

山地旅游资源化创新与目的地构建

Mountain Tourism Resource Innovation and Destination Construction

世界名山赋能山地旅游健康福祉

World Famous Mountains Empower the Wellness of Mountain Tourism



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2023国际山地旅游联盟年会 2023世界名山对话

2023 Annual Conference of IMTA
2023 Dialogue among World Famous Mountains

会刊

Conference Proceedings

2023年09月15日 中国·贵州·兴义
15th Sep, 2023 Xingyi-Guizhou-China

国际山地旅游联盟简介

国际山地旅游联盟是经中国国务院批准成立,由山地旅游相关组织、团体、个人组成的非政府、非营利性国际组织。国际山地旅游联盟登记管理机关是中国民政部,业务主管单位是中国文化和旅游部。联盟总部的永久所在地是中国贵州省贵阳市,北京设联络处。

国际山地旅游联盟于2017年8月15日正式成立,以可持续旅游为目标,保护山地资源、传承山地文明、促进山地经济、造福山地民众为宗旨,致力于山地旅游资源的保护与利用,参与山地旅游治理体系的构建,促进旅游业界国际交往和业务合作,推广交流山地旅游发展的成功经验,促进山地经济繁荣和可持续发展。

国际山地旅游联盟设立会员大会、理事会和秘书处。会员大会由全体会员组成,是联盟议事和决策机构,理事会是联盟决策和执行机构;秘书处是联盟日常行政管理机构,下设相关分支机构。联盟官方语言为中、英文。

在2016年9月21日国际山地旅游联盟会员筹备大会上,法国前总理多米尼克·德维尔潘当选为联盟主席;原中国国家旅游局局长邵琪伟当选联盟副主席;原中国国务院侨办副主任何亚非当选为联盟秘书长(法人代表),首届理事会由32个机构和个人组成。2022年12月27日,国际山地旅游联盟第二届会员大会选举产生了联盟第二届理事会和领导成员。多米尼克·德维尔潘连任联盟主席,何亚非任联盟副主席兼秘书长,何超琼任联盟副主席,傅迎春任联

盟副主席兼执行秘书长(法人代表)。第二届理事会由来自三大洲22个国家和地区的41个会员组成。

目前,国际山地旅游联盟会员来自五大洲36个国家和地区共193个团体和个人,包括110家中国会员、73家国际会员、10名个人会员。团体会员包括世界山地旅游国家和地区的旅游机构、非盈利组织、文旅企业、金融咨询机构、旅游院校、航空公司、旅游装备制造企业、户外组织等,个人会员包括旅游领域知名管理者、专家、学者、企业家等。

国际山地旅游联盟始终按照《章程》赋予的使命,在构建山地旅游产业发展研究与评价平台,研究、制定、发布和推广与山地旅游相关的国际标准,开展山地旅游资源评估、市场调查、景气指数预测,研究预测世界山地旅游业发展的路径方法方面进行了不懈的探索;在构建山地旅游投资合作与创新平台,着眼于山地资源的保护和旅游化利用,研发特色山地旅游产品,开展市场推广、引导和促进投融资合作,构建会员对话交流平台,塑造联盟自创品牌,提供会员咨询、培训服务,不断提升和扩大联盟国际影响力、话语权等方面取得了积极成效。

国际山地旅游联盟愿意携手全球旅游业界,以平等、包容、合作的精神,共商共建共享山地旅游高质量发展成果,让生态文明引领山地旅游走向美好未来。

Introduction of International Mountain Tourism Alliance

The International Mountain Tourism Alliance (IMTA) is a non-government, non-profit international organization established with the approval of the State Council of the People's Republic of China, and voluntarily formed by mountain tourism related organizations, groups and individuals. IMTA is registered at the Ministry of Civil Affairs of China, and administered by the Ministry of Culture and Tourism of China. IMTA has its permanent headquarters in Gulyang City, Gulzhou Province, and a liaison office in Beijing.

IMTA was formally established on 15 August, 2017, with the goal of sustainable tourism, and the mission of protecting mountain resources, preserving mountain civilization, promoting mountain economy to the benefit of the people living in mountainous regions. It is committed to preserving and utilizing mountain tourism resources, participating in the construction of mountain tourism governance system, facilitating international tourism exchanges and business cooperation, sharing experience of mountain tourism development, and promoting mountain economy and sustainable development.

The organizational structure of the IMTA includes the General Assembly, the Council and the Secretariat. The General Assembly is the deliberation and decision-making body of the Alliance, consisting of all IMTA members. The Council is the decision-making and executive organ of the Alliance. The Secretariat is the day-to-day administrative body of the Alliance, and has relevant branches. The official languages of the IMTA are Chinese and English.

At the IMTA Membership Preparation Conference on 21 September, 2016, Mr. Dominique de Villepin, former Prime Minister of France, was elected Chairman of the IMTA; Mr. Shao Qiwei, former director of the China National Tourism Administration, was elected Vice Chairman; and Mr. He Yafei, Vice Minister of Foreign Affairs of China, was elected Secretary-General (legal person representative). The first IMTA Council consisted of 32 institutions and individuals. On 27 December, 2022, the second General Assembly of the IMTA elected its second Council and leading members. Mr. Dominique de Villepin was re-elected as the Chairman of the IMTA; Mr. He Yafei as Vice Chairman and Secretary-Gen-

eral; Ms. Pansy Ho as Vice Chairman; and Mr. Fu Yingchun as Vice Chairman and Executive Secretary-General (legal person representative). The second Council consists of 41 members from 22 countries and regions of three continents.

Currently, members of the IMTA include 193 groups and individuals from 36 countries and regions all over the world, including 110 Chinese institutions, 73 overseas institutions and 10 individuals. The group members include tourism institutions, non-profit organizations, culture & tourism businesses, financial consulting agencies, tourism colleges, airlines, tourism equipment manufacturers, and outdoor sports organizations from countries and regions renowned for mountain tourism. The individual members include well-known managers, experts, scholars, and entrepreneurs in tourism-related businesses.

Following the mandate of the Statutes, IMTA is committed to building a research and evaluation platform for the development of mountain tourism industry, studying, formulating, releasing, and promoting international standards related to mountain tourism, carrying out mountain tourism resource assessment, market survey, business index prediction, and studying the methods of predicting the development of world mountain tourism. In addition, IMTA is dedicated to building a platform for investment cooperation and innovation in mountain tourism, focusing on the protection and tourism utilization of mountain resources, developing characteristic mountain tourism products, carrying out market promotion, guiding and promoting investment and financing cooperation, building a dialogue platform for members, shaping the Alliance's self-created brand, and providing member consulting and training services. Positive results have been achieved in enhancing and expanding IMTA's international influence and voice.

IMTA is willing to join hands with the world tourism in the spirit of equality, inclusiveness and cooperation to discuss, build and share the high quality development results of mountain tourism, so that the ecological civilization will lead mountain tourism to a better future.

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“2023国际山地旅游联盟年会”“2023世界名山对话”简介

Introduction to the “IMTA Annual Conference 2023” and “Dialogue among World Famous Mountains 2023”

“2023国际山地旅游联盟年会”是在全球旅游业走向全面复苏，市场格局发生重大变化，山地旅游业迎来新的机遇和挑战背景下举办的一次具有特殊意义的年会。年会将围绕“山地旅游资源化创新与目的地构建”主题，汇全体会员之智，聚业界主体之力，应时代发展之需，共谋新时代背景下可持续山地旅游治理创新之道，共商山地资源保护与创新利用、美化、建设的发展之策，共享山地旅游为新消费市场带来的健康生活。年会同期将以“世界名山赋能山地旅游健康福祉”为主题举办“2023世界名山对话”、世界名山摄影展。

主题释义：山地是重要的地表形态，是人与自然和谐共生的生存空间，山地自然与人文生态系统，为山地旅游提供了强大的资源支撑。在全球旅游业进入新发展格局的背景下，山地旅游发展将呈现出引领性态势，山地旅游资源亦将随着市场需求变化趋于多元化。旅游资源化创新是山地旅游面临的重要课题，关乎山地旅游资源认知、资源化体系建设、旅游业态及目的地建设水平。只有以市场为导向推进山地旅游资源化创新，才能打造出具有感召力和可持续性的旅游目的地。联盟年会和“世界名山对话”的两个主题与国际山地旅游暨户外运动大会相呼应，体现出融合、创新、追求健康生活的时代感。

“IMTA Annual Conference 2023” is a special conference held as the world tourism fully recovers, the market restructures, and the mountain tourism sector embraces new opportunities and challenges. Themed on “Mountain Tourism Resource Innovation and Destination Construction,” the Conference will pool the wisdom of all IMTA members and strength of all practitioners, and meet the new demand of the times. In doing so, we aim to jointly pave the path of sustainable mountain tourism governance and innovation in the new era, formulate strategies of protecting, innovating, utilizing, optimizing and developing mountain resources, and sharing a healthy life brought by the new consumer market of mountain tourism. In the meantime, we will hold “Dialogue among World Famous Mountains 2023,” World Famous Mountains Photography Exhibition, themed on “World Famous Mountains Empower the Wellness of Mountain Tourism.”

Meaning of the theme: Mountain, as an important landform, is where men and nature co-exist in harmony. The nature, culture and ecology in mountains provide profuse resources for mountain tourism. Against the new development pattern in world tourism, mountain tourism is sure to take the lead with its diversified resources to meet the varying consumer demands. Resource innovation is a challenge facing mountain tourism as it determines how we identify resources, establish the resource utilization system, build new business patterns and tourism destinations. In addition, only by promoting market-oriented resource innovation can we build tourism destinations that are appealing and sustainable. In line with the International Conference of Mountain Tourism and Outdoor Sports, IMTA Annual Conference and “Dialogue among World Famous Mountains” also echo with the times in pursuit of integration, innovation, and a healthy life.



