

韶关市丹霞山管理委员会

GGN - Danxiashan UNESCO Global Geopark Annual Report 2023

1. GEOPARK IDENTITY

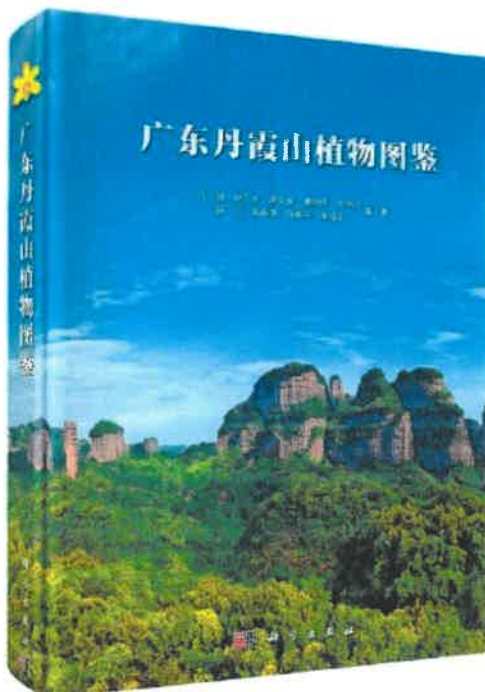
Danxiashan UNESCO Global Geopark, China, CGN

Year of inscription: 2004

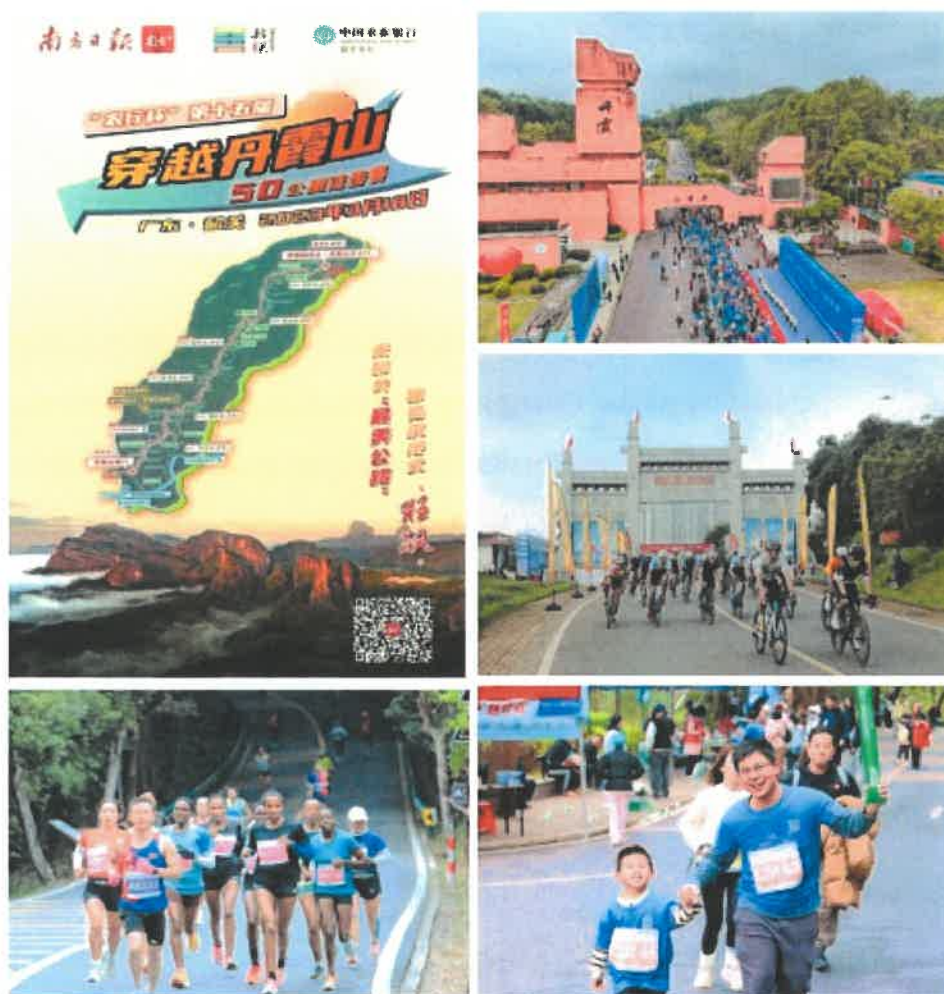
Year of the last revalidation: 2016

Representative works:

