

GGN - Geopark Annual Report 2019

1. GEOPARK IDENTITY

Geopark name, country, regional Network: Tianzhushan UNESCO Global Geopark (P.R.China, APGN)

Year of inscription / Year of the last revalidation: 2011/2019

Representative photo with caption (from the most important event this year)



Tianzhushan UGGp was revalidated in August, 2019

2. GEOPARK FIGURES

Number of Geopark staffs: 240 staffs including 6 geoscientists

Number of visitors: 1.152 million person times

Number of Geopark events: 11

1. In April, Tianzhushan UGGp co-hosted the 2nd Youth Academic Forum on Structural Geology and Geodynamics, and some representatives participated in the field trip in Tianzhushan UGGp;
2. In April, Tianzhushan UGGp held a series of science popularization activities during World Earth Day: a science popularization caravan of Geomuseum of Anhui Province went into tourist centers and Tianzhushan Central Primary School, a special exhibition on climate change in tourist centers, a scientific lecture given in Tianzhushan Central Primary School, and one-day science popularization tour cooperated with the Third Middle School of Qianshan City;
3. In April, Tianzhushan International Cross-Country Challenge 2019 was held;
4. In April, the 2nd Sino-Russia (Tianzhushan) Culture Exchange Festival was held;
5. In May, Han Culture Tourist Festival was held;

6. During July-August, Tianzhushan Bonfire Beer Festival 2019 was held;
7. In August, Tianzhushan UGGp co-hosted the 10th Dabieshan Geological Survey Summer Camp together with University of Science and Technology of China;
8. In September, Tianzhushan UGGp carried out promotion activities on National Science Popularization Day, organized staff to go to Tianzhushan Central Primary School and gave a science popularization lecture on geology to pupils;
9. In October, Tianzhushan co-hosted the after-the-meeting investigation activity of the 9th Hutton International Academic Symposium on Granite;
10. In October, Tianzhushan hosted the annual academic meeting of Anhui Province Paleontology Society and Paleontological academic exchange meeting (Anhui Province, Jiangsu Province, Henan Province and Hubei Province);
11. In October, Tianzhushan UGGp successfully held China (Tianzhushan) International Longboard Downhill Competition.

Number of school classes realize Geopark educational programmes: 18

Number of Geopark press release: 105

3. GEOPARK ACTIVITIES

Major achievements in 2019

1. The comprehensive development of Longtan River Scenic Area was carried out in an orderly way, and the site selection of Longtan River cableway was submitted for approval;
2. The biodiversity conservation project was basically completed, built Dalongwo Botanical Garden tour trail and Heping Forest Education Development Base and finished the baseline survey of flora and fauna of Tianzhushan and a survey report;
3. Feixiang Cinema and Skyspace tourist projects were successfully signed contracts;
4. The second-phase functional system of smart scenic area was put into trial operation;
5. Master Plan of Tianzhushan National Forest Park was revised and approved by the State Forestry and Grassland Administration;
6. *Butterflies of Tianzhushan* and *Guide to Scientific Investigation of Tianzhushan UNESCO Global Geopark* were published, and 6 research study tour manuals were compiled;
7. Tianzhushan UGGp was entitled Natural Oxygen Bar of China, selected in the first batch of China Forest Health-care Farm and national key forest health-care construction base list.

Contribution towards GGN - Networking and participation

1. In April, Mr. Soojae Lee from South Korea, a member of UNESCO Global Geoparks Council, and Mr. Nick Powe, chairman of the English Riviera UNESCO Global Geopark

visited Tianzhushan UGGp and provided suggestions on the development and management of Tianzhushan UGGp. Tianzhushan UGGp and English Riviera UGGp established sister geoparks;

2. In April, Tianzhushan UGGp and Fangshan UGGp established sister geoparks;
3. In April, representatives from Huangshan UGGp visited Tianzhushan UGGp and a staff of Huangshan UGGp took a temporary post in Tianzhushan UGGp;
4. In May, Tianzhushan representatives attended the opening ceremony of Huanggang Dabieshan UGGp;
5. In September, Tianzhushan representatives attended the 6th APGN Symposium, and made an oral presentation titled “Tianzhushan UGGp actively promotes the sustainable social-economic development of local community”;
6. In September, Tianzhushan representatives attended the Chinese Geoparks theme promotion activity held in Yanqing UGGp, Beijing and supported the Geopark Day initiated by Yanqing UGGp;
7. In October, Tianzhushan representatives attended the annual meeting of Chinese UGGps 2019, and shared experience about its management and development during the meeting.