Mountain Tourism Resource Innovation
and Destination Construction
山地旅游资源化创新与目的地构建

IMTA Annual Conference 2023
2023国际山地旅游联盟年会

15th Sep, 2023 中国·贵州·兴义 Xingyi·Guizhou·China

主 办 机 构 : 国际山地旅游联盟 (IMTA)
Organizers: International Mountain Tourism Alliance (IMTA)

支 持 机 构 : 联合国世界旅游组织 (UNWTO)
Supporters: World Tourism Organization (UNWTO)

世界旅游及旅行理事会 (WTTC)
World Travel & Tourism Council (WTTC)

亚太旅游协会 (PATA)
Pacific Asia Travel Association (PATA)

世界旅游经济论坛 (GTEF)
Global Tourism Economy Forum (GTEF)

中国-东盟中心 (ACC)
ASEAN-China Center (ACC)

世界自然保护联盟 (IUCN) 中国代表处
International Union for Conservation of Nature (IUCN)
China Country office

协 办 机 构 : 贵州省文化和旅游厅
Co-organizers: Guizhou Provincial Department of Culture and Tourism

贵州省外事办公室
Foreign Affairs Office of Guizhou Province

黔西南州人民政府
People's Government of Qianxinan Prefecture



主体活动 Main Events

2023国际山地旅游联盟全体理事会概要



9月15日上午,国际山地旅游联盟理事会全体会议召开,国际山地旅游联盟个人理事、机构理事代表,国际山地旅游联盟秘书处领导及各部门负责人参加会议。

多米尼克·德维尔潘主席主持了此次会议,并发表了讲话。他指出:在过去的9个月里,我们充分发挥联盟应有功能和作用,积极发挥近年来创建的良好基础和优势。在探索山地旅游交流合作机制、创新发展渠道方面做了富有成效的工作。如:在老挝万象举办的“5.29国际山地旅游日主题活动”,以跨国际合作和鲜明的主题,成为率先举办以携手共促旅游振兴为主题的大型国际旅游交流活动的组织,在山地旅游业界产生了很大影响。

国际山地旅游联盟副主席兼秘书长何亚菲通报了联盟2023年工作情况和2024年工作要点。其中提到:要积极主动参与国际上重要的涉旅活动,要持续开展山地旅游

课题研究与推广落地,为世界山地旅游高质量发展提供技术支持和理论支撑。

何超琼副主席在会议讲话中提到:即使在疫情肆虐时期也没有止步联盟前行的步伐。34个国家和地区的194个会员单位,为联盟注入了持久生命力,国际山地旅游联盟已经成为支持世界旅游业发展的重要力量。山地旅游是世界旅游业的重要组成部分,在当前世界旅游业的发展中处于高速发展的中心地位,是世界旅游经济的重要引擎。同时,山地旅游的意义不光存在于旅游业,山地旅游对促进世界和平、社会经济的可持续发展、各种文化的互通交流都拥有不可替代的作用。作为国际山地旅游联盟的副主席,我期望能与我在其他国际旅游组织的履职,产生协同效应。助力联盟扩大在国际业界的影响力,同时向世界介绍中国的山地旅游资源及发展,为国际山地旅



游提供中国方案。

国际山地旅游联盟副主席兼执行秘书长傅迎春作2024年“国际山地旅游日”主题活动举办地的拟选情况说明。法国的勃朗圣泉小镇正式向联盟提出申办2024“国际山地旅游日”主题活动申请。经联盟秘书处组织专家研究，并委托联盟的法国专家赴当地考察后，建议在旅游看日益追求健康生活方式的时代背景下，选择在法国的勃朗圣泉小镇举办2024“国际山地旅游日”主题活动是理想的，将给与会者带来全新体验和认知，有助于可持续山地旅游理念和经验的推广。经理事会审议，正式通过了2024“国际山地旅游日”活动举办地建议。

最后，国际山地旅游联盟副秘书长吴迈向理事会汇报了2022年度会员会费补缴和2023年度会员会费收缴及使用情况和新申请入会会员情况。理事会审议并通过了对6家会员单位提出的非盈利性社会组织免缴会费申请；对以自身独有核心资源协助联盟开展年度重点业务的5家会员单位予以免缴会费；对6家机构会员，因失联2年以上，企业破产重组等原因不能履行会费缴纳义务的，免除其当年会费，并终止其会员资格。另外，本着优化结构、注重质量的要求，截止2023年9月，共有4家申请入会机构符合入会条件。

理事
会议





“2023国际山地旅游联盟年会” & “2023世界名山对话”
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理事
会议
Council
meeting

Summary of the International Mountain Tourism Alliance Council Meeting

On the morning of September 15, the Council Meeting of the International Mountain Tourism Alliance (IMTA) was held, with the participation of IMTA individual directors, representatives of institutional directors, leaders of the IMTA Secretariat and heads of departments.

The Chairman, Dominique de Villepin, presided over the meeting and made a statement. He pointed out: Over the past nine months, we have fully leveraged our due function and role, as well as our solid foundation and advantage developed in recent years, to make fruitful efforts in exploring the mechanism of mountain tourism exchanges and cooperation, and producing new development path. In the theme event of International Mountain Tourism Day held in Vientiane on 29 May, we became the first organization to deliver a major international tourism exchange event with the theme of working together to promote the revitalization of tourism, having a great impact on the mountain tourism industry.



He Yafei, Vice Chairman and Secretary General of IMTA, briefed on the International Mountain Tourism Alliance Work in 2023 and Key Points of Work in 2024. Among the references: We should actively participate in important international

tourism-related activities, and continue to carry out researches and promotion of mountain tourism topics to provide technical and theoretical support for the quality development of mountain tourism around the world.



Fu Yingchun, Vice Chairman and Executive Secretary-General of IMTA, made a presentation on the Introduction of the Host City for International Mountain Tourism Day 2024. France's Saint-Gervais Mont-Blanc submitted an application to host the "International Mountain Tourism Day 2024", and after the IMTA Secretariat organized experts to deliberate on the application, commissioned IMTA's French experts to visit this town. It is proposed that, in the context of the growing quest for healthy lifestyles among tourists, it is an ideal choice to choose France and Saint-Gervais Mont-Blanc to host the theme event of International Mountain Tourism Day 2024, which will bring a new experience and cognition to participants, and promote the concept of high-quality and sustainable mountain tourism. The Council considered and formally adopted the proposed venue for the International Mountain Tourism Day 2024.



Pansy Ho, Vice Chairman of IMTA, mentioned in her speech at the meeting: We did not stop moving forward amid COVID-19 outbreaks. Our 194 members from 34 countries and regions have injected lasting vitality into us, and we have become an important driver for world tourism development. Mountain tourism is an important part of world tourism, plays a central role in the rapid development of world tourism at present, and is an important engine driving the world tourism economy. Mountain tourism is not only of great significance to the tourism industry, but also plays an irreplaceable role in promoting world peace, sustainable social and economic development, and cultural exchanges. As Vice Chairman of IMTA, I expect to synergize the duty with those of mine in other international tourism organizations, to help IMTA expand its influence in the international industry, introduce China's mountain tourism resources and development to the world, and provide China's solutions for international mountain tourism.



Finally, Wu Mai, Deputy Secretary General of IMTA, reported to the Council on the status of conducted supplementary payment of membership dues for the year 2022 and collection of membership dues for the year 2023, as well as the status of new applications for membership. The Council considered and approved applications for non-profit social organizations to be exempted from payment of membership fees submitted by 6 members; The 5 members have assisted the IMTA with their unique core resources to carry out annual key business will be exempted from paying membership fees; For members of the 6 institutions who are unable to fulfill their membership dues payment obligations due to losing of contact with the IMTA for more than 2 years, bankruptcy and restructuring of the enterprise, their membership dues for the current year shall be waived and their membership qualifications shall be terminated. In addition, based on the principle of optimizing structure and prioritizing quality, four applicants have met the conditions for membership.



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IMTA Annual Conference 2023

旅游业政策和治理体系创新调整推动品质化发展

多米尼克·德维尔潘 国际山地旅游联盟主席



非常高兴时隔多年再次与大家相聚在国际山地旅游联盟的诞生地——美丽的贵州兴义，参加2023国际山地旅游联盟年会，与联盟会员和业界朋友大家共话新时代背景下山地旅游发展的新趋势新格局。

2023年是全球旅游业的重塑之年，近段时间以来，包括中国在内的主要客源市场已经显现出加快恢复的态势。各大洲的国际游客数量均有显著回升，其中欧美、中东地区国家的复苏趋势强劲，联合国世界旅游组织（UNWTO）发布的《2023年全球旅游业晴雨表》预测，2023年国际游客数量或将恢复到2019年前的80%-95%。

但是当我们看见旅游市场利好的同时，不能忽略当前经济形势的复杂性以及给旅游市场带来的不确定性，世界旅游业复苏的难度程度远大于经济稳定期，不同国家和地区将面对不同程度、不同类型的环境复杂性，展现出不同的应对能力，由此产生不一样的旅游发展格局。地缘政治紧张局势带来诸多不确定性，气候变化、能源危机、自然灾害也加大了负面的风险，这些客观存在的影响不容忽视。

旅游业的复苏不是简单恢复，而是重塑。随着消费行为和消费趋势发生的变化，可以预见，旅游业灾后修复的特点将是数量取向向质量取向的理性转型。旅游业的重塑依赖于全球性的产业合作，也有赖于各国旅游业治理能力的进一步提升，旅游业政策和治理体系的创新调整

将有效推动世界旅游业在新发展时期的品质化发展。

在全球旅游业进入新发展格局的背景下，山地旅游凭借其特殊的自然环境与多元化人文资源的最佳聚合体及其整合能力，在旅游业新一轮发展中必将领风气之先，特别是在追求绿色、健康消费心理驱动下，无论从人群体量、消费升级、主体转换，还是产业融合创新等方面，山地旅游都释放出前所未有的市场潜能。山地旅游资源随着市场需求变化趋于多元化，积极推进旅游资源化创新是山地旅游面临的重要课题，关乎山地旅游资源认知、资源化体系建设、旅游业态及目的地建设水平，只有以市场为导向推进山地旅游资源化创新发展，才能打造出面向未来的具有感召力的旅游目的地。

今天的国际山地旅游联盟年会是联盟去年换届以来的首次线下盛会，有其特殊意义，因为各位理事、会员及特邀嘉宾共聚一堂，将围绕“山地旅游资源化创新与目的地构建”主题，共同谋划新时代背景下山地旅游可持续治理与创新发展之道，共同探讨山地资源保护、利用、美化、建设的创新发展之策，共同营造面向新消费需求的健康福祉和高品质生活。

在今天，旅游不仅是一种休闲方式，更是连接友谊和开展人文交流的重要载体，是民间交往的有效渠道，为构建国与国之间的文明互鉴，促进和平发展承载着桥梁和纽带的作用。

国际山地旅游联盟自2017年正式成立，已进入第二届任期，过去6年，联盟立足于自己的宗旨：坚定地践行保护山地资源，传承山地文明，促进山地经济，造福山地民众，致力于可持续山地旅游的发展价值观。正是在这一核心理念的趋动下，联盟始终坚持走生态优先、绿色发展之路，走人与自然和谐共生之路，走旅游业造福民生福祉之路，并注重从实践中获取检验的成果，打下了较为扎实的基础。联盟在理论探索、平台运作、品牌塑造、机制创新等方面取得了可圈可点的成果，通过联盟年会、主题论坛、国际山地旅游日、世界名山对话、亚洲山地旅游推广大会等自主品牌建设，构筑了扎实的平台运作体系，为服务会



员,影响业界,为国际山地旅游业界共商共建共享发展成果提供了有力支持。可以说,通过不懈的努力,国际山地旅游联盟的知名度、公信力和影响力已经有了长足的进步,联盟以良好的业绩赢得了业务主管部门、联盟发起方和业界的赞誉。

我们还有很长的路要走,还将面临新的机遇和挑战,我们需要坚持定力,就是可持续和高质量发展的目标。在复杂多变的环境下,联盟要突出自身专业化组织的优势,积极开展与不同国家的山地旅游业务往来与合作交流,通过丰富的活动平台把世界各地的旅游消费意愿激活起来,引导旅游者融入到更加健康、安全、生态和沉浸体验的山地旅游中来。凝聚更多的业内人士为促进山地旅游产业合作献策出力。还要调动关联机构、学界、业界、目的地的合作积极性,组织智库、专家在山地旅游领域开展专

业性研究,共同发布有价值的山地旅游统计数据,行业预测,趋势前瞻和专业报告等。

我们期待,国际山地旅游联盟在新的发展阶段继续打造更好的山地旅游国际交流与合作的平台、山地旅游发展的研究平台,创造更多山地旅游发展的新理论、新标准和新方法,更好地服务会员,服务业界,在全球山地旅游的治理中发挥重要作用。联盟运行6年取得了长足进步,我在此特别表达我对联盟发起方贵州省的由衷感谢,正是有你们提供的优质资源给了联盟敢为人先、不断创新的力量,相信联盟与贵州互动合作领域将会不断扩展并取得新的成果。我还要向联盟秘书处各位同仁多年来为联盟创新发展所付出的努力,以及取得的优异成绩表示祝贺和感谢!谢谢大家!

