

GGN - Jiuhuashan UNESCO Global Geopark, Anhui, China Annual Report 2023

1. Geopark IDENTITY

Geopark name, country, regional Network: Jiuhuashan UNESCO Global Geopark, China, Asia-Pacific Geoparks Network

Year of inscription / Year of the last revalidation: 2019



Annual representative event: Jiuhuashan UGGp participated in the 10th International Conference on UNESCO Global Geoparks in Marrakech, Morocco

2. GEOPARK FIGURES

Number of Geopark staffs: 660 permanent staff, including 4 geoscientists.

Number of visitors: The Geopark received 9.2518 million tourists in 2023.

Number of Geopark events: 20

(1) Jiuhuashan Global Geopark carried out popular science activity in Southwest University on November 21, 2023.

(2) Jiuhuashan Global Geopark carried out popular science activity in Chengdu University of Technology on November 22, 2023.

(3) On November 10, 2023, Jiuhuashan Global Geopark held the 2023 training

course on the river and Lake chief system to further promote the work of the river and lake chief system in Jiuhuashan, promoting the high-quality development of the river and lake chief system in Jiuhuashan.

(4) On November 8, 2023, Jiuhuashan Global Geopark carried out the "Happy in Chizhou" Art Performance and the 3th National Cultural Activity and Community Fitness Sports Meeting to enrich the spiritual and cultural life of the community and improve the sense of fulfillment and happiness of the community.

(5) On November 17, 2023, Jiuhuashan Global Geopark carried out the "300 Million Children and Teenagers Nationwide in Forest" - Nature Exploration Activity.

(6) From October 20th to 23rd, 2023, Jiuhuashan Global Geopark held the Popular Science Volunteer Training Camp 2023 of Jiuhuashan Global Geopark.

(7) In October 2023, Jiuhuashan Global Geopark held the Photo Contest of Tiantai Scenic Area.

(8) On September 24, 2023, the 2023 Yangtze River Delta Green Waters and Lush Mountains Sports Meeting and Jiuhuashan Orienteering Competition, hosted by Jiuhuashan Global Geopark, was held in Jiuhuashan Dayuan Cultural Park. The event aimed to use sports as a medium and travel as a means of fostering friendship, and to promote the integration of sports, culture, and tourism in the Yangtze River Delta region.

(9) On August 18, 2023, Jiuhuashan Global Geopark held a training course on We-Media content creation to improve the professional quality and business ability of Jiuhuashan tourism publicity and marketing team, and promote the sustainable and healthy development of Jiuhuashan We-Media platform.

(10) From August 12 to 14, 2023, teachers and students from the School of

Environment at China University of Geosciences (Wuhan) carried out hydrological survey of small watershed during the rainy seasons in Jiuhuashan, and made hydrological observations in Jiuhoa River Basin, Qingtong River Basin and Laba River Basin.

(11) On July 11, 2023, Jiuhuashan Global Geopark actively carried out a series of activities on National Low Carbon Day. Promotional video showing the significant achievements of energy conservation and carbon reduction in Chizhou City since the 14th Five-Year Plan was broadcasted on Jiuhuashan Television and Jiuhoa Media. Moreover, "Energy Conservation and Carbon Reduction, Together We Go" posters were put up in the communities of Jiuhuashan.

(12) Jiuhuashan invited a group of experts in forestry pest control to conduct pine wilt disease prevention and control in the Geopark, and strengthening the protection of ancient pines.

(13) From April 17 to 23, 2023, Jiuhuashan Global Geopark organized a series of popular science activities in Jiuhuashan Central School to celebrate the 54th World Earth Day, including popular science lectures, exhibitions, and essay contests with prizes.

(14) In June 2023, Jiuhoa Jiuhuashan Global Geopark held the "Charming Jiuhoa, Beautiful Hometown" Painting and Calligraphy Competition for Primary and Secondary School Students.

(15) On April 23, 2023, Jiuhuashan Global Geopark organized a "World Book Day" Themed Reading Activity for community residents to enrich their spiritual and cultural life.

(16) On April 22, 2023, Jiuhuashan Global Geopark hosted the "Ecological Chizhou, Magnificent Jiuhoa" Chizhou City's First Engraving Art Exhibition in Jiuhuashan Historical Relics Museum. Through this exhibition, visitors can enjoy the unique charm of local cultural.

