

Changbaishan UNESCO Global Geopark

(Jilin, China)

2024 Annual Report

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2024 Annual Report

1. Geopark Location

1.1 Name of Geopark, Country, Regional Network

Changbaishan UNESCO Global Geopark / China / Asia-Pacific Geoparks Network

1.2 Year of Designation / Last Revalidation

2024 / —



Figure 1 Annual Representative Event: Sustainable Development Conference of

2. Geopark Information

2.1 Number of Staff

640 employees, 2 geologists

2.2 Number of Visitors

3.4088 million annually

2.3 Number of Geopark Activities

In the total of 30 events

- (1) On March 3, organized a science popularization activity on *World Wildlife Day*.
- (2) From March 1 to 15, hosted the *2024 FIS Ski Asian Cup* series.
- (3) On March 5, a joint publicity campaign on forest disease and insect pest management was organized under the theme "*Learning from Lei Feng: Civilized Practices in Action*" in cooperation with the Changbaishan Public Security Bureau, Ecology and Environment Bureau, and Justice Bureau.
- (4) From March 28 to 30, several media outlets, such as People's Daily, Xinhua News Agency, and China Central Television, were invited to conduct a series of interviews of Changbaishan UGGp with the theme "*Meeting at the UNESCO Geopark: Changbaishan*".
- (5) On April 1, a science popularization activity of forest fire prevention was organized in cooperation with the Public Security Bureau, the Procuratorate, the Bureau of Emergency Management, and the local community.
- (6) On April 10, an online training session on forest fire prevention and control was conducted for relevant personnel in Changbaishan UGGp.
- (7) On April 19, attended the *55th Earth Day*, featuring the "Friendly Sister Parks Interaction and Exhibition" alongside the *Opening Ceremony of the 5th Asia-Pacific Geoparks Week Series (Wuhan, Hubei Province)*.
- (8) On April 22, attended the "*2024 Welcome event for the new UNESCO Global Geoparks*", Gao Fei, the Changbaishan Protection and Development Zone of Jilin Province Secretary of the Party Committee and director of the Management Committee, participated and delivered a speech.
- (9) From April 22 to 23, *Changbaishan UGGp* cooperation with the Changbaishan

Protection and Development Zone Earthquake Bureau, the Education and Science Bureau to host the "*Earth Day Stamp Exhibition and Earthquake Science Popularization Activity*" at Chibei District No. 2 Primary School. A series of online science popularization activities were conducted simultaneously.

(10) On April 26, collaborated with the Forest Protection Brigade of the Changbaishan Public Security Bureau to launch the *43rd annual "Bird-Loving Week"* science popularization activity, themed "Enhancing Protection Systems to Safeguard Migratory Birds". A series of science popularization activities were organized as part of this event.

(11) On April 29, a forest fire prevention and extinguishing drill was conducted to comprehensively enhance the firefighting capabilities and safety awareness of forest fire fighters.

(12) On May 7, call on local photography enthusiasts to participate in the Popular Science Activity of the 8th Most Beautiful Mark, organized by the National Geopark Network Centre of the Chinese Academy of Geological Sciences.

(13) From May 13 to 17, participated in the "*Sister Parks Popular Science Camp*" hosted by Longyan UGGp, during the activity, Changbaishan UGGp signed a sister-geopark relationship with Longyan UGGp.

(14) On June 14, during the Jilin Provincial Tourism Development Conference, invited the important leader of Jilin Province, and Shahbaz Khan, Director of the UNESCO Regional Office for East Asia, to unveil the plaque for Changbaishan UNESCO Global Geopark for park operation started.

(15) On June 16, successfully held the *China-Jilin Forest Marathon Series (Changbaishan Station)*.

(16) From June 14 to 17, organized the "*Changbaishan UNESCO Global Geopark and Biosphere Reserve Sustainable Development Conference*". The event brought together over 180 representatives from more than 70 UNESCO Global Geoparks, Biosphere Reserves, and research institutions to attend the conference.

(17) From June 19 to 21, participated in the "*20th Anniversary Seminar on the Development of Chinese UNESCO Global Geoparks (Beijing)*".

(18) On June 30, hosted the *2024 National Mountaineering Competition (Changbaishan Station) and the 5th Changbaishan Tianchi Cloud Trail Road Mountain Race*.

(19) From August 22 to 23, the Vice Chairman of the Jilin Provincial Committee of the CPPCC led a field mission to Changbaishan UGGp for park management and development work proceeding.

