

GGN - Geopark Annual Report 2020

1. GEOPARK IDENTITY

Geopark name, country, regional Network:

Sanqingshan UNESCO Global Geopark, China, Asia-Pacific Geoparks Network

Year of inscription / Year of the last revalidation: 2012 / 2018



Annual representative activity: signed a sister geopark agreement with Leye-Fengshan UGGp

2. GEOPARK FIGURES

Number of Geopark staffs: 334 staffs including 5 geoscientists

Number of visitors: 1,301,000

Number of Geopark events: 19

3rd Ethnic Minorities Culture and Art Festival of Jiangxi Province

School educational activities organized by Sanqingshan UGGp

Earth Day activities

Challenging Champion · China Sanqingshan Poetry Society

2020 Sanqingshan Tour Guides Training

2020 Sanqingshan Alpine Azalea Appreciation Month

Dramatic Performance on Chinese Valentine's Day

The Sanqingshan Parallel Session of the Famous Mountains Second Qualifying Round,

China Forest Song Contest

6th Sanqingshan Bridge Open Championship

Sanqingshan sports tourism carnival

2020 Poyang Lake Tour Elite Cycling Race

Number of school classes realize Geopark educational programmes: 64 classes of 3 school

Number of Geopark press release: More than 380

3. GEOPARK ACTIVITIES

Major achievements in 2020

- During the Earth Day, along with 11 UNESCO Global Geoparks such as Yandangshan UGGp, Danxiashan UGGp, Sanqingshan UGGp launched 1st APGN Week activities, including “Sister Geoparks Mutual Exhibitions” “Earth Beauty - Geoparks Photography Exhibition” “Award-Winning Quizzes of Geopark - Visiting the Most Beautiful Geopark For Free”.
- By integrating of geology, biology, culture and other resources in the Geopark, the Geopark launched educational tourism products such as Sanqingshan, Huaiyushan and Sanqingshan Geological Museum, Yulian Waterfall and Shenxiangu, etc.

Contribution towards GGN - Networking and participation

- Attended 2020 Annual Meeting of China’s UNESCO Global Geoparks and other meetings.
- Participated in online meeting such as 1st GGN Digital Forum, APGN CC Meeting, etc.
- Signed a sister geopark agreement with Leye-Fengshan UGGp.
- Extended a sister geopark agreement with Villuercas-Ibores-Jara UGGp of Spain.
- Invited Yimengshan UGGp and Tianzhushan UGGp to visit Sanqingshan UGGp, exchanging of the protection and management experience.

Management and Financial Status

- The Sanqingshan Geopark Administration Committee is in charge of the management of the Geopark, implementing standardized and intelligent management. The Geopark is running well.
- The financial status is sound and stable, the revenue comes mainly from the admission fee, tax and government special appropriation.

Geoconservation

- Applied Sanqingshan Smart Tourism System to monitor the key sites in the Geopark, and to defend the boundary of the key geosites and the surrounding

areas. Rangers have adopted a grid management model to conduct daily patrol on the geosites.

- Taken advantage of Earth Day and National Science Day to carry out events to increase public awareness about geoconservation.

Sustainable tourism (Geotourism)

- In 2020, the COVID-19 epidemic had made a huge impact on the tourism industry. Sanqingshan actively responded to the epidemic, revived the tourism market, and achieved remarkable results. In the 4th quarter, visitor numbers were up nearly 40% from the same period in 2019 and the number of visitors recovered to 70 percent of the previous year.
- Jinsha Tourism Resort has been successfully approved as a national tourist resort.
- Shenxiangu Scenic Area was designated as "National AAAA Tourist Attraction".
- Sanqingshan Geological Museum upgrade project had been completed.
- Sanqingshan tourist transfer construction project was launched.
- The Geopark was included as National Boutique Themed Tourist Routes entitled with "After the epidemic, the country is wonderful".

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

- Carried out the Earth Day activities and provided local students with free courses in the Sanqingshan Geological Museum.
- Regularly organized students to do field trips to Sanqingshan Geological Museum and geosites.
- Cooperating with Science and Technology Association of Jiangxi Institute of Economic Administrators, we carried out Sanqingshan UGGp Photos Exhibition.
- Sanqingshan UGGp was rated as Jiangxi Science Education Base.
- Sanqingshan Geological Museum was listed as "the First Batch of Geoscience Education Base of Chinese Geological Society" and "the Second Batch of Primary and High School Students Education Base in Jiangxi Province".

Strategic partnership

- Carried out educational cooperation with China University of Geosciences (Beijing), China University of Petroleum, Jiangxi Institute of Economic Administrators, Shangrao Normal University and other universities.
- Established strategic partnerships with community enterprises operating mountain black tea, golden tea, camellia oil and other agricultural products and green food.

Promotional activities

- The Geopark combined online promotion with offline activities to innovate on the promotional model.
- Cooperated with Sina, Tencent Travel, WeChat and Tik Tok, and launched the advertisements on Sanqingshan image in high-speed train stations, airports and subway stations.
- Sanqingshan launched a named high-speed train to create a mobile business card of Sanqingshan.
- Held the promotional events including Sanqingshan Alpine Azalea Appreciation Month activity.
- Relying on China Unicom's 5GⁿLive ultra-high-definition live broadcast platform and Wo video client, the Geopark launched a new multi-screen 5G live broadcast product of Sanqingshan.

4. CONTACTS

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