

GGN - Tianzhushan Geopark Annual Report 2023

1. GEOPARK IDENTITY

Geopark name, country, regional Network: Tianzhushan UNESCO Global Geopark (P.R.China, APGN)

Year of inscription / Year of the last revalidation: 2011/2023

Representative photo with caption (from the most important event this year)



The Revalidation mission of Tianzhushan UGGp

2. GEOPARK FIGURES

Number of Geopark staffs: 256 staffs including 6 geoscientists

Number of visitors: 1.25 million person times.

Number of Geopark events: 15

1. In February, nature classroom activity was carried out --- parent-child research activity of plant rubbing;
2. In March, the World Forest Day science popularization and education activities were held and students were organized to visit Tianzhushan Geopark Museum and Qianshui River National Wetland Park;
3. During the World Earth Day Publicity Week in April, themed popular science lectures were held,

and activities such as watching short popular science videos, drawing hand-copied newspapers of "Our Earth", and signing signatures of "Love the Earth Initiative" were carried out;

4. In April, the 2023 annual training courses for tour guides (scenic area docents) on business knowledge was held, and the Geopark staff gave lectures on the identification of rare and endangered animals and plants in Qianshan City, the geological evolution and development of Tianzhushan, and the overview of paleontological fossils of Qianshan basin;
5. In May, the theme activity of 5.18 International Museum Day was carried out, and the "'I Speak for My Hometown' Little Docent Practical Interpretation Competition" was held;
6. During International Biodiversity Day in May, Tianzhushan UGGp organized young students to visit Tianzhushan Geopark Museum and Qianshui River National Wetland Park, to carry out field practice activities of nature notes;
7. During the Dragon Boat Festival in June, Tianzhushan UGGp went into the local primary schools to carry out education activities, popularizing traditional cultural knowledge and teaching young students to make zongzi;
8. In July, Tianzhushan UGGp cooperated with the University of Science and Technology of China to carry out summer camp activities in Tianzhushan UGGp;
9. In July, nature education activity was carried out - to learn about the colors of nature;
10. In August, the first National Ecology Day science popularization campaign was launched;
11. During the National Science Popularization Week in September, a popular science lecture on the theme of "The Mystery of the Earth" was given;
12. In October, the themed activities for International Day for Disaster Reduction were carried out, and firefighters were invited to carry out a lively and interesting fire fighting class;
13. In November, Tianzhushan UGGp invited Mr. Wang Yuanqing, a researcher from the Institute of Paleovertebrates and Paleoanthropology of the Chinese Academy of Sciences, to give a lecture on paleontological fossils in Qianshan basin;
14. In December, Tianzhushan UGGp invited Professor Xiao Long and Professor Ma Changqian of China University of Geosciences (Wuhan) to give popular science lectures on "Interstellar Expedition: Unveiling China's Moon and Mars Exploration Project" and "Three Kinds of Rocks That Change the Course of Earth and Human History--- Scientific Value of Tianzhushan Rocks".
15. In December, the volunteer service activity of "Science Popularization into Special Education School with Warmth and Love" was carried out, and the popular science lecture on environmental protection theme of "Low-carbon Life Starts from Me" was carried out.

Number of school classes realize Geopark educational programmes: 19

Number of Geopark press release: 105

3. GEOPARK ACTIVITIES

Major achievements in 2023

1. The Nanjing University team carried out geological mapping, strain analysis and three-dimensional structural reconstruction in the Hanchangchong area, and concluded that the strain distribution in the continental subduction tunnel is affected by the combination of mineral composition, fluid activity and rock mass size;
2. Tianzhushan Global Geopark was awarded the Popular Science Education Base of the Ministry of Natural Resources;
3. The micro-film "The Stone Pursuer" of Tianzhushan UGGp won the second prize of the 2nd GGN Film Festival;
4. Tianzhushan Geopark Museum won the 2022 Best Volunteer Service Organization in Qianshan City, and Shi Jinkun, a park staff, was awarded the title of a beautiful volunteer..

