

Fiscal 2022 Project Report for the Izu Peninsula Geopark and Tourism Bureau (a general incorporated association)

(Excerpt)

Items related to the Izu Peninsula Tourism Strategy Promotion (DMO) Plan

(1) Geo-Resort Izu Branding Promotion Project

○ Project outline and purpose, etc.

In light of the merger with the Izu Peninsula Geopark Promotion Council, formulate a management philosophy and mid-term activities policy as a platform for the organisation, with the aims of developing initiatives that fully utilise the benefits of the geopark and improve the satisfaction of visitors and residents. In cooperation with Shizuoka Prefecture, also conduct geo-guide monitoring tours to enhance sustainable tourism content.

○ Status of project implementation

i. Geo-Resort Izu Branding Promotion Project

The management philosophy and brand slogan have been decided, and priority strategies have been formulated accordingly.

Item	Overview
Geo-Resort Izu Branding Promotion Project	The management philosophy was formulated as follows - "Creating sustainable growth on the beautiful Izu Peninsula by using the Geopark as a stage for contributing to increased satisfaction among visitors and residents." The brand slogan was formulated as "Bringing the blessings of the Geopark to residents and visitors alike." After evaluating the implementation of initiatives to date, priority strategies were also formulated based on the management philosophy (i. Promotion of sustainable tourism; ii. Conservation, education and sustainable development of the Geopark; and iii. Increasing residents' satisfaction through regional development). In addition, various initiatives will be promoted based on the keywords "Geo-Resort

	Izu” with the aim of promoting sustainable tourism.
Disaster Prevention and Reduction Awareness Project	In co-sponsorship with Japan Travel and Tourism Association, external experts were invited to hold a “Seminar on Preparing BCPs (Business Continuity Plan) for tourism businesses.” On the day, twelve companies, including hotel businesses, tourism-related businesses, transportation businesses, and financial institutions, took lectures on topics such as estimating the impact of disasters or crises on their businesses, measures for business continuity in the event of a crisis, and procuring the funds needed for business continuity. (27 January)

ii. Sustainable Tourism Project

In existing geotourism, in order to expand the number of fans and repeat visitors, guide training was carried out on the themes of “training certified geo guides” and “promoting tie-ups with public transportation.” Tours were also built through workshops conducted by relevant stakeholders.

Item	Overview
First workshop	A workshop was held for the purpose of creating monitoring tours, linking geotours built by the Izu Peninsula Geo Guide Association with public transportation systems. The workshop was attended by Izuhakone Bus Co., Ltd., Tokai Jidosha Co., Ltd., and Izu Peninsula Geo Guide Association. A total of 16 tours were made. (4 October)
Implementation of monitoring tours	For each monitoring tour, tours were conducted for certified geo guides and participants of the FY2022 geo guide training course. Tour participants were also given a questionnaire aimed at refining the course and improving their guide skills. (Twelve tours have been held in total since 5 December.)
Practical training for hospitality geo guides	Guidance on sustainable hospitality was given by geo guides working in Izu Oshima, which has a high repeat visitor rate and high customer satisfaction level, and efforts were made to improve the quality of the participating guides. (8 to 9 February)
Implementation of study group for the geo guide evaluation and	The project as a whole was assessed, improvement points and future direction were discussed, and the geo guide evaluation and certification system was examined with the aim of increasing hospitality and communication skills. (10 February)

certification system	
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iii. Human Resources Training Promotion Project

We took part in omnibus lectures at universities across Shizuoka Prefecture with the aim of developing human resources for tourism.

Programme name	Overview
Common subject across all departments at the University of Shizuoka	<ul style="list-style-type: none"> • A lecture entitled “Shizuoka Prefecture as Seen from the Izu Peninsula,” was given to increase understanding of the current situation, based on the history of the Izu Peninsula, and to use the Geopark as a tool for developing sustainable tourism content (18 May).
“Izu Tourism and Culture 2022” and other lectures given at Nihon University, College of International Relations	<ul style="list-style-type: none"> • A lecture was given on the history of the Izu Peninsula and initiatives at the Geopark entitled “Sustainable Development through Izu Peninsula UNESCO Global Geopark” (28 September). • A lecture was given on changes in visitors to Izu and the role of Izu Peninsula Geopark and Tourism Bureau as a DMO entitled “Tourism Trends in Izu Peninsula and Initiatives Led by Izu Peninsula Geopark and Tourism Bureau” (5 October). • An open lecture entitled “Cultural Heritage in the 21st Century” was given at Shizuoka Study Centre, the Open University of Japan (12 February).

○ Evaluation and improvements

- In addition to establishing a new management philosophy and brand slogan through the merger with the Izu Peninsula Geopark Promotion Council, the following priority strategies were formulated in FY2022: (1) Promote sustainable tourism; (2) Encourage geopark conservation and education activities; and (3) Increase satisfaction among local residents through regional development. In the future, initiatives will be conducted to maximize the synergistic effects of these three measures. As part of these efforts, geo-tours were examined under the Sustainable Tourism Project, with a focus on the hospitality of geo guides and the use of public transportation. Initiatives have now been carried out combining “tourism, the geopark, and regional development,” such as promoting regional attractions, attracting visitors, and introducing geopark activities at regional product exhibitions hosted by B-Izu.

This has had a certain effect on raising awareness and improving the skills of geo guides, and the plan is to continue promoting similar efforts in the future.

- As a tourism community development corporation and an organisation promoting the Izu Peninsula Grand Design, Izu Peninsula Geopark and Tourism Bureau will share information and collaborate with a wide variety of stakeholders, including tourism stakeholders, chambers of commerce and industry, trade associations, transportation businesses, and accommodation businesses, and we will promote initiatives in line with our management philosophy, brand slogan, and priority strategies.
- With regard to sustainable tourism business, as mentioned above, efforts were made to further the sustainable development of the geopark, with the aim of expanding the attractiveness of the Geopark to visitors by creating courses for environmentally friendly geo-guided tours and improving the hospitality skills of geo guides. As a result, improving the geo guides' skills has had certain

effects, including improvements in interpreters' ability to describe people's everyday lives, give easy explanations, and remain aware of the viewpoints of participants (customers).

After examining the geo guide evaluation and certification system, we have decided on the following initiatives. We will promote efforts alongside the Izu Peninsula Geo Guide Association to improve hospitality skills, such as conducting customer surveys and providing related feedback, rather than assigning ranks or comparisons based on the individual qualities of geo guides. We will also increase sales channels by promoting sales of geo-guided tours to travel agencies by posting the tours on the Shizuoka Prefecture sightseeing products list, and by introducing tours on the Izu Peninsula Geo Guide Association's website.

○ **Establishing KPIs as a DMO**

(1) Assessment of DMO target achievement in FY2021

KPIs Achievements, targets, and comparisons	i. FY2021 Results	ii. Target (KPI)	Target ratio	iii. Previous fiscal year's results	Compared to the previous year
Travel consumption	186.539 billion	299.050 billion	62.4%	147.139 billion	126.8%
Total number of hotel guests	6.953 million	11.322 million	61.4%	5.875 million	118.3%
Visitor satisfaction	98.8%	98.0%	+0.8%	98.1%	+0.7%
Repeat visitor rate	74.4%	67.0%	+7.4%	68.6%	+5.8%
Website	34,605 PV/month	80,000 PV/month	43.3%	27,343 PV/month	126.6%
Number of tourist visitors	26.168 million	46.463 million	56.3%	23.066 million	113.4%

● **Travel consumption**

The total number of hotel guest and tourist visitors, which are the basis for the calculations, increased from the previous fiscal year. The per capita consumption rate for day visitors decreased slightly, but the per capita consumption rate for overnight guests increased, resulting in a 126.8% increase from the previous fiscal year.

● **Total number of hotel guests**

As a result of the impact of the spread of COVID-19, the rate decreased from the previous year in August to November, but increased from the previous year in April to July and December to March, resulting in a 118.3% year-on-year rate across the entire year.

● **Visitor satisfaction**

The percentage of “very satisfied” visitors decreased from the previous fiscal year, but the percentage of “mostly satisfied” visitors increased from the previous fiscal year. The overall percentage of satisfied visitors increased by 0.7 percentage points from the previous fiscal year. By category, there was a decrease in satisfaction levels for “attractions and characteristics of tourist spots,” “nature and scenery at tourist spots,” and “food attractiveness.”

- Repeat visitor rate

The overall repeat visitor rate increased by 5.8 percentage points from the previous year as a result of a decrease in first and second visits and an increase in the proportion of third, fourth or more visits from the previous year.

- Number of website visits

With the exception of summer, the number of website visitors increased, up 126.6% year on year for the year as a whole.

- Number of tourist visitors

As a result of the impact of the spread of COVID-19, the rate decreased from the previous year in August to November, but increased from the previous year in April to July and December to March, resulting in a 113.4% year-on-year rate across the entire year.

(2) Establishing KPIs for FY2022 to FY2025

Based on the above, KPIs were established for the Izu Peninsula as a DMO for FY2023 onwards.

