

Zhangye UNESCO Global Geopark Annual Report 2021

1. GEOPARK IDENTITY

Geopark name, country, regional Network: Zhangye UNESCO Global Geopark, China, Asian Pacific Geoparks Network

Year of inscription / Year of the last revalidation: 2020 / -



Zhangye UGGp has been selected as National Popular Science Education Base (2021-2025)

2. GEOPARK FIGURES

Number of Geopark staffs: 450 staffs

Number of visitors: 1.84 million.

Number of Geopark events: 30 events, 16 events held by management body and 14 by cooperative organizations.

Number of school classes realize Geopark educational programmes: Kangle Mingde School is Zhangye UGGp school, and 7 classes which are total number of the school have been carried on Geopark Educational programmes regularly in the whole year.

Number of Geopark press release: 115 news which have been released on national, provincial and city media.

3. GEOPARK ACTIVITIES

Major achievements in 2021

- Zhangye UGGp has been selected as National Popular Science Education Base (2021-2025);
- Direct the immersive stage show *Alan Lagda*, which was awarded as the "best night tourism project " in the nomination list of the 11th China Tourism Investment ITIA Award in 2021;
- Zhangye Geopark Museum's project Qilian Mountains National Park Exhibition and Education was recognized as national subsidy projects and has approved 21 million Yuan as project funding;
- Produced a 5-minute scientific popularization movie;

Contribution towards GGN - Networking and participation

- Attended the Digital 9th International Conference on UNESCO Global Geoparks which was hosted in Jeju UGGp;
- Attended the 2nd GGN Digital Forum;
- Attended the 3rd Ordinary GGN General Assembly;
- Attended the 1st GGN Movie Festival;
- Attended the Yimengshan UGGp Monument Unveiling ceremony and Construction and Development Seminar on Global Geoparks, and signed sister-geopark cooperation agreement with Yimengshan UGGp;
- Planned and carried out serial activity in celebration of the 2nd APGN Week;
- Share and Popularize UGGp philosophy and application process with Linxia and Kanbula Aspiring UGGp;
- Fulfilled GGN 2021 Annual fee.

Management and Financial Status

- The Administration for Zhangye National Geopark is the management body of Zhangye UGGp, due to the COVID-19, Zhangye UGGp received 1.84 million visitors and 145 million Yuan of tourism revenue in the year of 2021;

Geoconservation

- Set Zhangye UGGp Geoheritage Conservation system and carried out regular investigation;
- Signed Geoheritage Protection Agreement with three operating companies at the beginning of the year; each operating company arranged its own geoheritage patrolling and protection work;
- Followed up the legislation on Danxia landform protection, drafted the legislation regulation and convened two demonstration meeting on the legislation draft;
- Conducted the on-field investigation on Danxia landform throughout Zhangye city and formulated the investigation report;

Sustainable tourism (Geotourism)

- Directed and put on stage the immersive night show *Alan Lagda*, integrating customs, Yugur

culture and the nature resources in a fun way and filled the night tourism gap in Zhangye UGGp;

- Compiled the Zhangye UGGp Interactive Development Plan, combined the high-quality tourism resources of Zhangye UGGp together, taking Colorful Hills as core and covering Chinese Yugur Customs Corridor as well as Binggou Danxia, to build a new interactive development pattern in Zhangye UGGp via interactive propaganda, interactive tour routes combination, interactive tour products selling and interactive festival activities;
- Directed the Danxia Tour Agency to develop the educational excursions, 18 concerning excursions has been carried out in 2021 and some 13 thousand students has joined in;

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

- Conducted pre-investigation on geoheritage protective infrastructure construction and compiled List of Disaster Prevention and Mitigation Project and Feasibility Report;
- Started Zhangye UNESCO Global Geopark Planning(2021-2030) revision;

Strategic partnership

- Directed the operating companies to build cooperation with famous tourism agencies, online tourism service platforms and local hotels;
- Set personnel training cooperative relationship with College of History, Culture and Tourism of Hexi University;

Promotional activities

- Put on the immersive night stage show *Alan Lagd* regularly to strengthen tourism attraction;
- Attended the Digital 9th International Conference on UNESCO Global Geoparks and promote on local and geopark websites, wechat public accounts.
- Co-hosted the 8th Cultural and Tourism Integration Innovation Forum;
- Introduced Zhangye UGGp to more than 200 attendees from 16 countries on Belt & Road National Natural Reserve Management and Protection Seminar;
- Co-hosted the Internet Influencers Go to Zhangye UGGp activity;

4. CONTACTS

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