

GGN - Geopark Annual Report 2022

1. GEOPARK IDENTITY

Geopark name, country, regional Network: Sanqingshan UNESCO Global Geopark, China, Asia-Pacific Geoparks Network

Year of inscription / Year of the last revalidation: 2012 / 2018



Science Popularization and Education Activity of the Sanqingshan UGGp

2. GEOPARK FIGURES

Number of Geopark staffs: 369 staffs including 4 geoscientists

Number of visitors: 879,200

Number of Geopark events: 17. World Earth Day activities, Thematic educational activities on Cultural and Natural Heritage Day, summer educational tourism promotional activities, National Science Popularization Week activities, educational tourism activities, Tour of Poyang Lake Cycling Elite Race, 2022 Sanqingshan International Alpine Azalea Appreciation Month, Cool Summer Hip Tour Season & 2022 summer tourism consumer season activities, etc.

Number of school classes realize Geopark educational programmes: 23 classes of 2 school

Number of Geopark press release: More than 210

3. GEOPARK ACTIVITIES

Major achievements in 2022

- The Geopark prepared itself for revalidation in 2022. In terms of the requirement of the Progress Report of UNESCO Global Geopark and the Self-Evaluation (Document A and Document B), in accordance with the previous recommendations given by UNESCO, it

worked on the improvement, science education, cooperation and exchange, etc.

- The Geopark was approved as the National Science Education Base of the China Association for Science and Technology, and continued to carry out science educational activities and improve hardware and software, which played a role on science education.

Contribution towards GGN - Networking and participation

- The Sanqingshan UGGp attended the online 7th Asia Pacific Geoparks Network Symposium, giving a postal presentation.
- Along more than 20 UGGp and aUGGp in China, the Geopark jointly carried out the sister parks exhibition and interaction activities on the 3rd Asia-Pacific Geoparks Week" and the 53rd "World Earth Day", thematic educational activities on the 2022 Cultural and Natural Heritage Day, summer educational tourism promotional activities and National Science Popularization Week activities.
- The Geopark participated in online activities such as International Geodiversity Day Special Session, 2022 Online Workshop of the Forum for UNESCO Multi-designated Sites, Chinese Volcanic Geoparks Forum, etc.
- The Geopark submitted materials for the publications about UNESCO Global Geoparks, Geodiversity in UNESCO Global Geoparks and 2022 International Geodiversity activities.
- The Geopark signed a sister-park agreement with Jiuhuashan UGGp, exchanging the experiences of development.

Management and Financial Status

- The Sanqingshan Geopark Administrative Committee was in charge of the management of the Geopark, made the "Implementation Plan for Grid Management of Sanqingshan Core Scenic Areas (Trial)" and "Work Plan for Comprehensive Management of Sanqingshan Tourism Service Area (Trial)", and implemented standardized and intelligent management.
- The Geopark's funds mainly come from ticket revenue, taxes and special government funds. Due to the pandemic, the tourism market was greatly affected and money was slightly tight.

Geoconservation

- The Geopark applied the Sanqingshan Smart Tourism System to monitor the key sites, and defend the boundary of the key geosites and the surrounding areas. Rangers have adopted a grid management model to conduct daily patrol on the geosites.
- The Geopark took advantage of Earth Day and International Geodiversity Day to carry out events, which has increased public awareness about geoconservation.
- The Geopark updated and maintained of geosite interpretive panels.

Sustainable tourism (Geotourism)

- The Geopark continued to work on the Jinsha tourism service complex project parking lot renovation project, the construction of Fenglin Transfer Center, the core scenic area quality

improvement project, improve the construction of tourism infrastructure and interpretation, carry out the Sanqing Palace repair project, sanitation project and infrastructure maintenance, etc., as well as strengthen intelligent management. Therefore it was selected as Jiangxi Class III Smart Scenic Area (the highest level) by the Jiangxi Provincial Department of Culture and Tourism.

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

- The Geopark has worked on geoscience classroom with Sanqingshan School where the educational activities were carried out; held educational activities about the Global Geopark and the World Natural Heritage.
- A geo-classroom was set up in the Sanqingshan Geo-museum, where the students could gain geological knowledge through experiments, interactions and presentations.
- The Sanqingshan Educational Tourism Center has been established and a complete set of educational tourism products has been designed.

Strategic partnership

- The Geopark has carried out scientific research and practical education cooperation with a number of scientific institutions, such as China University of Geosciences (Beijing), Institute of Botany of Chinese Academy of Sciences, Jiangsu Province, Shangrao Normal University.
- The Geopark established strategic partnerships with community enterprises operating local agricultural products and ecological food, such as high-mountain black tea, camellia oil, mushroom, etc.

Promotional activities

- The Geopark combined online promotion with offline activities to innovate the promotional model; took advantage of social media, such as Tik Tok, WeChat, Weibo, Xiaohongshu to present tourism activities and travel notes of the Geopark; launched a number of online and offline tourism promotional policies and experiential activities,
- The Geopark distributed Sanqingshan tourism consumption coupons totaling 10 million yuan; carried out the "Alliance Garden" free tour for Quzhou, Huangshan, Nanping and Shangrao; Sanqingshan "Cool Summer Hip Tour Season", Sanqingshan Alpine Rhododendron Appreciation Moon, Sanqingshan Short-distance Tourism Promotion Meeting, Cultural Tourism Market Song Yun Wonderful Night (Hangzhou) Promotion Meeting, Tour of Poyang Lake Cycling Elite Race and other activities.
- The Geopark carried out the Orion meteor shower public welfare live broadcast with the official video account of "National Geographic".
- Sanqingshan scenery slow live broadcast with the special column "Cradle of the Republic, Great Changes in Red Earth" of CCTV.

4. CONTACTS

Manager: Wang Qinghui sqsdzgy@163.com

Geologist: Yin Guosheng sqsdzgy@163.com