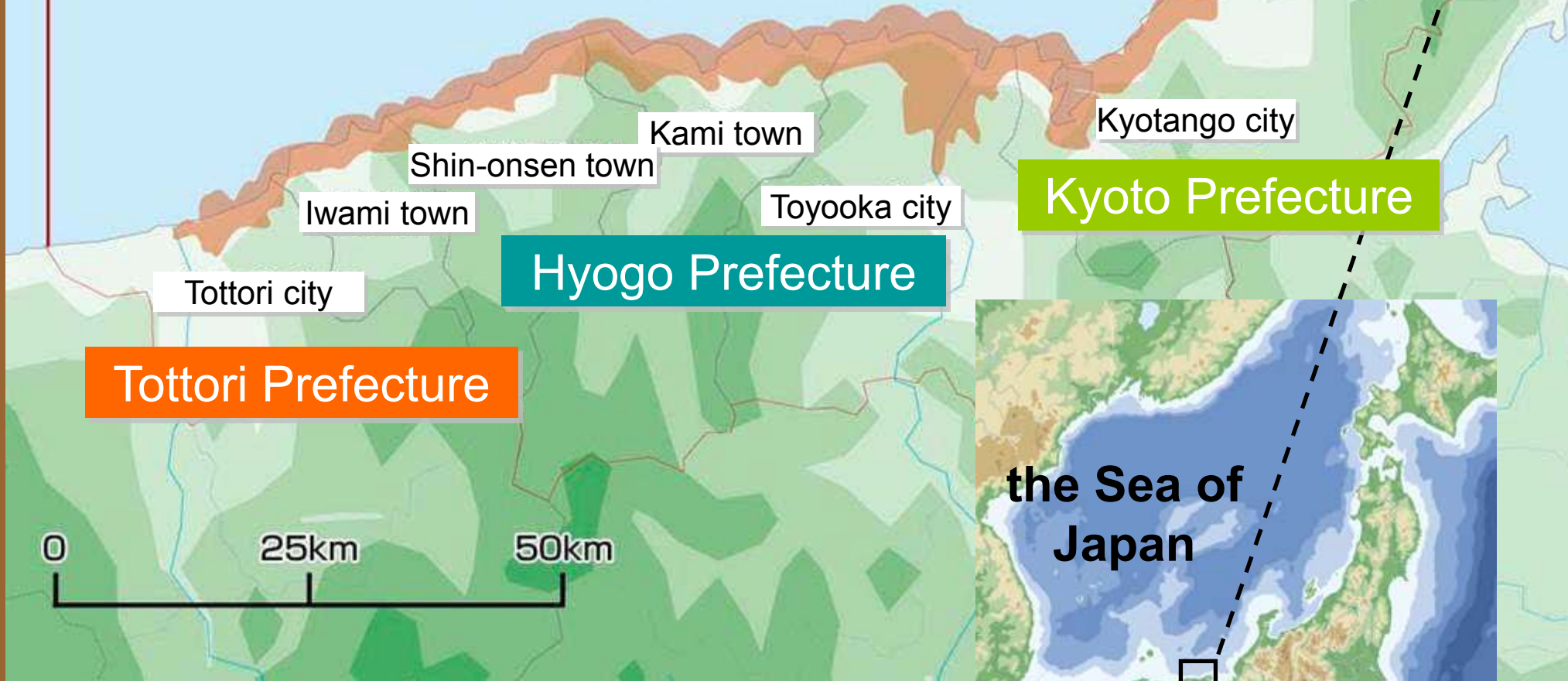
1 Characteristic of San'in Kaigan Geopark

San'in Kaigan Geopark

San'in Kaigan Geopark Area

(About 110km)

San'in Kaigan National Park



San'in Kaigan Geopark

~ Main Theme ~

Geological features, the natural environment, people's lives and the formation of the Sea of Japan



2 General Efforts

~ For the Sustainable Development ~

Preservation & Conservation

Organization



Related Organization

- University
- Educational institution
- and more

Conservation

Local Industry

**San'in Kaigan Geopark
Promotion Council**

July 2007

Education

Tourism

Academic Research

Administration



Promotion Council

Expertise Group

Academic Group

Educational Group

Tourism Group

Local Industry Group

Conservation Group

Bureau

Director

Researchers

Technical Staff

Non-Technical Staff

Preservation & Conservation



Preserve Local Resources for the Next Generation

Conservation of strata outcrops



Gomura Fault

Making fossil replicas



Replicas of fossil footprints
(Shimonohama, Kami Town)

Conservation



Tateiwa Rock



Clean-up Tajima Project with
100,000 local residents



Mt. Kannabe

Clean-up

- Offer of Accurate Scientific Information
- Use of Research Results
(Environmental Education ,Lifelong Learning, Tourism)



Research report of investigation of fossil footprints

		External factor	
		Opportunity	Threat
Internal factor		SWOT Analysis [Promotion of exchange] - Improvement in name recognition - Acquisition of local currency	[Increase in Regional divide] - Job losses - The outflow of population (talented people) - Delay of local development
		[Abundant local resources] - The local character, rooted in history and traditional culture	1. Aggressive strategy * Sightseeing promotion utilizing local resources 2. Differentiation * Job security by the business model deployment which utilized local resources
	[declining population] - The fall of latent purchasing power - The shortage of bearers/leaders	3. Strengthening of Weak point * Transmission of information in the area	4. Protection * Promotion of the circular flow of business in the area

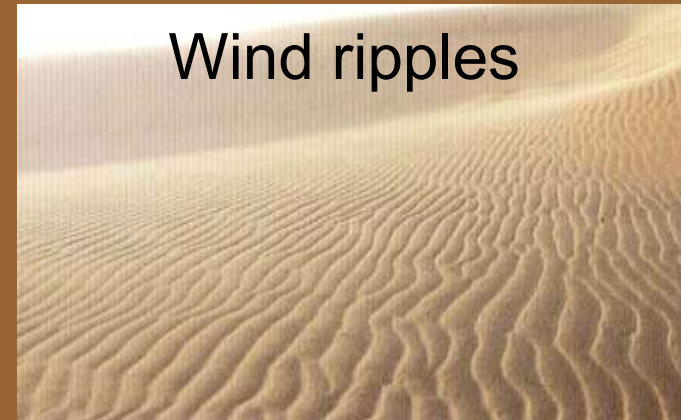
Case1 : Kotohikihama Beach



Volunteer Beach Clean



Case2: Tottori Sand Dunes



Volunteer Weeding at Tottori Sand Dunes



3 Building of Conservation / Preservation Grant Program

Protecting local resources in San'in Kaigan Geopark, the council offer support to groups in Environmental Conservation.

- Grant : Maximum ¥50,000**
- Number : Maximum 20 groups**

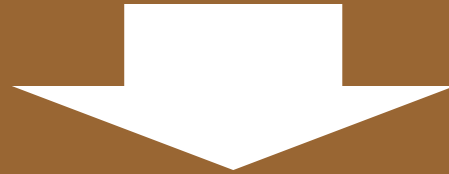
Banner Flag for enlightenment of Conservation



4 Summary



- Local residents review natural resources in cooperation with academics through geopark activities.



- Product developments related to geopark
- Enhancement & development of tourism (e.g. tour by geo-guide, snowshoe walking, geo-canoe, skiing, pleasure boat, hot springs, crab)



Sustainable local development

Regional Geopark Activities to Global Geoparks Network !



San'in Kaigan Geopark Promotion Council

URL <http://sanin-geo.jp/>