GGN - Geopark Annual Report 2020

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

2. GEOPARK FIGURES

Number of Geopark staffs: 321

Number of Visitors: 20.0604 million tourists

Number of Geopark events: 10

⑴Tour of Poyang Lake, Junior shooting Championship, The 1st cross country mountaineering competition of Longhushan, The 1st mountain marathon of Longhushan

⑵Large activities such as *Music and Tent Festival，China Forest Song Festival*

⑶Hold *dragon lantern, lion lantern, military drum, Taijiquan（a kind of traditional Chinese shadow boxing）* and other activities to create a festival atmosphere

Number school classes realize Geopark educational programmes：32

(including middle schools and primary schools), affected by the epidemic in the first half of 2020, 32 classes of 8 schools carried out Geopark education programmes successively, including field and classroom, after the orderly restoration of the park in the second half of 2020.

Number of Geopark press release: 206 releases in News media, 159 in WeChat .

3. GEOPARK ACTIVITIES

Major achievements in 2020

⑴In 2020, due to the impact of the epidemic, Longhushan Geopark advocates "Healthy Travel", encourages "local travel" and "travel within the province". Through various health travel activities and webcasting tourism activities, creating the concept of healthy travel, publicizes the tourism resources of Longhushan Global Geopark, and improved and constructed the infrastructure during the epidemic off-season period; The Geopark has also formulated special tax and preferential policies to help local enterprises tide over difficulties and actively resume normal production after the epidemic is under control.

⑵We actively respond to the heavy impact of COVID-19 and increase policy support. Free resource tickets for medical workers, their spouses and children from all over the country, as well as tourists from Hubei Province, and individuals who have donated to the fight against COVID-19. The staffs of Yingtan medical team who went to assist Wuhan, capital of Hubei province and the city hit the hardest in China were invited to visit the geopark. Stage by stage, the geopark offers free resource tickets and discount tickets to tourists from Jiangxi, Zhejiang and Shanghai, as well as online ticket buyers and tourists staying in designated hotels. Adjusted the geopark’s tickets from "one-day" to "two-day". Actively promoted the park through the Internet, disseminated popular science knowledge, publicized disaster prevention and mitigation, ecological environment change, climate change, virus prevention and other knowledge to residents and tourists in communities and the park, and organizes community residents and students to carry out disaster prevention and mitigation exercises, so as to improve their response ability to disaster prevention and mitigation.

⑶Promoted the park through the Internet and webcasting; On March 7, 2020, Longhushan Geopark, together with CCTV news mobile network, Jiangxi ganyun(a cloud platform of Jiangxi Radio and Television Station), Jiangxi Mobile TV station and other major network media, launched a large-scale public webcast activity called "traveling around Longhushan". Live traffic reached more than 8 million, causing many netizens to discuss and praise, and online tourists enjoy the beautiful scenery of the park at home. In addition, the park launched a "home online travel" in Douying platform (Tiktok China Version) on March 28, 2020.

⑷On April 15, 21 staffs of Yingtan medical team who went to assist Wuhan were invited to the park for sightseeing to praise their anti-epidemic spirit of dedication and boundless love, and publicize the values and image of Longhushan as a Global Geopark.

⑸During the World Earth Day week, from April 22 to April 30, 2020, Longhushan Geopark organized a Spring tour of "sacred mountain tour and Health Tour", which combines geological tourism with health tour, and offers a happy, safe and healthy trip to Longhushan.

⑹The park participated in the live stream tourist promotion, "love Jiangxi, happy tour". Discount tickets of the park and special local products were sold during the live streaming.

⑺During the national long holiday on May 1, 2020, Longhushan Geopark participated in a series of "Geology + culture" tourism activities with the theme of "Holy water, Pure land and a Health tour".

⑻On May 15, 2020, the park participated in the e-commerce livestreaming of Yingtan City. The anchor, together with Wang Qinghe, the director of the Administrative Committee of the Geopark, took the netizens around Longhushan online.

⑼On June 20, 2020, Longhushan Geopark signed a contract with Geely Auto Group to promote the self-driving tour of the Geopark and promote the Global Geopark in every ways.

⑽Taking advantage of the epidemic off-season period, the park improved its infrastructure, such as the construction of two high-quality cycling greenways and the tourist resort town. A large number of projects have been completed, including the basic construction of Great Shangqing Palace, the "Qishanju" Taoist life Museum, the infrastructure improvement of Shangqing ancient town, the comprehensive renovation of Luxi River, the Taoist health care caravan camp, the improvement of Xianren City(a scenic spot of the park), the Daolian cultural landscape, and the Huxin island project of the tourist center.

⑾During the epidemic period, Longhushan Global Geopark kept in touch with sister parks, such as Danxiashan Global Geopark and Taining Global Geopark, by telephone and video, sharing experience and strategies in how to response to the epidemic, and etc.

⑿Through cooperation with the company, Longhushan Global Geopark has successfully built an E-SMART marketing system through Taobao.com, helping park community farmers and residents to promote and sell agricultural and sideline products. The park established a set of "tourism integrity service system", which helped the products in the park to obtain more sales platforms and won high praise from all walks of life.

