

# 天柱山



## Newsletter

天柱山世界地质公园 Tianzhushan Global Geopark

2015 ISSUE 1

### Wan Yixue Thinks Highly of the Scenic Area Marketing Planning of Tianzhushan

On March 24, Wan Yixue, head of the Tourism Bureau of Anhui Province, inspected Tianzhushan Scenic Area, Valley Stream Cultural Park, Sanzu Temple and demonstration spots of rural tourism.

Wan Yixue affirmed the scenic infrastructure construction, the transformation of tourism trails solutions adopted in busy seasons, free-of-charge policy to local residents and preferential policies to the people of Anhui Province and near Yangtze River Delta.

Wan Yixue thought highly of Tianzhushan which actively explored the management mode of free traveling in the national park and renovated the scenic area marketing planning. He expressed the desire to publicize the demonstration to all the scenic areas of Anhui Province, and required to meet the demands of tourist with high-quality service.

Wan Yixue emphasized that Qianshan County has abundant tourism resources with great tourism potential, so it plays an important role in the development planning of the tourism of the southwest of Anhui Province. He hoped that the Party committee and people's government of Qianshan County will stick to the current working philosophy, and actively propel the tourism of Tianzhushan to develop vigorously and stimulate the local economy.



### Qianshan County and the Tourism Group of Anhui Province Sign a Strategic Cooperation Agreement

On March 25, Zhang Jingsong, head of Qianshan County, and Zhang Hui, manager of the Tourism Group of Anhui Province signed a cooperation framework agreement. Guan Fei, chairman of the Tourism Group of Anhui Province, Xia Jikan, deputy secretary of the Party committee of Qianshan County and standing deputy director of Tianzhushan Administrative Committee, and Cai



Tingting, deputy mayor of Qianshan County attended the signing ceremony.

Signing the cooperation agreement symbolizes the beginning of comprehensive cooperation and is of great significance for the Tourism Group to become stronger and the tourism industry of Qianshan County to develop rapidly, realizing the resources co-sharing and advantages complementary. Both will fully take advantage of their own brands, funds, personnel and network, continuously integrate effective resources, enlarge tourism investment, further upgrade the popularity and reputation of Tianzhushan at home and abroad, making it become a first-class and world famous tourism destination, enhancing the whole competitiveness of the tourism industry of Qianshan County and promoting the transformation and upgrading of the tourism industry.

### **Zhang Jingsong: We Should Vigorously Promote the Development of Tianzhushan Tourism**

On the morning of March 18, after listening to the work report of Tianzhushan Administrative Committee, Zhang Jingsong, Head of Qianshan County and Director of Tianzhushan Administrative Committee urged that we should attach more importance to Tianzhushan tourism and Tianzhushan should take the lead to develop the tourism of the whole county by integrating resources like mountains, waters, agriculture, forests and culture dynamically.

He said it was of great importance for staff in Tianzhushan Administrative Committee to free their minds in cooperating with leading enterprises of tourism and attracting strategic investors in order to raise more capital for the utilization of resources and break the bottleneck of development. Based on protecting geoheritages, more tourism resources and products should be exploited while promoting the reforming of Chazhuang Town, the construction of the entrance service area and the equipment of facilities in the scenic area. In addition, great efforts should be made to get well-prepared for the approaching revalidation of GGN as well as to apply for becoming World Natural and Cultural Heritage so as to gain increasing popularity.



On the meeting, Xia Jikan and Cai Tingting have also voiced their expectations. Many other leaders including Huang Xiaosheng and Wang Chendong, vice directors of Tianzhushan Administrative Committee and many other people of the leadership, and people in charge of relevant departments have been present.

