

# 中国光雾山-诺水河世界地质公园（四川）

## 2020 年度工作总结

### 1. 公园属地

地质公园名称、所在国家、区域网络：

光雾山-诺水河联合国教科文组织世界地质公园/中国/亚太  
世界地质公园网络

入选年份/上一次再评估年份：2018 年/—



2020 年度中国教科文组织世界地质公园年会

### 2. 地质公园数据

员工数量：45 名干部职工，其中：地质专家 5 人。

游客人数：56.01 万余人次，

地质公园活动数量：举行第 51 个“世界地球日”宣传周系列

活动，并在宣传周期间开展了科普校园行、社区行等活动；全国旅游厕所革命工作推进现场会在公园召开；完成“客从远方来”地学旅游品牌宣传片摄制工作；召开《客从远方来》地质公园微电影发布会；召开《客从远方来》品牌运营推介会；举行科普讲解比赛；完成拍摄地质公园 7 集科普宣传片；开展关爱留守儿童研学活动；第十八届四川光雾山红叶节在园区召开。

开展地质公园教育计划的学校班级数：12 个

新闻消息发布数量：60 余篇

### 3. 公园活动

2020 年主要成就：拍摄完成 7 集科普宣传片；完成了省厅科研项目《光雾山-诺水河世界地质公园神门景区地质遗迹补充调查评价与开发利用研究》，并通过验收；完成了地方性法规《巴中市光雾山诺水河世界地质公园保护条例》立法前期调研工作；启动世界地质公园中期评估及规划（2020-2030 年）编制工作；参加全国科普讲解大赛并获得三等奖；2020 年 11 月新成功申报省级科普基地 1 处。

对 GNN 的贡献——参与及网络合作：1) 举办了 2020 年度中国教科文组织世界地质公园年会；2) 在 2020 年中国教科文组织世界地质公园年会上，公园作为东道主举办了“中国教科文组织世界地质公园成就展”展览活动；3) 与湘西世界地质公园、达古冰川地质公园开展交流互访活动；4) 2020 年与嵩山、王屋山—黛眉山、天柱山等 6 家地质公园签订了姊妹协议。

管理和财务状况：光雾山-诺水河世界地质公园具有统一的管理机构，2011 年成立了四川光雾山-诺水河国家地质公园管理委员会；为加快推进中国光雾山-诺水河世界地质公园申报工作，2016 年成立了光雾山-诺水河地质公园管理委员会和专家委员会，负责重大事件的决策工作；在以往管理机构的基础上，2017 年成立了四川光雾山-诺水河国家地质公园管理局，内设办公室、世界地质公园博物馆管理办公室、地质遗迹保护科，下设通江县、南江县地质公园管理局；2019 年，“四川光雾山-诺水河国家地质公园管理局”更名为“四川光雾山-诺水河世界地质公园管理处”，调整了其职能职责。2020 年，“四川光雾山-诺水河世界地质公园管理处”更名为“四川光雾山-诺水河世界地质公园管理中心”。管理中心定期召开工作会议，研究解决地质公园重大事项，调整了地质公园专家委员会，审定了《光雾山-诺水河世界地质公园规划（2020-2030 年）》。

光雾山-诺水河联合国教科文组织世界地质公园经费来源主要为国家、省政府、地方财政拨款。经费支出主要是投入于基础设施建设、科研科普、地质遗迹保护、宣传推广及人员管理五大方面。公园范围内地学旅游开发、基础设施建设等项目资金主要来源于巴中市文旅集团、地方财政和门票收益等，其经费使用完全独立于地质公园管理机构。

地质遗迹保护：除开展常态性地质遗迹保护工作外，2020 年对园区资源再调查、再摸底，实现对新增 38 处地质遗迹点位实行分级保护，截至 2020 年度，公园共有 160 余处地质遗迹保护点。

可持续旅游（地学旅游）：配合光雾山 AAAAA 景区创建，全面完成了地质公园标示标牌工作，进一步提升了公园品牌内涵；配合完成了央视 10 套地理-中国《世界地质公园》取景拍摄；新建地质公园旅游厕所 9 所，改建 5 所；开通地学旅游线路两条。

地质遗迹保护、可持续发展和减少灾害风险方面的新教育项目：2020 年 4 月与地环站、地矿科等部门联合开展科普“四进”活动；2020 年 5 月，在地质公园博物馆针对大众游客开展了“致力于平等的博物馆：多元和包容”科普教育活动，受众达 3 千余人，增强了公众热爱生态环境和社会责任感意识；2020 年 7 月开展地质公园“研学夏令营”系列活动；2020 年 8 月组织社区留守儿童开展研学活动；2020 年 10 月组织地质公园地质隐患点排查治理工作。

