

# Lushan UGGP - Geopark Annual Report 2022

## 1. GEOPARK IDENTITY

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

**Year of inscription / Year of the last revalidation:** 2004 / 2018



Annual representative activity: The Third Lushan International Romance Film Week

## 2. GEOPARK FIGURES

**Number of Geopark staffs:** 1657 staffs including 5 geoscientists

**Number of visitors:** 15,290,000 visitors person/time

**Number of Geopark events:** 36

1. Lushan UGGp has regularly held geoscience knowledge training courses, and launched a series of publicity and education activities on World Earth Day, World Environment Day, Bird-Loving Week, World Animal and Plant Day, National Science Popularization Day and Biodiversity Day. These activities were well attended by students, community residents and tourists.

2. Lushan UGGp hosted the Third Lushan International Famous Tea and Spring Expo, the Third Lushan International Romance Film Week, Lushan Conference for Global Business Leaders 2022 and Jiangxi Think Tank Summit-Lushan Academician Forum for Innovation 2022 .

3. Lushan UGGp is designated as a teaching and research base for primary and secondary

schools, as well as universities. Regular study-tour, summer camp and winter camp activities are held in Lushan. Lushan Museum, Former Lushan Conference Sites Museum and Lushan Botanical Garden have launched the second classroom education program for local schools.

4. Online and offline visit services are promoted. Online exhibitions with rich and interactive content are available to the public through websites, WeChat official accounts and applications. Lushan Museum has launched a number of thematic exhibitions and promotional videos including tiger themed cultural relics, porcelain, Ming and Qing mahogany furniture and others. Lushan UGGp has also publicised its study-tour courses of geoscience, its study-tour and seminar of traditional Chinese culture of White Deer Cave Academy, an intangible cultural heritage painting and video exhibition and other publicity activities, so as to better show the profound geological, cultural and historical heritage of Lushan UGGp to the public.

5. Lushan UGGp has conducted emergency drills and education on geology and meteorology hazard and forest fire prevention so as to improve awareness and the response capability of community residents.

**Number of school classes realize Geopark educational programmes: 45**

**Number of Geopark press release:**

The official website of the Geopark is frequently updated. A total of 2352 articles were released for publicity in 2022, including 667 articles for national media, 816 articles for provincial media, and 869 articles for municipal and local media. Through official digital We Media platforms, including WeChat official account, Weibo, Tiktok and Toutiao, a total of 573 articles/time were released on various Lushan tourism policies, ticket preferential information, scenic spot scenery displays, cultural history introductions and other important activities, generating views of 36.827 million, 1.391 million subscriptions, and 1.276 million likes in total. Lushan reached the top of the annual list of Tiktok Wonderful Cities two times .

### **3. GEOPARK ACTIVITIES**

#### **Major achievements in 2022**

1. Lushan UGGp enhanced the conservation of the ecological environment. Integrated with intelligent tourism comprehensive management service platform, the monitoring and early warning system utilised cloud computing and big data technology to provide technical support for the monitoring management, tourism services and scientific development in the geopark. Effective dynamic ecological environment monitoring was implemented through modern facilities, including intelligent checkpoint monitoring cameras, and unmanned aerial vehicles (UAVs) for daily monitoring and patrol. The geopark effectively protected ancient and famous trees, and promoted the prevention, monitoring and treatment of forest diseases and insect pests. The geopark carried out wild animal rescue actions and publicised its protection of wild animals, including pangolins. Lushan was listed as a national ecological civilization construction demonstration area and has been listed in the sixth batch of provincial ecological counties award. For seven consecutive years, it has been granted the provincial advanced county award for overwintering migratory birds and wetland protection.

