GGN - Geopark Annual Report 2018

1. GEOPARK IDENTITY

Geopark name, country, regional Network: Longhushan UNESCO Global Geopark (China, Asia Pacific Geopark Network)

Year of inscription / Year of the last revalidation: 2007/2018



Revalidation Photo

2. GEOPARK FIGURES

Number of Geopark staffs: 845 staffs including 4 geoscientist(s)

Number of Visitors: 23.0173 million tourists

Number of Geopark events: 7

⑴2018 UNESCO Global Geopark revalidation

⑵Longhushan International Tourist Culture Festival

⑶Series activities such as popularization of geological science and the classic book of Taoism , Dao Te Jing in school, and little tour guide training

⑷Prize-giving quiz about Longhushan UNESCO Global Geopark, cooperated with Jiangxi Radio and Television Station

⑸2018 Longhushan Food Festival

⑹Longhushan Photo Contest

⑺Earth Day celebration activities

Number school classes realize Geopark educational programmes; 8

Number of Geopark press release: 6

3. GEOPARK ACTIVITIES

Major achievements in 2018

⑴Received 23.0173 million tourists with tourism income reached 83.284.68 million yuan

⑵Fulfill the mission of 2018 UNESCO Global Geopark revalidation

⑶The smart parking project of narrowband Internet of Things (NB-IoT) and the innovative product "smart bamboo raft" project, first of its kind in China have been completed and operated. Free WIFI and face recognition full coverage in park.

Contribution towards GGN - Networking and Participation

⑴Attended 2018 Annual conference of China UNESCO Global Geoparks

⑵Attended the 8th International Conference on UNESCO Global Geoparks

Management and Financial status

The management structure of the park has been continuously improved, with a sound financial condition. Tourism revenue has reached 8328.4468 million yuan.

Geoconservation

⑴Started the revision of Longhushan World Geopark Plan(2017-2030)

⑵Completed the design and construction of boundary piles in the whole area of the park.

⑶Completed the installation of logo signs and propaganda boards for geological popularization in the park

Sustainable tourism (Geotourism)

⑴Regular training for tour guides and tourism practitioners

⑵Started the image improving projects in the park, including towns, roads and river banks.

⑶Promote the construction of the park as the "Chinese Taoist Capital" and increase the awareness of Taoist culture

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

⑴Improved the environmental management system of the park, and constructed a good natural ecological environment.

⑵Accelerated the construction of new countryside in the park and the pilot reform of residential land.

⑶Measures for disaster prevention and reduction such as flood control, forest fire prevention, pest control and geological hazard prevention have been implemented to ensure the stability of the natural ecological environment in the park.

Strategic Partnership

⑴Established a strategic cooperation relationship with CCTV, Jiangxi TV and other media outlets

⑵Established a long-term cooperative partnership with Huashan Geopark in Shaanxi Province and Jiuhuashan Geopark in Anhui Province

⑶Established strategic partnerships with Flora World, Huaqian Town and other 24 tourism enterprises

Promotional activities

Advertising the brand image of the park in CCTV morning news. The picture of the park were putting on the main roads of the Jiangxi Province, where the park located. Publicity at the waiting platform of high-speed railway in East China. Cooperating with JXTV City Channel, we produced feature programme, Golden Week Carnival, during the Mid-Autumn Festival and the National Day Golden Week. Take part in 2018 Longhushan-Pavilion of Prince Teng summer tourist product launches.

4. Contacts:

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