战略合作伙伴：与四川省地质矿产勘查开发局区域地质调查队、脚爬客、西南石油大学、成都理工大学、西华师范大学、四川大学旅游学院、巴中秦鼎实业有限公司等签订了合作协议，与巴中文旅集团建立友好共建关系。

推广营销活动：2020 年 8 月，与中央电视台新闻直播间合作举办了“探秘世界地质公园 玩转神奇诺水河”为主题的网络直播活动，分为《神秘溶洞群 洞中有洞 别有洞天》《探秘龙湖洞

穿越亿年的时空之旅》等六大版块，让全国受众领略了诺水河的神奇和通江银耳的魅力，直播期间共有 600 多万人在线观看；召开《客从远方来》地质公园微电影发布会；召开客从远方来品牌运营推介会；第 18 届中国光雾山红叶节和第 6 届光雾山冰雪节均在地质公园举办，吸引了四面八方游客前来公园观光旅游，红叶节期间每天游客量平均达到 3 万人次左右，极大地促进了当地旅游收入。在中央电视台、原国土资源报、四川电视台、四川日报等各主流媒体进行了宣传。

#### 4. 联系人

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地质学家：范晓

# Guangwushan-Nuoshuihe UNESCO Global Geopark (Sichuan)

## Annual Work Summary 2020

### 1. Geopark Location

Geopark's name, country of location and regional network:

Guangwushan-Nuoshuihe UNESCO Global Geopark/ China/  
Asia-Pacific Geoparks Network

Year of acceptance/previous revalidation date: 2018/-



Annual Conference of China UNESCO Global Geoparks 2020

### 2. Geopark Data

**Number of Geopark staffs:** 45 cadre employees, including five geoscience professionals.

**Visitors:** over 560,100 person-times

**Number of Geopark events:** A series of events for the 51st "World Earth Day" promotion week was launched, during which activities such as scientific knowledge education at school campus and residential community were held; the National Tourist Restroom Reform Work Progress Conference took place at the Geopark; the promo video for the "Welcome to Bazhong" geoscience tourism brand was filmed; the premier for the Geopark short film *Welcome to Bazhong*, relevant brand marketing event and scientific knowledge education lecture competition were hosted; a seven-episode scientific knowledge education promo video about geopark was filmed; research-study activity to care for stay-behind children was carried out; the 18th Sichuan Guangwushan Red Leaves Festival took place at the Geopark.

**Number of school classes implementing geopark education plan:** 12

**Number of news articles published:** More than 60

### **3. Geopark Activities**

**Main achievements in 2020:** Completed filming of a seven-episode scientific knowledge and education promo video;

completed provincial department-level scientific research project “Guangwushan-Nuoshuihe UNESCO Global Geopark Shenmen scenic areas Geological Heritage Supplemental Survey, Assessment, Development and Utilization Research”, which was signed off for acceptance; completed the pre-legislation investigation and research for the local provision *Bazhong Guangwushan-Nuoshuihe UNESCO Global Geopark Protection Regulation*; commenced the compilation of the mid-stage assessment and planning (2020-2030) of the Global Geopark; won third-prize at the National Scientific Knowledge Education Lecture Competition; and successfully applied for provincial-level scientific knowledge education base for one location in November 2020.

**Contribution to the GNN - Participation in the network and cooperation:** 1) Hosted the Annual Conference of China UNESCO Global Geoparks 2020; 2) as the host of the Annual Conference of China UNESCO Global Geoparks 2020, the Geopark held the "China UNESCO Global Geoparks Achievements" exhibition; 3) carried out exchanges and mutual visits with the Xiangxi UNESCO Global Geopark and the Dagu Glacier Geopark; in 2020, signed sister park agreements with six geoparks such as the Songshan



UNESCO Global Geopark, Wangwushan-Daimeishan UNESCO Global Geopark and Tianzhushan UNESCO Global Geopark.

