

# Zhangjiajie UNESCO Global Geopark Annual Report 2022

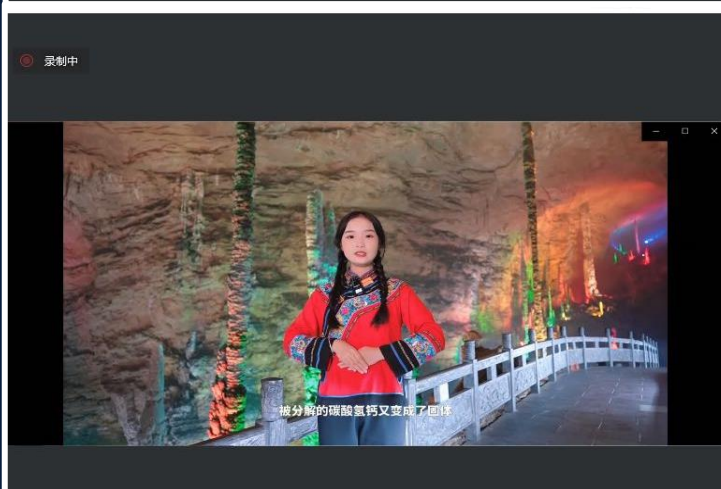
## 1. GEOPARK IDENTITY

**Geopark name, country, regional Network:**

Zhangjiajie UNESCO Global Geopark, P. R. China, APGN

**Year of inscription / Year of the last revalidation:** 2004/2018

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



Representative activities of Zhangjiajie UGGp in 2022: Jointly launched educational excursions for teachers and students together with 20 other UGGp/ aUGGp.

## 2. GEOPARK FIGURES

**Number of Geopark staffs:** 995 staffs

**Number of visitors:** 7.59 million person times

**Number of Geopark events:** 32

### Science research and popularization

1. In February, the "Colorful Folk Customs to Welcome the New Year of the Tiger" event

was held.

2. From May to August, a series of popular science events were held during the peak period of educational excursions.

3. In June, a promotion meeting of "World Heritage Site Wulingyuan" educational excursion products was held in Changsha.

4. In June, School of Earth Science and Information Physics of Central South University conducts geological educational excursion in the geopark.

5. From June to August, the geopark offered free tickets for students (including graduate students) from all over the country.

6. In August, geomorphology experts from the Chinese Academy of Sciences conducted research on the progress of Zhangjiajie's geomorphology science popularization.

7. In September, a volunteer activity of "World Clean Day" was launched with the theme of "Clean rivers and beaches".

8. In October, Zhangjiajie UGGp Museum was recognized as the "2022-2027 Popular Science Education Base of Hunan Province".

9. In September, students from Huangjiaping School were organized to carry out the National Science Popularization Day activity in the Xiehe Science Popularization Town integrating industry, culture, tourism, and community.

10. In November, the barrier free passage of Jinbian Stream was fully connected and put into use.

11. 687 signs updated, 923 trash cans renewed, 3 toilets, 13 monitoring points (air quality and weather) and 131 cameras added, 14.3 km of hiking trails, the Shilihualang Rail and the Bailong Elevator maintained.

### **Networking**

12. In April, the 53rd Earth Day promotional event was launched in conjunction with 21 domestic UGGps.

13. In July, Jointly launched educational excursions for teachers and students together with 20 other UGGp/ aUGGp.

14. From September 15 to September 21, the National Science Popularization Day and the "Sister Geoparks Linkage" activity were held.

15. In October, the geopark launched its first "International Geological Diversity Day" science popularization activities.

16. In October, the geopark and Xiangxi UGGp jointly held an online training conference on "Regional Global Geopark Education Strategy" to discuss cooperation issues.

17. In September, participated in the 7th Asia Pacific Geoparks Network Seminar (online) and made two special reports.

18. In November, online participated in the second high-end natural culture forum.

19. In November, Online participated in the Sino Italian UNESCO Global Geoparks Forum.

20. In December, online participated in the 2022 Annual Conference of UNESCO Global Geoparks in China.

### **Promotion**

21. In January, the "China Sports Lottery" 2022 National New Year Climbing Fitness Conference main venue activities held in the geopark.

