

Construction of Chinese Yuntaishan Global Geopark and Jiaozuo Phonomenon

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The construction of Yuntaishan Geopark excavated scientific implications of those geological relics and improved scientific values of this geopark. Yuntaishan Brand was known in the world and drove tourism industry rapid development, which has created a new realm for the sustainable development of this resource-exhausted city and has obtained win-win effect between geological relics protection and development and utilization of geological resources for tourism. The extremely rapid development of Jiaozuo tourism industry was called as 'Jiaozuo Phenomenon' by all sectors of the community, resulting in extensive social influences.

Keywords: Yuntaishan; Construction of geopark; Protection of geological relics; 'Jiaozuo Phenomenon'