

GGN - Geopark Annual Report 2021

1. GEOPARK IDENTITY

Geopark name, country, regional Network: Huangshan UNESCO Global Geopark, China, Asia Pacific Geoparks Network)

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

Representative photo with caption



Meeting for the Forum for UNESCO Multi-designated Sites

2. GEOPARK FIGURES

Number of Geopark staffs: 863 staffs including 5 geoscientists

Number of visitors: 1.67 million

Number of Geopark events: 45

- Covid-19 test practice drill
- Symposium on Huangshan protection and development with Huangshan District
- Joint publicity activities for pine wood nematode prevention and control with the adjacent town and village governments and forestry departments
- 14 Huangshan Nature Lectures were held in primary and secondary schools in Huangshan
- Reading and mountaineering activities for the celebration of International Women's day
- Education activities for World Wildlife day
- Voluntary tree planting activities on China's Arbor Day

- A series of education activities for World Water Day and China's Water Week
- For the National Disaster Prevention and Reduction Day, education activities were carried out in Tangkou Central Primary School in the community
- For the International Biodiversity Day, staff visit Huangshan University to learn relevant information, and together with the School of Life Sciences of Anhui University, we held a theme promotion activity on Huangshan biodiversity at the campus of Anhui University
- An online open course on the theme of "world heritage protection, management and monitoring - Taking Huangshan as an example" was held for China's fifth Cultural and Natural Heritage Day
- Assist in the 2021 Culture Summer Camp for Taiwan Student
- The second Little Eagle Class was held in Shancha village for safety education
- A safety lecture for Tangkou Central School
- A special training course on the work of river head system
- A training class on engineering construction
- A training class on field emergency treatment and prevention skills
- A training course on electric power safety operation procedures for nearly 230 electricians from 40 units in the geopark
- A food safety training for the heads or food safety administrators of 110 catering service units
- Special lectures on wildlife were held for Paiyun Hotel and Huangshan Yunren Homestay
- The first training course for interpreters of Huangshan was jointly held with the municipal tour guide association
- The fifth E-Eye Huangshan Photography Competition was held
- The photography exhibition of "Visiting the magical Huangshan Mountain and tasting the Millennium ancient town" was held
- A photography exhibition of Tibetan Shannan was held in the Xihai exhibition area
- A cultural exhibition was held at the Guest Greeting Pine
- Build a literary interest group for staff
- Hold the 2021 staff chess competition
- The 17th China Huangshan Hiking Conference
- Huangshan and Cross Strait Exchange Base organized the activity of "Anhui-Taiwan marriage family Township trip"

Number of school classes realize Geopark educational programmes: 25

Number of Geopark press release:

- 30 news on our English website
- 636 articles were published on our official Wechat account

- CCTV came to Huangshan for shooting and reported the news many times; Participate in the recording of TV programs in other cities; 1 online movie including Huangshan scenery
- According to the incomplete statistics of big data platform, the article of Enjoying Two Seasons of Beautiful Scenery! Rime Sea Landscape in Huangshan was reposted 656 times by 50 media
- 1 news on IUCN official website and case sharing information on UNESCO official website

3. GEOPARK ACTIVITIES

Major achievements in 2021

- Completed the Research Report on the Theory and Practice of Integrated Management of UNESCO Multi-designated Sites: Taking Huangshan as an Example, in cooperation with China University of Geosciences (Wuhan)
- The research project of integrated management of Huangshan UNESCO multi-designated site gained supported from UNESCO seed funding
- The case of Huangshan Nature Lecture was selected into ten good examples from UNESCO Global Geoparks on climate change mitigation and adaptation
- An SCI paper on the natural value of Huangshan was published
- Huangshan has won the honorary title of Safe China Outstanding Organization of Construction
- The project of Huangshan Pine Germplasm Resources Conservation Research funded by FAO Huangshan GEF project was complete
- The subproject of Huangshan GEF project, Investigation and Utilization of Tea Resources and Insect Species in Tea Gardens in Huangshan area was complete
- The provincial standard for handling complaints of scenic areas made by our committee has been approved
- Realize the "all-in-one card" Application of social security card. Residents can easily enter our geopark by carrying social security card or an electronic one
- The micro-video, Fighting Typhoon Haikui and Preserving Ancient Trees - the Story of Hu Xiaochun, a Pine Keeper", won the third prize of the Education China 2020 Competition held by China Forestry Society
- No forest fire throughout the year

