

Jiuhuashan UNESCO Global Geopark, Anhui, China

-- Annual report on Geopark in 2021

1. Geopark Identity

Geopark name, country, regional Network: Jiuhuashan UNESCO Global Geopark, China, Asia-Pacific Geoparks Network

Year of inscription / Year of the last revalidation: 2019



Annual representative event : the 52nd World Earth Day popular science activities



Annual representative event : The main monument of Jiuhuashan UGGp

completed

2. Geopark Data

Quantity of employees: 169 permanent staff, including 2 geological professionals, and 14 geologists are employed outside.

Quantity of tourists: The Geopark received 8.2101 million tourists in 2021.

The number of geopark activities: 6

(1) We launched the 52nd World Earth Day popular science activities during the 2021 World Earth Day Promotion Week, including the 2nd Asia-Pacific Geoparks Week & Friendly Sister Geoparks Exhibition and Interaction activity, and the three major UNESCO Global Geoparks of Anhui (Jiuhuashan UGGp, Huangshan UGGp, Tianzhushan UGGp) going to Anhui Geological Museum and carrying out popular science exhibitions and lectures.

(2) The representatives from Jiuhuashan attended the Opening Ceremony of Yimengshan UGGp & the Symposium on the Construction and Development of UNESCO Global Geoparks

(3) In April 2021, the representatives from Jiuhuashan paid a visit to Huangshan UGGp and Tianzhushan UGGp, and exchanged experience on geo-museum construction and global geopark revalidation.

(4) Jiuhuashan participated in the Anhui Province Popular Science Micro Video

Contest, and the micro-video: *Story of Protected Reserve- Jiuhuashan* won the first prize of 2020 Anhui Province Excellent Science Popularization Micro-video.

(5) The representatives from Jiuhuashan attended National Symposium on Geomorphology and Quaternary and gave a presentation on “Jiuhuashan geomorphology and geoscience tourism practice”.

(6) Jiuhuashan finished the main preparatory work of the 2nd International Symposium on Integration of Geo-landscape and Culture & the Opening Ceremony of Jiuhuashan UGGp.

The school classes that carry out education program on Geopark:13

The number of press releases:150

3.Activities

Major achievements in 2021

(1) The main monument of Jiuhuashan UGGp was completed.

(2) We started the revalidation of Jiuhuashan UGGp.

(3) The micro-video: *Story of Protected Reserve- Jiuhuashan* won the first prize of 2020 Anhui Province Excellent Science Popularization Micro-video.

(4) The renovation and upgrading project of the municipal road of Jiuhoa New District Ring Road was implemented.

(5) We promoted the protection and inheritance of intangible cultural heritage. Jiuhuashan Hunnian and Sunian was successfully included in the Chizhou City Intangible Cultural Heritage Representative Project List.

Contribution to GGN—attending Network activity

(1) In December 2021, Jiuhuashan participated in the 9th International Conference on UNESCO Global Geoparks online (Jeju Island, Republic of Korea).

(2) In April 2021, the representatives from Jiuhuashan attended the Opening Ceremony of Yimengshan UGGp & the Symposium on the Construction and Development of UNESCO Global Geoparks.

(3) In April 2021, the representatives from Jiuhuashan paid a visit to its sister geopark, Huangshan UGGp and Tianzhushan UGGp, and exchanged experience on geo-

museum construction and global geopark revalidation.

Management and financial situation

The Geopark received 8.2101 million tourists, and the tourism revenue has reached 10.296 billion yuan. The economy of the Geopark gradually recovered and the financial revenue gradually improved.

Geoheritage conservation

- (1) We strengthened the construction of the Geopark,
- (2) We installed interpretation panels in Lotus peak sea of clouds scenic area, and replace part of destroyed interpretation panels in Jiuhua street, Huatai and Minyuan.
- (3) The *Master Plan of Jiuhuashan UNESCO Global Geopark (2021-2025)* and the *Master Plan of Jiuhuashan Scenic Area (Revised)* were prepared.

