

# GGN - Geopark Annual Report 2018

## 1. GEOPARK IDENTITY

**Geopark name, country, regional Network:** Huangshan UNESCO Global Geopark (China, Asia-Pacific Geopark Network)

**Year of inscription / Year of the last revalidation:**2004 / 2016

Representative Photo (from the most important event this year)



## 2. GEOPARK FIGURES

**Number of Geopark staffs:** 903, including 4 geologists

**Number of Visitors:** 3.38 million

**Number of Geopark events:** 25

- (1).Photo exhibition of "Full love in Huangshan" by Li Songmao (March)
- (2).With the theme of "Treasuring Natural Resources, Protecting Beautiful Territories - Telling the Stories of Huangshan Mountain", a series of activities were held on the Earth Day ( April)
- (3)."Fantasy Huangshan, Beautiful Home" photo exhibitions were held in Tsinghua University, Peking University and China University of Geosciences (Beijing) (from April to June)
- (4).For the China Tourism Day, activity of one pass for a whole visit in Huangshan was launched, attracting more than 20,000 Chinese and foreign tourists (May)
- (5).Forum on the protection and management of World Heritage Sites and China's scenic spots (May)
- (6).The second International Study Tourism Festival of China (Huangshan) (from May to

September)

- (7).Promotional activity for the World Museum Day (May)
- (8).The Singing Competition of "Singing the New Era and Building the Chinese Dream Together" (June)
- (9).Promotional activity for the World Environment Day (June)
- (10).Baking training for female workers (June)
- (11).Volunteer training camp for education (August)
- (12).The activity of "100 artists painted Huangshan" (August)
- (13).Summer social practice for doctoral students from Tsinghua University (from July to August)
- (14).Promotional campaign of "Golden September Welfare Week" (September)
- (15).Attending the 2018 annual meeting of the Asian Committee of IUCN (September)
- (16).Propaganda activities for National Science Popularization Day (September)
- (17).Education activity on China Cultural and Natural Heritage Day was held in the community school (October)
- (18). The 2018 National Mountaineering and Fitness Conference, the 14th China Huangshan International Mountaineering Conference, the Huangshan International Mountainous Marathon 2018 were successfully held.(October)
- (19).Promotional activities for the International Day for Disaster Reduction (October)
- (20). The theme photography exhibition of "Natural Gift Huangshan" was successfully held in China Geological Museum (October)
- (21). The third UNESCO Huangshan Dialogue on Heritage and Sustainable Development (November)
- (22).Study tour for primary and secondary school students in the surrounding communities of Huangshan (November)
- (23).The inaugural meeting of the Mountain Branch of China Tourist Scenic Area Association and the third Summit of tourism investment and development of Huangshan were held (December)
- (24). Photography exhibition of "Dream Huangshan Beautiful Home" was successfully held in Lesvos Island UGGp, Greece (December)
- (25). Training on study tour for teachers in geography, biology in Huangshan City (December)

**Number school classes realize Geopark educational programmes:50**

**Number of Geopark press release:** 9 Chinese newsletters and 1 English newsletter

### **3. GEOPARK ACTIVITIES**

#### **Major achievements in 2018**

- (1).Held activities for the 10th Anniversary of twinning between Huangshan UGGp and Lesvos Island UGGp in China and Greece

- (2). Visitor number: 33.88 million, Income: 2.974 billion yuan
- (3). The third UNESCO Huangshan Dialogue on Heritage and Sustainable Development was held
- (4). Complete the revision of Huangshan Geopark Plan
- (5). Continuous realization of 39 years without forest fires

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

- (1).Huangshan UGGp and Shennongjia UGGp were signed as sister parks (July)
- (2).Participated in field assessment of Molina Alto Tajo UGGp in Spain (August)
- (3).Attend the UNESCO World Geopark Conference in Italy. September
- (4).The photography exhibition on the theme of "Nature Gift Huangshan" was held jointly with China Geological Museum, Lesvos Island UGGp, Greece and Anhui Geological Museum (October)
- (5).Attend the 4th UNESCO International Training Course in Beijing (October)
- (6).Participated in the seminar on sustainable development of UGGp held by Ningde UGGp and shared Huangshan experience (November)
- (7). Participated in the 2018 annual meeting of China UGGp held by Yandangshan UGGp (November)
- (8). Carried out exchange activities in Lesvos Island UGGp, Greece and photo exhibition of "Dream Huangshan Beautiful Home".

#### **Management and Financial status**

Management: 30 newly hired professional managers.

Financial report: A total of 33.88 million tourists were received. 2.974 billion yuan in operating income and 352 million yuan in tax delivery.

#### **Geoconservation**

- (1). Conducted 26 regular patrols in the geopark
- (2). Completed the emergency management of landslides and geological hazards in Sanxikou Pengtoushi section in the West Gate District and the conservation project for water and soil in Bailongqiao section of Hot Spring District.
- (3). Completed the geoheritage renewal project
- (4). Established the monitoring system of Huangshan World Heritage Site
- (5). Conducted comprehensive environmental control project in Tianhai section
- (6). Completed the revision of Huangshan Geopark Plan
- (7). Carried out forest protection, fire prevention, monitoring and patrol activities with surrounding communities and assessed the effect of protection to ensure the rights and interests of community residents.

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

- (1).Public toilets, sightseeing trails and signs have been upgraded and renovated.

Reconstruction of wireless network and intelligent video surveillance system have been completed.

(2).The real-name ticket-booking, mobile phone scanner and face recognition system have been tried out.

(3).The main structure of the environmental renovation in Tianhai Scenic Area has been completed.

(4).Public propaganda and education activities of "sustainable tourism development" have been carried out in schools and communities to promote the practical experience of sustainable tourism development in Huangshan.

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

(1).Carried out a series of education activities on World Earth Day and propaganda activities and research tours in community schools.

(2).Successfully organized the 2018 volunteer training camp for education. 25 volunteers from 20 universities and institutions have popularized scientific knowledge about Huangshan in various ways. They have wrote 11 travel notes, 16 science popularization articles, made 2 propaganda videos and gave 2 University lectures.

### **Strategic Partnership**

Tsinghua University, China University of Geology (Wuhan), Nanjing University, Nanjing Forestry University, No. 332 Geological Team of Anhui Province for geological researches, Anhui Geology Museum, Fliggy, Ctrip, Lvmama, Zhaixi Primary School

### **Promotional activities**

(1).Temporary activity of free entrance for local people

(2).The second China Huangshan Study Tour Festival

(3). Activity of one pass for a whole visit in Huangshan on China Tourism Day

(4).Theme concessional activities of Golden September Welfare Week

(5).The third Summit of tourism investment and development of Huangshan

(6). Regularly update news on Sina Weibo, Wechat public account and Geopark

## **4. Contacts:**

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