

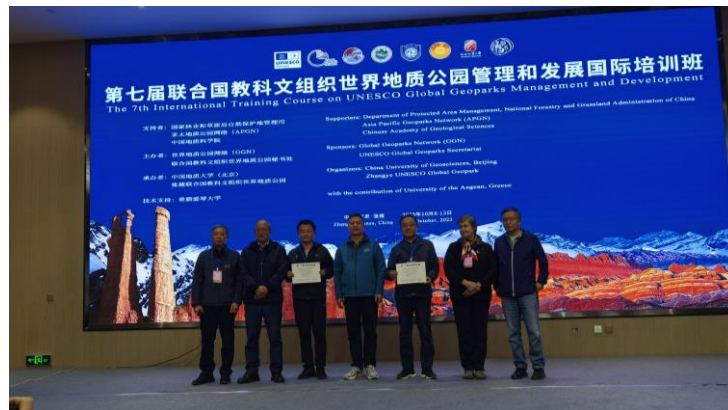
Alxa Desert UNESCO Global Geopark

-- Annual Report 2023

1. Geopark Identity

Geopark name, country and regional network:

Alxa Desert UNESCO Global Geopark, P.R.China
(Asia Pacific Geoparks Network)



Geopark management team participate in the 7th International Training Course on Management and Development



Geopark finish Geoheritage survey project in Tenggeli Area and Juyan Area



Educational excursions with Hongkong University , Lanzhou University etc. ,and local high school students.



Promotion cooperation with 29 Geoparks on Earth Day



Experience exchange and communication with 9 Geoparks including Hongkong, Danxia, Leiqiong etc.



Achievements of scientific research and popularization projects in 2023
(Photos of the most important events of the year)

2. Geopark Data

Number of staffs: 46, including 8 geological expert consultants

Number of visitors: 2.7million

Number of activities: 25

Number of classes in geopark education Program: 10

Number of press releases issued by geopark: 41

3. Geopark Activities

Major achievements in 2023: Firstly, The management team and staff of Alxa Desert UNESCO Global Geopark Administration has completed geoheritage survey project of Tengger and Juyan and obtained relevant achievement reports. It has also completed the field investigation and evaluation of the geoheritage resources of the Badain Jaran. Secondly, it has carried out deep exchanges and cooperation with 29 Chinese Global Geoparks and jointly organized a series of events. Thirdly, by publishing a series of popular science books ,such as *the ship of the desert-camel, the history of desert rock painting* ,producing new promotional video of Geopark and the science popularization video name the past and the present of Helan Mt., completing the survey and design of four scientific popularization routes, and updating the identification system, it has continuously strengthened the popular science capabilities of the Geopark and contributed to the development of local tourism.

Contribution towards GGN -- Network activities and participation:

International Exchange and Communication Activities:

1. On June 6,our Geopark participated in the special event of welcoming new members of the Global Geopark family held by UNESCO and the GGN online.
2. From October 8th to 13th, Geopark attended the 7th International Training Course on Management and Development of UNESCO Global Geoparks.
3. Geopark submitted relevant pictures, promotional videos and other materials for the publication of the Geopark book to the GGN Office.

4. Geopark regularly participated in the online workshops of APGN LET'S DO IT.

5. From July 17th to July 21st, Alxa Desert evaluator Sarina carry out re-evaluation mission of Hantangang River Global Geopark in Korea .

Domestic Exchange and Communication:

1. Our Geopark collaborated with 29 Geoparks and the Yifu Museum of China University of Geosciences (Wuhan) to promote the 54th Earth Day and the 4th Asia-Pacific Geopark Week through a series of science popularization activities, including the "Friendly Sister Geopark Mutual Exhibition," a Geopark photography contest, science popularization quizzes with bonuses, science popularization lectures, and a vote for "The Science Popularization Educational Excursion Route Which I Want to Visit Most." With millions of participants both online and offline, this was a large-scale cross-province collaboration that garnered widespread attention from domestic media and the public for the brand of Global Geopark.

2. On October 31st, our Geopark participated in the 2023 Annual Conference of Chinese Global Geoparks, which was held at the Yimeng Mountain Geopark.

3. To foster deeper exchanges and cooperation among sister Geoparks, we dispatched two of our staff to Danxia Geopark to engage in a month-long training program on science popularization, education, and research. Furthermore, a meeting dedicated to promoting and introducing science popularization tour in the Alxa Desert was held at Danxia Mountain, Guangdong Province, more than 300 people, photographers and tour agency staff etc., attended from Guangzhou city, Shaoguan city and around villages.