2.The geopark promoted infrastructure construction. Tourism transportation was comprehensively enhanced. The major and medium maintenance of the ring road around Lushan and the renovation of the North and South Mountain Highway was completed. The construction of Nanchang-Jiujiang High-speed Railway Special Line (Lushan section) was launched, and the geopark's tourism transportation took on a new look. The renovation projects of Lushan International Conference Center and the south and north gates of the tourist service center, Baijuyi Thatched Cottage and Hanpokou Road was completed. Great progress was also made on many infrastructure projects, including the renovation of Yaowa Road and East Valley Foot Trail, Waste Sorting/Collection, Underground Pipeline for heavy-current and light-current electricity; the Sewage Collection and Treatment Pipeline, Renovation of Ruqin Lake Pavilion; the lakeside plank road and the viewing platform. Progress was also made with respect to the promotion and transformation of the core scenic spot electro-circuit, the renovation of the Shimenjian Suspension Bridge, Lightning Protection Facility, and the renovation of the Imitation Branch Safety guardrail. The Foot Trail was widened and platforms were added in core and steep scenic spots and crowded areas. A scenic spot service kiosk, Interpretation Signage, garbage bin were added, and other infrastructure was renovated or enhanced, including safety warning signage and yellow lines in dangerous areas. Finally, video monitoring and voice prompt facility were installed for key areas including cliffs and waterside.

3 . The geopark has been awarded various honors. Lushan was rated as a Class III Intelligent Scenic Attraction in Jiangxi Province, and the construction and operation of Lushan Intelligent Tourism Service Project was awarded as one of the excellent cases of digital innovation by the Ministry of Culture and Tourism. The geopark won the "Annual Contribution" award and the "Most Beautiful Geopark" award in the sixth "Most Beautiful Earth Mark" theme science popularization event to celebrate the World Earth Day jointly organized by the Chinese Academy of Geological Sciences, the Chinese National Geoparks Network Center, the Publicity and Education Center of the Ministry of Natural Resources, and the Tourism Geoscience and Geoparks Research Branch of the Chinese Geological Society. The geopark was named as one of the first Meteorological Landscape Sites in China. The Lushan Museum's "Studying along the Glacier" was rated as Provincial Adolescent Quality Course in Museum by Jiangxi Provincial Department of Culture and Tourism. Lushan Museum won the "Jiangxi Province's first Young Pioneers Off-campus Practical Educational bases", and Lushan Botanical Garden was included in the eighth batch of national ecological and environmental science popularization bases.

4.The geopark has been recognized for its fruitful scientific research achievements.The geopark published the Cataloguing of Vascular Plant Diversity in Jiangxi Province, the first province to have the cataloging of local plant diversity since the CBD COP15/15th UN Biodiversity Conference held in Kunming in 2021. The geopark published the Common Birds in Mt. Lushan

Jiangxi Province(Volume II), which complements the book "Jiangxi Lushan Common Birds (Volume I)", cataloging the full record of the existing 262 birds that can be found in the geopark. The geopark published an Illustrated Handbook of Macrofungi in Lushan, Jiangxi Province, which contains 200 species of large fungi in Lushan, and won the second prize of the second Jiangxi Provincial Excellent Popular Science Award.

5. The geopark promoted social and economic development. Lushan Tea Research Institute was rated as the demonstration base of Agricultural Internet of Things in Jiangxi Province in 2022. Lushan Cloud and Fog Tea was listed in the top 100 Geographical Indication Products in China for a third consecutive year. Lushan has been selected as one of the "Top 100 Counties with Comprehensive Tourism Competitiveness" for five consecutive years.

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

1. In 2022, Lushan UGGp paid the annual GGN Annual Membership fee in good time, and participated in the 8th GGN Annual General Assembly for Accounts via officially supported written statements and an agreement letter for the official financial report of the GGN 2021 Accounts and GGN 2022 budget. The geopark submitted an article and photos to the UNESCO Geopark Secretariat for the new GGN publication 'Geodiversity in UNESCO Global Geoparks'.

2. In April 2022, Lushan UGGp participated in the online celebration of the International Mother Earth Day Welcome Digital Event For The New UNESCO Global Geoparks hosted by UNESCO and the Global Geopark Network.

3. In April 2022, the geopark participated in the online meeting of the "Seminar on Chinese Tourism Geoscience Development" hosted by the Research Branch of Geotourism and Geopark, Geoparks of Geological Society of China and Chinese Academy of Geological Sciences.

