



Linking Wildlife Conservation with Cultural Ecosystem Services Through Conservation Education in Biosphere Reserves: A Case of Fanjingshan Biosphere Reserve in China



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Fanjingshan Biosphere Reserve (FBR)
1986, the fourth reserve in China





Guizhou Snub-nosed Monkeys



Chinese Giant Salamander



Fanjingshan Fir



Chinese Dove Tree

charcoal



collection



grazing



tourism



Coupled human and natural system

Ecosystem service
For human



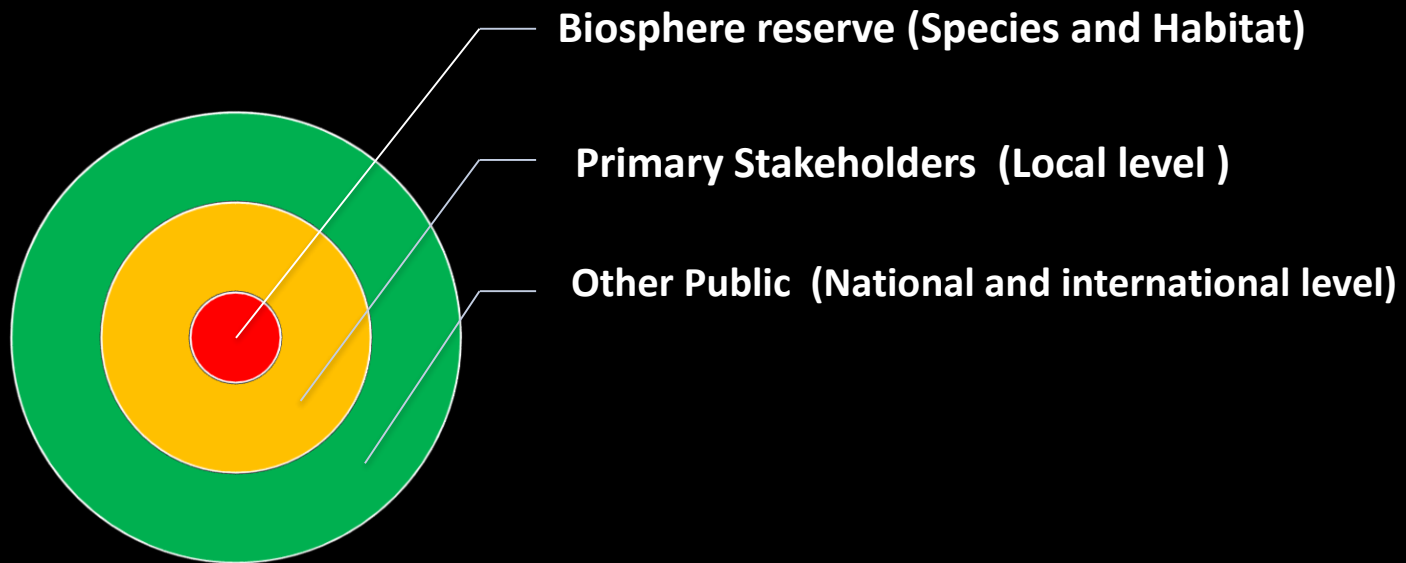
Biodiversity conservation
For species



Sustainable development?

(Turner et al. 2003; Walker et al. 2004; Liu et al. 2007; Kissui 2008; Carter et al. 2014)

Conservation Education

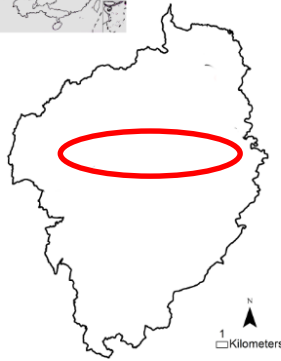
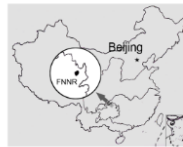