Fiscal year KPI	FY2022	FY2023	FY2024	FY2025
Travel consumption	215.131 billion	249.339 billion	284.356 billion	320.211 billion
Total number of hotel guests	8.295 million	9.505 million	10.715 million	11.925 million
Visitor satisfaction	98.0%	98.0%	98.0%	98.0%
Repeat visitor rate	67.0%	67.0%	67.0%	67.0%
Website	90,000 PV/month	35,000 PV/month	55,000 PV/month	80,000 PV/month
Number of tourist visitors	32.662 million	37.460 million	42.258 million	47.056 million
Local resident satisfaction - 1 (Percentage of residents who are positive about welcoming tourists)	-	65%	66%	67%
Local resident satisfaction - 2 (Percentage of residents who are proud of or attached to their local region)	-	88%	89%	90%

(2) Comprehensive Tourism Development Project

○ Project outline and purpose, etc.

In order to create new tourism themes and promote commerce in the Izu Peninsula, the Izu Peninsula Geopark and Tourism Bureau will implement initiatives on planning and commercialization in ways that target tourism content to meet needs for specific themes.

○ Status of project implementation

i. Tourism content and product development programmes

We will develop new programmes to utilize the attractive regional content around the Izu Peninsula Geopark, while also building consumption platforms. This fiscal year, we conducted a programme specifically for educational travel.

Item	Overview
Attracting guests to Izu Peninsula Geopark summer camps	We publicised information to high schools and junior high schools with geology clubs in the Tokyo metropolitan area, with the aim of attracting guests to summer camps in Izu Peninsula Geopark. Number of schools targeted: 93
Producing educational travel materials combining the theme of “Izu Peninsula with exploration”	We produced exploration and study materials for high school students to use during educational trips to Izu. <ul style="list-style-type: none">• Produced materials: students’ study notebooks, teachers’ textbooks AGT sales materials• The produced educational travel materials were distributed to travel agents and used for sales promotion activities to attract educational travel customers.

ii. Programmes to support the recruitment of tourist operators

We held the Izu Peninsula Hotel and Hot Spring Resorts Joint Company Information Sessions in Tokyo with the aim of securing outstanding young talent from the metropolitan area. We also performed a liaison role to promote the acceptance of students on internships between schools in Shizuoka Prefecture and Tokyo metropolitan area, as well as related organisations and accommodation facilities in the Izu Peninsula.

Programme name	Overview
The Izu Peninsula Hotel and Hot Spring Resorts Joint Company Information Sessions	Face-to-face explanations were given at the sessions in Tokyo Date: 9 February, 2023 (Thursday) Venue: Tokyo Metropolitan Industrial Trade Centre Taito Hall, 4th Floor Exhibitors: 16 Target: University, junior college, and vocational school students scheduled to graduate in March 2024 Attendance: 37 students from 18 schools; total number of booth visitors: 165
Internship matching	In response to requests from schools and related organisations in Shizuoka Prefecture and the Tokyo metropolitan area, we coordinated as follows with accommodation providers on the Izu Peninsula. <ul style="list-style-type: none">• Hamamatsu Mirai Professional Training Colleges Internship Internships were held from August to September. Three accommodation providers accepted students scheduled to graduate in March 2024. 5 participating students: 2 job offers Accommodation providers offering internships: one in Atami City, one in Izu City, and one in Higashiizu Town

iii. Digital marketing promotion programmes

We carried out a survey from a digital marketing perspective.

Item	Overview
Tourist dynamics survey	<ul style="list-style-type: none">• Survey on tourist dynamics using Shizuoka Prefecture's data analysis platform• We created a questionnaire form and carried out a tourist dynamics survey in February, investigating changes in tourist consumption budgets before and after visits, and surveying attitudes on charging separately for accommodation and meals. (Sample size: approximately 1,500)

iv. Workcation promotion programmes

In order to promote workcations in the Izu Peninsula, a questionnaire survey was conducted of freelancers and individuals who were able to participate in workcations.

Item	Overview
Workcation promotion programmes	<ul style="list-style-type: none">• Information was shared with municipal bodies by providing feedback from a current conditions survey into workcations that was carried out in Izu Peninsula in FY2021. (July)• In FY2022, a questionnaire survey on workcation conditions of 760 freelancers was carried out in cooperation with the Freelance Association in February. The analysis results of the survey were reported to the Committee on Tourism and Regional Development in March.

○ Evaluation and improvements

- Regarding tourism content development programmes, 24,000 study notebooks were created for high school students, and materials were sent to 150 travel agencies handling educational travel. In FY2023, we will continue to promote sales with the aim of attracting further visitors, and encourage participation by giving explanations to receiving facilities in Izu Peninsula.
- Amid a severe labour shortage at hotels and inns, the Izu Peninsula Hotel and Hot Spring Resorts Joint Company Information Sessions attracted 16 hotels and inns, an increase on last year. However, the number of students who came was just 37 and the total number of booth visitors was just 165, which was an extremely disappointing result. In FY2023, we will make

preparations on a regular basis for effective event announcements and business development by closely communicating with job officers at universities and vocational schools with tourism departments, and with hotels and inns, at the earliest possible stage.

- Regarding digital marketing promotion programmes, an online questionnaire of visitors was carried out in February to collect basic data, with the aim of increasing tourism consumption in the future. For meals (seafood), admission to facilities (tourist facilities, etc.), and souvenirs (marine products: fresh foods), there were noticeable gaps (lost opportunities) in visitors' budgets before and after their visits.

When carrying out the questionnaire in FY2023, we will consider extending the survey period and collecting responses throughout the year.

- Regarding workcation promotion programmes, in cooperation with the Professional and Parallel Career Freelance Association, we learned about the attitudes towards workcations of 760 freelancers. As a result, we identified reasons why people are attracted to workcations in the Izu area, including distance from their place of residence, hot springs, seafood and climate, as well as a certain level of need for workcations with families. Based on the results of a survey of freelancers conducted in FY2022, during FY2023 we will update our website to promote the dissemination of information with appeal to users, including proposals for workcations unique to the Izu Peninsula.

(3) Izu Peninsula Cycle-Friendly Project

○ Project outline and purpose, etc.

In order to establish the "Cycling Resort Izu" brand, we disseminate information throughout Japan on the charms of Izu by promoting tourism at cycling events, etc. We will also raise awareness among Izu Peninsula stakeholders of the purpose and impact of promoting the plan, and help people with an interest in the Izu Peninsula rediscover the attractiveness of local resource.

○ Status of project implementation

i. Cycling Resort Izu public relations programme

As well as being a recreational activity on the Izu Peninsula, visitors also switch to cycling after arriving in the region as a way of visiting its tourist facilities. In order to promote and encourage cycling, a website page

dedicated to disseminating cycling-related information was created alongside the official Izu travel guide, B-Izu. We have also participated at events where cyclists gather to collect cycling course-related information in order to promote Izu to the attendees.

Item	Overview
Creating the “Cycling Resort Izu” website	A “Cycling Resort Izu” website was launched to suggest locations where people can rent bicycles and to offer suggested cycle routes.
Exhibitions at events	In order to promote Izu to cyclists looking for cycle routes, we exhibited at the Shizuoka Prefecture Booth at CYCLE MODE, one of the largest cycling exhibitions in Japan, which was held at Tokyo Big Sight on 2 & 3 April. (20,000 people attended the event across two days.) On 18 & 19 March, 2023, we exhibited at Cycle Sports Days, the biggest cycle event in the Tokai area, which was held at Nagoya Aeon Mall, where we promoted the charms of Izu Peninsula. (40,000 people attended the event across two days.)

ii. Programme for hosting “Cycling Around Izu Peninsula”

We created a 240 km route for cyclists around the Izu Peninsula. After registering the route with cycling app “Tour de” (My Cycling Story), we participated in the ‘Cycle Ball’ (a time-limited event).

Item	Overview
Cycle Ball “Izuichi”	We participated in a time-limited cycling event for the third time this fiscal year. Number of participants: 360 (29 April to 27 December)
Introducing Cycle Ball - a cycle store discount system	In order to encourage cyclists to consume with local businesses, special benefits are offered to Cycle Ball participants. Currently, four stores are registered.

iii. E-bike safe zones promotion programme

We created tourism promotion videos and sold travel products using E-bikes.

Item	Overview
Creating E-bike-themed tourism promotion videos	E-bikes (electric power-assisted bicycles) were used to create a video (VLOG) to allow public transportation users to enjoy the spectacular scenery, food, and sightseeing facilities of the Izu Peninsula, and the video was released on YouTube. (December)
Using E-bikes to develop travel products (planning and development of E-bike cycling tours through Heda in the Nishi-Izu area)	<ul style="list-style-type: none"> A monitoring tour for members of the media was held on 1 August. HIS held public relations activities and sold travel products to the general public. [Participants in the monitoring tour for members of the media] Yuki Fujiki (a Japanese celebrity), E-bike Japan, La route (online media), and JR East (a public transportation organisation) (Date and number of participants) 3 September: 3; 3 November: 9; and 4 December: 4

iv. Cycling area exchange programme

A video was made for the purpose of two-way exchanges with cyclists in Taiwan, where cycling is well developed.

