

# GGN - Yuntaishan Global Geopark Annual Report 2019

In 2019, the Yuntaishan Global Geopark closely focus on the concept of “protecting geological heritage, popularization and communication, and quality service” to promote the sustainable development of local economy and society, which has made breakthroughs in all aspects of development. The scenic area received a total of 11.3283 million tourists with revenue of 722.89 million yuan. (The number of tourists in Yuntaishan Park is 6.1 million, with revenue of 515.82 million yuan. The number of tourists in Qingtianhe Park is 4.396 million, with revenue of 144.96 million yuan. The number of tourists in Shennongshan Park is 602,300, with revenue of 39.51 million yuan. The number of tourists in Qinglongxia Park is 230,000, whose income 18.1 million yuan).The park has successively won many honors such as the China Tourism Impact Research Demonstration Base, the province's first batch of dual prevention system construction demonstration enterprises, Henan Province primary and secondary school social practice education base, and Henan Province's 2019 Smart Scenic Area Advanced Unit (Five Diamond Level) Smart Scenic Spot),ect.

## 1.Strengthening the protection of geological relics

Strengthen the organization and leadership of the protection of geological relics. Guided by the construction of high-quality geological parks, it has successively invested nearly 40 million yuan to fully optimize and beautify the park environment and create a high-quality geopark tourism environment. For the geological relics protection points in the park, geological relics archives should be established and perfected in time, and the park also set up protection signs and protective facilities, clearly define the responsible personnel, protection measures and protection requirements one by one, and build a dense protection grid.

## 2.Improving and upgrading infrastructure

Yuntaishan park invested nearly 5 million yuan to improve the supporting infrastructure. According to the idea of “constructing a batch, transforming a batch, upgrading a batch”. Yuntaishan park comprehensive design and install the signage system, and add new signs 715 pieces. The park invited experts to re-translate the Chinese and English comparison signs. Yuntaishan Park paved and repaired 35,000 square meters of pavement, beautify the exterior wall of 14,000 square meters, and created 4 3317 square meters of aesthetic parks and 800 meters of colored walkways. Optimize and upgrade 23 toilets, build 5 new ones, add 44 mobile single mobile toilets, the total number of toilets will reach 507.Yuntaishan Park completely replace the garbage cans in the scenic spot, conduct a comprehensive survey of all the scenic spots, bus spots and other areas, and complete the replacement of 1,303 garbage cans in the scenic spot and 200 garbage cans in the shore service area; the park also invested 2.8 million yuan to upgrade the Yuntaishan night tour, improved the tourist channel behind the Baijiayan Comprehensive Service Building, and completely built the temporary road and parking lot of the onshore tourist service center; purchased 30

new tourist buses, added ticket purchase points At 3 locations, and the area and surrounding tourist road markings were spray-painted in an all-round way. Through expansion, diversion, and the addition of guide fences, the traffic separation between people and vehicles was achieved, and new internal traffic routes were formed.

### 3.Manage service to perfection

Focusing on the work goal of "moving every tourist", we deeply practice the service concept of "five members in one", actively innovate the management model, and improve the level of institutionalization, science, and refinement of internal management. Rely on quality service to win word of mouth and win the market.

(1) Deeply promote the "five members in one". We organized "five members in one" backbone training courses in the scenic area, using centralized learning and focused training to conduct thematic training around service skills and complaint handling, and successively issued the "Notice on Further Strengthening the Work of Holding Morning Meetings" and "About the Further Establishment of Morning Meetings" "Learning the notice of long-term mechanism", strengthen teamwork and boost staff morale. We cooperate with the Chinese Academy of Social Sciences and Gaode Map to establish a closed-loop mechanism for complaint acceptance, so that tourists can evaluate the scenic spot on the spot by scanning the code, and the reputation of tourists is further enhanced.

(2) Strengthen safety management. We strictly implement the "three managements and three musts" and "one post and two responsibilities" safety responsibility system, continuously improve the safety management emergency mechanism, and compile the "Dual Prevention System Construction Implementation Plan", "Security Risk Hierarchical Management Control System", "Hidden Hazard Investigation and Management System", and " The Yuntai Mountain Scenic Area Dual Prevention System Construction Guidebook, etc. The local standards of the "Mountain-type Scenic Area Safety Management Regulations" has passed the preliminary examination. We continuously improve tourism safety facilities, add more than 300 safety warning signs, add multiple safety broadcasts, invite provincial and municipal experts and professors to give lectures. We established the dual prevention management system of "full participation, all-round coverage and whole-process control", and was awarded the first batch of provincial benchmark enterprises for the construction of the dual prevention system of production risks and hidden dangers.

### 4.Innovate and expand science promotion

(1) We actively connected with domestic mainstream media, continued to maintain continuous exposure on national platforms such as CCTV, and large media. The reception of the Golden Week for 4 consecutive years was lively reported by CCTV's "News Broadcasting Room", "Chao Wen Tian Xia", "News 1 + 1" and other columns. The development experience of the scenic spot has been reported by "Henan Daily", "China Tourism News" and other media. We strengthen the marketing efforts

of new media and self-media, enhance the "two micro and one shake" communication ability of the scenic spot, combined many channel to promote the hot events in the scenic spot at various times, and cooperated with Internet giants such as Byte Beat, Tencent, Malaysia Cellular, and Ctrip. Internet celebrities were invited into the scenic area, tried live broadcast of large-scale activities and attracted more young people to pay attention to the scenic spot.

