

Zhijindong Cave Global Geopark(Guizhou,China)

Annual Process Report 2023

1.Territory

Name, Country, Regional Network:

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

Year of membership / Year of the last revalidation: 2015/2023



Elite Crossing Challenge Event in Zhijindong Cave UGGp

2. Geopark data

Quantity of employees:218 employees, including 2 geological professionals.

Quantity of tourists: The total number of visitors to the geopark is 1.24 million.

The Number of Geopark Activities: 11

1) In January, during the Spring Festival, a series of Spring Festival themed activities were prepared for the majority of tourists, such as traditional Chinese paper cutting, Spring Festival "pot" and red envelope delivery.

2) On April 22, the 54th World Earth Day "Friendly Sister Park Interaction" series of science popularization activities and the 4th Asia-Pacific Geopark Week publicity activities were held.

3) On April 28, the "Hometown of Baozhen · Dongtian Zhijin" Olympic champion

walked the basic level and walked through the Zhijindong Cave UNESCO Global Geopark activity was held.

4) From April 29 to May 3, May Day Art Performance was held in Zhijindong Cave UNESCO Global Geopark .

5) In August, the intangible cultural heritage was exhibited in the park.

6) In August, limited Qixi activities were held in order to create the festive atmosphere of Chinese valentine's day in Zhijindong Cave UNESCO Global Geopark.

7) In August, the 2023 Guizhou Zhijin Cave Elite Crossing Challenge activity was held.

8) In September, activities were held to celebrate the 8th anniversary of the Global Geopark. It includes online Q&A with prizes and offline intangible cultural heritage exhibition activities.

9) From September 22 to 24, the first "Zhijin Cave Cup" Chess Open Tournament in Guizhou Province was held.

10) From September 29 to October 7, 2023, the Mid-Autumn Festival and National Day activities were held.

11) From November 7, 2023 to February 29, 2024, the "one more three free" preferential policy of 2023 Zhijin Cave autumn and winter tourism is launched, that is, "one ticket is used for many days", "some city residents enjoy free tickets, some industry personnel enjoy free tickets, the national college, middle school and primary school students enjoy free tickets during the winter holiday"

The school classes that carry out education program on Geopark:15

The number of press releases: Over 50

3. Activities

Major achievements in 2023:

1) Completed the site investigation for the second revalidation of Zhijindong Cave UNESCO Global Geopark. From July 16 to 21 this year, Zhijindong Cave UNESCO Global Geopark ushered in the second re-evaluation of experts on-site inspection. Under the careful guidance of the superior business authorities and through the joint efforts of all units and departments in the park, the evaluation work was successfully concluded. The feedback

meeting was held on July 20, at which the two experts fully affirmed the work and achievements of Zhijindong Cave UNESCO Global Geopark since the last revalidation , and made recommendations for future work.

2) Continue to improve the relevant construction in accordance with the standards and requirements of global geoparks.

We invested 25.8961 million yuan to complete the upgrading and renovation of the first phase of the Zhijin Cave Scenic Area, invested 5.86 million yuan to complete the renovation project of Zhijin Cave Huaduli Inn.

We invested 11.64 million yuan to complete infrastructure projects. The first is the tourist reception service facilities, including Huaduli peripheral landscape improvement project, power supply facilities improvement project, museum, exit ticket hall improvement project and cave lighting quality improvement project. Second, in terms of tourists' geological science popularization experience facilities, we have completed the market inquiry and approval of non-standard models, the review of the overall 3D design renderings of the Space Museum, the design of the comprehensive construction drawings of the Space Museum, the submission of the inquiry list of multimedia materials and equipment, and the mold and equipment have been completed. At present, the foundation decoration project of the construction unit has been completed about 85%.

We strive to invest 700,000 yuan of provincial forestry reform and development and 80,000 yuan of provincial special funds for cultural and tourism development in Zhijindong Cave National Geopark in Guizhou, improve park signs and transform tourist toilets, the landscape quality of scenic spots has been improved.

Contribution to GGN—Attending Network Activity

1) On April 22, 2023, World Earth Day, Zhijindong Cave and 29 global geoparks jointly carried out a series of science popularization practice activities.

2) In September, participate in the 10th Global Geopark Congress held in M’Goun Global Geopark, Morocco.

3) In October, participate in the 2023 China UNESCO Global Geopark Annual Meeting held in Yimengshan Global Geopark.

