

# GGN - Geopark Annual Report 2023

## 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



**Held the 4<sup>th</sup> Huangshan Dialogue on UNESCO-designated Sites and Sustainable Development**

## 2. GEOPARK FIGURES

**Number of Geopark staffs:** 949 staffs including 4 geoscientists

**Number of visitors:** 4.57 million

**Number of Geopark events:** 53

Feb.10, Huangshan Geopark Volunteer Service Training Meeting

Mar.7, Staff Fun Sports Game for the 113th International Women's Day

Mar.9, friendly park cooperation agreement was signed with the Arxan UGGp

Mar.9, a voluntary tree planting activity.

Mar.22, the 2023 Mount Huangshan Xihai Grand Canyon Emergency Rescue Comprehensive Drill

Mar.23, the 2023 "World Water Day" and "China Water Week" activity and the mobilization meeting for building water-saving Huangshan Scenic Area

Apr.21, the "Hello Youth " social event

Apr.27, summary and promotion meeting was held for the achievements of biodiversity conservation and sustainable utilization projects in Huangshan.

From Apr.22 to 28, Huangshan with 28 UGGps in China including Danxiashan and Yandangshan, as

well as the Yifu Museum of China University of Geosciences (Wuhan), organized the 4th Asia Pacific Geopark Week with the theme of "Cherish the Earth, Harmony and Coexistence between Human and Nature" and the 54th World Earth Day: "Friendly Sister Parks Exhibition and Interaction" online and offline science popularization activities.

May.12, disaster prevention and reduction knowledge promotion activity at Yupinglou Square

May.13, Huangshan and Mount Wuyi Photography Exhibition.

May.22, the theme publicity activity of International Biodiversity Day was jointly carried out by Huangshan UGGp, Huangshan University, Beijing Forestry University and other institutions.

May.25, a summer special action deployment meeting for tourism industry management in Tangkou Town was held.

May.28, the 2023 Children's Day activity was launched.

Jun.5, a promotional campaign on the theme of World Environment Day was launched.

Jun.10, the 40<sup>th</sup> anniversary of the Huangshan Primate Field Research and Observation Base of Anhui University, and the International Academic Seminar on Huangshan Biodiversity Conservation.

Jun.29, the 4th Huangshan Dialogue on UNESCO-designated Sites and Sustainable Development was opened.

Jul.6, "Mount Huangshan starts again after the new integration of culture and tourism • guard the beautiful Mount Huangshan with heart and feelings" media interview gathering activity.

Jul.6, a 4-day public promotion and education event with the theme of "Low Carbon Life, Building the Future Together" was held.

Jul.15, the Huangshan Sword Contest National Final was held in cooperation with Tencent.

Aug.1, the 2023 Taiwan Youth Hui Cultural Exchange Camp opened.

Aug.16, the media forum and the launching ceremony of the theme publicity of "Beautiful Mount Huangshan with me" were held.

Aug.18, Huangshan Scenic Area held a training course on tourism quality improvement for front-line managers.

Sep.15, a special lecture with the theme of "Saving Water - Starting from Me" was held.

Oct.16, the activity of "reading the travel notes of Xu Xiake and tasting Huangshan culture".

Oct.23, the "Golden Autumn Brings Refreshing Love and Warmth to the Double Ninth Festival" event

Nov.6, the first 2023 Employee Sport and Fitness Game

Nov.19, the 19th China Huangshan Mountain Hiking Conference

Nov.28, hosted the 24th China Biosphere Reserve Network Member Conference and the 30th Anniversary Conference of China's Joining the Man and Biosphere Program.

Dec.4, a training class for interpreters of Huangshan UGGp

Dec.14, an ecological environment protection conference

Dec.26, a special exhibition of calligraphy and painting collections

Throughout the year, 16 sessions of the Huangshan Nature lectures were held.

5 sessions of Huangshan Heritage Lectures for staff were held.

**Number of school classes realize Geopark educational programmes: 40**

**Number of Geopark press release:** more than 600 on Huangshan Chinese Website, 24 on Huangshan English Website, dozens on other community, provincial and national media.

### **3. GEOPARK ACTIVITIES**

#### **Major achievements in 2023**

1. The 4th Huangshan Dialogue on UNESCO-designated Sites and Sustainable Development was successfully held, and the Huangshan Vision, an important outcome of the conference, was adopted.
2. Huangshan has become a national civilized tourism demonstration unit in China.
3. 13 rock carvings were included in the "First Batch of Ancient Steles and Carved Cultural Relics" published by the National Cultural Heritage Administration of China.
4. The project of "Greeting Pine Welcome You Tourist Service Platform" built by Huangshan won the third prize of the Blossom Cup 5G Application Contest of the Ministry of Industry and Information Technology of China.
5. "Mount Huangshan Case of Low Carbon Cultural Tourism Innovation and Practice in World Heritage Site" was selected into the "Bamboo Town Carbon Plan -2022 World Heritage Site Carbon Reduction and Low Carbon Development Creativity and Practice Selected Case Collection" by UNESCO and the International Bamboo and Rattan Organization.
8. Huangshan Zero Carbon Scenic Area Demonstration Base was officially awarded, becoming the first mountain type zero carbon scenic area in China..
9. Huangshan was selected as the 2023 China National Tourism Technology Demonstration Park.

