

# GGN - Geopark Annual Report 2019

## 1. GEOPARK IDENTITY

Mudeungsan UNESCO Global Geopark, South Korea, Asia Pacific Geoparks Network

Year of inscription / Year of the last revalidation: 2018



The 1<sup>st</sup> International Workshop on Metropolitan Global Geopark held by Mudeungsan UGGp (October 25, 2019)

## 2. GEOPARK FIGURES

**Number of Geopark staffs:** 19 staff members including 1 geoscientist

**Number of visitors:** 9,376,218 (Visitors to all of 3 regions)

**Number of Geopark events:** 5

- 1) Unveiling Ceremony for UGG 1<sup>st</sup> Anniversary Certification (27 Apr)
- 2) Mudeungsan Area Trekking Competition (27 Apr)
- 3) Mudeungsan Summit Opening Event (8 May)
- 4) The 1<sup>st</sup> International Workshop on Metropolitan Global Geoparks (25 Oct)
- 5) The 1<sup>st</sup> Mudeungsan Area Geo Marathon (27 Oct)

**Number of school classes realize Geopark educational programmes**

: 64 total (1,453 participants)

- 1) Geo-School Programme : 4 times (96 participants)
- 2) Geo-Cinema Programme : 49 times (940 participants)
- 3) Kindergarten Geo-education Programme : 11 times (417 participants)

**Number of Geopark press releases: 1,119 total**

- **Newspaper (\*All articles are translated from the Korean) (22 articles)**
  - 1) Plan to create a Multi-Purpose Center on Mudeungsan UGG (26 Feb) – 1 newspaper
  - 2) Gwangju Tourism Forum on Mudeungsan UGG (8 Mar) – 5 newspapers
  - 3) Beyond the World! Mudeungsan UGG (29 Apr) – 6 newspapers
  - 4) Mudeungsan Area Trekking Competition (29 Apr) – 2 newspapers
  - 5) Gwangju Mayor visit Mudeungsan UGG Platform Center Site (2 May) – 6 newspapers
  - 6) Holding 1<sup>st</sup> Metropolitan Global Geoparks Workshop in Gwangju (23 Oct) – 2 newspapers
- **TV Campaign Advertisement (1,095) (\*MBC : Munhwa Broadcasting Corporation)**
  - 1) Love Mudeungsan TV Campaign : \*MBC, 3 times a day for a year  
= 1,095 total advertisement aired
- **TV Documentary (2)**
  - 1) UNESCO Global Geopark : Part 1 “Geotourism”, \*MBC, 25 Feb (9pm)

Part 2 “The story we didn’t know”, \*MBC, 26 Oct (10:40am)

Newspaper	TV Campaign	TV Documentary

### 3. GEOPARK ACTIVITIES

#### Major achievements in 2019

- Unveiling Ceremony for UGG 1<sup>st</sup> Anniversary of Certification (27 Apr)
- Mudeungsan Area Trekking Competition (27 Apr)
- The 1<sup>st</sup> Mudeungsan Area Geo Marathon (27 Oct)

#### Contribution towards GGN - Networking and participation

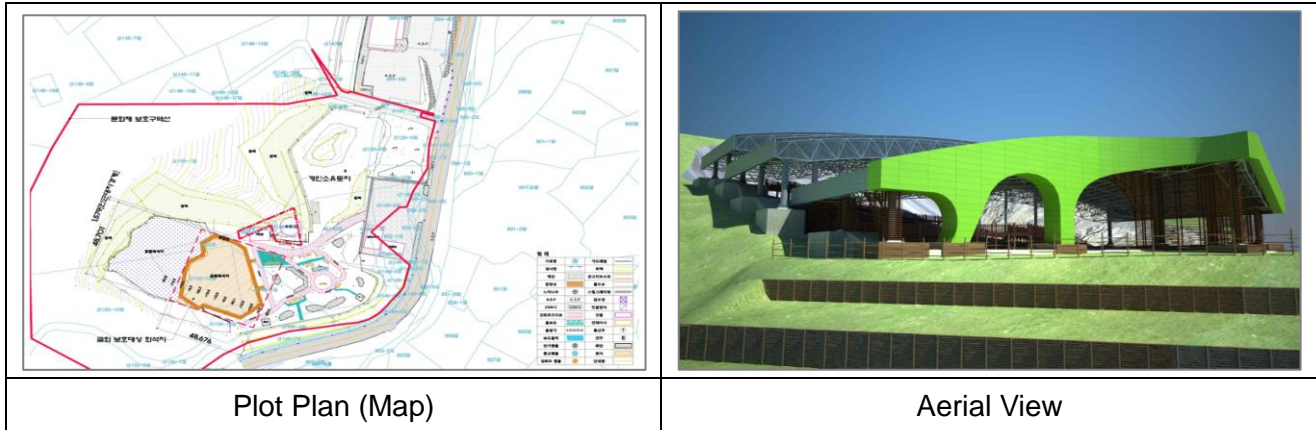
- The 1<sup>st</sup> International Workshop on Metropolitan Global Geopark (25 Oct)
- Attended the APGN CC meeting (2 Sep)
- Attended the 6<sup>th</sup> Asia Pacific Geoparks Network in Rinjani-Lombok UGGp, Indonesia (3-6 Sep)
  - 4 Presentations (2 Oral, 2 Poster), Promotion Booth “Mudeungsan UGG”

## Management and Financial Status

- Managed by 3 regions (Gwangju City, Damyang County, Hwasun County)
- Budget 1,710,692\$ total

## Geoconservation

- Constructed Protecting Canopy in Seoyu-ri Dinosaur Fossil Site
  - Budget : 2,951,000\$ Total / Construction Period : 2 years (2018~2019)



Plot Plan (Map)

Aerial View

## Sustainable tourism (Geotourism)

- Jeokbyeok Red Cliffs Tour : 315 times (28,147 participants)

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

- 1 Kindergarten Geo-education Programme (Develop)
- 4 Geo-Cinema Programme (Renewal)

## Strategic partnership

- Mudeungsan Geotourism Business Group in Jeonnam National Univ. (President : Prof. Min Huh)
  - Contract with 4 local governments and Jeonnam National Univ in 2017
  - Held the workshop, made leaflets and signboards, developed geotrails, etc.

## Promotional activities

- Products for promotion : Mascot Suit
- Leaflet : Leaflet for kids (KOR / ENG), Geo-education Information (KOR/ ENG), Geopark Map (KOR/ ENG), Mudeungsan UGG (KOR/ ENG)
- Advertisement : UGG 1<sup>st</sup> Anniversary for certification Advertisement in 3 Newspapers (17 Apr)
- Promotion using Online : Webpage (gwangju.geopark.go.kr), Instagram (geopark\_mudeung\_korea)

## 4. CONTACTS

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