

GGN - Geopark Annual Report 2019

1. GEOPARK IDENTITY

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

Year of inscription / Year of the last revalidation: 2014 / 2018



Representative photo (from the most important event this year)

2019 Lushan International Half Marathon Mountain Race

2. GEOPARK FIGURES

Number of Geopark staffs: 1611 staffs including 5 geoscientists

Number of visitors: 26,222,600 visitors person/time

Number of Geopark events: 42.

- Lushan UGGp conducted series of popularization events of geo-heritage conservation, environmental protection and geo-hazard prevention during designated periods: World Earth Day, World Meteorology Day, World Wildlife Day,

Bird-Loving Week, Wildlife Protection Awareness Month, National Land Day, Work Safety Month, Surveying and Mapping Day, International Day for Disaster Reduction and the National Law Awareness Day, so as to enhance the public awareness of disaster prevention and avoidance, and environmental and earth protection.

- Lushan UGGp held cultural and sports events to enhance geopark visibility, such as White Deer Cave Academy Chinese Traditional Cultural Forum, 2019 Lushan International Half Marathon Mountain Race, 2019 UNESCO Global Geopark Photography Exhibition, Lushan International Poems and Couplets Competition, Jiujiang International Famous Tea and Spring Expo, Ice and Snow Carnival, Lushan Maple Festival.
- Lushan UGGp has established sister geopark relations with three UGGps: Rinjani Lombok UNESCO Global Geopark, Batur UNESCO Global Geopark, in Indonesia and Novohrad-Nógrád UNESCO Global Geopark, in Hungary and Slovakia. Lushan UGGp participated the 6th APGN Symposium 2019 held in Indonesia.

Number of school classes realize Geopark educational programmes: 85

Number of Geopark press release: Local level: 1800 articles published at the local traditional media, 1000 articles published at the WeChat official account. Above municipal level: 668 articles at traditional media, 105 articles at online media, including 5 news coverages by the in China Central Television Station(CCTV) and 12 new reports reports by Jiangxi Provincial Television. Released television documentary with a length of 200 minutes on state level television. Geopark media: Released 3 Chinese and 3

English articles on GGN website, and 1 article in APGN instagram, 43 Chinese articles and 22 English articles on Lushan UGGp website.

3. GEOPARK ACTIVITIES

Major achievements in 2019

- Lushan UGGp passed the revalidation and received its continuing membership of GGN("Green card") from UNESCO Global Geopark Secretariat.
- Significant progress has been made in the geopark digital management and tourism service system, "Smart Lushan". It integrates geopark management with tourism electronic business and marketing. With mobile phone, a visitor could use his/her mobile for his/her identification card and face identification, and most of his tourism related payments in Lushan UGGp, for example they can purchase all tickets online (admission, tourism bus and ropeway ticket) and get seamless verification.
- Geopark increased tree planting in the area near Nanchang-Jiujiang Expressway to enhance ecological environment. Tourism Infrastructure had been improved, such as Henan Road, Baiyunguan Road, and Xianshanzhi Road maintenance. Cultural heritage conservation had been made, such as the establishment of Lushan Religion Museum and Lushan Poem Museum, and renovation/readiness of Songmen Villa. Geopark tourism facilities had been enhanced, for example, construction of new public toilets and renovation of existing old public toilets, preparation of public flower and trees plantation base , construction of Flower Path Park landscape conservation, and renovation of public interpretation panels.
- Lushan UGGp won many national awards, such as the Top Ten Most Influential Chinese Cultural Scenic Area of the Year, the Most Beautiful and Quality Ecological Popular Chinese Scenic Area of the Year, second and third honors of JiuJiang News Annual Award, and one of the first Attractive Chinese Photography Travel Destinations.

