

## **Tianzhushan Global Geopark Makes Comprehensive Improvements Based On Assessment And Recommendations**

Wen HUANG

Tianzhushan Global Geopark, China < E-mail: tzsgeopark@126.com >

In the last four years, Tianzhushan Global Geopark has made comprehensive improvements, based on the eight recommendations put forward by experts of GGN after the assessment in 2011. Firstly, Tianzhushan Global Geopark attached great importance to the science popularization and carried out a series of effective measures: redesigned the interpretation boards and websites, upgraded the geo-museum and science popularization galleries, compiled different popular science readings, trained tour-guides, sponsored colorful activities for science popularization at schools; secondly, the geopark strengthened relations and signed cooperation agreements with local enterprises, internet media companies, TV stations, exploited tour routes with various geotourism programmes and jointly designed, developed, promoted and sold tourist souvenirs with local manufacturers; thirdly, the geopark integrated tea cultivation and local tea culture into geotourism through financial support, technical training, brand promotion and festival activities; fourthly, the geopark enhanced the cooperation with Family-run Inns, providing services such as sightseeing, recreation, entertainment, catering, accommodation and shopping for tourists; fifthly, the geopark encouraged and promoted local handicraft industry through organizing the handicrafts enterprises to participate in investigation, training and discussion and providing exhibition space, marketing, publicity on websites as well as establishing fixed shopping spots for handicrafts; sixthly, the geopark established the tourist carrying capacity monitoring system, which can help the managers better regulate and control visitor volume for promoting environment sustainability, tourist satisfaction and intelligent management.