

# Jiuhuashan UNESCO Global Geopark, Anhui, China

-- Annual report on Geopark in 2019

## 1. GEOPARK IDENTITY

**Geopark name, country, regional Network:** Jiuhuashan UNESCO Global Geopark, China, Asia-Pacific Geoparks Network

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



A lecture about Forms of Community Participation in Jiuhuashan Geopark given by Director of Administrative Committee of Jiuhuashan UNESCO Global Geopark in the 6<sup>th</sup> Asia Pacific Geoparks Network Symposium



Jiuhuashan UNESCO Global Geopark establishing sister-geopark relations with Rinjani-Lombok UNESCO Global Geopark, Indonesia

## 2. GEOPARK FIGURES

**Number of Geopark staffs:** 146 staffs including a geoscientist

**Number of visitors:** 11.31 million visitors, rising 4.5 percent year-on-year.

**Number of Geopark events:** about 18 events in total.

- As the Spring Festival approaching, we launched an activity that sent spring festival couplets to residents in the Geopark on January 30, 2019 in Jiuhoa Street.
- During the 50<sup>th</sup> Earth Day, we sponsored and attended the Most Beautiful Earth Mark photography Competition.
- During the 50<sup>th</sup> Earth Day, we organized lotus volunteers to carry out voluntary service activities and distributed promotion materials on science popularization and environmental education.
- During the 50<sup>th</sup> Earth Day, we carried out Science Popular and Environmental Educational Exhibition in Jiuhuashan Tourist Center, and about 32 panels were displayed.
- During the 50<sup>th</sup> Earth Day, we invited geopark expert to carry out science popularization activity in Jiuhoa Town.
- During the 50<sup>th</sup> Earth Day, we carried out science popularization activity in Chizhou University, and about 200 students from School of Resource and Environment attended this activity.

- In May, we attended the Opening Ceremony of Dabieshan UGGp, and the International Symposium on Geoparks and Regional Economic development.
- In July, students from Chizhou University carried out summer social practice and geopark scientific investigation in Jiuhuashan.
- From September 1 to 6, 2019, Zhang Shiping, the director of Administrative Committee of Jiuhuashan UNESCO Global Geopark, led a delegation to attend the 6<sup>th</sup> Asia Pacific Geoparks Network Symposium.
- On September 8, we participated in publicity activity of Chinese UNESCO Global Geoparks held in Yanqing, Beijing and carried out relevant study and exchange activities on the spot.
- We attended the annual meeting of Anhui Paleontology and Geosite Protection Association, 2019, and delivered a report about precious geosite protection and enriching the connotation of Jiuhuashan tourism.
- In September, 2019, Jiuhuashan UGGp exchanged representative rock specimens with Wudalianchi UGGp.
- From October 28 to November 3, 2019, we attended the 5<sup>th</sup> International Training Course on UNESCO Global Geoparks Management and Development
- From October 30 to 31, 2019, a delegation from National Geological Park Commission, Hungary came to study and exchange with Jiuhuashan UGGp.
- We attended the Chinese Global Geoparks Annual Meeting held in Dunhuang UGGp in November 2019, and gave a lecture at the meeting.
- We cooperated with government agencies of Dongzhi County, Chizhou City to hold Calligraphy- Painting - Photography Exhibition in November 2019.
- We held Rural Food Cooking Competition, 2019.
- We participated in the Shanghai World Tourism Expo, and showed at Yangtze River Delta Integration Joint Exhibition. We took part in tourism promotion of major cities in Yangtze River Delta.

**Number of school classes realize Geopark educational programmes:** Jiuhuashan UGGp had carried out 7 Geopark educational programmes in school classes such as Jiuhuashan central School, Chizhou University, Lecture Hall for Improving the Quality of Jiuhua Village residents, Jiuhuashan Tour Guide Training Course, Jiuhuashan Training Course for Management Personnel. The Geopark had trained 2000 students, social workers and service staff.

**Number of Geopark press release:** The Geopark had issued 130 press releases.

### 3. GEOPARK ACTIVITIES

#### Major achievements in 2019

- Jiuhuashan successfully became a UNESCO Global Geopark.

- Launching "New Era, New Name Card, New Journey" Thematic Promotion Activity for Jiuhuashan Successfully Applying for a UNESCO Global Geopark.
- The number of tourists exceeded 11 million, and the tourism revenue reached 13.727 billion yuan, rising 5 percent year-on-year.
- Shooting new videos "Jiuhuashan Publicity Film" and "Magical Geology in Majestic Jiuhuashan".
- Actively carrying out tourism marketing activities, such as tourism marketing activities held by Anhui 5A Tourist Attractions Marketing Alliance and Anhui "5+N" Famous Mountain Alliance, and the first Flower Fair series activities, 2019 organized by Chizhou municipal tourism marketing alliance.

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

- In September 2019, we participated in the 6<sup>th</sup> Asia Pacific Geoparks Network Symposium held in Rinjani-Lombok UGGp, Indonesia and gave a lecture about Forms of Community Participation in Jiuhuashan Geopark.
- In October 2019, we attended the Chinese Global Geopark Annual Meeting held in Dunhuang UGGp and gave a lecture.

