

Lushan National Park



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Part 1

Why is Lushan National Park famous?

Part 2

Recommendations on future tourism
development of Lushan

Background Information

- Located in Northern part of Jiangxi Province
- Covering 500km²
- Highest peak: Hang Yang Peak
 - 1,474m above the sea level
- A mix of natural, political, cultural and historical features
- **Recognition:** UNESCO World Heritage List (1996), National Geopark of China (March 2001), UNESCO Global Geoparks Network (Feb 2004)

(Lushan Global Geopark, 2014)



Why is Lushan National Park famous?

#1

Physical factors

#2

Historical and Cultural factors

#3

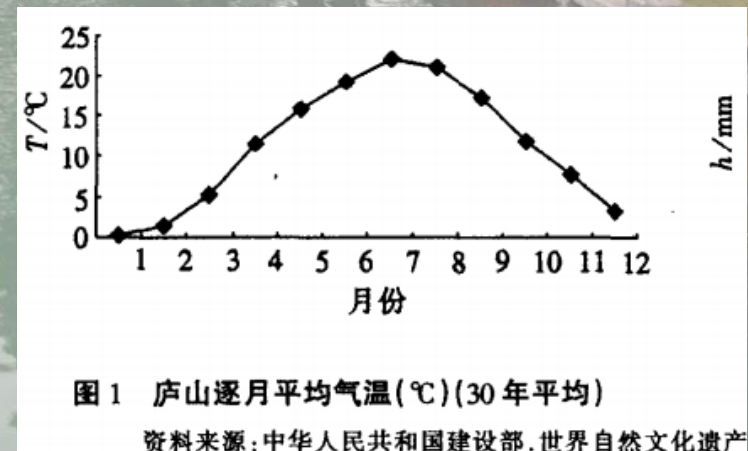
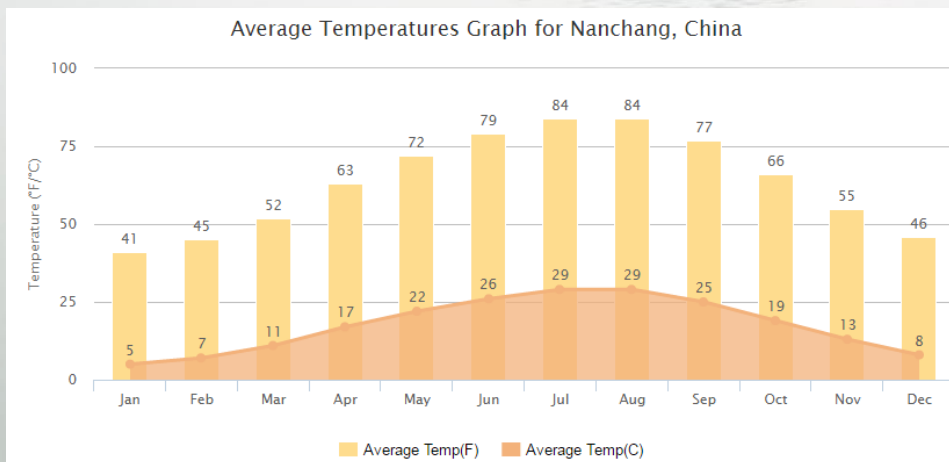
Political and governmental factors



