

GGN – Yuntaishan UGGp Annual Report 2021

1. Geopark Identity

Geopark name: Yuntaishan UNESCO Global Geopark

Country: People's Republic of China

Regional Network: Asian Geoparks Network

Year of inscription / Year of the last revalidation: 2004 / 2016

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



The 3rd Flowers Festival with Hanfu was unveiled in Yuntaishan UGGp on March 6th, 2021

2. Geopark Figures

Number of Geopark staffs: about 2000 full-time staffs including 4 geoscientists on hydrogeology, environmental geology and tectonic geology.

Number of visitors: about 5,760,000 visitors to Yuntaishan UGGp in 2021.

Number of Geopark events:

1) Jan 1st, 2021, the Yuntaishan Ice and Snow Festival was held. In winter, Yuntaishan was covered with snow, like covered by silver. Some cute parades such as the cute fire elves, Pikachu, etc. and interactive performances such as

Frozen stage play were planned, in order to bring a rich audio-visual experience on the spot, ignite the atmosphere of activities in winter, and attract tens of thousands of tourists to the Yuntaishan UGGp.



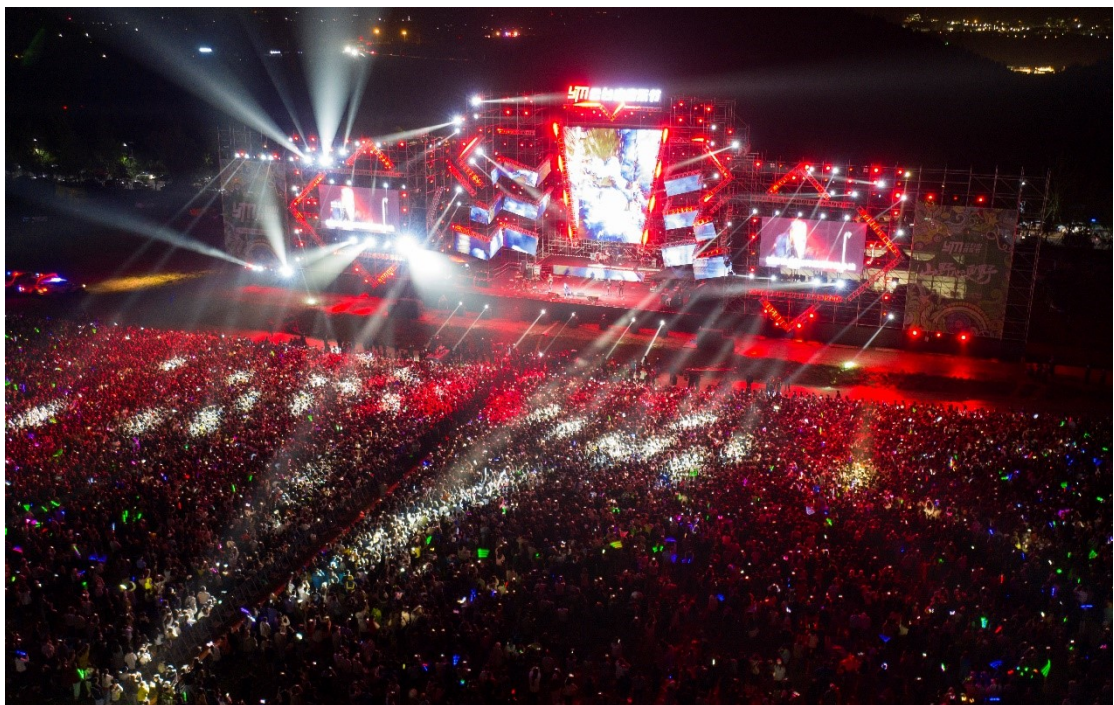
2) The 3rd Flowers Festival with Hanfu was unveiled during March 6 to April 5. Since 2019, the Flowers Festival with Hanfu aims to promote excellent traditional culture. After 2 sessions, it has set off a new upsurge of “Hanfu and

Landscape” in the whole country and has become a new yearning for Hanfu colleagues. In 2021, the 3rd Flowers Festival with Hanfu was guided by aesthetics, deeply promotes the local culture represented by the Seven Sages of the Bamboo Grove in Wei and Jin Dynasty, innovating the way of activities. A 30-day Flowers Festival, special Hanfu cultural experience activities were planned and hold every weekend, such as the Seven Sages of the Bamboo Grove and twelve flower gods parade, Hanfu ritual show, ritual music exhibition, Chinese style market, tree planting and blessing, Chinese studies course, Hanfu blind date, Wei and Jin style Hanfu Show, etc. During the event, about 300,000 tourists were attracted and participated in to enjoy the landscape of Yuntaishan UGGp.





