

## **2016 Annual Report of Longhushan UNESCO Global Geopark**

Over the past year, Longhushan Global Geopark has been supported by the GGN and the superior Land and Resources Departments.. In accordance with the requirements of the "UNESCO Global Geopark Constitution", the Geopark has implemented scientific, standardized, and normalized provisions and has improved the implementation of the Geopark's protection measures, strengthened the protection facilities and scientific research, tourism facilities, as well as the Geopark re-assessment. The Geopark construction work has been further improved. The accomplished work is summarized as follows:

### **1. Protection of Geological Heritages**

Longhushan Global Geopark focuses on the protection of geological environment and increase the park project construction efforts to enhance the overall environment of the park, the effect is obvious. Firstly, construction of geoheritage protection projects have been completed over the years. 2011, 2012 annual geological relics protection uncompleted projects Invested more than 400 million in geological relics protection project special funds of, respectively, completed the Longhushan geological science corridor, fairy city geological science plank road two construction projects and science display signs and other projects. The second is to increase the geopark protection propaganda. using the new logo of the all the attractions and

landscape within the park. So that Longhushan more adapted to the requirements of the Geopark regulations and Highlight the characteristics belongs to the Geopark. Thirdly, improve the completion of the park infrastructure construction. Speed up the completion of the Tianhong Road, TianShifu Avenue and a number of infrastructure projects, which has effectively enhanced the park's overall environment, and promoted the Longhushan Global Geoprk comprehensive development.

## 2. Scientific Research and Popular Science

Longhushan Global Geopark has carried out geological research and popular science activities about the unique Danxia landform, expanding the visibility of Longhushan Danxia landform. The First is the dissemination of geological science knowledge. Geological experts are employed to train the park tour guide for geological knowledge. Futhermore, it has improved interpretatative signs at the Geological Museum, as well as geological heritage interpretation signs and other activities. In addition, it has extended the geological science knowledge to the every corner of the park. The Second is organized the implementation of the annual "Longhushan Global Geopark land and resources science base development plan" task. Complied "Longhushan Global Geopark Science Guide Map", "Longhushan geological science knowledge", "flower world" series of science books issued to a set of

tourists, successfully completed this year's popular science propaganda mission. The Third is playing a role in science base. Longhushan Geopark signed a cooperation agreement with the East China Institute of Technology and carried out summer field camps of geological practice teaching, etc., which has given a full play in the role of a science base. At the same time, the school students have been offered free tickets to visit the Geopark. The Geopark carried out school summer camps, photography contests to the school students to issue Longhushan test passport and other forms of popular science activities. Taking advantages of the annual April 22nd World Environment Day and June 25th National Land Day, the Geopark organized local primary and secondary school students to participate in geological special events, and widely popularized the knowledge of geological science, which hence inspired the students acting as popular science volunteer teams in the popular science scientific research work, and effectively promoted the popularization and publicity of knowledge of geological science in Longhushan.

### 3. Geopark Tourism Development and Promotion

Longhushan Global Geopark received a total of 1589.26 million visitors in 2016, tourism direct income reached 6696.965 million Yuan, respectively, an increase of 20% and 18%, and the increase is in the forefront of the provincial parks, practitioners to 6,000 people. Employment and other

ways to absorb the park more than 2,000 new tourism business, tourism practitioners per capita income of 26,000 Yuan.

Longhushan Global Geopark highlight the brand and culture to carry out tourism promotion activities, tourists and tourism direct income increased by 35% and 50%, to achieve significant results. First, build a wisdom tourism experience system. Completed the construction of the wisdom tourism experience center, the wisdom tourism experience center using the Internet and mobile Internet, Internet of things, 3D GIS, GPS, LBS, immersion virtual reality VR, holographic projection and intelligent robot technology, Its ornamental, participatory and advanced in the domestic leading level. The second is to create a platform from the media network communication. Longhushan microblogging exposure is very high, the spring theme of the dragon and winter mountain flower show spring reading volume exposure of 99.25 million people, microblogging fans grew more than 14 million, microblogging, WeChat, news exposure of more than 100 million people. Third, the largest wisdom from the media service platform - the wisdom of travel platform has been built in Jiangxi. took the lead in creating a set ticket experience, WeChat chain brand shopping, mobile tour guide services, cultural interactive games as one of the new marketing model, the development of the province's first online newspaper group system, intelligent tourism statistics system and tourists attribution analysis system in the whole

province. Fourth, improve the wisdom tourism service facilities. In accordance with the "convenient tourists, conducive to management" principle, completed the scenic tourist two-day tour management system construction, Visitors booking from the major OTA website (donkey mother, with the way network, where, Ctrip, etc.) and Longhu Hill official WeChat, no need to vote, you can directly through the brush by checking the second generation ID card, Increase the tourist recreation facilities, improve the comfort and convenience of tourists.

