

GGN -- Geopark Annual Report 2024

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)



(The 4th revalidation of Shilin UGGp, July 2024)

2. GEOPARK FIGURES

Number of Geopark Staffs: 597 staffs

Number of Visitors: 3.5762 million

Number of Geopark Events: 34

January

- "Stones Bring Luck, Year of the Snake Brings Bless" theme activity

February

- Produced a Chinese New Year greeting video for people nationwide
- "Dragon Soars, Happy Touring in the Shilin geopark" event

March

- Naigu Stone Forest Spring Flower Festival
- Women's Day theme activities on 8 March

April

- World Earth Day: Shilin UGGp science popularization campaign in local schools on 22 April
- Geopark knowledge training to enhance staff capacity

May

- The 3rd China Ashima Culture & Tourism Festival on 1–7 May
- “Shilin UGGp Soup Pot” Rainbow Long Banquet on 1–7 May
- Hosted the annual coordination meeting of the South China Karst World Natural Heritage protection committee on 23 May

June

- World Environment Day theme activities on 5 June
- Culture & Natural Heritage Day events on June 8
- Dragon Boat folk events & Shilin peach promotion events on 8 June
- “Journey to the West Adventure” theme activity
- Attended the “See Asian Games, Enjoy Landscapes” national famous-mountains exhibition in Hangzhou city, eastern China
- Received delegates from Mammoth Cave World Heritage(USA) and conducted a 3-day study and exchange visit and discussed geoheritage protection on 9–11 June
- Free entry for national gaokao candidates from early June to late August

July

- Qixi (Double-Seventh) festival
- Ashima City Concert on 27 July
- Torch Festival “Burning Passion in Stone Forest” activities on 28-30 July

August

- Carried out geopark popular science promotion in local communities

September

- National Science Popularization Day Events
- Promoted Naigu Stone Forest autumn tours
- Conducted China Farmers’ Harvest Festival & Shilin Apple Culture Tourism Promotion at the Changhu Lake, subarea of the Shilin UGGp on 21 September
- Hosted the offline final of the 3rd “Colourful Cloud Dance” televised square dance contest on 25 September

October

- International Disaster Reduction Day campaign

- Coorganised the National Day rural culture & tourism festival in Wukeshu Village (Shilin geopark partner)
- Jointly held promotion campaign of "Shilin Jiuxiang Geological Wonder Itinerary" in Kunming city on 4 October
- Attended the Yunnan Cultural Industries Expo with Shilin intangible heritage performances to make the geopark known by more people
- Hosted the 6th Kunming Shilin Open Field Archery Tournament on 26 October

November

- "True Love-Right Now, in Shilin" theme activity on 11 November
- "Shilin Intangible Heritage Promotion on Campus" at Yunnan Forestry Vocational Technological College (Shilin campus) on 27 November
- Conducted the 3rd "Seek Beauty in Yunnan, Dance in Spring City" Shilin Karst street dance contest

December

- International Mountain Day campaign on 12 December

Number of school classes realize Geopark educational program:

More than 20 classes of Shilin Primary School, Shilin Tianqi Hospital Kindergarten, and Shilin Minzu Primary School.

Number of Geopark press release:

- WeChat: 662 articles, 34 videos, over 160 000 subscribers
- Sina Weibo: 694 posts, 29 videos, over 2.24 million followers
- Tourism promotional articles: 54; press releases: 30 (49 chosen by China Scenic Spots Magazine, People's Daily, Metropolitan Times, InKunming, etc.)
- 83 articles about science popularization on news media platforms, 4 on China National Geopark website; 94 on Shilin Geopark official website.

3. GEOPARK ACTIVITIES

Major Achievements in 2024

- Got Green card in the 4th revalidation
- Won the "Innovation & Development Case Award" of China Tourist Attractions Association
- Upgraded the Shilin Geopark Museum
- Produced a new Shilin Global Geopark promotional film

- Compiled over 50 kinds of science popularization handbooks, study tour manuals, leaflets, brochure, etc.

