

# GGN - Geopark Annual Report 2024

## 1. GEOPARK IDENTITY

**Geopark name, country, and regional network:**Yandangshan UNESCO Global Geopark (China, APGN)

Year of joining/Year of last reassessment: 2005/2017.

Representative Photo (from the most important event this year)



"Yandangshan Cup" China Road Cycling Professional League

## 2. GEOPARK FIGURES

Number of Geopark staff: 1,265, including 3 geoscientists

Number of Visitors: 2.15 million

Number of Geopark events: 15major activities

Number school classes realize Geopark educational programmes:18 classes

Number of Geopark press releases issued by 97.

## 3. GEOPARK ACTIVITIES

### 3.1 Upgrade of infrastructure

The completed projects include the Fangdong Tourist Trail and handrails, the wooden platform around Lingyan Temple, and the expansion of the viewing platform at the entrance of the Lingyan plank road. Restoration works are also done for the Zhenji Valley Tourist Trail, the Lingyan Internet celebrity elevator, Fangdong Plum Blossom Cave and the sewage system of Juxian Pavilion. The messy situation has been rectified together with the improvement of the overall appearance of the scenic area. Other renovation and redesign works are carried out in the Shenxin Garden of Lingyan Wolong Valley, Pingxiaxuan, Lingfeng Art Museum, and Lingfeng Cultural Creation Store. The Creative Store has been set up to create a new Song Dynasty corner which integrates viewing, tea tasting, cultural and creative sales, and art exhibitions Besides, the Yandangshan Outdoor Art Sketching Base project, and the renovation and improvement of Yandangshan Villa, Baile Hotel and Chaoyang Villa

have completed.

### **3.2 Acceleration of digital transformation**

Through the support of digital technology, intelligent and personalized services are provided to tourists to create a richer and more immersive tour experience. Digital transformation projects are completed in the Langya Pavilion, Good Luck Cave and Yunwu Cave. The Lingfeng Metaverse Project has also been on trail operation. Besides, the pilot digital transformation and upgrade projects named "Everything Can Be Scanned" in Fuqifeng (Husband and Wife Peak), Guoheting (Fruit Box Pavilion), have been launched. In addition, protection measures are taken in 152 important cliff inscriptions and rubbings. The "Shen Kuo's Title" on the Longbi Cave Cliff Stone Inscription was selected into the first batch of ancient famous monuments and inscriptions by the State Administration of Cultural Heritage with the Yandangshan Majialing and Yanhugangling Ancient Roads were listed in the provincial first-level ancient road list.

### **3.3. Promotion and popularization of scientific knowledge.**

The geopark also hosted the 5th Asia-Pacific Geopark Week and the 55th "World Earth Day" Science Publicity Week with the theme of "Cherish the Earth, Harmonious Coexistence between Man and Nature". It also organized the "World Earth Day-Sister Geopark Interactive Exhibition" publicity activities jointly with 43 geoparks such as Danxiashan, Huangshan, and Taishan. The event conducted online science knowledge challenge games with prizes, and onsite joint photographic exhibitions and distribution of publicity materials and other associated activities. On both the "National Science Day" and "International Geodiversity Day", the geopark organizes local students to carry out onsite science popularization through exhibitions, riddles, lectures and other related activities.

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

4.1 Yandangshan participated in the 8th Asia-Pacific Geoparks Symposium held in Cao Bang Global Geopark of Vietnam. The delegation attended the Asia-Pacific Global Geoparks Network Conference, the opening ceremony, various thematic academic exchange meetings, the Global Geoparks Exhibition, the closing ceremony, and voting and publicity exhibition activities.

4.2 Participated in the 2024 China Global Geopark Annual Conference held in Xingyi Global Geopark, the 8th Global Geopark Management and Development Training Course held in Xiangxi Global Geopark, the 5th China Volcanic Geopark Forum held in Ningde Global Geopark, and other meetings to exchange and learn from the works and experience of other global geoparks. It helped the promotion and sustainable development of global geoparks.

4.3. Yandangshan strengthened communication and exchanges with other global geoparks at home and abroad such as Ningde, Shilin, Longyan and Danxiashan. It established sister geopark with Longyan Global Geopark to enhance cooperation in geopark promotion and development.

## **5.Management and Financial status**

Management Agency: Yandangshan Global Geopark Management Committee was established, with an office as the daily management authority, which fully exercises the functions of managing and protecting the geological relics in Yandangshan.

Financial Status: The financial status is good. The geopark has an independent budget and is responsible for preparing the annual budget. The funds are mainly derived from the geopark's ticket revenue and special funds from the senior government. The income and expenditure are basically balanced, meeting the demand for geopark conservation, infrastructure upgrade, maintenance, scientific research, science popularization, cooperation and exchange, as well as publicity and promotion.

