

# GGN - Geopark Annual Report 2017

## 1. GEOPARK IDENTITY

**Geopark name, country, regional Network:** Sanqingshan UNESCO Global Geopark (China, Asia-Pacific Geoparks Network)

**Year of inscription / Year of the last revalidation:** 2012 / 2016

**Representative Photo (from the most important event this year)**



Coordinator Meeting of Sanqingshan UNESCO Global Geopark Extension

## 2. GEOPARK FIGURES

**Number of Geopark staffs:** 314 staffs including 4 geologists

**Number of Visitors:** 1,512,100

**Number of Geopark events:** 23

**Number school classes realize Geopark educational programmes:** 26

**Number of Geopark press release:** over 224

## 3. GEOPARK ACTIVITIES

### Major achievements in 2017

We had been working on UNESCO Global Geopark area extension application and made great achievements in boundary defining, geological survey, preparing application materials, scientific education, cooperation, exchange, etc.

### Contribution towards GGN - Networking and Participation

We attended the 5<sup>th</sup> APGN Symposium, 2017 APGN coordinator meeting, 2017 Annual Meeting of UNESCO Global Geoparks of China, etc. We signed a sister park agreement with Wangwushan-Daimeishan UNESCO Global Geopark. We invited Xingwen UNESCO Global Geopark and Wudalianchi UNESCO Global Geopark to visit Sanqingshan, meanwhile, we paid a visit to Danxiashan, Xingwen, Ningde and Taishan UNESCO Global Geoparks.

### Management and Financial status

The Sanqingshan Geopark Administrative Committee is responsible for management, planning, conservation and construction of the Geopark. The committee was equipped with competent employees. The income of the Geopark is from tickets, taxes and government funds. The financial status is sound and stable.

### Geoconservation

We applied Sanqingshan smart tourism system to monitor the significant sites within the Geopark, defend and preserve the surrounding areas of major geosites. The rangers patrolled the geoheritage in daily. At the same time, in order to enhance the public awareness of geoconservation, the environmental educational activities were regularly carried out.

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

The areas of Immortal Valley and Yulian Waterfall were created. Sanqingshan Airport with some direct flights opened. We discussed with local schools about developing study travel. Interim Measures for Improving the Service of Hotel Industry and Entertainment Industry was issued. The 2<sup>nd</sup> Yukeng Pumpkin Festival and Yinjiang She cultural activities were held.

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

We organized scientific educational activities on Earth Day, distributed leaflets and books to the students from Sanqingshan Xikeng Central Primary School, held a pupils painting competition entitled telling a story about Sanqingshan and me by brush and gave a lecture on our earth and our home. Meanwhile, we participated in a workshop on the global educative project named I Am A Geoparker!.

#### **Strategic Partnership**

As a partner, Yushan County helped the Geopark with the area extension application. We built a partnership with surrounding travel agencies and hotels to promote tourism. We cooperated with several universities and institutions, such as Chinese Academy of Geological Survey, China University of Geosciences, Beijing, Sun Yat-sen University, East China Normal University, Geological Survey of Jiangxi Province, Shangrao Normal University, etc.

#### **Promotional activities**

A tourism promotional film was played on China Central Television and an advertisement was placed on boarding cards of the Sanqingshan Airport. A book entitled *A Journey to Sanqingshan UNESCO Global Geopark* was awarded 2017 Excellent Book by the Ministry of Land and Resources. We participated in the fair on the 5<sup>th</sup> APGN symposium. We built a Sanqingshan off-road vehicle club, who attended autocross in different places and 2017 “Sanqingshan Cup” snooker world championship. We held a reading activity, “Sanqingshan Cup” Excellence Star Little Presenters Competition, 2017 Skytrail® Running Sanqingshan (The Air Cross-country Race), 3<sup>rd</sup> “Sanqingshan Cup” National Bridge Open, 1<sup>st</sup> Sanqingshan Arena of Valor electronic contest, Tanwan Platform Game Thanks Party and Tanwan brand strategy press conference and 4<sup>th</sup> Sanqingshan Delicacies Competition.

#### **4. Contacts:**

**Manager:** Chen Yangqing                      sqsdzgy@163.com  
**Geologist:** Yin Guosheng                      sqsdzgy@163.com