

Leiqiong UNESCO Global Geopark (Guangdong/Hainan) Summary of work in 2023

1. Park Territoriality

Geopark name, country, regional network:

Leiqiong UNESCO Global Geopark/China/Asia Pacific Global Geopark Network

Year selected/Year last reassessed: 2006/2016



Representative important activities in 2023 -- the 54th "Earth Day" theme publicity and science popularization activities

2. Geopark data

Number of employees: About 263 employees (major scenic spots), including 1 geological professionals

Number of tourists: Total number of Geopark tourists 1.801 million (main scenic spots)

Number of geopark activities: about 45 times

The 54th "Earth Day" theme publicity and science popularization activities; The 15th National Disaster Prevention and Mitigation Day; 2023 National Science Popularization Day series activities; The 34th International Day for Disaster Reduction; 2023 National Arbor Day; 2023 Guangzhou International Tourism Exhibition; The 19th China (Shenzhen) International Cultural Industry Fair; The 2nd China (Yandangshan) Volcanic Rock Forum; The 10th International Conference on UNESCO Global Geoparks; 2023 China UNESCO Global Geoparks Annual Conference; The 4th Asia Pacific Geopark Week; Volcanic crater astronomical stargazing series activities; Public period cultural festival; "The Gate of Hope to Realize Dreams in Haikou" research activities; "The summer to go to Volcano with dreams" graduation season series activities. About 30 times School of Nature studies .

Number of school classes carrying out geopark education programs: about 50

Number of news releases: about 150

3. Park activities

Key achievements for 2023:

1) *The 14th Five-Year Development Plan for the Protection and Utilization of Tourism Resources in Leiqiong UNESCO Global Geopark* has been compiled to strengthen the protection and utilization of resources in Leiqiong UNESCO Global Geopark.

2) Seriously prepared for the re-evaluation of the global Geopark, and compile and improve the Guide for *Scientific Investigation of the Leiqiong UNESCO Global Geopark* and other popular science

materials; Production and installation of Leiqiong outdoor interpretation board; And completed the results of the geological heritage survey project of the Leiqiong UNESCO Global Geopark.

3) Projects were carried out smoothly with quality and quantity guaranteed. First, evaluation and consultation work were officially carried out in Sanlingshan - Huguangyan greenway project. Second, the construction of the safety hazard rectification project of lake embankment collapse in Lengyan Temple section of Huguangyan was carried out in an all-round way. Third, the construction project of the rainforest leisure tour greenway in Sanlingshan Forest Park has been prepared and the bidding documents were completed. Fourth, the project social risk assessment report of the sewage interception project around Huguangyan has been submitted.

4) Carried out science popularization education and practical activities; First, the nature school organized research activities on topics such as "Volcano natural ecology", low-carbon environmental protection public welfare, and "Volcano Exploration"; Secondly, actively promoted the construction of the youth science base in Haikou Park and the upgrading of the science museum in Crater Park.

5) The Provincial Culture and Tourism Department announced the results of the 2023 4A level tourism scenic spot quality grade review, and Huguangyan successfully passed the 2023 4A level tourism scenic spot review.

6) The Sister Geopark Agreement was signed with Alxa Desert UNESCO Global Geopark to formally establish the sister park relationship.

7) Completed Huguangyan upgrade project implementation plan, project proposal and project pre-performance evaluation report.

8) Prepared and completed the interpretation system upgrade project design plan and submitted it for approval.

9) In 2023, China Earthquake Administration reviewed Haikou National Earthquake Prevention and Disaster Reduction Science Education Base.

10) Visited Dunhuang and Zigong UNESCO Global Geoparks to carry out learning exchange activities, and held mutual exhibition activities of cultural and creative products to strengthen exchanges and cooperation between sister parks.

11) Carried out the geoscience tourism publicity project of Leiqiong to improve the visibility of the geopark.

12) Established cooperative partnerships with Zhanjiang Haibin Hotel and Zhanjiang China Travel Service Group Co., LTD., giving full play to the brand effect of Leiqiong, and promoting the long-term, green and sustainable development of regional economy.

Contribution to GGN -- Participation and network cooperation:

Pay GGN 2023 annual fee on time;

Participated in the 2nd China (Yandangshan) Volcanic Rock Forum;

Participated in the 10th International Conference on UNESCO Global Geoparks in Marrakech, Morocco;

Participated in the 2023 China UNESCO Global Geoparks Annual Conference in Yimengshan Global Geoparks;

Participated in the 7th UNESCO International Training on the Management and Development of Global Geoparks;

Participated in the 10th UNESCO Global Geopark Conference and Exhibition.

Management and financial position:

The administrative body of the park is the Leiqiong UNESCO Global Geopark Management Committee, and the Management Office of Leiqiong UNESCO Global Geopark Zhanjiang District and the Management Office of Haikou District are set up in Zhanjiang and Haikou respectively.

Financial status: Due to the less optimistic market environment in 2023, the park's financial condition is average, and the park's tourism income in 2023 is about 46.04 million yuan (the main scenic spot).

Protection of geological relics:

- 1) Real-time monitoring of geological relics and strengthening the inspection and protection of geological relics.
- 2) Carried out geological heritage investigation and evaluation service projects to investigate the basic situation of geological heritage in Zhanjiang District.
- 3) Carried out the rectification of the safety hazards of lake embankment collapse in the Lengyan Temple section of Huguangyan.

4) Carried out geological disaster emergency drills, forest fire prevention drills and other activities.

Sustainable tourism (geoscience tourism) : Organized geological, ecological, cultural, leisure agriculture and other related activities for many times, organized students' spring and autumn geoscience tourism activities, geoscience summer camps and outdoor expansion activities; Through the Nature School, research activities on topics such as "Volcano natural ecology", low-carbon environmental protection public welfare, and "Volcano Exploration" had been organized.

New educational programs in geological heritage protection, sustainable development and disaster risk reduction:

Held activities such as the "Earth Day", "National Science Popularization Day", "National Disaster Prevention and Reduction Day", "International Day for Disaster Reduction", National Arbor Day ; Carried out geological heritage survey and evaluation service projects, carried out geological disaster emergency drills, forest fire prevention drills, drowning prevention, road traffic safety accident emergency drills and disaster prevention and reduction knowledge training activities.

Strategic partners:

1) Leiqiong cooperated with Sichuan Rongda Jiuzhou Tourism Technology Co., LTD., compiled a series of publicity materials such as popular science interpretation system and Leiqiong folding, and carried out geological heritage investigation and evaluation service projects.

2) Leiqiong and Zhanjiang Tianyin Information Technology Co., LTD. carried out geological tourism publicity service projects.

3) In cooperation with Leiqiong City Museum, Leiqiong will continue to open the exhibition hall of Leiqiong UNESCO Global Geopark to display science popularization knowledge of Leiqiong Geoscience and Leiqiong culture.

4) Leiqiong assisted scientific research institutions and units such as Chinese Academy of Sciences, Guangdong Ocean University, Zhanjiang Bureau of Natural Resources, Zhanjiang Meteorological Bureau and Zhanjiang Seismological Bureau to complete scientific research activities such as scientific investigation, sampling and environmental monitoring.

Promotion and marketing activities: participated in the national, provincial and municipal tourism departments held a total of about 5 tourism promotion meetings, actively explore the tourism market, publicize Leiqiong volcano culture; Carried out geopark geoscience tourism publicity, focusing on the operation of Leiqiong WeChat official account, video publicity, offline marketing of scenic spots, tourism product development and other activities, and release publicity and promotion tweets. Organized colorful offline marketing activities on important festivals such as National Day.

4. Contacts

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