

# GGN - Geopark Annual Report 2019

## 1. GEOPARK IDENTITY

**Geopark name, country, regional Network:**

Zhangjiajie UNESCO Global Geopark, P. R. China, APGN

**Year of inscription / Year of the last revalidation:** 2004/2018

**Representative photo with caption (from the most important event this year)**



Management members of Zhangjiajie UGGp attended 2019 Annual Conference of China UNESCO Global Geoparks held in Dunhuang UGGp, China in Oct.

## 2. GEOPARK FIGURES

**Number of Geopark staffs:** 883 staffs

**Number of visitors:** 26.54 million person times

**Number of Geopark events:** 41

1. In January, Mr Peter Debrine, the leader of the project “Sustainable Tourism at World Heritage sites”, and the other participants from the Center of World Heritage of UNESCO conducted a detailed investigation of Zhangjiajie UGGp.

2. In January, the final match of the national “Champion KUNGFU” was closed successfully at Zhangjiajie UGGp.

3. In March, thematic promotion activities were conducted in Zhangjiajie UGGp respectively during “World Water Day” and “China Water Week”.

4. In April, Zhangjiajie UGGp celebrated the beginning of the operation of the new air route

of Zhengzhou-Zhangjiajie-Guilin.

5. In April, Zhangjiajie UGGp announced officially that the scenic areas in the geopark were free since for children under 14 years old.

6. In April, a science popularization seminar was organized in the lecture hall of Wulingyuan Tourism Vacational School to celebrate the 50<sup>th</sup> Earth Day, with the participation of hundreds of senior students of the school.

7. In April, a meeting was held to review the conceptual design for upgrading the museum of Zhangjiajie UGGp and the exhibition center of the world natural heritage.

8. In May, selection matches in Zhangjiajie division were held in Zhangjiajie UGGp as a part of the 15<sup>th</sup> children's songs Karaoke TV contest of China themed with "Happy and Sunshine" in 2019.

9. In May, a delegation of Zhangjiajie UGGp visited Laos, Cambodia, and Vietnam to promote the rare tourism resources.

10. In May, a delegation of Zhangjiajie UGGp went to Lanzhou to promote the tourism resources, aiming to share the silk road opportunity through combining culture and travel together.

11. In May, 2019 promotions of the tourism products of Zhangjiajie UGGp were held in Ho Chi Minh City, Vietnam.

12. In May, an essay competition on "My Wulingyuan over the last prosperous 70 years" organized by Zhangjiajie UGGp was launched.

13. In June, the administrative office of Zhangjiajie UGGp organized a special visit to the Northwest Minzu University of China, aiming to enhance the combination of culture and travel through the Belt and Road initiative.

14. In June, internet celebrities came to visit Zhangjiajie UGGp in the thematic activity of exploring Zhangjiajie with travel and stay at will during the network culture festival of Hunan.

15. In June, Zhangjiajie UGGp signed a sister geopark agreement with Xiangxi Geopark, which is an UGGp now.

16. In June, Zhangjiajie UGGp attended 2019 Danxiashan – Science Popularization Live Communicating Meeting of China Global Geoparks.

17. In June, Zhangjiajie UGGp launched tour routes for carrying out nature education for the first time, with many parent-child gaining exploring and learning experience.

18. In June, the performance of Zhangjiajie Qianguqing (love lasting thousands of years in Zhangjiajie) took the first show to the media, with the Qianguqing Square developed in Zhangjiajie UGGp starting to welcome visitors.

19. In June, 2019 Contemporary Art Festival of Zhangjiajie and the global launch of a new developmental area named Taohuaxigu were held in Zhangjiajie UGGp.

20. During June 30 to July 10, 2019, a delegation from Zhangjiajie UGGp attended the 43rd Session of the UNESCO World Heritage Committee in Baku, capital of the Republic of Azerbaijan.

21. In July, students from Changjun Middle School, a key middle school in Hunan province, conducted geographical field practice in Zhangjiajie UGGp.