In 2023, the scientific expedition on biodiversity in Danxiashan UGGp yielded fruitful results. The official publication of the *Guangdong Danxiashan Flora Atlas* showcased significant findings, including the discovery of multiple wild *Cycas szechuanensis* W. C. Cheng & L. K. Fu communities, and the publication of eight new species throughout the year.



In 2023, sports and tourism flourished in the Geopark, witnessing the successful organization of two events: the Danxiashan 50-kilometer Cross-Country Hiking Race, the Danxiashan International Marathon, and the Danxiashan Rim Cycling Race. These events attracted 62,000 participants from both domestic and international locations. Notably, the Danxiashan International Marathon received certification from the Chinese Athletics Association.



2. GEOPARK FIGURES

Number of Geopark staffs: 322 staff members including 20 geoscientists

Number of visitors: 2.103 million person-times, a year-on-year growth of 260.7%.

Number of Geopark events: 110 popular science activities held throughout the year, with approximately 150,000 participants.

Number of schools / classes involving Geopark educational programs: Throughout the year, popular science lectures titled “China Danxia on Campus” and *Danxiashan: Spectacular Nature in the World* Book Crossing were held in 45 primary, middle, and high schools nationwide. Over 300 study tour groups of students from primary, middle, and high schools were received throughout the year.

赣西外国语学校
“奇美天成丹霞山”
丹霞地貌科普讲座
讲座内容介绍

赣西外国语学校
2023年“中国丹霞”进校园系列活动之
奇美天成丹霞山
图书漂流

丹霞地貌被称为中国“地学国粹”。丹霞山是丹霞地貌的命名地，丹霞地貌类型多样、典型、独特，具有重要的地球科学价值和美学价值，是我国最重要的旅游和科教资源之一。本讲座较系统介绍丹霞地貌学科发展历史及研究、丹霞山丹霞地貌的科学价值及美学价值，以及开展的自然教育和研学活动。

讲座时间：2023年9月26日 下午3点
讲座地点：赣西外国语学校精进楼三楼会议室

中国丹霞”进校园系列活动之
《奇美天成丹霞山》
图书漂流
赣西外国语学校 承办

主讲人： 闫罗彬
活动地点： 西南大学
活动时间： 2023年9月22日
活动人数： 10人

总 554 场
2020年第一学期起
第二季 332 场
2020年第二季度起

Number of press release: A total of 171 pieces of information were released throughout the year, with 6 adopted by CGN and 2 adopted by GGN.

3. GEOPARK ACTIVITIES

Major achievements in 2023

Continuously promoted the development of the brand of “a famous scientific mountain” for Danxiashan UGGp. In 2023, Danxiashan UGGp was selected as one of the first "National Forestry and Grassland Popular Science Bases."

- The two sets of popular science courses, "The Story of Red Stones: Geomorphology and Environmental Protection" and "Observing Feathers in the Sky: Exploring Natural Ecology," were both selected as excellent examples of ecological civilization education for primary and secondary school students nationwide. They received the Second Prize in the Social Education Group.

- Popular science mentor Li Li participated in the National Forestry and Grassland Popular Science Interpretation Competition and won the Second Prize. Popular science mentor Yu Dongliang participated in the Guangdong Province Primary and Secondary School Students' Study and Practice Education Base Guidance Teacher Lecture Competition and won the First Prize.

