

GGN - Geopark Annual Report 2016

1. GEOPARK IDENTITY

Geopark name, country, regional network: Shennongjia UNESCO Global Geopark (China, Asia-Pacific Geoparks Network)

Year of inscription: 2013



2. GEOPARK FIGURES

Number of Geopark staff members: 186 staff members including 6 geoscientists

Number of visitors: 2.0365 million person-time

Number of Geopark events: 11 events, including the 1st Forum of Shennongjia UGG, the Rhododendron Festival, the annual ceremony to worship Emperor Yan, the Dajiuhu Cycling Race, the 1st Hiking Challenge, as well as popular science summer camps organized by Chinese Alliance for Outdoors and Explorations, Chinese Mountaineering Association, etc.

Number of school classes realizing Geopark educational programmes: 15

Number of Geopark press release: 23

3. GEOPARK ACTIVITIES

Major achievements in 2016

In 2016, Shennongjia UGG successfully held the 1st Forum of Shennongjia UGG, built the Geoscience Information Database and the Geo-heritage Database, built and opened the Giant Panda House, improved the interpretation & sign system, and constructed 2 ticket selling & checking systems, 2 parking lots, 9 toilets and 20km of asphalt road.

Contribution towards GGN - networking and participation

In 2016 Shennongjia UGG visited and signed sister-park agreement with Haute Provence UGG, signed sister-park agreement with Villuercas-Ibores-Jara UGG, visited Ngorongoro Geopark and Fangshan UGG, participated in 2016 Annual Conference of Chinese UGGs in Zhijindong Cave

UGG, the 2nd Huangshan Dialogue on UNESCO Designated Places and Sustainable Development, the 7th International Conference on UNESCO Global Geoparks and the Geofair, the 2nd International Training Course on UNESCO Global Geoparks, 2016 Symposium on UGG Application and Revalidation in Danxiashan UGG, and invited managers of 7 UGGs including Haute Provence and Ningde to visit Shennongjia and share experience.

Management and financial status

In November 2016, the Administration of Shennongjia National Park was established, integrating the functions of the former Administration Bureau of Shennongjia UGG, Administration of Dajihu Wetland Park and Administration Bureau of Shennongjia National Nature Reserve, and realizing uniform management of all national and international designated areas. The Geopark is in good financial status, in 2016 it received CNY 139 million of ticket proceeds and invested CNY 70 million on geopark management and construction.

Geoconservation

In 2016 Shennongjia UGG carried out 2,803 man-day of field patrol and 3,587 man-day of community education; started the Digital Geo- and Bio-Monitoring Project, built 9 base stations, installed over 300 infrared sensors and purchased 80 infrared cameras and 21 PDAs; improved the emergency plan for geo-heritage protection, ecology conservation and fire prevention, built 8 resource protection teams (180 members in total) and 19 forest fire control volunteer teams, and carried out 9 resource protection trainings and drills.

Sustainable tourism (Geotourism)

In 2016, Shennongjia UGG received a total of 2.0365 million tourists. The geotourism boosted the local economy by over 1.3 billion Yuan. 65% of the townships and 75% of the population of Shennongjia directly benefited from the geotourism; 400 rural home inns, 20 star-rated hotels and over 4,000 people directly work on tourism services, and 15,000 people are indirectly involved in and benefit from tourism businesses.

New education programmes on geoconservation, sustainable development and disaster risk reduction

Shennongjia UGG developed 2016 Annual Programme on Geoscience Education, conducted Volunteer Day, Earth Day and Little Volunteers popular science education activities, and carried out 2016 Popular Science Summer Camp with 10 lectures for over 370 school students.

Strategic partnership

Shennongjia UGG cooperated with Chinese Academy of Geological Sciences, All China Commission of Stratigraphy, Nanjing Center of China Geological Survey, etc. for geoscience research, 80 travel agencies for geotourism, 7 online media businesses for geopark promotion, and established partnership with local businesses including Grand land Kande Hotel, Guoyuan Hotel, Xueyuan Inn, Qingtianpao Agrotourism Villa, Hongqi Advertising and etc.

Promotional activities

In 2016 Shennongjia UGG invested 51.95 million on promotion and marketing, launched advertisement on CCTV, radios, major media, newspapers and magazines.

4. CONTACTS

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