Item	Overview
Video recordings by influencers	Jerry, a well-known influencer, worked with Merida Japan to create a video about a cycle rental experience on the Izu Peninsula after visiting as a tourist. (February)

○ Evaluation and improvements

- Izu, where the Tokyo 2020 Olympics cycling events were held, is well-known among cyclists, but the rugged terrain creates an intimidating threshold for inexperienced cyclists. For this reason, we need to create a strategy for encouraging people to see cycling in Izu as something that can be enjoyed without much difficulty. This is why, in FY2022, we strengthened our ability to distribute videos featuring popular influencers. We also used the Cycling Resort Izu website to increase our ability to disseminate information about cycle rentals.
- Videos showing the attractions of cycling have had a strong appeal to young

people. In the future, we will continue to promote the attractiveness of cycling, broaden our base, and work to secure repeat customers.

(4) Regional Branding Project

○ Project outline and purpose, etc.

By holding product exhibitions at large shopping malls, we aim to promote the appeal of the food resources of the Izu Peninsula and to stimulate consumption.

○ Status of project implementation

Promoting the appeal of food resources

We held exhibitions of tourist products at popular facilities in the Tokyo metropolitan area, which is our main market, and at major facilities in Shizuoka Prefecture.

Item	Overview
LaLaport Products Exhibition	As part of an event held at “LaLaport NUMAZU,” we hosted an exhibition of Izu products. (Nine businesses exhibited booths across the two-day exhibition). In addition, a website lottery was held for people purchasing above a certain amount at LaLaport during the period of the exhibition. Thanks to the cooperation of Mitsui Fudosan, tickets for use of tourist facilities on the Izu Peninsula and sweets vouchers were offered as prizes. Dates: 8 & 9 (Saturday & Sunday) April Number of cashier sales: approx. 1,000 (total sales: approx. 1 million yen)
Peninsula Pop-up Store, Izu-Wide Products Exhibition	At Aobadai Tokyu Square in Yokohama City, a limited-time shop was opened offering Izu products. Dates: 1 (Wednesday) to 28 (Tuesday) February Handled products: items were requested from commerce and industry-related departments at Izu’s cities and towns, as well as from chambers of commerce and industry and trade associations, and 220 different items were offered for sale. (Total sales: approximately 4.5 million yen)
Thanksgiving Day for Izu Peninsula’s	At the Kaikoku Shimoda Minato roadside station, an event was held for tourists and residents of the Kamo area. To mark the opening of a section of the Izu-Jūkan Expressway, an exhibition

Residents and Visitors	of products from the Kamo region and beyond, and a cooking class, were held to promote exchanges within the region. Dates: 18 & 19 (Saturday & Sunday) March, 2023 (Number of visitors: approximately 3,300)
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○ Evaluation and improvements

- As a new initiative in fiscal 2022, we held the “Peninsula Pop-up Store, Izu-Wide Products Exhibition” at Tokyu Square (Aoba Ward, Yokohama City) for one month as a way of selling products from Izu. This gave us the chance to convey the appeal of the Izu Peninsula and provide sales opportunities to vendors.
- As a new initiative, in cooperation with the Kamo Regional Bureau of Shizuoka Prefecture, an exhibition of tourist products entitled “Thanksgiving Day for Izu Peninsula’s Residents and Visitors” was held in Shimoda City. In addition to the products exhibition, this gave us an opportunity to encourage regional development by promoting cooking classes using attractive local seafood, holding a regional disaster prevention awareness-raising event, and improving convenience by opening part of the Izu-Jūkan Expressway.
- The preparation period for both events was short, making it difficult to recruit and organise vendors. In the future, we will improve planning for both events, including the preparation periods. In addition, we will work closely with local communities and stakeholders at each event to develop systems that allows residents and tourists to experience the charms of Izu.

3. Plan to Attract Domestic Tourists

○ **Project outline and purpose, etc.**

In cooperation with cities, towns, tourism associations, and transportation companies in the Izu Peninsula, we will promote the appeal of Izu outside the region by holding tourism campaigns in the Tokyo metropolitan area, which is the main market for Izu.

At the same time, in cooperation with the Shizuoka Prefectural Tourism Association, efforts will be made to prepare and consolidate tourist product lists for each city and town. We will actively promote agency sales in cooperation with the Shizuoka Prefectural Tourism Association and transportation companies, etc. for the developed tourist products, and we will continue to

promote tourist exchanges.

○ **Status of project implementation**

i. Domestic tourism programmes

In the Tokyo metropolitan area, which is the main market for Izu, tourism has been promoted among the general public on a regular basis, while sales were conducted targeting travel agencies in major cities throughout the country, including Nagoya and Osaka.

Item	Overview
Tourism campaign	<ul style="list-style-type: none"> • Izu farmers' market <ul style="list-style-type: none"> 20 to 21 May (Fujisawa Station concourse, 450 visitors) 13 to 15 July (Tsurumi Station concourse, 500 visitors, 52 followers on SNS) 17 July (Hiratsuka Station concourse, 200 visitors, 55 followers on SNS) 22 October (Chigasaki Station concourse, 500 visitors, 127 followers on SNS) 18 to 19 December (Omiya Station concourse, 400 visitors) 19 to 21 January (Ueno Station concourse, 790 visitors) 2 to 4 February (Yokohama Station concourse, 2,100 visitors, 90 followers on SNS) 23 February (Musashi-mizonokuchi Station concourse, 250 visitors) 8 to 11 March (Tsurumi Station concourse, 900 visitors, 34 followers on SNS) • Kawazu Bagatelle Park, Izu Peninsula Excursion Fair <ul style="list-style-type: none"> 28 May to 30 June (approximately 5,000 pamphlets distributed) 28 May (one-day event, 117 stamp rally participants) • Travel Land Nagoya <ul style="list-style-type: none"> 18 to 19 June (Hisaya-odori Park, Nagoya City, 600 visitors) • JTB Izu Summer Fair <ul style="list-style-type: none"> 1 June to 30 September (242 stores in the Tokyo, Chubu and Kansai regions) • Tourism EXPO Japan 2022

	<p>22 to 25 September (Tokyo Big Sight, 2,000 visitors)</p> <ul style="list-style-type: none"> • Furusato Tourist Exhibition 2022 in Sendai 5 to 7 October (Sendai Station concourse, 700 visitors, 108 followers on SNS) • Izuhakone Railway Friend Festival 23 November (Izuhakone Railway Co., Ltd. Head Office, 300 visitors) • Izu Umaimon-ichi (delicious foods market) event (Tokyo Station Square Zero, 800 visitors, 190 followers on SNS) • Yokosuka YY Vehicles Festival 3 to 4 December (Verny Park, Yokosuka City, 2,275 visitors, 380 followers on SNS) • JTB Izu Spring Fair Early January to 31 March (240 stores in the Tokyo, Chubu and Kansai regions) • Tokyo Station Tourism Promotion 24 to 25 February (Yaesu Central Gate of Tokyo Station, 400 visitors) <p>* The SNS numbers show the number of people following B-Izu's Instagram, Twitter, and Facebook accounts etc.</p>
Agent sales	<ul style="list-style-type: none"> • Shizuoka Tourism Presentation Meeting 7 April (Sapporo City, discussions with 13 interested business partners) 13 April (Osaka City, discussions with 34 interested business partners) 14 April (Fukuoka City, discussions with 17 interested business partners) 20 April (Okayama City, discussions with 9 interested business partners) 21 April (Hiroshima City, discussions with 6 interested business partners) • Fujinokuni Shizuoka Big Tourism Business Conference in Tokyo 19 April (Shinjuku Ward, Tokyo, 79 participants, discussions with 25 interested business partners)

	<ul style="list-style-type: none"> • Briefing for JR East tourism companies about potential tourism sites in the second half of FY2022 26 April (Shinjuku Ward, Tokyo, 62 participants) • Nagoya AGT Sales 17 June (Nagoya City, discussions with 5 companies interested in doing business) • Tourism EXPO Japan 2022 22 to 23 September (Tokyo Big Sight, discussions with 20 companies interested in doing business) • Sendai AGT Sales 5 to 6 October (Sendai City, discussions with 4 companies interested in doing business) • Fujinokuni Shizuoka Big Tourism Business Conference in Osaka 12 October (Osaka City, 57 participants, discussions with 11 interested business partners) • Fujinokuni Shizuoka Big Tourism Business Conference in Tokyo 27 October (Shinjuku Ward, Tokyo, 91 participants, discussions with 10 interested business partners) • JTB Royal Road Ginza Familiarisation Trip from Kansai 21 to 23 February (4 people involved with JTB Royal Road Ginza)
Pamphlet production	<ul style="list-style-type: none"> • Renewal of rainy day tours brochure Published on 30 September; 15,000 copies produced • Hot Springs and Flower-Viewing Campaign main brochure Delivered on 25 October; 20,000 copies produced (B-Izu version) • Partial updating of the Izu Peninsula Driving Map “Welcome to Izu” Published on 20 January; 10,000 copies produced
Dissemination of information	<ul style="list-style-type: none"> • Disseminating information to travel agencies about summer events, information on the opening of new tourist facilities, annual schedules, and Taiga dramas 10 June (information sent to 147 companies) 13 December (information sent to 154 companies)

	<ul style="list-style-type: none"> • Website page opened combining Taiga drama “<i>What Will You Do, Ieyasu?</i>” with special features on Izu The official B-Izu website features a special page on sightseeing in Izu related to Ieyasu Tokugawa, the Tokugawa family, and the Edo period. • Creating a handbook template file for travel in Izu In order to enhance the content offered for commemorative trips, a template file for a simple guide was created and published on the B-Izu official website.
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○ Evaluation and improvements

- In response to increased demand for travel due to nationwide travel support measures, etc., we have focused on tourism campaigns in the Tokyo metropolitan area and other areas with the aim of attracting visitors to Izu.
- In addition to the Izu Peninsula campaign, which is held twice in summer and spring at JTB stores in the Chubu and Kansai regions, we invited representatives from JTB Royal Road Ginza, which sells tours to wealthy customers, to conduct familiarisation trips on suggested Izu tours for wealthy customers from the Kansai region. This helped us to attract visitors from western Japan.
- In recent years, travel to Izu has gradually shifted from traditional group tours to smaller, individual, and residential tours. This trend has progressed rapidly through the COVID-19 pandemic. Looking ahead, in order to respond flexibly to various changes in the environment, we will explore not only conventional promotion methods but also effective methods such as promoting themed tourism and tourist attraction activities from the visitor’s point of view.

