

# GGN - Tianzhushan Geopark Annual Report 2024

## 1. GEOPARK IDENTITY

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

**Year of inscription / Year of the last revalidation:** 2011/2023

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



International experts from the "Academic Symposium on Deep Earth Exploration and Applications (DEEP-2024)" conducted a field trip at Tianzhushan. Prof. Hassina Mouri (wearing a yellow hat in the photo), President of the International Union of Geological Sciences, participated in the activity.

## 2. GEOPARK FIGURES

**Number of Geopark staffs:** 337 staffs including 6 geoscientists

**Number of visitors:** 2.79 million person times.

**Number of Geopark events:** 11

1. In March, Tianzhushan UGGp carried out "Experience Forest Breathing, Be an Environmental Guardian" – World Forest Day themed science popularization activity and bird-themed lectures.
2. In April during World Earth Day Week, Tianzhushan UGGp collaborated with 45 Chinese geoparks (e.g., Danxiashan, Yandangshan) to organize the "Planet vs. Plastics" campaign and carried out joint activities with local institutions, covering Earth Day ceremonies, museum tours,

school exhibitions, and fossil site field studies.

3. In April, Tianzhushan UGGp held a cross-disciplinary natural research program with Anqing No.1 Middle School, covering geological observations, plant studies, and birdwatching.

4. In May, an International Museum Day event featuring the 2<sup>nd</sup> "Junior Tour Guide" competition was held.

5. In May, Tianzhushan UGGp received a 100-member student research group from Chongqing for educational activities.

6. In June, "Celebrate Children's Day, Welcome Dragon Boat Festival" event was held to disseminate traditional culture and teach students how to make zongzi.

7. In July, Tianzhushan UGGp collaborated with the University of Science and Technology of China for the 15<sup>th</sup> Dabieshan Summer Camp for Geological Investigation.

8. In August, Tianzhushan UGGp partnered with Anhui Association for Science and Technology for a science education program (museum visits, plant specimen making, and insect observation).

9. In August, Tianzhushan UGGp carried out a National Ecology Day promotional campaign.

10. In September, Tianzhushan UGGp carried out National Science Popularization Week activities, including Tianzhushan Geopark Museum tour, wetland park visit, fossil site exploration in Doumu Township's Qiuzhi Village, and "Mysteries of the Earth" lecture.

11. In October, Tianzhushan UGGp invited Prof. Wang Qin from Nanjing University to give a scientific lecture "International Continental Scientific Drilling: A Key to Exploring the Deep Earth" at Qianshan No.2 Middle School.

**Number of school classes realize Geopark educational programmes: 15**

**Number of Geopark press release: 110**

### **3. GEOPARK ACTIVITIES**

#### **Major achievements in 2024**

1. A new species, *Asparagus dabieshanensis*, was named by scientists based on specimens collected at Tianzhushan.

2. Tianzhushan Geopark Museum was certified as:

- "Anhui Province Young Pioneers Off-campus Practice Education Base"
- "Anhui Province Ecological Environment Education Base"
- "Anhui Province Research Tourism Demonstration Base"

3. Tianzhushan was listed among Anhui's first batch of premium science tourism routes.

4. Qiuzhi Village within the geopark was recognized as a "National Three-Star Geo-Culture Village."

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

1. Tianzhushan UGGp sent a delegation to New Zealand's Waitaki Whitestone UNESCO Global Geopark and signed an intention agreement of friendly exchange and cooperation.
2. Tianzhushan UGGp received delegations from Danxiashan, Yimengshan, Yuntaishan and Jiuhuashan UGGps to exchange ideas on geoparks management, geoconservation, and community engagement.
3. Tianzhushan UGGp made exchange activities with Dunhuang UGGp and attended the 3<sup>rd</sup> China (Arxan) Volcanic-Intrusive Rock Forum in Arxan UGGp.
4. Tianzhushan UGGp participated in the 8<sup>th</sup> Asia-Pacific Geoparks Network Symposium and made an oral presentation titled "Examples of Community Engagement Within Tianzhushan UNESCO Global Geopark."
5. Tianzhushan UGGp attended the 8<sup>th</sup> International Training Course on UNESCO Global Geoparks in Xiangxi UGGp.
6. Tianzhushan UGGp attended the 2024 Annual Conference of China Geoparks & 20th Anniversary of the Global Geoparks Network in Xingyi UNESCO Global Geopark.

