

GGN - Geopark Annual Report 2019

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



Promotional campaign in the community on the Earth Day 2019

2. GEOPARK FIGURES

Number of Geopark staff members: 383 staff members including 2 geoscientists

Number of visitors: 3.584 million person-time

Number of Geopark events: More than events, including the 50th World Earth Day community promotion campaign, popular science exhibition and photo contest; the 23rd World Wetlands Day online science popularization activity; the unveiling ceremony of Shennongjia Golden Snub-nosed Monkey Conservation Foundation; the annual ceremony to worship Emperor Yan, the Dajiuhu Cycling Race, the Hiking Challenge, the Bird-watching Contest, the Shennongjia Marathon; as well as popular science summer and winter camps, etc.

Number of school classes realizing Geopark educational programmes: 15

Number of Geopark press release: More than 300

3. GEOPARK ACTIVITIES

Major achievements in 2019

1. Establishing Shennongjia Golden Snub-nosed Monkey Conservation Foundation and receiving CNY 4 million (about USD 571 thousand) for biodiversity and geoheritage conservation, research and science education.
2. Finishing design and printing of the Guide Map for Popular Science Education.
3. Holding major events such as the Earth Day promotion campaign and the Bird-watching Contest.
4. Integrating study tour activities and finishing the design of 22 study tour courses.
5. Listed in the 2nd batch of Chinese Nature Education Bases.
6. Listed in the Chinese Natural Oxygen Bars.
7. Initiating the design of promotion of the geo-museum.

Contribution towards GGN - Networking and Participation

1. Participated in the 6th APGN Symposium in Rinjani-Lombok UGGp, Indonesia.
2. Visited Jiuhuashan, Alxa, Qinling-Zhongnanshan, Zigong and Xingwen UGGps, received a delegation from Fangshan UGGp, and signed sister-park agreement with Alxa, Qinling-Zhongnanshan and Fangshan UGGps.
3. Visited and shared experience with Dongvan Karst Plateau UGGp, Vietnam.
4. Participated in the Unveiling Ceremony of Huanggang Dabieshan UGGp.
5. Participated in the Symposium on Popular Science Education in Chinese UGGps held in Danxiashan UGGp.
6. Participated in the Chinese UGGps promotion campaign held in Yanqing UGGp.
7. Participated in the 2019 Annual Conference of Chinese UGGps in Dunhuang UGGp.
8. Received a delegation from the University of South Africa and shared experience on UGGp application and management.

Management and financial status

Management organization: the Administration of Shennongjia National Park, with 383 staff members, including 152 administrators and 2 geologist.

Financial status: The Geopark is in good financial status, in 2019 it received CNY 242 million (about 34.6 million U.S. dollars) of government grants and CNY 173.1 million (about 24.7 million U.S. dollars) of ticket proceeds.

Geoconservation

1. Closing the stairway to Shennong Peak and finishing the vegetation restoration at the camp site.
2. CNY 34 million (about 4.86 million U.S. dollars) were invested on restoration and afforestation of 62 exposed mountain massifs along the roads.
3. Contracts were signed with 134 rangers to clearly define their responsibilities, conservation objects, management measures, tasks and objectives.
4. “10 Prohibitions” were developed for stricter conservation, and 10,000 brochures were printed and distributed in the local communities.
5. 4 training courses were provided to administrators and rangers; a total of more than 160 rangers participated in patrol and monitoring trainings.
6. Regulations on Patrol Management were developed for comprehensive management of natural resources; 129 patrol routes were designed to collect monitoring data and protect natural resources;
7. 55 PDAs were provided to rangers; a total of 783 long-distance patrols (3,244 days, 8,668km)

were carried out in 2019 and 8,539 monitoring forms were filled.

Sustainable tourism (Geotourism)

In 2019, Shennongjia UGGp received a total of 3.584 million tourists. The geotourism boosted the local economy by over 1.8 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 7,000 people directly work on tourism services, and 20,000 people are indirectly involved in and benefit from tourism businesses.

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

1. World Wetlands Day and World Environment Day online promotion and education campaigns.
2. 50th Earth Day community promotion campaign in cooperation with Muyu Elementary School, distributing 300 gifts, 200 *Conservation Regulations* cartoon brochures and 300 popular science brochures; 300 local residents signed *Letter of Commitment on Conservation of Geoheritage and Natural Resources*; a popular science class was given in Tsinghua University, Beijing.
3. Popular Science Volunteer Training Camp: 29 volunteers from 13 provinces received a 3-day training in the Geopark; 600 popular science books and brochures were provided to the trainees for promotion on campus; the trainees wrote 206 popular science articles and posts with 144.56 thousand views, and carried out 51 offline activities (including 45 lectures, 4 roadshows) with a minimum of 6,100 participants.
4. Popular science summer and winter camps with over 120 lectures for more than 5,000 school students.

Strategic partnership

1. A cooperation framework agreement was signed with Shennongjia Eco-research Station of Chinese Academy of Sciences.
2. A popular science education service agreement was signed with Geoparker.
3. A book *Records of Biology and Environment in the Early Earth: Precambrian Stromatolites* and a paper *Stromatolite characteristics of Mesoproterozoic Shennongjia Group in the northern margin of Yangtze Block, China* were published in cooperation with the Institute of Geology, Chinese Academy of Geological Sciences.
4. A popular science book *Adventures in Golden Monkey Stream* was published in cooperation with Shennong Tourism Development Group Co., Ltd.
5. Field practice cooperation agreements were signed with 28 universities, and 3,400 university teachers and students were received.
6. A science research and education foundation of CNY 3 million (about 428.6 thousand U.S. dollars) was established to support research in Shennongjia.

Promotional activities

1. Wide media coverage of major events such as the Earth Day campaign, the Bird-watching Contest, the unveiling ceremony of the Golden Snub-nosed Monkey Conservation Foundation, etc. as well as projects such as vegetation restoration and bio-corridor.
2. Cooperation agreements were signed with 22 travel agencies to strengthen marketing in main cities; promotion campaigns were launched in 25 provinces; measures were taken to explore oversea markets;
3. Online advertisements were placed on major tourism websites, CCTV, Hubei TV, Tik Tok and we-media; advertisements were placed on 400 LED screens in Wuhan.

4. Tourism promotion fairs, discount activities, ticket-free weeks, and 2 tourism festivals; participated in 8 tourism fairs and 10 promotion conferences.

4. CONTACTS

Manager: Liu Jianxiong, snjdzgy@163.com

Geologist: Li Jiangfeng, jfli0524@163.com