

Annual report of the world geopark network — geopark 2019

1. Park Identity

Geopark name, national and regional network:

Jingpohu UNESCO World Geopark, China, Asia-Pacific Geopark Network.

Year of accession/year of last reassessment:

2006/2018

Representative photo :(most important event of the year)

Participate in the 6th Asia-Pacific World Geopark Conference, exchange and study, discuss geopark related matters and exercise the rights of geopark administrators.



2. Geopark Data

Employees :214[organs + institutions on the job in the staff of 214 people, government contracts restricted 20 people, a total of 234. Number of staff employed in the office] including 12 geologists

Number of visitors :650,000

Number of Geopark Activities :8

2019 Mudanjiang Jingpohu International Ice Run Challenge, staff hiking, popular science geological tour activities 6

Number of school classes with Geopark Education Programme :6

The number of press releases issued by Geopark: the total number of publicity reports in the traditional media above provinces and cities is 629(times), and the total number of publicity reports issued by the network and new media is 566(times).

3. Geopark Activities (itemized)

Key achievements in 2019

1. finished planting more than 80,000 plants, Clear the area exposed more than 2000 square meters planted root flowers. A total of 150 seabuckthorns and 10 American red maple were introduced and planted. 2. investment of more than 100,000 yuan to repair and transform the East Gate and North Gate area rain shelter, Solve the problem of rain and sun while tourists wait. 3. investment of nearly 1 million yuan to build the South Lake tourism services integrated facilities, meet the needs of tourists to visit scenic spots safely, conveniently and quickly by boat. Add 2 ticket mobile payment gates and 5 sightseeing bus ticket gates 4. Wisdom Scenic Area.5. successfully

passed the third re-evaluation to obtain a "green card ".6. and Professor Lu Hongbo, School of Geosciences and Technology, China University of Petroleum, carried out scientific research activities in Jingpohu, and wrote a paper on "Lava Drum and Collapse Structure on the Lava Terrace ".During the 7.'s participation in various conferences, through the study and exchange with the managers and experts and scholars of each geopark, the popularity and reputation of Jingpohu World Geopark has been improved.

Contribution to GGN —— network activities and participation

1. remit to UGG an annual fee of 1500 euros for 2019.
2. participated in the sixth Asia-Pacific World Geopark Congress, held in Linjani-Longmu Island, Indonesia, during which five topics, such as the management and construction of the World Geopark, were intensively discussed, attended the UNESCO World Geopark Council meeting, the Asia-Pacific Geopark Network Coordinator's meeting, and visited the World Geopark Exhibition.
3. and Huanggang Dabie Mountain as a sister park.
4. attend the annual conference of China World Geopark 2019 in Dunhuang, and put forward work suggestions in the exchange of meetings.
5. participated in the "China Geopark Theme Publicity Campaign" organized by the National Bureau of Forestry and Grass in Yanqing World Geopark, Beijing.
6. completed to the Wudalianchi and other world geopark and CGN to provide Jingpohu related information and specimens.
7. participated in the Alshan World Geopark Demolitions and Volcano Alliance Conference.
8. contribute to GGN and publish 1.
9. assist China Geological Environment Monitoring Institute, Shenzhen Satellite TV, completed the Jingpohu

World Geopark geological relics science propaganda film shooting, explanation and other work.

Management and financial situation

Management: Jingpohu World Geopark Management Committee

Financial situation: financial situation is good ,2019 ticket income 3617(after tax)3768(before tax)10,000 yuan.

Protection of geological monuments

1. improve the water quality of Jingpohu through treatment, from V to III.2. invested in the protection and restoration of geological relics. 3. year-round field patrol, forest fire prevention, community publicity. 4. set up popular science promenade in the scenic area of villa, crater sub-sect area, waterfall village, xiaozhu village, tokyo town middle school, etc. to propagate the knowledge of geological relic protection. 5. formulated emergency plans for geological relics, ecological protection, forest fire protection and other resources protection.

Sustainable tourism

650,000 visitors

New educational programmes on geological heritage protection, sustainable development and disaster risk reduction

To formulate the "Jingpohu World Geopark recruitment science popularization work partner implementation plan", "recruitment science popularization base camp, popular science residential partner work plan", "recruitment science popularization volunteer work plan ", to promote the construction of popular science base camp.

Strategic partners

With China Geological Environment Monitoring Institute Beijing Curtain Vientiane Company, Shenzhen Satellite TV and other completed Jingpohu World Geopark geological relics science propaganda film shooting. With Mudanjiang City Cultural Tourism Bureau completed the Mudanjiang tourist distribution center set up operation, opened Mudanjiang to Jingpohu, Changbai Mountain tourist line, send 32000 visitors throughout the year, more than 150000 visitors consultation. In cooperation with the State Sports Administration and the Chinese TV and Guangzhou media, the National Youth Taekwondo Challenge of "Snow Rhyme Dance" has successfully opened in 13 sub-regions of the country. Continue to make big and strong Jingpohu aquatic products brand ,2019 Jingpohu "red tail, fat head fish" won the province's top ten real estate characteristics of the title of fish, with Beijing Beishui Food Company and Hongxin Shengrui Trading Company to carry out fish products sales cooperation, supply National Day parade troops characteristic fish products nearly 20 tons.Realize commodity fish sale income 9.5 million yuan.

Promotional activities

First, the creative planning of "natural scenery, cultural experience, leisure vacation, custom-made features" four categories of tourism products, launched four boutique tourist routes.The second is to hold a meeting in Mudanjiang, Harbin, Xi'an and other flights, high-speed rail radiation key tourist sites, and use the Northeast Tourism Scenic Area Union Southwest Culture Promotion Week, Beijing Asian Cultural Tourism Exhibition, Heilongjiang Province Summer Cultural Tourism

Promotion (Shanghai) and other exhibitions to develop the target market in depth. Third, the online and offline planning held "crater hiking, volcanic lava platform apricot festival, Jingpohu as a demon festival, the 19th Snow Castle Park," and other 12 festival events. Fourth, with Sina, Tencent, today's headlines and other websites jointly planned marketing activities, the whole year the media cumulative 447 publicity reports (times), CCTV cumulative live broadcast and report 9 times. Fifth, deepen cooperation with OTA e-commerce and distributors to achieve online revenue of 4.7 million yuan, an increase of 63% over the same period last year.

4. contact

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