

Shilin Geopark --Annual Report--2020

1.GEOPARK IDENTITY

Geopark name, country, regional network: Shilin UGGp, China, APGN

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

Representative Photo (from the most important event this year)



2. GEOPARK FIGURES

Number of Geopark staffs: 704 staffs including 5 geologists

Number of Visitors: 2.1 million

Number of Geopark events: 28

Number of school classes realize Geopark educational program: 12

Number of Geopark press release: 25

3. GEOPARK ACTIVITIES

Major Achievements in 2020

1. Shilin was awarded the title of "National Civilized City".
2. Continued to maintain the title of "Natural Oxygen Bar of China".
3. Take all Possible measures to control and prevent the spread of Covid-19 pandemic to keep local community safe, having modest contribution to social stability.

Contribution towards GGN - Networking and Participation

1. Participated in the unveiling ceremonies of Zhangye UGGp in Gansu province of Northern China, Symposium on Global Geopark Innovative Development hosted by Zhangye UGGp and signed sister-geopark relationship agreements with Zhangye.
2. Participated the 6th International Training Course on UNESCO Global Geoparks Management and Development with oral presentation.
3. Participated the UNESCO Global Geoparks Mountain Day.
4. Participated the digital course on UNESCO Global Geoparks.
5. Participated the 1st GGN Digital Forum 2020.

6. Participated 2020 Annual Conference of China UNESCO Global Geoparks.
7. A delegate of Dali Cangshan UGGp visited Shilin and both geoparks conducted exchanges and communications.
8. Conducted exchanges and communications with Yimengshan UGGp of China's Shandong Province, Guangwushan-Nuoshuihe UGGp of China's Sichuan Province, Mudeungshan UGGp of Korea.

Management and Financial status

1. Shilin Global Geopark Administrative Bureau was officially established by the government and is responsible for the day-to-day conservation and management of the Geopark.
2. Shilin Geopark has independent budget.

Geoconservation

1. Strengthen geoheritage inspection in synergy with the Bureau of Forestry and Grassland of Shilin County.
2. Shilin SMART tourism platform was inspected and approved by the experts group.
3. Launched plants disease and pest control program.
4. Held forest-fire prevention drill.
5. Conducted safety inspection and mitigate risks in the flood season.

Sustainable tourism (Geotourism)

1. Carried out capacity building program including philosophy of UNESCO Global Geoparks, religious policy, Covid-19 prevention, etc.
2. Organized campaign of "Reading Books and Acquiring Knowledge" to geopark managers and staff.
3. Widened and improved a section of the highway near Shilin Visitor Center.
4. Held competition for Yi ethnic minority dance and song.
5. Launched an event themed by "I have a date with Shilin, visit Shilin and slow down life".
6. Planting trees in the vicinity of Shilin Visitor Center to improve the ecological environment.

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

1. Conducted community science popularization in Shese village, Dapingdi Village, etc.
2. Organized popular science workshop for local school such as Lufu Middle School, Shilin Elementary School, etc.
3. Invited local students to pay a study visit in Shilin Geopark and museum.
4. Universities, science institution, local school, etc pay a visit to Shilin.

Strategic Partnership

1. Carried out science research in cooperation with Karst Research Center of Slovenia, Yunnan University, and Xishuangbanna Tropical Botanical research of Chinese Academy of Sciences.
2. Continuous strategic cooperation with local travel agencies, hotels and family-run inns, transportation providers, local product providers, other tourism service sections. etc.
3. Collaborated with news media, TV and Internet to promote Shilin geoparks.

Promotional activities

1. Organized photo exhibition with the theme of "Magnificent Shilin, Charming Shilin" at Kunming airport.
2. Participated 2020 International Tourism Trade Fair and promoted Shilin.
3. Took part in theme marketing campaign in Nanchang City of Jiangxi Province, Changsha City of Hunan Province, etc.
4. Attended the self-driving tourism promotion campaign.
5. Hosted the symposium of Yunnan Tourism Route promotion.
6. Participated the preliminary competition of the 8th Brand Story Contest in Kunming City.

4. Contacts:

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