### **Tianzhushan Global Geopark Holds a Progress-report Meeting of the Revaluation Work**

On Feb. 9, Tianzhushan Global Geopark held a progress-report meeting of the revaluation work. The revaluation project team made a report about the progress which included 8 aspects: the explanation boards, mascots, tourism souvenirs, drawings of science popularization, designing of guide pamphlets and Chazhuang Museum, work progress report and thesis. Participants fully communicated





and made many suggestions. Wang Chendong, deputy director of Tianzhushan Administrative Committee, required each department to take responsibilities and steadily carry out all work according to the Guideline and Criteria of Global Geoparks Network, making sure that Tianzhushan will smoothly pass the revalidation in 2015.

### **Tianzhushan Global Geopark Participates ITB International Tourism Fair**



On March 4-8, ITB international tourism fair was held in Berlin, Germany. Naturtejo Global Geopark of Portugal, the sister geopark of Tianzhushan Global Geopark, attended the fair with other European global geoparks. The highest peak picture of Tianzhushan was displayed in an outstanding position of the geopark booth, attracting wild attention.

### **Rural Tourism and Geology Scientific Investigation Route at the Root of Tianzhushan Has Preliminarily Formed**

Representatives from over 20 travel agencies have been organized to experience the rural tourism and geology scientific investigation route at the root of Tianzhushan by Qianshan Travel and Tourism Administration.

They have visited the scientific investigation areas in the south of Tianzhushan Global Geopark, including the exposure of eclogite in Pailou, Paleocene fossil sites, Doumu ancient pottery exhibition and new beautiful villages, agricultural tourism parks and villas for leisure like Yuhuawu and Shanbao new village.



Head of Tianzhushan Global Geopark Office has conducted geological science popularization on the spot.

### **Sanzu Temple Greets Tourists with a Brand New Appearance**

Sanzu Temple greets tourists with a brand new appearance in the Spring Festival period after two-year reconstruction of expansion and changing. Now it boasts a spacious plaza on which stands a grand stone memorial gateway and behind it is the Fangsheng Pool (a pool to free captive animals like turtles and golden fishes). 12 buildings constructed in the second phase of the project, including Shanmen Palace, Tianwang Palace, Shuangjue Palace, six sub-palaces and galleries in the east-west direction imitate the style of the Tang Dynasty, of which the material is all wood, inheriting grander, magnificent, glorious, graceful, harmonious, solemn and comfortable architecture art and creating an ideal sacred place---Sanzu Temple, for starting Zen and paying respect to Buddha, for self-cultivation and for culture promotion.

### **The Report Meeting of the Repairing Design Plan of Foguang Temple Is Held**

The report meeting of the repairing design plan of Foguang Temple is held on January 6, which covered three aspects, namely the repairing work, the setting of landscapes and the construction of relevant facilities.

Attendees have discussed about the planning, positioning, environment protection, function division and architecture style of Foguang Temple, while offering some constructive suggestions on the above three aspects.

The meeting concluded that the design plan was quite reasonable since the whole design was logic and creative with wonderful ideas. Nevertheless, some improvements still need to be made in accordance with the general planning framework of Tianzhushan Scenic Area so that it will attach more importance to environment protection and cultural value and highlight regional features through integrating ecological beauty and the beauty of Buddhism architecture with cultural beauty. Relevant departments should pore over the design plan before reporting and approving it according to strict procedures.



### **Tianzhushan and Central Catalonia Global Geopark of Spain Establish Sister-geopark relationship**

Recently, Tianzhushan Global Geopark and Central Catalonia Global Geopark of Spain signed a friendly cooperation agreement, and formally established sister-geopark relationship. In order to strengthen the exchange and cooperation between both geoparks in the conservation, management, tourism promotion and sustainable development, Central Catalonia Global Geopark and Tianzhushan Global Geopark declare to stimulate common improvement and to make contributions in science popularization, capacity building, joint promotion and marketing in the tourism trade.

Central Catalonia Geopark has abundant geological heritages, covering fields of stratigraphy, sedimentology, tectonics, karst system, Paleontology and Paleoanthropology, etc. It joined in Global Geoparks Network in 2012.

