

GGN—Keketuohai UNESCO Global Geopark Annual Report 2022

1.GEOPARK IDENTITY

Geopark name, country, regional Network: Keketuohai UNESCO Global Geopark (China, Asia Pacific Global Geoparks Network).

Year of inscription / Year of the last revalidation:2017/2016.

Representative Photo:



Delegation from Dali Mt. Cangshan UNESCO Global Geopark to Keketuohai UNESCO Global Geopark in June 2022

2. GEOPARK FIGURES

Number of Geopark staffs: 45 regular staff members and three geological experts.

Number of Visitors: In 2022, the Geopark received 5.36 million visits.

Number of Geopark events: A total of ten activities have been organized and carried out.

Number school classes realize Geopark educational programmes: A total of four science popularization activities have been conducted, specifically targeting primary and secondary schools.

Number of Geopark press release: A total of 30 articles have been published.

3. GEOPARK ACTIVITIES

Major achievements in 2022: Based on the New Year's Day, Spring Festival, Corban Festival, and other festivals, "Our Chinese Dream, Culture Enters Ten Thousand Families" and other cultural and artistic activities were held for the public, totaling 68, involving 10,000 actors, and reaching more than 60,000 people; four reports and performances in the geopark and eight charge-free training courses during winter and summer vacations were held, with

500 students participated; four sessions of training for intangible cultural heritage inheritors were organized, with 24 participating inheritors and covering horse racing, Buzkashi (goat grabbing), embroidery, paper-cutting, etc.; 13 lectures on intangible cultural heritage were held, with 240 individuals participated and 160 works exhibited; brochures of the *Cultural Relics Protection Law of the People's Republic of China* (in Chinese and Kazakhstan) and leaflets of regulations and measures of the *Cultural Relics Protection Law of the People's Republic of China* (in Chinese and Kazakhstan) and the *Inspection and Supervision System for Cultural Relics Safety in Xinjiang Uygur Autonomous Region (Trial)* (in Chinese and Kazakhstan) were made; the 2nd “Winter Sports for Youth in Fuyun County” was launched, training 9,000 students and 52 teachers; on May 30, the 5th “Keketuohai Cup” Hiking Competition was held; from June 12 to 14, the No. 3 Mine received more than 30 young cadres from the Party School of Hejing County for a three-day revolution history education and inspection activity. On July 1, the musical stage play “Meritorious Deeds—Tribute to Keketuohai” was premiered, and the live-streaming on the first day received 11.46 million views; on July 29, the “Keketuohai Summer Camp” was organized in the Geopark, with about 40 participants; on September 25, the MV of the song “Keketuohai Love Song” was released; on December 30, “China’s Town of Snow—Altay”, the first high-quality tourist train carrying 50 media celebrities, 50 winter sports enthusiasts, and 50 industrial participants reached Keketuohai, and the tourists visited Keketuohai Exhibition Hall, Keketuohai UNESCO Global Geopark Museum, No. 3 Mine, Kekesuli, and Irtysh Grand Canyon; on December 31, the 11th Ice & Snow Festival of Fuyun County and New Year Carnival Talat Bonfire Electronic Music Party was held in Talat Village; Special science popularization education activities for schools, communities, and tourists were carried out on the Earth Day, International Museum Day, Science and Technology Week, National Science Popularization Day, National Land Day, World Environment Day, World Water Day, Cultural and Natural Heritage Day, and International Day for Biological Diversity, improving the level of science popularization education and enhancing the influence of the Geopark.

Contribution towards GGN - Networking and Participation: in June, the Geopark received a delegation with over ten people from Dali Mt. Cangshan UNESCO Global Geopark for exchange and inspection and held an exchange meeting with the delegation; in July, the Geopark received a delegation with over ten people from Jiangxi Longhushan UNESCO Global Geopark for exchange and inspection and introduced its progress and achievements made in recent years to the delegation; on September 4, Keketuohai UNESCO Global Geopark participated in and watched various online activities of the 7th Asia Pacific Geoparks Network Symposium held by Satun UNESCO Global Geopark in Thailand; on December 7, Keketuohai UNESCO Global Geopark participated in and watched the online opening and closing ceremonies and special report sections of the Annual Conference of the UNESCO Global Geoparks in China of 2022 held by Xiangxi UNESCO Global Geopark and had active exchanges and discussions.