(20) From August 23 to 26, attended the *5th China Volcanic Geopark Conference* at Ningde UGGp and officially joined the Volcanic Alliance.

(21) On August 30, collaborated with the Forest Protection Brigade of Changbaishan Public Security Bureau to launch the science popularization activity for the seed source protection of *Pinus Koraiensis*.

(22) On September 12, issued a questionnaire to Changbaishan UGGp partners

and conducted data analysis based on the responses.

(23) From September 14 to 16, hosted the *7th Changbaishan Forest Cycling Race*.

(24) On September 23, collaborated with the Jilin Provincial Department of Forestry and Grassland and Jilin Changbaishan Forestry Industry Group to co-host the *Jilin Province Ancient and Valuable Trees Conservation Awareness Week*, under the theme "Protecting Ancient and Valuable Trees: A Shared Responsibility for All."

(25) From September 23 to 26, attended the "*2024 Annual Conference of Chinese Global Geoparks alongside the 20th Anniversary Seminar of the UNESCO Global Geoparks Network*" held in Xingyi, Guizhou. During the event, established the sister-geopark relationship with Xingyi UGGp.

(26) From October 9 to 15, participated in the *8th International Training Course on UNESCO Global Geoparks Management and Development*, organized by China University of Geosciences (Beijing) and Xiangxi UNESCO Global Geopark.

(27) On October 10, collaborated with the Changbaishan Public Security Bureau and the Bureau of Emergency Management to conduct a publicity and education activity on autumn forest fire prevention.

(28) On October 31, collaborated with the Education and Science Bureau and the Working Committee for the Care of the Next Generation to hold the "*14th Eco-Cup alongside the 2nd Changbaishan UGGp Science Popularization Essay Competition*".

(29) On November 8, the "119" Fire Protection Day publicity and education activity with the local community was carried out.

(30) On December 20, the "*Changbaishan UNESCO Global Geopark Survey*" to the public and completed data analysis.

2.4 Number of classes involved in the Geopark Education Program

A total of 35 classes from Changbaishan UNESCO Global Geopark Schools, involving Chibei District No. 1 Middle School and Chibei District No. 2 Primary School, participated in specialized science education courses and extracurricular club activities focusing on the unique features of Changbaishan.

2.5 Number of News Releases

Central media outlets such as People's Daily, Xinhua News Agency, China Central Television, Guangming Daily, Economic Daily, and China Daily, along with international media like China News Service and Phoenix Television, conducted an in-depth series interview of Changbaishan UGGp with the theme "*Meeting at the UNESCO Geopark*:

Changbaishan" program. These efforts resulted in the publication and broadcasting of over 50 reports, articles, photos, and short videos, showcasing the ecological, geological, and cultural charm of Changbaishan.

Simultaneously, new media platforms such as official websites, Weibo, WeChat Official Accounts Platform, WeChat Channels, and TikTok were actively utilized to publish content related to geological heritage preservation, ecological protection, and capacity-building efforts. These initiatives have significantly enhanced public awareness and engagement with the unique natural and tourism resources of the Changbaishan UGGp.

As of 2024, the following updates have been achieved:

- WeChat Official Account Platform: 80 posts with a total of 41,020 views.
- Weibo: 132 posts with a total of 723,177 views.
- Official Website: 52 updates.

3. Activities of Changbaishan UNESCO Global Geopark

3.1 Major Achievements of 2024

(1) Forest Fire Prevention Achievements: 64 Consecutive Years Without Major Incidents.

The Changbaishan UNESCO Global Geopark has maintained an impressive record of 64 consecutive years without major forest fires, achieved through meticulous planning and proactive measures. The key actions in 2024 included:

- Comprehensive Risk Assessment and Planning: Conducted in-depth analysis of forest fire prevention safety trends and developed an annual forest fire prevention plan. Inspected and repaired fire prevention and suppression facilities and equipment in advance, ensuring all materials were distributed as planned.
- Strict Fire Source Control: Implemented mandatory QR code scanning for entry into the park and enforced stringent measures to confiscate and manage fire sources.
- Capacity Building and Drills: Organized professional training sessions on forest fire prevention and conducted hands-on fire prevention and extinguishing drills to enhance preparedness and response capabilities.
- Extensive popularization activity: Installed 5,725 fire prevention blade flags and 60 banners, posted over 300 fire prevention directives, and distributed more than 8,500 leaflets. Dispatched over 450 mobile publicity vehicles to spread awareness and conducted outreach in 20 villages, enterprises, and

communities. Fire prevention messages were also displayed on advertising panels in over 400 taxis and buses across the region.