## **6. Geological heritage protection**

Geological heritage protection: In 2024, the geopark invested more than 5 million

yuan in geological heritage protection, through appropriate infrastructure construction including improvement of roads, hiking trails, sign systems, and forest fire prevention within the geopark. A geological heritage patrol contract was signed with the Yueqing Mountain Rescue Team, and personnel were recruited to patrol the geopark throughout the year.

## **7. Sustainable tourism (geotourism)**

The geopark formulates and provides the 2024 tourist attraction incentives, special, preferential and off-season policies for individual and recuperation tourists from adjacent markets such as Wenzhou and Taiwan. There are also preferential policies for college students in Wenzhou. Ticket discounts are available in various events and festivals, including the 2024 National Rope Skipping League (Wenzhou Yueqing Station), the 3rd China College Student Rope Skipping League Zhejiang Station, the 2024 Yueqing Half Marathon, Yandangshan Tiedingliuli Spring Music Festival, Angela Chang's World Tour Concert Wenzhou Station and 519 China Tourism Day. It also capitalized the opening of high-speed rail to implement geopark and Wenzhou regional high-speed rail ticket reduction and exemption policies for Yandangshan Scenic Area for tourists. The geopark also jointly hosts the 2024 "Yandangshan Cup" China Road Cycling Professional League (Yandangshan Station) and Zhejiang Yueqing Yandangshan Cycling Tour Conference. It also cooperates with Zhejiang Media College to hold the "Yandangshan Cup" and the 12th Zhejiang University Student Photography Competition, with the themes of "Shared Prosperity between Mountains and Seas" and "Yandang Scenery". The geopark also launches the creation of Yandangshan fairy tale short drama scripts featuring the cultural features and natural attractions of Yandangshan.

## **8. New education program on geological heritage conservation, sustainable development and disaster risk reduction**

New education plans on geological heritage protection, sustainable development and disaster risk reduction:

Yandangshan Global Geopark has upgraded its monitoring and early warning system with the setup of the Yandangshan Digital Operation Center. The Centre helps to optimize and integrate the Yandangshan smart monitoring system and use advanced cloud computing and big data technologies to provide technical support for geological heritage protection, sustainable development and disaster risk monitoring and management, tourism services, and scientific development of the Yandangshan Global Geopark. The geopark also conducts science popularization and education activities on theme days such as "World Earth Day", "Disaster Prevention and Reduction Week", "National Science Popularization Day", and "International Geodiversity Day". These activities publicize disaster awareness, disaster prevention measures, and early warning signals to the public. Regular forest fire prevention drills and propaganda are carried out. In addition to forest fire control, different training initiatives are arranged for all relevant staff on pine wood nematode disease prevention, safety management, flood and typhoon prevention, geohazard investigation and monitoring to minimize the risk for the protection of tourists in all the scenic spots.

## **9. Strategic Partnership**

Yandangshan Global Geopark works closely with various universities and research institutes in geology, geomorphology and art research and practices such as: the Institute of Geological Sciences of the Chinese Academy of Sciences, Institute of Geology and Mineral Resources of Zhejiang Province, Key Laboratory of Deep Geodynamics of the Ministry of Natural Resources, Nanjing Geological Survey Center of the China Geological Survey, University of the Chinese Academy of Sciences, Zhejiang University, China Academy of Art and the Zhejiang Media College.

## **10. Promotional Activities**

The geopark has organized more than 20 Yandangshan promotion conferences and exhibitions in Chongqing, Harbin and other places. It also participates in Wenzhou Cultural Tourism (Shanghai, Suzhou) promotion activities, Wenzhou Cultural Tourism Douyin live broadcast promotion activities, "The Phantom of the Opera Sequel: Love Forever" press conference cultural tourism promotion activities, etc. It also expands its current tourism marketing channels; capitalizes the opportunity of the completion and operation of the Hangzhou-Wenzhou high-speed railway by placing advertising light boxes, LED screens and other promotional materials in 8 major areas including Hangzhou West Station, Hangzhou Metro, Wenzhou, Jinhua Railway Station, Wenzhou main roads, and the main business districts. It also cooperates with Wenzhou Daily Newspaper Group to launch the "Yandangshan Ten Scenes Selection" project, which mobilizes the public to nominate the ten best scenic spots of Yandangshan. The geopark also uses new social media platforms such as Xiaohongshu, Douyin, and ByteDance, to create attractive themes such as "Follow the event/follow the short drama/follow the high-speed rail to visit Yandangshan". Traditional, mainstream media such as Xinhua News Agency and CCTV News have also numerous reports on these activities many times which have greatly helped the promotion of the geopark.

## **11.Contact persons**

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