(2) We Continuously strengthen scientific research and scientific popularization, promote the transformation of scientific and technological achievements and popularization of geological knowledge, and improve the level and coverage of "geological science". The museum went deep into the scenic area to promote the theme activities of "cherishing the beautiful earth and protecting natural resources" to tourists. During the event, more than 200 leaflets were distributed, and the museum and Zhengzhou Noah Xiaohani School jointly launched a series of off-campus practices such as the "Rock and Mineral Lecture Hall" activity. In order to further enhance the scientific research support of the park, through the establishment of long-term cooperative relationships with major universities, we will jointly carry out research on scientific research, protection and scientific development of geological relics in the park, and effectively strengthen the scientific research support of the park.

## 5. Actively carry out exchanges and cooperation

(1) The park actively develops external exchanges and cooperation with sister parks and major brother scenic spots, strengthens mutual visits, technology and management exchanges, and continuously enhances the overall strength and influence of science popularization. In June 2019, we attend the Danxia Mountain ▪ China Global Geopark Science Popularization Worksite Exchange Meeting. In July 2019, Yuntaishan Geopark and Taiwan Yeliu Geopark concluded a "Sister Park". In September 2019, we participated in the Yanqing Global Geopark National Geopark Publicity Week. In September 2019, we participated in the Sixth Asia-Pacific Global Geopark Conference. We actively cooperate with domestic and foreign geoparks to carry out scientific research and education activities, participate in major international activities, carry out experience exchanges and theoretical discussions, introduce advanced science popularization concepts and science popularization equipment, and research and absorb domestic and foreign advanced science popularization concepts and science popularization experience to strengthen our overall science popularization and influence.

(2) Cooperative organization, the park and some scientific research units and researches such as the Henan Provincial Geological Survey Institute, Henan Provincial Geological Research Institute, Chinese Writers Association, Chinese Painters Association, National Sports Bureau, Hong Kong Ecotourism Professional Training Center, Zhongguancun Zhongheng Cultural and Technological Integration Innovation Center Institutional schools have signed long-term scientific research project development and cooperation agreements. New cooperation agreements have been established with more than 20 universities to carry out cooperation on student

internship bases, scientific research, and geological surveys. The Geological Museum received a total of more than 3,900 tourism research teams including representatives of the Russian Youth League, masters and students, and more than 50,000 ordinary tourists, which fully utilized the "tourism + science" function of the Yuntaishan Global Geopark Museum, and received the majority of tourists' praise.

## 6. Key tasks in 2020

2020 is the key year for improving the quality of Yuntai Mountain. Focusing on the main line of high-quality tourism development, we will implement it with an international vision and ingenuity. We will accelerate the transformation with the spirit of unswerving spirit and unremitting struggle. In order to make the geopark be a benchmark for high-quality tourism in the country, we should focus on the following areas:

### (1) Further strengthen the protection of geological sites

We strictly implement the regular inspection and monitoring system for geological sites, continue to increase investment in scientific and technological monitoring, make full use of modern scientific and technological methods, and improve the scientific and technological level of geological sites protection and monitoring to enhance the effectiveness of monitoring and protection

### (2) Continuously improve infrastructure construction

We will focus on the renovation and upgrade of infrastructure, actively explore the establishment of an intelligent tourism system, and improve the command and management level of the scenic spot. We will complete the online booking and ticketing system as soon as possible, optimizing the smart entrance, smart toilet and one-click help system, to provide more lines for tourists Convenience.

### (3) Continuously improve management service level.

Management service is the eternal theme of Yuntai Mountain. We adhere to the people-oriented working philosophy and aim to "move every tourist" as the goal, continuing to strengthen the "five members in one" service system. We will accelerate the smart construction of scenic spots, and create a benchmark and model for management services of global geoparks.

### (4) Fully promote the construction of key projects

Focusing on the construction of high-quality products, we will accelerate the "cloud series" transformation project, strive to build a number of tourist-related, interactive, and entertainment-oriented experience IP themed activities and tourism products, and continuously innovate to meet new consumer demand. On the basis of the existing "cloud amusement" cultural and creative products, 360 cloudscape dome theater, Yuntaishan night tour, Yuntaishan food city, etc,we will complete the county

tourist service center construction in a high standard, accelerate the construction of Yuntaishan · Yunjiakang Town, Qinglong Gorge Ropeway, Pangu Yuntai Exhibition Plaza, Yuntaishan Glass Aerial Drifting and other projects. We will accelerate the implementation of Yunteng Seven Sages Boutique Tent Camp, Qinglongxia B & B Cluster, Zhuyu Peak Ropeway and other projects for early completion and operation. Continue to cultivate and expand high-quality cultural tourism formats to help transform and develop scenic spots. We will accelerate the implementation of Yunteng Seven Sages boutique tent camp, Qinglongxia B & B cluster, Zhuyufeng cableway and other projects, strive for early completion and operation, and continue to cultivate and expand high-quality cultural tourism industry, to help transform and develop the scenic area.

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