

# GGN - Geopark Annual Report 2018

## 1. GEOPARK IDENTITY

Geopark name, country, regional Network: Taishan UNESCO Global Geopark (China, APGN)

Year of inscription / Year of the last reevaluation 2006/2018

Representative Photo (from the most important event this year)



## 2. GEOPARK FIGURES

Number of Geopark staffs: 2045 staffs including 4 geoscientists

Number of Visitors: 5.5 million visitors

Number of Geopark events: 18

1. Hold The Spring Festival prayers on Taishan in 2018.
2. Hold The Tai'an Branch of CCTV Spring Festival Gala.
3. Hold The Popular Science Education Activities on Campus in "Bird Protection Week".
4. Hold The Taishan Photographic Competition.
5. Hold Science Popularization Activities On the "Earth Day".
6. Hold the First Skills Competition of Tourist Service in Taishan.
7. Hold the activities in Dai Temple on "Museum Day".
8. Hold the Training Course about the Reevaluation of Taishan UNESCO Global Geopark.
9. Hold the Taishan International Mountaineering Competition.
10. Hold Taishan staring competition.

11. Hold the activities on "Cultural and Natural Heritage Day".
12. Develop Taishan Popular Science Volunteer Training Camp.
13. Organize Volunteer Campaign of Bird Protection in the Winter on Taishan.
14. Convening the Seminar on the Construction and Development of Taishan Research and study Base.
15. Holding Taishan International Off-road Race.
16. Hold the Taishan Stone Sculpture Rubbing Exhibition in Taipei.
17. Hold the Cross-Strait Geological Research Camp for geological investigation in Taishan UNESCO Global Geopark.
18. Hold the Coming of Age Ceremony for Taiwan Students.

Number school classes realize Geopark educational programmes: 20

Number of Geopark press release: 5

### **3. GEOPARK ACTIVITIES**

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

1. Successfully completed the reevaluation of Taishan UNESCO Global Geopark.
2. Improved the interpretation system.
3. Improved and updated some of the exhibition contents in geopark museum.
4. Build a Geopark School cooperating with No. 16 Middle School of Tai'an City.
5. Establishing the Writing Base of China Middle School Students' Newspaper.
6. Establish Taishan Precambrian Research Base cooperating with Tianjin Center, China Geological Survey.
7. Establish the "Research Institute of Intelligent Tourism " cooperating with Hikvision.
8. Hold the 4th UNESCO International Training Course on the Management and Development of World Geoparks.

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

1. Taishan Geopark paid its GGN membership fees on time every year.
2. Participated in the annual geopark meeting of China in 2018.
3. Participated in the 8th International Conference on UNESCO Global Geoparks.
4. Hold the 4th International Training Course on UNESCO Global Geoparks Management and Development.

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

Administration Commission for Taishan Global Geopark serves as the management body for the geopark. Its main functions involve taking in charge of various aspects of

project construction and development in Taishan Geopark, including geoconservation, planning, scientific research, science popularization, routine administrative management, and tourism. The Management Office currently has thirteen functional sections.

Financial condition is good, the ticket revenue is 460 million yuan in 2018, invested about 80 million yuan for the construction of Park management.

### **Geoconservation**

1. Implemented a number of central and provincial geoheritage conservation research projects.
2. Carried out geoheritage surveys and conduct systematic surveys and statistics on natural and cultural landscapes, tourism resources, and ecological environment remediation within the territory after the extension.
3. Compiled “Taishan Master Plan Revision (2016-2035)” and “Taishan World Cultural Heritage Protection Plan” to determine geoheritage, cultural heritage, natural heritage protection targets, scope and measures, and formulate sustainable development plans.
4. In 2018, the “Regulations on the Ecological Protection of Taishan” was reviewed and approved by the Standing Committee of the Shandong Provincial People's Congress and officially implemented on May 1, 2018.
5. Established an intelligent monitoring and alarm system, delineate non-tour routes, realize automatic detection of mountain personnel and trigger on-site voice warnings, effectively protecting geoheritage, natural cultural heritage and forest resource security.
6. Established an automatic monitoring and early warning system for geological disasters to automatically monitor hidden dangers of geological disasters. Established 4 automatic monitoring points for collapse and provide timely monitoring and warning information for geological disasters.
7. Completed the “Smart Taishan” integrated management platform based on GIS, and implemented geopark management from heritage resource protection, forest fire safety, traffic operation safety and emergency rescue command.
8. Implemented a number of cultural relics protection projects such as the restoration and digital protection of the Temple of Heaven, the Puzhao Temple, the Wangmu Pond, and the Dougong Palace;

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

There is a total of 5.5 million tourists visiting Taishan in 2018, which means the geological tourism contribute 10 billion yuan to the local economy. 65 % of townships and 75 % of the population in this district benefit directly from the tourism. There are nearly 500 Agricola, 50 hotels and more than 14 thousand people directly engaging into the tourism services. Besides, there are 100 thousand people working indirectly for the tourism and benefiting from it.

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

To strengthen the protection of geological heritage, strictly implement the protection measures of geological heritage; To strengthen exchanges and cooperation with the local community; To carry out scientific activities and lectures on the "Disaster Prevention Day" "International Museum Day" and "World Earth Day".

### **Strategic Partnership**

Taishan Geopark built the strategic partnership with Shandong Agricultural University, China University of Geosciences (Beijing), China University of Petroleum (Beijing), Shandong University of Science, Technology and Chinese Academy of Geological Sciences and Tianjin Center of China Geological Survey. Taishan Geopark built the strategic partnership with Dali Museum, Yunnan Province and Baotou Museum, Inner Mongolia of China which held the regular activities like exhibition exchange. Various kinds of geotourism activities have been carried out by making strategic partnership agreements with Lixinyuan Industry and Trade Company Limited, Jinfeihong Weaving Company Limited and other local companies. Cooperated with local companies, our geopark has designed special routes to these sites for self-picking and appreciating the local special products.

### **Promotional activities**

1. Advertised by via radio station、 mainstream media、 newspapers and magazines.
2. Launched wechat account of Smart Taishan, by which tourists can buy tickets. The wechat account also provides a variety of services like scenic spot broadcasting, voice guide, which allows tourists enjoy local customs and practices of taishan in a all-dimensional manner.

### **4. Contacts:**

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