

Qinling Zhongnanshan UNESCO Global Geopark

Report 2016

1. GEOPARK IDENTITY

Geopark name: Qinling Zhongnanshan UNESCO Global Geopark

Country: China

Regional Network: APGN UNESCO Global Geopark

Year of the last revalidation: 2013

Representative Photo:



2. GEOPARK FIGURES

Number of Geopark staffs: 982 staffs including 7 geoscientists

Number of Visitors: 4,010,000 person-time visitors in total

Number of Geopark events: 31. Based on the national first pilot cities of study-in-travel, the geopark has staged 24 study-in-travel activities such as “Red Scarf Summer Camp” which is held cooperatively by the Central Committee of the Communist Youth League, the China-Germany grand educational event, the Chinese character thinking “Two Han Dynasties and Three Kingdoms” and “care for the left-behind children in Zhongnanshan” etc., so as to build a best study-in-travel base for the youth. Held the publicity on the 47th Earth Day and the 26th National Land Day, event entitled “Celebrating Children’s Day and Thanksgiving to Qinling Mountains”. Carried out “Zhongnanshan” contest on the scientific knowledge of the earth with Chang’an University. Hosted a series of activities including “Enjoy Qinling and Energize in Zhongnanshan” climbing workout season and the 15th climbing challenge, the 2nd Yulan Tourism Cultural Week and the “travel everyday with pleasure-Chinese redbud festival”. Arranged the large-scale parent-child activity featured “Spring, here we are”.

Number school classes realize Geopark educational programmes: 18

Number of Geopark press release: 22

3. GEOPARK ACTIVITIES

Major achievements in 2016:

1. Upgraded geopark database system.
2. Succeeded in the application qualifying for the project of preservation and development under “the 13th Five-Year Plan” Qinling Zhongnanshan Global Geopark and incorporation into the central government-funded project stock of national geopark preservation and development project in “the 13th Five-Year Plan”.
3. Made the interpretation system with new UGG logo, upgraded the official websites, and the tourist publicity film of *Beautiful Qinling Mountains with Pleasure in Zhongnanshan* and children’s reading on geoscience popularization entitled *A Snail’s Finding Way Home* was published.
4. Completed the mission aiming to build a national forest city.
5. With the enhanced role of popularization of science, the geopark was awarded the title of “Geoscience Popularization Base of Land and Resources”.
6. Develop the geopark t products of 11 items under three categories.

Contribution towards GGN - Networking and Participation

1. Paid a visit and built the sistering relationship with Psiloritis UGG of Greece.
2. Attended the Annual Conference of Global Geopark of China 2016.
3. Carried out friendly exchanges with Molina and Alto Tajo UGG of Spain.

4. Carried out mutual visit and school cooperative project with sister-geopark Rokua UGG of Finland.
5. Participated in the 7th GGN Conference and presented two papers as poster.
6. Conducted exchanges and mutual visits and data sharing with such UGGs as Leiqiong, Zhijindong, Xingwen and Longhushan.
7. Contributed one news to the GGN Newsletter Vol. 1 2016.
8. Attended the forum on World Geopark Application and reevaluation 2016.

Management and Financial status

Qinling Zhongnanshan Global Geopark Management Office serves as the administration agency, which is set up by Xi'an Municipal Government. Additionally, entrusted by it, the Office manages Qinling Zhongnanshan Global Geopark Tourism Development Co., Ltd., and performs the united administration over the state-level and world-class sites under protection. The geopark saw a good finance in 2016 with tourism income up to RMB 139,601,100 Yuan, among which, the ticket contributed RMB 93,275,300 Yuan, and over RMB 70 billion Yuan was devoted to the construction related to the geopark.

Geoconservation

1. Completed the sampling and research on the Quaternary glaciation remaining in cooperation with the Chinese Academy of Geological Sciences.
2. Established the geohazard monitoring system; mounted 20 infrared cameras to monitor the activities of the wild animals, with the treatment and saving of a golden monkey—a species on the state first-level protection list and a Temminck's Tragopan—the second-level.
3. Applied for the funding of RMB 9.6 million Yuan from the program entitled “Central-budgeted Projects on Preservation and Development of National Cultural and Natural Heritage, with supporting funding of RMB 2.41 million, which are devoted to the constructions of facilities in terms of popularization, preservation and monitoring and informatization.

Sustainable tourism (Geotourism)

2016 saw 4.01 million visits in the geopark, which created a variety of jobs in catering, guest housing, recreation, transport and local specialty, which totally employed more than 3,500 labours for local community in a directly manner, with 12,000 people benefiting from the tourist services indirectly; Over RMB 30 million Yuan was invested in the restructuring of the surrounding farm stays, with reception up to 1.35 million visitors.

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

It aimed to build a best study-in-travel base for the youth so as to develop a study-in-travel themed route suitable for students from primary and middle schools, which has been incorporated into the *Xi'an Study-In-Travel Routes* (edited by Xi'an Education Bureau) dedicated to the primary, junior and senior school students; staged a series of themed activities including “Qinling Zhongnanshan - a most beautiful geopark publicity week”, “dialogue between Qinling Mountains and the Yellow River”, and the event entitled “double-in”, study-in-travel event of the Chinese character thinking “Two Han Dynasties and Three Kingdoms”. Carried out “China-Germany grand educational event” and “Red Scarf Summer Camp” as well as “Zhongnanshan” contest on the scientific knowledge of the earth.

Strategic Partnership

It carried out cooperation with nine schools and research institutes in total and worked together with them to build teaching practice bases; developed the activities of study-in-travel series in cooperation with Xi'an Education Bureau, and introduced the study-in-travel to the tourist market in cooperation with five qualified travel agencies; conducted the online geo-promotion with nine internet media; developed tourist products and launched the magazine *Enjoy in Xi'an* in cooperation with Xi'an Tourism Group; performed the extensive cooperation with the local businesses in terms of hotel operation, tourist transport, vehicle repair, design and printing as well as online development.

Promotional activities

The geopark continued to sustain the activities of people fitness series by launching “unlimited mountain-climbing card”. It made use of a variety of new information platforms such as website, Microblog, Wechat and online customization, and step up efforts to the cooperation and alliance with such famous media as “Geography-China” - a CCTV program, Chinese-tour, Xtour, Xi'an-tourism, 269.net, Tencent (Xi'an) and Xi'an qq.com; showed the charm of Qinling Mountains by participating in the Silk Road International Tourism Expo 2016.

4. CONTACTS:

Manager: Yang Jianping (qlznsdzgy@163.com)

Geologist: Zhang Guowei (gwzhang@nwu.edu.cn), Guo Wei (guowei@chd.edu.cn)