4. In April 2022, the geopark co-hosted the theme publicity event of the 3rd APGN Week and the 53<sup>rd</sup> Earth Day Promotion Campaign of "Friendly Sister Park and Interaction".

5. In April 2022, the geopark participated in the International Geopark Webinar in conjunction with the Earth Day, an online workshop hosted by the Langkawi UGGp in Malaysia.

6. In July 2022, the geopark participated in the 6th International Summer University (Webinar) on Geoparks, Sustainable Regional Development, and Healthy Lifestyles hosted by UNESCO Chair on Geoparks, Sustainable Regional Development, and Healthy Lifestyles.

7. In July 2022, the geopark participated in the China's UGGps Summer Study Tour Joint Entrance Ticket Special Promotion Initiative .

8. In August 2022, the geopark participated in the Forum for UNESCO Multi-designated Sites 2022 online webinar hosted by Huangshan UGGp and Shennongjia UGGp.

9. In August 2022, the geopark participated in '2022 Online Thematic Seminar on Management

Challenges of Internationally Designated Areas' hosted by Korean National Commission for UNESCO.

10. In September 2022, the geopark participated in the 7th Asia Pacific Geoparks Network (APGN) Symposium hosted onsite and online in Satun UGGp, Thailand, and participated in the SDG Group online Meeting and made an online presentation for exchange.

11. In September 2022, the geopark participated in the National Science Popularization Day series events co-hosted with 23 Chinese UGGps and Inspiring UGGps.

12. In October 2022, the geopark participated in International Geodiversity Day Digital Event (online meeting) UNESCO/GGN Grant For Geoparks 2022 co-organized by UNESCO and the Global Geoparks Network (GGN).

13. In November 2022, the geopark participated in the third (online) Digital Training Course on UNESCO Global Geoparks, themed "UNESCO World Geoparks and Sustainable Development".

14. In November 2022, the geopark participated in the Second High-end Forum of Natural Culture on Building a New Culture with Harmonious Coexistence between Man and Nature, sponsored by China University of Geosciences - the online seminar on geoscience popularization exchange.

15. In November 2022, the geopark participated in the China-Italy UNESCO Global Geoparks Online Forum organized by China University of Geosciences and the Embassy of Italy in China.

16. From January to November 2022, the geopark participated in the series of online Geodiversity Workshop celebrating the International Geodiversity Day hosted by AGHK (Association for Geoconservation, Hong Kong).

17. From January to September 2022, the geopark participated in five APGN (Asia-Pacific Geoparks Network) online meetings of "Let's do it" hosted by the Hong Kong UGGp.

18. In November 2022, the geopark participated in the 4th Chinese Volcanic Geoparks Forum.

19. In December 2022, the geopark signed sister park cooperation agreement with Wudalianchi UGGp and facilitated cooperation and communication.

20. In December 2022, the geopark participated in the Annual Conference of the UNESCO Global Geoparks in China.

### **Management and Financial Status**

1. Lushan UGGp Administration Committee serves as the overall conservation and management coordination body for the geopark, and Lushan World Heritage Management Division of Lushan UGGp Administration Committee serves as world heritage and global geopark conservation and management specialized agency.

2. Financial status: Financial conditions are sound. The revenue and expenditure of the geopark are in balance. The total income is sufficient to meet the requirements in geopark conservation, infrastructure upgrade and maintenance.

### **Geoconservation**

Strictly abiding by Lushan National Geopark Master Plan, Lushan UGGp has implemented geological heritage conservation at different levels and districts. The geological heritages of the geopark have been carefully and soundly conserved, and have remained unaffected or seldom influenced by human interference. Only few geo-sites have been influenced by natural weathering and meteorological factors.

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

Lushan UGGp has five (5) geo-tour-trails with a geo-tour guide and interpretation system in geo-sites. Regular maintenance and updates have been made on interpretation panels. Lushan UGGp provided geological knowledge training to guides, employees and volunteers to promote visibility of the geopark and geo-knowledge popularization. Cooperation with “research and learn” organizations are also established so as to promote sustainable geo-tourism.

