

GGN - Geopark Annual Report 2022

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 National Science Popularization Day activities

2. GEOPARK FIGURES

Number of Geopark staffs: 1272 staffs including 3 geoscientists

Number of Visitors: 1.9 million

Number of Geopark events: 15

Number school classes realize Geopark educational programmes:22

Number of Geopark press release:120

3. GEOPARK ACTIVITIES

● Yandangshan had widened the exit of Yandangshan Expressway, standardized and upgraded the roadside landscape design from the exit of the expressway, through the train station to Dalongqiu. To address the issue of incoordination of scenery and village of Yandangshan, Jingzhong Village had been totally transformed into a high-end homestay village. Renovation and landscape engineering works were conducted along the Xueshi Road, together with the facade reconstruction of Xiangyan Gate, and the cycling path from the visitor distribution center to the entrance of Lingyan Scenic Area. A boutique line in the core scenic area of Nanxijiang had been constructed which targeted the Shiziyan musicians with the implementation of 20 projects including improvement in its night scenery and environment as well as renovation of its parking lot, market and façade. The renovation of the green areas of Changyu Dongtianxi embankment and the Jiangxin Islet, the internet and anti-thunderstorm systems in Fangshan Scenic Area, as well as the walking trail in Fengmen had also been completed.

● Various projects had been implemented in 2022. These included the nomination for Yandangshan (North) Cultural Tourism Resort, acceleration of the cultural tourism development of Datang Resort Community in Jingshan Community, Shuangxi Academy, Beige Cultural Ancient Village, Nange Water Forest, Nanyang Campground and Dendrobium Street. Three projects including Datang Resort Community, Shuangxi Academy, and Nange Water Forest were completed. The geopark also cooperated with Quwen Company to promote the development of Yanhugang Scenic Spot, construction of Yandangshan Small Circuit Road, renovation and upgrade of Yinyuan Hotel, Chaoyang Villa and Baile Hotel. Night tour of Yandangshan had also been upgraded with new addition of night scenery in Lingyan Scenic Area.

● Yandangshan had jointly organized the 3rd APGN Week and the 53rd World Earth Day in 2022 with other global geoparks such as Danxiashan, Yimengshan, Dali Cangshan, Leye-Fengshan, Zhangjiajie, Longyan, Yanqing and Guangwushan-Nuoshui. Events such as the 1st World Earth Day called ‘Friendly Sister Park Mutual Exhibition and Interaction’ and the 6th ‘The Most Beautiful Earth-marks’ were organized which comprised both online and onsite science popularization activities, summer study tour, National Science Popularization Day and International Geodiversity Day activities. Workshops, photography exhibition, quiz contest and geopark visits on geodiversity appreciation and geoparks were organized. These activities provided free admission to teachers and students across the country during summer vacation. Popularization of geoheritage protection and geoparks was

conducted with nearly 10,000 tickets and over 20,000 popular science books and traditional Chinese medicine sachets were given to the participants as gifts.

●Yandangshan worked with CCTV in producing the seven episodes of ‘Exploring Yandangshan’ as its science popularization series of ‘Follow the Books to Travel’ . It followed the route of ancient traveler Xu Xiake to visit Yandangshan (upper and lower) and study its fantastic landscape and unfold the stories of the ancient volcanoes. Xu Xiake of Ming Dynasty had visited Yandangshan three times and had detailed study records during his visit, accounting for the formation of its volcanoes, fascinating geology, landscape and scenery. These stories were told to the audiences through camera.

●Yandangshan had strengthened the research on ‘Yandangshan landscape’ jointly with the Institute of Geology of the Chinese Academy of Geological Sciences, University of Chinese Academy of Sciences, Zhejiang University, Beijing University of Science and Technology, Institute of Geology of the China Earthquake Administration, and Nanjing Geological Survey of Chinese Geological Survey. The center and other scientific research institutions had carried out three phases of field study. Detailed investigation and sampling had been carried to study its phenomena, distribution and formation, resulting in acquiring large amount of first-hand information and new discoveries. They were important to the protection of the geological heritages of Yandangshan Global Geopark.

●Yandangshan had organized the first theme photography competition of ‘Yandangshan Eternal Memory’ in Yandangshan Global Geopark. This competition lasted for more than three months and had attracted participation of 120 enthusiastic photographers with nearly 1,800 submissions. The pictures uncovered the unique geological, cultural, ecological landscape and ancient village of Yandangshan Global Geopark.

Contribution towards GGN - Networking and Participation

●Yandangshan participated in the 7th Asia-Pacific Geopark Webinar (online) held in Satun Global Geopark, Thailand, and also joined and voted in poster exhibition. It also co-hosted the online Forum of the 4th Chinese Volcanic Geoparks held in Wudalianchi Global Geopark and presented a keynote speech.