### **Management and Financial Status**

- Management Structure: Tianzhushan Global Geopark Administrative Committee, 51 employee was newly recruited
- Financial Status: the financial status is in good situation with ticket income of 195 million yuan and over 200 million yuan invested on the geopark management and construction

### **Geoconservation**

1. Tianzhushan UGGp conducted immunization protection operations for 51,325 pine trees in the main park area to control pests.
2. Tianzhushan UGGp patrolled geoheritage sites for 10 times, and timely reported and organized maintenance in view of the damage of fences and boundary monuments at some geosites;
3. 710 workdays in field patrols and 860 workdays in community promotion;
4. 35 geoheritage maintainer volunteers were developed.

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

1. Study Tourism: Tianzhushan Study Tour Camp officially launched, boosting educational tourism.
2. Wellness Tourism: Tianzhushan UGGp built a leisure and health care product system, cultivated 9 major health care products such as traditional Chinese medicine health preservation. "Qianshan Health and Wellness Resort" was awarded the "2024 Famous Tourism Cities and Tourist Attractions Innovation and Development Case" by the China Tourist Attractions Association, Qianshan Health Care Center was awarded the "2024 Yangtze River Delta Health Care Base", and Danqingju won

the title of "Silver Medal B&B" at the provincial level, and the development momentum of health and wellness tourism was strong;

3. Cultural & Sports Tourism: Tianzhushan UGGp co-hosted events including the "100 Huangmei Opera Performances in 100 Scenic Areas," the 8<sup>th</sup> Tianzhushan Motorcycle Enthusiasts Gathering, "Anhui Ten Peaks Charity Hike," and "Tianzhushan Cup" Yangtze River Delta Peking Opera Competition. The Tianzhushan Half Marathon is set to launch. Valley Stream Cliff Inscriptions were included in Anhui's official tourism routes.

4. Night tour economy: Tianzhushan UGGp launched "Night Tours of Tianzhu" products, featuring music festivals and health care tourism events, and the geopark accelerated construction of Tianningzhai-Longjing Alley Historic Block, with the B&B hotel construction nearing completion.

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

In order to improve the professionalism and job skills of employees, Tianzhushan UGGp actively organized various educational programs. In April, a training course on improving the capacity of biodiversity monitoring and patrol in Tianzhushan was held; In September, 2 employees were selected to participate in the "Internal Auditor Training of National Study Tour Base"; In July, employees participated in the business training on protected areas organized by National Forestry and Grassland Administration; In October, employees were organized to participate in the training course of "Paleontological Fossil Excavation and Restoration Skills" and the "Anhui Provincial Research and Tourism Instructor Training Course", and in December, the operation management of Tianzhushan Scenic Area and a special training camp for cultural and tourism talents were held jointly with Zhejiang University to help employees in multiple dimensions.

### **Strategic partnership**

1. Tianzhushan UGGp co-organized the 2024 academic annual meeting of the Anhui Society of Paleontology and Geheritage and the Jiangsu Paleontological Society.
2. Tianzhushan UGGp co-organized the field trip of the International Symposium on Deep Earth Exploration and Application (DEEP-2024) hosted by Nanjing University.
3. Tianzhushan UGGp signed strategic cooperation agreements with Anqing Normal University, the School of Resources and Environmental Engineering of Hefei University of Technology.
4. Tianzhushan UGGp actively supported the summer social practice and teaching activities of the School of Art and Media, China University of Geosciences (Wuhan).
5. Tianzhushan UGGp supported and cooperated with Talent Class from the University of Science and Technology of China, covering the summer camp and geophysics professional practice and internship activities.

## **Promotional activities**

Media promotion: Working closely with new media such as TikTok (Douyin) and Xiaohongshu, Tianzhushan UGGp released a series of videos, with a total of 530 million views and nearly 3 billion topic views on Douyin, implemented activities such as "Ascending Tianzhu, Visiting Zuoci" interactive live broadcast, Alchemy Lake live broadcast, "Yangtze River Delta Internet Celebrities Anqing Tour", and invited internet celebrities like "Three-Sheep Network" and Guo Youcai to carry out live broadcasts, and at the same time held cultural activities such as the Valley Stream Poetry Collection, Tianzhushan Wedding Cultural Festival, Yin Guanghua Tianzhu Landscape Painting Exhibition, etc., attracting Xinhua News Agency, CCTV, Anhui Daily and other media to focus on reports, greatly enhancing the popularity of the geopark.

International promotion of cultural IP: Tianzhushan UGGp actively expanded overseas markets, held tourism promotion conferences in Australia, New Zealand, Singapore, Hong Kong, Taipei and other places, and carried out international exchange activities such as Tianzhu International Poetry Conference, Sino-Russian Cultural Tourism Exchange Festival, China-South Korea Hiking Friendship Mountaineering Conference, Tianzhushan International Writing Camp and Chinese and Foreign Poets Dialogue, etc., and the international influence of "the poetic Tianzhushan" cultural IP was increasing day by day.

## **4. CONTACTS**

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