Contribution towards GGN - Networking and Participation

- Conducted study and exchange visit to Xingyi Global Geopark on 10–11 Jan
- Received Changshan Geopark delegation & conducted seminar on revalidation work on 23 Jan
- Established sister geoparks relationship with Yuntaishan UGGp on 31 Mar
- Attended the 5th Asia-Pacific Geopark Week & "Sister Parks Mutual Exhibition", carried out popular science activities at local schools on 22–28 Apr
- Attended the 8th Asia Pacific Geopark Network Symposium, delivered 2 oral presentations and attended the geopark exhibition on 10–15 Sep
- Attended the 7th International Training Course on Geopark Management & Development on 9–15 Oct
- Attended 2024 China UNESCO Global Geopark Annual Meeting on 30 Oct– 2 Nov
- Established sister geoparks relationship with Zigong UGGp on 20 Nov
- Dedicated 3 articles to GGN Newsletter
- Contributed to the book "Poetic China-Global Geoparks"
- Attended the 20th anniversary events of China Global Geoparks
- Responded to GGN 20th anniversary celebrations with a special exhibition in Shilin

Management and Financial status

- Shilin Geopark Administration was officially established by the government and is responsible for the day-to-day conservation and management of the whole geopark.
- The financial status is good, with revenues and expenditures basically balanced. The income can cover the fund in geopark conservation, infrastructure update and maintenance, scientific research and popularization, cooperation and exchanges, and marketing and promotion.

Geoconservation

- Resource Management Division of Shilin Geopark Administration carried out over 30 regular patrol on geosites;
- Joint forest fire prevention & monitor with surrounding communities; evaluation of community conservation results to safeguard residents' rights
- Protection awareness campaigns in the Major & Minor Stone Forest subareas, Naigu Stone Forest subareas, and Shilin Primary School

Sustainable geotourism

- 14 geotourism routes with on-site interpretation panels, which are maintained and updated regularly
- Geoknowledge training for guides, staff and volunteers; cooperation with study tour operators
- Public “sustainable tourism” education in local schools
- Compiled 50 science popularization materials: handbooks, study-tour manuals, leaflets, brochures, etc

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

- Using the geopark monitoring & early warning system and smart tourism platform (cloud computing & big data) for protection, sustainable development and hazard risk management
- Theme activities on World Earth Day, World Meteorological Day, Disaster Reduction Week, Science & Technology Week, etc. to spread hazard knowledge, prevention measures and warning signals to the general public
- Regular weather forecast via TV & SMS; timely alerts for thunderstorms, intense rainfall, heavy rain, cold wave, icy road, etc.
- Provide information on early warning, prevention and self rescue, geohazard warning signs to residents and tourists to raise awareness
- Training for staff and monitors in geohazard prevention; annual contingency & rescue plans; drills for flood and geohazard response to improve evacuation and relief capacity

Strategic partners

- **Strategic Partners on Research & Education:** Karst Research Institute (Slovenia), Institute of Karst Geology, Yunnan University, Yunnan Normal University, Southwest University, Nanjing University, Kunming University of Science & Technology, etc.
- **Strategic partners on Tourism & marketing:** Shilin Travel Agency, Shilin Xinglong Transport Company, Shilin Tourism Group of Yunnan, Wanjiahuan Agricultural Science & Technology Limited Company, Binghai Investment Limited Company, Xinglin Grand View Health Industry Limited Company, Yinruilin International Hotel, Hongshan Lake Investment Limited Company, Shilin Grand Hotel, Yimi Shuixiang Culture Limited Company, Yunling Hongji Culture Limited Company, etc.

- **Strategic partners on Conservation & management:** County Bureau of Natural Resources, County Forestry & Grassland Bureau, County Association for Science & Technology, etc.

Promotion & marketing

- Launch online promotional campaigns by Weibo, TikTok, and WeChat
- Cooperated with the main media including People's Daily, China Daily, Kunming Daily, and Beijing Holiday Self Guided Travel Magazine to publish articles and news updates about Shilin
- Installed large scale advertisements at the Kunming International Airport, Kunming Railway Station, Shilixi Railway Station, and Shilin bus stops to promote Shilin Global Geopark and Shilin Karst World Natural Heritage;
- Jointly participate in various tourism promotional events with tourism departments at provincial, municipal, and county levels.

4. Contacts

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