●Yandangshan continued to strengthen communication and exchanges with global within China as well as geoparks in the other parts of the world. Activities were jointly organized with Yimengshan Global Geopark and Ecuador's Imbabura Global Geopark (online). It also signed sister park relationship with Imbabura for long term cooperation.

●Yandangshan also organized the 2nd China Volcanic Rock Academic Forum with the objective of building a platform for exchanges for research institutions and the geopark through research projects and the global geopark. It increased the research value of Yandangshan Global Geopark.

Management and Financial status

● Management organization:Management Committee of Yandangshan Global Geopark with an office was available to carry out the daily works to fully exercise the functions of park management and protection of the geoheritage of Yandangshan.

●Financial status: Yandangshan had a sound financial status. It had an independent budget on an annual basis. The major funds were derived from ticket income and the contribution of special funds of the central government. In 2022, the ticket revenue was 12.52 million yuan while a total of 105.34 million yuan was invested in the park management and development.

●Protection of geoheritage: In 2022, Yandangshan had invested a total of more than 6.7 million yuan in the protection of geoheritage through improvement of infrastructure such as upgrading of roads, trails, signage and bush fire prevention system. A contract was signed with the Yueqing City Mountain Rescue Team to provide year-round monitoring and patrol of the geopark.

●Sustainable Tourism (Geotourism) - With ‘Tourism +’ as the main theme, Yandangshan had successfully organized the ‘Yandangshan -Love in the flowers’ event during China Tourism Day to promote the geopark branding of Yandangshan. It had also organized various activities such as Kayak Competition, Music and Beer Festival. Discount tickets and incentive plans were offered to civil servants and other

people during special days such as ‘Teacher’ s Day’ , ‘China Tourism Day’ and ‘Chongyang Festival’ . The geopark also participated in the joint event of ‘Chongqing-Wenzhou Cultural Tourism to publicize its tourism resources, special tourism products, travel routes and discount packages.

Educational programmes for geoheritage conservation, sustainable development and disaster risk reduction Sustainable tourism (Geotourism)

Yandangshan made use of the ‘Earth Day”, ‘National Science Popularization Day’ and ‘International Geodiversity Day’ to organize 21 activities for local students. These activities included Yandangshan Nature Lecture, prize-winning quiz, talks on garbage classification and waste-free scenic spots. Yandangshan also implemented real-time monitoring and management of geoheritages with regularly disaster monitoring and forecasting. It conducted frequent inspection on potentially dangerous spots such as Shuiyun Cave, Guanxi Cave, Huaju Cave and Huaxuan Cave. In addition, Shuangmen Cave Visitor Center also offered study room for displaying rock specimens and interacting facilities to enhance visitors’ awareness on geological hazards, their prevention and escape routes.

Strategic Partnership

Yandangshan conducted researches on geoheritage, geohazards, geological structures and geomorphology with the Institute of Geological Sciences, Chinese Academy of Sciences, Zhejiang Institute of Geology and Mineral Resources, Key Laboratory of Deep Geodynamics of the Ministry of Natural Resources, Nanjing Geological Survey, University of the Chinese Academy of Sciences and Zhejiang University. The Nanjing Geological Survey had established an ‘East Asia Mesozoic Volcanic Geology Research Centre’ in Yandangshan.

Promotional activities

A total of 120 articles and reports were published in China Natural Resources News, China Mining News, China Green Times, Jiangnan Youbao, Wenzhou Daily, Wenzhou Business Daily, Wenzhou Metropolis Daily, Yueqing Daily and Yueqing Publishing. During 2022, Yueqing TV had broadcasted 28 news items on Yandangshan. The geopark also assisted CCTV in the production of ‘Flowers of Yandangshan’ in its

comprehensive documentary channel. A promotional film was broadcasted by Zhejiang TV news in its special programme of ‘Focus Front Line’ . Attractive advertisement was set up at the Qingjiang Service Area, Wenzhou section of the G15 Shenhai Expressway. Yandangshan also co-operated with CCTV 1 on the a special documentary entitled ‘Poetry and Painting of China: Map of Yandangshan’ . In promoting the market of self-driving tour, advertisements were also published in the ‘China Self-Driving Tour Magazine’ and ‘China Self-driving Travel Alliance Network’ . Promotional stickers, posters, curtains were also extensively used on high-speed trains. Radio promotion through advertisement on travel programme of Taizhou Music Radio ‘100.1 Cloud Journey’ was also used to publicise the scenic attractions of the geopark. Yandangshan also participated in the promotion of cultural tourism in the short videos promotion in the ‘48 weekends in the State of Wenrun’

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