

GGN - Geopark Annual Report 2022

1. GEOPARK IDENTITY

Toya-Usu UNESCO Global Geopark, Japan, Asia Pacific Geoparks Network

Year of inscription / Year of the last revalidation: 2009 / 2019



Kids Festa 2022 - Let's have fun at Geopark! - took place on 19 September 2022

2. GEOPARK FIGURES (between April 2022 and March 2023)

Number of Geopark staff: four (A geologist will join as of 1 April 2023)

Number of visitors: 3.3 million for one-day trip, 554 thousand for overnight stay

Number of Geopark events: 45

Number of Geopark programmes at school: 38

Number of press releases: 22

3. GEOPARK ACTIVITIES

Major achievements in 2022

- * "Kids Festa 2022 - Let's have fun at Geopark!" event was held to provide elementary school pupils and smaller children with the opportunities to enjoy food, woods and art in the Geopark (see a photo).
- * Renewed seven interpretation panels installed two general information panels and six interpretation panels.
- * Restructured the Geopark Partnership system - 17 local enterprises became Geopark partners.
- * Organised three lectures on indigenous Ainu culture for tour guides.
- * Enhanced the exhibition space in the Toyako Tourist Information Centre.
- * Achieved 500 downloads of Geopark outdoor learning textbook data on the UGGp website.

Contributions towards GGN - Networking and participation

- * Posted an article on the UGGp volcano meisters on GGN Newsletter 2022 Issue 1.
- * Participated online in the International UGGp conference in Satun UGGp, Thailand, presenting the publication project on an indigenous language.
- * Hold a five days lecture program to 12 Latin America-based experts in disaster mitigation, about the role and value of Geopark initiatives for local disaster reduction and the application process.

Management and financial status

- * The Action Plan 2022 was approved in the UGGp general meeting.

Geoconservation

- * Nire Kagaya, the UGGp staff, led the working group on communication to reduce geological material collection and sales in the Japan Geoparks Network (JGN), in which they shared information and published flyers to call for action to reduce the sale of geological items.
- * Managed geosite conservation activities based on the classified list and monitoring form.
- * Maintains geosites on a regularly basis by weeding the Nishiyama foot and other walking trails.
- * Shared views with the education promotion committee on the conservation and sustainable use of geosites.
- * Shared views with the resident committee on geosite conservation.

Sustainable tourism (Geotourism)

- * Rolled out a popular stamp rally event by taking advantage of contact restrictions under the pandemic. A cumulative total of 886 people reached the checkpoints established at 9 destinations.

New educational programs on geoconservation, sustainable development and disaster risk reduction

- * Conducted a volcano meister certification exam - eight applicants passed. A total of 58 volcano meisters currently.
- * 28 disaster risk reduction programmes were conducted for local schools by volcano meisters.

Strategic partnership

- * 17 local enterprises became Geopark partners. The interview article of four enterprises appeared online and via free paper, introducing their business profiles to the readers.

Promotional activities

- * Conducted an event at Hokkaido Museum with one UGGp and four JGN Geoparks in Hokkaido, organising programmes that emphasized the importance of volcanoes and disaster risk reduction.
- * Ran a booth at many events in Hokkaido's capital city Sapporo, promoting UNESCO Global Geopark initiatives to visitors.
- * Posted articles of Geopark contents to the SDGs education brochures published by local municipalities and tourism organisations.
- * Provides tour products of disaster risk reduction education, a set of outdoor learning textbooks and guided tours; develops PR materials to sell the product to schools and travel agencies.

4. CONTACTS

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