

GGN- Geopark Annual Report 2021

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 2021: Conference on Conservation and Development of Zhangjiajie UGGp

2. GEOPARK FIGURES

Number of Geopark staffs: 1117 staffs including 2 geoscientists

Number of visitors: 18.14 million person times (Statistics from January to September)

Number of Geopark events: 21

Science research and popularization

1. In February, the "Colorful Folk Customs to Welcome the New Year of the Ox" event was held.
2. In April, the "Eighth Huangshizhai Ropeway Cup Tour Guide Competition" was held.
3. In April, a special lecture on "Scientific Significance of Zhangjiajie Landform Landscape" was organized at the Wulingyuan District Tourism School.

4. In May, the Zhangjiajie Geomorphology Study Tour was organized in cooperation with the Park Museum on the "International Museum Day".

5. In June, the first "Maoyan Berry Cup" Tea Skills Competition was held.

6. From June 20th to August 31st, the geopark offered a half-price concession to students and teachers from all over the country.

7. In July, the geopark signed a strategic cooperation agreement with the Resources and Environment College of Yangtze University to further promote the "Famous Mountain· Famous School" strategic cooperation plan for the integration of production and education.

8. In September, a volunteer activity of "World Clean Day" was launched with the theme of "Serving tourists warmly and caring for the environment".

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

10. In November, volunteers from the mountain rescue team picked up plastic garbage left by tourists accidentally on the cliffs, advocating environmental protection.

11. In December, lectures on general geosciences was held in the lecture hall of the Geopark Museum.

12. In December, a series of activities of the Fifth International Tourism Poetry Festival was held.

13. In November, Wulingyuan District was identified as the National Sports Tourism Demonstration Base in 2021.

Networking

14. In April, the 52nd Earth Day promotional event was launched in conjunction with 19 sister geoparks.

15. In April, a geopark delegation participated in the Linyi UNESCO Global Geopark Seminar in Shandong.

16. In May, a geopark delegation went to Sichuan Zigong and Xingwen Global Geopark for investigation and exchange.

17. In December, we participated in the 9th International Conference on UNESCO Global Geopark and gave a themed speech, and participated in the Virtual Exhibition.

18. In December, the "Conference on Conservation and Development of Zhangjiajie UNESCO Global Geopark" was held. At the meeting, we shared karst cave protection experience with sister geoparks and jointly initiated plastic reduction initiatives. During the conference, sister geopark exhibitions were also held.

Promotion

19. In February, 2021 Wulingyuan Tourism Industry Development Conference was held to plan and deploy various tasks for tourism development in 2021 and the next five years.

20. In September, the Fifth Wulingyuan Aerial Photography Competition was launched.

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

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 classes on science popularization of Zhangjiajie Landscape were given to students from the other primary and high schools in Zhangjiajie UGGp and from School of Geosciences and Info-physics at Central South University of China.

Number of Geopark press release: 11 in Chinese

3. GEOPARK ACTIVITIES

Major achievements in 2021

1. The "Conference on Conservation and Development of Zhangjiajie UNESCO Global Geopark" was held.
2. The first two research projects funded by Zhangjiajie Global Geopark Management Committee Scientific Research Fund were completed successfully.
3. signed a strategic cooperation agreement with the Resources and Environment College of Yangtze University.

Contribution towards GGN - Networking and participation

1. In April, celebrations of Earth Day and 2nd APGN Geopark Week (April 22 to 28) with mutual exhibition and interactive activities of sister geoparks were organized by Zhangjiajie UGGp;.
2. In April, a geopark delegation participated in the Linyi UNESCO Global Geopark Seminar in Shandong.
3. In May, a geopark delegation went to Sichuan Zigong and Xingwen Global Geopark for investigation and exchange.
4. In December, we participated in the 9th International Conference on UNESCO Global Geopark and gave a themed speech, and participated in the Virtual Exhibition.
5. In December, the "Conference on Conservation and Development of Zhangjiajie UNESCO Global Geopark" was held. At the meeting, we shared karst cave protection experience with sister geoparks and jointly initiated plastic reduction initiatives. During the conference, sister geopark exhibitions were also held.

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)" and "Plan of Zhangjiajie National Geopark", geoheritages Zhangjiajie UGGp, frequent field investigations were conducted to make sure that all geoheritages in Zhangjiajie UGGp are conserved according to the level of conservation in the different areas of the geopark.
2. Themed science popularization and propaganda activities for promoting geoconservation in Zhangjiajie UGGp were conducted opening to the public on World Earth Day, APGN Geopark Week, and the other events.
3. The database on the geoheritage sites in Zhangjiajie UGGp was updated and expanded.
4. An evaluation was given to the project "Natural hazards prevention research and applications".
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)

From January to September 2021, the geopark received 18.137,500 tourists, a year-on-year increase of 119.0%; the total tourism revenue was 19.227 billion yuan, a year-on-year increase of 98.6%.

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

In 2021, 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 Vocational 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 2020, 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 Vocational School, Ethnic Middle School of Zhangjiajie, Geological Environment Monitoring Master Station of Huanan 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

1. In February, the "Colorful Folk Customs to Welcome the New Year of the Ox" event was held.
2. In May, the Zhangjiajie Geomorphology Study Tour was organized in cooperation with the Park Museum on the "International Museum Day".
3. From June 20th to August 31st, the geopark offered a half-price concession to students and teachers from all over the country.
4. In September, the Fifth Wulingyuan Aerial Photography Competition was launched.
5. Regularly publish promotional information on Weibo and WeChat official accounts.
6. Regularly update the geopark dynamics on the geopark website.

4. CONTACTS

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