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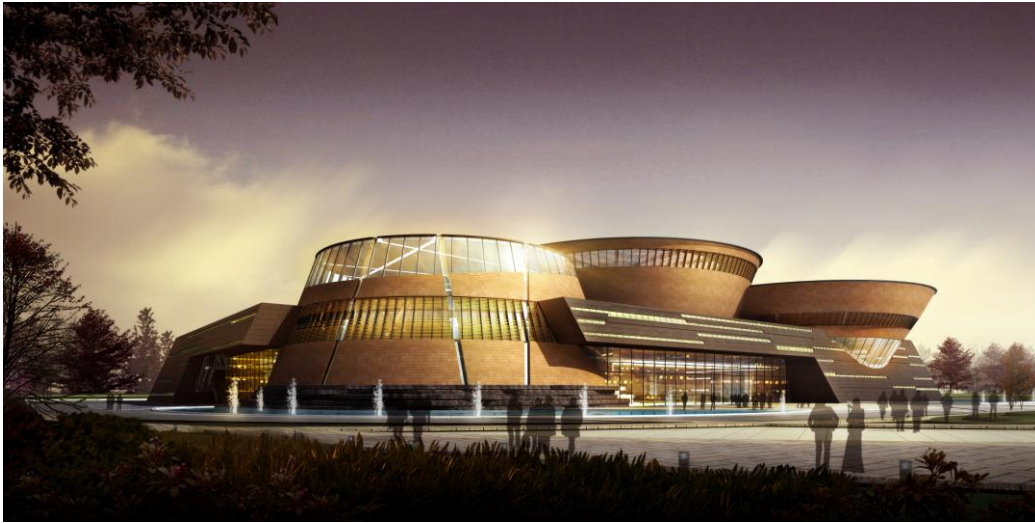
# GGN - Geopark Annual Report 2019

## 1. GEOPARK IDENTITY

2. Name, nation and area network of the Geopark: Wudalianchi UNESCO Global Geopark (China, APGN )

Year of accession/ year of re-evaluation:2004/2008/2012/2014/2019

### Representative Photos



The main body of the Global Geopark museum in Wudalianchi has been completed, and preparations for the exhibition are currently being made.

## 2.GEOPARK FIGURES

**Number of staff in the Geopark:** 2,057

**Number of tourists:** totally 1.99 million person time

**Number of activities:** 18

**Number of Geopark educational projects in school:** 20

**Number of publications issued by geopark:** 3

Name of books published by Geopark are *Come to Wudalianchi*, *Show You around Wudalianchi*(for Children), *Research in Wudalianchi*.

## 3. GEOPARK ACTIVITIES

### Main achievements in 2019

- Organized annually many activities, such as Wudalianchi Volcano Holy Water Festival, Volcano International Marathon Race and New Year Climbing, etc.;
- Cooperated with universities at home and abroad, in which students join researching studies held in the Geopark.

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- Discount tickets policies for pupils has been formulated and published by the Geopark, which encourage pupils, middle school students and college students to visit the park.
  - Provided free publicity materials for teaching institutions such as poster foldout, Wudalianchi Scientific Expedition Guide and Wudalianchi Touring Guide, etc.
  - Published promotion information such as pupil discount tickets through CCTV, Heihe TV, Wudalianchi Global Geopark TV and domestic magazines.
  - Released preferential policies and related news of Geopark by the website of the park and cooperated organizations. Took the advantage of “Owned Media” and encourage tourists to visit and research Wudalianchi.

#### **Contribution to GGN - Network activities and Participation**

- Attended the 5<sup>th</sup> workshop on Geoparks held by Hong Kong UGGp ;
- Participated in the UGGp Annual Conference in Dunhuang;
- Took part in activity of Beijing Fangshan UGGp;
- Visited Wuyishan UGGp for communication and cooperation affairs.

#### **Management and financial status**

- Management body: Wudalianchi UNESCO Global Geopark Administration Committee
- Financial status: The Geopark achieved a good balance of payments and financial stability. In 2019, the Geopark received tourists 1,990,000 person times and tourism revenue reached 0.695 billion yuan, increasing by 9 percent and 4 percent respectively.

#### **Geoconservation**

- Mended the bridge in danger in Zhangtongshigou;
- Opened the tourism line from the Geopark to the airport;
- Upgraded roads and bridges in the Geopark;
- Greened Yaoquan West Road, upgraded Erlongyan nursery garden and .Five-color-grass flower terrace;
- Removed 25 buildings that is not environment friendly;
- Finished building the intelligence Wechat platform and introduced audio guide and online payment in scenic areas;
- Built 163 m<sup>2</sup> sanitary in North Spring Scenic Area, changed over 400 outdoor interpretation panels and 100 indoor ones.

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### **Sustainable tourism (geotourism)**

A great number of geotourism activities were offered to visitors, such as visiting museums, Laohei Volcano Area, medicine springs tours, Wenpo Lake Area, Longmen Stone Village Area, Crystal Cave sightseeing, White Dragon Cave sightseeing and volcanic barrier lakes sightseeing, musical drama, etc.

### **New educational plans for geoheritage conservation, sustainable development and disaster risk reduction**

The Geopark cooperated with Wudalianchi senior middle school, Wudalianchi junior middle school, Wudalianchi No. 1<sup>st</sup> primary school and No. 2<sup>nd</sup> primary school on giving “Science Knowledge Courses” and completing science popularization textbook “Close to Nature-Approaching Wudalianchi”. There are 10 parts in the textbook and 1033 students joint the 16 class hours.

### **Strategic partners**

- Cooperated with Wudalianchi Volcano and Earthquake Monitoring Station on the study of Wudalianchi Volcanic Cluster deep structure and activity.
- Worked with Heilongjiang Hydrogeology and Engineering Geology Survey Bureau on studying the water and soil interaction in Micro-environment of Wudalianchi mineral water area.
- Employed Beijing Fanhua Group for planing the development of the Geopark.
- Worked with UNESCO-HIST, collecting dates of the climate changes and natural disasters timely, and detecting the area by satellite in the sky.
- Geopark and China Geological Survey Bureau Nanjing Center promoted the repair project of Outdoor Tourism Interpretation System and added more display contents and designed projects in the Wudalianchi Global Geopark museum exhibitions together.
- The Geopark carried out scientific research with University of Science and Technology of China, China University of Geosciences (Beijing), Jilin University, Heilongjiang Institute of Technology, Heilongjiang University, Northeast Forestry University and Heilongjiang Hydrogeology and Engineering Geology Survey Bureau.

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### **Promotion activities**

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The Geopark has promoted Wudalianchi ads. on CCTV radio, Heilongjiang TV station, mainstream media, newspapers and periodicals all the year round.

**4. Contacts:**

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