22. In February, series activities such as ski racing were held to celebrating the Beijing 2022 Winter Olympics.

23. In July, the National Slack Line Elite Challenge was held in the Huangshizhai Scenic Area of the geopark.

24. In July, National Elite Square Dance Invitational Competition held in the geopark.

25. In August, the 2022 Zhangjiajie Wulingyuan Peak Forest Cycling Race held in the geopark.

26. In August, press conference of the regional public brand of Zhangjiajie boutique souvenir "Wulingyuan Origin" was held in the geopark.

27. In September, the 2022 Hunan Tourism Home Accommodation Expo was held in the geopark.

28. In September, the first "Cliff Peak Competition" High Altitude Rope Swing Challenge was held.

29. In November, the geopark was awarded the title of "China Natural Oxygen Bar".

30. In November, the winning works of the fifth Wulingyuan Aerial Photography Competition were announced, and the sixth Wulingyuan Aerial Photography Competition was launched.

31. From November 18 to December 31, a limited number of 14708 digital commemorative tickets for the 40th anniversary of Zhangjiajie National Forest Park were issued.

32. In November, the naming right of the first virtual mountain peak in "Zhangjiajie Planet" was successfully auctioned.

#### **Number of school classes realizing Geopark educational programs:**

20 indoor classes were given in the environmental education and science popularization bases set up by Zhangjiajie UGGp respectively in Ethnic Middle School and Suoxiyu Complete Primary School; 6 geological science popularization classes for middle school students organized by the geopark and an educational excursion organized by the School of Geosciences and Info-physics of Central South University.

#### **Number of Geopark press release: 11 in Chinese**

### **3. GEOPARK ACTIVITIES**

#### **Major achievements in 2022**

1. In April, the 53rd Earth Day and the 3rd APGN Geopark Week with displays of sister geoparks was celebrated in conjunction with 21 domestic UGGps.

2. In May, an industry-study-research cooperation agreement with Jishou University was signed.

3. In August, press conference of the regional public brand of Zhangjiajie boutique souvenir "Wulingyuan Origin" was held.

4. In September, participated in the 7th Asia Pacific Geoparks Network Seminar (online) and made two special reports.

5. In October, the first "International Geological Diversity Day" was celebrated with science popularization activities.

6. In October, Zhangjiajie UGGp Museum was recognized as the "2022-2027 Popular Science Education Base of Hunan Province".

7. In November, the geopark was awarded the title of "China Natural Oxygen Bar".

8. The spring to fall field surveys of biodiversity resources investigation was completed, and two new species, *Isotrema neolongifolium* and *Morus wittiorum*, were newly recorded (first discovered in Zhangjiajie).

9. In December, online participated in the 2022 Annual Conference of UNESCO Global Geoparks in China.

### **Contribution towards GGN - Networking and participation**

1. In April, celebrations of Earth Day and 3rd APGN Geopark Week with mutual exhibition and interactive activities of sister geoparks were organized by Zhangjiajie UGGp:

2. In July, Jointly launched educational excursions for teachers and students together with 20 other UGGp/ aUGGp.

3. From September 15 to September 21, the National Science Popularization Day and the "Sister Geoparks Linkage" activity were held..

4. In October, the first "International Geological Diversity Day" was celebrated with science popularization activities.

5. In October, the geopark and Xiangxi UGGp jointly held an online training conference on "Regional Global Geopark Education Strategy" to discuss cooperation issues.

6. In September, participated in the 7th Asia Pacific Geoparks Network Seminar (online) and made two special reports.

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### **Management and Financial Status**

Zhangjiajie Wulingyuan Scenic Area and National Forest Park Administration (ZWA) is the daily management agencies of Zhangjiajie UGGp, Zhangjiajie UGGp Administrative Committee (ZUAC) is the decision-making organization of the geopark.