Sustainable tourism (Geological tourism)

Jiuhuashan invested CNY 50 million yuan to renovate the roads, squares and environment of traditional villages of Laotian and Huangshixi, attracting tourists to these villages, trained local villagers to develop tourism, and increase the income of the local residents. Up to November, 2021, the Geopark received 8.2101 million tourists, and the tourism revenue has reached 10.296 billion yuan. The economy of the Geopark gradually recovered and the financial revenue gradually improved.

New education programs for the protection of geological remains, sustainable development and disaster risk reduction

- (1) Jiuhuashan continues to strengthen cooperation with related enterprises. Rural life experience tourism is carried out with Huangshixi Tea Cooperative, Huangjing Agricultural Park, Wuxi Chinese Herbal Medicine Cooperative and family inns. Cooperated with community members to cultivate 3 science education halls to provide quality science education services.
- (2) The representatives from Jiuhuashan attended National Symposium on Geomorphology and Quaternary and gave a presentation on “Jiuhuashan geomorphology and geoscience tourism practice”.

(3) Jiuhuashan carried out disaster prevention and environmental protection education activities in the villages and Jiuhoa Central School in the Geopark.

(4) Jiuhuashan launched geosciences training for guides, and training activities on tourism promotion, sustainable development and marketing for management personnel.

(5) Geosciences popularization activities in campus and community were vigorously carried out.

Strategic partners

(1) Jiuhuashan continues to cooperation with Anhui 5A Tourist Attractions Marketing Alliance, Buddhist Mountain Tourism Alliance, Tea Culture Tourism Alliance, Yangtze River Delta Tourism Marketing Alliance, and Mountain Tourism Association to promote geo-tourism and marketing.

(2) Jiuhuashan continues to cooperation with Chizhou University, Anhui Normal University, Hefei University of Technology, China University of Geosciences (Wuhan), Anhui Geological Survey Institute and 324 Geological Team of Anhui Geological and Mineral Bureau to carry out geological research and geoscience popularization.

Promotion and marketing activities

(1) Jiuhuashan continues to cooperation with more than 120 media such as China Central Television (CCTV), Xinhua News Agency, People's Daily, Anhui Daily, Chizhou Daily, Chizhou TV, People's Daily Online, Sina.com, Tongcheng Travel and Ctrip to promote tourism.

(2) Jiuhuashan continues to broadcast Jiuhuashan weather in the Weather Forecast Column of Anhui Broadcasting and Television Station, cooperated with Today's Headline and Xin'an Evening News, etc., to create promotional columns publicity.

(3) Jiuhuashan continues to hold Jiuhuashan Fair. Tourism products that integrate geological, natural, cultural and intangible heritage are carried out on three classic tourist routes, including tourism activities that fit different seasons, parent-child experience activities, study activities for primary and secondary school students, and nature observation activities, etc.

(4) Jiuhuashan conducted the image publicity of Jiuhuashan in the high-speed rail 12306 booking system.

(5) Jiuhuashan completed the new version of Jiuhuashan Tourism Promotional Film. It actively participated in the "Spring Tour to Yangtze and Huaihe Areas" Tourism Promotion Event.

(6) Jiuhuashan put advertisements about Jiuhuashan photos and travel routes in 821 communities in 7 cities including Changzhou, Wuxi, Huai'an, Zhenjiang, Nantong, Suzhou and Suqian. It also put advertisements on Hefei Metro Lines No.1, No.2 and No.3. Jiuhuashan held the "Magic Jiuhoa, Beautiful Qingyang" Cultural Tourism and Investment Promotion Event in Changning District, Shanghai.

(7) Jiuhuashan participated in 2021 Chizhou Cultural Tourism and Investment Promotion Event held in Beijing, Hangzhou, Shenzhen, Zhangzhou and other places. It held Chizhou Tourism Marketing Alliance Cultural Tourism Promotion Event and 2021 Chizhou Flower Appreciation Themed Marketing Event in Hefei City.

4. Contact

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