These coordinated efforts, combined with a robust popularization activity and systematic enforcement, ensured that no major forest fires occurred throughout the year, reinforcing the Geopark's commitment to safeguarding its unique ecological and geological treasures.

(2) Won the second place in the Forestry Firefighters' Professional Skills Competition of the 3rd Jilin Province Workers' Professional Skills Contest.

(3) Published 11 Geology-Related Papers, including two SCI papers, "Geochemistry of apatites from pre-shield and post-shield basalts and their petrogenetic implications: A case study of the Naitoushan basalt and Heishigou dike in the Changbaishan Tianchi volcano, NE China" and "Detection of volcanic disaster scene from high-resolution remote sensing image with deep learning", three Chinese core papers, "Study on anisotropy characteristics of the upper mantle in Changbaishan area based on SKS splitting" e.g., 3 core journal papers, "Analysis to the pressure condition of the magmatic system from the Late Pleistocene Changbaishan-Tianchi volcanism" e.g., and three general journal papers, "The geodynamic mechanism of Middle Pleistocene trachytic magma eruption in Tianchi volcano, Changbai mountain".

(4) No Major Resource Destruction Incidents Reported

In 2024, no major resource destruction cases were reported in the Changbaishan Global Geopark. Timely and targeted protection actions such as the "Anti-Poaching and Anti-Illegal Logging Campaign" and "Seed Source Protection of *Pinus Koraiensis*" were effectively implemented. During critical periods, joint operations were conducted with departments such as the Forest Protection Brigade of Changbaishan Public Security Bureau and the Armed Police Forest Force, including interception and comprehensive area-clearing actions. The key achievements include:

- 7,809 patrol operations were conducted.
- 91,500 kilometers of patrol routes covered.
- 39,045 personnel mobilized.
- Removing 298 unauthorized entrants and 101 vehicles from this area.

These efforts ensured the effective protection of geological heritage and natural resources in the Geopark.

(5) Significant Reduction in *Dendrolimus superans* Butler Population Density

Comprehensive measures were undertaken to monitor and control the populations of *Dendrolimus superans* Butler, *Ips typographus* Linnaeus, *Dendroctonus valens*, and *Monochamus* species. A total of 530 ground monitoring plots and sample areas were established, along with the deployment of 452 trapping devices.

Data analysis revealed an increase in *Dendrolimus superans* Butler population density at the Fengling and Hengshan stations. In response, a biological control program targeting *Dendrolimus superans* Butler was implemented in July, covering an area of 10,728.9 hectares. This initiative effectively reduced the pest population density, achieving the desired outcomes.

(6) In September 2024, Changbaishan UNESCO Global Geopark was honored with the prestigious title of "**Model Collective of Jilin Province**".

(7) Changbaishan UNESCO Global Geopark participated in the "*8th Most Beautiful Mark*" *Photography Contest*, organized by the National Geoparks Network of the Chinese Academy of Geological Sciences, and secured **8th place** in the competition and was honored with the **Protected Area Finalist Award**.

(8) Enhancing the Changbaishan Global Geopark Partners' Network

A total of 58 applicants, including organizations and individuals, underwent field inspections. During this process, bilingual evaluation forms were completed, and relevant archival materials were collected and organized. Furthermore, a dedicated logo was exclusively designed for Changbaishan Global Geopark partners. Partners were assigned unique identification numbers and awarded plaques based on their business classifications. A dynamic supervision system was also implemented, significantly improving the management framework for the geopark partners' network.

(9) The development of local standards for snake gall extract as traditional Chinese medicine was completed, which were officially approved and issued by the Jilin Provincial Medical Products Administration. Additionally, this achievement was registered as a **scientific and technological accomplishment** in Jilin Province (**2024628**).

(10) A total of 89 species of seedlings, amounting to over 2,800 individual plants, were transplanted. Additionally, seeds from more than 70 plant species were collected. In cooperation with the Kunming Institute of Botany, the Chinese Academy of Sciences, 8 samples of wild plant seeds were preserved for long-term conservation efforts.

(11) Monitoring of plant resources in Changbaishan was conducted. Leveraging the "Changbaishan Typical Forest Type Ecological Observation and Research Station", an application of "**National Comprehensive Ecological Quality Monitoring Station**" was successfully submitted and approved by the Ecology and Environment Ministry.