PHYSICAL FACTORS

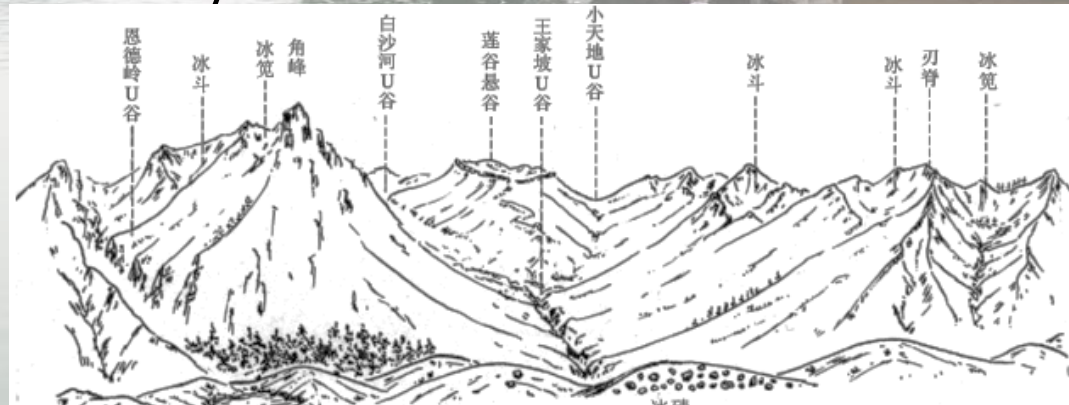
A. Favourable climate

- Humid subtropical climate with the characteristics of alpine climate
 - Mild winter and cool summer → Attractive to travelers
- E.g. Guling:
 - Hottest month (July): 23 °C (Feng & et al. 2003)
 - Average spring and autumn temperature: 8.2 °C -17.6 °C
 - ∴Guling= COOLING
- **Famous for summer resort



B. Unique Geomorphology

- Possible Landforms formed by Quaternary glaciation
 - Most complete collection of glaciation landscape in Huanan area
 - Proposed by Li Siguang in 1933 (Yin & Yang, 2004)
 - The result of a series of glacial erosion in three different ice ages (鄱陽冰期, 大姑冰期, 廬山冰期) (Niu & Xiu, 2004)
 - Concentrated on the upper hill and northern area
 - E.g. U-shaped valleys and cirque (冰斗)
 - Controversy of Dr. Li's discovery



The distribution of glacial landform in Huangjiapo Valley area, Lushan. Source: Qian & Ling , 2007

Examples of the glacial scenic spots in Lushan

- Hanpo Pass(含鄱口)
 - The composition of horn (角峰) and arête (刃脊) (Niu & Xiu, 2006)
 - Uncommon form of horn (possibly weathered top)



Source: Author

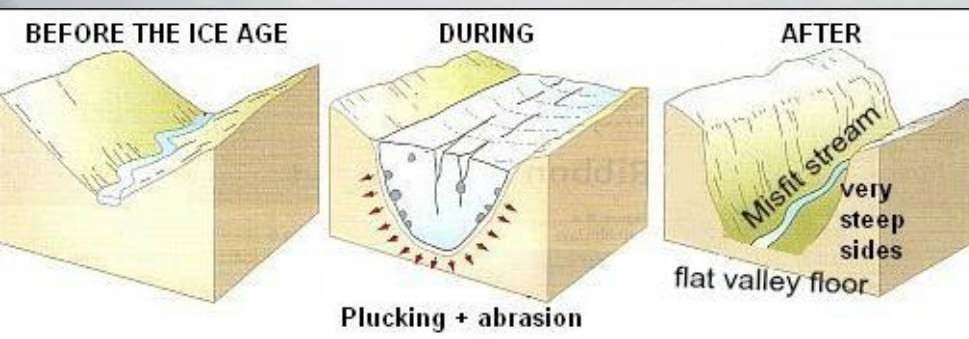


Source: <http://www.physicalgeography.net/fundamentals/10af.html>



Examples of the glacial scenic spots in Lushan

- Wangjiapo U-shaped Valley (王家坡U谷)
 - The largest U-shaped Valley in Lushan
 - Located at the southern side of Lushan, 4000m long and 700m wide (Li, 2015)

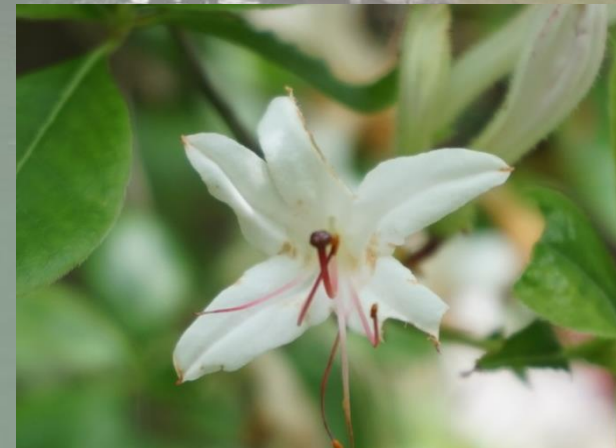


The comparison of Wangjiapo U-shaped Valley and the U-shaped valley in Alps. Source: Qian & Ling, 2007

