

GGN - Jiuhuashan UNESCO Global Geopark, Anhui, China Annual Report 2022

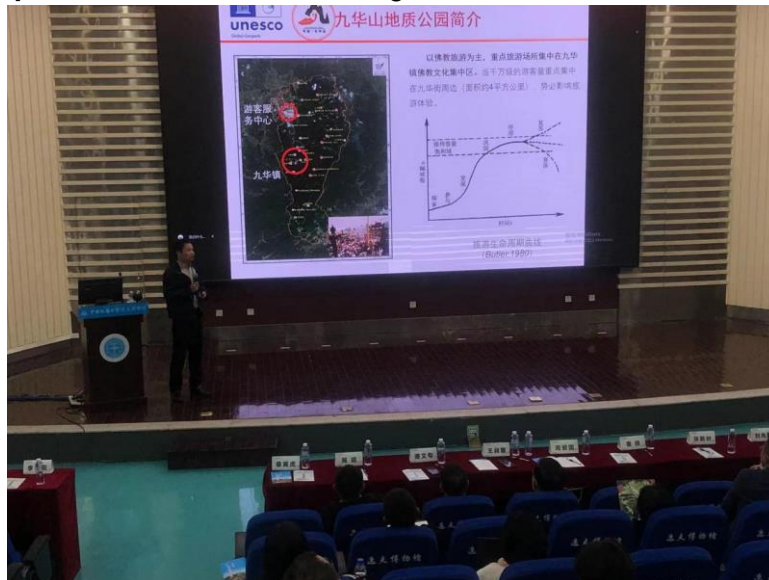
1. Geopark IDENTITY

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: Ke Village Old Street environment improvement



Annual representative event: Jiuhuashan Global Geopark popular science lecture
in China University of Geosciences (Wuhan)



Annual representative event: 2022 Chinese Farmers' Harvest Festival in Qingyang County



Annual representative event: High-quality agricultural products exhibition in 2022 Chinese Farmers' Harvest Festival

2. GEOPARK FIGURES

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

Number of visitors: The Geopark received 7.9329 million tourists in 2022.

Number of Geopark events: 18

(1) From November 12th to 13th, 2022, Jiuhuashan Global Geopark carried out popular science activity in China University of Geosciences (Wuhan). During this activity, a popular science volunteer of Jiuhuashan gave a presentation on Geo-tourism of Jiuhuashan Global Geopark through online and offline forms, showing the geo-tourism resources composed of geodiversity, ecological diversity and cultural diversity of Jiuhuashan, and sharing the geo-tourism experience of "planning first, high standard

construction, social participation, and public sharing".

(2) On November 12th, 2022, Jiuhuashan Global Geopark, as one of the organizers, participated in the 3rd Geoscience Tourism Conference and the First Geo-tourism Development Youth Forum held at China University of Geosciences in Wuhan, Hubei.

(3) From June 24th to 28th, 2022, in collaboration with Chizhou University and other universities, Jiuhuashan Global Geopark invited teachers and students to conduct field research for the provincial-level innovation project Development and Practice of Jiuhuashan Geoscience popularization Courses.

(4) On September 16th, 2022, the 2022 Chinese Farmers' Harvest Festival and National Day Celebration Activity were grandly held in Gaoyuan Village, Miaojian Town, Qingyang County, Chizhou City, Anhui Province. There are various activities of Chinese Farmers' Harvest Festival, such as folk performances, high-quality agricultural product displays and sales. This event shows the new look of China's rural areas and farmers in the new era.

(5) From April 18th to 28th, 2022, Jiuhuashan Central School organized a series of popular science activities to celebrate the 53rd World Earth Day, including popular science lectures, exhibitions, and essay contests with prizes.

(6) From May 30th to 31st, 2022, Yimengshan Global Geopark visited Jiuhuashan Global Geopark for learning and research.

(7) On July 20th, 2022, a network livestream sales training was conducted to promote the development of online-tour economy and strengthen influencer talent team.

(8) On June 1st, 2022, "the Sending Books to Homestays" activity was launched.

(9) The "Welcoming Spring and Sending Couplets to the Community" activity was organized in Jiuhuashan.

(10) From May 16th to 18th, 2022, popular science activities in communities and temples were held on the 46th International Museum Day.

