

韶关市丹霞山管理委员会

GGN - Danxiashan Geopark Annual Report 2016

1. GEOPARK IDENTITY:

Danxiashan UNESCO Global Geopark of China (APGN) has become a member of Global Geoparks Network in 2004 and its last revalidation was conducted in 2016.



Photo: Revalidation in 2016

Left to right: Mr. Wang Weiyang (Deputy Mayor of Shaoguan City), Mr. Luo Weifeng (Mayor of Shaoguan City) and the two assessors, Dr. Tran Tan Van (Director of the Vietnam Institute of Geosciences and Mineral Resources) and Dr. Mike Sweeney (Director of Copper Coast Geopark)

2. GEOPARK FIGURES

Number of Geopark staffs: The Danxiashan Administrative Committee and Danxiashan Tourism Company Ltd., a direct subsidiary of the geopark, had a total of 591 staffs including 6 geoscientists.

Number of Visitors: The total number of visitors by the end of 2016 was 2,620,000.

Number of Geopark events: There were 70 different geopark events organized within the geopark. 70% of them were by the geopark and the rest were organized by local communities, schools and organization.

Number school classes realize Geopark educational programmes: 100 school programmes were organized during 2016.

Number of Geopark press release: Danxiashan had released 119 press reports and articles. Eleven of them were sent and posted in the web site of the Chinese Geoparks Network (CGN). All these reports are available for reading at www.danxiashan.org.cn.

3. GEOPARK ACTIVITIES

Major achievements in 2016:

- ✧ Completed and passed the revalidation in 2016.
- ✧ Upgraded the interpretation system of the whole geopark.
- ✧ Upgraded and renovated the museum and halls of Science and Education.
- ✧ Hosted the Symposium on UGG Application and Revalidation jointly with the Chinese Geoparks Network (CGN).
- ✧ Being awarded and accredited titles of ‘Danxiashan Nature School’ and ‘Environmental Education Centre’ by the Department of Environmental Protection of Guangdong Province.
- ✧ Being accredited and awarded the title of ‘Tourism Education Centre’ by the Tourism Administration Bureau of Guangdong Province.

Contribution towards GGN - Networking and Participation:

- ✧ Hosted four training workshops meetings jointly with the Science Popularization Centre of the Ministry of Land & Resources. Management staff from over ten UGG members of China participated and shared the experience of recruiting and training geopark volunteers to popularize geosciences.
- ✧ Hosted the Symposium on UGG Application & Revalidation in China together with the Chinese Geoparks Network (CGN) with the participation of more than 20 UGG members and four national geoparks of China.
- ✧ Attended the 7th Global UGGs Conference in English Riviera. Danxiashan had set up exhibition booth and given three oral presentation during the conference to share knowledge and experiences. The geopark was also interviewed by BBC and had been broadcasted all over the world through news. Attended the Annual Conference of CGN in Zhijindong Cave of Guizhou Province. The geopark had an exhibition booth, given one oral report, met and shared experiences with other geopark colleagues.
- ✧ Attended the 2nd Huangshan Dialogue on UNESCO Designated Places and Sustainable Development.
- ✧ Visited and communicated with sister-parks such as Jeju Island, Purnululu, Huangshan, Alxa and Taining
- ✧ Organized lectures and exhibitions for universities and museums around the country to promote Danxiashan and the geopark concept.

Management and Financial status:

The geopark was managed by the Danxiashan Administrative Committee under direct supervision of Shaoguan City. Protection of the valuable ecological environment, geological and cultural heritages to secure a sustainable development for the local community was the

primary objective of the management authority.

The total revenue of the geopark in 2016 was CNY 67,610,000 (USD9.8 million) with ticket sales (CNY ¥59,650,000) and funding (CNY ¥8,960,000) inclusive. The total expenditure was CNY ¥50,200,000 (USD7.3 million). The maintenance of a sound financial status ensured continual upgrading of the tourist and safety facilities for the long term growth of the geopark.

