

Qinling Zhongnanshan UNESCO Global Geopark

Annual Report 2019

1. GEOPARK IDENTITY

Geopark name, country, regional Network: Qinling Zhongnanshan UNESCO Global Geopark (China, Asia Pacific Geoparks Network)

Year of inscription / Year of the last revalidation: 2009/2017

Representative Work:

(1) Lectures on nature and sciences were given by tutors from Qinling International Juvenile Camp to students from several schools in Xi'an. Meanwhile, 79 travel agencies and education organizations joined the Qinling Zhongnanshan Researching and Learning Class held by the camp and about 40,116 persons visited the camp to feel the nature and learn some geology and outdoor living knowledge.

(2) Partnership with Shennongjia UGGp, Langkawi UGGp and Dunhuang UGGp were built respectively in July, September and October 2019.

(3) Trainings aimed to improve tutors' quality and build high-quality team were organized by Qinling Zhongnanshan Global Geopark Management Office, which trained more than 40 tutors.

2. GEOPARK FIGURES

Number of Geopark staffs: 982 staffs including 7 geoscientists

Number of Visitors: 5,148,700 visitors

Number of Geopark events: 51 science education in public events and 10 tourism and culture events, including the 18th Climbing Challenge, the 15th Qinling Tourism and Culture Festival, Tourism Day and Qinling International Cross-country Race etc.

Number school classes realize Geopark educational programmes: About 80 schools and over 200,000 students and teachers attended Qinling science class to learn some knowledge of animals, plants, geology and outdoor living etc. Meanwhile, "Education in Public" events were held for 6 times, which allowed tutors from the park to give lectures on campus.

Number of Geopark press release: 54 pieces of news, of which 10 were published by CGN and 3 were published by APGN.

3. GEOPARK ACTIVITIES

Major achievements in 2019:

- Completed the protection list of the first batch of important national geologic relics and submitted to National Forestry and Grassland Administration.
- Revised *Qinling Zhongnanshan UNESCO Global Geopark Plan (2020-2030)*.
- Built the Qinling (Zhuque) Ecology and Weather Monitoring Station Education Base with Weather Bureau of Huyi District and Xi'an University.
- Upgraded the Qinling Zhongnanshan UNESCO Global Geopark Museum.
- Popularized sciences to more than 40,000 visitors in 2019.

Contribution towards GGN -Networking and Participation:

- In August participated in the “China Geopark” promotion event and shot a micro-film to support the establishment of the “China Geopark Day”. Meanwhile, one essay was included in the *Paper Compilation of Geopark Protection and Development*.
- In September attended the 6th Asian-Pacific Global Geopark Conference and demonstrated two essays related to science popularization. Set up the Qinling Zhongnanshan booth.
- In September attended the APGN coordinator conference and selected the APGN coordinator for the new term.
- In October attended the UNESCO Global Geopark Conference of China 2019.
- In March attended the “education in public” seminar by Danxiashan UNESCO Global Geopark.
- Received representatives from Huanggang Dabieshan UNESCO Global Geopark, Zigong UNESCO Global Geopark, Huangshan UNESCO Global Geopark, Geopark team from Wuhan University, Shanhe Culture Development Cooperation, Shaanxi Taibaishan Tourism Management Bureau and Henan Funiu Mountain.

Management and Financial status:

Management: Qinling Zhongnanshan Global Geopark Management Office is the management organization, which manages the geopark at both the world level and national level. Additionally, entrusted by Xi'an Municipal Government, the Management Office manages Qinling Zhongnanshan Global Geopark Tourism Development Co., Ltd.

Financial status: Financial status is healthy. The travel income is RMB160,651,900

including RMB112,059,300 from ticket, and more than RMB 12,000,000 was applied to the geopark protection and management.

Geoconservation:

- Carried out geopark patrol for the whole year.
- Composed the feasibility study report of geologic relics protection project 2019; composed the feasibility study report of 2019 Qinling Zhongnanshan UNESCO Global Geopark protection and service facilities project, which involves aspects on geologic relics restoration and environment protection, dangerous rock clean, slope protection, safety protection, geologic environment and safety monitoring, guiding system, scientific investigation service facilities and education in public related facilities etc.
- Cooperated with Xi'an University of Finance and Economics to carry out the scientific study of the influence factors on popular science tourism experience imposed by the tourism interpretation system of disaster geopark and composed the related essay.
- Participated in the preparation work for optimizing and integrating the protected area in Xi'an.
- Organized forestry patrollers to carry out the operation of cleaning traps. Installed far IR devices to monitor wild animals and plants and got the video of panda activity.
- Carried out forest fire-watch for the whole year and set up the wild animal protection promotion point.

Sustainable tourism (Geotourism):

- Opened special lectures such as “My Qinling, My Mountain”, hiking in forest, tourism and culture festival benefiting the community and observing the nature at night. Provided featured tourism service.
- Held travel activities including the “students+compass+magnifying glass+tent” researching and learning activity.
- Designed and upgraded the guiding system in the geopark with the principles of integrating landscape feature and practicability.

New Education programmes on geoconservation, sustainable development and disaster risk reduction:

- Revised *Qinling Zhongnanshan UNESCO Global Geopark Plan (2020-2030)*.
- Built the meteorological station which monitors and provides data on forest

ecology, geology and landform, hydrology and water resource etc.

Strategic Partnership: 3 new strategic partners are Xi'an University, Weather Bureau of Hui District and Shaanxi Primary and Middle School Education Practice Base. Received about 500 batches of some 100,000 visitors from over 50 universities in Xi'an and the 8th Middle School in Chongqing.

Promotional activities:

- Placed advertisements on city buses, billboards, bus stations and airport terminals etc.
- Cooperated with about 100 travel agencies to promote the geopark, including Xi'an Guolv, Shaanxi Zhonglv, Aishang Holiday and China Travel Agency etc.
- Held a series of travel promotion events including the 2nd Golden Autumn Photo Festival, "Happy Children's Day, Funny Childhood" event, "Romantic Chinese Valentine, Meet in Zhongnanshan" event, Comic and Windmill Festival, "Running, Gorgeous Qinling" event and TNF Qinling International Cross - country Race etc.

4. CONTACTS:

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