

UNESCO Global Geoparks Network (GGN) -- Geoparks Annual Report 2019

1. Identity of the Geopark: Xingwen UNESCO Global Geopark / The People's Republic of China / Asia Pacific Network

Year of accession / Year of latest reassessment: 2005/2017

The most important photographs of activities: Research tours.



2. Data of the Geopark

It has 273 employees, including a geoscientist;

Visits: 361,200.

Number of activities: 4.

March-November: 1 research tour for primary and secondary school students; 1 activity on the Earth Day on April 22; 1 activity on the National Land Day on June 25; 1 activity in the National Science and Technology Week.

Number of schools carrying out the Geopark Education Program: 15.

Number of press releases issued by the Geopark: 2 articles on GGN website, 2 articles on CCTV, 4 articles on newspapers, and more than 310,000 push notifications for the articles on QQ, WeChat and other online media.

3. Activities of the Geopark

Major achievements in 2019:

- Held research tours for more than 50,000 primary and secondary school students constantly;
- Established 1 demonstration school of science popularization education;
- Held the 9th Sichuan International Road-trip Expo, the International Miao Huashan Music Festival and other publicity activities;
Participated in the International Tourism Trade Fair;
- Cooperated with media such as CCTV and SCTV to promote work related to the Geopark;
- Actively coordinated with the UNESCO Independent Office with the investigation and research of Xingwen UNESCO Global Geopark.

Its contribution to GGN -- participating in or organizing network activities:

- In June, it participated in the Exchange Meeting on the Science Popularization of Danxiashan UNESCO Global Geopark;
- In September, it participated in the 6th Asia Pacific Geoparks Network Symposium held in Indonesia, and the Geoparks Day held in Beijing.
- In October, it participated in the Annual Conference of China UNESCO Global Geoparks held in Dunhuang.
- Zhijindong Cave Global Geopark and Shennongjia UNESCO Global Geopark

of China paid a visit to Xingwen UNESCO Global Geopark for exchanges, and Xingwen UNESCO Global Geopark dispatched personnel to Danxiashan UNESCO Global Geopark, Shehong National Geopark of Petrified Forest in Sichuan, and Shuanghedong National Geopark in Guizhou for exchanges and visits.

Management and financial situation:

- In 2006, the Administration Bureau of the Xingwen UNESCO Global Geopark was established;
- In 2019, the Geopark received the financial funds of RMB 11 million from governments at all levels, achieved a tourist income of RMB 39.732 million, and spent RMB 46.2213 million, realizing an overall balance of payments and a slight surplus.

Protection of geological relics:

- Investigated the karst cave clusters of the Geopark,
- Conducted the post-earthquake disaster evaluation to the Tianquan Cave and Giant Doline of the Xiaoyanwan Scenic Area.

Sustainable tourism:

- Upgraded and reconstructed the Daodong Valley of Bowangshan Scenic Area and the footpaths of Tai'an Stone Forest;
- Newly constructed 4 toilets in Daodong Valley of Bowangshan Scenic Area;
- upgraded and reconstructed the tourism lines of Xiaoyanwan Scenic Area;
- Completed the creation and compilation of *The Storytelling Stones - Fossils*.

A new education plan on the protection of geological relics, sustainable development and disaster risk reduction:

It organized 3 publicity and education activities in communities and schools, and provided 1 training session for community residents, personnel of the Geopark and tourism practitioners.

Strategic partners:

Sichuan Regional Geological Survey Team, Geophysical Prospecting Team of Sichuan Bureau of Geology & Mineral Resources, China University of Geosciences (Beijing), China West Normal University in Sichuan Province, Shihai Yinxiang Travel Agency, Xingwen Chunzheng Oil Mill, etc.

Publicity and promotion activities:

It held 7 tourism festivals such as the International Miao Huashan Music Festival, and the 9th Sichuan International Road-trip Expo; it carried out promotional activities in tourism markets of Shaanxi, Yunnan, Chongqing, Guizhou, etc.; it put outdoor advertisements on Neijiang-Yibin Expressway and Chengdu-Zigong-Luzhou Expressway in Sichuan Province; it carried out publicity in the media of CCTV, SCTV, Sichuan Daily, West China City Daily and Tencent.

Science popularization training:

It trained more than 300 people including the Geopark managerial staff, commentators, tourism practitioners and government officials.

4. Contact Information

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