4. Inbound Plan (Plan to Attract Foreign Tourists)

○ Project outline and purpose, etc.

Given that travel restrictions due to COVID-19 have prevented local tourism promotions, we will work with Taiwan’s OTA to provide information and establish sales channels for travel products. In addition, following the lifting of travel restrictions on 11 October, we will aim to expand sales channels by conveying the attractiveness of the Izu Peninsula by offering information on

leading sales in the region, etc.

○ **Status of project implementation**

i. Information Dissemination Project for Inbound Tourism

Subject	Response (timing)
Response to CEO Chen's visit regarding the KKday comprehensive partnership agreement	During a visit to Japan, CEO Chen of KKday Co., Ltd., with whom we concluded a comprehensive partnership agreement in FY2021, met with the chairman and vice-chairman. (15 April)
Taiwan Hospitality Seminar	At the general meeting of Ito Tourist Association, Ito City Hall and Kamo Campus, Director Hayashida hosted a Taiwan hospitality seminar. (30 May, 30 June, 11 November)
TSJ overseas rep training (United Kingdom, Germany, United States, and Australia)	Online training was given on Izu Peninsula tourism information for overseas reps of TSJ. (17 June and 17 January)
TikToker Monitor Tour	In cooperation with KKday, we invited popular TikTokers to the Izu Peninsula for a monitoring tour. (29 August)
Shizuoka Prefecture overseas office training	Online training was given concerning Izu Peninsula tourism information for local staff of Shizuoka Prefecture's overseas offices. (11 October)
Exhibited at Japan Rail Fair 2022	We exhibited at a railway and sightseeing event held in Singapore in cooperation with Izukyu Corporation and Izuhakone Railway Co., Ltd. (14 to 16 October)
Interview by a reporter from well-known magazine "ELLE"	In cooperation with JNTO and TSJ, we gave an interview about Izu to a reporter from well-known lifestyle magazine "ELLE." (15 to 16 November)
Invitation of celebrities from Thailand	In cooperation with Shizuoka City, we invited Thai actress Bow Maylada and actor Lek Teeradetch to promote tourism in the Izu area via SNS. (11 to 12 December)
Giving an interview about Izu to French media	In cooperation with the JNTO Paris office, we worked with reporters from French "Voyage Voyage Magazine" on the theme of food ingredients from the Izu region. (2 to 3 March)
Increased printing of brochures for Taiwan	More pamphlets were printed to distribute to Taiwanese tourists visiting Japan, who have increased rapidly since the relaxation of border control measures, and to help with arranging local sightseeing events. (5,000 copies)

Subject	Response (timing)
Welcoming TSJ reps from the United Kingdom during a visit to Izu	In cooperation with TSJ, on-site training was given in Izu to UK rep staff. (31 January)
Creating online articles for the European and American markets	We hired foreign writers living in Japan to write online articles about hiking trails. (ongoing)

ii. Project to Develop Inbound Travel Products

Subject	Response (timing)
Selling facilities on the KKday platform	In order to promote the listing of Izu products on the KKday platform, we visited each facility accompanied by KKday staff. (ongoing)
Support for familiarisation trips for Hong Kong EGL travellers	In cooperation with the Airports Development Division of Shizuoka Prefecture, we conducted a familiarisation trip for travel agencies from Hong Kong. (22 June)
Shizuoka Inbound Travel Agencies Business Meeting	We participated in a business meeting for inbound travel agencies, sponsored by the Shizuoka Prefectural Tourism Association. (13 September)
Sales targeting Taiwanese travel agencies and visit to "Touch The Japan Festival"	We visited travel agencies and tourism-related administrative agencies in Taiwan to promote sales, and visited the "Touch The Japan Festival," an exhibition of Japanese products held in Taiwan to consider participation in the next fiscal year. (19 to 23 October)
Support for Tokyo hotel concierge familiarisation trip	In cooperation with TSJ, we conducted a familiarisation trip for concierges from the Aman Tokyo hotel. (20 to 21 October)
JTB GMT Sales	We visited JTB GMT to promote sales in collaboration with Shizuoka Prefectural Tourism Association. (27 October)
Taiwan online business meeting	We participated in an online business meeting for local travel agencies held by the Shizuoka Prefecture's Taiwan Office. (15 December)
Winner of the Ministry of Land, Infrastructure, Transport and Tourism's	We entered travel products from the Izu Region as a Project to <i>Support Regions with Important Water Resources</i> in the Ministry of Land, Infrastructure,

Subject	Response (timing)
“2022 Contest for Tourist Itineraries to Regions with Important Water Resources” Inbound Award.	Transport and Tourism’s Contest for Tourist Itineraries to Regions with Important Water Resources won a special “Inbound Award.” (20 December)

iii. Project to Sell Inbound Travel Products

Subject	Response (timing)
Promoting the sale of products in Taiwan	In cooperation with KKday, we promoted the Izu Peninsula on the KKday platform as a way of encouraging product sales. (ongoing)

○ Evaluation and improvements

- In collaboration with “KKday,” one of the largest OTAs in Asia, with whom we concluded a comprehensive partnership agreement in FY2021, we promoted sales with the aim of listing Izu tourism products on the KKday platform. This resulted in eight new listings.
- As new initiatives, we asked TikTok influencers and YouTubers, who have attracted much attention in recent years, to promote Izu. This resulted in a good number of views. In a French media interview on gastronomic tourism, we introduced Izu specialties such as wasabi, salted bonito, and honkarebushi, which were highly praised. In the “Contest for Tourist Itineraries to Regions with Important Water Resources” held by the Ministry of Land, Infrastructure, Transport and Tourism, an E-bike tour around wasabi fields in Izu won the inbound prize.
- Future challenges include expanding the number of countries and regions targeted for invitations while taking into account changes in the global situation, securing a stable number of guides who can accommodate foreign travellers, and further strengthening cooperation with local businesses to develop products for wealthy customers. While utilizing SNS and other tools, we will work with local people to disseminate information widely on the new attractions of Izu.

Project to Promote the Geopark’s “Basic Plan and Action Plan”

○ Project outline and purpose, etc.

Izu Peninsula Geopark was accredited as a UNESCO Global Geopark in FY2018. In FY2021, we formulated a new five-year “Basic Plan and Action Plan.” This basic plan and action plan have been clearly positioned and inherited as the core measures of the Izu Peninsula Geopark and Tourism Bureau, a general incorporated association.

Specifically, we are working on this project as a major project to promote sustainable regional development through geo guide personnel development projects, regional and business-to-business cooperation projects including geo-cafes, education promotion projects, and geotourism projects in sync with tourism, which is a key industry in the Izu region.

○ **Status of project implementation**

i.-1. Holding the Geo Guide Training Course (the 8th course) and related programmes

In FY2022, the training course was launched with the cooperation of Shizuoka University, with whom we concluded a cooperation agreement in February 2022. Currently, experts are invited as lecturers to conduct classroom studies and field work (patrols).

