

# GGN - Geopark Annual Report 2024

## 1. GEOPARK IDENTITY

**Geopark name, country, regional Network:**

Ningde UNESCO Global Geopark, China, APGN

**Year of inscription / Year of the last revalidation:** 2010/2018

**Representative Photo**



( The 13th Ningde Global Geopark Culture & Tourism Festival )



( The 2024 China Volcanic Geopark Conference )

## 2. GEOPARK FIGURES

**Number of Geopark staffs:** There are 537 staffs in geopark, including 2 geoscientists.

**Number of Visitors:** 2.41 million visitors visited the geopark in 2024

**Number of Geopark events:** 30

**Number school classes realize Geopark educational programmes:** 115

**Number of Geopark press release:** 50

## 3. GEOPARK ACTIVITIES

### Major achievements in 2024

- (1) Held the 13<sup>th</sup> Ningde Global Geopark Culture & Tourism Festival.
- (2) Carried out the 5th China Volcanic Geopark Conference.\
- (3) Three major scenic areas have been awarded the title of "Fujian Provincial Natural Education Sites", with Baiyunshan being honored as a "Star-rated Natural Education Site".

### Contribution towards GGN - Networking and Participation:

- (1) Attended the 8th Asia Pacific Geoparks Network Symposium.
- (2) Attended GGN Online Workshop.
- (3) Attended 8<sup>th</sup> International Training Course on UNESCO Global Geoparks Management and Development.

- (4) Attended Annual Conference of the UNESCO Global Geoparks in China of 2024.
- (5) Participated in the "Friendly Sister Parks Inter-exhibition and Interaction" of the 55th World Earth Day 2024 and the 5th Asia-Pacific Geoparks Week event.
- (6) Participated in the 2024 Shennongjia International Congress on Eco-Security System for All People along the Belt and Road.
- (7) Participated in the Changbaishan Global Geopark & Biosphere Reserve Sustainable Development Conference.
- (8) Participated in the 20th Anniversary Seminar on the Development of China Global Geoparks.
- (9) Held the 13th Ningde Global Geopark Culture & Tourism Festival.
- (10) Held the 2024 China Volcanic Geopark Conference.

### **Management and Financial status**

**Management:** In 2024, there are 49 staffs added in geopark.

**Financial status:** Income of geopark is 79.65 million yuan in 2024. And geopark spent 1470 million yuan for geopark's management and construction.

### **Geoconservation**

In 2024, the geopark invested approximately 300 million yuan on geoconservation, which was mainly used for the renovation of the identification system, the investigation of geological relic resources, the construction of flood control and disaster prevention projects, the repair of scenic trails, and afforestation projects. A system of rotating mountain patrols and daily inspections by cadres stationed in the mountains was implemented to conduct regularized and institutionalized management of issues such as the protection of geological relics, the maintenance of environmental sanitation, and the regulation of stalls and sites. This enhanced the dynamic monitoring of scenic resources, geological relic resources, and environmental changes.

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

2.41 million visitors visited geopark in 2024. The ticket income reaches 54.21 million yuan.

(1) An investment of over 40 million yuan was made to develop the "Taimushan Mobile Tour Guide System", which provides comprehensive intelligent experiences for tourists from all over the country before, during, and after their trips. Tourism experts were invited to upgrade and transform the system to address issues related to scenic area navigation.

(2) Leveraging the "Smart Tour of Taimushan" WeChat mini-program, we have realized functions such as intelligent navigation, electronic commentary, panoramic VR, online reservation, and online payment, enabling tourists to enjoy convenient consumption,

visual presentation, and interactive dissemination.

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

(1) Carried out science popularization activities such as "4•22 World Earth Day", "World Heritage Day", and the 2024 Science and Technology Week.

(2) Conducted 28 geological science popularization activities, with approximately 12,000 student participants.

(3) Carried out a research and study activity themed "Explore the Beauty of Timber Arches - A Cultural Bridge for Educational Practice", with approximately 2900 students participating.

