

# Leiqiong UNESCO Global Geopark Annual Report 2016

## 1. Geopark Identity

**Geopark name, country, regional Network:** Leiqiong UNESO Global Geopark (China、APGN)

**Year of inscription / Year of the last revalidation:** first accredited as Global Geopark in 2006, re-application for area extension in 2016 (the last revalidation).



2016 Leiqiong UNESCO Global Geopark Report Meeting

## 2. Geopark Figures

**Number of Geopark staffs:** 891 staffs including 1 geoscientist

**Number of Visitors:** 2.4 million visitors。

**Number of Geopark events:** 12

The geopark events conclude the 1<sup>st</sup> pineapple culture & tourism festival in Xuwen; the 1<sup>st</sup> volcanic bicycle cultural festival; the 47<sup>th</sup> “Earth Day” hiking event; a series of activities to celebrate “National science day”; science popularization activities held in the communities; opening ceremony to the geopark primary school in Longmen village; science popularization field trips during the spring and fall and the summer camp; promotion seminar for volcanic coffee and caulis dendrobii; UAV photo contest in Tianyang pineapple sea scenic area。

**Number school classes realize Geopark educational programs:** 26

**Number of Geopark press release:** 28

## 3. Geopark Activities

### Major achievements in 2016

1. Completed the rectification items, fulfilled the assessment of the geopark area extension.
2. In 2016, Leiqiong Global Geopark Management Board was set up by the geopark. Under the management board, there are two management committees, namely Management Committee of Zhanjiang Scenic District and Management Committee of Haikou Scenic District, to unify the geopark’s management structure.
3. Compled the establishment and renewal of each geological relics protection tablets and

interpretive boards; totally updating 339 pieces of panels of the museum and science museum, the scientific research result and geotourism exhibition were added to the museum; updated the geopark model.

4. The geopark completed the study on the correlation between Leiqiong geoheritages and its culture, publishing a thesis Volcanoes and Leiqiong Culture, also carrying out survey on soil fertile elements and quality of its agricultural products, completing sample-gathering and analysis of typical agricultural crops and planning to submit a subject research report for publication with Guangdong Ocean University.

#### **Contribution towards GGN-Networking and Participation**

In 2016, we attended several communication activities and training courses, such as:

The 7<sup>th</sup> International Conference on UNESCO Global Geopark;

The annual meeting of the global geopark of China;

The global geopark application and reassessment symposium;

The 6<sup>th</sup> International Conference on Maar Lake;

The 1<sup>st</sup> and 2<sup>nd</sup> International Training Course on UNESCO Global Geopark

The Training Course on tour guide and management of construction planning.

In July, 2016, Leiqiong UNESCO Global Geopark and Vulkaneifel UNESCO Global Geopark signed an agreement to build sister-geopark relationship. After that, we developed exchange activities with Fangshan Global Geopark and Yandangshan Global Geopark. In December, we also started the exchange programs with Jingpohu Global Geopark as well.

#### **Management structure and financial status**

Management structure: In 2016, Leiqiong Global Geopark Management Board was set up by the geopark. Under the management board, there are two management committees, namely Management Committee of Zhanjiang Scenic District and Management Committee of Haikou Scenic District, to unify the geopark's management structure.

Financial status: The total income of the geopark is 109.5784 million yuan, including tourism revenue 49.1064 million yuan, special funds from local government 60.472 million yuan, geosites protection and construction funds 39.5733 million yuan.

#### **Geoconservation**

1. Setting-up of protection tablets: There are 19 protection tablets setup in all geosites in the extension area of Leiqiong geopark. Meanwhile, local villagers are recruited for the daily inspection of the geosites by the geopark.

2. Worked out the overall plan of the geopark and setup the geopark's management system: According to the re-demarcation of the geopark, the management board has worked out the Overall Plan of Leiqiong Global Geopark(2016-2030) and Regulations on Management of Leiqiong Global Geopark.

3. Finished the geopark video monitoring system construction (stage 1)

#### **Sustainable tourism (Geotourism)**

In 2016, there are more than 2.4 million tourists come to visited the geopark. The increase of tourists to the geopark has encouraged setup of Pleasure-in-farmhouse (tourist project), family hostels, specialty shops,etc., in neighborhood of the geopark, also increased the sales

of their agricultural products, leading to development of tourism and service industry.  
New Education programmes on geoconservation, sustainable development and disaster risk reduction

In the last year, the geopark formulated the 13<sup>th</sup> Five year Science Popularization Activity Plan of Leiqiong Global Geopark. It also organized the Earth Day propaganda, arranged the special talk “earthquake and disaster reduction” and organized training courses on geopark knowledge, tourism marketing and fire precaution to more than 380 staffs of the geopark.

### **Strategic Partnership**

1. The geopark completed the study on the correlation between Leiqiong geoheritages and its culture, publishing a thesis Volcanoes and Leiqiong Culture, also carrying out survey on soil fertile elements and quality of its agricultural products, completing sample-gathering and analysis of typical agricultural crops and planning to submit a subject research report for publication with Guangdong Ocean University.
2. The geopark published the Overall Plan of Leiqiong Global Geopark, cooperating with Beijing Shenzhen Expo Tourism planning and Design Company.
3. The geopark signed the cooperation agreement with Zhanjiang China Travel Service Ltd, Zhanjiang Binfen Holiday Agency Ltd, China International Service Zhanjiang, China International Travel Service, Hainan Xiaoyao, Hainan Kong Thai Travel Service etc. to recommend the integrated Leiqiong geopark tour route.
4. The geopark operated the first primary school in Leiqiong area with Xuwen Longmen village primary school.
5. The geopark established relationship with Leizhou city museum to jointly build the Leiqiong Global Geopark culture and education base.

### **Promotional activities**

In order to improve the geopark’s visibility and expand the tourism market, the geopark take an active part in the tourism promotions at national, provincial and city level. The geopark also deliver more 60 newsletters in tourism by official website, wechat and local newspapers.

### **4. Contacts:**

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