

# GGN - Geopark Annual Report 2022

## 1. GEOPARK IDENTITY

**Geopark name, country, regional Network:** Taining UNESCO Global Geopark, China, Asia Pacific Geoparks Network)

**Year of inscription / Year of the last revalidation:** 2005 / 2019



The First Youth Science Video Festival of Fujian Province held in Taining Global Geopark

## 2. GEOPARK FIGURES

**Number of Geopark staffs:** 1057 staffs including 8 geoscientists (5 external experts)

**Number of visitors:** expected to be 757,000+ (110,000+geotourists)

**Number of Geopark events:** 30+

Held by cooperative organization: more than 20 events such as the 7th Taining Naughty Festival, Chinese Valentine's Day Night Fair in Taining Ancient City, 2022 Taining Golden Lake Marathon, Youth Badminton Tournament (Taining Station), a series of folk activities during the Spring Festival, Farmers' Harvest Festival, Taining Intangible Cultural Heritage Festival, Best Chef Cooking Competition, etc.

Held by management body: organized culture and tourism activities, such as "Travel Taining with Director Lv" on China Tourism Day, 2022 China Danxia (Taining) Culture and Tourism Festival, etc; organized science popularization activities such as the 6th Cultural and Natural Heritage Day Event, Wildlife Conservation Public Awareness Month, the First Youth Science Video Festival of Fujian Province, etc. Several exhibitions were held in these activities, such as the exhibition of World Heritage, the exhibition of Taining green products, the exhibition of college students' sketching works, ect, which further enhances the geopark's visibility.

### **Number of school classes realize Geopark educational programmes:**

Primary and secondary school students carried out study travel activities in Taining Global Geopark with the theme of “Exploring Danxia Landform and studying the history of Earth”.

- The number of the primary and secondary schools in Taining participated the Geopark Field Trip: 16 schools in total;
- The number of classes and students in Taining participated the Geopark Field Trip: 63 classes (students from grade four, five, seven and eight) and 14,600 people in total;
- The number of the primary and secondary schools outside Taining participated the Geopark Field Trip: 21 schools in total;
- The number of classes and students outside Taining participated the Geopark Field Trip: 57 classes (students from grade four, five, seven and eight) and 24,300 people in total.

### **Number of Geopark press release:**

- 200+ pieces of news (WeChat updates 3 times /week, Website updates semimonthly);
- 25,000+ leaflets for marketing;
- The national media reported Taining 100 times (articles), with ten million readings.

## **3. GEOPARK ACTIVITIES**

### **Major achievements in 2022**

- Actively battled against COVID-19 epidemic and achieved significant results with no infection in the geopark.
- Held the 6th Cultural and Natural Heritage Day Event of Fujian Province.
- Start to map out protection and management plan.
- Among Sanming Municipality’s top ten typical cases of the Two Mountains Theory for its good practice of ecological protection.
- 13 doctors from Sanming University covering different disciplines start to serve the doctoral workstation in Taining Global Geopark.
- Successfully held the China Danxia (Taining) Culture and Tourism activities, including the party themed “Hundred Special Trains to Taining”, the 7th Taining Naughty Festival, Music Party in Taining Ancient City, Chinese Valentine's Day Night Fair in Taining Ancient City.
- Strengthened collaboration with the county procuratorate by setting up a supervision contact point in geopark, so as to provide judicial protection for geopark.

### **Contribution towards GGN - Networking and participation**

- Paid GGN annual fee on time.
- Attended the The 7th Asia Pacific Geoparks Network Symposium and made an oral presentation.
- Jointly launched a series of summer study travel activities with 20 geoparks such as Yandangshan and Danxiashan.

- Sent staff to sister Geoparks such as Danxiashan, Ningde, Yandangsh and Lushan for study and inspection.
- Attended the online workshop on UNESCO Multi-designated Sites, and APGN Let's Do It Online Exchange.

### **Management and Financial Status**

- Management: Taining County Party Committee and County Government attached great importance to the construction and protection of Taining UNESCO Global Geopark. The Administrative Committee of Taining UNESCO Global Geopark has been established as the management institution, bearing the functions of overall planning, sustainable development, protection, utilization and construction of the Geopark.
- Affected by Covid-19, 2022 witnessed the steady development of tourism economy and stable finance of Taining Global Geopark, with a basic balance of payments and a slight financial deficit. Following the principle of “revenue-base expenses with a slight surplus”, the Geopark Administrative Committee implements the Geopark’s development plan strictly, so as to guarantee financial support for the infrastructure maintenance, protection and management of geological heritage, scientific research, cooperation and exchanges, publicity and promotion of the Geopark.

