

GGN - Geopark Annual Report 2016

1. GEOPARK IDENTITY

Geopark name, country, regional Network: **Huangshan UNESCO Global Geopark (China, Asian-Pacific Geopark Network)**

Year of inscription / Year of the last revalidation: **2004/2016**

Representative Photo (from the most important event this year)



The 3rd Progress Evaluation Workshop (August, 2016, Huangshan)

2. GEOPARK FIGURES

Number of Geopark staffs: 926 staffs including 4 geoscientists

Number of Visitors: 3.3008 million.

Number of Geopark events: 16 total

Events held by management body:

Events held by cooperative organization:

1. International Women's Day (March)
2. Celebration activities to commemorate the 400th anniversary of Xu Xiake's visit to Mt. Huangshan (May)

3. Popularization activities for World Heritage Day (June)
4. Popularization activities for World Environment Day (June)
5. Writing contest “Huangshan and I” (July)
6. Photo exhibition by women staff members (July)
7. Annual meeting for China Mountain Tourism Alliance (September)
8. 2nd Huangshan Dialogue on Sustainable Development in UNESCO designated heritages sites (September)
9. Free park visit for residents in Hangzhou during G20 (September)
10. Singing contest (September)
11. “First Lesson in the New Semester”: geosciences popularization in primary and junior middle schools in Huangshan District (September)
12. Cross-strait photo exhibition (October)
13. All-China Mess Mountaineering and the 12th China Huangshan International Mountaineering Event (November)
14. Free park visit for natives of Anhui Province (November)
15. Jointed study tours with Zhaixi Primary School (Novembers)

Number school classes realize Geopark educational programmes: 30 classes

Number of Geopark press release: 11 pieces of news in Chinese; 2 in English

3. GEOPARK ACTIVITIES (bulletize)

Major achievements in 2016

- Passed the 3rd progress evaluation
- Received more than 3.3 million visitors and generated a revenue of 2.733 billion yuan
- Upgraded the Geopark Museum with enriched cultural, biological exhibitions and designated spaces for primary school students and international exchange
- Completed the geological interpretation project with China University of Geosciences (Wuhan)
- Completed the heritage sites database and management network of ancient trees and precious woods

Contribution towards GGN - Networking and Participation

- Sistership parks with Shilin Geopark (April)
- Reception and exchange with Tianzhushan Geopark (June)

- Compiling and publication of bilingual pamphlet of Huangshan UNESCO Global Geopark (July)
- Sistership parks with Zhijindong Geopark (July)
- 2nd Huangshan Dialogue on sustainable development at UNESCO designated heritage sites (September)
- Participation in the 7th UNESCO Global Geopark Convention held in GB (September)
- Visit and exchange with Danxiashan Global Geopark (November)
- Participation in the Workshop for 2016 Global Geopark Application and Revalidation

Management and Financial status

- Management: streamlined the management institutions (20 internal organizations are restructured, 3 are discharged, and 5 new organizations are set up), increased professional staff members, and prioritized the role of geosciences popularization and education of the Geopark museum.
- Financial status: total revenue generated reached 2.733 billion yuan, an increase of 12.24% over last year; fixed assets investment amounted 927 million yuan, an increase of 2.68%

Geoconservation

- Research projects on the hot springs in Huangshan continued
- Geological relics monitoring project continued
- Rotation closure for biological restoration at Danxiashan and the Lion Peak
- 7.6 kilometers long fire prevention network was completed with automatic fire alarm at 7 designated sites

Sustainable tourism (Geotourism)

Seven kinds of publicity brochures on the theme of comprehensive value, geological diversity, biodiversity and cultural diversity of Geoparks are made; a study tour guide for middle school students, textbooks with local geological information for primary school students as well as popular readings for the general public are compiled in collaboration with China University of Geosciences (Wuhan); the Geopark guide map is redesigned, and postcards, signature pens, notebooks and other souvenirs featuring Huangshan Global Geopark are produced.

New Education programmes on geoconservation, sustainable development and

disaster risk reduction

Updated the Geopark museum display content, enriched biodiversity and cultural exhibition content, increased the Huangshan local specimens, added small classrooms and a hall for international exchange; “the first lesson in the new semester” activity to popularize geosciences to primary and junior middle school students; story writing contest of “Huangshan and I”; jointed study tours with Zhaixi Primary School; regular fire prevention and disaster prevention drills; UNWTO has included in its training materials as a successful case study for the good practice of promoting the development of neighboring communities around Huangshan Global Geopark.

Strategic Partnership

Nanjing University, China University of Geosciences (Wuhan), Nanjing Forestry University, No. 332 geological team of Anhui Provincial Geology and Mineral Bureau, Anhui Provincial Geological Museum, Ali travel, Ctrip, Zhaixi Primary School.

Promotional activities

Free entrance to the Geopark to citizens of Huangshan; free entrance to citizens of Hangzhou during the G20; free week to natives of Anhui to appreciate “the snow scenery”; publicity activities carried out in Japan, Canada, Mexico, and Russia; "Little Deer Smart Travel" mobile phone application is developed and released; regular release of promotional information in Sina micro-blog and WeChat; regular update of the Geopark information in our official website.

4. Contacts:

Manager: Liu Yiju Chinahasgeopark@163.com

Geologist: Li Wei, leeweir005@qq.com; Chen Runze, novemch2013@gmail.com;

Miao Peng, 273046069@qq.com; Wu Jun, 282938176@qq.com