

GGN - Geopark Annual Report 2018

1. GEOPARK IDENTITY

Geopark name, country, regional network: Shennongjia UNESCO Global Geopark (China, Asia-Pacific Geoparks Network)

Year of inscription: 2013 **Year of last revalidation:** 2017

Representative photo



First Meeting of the Alliance of Protected Areas in Western Hubei and Eastern Chongqing

2. GEOPARK FIGURES

Number of Geopark staff members: 299 staff members including 2 geoscientists

Number of visitors: 3.255 million person-time

Number of Geopark events: 16 events, including the 49th World Earth Day speech contest, painting contest, popular science class, exhibition and photo contest; the 22nd World Wetlands Day science popularization activity; the 1st Meeting of the Alliance of Protected Areas in Western Hubei and Eastern Chongqing; the annual ceremony to worship Emperor Yan, the Dajiuhu Cycling Race, the Hiking Challenge, the Shennongjia Marathon, Photography Festival, Ice & Snow Festival; the World Forum on Traditional Chinese Medicine & Health; as well as popular science summer and winter camps, etc.

Number of school classes realizing Geopark educational programmes: 15

Number of Geopark press release: 283

3. GEOPARK ACTIVITIES

Major achievements in 2018

1. Establishing the Alliance of Protected Areas in Western Hubei and Eastern Chongqing and

holding the first meeting, forming a new pattern of joint protection by 7 protected areas in 2 provinces.

2. Building the Bio-corridor. Over 20 wildlife crossings were built, 27 warning signs and 18 interpretation panels were installed.

3. Improvement actions started according to the 2017 revalidation recommendations.

4. Constructing a study-tour popular science corridor. The 8km-long corridor consists of geology section, botany section and birdwatching section. 6 geosite panels, 816 plates for 169 rare & endangered plant species, 160 plates and 6 panels about birds have been installed.

5. *The Geologic Discovery of Shennongjia* and *The Geotourism Guidebook of Shennongjia* won the “2018 Excellent Popular Science Book” award from the State Ministry of Natural Resources of China.

Contribution towards GGN - Networking and Participation

1. Participated in the 8th International Conference on UNESCO Global Geoparks and shared experience with 1 oral presentation and 1 poster presentation.

2. Visited and signed sister-park agreement with Yandangshan, Huangshan, Wudalianchi, Guangwushan-Nuoshuihe UGGps.

3. Visited sister-parks Jingpohu and Keketuohai UGGps.

4. Visited and shared experience with Bohemian Paradise UGGp, Czech and signed sister-park agreement with Grutas del Palacio UGGp, Uruguay.

5. Participated in the 2018 Annual Conference of Chinese UGGps and shared experience with an oral presentation.

6. Visited Zhangjiajie UGGp for a pre-revalidation, participated in the Geopark Sustainable Development Forum in Ningde UGGp and shared experience with an oral presentation.

7. Participated in the 3rd Huangshan Dialogue on UNESCO Designated Places and Sustainable Development.

8. Participated in the Training Course on the Application of Space Technology in Geopark Monitoring in Longyan, Fujian.

9. Participated in the 4th International Training Course on UNESCO Global Geoparks Management and Development.

Management and financial status

Management organization: the Administration of Shennongjia National Park, with 299 staff members, including 93 administrators and 2 geologist.

Financial status: The Geopark is in good financial status, in 2018 it received CNY 211 million (about 30 million U.S. dollars) of government grants and CNY 155 million (about 22 million U.S. dollars) of ticket proceeds.

Geoconservation

1. On May 1st 2017 the Conservation Regulation of Shennongjia National Park reinforcing the conservation of geo-heritage and natural resources officially came into force. The Administration printed and distributed over 30 thousand brochures and held over 60 preaching activities in townships, communities, schools and scenic areas.

2. CNY 60 million (about 8.6 million U.S. dollars) were invested on restoration and afforestation of 76 exposed mountain massifs along the roads.

3. A Comprehensive Law Enforcement Team was established with 185 full-time rangers and 700 part-time rangers (local residents).

4. A real-time visitor control system was launched to limit the daily number of visitor entries.

5. Comprehensive monitoring of geoheritage, biodiversity and eco-environment was realized by

using the “sky net” (satellite remote sensing and air patrol) and the “ground net” (man patrol, electronic fence and fixed cameras).

Sustainable tourism (Geotourism)

In 2018, Shennongjia UGGp received a total of 3.255 million tourists. The geotourism boosted the local economy by over 1.6 billion Yuan. 65% of the townships and 75% of the population of Shennongjia directly benefited from the geotourism; 400 rural home inns, 20 star-rated hotels and over 6,000 people directly work on tourism services, and 18,000 people are indirectly involved in and benefit from tourism businesses.

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

World Earth Day and World Wetlands Day education activities; study-tour routes have been designed and Guanmenshan Popular Science area was selected as a Science Popularization Demonstration Base of Hubei Province and a Practice & Education Base for Study-tour of Primary and Middle School Students of Hubei Province; Guanmenshan Popular Science Corridor was built, with almost 1,000 popular science panels and plates installed; popular science summer and winter camps with over 120 lectures for more than 4,100 school students.

Strategic partnership

Study-tour activities have been organized in cooperation with Shennong Tourism Investment Group Co., Ltd.; Geoheritage survey by 45 academicians, experts and professors of the Changjiang Geology Project was organized in cooperation with China University of Geosciences (Wuhan); Geology research was done in cooperation with the Institute of Geology of the Chinese Academy of Geological Sciences and Nanjing Center of China Geological Survey and 5 papers have been published; Agreement was signed with Luli Commune and IUCN experts on the development of the popular science book *100 Plant Species of Shennongjia*; Student Education & Practice Bases was established in cooperation with 25 universities including Sun Yat-sen University and China University of Geosciences; geopark promotion was conducted in cooperation with 80 travel agencies and over 30 online media companies.

Promotional activities

In 6 cities such as Wuhan, Xi'an, Chongqing, Zhengzhou, Changsha and Guangzhou, advertisements were placed in buses, radios, airports, elevators, etc., over 50 tourism promotion campaigns were held, 62 community road shows were organized, 200,000 promotional brochures and 1,380 gifts were distributed, and 164 exhibition stands were placed; 42 pieces of news were released on main media including CCTV, People's Daily, China Green Times, Xinhua News Agency, Hubei Daily, Hubei TV and etc.; feature programmes were shot and broadcast by CCTV, BBC and the Communication & Education Center of the National Forestry and Grassland Administration, etc.; advertisement were placed on CCTV, radios, major media, newspapers and magazines.

4. CONTACTS

Manager: Wang Wenhua, snjdzgy@163.com

Geologist: Li Jiangfeng, jfli0524@163.com