Contribution towards GGN - Networking and participation

- Lushan UGGp has established sister geopark relations with three UGGps: Rinjani Lombok UNESCO Global Geopark, Batur UNESCO Global Geopark, in Indonesia and Novohrad-Nógrád UNESCO Global Geopark, in Hungary and Slovakia.
- Participated the 6th APGN Symposium 2019 held in Rinjani-Lombok UNESCO Global Geopark, Indonesia.
- Participation and submission of photos, footage and research paper for exhibitions and publication for the “Chinese Geopark” themed popularization in Beijing, -sponsored by the Department of Nature Conservation of National Forestry and Grassland Administration of China, Global Geopark Network.
- Held popularization activities to enhance the geopark visibility/awareness on the World Earth Day, International Day for Disaster Reduction in active response to GGN’s call.
- Hosted the 2019 Lushan International Geopark Photography Exhibition, which received 215 photography contributed from 42 global geoparks of 21 countries and visited by more than 10,000 visitors. This event shows the support of the global geoparks and enhances the global geopark visibility.
- Participated in the 5th International Training Course on UNESCO Global Geoparks Management and Development, which is supported by the UNESCO Global Geoparks Secretariat & UNESCO Beijing Office, the Global Geoparks Network, the Asian Pacific Geoparks Network (APGN), and the Chinese Geoparks Network.
- Participated in the Chinese Global Geopark Network Annual Meeting held in Yandangshan UGGp.
- Participated in the Chinese UNESCO Global Geopark Annual Meeting held in Dunhuang UGGp.
- Participated in the founding meeting of the Sixth Committee of the Tourism Geosciences and Geoparks Research branch of the Chinese Geological Society.
- Participated in the Training Course on the Management of Chinese National Geoparks (Mine parks) held by the Chinese National Forestry and Grassland Administration.
- Lushan UGGp participated the opening ceremony of the monument of

Dunhuang UGGp and Gansu Provincial Geo-Tourism and Geopark Academic Annual meeting.

- Participated in the Geoscience Popularization On-site Exchange Meeting in Danxiashan UGGp .
- Participated in the Training Course on the Application of Space Technology in Geopark Monitoring in Longyan Aspiring Geopark, Fujian province.
- Participated in and supported the first Quaternary Glacier symposium in Eastern China held in Yimeng UGGp.
- Participated in the Seminar on Nature Reserve and Biodiversity Branch of Forestry Society of National Forestry and Grassland Administration in Harbin.
- Provided popularization booklets to Rinjani Lombok UNESCO Global Geopark, Indonesia, provided popularization booklets and rock sample to Wudalianchi UGGp and Zhijindong UGGp in China.

Management and Financial Status

- Management Structure : the geopark has established the Administration Management Office of Global Geopark (and World Heritage) to promote the management, conservation, and disasters monitoring and early-warning of the UNESCO global geopark and world heritage.
- Financial status: the revenue and expenditure of the geopark is in balance. The 2019 fiscal revenue of the geopark is RMB 653.59 million among which has been used in geopark management, conservation, construction, promoting tourism and sustainable economic development .

Geoconservation

- Strictly abiding by Lushan National Geopark Master Plan, Lushan conducted geological heritage conservation at different levels and districts. The geological heritages of the geopark have been carefully and soundly conserved, and have remained unaffected by human destruction, and only few geosites influenced by natural weathering and meteorological disaster.

Sustainable tourism (Geotourism)

- Lushan UGGp has 5 geo-tour-trails, all equipped with geotour guiding and interpreting system in geosites, and guide panels are being regular maintained

and updated;

- Provided geological knowledge training for guides, employees and volunteers to promote visibility of geopark and geo-knowledge popularization to the public. Carried out geopark tourism service industry training for personnel and hotel personnel so as to improve tourism service.
- Carried out research trips to promote geological tourism sustainable development. Lushan Botanical Garden was approved as the one of the first national level research trips travel bases in China. Lushan UGGp was approved as the second batch of national natural education schools(bases). Lushan White Deer Cave Academy was approved as one of the national educational bases for research trips by middle schools and elementary schools. Lushan UGGp held special workshop on research trip to collect ideas/inputs in teaching system, resources excavating, camp construction, market competition and policy support.
- Lushan UGGp participated in the First U.S.-China Cultural Tourism Festival in Las Vegas in the USA. Thailand's TaladTour Magazine promoted Lushan UGGp in oversea tourism market and her first online Lushan UGGp travel guide was read by more than 70,000 netizens. 2019 Lushan International Half Marathon Mountain Race held by Lushan UGGp--attracted more than 7,000 runner from 10 countries. It was broadcast live by China Central Television channel(CCTV) 5 and reported by more than 60 media. Lushan UGGp held China Jiujiang Famous Tea and Famous Spring Expo, which attracted participants from Britain, Finland, Germany, Portugal, Russia, Italy, Georgia, Sri Lanka. Lushan participated in the 15th Luojia Autumn