### **Strategic Partnership**

The committee of geopark has established long-term cooperation with of Fujian Geological Research Survey, Fuzhou University, Fujian Normal University, Hainan University, Jiageng College of Xiamen University, Ningde Normal University and so on. Based on the guidelines of "mutual benefit and sustainable development", the Geopark set up partnerships with villages, enterprises schools, hotels, restaurants and tourism product shops. Now, there are 52 partners.

In partnership with Lvxueya Tea Plantation, we jointly assisted in hosting the "Jachen Year Ancestral Taimu Autumn Festival Ceremony of Chinese White Tea and the Intangible Cultural Heritage Inheritance Ceremony of White Tea Skills" with the theme of "World's White Tea, Originating from Taimu", continuously expanding the brand influence of Fuding White Tea and the Taimushan scenic area.

### **Promotional activities**

The geopark spent 10.83 million yuan on promotional activities in television and other mainstream news media.

(1) Participated in the "2024 Lvbang Cultural Tourism Ecology Conference Award Ceremony" held by Lvbang China in Zhengzhou.

(2) Participated in the 19th Strait Tourism Expo in Xiamen.

(3) Attended the "2024 Promotion Conference on Innovative Development Cases of Famous Tourist Cities, Towns, and Scenic Areas" held by the China Scenic Spot Association in Beijing.

(4) Participated in the Cultural and Tourism Promotion Conference held by the Ningde Municipal Culture and Tourism Bureau in Shanghai.

(5) Held the "Flowery Goddess · Encounter Taimu" 3.8 Goddess Festival event. Invited 40 elite representatives from various industries and fields in Fuding to participate in the event at Taimushan and create promotional videos with the themes of "Spread the

Great Love of Taimu · Showcase the Charm of Women" and "I Contribute Greatly to the Cultural Tourism of Taimushan".

(6) Hosted the "National Grass Seeding Officer Competition," where participants created content centering around the theme of the Wisteria Spring Banquet through various forms of expression such as flower appreciation, tea tasting, wearing Hanfu, and taking photos for check-ins, and promoted it through self-media platforms.

(7) Hosted the "Hundred Media Explore Taimu" themed writing event, promoting Taimushan tourism fusion media works or literary works on their respective platforms in the form of short videos, images, and text.

(8) Hosted the 2024 Chinese Prose Masters' Field Study Activity in Taimushan with the theme of "Light of Eastern Fujian · Cultural Rhythm of Taimu," as well as the "China Prose Society Taimushan Creative Writing Base" Award Ceremony. Invited 14 renowned domestic prose writers to visit Taimushan for creative field studies and publish literary works reflecting elements of Taimushan in media newspapers and new media at or above the provincial level across the country.

(9) Hosted the third edition of the Cave Crossing Challenge, attracting a total of 600 contestants from all over the country to start running at Taimushan. By integrating "sports + tourism + culture," it creates a unique cultural flair exclusive to the nation's first "Cave Crossing" race.

(10) Placed park tourism image advertisements on subway train media in Fuzhou, Hangzhou, Xiamen, and other cities.

(11) The placement of lightbox advertisements within Fuzhou and Xiamen subway stations, as well as at 40 stations along Xiamen's BRT rapid transit system, has played a significant role in boosting promotional marketing efforts targeting key source markets.

(12) Placed three outdoor advertisements along the Fuding section of the Shenhai Expressway to maintain the park's tourism image.

(13) During the Spring Festival, conducted graphic design and replacement for key tourism advertising spaces such as prominent locations at the entrances of various scenic spots.

(14) Hosted the 2024 China Cycling Tour Conference and the Inaugural "Baiyunshan Cup" Cycling Invitational.

(15) Hosted the "Youthful Image, Singing Loudly for Fu'an" 2024 Ningde City "Fu'an Baiyunshan Cup" Youth Singer Competition.

(16) Hosted the "5th Baiyunshan 'Towards the Clouds, Together We Go' Music Tent Festival and Outdoor Sports Carnival".

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

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