8th Geo Guide Training Course Curriculum	
31 participants: course content is shown below	
Opening day	Lecture name, etc.: 25 lectures and 7 fieldwork regions
16 October (Sunday) Opening ceremony	The Role of Geo Guides and Guides on the Izu Peninsula
	The Origin and History of Izu Peninsula Geopark
29 October (Saturday)	Plate Tectonics and the Izu Peninsula
	Geology and Volcanoes of the Izu Peninsula
	An Introduction to UNESCO Global Geopark
30 October (Sunday)	Weather on the Izu Peninsula
	Education at the Geopark
	Natural Disasters and Disaster Prevention on the Izu Peninsula
6 November (Sunday)	The Seas Surrounding the Izu Peninsula
	Outline of Izu Literature
	Vegetation on the Izu Peninsula
19 November (Saturday) to 18 December (Sunday)	Izu Peninsula Topography
	7 fieldwork courses; taught by Research Fellows. 19 November - Higashiizu area; 26 November - Kitaizu and Nishiizu areas

	27 November - Nishiizu area; 3 December - Nakaizu area; 10 December - Culture and History; 11 December - Kitaizu area; 18 December - Minamiizu area
8 January (Sunday)	History of the Izu Peninsula (held as an open lecture for the general public) "The Warriors of Izu," Instructor: Tetsuo Owada, professor emeritus at Shizuoka University
21 January (Saturday)	The Art of Communicating (interpretation theory) Outdoor Guides and Crisis Management Creating Tours
28 January (Saturday)	How to practice being a guide Lifesaving training practice Lifesaving training theory
Certification examination dates	
18 February (Saturday): Rakujiyuen	
19 February (Sunday): Ryugu Sea Cave and Dogashima Island	
23 February (Thursday/national holiday): Fault Park	
25 February (Saturday) and 1 March (Wednesday), 6 March (Monday): Mt. Omuro	
24 March (Friday): Ryugu Sea Cave	
26 March (Sunday): Fault Park and Mt. Omuro	
27 people passed the test and were certified as new geopark guides.	

After four months of classroom study and fieldwork, 27 students on the 8th course were newly appointed as certified geo guides of Izu Peninsula Geopark. New certification occurred for the first time in three years since COVID-19 forced postponement of course.

i-2 Certified Geo Guide Renewal Course

- Training courses for the renewal of certification periods were conducted for certified geo guides from the second and sixth courses, for whom the certification period was about to expire. Under the title "Approaches to disaster prevention as a geo guide," lecturers were invited to speak as part of a program on disaster prevention cases in Itoigawa City and through community collaborations with the J-League.

1 March (Wednesday): 55

15 March (Wednesday): 5 - Total: 60

* On 15 March, recorded video lectures were given to participants who were unable to attend the lectures on 1 March.

i.-3 Skills Improvement Courses

- In order to further convey the attractions of Izu, we conducted a course

for certified geo guides to deepen their understanding of each region's characteristics and resources.

Under the title "Learning not to be intimidated by stones and minerals! How to give quick answers," an expert in mineralogy was invited as a lecturer to teach guides about rock alteration.

24 & 25 (Saturday & Sunday) February - 40 people in total took the course

* Same content on both days

ii. Implementation of geo guide certification examination

The geo guide certification examination, which was launched in FY2012 and held for the 11th time in FY2022, allows students to study and enjoy the formation, history, culture and society of the Izu Peninsula. For the third-class certification, the exam can be taken at your own pace while researching through books or online. This has helped to increase the number of students taking the exam among family members and employees. This year, 728 students, including first grade students at Shuzenji Junior High School, took this entrance examination, and 702 students passed the examination.

On 15 January (Sunday), 2023, First-class & Second-class examinations were held at three venues: Plaza Verde (Numazu), Higurashi Kaikan (Ito) and Kaikoku Shimoda Minato (Shimoda). A total of 31 students took the exam, with 1 passing First-class and 19 passing Second-class. A nameplate for Mr. Yuzuru Katsuno, who passed First-class, was put on display at the entrance of Georia.

iii. Hosting of Geo-cafes programme

We regularly hosted geo-cafes etc. to provide opportunities for enjoyable learning and interaction with a focus on local resources and the Geopark, with the aim of raising awareness of the Geopark.

As a COVID-19 measure, events were held in small groups with advance reservations.

Item	Overview
Hosting of geo-cafes	<ul style="list-style-type: none">o 16 April (Saturday) - GEO under the waves Venue: WindyNetwork Marine Research Institute Number of participants: 20 The geopark area also includes the sea, up to three

	<p>kilometres offshore. The event was an attempt to listen to people in marine-related jobs about the world of the sea.</p> <ul style="list-style-type: none"> ○ 27 August (Saturday) - Geo Literary Giants Cafe - “Men Returning from the Mountain Pass” (in Japanese) Venue: Yugashima Civic Culture Centre - Amajio; 15 participants Participants enjoyed talking about artists and works related to the Izu Peninsula, using the themes “Mountain passes” and “Doors to other worlds” to start discussions. After the event, the Geo Literary Giants Walk was held. ○ 26 November (Saturday): “Japanese hot spring culture - <i>kyodoyu</i> (community hot springs)” Venue: Oka Hoteinoyu Hot Spring, Ito City (a joint project with the Prefectural Hot Spring Association) 21 participants: Discussing the charms of community hot springs ○ February 11 (Saturday/national holiday) “At the foot of the silica stone mountain” (in Japanese)* Venue: Koganest (rest area) 23 participants: retracing history at a mountain where silica stone was excavated, and studying the glass culture that arose in Western Izu <p>* Due to the favourable reception, an additional event was held jointly with Nishiizu Visitor Centre on 27 March (Monday), attended by 37 people.</p>
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iv. Collaboration with School Education programme

Education at the Geopark targets all generations, from adults to children. Educational activities do not focus only on rocks and geological formations, but also cover the story of the Earth, the history and life of its people, and the connections between industries and cultures that arise as a result. The aims of the activities are to help people learn about the strengths and attractiveness of the region, and to foster love for the local area. In the current fiscal year, geo guides worked with schools to help students learn about the merits of their hometowns through geo-learning. The “Geo-Guiding Manual for Schools” was used to develop future leaders for

sustainable community development and promote improved geo-learning initiatives. In this way, the Geopark was used to promote lifelong learning.

iv-1 Promoting geo-learning in schools using geo educational materials

April - "Secrets of the Izu Peninsula" online study website updated

May - With the cooperation of municipal boards of education, an educational manga booklet "Secrets of the Izu Peninsula" was published.

This was distributed to about 4,700 fifth-grade elementary school students in 15 cities and towns.

October - Education Newsletter No. 25 published

January - Education Newsletter No. 26 published

iv-2 Hosting of educational working groups

- 7 September (Wednesday) - The "Education Promotion Working Group" was launched and activities were started.
 - Deliberations will be held over the course of a year on the theme of addressing regional biases in geo-learning and its penetration into secondary education. With regard to geo-learning, discussions were held on the importance of preparing for educational trips by using local resources as an element for promoting geo-learning in schools.
- 1 December (Thursday): The Second Education Promotion Working Group was held.
 - "Research activities" were carried out at Matsuzaki Senior High School, and efforts were made to collaborate with the Matsuzaki 2030 Project.
 - Discussions were held on the direction of activities at junior and senior high schools, including consideration of model schools and the establishment of a platform for information dissemination on Project-Based Learning.
- 15 February (Wednesday): The Third Education Promotion Working Group was held.
 - Investigations were carried out into education promotion methods in the Northern Izu area (Numazu).
 - Information was shared by Matsuzaki Senior High School and Inatori Senior High School regarding the selection of model schools.

iv-3 Activities as a base for ESD (Education for Sustainable Development) activities

- On 8 September (Thursday), the ESD Promotion Working Group was launched and activities were started.
 - Our organisational merger was used as an opportunity to draft a three-year strategic plan to promote ESD as a platform for educational activities.

It was confirmed that a roadmap would be put together by the end of FY2022 and reflected in the plan, starting with high-priority projects.

- 24 November (Thursday): The Second ESD Working Group was held.
 - Prof. Sato proposed a “theoretical framework of ESD” and geopark activities

Projects for implementation were reviewed in response to working group members’ project proposals submitted for FY2023.

Presentation and exchange meetings, as well as “geo salons,” were held to explore ways of using Geopark resources to find solutions to SDGs.

Discussions were held on proposals for the designation of base schools for ESD activities and the establishment of coordinators.

- 28 February (Tuesday): The Third ESD Working Group was held.
 - Efforts were made to seek project proposals on how to create systems for citizen participation. Discussions were also held on the direction of efforts to promote the publishing of books co-authored by working group members.

iv-4 Promotional activities in cooperation with elementary schools, junior high schools, high schools, special needs schools, etc.

Elementary and junior high schools: In FY2022, collaborative and promotional activities were carried out involving 1,904 students at 23 elementary schools, 966 students at six junior high schools, and 36 teachers at two high-school teacher training sessions.

(a) Nirayama Senior High School

September - Geopark study for science and mathematics students (classroom learning and fieldwork)

December - “Geotrain” activities in collaboration with Izuhakone Railway

are scheduled for December.

A joint project is being carried out with students of the Photographic Reporting and Exploration Club.

(b) Numazu Commercial High School

Advice was given to the Information Business Course, which engages in research on regional issues using the Geopark as a research topic.

Numazu Commercial High School plans to continue working with the Geopark on its new course, which is scheduled to start in FY2023.

(c) April - University of Shizuoka; September - Nihon University, College of International Relations

A lecture was given on “UNESCO’s Geopark Philosophy, and Practice at the Izu Peninsula Geopark.”

iv-5 Free Dispatch of Lecturers to Schools Newly Introducing Geo-Learning programmes

- In FY2019, recognising that the cost of paying lecturers’ fees to geo guides was an issue that was hindering the spread of geo-learning, we established a system for subsidizing guides’ fees for the first year only at schools newly engaging in geo-learning. In addition to existing schools, we dispatched guides to four new schools to promote geo-learning.
 - New schools: May - 277 second-year students of Nagaizumi Junior High School, Nagaizumi Town
 - June - 36 students in the fifth grade at Inatori Elementary School, Higashiizu Town
 - July - 83 students in the fifth grade at Nishi Elementary School, Kannami Town
 - February - 10 students in the third grade at Shirahama Elementary School, Shimoda CityLectures were given to a total of 406 children and students.

iv-6 Disaster prevention (reduction) related projects

April - We participated in Izu Eastern Volcano Group Disaster Prevention Council (administrative office: Ito City)

v. Project to Promote Geotourism

The geo-guided tours based at visitor centres located around the Izu Peninsula were highly praised in the UNESCO Global Geopark Review held in October.