#### **Contribution towards GGN - Networking and participation**

1. Paid the GGN 2023 membership fee.
2. Feedback was provided on the 2022 final accounts and 2023 budget reports of GGN
3. In April, Huangshan with 28 UGGps in China including Danxiashan and Yandangshan, as well as the Yifu Museum of China University of Geosciences (Wuhan), jointly organized the 4th Asia Pacific Geopark Week with the theme of "Cherishing the Earth, Harmonious Coexistence between Human and Nature" and the 54th World Earth Day's "Friendly Sister Park Exhibition and Interaction" online and offline science popularization activities.
4. Signed a friendly park agreement with the Arxan UGGp

5. Participated in the 10th International Geoparks Conference.
6. Attend in the 2023 China UGGp Annual Conference.
7. Participated in the 7th UNESCO International Training Course on Geopark Management and Development.
8. The education project, Huangshan Nature Lecture was included in the book Geoparks Going Green.

### **Management and Financial Status**

Staff: 568 permanent, 381 by contract

Income: 3.74 billion Yuan

### **Geoconservation**

1. 12 regular patrols were carried out
2. Completed 9 rounds of lightning protection testing for the Guest-greeting Pine and Black Tiger Pine, successfully withstood multiple rounds of catastrophic weather, and ensured the safety of key ancient and famous trees.
3. The monitoring project of Huangshan National Ecological Ground Station was fully completed and the annual monitoring report was submitted.
4. Strictly implement the regulations for closed rotation of scenic spots, and complete the monitoring and investigation of vegetation growth status in Tiandu Peak and Lianhua Peak.
5. The 2022 Huangshan World Heritage Monitoring Annual Report was prepared to provide scientific decision-making basis for the protection and management of Huangshan.
6. Carry out activities such as forest protection and fire prevention, monitoring and patrol with surrounding communities to assess the effect of surrounding communities in protecting Huangshan and ensure the rights and interests of community residents.

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

Complete the annual monitoring of the UNWTO Mount Huangshan Observatory for Sustainable Tourism Development, sign a strategic cooperation agreement with Nanjing University, and actively promote the construction of Huangshan National Park ecosystem field observatory of Nanjing University.

Promote the construction of a "real-time real name appointment supervision platform", strengthen precise regulation and emergency response during peak tourism days.

Cooperate with Sun Yat-sen University to complete the demonstration of the maximum carrying capacity of Mount Huangshan, and take the lead in reducing the tourist carrying capacity in China.

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

Huangshan with 28 UGGps in China including Danxiashan and Yandangshan, as well as the Yifu Museum of China University of Geosciences (Wuhan), jointly organized the 4th Asia Pacific Geopark Week with the theme of "Cherishing the Earth, Harmonious Coexistence between Human and Nature" and the 54th World Earth Day's "Friendly Sister Park Exhibition and Interaction" online and offline science popularization activities.

16 sessions of Huangshan Nature Lectures were held throughout the year, involving more than 40 primary and secondary school classes in Huangshan City, with a total of 1800 participants, mainly introducing geological heritage and biodiversity protection in Huangshan.

5 sessions of Huangshan Heritage Lectures for staff were held to promote the collaborative management of Huangshan UGGp, Huangshan World Cultural and Natural Heritage, and Huangshan World Biosphere Reserve.

## **Strategic partnership**

Peking University, Tsinghua University, China University of Geosciences (Wuhan), Nanjing University, Nanjing Forestry University, Anhui University, Mount Huangshan University, 332 Geological Team of Anhui Provincial Bureau of Geology and Mineral Resources, Anhui Provincial Geological Museum, Ali Travel, Ctrip, Lvmama, Zhaixi Primary School.

## **Promotional activities**

Publicize the geological beauty of Mount Huangshan in the large-scale CCTV documentary "Human Memory - China's World Heritage".

Mount Huangshan tourism "1+N" star anchor all staff marketing season activities.

Cooperate with Tiktok, Kwai, Ctrip and Jingyu to carry out series of live broadcast with goods, public service live broadcast and other activities.

On May 19, participated in the promotional activities of the American Asian Cultural Festival, and the Mount Huangshan promotional film was played on the ABC screen of the Times Square in New York.

On June 29, Mount Huangshan's video and photo exhibition with the theme of "Creative Mount Huangshan Beauty in Huizhou" appeared at the United Nations Headquarters.

Regularly publish information on Sina Weibo and WeChat official account.

Regularly update Huangshan English website.

## **4. CONTACTS**

**Manager:** Zheng Xiufa,

**Geologist:**

Miao Peng, 273046069@qq.com

Wu Jun, 282938176@qq.com

Hu Zhen, 1017486449@qq.com

Deng Chengwei, 1085879728@qq.com

**Submitter:** Chen Runze, chinahsgeopark@163.com