

## Global Geopark Network: Annual Geopark Work Report for 2017

### I. Geopark identity

Name, country and regional network: UNESCO Huangshan Global Geopark  
(China, Asia-Pacific Geopark Network)

Membership year / last validation year: 2004 / 2016



Representative important event in the year: hosted senior workshop on Huangshan Global Geopark Expansion and seminar on “International Earth Science and Geopark Planning and Evaluation System” in November, 2017 at Huangshan Global Geopark.

### II. Geopark figures

Number of Geopark staffs: 911, including 4 geologists

Number of Visitors: 3.3687 million

Activities: 24

1. In January, photograph exhibition held in Beijing: Dreamland Huangshan, Courteous Huizhou”;
2. In March, series of activities were held to celebrate the International Women’s Day;
3. In March, “Huangshan through smart phone” photo competition;
4. In April, Huangshan study tour and Happy Spring Festival for primary and secondary school students;
5. In April, “Ten Thousand Americans Visiting Huangshan” campaign to celebrate “China Tourism Starts Off in Huangshan”;
6. In April, series of science popularization activities were held in campuses of Beijing on Earth Day;
7. In May, One-Ticket for Huangshan promotional campaign on China Tourism Day;
8. In May, series of science popularization activities were held in Tsinghua University with themes on the Geological Attractions of Huangshan landforms;
9. From May to September, first international study tour events were held in Huangshan;
10. In May, promotional activities to celebrate “World Museum Day”;
11. In June, promotional activities to celebrate Environment Day;
12. In June, series of promotional activities to celebrate China cultural and natural heritage day;
13. In June, “blue ribbon” event to promote civilized tourism behaviors;
14. In August, training camp for 2017 science popularization volunteers;

15. In September, free week tours to celebrate the golden month;
16. In September, landscape photo exhibition held in Angkor Wat, Cambodia;
17. In September, promotional activities on China Science Popularization Day;
18. In September, jointed forum with Tsinghua University to celebrate the famed mountain and university;
19. In October, promotional campaign for International Disaster Deduction Day;
20. In November, 2017 All China Fitness Festival and the 13th China Huangshan International Mountaineering Event was held;
21. In November and December, promotional free tours for overseas visitors;
22. In December, Huangshan study tour and science popularization and investigation camp;
23. In December, workshop on Huangshan Global Geopark Expansion and senior seminar on International Earth Science and Geopark Planning and Evaluation System was held in Huangshan;
24. People from fifteen cities in Anhui province enjoyed free week tour throughout the year.

More than **40** classes from Huangshan District and Beijing City received geological science education.

**Thirteen** Chinese newsletters and **one** English newsletter were published related to Huangshan Global Geopark.

### **III. Geopark activities**

#### **Achievements in 2017:**

1. Tourist visitation: 3.3687 million people; business income: 2.87 billion yuan;
2. Honored “National Land Resource Scientific Popularization Base” by Ministry of Land Resources and Ministry of Science and Technology;
3. First batch study tour and education base for national primary and secondary students authorized by the Ministry of Education;
4. Hosted workshop on expansion of Huangshan Global Geopark and identified the guidelines for the expansion of the Geopark;
5. Signed strategic cooperation agreement with Department of Earth System Science, Tsinghua University

#### **Contributions to GGN: participation in network activities**

1. In April, participated in 2017 Global Geopark Application and Evaluation Workshop;
2. In May, telephone discussion with UNESCO World Cultural Heritage committee and shared experiences in geopark management;
3. In August, evaluation of Satun Geopark in Thailand;
4. In September, friendly exchange trip to Aershan Global Geopark and A La Shan Sha Mo Geopark;
5. In September, attended the 5<sup>th</sup> Asia-Pacific Global Geopark Seminar in Zhijindong, Guizhou and exchanged Geopark management experiences;
6. In November, participated the 2017 China Global Geopark Conference held in Ninde and shared experiences in geopark evaluation in Thailand;
7. In December, attended the 3<sup>rd</sup> International Training Workshop in Beijing

held by UNESCO;

8. In December, held Huangshan Global Geopark Expansion Workshop and “International Earth Sciences and Geopark Planning and Evaluation System Workshop” to promote exchanges among geopark members.

### **Management and Financial Report**

Management: optimized the management structure. Two new management units are created, one is reorganized. Huangshan geopark museum management office is established and dedicated to popularization of earth sciences; 17 new professional management staff are recruited.

Financial report: received a total of 3.3687 million visitors, a year-on-year growth of 2.06% over last year; business revenue reached 2.87 billion yuan, an increase of 6.65%.

### **Geological relics preservation**

1. Twenty-six routine inspections on Huangshan Geopark are carried out;
2. Completed the research and investigation on the utilization and preservation of Huangshan hot springs and Huangshan jade stones;
3. Completed the fire prevention pipes linking Tianhai and the upper sightseeing tram station as well as 5 electronic monitoring systems in the neighboring posts for resources protection;
4. Finished the protection and revitalization of ancient pine trees, such as Dawangsong, Qilingsong, and *Tsuga tchekiangensis* Flous;
5. Implemented comprehensive environment management project in Tianhai scenic spot;
6. Reviewed the project report of Huangshan Global Geopark monitoring system;
7. Joined fire prevention patrols and inspections are carried out with

neighboring communities; evaluated the neighboring communities contribution in Huangshan Geopark and ensured their legal benefits.

### **Sustainable Tourism (Geoscience tourism)**

Complete survey and logging of all the 2000 plus tourism signs and posts in the geopark; received study tours from the affiliated school of Northwest Normal University, the international section of Shenzhen Yunding School, and Dajinshan middle school of Australia; attended the 6<sup>th</sup> Global Sustainable Development Seminar held by EarthCheck, at which the good practices of sustainable management in Huangshan Geopark is shared and the sustainable development goals of Huangshan is also identified.

### **New education plan for geological protection, sustainable development and disaster risk reduction**

One of the first batch national study tour bases in China; Huangshan Geopark science popularization activities in schools and universities on Earth Day; strategic partnership agreement with the Department of Earth System Science of Tsinghua University; land resources popularization base for China National Ministry of Land Resources; 2017 geoscience popularization volunteers training camp and field trips in which volunteers get to know the earth sciences in Huangshan Geopark; 18 journal articles have been published and 4 sessions of theme lectures are given in universities.

### **Strategic Partners**

Tsinghua University, China University of Geosciences (Wuhan), Nanjing University, Nanjing University of Forestry, No 332 Geological Team of Anhui Provincial Bureau of Geology and Mineral Exploration, Anhui Provincial Geological Museum, Ali Tour, Ctrip, Lvmama, Zhaixi Primary School.

### **Popularization campaigns**

Free tour for Huangshan people, China Study Tour (Huangshan) Campaign,

Study tour at Huangshan and Happy Spring Festival for primary and secondary students, One-ticket for happy Huangshan Tour on China Tourism Day in May, promotional tours in September, promotional tours for inbound tourists in November and December, free week for 15 cities in Anhui, promotional campaigns in Cambodia and Singapore; English website for scientific popularization of Huangshan, periodical promotions in Sina microblog and Wechat, and regular update in Global Geopark Network.

#### **IV. Contact information**

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