

# GGN - Geopark Annual Report 2018

## 1. GEOPARK IDENTITY

Geopark name, country, regional Network: Yandangshan UNESCO Global Geopark, China, APGN

Year of inscription / Year of the last revalidation: 2005/2017

Representative Photo (from the most important event this year)



2018 Annual Conference of China UNESCO Global Geoparks

## 2. GEOPARK FIGURES

Number of Geopark staffs: 1278 staffs including 3 geoscientists

Number of Visitors: 9.7 million

Number of Geopark events: 27

Organized and hosted the 2018 Annual Conference of China UNESCO Global Geoparks ; Organized the 49th "World Earth Day" propaganda week popular science exhibition"; Held more than 10 popular science lectures in Shanghai Normal University and other universities as well as local primary and secondary schools; Organized popular science volunteers to hold "Yandangshan Science Volunteer Exchange" in China University of Geosciences (Wuhan), Anhui Normal University, Zhejiang University, etc.; Jointly held an explanation competition of "Select Small Popular

Scientist” with The First Primary School of Dajing Town; Jointly organized a series activities of "Walking with Books, Interpreting Global Geopark through Walk" with The First Primary School of Yandang Town; Launched the 29th “International Disaster Reduction Day” theme education and knowledge propaganda activities; Organized and launched a series of National University Students' canoeing events, international Yoga elite competitions, the first national Ferrada competition in 2018, the Chinese Yandangshan Couple Festival and love marathon in 2018, etc.

Number school classes realize Geopark educational programmes:30

Number of Geopark press release:32

### **3. GEOPARK ACTIVITIES**

Major achievements in 2018

1. Successfully held the 2018 Annual Conference of China UNESCO Global Geoparks.
2. Completed the construction of large-scale tourist center in Yandangshan and put into operation; meanwhile, improved the image of the entrance of the geopark and integrated the management of internal traffic.
3. Yandangshan was awarded "the Most Beautiful Leisure Resort in China" and "Beautiful Mountains and Rivers" film and television creation base, as well as "the Second High-quality Tourism Classic Scenic Spot in Zhejiang".

Contribution towards GGN - Networking and Participation

1. Took part in the 2nd Chinese Volcanic Geopark Forum held in Leiqiong Global Geopark in June;
2. Evaluated the San'in Kaigan Global Geopark of Japan in August;
3. Participated in the 8th International Geopark Congress held in Italy in September, set up a geopark booth, and gave a theme report at the Congress.
4. Participated in the First Evaluation Expert Training Meeting held by China University of Geosciences (Beijing) and the training course of the Fourth International Management and Development of Geoparks.
- 5 .Successfully organized and hosted the 2018 Annual Conference of China UNESCO Global Geoparks, and shared assessment experience at the meeting.
6. Launched exchange activities with Zhijindong, Ningde, Zhangjiajie, Shennongjia, Fangshan, Dunhuang, and Doba in Indonesia to share management experience, and established sister geoparks with geoparks in Shennongjia, Dunhuang and Doba in Indonesia. Cooperated and exchanged in science popularization, scientific research and management.

7. Exchanged with the delegations of Cuba Mineral Resources and Bolivia Mineral Resources to introduce the experience of declaration and management of the Global Geopark and to promote the brand effect of the Global Geopark.

## Management and Financial status

Management: Established the Yandangshan Global Geopark Management Committee, under which set the office as the daily management department, fully managed and protected geoheritage.

Financial status: With sound financial condition, the geopark has an independent budget, and is responsible for the preparation of the annual budget. Funds are mainly from the geopark's ticket revenues and higher-level government's special funds. Ticket revenue in 2018 was 175 million yuan, and 150 million yuan was invested in geopark management and construction.

## Geoconservation

Geoheritage protection: In 2018, more than 50 million yuan was invested for the protection of geoheritage, mainly for the infrastructure construction of geopark's walkway, marking system, protection facilities, forest fire protection engineering construction and others.

## Sustainable tourism (Geotourism)

Sustainable tourism (geo-tourism): The development of geo-tourism in geoparks has promoted the transformation and upgrading of traditional economic structure. Not only has the agricultural population been transformed into tourism staff, but more than 2,000 new long-term jobs in tourism services have been added. Most of the people in the surrounding towns and villages benefit from the economic benefits of geo-tourism; Opened up three study tour and self-driving tour routes; Held a beneficial activity of “Yandangshan Healthy Village Tour” at the theme of “Tour + Theme”, and launched 5 routes of “Healthy Village Tour”.

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

Held more than 30 popular science activities like “4.22 World Earth Day”, “Popular Science into Community”, “Popular Science into Campus”, “Summer Camp for Research Tours” and

"International Disaster Reduction Day". Monitored and managed geological relics in Yandangshan in real time, regularly carried out geological monitoring and disaster prediction, carried out inspection and supervision of geohazards and potential geological hazards, managed geological hazards in the back mountain of Drunk Fairy Floor, timely protected the rockfalls in Guanyin Cave and maintained the landslides in Yanshan Road. Systematically reformed the information engineering to achieve full coverage of lightning protection and lightning protection in geoparks.

### Strategic Partnership

Cooperated with the Geotechnical Structural Committee of the International Society of Engineering Geology and Environment, the Chinese Academy of Geological Sciences, Zhejiang Geological Survey Research Institute, Zhejiang Geological and Mineral Research Institute and other scientific research institutes to carry out geo-scientific research; cooperated with more than 120 tourism agencies nationwide to carry out geo-tourism propaganda and promotion; and cooperated with Internet media such as Ctrip and Donkey Mother to carry out Geopark network promotion; cooperated with local enterprises such as Juyoupin, Maofeng of Yandangshan, Tiefengtang Dendrobium of Yandangshan and Dingdong Spring of Yandangshan.

### Promotional activities

With important events and festivals, formulated and promulgated a diversified policies of benefiting the people in different seasons, different regions and different groups of tourists, and launched 14 activities of benefiting the people, achieved a good effect of "More prosperous in peak seasons and not less in off seasons"; with the theme of "Charming women, Happy ladies" to hold special tour activities "Woman's Day"; with the theme of "Tour in Beautiful China, The most Beautiful Yandangshan", launched activities of "5.19 China Tour Day", "World Tourism Day" and so on; increasingly promoted Yandangshan through websites, Wechat, Weibo and other platforms, and continuously put advertisements on TV stations, Yueqing TV stations, China Travel Newspaper, Jiangnan Travel Newspaper and other media and publications.

### 4. Contacts:

Manager: Huang Jing 361059978@qq.com

Scientific Responsible (Geologist): Wu Zhenyang, He Zhenyu and Sun Wenyan