Financial Status: ZWA is a public welfare institution fully funded by the government, the financial status is well-balanced and the budget is sound.

### **Geoconservation**

1. According to "Plan for geoconservation in Zhangjiajie UGGp (2011-2020)", "Plan of Zhangjiajie National Geopark", and "Geological Hazard Assessment and Prevention Planning" were compiled.

2. The geological heritage protection areas are divided into four protection levels, and all geoheritages are conserved according to the level of conservation in the different areas of the geopark.

3. Themed science popularization and propaganda activities for promoting geoconservation in Zhangjiajie UGGp were conducted to the public on Earth Day, APGN Geopark Week, and other events.

4. The database on the geoheritage sites in Zhangjiajie UGGp was updated and expanded.

5. All of the illegal quarry sites in Zhangjiajie UGGp were banned and closed.

6. Conducting forest protection and fire prevention, monitoring and patrol, and more activities closely with the surrounding communities to ensure that the rights and benefits of the residents in Zhangjiajie UGGp are maintained.

### **Sustainable tourism (Geotourism)**

In 2022, the geopark received 7.59 million tourists, a year-on-year decrease of 21.1%; the

total tourism revenue was 8.011 billion yuan, a year-on-year decrease of 31.42%.

### **New education programs on geoconservation, sustainable development and disaster risk reduction**

In 2022, Zhangjiajie UGGp organized specialized science popularization and environmental education activities with primary and middle schools during school breaks, such as summer camping, and internationally important days, typically on “World Earth Day”, APGN Geopark Week, “National Natural and Cultural Heritage Day”, “National Tree-planting Day” and more. Furthermore, Zhangjiajie UGGp provided lecture notes on geoscience popularization for primary and middle school students for schools with science popularization bases to teach in their science classes. Moreover, Zhangjiajie UGGp helped many universities to provide practical classes, such as Central South University of China. Importantly, Zhangjiajie UGGp also helped Wulingyuan Tourism Vacation School to offer geosciences classes, 20 hours in the school term.

### **Strategic partnerships**

Zhangjiajie UGGp has developed and maintained partnerships with many universities, research organizations and local enterprises, and in 2022, a lot of activities were carried out by them in collaboration with Zhangjiajie UGGp, including Beijing University, Tongji University, Central South University, Jishou University, Wulingyuan Tourism Vacation School, Ethnic Middle School of Zhangjiajie, Geological Environment Monitoring Master Station of Hunan Province, Geological Museum of Hunan Province, Zhangjiajie City Museum, Hunan Academy of Geological Sciences, Institute of Geographic Sciences and Natural Resources Research of Chinese Academy of Sciences, Xiang A Mei Food Company, Pretty Girl Tujia Brocade Company, Junsheng Sandstone Painting, etc.

### **Promotional activities**

In January, the "China Sports Lottery" 2022 National New Year Climbing Fitness Conference main venue activities held in the geopark. In February, series activities such as ski racing were held to celebrating the Beijing 2022 Winter Olympics. In July, the National Slack Line Elite Challenge was held in the Huangshizhai Scenic Area of the geopark. In July, National Elite Square Dance Invitational Competition held in the geopark. In August, the 2022 Zhangjiajie Wulingyuan Peak Forest Cycling Race held in the geopark. In August, press conference of the regional public brand of Zhangjiajie boutique souvenir "Wulingyuan Origin" was held in the geopark. In September, the 2022 Hunan Tourism Home Accommodation Expo was held in the geopark. In September, the first "Cliff Peak Competition" High Altitude Rope Swing Challenge was held. In November, the geopark was awarded the title of "China Natural Oxygen Bar". In November, the winning works of the fifth Wulingyuan Aerial Photography Competition were announced, and the sixth Wulingyuan Aerial Photography Competition was launched. From November 18 to December 31, a limited number of 14708 digital commemorative tickets for the 40th anniversary of Zhangjiajie National Forest Park were issued. In November, the naming right of the first virtual mountain peak in "Zhangjiajie Planet" was successfully auctioned.

## **4. CONTACTS**

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