Public communication and engagement

Tourists Education



For tourists



Fanjingshan National Nature Reserve

In the reserve





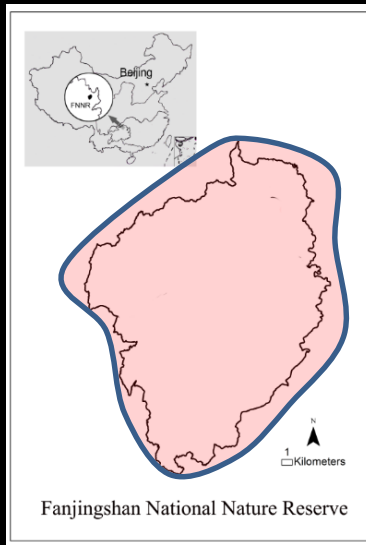
Local Community Education (Little Green Guards)



Dr. Chia Tan (San Diego Zoo Global)

LGG presentation

For the local community



Fanjingshan National Nature Reserve



LGG artwork

Around the reserve



LGG Game



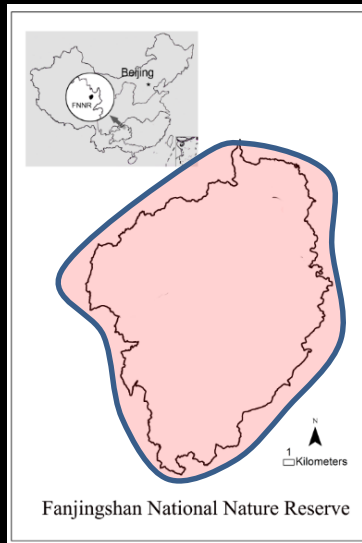
LGG playing guitar

Community (Little Green Guards) Trips



Kids and parents trip
Tourism area

For the local
community



Fanjingshan National Nature Reserve

Around the
reserve



LGG monkey trip



LGG wild trip
Monkey's habitat

Local Community Education (Little Green Guards) School Concert



Local governments and citizens

For government officials



Forums

For local citizens



Photographic exhibitions

Other Public Documentaries



For national and international public

Primary stakeholder and other public Stories



Fig. 4 Xingda's Wildlife Explorations in Fanjingshan book cover, illustrated by L. Zhao

“storied nature of human conduct”



Theodore R. Sarbin

This is the first “**science-based storybook**” about the endangered wildlife in Guizhou for children ages 9-15. It can be used as a model to educate children about their **local wildlife** using their **native language**.

