

GGN - Geopark Annual Report 2020

1. GEOPARK IDENTITY

Geopark name, country, regional Network: Alxa Desert UNESCO Global Geopark; China, Asia Pacific Geoparks Network (APGN) and Chinese Geoparks Network (CGN)

Year of inscription / Year of the last revalidation: 2007/2017

Representative Photo:



2. GEOPARK FIGURES

Number of Geopark staffs: 49 staffs including 5 geoscientists

Number of Visitors: around 17.19 million per year

Number of Geopark events: 8 events held by management body and cooperative organizations.

Number school classes realize Geopark educational programmes: A total of 9 geopark school activities covering classes in primary schools, high schools and Universities.

Number of Geopark press release: 44 pieces

3. GEOPARK ACTIVITIES - Major achievements in 2020 are summarized below:

Contribution towards GGN - Networking and Participation: To facilitate knowledge exchange and experience sharing, Alxa Desert UNESCO Global Geopark co-organized and participated in a series of networking and promotional activities, including (1) the 2020 Chinese Global Geopark Annual Meeting ; (2) the 6th International UNESCO Global Geopark Training Course; (3) Positive response to the first Global Geopark Network Film Festival, filmed a character as a clue, the geopark landscape, humanities, folklore, desert ecological restoration and management and development fully presented micro-movies.

Management and Financial status: The management and financial status of Alxa Desert UNESCO Global Geopark remains stable with an annual recurrent budget of RMB 8.12 million Yuan. The provision covers key management areas including (1) hardware and infrastructure; (2) visitor facilities; (3) science popularization and promotion; (iv) interpretation system and (v) scientific research projects in the geopark.

Geoconservation: Continue to increase the protection of geoheritage resources in Alxa Desert UNESCO Global Geopark, strengthen daily dynamic inspections, and carried out 56 dynamic inspections throughout the year. The maintenance of the geopark's identification system has been strengthened, and the key

geoheritage and protection monuments, interpretation panels, warning signs and other interpretation systems in the geopark have been inspected.

Sustainable tourism (Geotourism): Alxa Desert Global Geopark received around 0.8 million local and overseas visitors in 2020. Alxa Desert Global Geopark continued to work closely with the tourism industry and geopark communities in co-organised capacity training and promotion of sustainable and responsible tourism activities.

New Education programmes on geoconservation: To promote earth science and enhance public awareness of the importance of nature conservation, Alxa Desert Global Geopark continued to host all-rounded science popularization activities including (1) Held 5 times of science popularization research and practical education activities in Badain Jaran Desert; Organized students to carry out 3 educational research practice activities in Juyan area; (2) Carried out the "Five Entries" propaganda activities for the general knowledge of geosciences, produced 23 propaganda banners, produced 20 propaganda display racks, ordered more than 3,000 geopark propaganda flags, and served 8,000 people; (3) A 6-day live scientific expedition webcast was carried out within the geopark. The live broadcasts were carried out on the live broadcast platforms of "Tik Tok", "Yizhibo" and "Dikeyuan". The accumulative views of the three platform accounts exceeded 610,000, and the accumulative views of 6 live events reached 1.8 million.

Strategic Partnership: Alxa Desert Global Geopark routinely reviewed and updated our guidelines on partnership arrangements with local stakeholders, taking into account the requirements and recommendations of GGN, the natural and cultural environment of Alxa Desert Global Geopark and the socio-economic needs of local communities. In collaboration with relevant geopark stakeholders, Alxa Desert Global Geopark has continued to support, promote and in some cases operate geo-education, geo-conservation, socio-economic and cultural development initiatives. Signed a letter of intent for strategic development of ecological civilization construction with China University of Geosciences (Beijing).

Promotional activities:

We collaborated with local communities in taking forward the following promotional activities in 2020: (1) Prepared, published and distributed more than 8,000 briefs on the Alxa Desert Global Geopark, and used the "Ejina Tourist Train" to post a total of 10 slogans and logos for the Alxa Desert Global Geopark; (2) Actively participated in various on-site training courses organized by the League Forestry and Grass Bureau. During the training period, relevant staff were also organized to distribute more than 700 geopark materials including geopark introduction and general knowledge of geosciences; (3) A 5-minute promotional video for the geopark was produced, and it was broadcast on Alxa TV station for 15 days; (4) The portal website of the geopark was upgraded and a new portal website in Chinese and English was designed and produced.

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