C. Diversified ecology

- Rich Plant species

- The set up of Lushan Botanical Garden in 1934
- A total of 3490 plant species are found in 13 plant zones (Wild and cultivated) (Song et al, 2014)
- 19.35% of wild ornamental plant species with high aesthetic value in Jiangxi (Among 1018 plant species) (Zhang, Wang, Zhou & Yu, 2002)
- Scientific Research base
- E.g. The study on the possible utilisation of Rhododendron (杜鵑花) in urban landscape (Li, Liu, Lu & Liang, 2006)



A scenic view of a lake with a mountain in the background and a row of trees along the shore. The water is calm, reflecting the sky and the surrounding landscape. The trees are tall and green, and the mountain is hazy in the distance.

HISTORICAL AND CULTURAL FACTORS

A. Historical — People

Many famous poets and emperors had been to Lushan Mountain

- Famous Poets

- E.g. Tao Yuanming from Jin Dynasty and Su Shi from Song Dynasty (Lushan Global Geopark P.R. China, 2014)

- The Museum: Mao Zedong's Villa



Source: Author

- Emperors

- Starting from Qin Dynasty e.g. Qin Shi Huang and Hanwu Di
- Building and giving names to temples
- Promoting Confucianism, Buddhism and Taoism

- Chairman of the Nationalist Government of China and Chairman of the Central Committee of CPC of China

- Jiang Jieshi and Mao Zedong
- E.g. The Meilu Villa

(Lushan Global Geopark P.R. China, 2014)



Source: Author

B. Cultural — Poems

- Birthplace of pastoral poetry
- More than 16,000 poems about the beauty of Lushan Mountain since the Jin Dynasty

➤ E.g. <<题西林壁>> by Su Shi in Song Dynasty

“橫看成嶺側成峰，遠近高低各不同。
不識廬山真面目，只緣身在此山中。”

(Lushan Global Geopark P.R. China, 2014)

C. Cultural — Religious

- Important place for popularizing Taoism and Buddhism
 - E.g. Fairy Cave
 - Earliest temples were built in middle of 4th century

(Lushan Global Geopark P.R. China, 2014)



Source: Author

- Modern: Catholic, Christian, Islamism churches were found
 - Due to the cultural exchange with foreign countries
 - Different architectural design of churches

(Lushan Global Geopark P.R. China, 2014)

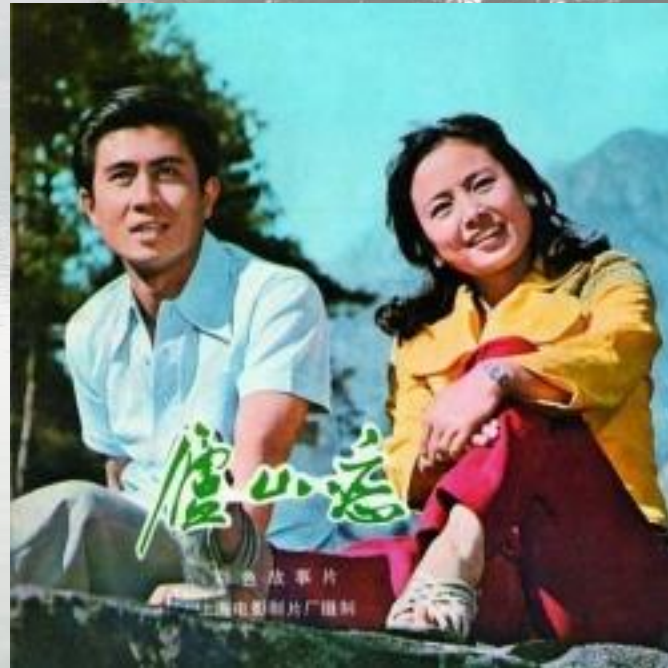


D. Cultural — Movie

Romance on Lushan Mountain

- Longest first-run of a film in one cinema

(Lushan Global Geopark P.R. China, 2014)