3) on May 3 and May 4, the 3rd Yuntaishan Music was held. 15 groups of bands including Xue Zhiqian, Ciwei and Mosaic were invited to give performance. The strong music IP attracted more than 100,000 music fans to participate in, which was once on Weibo, Douyin and other social platforms.



4) on June 12 to June 14, the Dragon Boat Festival of National Culture was held. Well-known KOLs such as Gushe and Little White Rabbit were invited to

Yuntaishan UGGp to interact with the on-site tourists, experience the rhythm of millennium culture, and set off a national tide of Hanfu culture. Intangible cultural heritage projects such as making rice dumplings, throwing pots, sugar paintings, face people, shadow puppets were introduced to enrich the on-site experience of tourists.



5) on July 10, the 2nd Yuntaishan Electronic Music Festival were held. The whole event lasted for 50 days at the important dates of the summer vacation. 21 groups of bands including Universal Youth Hostel, Prism, Combs were invited to come to give performance. Well-known DJ/MC came to the venue. In this summer, music and water play were perfectly integrated, bringing an ultimate audio-visual feast to summer tourists.



Number of school classes realize Geopark educational programmes:

In 2021, 26 research and education sessions for primary and secondary school students were organized, with a total of about 8,500 students to attend.

Table list of study reception in 2021

Date	Number	School name
3.11	331	Qiangnan Primary School, Sulin Primary School
3.23	288	No. 1 Jiaozuo Junior School
3.25	70	No. 1 Jiaozuo Junior School
4.1	875	Kaifeng Qiushi Middle School
4.7	572	Jiaozuo Experimental Middle School
4.13	322	Jiaozuo Guangming Middle School, Renmin Middle School
4.14	195	Jiaozuo Daoqing Middle School, No.23 Middle School
4.21	413	Jiaozuo Experimental Primary School
4.22	396	Jiaozuo Experimental Primary School
4.28	334	Jiaozuo Daoqing Middle School
4.30	68	Yuntai Primary School
5.6	391	No. 4 Jiaozuo Middle School
5.7	394	No. 4 Jiaozuo Middle School
5.12	366	Xinsheng Primary School, Zhongzhan Primary School, Laomojie Primary School
5.13	282	Yuejinlu Primary School
5.18	151	Zaodian Primary School, Zhucun Primary School, Fucheng Central School, Xiaoshang School, Dianhou School
5.19	265	Zhongzhan Experimental Primary School

5.20	113	Henan University of Technology
5.25	690	Laomojie Primary School, Xinsheng Primary School, Yuejinlu Primary School
5.27	81	Henan University of Technology
7.2	332	Qinyang Yongwei School
7.8	99	Gongyi Middle School
10.19	413	Jiaozuo Experimental Middle School
10.21	423	Jiaozuo Experimental Middle School
10.26	288	Jiaozuo Renmin Middle School, No. 23 Middle School
10.27	364	Jiaozuo Daoqing Middle School, Guangmin Middle School
Sum	8516	

Some images about the activities as follows:







Number of Geopark press release:

In 2021, "News Feeds", "News Live Room", "Morning News", "Chinese International", "News 30 Mins", "First Time" and other columns on CCTV were reported with a total of 17 times. People's Daily client, Xinhua News Agency, People's Daily Online, Xinhua Net, Global Times, Henan Daily, Beijing News, Dahe Daily, Dongfang Daily, Surging News, Sina, Tencent, Jiaozuo Daily and other hundreds of national media continued to focus on Yuntaishan UGGp throughout the year, and the news were exposed exceeded 100 million times

and have accumulated almost 10,000 articles.

3. Geopark Activities

Major achievements in 2021

List of major honorary title as follows:

No.	Date	Awarding unit	Honorary title	Source (documents, certificates, plaques)
1	2021.1.1	Henan, the hometown of the Central Plains; ByteDance; the 2 nd Global Cultural Tourism Creators Conference in 2020	Excellent IP Activities of Yuntaishan Electronic Music Festival of the 2 nd Global Cultural Tourism Creators Conference	plaques, trophies
2	2021.1.1	Henan, the hometown of the Central Plains; ByteDance; the 2 nd Global Cultural Tourism Creators Conference in 2020	Special Contribution Award of the 2 nd Global Cultural Tourism Creators Conference	plaques, trophies
3	2021.1	New Coronary Pneumonia Epidemic Prevention and Control Headquarters in Xiuwu County	Advanced collective to fight against the new crown pneumonia epidemic	plaques, documents
4	2021.1	Courageous and Righteous Foundation in Xiuwu County	Support righteousness and courage to promote social integrity	plaques
5	2021.1	Courageous and Righteous Foundation in Henan Province	Courage to be a caring enterprise	plaques
6	2021.1.5	Henan Provincial Patriotic Health Campaign Committee	Health Unit of Henan Province (2021-2023)	plaques, documents
7	2021.3	Women's Federation in Xiuwu County	Women's Civilization Post in Xiuwu County	plaques, documents
8	2021.3.11	Propaganda Department of Xiuwu County Committee of the Communist Party of China	Advanced Unit of Propaganda and Ideological Work in Xiuwu County in 2020	plaques, documents