22. During July 26 to August 9, 2019 Huanglong Music Season took place in Zhangjiajie UGGp.

23. In August, the 1<sup>st</sup> series of the national documentary program on the scientific research and study of teenagers reality show completed outdoor screening at Jinbianxi and Shilihualang, which are the major scenic areas in Zhangjiajie UGGp.

24. In August, students from the School of Geosciences and Info-physics at Central South University of China took geological practices in Zhangjiajie UGGp.

25. In Sept., a concert was performed in Bofeng Lake, a scenic area in Zhangjiajie UGGp, to celebrate the 70th anniversary of the founding of the People's Republic of China.

26. During Sept. 1-7, a delegation of Zhangjiajie UGGp attended the 6<sup>th</sup> Symposium of Asia Pacific Geoparks Network (APGN) in Rinjani-Lombok UNESCO Global Geopark, Indonesia and presented an exhibition in the geoparks fair.

27. In Sept., Zhangjiajie UGGp participated in the theme campaign activities of the 1<sup>st</sup> China Geoparks Day held in Yanqing UGGp.

28. In October, the management members of Zhangjiajie UGGp attended 2019 Annual Conference of China UNESCO Global Geoparks in Dunhuang UGGp, China.

29. In October, a delegation of Zhangjiajie UGGp conducted field investigation and management experience-sharing in the sister geopark of Alxa UGGp, which is dominated with desert landforms.

30. In October, Zhangjiajie UGGp organized cultural exhibition and performance, aiming to introduce intangible cultural heritages into the geopark during the 1<sup>st</sup> Golden Week of Oct.

31. In October, the 3<sup>rd</sup> season of the large-scale aerial photographing documentary series of "Aerial Photographing China", a key project of CCTV of China, took aerial photography in Zhangjiajie UGGp.

32. In October, Mr Ban Ki-moon, Chairman of Boao Forum for Asia and the former Secretary-General of the United Nations, visited Zhangjiajie UGGp and made an inscription in Chinese to praise the beauty of the landscapes.

33. In October, 2019 hiking meeting of Wulingyuan and the international high-altitude tightrope walking contest completed successfully in Zhangjiajie UGGp.

34. In October, Central South University conducted an evaluation of the development of the practice base at Zhangjiajie UGGp.

35. In November, a delegation of Satun UGGp of Thailand visited Zhangjiajie UGGp and communicated management experience.

36. In November, a delegation of Arxan UGGp in Inner Mongolia, a sister geopark of Zhangjiajie UGGp, visited Zhangjiajie UGGp and communicated management experience.

37. In November, 2019 Kuaijie (rapidly running rabbits) jogging activities in Asia were launched in Zhangjiajie UGGp, with more than 3000 jogging lovers from home and aboard participating in the activities.

38. In November, promotions of the tourism products of Zhangjiajie UGGp were held in Chongqing.

39. In November, promotions of the tourism products of Zhangjiajie UGGp were held in the Jin Wan Grand Theater, Tianjin.

40. In November, a team for enhancing the tourism market of Zhangjiajie UGGp went into Shanghai to promote the winter tourism products.

41. In December, the essay competition on "My Wulingyuan over the last prosperous 70 years" organized by Zhangjiajie UGGp was closed successfully.

#### **Number of school classes realizing Geopark educational programs:**

28 classes were given in Wulingyuan Tourism Vacation School and in the environmental education and science popularization bases set up by Zhangjiajie UGGp in Minzu Middle School and Suoxiyu Complete Primary School.

