

Geopark Annual Report 2019 of Keketuohai UNESCO Global Geopark

1. GEOPARK IDENTITY

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

Year of inscription / Year of the last revalidation : 2017/yet to be revalidation in 2020

Representative Photo (from the most important event this year)



The attendance to the opening activity of Huanggang Dabieshan UNESCO Global Geopark in May 2019



The attendance to the 5th International Training Course on UNESCO Global Geoparks Management and Development on October 31, 2019



Visit Songshan UNESCO Global Geopark on November 2, 2019 for exchange learning

2. GEOPARK FIGURES

Number of Geopark staffs: The geopark has 458 employees, including 5 geologists.

Number of Visitors: 6,209,000 visits from tourists, a year-on-year growth of 42.24%.

Number of Geopark events: 6 activities were held in 2019. On January 24, 2019, the first study group of 20 students from the Keketuohai UNESCO Global Geopark of Zhongtai Education Winter Camp carried out science popularization and education activities in the Geological Exhibition Hall and No. 3 Mine of the geopark. On May 26, 2019, a study group of more than 30 students from Urumqi No.91 Primary School organized by Altay Yuanchuang Tourism Co., Ltd. carried out science popularization and education activities in the Geological Exhibition Hall and No. 3 Mine of the geopark. In November 2019, a theme exhibition was carried out at the 14th Xinjiang Winter Tourism Trade Fair. In November 2019, the Special Exhibition of Gu Zhiyong's Oil Paintings was held at No. 3 Courtyard of geopark; In October and December 2019, the park invited Professor Su Dechen, an expert of Chinese Academy of Geological Sciences, to give a scientific lecture Geological Beauty and Danxia Landform. In April 2019, Fuyun County held the "Haoyun Cup" horse racing competition, displaying rich folk experiences and diversified folk customs. In August 2019, Fuyun County held the "Inheritance of Keketuohai Spirit · Fuyun Autumn Horse Racing Activity"; a variety of folk events such as girls chasing, silver collecting on the horse's back, archery on the horse's back, tug-of-war competition, wrestling competition and wrist wrestling competition were added into the activity.

Number school classes realize Geopark educational programmes : 2

Number of Geopark press release : 1

3. GEOPARK ACTIVITIES

In May 2019, Keketuohai Geopark attended the opening activities of Dunhuang UNESCO Global Geopark, inspected its construction and development and exchanged experience with other geoparks;

In May 2019, Keketuohai Geopark attended the opening activities of Huanggang Dabieshan UNESCO Global Geopark, inspected its construction and development and exchanged experience with other geoparks;

In June 2019, Keketuohai Geopark attended the symposium of Danxiashan UNESCO Global Geopark and participated in an investigation. It also further learned the organization experience of science popularization activities of Danxiashan UNESCO

Global Geopark;

In July 2019, Alxa Desert UNESCO Global Geopark visited Keketuohai Geopark, learned and exchanged the experience of geopark construction and management as well as tourism promotion;

In July 2019, Keketuohai Geopark visited Zhangjiajie UNESCO Global Geopark and learned and exchanged the experience of geopark construction and management as well as tourism promotion;

In October 2019, Keketuohai Geopark attended the annual conference of Dunhuang UNESCO Global Geopark, inspected its construction and development and exchanged experience with other parks;

In October 2019, Keketuohai Geopark visited Songshan UNESCO Global Geopark and the two sides exchanged views on problems related to environmental protection and harmonious development between tourism and environment;

Major achievements in 2019

1. Compiling *A Series of Materials for the Reassessment of the Keketuohai UNESCO Global Geopark in 2020*;
2. In 2019, the geopark was awarded as the training and teaching base for Xinjiang Communist Youth League officials by the Xinjiang Uygur Autonomous Region Committee of the Communist Youth League;
3. In 2019, the geopark was awarded as the science popularization teaching base of the autonomous region by the Xinjiang Association for Science and Technology.
4. In 2019, the geopark was awarded as the Social Sciences Popularization Base of Xinjiang Uygur Autonomous Region by the Federation of Social Science Associations of Xinjiang Uygur Autonomous Region;
5. In 2019, the geopark was awarded as the Ecological Tourism Demonstration Zone of Xinjiang Uygur Autonomous Region by the Department of Culture and Tourism and the Department of Ecology and Environment of Xinjiang Uygur Autonomous Region.
6. The geopark has invested RMB 273 million in the comprehensive treatment in three aspects in the geopark, namely the mine environment governance & vegetation restoration, water environment protection & treatment, and comprehensive improvement of the living environment.

