

# Annual Report of Zigong UNESCO Global Geopark in 2023

## 1. Territory of the Geopark

**Name, country and regional network:** Zigong UNESCO Global Geopark/the People's Republic of China/Asia-Pacific Global Geoparks Network

**Year of inclusion in the network/year of the last revalidation:** 2008/2016

Photo of a Representative Activity of the Year



Opening of the Dinosaur Exploration Building

## 2. Data of the Geopark

**Number of employees:** The Geopark has a total of 274 employees, including 9 geological experts.

**Number of tourist visits:** approximately 2 million visits.

**Number of activities in the Geopark:** In 2023, Zigong UNESCO Global Geopark held more than 100 various online and offline activities independently or jointly with partner organisations.

Activities held independently by the Geopark: the publicity activity themed on the 54th Earth Day, the Zigong main venue event for the "5.18" International Museum Day, the 2023 training programme for small commentators, the 2023 "Little Dinosaur Experts" training programme, etc.

Activities held jointly by the Geopark and other organisations: 10 sessions of the "Museum Tours for Kids in Zigong" (with Yiqu Nature Conservation Centre), the "Adventures with Dinosaurs in Zigong — Dream Light, City of Thousand Lanterns" live-streaming show (with Zigong OCT Lantern Culture & Tourism Co., Ltd.), the "Adventures with Dinosaurs in Zigong — Science Popularisation by Zigong UNESCO Global Geopark on Campus" activity (with Geoparker), the "Little Detectives' Scientific Investigations into Dinosaurs" study tour (with Chengdu Feiman Angel Culture and Creative Co., Ltd.), etc.

**Number of school classes carrying out education programmes in the Geopark:** over 30.

**Number of news releases:** over 100.

## 3. Activities in the Geopark

### Major achievements in 2023:

On 1 January 2023, the "Dinosaur Exploration Building" of Zigong Dinosaur Museum was completed and opened to the public. On 9 January 2023, the tourist centre of Shenhai Well

Scenic Area was completed and put into use. The Shisun Valley walking trail was renovated and a new parking lot was built. The road leading to the Qinglongshan Dinosaur Fossil Site was widened and improved.

The *Regulations on the Protection of Dinosaur-related Geological Sites in Zigong City (Draft)* passed the second review of the Standing Committee of Zigong Municipal People's Congress.

The "Six Dinosaurs" series science popularisation picture books were published, including *Xiaotaibai's Adventure*, *Bobo's Adventure* and *Chuanchuan's Adventure*.

The promotional brochure for the *Guide Map of Zigong UNESCO Global Geopark* was redesigned. Three issues of the *Adventures with Dinosaurs in Zigong* series science popularisation comics and animations were produced and published.

The Geopark made continuous efforts to improve its exhibition capabilities and won awards such as the "Excellent Provincial Science Popularisation Base in 2022", the "Special Collective Award for Cultural Relics Protection and Revitalisation in Sichuan Province", the "Top 10 Museum-related Short Videos in Sichuan Province in 2022" and the "Top 10 Museum Exhibitions in Sichuan Province in 2022".

The Geopark strove to improve the competences of its employees and its commentators won prizes in many competitions, including the second prize in the "4th Sichuan Study Tour Instructor Skills Competition" and the first prize in the "6th Sichuan Science Popularisation Commentary Competition".

#### **Contributions to GGN — participation and cooperation:**

In September 2023, the Geopark participated in the "10th UNESCO Global Geoparks Conference".

In October 2023, the Geopark participated in the "2023 China UNESCO Global Geopark Annual Conference".

In October 2023, the Geopark participated in the "7th International Training Course on UNESCO Global Geoparks Management and Development".

In November 2023, the Geopark hosted the "Sichuan Global Geoparks Exchange Meeting".

In 2023, the Geopark had friendly exchanges with other members of the Geoparks Network, including Alxa Desert UNESCO Global Geopark, Zhangye UNESCO Global Geopark, Changshan Geopark, Yimengshan UNESCO Global Geopark, Funiushan UNESCO Global Geopark and Mount Siguniang Geopark.

The Geopark promptly paid the UNESCO Global Geoparks Network membership fee for 2023.

#### **Management and financial status:**

In 2023, under the leadership of the Administration for Zigong UNESCO Global Geopark, with the comprehensive management and coordination of the Administrator Center of Zigong UNESCO Global Geopark as well as the cooperation of all scenic areas, departments and communities, Zigong UNESCO Global Geopark was managed effectively. Financial subsidies from the Zigong Municipal Government and ticket revenue covered the management, construction, personnel salary and other expenses of the Geopark.

#### **Geological site conservation:**

In order to better protect the Qinglongshan Dinosaur Fossil Site, the Geopark installed coloured steel sheds and glass curtain walls around the protection sheds of the site, built drainage facilities, reinforced the rock facades carrying fossils, eliminated damages caused by plants and animals to the site, restored cracked fossils and their enclosing rocks, tested and analysed the composition of fossils and enclosing rocks to prepare special fossil protectants and sprayed the protectants on fossils in the site.

The Geopark applied chemical agents to protect fossils displayed in situ at Zigong Dinosaur Museum.

#### **Sustainable tourism (geotourism):**

In 2023, the Dinosaur Exploration Building of Zigong Dinosaur Museum in Zigong UNESCO Global Geopark was officially opened to the public. It covers an area of 3,334 square metres, including approximately 2,930 square metres for exhibitions and

around 2,000 square metres for supporting facilities and outdoor public spaces. The new building leverages technologies to let "dinosaurs" move and speak, offering an immersive and interactive experience for visitors. It complements the existing museum by enriching the form and content of science popularisation, extending visitors' stay and promoting the development of geotourism.

**New educational programmes on geological site conservation, sustainable development and disaster risk reduction:**

In 2023, the Geopark introduced special educational programmes such as "Small Commentators", "Classes of Salt Industry History Museum", "Little Dinosaur Experts" and "Avoiding Geological Hazards".

**Promotional and marketing activities:**

On 16 March 2023, the Geopark organised a live-streaming show with the theme of "Dream Light, City of Thousand Lanterns", allowing online viewers to experience the unique charm of the traditional lantern culture through a virtual tour of the Colourful Lantern Museum of China and the World of Chinese Lanterns.

On 22 April 2023, the Geopark organised a live-streaming show with the theme of "Exploring the World of Dinosaurs", allowing online viewers to embark on a Jurassic World dinosaur exploration journey through a virtual tour of Zigong Dinosaur Museum and the Qinglongshan Dinosaur Fossil Site.

On 20 May 2023, the Geopark organised a live-streaming show with the theme of "Exploring Zigong, the Millennium-old Salt City", allowing online viewers to learn about the long history of Zigong's salt industry and the development and inheritance of traditional salt-making techniques through a virtual tour of the Salt Industry History Museum and the Shenhai Well.

In May 2023, the Geopark hosted the Rongxian Buddha Cultural Tourism Festival, showcasing the Zen spirit of the Buddha, the poetic essence of culture and the delightful cuisine in the locality.

In June 2023, the Geopark held the Zigong International Dinosaur Cultural Tourism Festival and launched a series of cultural tourism activities, combining elements such as gastronomy, intangible cultural heritage and performing arts.

**4. Contact Information**

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