

韶关市丹霞山管理委员会

GGN - Danxiashan UNESCO Global Geopark Annual Report 2022

1. GEOPARK IDENTITY

Danxiashan UNESCO Global Geopark, China, CGN

Year of inscription: 2004

Year of the last revalidation: 2016

Representative works:

On the Earth Day in April 2022, Danxiashan UGGp organized “the 3rd APGN Geoparks Week” Sister Geoparks Mutual Exhibition and Interaction with Yandangshan UGGp. 20 UGGps and inspiring geoparks in China had held a series of activities including Geopark Photography Exhibitions, video shows, Science Knowledge Award Q&A, Science Popularization Lectures on campus, etc. About 400 thousand people had participated in the events online or offline. The brand of UGGps had received wide attention from the domestic media and the public due to this event.



2022 “the 3rd APGN Geoparks Week” Sister Geoparks Mutual Exhibition
and Interaction - Exhibition in Danxiashan

The annual Danxiashan Science Popularization Volunteer Training Camp was held in 2022. 30 volunteers from China had joined the camp and became a new force in Danxiashan science popularization work. The number of science popularization volunteers has increased to 600.



2022 Danxiashan Science Popularization Volunteer Training Camp



Invited Yi Jianlian and the other men's basketball players from Guangdong Winnerway Basketball Club to hold a basketball show on the top of the mountain, which has expanded the influence of the Geopark.

2. GEOPARK FIGURES

Number of Geopark staffs: 322 staff members including 20 geoscientists

Number of visitors: 583,320 (with a decrease of 55% year-on-year due to the epidemic of COVID-19)

Number of Geopark events: 172 science popularization events had been held by Danxiashan UGGp. 5 theme activities had been organized jointly with other organizations or partners.

Number of schools / classes involving Geopark educational programs: In 2022, 139 local villagers, employees of tourism enterprises and field study institutions, community operators were organized to participate in Danxiashan Science Popularization Tutor Training. "China Danxia on Campus": *Danxiashan: Spectacular Nature in the World* Book Crossing and science lectures had been held in more than 64 colleges and schools in China with 5,065 participants. According to incomplete statistics, a total of 4,117 primary and secondary school students came to Danxiashan for field study in the whole year.



2022 "China Danxia on Campus": *Danxiashan: Spectacular Nature in the World* Book

Crossing and science lectures

Number of press release: 6 pieces of news had been released and adopted by CGN, 4 pieces of news had been submitted to GGN.

3. GEOPARK ACTIVITIES

Major achievements in 2022

- Continuously promoted the development of the brand of “a famous scientific mountain” for Danxiashan. The three science popularization brands (Danxiashan Science Popularization Volunteers, China Danxia on Campus, Danxiashan Natural Academy) were continued to be developed in innovative ways. Danxiashan UGGp was selected as the “National Science Popularization Base (2021-2025)” and was appraised as “High quality Nature Education Base of Guangdong Province” and “2022 Top Ten Science Popularization Bases in Guangdong Province”.

Contributions toward GGN

- On the Earth Day in April 2022, Danxiashan UGGp organized “the 3rd APGN Geoparks Week” Sister Geoparks Mutual Exhibition and Interaction with Yandangshan UGGp. About 400 thousand people had participated in the events online or offline. The brand of UGGps had received wide attention from the domestic media and the public due to this event.
- Held UNESCO Global Geopark Summer Study Tour with the other 20 UGGps and inspiring geoparks in China and made preferential ticket policies to provide the public with abundant field study courses.
- Initiated the 2022 National Science Popularization Day and Sister Geopark Event in September 2022 with the other 22 UGGps and inspiring geoparks in China, on the theme of "learning about geological science, realizing our earth".
- In September 2022, Chen Fang and Li Guiqing registered official representatives and attended the 7th Asia Pacific Geoparks Network Symposium. Li Guiqing gave a presentation on “A Research on the Development of Nature Education in Danxiashan UNESCO Global Geopark”.
- In October 2022, Danxiashan UGGp organized live online events of “International Geodiversity Day” and “Geologists take you to the Geopark” with other 7 UNESCO Global Geoparks and Inspiring Geoparks including Zhangjiajie UGGp and Yandangshan UGGp, etc.
- In 2022, Danxiashan UGGp established a sister park relationship with Zhangjiajie UGGp and jointly organized science popularization activities on World Earth Day and International Geodiversity Day.

