

# GGN - Geopark Annual Report 2021

## 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



School Educational Activity Organized by the Sanqingshan UGGp

## 2. GEOPARK FIGURES

**Number of Geopark staffs:** 364 staffs including 5 geoscientists

**Number of visitors:** 1,370,500

**Number of Geopark events:** 22. School educational activity organized by the Sanqingshan UGGp, World Earth Day activity, Thematic science educational activity on Cultural and Natural Heritage Day, China Tourism Day and Sanqingshan International Alpine Azalea Appreciation Month, 2021 Sanqingshan Short Video Creation and "TikTok Talent" Challenge Competition, The first leg of 2021 Tour of Poyang Lake Cycling Elite Race, 2021 Sanqingshan Tour Guides Training, Sanqingshan "Seven Interesting Days of National Day" series activities, "Sanqingshan: Stunning Beauty" Ecological Gourmet Festival, The 1<sup>st</sup> Sanqingshan Chinese Film and Cartoon Amusement Carnival, Sanqingshan Taoist and Yoga Culture Summit Forum, etc.

**Number of school classes realize Geopark educational programmes:** 52 classes of 3 school

**Number of Geopark press release:** More than 190

## 3. GEOPARK ACTIVITIES

### Major achievements in 2021

- The Geopark started to prepare itself for revalidation in 2022. In terms of the requirement of the Progress Report of UNESCO Global Geopark and the Self-Evaluation (Document A and Document B), in accordance with the previous recommendations given by UNESCO, it worked on science education, cooperation and exchange, geotourism and submission of the progress report, etc.

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

- Along 23 global geoparks in China, Japan, Thailand, Vietnam and other countries, the Sanqingshan UGGp jointly carried out "the 2nd Asia-Pacific Geoparks Week Sister Parks Exhibition and Interaction" and the 52nd "World Earth Day" scientific popularization activity. At that time, a number of activities were organized online and offline, such as global geoparks science popularization exhibition and geological photography exhibition, questions and answers about science with prizes, sister geoparks video exhibition, etc. The Geopark participated in UNESCO World Heritage and Geoparks Sustainable Development Summit Forum, Yimengshan UNESCO Global Geopark Opening Ceremony and the Development and Management of UNESCO Global Geopark Seminar, and so on. The Geopark signed a sister-park agreement with Dalichangshan UGGp, exchanging the experiences of conservation and management.

### **Management and Financial Status**

- The Sanqingshan Geopark Administrative Committee is in charge of the management of the Geopark, implementing standardized and smart management. The Geopark is running well. Its funds mainly come from ticket revenue, taxes and special government funds. At present, due to the pandemic, the tourism market has been greatly affected and money is slightly tight.

### **Geoconservation**

- The Geopark applied the Sanqingshan Smart Tourism System to monitor the key sites, and defend the boundary of the key geosites and the surrounding areas. Rangers have adopted a grid management model to conduct daily patrol on the geosites. The Geopark took advantage of Earth Day, Cultural and Natural Heritage Day and National Science Day to carry out events, which increased public awareness about geoconservation. The Geopark participated in the 2021 Shangrao science popularization interpretation competition and won the honor "Shangrao science popularization messenger", and continued to improve scientific interpretation.

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

- In 2021, the Geopark continued implementing the measures of pandemic prevention and control, actively revived the tourism market and promoted the growth of tourism consumption. A new ticketing system was improved. For example, online ticketing was integrated into offline ticketing and a real-name ticketing process, which provided data support for smart management. The Geopark continued to complement the Yuya Valley upgrading project, the landscape design along Yukeng-Dawan of Sanqingshan tourism road, the renovation of Lingji Temple culture street and pedestrian street, and the Sanqingshan tourist bus transfer project. The Geopark was rated as a National Civilized Tourism Demonstration Site.

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

- The Geopark organized school educational activities at local schools and Jiangxi Institute of Economic Administrators, carried out science popularization activities for the students and tourists on World Earth Day, Cultural and Natural Heritage Day. A geo-classroom was set up in the Sanqingshan Geomuseum, where the students could gain geological knowledge through experiments, interactions and presentations.

## **Strategic partnership**

- The Geopark has carried out scientific research and practical education cooperation with a number of scientific institutions, such as China University of Geosciences (Beijing), Jiangxi Institute of Economic Administrators, Shangrao Normal University, the Eighth Geological Team of Jiangxi Geological Bureau. It established strategic partnerships with community enterprises operating local agricultural products and ecological food, such as high-mountain black tea, gold tea, camellia oil, etc. Meanwhile, the Geopark carried out strategic cooperation with the People's Government of Yushan County and Shangrao High Speed Railway Economic Test Zone Administrative Committee.

## **Promotional activities**

- The Geopark combined online promotion with offline activities to innovate the promotional model; took advantage of social media, such as WeChat, Weibo, Tik Tok to present tourism activities and travel notes of the Geopark; continued Sanqingshan brand advertising at key locations including high-speed railway stations, airports and subway stations. The Geopark named Shanghai - Kunming high-speed train "Mountain outside the mountain - Sanqingshan". It was a sub venue "100 Counties and 100 Days" Jiangxi tourism consumption season, and launched a number of preferential policies to promote tourism consumption.

## **4. CONTACTS**

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