

# GGN - Geopark Annual Report 2021

## 1. GEOPARK IDENTITY

Geopark name, country, regional Network: Yandangshan UNESCO Global Geopark, China, APGN

Year of inscription / Year of the last revalidation: 2005/2017

Representative Photo (from the most important event this year)



Organize and carry out science popularization volunteer activities

## 2. GEOPARK FIGURES

Number of Geopark staffs: 1288 staffs including 3 geoscientists

Number of Visitors: 3.58 million

Number of Geopark events: 21

Number school classes realize Geopark educational programmes:30

### **3. GEOPARK ACTIVITIES**

● Nineteen global geoparks of China such as Danxiashan, Shennongjia, and Lushan and six global geoparks in the Asia-Pacific region such as Vietnam, Thailand, and Japan jointly organized the 52<sup>nd</sup> ‘World’s Earth Day’ celebrating activities with the theme of ‘Cherishing the Earth and Harmonious Coexistence with Nature’. It was held together with the Friendly Sister Park Exhibition of the 2<sup>nd</sup> Asia-Pacific Geopark Science Popularization Week. Activities comprised online and onsite photo exhibitions of geoparks, quiz games of geopark and science popularization. Winners were awarded free tickets to visiting geoparks and joining guided tours led by geoscientists. Over 30,000 copies of information and science popularization materials were distributed and over 2,000 geopark entry tickets were delivered.

● The programme ‘Echo of the Sounds of Nature’ was filmed in conjunction with CCTV’s ‘Geography of China’ and broadcasted on its Channel 10 on science and education. The programme was on top of the TV viewing rating which reflected strong public interests. CCTV was also invited to shoot the geological and cultural heritages of Yandangshan for its ‘Travel with Books’ programme.

● Conservation projects were carried out to protect the water resources of Yandangshan. The flood control dykes on both sides of Baixi Brook were restored. The pipe network of Xianglingtou New Street and Xiegongling Section, power supply and infrastructure of the core scenic area were improved. The Xueshi Road, the road from Sanguantang to Nengren Temple in Nengren Village, the bridge foundation and the historic road of Nengren You Trail had been upgraded and restored.

● Yandangshan had full coverage of mobile 5G network and became the first ‘5A+5G’ smart scenic area in the country. It had been selected as one of the top 100 smart tourism scenic areas in China in 2021. With the support of big data, Yandangshan had built the country's first AR smart management control platform and improved the one-ticket system for online booking and ticketing.

● Fifteen million Yuan was invested to construct the Changyuling Tunnel as the boundary to Shuangmendong, the area of the commercial street (the exit of the first-class highway to the east entrance), and put underground the pipeline within the visible range to the north of the east entrance. For safety and aesthetic reasons, the facilities such as power and communication lines in the scenic area were relocated and buried underground.

● Interpretive panels and signs in the scenic area were upgraded by replacement of 113 old ones and addition of 196 panels on fauna, flora and biodiversity. Besides, the English and Korean interpretative panels, warning signs and guiding map in Fangshan-Changyu Dongtian Scenic Area were revised and upgraded.

- Yandangshan cooperated with listed companies such as Qujiang Cultural Tourism and Huanrui Century to establish Yandangshan Quwen Tourism Development Co., Ltd., for the so-called 'Four Ones Project' of cultural tourism development in Yandangshan. The project is a completely new business and development model involving integration of high quality ideas such as the first phase of Yandangshan Jianguo Resort Hotel.

- Yandangshan had been awarded the honorary title as the first 'No Waste Scenic Area' by Zhejiang Provincial Government. It also won the Zhejiang Provincial Outstanding Ecology and Culture Contribution Collective Award.

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

- Yandangshan had participated through online presentation and exhibition in the 9th International Conference on Global Geoparks held in Jeju Island, Korea. It had also actively joined the discussion and election and therefore enhanced the global visibility of the geopark.

- It also strengthened exchange and communication with other geoparks at home and abroad through visits with Dali Cangshan, Yimengshan and other global geoparks.

- It participated in the APGN's 'Let's Do it Zoom' to share and exchange the experiences of sustainable development with other Asia-Pacific global geoparks within the network.

## **Management and Financial status**

- Management - Yandangshan Global Geopark Management Committee and its subordinate office was responsible for the management and operation of the geopark and the protection of its geological heritages.

