

GGN - Geopark Annual Report 2022

1. GEOPARK IDENTITY

Geopark name, country, regional Network: Longhushan UNESCO Global Geopark (China, Asia Pacific Geopark Network)

Year of inscription / Year of the last revalidation: 2007/2018

2. GEOPARK FIGURES

Number of Geopark staffs: 567

Number of Visitors: 22.6266 million tourists

Number of Geopark events: 5

(1) Dream of Dao Fluorescent Night Race

(2) Longhushan International Photography Competition

(3) The First Elite Invitational Tournament of Paddleboard

(4) Longhushan Half Marathon in 2022

(5) Dream-seeking Music Festival

(6) Flower Festival

Number school classes realize Geopark educational programmes: 6 classes of 3 schools (including middle schools and primary schools), carried out Geopark education programmes successively, including field and classroom.

Number of Geopark press release: more than 200 releases in News medias, 900 in WeChat and portal website of Longhushan UNESCO Global Geopark.

3. GEOPARK ACTIVITIES

Major achievements in 2022

(1) In 2022, Longhushan Global Geopark continued to deepen cooperation in tourism "+sports", taking the activity diversion as the breakthrough of tourism publicity, and more than 10 activities were held in total, which achieved good economic and social benefits. The Flower Festival has attracted many Chinese clothing enthusiasts. The success of Dream of Dao Fluorescent Night Race was a sign of tourism recovery. The opening ceremony of Longhushan International Photography Competition let more people know about Longhushan described by Xu Xiake, a geographer, traveler and writer in Ming Dynasty. The first elite invitational tournament of paddleboard enriched the "sports+tourism" activities in

the Geopark; The most fabulous track of the half-marathon competition has become a symbol in the hearts of many runners. The Famous singer in China, Li Yugang's song "Wanjiang" at the Dream-seeking Music Festival set the mood promptly. We had rich and wonderful activities throughout the whole year, so that tourists who come to Longhushan can feel the ocean of joy here!

(2) In 2022, Longhushan Global Geopark added an online sales channel of Tiktok group purchase. Tiktok ticket sales were accounted for about 20% of online sales, becoming the mainstream online sales channel, and the online ticket sales were also increase to 12%. The offline regional sales channel launched the Travel Card for local residents and the Global Geopark Consumption Card. We also carried out the large-scale activity of "Ten Thousand People Touring Longhushan", and opened the "Inter-provincial Tourism" market. We held an exclusive activity of Longhushan-GSM with Jiangxi Mobile Company to attract tourists through Jiangxi Mobile platform.

(3) In 2022, many students came to Longhushan Global Geopark to study, and they thought, learned, felt and enjoyed the beautiful scenery here. Longhushan has a history of thousands of years and unique traditional culture, and is one of the preferred places for research tours.

(4) In 2022, Longhushan Global Geopark developed a number of cultural and creative products combining the regional characteristics and Taoism culture, which now officially available on the market. In addition, Longhushan released the first tourism digital commemorative ticket with Alipay jointly. Through the use of the IP brand of the Geopark, innovative technology and characteristic design, the distinctive virtual tickets were created. They were highly collectible and sold out by netizens as soon as they were put on the shelves.

(5) In 2022, Longhushan Global Geopark fully completed the construction of the smart tourism project. We carried out the paperless entry system, and upgraded the park's intelligent dispatching system and server system.

(6) In 2022, based on the promotion of the official media platform of Longhushan, a series of online activities were planned, such as the IP short play of "The Legend of the Longhushan Knights", "How good is Du Fu's Zongzi", the Internet celebrities toured Longhushan on summer vacation, and the theme shooting of dream-seeking fairy.

(7) In 2022, Longhushan has completed many crossover cooperations, from games (the Strongest Snail), TV dramas (Who Rules the World), IP sitcoms (the Legend of the Longhushan Knights) to animation (the Outcast), presenting the geological, cultural and other elements of Longhushan in multiple dimensions, so that more groups can learn about Longhushan.

Contribution towards GGN - Networking and Participation

(1) We attended the digital Annual Conference of the UNESCO Global Geoparks in China.

(2) We attended the digital Symposium on tourism Geosciences on April 13th, 2022.

(3) In September 2022, we attended the digital 7th Asia Pacific Network Symposium.

(4) On November 2nd 2022, we attended the second high-end natural culture forum - academic exchange and discussion on natural culture online.