(12) Following the standards for educational tour bases, relevant materials were meticulously summarized and organized, and as a result, the qualification for the **National Educational Tour Base** was successfully renewed after a thorough review.

(13) "*Changbaishan Tianchi Cloud Trail Road Mountain Race*" Elevated to **National Brand Event**.

(14) Awarded the brand of "**World Famous Tourism Mountain**".

(15) Awarded the brand "**China's Top 10 Mountaineering and Outdoor Sports Destinations**".

(16) Awarded the brand of "**National Ski Tourism Resort**".

(17) Awarded the brand of "**Top 10 National Ice and Snow Tourism Festivals in 2024**".

(18) Won the "**2024 China Tourism Industry Influence Case Award (Innovative Development of Tourism and Leisure Destinations)**".

3.2 Contribution to GGN - Participation and Networking

- (1) On April 19, attended the *55th Earth Day*, featuring the "Friendly Sister Parks Interaction and Exhibition" alongside the *Opening Ceremony of the 5th Asia-Pacific Geoparks Week Series (Wuhan, Hubei Province)*.
- (2) On April 22, attended the "2024 Welcome event for the new UNESCO Global Geoparks", Gao Fei, the Changbaishan Protection and Development Zone of Jilin Province Secretary of the Party Committee and director of the Management Committee, participated and delivered a speech.
- (3) In May, paid the annual membership fee for the Global Geoparks Network.
- (4) From May 13 to 17, participated in the "*Sister Parks Popular Science Exchange Camp*" hosted by Longyan UGGp, during this activity, Changbaishan UGGp signed a sister-geopark relationship with Longyan UGGp.
- (5) From May 26 to June 5, participated in the *UNESCO Global Geoparks Intensive Training Course* in Lesvos Island Global Geopark, Greece.
- (6) From June 19 to 21, participated in the "*20th Anniversary Seminar on the Development of Chinese UNESCO Global Geoparks (Beijing)*".
- (7) From August 23 to 26, attended the *5th China Volcanic Geopark Conference* at Ningde UGGp and officially joined the *Volcanic Alliance*.
- (8) From September 12 to 16, representatives of Changbaishan UNESCO Global Geopark attended the *8th Asia-Pacific Geoparks Network (APGN) Symposium* held in Cao Bang, Vietnam. During the event, the team showcased the unique features and achievements of Changbaishan Geopark through exhibition booths and delivered a keynote presentation on geoscience education. Additionally, the delegation officially received the **UNESCO Global Geopark Network Certificate**.
- (9) From September 23 to 26, attended the "*2024 Annual Conference of Chinese Global Geoparks alongside the 20th Anniversary Seminar of the UNESCO Global Geoparks Network*" held in Xingyi, Guizhou. During the event, the sister-geopark relationship with Xingyi UGGp.
- (10) From October 9 to 15, participated in the *8th International Training Course on UNESCO Global Geoparks Management and Development*, organized by China University of Geosciences (Beijing) and Xiangxi UNESCO Global Geopark.

3.3 Management and Financial Status

(1) Management Status

The Changbaishan Nature Reserve Management Center (concurrently serving as the Changbaishan UGGp Management Office) is responsible for the daily management of both the Changbaishan UNESCO Global Geopark and Changbaishan UNESCO Biosphere Reserve, ensuring their coordinated protection and sustainable

development.

(2) Financial Status

The Changbaishan Nature Reserve Management Center is a fully government-funded public institution with no revenue-generating capacity, ensuring financial stability. Revenue-generating projects within the Changbaishan UNESCO Global Geopark, such as ecotourism and geotourism, are managed by Changbai Mountain Tourism Co., Ltd. Therefore, our annual budget consists solely of government appropriations, with full expenditure and a balanced budget. In 2024, the center received a government appropriation of RMB 94.6623 million, with full disbursement of the funds—representing a 2.34% decrease in funding compared to 2023. The expenditures were allocated as follows:

- 41.9679 million yuan for wildlife and Flora conservation,
- 4.6552 million yuan for infrastructure maintenance and construction,
- 1.4730 million yuan for scientific research and public education,
- 13.0503 million yuan for daily administrative operations, and
- 33.5159 million yuan for staff salaries.

For 2025, government appropriations are projected to be RMB 83.3901 million.

3.4 Geological Heritage Protection

(1) Comprehensive Protection of Geological Heritage.