### **Management and Financial Status**

- In 2019, Our Geopark has received 11 million tourists, and the tourism revenue has reached 13.727 billion yuan, rising 5 percent year-on-year. The Geopark is in good management and financial condition.

### **Geoconservation**

- The Geopark launched planning work to achieve scientific development. We finished the Master Plan of Jiuhuashan Scenic Area (2018-2030), started the Detailed Planning of Jiuhoa Street, improved planning projects such as Detailed Planning of Lion Peak Scenic Area, Protection Planning of Famous Historical and Cultural Village - Laotian Village in Jiuhoa Town, Protection Planning of Famous Historical and Cultural Town -Jiuhoa Town.
- We checked 370 remote sensing monitoring points in Jiuhuashan, and there are no remote sensing monitoring problem points.
- We finished Protection List of National Important Geosites and submitted the related materials to National Forestry and Grassland Administration.

### **Sustainable tourism (Geotourism)**

- As Huatai Scenic Area is free to the public, we took Huatai as a scenic spot for geological and geomorphic sightseeing and popularization, vigorously develop sustainable geological tourism.
- We continued to implement the preferential policies, like Numerous students travel to

Jiuhuashan for free and Free Opening Week for Anhui Residents, to further expand the effect of tourism.

- We carried out the construction of the Smart Jiuhuashan, and implemented the online real-name ticket purchase system or the online booking system.
- We implemented scenic spot public toilet revolution. 4 tourist public toilets in Tiantai, Huixiang Pavilion, Qiyuan Temple, Flesh Body Palace were built and put into use.
- We improved the greening in Jiuhoa Street and Yangjiahe section of Fuguang Avenue, improved the environment along Laowujiu Highway, Longxi Bridge of Jiuhoa Avenue and the West gate of Flesh Body Palace, with green areas of 46,600 square meters.
- About ten new ecological parking lots with an area of 1450 square meters were built along the mountain road, adding 155 parking spaces.
- We promoted the development of modern agriculture. We built 300-mu organic tea gardens, increased the production of low - and medium-yield tea gardens covering an area of 1,200 mu, and developed 39 new agricultural operators. The per capita net income of employees is 32,200 yuan.
- Laotian Village in Jiuhoa Town was started to build Chizhou Key Rural Tourism Model Village.

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

- We issued and implemented Geological Disaster Prevention and Control Plan for Jiuhuashan, 2019.
- We carried out many geological popularization activities in the villages around the Geopark, and in schools and universities, like Jiuhoa Central School and Chizhou University.
- We launched training course for tour guide in geological popularization, and training course for management personnel in the fields of tourism promotion, sustainable development and marketing.

#### **Strategic partnership**

- We worked with Anhui 5A Tourist Attractions Marketing Alliance, Buddhist Mountain Tourism Alliance, Tea Culture Tourism Alliance, Yangtze River Delta Tourism Marketing Alliance, and Mountain Tourism Association to promote geo-tourism and marketing.
- We continued to cooperate with Chizhou University, Anhui Normal University, China University of Geosciences (Wuhan), Anhui Geological Survey Institute and 324 Geological Team of Anhui Geological and Mineral Bureau to carry out geological research and geoscience popularization.

#### **Promotional activities**

- Taking advantage of brand resources like UNESCO Global Geopark, famous scenic

mountains, famous ecological leisure mountains, famous historical and cultural mountains, famous geosciences popularization mountain, Jiuhuashan speeded up transformation and development of tourist products, and developed many tourist products, such as Ecological Landscape Sightseeing Tour, Geological Culture Exploration Tour, Ecological Health Leisure Tour and Folk Culture Experience Tour.

- We shot new video Magical Geology in Majestic Jiuhuashan. And the video was broadcasted in the Home page of Xinhua Net.
- We worked with IFeng.com to launch "New Era, New Name Card, New Journey" Thematic Promotion Activity to promote Jiuhuashan UGGp. The event has been read by 1.3692 million people and watched online by 510,000 people.
- We continued to work with Anhui Meteorological Audio and Video Center, and broadcast Jiuhuashan weather in the weather forecast column of Anhui SATELLITE TV and Anhui economic television to promote Jiuhuashan.
- We worked with Toutiao to shoot the musical film My Motherland and Me (Jiuhuashan version), which was simultaneously broadcast on People's Daily Online, Zhong'an Online, Ifeng.com, Anhui Net and Anhui Radio and Television station.
- We shot new video Jiuhuashan Publicity Film (Chinese, English and Korean versions).
- As Jiuhuashan successfully applying for a UNESCO Global Geopark, we worked with Ifeng.com, Zhong'an Online and Anhui Net to carry out propaganda and promotion.
- We carried out aerial photography Flying over Anhui.
- We participated in promotion activity "Welcome to Anhui In Spring" organized by Anhui Tourism Marketing Alliance. This event promoted Jiuhuashan through mobile communication, video communication, interactive communication, social communication and other ways.

#### **4. CONTACTS**

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