(5) On November 3rd 2022, we attended the Sino-Italian UNESCO Global Geopark Forum online.

The fiscal revenue of the whole year was about 99 million RMB.

Geoconservation

(1) Full-time personnel were arranged to carry out routine patrols and observations, and special inspections were carried out during major holidays and special periods to ensure behaviors that might damage geological relics could be found and stopped in time. Throughout the year, 3 special inspections have been carried out and 5 security risks have been investigated and dealt with.

(2) Increased publicity efforts, we have distributed a total of more than 300 copies of popular science leaflets. We also carried out positive publicity to tourists and community residents of the park, spread scientific concepts, strengthen common people's understanding of the scientific value of geological relics, and establish the concept of protecting geological relics.

(3) We have arranged full-time personnel to maintain the geological relic database, and protect the geological relics according to its different grade standards in the geopark.

(4) We has improved the ecological and environmental monitoring system. High-standard atmosphere, hydrology, geology and forest fire prevention monitoring points has been built to monitoring air quality, water environment and forestry resources, the park has a total of 112 monitoring points by now.

(5) We tightened the prevention and control of pine wood nematode disease. The three steps of monitoring, forecasting and elimination were strengthened to consolidate the prevention and control achievements of pine wood nematode disease and the epidemic situation of pine wood nematode disease is stable at the present. We cleaned up 121,000 dead pine trees, conducted a spring and autumn general survey of dangerous forestry pests. We injected more than 200,000 healthy trees to protect them, and sprayed drugs twice by helicopter.

Sustainable tourism (Geotourism)

Implement upgrading and transformation of the Geological Museum of Longhushan Global Geopark. Mainly using the latest equipment to replace the original old equipment, tourists can immersively experience the terrain and landscape of Longhushan through integration of sound, light, electricity, sand tables, etc., they can also enjoy the scenery of Luxi River through virtual roaming bamboo rafts, and electric dinosaurs can create an atmosphere for the exhibition hall. Through this upgrading and transformation, the exhibition hall has fully displayed the unique geological structure, geological landscape, cultural landscape, and natural ecology of Longhushan Geopark.

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

(1) We have carried out geoscience and popular science training for tour guides, hired geoscience experts to teach geological knowledge, and organized "Top ten Tour guides" selection to constantly improved the earth science literacy of tour guides.

(2) Strengthened the construction of science popularization infrastructure. We had organized students came to Longhushan Global Geopark to study, and they thought, learned, felt and enjoyed the beautiful scenery here. With thousands of years of history and unique traditional culture, Longhushan has become one of the preferred places for research tours.

Strategic Partnership

(1) We strengthened cooperation with the news medias, Longhushan was showed in the 2022 Spring Festival Gala on CCTV, and planned and produced "The Beauty of Day and Night in Longhushan" which appeared on the "Learning is Power", a nationwide learning app in China. "The Wonderful View of Danxia in Longhushan" appeared on CCTV 4, China News and Today's Globe.

(2) Cooperated with Tiktok, Taobao and other mainstream network platform on promoting Geosciences tourism products, agricultural products and specialty products of Longhushan UNESCO Global Geopark.

(3) Established a scientific research partnership with East China University of Technology.

(4) Established a partnership with Meilimudidi Group Company to combine Taoist culture performance with geoscience tourism.

(5) Established partnerships with local travel agencies, hotels and characteristic villages.

Promotional activities

(1) We have strong exposure from mainstream media. The number of articles published in mainstream media is nearly 1000, with the provincial and central media reporting rate reaching 65%.

(2) Based on the promotion of the official media platform of Longhushan, a series of online activities were planned, such as the IP short play of "The Legend of the Longhushan Knights", "How good is Du Fu's Zongzi", the Internet celebrities toured Longhushan on summer vacation, and the theme shooting of dream-seeking fairy. Our we-media exposure exceeded 600 million times.

(3) Longhushan has completed many crossover cooperations, from games (the Strongest Snail), TV dramas (Who Rules the World), IP sitcoms (the Legend of the Longhushan Knights) to animation (the Outcast), presenting the geological, cultural and other elements of Longhushan in multiple dimensions, so that more groups can learn about Longhushan.

4. CONTACTS

Manager: Huang Shaohua 1006481796@qq.com

Scientific Responsible (Geologist): Li Xia, Guo Fusheng, Ren Fang