

GGN - Geopark Annual Report 2024

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 / 2023



The second pure electric ship has been put into use, accelerating the low-carbon development of Taining UGGp

2. GEOPARK FIGURES

Number of Geopark staffs: 1053 staffs including 8 geoscientists (5 external experts)

Number of visitors: 1,685,400+

Number of Geopark events: 40+

Held by cooperative organizations: held the 2024 Sanming International Rope Rescue Techniques Exchange Competition, the Southern Region Competition of the Honor of Kings National Competition, and more than 30 sports events, such as the Open Gas Volleyball Competition and the Youth Fencing Championship of Fujian Province, and the Taining County Village BA, etc; organized monthly theme folk activities and regularly carried out street performances, such as the night watchman patrol, combined performance of grinding tea and folk songs, theatrical costume play, etc.

Held by management body: held the China Danxia (Taining) Cultural and Tourism Festival, the First Meditation Cultural Festival; organized theme science popularization activities on the 8th Cultural

and Natural Heritage Day, in the Wildlife Conservation Public Awareness Month, and on the Science Popularization Day, such as photo exhibition, photo contest, etc.

Number of school classes realize Geopark educational programmes:

Organized a series of science popularization and education activities for primary and secondary school students under the theme “Exploring the Danxia Landform and Studying the History of the 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: 51 classes (students from grade four, five, seven and eight) and 9,000 people in total;
- The number of the primary and secondary schools outside Taining participated the Geopark Field Trip: 59 schools in total;
- The number of classes and students outside Taining participated the Geopark Field Trip: 433 classes (students from grade four, five, seven and eight) and 41,000 people in total.

Number of Geopark press release:

- 200+ pieces of news (WeChat updates 3 times/week, Website updates semimonthly);
- 30,000+ leaflets for marketing;
- The national media reported Taining 100 times (articles).

3. GEOPARK ACTIVITIES

Major achievements in 2024

- Comprehensively completed the entrusted operation of the Golden Lake Scenic Area, Shangqing Stream Scenic Area and Zhaixia Grand Canyon Scenic Area, as well as the integration of Jinhu Shipping Company's management rights.
- Obtained 50 million national subsidy for the project to improve the protection of geoheritage.
- Implemented an automated monitoring project for fractures in dangerous rock bodies within the Geopark, to strengthen the Geopark's ability to monitor and prevent geological disasters.
- The case of Taining Global Geopark, “Creating low-carbon scenic area, exploring low-carbon tourism” was selected in the “Carbon Dioxide Peaking and Carbon Neutrality Case Selection”; Taining County has been selected as one of the most beautiful counties in China for eight consecutive years.
- Held the China Danxia (Taining) Cultural and Tourism Festival, the First Meditation Cultural Festival.
- Taining Global Geopark was listed as a provincial cross-Straits youth study base in November, and selected as one of the first batch of star-level natural education sites in Fujian Province in December.
- Invested 13 million yuan to purchase a 120-seat pure electric ship, accelerating the

low-carbon development of Taining UGGp.

Contribution towards GGN - Networking and participation

- Cooperated with other 45 geoparks across the country to organize a series of activities during the fifth APGN Week in April.
- Attended the 20th Anniversary Symposium on the Development of China's Global Geoparks in June.
- Attended the 8th Asia Pacific Geoparks Network Symposium and gave an oral presentation in September.
- Attended 2024 Annual Conference of China UNESCO Global Geoparks and 20th Anniversary Symposium of the Global Geoparks Network in September.
- Participated in the GGN Online Workshop on Sustainable Development Goals, APGN Online Workshop on Sustainable Development Goals, APGN Let's Do It zoom exchange, and other online meetings.
- Made an exchange visit to Ningde Global Geopark and participated in the Fifth Chinese Volcanic Geoparks Symposium; made exchange visits to Longyan Global Geopark and participated in the activities held by Longyan Geopark.

