

GGN - Geopark Annual Report 2020

1. GEOPARK IDENTITY

Geopark name, country, regional Network: Taishan UNESCO Global Geopark (China, APGN)

Year of inscription / Year of the last reevaluation 2006/2018

Representative Photo (from the most important event this year)



2. GEOPARK FIGURES

Number of Geopark staffs: 2045 staffs including 4 geoscientists

Number of Visitors: 2.51 million visitors

Number of Geopark events: 15

Number school classes realize Geopark educational programmes: 20

Number of Geopark press release: 4

3. GEOPARK ACTIVITIES

Major achievements in 2020

(1) Carried out "Earth Day" interactive activity with 13 UNESCO global geoparks in China.

(2) In cooperation with Tianjin geological survey center of China Geological Survey, we carried out Precambrian geological research in Taishan, studied the Neoproterozoic geological evolution process and the Neoproterozoic geodynamic evolution mechanism in Taishan area, improving the geological research level and popularity of Taishan UNESCO Global Geopark.

(3) In cooperation with China University of Geosciences (Beijing), Taishan branch of Natural Culture Research Institute of China University of Geosciences was established, to promote Taishan culture and geological science, and conduct in-depth research on Taishan from the relationship between nature and culture.

(4) We constructed a geological and Cultural Village, in cooperation with Tianjin geological survey center, based on the geological survey and relying on the geological resources of Caojiazhuang village. We have been built one square of popularization geoscience, six geological history courtyards and 13 interpretation boards of geosites.

(5) We Built two science popularization geo-trails, through setting up 16 geoheritage interpretation boards.

Contribution towards GGN - Networking and Participation

1. Taishan Geopark paid its GGN membership fees on time every year.
2. Participated in the annual geopark meeting of China in 2020.
3. Participated in the 6th International Training Course on UNESCO Global Geoparks Management and Development.

Management and Financial status

Administration Commission for Taishan Global Geopark serves as the management body for the geopark. Its main functions involve taking in charge of various aspects of protection and management in Taishan Geopark, including geoconservation, planning, scientific research, science popularization, routine administrative management, and tourism. The Management Office currently has thirteen functional sections.

Financial condition is good, the ticket revenue is 200 million yuan in 2020, invested about 60 million yuan for the construction of Park management.

Geoconservation

1. In order to eliminate the threat of geological disasters, we carried out the geological environment protection and geological environment treatment project in Taishan UGGp.
2. Carried out geoheritage surveys and conduct systematic surveys and statistics on natural and cultural landscapes, tourism resources, and ecological environment remediation in Taishan UGGp.
3. Established an intelligent monitoring and alarm system, delineate non-tour routes, realize automatic detection of mountain personnel and trigger on-site voice warnings, effectively protecting geoheritage, natural cultural heritage and forest resource security.
4. Established an automatic monitoring and early warning system for geological

disasters to automatically monitor hidden dangers of geological disasters. Established 4 automatic monitoring points for collapse and provide timely monitoring and warning information for geological disasters.

5. Completed the “Smart Taishan” integrated management platform based on GIS, and implemented geopark management from heritage resource protection, forest fire safety, traffic operation safety and emergency rescue command.

Sustainable tourism (Geotourism)

There is a total of 2.51 million tourists visiting Taishan in 2020, which means the geological tourism contribute 2 billion yuan to the local economy. 65% of townships and 75 % of the population in this district benefit directly from the tourism. There are nearly 500 Agricola, 50 hotels and more than 14 thousand people directly engaging into the tourism services. Besides, there are 100 thousand people working indirectly for the tourism and benefiting from it.

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

To strengthen the protection of geoheritage, strictly implement the protection measures of geoheritage; To strengthen exchanges and cooperation with the local community; To carry out scientific activities and lectures on the "Disaster Prevention Day" "International Museum Day" and "World Earth Day".

Strategic Partnership

Taishan Geopark built the strategic partnership with Shandong Agricultural University, China University of Geosciences (Beijing), China University of Petroleum (Beijing), Shandong University of Science, Technology and Chinese Academy of Geological Sciences and Tianjin Center of China Geological Survey. Taishan Geopark built the strategic partnership with Dali Museum, Yunnan Province and Baotou Museum, Inner Mongolia of China which held the regular activities like exhibition exchange. Various kinds of geotourism activities have been carried out by making strategic partnership agreements with Lixinyuan Industry and Trade Company Limited, Jinfeihong Weaving Company Limited and other local companies. Cooperated with local companies, our geopark has designed special routes to these sites for self-picking and appreciating the local special products. In cooperation with China University of Geosciences (Beijing), Taishan branch of Natural Culture Research Institute of China University of Geosciences was established in Taishan UGGp, in 2020.

Promotional activities

1. Advertised by via radio station、 mainstream media、 newspapers and magazines.
2. Launched wechat account of Smart Taishan, by which tourists can buy tickets. The wechat account also provides a variety of services like scenic spot broadcasting, voice guide, which allows tourists enjoy local customs and practices of taishan in a all-dimensional manner.

4. Contacts:

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