

# **Qinling Zhongnanshan UNESCO Global Geopark**

## **2020 Annual Report**

### **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) Established a sister geopark relationship with Shaanxi Huashan National Geological Geopark and jointly built a regional cooperation mechanism;
- (2) Signed cooperation agreements and carried out management cooperation with Niubeiliang National Nature Reserve, Zhouzhi Old County Nature Reserve and Taibai Mountain National Nature Reserve.

### **2. GEOPARK FIGURES**

**Number of Geopark staffs:** 869 staffs including 7 geoscientists

**Number of Visitors:** 2.94 million visitors

**Number of Geopark events:** 21 Held "Visit the Bauhinia Sea and Feel the Beautiful Qinling" - the 16th Bauhinia Festival, opened 1-minute geological activity class of "Cloud" Tour to the Qinling Zhongnanshan Global Geopark during the epidemic, held the "Millennium Ancient Capital, Often Come to Chang'an" Cuihuashan Fantasy Light and Shadow Show, "Inheriting Ancient Good Customs and Passing on Contemporary Virtues" Ancient Culture and Art Festival of Qinling Zhongnanshan Global Geopark, Concert on Clouds-Exploring Qinling Geological Wonders with Melody, "Ideological and Political Teachers in the Same Class" and other activities to increase participation in geopark's geotourism.

**Number school classes realize Geopark educational programmes:** 18. Relying on the Qinling International Juvenile Geoscience Campsite and Qinling Nature Schools, the geopark has carried out more than 10 research in travel tours, five-day and four-night summer camps, parent-child and other research and tourism activities. It carried out science popularization activities 4 times throughout the year. Through the theme classroom form of ecological protection, animal and plant cognition, and Qinling geology and geomorphology, the geopark has stimulated children's enthusiasm for understanding Qinling and protecting the ecology.

**Number of Geopark press release:** 37 Chinese and English news articles were published, 16 articles were submitted to the CGN with 8 articles were adopted, 12 articles were submitted to the APGN with 4 articles were edited, and 2 articles were submitted to GGN NEWSLETTER.

### **3. GEOPARK ACTIVITIES**

#### **Major achievements in 2020:**

- Complete the *Qinling Zhongnanshan Global Geopark Master Plan (2020-2030)*;
- Organize the review meeting of the *Evaluation Report on the Impact of the Natural Gas Pipeline Large-scale Construction Project of the Third Line (Middle Section) of West-East Gas Pipeline Crossing the Qinling Zhongnanshan Global Geopark on Geological Relics* and do relevant work well.
- Cooperate with Xi'an University of Arts and Sciences to create "Qinling Ecological Ideological and Political Practice Base";
- Design and produce 30,000 brochures in Chinese and English for the 2020 new edition;
- Compiled 200 popular science books of *The Past and Present of the Famous Mountain Rhyme Stone in Qinling Zhongnanshan Geopark*;
- Recommend to the Nature Reserve Management Department of the State Forestry and Grassland Administration the "14<sup>th</sup> Five-Year Plan" Cultural Tourism Promotion Project-Geopark Sign System Facilities Project;
- The geopark was rated as Xi'an Science Popularization Education Base and the first batch of Xi'an Intelligent Scenic Spots.

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

- Participate in the 2020 China Global Geopark Annual Conference and set up the main achievements exhibition board of the Geopark;
- Conduct 2 online communications with 15 global geoparks in other Asia-Pacific regions such as Hong Kong and Thailand;
- Participated in the first GGN Digital Forum.

#### **Management and Financial status:**

**Management:** Qinling Zhongnanshan Global Geopark Management Office is the geopark management organization. It implements the unified management to the national-class and world-class reserves. At the same time, entrusted by Xi'an Municipal Government, it manages Qinling Zhongnanshan Global Geopark Tourism Development Co., Ltd.

**Financial status:** Affected by the epidemic in 2020, total tourism income is 80.32 million yuan and ticket income is 56.23 million yuan.

#### **Geoconservation:**

- Complete the treatment project of hidden danger for the collapse of the traffic parking lot outside the geopark, realize the patrol of the geopark, and no hidden safety hazards throughout the year;
- Further improve the geological relics database system, set up 8 touch screens for geological relics display, and add relevant information about the UNESCO Global Geopark;

- Conduct geological disaster emergency treatment and prevention drills, add protection, and improve the function of geological disaster early warning system;
- Continue to improve the ecological environment of the geopark, and continue to carry out afforestation, environmental management, and infrared tracking and protection of wild animals;
- New species of lepidoptera and platyptera insects and images of the national protected animals of clouded leopard, leopard cat and giant panda were found in the geopark.

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

- Through video recording, the geopark participated in the 2020 Berlin International Tourism Trade Fair in Germany to display and promote the Qinling Zhongnanshan Global Geopark;
- In response to the impact of the epidemic, the geopark adopts flexible and various forms to carry out online and offline activities, organizes tourism festivals activities such as the Qinling Natural Health Summer Festival, the "Suxin Tea Party" Tea Culture Festival, and the Rhododendron Festival, carries out night carnival, Qixi Valentine's Day, temple fairs and other activities combining Chinese traditional festivals and culture to enrich geological tourism content;
- The geopark has newly added 4 popular science tour routes, and a total of 9 popular science tourist routes have been set up to guide tourists to travel safely at different peak periods.

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

- Complete the *Qinling Zhongnanshan Global Geopark Master Plan (2020-2030)*;
- Carry out cooperation in the construction of flood control bridges in the Qinling International Juvenile Geoscience Campsite to reduce the risk of geological disasters in the camp.

#### **Strategic Partnership:**

- Employ Professor Hao Junqing from Xi'an University of Finance and Economics as a geopark tourism expert to guide the geopark to carry out related work;
- Cooperate with WWF in volunteer training and project cooperation.

#### **Promotional activities:**

- Launch large-scale advertisements on bus bodies, outdoor billboards, stations, subways, etc.;
- Cooperate with travel agencies such as Xi'an International Travel Service, Shaanxi China Travel Service, Yasen International, Evergrande Travel Agency for research and tourism promotion;
- Introduce the policy of ticket exemption for all tourists during the epidemic period and ticket exemption for medical workers throughout the year on the basis of the

original ticket preferential policies to promote tourism development;

- Cooperate with Hunan Satellite TV's "Sister Riding the Wind and Waves" program group, inviting sisters to enter the geopark to enhance the geopark's influence.

#### **4. CONTACTS:**

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