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“2023国际山地旅游联盟年会” & “2023世界名山对话”
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2023 Dialogue among World Famous Mountains

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Innovation and adjustment of tourism policies and governance systems will promote quality-oriented development

Dominique de Villepin, Chairman of the International Mountain Tourism Alliance

It is a great pleasure to meet with you again after many years in the beautiful Xingyi, Guizhou, the birthplace of the International Mountain Tourism Alliance (IMTA), to participate in the 2023 IMTA Annual Conference, and to talk with members of the Alliance and friends in the industry about the new trends and new patterns of the development of mountain tourism in the context of the new era.

2023 is the year of reshaping the global tourism industry. Recently, major tourist markets, including China, have shown signs of accelerated recovery. The number of international tourists on all continents has rebounded significantly, with strong recovery trends in countries in Europe, America, and the Middle East. The "2023 World Tourism Barometer" released by the United Nations World Tourism Organization (UNWTO) predicts that the number of international tourists in 2023 may recover to 80%-95% of the pre-2019 level.

However, when we see the favorable tourism market, we cannot ignore the complexity of the current economic situation and the uncertainty it brings to the tourism market. The difficulty in the recovery of the world tourism industry is much greater than the periods of economic stabilization. Different countries and regions will be faced with different degrees and types of environmental complexities, demonstrating diverse coping abilities, and thus resulting in unique tourism development patterns. In addition, geopolitical tensions have brought numerous uncertainties, and factors such as climate change, energy crises, and natural disasters have also increased negative risks. These objective impacts cannot be ignored.

The recovery of the tourism industry is not a simple recovery, but a reshaping. With the changes in consumer behavior and trends, it is foreseeable that the post-pandemic recovery of the tourism industry will be characterized by a rational transformation from quantity orientation to quality orientation. The reshaping of the tourism industry relies on global industry cooperation and the further enhancement of the tourism governance capacity of all countries, and the innovative adjustments in tourism policies and governance systems will effectively promote the quality development of the world tourism industry in the new development period.

Against the backdrop of the global tourism industry entering a new development pattern, mountain tourism, with its unique natural environment and the best aggregation of diversified cultural resources and its integration ability, will undoubtedly lead the way in the new round of tourism development. Especially driven by the pursuit of green and healthy consumption psychology, mountain tourism will unleash unprecedented market potential in terms of population size, consumption upgrading, subject transformation, or industrial integration and innovation. As mountain tourism resources diversify with market demand changes, actively promoting resource innovation is a significant topic for mountain tourism, which is related to the recognition of mountain tourism resources, the construction of resource utilization systems, the tourism format, and the levels of destination construction. Only by market-oriented promotion of innovative development in mountain tourism resource utilization can we create an future-oriented and



promoting resource innovation is a significant topic for mountain tourism, which is related to the recognition of mountain tourism resources, the construction of resource utilization systems, the tourism format, and the levels of destination construction. Only by market-oriented promotion of innovative development in mountain tourism resource utilization can we create an future-oriented and appealing tourism destination.

Today's annual conference of the International Mountain Tourism Alliance is the first offline event since the Alliance changed its term last year, which is of great significance, because all the directors, members and special guests gather together to jointly plan sustainable governance and innovative development of mountain tourism in the context of the new era, focusing on the theme of "mountain tourism resource innovation and destination construction", and jointly explore innovative development strategies for the protection, utilization, beautification and construction of mountain resources to jointly build a healthy and high-quality life that caters to new consumer needs.

Today, tourism is not only a way of leisure, but also an important carrier of friendship and people-to-people exchanges. It is an effective avenue for interpersonal communication acting as a bridge and a bond in fostering mutual understanding among civilizations and advancing peaceful development.

The International Mountain Tourism Alliance (IMTA) has entered its second term since its official establishment in 2017. Over the past six years, the Alliance has firmly adhered to its own purpose: to protect mountain resources, to inherit mountain civilization, to promote the mountain economy, to benefit mountain people, and to commit itself to the development of sustainable mountain tourism. It is precisely under the impetus of this core concept that the Alliance has always adhered to the path of ecological priority and green development, the path of harmonious coexistence between humans and nature, the path of tourism benefiting people's livelihood and

well-being, and focused on obtaining the test results from practice, laying a relatively solid foundation. The Alliance has achieved remarkable results in theoretical exploration, platform operation, brand building and mechanism innovation, and has constructed a solid platform operation system through the construction of its own brands such as the Alliance's annual conference, theme forums, International Mountain Tourism Day, Dialogue among Famous Mountains in the World, and the Asian Mountain Tourism Promotion Conference, which provide strong support for serving the members, influencing the industry, and sharing the results of the development of the international mountain tourism industry. It can be said that through unremitting efforts, the visibility, credibility and influence of the International Mountain Tourism Alliance has made great progress, and the Alliance has won the praise of the business management, the initiators of the Alliance and the industry with its excellent performance.

We still have a long way to go, and we will face new opportunities and challenges. We need to adhere to the goal of sustainable and high-quality development. In a complex and ever-changing environment, the Alliance should highlight the advantages of its own professional organization, actively carry out mountain tourism business contacts and cooperation exchanges with different countries, activate tourism consumption willingness around the world through rich activity platforms, and guide tourists to integrate into healthier, safer, ecological, and immersive mountain tourism experiences. Gather more people in the industry to contribute to the cooperation of mountain tourism industry; We also need to mobilize the cooperation enthusiasm of related institutions, academic circles, industries and destinations, organize think tanks and experts to carry out professional research in the field of mountain tourism, and jointly release valuable mountain tourism statistics, industry forecasts, trend forecasts, and professional reports.

We expect that in the new stage of develop-





trend forecasts, and professional reports.

We expect that in the new stage of development, the IMTA will continue to build a better platform for international exchanges and cooperation in mountain tourism, a research platform for the development of mountain tourism, create more new theories, standards and methods for the development of mountain tourism, and better serve its members, the industry and play an important role in the governance of global mountain tourism. The Alliance has made significant progress in its six years of operation, and I would like to express my heartfelt gratitude to Guizhou

Province, the initiator of the Alliance, for the quality resources you have provided to the Alliance, which has given it the strength to be pioneering and innovative, and I believe that the areas of interaction and cooperation between the Alliance and Guizhou will continue to expand and achieve new results. I would also like to congratulate and thank all colleagues in the Secretariat of the Alliance for the efforts they have made for the innovative development of the Alliance over the years and for the excellent results they have achieved! Thank you all!



与联盟共同努力为山地旅游高质量发展 作出积极贡献

蔡朝林 贵州省副省长

嘉宾
致辞
Address



非常高兴与大家相聚康养胜地、人文兴义，共同参加一年一度的国际山地旅游联盟年会。在此，受李炳军省长委托，我谨代表贵州省人民政府，向年会的召开表示祝贺，对各位嘉宾、朋友的到来表示热烈欢迎、衷心感谢！

岁序更替，华章日新。2017年8月15日，国际山地旅游联盟在兴义挂牌成立。6年来，联盟走过了一条不断探索积极奋进的发展之路。成立伊始，联盟作为一个新生事物，作为全球唯一以山地旅游为定位的国际组织，承载着来自贵州、中国乃至全球各方面的期许。山地旅游联盟始终秉持“以可持续旅游为目标，保护山地资源，传承山地文明，促进山地经济，造福山地民众，推动会员间国际交往、经验分享与业务合作”的宗旨，以及山地旅游促进健康生活和文明交流的理念，积极推动国际山地旅游的交流与合作，参与全球旅游治理体系建设，开展课题研究，促进资源嫁接，对国际山地旅游业的健康发展起到了引领性作用。联盟的知名度、影响力日益提升，也为贵州旅游走向国际作出了积极贡献。

云开雾散，机遇当时。当前，全球旅游业加速复苏，本次年会主题“山地旅游资源化创新与目的地构建”、世界名山对话主题“世界名山赋能山地旅游健康福祉”与国际山地旅游暨户外运动大会“文体旅融合，高品质生活”的主题相互呼应、相得益彰，较好体现了联盟作为专业性国际旅游组织，对区域发展趋势的前瞻性判断和对市场需求变化的精准把握，我们期盼并相信各位业界专家、联盟会员在本次联盟年会上的精彩分享和对话，将碰撞出新时代山地旅游高质量发展的智慧火花。

贵州是山的王国，有“山地公园省”之称。近年来，贵州依托全域山地资源优势，不断丰富山地旅游产品供给，提升山地旅游的内涵品质，推动山地旅游实现了由“看山看水”向“游山玩水”转变。我们强化多业态创新融合，文旅、体旅、康旅、酒旅、桥旅等新业态不断涌现，贵州成为全国旅游最火爆的省份之一。今年1-8月，全省接待游客人次、旅游收入分别恢复到疫情前2019年的109.2%、117.7%，7-8月更是呈现“井喷式”增长，接待游客人次、旅游收入比2019年同期增长均超过30%，“村超”“村BA”火爆出圈，全网点赞超过500亿人次，被央视赞誉为“这十年经济社会变化的缩影，成为观察中国式现代化的一个窗口”。当前，贵州旅游业呈现出高质量发展的良好态势。

各位嘉宾、朋友，在旅游业全面复苏的今天，贵州作为山地旅游大省和联盟成立的发起者，将积极为联盟的建设与发展创造条件、提供服务等保障，与联盟共同努力，为山地旅游高质量发展做出积极贡献。

最后，预祝本届会员大会取得圆满成功！祝各位嘉宾、朋友在黔期间工作顺利、身心愉悦。

谢谢大家。



"2023国际山地旅游联盟年会" & "2023世界名山对话"
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Working together with the IMTA to make positive contributions for the high-quality development of mountain tourism

Cai Chaolin, Vice Governor of Guizhou Province

Today, the Annual Conference of International Mountain Tourism Alliance (IMTA) takes place in Xingyi. On behalf of Guizhou Provincial Government, I hereby extend my warm congratulations on the opening of IMTA Annual Conference & Dialogue among World Famous Mountains, convey my best regards to all friends who are devoted to the development of international mountain tourism, and give my heartfelt thanks to the people of all walks of life who show solicitude for the development of Guizhou Province!

As the time goes by, more glories will be achieved. 6 years ago, IMTA was officially established here. Today, we get together again in Xingyi. Looking back on the past 6 years, IMTA has made extraordinary explorations and achievements. At the inception phase of its establishment, IMTA, as a newly emerging thing and the world's only international organization positioned at mountain tourism, carried the expectations from Guizhou, from China, and even from all around the world. Meanwhile, pressures from these expectations turned into the driving force. Over the past 6 years, IMTA has never deviated from its development purpose "Aiming at sustainable tourism to protect

mountain resources, inherit and carry forward mountain civilization, and promote mountain economy, for benefiting the people in mountainous regions, and facilitating international exchanges, experience sharing and business cooperation among its members" and its development notion "Mountain tourism for promoting healthy life and civilization exchanges", for example, it actively boosted the exchanges and cooperation in international mountain tourism, took part in the construction of the global tourism governance system, embarked on business and topic research, and pressed ahead with resource grafting and investment promotion. Simply put, IMTA played a guiding role in promoting the healthy development of the international mountain tourism industry, and its prestige and influence expanded with each passing day. IMTA's steady business expansion also helped effectively improve Guizhou tourism industry's internationalization level. I am convinced that IMTA is taking a more steadfast step toward its ultimate goal "To become the world's best-in-class mountain tourism professional platform".