Poster of Romance on Lushan Mountain. Source:
<http://www.rockbundartmuseum.org/en/event/overview/dckxB>

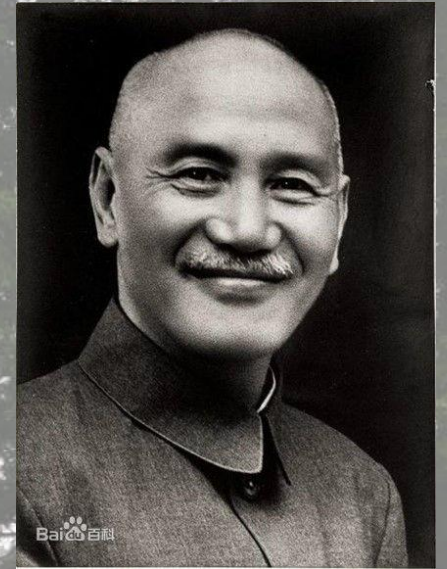
A scenic view of a lake with a mountain in the background and a row of tall trees along the shore. The water is calm, reflecting the sky and the surrounding landscape. The trees are tall and thin, with dense green foliage. The mountain in the background is hazy, suggesting a misty or overcast day. The overall atmosphere is peaceful and natural.

POLITICAL AND GOVERNMENTAL FACTORS

Rich Political Background

A. Record-keeping function of civil

- Major decision-making processes of civil war
- A control and command centre
- 1937:“七七蘆溝橋事變”
- 中共中央為公布過共合作宣言
- 國共合作抗日



B. Symbol of Brave Chinese

- Jiang Jie Xi's determination on combating the Japanese Army
- 中國共產黨第八屆中央委員會第八, 九次全體會議
- Dictation of the Communist Party



Remarks

- Witnessed major historical and political events
- Deeply affected lives of politicians such as Jiang Jie Xi and Mao Ze Dong
- Fundamentals of modern history
- Best match with the title of 「中國政治名山」



A scenic view of a lake with a forested mountain in the background and a row of tall trees along the shore. The water is calm, reflecting the sky and the surrounding greenery. The trees are tall and thin, with dense foliage. The mountain in the background is covered in a thick forest and is partially shrouded in mist. The overall atmosphere is peaceful and serene.

POLITICAL AND GOVERNMENTAL FACTORS

Government policies and support

A. Verification of awards and titles

- 1996: 'World Cultural Heritage'
- 2004: 'World Geopark'
- 2007: 'State 5A class tourist attraction'
- 2009: “中國十大避暑名山” and “中國最美十大名山”
- 2009: organized “World famous Mountains Assembly”



B. Well-developed infrastructure

- Comprehensive Transportation Network
- Air: Nanchang, Jiujiang Lushan Airport → domestic flights to big cities
- Navigation: more than 20+ vessels arriving JiuJiang
- Land: arriving JiuJiang or Lushan stations by various highways
- Local well-developed community



C. Lushan Tourism board

- User-friendly and comprehensive webpage involving various features
 - E.g. 360 virtual tour, introduction of background and geological landscape, booking of tickets/sightseeing buses
- Available in 4 languages: English, Chinese, Japanese and Korean
- Active interaction → visitors board (enquiry and feedback)
- All-in-one webpage allowing tourists to plan either Day/Theme/Events tour
- Organised diverse events throughout the year: “海峡两岸文创商品展”, “中国旅游日”, etc



A scenic view of a lake with a forested mountain in the background and a row of tall trees along the shore. The water is calm, reflecting the sky and the surrounding greenery. The trees are tall and thin, with dense foliage. The mountain in the background is covered in trees and is partially shrouded in mist or fog. The overall atmosphere is peaceful and natural.