In particular, using the E-bikes (electric power-assisted bicycles) to visit Nalaizu's wasabi streams allowed visitors to enjoy the natural resources and scenery of the Izu Peninsula. In the current fiscal year, we are taking measures to conserve and utilize the natural environment, and to be environmentally friendly in anticipation of the post-COVID-19 era. In addition, we are working to improve the quality of geo guides, revitalize the local economy, and raise the awareness and brand power of UNESCO Global Geoparks in collaboration with the Sustainable Tourism Project, which Shizuoka Prefecture is promoting as a priority measure.

Item	Overview
Project to Promote Geotourism	<ul style="list-style-type: none"><li data-bbox="584 992 1501 1077">○ Scuba Diving Experience & Beach Sommelier Experience at LaLaport NUMAZU - 27 and 28 August<li data-bbox="584 1088 1501 1218">○ Monitoring tours were carried out to plan and commercialize tours of geosites using E-bikes for guests staying in the Izu Peninsula. Dates of implementation: 20 and 27 March We created videos of these experiences for dissemination through SNS and at various events, with the aim of attracting visitors to the Izu Peninsula, thereby helping to promote further regional revitalization. We filmed the content on 14 November, and uploaded the video on the website and SNS from December.<li data-bbox="584 1588 1501 1695">○ 14 February: Georia was covered on SBS programme "That's Nice"

○ Evaluation and improvements

- The geo guide training course was held for the first time in three years, and the curriculum was restructured. The content of the course made full use of the comprehensive cooperation agreement concluded with Shizuoka University in 2022.

- For the geo guide certification examination, there were more participants than usual at Level 3, but the number of examinees at Levels 1 & 2 varied noticeably depending on the venue. It was particularly noticeable that there were only three examinees at the Shimoda venue. For this reason, we will review the methods of announcing and selecting venues, and the examination implementation methods.
- As for the Collaboration with School Education programme, lecturers were dispatched free of charge to four schools newly introducing geo-learning. Of these, promising results in promoting geo-learning for the future were seen at Nagaizumi, Kannami and Higashi-Izu towns as these areas had a few track records of geo-learning.
- COVID-19 meant that it was not possible to conduct geotourism until last year, but we were able to implement a monitoring tour aimed at commercializing tour plans to visit geosites using E-bikes. We also increased the visibility of the Geopark by promoting it on social media and television.
- In the Hosting of Geo-cafes programme, the local industry (silica stone in Nishiizu) was covered as a new theme in an attempt to dig up memories of the region and pass on stories. In “Geo under the waves,” we handled the theme of undersea topography around the Izu Peninsula, allowing us to raise awareness and interest in the Geopark as a marine area.
- In addition, following the organisational restructuring, two working groups were established as successor organisational meetings of the education subcommittee of the Izu Peninsula Geopark Promotion Council. Specialists from each region and domain were invited to become working group members to create a platform for contributing to the organisation’s medium- to long-term planning.
- During the three years of COVID-19, events had to be cancelled and the ways in which events were held was revised. After a year in which various events were finally resumed with great care, it is now necessary to actively engage in activities that will attract the attention of citizens and townspeople in the region, and to promote awareness and understanding of the Geopark in the region as a pressing issue. As for events, we will devise ways to encourage local people to attend, such as advertising the events and setting maximum numbers of participants.

Geopark Research and Development Plan

○ Project outline and purpose, etc.

Research activities by Research Fellows are also an important part of UNESCO Global Geopark activities. In the current fiscal year, three Research Fellows are conducting research in their respective fields of specialisation and contributing to related projects.

In a related project, active efforts are being made to exchange information, case studies and mutual visits with experts at other geoparks. In addition, in order to encourage the publication of the international academic papers required as a UNESCO Global Geopark, we are supporting advanced research on the Izu Peninsula through the use of research grants.

○ Status of project implementation

i. Research-related activities

Support for the cost of collecting information related to their research is given to specialist Research Fellows tackling research in the following fields as a way of supporting research activities in these fields.

- Dr. Asahi is a full-time research fellow on the geography of the Izu Peninsula (Nirayama Reverberatory Furnaces and Tsunami Monument)
- Mr. Endo is a full-time research fellow on the geology of the Izu Peninsula (Geological Research on the Southern Part of the Izu Peninsula)
Field surveys were conducted up to FY2021 on geological bodies of unknown age at Iruma in Minamiizu Town. Volcanic bombs and various rock samples were collected. In FY2022, thin sections necessary for rock description were prepared for the obtained samples, and five of these were subjected to whole-rock chemical composition analysis. The dating of volcanic rock samples and writing of academic papers are scheduled for FY2023.
- Dr. Tsuji is a full-time research fellow on humanities in the Izu Peninsula (research on the safeguarding of intangible cultural heritage and ESD)

ii. Support for research activities

Support was provided under the Izu Peninsula Geopark Academic Research Grant Guidelines. Subsidies of up to 300,000 yen are given for surveys and research on the Izu Peninsula. One out of four applications was accepted this year.

- Recipient: Tomoki Kase (Department of Geology and Palaeontology, National Museum of Nature and Science)
Research topic: “Clarification of species diversity of molluscan fossils in Miocene isomeric limestone bodies in the Izu Peninsula”
Grant amount: 290,000 yen

iii Project to Host the Research and Academic Working Group

The following research presentations were given on the theme of Mt. Omuro.

- 23 February, 2023 (Thursday/national holiday): “The Wonders of Custard Pudding: Mt. Omuro Research Presentation”
Venue: Ito City Tourist Hall, Annex
Lecture: “How burning dead grass protects unique Japan greenery on Mt. Omuro”
Lecturer: Masayuki Nemoto, Specially-Appointed Research Fellow, Graduate School of Agricultural and Life Sciences, The University of Tokyo
Lecture: “Using cosmic rays to see the inside of a volcano”
Lecturers: Seigo Miyamoto, Assistant Professor, Earthquake Research Institute, University of Tokyo
Masato Koyama, Deputy Director, Shizuoka University Centre for Integrated Research and Education of Natural Hazards
145 participants

iv. GGN (Global Geopark Network), APGN (Asia-Pacific Geopark Network), JGN (Japan Geopark Network) activities

We are required to actively participate in and contribute to network activities among geoparks, such as GGN, APGN, and JGN.

Accordingly, for the purpose of networking among geoparks as a feature of geopark activities, we participate in the activities of the Global Geoparks Network (hereinafter referred to as “GGN”), the Asia-Pacific Geoparks Network (“APGN”), and the Japanese Geoparks Network (“JGN”), and we will disseminate and collect information about Izu Peninsula Geopark through information-sharing and mutual exchange of surveys and research, thereby enhancing network exchange and research activities.

Subject	Response (timing)
Participation in the Global Geopark Network (GGN) Project	<ul style="list-style-type: none"> ○ Contributing articles to the GGN Newsletter ○ Contributing to and publishing GGN publication, Geoparks and Oceans (United Nations collaborative project, “A Decade of Ocean Science for Sustainable Development”) ○ Submission of Annual Report 2021 ○ 21 April: UNESCO/GGN event Online participation in a newly accredited global geopark welcome event ○ 8 June: Video by GGN related to World Oceans Day Materials and articles to submit for “Global Geoparks Network in the World Oceans Day” ○ 15 to 25 November, hosted by UNESCO Remote participation in Geopark Intensive Training (Research Fellow Dr.. Tsuji)
Participation in the APGN (Asia-Pacific Geopark Network) Project	<ul style="list-style-type: none"> ○ Held from 4 to 11 September Attendance at the APGN Conference and Symposium (Research Fellow Dr.. Asahi, and Chief Mr. Ishida) <ul style="list-style-type: none"> • About 400 people involved in geoparks came together for the conference. The venue was Satun Geopark, Thailand. • Research Fellow Dr. Asahi gave an oral presentation at the session. “Contribution of geoparks to the scientific value of world cultural heritage sites” • Case study presentations by Japan Geopark Network SDGs train: Case study of the <i>tsunagudensha</i> train initiative • Information is exchanged between members of geoparks in Japan (Muroto, Nanki Kumano, Mt. Chokai & Tobishima Island, and Sakurajima-Kinkowan).
Participation in the Japan Geopark Network (JGN)	<ul style="list-style-type: none"> ○ 25 & 26 April: Visit to Muroto UNESCO Global Geopark, lecture and exchange of information about UNESCO site inspections (Research Fellow Dr. Asahi) ○ 21 May: Attendance at JGN Steering Committee <ul style="list-style-type: none"> • Venue: Chiba Makuhari Messe

