

The Construction Planning of Tianzhushan Entrance Service District Passes the Evaluation by the Planning Committee of Qianshan County

On March 17, a meeting was held by the Planning Committee of Qianshan County to discuss about the designing plans of the construction planning of Tianzhushan entrance service district and the planning of the resettlement area.

The meeting concludes that the planning has clear functions, reasonable layout and unique style, which conform to the characteristics of the geological evolution and historical culture of Tianzhushan, and the architecture is designed magnificently with strong visual impact. The designing plan of the



resettlement area combines the relocation with the integrated development of tourism business, creates a tourism town with sightseeing, entertainment and living, fully represents the feature and tourism elements of Tianzhushan resort area and totally conforms to the comprehensive requirements of the "Idyllic City" standard of Qianshan.

Tianzhushan Strongly Propels the Protection Project of Paleontological Fossils Sites

On April 2, Tianzhushan Global Geopark held a promotion meeting about the protection project of Paleontological fossil sites, comprehensively coordinating and deploying the implementation of the protection project.

On the meeting the construction plan, the road construction, compensation of the protection sites and relevant problems of



the protection project were discussed. Each department was required to vigorously support the project and closely cooperate with each other. The project should progress steadily within the deadline, while integrating the protection of geological heritage, the construction of the scientific investigation and science popularization base, the development of rural tourism and the construction of picturesque villages. It is necessary to fully tap the potential of geological heritage tourism, and effectively enhance the value of geological heritage protection to better promote the development of local economy and society.

The Number of Tourists Visiting Tianzhushan Boosts during the Vocation of Tomb-sweeping Day

The number of tourists visiting Tianzhushan reached 113,900 during the vocation of Tomb-sweeping Day, breaking the ever records. Most of the tourists traveled here together with their friends and families driving their own cars, which was a feature of tourism during this vocation.



The Expert Group of International Continental Scientific Drilling Program Conducts Field Work in Tianzhushan

On April 5th and 6th, the expert group of International Continental Scientific Drilling Program inspected the UHP metamorphic belt within Tianzhushan Global Geopark. Tianzhushan Geopark is located in the junction part between Yangtze Plate and North China Plate. It is internationally recognized as an important area of ultra-high pressure (UHP) metamorphic belt, because of its largest scale, deepest denudation, best exposure and most abundant UHP minerals and rock combinations in the world. Therefore, it has become a highly concerned area for researching international continental plate tectonics and one of the most typical areas for the studies of continental



dynamics.

The expert group, comprised of 14 people from 13 countries, was led by Professor Wang Qin from the Earth Science and Engineer College of Nanjing University. They successively investigated Bixiling, Xindian and Hanchangchong, greatly attracted by Tianzhushan UHP geological heritages.



Tianzhushan Sets about Creating a Smart Scenic Area

On May 8th, Anhui Tianzhushan Tourism Development Co. Ltd and Anhui Guangxing Communication Technology Company signed the service agreement of Smart Tianzhushan tourism development planning frame in Hefei City. Smart Tianzhushan tourism development planning (2014-2020) is to create a smart scenic area in three phases: near-term implementation, mid-term designing and long-term planning, making it more convenient for tourists to visit Tianzhushan in an intelligentized way.

Smart Tianzhushan actually is a smart cloud platform of tourism, comprised of four functional parts: resource protection, scenic area management, tourism service and advertising and marketing. This year, Tianzhushan has been focusing on the thesis of Smart Tourism Year, continuously upgraded micro-service functions like Weibo and WeChat, cooperated with tourism e-commerce, such as Ctrip, Tongcheng, Tuniu and Lvmama and gradually tried on-line marketing like O2B, O2C and OTA, and made off-line sales promotion.

Smart Scenic Area

Features of smart management of smart scenic area:

Quantitative: the smart management solves problems through applying modeling and quantitative techniques.

Intelligentized: the smart management makes use of hi-tech management measures and instruments, enabling the management system to analyze and imitate man's brain to process information and think, namely artificial intelligence.

Comprehensive: the smart management emphasizes the way to comprehensively apply multi-disciplines. Apart from the management theory, economics, mathematics, statistics, information theory, system theory and computer sciences, there still needs all kinds of specialized technical knowledge, such as behavioral sciences, sociology, accountancy, physics, chemistry and cybernetics, in accordance with different research objectives.

Integrated: integration means combining all successful factors and essential parts of management methods together, and integrating creative ideas to achieve functional integration and technical integration of the

management system.

Dynamic: during the process of smart management, managers should continuously supplement and modify the smart information input according to the internal and external changes, in order to yield the best information output.

Systematic: the smart management studies the relationship of all kinds of functions based on systematic viewpoints.

The construction objectives

The overall principle of the construction of Smart Scenic Area: unified planning, unified platform, staged implementation and trot with small steps. The construction of Smart Scenic Area is to be phased gradually on the premise of adhering to the overall principle.

The construction objectives of Smart Scenic Area are to: formulate the overall construction planning, complete the management platform of scenic resources, construct the exhibition platform centered on the three-dimensional panoramic exhibition system, modify the transmission network, realize the preliminary transformation of the management procedure of Smart Scenic Area, and cultivate talents with basic operation skills and management skills for the maintenance of Smart Scenic Area to achieve initial results for the construction of Smart Scenic Area.



2014 Tianzhushan Photography Contest Is in Full Swing

On June 9, 2014, Tianzhushan Photography Contest kicked off. Entries are divided into two types, namely videos and photos. Over 100 awards are set with a sum of 100,000 RMB.

This contest is co-held by Tianzhushan Scenic Area, Sina.com and Youku.com. It is co-sponsored by Photographers Associations of Anhui Province, Jiangsu Province, Hubei Province, Jiangxi Province and Shanghai together with Anqing.com.

