

GGN - Geopark Annual Report 2019

1. GEOPARK IDENTITY

Geopark name, country, regional Network: Sanqingshan UNESCO Global Geopark, (China, Asia-Pacific Geoparks Network)

Year of inscription / Year of the last revalidation: 2012 / 2018

Representative photo with caption (from the most important event this year)



Sanqingshan UGGp Science Popularization Activities on Campus

2. GEOPARK FIGURES

Number of Geopark staffs: 319 staffs including 4 geoscientists

Number of visitors: 1887100

Number of Geopark events: 20 events have been carried out, including Sanqingshan UGGp Science Popularization Activities on Campus, Sanqingshan National Seminar on Educational Tourism Courses, Science Popularization Activities on World Earth Day, Sanqingshan Forum on Educational Tourism Products, Sanqingshan Tour Guides Training 2019, National Tourism Safety Training and Emergency Drill, China Tourism Day and Sanqingshan International Alpine Azalea Appreciation Month, Sanqingshan Midair Cross-Country Race, Sanqingshan International Yoga Day, Sanqingshan LOL Master Challenge, Meeting on the Development of Smart Tourism Area, National Bridge Open Championship, etc.

Number of school classes realize Geopark educational programmes: 60

Number of Geopark press release: More than 80 items of news published through news media, and more than 240 items of news launched via WeChat Official Account.

3. GEOPARK ACTIVITIES

Major achievements in 2019

- The Geopark's application for area expansion was approved by the UNESCO's Executive Board. The Geopark has more types of geological heritage with more significant values of

scientific research, science popularization and tourism development.

- Many unique educational tourism routes headed by Sanqingshan Geological Museum were designed.

Contribution towards GGN - Networking and participation

- Participated in “Geoparks Day” Promotional Event, Annual Meeting of China’s UNESCO Global Geoparks, Seminar on China’s UNESCO Global Geoparks Scientific Popularization held in Danxiashan UGGp.
- Signed a Sister Geopark Agreement with Yandangshan UGGp, invited Tianzhushan UGGp and Duhuang UGGp to visit Sanqingshan UGGp, visited Danxiashan UGGp, Dunhuang UGGp and Yandangshan UGGp.
- Participated in the 3rd Geopark Photography Competition titled the “The Most Beautiful Mark on the Earth” and provided our Geopark entrance tickets as prize-winners’ awards, and participated in the Global Geopark Photography Exhibition held by Lushan UGGp, our sister geopark.

Management and Financial Status

- Sanqingshan Geopark Administration Committee is in full charge of the overall planning, conservation, operation and construction of the Geopark. The Administration Committee has set up complete management institutions with full functions and sound operation.
- The Geopark’s revenue comes mainly from the admission tickets, taxation and special appropriation of the high-level government authorities. Presently, the Geopark has a good balance of income and expenditures and the overall financial status is sound and stable.

Geoconservation

- We have applied Sanqingshan Smart Tourism System to monitor the important sites in the Geopark, and to defend the boundary of these important geosites and the surrounding areas. Rangers of the Geopark have conducted daily patrol on the geosites and resources periodically based on their duty posts by adopting a grid management model. Activities for geoeducation and science popularization were regularly carried out to raise the conservation awareness of the general public toward the geosites.

Sustainable tourism (Geotourism)

- The Geopark reconstructed of a 30-km tourist road to improve the traveling experience on the road.
- Completed the building of the new Qiankun Platform and 70-meter glass plank road in the west coast.
- Rebuilt Sabqingshan Geological Museum to offer educational tourism services.
- Opened Xiaoyao Valley Forest Paradise.
- Innovated on the development mode of “tourism plus rural revitalization” and successfully

set up Yukeng, Shangxinkeng and Lingtoushan, the three AAA Rural Tourist Sites to promote the rural routes of sustainable tourism.

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

- We carried out the series of popular science activities on April 22 World Earth Day, inviting the students in the jurisdiction to freely experience the Museum's research and learning courses. Signature campaigning for "Protecting the Earth, we must start from our behavior", "Sanqingshan: Stunning Beauty"—A science tour to China University of Geoscience (Beijing), and so on. Held Sanqingshan UGGp Science Popularization Activities on Campus and Sanqingshan National Seminar on Research & Learning Practical Courses, and successfully applied and established Sanqingshan Geological Museum, Xiaoyao Valley, Tianyuanmuge and Shenxian Valley as the "Shangrao City First Batch of Primary and High School Students Practical Education Base".

Strategic partnership

- We have maintained cooperative relations with the surrounding travel agencies and the hotels in the Geopark to promote tourism development; and carried out scientific research cooperation with many research institutions including Chinese Academy of Geological Sciences, China University of Geosciences (Beijing), Sun Yat-sen University, China Land Press, Geological Survey of Jiangxi Province and Shangrao Normal University.

Promotional activities

- The Geopark combined online spread with offline activities to innovate on the promotional modes, maintained cooperation with Sina, Tencent Travel, WeChat and OTA networks in advertisement and articles and continued to launch the advertisements on Sanqingshan image in the key places such as high-speed train stations, airports and subway stations.
- Held the promotional events including the activities of Sanqingshan International Alpine Azalea Appreciation Month, and participated in the promotional activities such as the HanaTour International Travel Show 2019, the series of cultural tourism promotional events themed as "Lovely China and Beautiful Shangrao" in 2019 and Shangrao Cultural and Creative Industry Fair.

4. CONTACTS

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