Subject	Response (timing)
	<ul style="list-style-type: none"> • Participants: Secretariat-General Mr. Kanesashi; Research Fellow Dr. Tsuji ○ 26 May: Attendance at the JGN Ordinary General Meeting, and General Assembly of the Council and Geopark Parliamentary Forum <ul style="list-style-type: none"> • Venue: House of Councillors, Tokyo • Participants: Director Kikuchi, Director Kanesashi ○ 4 July: Participation in JGC-hosted Geopark Basic Training Session (remote participation) ○ 21 to 23 October: National tournament <ul style="list-style-type: none"> • Venue: Hakusan Tedorigawa Geopark, Ishikawa Prefecture • Introducing the SDGs train: <i>tsunagudensha</i> train initiative at a poster session • Geo guide Haruki Tsuchiya won a national award for educational achievement • Participation in keynote speeches and subpanel sessions • Booth exhibits, sales etc. ○ 21 to 23 November: Japan Geoparks Network national training course <ul style="list-style-type: none"> • Venue: Mt. Kurikoma Area Geopark, Miyagi Prefecture • Participants: General Manager Kanesashi • There were 70 participants from 42 geoparks across Japan • Theme: Conservation and utilization of geological heritage at geoparks Training on creating site conservation plans; Preservation and utilization planning for the scenic beauty of Izu Southwest Coast Case studies were introduced. ○ 17 to 19 February: The 10th Nanki Kumano Geopark Festival <ul style="list-style-type: none"> • Venues: Nanki Kumano Geopark (Shingu City, Wakayama Prefecture and elsewhere) • Collaboration meeting for Japanese geoparks facing the Kuroshio Current in the Pacific Ocean Discussions on future mutual cooperation and exchange projects

Subject	Response (timing)
	<ul style="list-style-type: none"> ○ 10 to 12 March: International Marine Debris Symposium in Oki Islands <ul style="list-style-type: none"> • Venue: Oki Islands UNESCO Global Geopark • International Symposium on Marine Debris. Attendees participated in fieldwork and took part in case lectures and events on debris-related issues. Discussions on mutual cooperation and exchange projects with Oki Islands and Sado
<p>Acceptance of tours, training, etc. from Japan and overseas</p>	<ul style="list-style-type: none"> ○ We featured in the program “Grand Detectives” on NHK’s international channel “NHK World” and explained the relationship between the formation of the Izu Peninsula and wasabi cultivation. ○ We worked to increase our international capabilities by appearing in a TV programme introducing the concept of geoparks and giving practical examples from Izu Peninsula for citizens of the Ulsan region and geopark in South Korea, which was preparing a global geopark application. (July) ○ 28 June: We welcomed an administrative tour by Iida City Council from Nagano Prefecture. The delegation was made up of 11 city councillors and employees. We toured Georia and introduced geopark activities. ○ 30 June: We welcomed an administrative tour by Otsu City Council from Shiga Prefecture. The tour included two members of the City Council; we spoke about the operation of Georia and organizational controls. ○ 15 July: We welcomed an administrative tour by the Standing Committee on Industrial Construction of Seiyō City Council. The delegation was made up of eight city councillors and employees. We discussed the operation of Georia and the contents of its exhibitions. ○ 8 to 10 March, 2023: We welcomed a tour from Ghana, Africa. <ul style="list-style-type: none"> • Purpose of visit: to tour visitor centre activities and

Subject	Response (timing)
	management systems

○ Evaluation and improvements

- Regarding adopted research, reviewed scientific papers have been published every year since 2018. The organizational changes have been successful and this is one reason that supported the reaccreditation of the Geopark.
- Widespread publicity has motivated leading researchers to conduct world-class research on the Izu Peninsula, including marine areas, on the premise of receiving research grants.
- Instead of focusing solely on academic grants, for example for the publication of reviewed articles, full-time Research Fellows will self-publish reviewed articles. As a first step, ongoing efforts are being made to give research presentations at international conferences.
- We will actively participate in GGN, APGN and JGN activities and fulfil our responsibilities as a UNESCO Global Geopark.
- Regarding Grants-in-Aid for Scientific Research, the number of applications for grants was low due to insufficient prior publicity. For this reason, in the new fiscal year, we will start accepting applications at the beginning of the fiscal year, and we will thoroughly inform and disseminate information so that the Grants-in-Aid for Scientific Research system can contribute to the creation of world-class new scientific knowledge on the Izu Peninsula.
- With regard to network activities, COVID-19 forced us to take programmes online and implement other measures, but looking ahead we will be working “With COVID-19” with no restrictions on activities. Accordingly, we will support efforts to establish geopark activities truly rooted in the region through the establishment of new networks, in close cooperation with people involved in geopark activities in the region, business establishments and research institutes working in mutual partnerships, as well as regular members, supporting members and supporters of our association.
- As part of Japan’s geopark network activities, we will actively disseminate information on the geopark activities and deepen exchanges, leading to the

improvement of the Geopark brand, which is an ongoing issue.

Geopark Regional Cooperation Plan

o Project outline and purpose, etc.

Based on the recognition that the basis of geopark activities is encouraging local residents to understand the perspective of the geopark, voluntarily sustain it, and pass down activities to new generations, we will further strengthen the cooperation we have cultivated with local communities and businesses in the region; we will also contribute to the creation of sustainable communities through geopark activities.

We have engaged in children's art exhibition competitions and partnership cooperation projects.

o Status of project implementation

Item	Overview
Children's painting contest	<p>Contestants expressed things that amazed them or things they wanted to tell people about the Izu Peninsula, based on the theme "Izu Peninsula Geopark - Our Home."</p> <ul style="list-style-type: none"> o Entries accepted: August; Application deadline: 15 September o 70 entries were received from elementary and junior high schools in the region <p>Co-sponsored by Sun to Moon Kakitagawa and Mishima Shinkin Bank</p> <ul style="list-style-type: none"> o 24 October: Outstanding entries were decided by the judging panel o Hosting of the travelling exhibition (the travelling exhibition is ongoing) <p>Georgia → Gateway Kannami → Sun to Moon Kakitagawa → Geo Terrace → Koganezaki Crystal Park → Nagaizumi Tourist Exchange Association → Sanshin Atami Street Gallery → Sanshin Shimoda Street Gallery</p>
Regional Revitalisation Project	<p>Partnership collaboration programmes</p> <ul style="list-style-type: none"> o Nirayama Reverberatory Furnaces (Izunokuni City) <ul style="list-style-type: none"> • 9 July: A workshop was held for the Reverberatory

	<p>Furnaces Day event.</p> <ul style="list-style-type: none"> • 25 February: A panel was exhibited at a lecture on the exchange of reverberatory furnace technologies ○ Shizuoka Gas Co., Ltd.; The theme for the current fiscal year is “Wild game.” • April: 1st Geo Grand Exhibition - Animal Damage and Wild Game Cuisine • August: 2nd Geo Grand Exhibition - Learning the Nutritional Benefits of Wild Game • November: 3rd Geo Grand Exhibition - Amagi Trekking • December: 4th Geo Grand Exhibition - Understanding and Cooking with Wild Game
<p>Visualization programmes</p>	<ul style="list-style-type: none"> ○ June: Making and selling newly designed geo polo shirts ○ SDGs Train: Service opening ceremony held on 21 July at Izu-Kōgen Station <p>Collaborative programmes with Izukyu Holdings</p> <p>We put together the story of SDG activities in the region as a way of introducing this to train users.</p> <p>The story provides information on the Geopark and SDG activities in the region to people using trains.</p> <ul style="list-style-type: none"> ○ Izuppako Geotrain (republished) ○ We helped to maintain information boards (municipal project). ○ We supported information dissemination projects at the visitor centres and displayed the UNESCO logo. <ul style="list-style-type: none"> • Amagi Visitor Centre refurbishment • Creation of the Kannami Visitor Centre Exhibition ○ Banner distribution

○ Evaluation and improvements

- Based on a cooperation agreement concluded with the Nirayama Reverberatory Furnaces (Izunokuni City) in December 2021, we helped to promote collaboration between the World Heritage Sites and Izu Peninsula Geopark and Tourism Bureau. For example, we worked with Izu Peninsula Geopark and Tourism Bureau Research Fellows, hosted workshops on Reverberatory Furnaces Day, and held panel displays at lectures held at the Nirayama Reverberatory Furnaces. Our UNESCO programmes cooperation

projects also received high marks during on-site screening for the UNESCO Global Geoparks recertification review carried out in October.

- The number of entries for the Children's Art Contest was low, at just 70 entries (15 entries by junior high school students; 33 entries by fourth to sixth grade students; 22 entries by first to third grade students) due to the closure of classes before the summer. Accordingly, bringing forward the date for accepting entries will help to increase the number of entries, especially for junior high school students.
- Collaborative events with Shizuoka Gas offer an opportunity to introduce a new group of participants to geopark activities. We will follow up on the case studies introduced on the SDGs Train on the Izu Peninsula at geo-cafes and other locations.

9. UNESCO Global Geopark Improvement Recommendations

Plan

○ **Project outline and purpose, etc.**

The nine improvement recommendations presented when Global Geopark designation was received in 2018 represent challenges for the Geopark to address; these need to be tackled in cooperation with our constituent municipalities and local residents.