Contribution towards GGN - Networking and participation

1. Tianzhushan UGGp was invited to participate in the 2nd China (Yandangshan) Volcanic Rock Forum, and exhibited and publicized the scientific research progress of the park;
2. The delegation of Xiangxi and Zhangjiajie UGGps in Hunan province and Linxia Geopark in Gansu province visited Tianzhushan UGGp and conducted in-depth discussions on the construction of geoparks, the geoheritage protection, the construction of geo-cultural villages, scientific research and science popularization, geopark management and revalidation work;
3. Tianzhushan UGGp established sister park relationship with Xiangxi UGGp in Hunan province and Linxia Geopark in Gansu province;
4. Tianzhushan UGGp participated in the 10th International Conference on UNESCO Global Geoparks, and made an oral presentation entitled "Scientific Research and Science Popularization Based on the Geodiversity of Tianzhushan Global Geopark";
5. Tianzhushan UGGp participated in the 2023 China UNESCO Global Geoparks Annual Conference held in Yimengshan UGGp, and shared the experience and practices of filming micro-films in Tianzhushan Global Geopark with the participants.

Management and Financial Status

- Management Structure: Tianzhushan Global Geopark Administrative Committee, 1 employee was newly recruited
- Financial Status: the financial status is in good situation with ticket income of 150 million yuan and over 50 million yuan invested on the geopark management and construction

Geoconservation

1. Tianzhushan UGGp patrolled geoheritage sites for 9 times, and timely reported and organized maintenance in view of the damage of fences and boundary monuments at some geosites;
2. Tianzhushan UGGp cooperated with the team of researcher Wang Yuanqing from the Institute of Paleovertebrates and Paleoanthropology of the Chinese Academy of Sciences to carry out the research projects of the National Natural Science Foundation of China and the Chinese Academy of Sciences, and conducted Paleogene stratigraphy and paleontological investigation in the geopark;
3. 32 pages of the popular science corridors, 85 geoheritage explanatory boards and 15 guide maps were updated;
4. Tianzhushan UGGp successfully completed the assessment and acceptance of key protected fossil sites in Qianshan City;
5. 735 workdays in field patrols and 860 workdays in community promotion;
6. 40 geoheritage maintainer volunteers were developed.

Sustainable tourism (Geotourism)

In 2023, Tianzhushan geopark totally received 1.25 million person times, developed more than 400 agritainments, possessed 11,000 beds, more than 100 tourism shops, and achieved comprehensive geotourism income of 200 million yuan, which promoted the development of agriculture, forestry, service industry, handicraft producing and cultural industry.

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

Tianzhushan UGGp held science popularization activities during April 22nd World Earth Day , June 5th World Environment Day, International Biodiversity Day, International Geodiversity Day and National Science Popularization Day, completed 10 geoscientific lectures with more than 1000 students.

Strategic partnership

Tianzhushan UGGp signed a strategic cooperation agreement with China University of Geosciences (Wuhan), and the two sides will cooperate in the construction of field teaching practice bases, the cultivation of young scientific and technological talents, the recuperation of employees and research tours within Tianzhushan Geopark.

Promotional activities

The first Tianzhushan Alliance Wedding Tourism Cultural Festival, the first Tianzhu International Poetry Conference, and the Tianzhushan Green Health Care Forum were successfully held. Tianzhu Film Society made Tianzhushan shine, "China Promotion" promoted Tianzhushan,

"Millennium Looking Back at Wang Anshi", "Tianzhu Song" and other series of cultural tourism boutique videos played more than 200 million, and "Anhui Pictorial" published "Tianzhu Stone Language" poetry and painting album. Traditional media and new media continued to make efforts, publishing nearly 1,000 articles of various types throughout the year, more than 100 times of publicity and reporting by traditional mainstream media at or above the provincial level, and the three major central media of CCTV News, Xinhua News Agency and People's Daily simultaneously reported the magnificent golden cloud waterfall of Tianzhushan. Tianzhushan UGGp carried out new media communication and promotion cooperation with Xinhua News Agency News and Information Center, and the new media publicity of the geopark entered the fast lane. Tianzhushan UGGp regularly invited Douyin, Xiaohongshu and other cultural and tourism celebrities to check in at the geopark, released strategy videos and graphic notes around the geopark's four seasons and characteristic products, and published 12,000 Douyin videos throughout the year, with a total of 530 million views on new media platforms, and the IP of "Cultural Mountain" is becoming increasingly prominent.

4. CONTACTS

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