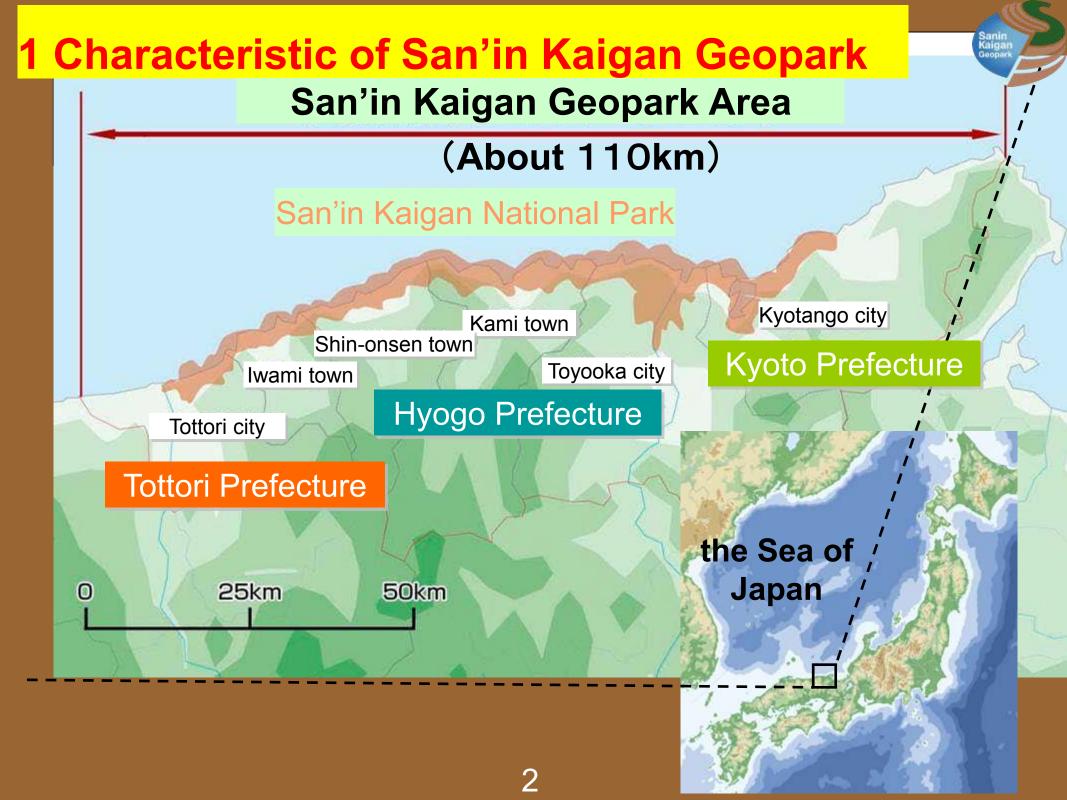


Staff Member, San'in Kaigan Geopark Promotion Coun

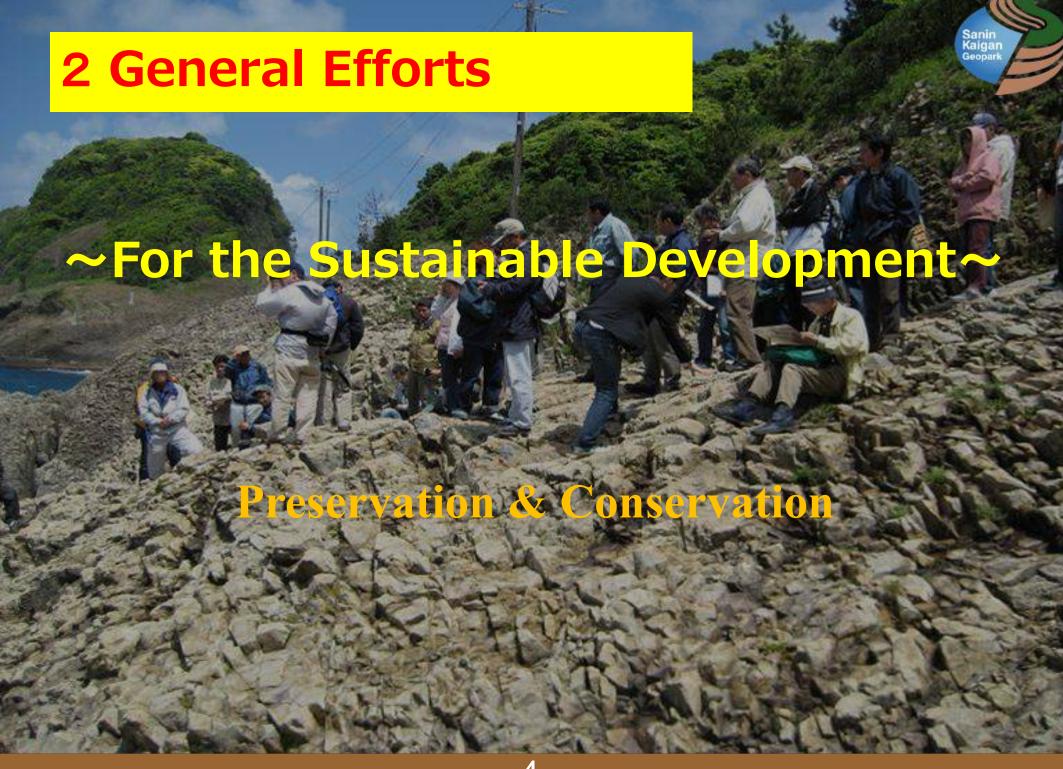




San'in Kaigan Geopark ~Main Theme~

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





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

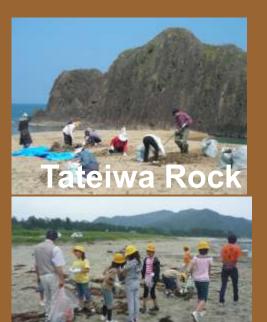


Making fossil replicas



Replicas of fossil footprints (Shimonohama, Kami Town)

Conservation



Clean-up Tajima Project with 100,000 local residents



Clean-up

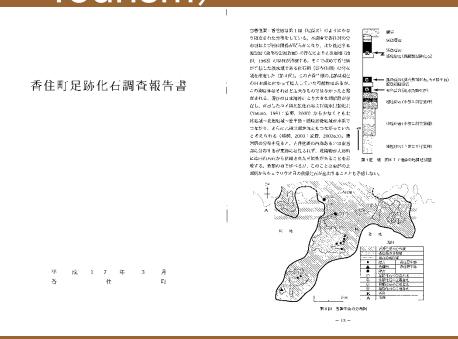
Academic Research



- Offer of Accurate Scientific Information
- Use of Research Results

(Environmental Education, Lifelong Learning,

