

Zhangye UNESCO Global Geopark Annual Report 2022

1. GEOPARK IDENTITY

Geopark name, country, regional network: Zhangye UNESCO Global Geopark (Zhangye UGGp), China, Asian Pacific Geoparks Network

Year of inscription / Year of the last revalidation: 2020 / -



Representative Event of the Year:

Launched the Qilian Mountain Ecological Science Experience Project, a Museum Enhancement Project of Zhangye UGGp

2. GEOPARK FIGURES

Number of Geopark staffs: 400 staff

Number of visitors: 350 thousand

Number of Geopark events: 31 events

1. In January, the Colorful Hills jointly organized the “Symphony Silk Road, Gorgeous Rainbow Mountain” photography exhibition with the Gansu Provincial Photographers Association;

2. On February 7, the General Office of the Chinese Association for Science and Technology officially announced *the List of the First Phase of the National Science Education Bases for 2021-2025*, in which Zhangye UGGp was listed;
3. On March 1, a delegation from Jilin Changbai Mountain Volcano National Geopark came to Zhangye UGGp to study and exchange experience in the creation and application of the Global Geopark and to establish a sister park connection;
4. From March 8 to April 20, Zhangye UGGp released a series of scientific knowledge about geology, Global Geopark, Zhangye UGGp, and other related content online;
5. On April 6, Binggou Danxia organized the 2022 Training Class on Improving the Comprehensive Quality of Employees;
6. From April 22 to 29, Zhangye UGGp held the 53rd World Earth Day & the 3rd Asia Pacific Global Geoparks Week and organized activities, including the introduction of scientific knowledge into scenic spots, schools, and communities and the online mutual exhibitions with sister parks;
7. On April 26, Zhangye UGGp organized a tourism publicity activity with the theme of “civilized tour of Zhangye makes happy you and me” ;
8. On May 12, Binggou Danxia held a drill for geological disasters and emergencies;
9. On May 19, Zhangye UGGp held “Green Zhangye in Spring - Colorful Hills Online Live Orchestral Concert” through recording in the field and broadcasting online. At the same time, the Geopark organized other activities, including “Tourism Benefit the People” and “Being a Civilized Tourism Volunteer”;
10. On May 19, Zhangye UGGp participated in the promotion activity of the 2022 China Tourism Day Zhangye Branch;
11. On May 19, Colorful Hills was named “Provincial Civilized Tourism Demonstration Institution”;
12. On May 21, the live-action class of the Chinese Language and Culture Education Foundation of China, *Colorful Hills*, produced by Zhangye UGGp, was published. Teachers and students from 73,612 login sites in 52 countries around the world have watched the video and got familiar with the Geopark;
13. On May 25, Gansu Provincial Forestry and Grassland Administration inspected the management and construction of the Zhangye UGGp, investigated the development of science and technology, and provided guidance on the boundary demarcation and the integration of resources in the Geopark;
14. In May, the microfilm of Zhangye UGGp, “Searching,” was viewed by 520,000 people on Xinhuanet and other mainstream media and won the “Excellent Creation Award” of the Provincial Short Video Competition;
15. From June 11 to 16, Zhangye UGGp held the one-week publicity activity of “Cultural and Natural Heritage Day” online and offline. Publishing introductions related to natural and cultural

heritage online while distributing brochures on ecological civilization construction and Zhangye UGGp offline;

16. On June 14, Zhangye UGGp conducted an online interpretation of nature reserve policies through the WeChat public platform;
17. From June 23 to July 20, Zhangye UGGp organized training for staff to create a world-class tourist attraction in the Colorful Hills;
18. From July 8 to 11, Colorful Hills held a series of cultural and tourism activities;
19. From July 9 to 12, more than 150 teachers and students from the School of Resources and Environmental Sciences and the School of Earth Sciences of Lanzhou University visited Colorful Hills for scientific research and practical activities;
20. In August, Zhangye UGGp actively responded to the call of the Global Geoparks Network and submitted pictures and documents about the geological diversity of the Geopark as required;
21. From September 4 to 11, Zhangye UGGp attended the 7th Asia Asia Pacific Geoparks Network Symposium;
22. On September 25, *Zhangye Colorful Hills Protection Regulations* was officially published and implemented;
23. In September, the Qilian Mountain Ecological Science Experience Project, a museum enhancement project of Zhangye UGGp, has been officially launched. Qilian Mountain ecological science experience project will be set up in the museum;
24. On November 2, Zhangye UGGp assisted in hosting the Second High-End Forum on Nature and Culture & the Launch Presentation of *the Report on the Development of Geoparks in China*;
25. On November 3, Zhangye UGGp participated in the China-Italy UNESCO World Geoparks Forum, exchanged information about the development of geoparks, and reported the work of the Zhangye Branch of the Institute of Natural Culture;
26. On November 5, Zhangye UGGp issued franchise licenses to the companies in the Geopark;
27. On November 15, Administration for Zhangye National Geopark participated in the 2022 Forest Park and Ecotourism Industry Management Network Training Course organized by National Forestry and Grassland Administration;
28. On November 20, Zhangye UGGp completed the revision of *the Overall Plan of Zhangye UNESCO Global Geopark* and *the Plan of Zhangye National Geopark*, finished the complication of the *Zhangye Colorful Hills Protection Special Plan*, which has entered the review process;
29. On November 20, the listing work of Danxia Cultural Tourism Co., Ltd., the operating company of Colorful Hills, completed the legal operation confirmation, and the pre-listing work has been basically completed;

