

Annual Report of Zigong UNESCO Global Geopark in 2020

1. Geopark territory

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

Year in which selected as a global geopark / last revalidation year: 2008 / 2016

Photos of annual representative important activities



Qinglongshan Dinosaur Fossil Site Conservation Program

2. Geopark data

Number of employees: the Geopark has 254 employees in total, including 9 geologists.

Number of tourists: 723,600 visits.

Number of Geopark activities: 120

(1) More than 120 offline popular science activities were carried out throughout the year, including mobile popular science activities such as popular science going to towns, communities and fire rescue stations, dinosaur and salt knowledge popular science tour, popular science lectures and care activities, and youth social practice activities in cooperation with educational institutions.

(2) Various “Internet + Museum Education” had been launched under the impact of the epidemic. The online exhibition and popular science are close to the public. Through Kwai, Tik Tok, Bilibili, iQIYI, Douyu, Huya Live and other live platforms, online exhibitions, guides, explanations and so on were carried out.

(3) It has successively planned and launched theme research activities such as “Learning Dinosaur Knowledge and Feeling the Charm of Science”, “Dinosaur Event of Little Detective of Scientific

Research”, “Entering Prehistoric Relics and Exploring the Dinosaur World”, and launched characteristic research courses such as “Skillful Repair of Fossils”, “Dinosaur Mounting”, “Books Repairing”, “How the ‘Tian Che’ Stands Up?” and “The Beauty of China, Tenon and Mortise Joint Skill Competition” .

Number of classes carrying out Geopark education program in school: 30+

Number of news releases: 68 news articles and 13 papers.

3. Geopark activities

Main achievements in 2020:

Contribution to GGN — participation and network cooperation:

(1) The Geopark has sent personnel to participate in the 2020 China UNESCO Global Geopark Annual Meeting, the International Training Course of the UNESCO Global Geopark Network and other domestic meetings. Keketuohai Geopark in Xinjiang, Funiu Mountain UNESCO Global Geopark in Henan and Xiangxi UNESCO Global Geopark in Hunan successively sent personnel to the Geopark to investigate and exchange on cooperation matters.

(2) The Geopark has participated in the online conference organized by the UNESCO Global Geopark Network and paid the UNESCO Global Geopark network membership fee of 1530 euros on time. More than 60 articles were released through the UNESCO Global Geopark website, WeChat official account and so on.

Management and financial position:

The Geopark received financial funds from governments at all levels and tourism and other income with the total of 51.06 million yuan, and total expenditure of 64.47 million yuan.

Geosites conservation:

(1) The construction of Qinglongshan Dinosaur Fossil Site protection program has been completed, and the fossil site has been effectively protected preliminarily.

(2) It has completed the rescue protection of Silicified Wood at Changshan Range, carried out protective treatment such as anti-weathering materials cleaning, de-insectization and broken part repair for the silicified wood, applied new protective materials and carried out bionic texture treatment for the surrounding rock, so as to protect the weathered and damaged silicified wood well.

(3) The Geosites Exhibition Hall of Zigong Dinosaur Museum has been repaired and systematically reconstructed to lay a foundation for further display and exhibition. The protection of Dashanpu Dinosaur Fossil Site has been completed by using the new dinosaur fossil protection material developed in cooperation with Sichuan University of Science and Engineering.

(4) More than 7 million yuan has been input to implement the protection and utilization facilities construction project of Jicheng Well Site, and the maintenance of two crown blocks within the Geopark has been completed.

Sustainable tourism (Geoscience tourism):

The construction of Zigong Fangte Dinosaur Kingdom Park scenic area has been continuously promoted.

In cooperation with Meituan, the ticket package of Zigong Dinosaur Museum, Zigong Salt Industry History Museum and Shenhai Well Site have been launched to realize the linkage of scenic areas. 6 newly developed cultural and creative products: shunosaurus lii commemorative coin, museum mascot anti-epidemic protective mask, Huayangosaurus taibai quicksand footprint cup, jade carving with salt well pattern, etc. In 2020, the main scenic areas of the Geopark received 723,600 visits, realizing a tourism income of 20.65 million yuan.

New educational projects in geosites protection, sustainable development and disaster risk reduction:

In 2020, in Zigong city, Chengdu city, Luzhou city and Guiyang city, the Geopark has held different popular science education exhibitions, such as *Echo of Jurassic — Major Discovery of Paleontological Fossils in Zigong*, *Chinese Salt Culture*, *The Trace of Dinosaurs — The Secret World of Dinosaurs*, and *Dinosaurs are Coming — Back to the Mesozoic Era*. The Geopark has remaked a set of salt industry teaching display models , with a total of 23 numbers , such as "correcting well deflection technique models".In the 12th issue of *Nature History* magazine in 2020, the science education album *China Jurassic Park — Zigong, Sichuan* was publicized.

Strategic partners:

The Geopark has cooperated with partners such as Sichuan Bureau of Geology and Mineral Resources, Sichuan Normal University and Sichuan University of Science and Engineering in geosite protection and geopark science popularization. In addition, the Geopark has also cooperated with many hotels, homestays, restaurants, media, advertising companies and other enterprises in Zigong.

Promotion and marketing activities:

It has participated in the online exhibition of # Relics Connecting Jingchu and Blessing the Motherland # blessing relay poster of National Cultural Heritage Administration official micro-blog; carried out Visit Zigong Geopark Online live broadcast activities on Kwai and Bilibili; participated in the online live broadcast of “Online Interpretation of National Treasures”; participated in Tik Tok popular science live broadcast activities of Zigong broadcasting station; launched the online award-winning knowledge Q & A of “Dinosaur and Earth” and the science and technology film week.

4. Contact persons

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