(11) From March 8th to 9th, 2022, the Jiuhuashan-Qingyang Cultural Tourism Joint Promotion Event & the Jiuhoa Tourism Marketing Alliance Cultural Tourism Promotion Event was held to give full play to the Jiuhoa tourism marketing alliance and help tourism enterprises in Jiuhuashan and Qingyang County to jointly develop the

provincial tourism market.

(12) On June 10th, 2022, "the Folk Songs into Schools" popular science activity was launched to promote the inheritance of excellent traditional Chinese culture.

(13) Poetry and Prose Competition with the Theme of Praising the Beauty of the Mountains and Rivers in Jiuhuashan was held.

(14) On June 2nd, 2022, the Children's Painting and Calligraphy Competition and Award-winning Works Exhibition were held to celebrate the Children's Day for primary and secondary school students.

(15) The earthquake prevention and disaster reduction evacuation drill activity were carried out on May 12th, 2022.

(16) Environmental education promotion activities were held in schools, government departments, enterprises, and temples.

(17) The living environments improvement project has been carried out. The environment of the Ke Village Old Street has been improved. While the environment improvements of Jiuhoa Street ring road, the central garden landscape and the Yudai River are underway.

(18) The 2022 geological disaster prevention and control training was carried out to improve the ability to prevent and control geological disasters such as disaster prevention, disaster avoidance, disaster mitigation, disaster relief and emergency response, and consolidate the foundation of geological disaster prevention and control.

Number of school classes realize Geopark educational programmes: 13

Number of Geopark press release: 184

3. GEOPARK ACTIVITIES

Major achievements in 2022

(1) We implemented the living environments improvement project. The environment of the Ke Village Old Street has been improved. While the environment improvements of Jiuhoa Street ring road, the central garden landscape and the Yudai River are underway.

(2) We organized the Jiuhuashan-Qingyang Cultural Tourism Joint Promotion Event & the Jiuhoa Tourism Marketing Alliance Cultural Tourism Promotion Event, giving full

play to the role of the Jiuhua tourism marketing alliance and strengthening the support of Qingyang County - Jiuhuashan enterprises to jointly develop the provincial tourism market.

(3) We have launched Jiuhuashan transportation transfer center (bus station) enhancement project. This project focuses on optimizing the existing functional layout, including the renovation and expansion of the existing tourist center and the construction of new smart parking building. It is expected to be put into operation in February 2024.

(4) We conducted network livestream sales training, promoting the deep integration of digital economy and tourism economy of Jiuhuashan Scenic Area, boosting the development of online-tour economy, strengthening the construction of influencer talent team. As a result, the innovation and entrepreneurship channels for villages and communities are expanded, and residents are employed near home.

(5) We issued Jiuhuashan Parking Action Implementation Program. To expand the effective supply of parking facilities, strengthen the management of parking facilities, and improve the parking supporting services, specific measures and related supporting policies in the program were formulated. By the renovation of the old communities, the environmental improvement of the scenic area, and the dynamic adjustment of the parking. about 1,220 parking spaces were added this year.

(6) We took various measures to stabilize employment, such as conducting practical employment skills training, encouraging various market entities to create jobs, and setting up public welfare positions.

(7) *Jiuhuashan UNESCO Global Geopark Plan (2022-2030)*, and *Investigation and Evaluation of Geoheritage Resources in the Southern and Eastern Parts of Jiuhuashan UNESCO Global Geopark* were prepared and passed the expert review.

(8) We made Jiuhuashan popular science and construction work videos.

(9) We made Lotus Peak Sea of Clouds Scenic Area Tourism Leaflet and Shenglong Valley Tourism Leaflet in Chinese, English and Korean, and updated the Jiuhuashan Global Geopark Scientific Tourist Guide in Chinese, English and Korean.

(10) Jiuhuashan Scenic Road was inducted into the First Batch of Anhui Tourism

Scenic Road.

(11) Jiuhuashan was selected as the Anhui Summer Tourism and Leisure Destination in 2022.

(12) We promoted the development of whole industry chain "planting + deep processing + sales" of special industries such as Alpine tea and Jiuhoa sealwort, and developed 7,300 acres of alpine tea garden, cultivated 22 tea cooperatives and 11 large tea processing factories. By the introduction of e-commerce platforms such as "Visiting Jiuhuashan with a mobile phone" and "Rushixin mall", more than 100 kinds of local specialties are sold online. Moreover, we built "reassuring consumption demonstration streets" in Jiuhoa old street and Jiuhoa new street, and cultivated more than 200 specialty shops to sell local products in Jiuhuashan, increased the income of 1,200 households.

