

Japan Geoscience Union Meeting 2011

(May 22-27 2011 at Makuhari, Chiba, Japan)

©2011. Japan Geoscience Union. All Rights Reserved.



O022-P14

Room:Convention Hall

Time:May 23 16:15-18:45

How did Global Geopark change Itoigawa municipal museum?

Hiroshi Miyajima^{1*}

¹Fossa Magna Museum

INTRODUCTION

Fossa Magna Museum (FMM) in Itoigawa is the municipal museum opened in April 1996. Geology of Itoigawa, discoverer E. Naumann of Fossa Magna, and rocks, minerals and fossils from the world are displayed in the museum. A visitor from opening exceeded 940,000 people.

The FMM played an important part with the education and the sightseeing in Itoigawa. Moreover, there were some discoveries such as new species fossils and four new minerals by curators. The FMM is the kernel facilities of the exhibition, education, research, and strage of geological specimen of Itoigawa geopark (IGP), too. Changes in the museum by the promotion of geopark will be reported.

EXHIBITION

English commentary plate has been added. A voice guide was handled newly and it made explanations by Japanese, English, Chinese and Korean. A multi purpose exhibition room was moved to the exhibition room only for the geopark. It can get fundamental information about the IGP and the geotour in this room.

EDUCATION

The outreach lecture was begun instead of lecture in the FMM. Local information was increased in the lecture, and a topic except for the geology was included, too. There were more participants than a lecture in FMM. It could get interesting information from the person living for many years by the lecture outside the FMM. Geology hiking was renamed in the Geotour, and not only geology but also creatures and cultures learned in the Geotour. The skill of the curator's explanation improved by many outreach lectures and the Geotours.

VISITORS

It increased to 59,591 people in 2009 though visitors in the FMM were 46,411 people in 2008. This is a big increase of 128% compared with the previous year. It expects that the visitor in 2010 is almost the same as 2009. This increase might be an effect of Geopark and ETC discount in expressway.

MUSEUM SHOP

The museum shop of FMM was extended in 2008 because sales of the mineral, fossil specimen and natural stone accessories were good. However, it was told that the GGN inspectors were prohibiting selling of geological objects in the FMM when the IGP was examined in July 2009. The shop income in 2010 decreased from the previous year for about six million yen as of the end of January in 2011 because it had stopped sales of the specimen. Sales decreases of specimens are too large though various commodities that did not violate the rule of GGN in the shop were newly introduced. It is necessary to make an effort to the development of suitable commodities for Geopark. Because sales of the jade from Itoigawa were traditional, the permission of GGN was obtained.

Even if it is a specimen for the education and the research, its sales are not admitted in GGN. However, a genuine specimen of the fossil and the mineral increases the interest in earth sciences for children. It influences the personnel training as there is a person who became a specialist because of the specimen and the collection, too. It is difficult to tell the feeling of quality of the mineral by the replica and the image.

In addition, the cement made from limestone can be sold though the fossil specimen found in the limestone mine cannot be sold in the shop. The sandpaper made from the garnet can be sold though the specimen of garnet discovered in the mine cannot be sold. It is quite difficult for a general person to understand this strange rule.

INVESTIGATION AND RESEARCH

It increases there is no curators in the museum, guides to the visitor, and the service of the judgment on minerals and fossils etc. has decreased. Moreover, the time that the curators spend on a geological research about the region has decreased because of

an increase in the business related to IGP. Therefore, academic conference presentations and the thesis writing in the field other than Geopark are slack, and the registration of the specimen of the museum is the stagnation feelings.

Keywords: Itoigawa geopark, museum, number of vistors, Fossa Magna Museum, museum shop, sales of specimen