

# Lushan UNESCO Global Geopark Annual Report in 2021

## 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: 2004 / 2018



Annual representative activity: Geopark Science Popularization

## 2.GEOPARK FIGURES

**Number of Geopark staffs:** 1657 staffs including 5 geoscientists

**Number of visitors:** 12,280,000 visitors person/time

**Number of Geopark events:** 48

1. Lushan UGGp has regularly held geoscience knowledge training courses, and launched a series of publicity and education activities on World Earth Day, World Environment Day, Bird-Loving Week, World Wild Life Day , and Science and Technology Publicity Week. These activities have been well participated by students, community residents and tourists.
2. Lushan UGGp has organized cultural and sports activities for local community residents on traditional Chinese holidays;
3. Lushan UGGp is designated as the teaching and research base of primary and secondary schools, and universities. Regular study-tour, summer camp and winter camp activities were held in Lushan. Lushan Museum and Former Conference

Sites Museum have launched the second classroom education program for local schools.

4. Lushan UGGp's online tours has made significant progress. Online exhibitions with rich and interactive content are available to the public on websites, WeChat official account and apps. The museums of Lushan UGGp have held thematic exhibitions online to enable visitors to visit the museum remotely to enjoy the long geological and cultural history of Lushan.

5. Lushan UGGp has conducted emergency drills and education on geology and meteorology hazard so as to improve awareness and response ability of community residents.

**Number of school classes realize Geopark educational programmes: 45**

**Number of Geopark press release:**

Lushan UGGp has released 2 English articles in GGN Newsletter and 1 article in APGN Instagram. News articles in Lushan UGGp website are updated frequently. More than 1000 articles are released in national, provincial and municipal major news media of Internet, TV, newspapers and magazines.

### **3.GEOPARK ACTIVITIES**

#### **Major achievements in 2021**

1. Ring road construction around mountain: In order to enhance the transportation infrastructure around Mt. Lushan, government has invested 460 million RMB yuan in the construction of a ring road with a total length of 42.132 km. The road surface of Lushan Mountain highway has been comprehensively upgraded and transformed, with afforestation along the road. Micro-crack technology and "white to black" solution (change from the white cement paving to black asphalt paving) were utilized. This enhancement project has effectively upgraded the road condition, enhanced the driving experience and the surrounding living environment, and boosted the geo-tourism image of Lushan UGGp.

2. With an investment of more than 46 million RMB yuan, Lushan World Heritage and Global Geopark Monitoring and Early Warning system has been established. This system has integrated Lushan Intelligent Tourism System with the cloud computing and big data technology. It provides technical support to geopark monitoring and management, geo-tourism service and science research. It also includes an online digital museum and allows remote visit with 360 ° panoramic browsing. On July 16, 2021, a 90-second publicity video and touch interactive program of Lushan World Heritage and Global Geopark monitoring and Early Warning System was loop displayed at the main entrance for VIP at the opening ceremony of the 44th World Heritage Conference held in Fuzhou Convention and Exhibition Center. This has showcased Lushan UGGp's application of its cultural heritage monitoring system.

## **Contribution towards GGN - Networking and participation**

1. In August, participated in the online 2nd Indonesia Geo-tourism Festivals and Webinars hosted by Rinjani Lombok UGGp.
2. In April, co-hosted mutual promotion activities with Bergstrasse-Odenwald UGGp, Germany in Europe and China.
3. Established sister geopark relationship with Dali-Cangshan UGGp, China in March 2021 and promoted mutual development of geoparks.
4. Established sister geopark relationship with Yimengshan UGGp, China in April 2021, and promoted mutual development of geoparks.
5. In April 2021, participated and co-hosted the joint events of common exhibition and promotion of Partner UGGps of the 2nd Earth Day APGN Geoparks Week with 25 UGGps (domestic and overseas).
6. In June and September 2021, participated the 2nd Digital Course and follow-up courses on “UNESCO Global Geoparks Sustainability”.
7. In December 2021, participated in 2021 Conference on Conservation and Development of Zhangjiajie UNESCO Global Geopark hosted by sister geopark Zhangjiajie UGGp, with exhibits and themed presentation.
8. In December 2021, participated in the 9th International Conference on UNESCO Global Geoparks (DIGITAL meeting hosted by Jeju Island UGGp, Republic of Korea), and participated in the APGN CC Meeting, and the 3rd GGN Ordinary General Assembly, made presentation and virtual Exhibition and released geopark short video in 1st Global Geopark Network Film Festival.
9. Participated in four online meetings of APGN “Let’s do it” hosted by Hongkong UGGp, in April, June, August and October 2021.