Geoconservation:

Conserving geological heritages together with the protection of biological environment were carried out through various means:

- ✧ Designed and established nine geotour and hiking routes with unique geological and biological interests are opened to the public
- ✧ Upgraded the whole interpretation system in the geopark by changing the designs, materials and contents of over 1,000 interpretative boards.
- ✧ Established a heritage data bank for Danxiashan's 200 geosites and 78 culture relics.
- ✧ Installed warning system to monitor the geosites and the sites of potential geological hazards.
- ✧ Produced a new, bilingual ten minutes video to introduce the geopark and Danxia land-form.
- ✧ Using drones or Unmanned Aerial Vehicles (UAVs) to monitor and manage the geosites and tourists.

Sustainable tourism (Geotourism):

- ✧ To facilitate the development of sustainable tourism specially geotourism, books targeted at general public had been published. Books such as *Danxiashan Common Wildlife Collection* and the *Pictorial Handbook of Science Famous Mountain---Danxiashan*, were among the very popular ones for people who were interested in the geology , ecology and culture of the geopark.
- ✧ To encourage students and the public to learn more about the geopark and the environment, a new Science Center, a Nature School and a library had been opened, providing free access to all study tours and geotours.
- ✧ Danxiashan also hosted in 2016 the 'Collegiate Tourism Culture Festival' together with Shaoguan University. Other activities such as the 'Best Guides Games', 'Experiencing B&B', 'Rural Tourism Planning' were also organized to train college students and business operators to get involved in the overall sustainable development strategy and plan of the geopark.
- ✧ The Government of Renhua County had funded CNY ¥100,000,000 (USD15 million) to upgrade and beautify the villages and their surrounding environment.

- ✧ Restaurants, hostels and B & B outfits providing superb quality services were openly commended and awarded to encourage further improvement in their services.

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

- ✧ New outreach programmes were organized throughout 2016 reaching approximately 100,000 people. These included:
- ✧ Thirty-three lectures on science popularization of Danxiashan were organized for various universities and schools.
- ✧ Four lectures on science popularization were organized for geopark volunteers.
- ✧ The new Danxiashan Nature school provided lessons on geology, culture, ecology and environment protection for more than 10,000 young people
- ✧ Public education propaganda such as ‘Reduction of waste, lowering the noises, recycling used materials’ in the geopark conveyed a clear and friendly message to love the environment.
- ✧ Offering 70% discount on entry tickets and providing free training lessons to college students
- ✧ Provided Danxiashan scholarships and awards for good quality research papers and reports on studying the geopark.

Strategic Partnership:

- ✧ Established strategic partnership with Sun Yat-sen University, Shaoguan University and other universities and research institutions.
- ✧ Worked very closely with the Mangrove Foundation of Yuechengzhang Nature Academy, Home of Geoparks and other NGOs.
- ✧ Maintained strong partnerships with IAG on the study of red-beds and danxia landform, Geoparks Branch of the Geographical Society of China, China Geological Publishing House and the Geological Museum of China.

Promotional activities:

- ✧ In 2016, the management authority had added sixteen new traffic signs along the highway to Danxiashan to increase the visibility of the geopark.
- ✧ Advertisement of the geopark were also displayed at Guangzhou South Railway Station, Shenzhen North Railway Station and Beijing West Railway Station.
- ✧ Advertised the geopark through CCTV, Phoenix TV and other local TV and radio stations.
- ✧ Invited more than 100 domestic and overseas medias and travel agencies to visit and promote Danxiashan.

- ✧ Thirty-three lectures and ten exhibitions were organized to promote Danxiashan and UGG.
- ✧ Major annual event involving thousands of people such as ‘Hiking through Danxiashan’ continued to attract many domestic and overseas participants.

4. CONTACTS:

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Danxiashan Global Geopark Administrative Committee