### **Tianzhushan Global Geopark Holds a Discussion Meeting for Strengthening the Community Participation**



On March 16, Tianzhushan Global Geopark held a discussion meeting for strengthening the community participation. Representatives of ten villages within the geopark attended the meeting, making exchanges on strengthening the protection of geological heritages and ecological environment, geo-science popularization, promotion of residents' civilization, development of geo-tourism and economy, inheritance and development of



traditional culture, etc.

The community residents expressed their basic understanding about the geological heritage within the geopark, their positive attitude and willingness to protect and sustainably exploit the geological heritage, and they put forward many constructive suggestions as well.



### Tianzhushan Attends the 3<sup>rd</sup> Tourism Summit Forum of the Southwest Anhui Province

The opening ceremony of the 3<sup>rd</sup> Tourism Summit Forum of the Southwest Anhui Province, namely the Tourism Annual Conference of Anzhilu Travel Agency Alliance of Anqing took place on January 15 in Anqing, to which Tianzhushan was invited. During the conference, representatives of Tianzhushan Scenic Area has introduced Tianzhushan and shared experience with more 200 scenic areas all over the country. Moreover, Tianzhushan Scenic Area has won the honor of the “Strategic Cooperation Partner” of Anqing travel agency alliance.



### Tianzhushan Is Awarded as the 2014 Best Natural Landscape in China

Recently, China Traveler Conference was held in Lijiang, Yunnan Province. Through the conference evaluation, Tianzhushan Scenic Area was awarded as one of ten 2014 Best Natural Landscapes in China. China Traveler Conference was sponsored by Ctrip website, and it has been held 5 times since 2009. It is the only national large-scale tourist destination evaluation activity voted by net friends, with great objectivity and authority, which plays an active promotion role in enlarging net tourism and upgrading tourism brand influence.



### Romantic Charm of Tianzhushan Won the Five “One” Project Award

Composed by Chu Xiangqian and sang by young singers in Central Political Department Chorus, *Romantic Charm of Tianzhushan* has won the Five “One” Project Award of the 13<sup>th</sup> Spiritual Civilization Construction of Anhui Province through experts’ evaluation.

Describing the natural landscape and humanity of Tianzhushan in a vivid way, *Romantic Charm of Tianzhushan* integrates the folk song elements of Tianzhushan area. Therefore, it has a beautiful tune and a strong flavor of local folk song, which is well performed by the young singers, becomes popular with



audience and tourists and widely sang in the society.

### **Travel to Tianzhushan and Inhale the Scent of Spring**

Located at the magic 30° N, Tianzhushan is breathtaking but neither cocky nor seductive, instead, it's quite, elegant, exquisite, otherworldly and ethereal. Walking on it, you can feel it caresses every inch of your skin while showing you those amazing and unparalleled sceneries.

No matter in what season, Tianzhushan never lacks colorful flowers or bright sunshine. Ascending the peak of Tianzhushan in spring, you will hear everything come to life beneath your feet and inhale the warm scent of spring which will fill you of energy. With a forest coverage of 99.7%, Tianzhushan produces a large number of negative oxygen ions, which is of great help to relieve those people who are suffering from sub-health.

Turning your sight to the distant place, you will spot many golden yellow sea of rape flowers, which shock you eyes and mind. Why not head for the colorful sea of flowers to smell those rape flowers, peach flowers and pear flowers which are in full bloom? Pink, red, white, yellow and green dominate the whole spring in Tianzhushan.

In April when almost all flowers have already withered, azaleas in Tianzhushan appear on the stage of spring and start to come out. When May befalls the earth, thousands of azaleas are experiencing their golden time with fantastic colorful blossoms, which embrace and intoxicate you, making you forget time and all nuisances.

What a miracle it is! No matter how long the winter, how hard the frost or how deep the snow, Nature triumphs. Red dyes flowers and green creeps on trees, and people who have stayed inside for the whole winter can not help going out to stretch the rigid body as well as to get close to nature. Tianzhushan is definitely the best place for you to go out with friends and families on a warm and sunny day in spring, taking in some fresh air and doing some exercise to get rid of the fat gained in winter.







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