## **Management and Financial Status**

1. Lushan UGGp Administration Committee serves as the overall conservation and management coordination body for the geopark, and Lushan World Heritage Management Division of Lushan UGGp Administration Committee serves as world heritage and global geopark conservation and management specialized agency.
2. Financial status: Financial conditions are sound. The revenue and expenditure of the geopark are in balance. Although the tourism revenue of the geopark has declined significantly as a result of the impact of the epidemic, thanks to the central financial subsidy and the sale of a piece of stock land, the total income is sufficient to meet the requirements in geopark conservation, infrastructure upgrade and

maintenance, scientific research and popularization, cooperation and exchange, publicity and promotion, etc.

### **Geoconservation:**

Strictly abiding by Lushan National Geopark Master Plan, Lushan UGGp has implemented geological heritage conservation at different levels and districts. The geological heritages of the geopark have been carefully and soundly conserved, and have remained unaffected or seldomly influenced by human destruction. Only few geo-sites have been influenced by natural weathering and meteorological factors.

### **Sustainable tourism (Geotourism):**

Lushan UGGp has five (5) geo-tour-trails with a geo-tour guide and interpretation system in geo-sites. Regular maintenance and updates have been made on interpretation panels. Lushan UGGp provided geological knowledge training to guides, employees and volunteers to promote visibility of the geopark and geo-knowledge popularization. Cooperation with “research and learn” organizations are also established so as to promote sustainable geo-tourism.

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

Lushan UGGp has continued to make investment on the enhancement of Lushan World Heritage and Global Geopark Monitoring and Instant Warning System. It will continue to optimize and integrate with Lushan Intelligent Tourism System, cloud computing and big data technology. It will improve the technical support to geological heritage conservation, sustainable development, disaster risk monitoring and management, tourism service and science research of the geopark. During the World Earth Day, World Meteorological Day, and Disaster Prevention and Mitigation Week, Lushan UGGp has organized a number of educational activities to enhance the public’s awareness of natural disasters and hazards. These include disaster prevention measures and early warning signals (type, grade and prevention suggestions) study. UGGp also conducted geo-hazard emergency investigation; invited experts for safety and hazard prevention suggestions; and carried out treatment of potential geo-hazard points and emergency drills. Lushan UGGp has also established cooperation agreements in geoscience research and popularization with multiple scientific institutes and organizations, for example, Chinese Academy of Geosciences, Jiangxi Geological Bureau’s 916 Geo-survey Company, Jiangxi Geological Survey Bureau, Jiangxi General Institute of Urban and Rural Planning and Design, Jiangxi General Geo-environment Station and Jiangxi Geological Society.

### **Strategic partnership**

Lushan UGGp has strengthened its collaboration with scientific research institutions and universities including the Chinese Academy of Geosciences, the Geological Society of Jiangxi Province, Jiangxi Geological Bureau’s 916 Geo-survey Company, Wuhan University, China University of Geosciences (Wuhan) and others. The partnership aims at sharing science research and promoting the management and utilization of natural resources. Lushan UGGp has actively attracted investment,

strengthened cooperation with travel agencies, film and television industry and marketing enterprises. Together we enriched tourism formats, strengthened tourism publicity, marketing and promotion so as to provide better tourism services.

### **Promotional activities**

Lushan UGGp has released geo-tourism advertisements on multiple media platforms: national, provincial, and municipal mainstream websites, TV stations, newspapers and magazines, Tiktok, Kuaishou, WeChat and other "self-media" platform of Lushan UGGp. Lushan UGGp has participated in a series of influential tourism promotion events/conferences and launched various publicity and promotion activities. Main events include the Lushan International Famous Tea and Spring Expo, the Second Lushan International Romantic Movie Week, International Cultural Exchange Volunteer Art Show themed Mt. Lushan, a Leisure Paradise with rich Culture and long history and Youth with no Boundary, the first Lushan (Youth) Science Conference - Artificial Intelligence Summit Dialogue ". All these events have promoted the publicity of Lushan UGGp.

## **4. CONTACTS**

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