

# GGN - Geopark Annual Report 2020

## 1. GEOPARK IDENTITY

Geopark name, country, regional Network: Yandangshan UNESCO Global Geopark, China, APGN

Year of inscription / Year of the last revalidation: 2005/2017

Representative Photo (from the most important event this year)



Hosted Chinese (Yandangshan) Volcanics & Volcano Geoparks Forum

## 2. GEOPARK FIGURES

Number of Geopark staffs: 1278 staffs including 3 geoscientists

Number of Visitors: 9.7 million

Number of Geopark events: 27

Number school classes realize Geopark educational programmes:30

Number of Geopark press release:32

## 3. GEOPARK ACTIVITIES

1.Three tourist centers in Yandangshan, Changyu-Dongtian, and Nanxijiang areas respectively have been refurbished and opened to the public. An environmental-friendly parking lot & transfer station has been established which can

accommodate more than 5000 vehicles, and programs for cleaning and beautifying the local areas have been launched. Projects for improving waterscape in Changyu-Dongtian has been completed so as to increase visitors' satisfaction level towards the eco-environment in the geopark.

2. A number of facilities for tourists have been completed, including trails and handrails in Sanzhepu scenic area, trails in the middle to upper parts of the mountain in Xianshengmen scenic area, trails from Old ticket office to Xiongyanchu and a new viewing platform in Dalongqiu scenic area. Besides, a 300-meter-long trail and a 800-meter-long trail in Yangjiaodong scenic area and Tiantilin of Fangshan scenic area respectively have been refurbished, and a new route for scientific investigation around Shiguiyan has been set up. In the western part of the geopark, a 10-mile-long greenway trail has been built around Fenglin ancient village and Tandi Musical Park in Yantou Town.

3. To encourage low-carbon means of transportation and reduce traffic congestion, a new transfer station has been established in the tourist center, in which tourists and local residents can get free access to every part of the geopark by bus. Also, charging spots designed for a fleet of 15 electric vehicles have been introduced to meet visitors' need of recharging a battery.

4. On 51st World Earth Day, Yandangshan cooperated with Danxiashan UNESCO Global Geopark to held the 1st Publicity Campaign of Asia-Pacific Geoparks, with a theme of protecting our Earth and safeguarding natural resources. The activity was joined by another 12 sister geoparks, including Huangshan, Lushan, etc. Besides, based on features of the geopark, a series of activities have been held to popularize geoscience and the value of geoparks among the public, including a photo exhibition both online and on site, Q&A, and sightseeing led by geologists. For popularization of science, more than 20000 leaflets and approximately 1000 tickets to 12 global geoparks have been given to the tourists free of charge.

5. An invitation has been sent to TV show -The Geography of China, from China Central Television, to make a promotional video - The Adventure in Yandangshan, which focuses on geological features, local culture and folk customs in Yandangshan.

## **Contribution towards GGN - Networking and Participation**

1. Attendance in the Annual Meeting of China UNESCO Global Geoparks in Guangwushan-Nuoshuihe geopark China in 2020 .

2. Organization of the Chinese (Yandangshan) Volcanics & Volcano Geoparks Forum in 2020.

3. Enhanced communication with global geoparks in other countries, and strengthened mutual exchanges with Chinese global geoparks, including Yimengshan and Jiuhuashan and etc.

4. Attendance in APGN CC Meeting Online Conference held by APGN and 1st Digital Course on UNESCO Global Geoparks 2020

## **Management and Financial status**

Management: Established the Yandangshan Global Geopark Management Committee, under which set the office as the daily management department, fully managed and protected geoheritage.

Financial status: With sound financial condition, the geopark has an independent budget, and is responsible for the preparation of the annual budget. Funds are mainly from the geopark's ticket revenues and higher-level government's special funds. Ticket revenue in 2020 was 189 million yuan, and 202 million yuan was invested in geopark management and construction.