30. On November 22, Colorful Hills was awarded “2022 China Sports Tourism Excellence Scenic Spot” by the General Administration of Sport of China;
31. On November 28, Zhangye UGGp participated in the 17th “Geoscape Salon” of the Tourism Geology and Geoparks Research Branch of the Geological Society of China.

Number of school classes realize Geopark educational programmes: Geopark education program was carried out in six classes within Kangle Mingde School (Zhangye UGGp School).

Number of Geopark press release: 115 news which has been released on national, provincial, and city media.

3. GEOPARK ACTIVITIES

Major achievements in 2022

1. The Qilian Mountain Ecological Science Experience Project, a museum enhancement project of Zhangye UGGp with a total investment of 21 million yuan, has been officially launched and is now in the construction stage;
2. Published and Implemented *Zhangye Colorful Hills Protection Regulations*;
3. Completed the revision of *the Overall Plan of Zhangye UNESCO Global Geopark* and *the Plan of Zhangye National Geopark*;
4. The microfilm of Zhangye UGGp, *Searching*, was viewed by 520,000 people on Xinhuanet and other mainstream media and won the “Excellent Creation Award” of the Provincial Short Video Competition;
5. The live-action class *Colorful Hills* was published online. Teachers and students from 52 countries around the world got familiar with Zhangye UGGp;
6. Colorful Hills was awarded “2022 China Sports Tourism Excellence Scenic Spot” by the General Administration of Sport of China.

Contribution towards GGN - networking and participation

1. Attended the 7th Asia Asia Pacific Geoparks Network Symposium and the online exhibition;
2. Attended the China-Italy UNESCO World Geoparks Forum;
3. Held the 3rd Asia Pacific Global Geoparks Week;
4. Submitted pictures and documents about the geological diversity of Zhangye UGGp;
5. Fulfilled GGN 2022 Annual fee;
6. Exchanged experience in creating and applying Global Geopark and established a sister park connection with Jilin Changbai Mountain Volcano National Geopark.

Management and financial status

The Administration for Zhangye National Geopark is the management body of Zhangye UGGp. In 2022, Zhangye UGGp received 350.2 thousand visitors; Colorful Hills, Binggou Danxia, China Yugur Nationality Corridor received 323 thousand, 6.2 thousand visitor, and 21 thousand visitors

respectively. The total tourism revenue of 2022 is 22 million Yuan. This year, Zhangye UGGp has got accumulatively 23 million Yuan in various types of investment for the construction of the Qilian Mountain Ecological Science Experience Project, the improvement of the quality and efficiency of the scenic area, the addition of warning signs, the functional improvement of the Nine Springs science research station, and the revision of planning.

Geoconservation

1. Published and implemented *Zhangye Colorful Hills Protection Regulations*;
2. Conducted inspections for the protection of geological relics;
3. Completed the complication of *the Zhangye Colorful Hills Protection Special Plan*;
4. Implemented geological disaster potential investigation.

Sustainable tourism (Geotourism)

1. Re-enacted the immersive night show *Alan Lagda*, and started the second phase of the project;
2. Compiled the scheme of scenic tourism product development, publicity and marketing, the plans to improve quality and efficiency of management and operation, and the program of geological research and education, which aims to increase the combination of scenic spots development and tourism resources;
3. To improve science study tourism, organized various educational activities for primary and secondary school students, compiled science reading materials, conducted geological experiments, and cooperated with scenic spot operating companies.

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

1. Prepared relevant information to apply for the Zhangye UGGp Eco-cultural Village, promote the protection of geological relics and natural resources, and improve the quality of ecological civilization;
2. Completed the revision of *the Overall Plan of Zhangye UNESCO Global Geopark* and *the Plan of Zhangye National Geopark* and finished the complication of *the Zhangye Colorful Hills Protection Special Plan*;

Strategic partnership

1. Amended the management measures of partners to strengthen the collaboration; called for the second batch of partners of the Zhangye UGGp;
2. Established further cooperation with geological exploration institutions to conduct field survey activities for scientific research projects.

Promotional activities

1. Re-enact the immersive night show *Alan Lagda*;
2. Attended the 7th Asia Pacific Geoparks Network Symposium and participated in the online exhibition;

3. Conducted cultural tourism promotion activities in Nanjing, Ningbo, and other places;
4. Promoted the high-quality resources of Zhangye UGGp through online tools such as official accounts on Sina Weibo, WeChat public accounts, and websites.

4. CONTACTS

Manager: ZHU Pengxian 943428316@qq.com

Geologist: YIN Zheng 549619616@qq.com