

Zhijindong Cave Global Geopark(Guizhou,China)

Annual Process Report 2022

1.Territory

Name, Country, Regional Network:

Zhijindong Cave UNESCO Global Geopark/China/Asia -Pacific Geopark Network.

Year of membership / Year of the last revalidation: 2015/2019



The 3rd APGN Week series of popular science activities

2.Geopark Data

Quantity of employees: 348 employees, Including 2 Geological Professionals.

Quantity of tourists: The total quantity of visitors was 330,800

The Number of Geopark Activities:11

1)February-May 2022, carried out the activity of 'Bijie the sea of flowers, Cherry blossom in your heart, TikTok challenge, the prize of 10,000 yuan is waiting for you'

2)In March-April, 2022, The 3 major scenic spots (Baili Azalea Scenic Spot, Jiudongtian Cave, Zhijindong Cave) have launched joint ticket discounts, and

specially formulated 2 high-quality routes (Jiudongtian Cave-Baili Azalea Scenic Spot-Zhijindong Cave route and Baili Azalea Scenic Spot-Zhijindong Cave route), tourists can visit the caves and flowers with one ticket.

3) In April 22, 2022, The 3rd APGN Week and the publicity activity of "Friendly Sister Geoparks Exhibition and Interaction" in commemoration of the 53rd Earth Day was officially launched. Zhijindong Cave Global Geopark, as a sub-venue, carried out a variety of activities such as popularization of science on campus, popularization practice and online broadcasting.

4) On May 19, 2022, on China Tourism Day, Zhijindong Cave carries out tourism activities to benefit the people and distributes promotional park discount packages

5) On May 21, 2022, Zhijindong Cave Land and Resources Science Popularization Base 2022 Science and Technology Activity Week science popularization activities launched in Zhijindong Cave Museum.

6) In June 2022, a series of activities were held on Children's Day and Dragon Boat Festival, Popular science Tours were launched online; Parent-Child painting on Children's Day, intangible cultural heritage exhibition on Dragon Boat Festival, making Zongzi competition on Dragon Boat Festival, I am a tourist and I represent Zhijindong Cave were launched offline.

7) From June to September 2022, preferential ticket exemption activities will be implemented for the middle school candidates and high school candidates.

8) In July 2022, "Huahai Bijie · Dongtian Zhijin" featured ethnic culture exhibition activity was held in Zhijin County, Bijie City, to celebrate the success of Zhijindong Cave as a national 5A level tourist attraction.

9) From July to December 2022, give thanks to the people of the whole country, and implement a 50% discount on tickets.

10) In October 2022, The unveiling ceremony of Zhijindong Cave as a national 5A level tourist attraction was held.

11) In November 2022, carried out the activity of 'Night tour of Ding Baozhen's hometown, Zhijin Dongtian'.

The school classes that carry out education program on Geopark:4

The number of press releases:59

3. Activities

Major achievements in 2022:

- 1) In March 2022, it was rated as one of the top ten research travel bases in Guizhou Province by the Guizhou Provincial Research Travel Association.
- 2) On July 6, 2022, Zhijindong Cave was identified as a provincial civilized tourism demonstration unit by Guizhou Provincial Department of Culture and Tourism
- 3) On July 15, 2022, Zhijindong Cave was officially designated as national 5A level tourist attraction by Ministry of Culture and Tourism.

Contribution to GGN—Attending Network Activity

- 1) On April 22, 2022, the earth day, Zhijindong Cave has jointly carried out a series of science popularization activities with 22 global geoparks.
- 2) In April 2022, attended the UNESCO/GGN "Online New Members Orientation" to welcome the 8 newly approved global geoparks.
- 3) In April 2022, attended the 'Symposium on the Development of Tourism Geology' held by the Research Branch of Tourism Geosciences and Geoparks of the Geological Society of China(online meeting).
- 4) In September 2022, participated in The 7th Asia-Pacific Geopark Network Symposium held in Satun Global Geopark, Thailand(Online Meeting).
- 5) In November 2022, participated in "the 3rd Geoscience Tourism Conference and the 1st Geoscience Tourism Development Youth Forum" sponsored by China Tourism Association Geo-Tourism Branch(Online Meeting).
- 6) In November 2022, participated in the "China-Italy UNESCO Global Geopark Forum" co-sponsored by China University of Geosciences (Beijing) and the Italian Embassy in China(Online Meeting).
- 7) In accordance with IGGP's regulations, we have paid the 2022 Global Geopark annual fee on time.

Management and Financial Situation:

In 2022, due to the impact of the novel coronavirus epidemic, the number of tourists and ticket revenue of the park decreased compared with that of 2021, in 2022, the total number of tourists was 330,800, with ticket revenue of 28.41 million yuan, the financial situation is not good, the park management fund is settled by the surplus of previous years, and the park management is in good condition.

Geoheritage Conservation:

1)According to the satellite monitoring footage provided by the superior land, forestry and environmental protection departments, carried out the verification of spots on 13 change maps of scenic spots and geopark. assisted the forestry department to supervise and supervise the rectification and implementation of 7 suspected occupied forest lands.

2)We will strengthen supervision over illegal buildings. Cooperate with the municipal departments concerned to check the construction of a highway without the relevant approval procedures.

3)Zhijindong Cave shall test and monitor the atmosphere, water and air in the park. In addition, the park hired more than 20 administrative and rural cadres in the core protection area as the protection of the park's surrounding resources to publicize the obligation of the park, from time to time to the visitors and surrounding farmers, a total of more than 1,300 copies of related materials distributed, improve the park residents' self-awareness of protecting geological heritage resources, encourage everyone to participate in the protection of the geoparks.

4)Regular inspections were carried out 722 times for resource protection in Zhijindong Geopark, and 328 times for forest fire prevention.

Sustainable Tourism (Geological Tourism)

The public toilets, walking paths and signage in the park have been upgraded. Carry out geological knowledge training for park guides, staff and volunteers to improve the recognition of geopark and the popularization of geological knowledge; The development of geological tourism in parks has promoted the transformation and upgrading of the traditional economic structure, and the local agricultural population has been transformed into tourism workers. Most of the people in the surrounding

towns have benefited from the economic benefits brought by the local geological tourism.

New education programs for the protection of geological remains, sustainable development and disaster risk reduction

Special science popularization activities have been carried out for primary and middle school students around the park, such as special science education activities and environmental education activities jointly organized by the park and the school, such as "The Environment Day", "The World Earth Day" and "International Day for Disaster Reduction". Continue to carry out geological science popularization activities in the villages around the park into the community, and further raise the awareness of resource protection of the people in the park.

Strategic partners:

Cave Research Institute of Geological Society of China, Institute of Karst Geology, Chinese Academy of Geological Sciences, School of Resources and Environmental Engineering, Guizhou Institute of Technology, Key Laboratory of Karst Environment and Geological Hazards, Ministry of Land and Resources, Guizhou University, School of Resources and Environmental Engineering, Ctrip, Meituan, Qunar, Lvmama, Tongcheng, Tuniu.com, Yucai School, etc.

Promotion and marketing activities

The Zhijindong Cave Global Geopark were advertised on highways and service areas, airports, high-speed railway stations and subways. Continue to strengthen Weibo, Wechat and TikTok marketing, timely release instant information.

4. Contact

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