

GGN - Geopark Annual Report 2020

1. GEOPARK IDENTITY

Geopark name, country, regional Network: Zhijindong Cave UNESCO Global Geopark, China, Asia Pacific Geoparks Network

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



Colorful Guizhou Intangible Cultural Heritage week

2. GEOPARK FIGURES

Number of Geopark staffs: 353 staffs including 2 geoscientist(s)

Number of visitors: 1.24 million.

Number of Geopark events: 5

- In January, Zhijindong Cave Global Geopark organized GuanZhai Miao Township and Maocao village to carry out donation activities.
- On World Earth Day, Zhijindong Participated in the fourth science popularization activity on the theme of "The Most Beautiful Earth Mark".
- From April 20 to July 31, 2020, Zhijindong Cave UGGp implemented a free admission policy for all tourists, and implemented a 50% discount policy from August 1 to December 31, 2020.
- In September 2020, a colorful Guizhou intangible cultural heritage weekend gathering activity with the theme of "meeting the most beautiful cave and wonderful intangible cultural heritage weekend" was held in the geological square of zhijindong cave UGGp.
- In October, zhijindong Cave UGGp held a climbing and walking activity in Double Ninth Festival.

Number of school classes realize Geopark educational programmes: 5

Number of Geopark press release: 20

3. GEOPARK ACTIVITIES

Major achievements in 2020

- Zhijindong Cave UGGp focused its efforts on the implementation of the Covid Transformation Plan to help tourism partners to reengage with the local community, to encourage shorter, safer and more sustainable journeys in the first instance before encouraging visitors from further afield. The staff of Zhijindong cave register, measure body temperature and scan Guizhou health code for visitors to the geopark every day. At the same time, the Geopark disinfect the tourist center, sightseeing bus and public toilet every day to ensure that tourists feel safe when visiting geopark during the epidemic period. So far, there has been no record of COVID-19 infection cases in Zhijindong Cave UGGp.
- The new tourist service center has been constructed and put into operation. At the same time, improved the image at the entrance of the geopark to realize the integrated operation and management of internal transportation.

Contribution towards GGN - Networking and participation

- Attended the Welcome Digital Event for the 15 New Geoparks.
- Attended the 10th Ningde Global Geopark cultural tourism festival.
- Attended 2020 Chinese UNESCO Global Geoparks Annual Conference held in Guangwushan-Nuoshuihe Global Geopark.
- Attended the first GGN digital forum.
- Both delegates from Yimengshan UNESCO Global Geopark and the world heritage protection center of Wulong District of Chongqing visited zhijindong UGGp for exchange and investigation.
- Fulfilled GGN 2020 Annual fee

Management and Financial Status

In 2020, 1.24 million tourists visited the geopark, the ticket revenue reach 27.4 million yuan. The geopark is in good management and financial condition.

Geoconservation

- The geopark has employed more than 20 administrative village cadres in the core protected areas as voluntary propagandists for conservation. They have distributed more than 1500 copies of relevant information and posted more than 120 copies. This has improved the self-awareness of residents to protect geological heritage resources and encouraged everyone to participate in the protection of the Geopark.

- Carried out regular inspections in Zhijindong Cave UGGp for 450 times, carried out forest protection and fire prevention 306 times.
- Carried out investigation of potential geological disasters. 77 inspections of potential safety hazards and 83 inspections of potential ground disasters were carried out throughout the year. Dangerous rocks and soil slopes with potential safety hazards were cleaned up and renovated.
- In cooperation with local government and other relevant departments, 6 illegal buildings were removed, 11 illegal stalls along river, parking lot and wharf were removed, and 14 sites were reclaimed.

Sustainable tourism (Geotourism)

- The development of geotourism has promoted the transformation and upgrading of the traditional economic structure, and the local agricultural population has been transformed into tourism practitioners. Most local people have benefited from the economic benefits of local geotourism.

New education programmes on geoconservation, sustainable development and disaster risk reduction

- We carried out special science popularization activities for primary and secondary school students. For example, the geopark and schools jointly organize special popular science education activities and environmental education popular science activities on "Environment Day", "Earth Day", and "International Day for Disaster Reduction". We continue to carry out geological popularization activities in the villages around the geopark in order to further enhance the awareness of resource protection among the people in the park.

Strategic partnership

- We continue to work with the Institute of Cave Research of the Chinese Geological Society, the Institute of Karst Geology of the Chinese Academy of Geological Sciences, the College of Resources and Environmental Engineering of Guizhou Institute of Technology, the Key Laboratory of Karst Environment and Geological Disasters of the Ministry of Land and Resources, and the College of Resources and Environmental Engineering of Guizhou University etc to establish an internship base for popular science education.
- We continue to collaborate with Ctrip, Meituan, Qunar, Ivmama, Tongcheng network, Tuniu Network, Fliggy, xiaowoyou travel network and other media companies to establish cooperative partnership.

Promotional activities

- Implemented various preferential and free entry policies issued by provinces, cities and counties.
- Released promotional information in sina microblog, wechat official account and official website etc.

- Promote zhijindong Global Geopark in CCTV “Aerial China” column, put advertisements in Zhijin railway station、 highways and Guiyang longdongbao airport etc.
- Due to COVID-19, Zhijindong Cave Geopark launched online live broadcast on March、 April and May, take visitors to see zhijindong Cave UGGp at home.

4. CONTACTS

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