

Alxa Desert UNESCO Global Geopark

-- Annual Report 2022

1. Geopark Identity

Geopark name, country and regional network:

Alxa Desert UNESCO Global Geopark, P.R.China
(Asia Pacific Geoparks Network)



Geoheritage survey project review meeting(left photo)

Geopark management team participate in the 7th APGN Symposium(right photo)



Promotion cooperation with Tai Shan Sister Geopark
(Photos of the most important events of the year)

2. Geopark Data

Number of staffs: 46, including 8 geological expert consultants

Number of visitors: 2.61 million

Number of activities: 25

Number of classes in geopark education Program: 10

Number of press releases issued by geopark: 39

3. Geopark Activities

Major achievements in 2022: The management team and staff of Alxa Desert UNESCO Global Geopark Administration and the entrusted technical support unit Beijing Dida Kaino Technology Co., Ltd. have jointly carried out geoheritage survey project of Tengger and Juyan. The project intends to find out the type, distribution, characteristics and quantity of geoheritage in Tengger and Juyan, which are important, of scientific value, aesthetic value and popular science value in Alxa Desert UGGp, and to carry out scientific evaluation on the geoheritage resources at the same time. Moreover it intend to excavate the potential economic value, cultural value and spiritual value of the geoheritage resources in the geopark, effectively protect the precious geoheritage and natural resources, give full play to the functions of scientific research, scientific popularization and tourism development, and better serve the development of local tourism economy. There are total of 12 experts participated in the survey and evaluation project, led by senior geologists Prof. TIAN Mingzhong, Prof. CHENG Jie and Associate Prof. SUN Hongyan. The remaining 8 team members are graduate or post-graduate students from China University of Geosciences Beijing (CUGB).

Contribution towards GGN -- Network activities and participation:

International Exchange and Communication Activities:

1. On September 7, online participated in the opening ceremony of 7th APGN Symposium hosted by Satun UGGp (Thailand).
2. On September 28, attended the online seminar "Globalization and Localization of Heritage Education" hosted by UNESCO China Office and the UNESCO Listed Sites Sustainable Tourism .
3. On September 28, attended the online lecture on "Celebrating the International Day of Geological Diversity" jointly organized by Hong Kong UNESCO Global Geopark and Hong Kong Geomorphology and Rock Conservation Association.
4. Completed the questionnaire of the Global Geoparks Network Office.

Domestic Exchange and Communication:

1. On April 13th, online participated in the Symposium on Tourism Geoscience Development organized by Chinese Academy of Geological Sciences in Beijing.
2. On October 26, the International Union of Geological Sciences (IUGS) announced "The first 100 IUGS Geological Heritage Sites" in Spain. "Bilutu Megadunes and Lakes in the Badain

Jaran Desert"of Alxa Desert UGGp was selected in the list.On the same day, the press conference of China's 7 selected "The first 100 IUGS geological heritage sites" was held in Changxing, Huzhou city, Zhejiang Province.Geopark expert panel representative Prof. TIAN Mingzhong has made an introduction of the selected site "Bilitu Megadunes and Lakes", the team of Alxa Desert UGGp Administration participated in the conference via online connect.

3. On November 2, the 2nd High-level Forum on Nature and Culture and the release conference of *China Geopark Development Report* was held in Beijing, hosted by China University of Geosciences Beijing (as "CUGB" below), undertaken by the Natural&Culture Institute of CUGB, co-organized by Alxa Desert UNESCO Global Geopark Administration etc., the representative of the geopark has delivered a keynote speech online, the management team participated in the conference online.

Management and financial status: In 2022, Alxa Desert UNESCO Global Geopark Administration has 4 functional departments: Administrative Office, Geopark Particulars, Natural Protected Area Office and Scientific Research and Popularization Office.

Geopark input funds includes government input and tourism development enterprises invest, total annual amount is 29.73 million Chinese Yuan.

Geoheritage conservation and protection:

1. The geoheritage survey project in Tengger and Juyan was carried out in cooperation with the geopark technical support unit Beijing Dida Kaino Technology Co., LTD. At present, the geoheritage survey and field acceptance reviewing work of Tengger and Juyan have been completed and at indoor data summary stage.
2. Organized dynamic inspection in the geopark territory more than 50 times regularly or irregularly.
3. Updated and maintained geopark interpretation and signage boards more than 150 pieces.
4. Completed the maintenance of Geopark Museum and Tengger Exhibition Hall.

Sustainable tourism (geo-tourism) : 32 "A-level" scenic sites have been developed in the geopark, including 1 "5A level" scenic site, 13 "4A level" scenic sites, 4 "3A level" scenic sites and 14 "2A level" scenic sites.

