

GGN - Geopark Annual Report 2022

1. GEOPARK IDENTITY

Geopark name, country, regional Network: Yuntaishan UNESCO Global Geopark, China, Asia-Pacific Geoparks Network

Year of inscription / Year of the last revalidation: 2004 / 2016

Representative photo with caption (from the most important event this year)



The music camping festival held by Yuntaishan UGGp in 2022

2. GEOPARK FIGURES

Number of Geopark staffs: About 2000 staffs including 4 geoscientist(s) in field of hydrogeology, environmental geology, tectonic geology and engineering geology.

Number of visitors: In 2022, the total visitors to Yuntaishan UGGp is about 2.62 million person-time.

Number of Geopark events: In 2022, Yuntaishan UGGp held four large events. They are the Ice and Snow Festival, the Flower Festival, the Music Campsite Event, and the National Style Performing Arts Event, respectively. It was organized and managed by Yuntaishan UGGp and cooperated with companies or University such as Meiyu Culture Company, Jiaozuo University, and

Meichen Construction Company.

Number of school classes realize Geopark educational programmes: In 2022, a total of 40 research and education activities were organized for primary and secondary school students, with a total number of 4500 participants.

Number of Geopark press release: In 2022, Yuntaishan UGGp was reported 26 times by CCTV of China.

3. GEOPARK ACTIVITIES

Major achievements in 2022

- In February 2022, Yuntaishan UGGp was awarded the "Demonstration Base for International Cultural Exchange of Chinese Overseas in Henan Province" jointly by the Henan Returned Overseas Chinese Federation and the Henan Provincial Department of Culture and Tourism.
- In March 2022, Yuntaishan UGGp was awarded the "National Popular Science Education Base" by the China Association for Science and Technology.
- In April 2022, Yuntaishan UGGp was awarded the "Henan Popular Science Education Base (2022-2026)" jointly by the Henan Civilization Office and the Henan Association for Science and Technology.
- In June 2022, Yuntaishan UGGp was awarded the "Key Supporting Cultural and Tourism Enterprises" by the Government of Xiuwu County.
- In August 2022, Yuntaishan UGGp was awarded the Advanced Collective of the National Culture and Tourism System and was one of the eight award-winning Geoparks in China. It was jointly organized by the Ministry of Human Resources and Social Security and the Ministry of Culture and Tourism.

Contribution towards GGN - Networking and participation

- In September 2022, in order to strengthen the publicity and communication of sister Geoparks' science popularization work, and display the achievements of UGGps' science popularization and publicity work, Yuntaishan UGGp jointly launched the 2022 National Science Popularization Day and the "Friendly Sister Geoparks Linkage" activity with several UGGps such as Yandangshan UGGp, Lushan UGGp, Zhangjiajie UGGp, and Dunhuang UGGp. These UGGps combine online and offline interaction to launch colorful science popularization activities, including geological science popularization lectures, research and education for primary and secondary students, etc.



The flower Festival and the Music Campsite Event

Management and Financial Status

- Yuntaishan UGGp is under the unified management of the Yuntaishan Administration, with five major science popularization-culture-geotourism routes. In 2022, the total annual revenue was 313 million yuan, mainly from the ticket revenue.

Geoconservation

- In 2022, in order to better promote the concept of geoconservation, Yuntaishan UGGp popularized geoheritage knowledges for primary and secondary school students conducting research, explained the formation and evolution process of geoheritage. Also, the geologist in the geopark explained the importance and necessity of geoheritage protection to students

at geoheritage sites in the geopark, and launched a geoheritage knowledge competition to better understand and understand the importance of geconservation.



The students participated in the geconservation lecture in Yuntaishan UGGp

Sustainable tourism (Geotourism)

- In 2022, Yuntaishan UGGp launched sustainable tourism through science popularization in the Yuntaishan UGGp geological museum and in the geotourism routes. It attracted many students from Henan University of Technology and other primary and secondary schools. In addition, the Yuntaishan UGGp has repaired and maintained infrastructure, strictly protected geological sites, and formulated protection rules and plans to achieve the goal of sustainable tourism in the geopark.



Yuntaishan UGGp held the science popularization activity to students for geotourism

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

- In 2022, Yuntaishan UGGp held field-research activities to explain geological phenomena and geological disasters to students, introduce the geomorphological evolution and geological characteristics of the Yuntaishan UGGp, and popularize geological relic protection and geological science knowledge. At the same time, the geopark also introduced popular science knowledge such as collapses and earthquakes to students through small quiz on geohazards.



Students in the Yuntaishan UGGp Geological Museum for geological disaster educational activity

Strategic partnership

- In March 2022, Yuntaishan UGGp signed a strategic cooperation agreement with Baidu of Henan Province. The agreement focuses on the cooperation between the "Seven Sages of the Bamboo Forest" and the world intangible cultural heritage Taijiquan in terms of economic products, activities, and services, and jointly develops the project of "Science and Technology Perception Culture, Yuntaishan National Style Digital Metauniverse". The two partners successively launched related products such as the Yuntaishan National Style Universe Immersion Video, the Seven Sages of the Bamboo Grove "Liu Ling", Who is a

digital man, and the Yuntaishan National Style Universe Game applet.

Promotional activities

- In July 2022, Yuntaishan UGGp participated the China International Tourism Fair in Kunming, which organized by the Ministry of Culture and Tourism and Yunnan Province. The theme of this tourism fair was "Smart Innovation and Shared Future-Serving the High Quality Development of Tourism Industry". It aims to create a highland of intelligent tourism concepts and promote the integration of tourism and technology to achieve quality and efficiency improvement, and to gather experts, scholars, and senior practitioners at home and abroad to conduct in-depth discussions and propose solutions.



The International Tourism Fair held in kunming

4. CONTACTS

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