

GGN -- Geopark Annual Report 2017

1. Geopark Identity: Xingwen UNESCO Global Geopark, China

Year of inscription: 2005; Year of the last revalidation: 2017

Representative photos:

Activities for geo-science popularization and education in schools;

Tours of primary and middle school students for geo-science popularization.



2. Geopark Figures

Number of Geopark staffs: 273 staffs including one geoscientist; Number of visitors: 579,100 person-times

Number of Geopark events:

In cooperation with the Regional Geological Survey Team of the Sichuan Bureau of Geology & Mineral Resources, we have shot the promotional video for geo-science popularization of Xingwen UNESCO Global Geopark, and compiled *the Science Field Guide of Xingwen UNESCO Global Geopark*, *the Guidebook of Xingwen UNESCO Global Geopark*, five kinds of leaflets for geo-science popularization of Xingwen UNESCO Global Geopark, and one kind of leaflets for geo-science popularization of the community of our geopark.

Number of school classes realizing Geopark educational programme:

We have held itinerant geo-science popularization exhibitions in 20 primary schools with

12,000 primary school students attended. Meanwhile, we have given away the popular science reading—A Trip into Xingwen UNESCO Global Geopark to 5,000 primary school students for free.

Number of Geopark press release:

We have issued 10 press releases on the GGN website, 68 (both in Chinese and English versions) on the official website of Xingwen UNESCO Global Geopark, 3 at TV station and 5 in various newspapers, and also pushed notifications for more than 50,000 times on WeChat and other network media.

3. Geopark Activities

Main Achievements in 2017:

We have strengthened the geo-conservation, expanded the channels of publicity for geo-science popularization and education, and actively participated in various network activities, aiming to promote the continuous development of geotourism and sustained stability of financial revenue and expenditure.

Contribution towards GGN -- Networking and Participation

We have participated in the Fifth Asia-Pacific Geoparks Network Symposium held in September in Zhijindong Cave UNESCO Global Geopark, China and the 2017 Annual Meeting on China's UNESCO Global Geoparks held in November in Ningde UNESCO Global Geopark, China. We also have visited Sanqingshan UNESCO Global Geopark, China in June and Stonehammer UNESCO Global Geopark, Canada in August. Meanwhile, We received Professor Yves of the French National Museum of Natural History in April, as well as the delegations of Wudalianchi UNESCO Global Geopark, China in August and Sanqingshan UNESCO Global Geopark, China in September.

Management and Financial Status:

The Administration of Xingwen UNESCO Global Geopark was established in 2006. In 2017, our revenue and expenditure have reached RMB 59,120,000 and RMB 49,813,900 respectively, with surplus of RMB 9,306,100.

Geo-conservation:

We have conducted improvement and reconstruction toward the geological museum, updating the contents of 98 geological science interpretation boards and the 72-meter corridor for geo-science popularization. We have newly built one place for children's activities of geo-science popularization, one showroom for geo-science popularization, one auxiliary tablet of our geopark, as well as 16 pieces of newly-added specimens of ore. With an investment of RMB 2.4 million, we have leased a land of 3,800 mu in the community, to strength the conservation of geologic relics within the First-class Protection Zone of Xiaoyanwan Scenic Area.

We have propagandized the concept of protecting the Earth, conserving resources and caring for ecological environment to the public in schools and communities.

Sustainable Tourism:

Xingwen County saw a year-on-year increase of 5.6% in tourist arrivals and 10.17% in total tourism revenue compared with last year. The increase in tourist arrivals boosted employment and development of local enterprises, with many new jobs (permanent jobs accounting for 1.2% and temporary ones for 3%) created, and 2 new enterprises established.

New Education Programme on Geo-conservation, Sustainable Development and Disaster

Risk Reduction:

In 2018, geological publicity and education activities will be carried out in communities and schools at least 4 times, and the training is also planned for community residents, Geopark staff and tourism workers.

Strategic Partnership:

We have established partnerships with many scientific institutions and colleges, including the Regional Geological Survey Team of the Sichuan Bureau of Geology & Mineral Resources, the Geophysical Exploration Brigade of the Sichuan Bureau of Geology & Mineral Resources, China University of Geosciences (Beijing), Sun Yat-sen University, Sichuan University of Science & Engineering, Sichuan Normal University and Impression Rock Sea Travel Agency Co., Ltd. and so on.

Promotional Activities:

We have held various forms of tourism festival activities, such as aerial photography contest, sorghum festival, red orange festival, bamboo-picking festival, Huashan festival, Gaozhuangjie (people acts as ancient figures and puts on play standing on a high wooden platform), as well as international festival of intangible cultural heritage. Furthermore, we have launched tourism promotion activities in Yunnan, Guizhou, Chongqing, Chengdu and other provinces and cities. Besides, we have conducted vigorous propaganda through various media, such as CCTV, Sichuan Television, Sichuan Daily, Western China Metropolis Daily, Tencent and Ctrip.

Science Popularization Trainings:

We have successfully held trainings for the administrative staff in June, for our geopark staff in July and December.

Science Popularization Activities:

We have organized geo-science popularization and education trips for 11,000 primary and middle school students.

We have held itinerant geo-science popularization exhibitions in schools, with 12,000 students attended.

We have also organized lectures and activities for geo-science popularization and education both in communities and schools on the World Earth Day, National Popular Science Day, National Science and Technology Week and other theme days, over 42,000 copies of publicity materials distributed.

4. Contacts

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