4) In October, participated in the 7th UNESCO International Training Course on the

Management and Development of Global Geoparks.

5) In accordance with IGGP's regulations, the 2023 Global Geopark annual fee has been paid on time.

Management and Financial Situation:

In 2023, the total number of visitors to the park was 1.24 million, and the ticket revenue was 82.43 million yuan. The park is in good management and financial condition.

Geoheritage Conservation:

The park carries out a strict hierarchical protection mechanism in strict accordance with the park planning. At present, the geological heritage resources in the park are well preserved, and most of the geological heritage landscapes are basically in the original natural state, and have not been or rarely encountered man-made large-scale damage.

Sustainable Tourism (Geological Tourism)

A geo-tourism guide system has been set up at the site, so that the board can be maintained frequently and updated quarterly. Carry out professional geological explanation of tour guides in the park, training of geoscience knowledge for employees and volunteers, and improve the awareness of the geopark and the popularization of geoscience knowledge.

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

1) Continue to carry out the Zhijindong Cave UNESCO Global Geopark natural disaster prevention research and application project.

2) Continue the popular science and community education activities with the theme of "Charming Zhijindong Cave·Guizhou Plateau Soul" with Guanzhai Village and Tuoluo Miao Village around the park.

3) Continue to work with Bijie Technical College and the surrounding Guanzhai Middle School, Tuoluo Primary School, etc, to carry out popular science education activities on campus with the theme of "Charming Zhijindong Cave·Guizhou Plateau Soul".

4) Continue to popularize the knowledge of Zhijindong Cave karst geoscience in the form of visiting pictures, popular science publicity videos and lectures in the park, and effectively improve the understanding of community residents and students on Zhijindong Cave UNESCO Global Geopark.

5) Invite geoscience experts to give lectures on geological heritage protection, sustainable development and disaster risk reduction to guides and volunteers.

6) Completed the development and sale of science popularization and research products in Zhijindong Cave, launched a series of brand courses represented by Karst geology and research courses, and promoted the integration and upgrading of Bijie cultural tourism formats. A total of 740 people were received in the year, with an income of 56,700 yuan.

Strategic partners:

1) Continue to work with the Cavern Research Institute of Geological Society of China, Institute of Karst Geology of Chinese Academy of Geological Sciences, School of Resources and Environmental Engineering of Guizhou Institute of Technology, Key Laboratory of Karst Environment and Geological Hazards of Ministry of Land and Resources, School of Resources and Environmental Engineering of Guizhou University and other units to carry out the practice of science popularization Education base.

2) Continue to cooperate with Guizhou Tianhong Travel Agency, CYTS, Guizhou Wisdom Travel China Hong Kong, Guizhou Sea Travel Holidays, Guiyang China Travel Agency, Shanghai Weiwan Travel Agency, Guiyang China Travel Agency, Qiandongnan Nationality Travel Agency, Guizhou Jiaxin Century Travel Agency and other travel agencies to carry out geotourism.

3) Continue to establish cooperative partnerships with Ctrip, Meituan, Qunar, Lvmama, Tongcheng, Tuniu, Feizhu, Xiaoli Travel and other media companies.

4) Continue to cooperate with CCTV, Guizhou TV, Bijie TV, People.cn, China Daily, China Radio Network, Guizhou Provincial People's Government Network, Guizhou Tourism Network, colorful Guizhou Network, colorful Guizhou Tourism network, Bijie Municipal Government network and other media to carry out publicity and promotion.

Promotion and marketing activities

1) Completed the development and sale of Zhijin Cave VIP private customized exclusive products, provided customized services for tourists, expanded the park's business format and increased the park's income. A total of 139 people were received in the year, with an income of 23,304 yuan.

2) Completed the online and offline operation and management of Zhijin Cave Huaduli

Inn , sold a total of 1,961 rooms in the year, and the income was 808,066 yuan.

3) Completed the operation and management of Zhijindong Cave's official website and micro mall, mainly including product launch, product development, ticket sales, hotel booking, tourism services, etc. At the same time, develop and sell Zhijindong Cave tickets + other combined products, maximize the number of business products of Zhijindong Cave, maximize the service to tourists, and solve the uniformity of park products.

4) Completed the publicity of 2023 marketing work. Regular official channel publicity, new media Tiktok, video number, Weibo publicity, talent experience, walking through Zhijin Cave event, the first Zhijindong Cave chess competition and other publicity activities.

4. Contacts

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