**Number of Geopark press release: 22**

### **3. GEOPARK ACTIVITIES**

#### **Major achievements in 2019**

1. The detailed plan for enhancing the function of the museum of Zhangjiajie UGGp and the exhibition center of the world natural heritage was evaluated and approved.
2. Zhangjiajie UGGp successfully organized the essay competition on “My Wulingyuan over the last prosperous 70 years”, attracting a large number of participants.
3. Zhangjiajie UGGp signed a sister geopark agreement with Xiangxi UGGp.
4. Zhangjiajie UGGp launched tour routes for nature education for the first time, with a large number of parent-child gaining exploring and learning experience.
5. Zhangjiajie UGGp organized cultural exhibition and performance, aiming to introduce intangible cultural heritages into the geopark during the 1st Golden Week of Oct.
6. Zhangjiajie UGGp organized successfully 2019 hiking meeting of Wulingyuan and the international high-altitude tightrope walking contest.
7. The practice base set up for Central South University passed the evaluation.
8. Through carrying out promotion activities at home and aboard, Zhangjiajie UGGp attracted a recorded high number of visitors of 26.54 million person times.
9. The database of the geological heritages in Zhangjiajie UGGp was updated. A science popularization seminar was organized in the lecture hall of Wulingyuan Tourism Vacation School to celebrate the 50<sup>th</sup> Earth Day, with the participation of hundreds of senior students in the school.
10. During June 30 to July 10, 2019, a delegation from Zhangjiajie UGGp attended the 43rd Session of the UNESCO World Heritage Committee in Baku, capital of the Republic of Azerbaijan.
11. In November, 2019 Kuaijie (rapidly running rabbits) jogging activities in Asia were launched in Zhangjiajie UGGp, with more than 3000 jogging lovers from home and aboard participating in the activities.

#### **Contribution towards GGN - Networking and participation**

1. In June, Zhangjiajie UGGp signed a sister geopark agreement with Xiangxi Geopark, an UGGp now.
2. In June, Zhangjiajie UGGp attended 2019 Danxiashan – Science Popularization Live Communicating Meeting of China Global Geoparks.
3. During Sept. 1-7, a delegation of Zhangjiajie UGGp attended the 6<sup>th</sup> Symposium of Asia Pacific Geoparks Network (APGN) in Rinjani-Lombok UNESCO Global Geopark, Indonesia.
4. In Sept., Zhangjiajie UGGp participated in the theme campaign activities of the 1<sup>st</sup> China Geoparks Day held in Yanqing UGGp.
5. In October, a delegation of Zhangjiajie UGGp attended 2019 Annual Conference of China UNESCO Global Geoparks in Dunhuang UGGp.
6. In October, a delegation of Zhangjiajie UGGp conducted field investigation and management experience sharing in the sister geopark of Alxa UGGp, which is dominated with desert landforms.
7. In November, a delegation of Satun UGGp of Thailand visited Zhangjiajie UGGp and communicated management experience.
8. In November, a delegation of Arxan UGGp in Inner Mongolia, a sister geopark of Zhangjiajie UGGp, visited Zhangjiajie UGGp and communicated management experience.

## **Management and Financial Status**

The administrative committee of Zhangjiajie UGGp was reconstructed because several staffs were transferred to other places and the new committee approved by the government of Wulingyuan District has been actively undertaking all routine management duties of Zhangjiajie UGGp.

Financial Status: Zhangjiajie UGGp has an independent annual financial budget approved by the government of Wulingyuan District and in 2019, the financial status is in a good situation.

## **Geoconservation**

1. In order to conserve geoheritages in a scientific and reasonable manner, Zhangjiajie UGGp made a plan for risk evaluation and prevention of geohazards in Zhangjiajie UGGp, according to “The plan for geoconservation in Zhangjiajie UGGp (2011-2020)” and “The plan of Zhangjiajie National Geopark”.
2. Frequent field investigations were conducted to make sure that all geoheritages in Zhangjiajie UGGp are conserved according to the level of conservation in the different areas of the geopark.
3. Themed science popularization and propaganda activities for promoting geoconservation in Zhangjiajie UGGp were conducted opening to the public on the International Day for Disaster Reduction and the World Earth Day.
4. The database on the geoheritage sites in Zhangjiajie UGGp was updated and expanded.
5. An early evaluation was given to the project “Natural hazards prevention research and applications”.
6. All of the illegal quarry sites in Zhangjiajie UGGp were banned and closed.
7. Conducting forest protection and fire prevention, monitoring and patrol, and more activities closely with the surrounding communities to ensure that the rights and benefits of the residents in Zhangjiajie UGGp are maintained.