Contributions toward GGN

- In April 2023, during the World Earth Day, the 4th APGN Geopark Week and "Sister Geoparks Mutual Exhibition and Interaction" event were jointly organized with 29 other geoparks and museums, including Yandangshan UGGp. Approximately 450,000 people participated in the activities, which received extensive coverage from hundreds of media outlets, effectively promoting the brand of UGGps.

- In June 2023, participated in the Forum on collaborative management of UNESCO-designated Sites in Huangshan, China and gave a presentation. In September 2023, participated in the 10th International Conference on UNESCO Global Geoparks, involving exhibitions and sharing reports. In November 2023, participated in the Annual Conference of China UNESCO Global Geoparks, including exhibition participation. As requested by the Earth Sciences and Geoparks Section of UNESCO, provided textual and visual materials of Danxiashan UGGp along with a letter of Grant of Rights.

- Online activities: Participated in the 2023 GGN UGGp evaluators' Seminar, APGN Online Conference, Geopark Digital Tools focus Group Session, APGN Online Seminar on Maintaining Stable Financial Support, etc.

- In May 2023, Leiqiong UGGp organized a study tour to learn about the popular science community development in Danxiashan UGGp. Assisted to sister parks to enhance their popular science work, with two staff members from Alxa Desert UGGp attending training in Danxiashan UGGp in July and August. In September, established a friendly sister park relationship with M'Goun UGGp in Morocco, accompanied by the formulation of a detailed five-year exchange plan. From October to December, 33 personnel from Shennongjia UGGp visited Danxiashan UGGp in three groups for training.

- Introduced the summer UGGp study tours initiative, collaborating with 29 UGGps and inspiring UGGps to offer discounted ticket policies and immersive study programs for the public. Launched the "Geopark Popular Science Study Passport" and conducted a voting campaign for the "Favorite Geopark Study Route." Organized the "Famous Mountains Enter

Famous Schools" event, hosted the *Danxiashan: Spectacular Nature in the World* Book Crossing activities and lectures, and arranged engaging "Explore Geoparks Around You" popular science park activities, both online and offline. These efforts aimed to inspire and encourage the public to explore geoparks.

Management and Financial Status

- Excellent management and strict protection have been implemented in Danxiashan UGGp, resulting in no tourism complaints, safety accidents, geological disasters, damage to geological relics, ecological and environmental pollution incidents, or forest fires throughout the year in 2023.

- The budget of Danxiashan UGGp is abundant, ensuring a balanced income and expenditure. The revenue comes from ticket sales, fees for the compensated use of resources, and allocations from provincial and municipal governments.

Geoconservation and Bioconservation

- A new digital monitoring system has been established in Danxiashan UGGp, with the addition of 31 video surveillance points in the park to monitor important geological and cultural heritage sites in real-time. A total of 270 infrared cameras have been deployed, capturing approximately 13,000 photos and 800 video clips, totaling around 17 gigabytes, of wildlife. The camera footage has recorded 50 different species of wildlife, including 18 mammal species and 32 bird species.



The infrared cameras captured footage of white pheasants and sika deer.

- Safety hazard inspections were carried out, and real-time monitoring of geological hazard points for “Eyupashan” (Crocodile Climbing the Mountain) was conducted. The dangerous rock mass at the entrance of Niubi Qiaotou was cleared, and roads damaged by summer storms were repaired.



Safety patrols for geological hazard points.

- Collaborated with Sun Yat-sen University and Guangdong Geological Survey Institute to promote the "Danxiashan Geological Landforms Scientific Expedition Project" and the "Danxiashan Biodiversity Scientific Expedition Project." These projects aim to conduct comprehensive and systematic scientific investigations on the geological landforms and biodiversity of Danxiashan UGGp.



Outdoor Scientific Expedition by Research Team

In the biological research project, a total of 2,277 species of higher plants, 503 species of terrestrial vertebrates, 2,009 species of insects and spiders, 101 species of fish and aquatic animals, and 351 species of large fungi have been surveyed in Danxiashan UGGp. 41 new species have been published.