### **Geoconservation**

The geological heritage is under well protection.

- The Taining Global Geopark Overall Plan is strictly followed.
- Start to map out protection and management plan as a complement.
- Invited experts to carry out a geological disaster survey in the geopark, and find out the total number, types and details of geological disasters in the Geopark.
- Strengthened information management. An UAV was purchased to improve remote monitoring and the management of major sections of the Geopark.
- This year, Taining invested more than ten million RMB in Geopark in projects of geological heritage protection and ecological environment restoration, such the pilot projects of new energy electric cruise ships, comprehensive improvement project of Zhaixia Grand Canyon’s ecological environment, facilities upgrading project of Jiulong Pool, etc.

### **Sustainable tourism (Geotourism)**

- Due to impact from Covid-19, tourist numbers fell by 16.45%, which is about 75,7000, and the tourist income fell by 18%. To promote the recovery of tourism, several approaches have been taken, such as launching short-distance or weekend tours routes, providing half-price or free ticket favorable policies for tourists, developing study travel and forest therapy industries, etc.

### **New education programmes on geoconservation, sustainable development and disaster risk**

## **reduction**

- 127 new landscape explanation boards, signboards of trees were updated and added in Taining UNESCO Global Geopark, more than 5,000 copies of popular science and promotional materials were distributed, which help the visitors better understand the geological heritage;
- Promoted the renovation of Geological Museum, including the updating of electronic sand table; promoted the construction of multimedia classroom in Zhaixia Grand Canyon for study travel use.
- Carried out ten training courses for study tutors; set up popular science education exhibitions in primary and secondary schools; conducted study travel activities such as “exploring the Danxia landscape and Ancient City Culture of Taining”; co-organized the First Youth Science Video Festival of Fujian Province.

## **Strategic partnership**

- Taining UNESCO Global Geopark has 12 UGGP sister parks;
- Established close cooperation and exchange relations with 3 national geoparks;
- Reselected strategic partners, and established partnership with 46 social organizations (including travel agencies, schools, study travel agencies, villages, hotels, restaurants, factories and stores of local specialties).
- Cooperated with Xiamen University, Sanming University, Hainan University and other universities to carry out scientific research projects and student internship programs.

## **Promotional activities**

- Network publicity: Geopark makes full use of the website, WeChat official account, and Tik Tok and other internet channels to push the latest information.
- Advertising campaigns: run ads on the landing page of 12306 APP, in Bullet train magazine *FELLOW TRAVELLER*, on Taining-Beijing and Fuzhou-Chengdu bullet trains.
- Culture and tourism events: held the China Danxia (Taining) Culture and Tourism activities and invited 8 media to report, including China Tourism News, Fujian Daily, People’s Railway Daily, etc; planned and participated in live programs, such as “Getting around in China by bus - Taining”, “Travel Taining with Director Lv” on China Tourism Day, with more than 10 million viewers watched.
- Promotion events: held more than ten promotion events, including the promotional campaign “Hundred Special Trains to Taining”, which was supported by the Railway Tourism Branch of Nanchang Railway Tourism Co., Ltd. These promotion events present the rich tourism resources and tourist routes to more than 1,500 travel agencies throughout the country.

## **4. CONTACTS**

**Manager:**

Sunping Lv: Director of Geopark Administrative Committee, Coordinator (TNJHGWH@126.com)

Ningzhang Chen: Deputy Director of Geopark Administrative Committee, Deputy Coordinator  
(343287616@qq.com)

Tel: 001-86-598-7833821, fax: 001-86-598-7833243;

Geopark Website: <http://www.taininggeopark.com>; Official website for Taining Global Geopark  
(Chinese /English Bilingual);

WeChat Official Account: <Http://t.qq.com/tainingly>; Taining Tourism (Chinese/partly in English)

**Geologist:** Name and email address

Ningzhang Chen: Deputy Director of Geopark Administrative Committee (343287616@qq.com)

Rongfu Lai: Senior Engineer (383619002@qq.com);

Dr. Fang Ren (546615019@qq.com)