(17) On May 19, 2023, Jiuhuashan Global Geopark launched the "China Tourism Day" and "Cultural and Tourism Consumption Discounts for Anhui Consumers" activity in Huacheng Square. During the event, a series of folk performances with local features, such as Jiuhoa folk songs, Qingyang opera and Huangmei opera, were performed. In addition, cultural and creative products and local specialties were displayed and sold.

(18) On May 12, 2023, Jiuhuashan Global Geopark carried out earthquake prevention and disaster reduction exercises for primary and secondary school students in the Geopark.

(19) On April 26, 2023, Jiuhuashan Global Geopark organized a training course on geological disaster prevention and control for staff, community workers, monitors, and coordinators responsible for geological disaster prevention and control. This training course improved the disaster prevention and reduction capabilities of grassroots personnel and strengthened the foundation of collective monitoring and prevention of geological disasters in the Geopark.

(20) On February 28, 2023, Jiuhuashan Global Geopark held a training course on cultural relics for geopark staff on cultural relics protection, cultural relics law enforcement, cultural relics fire safety and other related knowledge.

Number of school classes realize Geopark educational programmes: 14

Number of Geopark press release: 190

3. GEOPARK ACTIVITIES

Major achievements in 2023

(1) The infrastructure of Jiuhuashan has been continuously improved. Jiuhuashan Transportation Transfer Center (bus station) and the Yanghong Road widening and renovation have been completed. The construction of the Provincial Road 609, from Gao Yuan to Ke Village (Tianhua Avenue), and its connecting lines, has passed the expert review conducted by the Provincial Forestry Bureau. The number of parking spaces in Jiuhoa New District has doubled, reaching 13,000.

(2) Jiuhuashan Scenic Area Tourism Homestay Industry Alliance has been established, incorporating 27 tourism homestay members for collaborative development, promoting the overall improvement and efficiency of Jiuhuashan tourism homestay industry, and further establishing the brand of "Jiuhuashan Fine Homestay" brand. At the same time, the selection of the "Top 10 Featured Tourism Homestays" has been conducted. And four tourism homestays successfully selected as national-level homestays.

(3) Jiuhuashan Global Geopark was selected as the "Splendid Landscapes of the Yangtze River" National-Level Tourism Route, enhancing the visibility and influence of Jiuhuashan.

(4) Laotian Village of Jiuhuashan has been selected as the First Batch of Beautiful and Harmonious Villages in Anhui Province.

(5) Jiuhuashan has been selected as the Second Batch of Provincial Civilized Tourism Demonstration Units of Anhui Province.

(6) Huatai Scenic Area of Jiuhuashan Global Geopark was selected as the "Cleanest Scenic Area in Anhui Province".

(7) Jiuhuashan Global Geopark has been honored with the "Best Geopark with Exquisite Charm Award" at the 7th World Earth Day themed science promotion event and the 4th Asia-Pacific Geopark Week Event in 2023. Jiuhuashan has also received the "Most Beautiful Earth Mark" award.

Contribution towards GGN - Networking and participation

(1) In August 2023, Jiuhuashan established a sister park relationship with Linxia Geopark. The two geoparks conducted in-depth exchanges on regarding construction and management, geological heritage preservation, scientific research and popular science, and sustainable development of the geopark.

(2) From September 5th to 10th, 2023, Jiuhuashan participated in the 10th International Conference on UNESCO Global Geoparks held by M'Goun UNESCO Global Geopark, Morocco.

(3) On October 31, 2023, Jiuhuashan attended the Chinese Global Geopark Annual Meeting held by Yimengshan UGGp (Linyi City, Shandong Province).

(4) From October 8 to October 13, 2023, Jiuhuashan attended the 7th International Training Course on UNESCO Global Geoparks Management and Development held by Zhangye UGGp (Zhangye City, Gansu Province).

Management and Financial Status

The tourism revenue in 2023 has reached 11.2 billion yuan. The Geopark is in good management and financial condition.

Geoconservation

(1) The protection and management system of Jiuhuashan has been continuously

improved. *Jiuhuashan Natural Protection Area prominent Ecological Environment Problems Investigation and Rectification Special Action Plan* and the *Special Action Plan on Investigating and Rectifying Illegal and Irregular Tourism Activities in Jiuhuashan* have been issued. A comprehensive investigation and rectification of ecological and environmental issues have been carried out. Jiuhuashan Nature Reserve Working Leadership Group has been established to effectively strengthen the management of the ecological environment in Jiuhuashan.