As cloud and fog are dispelled, the opportuni-



ties are looming. The global tourism industry is being rejuvenated at an accelerated pace. Amid this backdrop, this annual conference themed on “Mountain Tourism Resource-based Innovation and Destination Construction” and “Dialogue among World Famous Mountains” themed on “World Famous Mountains Empower the Wellness of Mountain Tourism” echo perfectly with International Conference of Mountain Tourism and Outdoor Sports themed on “Culture, Sports, and Tourism Integration, High-quality Life”, which right mirrors the professional international tourism organization IMTA’s prospective judgement on the regional development trend and precise analysis on the change of market demands. As the saying puts it, “Pool public wisdom for master plan, gather the public strength for great cause”. I hope that all industry experts and IMTA members will share their viewpoints and hold talks at this IMTA Annual Conference, in order to offer suggestions and guidelines for the high-quality of mountain tourism in the new era.

Guizhou is a kingdom of mountains, known as “Mountain Park Province”. In recent years, relying on the advantages of mountain resources in the whole region, Guizhou has continuously enriched the supply of mountain tourism products, improved the connotation and quality of mountain tourism, and promoted mountain tourism to realize the transformation from “seeing the mountains and watching the water” to “playing in the mountains and playing in the water”. We strengthen the innovation and integration of multi-indus-

try, cultural tourism, sports tourism, recreational tourism, wine tourism, bridge tourism and other new forms continue to emerge, Guizhou has become one of the hottest provinces in the country’s tourism. From January to August this year, the province’s reception of tourists, tourism revenue were restored to the epidemic before 2019 109.2%, 117.7%, July-August is a “blowout” growth, reception of tourists, tourism revenue than the same period in 2019 increased by more than 30%, “Village super” “village BA” hot out of the circle, the whole network of praise more than 50 billion people, was praised by CCTV as “the epitome of economic and social change in this decade, and become a window to observe the Chinese style of modernization!”. At present, Guizhou’s tourism industry presents a good situation of high-quality development.

Today, the tourism industry is stepping towards all-around recovery and rejuvenation. As a large mountain tourism province and the sponsor for the establishment of IMTA, Guizhou will actively create conditions for the construction and development of IMTA, and it will work together with IMTA to make contributions to the mountain tourism’s high-quality development.

The development potential is immense, but we are taking a heavy responsibility and embarking on a long road.

Lastly, I wish this conference a complete success! Wish all guests all the best in your work, health, and life!





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旅游业全面复苏需要 密切国际合作、创新市场化产品服务

温吞·考潘 老挝新闻文化旅游部副部长



首先,我非常荣幸能够出席在中国美丽而充满活力的省份贵州省举行的主题为“山地旅游资源化创新与目的地构建”的2023国际山地旅游联盟年会以及相关会议。

借此机会,我谨代表老挝代表团,向中华人民共和国政府,特别是贵州省和黔东南布依族苗族自治州人民政府的精心安排以及对我国代表团的热烈欢迎和盛情款待表示诚挚的感谢和赞赏。

值此之际,我还要祝贺自2023年5月29日起在老挝首都万象举行的主题为“连接山地精彩,共享美丽生活,共促旅游振兴”的2023国际山地旅游日取得丰硕成果。国际山地旅游日的活动包括山地旅游活动、手工艺品和老挝其他旅游产品的展览。

老挝政府将旅游业列为国家社会经济战略规划中的主要经济行业之一,重点关注有关文化、历史和自然旅游的政策,以吸引包括中国游客和投资者在内的国际游客到访老挝。老挝政府开发了更多的基础设施,旅游业从北

到南与邻国联系密切;并开发了以社区旅游和生态旅游走廊为重点的旅游产品,以减轻老挝多民族人民的贫困问题,实现可持续的社会经济发展。

2023年是全球旅游业的重塑之年。旅游业的全面复苏需要密切合作、创新的理念、以市场为导向的商业模式、产品和服务。为此,在2023国际山地旅游日期间,我们强调:“保护山地资源,传承山地文明,促进山地经济,造福山地人民”将是我们振兴旅游业、共创美好未来的重要准则。

我坚信,今天的活动将为我们提供一个交流信息的良好平台,推动全球可持续旅游业迎着即将到来的机遇前行,并推广全球著名的山地旅游目的地。老挝就有许多山地旅游景区,如:位于甘蒙省的岩溶景观、华潘省的帕提山,琅勃拉邦省的帕当山。

2022年,老挝接待了120多万名国际游客,而2023年前6个月接待了160多万名国际游客。中国游客在国际到访游客中位列前五名。

老挝将于2024年1月22日至27日在首都万象举办东盟旅游论坛(ATF);还将推出“2024年老挝旅游年”,以吸引更多国际游客,并举办一系列老挝旅游活动,同时推动服务质量达到国际标准。此外,还将进一步开发更多的基础设施、旅游设施和一些旅游产品,以接待游客。

我祝愿各位领导、各位代表、各位嘉宾、女士们、先生们身体健康、万事顺遂。借此机会,我诚挚邀请各位到访老挝,出席在老挝首都万象举行的2024年东盟旅游论坛。

谢谢!

Full recovery of tourism requires close international cooperation and innovation in market-based products and services

H.E.OUNETHOUANG KHAOPHANH, Vice Minister
of Information Culture and Tourism of Laos

嘉宾
致辞
Address

First and foremost, it is my great honor and pleasure to attend the International Mountain Tourism Alliance Annual Conference 2023 and its related Meetings, which is being held in Guizhou Province, a beautiful and dynamic city of People's Republic of China under the theme "Mountain Tourism Resource Innovation and Destination Construction".

On behalf of the Lao delegation, I would like to take this opportunity to express my sincere thanks and appreciation to the government of People's Republic of China, especially the Guizhou Provincial as well as People's Government of Qianxinan Buyi & Miao Autonomous Prefecture for excellent arrangements and the warm welcome and generous hospitality extended to our delegation.

In this regard, I would also like to congratulate upon the fruitful outcome of the 2023 International Mountain Tourism Day under the theme "Enjoy the Wonder of Mountains, Share the Beautiful of Life, Revitalize the Tourism Industry" held at Vientiane Capital, Lao PDR since 29 May 2023. Events organized for International Mountain Tourism Day included an exhibition of mountain tourism activities, handicrafts and other Lao tourism products.

The Government of Lao PDR has prioritized the Tourism as one of major economic sectors in the national socio-economic strategic plan by focusing on Cultural, Historical and Natural tourism policy in order to attract international tourists to visit Lao included Chinese tourist and investors to the Lao PDR. The Lao government has developed more infrastructures, tourism from the

north to the south in connecting with neighboring countries and developed tourism products focus on community-based tourism and eco-tourism corridor in the purpose to reduce poverty for Lao multi-ethnic people and sustainable socio-economic development.

The year 2023 marks the year of reshaping world tourism, the full recovery of tourism requires close cooperation and innovative ideas, business patterns, products and services has been oriented by the market source among that during the 2023 International Mountain Tourism Day, we highlighted that the "protecting mountain resources, preserving mountain civilization, and promoting mountain economy to the benefit of the people living in mountainous regions" will be significant rule for our revitalizing tourism and creating a bright future together.

I strongly believe that today's event would serve as a platform for us to exchange information and move forwards sustainable tourism as a whole toward fast-approaching future opportunities and promoting World-Famous Mountain Tourism Destinations Since Lao PDR has many mountains tourist attraction such as: the rock view located in Khammouan Province, Pha Thee of Huaphanh Province, Pha Daeng of Luang Prabang Province.

In 2022, Lao PDR received more than 1.2 million international arrivals, while the first 6 months of 2023 reached more than 1.6million international visitors. Chinese tourist become top 5 of international tourist arrival.

In 2024, Lao PDR will host the ASEAN Tourism Forum (ATF) during 22-27 January 2024 in Vientiane Capital in conjunction with Launching





“2023国际山地旅游联盟年会” & “2023世界名山对话”
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the Visit Lao Year 2024 to attract more international tourist as well as to host Laos tourism activities and the quality of service up to international standard. In addition more infrastructure, tourism facilities and several tourism products to be further develop to serve as accommodate tourist.

I wish excellencies, delegate, guests ladies and gentlemen, good health and great success. Taking this opportunity, I would like to cordially invite you to visit Laos and attend the ASEAN Tourism Forum 2024 in Vientiane Capital, Lao PDR.

Thank You!



缅甸将把确保游客健康福祉和目的地安全保障 作为重中之重

吴漂佐梭 缅甸旅游部副部长



首先,值此国际山地旅游暨户外运动大会召开之际,我谨向各位致以最热烈的问候和最美好的祝愿。我很高兴代表缅甸旅游部向所有与会者表示诚挚的感谢和崇高的敬意。

今天,值此国际山地旅游联盟年会和国际山地旅游暨户外运动大会召开之际,我想着重强调缅甸对于促进山地旅游和户外运动的持续复苏和振兴潜力巨大。

请允许我就缅甸旅游业提供一些重要见解。众所周知,缅甸拥有丰富多样的文化,汇聚了100多个不同的民族,拥有浩瀚的河流、原始的海滩、高耸的山脉、维尔京群岛和肥沃的平原。

缅甸群山环绕,西部为若开山脉,东部为掸邦高原。缅甸山脉众多,其中包括通常被称为山中皇后的喜马拉雅山。对于山地爱好者而言,在缅甸,有数不胜数的地方值得探索,尽情享受山地假期生活。值得注意的是,开加博峰(Hkakaborazi)是缅甸境内的第一高峰,海拔高达5,881米。再往北,葡萄县是缅甸最北边的一个小镇,恰如一颗偏远的喜马拉雅宝石,四周雪山环绕,是一处宁静而原始的度假胜地。

对于那些寻求山居的人而言,格劳(Kalaw)无疑是理想之选,这是一个山间小镇,坐落在掸邦丘陵上,风景如画。交通便利。在这座宁静而古老的英式山城中,您可尽情放松,抑或来一场冒险徒步旅行。格劳也是通往几条徒步路线的门户,这些路线蜿蜒穿过掸邦山脉的中心地带,包括前往茵莱湖(Inle Lake)的惊险三天徒步之旅。

缅甸还拥有波帕山(Mount Popa),这是一座死火

山,也被称为母亲山(Taung Ma-gyi),以及较短的火山塞汤恩卡拉特(Taung Kalat)。此外,大金石佛塔(Kyaiktiyo Pagoda),通常被称为金岩石,是一个令人叹为观止的景点,一块巨大的岩石摇摇欲坠地栖息在山崖上,游客可从大金石佛塔山顶一览壮阔胜景。

在缅甸,文化旅游吸引了诸多游客,我们的旅游业将文化和自然进行融合。我们有21个指定生态旅游景点,为自然爱好者提供了丰富选择,每个景点优美独特,遍布野生大象、豹子、老虎、长臂猿、海龟和珍稀鸟类等奇异野生动物。缅甸多样化的生态系统和丰富的生物多样性使其成为发展生态旅游业的宝贵资产。尽享缅甸之旅,发现自我,体验本土社区充满活力的生活方式。事实上,缅甸是国际游客的绝佳之选。

