

Qinling Zhongnanshan UNESCO Global Geopark

Annual Report 2022

1. GEOPARK IDENTITY

Geopark name, country, regional Network: Qinling Zhongnanshan UNESCO Global Geopark, China, Asia Pacific Geoparks Network)

Year of inscription / Year of the last revalidation: 2009/ 2017



Completed the construction of the Digital Museum of Qinling Zhongnanshan UNESCO Global Geopark

2. GEOPARK FIGURES

Number of Geopark staffs: 869 staffs including 7 geoscientists

Number of visitors: 1,438,000 visitors

Number of Geopark events: The geopark carried out 8 series of tourism and cultural activities, such as the Ice and Snow Carnival, the Flower Festival, the Bauhinia Festival, the Mountaineering Festival, the Fantasy Qinling Light Show, and the Zhongnan Traditional Culture Show, and continued to hold the science popularization month activities in schools. The geopark carried out more than 10 science popularization publicity activities at important time nodes such as the Asia-Pacific Geopark Week, the National Science Popularization Day, the Earth Day, the Land Day, the Museum Day, and the Science and Technology Week, and continued to improve the participation and popularity of the geopark.

Number of school classes realize Geopark educational programmes: 9 programmes. Relying on the diverse venue systems such as the Geological Museum, the International Juvenile Campside, the Qinling Nature School, the Zhuque Museum, the Lantian Ape Man Site Museum, the geopark carried out research in travel activities such as study tours, winter and summer camps, and geological classes. The geopark carried out 4 science popularization activities in schools throughout the year. During the epidemic, the geopark enhanced its exposure rate and stimulated children's enthusiasm to protect the environment and get to know Qinling through online classes, online live broadcast and other theme classes.

Number of Geopark press release: Published 20 news articles, contributed 6 articles to the Global Geoparks Network, contributed 6 articles to the Asia Pacific Geoparks Network, and adopted 1 article.

3. GEOPARK ACTIVITIES

Major achievements in 2022

Upgraded the function of the geopark museum and established an independent reading library;

Prepared the Feasibility Study Report on the Ecological Environment Treatment Project of Qinling Zhongnanshan Global Geopark;

Put advertisements on city buses to strengthen the publicity of the geopark on important routes;

Made 20,000 masks with the geopark logo on and 100 stereos which were geo-tourism themed cultural products to improve the visibility of the geopark;

Made popular science courseware of Qinling Zhongnanshan Global Geopark;

Opened 4 rural tourism routes to drive the common development of surrounding villages;

Held "Magic Nature, Charming Geology" exhibition to show the charms of all the geoparks in China.

Contribution towards GGN - Networking and participation

Participated in the 7th Asia Pacific Geoparks Network Conference;

Jointly hosted the 3rd Asia Pacific Geoparks Week and "Earth Day" activities with 22 global geoparks in China;

Jointly launched the 2022 National Science Popularization Day and the "Sister parks" activity with 23 global geoparks in China;

Participated in the 2nd High-end Forum of Natural Culture of China University of Geosciences (Beijing) and made the presentation online;

Participated in the 3rd Geoscience Tourism Conference and the 1st Geoscience Tourism Development Youth Forum and made the report online.

Management and Financial Status

Management organization: Qinling Zhongnanshan Global Geopark Management office, which implements unified management of national and world-class protected areas, and entrusted by the Xi'an Municipal Government, manages the Qinling Zhongnanshan Global Geopark Tourism Development Co., Ltd..

Financial situation: In 2022, the total tourism revenue was 52.4563 million RMB, and the ticket revenue was 36.3741 million RMB.

Geoconservation

Carried out emergency response and prevention drills for geological disasters, and realized all-round patrol of the geopark with zero potential safety hazard throughout the year;

Strengthened the protection of important geological sites and improved the coverage of geological disaster early warning system;

Continued to improve the ecological environment of the geopark, carried out afforestation, environmental management, infrared tracking and protection of wild animals, etc;

Scientific research on spiders in the geopark was carried out for the first time, and a few groups of rare species with unique habitats were found in the geopark.

Sustainable tourism (Geotourism)

Gave full play to the resource advantages of the whole industrial chain of the geopark, innovated the "scenic spot+cooperative+farmer" model, developed projects such as "parent-child farming research, adoption of farm fields, high-quality farmhouses and homestays", and promoted rural revitalization and community development;

Designed and produced cultural and creative products, including stereos, masks and Qinling Sibao to promote the geopark. During the epidemic, actively explored new models of brand building, marketing and promotion to maintain the popularity of the geopark.

New education programmes on geoconservation, sustainable development and disaster risk reduction

Promoted the implementation of the Qinling Zhongnanshan Global Geopark integrated protection and restoration project of mountains, rivers, forests, fields, lakes, grass and sand.

Strategic partnership

Established sister park relationship with Leye-Fengshan Global Geopark;

Participated in the natural reserves management training organized by Shaanxi Provincial Forestry Bureau;

Cooperated with WWF to carry out volunteer training and project cooperation.

Promotional activities

Put large-scale advertisements on buses, outdoor billboards, stations, and subways;

Continued to strengthen cooperation with Xi'an CITS, Shaanxi CTS and other travel agencies to carry out geological research in travel activities and tourism promotions.

4. CONTACTS

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