

# UNESCO Global Geoparks Network

## —Annual Report of 2021

### 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 300,000

**Number of Geopark Events:** 5

Study and Tour activities for Primary and middle school students, seminar and activities on 6.25 Earth Day and the activities during the Science and Technology Week.

**Number of School Classes Realizing Geopark Educational Programmes: 25**

**Number of Geopark press release:** 6 news reports released on Sichuan TV, Xingwen TV, and 10 articles published in Sichuan Daily, West China Metropolis Daily, Sichuan journal nature 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. Xingwen UGG created successfully as the Travel and Research of Geological Practice Base in Sichuan Province.

**Contribution towards GGN—Networking and Participation:** Xingwen UGGp participated in the 2021 China UNESCO Global Geopark Annual Conference online.

Xingwen UGGp participated in the Construction and Development Seminar hosted at Yimengshan UGGp in the city of Linyi, Shandong Province.

Xingwen UGGp had a good communication with the delegation of Zhangjiajie UGGp.

**Management and Financial status:** The Administration of Xingwen Global Geopark, established in 2006, plays as a special management organization for Xingwen Global Geopark. In 2021, tourism revenue reached 63.66 million yuan and expenditure 61.46 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.

**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:** Starting compiling the overall planning of Xingwen UGGp.

**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 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**

**Manager:** Xu Yuemei, [xwgeopark@126.com](mailto:xwgeopark@126.com)

**Scientific geologist:** Chen Bin , [xwgeopark@126.com](mailto:xwgeopark@126.com)