**Management and finance status:** The Guangwushan-Nuoshuihe UNESCO Global Geopark is administered by a unified management organization—the Sichuan Guangwushan-Nuoshuihe National Geopark Management Committee which was founded in 2011. In order to speed up the application of the Geopark as the China Guangwushan-Nuoshuihe UNESCO Global Geopark, the Guangwushan-Nuoshuihe UNESCO Global Geopark Management Committee and Expert Committee were founded in 2016 to take charge of decision-making for major events. Upon the basis of past management organization, the Sichuan Guangwushan-Nuoshuihe UNESCO Global Geopark Administration was set up in 2017, which comprised of its office, the Global Geopark Museum Management Office and Geological Heritage Protection Department, along with Geopark Management Bureaus of Tongjiang County and Nanjiang County. In 2019, the "Sichuan Guangwushan-Nuoshuihe UNESCO Global Geopark Administration" was renamed "Sichuan Guangwushan-Nuoshuihe UNESCO Global Geopark Administration Office" and functions and responsibilities were adjusted. In 2020, the "Sichuan Guangwushan-Nuoshuihe UNESCO Global Geopark Administration Office" was renamed "Administration Center of Guangwushan-Nuoshuihe UNESCO Global Geopark · Sichuan".

The Center hosts work meetings on a regular basis, studied and addressed major issues pertaining to the Geopark, adjusted Geopark Expert Committee and reviewed and confirmed the *Guangwushan-Nuoshuihe UNESCO Global Geopark Plan (2020-2030)*.

Sources of funding for the Guangwushan-Nuoshuihe UNESCO Global Geopark is primarily from the budgets of the national, provincial and local governments. The funding is mainly used in five areas, namely the construction of infrastructure facilities, scientific research, scientific knowledge education, protection of geological heritage, marketing and promotion, and management of personnel. Meanwhile, funding for geoscience tourism development, certain infrastructure facility construction and other endeavors within the territory of the Geopark mostly came from the Bazhong Culture & Tourism Development Co., Ltd., local budget allocation and proceeds from admission ticket sales, and these expenditures are completely independent from the Geopark management organization.

**Geological Heritage protection:** In addition to geological heritage protection on a regular and normalized basis, the Geopark also conducted re-investigation and re-survey of the resources in

2020, discovering 38 new geological heritage sites that were subsequently assigned different levels of protection. As of the end of 2020, the Geopark has more than 160 geological heritage protection sites.

**Sustainable tourism (geoscience tourism):** Coordinating with the creation of the grade-5A Guangwushan scenic zone, the Geopark's signage system was fully completed, including further enhancements to the Geopark's brand; coordinated with the Geography-China segment of CCTV-10 for the filming of *Global Geopark*; constructed nine new and renovated five tourist restrooms in the Geopark; and opened up two geoscience tourism routes.

**New education projects related to geological heritage protection, sustainable development, disaster and risk reduction:** In April 2020, the Geopark jointly held "four entries" scientific knowledge education campaign in partnership with organizations such as Geological Environment Station and Geology and Mineral Resources Department; in May 2020, hosted the "Museum Dedicated to Equality - Diversity and Inclusiveness" scientific knowledge education program for visitors of the Geopark Museum, benefiting more than 3,000 persons, and reinforcing the care and

sense of social responsibility for ecology and environment among the public; in July 2020, hosted the "Research-Study Summer Camp" campaign; in August 2020, organized research-academia activity for stay-behind children in the local communities; in October 2020, organized geological risk survey and management program in the Geopark.

**Strategic partnership:** Signed cooperation agreements with organizations such as regional geological survey team from the Sichuan Geology and Mineral Bureau Regional Geological Survey Team, Geoparker, Southwest Petroleum University, Chengdu University of Technology, China West Normal University, Sichuan University Tourism School and Bazhong Qinding Industry Co., Ltd., and established friendly and constructive relationship with Bazhong Culture & Tourism Development Co. Ltd.

**Promotion and marketing:** In August 2020, the Geopark teamed up with a CCTV newsroom to host a live stream event under the theme of “Discover Global Geopark, Explore the Mysterious Nuoshuihe”. Comprised of six segments such as “Caves within Caves - Mysterious Karst Caves” and “Explore the Longhu Cave and Travel Eons Back in Time”, the program showcased the charms

of Nuoshuihe and the tremella of Tongjiang County to audience nationwide, which garnered more than six million views during the streaming. The Geopark hosted the premier for the Geopark short film *Welcome to Bazhong* and the "Welcome to Bazhong" brand marketing event. The 18th China Guangwushan Red Leaves Festival and 6th Guangwushan Ice and Snow Festival both took place at the Geopark, which attracted tourists from across the country, in particular the Red Leaves Festival recorded an average of around 30,000 person-times per day, substantially boosting local tourism income. China Central Television (CCTV), the former *China Land and Resources News*, Sichuan Television, *Sichuan Daily* and other mainstream media have covered the Geopark's activities.

#### **4. Contact**

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