

GGN - Geopark Annual Report 2016

1. GEOPARK IDENTITY

Geopark name, country, regional Network: Taishan UNESCO Global Geopark (China, APGN)

Year of inscription: 2006

Year of the last revalidation: 2014

Photos of representatives (from the most important event within this year)



2. GEOPARK FIGURES

The Number of Geopark staff: 2000 staff including 4 geoscientists

The Number of Visitors: 6 million

The Number of Geopark events: Sixteen

The Number of school classes realize Geopark educational programmes: Twenty

The Number of Geopark press release: Two

3. GEOPARK ACTIVITIES (bulletize)

Major achievements in 2016:

1. Redefined and redrew the boundaries of the Taishan Global Geopark.
2. Improved the databases of earth science and geological heritage.

3. Updated the identification system.

Contribution towards GGN - Networking and Participation

1. Taishan Geopark paid its GGN membership fees on time on yearly basis.
2. Participated in the annual geopark meeting of China in 2016.
3. Participated in the 2nd Huangshan Dialogue on UNESCO Sites and Sustainable development.
4. Participated in the 7th International Conference on UNESCO Global Geoparks.
5. Participate in the 2nd International Training Course on UNESCO Global Geoparks
6. Established twinning relationship with 3 other global geoparks.

Management: Taishan Global Geopark

Financial status: Financial condition is good, the ticket revenue is 450 million yuan in 2016, invested about 80 million yuan into the construction of Park management.

Geoconservation

1. In order to better prevent the geological disasters, an geological hazard investigation has been launched, and the security situation in geological hazardous area has been investigated .
2. The dangerous rocks within the geopark were being well-treated, the tour road has been under good maintenance and the cable-way facilities have been improved.
3. Infrastructure within the geopark, like the fire prevention were being upgraded and well-prevented.
4. Efforts in investigation, evaluation, management and protection of geological heritage have been made and special protection programs in accordance with the protection areas of different levels are being launched .

Sustainable tourism (Geotourism)

There are a total of 6 million tourists visiting Taishan in 2016, which means the geological tourism contribute 10 billion yuan to the local economy. 65 % of townships and 75 % of the population in this district benefit directly from the tourism. There are nearly 500 Agricola, 50 star hotels and more than 14 thousand people directly engaging into the tourism services. Besides, there are 100 thousand people working indirectly for the tourism and benefiting from it.

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

To strengthen the protection of geological heritage, strictly implement the protection

measures of geological heritage; To strengthen exchanges and cooperation with the local community; To carry out scientific activities and lectures on the "Disaster Prevention Day" "International Museum Day" and "World Earth Day".

Strategic Partnership

To conduct geological research by cooperating with scientific research institutions, for example China University of Geosciences, Chinese Academy of Geological Sciences, Shandong University of Science and Technology, Taishan University and so on. To carry out geological tourism by cooperating with 100 travel agencies. To publicize and promote Taishan geopark through internet by cooperating with 10 Internet medias.

Promotional activities

To advertise by via radio station、 mainstream media、 newspaper and magazines.

1. To hold promotional activities in Tianwai village Square on "Chinese Tourism Day".
2. To hold promotion conferences by cooperating with China Travel Service Head Office in Ningxia province, in order to vigorously expand northwestern tourism market.
3. To launch wechat account of Smart Taishan, by which tourists can buy tickets. The wechat account also provides a variety of services like scenic spot broadcasting, voice guide, which allows tourists enjoy local customs and practices of Taishan in an all-inclusive manner.

4. Contacts:

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