The theme of this contest is “Soul Searching Journey to Find the Most Beautiful Thing in Tianzhushan”

Entries include sets of photos with a certain theme (3-10 pieces) and short videos (1-5minute(s))

Entry content should focus on the natural landscape, climate landscape, history, culture, and evolution of Tianzhushan .

Entries should be tabbed as “name of the entry + photographer’s name + phone number” before being uploaded to the website or sent to the e-mail address: tianzhushanly @sina.com.

Entry submitting time: June 9, 2014-May 2015

Contact: 400-0556-900

Awards:

For videos:

- 2 entries of the quarter (3000 RMB each)
- 1 entry most popular on the Internet of the quarter (2000 RMB)
- 1 lucky entry of the quarter (1000RMB)
- 5 voters of the quarter (8G U-disks)
- 1 original entry of the year (15, 000RMB)
- 1 innovative entry of the year (6000RMB)
- 1 editor of the year (4000RMB)
- 10 voters of the year (8G U-disks)

For photos:

- 1 first prize: 5000 RMB
- 2 second prizes: 2000RMB
- 3 third prizes: 1000
- 10 honorable mentions (8G U-disks)

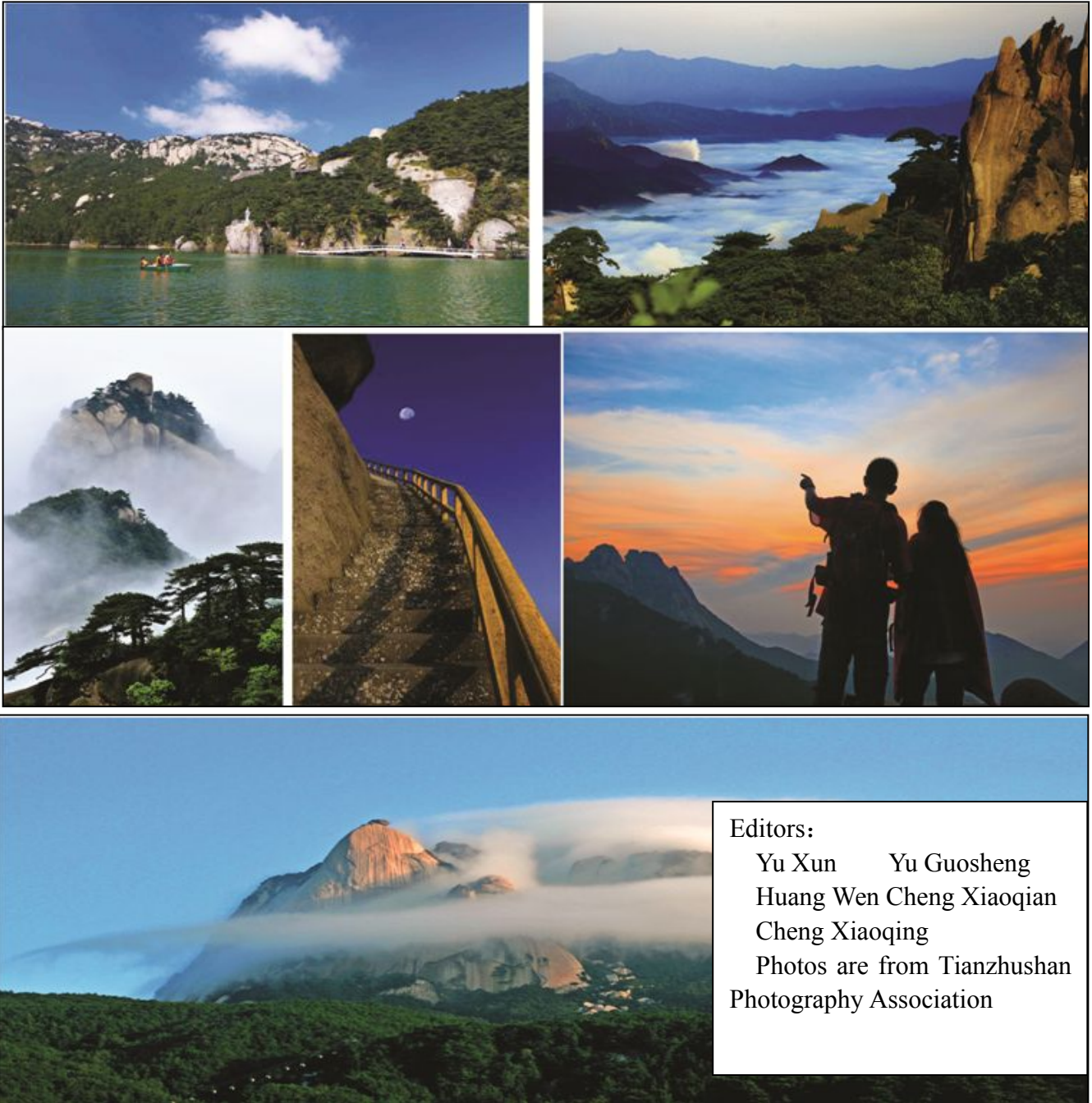
Please refer to Tianzhushan official website: www.tzs.cn for detailed information.



Tianzhushan with a Peculiar Spring and Unique Ethereal Beauty

It is a great delight to visit Tianzhushan in spring when the sunshine is mild and everything comes to life. Tianzhushan area boasts beautiful mountain and waters, which places you in a fairyland with ethereal beauty. Here you will get drunk with happiness and comfort while caressed by the warm breeze.

Come to Tianzhushan, a fairy kingdom where you can smell great flowers, listen to birds' gay singing and clean your mind to get away from the clamorous and fickle city. In a word, Tianzhushan is one of the best places for leisure.



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