

# GGN - Geopark Annual Report 2019

## 1. GEOPARK IDENTITY

**Geopark name, country, regional Network:** Huangshan UNESCO Global Geopark (China, Asia-Pacific Geopark Network)

**Year of inscription / Year of the last revalidation:**2004 / 2016

**Representative Photo** (from the most important event this year)



**The seminar on coordinated management of Huangshan UGGp and world heritage Site (December 2019)**

## 2. GEOPARK FIGURES

**Number of Geopark staffs:** 906, including 4 geologists

**Number of Visitors:** 3.4 million

**Number of Geopark events:** 29

### **January:**

1. Promotion activity of Local People Visit Huangshan

### **March:**

2. Staff Fun Games for the International Women's Day

### **April:**

3. The series of education activities of Huangshan UGGp enter Zhejiang University for the World Earth Day

**May:**

4. The school education activity of Big Hand and Small Hand, Learn about Huangshan, Love Huangshan
5. Training class for technology staff on the prevention and control of pine wood nematode
6. The activity of Food and Drug Knowledge into School for community primary school
7. The theme speech competition of New Ideas Lead Huangshan Tourism to Start Again

**June:**

8. The promotion activity for the Chinese Cultural and Natural Heritage Day
9. The promotion activity for the World Environment Day
10. A flower arrangement art training for female employees was held to improve their life skills

**July:**

11. The media interview of the New Integration of Culture and Tourism, Huangshan Start Again
12. The photo exhibition of Huangshan and the opening ceremony of the commemorative stamp album to celebrate the 40th anniversary of Deng Xiaoping's (the then vice Prime Minister of China) inspection in Huangshan in 1979.

**August:**

13. 2019 World Heritage Monitoring Conference
14. A lecture on world heritage and sustainable tourism was held in Feicui New Village
15. Training activity of Huangshan UGGp Entered the Community
16. Fitness dance performance was held by Geopark Working Committee on Children and Woman
17. Summer social practice activities for doctoral students of Tsinghua University (from July to August)

**September:**

18. Donation activity of Care for Women and Children in Trouble
19. Promotion activity for the National Popular Science Day
20. Popularization of Huangshan World Heritage Site Enter School
21. Explanation competition of I Am a Little Tour Guide of Huangshan

**October:**

22. Volunteer training camp for education
23. Photography exhibition for the friendship of the West Lake and Huangshan
24. The 2019 National Mass Mountaineering Fitness Conference and the 15th China Huangshan International Mountaineering Conference and 2019 Huangshan International Mountain Marathon
25. Activity for the International Day for Disaster Reduction

**November:**

26. The 2019 staff (men's) basketball match
27. The invitation competition for the scientific examination of wild plants for children in Anhui Province
28. Study travel activity for primary and secondary school students in the surrounding community
29. The seminar on coordinated management of Huangshan UGGp and world heritage Site

**Number of school classes realize Geopark educational programs:** More than 50

**Number of Geopark press release:** 5 Chinese news on CGN website and 0 English news on GGN website

**3. GEOPARK ACTIVITIES****Major achievements in 2018**

1. Phased results has achieved for the collaborative management of Huangshan UGGp and World Heritage Site. An agreement was signed with Huangshan District on the geopark extension.
2. Established friendship with Kenya Mountain National Park. The park is an UNESCO World Heritage Site and World Biosphere Reserve. Huangshan's friendship with it is conducive to the exchange of UNESCO's experience in multi brand collaborative management and the promotion of UNESCO Global Geopark concept.
3. The sustainable development policy of geopark has been effectively implemented. We have organized the 2019 conference of UNWTO MCSTO, and shared our experience on sustainable tourism at the conference.
4. Participated in the revision of IUCN green list China standard, our geopark director was selected as a member of IUCN green list China jury.
5. Two interdisciplinary studies have been completed and three undergraduate books are published.

**Contribution towards GGN - Networking and Participation**

1. In March, we received the visit of Dunhuang UGGp and held a meeting on geopark revalidation.
2. From April to August, technical backbones were sent to take part in the revalidation of Tianzhushan UGGp.
3. Participate in the first China Geopark theme activity in September.

4. In October, we participated in the 2019 annual meeting of China Global Geopark in Dunhuang UGGp.
5. In November, we received the visit of Jiuhuashan UGGp.
6. In November, we have participated in the fifth International Training Course of UNESCO Global Geopark in Beijing and exchanged experience.
7. In December, we received the visit of South Korea's Mudungsan UGGp and Yimengshan UGGp and held a meeting on relevant issues of global geopark.

### **Management and Financial status**

Management: 20 newly hired professional managers.

Financial report: A total of 3.4 million tourists were received. 2.714 billion yuan in operating income

### **Geoconservation**

1. Carry out routine patrols for 15 times.
2. The upgrade project of Huangshan heritage resources database has been completed.
3. Completed the project of interaction mechanism research on Huangshan geological landform and biodiversity.
4. Completed the project of research on the generation and protection mechanism of Huangshan cliff carving under special geographical conditions.
5. The study on water use mechanism of *Pinus taiwanensis* under special geographical conditions was promoted.
6. Carry out activities like forest protection and fire prevention, monitoring and patrol together with surrounding communities, assess the protection effect of surrounding communities, ensure the rights and interests of residents.

### **Sustainable tourism (Geotourism)**

"Only One QR Code for a Tour in Huangshan" is realized and face scan payment is introduced to facilitate tourists to buy tickets and promote consumption upgrading. Public education activities of sustainable tourism development have been done in community school to promote the experience of Huangshan tourism sustainable development. We also participated in the formulation and revision of international, national and industrial standards, including Norms and Evaluation of Civilized Tourism Demonstration Area, Requirements and Identification of Civilized Tourism Demonstration Area, Requirements and Identification of Civilized Tourism Demonstration Unit, Guide to Sustainable Development of Tourist Areas.

## **New Education programmes on geoconservation, sustainable development and disaster risk reduction**

Carried out series of education activities in Zhejiang University for the World Earth Day, the education and study travel activities for community primary and secondary school, the volunteer training camp and science investigation activities.

## **Strategic Partnership**

Peking University, Tsinghua University, China University of Geosciences (Wuhan), Nanjing University, Nanjing Forestry University, geological team 332 of Anhui Bureau of Geology and mineral resources, Anhui Geological Museum, Ali travel, Ctrip.com, Lvmama, Zhaixi primary school

## **Promotional activities**

We have organized and planned a large-scale public welfare trip, creative flash, HUI Cuisine Week, Huangshan products press conference in Hangzhou and other activities, held three events for the China Tourism Culture Week in the United States, actively participated in the 2019 Berlin International Tourism Fair, held the China Huangshan (Europe) Tourism Promotion Conference. And the image of Huangshan Tourism has appeared in New York Times Square, London Trafalgar Plaza and Berlin Travel Fair which promote our overseas fame. And we have updated our news on our geopark website, Weibo and WeChat official account regularly.

## **4. Contacts:**

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