9	2021.4	China Association of Tourist Attractions	China Tourist Scenic Spots Joy Index 2020 Natural Landscape High-quality Experience Scenic Spots	plaques
10	2021.4.30	Committee of the Communist Youth League in Xiuwu County	"May 4th Red Flag League Branch of Xiuwu County" in 2020	plaques, documents
11	2021.5.12	Xiuwu County People's Government	2020 First Prize for High Quality Development of County Economy	plaques, documents
12	2021.5.12	Xiuwu County People's Government	Advanced Award for Aesthetic Economic Construction	documents
13		Xiuwu County People's Government	Fiscal Tax Contribution Award	documents
14		Xiuwu County People's Government	Tourism Project Construction Advanced Award	documents
15		Xiuwu County People's Government	Advanced unit of urban construction infrastructure project construction	documents
16		Xiuwu County People's Government	Advanced unit of global tourism construction	documents
17	2021.5.17	Xiuwu County Tourism Service Merchants	Deep love between fish and water, All the people are united to make the cloud platform more brilliant	pennant
18	2020.12	Henan Federation of Trade Unions	Demonstration of caring mother and baby room	plaques
19	2021.4.17	Henan Province Anti-Terrorism Leading Group	Outstanding achievements in anti-terrorism prevention work in Henan Province in 2020	plaques
20	2021.6	Junior reporter of Jiaozuo Daily	Research travel practice base	plaques
21	2021.6.26	Henan Provincial Committee of the Communist Party of China	Advanced grass-roots party organization in Henan Province	plaques, certificates

22	2021.6	Xiuwu County Committee of the Communist Party of China	Advanced grass-roots party organization in Henan Province	plaques
23	2021.7	Zhengzhou Tourism Vocational College	Zhengzhou Tourism Vocational College Research Base	plaques
24	2021.6	Science and Technology Association in Henan, Spiritual Civilization Construction Steering Committee Office in Henan Province	Excellent popular science education base	certificates
25	2021.6	Science and Technology Association in Henan, Spiritual Civilization Construction Steering Committee Office in Henan Province	Top 10 Popular Science Education Bases	certificates
26	2021.10	Henan University Academy of Fine Arts	Sketch Base of Academy of Fine Arts of Henan University	plaques
27	2021.10	School of Architecture and Art Design, Henan University of Technology	Sketching Internship Base of School of Architecture and Art Design, Henan University of Technology	plaques
28	2021.11	Jiaozuo University	Jiaozuo University Training Base	plaques
29	2021.11	Jiaozuo Market Supervision Administration	Rest assured consumption to create a demonstration scenic spot	plaques
30	2021.11	Jiaozuo Market Supervision Administration	Rest assured consumer rights protection service demonstration station	plaques
31	2021.11	National Tourism Standardization Technical Committee	National Civilized Tourism Demonstration Unit	certificates, plaques
32	2021.11	Ministry of Human Resources and Social Security, Ministry of Culture and Tourism	National Culture and Tourism System Advanced Collective List	Online screenshot

33	2021.12.14	Transportation Department of Henan Province, Culture and Tourism Department of Henan Province	The first batch of demonstration scenic spots for the integration of transportation and tourism in the province	plaques, certificates, documents
34	2021	Henan Provincial Tourism Culture Research Association, Henan Provincial Tourism Chamber of Commerce, Zhongyuan Business Card, Tencent Henan, CDC Henan	2021 The Most Influential Scenic Spot of Zhongyuan Tourism	plaques
35	2021	Jiaozuo University	Teacher enterprise practice mobile station	plaques
36	2021.12.31	Returned Overseas Chinese Federation of Henan Province, Department of Culture and Tourism of Henan Province	The 2 nd batch of overseas Chinese international cultural exchange bases in Henan Province	documents

Contribution towards GGN – Networking and participation

In 2021, in terms of government affairs reception, 56 batches of party and government delegations, including Zhigong Party, National Forestry and Grass Bureau, Yiling District of Yichang City, Lanzhou Political Consultative Conference, National Great Wisdom Alliance, and Bayannaer Wangyuan County Political Consultative Conference visited the Yuntaishan UGGp. Delegates from 20 scenic areas including Shaanxi Huaqing Palace, Zhangjiajie Wulingyuan Scenic Area, Dujiangyan Scenic Area, Guangdong Luofu Mountain Scenic Area, and 8 groups of tourism system inspection including Zhejiang Provincial Department of Culture and Tourism Development, Chongqing Municipal Culture and Tourism Development Committee, and Provincial Department of Culture and Tourism visited the Yuntaishan UGGp.