新冠疫情对缅甸旅游业造成重创,要完全恢复到疫情前的水平仍需时日。2019年,缅甸接待了436万名游客,创造了28.18亿美元的旅游收入。缅甸已采取措施重新向国际旅游业开放,自2022年4月17日起为商务旅行提供便利,并自5月20日起向游客发放电子签证。

为了应对疫情的影响,缅甸酒店和旅游部制定并实施了缅甸旅游战略复苏路线图(MTSRR 2021-2025),其中包括18项战略和93项详细行动,以实现短期、中期和长期目标。缅甸还优先采取健康和安全措施,以确保游客的福祉。确保目的地安全和保障仍是重中之重。

中国作为全球最大的出境游市场之一,对缅甸旅游业意义重大。2019年,缅甸接待中国游客150万人次,占市场份额34%。2022年,接待游客超过23.3万人次。其中中国游客23,298人次。2023年1月至7月,接待中国游客超过12.3万人次。我很高兴地宣布,自2023年10月1日起,我们计划放宽对中国护照持有者的免签政策,进一步加强我们的旅游交流。

自2018年10月1日起,缅甸一直致力于为中国游客的旅行提供便利,包括在仰光、曼德勒和内比都国际机场的落地签证(VoA)。这些努力推动了游客人数的增长,中国成为2019年缅甸最大的游客来源国。该部正与有关当局密切合作,将落地签证计划扩大到中国和印度。我们预计,通过这一合作,缅甸和中国之间的边境旅游将进一步增长。



旅游业的发展在很大程度上离不开线上和线下营销。为此，我部针对我们选定的国际市场推出了面向消费者的在线营销平台。此外，我们还通过旅游博览会、体育活动、汽车拉力赛和 FAM 缅甸之行等举措，积极支持我们的私营部门，从而推广旅游产品和服务。

2018 年 10 月，我们与缅甸旅游联合会 (Myanmar Tourism Federation) 和私营部门旅游协会合作，成立了缅中旅游促进工作组 (Myanmar-China Tourism Promotion Working Group)。此外，2022 年 10 月成立了缅中旅游促进工作队 (Myanmar-China Tourism Promotion Task Force)。这些努力凸显了促进中国旅游企业与缅甸 B2B 合作的重要性。

作为邻国，缅甸和中国拥有共同的自然和文化资产

以及相近的价值观。我相信，在您访问期间，您务必见证了仰光和曼德勒等缅甸主要旅游目的地的胜景。我建议您探索更多的旅游目的地和景点，包括附近已入选联合国教科文组织世界文化遗产的蒲甘市 (Bagan)，联合国教科文组织生物圈保护区和生态旅游热点的茵莱湖，以及风景宜人的海滩。我谨代表缅甸人民，热烈欢迎来自世界各地的游客前来体验缅甸的迷人魅力。此外，随着我们持续的简化业务流程，我们还邀请您探索缅甸的独特投资机会。

最后，非常荣幸能够在此次盛会上发表讲话，对此我谨致以诚挚的谢意。祝愿在座每个人都大展宏图，事业蒸蒸日上，也预祝此次会议取得圆满成功。

非常感谢！





Myanmar has prioritized health and safety measures to ensure the well-being for tourists

嘉宾
致辞
Address

U Phyo Zaw Soe, Deputy Minister of Ministry of Hotels and Tourism of Myanmar

First and foremost, I would like to extend my warmest greetings to each one of you on this auspicious occasion of the International Conference on Mountain Tourism and Outdoor Sports. On behalf of the Ministry of Hotels and Tourism of Myanmar, I am delighted to express my sincere gratitude and profound appreciation to all the participants of this meeting.

Allow me to provide some essential insights into tourism in Myanmar. As you are well aware, Myanmar is a year-round destination with geographically spread tourism products including diverse and rich cultural and historic assets. The whole country has interesting places and things to explore starting from the highest snowcapped mountain North parts to untouched islands in Southern part.

In Myanmar, cultural tourism draws the majority of visitors, and our tourism industry revolves around culture and nature. Nature enthusiasts will find a wealth of options among Myanmar's 21 designated ecotourism sites, offer a unique attractions, including exotic wildlife such as wild elephants, leopards, tigers, gibbons, 2 turtles, and rare birds. There are valuable asset for the developing ecotourism industry. Indeed, Myanmar is an enchanting destination for international visitors.

The COVID-19 pandemic has had a severe impact on Myanmar's tourism industry, and it will take time to fully recover to pre pandemic levels. In 2019, Myanmar welcomed 4.36 million arrivals, generating tourism receipts of 2818 million USD. Myanmar has taken steps to reopen to international tourism, facilitating business travel since April 17, 2022, and issuing e-visas to tourists since May 20. Myanmar has also prioritized health and safety measures to ensure the well-being of travelers as a top priorities.

China, as one of the world's largest outbound travel markets, holds great significance for Myanmar's tourism sector. Myanmar received 1.5 million tourists from China in 2019, accounting for 34% of the market share. In 2022, we welcomed over 233,000 visitors, including 23,298 Chinese tourists. In 2023, from January to July, we received over 123,000 Chinese tourists. I am pleased to announce that starting October 1st, 2023, we plan to relax visa exemption policies for Chinese passport holders, further enhancing our tourism ties.

Myanmar has been working to facilitate travel for Chinese tourists, including Visa on Arrival (VoA) at Yangon, Mandalay, and Nay Pyi Taw International Airports since October 1st, 2018. These efforts have contributed to an increase in visitor arrivals, with China becoming the largest source of tourists to Myanmar in 3 2019. The Ministry is collaborating with relevant authorities to extend the visa on arrival scheme for China and India. We are planning to develop in border tourism between Myanmar and China through this collaboration.

As neighbors, Myanmar and China share natural and cultural assets and common values. I encourage you to explore more destinations and attractions, including the nearby city of Bagan, a UNESCO World Cultural Heritage Site, Inlay Lake, a UNESCO Biosphere Reserve and eco-tourism hotspot, and our stunning beaches. On behalf of the people of Myanmar, I extend a warm welcome to visitors from around the world to experience the of our country.

In closing, I would like to express my sincere gratitude for the privilege of addressing this esteemed gathering. I wish each one of you great personal and business success and a highly productive meeting today.

Thank you very much.



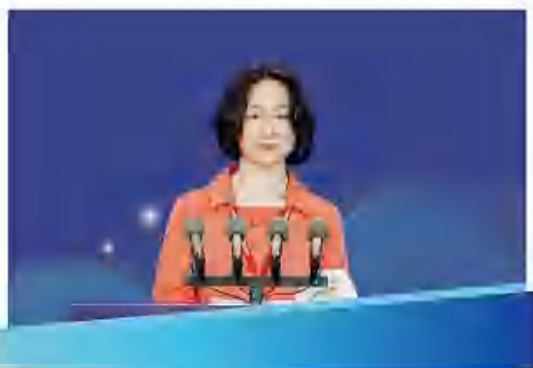
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山地旅游赋能世界旅游经济高质量发展

嘉宾
致辞
Address

何超琼 全国政协常委、全国工商联副主席

世界旅游经济论坛副主席兼秘书长、国际山地旅游联盟副主席



今天是国际山地旅游联盟换届以来举办的第一届年会，我也是首次以联盟副主席的身份出席这次盛会，看见来自世界各地的会员和业界朋友相聚一堂，将围绕共同关注的“后疫情时代”山地旅游的趋势及目标，共商创新发展的理念，体现了联盟的光荣使命，为此我倍感荣幸。

国际山地旅游联盟作为专注于“可持续山地旅游发展”的NGO组织，是旅游业发展一支不可忽视的力量。过去6年中，联盟伴着复杂多变的局势，克服了疫情冲击和国际环境的不确定性等困难和挑战，始终坚持立足于“生态优先，绿色发展，团结协作，互利共赢”的理念，在联盟宗旨目标引领下，充分利用“山旅专业”优势，紧紧依靠联盟会员和业界力量，在保护和创新利用山地资源，在传承和开发人文文化，在促进区域山地经济，在帮扶民生福祉上采取不同方式积极助力，为发展“绿色旅游”，探索建立健康和谐的山地旅游新机制做出了积极努力和贡献，在业界赢得了良好的口碑，成为世界旅游业发展的积极力量。

山地旅游的发展拥有悠久的历史，伴随着璀璨的文明进程，成为世界旅游业发展史中不可或缺的重要部分。进入21世纪，随着全球化的深入，“一带一路”的发展，山地旅游再度兴起，根据世界旅游组织的资料山地旅游约

占到全球旅游总量的百分之二十，依然是世界旅游经济的重要组成部分。

在世界陆地中，广义的山地包括山地、丘陵、高原三大地形，占陆地面积的60%，山地作为最为重要的地表形态，是人与自然和谐共生的生命共同体，山地的自然与人文生态系统，为山地旅游提供了强大的资源支撑。在全球旅游业进入新发展格局的背景下，充分利用山地立体气候明显，生物资源多样，生态环境良好，文化特点鲜明等优势，抓紧发展的主旋律，山地旅游发展将以巨大空间和潜力，扮演世界旅游经济发展的新引擎的角色。

目前世界正处于百年未见的大变局中，存在着诸多不确定性。尤其是一些发展较为落后的山区，较为欠缺文化交流，不同程度上制约了世界可持续发展目标，山地旅游为山区经济注入新动能。如果说山地旅游好比一座连接世界、平衡地区发展、增进理解信任的跨洋大桥，那么山地旅游有更多顺势而上的机会，探索未来旅游经济的发展理念、模式和目标，重塑世界旅游业的发展蓝图是我们共同的责任。

世界旅游经济在疫情期间受到巨大冲击，种种挑战带来了创新和变革。在今日的后疫情时代，不但旅客的兴趣，旅游趋势，消费习惯，以至业界的经营模式都有着翻天覆地的变化。在新业态新趋势下，我们要加强创新，提供更多样化的旅游产品和服务，以满足旅客的需求。

我深信在全球旅游业走向全面复苏，市场格局发生重大变化的时代下，旅游业需要团结共建，重塑旅游产业链的格局，赋能世界旅游经济高质量发展。山地旅游可以利用自身的资源优势、后发优势、创新优势，与世界旅游各细分市场、各专业业态一起，融合绿色、科技的元素，发掘文化、健康的潜力，将世界旅游经济的发展同世界经济的命运、人类文明的进步、地球生态的修复紧密联系，共同建设属于全世界的“旅游命运共同体”。



Mountain Tourism Empowers High-Quality Development of the Global Tourism Economy

Pansy Ho, Member of the Standing Committee of the National Committee of the Chinese People's Political Consultative Conference, Vice Chairman of the All-China Federation of Industry and Commerce, Vice Chairman and Secretary General of GTEF, Vice Chairman of IMTA

Today marks the first annual conference of the International Mountain Tourism Alliance (IMTA) since its term change, and it is my first time to attend this event as Vice Chairman. I am honored to meet our members and industry friends from all over the world. With focus on the trend and goal of mountain tourism development in the post-COVID era, we will discuss the concept of innovative development and accomplish the glorious mission of IMTA.

