

UNESCO Global Geoparks Network

—Annual Report of 2020

1.GEOPARK IDENTITY

Geopark Name, Country, Regional Network: Xingwen UNESCO

Global Geopark, China, APGN

Year of Inscription: 2005

Year of Previous Revalidation: 2017

Representative Photo(from the most Important event this year):



2.GEOPARK FIGURES

Number of Geopark Staffs: 274 including 6 Geological experts

Number of Geopark Visitors: about 400,000

Number of Geopark Events: 3

Study and Tour activities for Primary and middle school students, activities on 6.25 Earth Day and the activities during

the Science and Technology Week.

Number of School Classes Realizing Geopark Educational Programmes: 20

Number of Geopark press release: 2 news reports released on Sichuan TV and Xingwen TV, and 5 articles published in Sichuan Daily, West China Metropolis Daily and other media.

3.GEOPARK ACTIVITIES

Major Achievements: Xingwen UGGp, investing over 10 million RMB, implemented Xingwen Global Geopark Geosite Conservation Program that aims to strengthen scientific popularization, the creation of Smart Tourism System as well as the compilation and production of scientific (picture) books.

Contribution towards GGN—Networking and Participation

In October 2020, Xingwen UGGp participated in the 2020 China UNESCO Global Geopark Annual Conference held in Guangwushan-Nuoshuihe Global Geopark in Bazhong City, Sichuan Province.

In November 2020, Xingwen UGGp participated in the 1st GGN Digital Forum held online.

Between December 7 and 13 of 2020, Xingwen UGGp participated in the 6th International Training Course on UNESCO Global Geoparks Management and Development hosted at Yimengshan Global Geopark in the city of Linyi, Shandong Province.

Management and Financial status: The Administration of Xingwen Global Geopark, established in 2006, plays as a special management organization for Xingwen Global Geopark.

In 2020, tourism revenue reached 26.35 million yuan and expenditure 27.55 million yuan, with the overall balance of revenue and expenditure

Geoconservation: Xingwen UGGp, investing over 10 million RMB, implemented Xingwen Global Geopark Geosite Conservation Program that aims to strengthen scientific popularization, the creation of Smart Tourism System as well as

the compilation and production of scientific books. Mainly including 1) Establishment of geosites monitoring system. Increased the capacity of the approximately 30km-long optic fibre network inside the Xiaoyanwan Scenic Area, realizing full coverage of main scenic routes and key scenic spots throughout the whole Xiaoyanwan Scenic Area, and 150 hi-def cameras were added, along with about 50 emergency broadcast system terminals. 2) Upgrade and renovation of the Geopark's scientific knowledge education commentary system. Upgraded and renovated the existing 4D theatre in the Xingwen Global Geopark Museum, produced two 3D scientific knowledge education films, upgraded and renovated the Academic Report Hall of the Xingwen Global Geopark Museum, and installed a real-time audio scientific knowledge education commentary system. 3) Displays of the Geopark's scientific knowledge education The Tai'an Stone Forest Scenic Area has been outfitted with a scientific knowledge education route including the construction of 3km of new walkways, scientific knowledge education visual guidance system, and addition of infrastructure facilities such as restrooms and trash receptacles; two 45m² outdoor LED screens for geological scientific knowledge education have been added; one to two academic study routes have been developed and relevant materials compiled; four scientific knowledge education publications have been compiled.

Sustainable tourism: Xingwen UGGp completed the official publication of the popular science picture book *Stone that Can Tell Stories*.

New Education programmes on geoconservation, sustainable development and disaster risk reduction: Xingwen UGGp carried out publicity and education activities for 2 times in communities and schools as well as provided training for staffs and tourism practitioners once.

Strategic Partnership: Xingwen UGGp established

partnership with geological survey such as Sichuan Bureau of Geology & Mineral Resources, with universities such as China University of Geosciences (Beijing), with enterprises such as Xingwen County Pure Oil Workshop Edible Vegetable Oil Co., Ltd., with tourism agencies such as Sichuan China Youth Travel Service Co., Ltd. and so on.

Promotional activities: Xingwen UGGp hosted tourism events such as "Xingwen Shihai Cup · The First King of Glory National Competition", carried out cross-provincial and cross-regional tourism marketing promotion activities, put outdoor advertisements on expressways, and promoted Xingwen UGGp through Sichuan Daily, West China Metropolis Daily, Tencent, Ctrip and other media.

Conducting Science Popularization: Training for relevant management personnel of Xingwen UGGp, interpreters, tourism practitioners and government functionaries about 300 people in all.

4.CONTACTS

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