## **Sustainable tourism (Geotourism)**

Aiming to achieve sustainable tourism, Zhangjiajie UGGp conducted a large number of activities in 2019, mainly including:

- (1) upgrading public toilets, walking paths, road signs, and science popularization display boards;
- (2) enhancing the wireless network and intelligent video monitoring system;
- (3) providing bicycles and environmentally friendly sightseeing electric vehicles for tourists;
- (4) updating the website of the geopark from time to time so as to provide detailed information on the latest activities taking place in the geopark;
- (5) providing guide manuals for tourists with detailed traffic information within the geopark and nearby;
- (6) inviting professionals with geological knowledge to lead scientific tour guides in Chinese and/or English for special groups of visitors who are interested in the geology and geomorphology of the geopark.

## **New education programs on geoconservation, sustainable development and disaster risk reduction**

In 2019, Zhangjiajie UGGp organized specialized science popularization and

environmental education activities with primary and middle schools during school breaks, such as summer camping, and internationally important days, such as “International Day for Disaster Reduction” and “World Earth Day”. Furthermore, Zhangjiajie UGGp provided lecture notes on geoscience popularization for primary and middle school students for schools with science popularization bases to teach in their science classes. Moreover, Zhangjiajie UGGp helped many universities to provide practical classes, such as Central South University of China. Importantly, Zhangjiajie UGGp also helped Wulingyuan Tourism Vacational School to offer geosciences classes, 20 hours in the school term.

### **Strategic partnerships**

Zhangjiajie UGGp has developed partnerships with many universities, research organizations and local enterprises, and in 2019, a lot of activities were carried out by them in collaboration with Zhangjiajie UGGp, including the Institute of Geographic Sciences and Natural Resources Research of Chinese Academy of Sciences, Beijing University, Tongji University, Central South University, Jishou University, Wulingyuan Tourism Vacational School, Minzu Middle School of Zhangjiajie, Geological Environment Monitoring Master Station of Huanan Province, Geological Museum of Hunan Province, Zhangjiajie City Museum, Hunan Academy of Geological Sciences, Xiang-A-Mei Food Company, Guai-Yao-Mei Tujia Brocade Company, Wulingyuan Exhibition Center of Junsheng Shashi (rock sands) Paintings, etc.

### **Promotional activities**

1. Zhangjiajie UGGp has made the scenic areas free visit for children under 14 years old since April, aiming to help children to gain more knowledge about the park.
2. In May, a delegation of Zhangjiajie UGGp visited Laos, Cambodia, and Vietnam to promote the rare tourism resources.
3. In May, a delegation of Zhangjiajie UGGp went to Lanzhou to promote the tourism resources, aiming to share the silk road opportunity through combining culture and travel together.
4. In May, 2019 promotion of the tourism products of Zhangjiajie UGGp was held in Ho Chi Minh City, Vietnam.
5. In June, the administrative office of Zhangjiajie UGGp organized a special visit to the Northwest Minzu University of China, aiming to enhance the combination of culture and travel through the Belt and Road initiative.
6. In June, Zhangjiajie UGGp launched tour routes for nature education for the first time, with parent-child gaining exploring and learning experience.
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11. In November, promotions of the tourism products of Zhangjiajie UGGp were held

in Chongqing, Tianjin and Shanghai.

12. In November, 2019 Kuaijie (rapidly running rabbits) jogging activities in Asia were launched in Zhangjiajie UGGp, with more than 3000 jogging lovers from home and abroad participating in the activities and enjoying the rare landscapes.

13. Updating the English website of Zhangjiajie UGGp from time to time.

#### **4. CONTACTS**

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