Make full use of the park's environmental resources in the form of a variety of rural tourism, promote the park tourism development. First, vigorously cultivate eco-tourism agriculture. Relying on the rich ecological resources of the scenic area, and constantly expand the scale of Dendrobium officinale, Founder Chestnut, organic tea and figs, and form a unique landscape agriculture belt. Second, vigorously promote the "beautiful rural" construction. Carry out comprehensive environmental remediation on both sides of Luxi River the core scenic forest coverage rate of 91%, the air negative oxygen ion content of more than 15 times the normal value, known as the "flying giant panda" of the Chinese Qiusa duck has appeared for nine consecutive years in Longhushan. Be the first to put forward the target of "build the province's most clean scenic spots" rural infrastructure continues to improve, living environment a new look. Third, vigorously develop rural

tourism. Arrange special funds, On the one hand relying on the existing stone frog breeding Tianmen Mountain, organic rice, tea planting and other project characteristics, planning to build Tianmen Mountain ecological agriculture demonstration sites; the other hand, focus on supporting the mouth Shu home, Tianmen Mountain bear home and other ecological environment and geographical advantages Of the natural village development of rural tourism, the total size of more than 120 farmhouse music, beds more than 2,500, the annual reception of tourists 200,000 people. In addition, through the property rights shares, absorb employment and other means, nearly 50% of the area residents to participate in tourism, scenic areas extensive participation in tourism development, sharing tourism development dividends, quality of life gradually increased.

#### 4. Reassessment of the Geopark

As of the end of July 2016, Longhushan Global Geopark Administrative Committee received a four-year re-assessment, the Geopark Management Committee has attached great importance to go all out and done a good job related work. Firstly, worked out the "Longhushan Global Geopark in the second assessment of the implementation of the program", "2016 Longhushan Global Geopark assessment work task table", "Longhushan Global Geopark second assessment Inspection work program "and other normative documents,

set up by the park management committee director as the head of the work leading group, set up a work team, so that the work content, job requirements, job responsibilities" three implementation ", steadily The assessment work is carried out in a comprehensive and orderly manner. The second is to submit a reassessment of information on a regular basis. In accordance with the UNESCO Global Geopark and the Ministry of Land and Resources norms of the deadline, respectively, submitted the "China Longhushan Global Geopark work progress report", "Global Geopark Network 2015 assessment self-evaluation table A, assessment table B English) and geological heritage protection, geological research, scientific research and other documents and pictures. The Third is to do a good job of re-evaluation of inspection work. Longhushan Park to do a good job in the inspection work, held a total of more than 10 times the deployment will promote the meeting, the inspection work may be involved in all aspects of the development of detailed measures to implement.

## 5. Communications and Cooperation

Longhushan Global Geopark attaches great importance to information exchanges. Throughout the year in the world geological park network center and municipal publications published a large number of reflect the park construction management news information. This year by the Global Geoprk network office to adopt the manuscript of 10, at

the same time, in the land and resources and local newspapers, published on the website more than 120 articles, greatly enhance the park visibility.

Longhushan Global Geopark has strengthened cooperation and exchanges with other parks to learn from the advanced management experience and measures of other parks. Longhushan Global Geopark concluded sister parks with Jiangxi Sanqingshan, Guizhou Zhijindong Geopark, increased the exchange of management experience between each other, and also learned a lot of good experience and practice.

Participated in the 33rd Global Geopark Annual Conference held in the UK, and received national geological experts such as Russia on the Longhushan geological survey, increased the international exchange and cooperation of the park, expanded and promoted the management level of the park. At the same time, held the twelfth Longhushan International Tent Festival, "Dream of Tao" large-scale real performance, the Central Poyang Lake Cycling, the third International Taoist Forum and other major events, attracting many well-known domestic and foreign tourists to participate in, Longhushan brand effect continues to expand

## 6. Future Work Plan

The main work plan for 2017 is:

1. To focus on re-evaluation of rectification work. In accordance

with the UNESCO Global Geopark Council identified the three main reasons, one by one in-depth analysis of the development of appropriate rectification methods, and strive to improve the overall management level

2. To continue improving the progress of the park construction. Reasonable and effective use of annual savings geological relics to protect the project construction funds to speed up the park scientific research and other projects, and gradually improve the level of park management services.

3. To strengthen the integration with the campus education sector. The key point is on the campus of the school teachers, primary and secondary school students in geological knowledge education and training, to expand the extension of geological coverage in the campus and park attractions spread.

4. To give a full play in the role of scientific research base, speed up cooperation with the national, the provincial institutions of higher learning, play the role of Danxia landform characteristics of the park.

5. To increase publicity efforts to promote the development of the park. To take a variety of ways and marketing strategies, the park for a wide range of publicity, to promote scenic spots to increase the number of tourists to promote and enhance the entire park economic development.