Contribution towards GGN - Networking and Participation

1. Attend The 5th International Training Course on UNESCO Global Geoparks

Management and Development.

2. Attend China International Conference on UNESCO Global Geoparks 2019;
3. In May 2019, the geopark participated in the opening activities of Dunhuang UNESCO Global Geopark and the investigation;
4. In May 2019, the geopark participated in the opening activities of Huanggang Dabieshan UNESCO Global Geopark and the investigation;
5. In June 2019, the geopark participated in the Exchange Meeting of Danxiashan UNESCO Global Geopark and the investigation;
6. In July 2019, Alxa Desert UNESCO Global Geopark visited Keketuohai UNESCO Global Geopark;
7. In July 2019, the geopark visited Zhangjiajie UNESCO Global Geopark;
8. In October 2019, the geopark attended the annual meeting of Dunhuang UNESCO Global Geopark and the investigation;
9. In October 2019, the geopark visited Songshan UNESCO Global Geopark for an investigation and exchange.

Management and Financial status

Following the guiding philosophy of "Prior Protection, Scientific Planning, Rational Development, and Sustainable Utilization", Keketuohai UNESCO Global Geopark has persisted in combining the geopark construction with the socio-economic development and the income increase of herdsmen, as well as combining the geopark development and utilization with geological research and geoscience popularization. Meanwhile, Keketuohai UNESCO Global Geopark has placed equal emphasis on the geopark protection and development by carrying out special systematic protection to the geological relics within the geopark to facilitate its sustainable, healthy and orderly development. The financial situation is good. The geopark's tourist income has reached RMB 7,019 million, a year-on-year increase of 42.7%.

Geoconservation

First, updating the promotional materials of Keketuohai UNESCO Global Geopark; second, improving the TV special and picture album of the geopark, among which the TV special was supplemented last year and is being edited currently; third, preparing and issuing the *Measures for Protection and Management of Geological Relics of Keketuohai UNESCO Global Geopark*; fourth, preparing and issuing the *Plan for Disaster Prevention and Mitigation of Keketuohai UNESCO Global Geopark*; fifth,

formulating and issuing the *Regulations on Sale of Geological Materials of Keketuohai UNESCO Global Geopark*; sixth, making plans and establishing a sign system for disaster prevention and mitigation of the geopark; seventh, forming a partner network and enhancing the product construction of the geopark; eighth, upgrading the expert network of the geopark; ninth, upgrading the website, APP and other media systems of the geopark; tenth, enhancing the cooperation and exchanges of Keketuohai UNESCO Global Geopark with other geoparks and scientific research teams; eleventh, increasing the number of female leaders of the geopark.

Sustainable tourism (Geotourism)

A total of 6.209 million visits were received in the whole year, an increase of 42.7% over the same period last year, with a tourism income of RMB 7.019 billion. The image of the geopark has been continually improved.

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

1. The files of *Measures for Protection and Management of Geological Relics of Keketuohai UNESCO Global Geopark*, *Plan for Disaster Prevention and Mitigation of Keketuohai UNESCO Global Geopark* and *Regulations on Sale of Geological Materials of Keketuohai UNESCO Global Geopark* were compiled;
2. The scientific knowledge popularization activities related to the World Earth Day on April 22, National Disaster Prevention and Mitigation Day on May 12, World Environment Day on June 5, National Land Day on June 25, and National Science Popularization Day were conducted in succession.
3. Preparations were made for the establishment of a Keketuohai research base for the inheritance of the national lifeblood.
4. A base for geological relics knowledge popularization was established.

Strategic Partnership

Cooperated with Xinjiang Institute of Geology and Mineral Resources to implement the scientific research project for the geopark and sign the cooperation agreement.

Promotional activities

we cooperated with Xinjiang Altay Tourism Group, Xinjiang Yuanfang Travel Co., Ltd. and Xinjiang Keketuohai Beijiing Mingzhu Tourism Development Co., Ltd. to further build tourism brands with a greater effort via the platforms provided by the Internet, WeChat and travel promotion conferences. With the Keketuohai spirit of "patriotism,

loyalty and dedication" and relying on unique natural geological landscapes and rich ice & snow resources, we successfully created such tourism brands as "Keketuohai Red Culture" and "Keketuohai UNESCO Global Geopark" and made them well known, enhancing the popularity and influence of Keketuohai in an all-round way.

4. Contacts:

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