

GGN - Geopark Annual Report 2017

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



2. GEOPARK FIGURES

Number of Geopark staff members: 247 staff members including 1 geoscientist

Number of visitors: 2.734 million person-time

Number of Geopark events: 21 events, including the 48th Earth Day serial activities, the Popular Science Volunteer Training Camp, Rhododendron Festival, the annual ceremony to worship Emperor Yan, the Dajiuhe Cycling Race, the Hiking Challenge, the Shennongjia Marathon, International Forest Music Festival, as well as popular science summer and winter camps organized by Chinese Alliance for Outdoors and Explorations, Chinese Mountaineering Association, etc.

Number of school classes realizing Geopark educational programmes: 15

Number of Geopark press release: 85

3. GEOPARK ACTIVITIES

Major achievements in 2017

In 2017, Shennongjia UGGp received its first revalidation; published 2 popular science books, including the Geologic Discovery of Shennongjia, which won the Outstanding Popular Science Book Award of Wuhan City and Outstanding Popular Science Product Award of the Geological Society of China; renewed 110 interpretation panels, printed over 30,000 brochures of 9 kinds, built a geo-science lab in Muyu Primary School; and held the 1st Popular Science Volunteer Training Camp.

Contribution towards GGN - networking and participation

In 2016 Shennongjia UGG visited and signed sister-park agreement with Taishan, Lushan, Longhushan and Zhangjiajie UGGs, signed sister-park agreement with Jingpohu UGGp, visited Villuercas-Ibores-Jara, Yuntaishan and Funiushan UGGs, participated in 2017 Annual Conference of Chinese UGGps, the 14th EGN Conference, and the 5th APGN Symposium and Geofair.

Management and financial status

In 2017, the Administration of Shennongjia National Park has 247 staff members, including 34 administrators and 1 geologist. The Geopark is in good financial status, in 2017 it received CNY 155 million of ticket proceeds and invested CNY 70 million on geopark management and construction.

Geoconservation

In 2017 the Conservation Regulation of Shennongjia National Park was approved by the People's Congress of Hubei Province, reinforcing the conservation of geo-heritage and natural resources; Shennongjia UGGp carried out 4,884 man-day of field patrol and 9,222 man-day of community education; finished the 1st phase of the Digital Geo- and Bio-Monitoring Project, built 9 base stations, installed 186 monitoring cameras, 13 monitoring and management platforms, 146 scenic area security cameras, and purchased 160 infrared cameras and 55 PDAs; improved the conservation management structure by establishing a conservation network of the Administration - 4 administrative divisions – 18 conservation centers, 2 check-points and 14 guard posts – 171 rangers.

Sustainable tourism (Geotourism)

In 2017, Shennongjia UGGp received a total of 2.734 million tourists. The geotourism boosted the local economy by over 1.3 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

Shennongjia UGGp developed 2017 Annual Programme on Geoscience Education, conducted Earth Day and International Day for Disaster Reduction education activities and Popular Science Volunteer Training Camp, and carried out popular science summer and winter camps with over 10 lectures for more than 400 school students.

Strategic partnership

Shennongjia UGGp cooperated with Chinese Academy of Geological Sciences, All China Commission of Stratigraphy, Tianjing Center of China Geological Survey, Tongji University, etc. for geoscience research, 80 travel agencies for geotourism, 30 online media businesses for geopark promotion.

Promotional activities

In 2017 Shennongjia UGGp invested over 50 million on promotion and marketing, launched advertisement on CCTV, radios, major media, newspapers and magazines.

4. CONTACTS

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