Changbaishan Geopark adheres to the principles of “ecology first, protection as the priority”, implementing a grid-based management system to safeguard geological heritage and natural resources.

- Special Protection Initiatives: Regularly conducts targeted conservation campaigns and inspections, such as the “Green Shield” and “Forest Inspection” programs. These actions rely on satellite remote sensing data, routine supervision, public feedback, and community reports as investigative leads. Field inspections and comprehensive surveys are conducted to identify and address issues.
- Law Enforcement: Strictly combated actions such as quarrying, sand excavation, deforestation, and unauthorized land use.

The key achievements in 2024 include:

- 7,809 patrol operations were conducted.
- 91,500 kilometers of patrol routes covered.
- 39,045 personnel mobilized.
- Removal of 298 unauthorized entrances and 101 vehicles from this area.

(2) Geological Disaster Monitoring and Prevention

(a) Earthquake Activity: Monitored 70 earthquakes in the 30-kilometer radius around Tianchi, with the largest magnitude recorded at ML1.4. All occurred in uninhabited areas of the nature reserve, causing no damage or injuries.

(b) Disaster Prevention Measures:

- Developed 12 geological disaster prevention cards and 1 risk avoidance card to guide monitoring personnel and responsible units.
- Compiled the 2024 Geological Disaster Prevention Plan for the Changbaishan Protection and Development Zone.
- Organized three geological disaster evacuation drills, involving 80 participants and covering 12 key hazard points.
- Conducted expert-led training for community monitors and staff on disaster prevention knowledge.
- Maintained 24-hour on-duty shifts during the flood season and adhered to the "three-check" protocol for geological disaster prevention.

(c) 2024 Outcomes:

- Issued 10 geological disaster weather alerts in cooperation with meteorology and emergency departments, ensuring timely communication to relevant units.
- Recorded 14 geological hazard threats and 1 disaster event, all occurring in identified hazard zones, resulting in an economic loss of approximately 80,000 RMB with no casualties.

3.5 Sustainable Tourism (Geotourism)

(1) Leveraging Natural Resources for Tourism Development

Changbaishan continues to harness its natural resource advantages to drive expansion and upgrades in tourism offerings, including "*Powder Snow · Changbaishan Legend*", Jin Dynasty Ancient Street, Edelweiss Music Life Hall, Enduri Village, Cloud Top Market, Lujiao Village e.g. These new developments are designed to further diversify the cultural and tourism offerings in the region, stimulate local consumption, and contribute to the high-quality, sustainable growth of the tourism industry.

(2) Promoting Niche Cultural and Tourism Products

Changbaishan continues to attract tourists with a range of popular yet niche offerings, such as *Ice Opening at Tianchi*, and *Highland Flower Sea Viewing*. Additionally, along with Ten Themed Premium Travel Routes offered during both winter and summer, a number of distinctive activities and seasonal products have seen increasing popularity: Highland Wild Snow, Snow Hot Pot, Rime Ice Drifting, Fireside Tea Brewing, Forest

Cycling, Tent Camping. With the continued success of these experiences, the integration of ecotourism and leisure vacation products has effectively accelerated the transformation and upgrading of Changbaishan tourism, enhancing both its appeal and sustainability.

(3) Hosting of Signature Sports Events

Changbaishan UGGp has successfully hosted a series of high-profile and signature sports events, involving the *China-Jilin Border Forest Marathon Series (Changbaishan Station)*, *2024 National Mountaineering Competition (Changbaishan Station)* alongside the *5th Changbaishan Tianchi Cloud Trail Road Mountain Race*, the *7th Changbaishan Forest Cycling Race* e.g.

(4) Improved Signage and Interpretation Systems

To enhance the visitor experience and ensure safety and proper guidance, Changbaishan Global Geopark has completed the design, production, and installation of 609 signage boards. These efforts have significantly improved the standardization and unity of the signage system across Changbaishan Global Geopark, contributing to both the safety and educational value of the site.

(5) Tourism Growth and Visitor Numbers

In 2024, Changbaishan Global Geopark received a total of 3.41 million visitors, reflecting a 24.06% increase in tourist numbers compared to the previous year. The rising visitor numbers indicate a robust demand for both leisure and eco-tourism activities, marking a positive trend for the local tourism industry.