In response to the recommendations, clear evidence was provided at the time of the revalidation. Responding to recommendations is not an initiative to be undertaken for the purposes of the current revalidation, but this activity does need to be implemented on an ongoing basis in the future. Accordingly, we will further promote the assessed activities to ensure they become established as ongoing community-led initiatives.

The re-accreditation review was conducted from 10 to 13 October (Monday to Thursday) (see “UNESCO On-site Recertification Review Report”). An outline of the recertification activities was explained to the reviewers as follows.

i. Recertification Support Project

Initiatives	Summary of explanations given at the time of the Global Geoparks recertification
Preparing the Basic Plan and Action Plan 2021-2025 - English language version	As part of work to translate and edit the Izu Peninsula UNESCO Global Master Plan and Action Plan 2021-2025, we created an English language version with over 80 pages, which we printed and published online. An English language version was provided at the time of the review. We explained that this plan has been passed on to the newly merged organization.
Creating a database of cultural properties	In May 2022, the English language list of National Treasures and Important Cultural Properties of the Izu Peninsula was completed. A total of 134 cultural properties, including folk cultural properties and cultural properties designated by municipalities, were compiled into a database, and the English language version was made available online. Most of the cultural properties are described in English, but there were outstanding issues with information about intangible cultural properties. Accordingly, a comprehensive inventory of cultural properties was reported in

Initiatives	Summary of explanations given at the time of the Global Geoparks recertification
	accordance with the previous recommendations.
Conducting lectures on intangible cultural heritage and contributing newspaper articles	In order to enhance the inventory of intangible cultural heritage and smoothly implement conservation programs, Research Fellows gave lectures to geo guides and local residents and contributed columns to <i>Shizuoka Shimbun</i> newspaper on the principles and systems of intangible cultural heritage to raise awareness.
Production of literature exhibits at the Amagi Visitor Centre	In response to the recommendation to catalogue and promote the future use of literature and art related to Izu, a permanent exhibition of literary works set in the Amagi Pass was launched at the Amagi Visitor Centre in July.
Accumulation and disclosure of information on corporate governance	Substantial updates were made to the English language version of the website. The organisation's decision-making process, the significance and background to the organisational merger, medium-term strategy, single-year business plan, and financial information were published in English.
Development of tours in inland areas	<ul style="list-style-type: none"> ○ In cooperation with Ikeshiro District in Matsuzaki Town, the Kamo Agriculture and Forestry Office, and the Geo Guide Association, we started work on developing compact and sustainable Wasabi Sawa tours. ○ We also developed E-bike tours in Nakaizu. (See 6-v above)

ii. International exchange and cooperation projects (see 7-iv for UNESCO-related projects)

1) Exchange with Ciletuh-Palabuhanratu UNESCO Global Geopark in Indonesia

November 2019: Courtesy visit by the Government of West Java Province and senior officials from Sukabumi Regency, Indonesia.

At the Shizuoka Prefectural Office, a "Bilateral memorandum of cooperation between Izu Peninsula UNESCO Global Geopark and Ciletuh-Palabuhanratu UNESCO Global Geopark" was signed by representatives of both parties (Chairperson Kikuchi of Izu Peninsula Geopark Promotion

Council and Deputy Minister Somantri of Sukabumi Regency) as well as the attending governors, Governor Kawakatsu of Shizuoka Prefecture and Governor Kamil of West Java Province.

In response to the memorandum, the following exchange projects were undertaken in the current fiscal year.

- August: Research Fellow Dr. Asahi gave a keynote speech at the “Summer School for Geodiversity” hosted by Professor Mega, Academic Advisor, Ciletuh-Palabuhanratu Global Geopark.
- September: Both parties participated in the Asia-Pacific Geopark Symposium held in Thailand. Specifically, Research Fellow Dr. Asahi and Professor Mega reviewed their efforts to date and agreed to conduct online school exchanges next year as an outstanding issue to be tackled. In addition, the two sides agreed to renew and continue the “bilateral memorandum of cooperation” after 2024.
- The two geoparks exchanged information and certification materials to support one another in the process of recertification, as both geoparks are scheduled to undergo on-site inspections by the end of the year.

○ Evaluation and improvements

- The revalidation application was highly evaluated by the reviewers as an “extremely detailed and comprehensive” application, allowing us to achieve global recertification. In this way, we achieved our goals. Furthermore, one of the issues in recertification was clarifying the significance of the organisational merger. It is likely that the improved dissemination of organisational information in the English language and improved accountability, including on the above point, have become medium-term assets for the organisation.
- It should be noted that global recertification will only be possible through the diversification of programs and accumulation of results over the five years since global certification. We also need to note that there is a need for a budget and personnel to be allocated annually, and that ongoing efforts will be required for the next round of recertification.
- The following point requires improvement. Despite the fact that the accumulation of information and results for recertification purposes is a job

that needs to be steadily implemented from a medium-term perspective, in the process of achieving recertification, some areas still lacked accumulated information with just a few months to go until the review, and the response was slow. It is necessary to execute programmes more systematically in preparation for the next recertification. Furthermore, attention needs to be paid to the possibility that the next round of recertification will require overall changes to the organisation, such as the promotion of bottom-up and grassroots civic engagement and the correction of gender imbalances among the organisational leadership.

- In addition, exchanges with Ciletuh-Palabuhanratu Global Geopark continue to be difficult due to the COVID-19 pandemic, including difficulties with in-person visits, but good human relations between the officials in charge have been maintained, and revitalization can be expected after the resumption of travel from FY2023.

Georia Management and Operation Project

○ Project outline and purpose, etc.

Georia was opened in April 2016 as a central base for Izu Peninsula Geopark. It is used as a base by full-time geo guides for popularising the Geopark, as well as introducing and explaining the best places to visit in the peninsula, and for carrying out educational activities.

Under the basic plan, in addition to the permanent exhibitions of Georia, we will hold planned exhibitions (about three times a year) and events to create an environment where visitors can learn while enjoying the Geoparks; we will also conduct planned exhibitions and guided tours by geo guides. Georia's function as the central facility for disseminating information among visitors will be strengthened by entrusting the guide function to the Izu Peninsula Geo Guide Association while continuing to take all possible measures against COVID-19. It has also strengthened efforts to build a network of visitor centres, and appropriately disseminate information to visitors as a base for disseminating information on the Geopark to visitors to the region, for improving visitor satisfaction, and for promoting travel within the region.

○ **Status of project implementation**

Item	Overview
Status of implementation for planned exhibitions	<p>[Permanent exhibition] Exhibition introducing Ciletuh-Palabuhanratu UNESCO Global Geopark in Indonesia</p> <p>[Planned exhibitions]</p> <ul style="list-style-type: none"> ○ 16 June to 19 July: Small and Medium-Sized Mammals Exhibition - 1,460 visitors ○ 20 July to 31 August: Large Mammals Exhibition - 1,707 visitors ○ 1 September 1 to 4 October: Insect Mimicry Exhibition - 1,023 visitors ○ 5 to 25 October: Izu Festival and Performing Arts ○ 19 January to 14 March: Lost City Opened to the World (Industrial History of Izu Stone) <p>* An online lecture related to the exhibition was given on 29 January.</p>
Outdoor Workshop Events (COVID-19 measures)	<ul style="list-style-type: none"> ○ 21 August: Oshiba Workshop (co-organised with Shizuoka University) - 7 participants ○ 28 August: Shuzen-ji Temple Japanese Paper-Making Experience (co-organised with Shizuoka University) - 7 participants ○ 25 December: Crafting using marine plastics - 17 participants ○ 12 March: Making glass drops by melting silica stone - 10 participants ○ 12 March: Sweet potatoes baked on Izu stones - 11 participants ○ 25 March: Mountain nature observation - 11 attendees ○ Year-round: Digging Izu soft stone... a relay-style outdoor stone excavation experience Anybody is free to borrow a hammer and chisel at Georia and carry out light excavation of the Izu stones placed in the courtyard. Georia touring workshops ○ 4 May: Painting samurai with rock paint (Izu City Museum) ○ 23 February: Mt. Fuji Itadaki Marche (Rakujuen) - 82

	participants
<p>Hosting of Visitor Centre Information Exchange Meeting</p>	<ul style="list-style-type: none"> <li data-bbox="584 324 1492 929"> <p>○ 1 June: The First Visitor Centre Information Exchange Meeting was held. (Venue: Shuzen-ji Temple General Hall) The participants included 24 administrative staff and visitor centre staff. A workshop was held on the theme of “Increasing recognition of visitor centres,” which was identified as an issue at the liaison meeting last year. Many of the participants expressed the view that such information exchange meetings should be held on a regular basis, and confirmed that they would continue to strengthen visitor centre network activities and strengthen the geopark as a base for the dissemination of regional information.</p> <li data-bbox="584 952 1492 1164"> <p>○ 14 December: The Second Visitor Centre Information Exchange Meeting was held. The venue was <i>Community Nagaizumi</i>, the Nagaizumi Visitor Centre. Nagaizumi Visitor Centre activities and geo tour</p>