(2) On April 23, 2023, Jiuhuashan Global Geopark issued and implemented the Geohazard Prevention and Control Plan 2023 of Jiuhuashan Scenic Area to protect geosites and tourists.

(3) On April 26, 2023, Jiuhuashan Global Geopark organized a training course on geological disaster prevention and control for staff, community workers, monitors, and coordinators responsible for geological disaster prevention and control. This training course improved the disaster prevention and reduction capabilities of grassroots personnel and strengthened the foundation of collective monitoring and prevention of geological disasters in the Geopark.

(4) Jiuhuashan carried out regular or irregular inspection and maintenance of geological heritage interpretation boards and other signage boards, repaired more than 170 boards, and updated the text, images, and logos of existing interpretation boards in the Geopark.

(5) Jiuhuashan has established a three-level system of river chiefs and forest chiefs at the county, township, and village levels to comprehensively protect the ecological environment of the Geopark.

(6) Jiuhuashan further strengthened the protection and publicity of geosites. Notices prohibiting unauthorized exploration, rock climbing, and other outdoor activities were published on official website and WeChat social account of Jiuhuashan. Moreover, warning signs were installed at the entrances of undeveloped areas within the Geopark to further safeguard its natural resources and geological landscapes.

Sustainable tourism (Geotourism)

(1) Jiuhuashan focused on the nighttime economy, innovated consumer scenes, created diverse nighttime business forms, and stimulated the potential for cultural and tourism consumption. Jiuhuashan hosted the Flower Concert in Laotian Village, and night tour event in Miaoqian Ancient Town. Through a rich and diverse range of nighttime activities such as "culture + night food, night entertainment, night shopping", more visitors were attracted to travel.

(2) Jiuhuashan has taken a number of measures to continue to promote cultural tourism marketing activities. Jiuhuashan actively introduced policies such as half-price discount during the Dragon Boat Festival, summer series discounts, "Welcome Asian Games, travel in Anhui" free admission, and preferential policies for the aviation and travel market, attracting a large number of tourists to visit Jiuhuashan.

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

During World Earth Day on April 22nd, World Environment Day on June 5th and National Disaster Prevention and Reduction Day on May 12th, earthquake prevention, disaster reduction and environmental education activities are carried out in the Geopark and surrounding communities, as well as at Jiuhoa Central School.

Strategic partnership

(1) Jiuhuashan establishes the Qingyang County-Jiuhuashan Alliance, and

continues to cooperate with Anhui 5A Tourist Attractions Marketing Alliance, Buddhist Mountain Tourism Alliance, Tea Culture Tourism Alliance, Yangtze River Delta Tourism Marketing Alliance, and Mountain Tourism Association to promote geo-tourism and marketing.

(2) Jiuhuashan continues to cooperate with Chizhou University, East China University of Technology, Nanjing Forestry University, Anhui Normal University, China University of Geosciences (Wuhan), Anhui Geological Survey Institute and 324 Geological Team of Anhui Geological and Mineral Bureau to carry out geological research and geoscience popularization.

Promotional activities

(1) On November 10, 2023, Jiuhuashan Global Geopark participated in the Rural Revitalization Agricultural Special Products Exhibition in Chizhou City to publicize, promote and sell Jiuhuashan agricultural special products to promote agricultural efficiency and increase farmers' income.

(2) On November 6, 2023, the " Exploring Jiuhua via Yangtze River Delta Media" Media Communication Activity was officially launched, making full use of media platforms to publicize Jiuhuashan brand and government affairs, and enhance Jiuhuashan brand competitiveness.

(3) From April 8 to 9, 2023, Jiuhuashan Global Geopark organized promotional events with the theme of "Landscape Chizhou, Beautiful Jiuhuashan" in Hefei City and Fuyang City with during the Jiuhuashan Urban Tour Season to expand tourism market in Anhui Province, enhancing the visibility and influence of Jiuhuashan.

(4) From March 17 to 19, 2023, Jiuhuashan Global Geopark participated in the Second "Hundred-city Interaction" Cultural and Tourism Fair of Yangtze River Delta in Shanghai City. The event promoted and showcased the cultural and tourism resources

of Jiuhuashan, enhancing its visibility and reputation.

4. Contact

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