New educational programmes for geoheritage conservation, sustainable development and disaster risk reduction:

1. Organized and carried out more than 20 research and education activities focusing on patriotism, "red education" (ideological and political education), traditional Chinese culture education and natural ecology education. Several popular science activities were also carried out, such as "The little librarian", "Geopark popular science knowledge to schools", "Welcome the 20th CPC National Congress, popular science into the future-National Popular Science Day Activities", "hands in hands, popular science to schools", "The earth is our home and protecting the ecology depends on everyone" etc.
2. Invited professional teachers lead the geopark staff to carry out the publicity activity of "protecting the Earth imprint and serving ecological construction".
3. 120 pieces of Helan Mountain rock specimens were collected, the "Helan Mountain Rock Specimen Display Wall" with a length of 12.5 meters and a height of 3 meters was built, which laid a solid foundation for science popularization base developing progress in the future.
4. 2,500 copies of the popular science book *The Ship of the Desert-Camel* were published.
5. 33 excellent primary and secondary school teachers were assigned as research tutors and part-time science popularization propagandists.
6. Planned and launched a Geological Science film of *Helan Mountains in Alxa Desert UNESCO Global Geopark*.
7. Carried out the activities of exploring Helan Mountains and related popularizing science activities.

Strategic partners:

1. Actively respond to the 3rd Asia-Pacific Global Geoparks Week 2022 and 53rd World Earth Day, a "Sister Geoparks Exhibition and Interaction" publicity activities were carried out through online social media such as Wechat platform and online broadcast, Alxa Desert UGGp micro-film publicity video was played, moreover, jointly carried out interactive publicity activities with Zhangye Global Geopark to strong the geoparks' interconnection and communication.
2. In the National Day golden week, "Global Geoparks - the strong connection" mutual promotion were held, there were 52 publicity boards introduced Alxa Desert UGGp were displayed in Taishan UNESCO Global Geopark.
3. Jointly carried out the tourism cooperation and development workshop, geopark administration management team discussed and exchanged thoughts with the team from Culture and Tourism Bureau of Alxa League, a potential cooperation intention was reached.

Publicity and promotion activities:

In 2022, made full use of various publicity day activities to publicize geopark, by setting up publicity display boards, hanging publicity banners, regularly posted a thread of geopark knowledge on social media platforms, topics such as geoheritage conservation and protection, science popularization and natural protected areas etc.

1. New version of "Alxa Desert UNESCO Global Geopark Propaganda Film" has been carefully planned and made. At present, all the shooting work has been completed and is under modification.

2. An introduction article of Alxa Desert UGGp was published in the *Friendly Scenic Spots* column of *Huangshan Magazine*, which is edited and published by Huangshan Scenic Site Management Committee. A propaganda article of "*Beautiful and magnificent Alxa Desert UNESCO Global Geopark*" was published in *Inner Mongolia Forestry*.
3. Launched the 9th World Wildlife Day publicity activities with the theme of "Protecting Flagship Species and Promoting the Construction of a Beautiful China".
4. Organized and participated in China Tourism Publicity Day held in Bayanhot Stadium, carried out the publicity activities of Bird Week in Helan Mountain National Nature Reserve.
5. Held a publicity campaign on the June 5th Environmental Day of "Building a Clean and Beautiful World".
6. Organized and participated in the drone operation practical training class held by the Forestry and Grass Bureau of Alxa League.
7. Attended the SEE Foundation lecture on scientific cognition and practice of desertification control.
8. Held training courses of "Wetland Protection Law", "Wildlife Protection Law" and "Regulations on Nature Reserves".
9. Participated in online training on the monitoring and controlling of wild animal epidemics held by Biological Disaster Prevention and Control Center of National Forestry and Grass Administration.
10. Carried out science popularization activities on "World Earth Day", "World Environment Day", "Museum Day", "World Bird Day" and other theme days.
11. Planned and implemented geoscience knowledge lectures, policies and regulations training courses, popular science live streaming on TikTok. Therefore more science popularization and publicity talents can be participated and systematically spread the unique natural resource endowment and profound historical and humanistic connotation of Alxa Desert UGGp.
12. The micro film "*Going Home*", meticulously shot by Alxa Desert UGGp Administration, won the excellence award of the 4th Alxa Story Micro Video Competition held by Publicity Department and Network Information Office of Alxa League Committee.
13. Submitted 39 pieces of dynamic information in Chinese and English to Global Geoparks Network.
14. Updated and maintained the details on official website of Alxa Desert UNESCO Global Geopark in Chinese, English and Mongolian languages. There are 39 pieces of dynamic information have been updated and more than 160 pictures have been uploaded.

Manager of Alxa Desert UNESCO Global Geopark Administration: Mr. HUANG Tianbing

Geopark Email: smgy2005@163.com

Geopark geologist: Prof. TIAN Mingzhong

Email:1085250594@qq.com

December 1, 2022