

GGN - Geopark Annual Report 2016

1. GEOPARK IDENTITY

Geopark name, country, regional Network: Zhangjiajie UNESCO Global Geopark, China, APGN

Year of inscription / Year of the last revalidation:2004/2014

Representative Photo (from the most important event this year)



2. GEOPARK FIGURES

Number of Geopark staffs: 1351staffs and five geologists

Number of Visitors: 22.8605 million Yuan

Number of Geopark events: nine major events by management body

Number school classes realize Geopark educational programmes: four

Number of Geopark press release: Fourteen

3. GEOPARK ACTIVITIES

Major achievements in 2016

1. We also upgraded 95- kilometer-long touring path, the Tianzi Mountain cableway and Bailong sightseeing elevator.
2. We established a new visitor center at Yuanjiajie geo-region.
3. We upgraded highway affiliated facilities including the signing system.
4. We upgraded and renovated three restaurants, eleven toilets and 5 first-aid stations.

Contribution towards GGN - Networking and Participation

1. We attended the 7th UNESCO Global Geopark International Conference.
2. We signed a sister agreement with English Riviera UNESCO Global Geopark.
3. We made a friendly visit to Maestrazgo and Copper Coast UNESCO Global Geopark

and signed a sister agreement with Maestrazgo UNESCO Global Geopark (Spain).

4. We attended the international course on geoparks management and development
5. We attended the Annual Conference on Global Geoparks of China 2016

Management and Financial status

Zhangjiajie Global Geopark is under the management of the Administrative Committee of Zhangjiajie Global Geopark whose chairman is the district major of the Wulingyuan District People's Government of Zhangjiajie Municipality. Financial status is good with a total revenue of 10.002 billion yuan.

Geoconservation

1. We continued to improve our management of the database so as to realize better digitization and informatization.

2. We continued to improve our monitoring system and conduct real-time monitoring and management on geology, geohazards, meteorology, and wildlife.

3. We built protective fences for protecting geoheritage from tourists' close contacts.

4. Protection activities for endangered plants and animals.

Sustainable tourism (Geotourism)

1. We conducted special training on geotourism for tour guides.

2. We paid a lot of attention to encourage and support environmentally friendly enterprises to engage in sustainable geotourism and be part of the engine of the economic development. In 2016, the total tourist revenue reached 10.002 billion yuan, a year on year growth of 24.8%, hitting a record high.

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

1. We invited geologists to give lectures on geoheritage protection, sustainable development and disaster reduction for staffs of the geopark.

2. We continued to cooperate with local universities and make the geopark as the training base for students.

Strategic Partnership

1. We signed agreement with IGSNRR to do research on geoscience and Zhangjiajie Geomorphology.

2. We established good partnership with local enterprises, such as Zhangjiajie Tourism Development Co. Ltd, Zhangjiajie Youth Travel Service, Co. Ltd,

Promotional activities

1. We cooperated with major news media such as CCTV, Hunan Satellite TV, Baidu, etc to conduct promotional activities.

2. We went to Malaysia, Indonesia and Thailand for publicity and signed agreements of friendship and cooperation with them.

3. We took full advantage of the network marketing and built online marketing platform through multi channels, such as choosing a mascot through online public appraisal.

4. Contacts

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