As an NGO focusing on the sustainable development of mountain tourism, IMTA is a non-negligible force in tourism development. Over the past six years, under the complex and volatile situation, we have overcome the impact of COVID-19, the uncertainties of the international environment, and other difficulties and challenges, stuck to the concept of "ecological priority, green development, unity and collaboration, mutual benefit and win-win", upheld our purpose, fully leveraged our strengths in mountain tourism, relied closely on our members and the industry, protected and innovatively used mountain resources, inherited and developed humanistic culture, promoted the regional mountain economy, improved people's well-being, and made positive efforts and contributions to the development of green tourism routes, as well as the establishment of a new mechanism for healthy and harmonious mountain tourism, thus earning a good reputation in the industry, and becoming a driver for world tourism development.

The development of mountain tourism dates back a long time ago, and it has become an indispensable part in the history of world tourism

development with the prosperity of civilizations. In the 21st century, with the deepening of globalization and the development of the Belt and Road, mountain tourism has flourished again. According to data released by the World Tourism Organization, mountain tourism accounts for about 20% of world tourism, showing it remains an important part of world tourism.

In a broad sense, mountains include mountains, hills and plateaus, accounting for 60% of the world's land. As the most important landform, the mountain is a harmonious community of man and nature. The natural and human ecosystems of mountains provide strong resource support for mountain tourism. When the global tourism industry is entering a new development pattern, we should take full advantage of the varied climate, diverse biological resources, favorable ecological environment and distinctive cultural features of mountains, to grasp the main theme of green development. With huge potential, mountain tourism will play its role as a new driver for world tourism development.

Amid drastic changes unseen in a century, the world becomes quite uncertain. In particular, some underdeveloped mountainous areas are insufficient in cultural exchanges, and the situation has constrained the world's sustainable development goals, but mountain tourism has injected new momentum into the mountain economy. If mountain tourism is a trans-ocean bridge that connects the world, balances regional development, and enhances understanding and trust, there will be more opportunities for mountain tourism to ride on the momentum. We share the



responsibility to explore the development concepts, modes and goals of the future tourism economy, and to map out a new blueprint for world tourism.

The world tourism economy was hit hard by COVID-19, and challenges have brought about innovations and changes. In the post-COVID era, drastic changes have taken place in tourists' interests, tourism trends, consumption habits and business modes. Facing new business types and trends, we should step up innovation and provide more diverse tourism products and services to meet tourists' needs.

I am convinced that in an era when global tourism is fully recovering and the market pattern is changing significantly, the tourism industry

should stay united and work together to reshape the pattern of the tourism industry chain to promote the high-quality development of world tourism. Based on its resource advantage, late-mover advantage and innovation advantage, along with the segments of the world tourism market and specialized business forms of tourism, mountain tourism can integrate green elements with technological elements, tap the potential of culture and health, closely link the development of world tourism with the future of the world economy, the progress of human civilization and the restoration of the earth's ecology, in a joint bid to build a community with a shared future for world tourism.



践行可持续发展理念，顺应山地旅游日趋增长态势

苏曼·潘迪 亚太旅游协会秘书长（司库）

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“除了照片，不带走一草一物；除了脚印，不留下一丝痕迹；除了时间，不抹灭任何存在”。这句出自国家公园之父约翰·缪尔（John Muir）的名言为人与山之间的关系做了经典的注解。地质学家将海拔而起300米以上的高地称之为山地。在世界各地，人们发现了许多高低不等的著名山脉。其中最高的要属地处尼泊尔和中国边境的喜马拉雅和喀喇昆仑山脉，那里矗立着8848米高的珠穆朗玛峰和其他7座8000米以上的高峰。世界上14座8000米以上的高峰全部位于尼泊尔、中国和巴基斯坦之间。兴都库什山脉是亚洲另一座雄伟山脉，屹立着若干7000米以上的高峰。

欧洲的阿尔卑斯、北美的落基山和阿拉斯加、南美的安第斯、非洲的乞力马扎罗、南极洲森蒂纳尔岭文森峰、澳大利亚阿尔卑斯山脉的科修斯科峰等山峰或山脉与世界其他群山一道因登山运动、徒步远足和其他众多具有挑战性的娱乐活动等原因而受到人们青睐。这些山峰或山脉皆因人类到访和人气聚集而世界闻名。

各种活动的成功举办打开了各个山脉的知名度，许多山峰因此声名在外，人气渐旺，成为了众人旅行的向往之地。来到山中参加登山、徒步、远足、露营、滑雪、低空跳伞等各种活动的愿望以及无数其他缘由造就了旅游业和

山地旅游业的发展。

人们在山间可体会到身、心、灵的愉悦之感。山里远足或徒步一天可消耗2000到3000卡路里的能量。千变万化的地貌和植被、迷人的景色、清新的空气涤荡了城市生活的重重压力，令人精神焕发。灵修之人在此也可找到一片心中的净土。

但人们在山地的活动会威胁到当地的植被与生命，造成环境破坏，还会打破部落和游牧人群的食物供应链平衡，污染自然水源。诸多其他损害自然的后果也需要进行仔细评估，通过合理规划来开展环保行动。

看到旅游过度开发带来的影响，这些世界名山及时启动了生态干预。为保护珠穆朗玛峰和周边地区免遭生态破坏，尼泊尔于1976年设立了萨加玛塔国家公园，该国家公园同时也被联合国教科文组织评定为世界自然遗产。这座著名山峰的另一半在中国祁连山国家公园内，因此也受到了精心的保护。每一座世界名山都地处国家公园或政府认定的保护区内。成立国家公园来保护这些珍贵的世界遗产、出台法律法规来强制性落实环保举措也衍生出旅游产业的一个新词——可持续旅游业。与此同时，消费者群体甚至也有了足够的环保意识来接受或选择符合环保规范的服务。这为保护山地环境创造了充分而有利的条件。

据预计，2031年全球山地旅游人数将达到20亿，山地旅游需求还会继续增长！所以我们作为长居山中为山地旅游业服务的一份子，应做好规划，践行可持续发展的理念，从而更好地应对山地旅游日益增长的需求。

亚太旅游协会坚定致力于可持续旅游业的发展，时刻准备着帮助所有成员地区、国家制定和实施相应计划，有任何需要支持的地方，请一定告诉我们。我们时刻准备着祝你一臂之力。祝愿山地旅游业的发展生生不息！

感谢大家！



“2023国际山地旅游联盟年会” & “2023世界名山对话”
2023 Annual Conference of IMTA
2023 Dialogue among World Famous Mountains

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Practice the Concept of Sustainable Development to Meet the Increasing Demand of Mountain Tourism

Suman Pandey, PATA Treasurer

“Take Nothing but Pictures, leave nothing but foot prints, kill nothing but time”, the quote is from John Muir, Father of National Parks stands as everlasting definition of relationship between Men and the Mountains. Geologists classify land rising above 300m against surround area as mountain, famous mountains with diverse heights have been identified at different geographical areas of the world. Mountains in the Himalaya and Karakorum are the highest where all eight thousand meters are located including the Mount Everest 8848m, between Nepal-China border. There are 14 Eight thousanders in the world and they all lie between Nepal, China and Pakistan. Hindukush is another mountain range of Asia comprising of several 7000m peaks.

European Alps, Rocky Mountain, and Alaska in North America, Andes of South America,

Kilimanjaro in Africa Sentinel Range with Mt. Vinsion in Antarctica, Mt. Kosciusko in Australian Alps are the mountains or their home ranges along with many others around the world being popular for various reasons including sports of Mountaineering, Trekking and Hiking activities and many other activities offering entertainment, recreation amidst a sense of challenge. All these Mountains or the ranges are World Famous for their use and popularity.

Activities and achievements in the past make mountains popular and many of them become world famous to attract more people and occupy their wish list to Travel. Objectives of Travel into these mountains on various activities like Climbing, Trekking, Hiking, Camping, Skiing, base jump plus innumerable other reasons creates the phenomenon of Tourism and obviously it is Moun-





tain Tourism.

Mountains are also strong medium to provide recreation to people in Physical, Mental and spiritual forms. Each day of hiking or Trekking in the mountain is believed to burn 2000 to 3000 Calories of energy, the changing landscape and vegetation, beauty and fresh air in the atmosphere energizes human being living a stressful life in the city whereas, people practicing spirituality find their heaven in the mountains.

Engagement of people in the mountain may become threat to vegetation and life, causing destruction to environment. Food supply chain of tribal and nomadic people could be imbalanced, natural water source get contaminated. Many other results, counterproductive to nature need to be assessed carefully and impose proper plans to manage eco-friendly movements.

Ecological interventions amongst these World Famous Mountains were initiated well in time after observing impacts of over Tourism. In Nepal, to protect the Mount Everest and surrounding areas from Ecological damages, Sagarmatha National Park was established in 1976 along with UNESCO declaring as World Heritage Site. Chinese side of Mt. Everest has Quomolongma National park guarding the interest of conservation to this World famous mountain. Every World Famous

Mountain is within the National Park or Protected area declared by their Governments. Having these important assets under National Parks Authority and made every person or activities mandatory to go by norms of Eco-friendly codes and perform conservation practices give a new term to the Tourism Industry Known as Sustainable Tourism. Even the Consumers community have become aware enough to adopt by or choose services qualifying to norms of conservation. This makes the task of conservation in the mountains better and easier.

The Year 2031 is expected to receive 2 Billion arrivals worldwide and the demand will grow in Mountain Tourism as well ! So, we all living in the Mountains and catering to Mountain Tourism should have a plan to address the growing need of Tourists through sustainable practices.

Pacific Asia Travel Association has a strong commitment towards Sustainable Tourism and ready to help any member Countries or destination in Planning and execution of Sustainable Tourism Development. Should there be a need of any such support, please do not hesitate to let us know and we shall be there always to assist in your endeavor, long live Mountain Tourism !

Thank You !

嘉宾
致辞
Address





年度工作 Annual Work

联盟2023年度工作情况和2024年度工作计划

何亚非 国际山地旅游联盟副主席兼秘书长



国际山地旅游联盟第二届会员大会于2022年12月27日召开后,形成了新的联盟领导集体和组织架构,在新一届领导集体的领导下,坚持国际组织基本定位和山地旅游专业定位,始终秉承“保护山地资源、传承山地文明、促进山地经济、造福山地民众,致力于可持续山地旅游发展”的联盟宗旨。按照联盟既定的年度工作计划,力排不利、与时俱进、努力作为,在国际合作、课题研究、对外交流等方面取得了卓有成效的业绩。现将联盟2023年工作情况和2024年工作要点报告如下:

一、2023年工作情况

(一)联盟秘书处建设情况

1.制度建设框进一步健全完善

已完成包括《国际山地旅游联盟秘书处年度目标绩效考核实行办法》《国际山地旅游联盟秘书处职员薪级晋升实施方案》等在内的18项内控制度的修订、完善并印发,目前仅有《国际山地旅游联盟财务票据管理办法》《国际山地旅游联盟会计档案管理办法》两项正在做进一步优化,年内将完成《国际山地旅游联盟秘书处内控制度汇编》。

2.为人才引进和优化奠定新机制

为构建更加符合联盟实际的人事管理及用人机制,秘书处任在人才引进使用的激励政策与制度创新方面进行了深入调研,在此基础上拟定了《国际山地旅游联盟秘书

处职员薪级晋升实施方案》,并于4月获批执行,联盟人事管理和薪酬激励制度得以进一步规范和完善。同时,联盟通过吸纳相关领域有国际合作履历的高学历实习生,为联盟人才库储备力量,进一步拓宽联盟人才引入渠道。

