

GGN - Geopark Annual Report 2021

1. GEOPARK IDENTITY

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

Year of inscription / Year of the last revalidation: 2007/2018

2. GEOPARK FIGURES

Number of Geopark staffs: 567

Number of Visitors: 26 million tourists

Number of Geopark events: 5

(1) The second Longhushan Half Marathon in 2021

(2) The May Day carnival

(3) Intangible Cultural Heritage activities on National Day

(4) 2021 Tour of Poyang Lake

(5) The second Harvest Festival of Longhushan in 2021

Number school classes realize Geopark educational programmes: 20 classes of 5 schools (including middle schools and primary schools), carried out Geopark education programmes successively, including field and classroom.

Number of Geopark press release: 300 releases in News medias, 1000 in WeChat and portal website of Longhushan UNESCO Global Geopark.

3. GEOPARK ACTIVITIES

Major achievements in 2021

(1) Take "tourism + sports" as a breakthrough, implant outdoor sports such as cycling, marathon and mountaineering into the construction of the geopark, and establish a new business form to promote the development of sports tourism. Plan to build a winter hot spring + ski product system to enhance the attractiveness of the geopark in winter .

(2) Take "tourism + countryside" as the key point, and in combination with the rural revitalization strategy, we will make solid progress in the construction of pilot

areas for integrated urban and rural development, build multiple modern villages with distinctive rural tourism features.

(3) Take "tourism + home stay" as the focus, relying on Shangqing ancient town, Tianmen mountain, militia plant old house, Longhushan Qian countryside home stay and many other resources to build high-end home stay facilities to form a folk experience industry, and achieve the transformation from a sightseeing park to a leisure resort.

(4) We continued to carry out "The unique Longhushan " brand image publicity in key areas in and around Jiangxi province, southeast of China, and strengthened cooperation with the news medias, "Longhushan aerial view" was broadcast on CCTV news Green China, "Fascinating hanging coffins performance " was on the home page of www.Chinanews.com, photos of safety travel in Longhushan during May Day was on jiangxi daily front-page.

(5) Launched the "The unique Longhushan" series of promotion activities in Shanghai, Wuhan, Xi 'an, Ningbo and other large cities in China, and provided admission free preferential policies during the activities. Participated in all kinds of promotion activities held by provincial and municipal tourism authorities, and provided a number of preferential travel policies and routes for major tourist provinces and special groups. Developed research Tours, popular science Tours, leisure and healthy life Tours. More than 20 travel groups with thousand tourists from Hunan, Jiangsu, Fujian, Henan and other provinces have been visited the geopark.

(6) In order to further improve the management and services of the geopark, we regularly inspect the travel orders, services and management of the park every month, and timely accept all kinds of complaints. A total of 97 tourism complaint cases were accepted throughout the year, and all tourism complaints were completed and followed up, with the mediation rate and satisfaction rate reaching 100%.

(7) During major holidays and special periods, meetings on safety and epidemic prevention and control were held, and special inspections on safety were carried out on tourism enterprises and units in cooperation with industry and commerce, quality inspection, fire control, health and other authorities. On total, 6 Safety inspections were carried out, and 45 safety loopholes have been found out and

dealt with.

(8) We has built a "one-stop" online supermarket with clear price tags, so tourists can choose whatever product their want without the fear that they may paid more money than others. The online supermarket has become the first of online bulk sale market in Jiangxi province.

(9) We has completed the transformation and upgrading of smart ticketing software, realizing the comprehensive upgrade of paperless smart ticket system, such as real-name ticket booking, ID card identification and face recognition, so the tourist can just show their ID card or faces to get into park without the need of paper ticket.

(10) We have reached an agreement to cooperate with Jiangxi Normal University on historical and cultural research, and high-end tour guide training.

(11) We have signed 2021 annual research market cooperation contracts with travel agencies in Yingtan, Shangrao, Jingdezhen, Nanchang and Fuzhou city, and research groups with totally nearly ten thousand people visit the geopark in 2021.

Contribution towards GGN - Networking and Participation

(1) In April and June 2021, We have exchange visits with Wudalianchi Global Geopark to tighten relationship and learn advanced experience in geopark management from each other.

(2) We attended the digital course on UNESCO Global Geoparks 2021 "UNESCO Global Geoparks and sustainability" held in June.

(3) In December 2021, we attended the digital 9th International Conference on UNESCO Global Geoparks, and made an oral presentation on Integration of culture and geotourism in Longhushan UNESCO Global Geopark.