Cultural Festival of Wuhan University to promote Lushan tourism towards foreign exchange students in China.

- Lushan UGGp participated in domestic and international tourism fairs in Beijing, Chongqing, Guangzhou, Tianjin, Guilin and Kunming to promote Lushan UGGp tourism. Tourism enterprises of Lushan UGGp participated in tourism commodities competitions. Cloud and Fog Tea of Lushan UGGp won the prize in China Tourism Commodities Expo.

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

- Lushan UGGp organized educational events on geo-hazard identification, control and prevention, during the World Earth Day, World Meteorological Day, Disaster Prevention and Mitigation Week, Science and Technology Week.
- Lushan UGGp enhanced the monitoring and warning of meteorological hazard, and timely released 52 early-warnings of disastrous weather, such as thunderstorms, heavy rain, high winds, cold wave, icy roads. Daily weather forecast covering the next three days is released every day by TV, mobile SMS. Medium-range forecast is released by mobile WeChat message every 15 days.
- Early-warning message and hazard prevention and self-rescue knowledge had been provided to the local community and the public in time to enhance their ability to identify hazards and to prepare. Renovated 63 safety panels. Conducted geohazard prevention training for geopark staffs and monitoring personnel to enhance monitoring ability. Prepared annual plan of geohazard prevention and early responding, and carried out geohazard emergency drills to enhance the ability

of geohazard prevention, such as early response, resident evacuation and relocation.

Strategic partnership

- Established scientific research and practice bases in cooperation with research institutes and universities, such as Chinese Academy of Geological Sciences, No. 916 Geological Exploration Team of Geological Exploration of Jiangxi Province, Wuhan University, and the China University of Geosciences in Wuhan;
- Enhanced natural resource conservation and management in cooperation with Lushan National Nature Reserve and Lushan Botanical Garden under Chinese Academy of Sciences;
- Promoted local tourism in cooperation with local tourism enterprises, such as local travel service companies, star-rated hotels and restaurants.

Promotional activities

- On local medias, Lushan UGGp released 1800 articles on local traditional media, and released 1000 articles on local WeChat official account, published 12 issues of Lushan Tourism News. On medias above Jiujiang municipal level, Lushan UGGp released 668 articles on traditional media-and 105 articles on online media , including 5 China Central Television Station and 12 Jiangxi Provincial Television.
- Lushan UGGp released documentary with an aggregated length of 200 minutes on national television station, such as in China Aerial Video of China Central Television

Station, Experience China of Xinhua News Agency, Faraway Home-the Yangtze River of China Central Television Station.

- Lushan UGGp released publicity small video on new online media during World Heritage Day, such as Jinri Toutiao, Xigua Shipin and Douyin. Lushan Toutiao official account released 10 small videos, the most popular one of which was played for 190,000 times, and 3 of which were chosen to be played by national headquarter. official account. Lushan UGGp invited tourism Key Opinion Leaders to produce Lushan travel guides for visitors in text, photo and video, including 34 videos, which were played for 3,831,000 times online. Lushan UGGp made full use of internet new media, such as Weibo, WeChat, Toutiao and Douyin, and released 100 tourism promotion articles, among which 15 articles were read by more than 10,000 netizen, released 57 small videos, among which 8 video had been watched over 10,000 times. Lushan UGGp published English tourism popularization booklet and video of Lushan UGGp featuring leisure paradise and cultural sacred mountain, introducing the rich culture and history, as well as brilliant natural beauty of Lushan UGGp to visitors from all over the world.

4. CONTACTS

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