⒀The park won many awards throughout the year, such as: the provincial excellent tourism park, China's natural oxygen bar (through review), the assured consumption demonstration unit in 2020, the top 10 cultural and tourism integration of the third Jiangxi cultural and tourism industry "Jindujuan Award", 2020 digital cultural and tourism innovation case, 2020 civilized tourism as China's excellent cultural and tourism poster case, 2020 civilized tourism as China’s excellent tourist supervisor.

Contribution towards GGN - Networking and Participation

⑴Attended the 2020 UNESCO Global Geopark annual meeting, and actively exchanged and interacted with the network numbers in the meeting, summarizing and exchanging the protection and development experience.

⑵Actively responded to the appeal of GGN, promoted the park through the internet, made policies to help community enterprises to reduce the impact of the epidemic, and dealt with the impact of the epidemic on the park’s economy after the it was alleviated.

Management and Financial status

In the face of unexpected COVID-19, the park has accelerated the restoration of production under the normalization of epidemic prevention and control. We helped enterprises in the park to resume production by supporting policies for enterprises, such as: tax reduction, rent reduction and so on. The fiscal revenue of the whole year was 538 million yuan, a year-on-year increase of 13.2%.

Geoconservation

⑴The plan of Longhushan Global Geopark(2017-2030) has been redrafted. The plan determines the division of geological heritage protection areas, specifies the control requirements and protection measures of all levels of protection areas, and the protection scheme of special geological heritage.

⑵The park has installed monitoring cameras at important geological sites. At the same time, we used patrol to make sure no man-made damage to geological relics.

⑶We increased publicity efforts, and distributed brochures to tourists and local communities to enhance the publicize degree. It improved the awareness of the public to protect geological relics.

⑷We established database of geological relics, and the classified protection planning is carried out according to the different grade of the geological relics, and protection regulations has been issued.

⑸According to the management measures issued by the park, rock collection and rock sale are prohibited within the park. All specimen collection activities for scientific research purposes within the park must be approved by the park and its experts. Scientific activities should be carried out within the designated areas after a assessment to make sure no damage to the protected geological relics.

Sustainable tourism (Geotourism)

⑴In the context of the sharp drop of the national tourism industry affected by the epidemic, Longhushan Geopark was making progress with difficulties. The number of tourists received in the whole year was 2006.04 million, which returned to 76% of the same period last year.

⑵On the basis of scientific planning, the park has invested more than 1 billion yuan in supporting infrastructure for the development of geological tourism. Firstly, we have built a number of greenways and completed the construction of Yaotian Lake greenway system and Huxin island project. Secondly, we completed the construction of two new atmospheric environment monitoring stations. Thirdly, we completed the construction of geological tourism trail in Tianmen Mountain(a scenic spot in the park). Fourthly, we invested 11.7 million yuan in village cleaning action, 2586 rural toilets were renovated within the park, and a long-term management and protection mechanism was established.

⑶The field panels have been added and replaced to enhance the publicity degree of popular science for ordinary tourists.

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

⑴The guide manual for Geosciences, the guide for scientific investigation routes, and popular science books for children were reprinted, and were provided free of charge to tourists, local residents, primary and secondary schools. Popular science books include adult edition, children edition and English edition.

⑵In order to continuously improve the geoscience literacy of tour guides, we carried out geoscience training for tour guides, employed geoscience experts to teach geological knowledge to tour guides, and organized the "top ten tour guides" selection activities.

⑶Organized primary and secondary school students and local residents to conduct geological disaster risk education, and carried out field simulation exercises, so as to improve the emergency evacuation ability of the masses.

Strategic Partnership

⑴Continued the strategic cooperation relationship with CCTV, Jiangxi TV and other media outlets.

⑵Signed a cooperation agreement with Tiktok, Taobao and other mainstream network platform on promoting Geosciences tourism products, agricultural products and specialty products of Longhushan Global Geopark.

⑶Established a scientific research partnership with East China University of Technology.

⑷Established a scientific research partnership with Hainan University.

⑸Established a partnership with Huaquan Town, which is invested by Taiwan investors, to combine culture with geoscience tourism.

⑹Established partnerships with local travel agencies, hotels and characteristic villages.

Promotional activities

Implementing the concept of "win-win cooperation", we signed strategic cooperation agreement with Geely Auto Group, created a cross-border cooperation of "tourism + automobile" to increase the self-driving travel of the geopark. The cooperation agreement of sending out the group tourists has been signed with major travel agencies around the country, and the tourism groups and multi geological research groups from Ganzhou, Fujian, Jiangsu and South Fujian, have visited the geopark. Longhushan Geopark cooperates with major news media, network media and livestreaming platforms, and attracting the eye of CCTV, people's daily, China News Agency, Xinhua net, China Tourism daily, Sina, Tencent, Baidu, Taiwan CTV and other major media, further enhancing the popularity and attraction of Longhushan Global Geopark.

4. CONTACTS

Manager: Huang Shaohua 1006481796@qq.com

Scientific Responsible (Geologist): Li Xia, Guo Fusheng, Ren Fang