Management and Financial Status

- The efficient management was determined to impose strict protection measures in the Geopark and had achieved targets of “zero tourists complaints” “zero safety accidents” “zero geological disaster” “zero geosites damage” and “zero environmental pollution” in 2022.
- Danxiashan UGGp had a well-balanced financial status and sound budget. Revenue were derived from ticket sale and profitable returns from investment by the Government of Shaoguan City and Guangdong Province.

Note: ticket revenue in 2022 is 42% lower than in 2021.

Geoconservation and Bioconservation

- A new wildlife monitoring platform has been built, 31 video surveillance and 205 infrared cameras have been set up in the Geopark. 3,000 pictures and over 3,000 videos of wild animals have been taken throughout the year.
- Carried out investigation of hidden danger in the core area of Danxiashan. Carried out real-time monitor of the geological disasters hidden point on “Eyupashan” (Crocodile Climbing the Mountain) . Cleared the dangerous rock mass at Niubi Qiaotou and repaired the roads destroyed by summer torrential rains.



Geological safety inspection

- Cooperated with Sun Yat-sen University and Guangdong Geological Survey Institute to conduct a comprehensive and systematic scientific investigation on the geology, geomorphology and biodiversity of Danxiashan, scientifically evaluated the resource background and endowment of Danxiashan, and promoted the establishment of Danxiashan National Park.
- The investigation project of bamboos in Danxiashan National Nature Reserve was completed. 9 genera and 45 species of bamboos were found, including a new specie of bamboo (*Dendrocalamus pulverulentoides* N. H. Xia et al).
- Installed forest fire prevention facilities including water source, water pipes and fire extinguishers, etc. All the staff had patrolled the forests to ensure biodiversity security of the Geopark.

Sustainable Development of Tourism (Geotourism)

- Upgraded and improved scientific research trail (3.5km) of Xianglonghu Lake-Wolonggang and Yangyuanshan area; upgraded the parking lot; started the construction of the riverside path with the theme of science popularization for danxia landscapes.
- Strengthened the comprehensive monitoring of cultural relics, environment, meteorology and hydrology. Carried out tourism weather forecast, and released the probability of occurrence of meteorological landscapes including sunrise, sunset, the light of Buddha, sea of clouds, etc.
- Continued to develop Danxiashan Science Popularization Town. 30 science popularization classes including Nanling Ecological Center and Meteorological Popularization Museum and a group of science popularization experts have been nurtured. Held 94 series of activities entitled "Centennial Danxia Landscapes- Science Popularization Course of Danxiashan Science Popularization Town", attracting more tourists to coming to the countryside, developing rural economy and integrating into the development of the Geopark.



Centennial Danxia Landscapes- Science Popularization Course of Danxiashan
Science Popularization Town

Strategic Partners

- Continuously promoted the cooperation with universities and research institutes including China University of Geosciences (Wuhan), Sun Yat-sen University, South China Normal University, Guangzhou University, South China Agricultural University, and East China University of Technology, etc. More than 1,055 people of 17 teams had been received in 2022.
- Strengthened the cooperation with local cultural tourism enterprises, promoted the establishment of Shaoguan Danxia Science Popularization and Filed Study Center, and promoted the science popularization and nature education in the Geopark.
- Authorized Danxia Commuter Aviation Co., Ltd., Shaoguan Danxiashan Ramada, Shaoguan Danxia Yunxiang Aviation Technology Co., Ltd., Danxia Citrus Gonggan (Guangdong) Ecological Agriculture Co., Ltd., Golden Danxia Food Co., Ltd., etc. to use "Danxiashan" for registering companies. Gave local high-quality fruits, tea,

vegetables, rice, etc. the brand of “Danxiashan” to promote local economic development.

Promotional Activities

- Provided 50% discount on tickets for the whole year, and a 70% discount for research teams to Danxiashan.
- Published news about Danxiashan in various media including huanqiu.com, *China Daily*, China.org.cn, Sohu.com, people.cn, gd.ifeng.com, gd.news.163.com, South+, ycwb.com, xwd8.com, kb.guangdongdx.com, *Shaoguan Daily*, Renhua Radio and Television and official accounts of Guangdong Forestry, Shaoguan Release, Danxiashan, Danxiashan Tourism, Danxia Science Popularization, Renhua Release as well as Danxiashan official website.
- Four consecutive Danxiashan Science Popularization Douyin competitions have been held since 2019. More than 6,000 short videos have been released and the topic of "Science Popularization of Danxia" has been spread to more than 21.595 million people.
- For the purpose of promoting field study trip products, put the advertisement of summer camp on Shaoguan TV, and distributed publicity materials in more than 30 primary and secondary schools.
- Held social activities to attract more young people to come to the Geopark, created the brand of “a famous mountain of love”.

4. CONTACTS

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