Tourism)



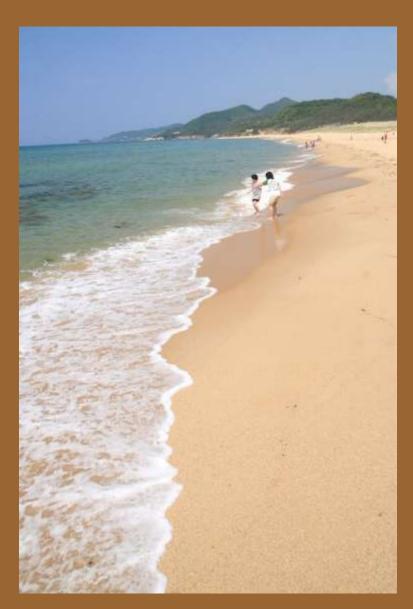
Research report of investigation of fossil footprints

		External factor		
			Opportunity	Threat
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
In te rn al fa ct or	Strong point	[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
	Weak point	[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

Marketing Research



Case1: Kotohikihama Beach



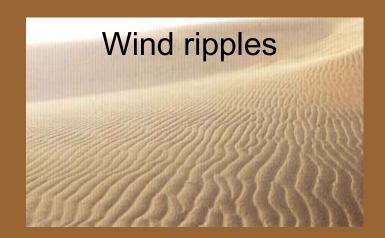
Volunteer Beach Clean





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.

O Grant: Maximum ¥50,000

O 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!





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