Contribution towards GGN - Networking and participation

- Initiate and promote the establishment of Forum for UNESCO Multi-designated Sites. Together with UNESCO Beijing office and other international organizations, multi-designated sites in China, Italy, Portugal, South Korea and other countries, as well as some experts of Huangshan integrated management advisory committee, we held 5 video meetings, shared Huangshan integrated management experience and plans, and learned for other cases, drafted the forum

statute

- Participate in the 2nd GGN digital forum
- Share research results and experience of integrated management of Huangshan at the training course of UNESCO Biosphere Reserve in Northeast Asia and at the 9th UNESCO World Geopark conference.
- Participated in the online symposium on management challenges in internationally designated areas in Korea
- Shared education experience of Huangshan at the UNESCO Global Geopark Case Sharing Meeting held by Russia's Undoria Geopark
- Exchange experience in the protection of geological and biological systems at the virtual forum on geological heritage and geopark held by Langkawi Research Center
- Feedback on the management measures of UNESCO Global Geoparks in China
- A UNESCO questionnaire on water resources management was submitted
- Carry out mutual exhibition with Alxa UGGp
- Provide photos for Zhangye UGGp's exhibition
- Held a series of education activities for the World Earth Day with Tianzhushan UGGp and Jiuhuashan UGGp

Management and Financial Status

- Staff:547 permanent, 316 by contract
- Income of 1.8 billion Yuan

Geoconservation

- Complete the research project on water use mechanism of *Pinus taiwanensis* under special geographical environment
- Implement safety responsibilities. The plan for 2021 geological disaster prevention and control, and the emergency plan for sudden geological disasters are developed
- Make preparations before flood season. All responsible units are required to make preparations for rescue and disaster relief, strictly be on duty in flood season, upload and release news, and ensure timely, accurate and complete.
- Comprehensively eliminate potential dangers. With No.332 geological team carried out the investigation of potential geological disasters in the whole mountain, and prepared the geological disaster distribution map and prevention and monitoring responsibility table according to the investigation results.
- Accelerate governance. Urge the responsible units to accelerate the engineering treatment of potential geological hazard points. Complete the treatment of 2 Geological hidden danger

points of tourist roads.

Sustainable tourism (Geotourism)

- Promoted the construction of the Time-divided Real Name Appointment Supervision Platform to strengthen the precise regulation and emergency response of tourist peak days.
- Draft the national standard Guideline for Sustainable Development of Tourist Areas, which is officially released by the State Administration of Market Regulation on Nov.11, 2021.
- Completed sustainable tourism monitoring for 2020 as Huangshan monitoring center of the sustainable tourism observatory of UNWTO

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

- We organized an online column of "series of interviews with world heritage experts", and invited officials of the World Heritage Center, members of IUCN green list China, Peking University, Tsinghua University, China Institute of urban planning and design and many other top domestic heritage experts to participate in the online interview, with more than 20000 hits.
- Hold a special report meeting on "the establishment of near zero carbon emission scenic area" for our staff. We invited Zhu Jun, President of Ecological and Environmental Planning and Design Branch of Planning and Architectural Design Institute of Fudan University, to make a special report.

Strategic partnership

Peking University, Tsinghua University, China University of Geosciences (Wuhan), Nanjing University, Nanjing Forestry University, School of life and Environmental Sciences, Huangshan University, 332 geological team of Anhui Bureau of Geology and mineral resources, Anhui Geological Museum, CHINA ENFI Engineering Corp, Alibaba Group, Ali travel, Ctrip, Lvmama, Davost Intelligence Beijing, zhaixi primary school.

Promotional activities

- The online movie, Legend of Treasure in Shaolin Temple which presents lots of Huangshan's scenery, have landed on Youku, iqiyi and Tencent video platforms
- The third "spring tour Jianghuai invites you" 100 media tourism promotion activity was held
- The production team of the Thai Language Department of China Central Television came to Huangshan for shooting
- CCTV's large-scale live broadcast group of "watching China along the highway" conducted a live broadcast in Huangshan

- During the 44th World Heritage conference, "Huangshan closed rotation ecological protection" and "cultural and creative industry development" appeared in the two sections of "world heritage protection and sustainable ecosystem" and "world heritage protection and cultural industry development" respectively
- Jointly held with Huangshan Daily the media gathering activity of "new integration of culture and tourism Huangshan · creative Huangshan", and invited many multimedia to publicize the experience and achievements of Huangshan protection and management since our World Heritage application in 1990
- Participated in the recording of "our festival · Mid Autumn Festival" TV program
- Huangshan shared relevant experiences at the International Symposium on resilience capacity building and sustainable development of world natural heritage sites held by Jiuzhaigou
- Participate in the video conference on the impact and recovery of the IUCN epidemic in Africa, sharing the experience of "safe and orderly opening of scenic spots under COVID-19's prevention and control".
- The news report of "halfway photographer on Huangshan" was broadcast on CCTV news channels "24 hours" and "Morning News", and landed on the CCTV news client and the home screen of cctv.com

4. CONTACTS

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