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

Lushan UGGp has continued to make investment on the enhancement of Lushan World Heritage and Global Geopark Monitoring and Early Warning System. It will continue to optimize and integrate with Lushan Intelligent Tourism System, cloud computing and big data technology. It will improve the technical support to geological heritage conservation, sustainable development, disaster risk monitoring and management, tourism service and science research of the geopark. During the World Earth Day, World Meteorological Day, and Disaster Prevention and Mitigation Week, Lushan UGGp has organized a number of educational activities to enhance the public's awareness of natural disasters and hazards. These include disaster prevention measures and early warning signals (type, grade and prevention suggestions) study. The UGGp actively enhanced safety management, including forest fire prevention, lightning protection, flood prevention (mountain flood), freezing disaster prevention and control, road icing and sliding prevention, and conducted geohazard emergency investigation so as to control hidden danger points of geohazard , timely identify and eliminate various safety hazards so as to ensure the safety of scenic points and tourists, promoted safety education and training for staff, and carried out emergency drills, including first aid for tourists in scenic spots, forest fire prevention and took necessary countermeasures for emergency. Lushan UGGp has also established cooperation agreements in geoscience research and popularization with multiple scientific institutes and organizations, for example, Chinese Academy of Geosciences, Jiangxi Geological Bureau's 916 Geo-survey Company, Jiangxi Geological Survey Bureau, Jiangxi General Institute of Urban and Rural Planning and Design, Jiangxi General Geo-environment Station and Jiangxi Geological Society.

### **Strategic partnership**

Lushan UGGp has strengthened its collaboration with scientific research institutions and universities including the Chinese Academy of Geosciences, the Geological Society of Jiangxi

Province, Jiangxi Geological Bureau's 916 Geo-survey Company, Wuhan University, China University of Geosciences (Wuhan) and others. The partnership aims at sharing science research and promoting the management and utilization of natural resources. Lushan UGGp has actively attracted investment, strengthened cooperation with travel agencies, film and television industry and marketing enterprises. Together we enriched tourism development models, strengthened tourism publicity, marketing and promotion so as to provide better tourism services.

### **Promotional activities**

Lushan UGGp has released geo-tourism advertisements on multiple media platforms: national, provincial, and municipal mainstream websites, TV channels, newspapers and magazines, Tiktok, Kuaishou, WeChat and other We Media platform of Lushan UGGp. Lushan UGGp has participated in a series of influential tourism promotion events/conferences and launched various publicity and promotion activities. Main events include the Third Lushan International Famous Tea and Spring Expo, the Third Lushan International Romance Film Week, Lushan Conference for Global Business Leaders 2022 and Jiangxi Think Tank Summit-Lushan Academician Forum For Innovation 2022 ; Lushan Special--the second season of Zhejiang Satellite TV's documentary "The Shape Of Culture" (China's heritage); two sports events of Jiangxi Provincial Games; more than 20 tourism promotional events, including the sixth National Competition City Audition for the Smartphone Game "Honor of Kings," , "Enjoy the Midsummer and Shopping in Lushan" Promotion, "Welcome the Winter Olympics and Celebrate the New Year" ice and snow carnival winter promotion, Spring Festival Special Tour, Free ticket for Women's Day, the Winter Olympics champion Xu Mengtao Promotion, Lushan Cool Summer series Promotion, the June Free Entrance Fun Boutique Route, High-speed Railway Tour Through Jiangxi Free Entrance Promotions, the Anti-epidemic (Medical Worker) Hero Lushan Recuperation, the Mid-Autumn Festival Tour Promotion, the National Day Tour Promotion, Maple Trees Festival in Golden Autumn, and Painting Colorful Autumn of Lushan on Clouds, all of which have enhanced the publicity and influence of Lushan UGGp.

### **4. CONTACTS**

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(Due to personnel changes in 2022, the position of director of the Geopark Management Committee, was transferred from Mr. LI Xiaoping to Mr. SHAO Jiusi )

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