SUGGESTIONS TO FUTURE TOURISM DEVELOPMENT

Sustainable Tourism

Sustainable Tourism:

*"Tourism that takes full account of its current and future **economic**, **social** and **environmental** impacts, addressing the needs of visitors, the industry, the environment and host communities"*

(UNWTO, 2005)





ECONOMIC ASPECT

Economic Aspect

Aim: Increase the profit through boosting the visiting rate

A. Red Tourism

- Since 2001 for patriotic education (Xie, Hu & Zheng, 2006)
- Create a concrete linkage for the revolutionary history
- E.g. linking the history of Meilu Villa, Zhou Enlai Memorial Hall and Mao Zedong Villa
 - Explaining using catalog or creating QR code

B. Internationalization

- Promoting to foreigners
- Improving supporting facilities
 - English tour
 - Better English translation
 - More bilingual information signs and road signs for non-guided tourists
 - Bilingual announcement on tourist shuttle



Source: Author

A scenic view of a lake with a mountain in the background and a row of trees along the shore. The water is calm, reflecting the sky and the surrounding landscape. The trees are tall and green, and the mountain is hazy in the distance.

SOCIAL PERSPECTIVE

A. Enlargement of road

- Cars and pedestrians compete for the space on road
- Cars slide past pedestrians at high speed with close distance
- Enlarge the width of road/ build pedestrians' road
- Deal with the high peak of travel season and solve the traffic jam problem

(Planning Department HKSAR, 2015)



