

# GGN - Dali Mount Cangshan UNESCO Global Geopark

## Annual Report 2016

### 1. GEOPARK IDENTITY

**Geopark name, country, regional Network:** Dali Mount Cangshan UNESCO Global Geopark (China, APGN) .

**Year of inscription / Year of the last revalidation:** 2014.



### 2. GEOPARK FIGURES

**Number of Geopark staffs:** 23 staffs, including 2 geoscientists.

**Number of Visitors:** Mount. Cangshan Scenic Area received 980,000 tourists and more than 60,000 tourists visited the museum of the Geopark in 2016.

**Number of Geopark events:** 5 Geopark events were organized by the Geopark Administration in total.

**Number of school classes realize Geopark educational programmes:** 3 science popularization activities were held for high and primary schools in 2016.

**Number of Geopark press release:** 4 Geopark press.

### 3. GEOPARK ACTIVITIES

**Major achievements in 2016:** The official Geopark website reconstruction was started in May and most of the Chinese version of the website has been officially released at present. The Geopark openly solicited advice on “Dali Mount Cangshan UNESCO Global Geopark Mascot” from the public in September and appraisal is ongoing at present. In November, the Geopark successfully passed the review organized by the Ministry of Land and Resources of the People's Republic of China and has become a Land and Resources Science Popularization Base. In December, the Geopark invited Geopark experts to deliver a Geopark science popularization lecture to the Geopark staff. A total of 95 people participated in the lecture.

**Contribution towards GGN - Networking and Participation:** Relevant personnel from the Geopark participated in the “Global Geopark Annual Conference 2016” held in Zhijin Caves Global Geopark in Guizhou in April, 2016, participated in the 7th Global Geopark Conference held in U.K. and was rewarded the third prize of the "GGN Best Practice Award 2016” in September, and also participated in the “2nd Training Course on UNESCO Global Geoparks” held in Beijing in November;

**Management and Financial status:** In 2016, the Geopark earned a ticket revenue of RMB 25 million and an integrated tourism revenue of RMB 97 million.

**Geoconservation:** In May 2016, the Geopark started to compile the *Dali Mount Cangshan UNESCO Global Geopark Plan (2016-2025)* and carried out separate study into geological relics conservation. In August 2016, the Geopark declared the “Dali Mount Cangshan UNESCO Global Geopark Conservation and Utilization Facility Construction Project” to the National Development and Reform Commission, with a total investment of RMB 12.57 million.

**Sustainable tourism (Geotourism):** In 2016, the Geopark utilized its advantage in resources to establish a number of ecological leisure specific tourism brands such as Agritainment, inn and recreation, greatly promoting the development and income generation of surrounding industries and local residents. In 2016, the Geopark received 1,380,000 tourists, up by 19.65% from a year ago and it had 2,300 direct employees and 130,000 indirect employees, up by 6% and 7% respectively compared with those in 2014.

**New Education programmes on geoconservation, sustainable development and disaster risk reduction:** Education programmes on geological relics conservation of Geopark were carried out for 10 school classes.

**Strategic Partnership:** The Geopark signed a “Joint Base for Geoscience Research” agreement with Yunnan Geological Survey Bureau and Kunming University of Science and Technology, and also signed a “Joint Base for Geoscience Talents Cultivation” agreement with Kunming University of Science and Technology and Yunnan Land and Resources Vocational College.

**Promotional activities:** In May 2016, the Geopark started to develop the *Dali Mount Cangshan UNESCO Global Geopark – Market Development and Marketing Plan 2016-2025*. The Geopark distributed its publicity materials in important events such as the Global Geopark Annual Conference and the 7th Global Geopark Conference.

#### **4. Contacts:**

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