Geoconservation: In 2020, more than 52 million yuan was invested for the protection of geoheritage, mainly for the infrastructure construction of geopark's walkway, pedestrian pathways, tourist trails, systematic display, and fire prevention engineering construction and others.

## **Sustainable tourism (Geotourism)**

Since 1st January 2020, free access has been given to residents living in all parts of City Yueqing. Also, students-benefiting measures have been taken, including establishment of Yandangshan International Research Camp, publication of textbooks for indoor research and practical activities in Yandangshan, and compilation of well-organized courses covering geology, biology, oceanology, humanity, intangible heritage, astronomy, and in 2020, a workshop on research and practical activities for primary and secondary students in Zhejiang has been organized and held in the geopark. All of these measures have attracted a large number of students from around China to visit Yandangshan. Besides, 3 routes for field trips have been designed, covering scenic areas including Yandangshan research camp, Dalongqiu scenic area, Lingfeng scenic area and Tiedingliuliu Scenic area. Other activities include Mt. Yandang Four Peaks Trail running Race, Market Bugubugu and East Sea Musical Festival, etc. These tourist activities establish a better image for Yandangshan, making tourism a pillar industry and driving force for the economic development in the region.

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

On significant international days such as World Earth Day, and International Day for Disaster Reduction, 12 educational& extracurricular activities mainly related to reading, poems writing, painting focused on the beauty of Yandangshan have been organized among local students. A system has been established and gradually improved to monitor geoheritages in real time and to screen and eradicate potential

hazards as well as enhancing disaster monitoring and warning systems.

## **Strategic Partnership**

Yandangshan and the Nanjing Geological Survey had carried out the research on 'International Comparative Study of Cretaceous Volcanic Rocks in Yandangshan Global Geopark'. It also co-operated with Zhejiang Institute of Geology and Mineral Resources to carry out the research project on 'Paleoclimate Change in Yandangshan' and 'Research on the geomorphology of volcanic rocks'. It also had joint research on 'The restriction of rock texture and geochemistry on the genesis and structure of Yandangshan rhyolites' with Zhejiang University. The research on 'Zircon trace elements on volcanic magma Constraints on the process of action' and 'Volcanic Action Induces the Formation of High-Silicon Granite' were jointly done with Chang'an University. 'Regional Geological Heritage Resource Survey of Yandangshan Global Geopark' was conducted with the Regional Geological Survey Team of the Sichuan Bureau of Geology and Mineral Exploration and Development. Besides, the 'Yandangshan Biodiversity Survey and Research' was done with the Yueqing Branch of Wenzhou Ecological Environment Bureau. Research were also done on the lithofacies, distribution and high-precision chronology of volcanic rocks.

Nanjing Geological Survey agreed to set up the 'Mesozoic Volcanic Geology Research Centre in Eastern China' in Yandangshan. The centre will become an important scientific research support unit of Yandangshan with the role of carrying out geological heritage investigation, development and protection.

## **Promotional activities**

21 articles and reports have been presented on a dozen of national and local newspapers, magazines and journals, both in print and online, including Wenzhou Daily, Yueqing Daily, China Tourism News, China Green Times, China Mining News, China Natural Resources News. Cooperation has been seen between Yandangshan and popular tourism websites, including Mafengwo, Ctrip, Travelgo, Lvmama, with the goal of promoting the geopark in a new way and attracting more tourists. Also, full coverage has been made in portal websites such as Toutiao, Tencent, Sina, etc. Besides, social media, for example, Douyin, have been used widely to live broadcast Yandangshan, while railway stations and airports, including Hangzhou Station, Wenzhou Airport, Wenzhou South Station, and Yandangshan Station, have been important platforms for broadcasting the advertisements about the geopark. National and regional media have also been our important partners, including China Central Television, Zhejiang

TV, Guangdong TV, Shanghai TV, News and special coverage, which continuously make special reports and news about the geopark.

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

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