

# 韶关市丹霞山管理委员会

## 2017 ANNUAL REPORT OF DANXIASHAN UNESCO GLOBAL GEOPARK

### 1. Geopark identity

Danxiashan UNESCO Global Geopark, China, CGN

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

Representative Photo : on 10 June, 2017, Danxiashan hosted the 1<sup>st</sup> Cultural & Natural Heritage's Day of China



Eight national parks of Guangdong Province signed *Danxiashan Declaration* and agreed to protect the natural and cultural heritages through a series of activities and programmes including intangible heritage and manufactures exhibitions.

### 2. Geopark figures

**Number of Geopark staffs:** 430 staffs including 7 geoscientists

**Number of Visitors (2017):** 2,597,997

**Number of Geopark events:** 75 science popularization events, 10 tourism cultural events were organized by the management authority, 10 events were organized jointly with local, provincial and national partners (e.g. CGN, sister-parks, universities, local tourism operators and cultural associations).

**Number school classes realize Geopark educational programme:**

Danxiashan and Danxia Landform were introduced in the geography books used by all junior high school students of China. In Shaoguan City, all the geography teachers had received training workshops and fieldtrips jointly organized by Danxiashan Administrative Committee and Shaoguan Education Bureau. Programmes introducing Danxiashan and the concept of geopark had also been included in the curriculum of 343 schools which had 400,000 students.

More than 100 school classes attended the Danxiashan & Danxia Landform popularisation lectures organized by Danxiashan Popularizing Volunteers.

**Number of press release:** 36 news releases in 2017 and 16 reports were adopted by CGN and posted in GGN website.

### 3. Geopark activities

#### Major achievements in 2017

- Danxiashan was the first and only UGGp highly commended in 2017 by the China Association for Science and Technology as an excellent Science Popularization Base.
- Danxiashan initiated three science popularisation programmes. They included the Danxiashan Science Popularizing Volunteers, China Danxia Science Popularisation Lectures and Danxiashan Nature Academy. They were recognized by the Ministry Land and Resources as the most

outstanding performance in promoting geosciences. During the 1<sup>st</sup> China Huangshi General Assembly of the Mineral Resources in November 2017, Danxiashan was the only geopark in China had been awarded the Outstanding Achievement Prize for these three science popularisation programmes.

- In December 2017, Danxiashan UGGp was awarded by the Ministry of Education as the first National Research and Practice Base for primary and high school students in China.

### **Contributions towards GGN - networking and participation**

- Danxiashan UGGp joined the Global Geopark Network Geohazard Working Group.
- Chen Fang, the manager of Danxiashan was chosen by GGN as an assessor and carried revalidation mission in Unzen Volcanic UGGp of Japan.
- Danxiashan participated the APGN Conference in Guizhou Zhijindong Cave and shared two oral and three poster presentations. Chen Fang also hosted one of the sessions of the conference.
- Mutual exchange of knowledge and experiences including visiting with sister global geoparks including Jeju(Korea), Wudalianchi, Huangshan, Shilin, Sanqingshan, Jingpohu.
- Trained staffs for sister geoparks and other geoparks such as Shilin, Huangshan, Wangwushan-Daimeishan, Wolong Panda World Nature Heritage and Chebaling M&B.
- Established new sister park relationships with Wangwushan-Daimeishan UGGp and Leye-Fengshan UGGp.
- Promoted GGN to public and co-operated with new enterprises and turning them into supporters and partners of UGGp and GGN.

### **Management and financial status**

- In 2017, Danxiashan was recognized as the National Civilization Unit by the Central Civilization Office.
- Strengthened management and imposed strict protection in Danxiashan to alleviate and prevent natural disasters, accidents with the objectives of achieving the targets of ‘zero tourists’ complaints’, ‘zero geosites damage’ and ‘zero environment pollution’ in 2017.
- Danxiashan had a well-balanced and healthy financial budget. Revenue were derived from ticket sale and profitable returns from investment by the Government of Shaoguan City and Guangdong Province.

### **Geoconservation**

- Used Unmanned Aerial Vehicle (UAV) to monitor the 292km<sup>2</sup> of Danxiashan UGGp. There were six monitoring teams staffed by 12 experienced members with the help of six sets of advanced UAV. Jobs included potential geohazard monitoring, rockfall and landslide prevention, mapping potentially dangerous spots and areas, routine checking of any illegal development and man-made damages
- Cooperated with local universities and research institutes on geohazard prevention projects. These included working closely with Sun Yat Sen University and East China University of Technology on rock stability research within Danxiashan.
- Added ten CCTVs at selected geosites and along the geotrails for monitoring and preventing potential geohazard.

### **Sustainable tourism (Geotourism)**

- Improved and added 6,000 m of new geotrails around Biechuansi Temple and Xianglonghu Lake. Upgraded and added 8 toilets with more than 50 more toilet seats for the disabled. Four of them were Unisex Toilet for the parents. The management also installed reflective mirrors and facilities along the 14 km long road of Danxiashan to improve safety.
- Invested ¥100,000,000 RMB in 2017 to upgrade roads, street lamps, ancestral halls, assembly squares, waste treatment facilities for six large traditional villages in Danxiashan. These measures improved the accessibility and attractiveness of these villages with the objective of fostering sustainable rural tourism and increasing the revenue of local people.

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

- The establishment of the Danxiashan Nature Academy, an innovative programme initiated and funded by the Environment Protection Department and Education Department. The role of the

Academy was to promote and educate public, particularly the young people to respect, love and protect Nature. Cultural elements were also included in the programme to demonstrate the linkage of geology and culture. So far, more than 200 lectures and field-trips are organized. The training system comprised 54 different elements covering the geology, geomorphology, ecology, culture and history of Danxiashan. They were delivered in forms of lectures, fieldtrips,practicum and experiment. In 2017, Danxiashan Nature Academy had served more than 10,000 people.

### **Strategic Partnership**

● In 2017, Danxiashan UGGp has established strategic partnership with more 20 universities, government and non-government and private enterprises including China University of Geosciences, the city's Education Administration and Tourism Administration, Infinity Travel Services Ltd., Antelope Cycling Tours Ltd., Geoparker Ltd., Kuocang Optics Ltd., the Association of Photography of Renhua County, Photography Association of Guangdong Province and the National Photography Association of China, Mountaineering Association of Shaoguan and the Bicycle Association of Guangdong Province. Different joint activities are organized with Danxiashan as the convenient venue.

### **Promotional activities**

- Prominent advertisements of Danxiashan UGGp and World Natural Heritage can be sighted at major railway stations at Shaoguan, Shenzhen North, Guangzhou South, Beijing West and Beijing International Airport. They were in form of large display boards with attractive scenery and are very effective to lure tourists and increase the visibility of Danxiashan UGGp.
- Danxiashan co-operated with various travel agencies such as Guang Ltd., China Traveller of Hong Kong Ltd, and other top ten travel agencies to advertise on newspapers, the internet, social media, outdoor advertising board and buses.
- Participated all major tourism exhibition together with Shaoguan Tourism Administration nationally and internationally.
- Hosted more than 20 lectures through the 'China Danxia Science Popularization Lectures' programme in in universities and museums nationwide.

### **4. Contacts:**

Manager: **Chen Fang** [Danxiashanaaaa@126.com](mailto:Danxiashanaaaa@126.com) / [398475377@qq.com](mailto:398475377@qq.com)

Geologists: **Wu Zhenyang** [2901792603@qq.com](mailto:2901792603@qq.com) **Su Dechen** [627079656@qq.com](mailto:627079656@qq.com)

Shaoguan Danxiashan Administrative Committee, China