(4) In December 2021, we sent delegation to attended the Workshop on protection and Development of UNESCO Global Geoparks held in Zhangjiajie UNESCO Global Geopark in China, and communicated with other participants on the protection and management of Longhushan UNESCO Global Geopark.

Management and Financial status

The fiscal revenue of the whole year was about 540 million RMB.

Geoconservation

(1) Full-time personnel were arranged to carry out routine patrols and observations, and special inspections were carried out during major holidays and special periods to ensure behaviors that might damage geological relics could be found and stopped in time. Throughout the year, 4 special inspections have been carried out and 10 security risks have been investigated and dealt with.

(2) Increased publicity efforts, we have distributed a total of more than 500 copies of popular science leaflets. We also carried out positive publicity to tourists and community residents of the park, spread scientific concepts, strengthen common people's understanding of the scientific value of geological relics, and establish the concept of protecting geological relics.

(3) We have arranged full-time personnel to maintain the geological relic database, and protect the geological relics according to its different grade standards in the geopark.

(4) We has improved the ecological and environmental monitoring system. High-standard atmosphere, hydrology, geology and forest fire prevention monitoring points has been built to monitoring air quality, water environment and forestry resources, the park has a total of 112 monitoring points by now.

(5) We tightened the prevention and control of pine wood nematode disease. The three steps of monitoring, forecasting and elimination were strengthened to consolidate the prevention and control achievements of pine wood nematode disease and the epidemic situation of pine wood nematode disease is stable at the present. We cleaned up 58,374 dead pine trees, conducted a spring and autumn general survey of dangerous forestry pests. We injected more than 40,000 healthy trees to protect them, and sprayed drugs twice by helicopter.

Sustainable tourism (Geotourism)

(1) The tourist toilets in the core area of the geopark were upgraded with sewage treatment system, which improved the water environment of the geopark.

(2) We improved infrastructure construction of Shangqing ancient town in the park. We transformed and upgraded the 1.1 kilometers long walking Street of the town to enrich the tourism atmosphere of the ancient town.

(3) We carried out research cooperation with East China University of Technology in Jiangxi province, and together we applied for and successfully listed in the first

batch of excellent geological study and research routes of Geological Society of China.

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

(1) We have carried out geoscience and popular science training for tour guides, hired geoscience experts to teach geological knowledge, and organized "Top ten Tour guides" selection to constantly improved the earth science literacy of tour guides.

(2) Strengthened the construction of science popularization infrastructure, and actively promoted the development of Xianrencheng and Huayushijie popularization education base.

(3) With the theme of "I love Longhushan", a series of activities to bring geological popular science into school were carried out to provide students with a "feast" of geological science, which stimulating children's love of natural science and awareness to protect ecological environment.

Strategic Partnership

(1) We strengthened cooperation with the news medias, "Longhushan aerial view" was broadcast on CCTV news Green China, "Fascinating hanging coffins performance " was on the home page of www.Chinanews.com.

(2) Renewed cooperation agreement with Tiktok, Taobao and other mainstream network platform on promoting Geosciences tourism products, agricultural products and specialty products of Longhushan UNESCO Global Geopark.

(3) Established a scientific research partnership with East China University of Technology.

(4) Established a partnership with Meilimudidi Group Company to combine Taoist culture performance with geoscience tourism.

(5) Established partnerships with local travel agencies, hotels and characteristic villages.

Promotional activities

(1) We have strengthened the marketing campaign. We continued to carry out the brand image publicity of "The unique Longhushan" in key areas in and around Jiangxi province, southeast of China, and strengthened cooperation with news medias.

(2)We have created attracting activities. We have successful hosted the second Longhushan Half Marathon in 2021, the May Day carnival, Intangible Cultural Heritage activities on National Day, 2021 Tour of Poyang Lake, the second Harvest Festival of Longhushan in 2021 and many other colorful activities.

(3)We have launched a series of promotional activities of Longhushan UNESCO Global Geopark, successfully held cultural travel promotion conferences in Shanghai, Wuhan, Xi 'an, Ningbo and other large cities in China, and provided admission free preferential policies during the activities. Participated in all kinds of promotion activities held by provincial and municipal tourism authorities, and provided a number of preferential travel policies and routes for major tourist provinces and special groups. Developed research Tours, popular science Tours, leisure and healthy life Tours. More than 20 travel groups with thousand tourists from Hunan, Jiangsu, Fujian, Henan and other provinces have been visited the geopark.

4. CONTACTS

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