3.推进总部功能建设

按照把联盟总部打造成山地旅游运营和形象展示中心的目标,提高功能区的利用效率,已完成联盟国际视讯会议室的建设;上半年邀请中国境内多家专业策展公司就【国际山地旅游联盟展示陈列中心设计建设项目】进行了策划征集,下一步将进行项目采购招标并启动建设。

4.做好会员会费收缴工作

根据联盟第二届会员大会正式审议通过的《国际山地旅游联盟会费收缴与管理办法》,2月至9月联盟秘书处全面开展了2022年度和2023年度会费收缴工作,得到了大部分会员的积极响应和支持,但并不十分理想,截止目前还有部分会员未能响应会员会费缴交。

(二)持续开展品牌活动,促进交流合作

今年以来,联盟秘书处精心策划并成功举办了“2023国际山地旅游日”主题活动、“2023亚洲山地旅游推广大会”、山地民宿(琅勃拉邦)合作交流、山地旅游产业(巴厘岛)交流会、山地旅游市场(吉隆坡)交流座谈会等活动。2023联盟年会暨“世界名山对话”也即将在贵州省兴义市举办。

1.2023“国际山地旅游日”主题活动

5月29日,联盟联合老挝新闻文化旅游部、世界旅游经济论坛、亚太旅游协会在老挝首都万象举办了以“连接山地精彩,共享美丽生活,共促旅游振兴”为主题的“国际山地旅游日”主题活动。来自16个国家的国际组织、联盟会员、老挝涉旅机构、企业、专家学者、媒体、外国驻老使节代表等250余人参会。大会联合发布《共促旅游振兴 共创美好未来——2023“国际山地旅游日”万象共识》,呼吁以平等、开放、包容的态度,构建多样化协作机制、多层次对话平台,持续推动山地旅游文明互鉴和产业发展。全球五大洲1209家媒体、直播平台、社交网站对本次活动稿件

进行传播,在全球业界引起热烈反响。

2.2023“亚洲山地旅游推广大会”

亚洲拥有丰富的山地资源,发展山地旅游是亚洲实现山地可持续发展的重要途径。继2022年在贵阳首次举办“亚洲山地旅游推广大会”之后,联盟在“2023国际山地旅游日”主题活动期间,再次成功举办“2023亚洲山地旅游推广大会”。与会的亚洲各国旅游机构代表围绕旅游重塑之年消费变化趋势、供给创新,市场运营等,探究山地旅游治理规律和路径,推介引领新消费需求的新业态、新产品。

3.山地民宿(琅勃拉邦)合作交流

老挝琅勃拉邦作为世界文化与自然双重遗产,旅游资源丰富,近年来在山地民宿的建设规划、运营管理等方面积累了丰富的经验。借“2023国际山地旅游日”主题活动之机,联盟携同老挝文旅机构、中国知名民宿经营主体、协会代表等约50人,围绕“特色民宿赋能山地旅游产业化”“高品质山地民宿的运营管理”等议题开展座谈交流,为中老民宿业界搭建合作交流平台,共同探索山地民宿新发展。

4.山地旅游产业(巴厘岛)交流会

6月1日,联盟在印度尼西亚巴厘岛举办了“山地旅游产业(巴厘岛)交流会”。联盟代表团、联盟在印尼会员、巴厘岛文旅机构、企业和媒体约50人,就“海岛型山地旅游目的地市场重塑”等议题进行了交流探讨。

5.山地旅游市场(吉隆坡)交流座谈会

6月3日,“山地旅游市场(吉隆坡)交流座谈会”在马来西亚吉隆坡举办。联盟在马来西亚会员、马来西亚-中国总商会、马来西亚华人旅游业公会、马来西亚旅游总会、马中旅游文化促进商会、涉旅企业、媒体代表等约60人参会,深入交流新市场环境下旅游供给与市场推广所面临的问题和解决方案,共同为旅游市场全面重启献计献策。

6.山地温泉康养交流座谈会

山地温泉康养旅游作为山地旅游的一种重要形态,具有广阔的市场前景。年会期间,联盟将组织国内外温泉专家、温泉企业管理运营者就规划、建设和运营管理山地温泉康养旅游目的地,加强温泉行业信息交流与经验分享,打造山地温泉康养旅游品牌,培养山地温泉康养专业人才,促进山地经济社会及山地旅游发展等进行研讨、寻求合作。

(三)开展课题研究,推动成果落地

联盟致力于构建山地旅游发展研究与评价体系,推动国际山地旅游标准化体系建设,为山地旅游产业健康发展提供理论指导、技术支撑和实操指导,以形成山地旅游高质量成长的重要支点。在联盟秘书处、各相关专业技术团队及专家的同心协力下,完成一些研究课题,并推动

研究成果落地实施。

1.编制《世界山地旅游发展趋势报告(2023版)》

按照2023国际山地旅游联盟工作要点,联盟联合携程集团、猫途鹰、中法山地旅游研究院对《世界山地旅游发展趋势报告(2020版)》(以下简称“报告”)进行更新,并将在年会上发布。《报告》按山地旅游的类别、形态,对世界山地旅游现状和发展情况、新冠疫情对山地旅游的影响及改变、未来山地旅游市场的运行方向和发展趋势等作出剖析研判,为业界和会员提供更为全面的借鉴和参考。

2.开展《RCEP框架下山地旅游合作与发展报告》

2022年,东盟十国与中国、日本、韩国、澳大利亚、新西兰等共15个国家签署的《区域全面经济伙伴关系协定》(Regional Comprehensive Economic Partnership,简称RCEP)正式生效实施,世界上人口最多、经贸规模最大、最具发展潜力的自由贸易区就此启航。该协定的签订与实施将在一定程度上重塑全球旅游发展格局,并推动形成一个基于超大规模市场、经贸关系、旅游流动和世界级资源群的全球最大旅游共同体。联盟联合中国社会科学院于9月初完成《RCEP框架下山地旅游合作与发展报告》编制,将在9月16日国际山地旅游暨户外运动大会上正式发布。同时,为服务联盟总部所在地贵州打造世界一流山地旅游目的地,启动了《RCEP下贵州山地旅游业态提升及创新》的研究课题,将于年内完成。

3.启动“世界旅游名山分类与评价实施方案”

2021年9月27日,联盟正式发布《世界旅游名山分类与评价体系研究报告》,该报告填补了旅游名山的研究空白,系统探讨了世界旅游名山的形成机制和研究基础,从旅游视角界定出世界旅游名山的概念和定义,进行了国家名山、文化名山、自然名山的类型划分,同时对于世界旅游名山的评价体系提出了初步建议。为进一步推动世界旅游名山评价体系的落地,促进山地旅游资源的保护与利用,参与世界山地旅游治理体系的构建,树立“世界旅游名山”的权威性,联盟7月起与北京大学启动了“世界旅游名山分类与评价实施方案”编制工作,分阶段制定并发布《世界旅游名山-认定工作方案》、《世界旅游名山-认定标准》、《世界旅游名山-认定指南》,相关报告编制及行业推广实施,该项工作拟于2024年中全面完成。

4.认定发布“IMTA国际山地温泉康养旅游先行示范点”

2022年,联盟联合亚太(重庆)温泉与气候养生旅游研究院、国际自然与森林医学学会、日本森林医学研究会、世界中医药联合会森林康养专门委员会等机构,与世界温泉与气候养生联合会(FEMTEC)副主席查尔斯·戴维森(Charles Davidson)等国际专家,借鉴、引进国际相关技





术规则,编制了全球首部结合“山地旅游”“温泉康养”“气候康养”“森林康养”的《国际山地温泉康养旅游地建设与评定》标准,引导、规范国际山地旅游领域内山地温泉康养旅游项目的开发建设和运营管理,促进山地温泉康养旅游的健康有序发展。为推动该标准的落地,今年首先以中国境内为主,征集认定了14个“IMTA国际山地温泉康养旅游先行示范点”,并将于9月16日在国际山地旅游暨户外运动大会上为相关温泉地正式授牌。

5. 认定发布“IMTA国际山地徒步旅游示范线路”

2021年,联盟组织专家委员会山地户外运动专家高宁(Serge Koenig),在欧洲徒步协会、法国徒步协会、意大利徒步旅游联合会等专业机构的协力支持下编制了《国际山地徒步旅游指南》,并征选公布了首批“IMTA国际山地徒步旅游示范点”,旨在引导徒步旅游目的地高起点、高标准、国际化地设计和建设。首批徒步旅游示范点的推出对推动徒步旅游产业健康发展、树立业界典范作出了起到了积极正向的引导。为继续扩大《国际山地徒步旅游指南》的推广应用,联盟再次在全球范围内征选认定了10条“IMTA国际山地徒步旅游示范线路”,将在9月16日国际山地旅游暨户外运动大会上发布授牌。

(四) 深化会员服务,扩大服务范围

服务会员是联盟秘书处工作的重中之重,2023年联盟秘书处采取多种工作方式对外展开联络,积极保持与会员互动。通过举办交流座谈、组团参展、新闻传播等方式更加紧密地联络会员,更好的服务会员。

1. 积极开展外联交流,密切会员行业联系

借助国际山地旅游日、亚洲山地旅游推广大会、联盟年会及课题研究标准体系建设等工作,探索建立与周边国家及国际旅游组织的友好交往与合作,进一步扩大和提高联盟的国际影响力和地位。3月联盟副主席兼执行秘书长傅迎春率队赴黄山参加联盟同中新社等单位共同主办的第二届“中国双世遗名山对话”,4月联盟副主席兼秘书长何亚非参加了由民生智库举办的“民生智库·文旅智库”沙龙并致辞,并率队参加第二届中国(武汉)文化旅游博览会和2023滨湖度假大会暨第二届长三角度假博览会,5月底6月初联盟副主席兼执行秘书长傅迎春率队赴东南亚举办“国际山地旅游日”主题活动,期间与老挝、印度尼西亚和马来西亚等国联盟会员、旅游协会、涉旅企业和媒体开展广泛交流。按计划,联盟领导还将于9月下旬率团赴澳门与世界旅游经济论坛合作举办“山地旅游赋能旅游业可持续发展”的圆桌会议,10月中旬参加在广西桂林举办的中国·东盟博览会旅游展和在浙江舟山举办的2023国际海岛旅游大会,11月率团赴欧洲拜访相关国际组织、商谈2024国际山地旅游日工作安排,并在相关国家和地区开展会员招募等工作。

2. 丰富会员服务内容

联盟会员队伍逐渐壮大,加上今年新申请入会的新增会员,目前联盟会员已覆盖36个国家和地区。2023年联盟组织相关会员单位共同参与上海旅游产业博览会、世界名山系列推荐——摄影暨传统民间手工艺展、第二届中国(武汉)文化旅游博览会、第十届中国西部文化产业博览会、2023第八届西安丝绸之路国际旅游博览会。同时,拟于10月中旬参加中国-东盟博览会旅游展。11月与相关机构合作,面向联盟会员和行业开展山地旅游业务培训,引入引进大型优质企业会员,促成企业与地方的深度合作,助推地方旅游经济的发展。

3. 行业资讯与会员宣传服务

国际山地旅游联盟“两微一网”(联盟官方网站、官方微信和官方微博)是联盟对外窗口、会员宣传平台、交流平台。2023年,对联盟官网进行了优化,对会员管理系统进行安全升级,截至9月,联盟官方发稿1317篇(中文官网882篇,英文官网435篇)。微信新策划推出“手机里的春日大片”“今天你在哪里露营”等线上投稿图片征集活动,持续更新山地科普、行业周报、会员周报、会员专访、会员新闻、观察与思考、“声”入山地、远方的家、山地旅游攻略等品质栏目,新策划推出“山地24节气”“专家稿件”“山地贵州”“旅游达人说山地”“人物|观点”等相关人文栏目。微博持续更新推出了#山地旅游##我与山地旅游##早安心地##声入山地##国际山地旅游日##露营#等微博话题和粉丝互动活动。持续提升内容可读性和专业性。开展了一系列的线上涨粉、线下地推活动,粉丝量得到显著增长。