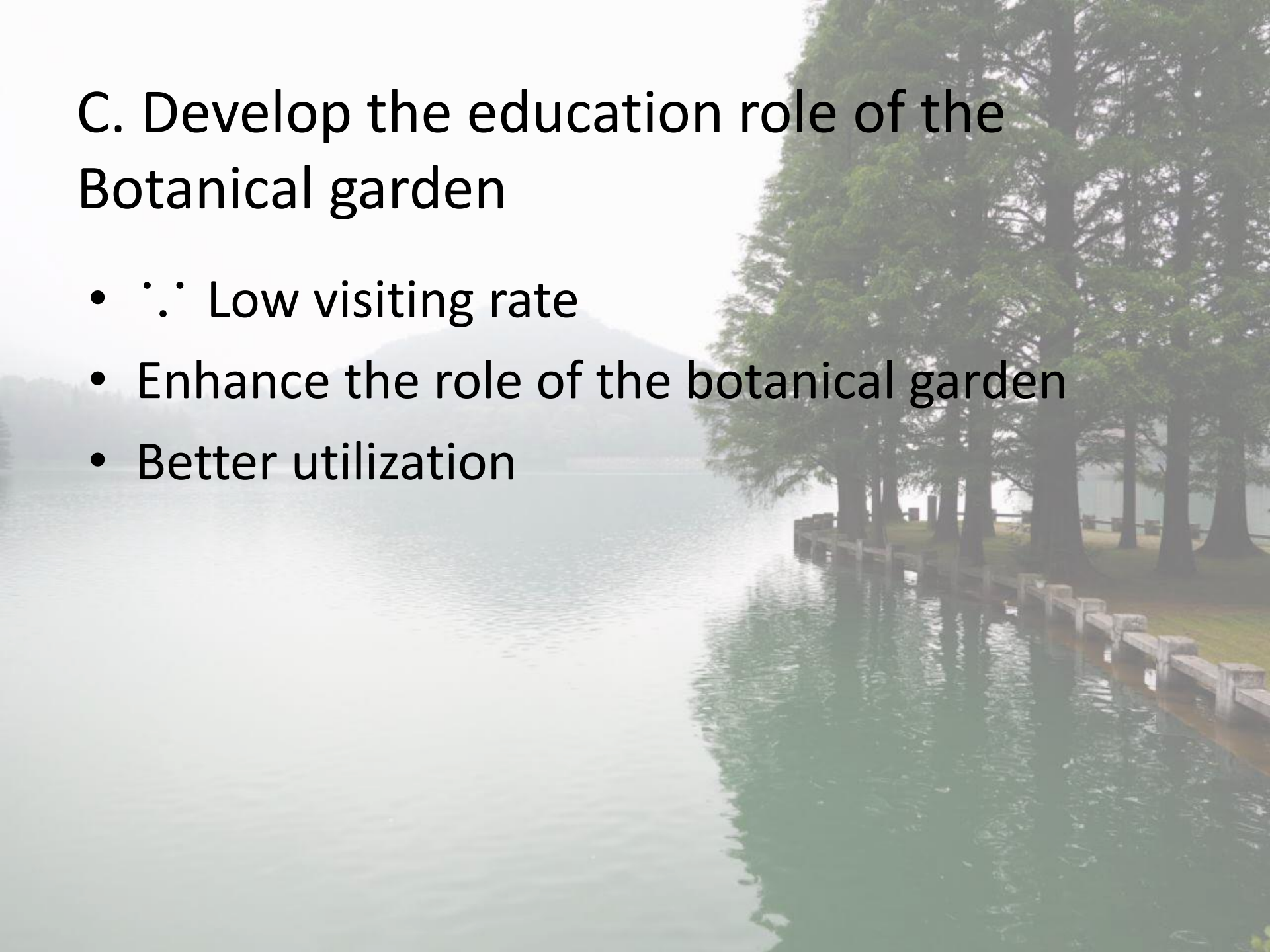
B. Application of local tour guides

- Provide job opportunities for the local community
- Enhance interactions among local residents and tourists
- Facilitate cultural exchange among various parties
- Pass-on knowledge through inter-generations
- E.g. Eco-tourism in rainforest or jungle in Thailand



C. Develop the education role of the Botanical garden

- ∴ Low visiting rate
- Enhance the role of the botanical garden
- Better utilization



Case Study: HK Zoological & Botanical Garden

- Provision of guided tours
 - Weekly guided tours to provide educational service to the visitors (conservation awareness) (LCSD, 2016)



The screenshot shows the website header with the logo of the Leisure and Cultural Services Department (LCSD) and the Hong Kong Zoological and Botanical Garden. The navigation bar includes 'GovHK 香港政府一站通', 'ENGLISH | 简体版', and a search bar. The main content area is titled '公園導賞團' (Park Guided Tour) and provides details about the tour service.

康樂及文化事務署
香港動植物公園

GovHK 香港政府一站通 ENGLISH | 简体版

搜尋 輸入關鍵字

網頁指南

康文署

主頁 > 活動 > 公園導賞團

公園導賞團

為加深遊人對香港動植物公園歷史和園內動植物的認識，從而增加觀賞樂趣，本園免費提供服務。導賞活動長約兩小時，每團名額約40人，詳情如下：

日期： 2016年4月10日至6月26日（逢星期日）

時間： 上午10時30分至中午12時30分

集合地點： 香港動植物公園教育及展覽中心



Case Study: HK Zoological & Botanical Garden

- Addition of plant labels
 - Provision of species information (Zheng, Zhu & Zhao, 2007)
 - Including scientific names, common name and origin etc.
 - Detailed introduction of plant species



食蟲植物
Carnivorous Plants

食蟲植物除了利用陽光來進行光合作用製造養分，亦會捕食昆蟲或其他小動物來補充營養。食蟲植物具有變異成獵捕陷阱的葉片。這類植物會用鮮艷的顏色或香味吸引獵物靠近，然後用黏性的葉片把獵物黏住；或用汁液將牠們淹死。最後這些植物會分泌消化液把牠們溶解。

Carnivorous plants feed on insects and small animals, in addition to producing food in their leaves by photosynthesis. All carnivorous plants have leaves modified as traps. They use bright colours and scent to attract prey; entangle the prey by sticky droplets on the leaf surface or drown it with liquid-filled trap, then use enzymes to digest the prey.

香港植物公園是國際自然保護聯盟會員。
The Hong Kong Zoological and Botanical Gardens (HKZBG) is a member of
IUCN - the World Conservation Union.



ENVIRONMENTAL PERSPECTIVE

A. Promotion of Leave-no-trace tourism

- Minimised impact for recreational activities
- **Principles** (National Outdoor Leadership school, 1999):
 - **“Dispose of Waste Properly”**
 - **“Leave What You Find”**
 - **“Respect Wildlife”**
 - **“Be Considerate of Other Visitors”**



Applications: Example of Hong Kong Geopark

- Protected by the Country Parks Ordinance and Marine Park Ordinance (Wang, Tian & Wang, 2015)
 - “LEAVE WHAT YOU FIND”
 - Rock picking is strictly prohibited



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