Management and Financial Status

Management Structure: Tianzhushan Global Geopark Administrative Committee, 5 staff were newly recruited

Financial Status: the financial status is in good situation with ticket income of 120 million yuan and over 50 million yuan invested on the geopark management and construction.

Geoconservation

1. 735 workdays in field patrols and 860 workdays in community promotion;
2. 35 geoheritage maintainer volunteers were developed;
3. In July, Planning of Tianzhushan UNESCO Global Geopark was completed;
4. More than 100 geoheritage explanation panels were modified and updated and newly added 5 explanation panels;
5. Tianzhushan UGGp made 2 comprehensive patrols in southern geoscientific investigation area and continued to sign contracts with maintenance crew;
6. County, Village and Town three-level forest chief and river chief system was established to comprehensively protect the eco-environment of the geopark.

Sustainable tourism (Geotourism)

In 2019, Tianzhushan geopark totally received 1.152 million person times, developed more than 400 agritainments, possessed 11,000 beds, more than 100 tourism shops, and achieved comprehensive geotourism income of 690 million yuan, which promoted the development of agriculture, forestry, service industry, handicraft producing and cultural industry.

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

Tianzhushan geopark held science popularization activities during April 22nd World Earth Day and June 5th World Environment Day, completed 8 geoscientific lectures with more than 600 students.

Strategic partnership

In April, Tianzhushan UGGp co-hosted the 2nd Youth Academic Forum on Structural Geology and Geodynamics; In August, Tianzhushan UGGp co-hosted the 10th Dabieshan Geological Survey Summer Camp together with University of Science and Technology of China; In October, Tianzhushan co-hosted the 9th Hutton International Academic Symposium on Granite together with Nanjing University; In October, Tianzhushan UGGp hosted the annual academic meeting of Anhui Province Paleontology Society and Paleontological academic exchange meeting (Anhui Province, Jiangsu Province, Henan Province and Hubei Province), and participants made a field trip in Tianzhushan UGGp, further promoting its popularity.

Promotional activities

Closely focusing on the brand of “Philanthropic Tianzhushan Concerns about the Whole World”, Tianzhushan UGGp adhered to the integration of promotion and marketing and improved its reputation and influence. CCTV broadcast the azalea sea pomp of Tianzhushan four times on May 1st; CCTV mobile news network, CCTV sports channel, Anhui TV and Anhui public channel broadcast Tianzhushan UGGp; Tianzhushan UGGp set up a new media promotion department to launch new media channels, such as Tik Tok, WeChat, Weibo and Headlines Today; focusing on the scenic spots, such as Alchemy Lake, Cloud Sea at the main peak, low-altitude flight and geopark museum, Tianzhushan UGGp created “web celebrity” products, continued to place bus body advertisements and subway advertisements in Hefei, Wuhan, Nanjing and other core source cities, successively held tourism promotion meetings in Changzhou, Shanghai and Wuhan, actively participated in large international tourism fairs in Shanghai and Guangzhou and carried out admission ticket preferential policy in special holidays to enlarge the market radius. Tianzhushan UGGp successfully held the international longboard downhill competition, national square dance invitation competition, national New Year climbing fitness activity, Anhui provincial fitness and

leisure meeting, motorcyclists meeting and cross-country challenges. Tianzhushan UGGp successively held Sino-Russia (Tianzhushan) cultural exchange activity, Han culture tourism festival, Tianzhushan beer festival and other featured tourism activities, all of which further improved its reputation and popularity.

4. CONTACTS

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