In 2021, Yuntaishan UGGp carried out the communication and exchange with

the delegates from the Gubaidu Scenic Area, Guangdong Baiyunshan Scenic Area, Guizhou Huangguoshu Tourism Group, Taishan Scenic Area, Xinchang Foxbaba Exploration Planet, Zhejiang Qiandao Lake.

In December 2021, Yuntaishan UGGp participated in the Digital 9th International Conference on UNESCO Global Geoparks on line and made two academic presentations.

In 2021, Yuntaishan UGGp was awarded the "2021-2025 First Batch of National Bases for Popularization of Science and Education ".





Management and Financial Status

The total revenue of Yuntaishan UGGp in 2021 is about 701 million yuan.

Geoconservation

In 2021, more than 3 million yuan was invested in green infrastructure; more

than 8,000 meters of railing was built or repaired; more than 5,000 meters of trails was newly built and renovated.

Sustainable tourism (Geotourism)

- 1) Re-installing new site interpretations with new logo of UNESCO.
- 2) Training locals to sustainably operate tourism activities and support them to create local souvenirs.
- 3) Updated the website with new logo and updated the new publicity website of <http://www.ytsgeopark.org.cn/en/>

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

In 2021, more than 10,000 square meters of parking lots and roads were laid. 3,000 meters of water supply and drainage pipes, 4,200 meters of power supply lines and 2,000 new signs including more than 100 popular science explanation board were built.

Strategic partnership

On March 16, 2021, Yuntaishan UGGp and Hangzhou Hikvision Digital Technology Co., Ltd. signed the strategic cooperation agreement and unveiled the Intelligent Application Research Center. The two parties took Yuntaishan Intelligent Application Research Center as the carrier, fully integrate advantageous resources, carry out comprehensive strategic in-depth cooperation, and use intelligent technology to empower Yuntaishan tourism scenic area industry intelligence, and help the scenic spot to improve intelligence and efficiency.

On June 24, 2021, the strategic cooperation agreement between Yuntaishan UGGp and Jiaozuo Daily was signed and the Jiaozuo Daily Junior Reporter Research and Travel Practice Base was officially unveiled. The two parties will carry out deep cooperation around research and study tours, realize resource sharing, and jointly plan and jointly create excellent research and study practice courses. From textbooks to practice, the integration of "cultural tourism" boosts the development of new engines. From products to bases, the

integration of "red and green" draws a new chapter of development.

In July 2021, Yuntaishan UGGp and Zhengzhou Tourism Vocational College signed a strategic cooperation contract and Zhengzhou Tourism Vocational College Yuntaishan Research Base was unveiled. The two parties will carry out deep and multi-dimensional cooperation through co-cultivating talents, co-building platforms, sharing resources, and co-innovation, so as to inject new wisdom and momentum into the high-quality transformation and development of Yuntaishan UGGp. In the same year, Yuntaishan UGGp established the sketching base of the School of Fine Arts of Henan University with the School of Fine Arts of Henan University, established the sketching practice base of the School of Architecture and Art Design of Henan University of Technology with the School of Architecture and Art Design of Henan University of Technology, and established the training base of Jiaozuo University with Jiaozuo University.

Promotional activities

In 2021, Yuntaishan UGGp actively connected with Internet resources and new media platforms such as Station B, Xiaohongshu, Tencent, and Sina, and operate scenic spots on a regular basis, and multi-platform such as Toutiao, Kuaishou, Video Account, Xiaohongshu, Station Bat the same time cooperated with mainstream media such as Xinhua News Agency, People's Daily Online, CCTV as well as Henan Daily, Dahe Daily, Jiaozuo Daily and other provincial and municipal media matrix linkages, adopting diversified cooperation methods to boost the publicity and promotion of scenic spots, and continue to output high-quality content. Furthermore, Yuntaishan UGGp uses creative marketing such as popular IP creation and hot topic creation to realize the superposition of multi-platform resources and traffic for effective transformation and drainage.

Yuntaishan UGGp exposed more than 2.1 billion times short videos at Douyin platform, and exceeded 100 million times of topics on Weibo. The official WeChat platform has nearly one million fans, a total of nearly 600 articles were

pushed throughout the year, and a single article was read nearly 800,000 times. Throughout the year, Yuntaishan Geopark has ranked among the top three in terms of new media comprehensive strength for many consecutive months.

4. Contacts

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