3.5 New Educational Projects on Geosites Protection, Sustainable Development, and Disaster Risk Reduction

(1) In cooperation with organizations such as the Changbaishan Protection and Development Zone Earthquake Bureau and the Education and Science Bureau to host the "*Earth Day Stamp Exhibition and Earthquake Science Popularization Activity*". Over 100 teachers and students participated in the event, where they toured the exhibition and engaged in a quiz competition with prizes. This initiative successfully deepened participants' understanding of geosites protection, environmental conservation, and natural disaster preparedness, playing a key role in raising awareness and educating the public on sustainable development and disaster risk reduction related to the region.

(2) Organized the comprehensive practical activity, themed "Exploring the Natural Wonders of Changbaishan Global Geopark – Changbaishan Spirits" and attracted more than 200 students to participate. This activity allows students to gain a deeper understanding of and respect for the natural environment while raising awareness about geological heritage and environmental preservation.

(3) Organized natural education and research activities for primary and secondary school students at locations such as Huangni River Park, Sylvestriformis Park, Sculpture

Park, Ski Resort, Museum, Ecological Observation Station, and Meteorological Bureau. Students gained a comprehensive understanding of the terrain, landforms, mineral resources, and wildlife of Changbaishan UGGp, continuously reinforcing the concept of harmonious coexistence between humans and nature. A total of 3,311 student participants took part.

(4) Conducted earthquake evacuation drills to raise students' awareness of safety and enhance their ability to self-rescue and assist others in emergencies. The students learned the correct response methods during dangerous situations and the necessary knowledge and skills for self-help and mutual assistance.

(5) Conducted 8 popular science education activities on Heluo culture and volcanic columnar joint structures, with over 1,800 participants.

(6) Conducted two volcanic profile popular science education activities with more than 40 participants.

(7) Carried out 10 volcanic and earthquake popular science education activities at Changbaishan Volcano Science Park, with more than 700 participants.

(8) collaborated with the Education and Science Bureau and the Working Committee for the Care of the Next Generation to hold the "*14th Eco-Cup alongside the 2nd Changbaishan UGGp Science Popularization Essay Competition*" and collected a total of 431 outstanding essays.

3.6 Strategic Partnerships

To further optimize Geopark's partnership network, a total of 58 applicants, including organizations and individuals, underwent field inspections following the guidance of UNESCO Global Geopark experts. During this process, bilingual evaluation forms were completed, and relevant archival materials were collected and organized. Furthermore, a dedicated logo was exclusively designed for Changbaishan Global Geopark partners. Partners were assigned unique identification numbers and awarded plaques based on their business classifications. A dynamic supervision system was also implemented, significantly improving the management framework for the geopark partners' network.

3.7 Promotional Marketing Activities

(1) Participated in four domestic and international promotional events, including the "*National Well-Known Women Entrepreneurs Symposium*", the "*2024 China (Jilin)-Korea Economic and Trade Exchange Conference*", the "*22nd Pan-Yellow Sea China-Japan-Korea Economic and Technological Exchange Meeting*", and the "*'Love for Ice and Snow' and 'Invest in Jilin' Cold Climate Economy Industry Matchmaking Conference*".

(2) Hosted two investment promotion events, including the "*2024 China (Jilin)-Korea*

Economic and Trade Exchange Conference: Changbaishan Investment Promotion Event” and the “Tsinghua PBC School of Finance Changbaishan Investment Promotion Event”.

(3) Organized participation of five high-quality local enterprises in domestic and international exhibitions, such as the *Eurasia Expo* and the *China-South Asia Expo*.

(4) Organized 14 representatives of enterprises to participate in the *7th China Import Expo*.

(5) Organized representatives from cultural and tourism enterprises to accompany the Jilin Provincial Department of Culture and Tourism in participating in the *2024 Xi'an "Silk Road" International Tourism Expo*.

(6) Held the *Changbaishan Ice and Snow Tourism Host Sharing Session* in East and South China, launching an all-new winter journey to Changbaishan Global Geopark.

(7) Participated in the 4-day *2024 China Cultural and Tourism Industry Expo (Tianjin)*.

(8) Organized the *Changbaishan Ice and Snow Tourism (Chengdu) Promotion Conference*.

(9) Organized representatives from cultural and tourism enterprises to participate in the *2024 China International Travel Mart (Shanghai)*.

(10) Invited Nan Xiang, an outstanding short video creator in intangible cultural heritage, to Changbaishan to film the production process of the Changbaishan Genting Palace snow sculpture. On December 28, the topic "*Nanxiang experiences the construction of Genting Palace*" ranked first on Douyin's national trending list.

4. Contacts

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