(13) We have essentially completed preparation work for the Jiuhuashan Global Geopark revalidation, including the collection and arrangement of research papers from 2018 to 2022, and the sorting of the Jiuhuashan UGGp management archive from 2018 to 2022 in both Chinese and English.

Contribution towards GGN - Networking and participation

(1) We participated in the 7th Asia-Pacific Geoparks Network Symposium online from September 4th to 11th, 2022.

(2) From May 30th to 31st, 2022, Yimengshan Global Geopark paid a visit to Jiuhuashan, and shared experiences in geopark management and promotion, science popularization, signage system construction, and global geopark revalidation.

(3) On November 12th, 2022, we participated in the 3rd Geoscience Tourism Conference and the First Geo-tourism Development Youth Forum.

Management and Financial Status

The tourism revenue in 2022 has reached 9.858 billion yuan. The Geopark is in good management and financial condition.

Geoconservation

(1) We formulated and implemented *The Geohazard Prevention and Control Plan for Jiuhuashan Scenic Area, Chizhou City, Anhui Province (2021-2025)* to protect geosites and tourists.

(2) We continued to strengthen popular science propaganda and increase public awareness of geosite protection and environment protection. We updated the interpretation panels in Shenglong Valley Scenic Area and Lotus Peak Sea of Clouds Scenic Area, replaced some interpretation panels in Jiuhua Street Scenic Area, Huatai Scenic Area and Minyuan Scenic Area, made tourism leaflets for the eastern and southern parts of the Jiuhuashan Global Geopark in Chinese, English, and Korean, updated the Jiuhuashan Global Geopark Scientific Tourist Guide in Chinese, English and Korean, and carried out popular science activities on geosciences and environment protection in communities and schools.

(3) *Jiuhuashan UNESCO Global Geopark Plan (2022-2030)* and *Investigation and Evaluation of Geoheritage Resources in the Southern and Eastern Parts of Jiuhuashan UNESCO Global Geopark* were prepared and passed the expert review.

Sustainable tourism (Geotourism)

(1) We vigorously developed characteristic cultural tourism industries, developed Jiuhua Street, Jiuhua New Street (characteristic food street) and tourism streets, renovated homestays, introduced well-known homestay brand Huazhu, updated and renovated more than 60 high-end homestays, and developed geoscience tourist route, rural tourist route and night tour route based on resources such as the global geopark and Lianhua Town.

(2) We vigorously developed new forms of integration of agriculture and tourism such as "tourism + tea", "tourism + lotus", "tourism + orchard" and "agriculture + healthcare", and created 25 characteristic agricultural and tourism complexes integrating sightseeing, tourism, and leisure, driving more than 3,000 people engaged in leisure agriculture and rural tourism.

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

(1) Earthquake prevention, disaster reduction and environmental education activities are carried out in the Geopark and surrounding communities, as well as at Jiuhua Central School.

(2) Geoscience popularization activities in schools and communities are vigorously carried out.

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) The promotional film with the theme of "Landscape Chizhou, Beautiful Jiuhuashan" was broadcast on the "Window of the City" section of the homepage of the railway 12306 platform to promote Jiuhuashan.

(2) From March 8th to 9th, 2022, the Jiuhuashan-Qingyang Cultural Tourism Joint Promotion Event & the Jiuhoa Tourism Marketing Alliance Cultural Tourism Promotion Event was held to give full play to the Jiuhoa tourism marketing alliance and help tourism enterprises in Jiuhuashan and Qingyang County to jointly develop the provincial tourism market.

(3) On August 25th, 2022, the "Beautiful Anhui, The Most Beautiful Southern Anhui" Promotional Event & Chizhou Cultural Tourism Investment Promotional Campaign were held in Shanghai. The event showed non-heritage products, cultural and creative products, promotional materials and other specialties, promoting the cultural and tourism specialties and tourism resources of counties and districts in Chizhou City.

(4) On August 20th, 2022, the Chizhou Cultural Tourism Industry Promotional Campaign was held in Beijing to promote the cultural and tourism specialties and tourism resources of counties and districts in Chizhou City.

(5) Jiuhuashan continues to cooperate with more than 120 media such as China Central Television (CCTV), Xinhua News Agency, People's Daily, Anhui Daily, Chizhou Daily, Chizhou TV, People's Daily Online, Sina.com, Tongcheng Travel and Ctrip to

promote tourism.

4. Contact

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