Management and Financial Status

- Taining Global Geopark Administrative Committee consists of the Office of Party and Government Affairs, Planning and Construction Bureau, Heritage Protection Bureau, Economic Development Bureau, Marketing Bureau, Industry Management Bureau, Tourism Comprehensive Law Enforcement Brigade. The funding of the Geopark comes from the financial appropriations of the Taining County Finance Bureau. Taining Global Geopark has a relatively steady development of tourism economy and stable financial status in 2024, with a basic budget balance. According to the principle of "revenue-based expenditure with a slight surplus", the Geopark Administrative Committee ensures effective investment in the Geopark's infrastructure maintenance, geoheritage protection and preservation, scientific research, cooperation and exchange, the publicity and promotion in accordance with the Geopark Planning and Working Plan.

Geoconservation

The geological heritage is under well protection.

- Made it a regular practice to conduct joint inspections with Ecology and Environment Bureau, Forestry Bureau, Natural Resources Bureau, etc.
- Strengthened disaster monitoring and early warning of geological disasters, implemented an automated monitoring project for fractures in dangerous rock bodies in Zhaixia Grand Canyon.
- Updated and installed 128 interpretation panels.

Sustainable tourism (Geotourism)

- In 2024, the Geopark received around 1,685,400 visits, generating 67.17 million yuan in ticket income.
- Taining Global Geopark was selected as one of the first batch of star-level natural education sites in Fujian Province and listed as a provincial cross-Straits youth study base in November.
- Developed study tour courses for primary, junior and senior high schools, newly compiled three popular science handbooks of study tour for primary, junior and senior high schools.

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

- Updated and installed new geological and tree interpretation panels in the scenic areas.
- Printed 10,000 copies of popular science promotional materials, such as the *Taining Global Geopark Study Tour Handbook*.
- Carried out 16 training courses for 2,500 tour guides and study tour tutors in the Geopark.
- Organized more than 10 theme science popularization activities on the 8th Cultural and Natural Heritage Day, in the Wildlife Conservation Public Awareness Month, on the Science Popularization Day, International Geodiversity Day, etc.
- Invited experts of Chinese Academy of Geological Sciences and Fujian Institute of Geological Survey to give lectures on Taining Global Geopark.

Strategic partnership

- Discussed with Langkawi Geopark for the establishment of a sister geopark relationship.
- Signed cooperation agreement of practice base and cooperative education agreement on geotourism and planning engineering major with Sanming University; signed cooperation agreement with Xiamen University of Technology.
- Cooperated with Chinese Academy of Geological Sciences and Fujian Institute of Geological Survey to give popular science lectures.
- Invited teachers and students from Hainan University to carry out study tour and scientific investigation in the Geopark.
- Cooperated with Fujian Institute of Geological Survey to conduct geological disaster monitoring and early warning project.
- Cooperated with Sanming University to conduct scientific investigation on Danxia landform in the northern region of the Geopark.

Promotional activities

- CCTV-13 News Channel reported the beautiful scenery of Taining Global Geopark in May; CMG "Luming Classroom" programme went into Taining to give lessons.
- Run ads to promote Taining on 11,000 screens in 2,800 railway station entrances and

waiting halls, played videos on 250,000 video terminals of more than 3,900 bullet trains.

- Held 35 promotional events, and actively participated in the 19th Strait Travel Fair, 2024 Fujian Tourism Expo, 2024 Cross-Strait Taipei Summer Travel Fair, etc.
- Broadened the promotion and marketing channels through holding the 2024 Taining Digital Cultural and Tourism Promotion Event, the Southern Region Competition of the Honor of Kings National Competition, and cooperating with the game Eggy Party to integrate Taining's landscape into the game's map. The topic of "Discover a different Taining" short videos creation contest was viewed more than 300 million times.
- Issued incentive measures to stimulate tourism market development and preferential policies to attract more tourists, launched themed tour routes, such as World Heritage Tour, Couples Tour, Rural Tour, Zhuangyuan-seeking Tour, etc.

4. CONTACTS

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