In the geological research project, a total of 232 geomorphological and geological heritage sites have been surveyed, with 32 newly added geological heritage sites. Among them, there are 197 typical landscapes and geological heritage sites, 26 basic geological heritage sites, and 9 other types of geological heritage sites.

Sustainable Development of Tourism (Geotourism)

- Completed the cultural hall upgrade and renovation of the Danxiashan UGGp Museum, and established the Enchanted Danxia Science Popularization Education Path.
- Conducted tourism meteorological forecasts, releasing weekly forecasts for weather phenomena such as sunrise, sunset, and cloud formations.
- Continued to develop science popularization communities, adding two new themes: unmanned aerial vehicles (drones) and wildlife-related science popularization academies.
- Organized the Danxiashann Science Popularization Study (Nature Education) Mentor Training, providing systematic training to 200 registered participants. Ultimately, 50 individuals from local communities successfully passed the assessment and obtained certification to engage in nature education and geotourism science popularization interpretation within the geopark. Among them, there were 7 local villagers, 12 local university students, 22 local community operators, and 9 local nature enthusiasts.
- Facilitated the establishment of the "Shaoguan Danxia Science Popularization and Field Study Center," which undertakes public education and study travel services within the geopark. It is responsible for organizing science popularization activities, managing science popularization mentors, developing study travel courses, and providing nature education services, thereby achieving sustainable development of geotourism in the geological park.

Strategic Partners

- Continued collaborations with China University of Geosciences (Wuhan), Sun Yat-sen University, South China Normal University, Shaoguan University, East China University of Technology, Guangzhou Institute of Geography, and other institutions. Established

cooperative relationships with Guangdong Provincial Surveying and Mapping Institute and the Yifu Museum of China University of Geosciences. Throughout the year, a total of 75 batches, comprising 527 individuals from universities and research institutions, were received.

- Authorized local companies including Shaoguan Danxia Yaotang Agricultural Tourism Development Co., Ltd., Shaoguan Danxia Travel Agency Co., Ltd., and Danxia Xuji Mooncake Co., Ltd. etc., to use the "Danxia" name in their registered company names. This aims to empower local high-quality agricultural products and cultural tourism projects with the Danxiashan UGGp brand, thus promoting local economic development.

Promotional Activities

- Activated the market through ticket discounts. Half-price ticket discounts were implemented in the first half of the year, while a 30% discount was offered to study tour groups throughout the year. An 80% discount was applied during holidays, achieving rapid growth in the study tour market and full recovery of the tourism market.

- Organized tourism promotion events for Danxiashan UGGp in cities such as Guangzhou, Shenzhen, Hong Kong, Zhuhai, Dongguan, Xi'an, Chengdu, and Chongqing, etc. extensively promoting the high-quality tourism destination brand of Danxiashan UGGp.

- Maintained close cooperation with more than 50 media outlets, including CCTV, China Daily, Xinhua News Agency, China News Service, Southern Daily, Guangzhou Daily, Hong Kong Commercial Daily, and China Tourism News. A total of 171 news articles and videos were released throughout the year.

- Established a matrix of self-media platforms, including “Danxiashan”, “Danxiashan

Tourism”, “Study Tour in Danxia”, “Science Popularization of Danxia”, “Danxia Sunrise”, and “China Danxiashan”. These platforms, including the official website, official WeChat account, video platform account, Douyin (TikTok) account, and Weibo account, were interconnected to timely publish the latest information about Danxiashan UGGp.

- Continued to hold the Science Popularization of Danxia Douyin Competition. Over 10,000 short videos on the topic of "Science Popularization of Danxia" were published on Douyin, reaching over 30 million views. Organized the "Capture the Beauty of Danxia" Micro Video Creation Contest, with 318 entries. Excellent works such as "Black Kite in Danxiashan" and "Scenic Views of Danxiashan in Summer" were adopted by CCTV's website and Xinhua Net, with individual works reaching over one million views.

4. CONTACTS

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