

GGN - Geopark Annual Report 2017

1. GEOPARK IDENTITY

- **Geopark name, country, regional networks**

Taining UNESCO Global Geopark; China; APGN; GGN

- **Year of inscription / Year of the last revalidation: 2005/2017**



(Representative Photo)

2. GEOPARK FIGURES

- **Number of Geopark staffs:** 918 staffs including 8 geoscientists, 5 outside
- **Number of Visitors:** 230, 0000+ (20,0000+ Geo-tourist)
- **Number of Geopark events:** 20+

The Geopark organized a series of large-scale events, such as “The day when the county chief work as a tour guide”, “World Earth Day "geological relics protection and sustainable development" photo exhibition”, “National (Taining) mountainous-outdoor sport challenge”, "With a textbook to travel" Learn Travel series of activities for primary and middle school students, “Dajinhu International Tent Festival”, “Cycling around Taining Dajinhu Lake”, “Taining Danxia International hot-air balloon and light scribe Carnival”, “Taining Hiking and Camping Festival”, “Cross-strait Bright Moon Festival at Dajinhu Lake of Taining”, “Taining Valley Echos Music Festival”, “Cross-strait Cheongsam Culture Carnival”, and “Chinese international MARATNON invitational tournament”. etc. These activities gained good response and expanded the

brand influence of the Geopark, bringing over 200,000 tourist trips in the Geopark.

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

Organize all of primary and secondary schools to carry out Learn Travel studies education: total of 16 schools / grade 4, 5, 7 and 8 students / 6458+.

All regional sketch creation demonstration base: / Cooperate with many national provincial 46 colleges and universities / Sophomore, junior, senior student / 17264+

- **Number of Geopark press release:**

400+ news letters (The WeChat updated once a day, the website 10 days);

2 Geopark Travel Guide books;

20000+ leaflet;

6 educational programme books (Learn Travel boutique lesson plans);

3. GEOPARK ACTIVITIES

The main achievements in 2017:

- Well (continuing) implemented the recommendations of the 2013 re-evaluation.

- Completed the task for Re-Evaluation in 2014-2017.

The main contribution of the participation and cooperation networks:

- Attending 5th APGN International Conference on Zhijin UNESCO Global Geoparks. Submit 2 paper communication, and dissertation speech at the meeting "sustainable development of Chinese Global Geopark".

- Participated in CGN work discussion meeting on Ningde UNESCO Global Geoparks.

- Discussing and seeking European geoparks to Sister Geoparks of cooperation (Sobrarbe-Pirineos UNESCO Global Geopark, Spain)

- Visit Longhushan, danxiashan, ningde three UNESCO Global Geopark, conduct sisters Geopark cooperation and exchange activities.

- Fulfilled GGN annual fee responsibility.

In good Management and Financial status:

Taining County Party Committee and County Government attaches great importance to the construction and protection of Taining UNESCO Global

Geopark. The Administration Committee of Taining UNESCO Global Geopark has been established by law, which is in charge of the Geopark planning, development, protection, utilization and construction under this unified management system.

The Geopark follows the principle of "balance budget with small surplus" to strictly implement the Geopark development and planning, to improve protection, management and construction investment. In general, the Geopark has achieved a stable financial status

All Geosites are well protected:

- According to the "Master Plan of Taining Global Geopark, compiled 13th Five-Year Plan for Tourism Development of Taining Geopark , Master Plan of Jinhua Lake Ecological Demonstration " , Taining Geopark Intelligent Tourism Plan, Taining Geopark Geothermal Resources Exploration and Utilization Report, and Historical and Cultural Value Assessment and Environment Protection for Taining City. The Geopark has improved local laws and regulations, and standardized Geopark management.
- Exploring the "1+N" joint management model, improving the Geopark protection management network.
- Geoheritage database has been established for the Geopark and the means of information management system of the Geopark has been improving.
- The Geopark has invested 2 million Yuan and completed a series of Geopark infrastructure constructions, geoheritage protection and environmental improvement projects in 2017.

- More Geosites are included in tourism with better interpretations:

In 2017, tourists visited the Geopark has reached 2.3 million people. The number of visitors and the average annual income increasing ratio is above 6%. The income from the Third Industry of the Geopark, which mainly consisting of tourism industries, account for 1/3 of County's GDP. Tourism income accounts for 1/4 of the farmers' net income. The tourism participators account for 1/5 of the county's total labor force.

- **Education programme is expanded with new audiences:** local peoples and visitors

- **Strategic Partnership :**

Having Strategic Partnership with 12 UGG, 3 National Geoparks, 120+ other Organization (Travel Agency, Transportation Companies, Hotels, Restaurants, schools, Universities...)

- **Many Promotional programmes on TV, newspaper, on High speed railway, events, publications, panel system, fairs. .etc.**

The Geopark takes Danxia landform geoheritage as market selling point, making every effort to improve Geopark visibility, highlighting the scientific value of young stage Danxia landform, themed "China Danxia, Spectacular Taining", which is also the unified marketing and promotion image for all scenic spots in the Geopark. Each scenic spots of the Geopark has a promotion slogan based on this theme.

The Geopark has newly increased 40+ interpretation panels at geoheritage sites , 2 free WIFI coverage , and made revision on the layout and contents of the preexisting 106 interpretation panels. After the improvement, the interpretation system for the geoheritages has more scientific contents and more easy to understand.

The Geopark have been using internet, mobile QQ, Wechat official account to post message, expanding channels for various kind of visitors to gain information of the Geopark. In addition, the Geopark advertised in service areas along Beijing-Fuzhou Highway and motor train units come to Fujian, displaying natural and cultural landscapes of the Geopark. Moreover, the Geopark dispatched 13 staffs to promote 5 new exquisite tourism routes, organized 60 times travel agency to visit, Carried out 30 a target market promotion activities , so as to consolidate and expand tourist source market, making the Geopark maintain growth in tourism.

4. Contacts:

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