

Innovative Interpretation of Geoheritage in Tianzhushan Global Geopark

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The interpretation of geoheritage is considered the art of explaining the meaning and significance of geosites to the visitors. Well-done interpretation of geoparks can improve the quality image of the geopark and enhance the visitor experience. It may also strengthen the relationship between the geosite and those who live around it. Therefore, providing effective means for geoscience education and broader environmental issues to the public is a must for a geopark to be qualified under UNESCO's network. Currently, the problems that arise around Chinese geoparks are mainly from miscommunication or inefficient interpretation, and Tianzhushan Global Geopark was no exception. This paper demonstrates the results of an international project coordinated by the China University of Geosciences in Beijing that has been developed by Tianzhushan Global Geopark. The aim of the project was to refresh the interpretation of the remarkable geoheritage of Tianzhushan, from the Palaeocene fossil sites, the amazing granite landform scenic areas, to the didactical UHP metamorphic routes. The team had multidisciplinary members, such as geologists, geomorphologists, designers, illustrators, Chinese and English editors, using new ideas, in keeping with the saying, "Think like a wise man, but communicate in the language of the people". New methods including QR codes with links to information about geosites and cultural heritage, mascots to tell geological stories, cartoons of geosites and illustration to show how geosites form were used. The effectiveness is monitored by feedback from visitors through the post-travel surveys or activities. It shows that Tianzhushan Geopark is an example for geoparks to provide a better interpretation of geoheritage with a new perspective.