

# GGN - Geopark Annual Report 2020

## 1. GEOPARK IDENTITY

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

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

Representative photo with caption (from the most important event this year)



**the Expert Seminar on the Collaborative Management of Huangshan UNESCO Designations**

(Huangshan, Dec.2020)

## 2. GEOPARK FIGURES

**Number of Geopark staffs:** 877 staffs including 4 geoscientists

**Number of visitors:** 1.53 million

**Number of Geopark events:** 36

1. In January, promotion activity for local residents
2. In March, events for the Arbor Day
3. In March, promotion activities for the World Water Day and the China Water Week
4. In April, activity for National Security Education Day
5. In April, activity for the 32nd Patriotic Health Month
6. In April, education activities for the World Earth Day were jointly held with 12 geoparks such as Danxiashan UGGp and Yandangshan UGGp

7. In May, education activities for disaster prevention and reduction
8. In May, the theme publicity activities for the China Tourism Day
9. In May, the publicity activities for the International Biodiversity Day
10. In June, the theme publicity activities for the China's Cultural and Natural Heritage Day
11. In June, activity for the World Environment Day
12. In July, publicity activities on wildlife protection
13. In July, the first national youth biodiversity challenge was jointly held with Anhui Zoological Society and China Exploration Association in Huangshan
14. In July, the media interview and gathering activities of "New Integration of Culture and Tourism, Starting Again in Huangshan" were carried out
15. In July, experience activity of 5g new infrastructure
16. In August, the scientific investigation and exchange activities of Huangshan macrofungi were held
17. In August, training course on nature education of protected areas
18. In September, activities for the National Science Popularization Day
19. In September, a lecture on biodiversity conservation was held
20. In October, staff photo exhibition of the China Dream · Beauty of Labor was held to celebrate the 11th National Day and the Mid Autumn Festival
21. In October, education activity for the "Firefly Night" on biodiversity conservation was held
22. In October, the 2020 staff (men's) basketball match
23. In October, publicity activities for the International Day for Disaster Reduction
24. In November, the 16th China Huangshan Mountaineering Conference
25. In December, science popularization activities of Huangshan World Heritage in Huangshan University
26. Throughout the year, 11 science popularization activities of "Huangshan Nature Class" were held in primary and secondary schools in Huangshan City.

**Number of school classes realize Geopark educational programmes: 37**

**Number of Geopark press release: 37** on our English website

### **3. GEOPARK ACTIVITIES**

#### **Major achievements in 2020**

- We have held the Expert Seminar on the Collaborative Management of Huangshan UNESCO Designations, and completed the manuscript of the Theory and Practice of Collaborative Management of UNESCO Multi-designations: a case study of Huangshan.
- We initiated the forum on Forum on UNESCO Multi-designations Sites

- Passed the reevaluation of IUCN Green List
- The education book of Huangshan Geosciences was awarded as national excellent book for natural resources popularization by the Ministry of Natural Resources of China.
- Campus Museum in community primary school was established.
- After discussion with the competent authorities for many times, our geopark extension plan was eventually approved by Anhui provincial government and transmitted to UNESCO by the National Forestry and Grassland Administration.

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

- In April, education activities for the World Earth Day were jointly held with 12 geoparks such as Danxiashan UGGp and Yandangshan UGGp.
- Several online meetings were held with National Park of Cilento, Vallo di Diano e Alburni UGGp(Italy), Jeju Island UGGp(Korea), Shennongjia UGGp (China) and other UGGps to discuss the collaborative management of UNESCO multi-designations.
- In May, Alxa Desert UGGp visited Huangshan and we held a meeting on cooperation.
- One of the key technicians in our geopark became an evaluator of UGGp.
- In November, we participated in the Symposium of Ningde UGGp and shared our experience.
- In November, we participated in the 2020 China Global Geopark Annual Meeting and shared the construction experience of Huangshan.
- In December, we attend the 6th UNESCO International Training Course on UGGp in Yimengshan UGGp and shared our experiences.

### **Management and Financial Status**

- 17 new professional employee
- 1.51 million tourists
- Income of 2.28 billion Yuan

### **Geoconservation**

- Carried out regular inspections in Huangshan UGGp for 12 times
- Complete the protection and rejuvenation project of 4 ancient and famous trees such as Lianli pine and *Cyclobalanopsis glauca*(Thunb.) Oerst. in Ciguang Pavilion, and the aerial project of Lianli Pine's tourist path
- Continue to do environmental monitoring of National Ecological Ground Station and submitted the annual monitoring report of Huangshan Ecological Ground Station;
- Developed and implemented the investigation plan of biodiversity resources of Huangshan

Scenic Area (2020-2029);

- Complete the monitoring survey of closed and rotating scenic spots on Woyun peak, Shizifeng peak and Zhongting area, and compiled the closed and open management report.
- Carry out vegetation detection of Tiandu peak, Lianhua peak, Shixin peak, Shizi peak and other hot spots, promote the implementation of comprehensive ecological restoration project of Tiandu peak and Shizi peak and the closed management of Shixin peak;
- Carry out forest protection and fire prevention, monitoring and inspection activities with surrounding communities to assess the effect of Huangshan protection in surrounding communities and ensure the rights and interests of community residents.

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

- The Emergency Plan for Sudden Geological Disasters of Huangshan UGGp was compiled.
- Promoted the construction of the Time-sharing Real Name Appointment Supervision Platform and strengthen the precise regulation and emergency response of tourist peak days.
- Draft the national standard Guideline for Sustainable Development of Tourist Areas, which will be officially released in 2021.
- Participated in the seminar of UNWTO Sustainable Tourism Observatories on Covid-19, promote the construction of Huangshan UNWTO Sustainable Tourism Observatory, and completed the sustainable tourism monitoring for 2020.
- Participated in the Crisis Management Plan Challenge launched by the Tourism Crisis Committee of UNTWO and won the "Best Case Award for International Cooperation and Tourism Research among China Observatories.

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

- We have carried out a series of publicity activities for the World Earth Day jointly with 12 geoparks, such as Danxiashan UGGp and Yandangshan UGGp.
- 11 Huangshan Nature Classes for primary and secondary schools in Huangshan City were held, mainly introducing the protection of geological relics and biodiversity of Huangshan.
- Cooperated with Huangshan Tour Guides Association to carry out the training of new tour guides in 2020.

### **Strategic partnership**

- Peking University, Tsinghua University, China University of Geosciences (Wuhan), Nanjing University, Nanjing Forestry University, 332 geological team of Anhui Bureau of Geology and mineral resources, Anhui Geological Museum, Ali travel, Ctrip, Lvmama, zhaixi primary

school.

### **Promotional activities**

- The activity of Big Huizhou, Visit Each Other to encourage local people visiting scenic sites in Huangshan.
- Online activities with Junfrau to celebrate the 70th anniversary of the establishment of diplomatic relations between China and Switzerland
- launch a series of live broadcast activities together with Tiktok, Kwwai, the Ctrip.
- held the 4th "E-eye watch Huangshan" photo contest.
- published the promotional information regularly on the official account of Weibo and WeChat.
- Update geopark news regularly on our geopark website.
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### **4. CONTACTS**

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