Management and Financial status:The Geopark is under the unified management of the Administration of the Keketuohai UNESCO Global Geopark of Fuyun County, Xinjiang. Its funds are mainly from government financial appropriations and special national funds. In 2022, the Geopark’s fiscal revenue was RMB 4,208,000, with a fiscal expenditure of RMB

4,208,000, achieving a balanced budget. Efforts were made to further enhance the role of women in the park administration, ensuring non-discrimination and fair competition for positions.

Geoconservation:As per the patrol and management plan, routine patrols have been carried out to protect the geosites; a total of RMB 1.959 billion was invested in the comprehensive improvement program for the Kuyiertes River small watershed in the Geopark; the river and lake chief system and forest chief system have been implemented thoroughly, and a national demonstration county for soil and water conservation has been successfully established, significantly improving the ecological environment quality; a series of completed science popularization materials have been printed for free distribution during science popularization education activities and normal days, raising the awareness of geological relics protection among the public, communities, students, and staff; long-term tracking, supervision, and publicity and education on the implementation of laws and regulations such as Measures for the *Protection and Management of Geological Relics of Keketuohai UNESCO Global Geopark* and *Administrative Measures for the Selling of Geological Materials in Keketuohai UNESCO Global Geopark* were conducted.

Sustainable tourism (Geotourism):Affected by the COVID-19 pandemic, the number of tourists to the Geopark decreased in 2022. On June 10, the “New Oriental” tourist-dedicated train arrived in Keketuohai, kicking off a summer trip to the Geopark; Keketuohai National Mine Park has been established as a “National Industrial Tourism Base” successfully; the construction of Talat Folk Village into a national AAAA level tourist attraction has been well promoted, fruit industry groups have been introduced for project development; with the comprehensive plan established, the design institute has been diligently conducting the scenic area construction design according to the specified requirements; the characteristic product “picnic in birch forest” developed by the Irtysh Grand Canyon has achieved good results, generating significant economic benefits to local hotels and travel agencies; the Irtysh Grand Canyon also organized self-driving activities with Mercedes-Benz, bringing a large number of tourists to the Geopark. In 2022, the Geopark received a total of 5.36 million tourists and achieved tourism revenue of RMB 3.863 billion. The number of individual tourists increased from 38.70% in 2021 to 51.04% in 2022.

New Education programmes on geoconservation, sustainable development and disaster risk reduction:The infrastructure construction project of emergency rescue aviation camp for disaster prevention and mitigation was conducted in the Irtysh Grand Canyon; the Plant Atlas of Altay Grassland was edited and published; Keketuohai Research and Practice Camp has won several honorable titles, including the “Experiential Education Practice Base for Primary and Secondary Schools in the Xinjiang Uygur Autonomous Region”, the “Internship Base for Experiential Education Tutor Program”, “Practice Site of New Era Civilization in Fuyun County”, “Keketuohai Training, Research, and Learning Base of Xinjiang Tourism Training Institute”; the Geopark also won the first prize in the 1st Experiential Education Activity Design Competition for Primary and Secondary Schools in the Xinjiang Uygur Autonomous Region, the third prize in the “Firefly Project” National Camp Planning Competition, and honors such as Regional Science Popularization Education Base.

Strategic Partnership:The “Qiaxiu” tourism product co-developed with the agency Ximei

Zhilv has been well-received among tourists; in 2023, the Geopark plans to co-develop the tourism product of “Shuonieke Valley Hiking Tour” product with Shanghai Zendo for the Duke of Edinburgh’s International Award, and the cooperation intention has been reached.

Promotional activities:Affected by the COVID-19 pandemic, the Geopark’s marketing activities were mainly carried out online, through websites, WeChat Official Account, Douyin, ads on airport screens, special trains, travel agencies, associations, and mainstream media. Some large-scale activities were promoted through live-streaming; the Geopark’s promotional materials were distributed free of charge in tourist service centers, popular science popularization education activities, and other activities.

4. Contacts:

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