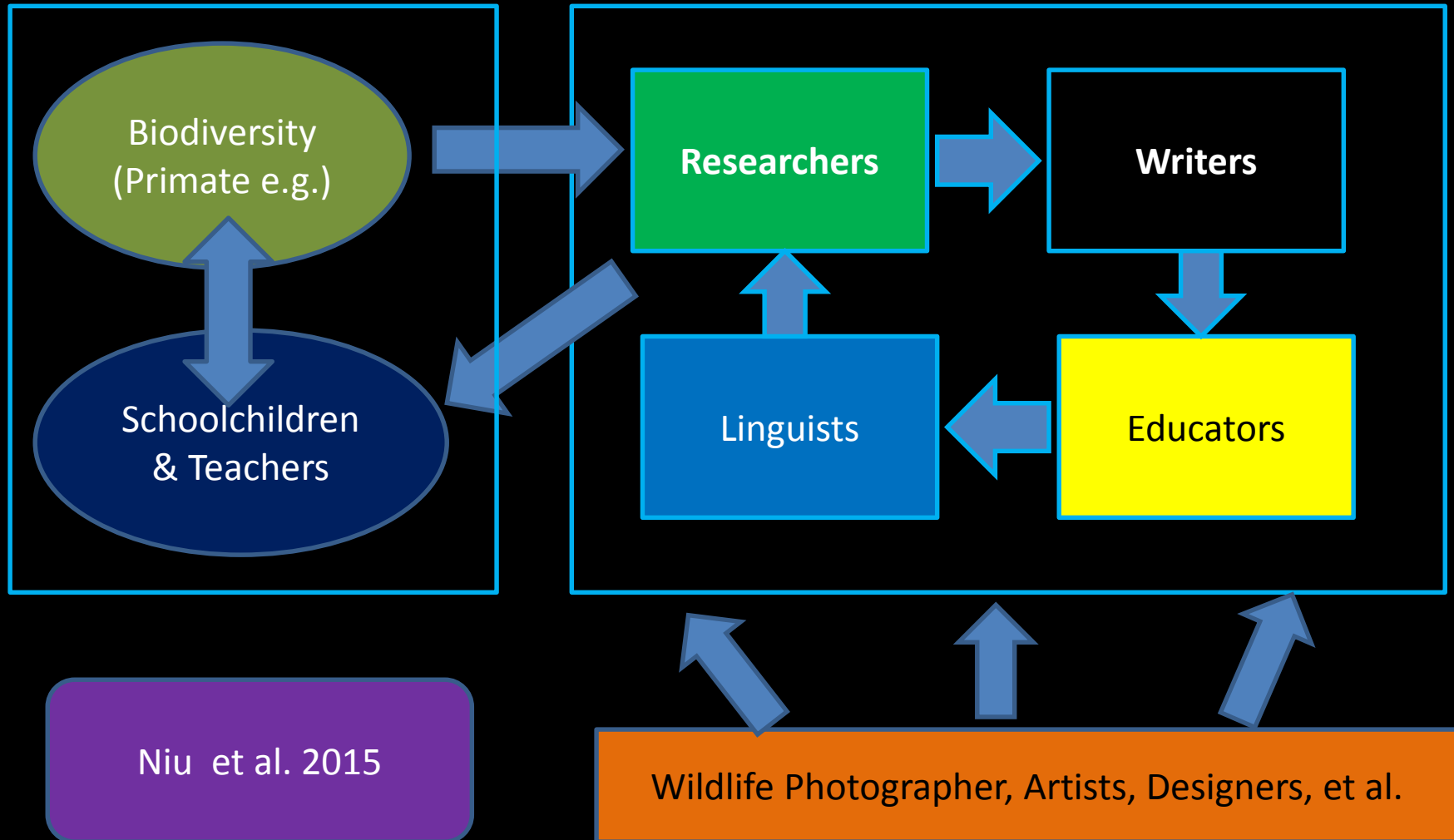


Fig. 5 Illustrations in the book: ① Guizhou snub-nosed monkey (© K. Ding), ② Chinese giant salamander (© X. Chen), ③ mandarin ducks (© X. Chen), ④ butterfly (© X. Mi), ⑤ Fanjingshan landscape (© D. Chen), and ⑥ Chinese giant salamander cartoon (© Y. Zeng)

The story's central character is a wildlife enthusiast named *Xingda*. While exploring *Fanjingshan*, he befriended several scientists and learnt about the biology and threats to many amazing wildlife species.

Four species were highlighted in the book. In addition to the Guizhou snub-nosed monkey, Chinese giant salamander (*Andrias davidianus*), mandarin duck (*Aix galericulata*) and butterflies (*Papilio polytes* and other spp. were included also.

Promote conservation through stories





For 7 local schools around
Fanjingshan reserve



Guiyang (436 primary
schools)



- 4,600 copies were donated to 443 local primary schools, including those adjacent to FNNR.

- Young Pioneers, a well-known Chinese youth journal, reprinted this book and published about 600,000 copies in four issues.
- Publication of the book was reported by at least ten (original) media agencies and the news reached an estimated 2.0 million audience.

RECOMMENDATIONS FOR FUTURE RESERVE MANAGEMENT

1. Conservation Education System



2. Biosphere reserve
Stories (Grounded)



*Every protected area has diverse stakeholders
and its unique set of natural, socioeconomic, and cultural
characteristics!*

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Many thanks to thousands of children from the primary schools and villagers around Fanjingshan reserve and in Guiyang city.



**Welcome to Fanjingshan
Biosphere Reserve! &
Thank you for your attention!**

**More details, Please contact with
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