4. We have recently forged sister Geopark relationships with the Funiushan, Leiqiong, and

Xiangxi Global Geoparks, and have facilitated reciprocal visits and exchange activities among them.

5.The staff of our Geopark were dispatched to visit and exchange with Hong Kong, Dali Cangshan, Shilin, Ningde, Yandangshan, and Shennongjia Global Geoparks.

6.A visit and exchange trip was organized to the Ahetan Geological Cultural Village located in Hualong County, Qinghai Province.

Management and financial status: Alxa Desert UNESCO Global Geopark Administration has 4 functional departments: Administrative Office, Geopark Particulars, Natural Protected Area Office and Scientific Research and Popularization Office.Our Geopark has implemented excellent management and strict protection measures, ensuring that no major geological disasters were reported in 2023 and preventing any damage to geological heritage, ecological systems, and environmental pollution. The Geopark input funds includes government input and tourism development enterprises invest, totaling 20 million Chinese yuan during the year, allowing it to maintain a balance between revenue and expenditure.

Geoheritage conservation and protection:

1. The geoheritage survey project in Tengger and Juyan was successfully completed,obtaining related achievements. At present, the geoheritage survey and evaluation of Badain Jaran area has been at indoor data summary stage.

2. More than 300 people have participated in organized dynamic inspection in the Geopark territory regularly or irregularly.

3. Updated and maintained geopark interpretation and signage boards 100 pieces.

4. Completed the electronic archive of geoheritage protection projects from 2020 to 2022.

Sustainable tourism (geo-tourism) :

1.32 “A-level” scenic sites have been developed in the geopark, including 1 “5A level” scenic site, 13 “4A level” scenic sites, 4 “3A level” scenic sites and 14 “2A level” scenic sites.

2. Completed the survey and design of 4 scientific research and popular science routes.

3. Updated and maintained geopark interpretation and signage boards 100 pieces.

4. Our Geopark has strengthened its contact with partners, organizing a symposium for joint consultation and construction from the aspect of educational excursion activities.

New educational programmes for geoheritage conservation, sustainable development and disaster risk reduction:

1. We have organized and conducted over 30 research and educational activities, focus on traditional Chinese culture education and natural ecology education.

2. To enhance the capacity for popular science education, we have actively participated in the training course titled "National Three Hundred Million Youth Forest Research and Study Education Activities - Natural Education Instructor".

3. We have compiled and published popular science reading materials titled "History of the Desert Rock Painting" and "The Ship of the Desert - Camel". These reading materials have been donated to primary and secondary schools as well as libraries in pastoral areas.

Strategic partners:

1. We have continuously deepened our cooperation with universities and research institutions

such as China University of Geosciences (Beijing), Institute of Geographic Sciences and Natural Resources Research, Chinese Academy of Sciences, and Inner Mongolia Natural Museum. In 2023, we have hosted over 50 batches of internships and practical training activities for more than 3,000 students from various universities.

2. We have established educational tour cooperation with local primary and secondary schools, as well as tourism and science and technology departments.

3. We have established partnership relationships with enterprises such as Beijing Temoqing Film and Television Company and Jiaopake Technology Company. Through these partnerships, we have conducted video production, live streaming training, and other activities.

Publicity and promotion activities:

1. The video production and live streaming training was organized and conducted , successfully completing the recording of six live streaming sessions.

2. New version of "Alxa Desert UNESCO Global Geopark Propaganda Film" has been completed ,which has been officially put into use.

3. we actively conducted science popularization activities with themes such as "Protecting the Environment and Cherishing the Earth" to raise public awareness and education.

4. On May 19th China Tourism Day, we produced TikTok videos and live streamed to report the opening ceremony of the camel cultural festival.

5. The various promotional activities were fully utilized , setting up 30 exhibition boards and 32 banners, distributing 900 promotional materials, answering over 230 inquiries from farmers and herdsmen, and reaching out to over 8,000 people with our messages.

6.The promotional paper titled "Alxa Desert Study Tour: A Necessary Journey for Children" written by our Geopark evaluator and staff was published on the "Scenic spot" China popular magazine.

7.We submitted 41 both Chinese and English news to the GGN and CGN, with 6 pieces of news being adopted by CGN.

8.The Geopark websites was completed the updating and maintenance in version of Chinese, English, and Mongolian . Up to now,We have updated 41 news and uploaded over 200 pictures.

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