- Financial status - The financial status of the geopark was good. It had an independent budget and the geopark was responsible for the preparation of the annual budget. Funding mainly comes from the ticket revenue of the geopark and the special funds from municipal, provincial and central governments. Although the pandemic led to an overall decline in tourism activities, the operation of the geopark was normal. The number of tourists had greatly reduced due to travel restriction, resulting in the drop of revenue to 50.6 million Yuan. However, 89.9 million Yuan was invested to upgrade infrastructure and facilities during this period with the strong support from higher government authorities.

- Geological heritage protection - In 2021, the park had invested more than 37 million Yuan in the protection of geological heritage which included construction of roads, walking trails, marking systems and setting up of smart monitoring system in the geopark.

## **Sustainable tourism (Geotourism)**

To encourage tourists to the geopark, residents of Yueqing City are free to visit. Various conferences and activities to promote the rehabilitation function and resources of Yandangshan UGGp were organised. The Yangtze River Delta's Staff Rehabilitation Conference with the main theme of 'Wenzhou – warm and lubricating poetry-like painting landscape'. Other most welcoming activities included 'Douyin (Tik Tok) Millions of Internet Celebrities Scenic Spot Check-in, 'Tao Li Cup Dance Art Exhibition', 'Sky City Miyazaki Jun and Hisaishi Ryo Classic Anime Concert' and 'Enjoy Intangible Cultural Heritage, Celebrate National Day'. The quarrying activities of Changyu Dongtian had been regarded as an intangible cultural heritage with projects involving restoration of the ancient quarry. The thousand years old quarrying works were displayed as cultural relics of the geopark and opened to the public.

Companies such as Jingshan Cultural Tourism, Qujiang Cultural Tourism and Huanrui Century had invested in setting up the Yandangshan Mountain Jianguo Resort Hotel (Yandangshan RV Camp), Qujiang Bookstore and Yueqing Yandangshan (International) Research Camp. They had been officially opened to the public. Tieding Yoyo had designed three field study routes for the public. These include Yandangshan International Research Camp, Dalongqiu Scenic Spot and Lingfeng Scenic Spot.

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

On thematic days such as 'World Earth Day', 'National Science Popularization Day', and 'International Disaster Reduction Day', 21 activities such as lectures, exhibitions, painting were organised for local students. Monitoring, disaster forecasting and management of the geological heritage in Yandangshan were regularly conducted on potential geohazard and dangerous spots.

## **Strategic Partnership**

Yandangshan had surveyed and investigated on geological heritage, geological hazards and geological structures with scientific research institutions such as University of Chinese Academy of Sciences, Institute of Geological Sciences of Chinese Academy of Sciences, Zhejiang Institute of Geology and Mineral Resources, Nanjing Geological Survey Centre of Chinese Geological Survey and Zhejiang University. It also signed an agreement with the University of Chinese Academy of Sciences to establish the 'Teaching and Research Centre'. It also collaborated with the Architectural Acoustics Laboratory of Tsinghua University to conduct research on the sound effects and design of the Changyu Tianyantong Concert Hall. A comprehensive and systematic sound test for the Changyu Tianyantong Concert Hall had been done and the concert hall had been transformed and

to improve the acoustic environment of the Yantong Concert Hall.

## **Promotional activities**

Yandangshan had extensive publicity to target markets through various social media such as Toutiao (Headline), Mafengwo.com, Ctrip.com. It also co-operated with different newspapers and magazines, WeChat and attracted the interests of leading cultural tourism enterprises such as CYTS, CTS, BTG, Ctrip, LvMama, Xiangyuan Holding Group to assist the geopark in the diversification of its business formats. Overall coverage of the geopark was very successful in most social media platforms such as Sina, Toutiao, Tencent, Mafengwo and Douyin (Tik Tok) online live broadcast. The geopark also advertised on CCTV, National Tourism News, radio stations, buses, large LED screens in scenic areas, light box advertisements on Hangzhou Railway Station, Wenzhou Airport, Wenzhou South Railway Station and Yandangshan Railway Station. Regular and special promotion were also frequently done on conventional TV media platforms such as Zhejiang Satellite TV, Guangdong TV and Shanghai TV.

## **4. Contacts:**

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