

GGN - Geopark Annual Report 2019

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)



Organized the 50th "World Earth Day" propaganda week popular science exhibition

2. GEOPARK FIGURES

Number of Geopark staffs: 1278 staffs including 3 geoscientists

Number of Visitors: 9.1 million

Number of Geopark events: 25

Number school classes realize Geopark educational programmes:30

Number of Geopark press release:25

3. GEOPARK ACTIVITIES

Major achievements in 2019

1. The new Yandangshan Visitor Centre had completed and in daily operation. The outlook of the main entrance and the transportation management within the geopark had been transformed and upgraded.
2. The 50th 'Earth Day' Science Popularisation Week with the theme of 'Cherish the Beautiful Earth and Protect Natural Resources' had been organised. Nearly 1,000 students from Yandang Town No. 1 and No. 5 Primary Schools had participated in the in the recitation activity of 'Pen Talk: Yandangshan Mountain' as well as photo-taking science popularisation and 'Me and My Motherland" activities. Over 10,000 popular science promotional materials were distributed to tourists.
3. Science popularisation lecture as part of the activity of 'Yandangshan Global Geopark Enters Colleges' was held at Nanjing Normal University.
4. Field studies and research internship programmes were organised for Hong Kong's Young Geoconservation Ambassadors and the students of the Department of Geology of Zhejiang University.
5. 'I Am a Young Geologist' activity was organised as one of the series of activities on 'Geoheritage and Science Education'.
6. Assisted CCTV in shooting the documentary entitled 'Volcanic Geoheritages' in Yandangshan Global Geopark.

Contribution to GGN - network activities and participation

1. Participated in the 2019 annual conference hosted by the Chinese Global Geoparks Network in Dunhuang UNESCO Global Geopark.
2. Participated in the Global Geopark Construction and Development Seminar held in Aershan UNESCO Global Geopark.
3. Strengthened communication and maintained regular contacts with global geoparks at home and abroad. Exchanges and visits were conducted with other geoparks such as Sanqingshan, Huanggang Dabieshan and Keshiketeng geoparks. Sister parks agreements were signed with Sanqingshan, Keshiketeng to work together in science popularisation,

research and management.

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 2019 was 170 million yuan, and 112 million yuan was invested in geopark management and construction.

Geoconservation

Geoheritage protection: In 2019, more than 80 million yuan was invested for the protection of geoheritage, mainly for the infrastructure construction of geopark's walkway, marking system, protection facilities, forest fire protection engineering construction and others.

Sustainable tourism (Geotourism)

Sustainable tourism (geo-tourism): The development of geo-tourism in geoparks has promoted the transformation and upgrading of traditional economic structure. Not only has the agricultural population been transformed into tourism staff, but more than 2,000 new long-term jobs in tourism services have been added. Most of the people in the surrounding towns and villages benefit from the economic benefits of geo-tourism; Opened up three study tour and self-driving tour routes; Held a beneficial activity of “Yandangshan Healthy Village Tour” at the theme of “Tour + Theme”, and launched 5 routes of “Healthy Village Tour”.

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

Held more than 30 popular science activities like "4.22 World Earth Day", "Popular Science into Community", "Popular Science into Campus", "Summer Camp for Research Tours" and "International Disaster Reduction Day". Monitored and managed geological relics in Yandangshan in real time, regularly carried out geological monitoring and disaster prediction, carried out inspection and supervision of geohazards and potential geological hazards, managed geological hazards in the back mountain of Drunk Fairy Floor, timely protected the rockfalls in Guanyin Cave and maintained the landslides in Yanshan Road. Systematically reformed the information engineering to achieve full coverage of lightning protection and lightning protection in geoparks.

Strategic Partnership

Cooperated with the Geotechnical Structural Committee of the International Society of Engineering Geology and Environment, the Chinese Academy of Geological Sciences, Zhejiang Geological Survey Research Institute, Zhejiang Geological and Mineral Research Institute and other scientific research institutes to carry out geo-scientific research; cooperated with more than 120 tourism agencies nationwide to carry out geo-tourism propaganda and promotion; and cooperated with Internet media such as Ctrip and Donkey Mother to carry out Geopark network promotion; cooperated with local enterprises such as Juyoupin, Maofeng of Yandangshan, Tiefengtang Dendrobium of Yandangshan and Dingdong Spring of Yandangshan.

Promotional activities

Regular, special topical publicity reports were published in 'China Travel News', 'China Photography Newspaper', 'Yueqing Daily', 'Wenzhou Daily', 'Jiangnan Travel News', 'Zhejiang Today', Toutiao, Ma Cellular and Ctrip. Other social media platforms such as WeChat were also used to increase visibility and enhance promotion. Yandangshan also participated in the

2019 China International Tourism Fair (Kunming), Zhejiang (Jiangsu) Tourism Fair and the Ningbo International Tourism Trade Fair. It also joined the special tourism promotional activity named 'Vitality in South-East Zhejiang – Meeting of Mountain and Sea with Ice and Snow' in the Tourism Promotion Conference held in Harbin. Yandangshan also expanded its regional publicity and promotion to the Yangtze River Delta, Pearl River Delta, Xiamen and Fuzhou. It also organised the Yandangshan Fluorescent Fitness Hike as the activity of the Yueqing, Zhejiang Station, which was one of the programmes of the 6th Yangtze River Delta Sport and Leisure Season, It was supported with the participation of nearly 2,000 hikers. The geopark also co-organised the 5th National College Rowing Championships and the 2019 National Ferrada Championship events.

4. Contacts:

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