二、2024年工作要点

现在距跨入2024年还有三个半月的时间,按照联盟2023年度工作计划,本年度的部分工作还在进行的过程中。关于联盟2024年工作,秘书处仅提出了初步的工作思路和工作方向,需在这次联盟年会及理事会上广泛听取联盟会员和业界专家的建议和意见,认真研究作进一步完善和细化后再正式实施。现将2024年工作要点报告如下:

(一) 加强联盟组织建设

在组织及人事管理、财务、资产及薪酬管理等方面继续强化内部制度化建设。严格按照国家法律法规及行业规定开展自查自纠,不断健全完善内部管理。优化人力资源管理,敢于突破创新,积极争取贵州支持,探索多样化用工管理方式,研究制定并实行科学的、符合国际组织标准的员工培训、人事激励和薪酬机制,把优秀人才吸引来、留下来,确保秘书处始终有稳定的高素质人才队伍。

(二) 优化会员结构,深化会员服务

争取在世界典型山地旅游国家和地区发展有代表性的相关旅游机构、社会组织、旅游院校与研究单位、涉旅



企业6家以上成为联盟会员,会员覆盖国家和地区增加到40个以上。主动对接山地旅游国家驻华使领馆和机构,征集一批重点预备会员名单,务实高效推进会员发展工作。最大限度地利用联盟三大平台为会员开展推介、技术支持,在项目合作等方面提供服务。在联盟举办的各项活动中,为会员设计和创造更多的交流合作环节和机会。定期和不定地开展专家座谈、组织联盟专家走访和业务培训等活动。

(三) 做强联盟平台影响力

紧跟山地旅游发展前沿趋势,密切联系包括联合国世界旅游组织、亚太旅游协会、世界旅游经济论坛等国际组织,探索同创新的合作交流平台。优化联盟平台体系建设,围绕行业发展热点和需求办5.29国际山地旅游日、国际山地旅游联盟年会、世界名山对话等主体活动。利用新技术、新理念,从活动策划、嘉宾邀请、宣传推广等多方面进行创新,进一步提升活动筹备效率和办会效果,不断提升活动影响力。同时,继续深入与相关国际组织、各国地方政府、文旅部门、涉旅大型企业和研究机构的合作,采用积极探索联合办会的模式,推动联盟活动的市场化,在更大范围和更广领域产生积极影响。

(四) 参加国际重要涉旅活动

积极主动参与国际上重要的涉旅活动,如世界旅游组织、世界旅游经济论坛为代表的国际组织,和区域性合作组织举办的旅游主题活动、国际论坛等。组织和支持会

员参与2024年度具有广泛影响的国际性会议及旅游展会活动。如上海旅游产业博览会、中国国际旅游交易会、德国柏林旅游展览会、伦敦世界旅游展览会、香港国际旅游展、澳门国际旅游(产业)博览会等。

(五) 开展山地旅游课题研究

持续开展山地旅游课题研究与推广落地,为世界山地旅游高质量发展提供技术支持和理论支撑。一是继续开展《世界旅游名山分类与评价实施方案》,做好报告编制及行业推广落地实施工作,在全球范围内征集并认定一批世界旅游名山。二是探索开展《国际山地旅游城市目的地指标体系》、《国际山地旅游营地建设指南》等课题。三是继续IMTA国际山地徒步旅游示范点、IMTA国际山地温泉康养旅游示范点的推广和认定工作。

(六) 创新宣传手段、提升宣传效能

加强联盟官网、官方微信公众号、微博、抖音、视频号等宣传平台的系统建设、提升内容运营和营销推广工作效能,充分发挥联盟官网的宣传、辐射窗口作用,及时有效的报道联盟及会员的工作动态及行业前沿资讯,保持与国内外媒体密切联。启动Facebook\Twitter\Instagram\Ticktock等海外社交媒体账号运营,开展日常新闻更新与对外宣传,加强联盟国际化推广工作,打造联盟国际宣传平台。





The Progress in 2023 and Plan for 2024

He Yafei, Vice Chairman&Secretary-General of International
Mountain Tourism Alliance

After the second General Assembly of the International Mountain Tourism Alliance was held on 27 December, 2022, a new leadership group and organizational structure of the Alliance were formed. Under the new leadership, the International Mountain Tourism Alliance has always adhered to its purpose: to protect mountain resources, to preserve mountain civilization, to promote the mountain economy, to benefit mountain people, and to commit itself to the development of sustainable mountain tourism. According to the established annual work plan of the Alliance, we have made great efforts to overcome obstacles, keep up with the times, and strive to achieve remarkable results in international cooperation, subject research, and external exchanges. The work of the Alliance in 2023 and the main points of work in 2024 are reported as follows:

I. Work in 2023

(i) Internal Works of the IMTA Secretariat

1. Further improvement of institution construction

The secretariat has completed the revision, improvement and issuance of 18 internal control systems, including the Implementation Measures for the Annual Target Performance Appraisal of the IMTA Secretariat and the Implementation Plan for Salary Promotion of Staff of the IMTA Secretariat. Currently, only the Management Measures for Financial Instruments of the International Mountain Tourism Alliance and the Management Measures for Accounting Files of the International Mountain Tourism Alliance are being further optimized, and the Compilation of Internal Control Systems of the IMTA Secretariat will be

completed this year.

2. Established a new mechanism for talent introduction and optimization

To build a personnel management and employment mechanism that is more in line with the reality of the Alliance, the Secretariat has conducted in-depth research on the incentive policies and institutional innovation of talent introduction and use. On this basis, the Implementation Plan for Staff Salary Promotion of the IMTA Secretariat has been formulated and approved for implementation in April, further standardizing and improving the personnel management and salary incentive system of the Alliance. At the same time, the Alliance further broadens its talent introduction channels by recruiting highly educated interns with international cooperation experience in related fields to reserve strength for the talent pool of the Alliance.

3. Promoted the functional construction of the headquarters

In accordance with the goal of building the Alliance headquarters into a mountain tourism operation and image display center and improving the utilization efficiency of functional areas, the construction of the Alliance's international video conference room has been completed; in the first half of the year, a number of professional exhibition planning companies in China were invited to make a planning solicitation for [the design and construction project of International Mountain Tourism Alliance]. Next, project procurement bidding and construction will start.

4. Work in collecting membership dues

According to the Measures for the Collection

and Management of Membership Dues of the International Mountain Tourism Alliance formally reviewed and approved by the second general assembly of the Alliance, the IMTA Secretariat comprehensively carried out the collection of membership fees for 2022 and 2023 from February to September, and received positive response and support from most members, however, the results is not very good. So far, some members have not responded to the payment of membership dues.

(ii) Sustained branding activities to promote exchanges and cooperation

Since the beginning of this year, the IMTA Secretariat has carefully planned and successfully held the theme activities such as the "International Mountain Tourism Day 2023", the "Asian Mountain Tourism Promotion Conference 2023", the Mountain Homestay (Luang Prabang) Cooperation Exchange Conference, the Mountain Tourism Industry (Bali) Exchange Conference, and the Mountain Tourism Market (Kuala Lumpur) Exchange Symposium. IMTA Annual Conference and "Dialogue among World Famous Mountains" will also be held in Xingyi City, Guizhou Province.

1. "International Mountain Tourism Day 2023" theme events

On May 29, IMTA, together with the Ministry of Information, Culture and Tourism of Laos (MICT), the Global Tourism Economy Forum, and the Pacific Asia Travel Association, jointly held the "International Mountain Tourism Day 2023" themed events in Vientiane, the capital of Laos, with the theme of "Enjoy the Wonder of Mountains, Share the Beauty of Life, Revitalize the Tourism Industry". More than 250 people from 16 countries including international organizations, IMTA members, Lao tourism-related institutions, enterprises, experts and scholars, media, and representatives of foreign envoys to Laos attended the conference. The conference jointly released the "Jointly Promoting Tourism Revitalization and Creating a Better Future - Vientiane Consensus on the 2023 International Mountain Tourism Day",

calling for the construction of diversified cooperation mechanisms and multi-level dialogue platforms with an equal, open, and inclusive attitude, to continuously promote mutual learning and industrial development in mountain tourism civilization. 1,209 media, live-broadcasting platforms, and social networking sites on five continents around the world disseminated the event manuscript, which aroused enthusiastic response in the global industry.

2. "Asian Mountain Tourism Promotion Conference 2023"

Asia is rich in mountain resources, and developing mountain tourism is an important path for Asia to achieve sustainable mountain development. Following the first "Asian Mountain Tourism Promotion Conference" held in Guiyang in 2022, IMTA successfully held the "Asian Mountain Tourism Promotion Conference 2023" again during the theme event of "International Mountain Tourism Day 2023". Representatives of tourism agencies from various Asian countries attending the conference explored the laws and paths of mountain tourism governance, focusing on the consumption trends, supply innovation, market operations, etc. in the year of tourism reshaping, and promoted new business formats and new products that lead to new consumer demands.

3. Mountain Homestay (Luang Prabang) Cooperation and Exchange Conference

As a world cultural and natural heritage, Luang Prabang in Laos is rich in tourism resources. In recent years, it has accumulated rich experience in the construction planning, operation and management of mountain homestays. Taking advantage of the theme event of "International Mountain Tourism Day 2023", IMTA brought together about 50 people from cultural and tourism institutions in Laos, well-known Chinese homestay operators, and association representatives, held discussions and exchanges around topics such as "characteristic homestays empowering mountain tourism industrialization" and "oper-





ation and management of high-quality mountain homestays", to build a cooperation and exchange platform for the homestay industry in China and Laos and jointly explore new development of mountain homestays.

4. Mountain Tourism Industry (Bali) Exchange Conference

On 1 June, IMTA held the "Mountain Tourism Industry (Bali) Exchange Conference" in Bali, Indonesia. About 50 people from the IMTA delegation, IMTA members in Indonesia, cultural and tourism institutions in Bali, enterprises and the media exchanged views on topics such as "Market Reshaping of Mountain Tourism Destinations on Islands".

5. Mountain Tourism Market (Kuala Lumpur) Exchange Symposium

On 3 June, the "Mountain Tourism Market (Kuala Lumpur) Exchange Symposium" was held in Kuala Lumpur, Malaysia. About 60 people, including IMTA members in Malaysia, Malaysia-China Chamber of Commerce, Malaysian Chinese Tourism Association, Tourism Malaysia, Malaysia Inbound Chinese Association, travel-related enterprises, media representatives and other representatives, attended the conference, to exchange in-depth views on the problems and solutions faced by tourism supply and marketing in the new market environment, and contributed ideas and suggestions for the comprehensive restart of the tourism market.

6. Mountain Hot Springs Tourism Exchange Symposium

As an important form of mountain tourism, mountain hot spring wellness tourism has broad market prospects. During the annual Conference, IMTA will organize domestic and foreign hot spring experts and hot spring enterprise management operators to discuss and seek cooperation on planning, constructing, and operating mountain hot spring wellness tourism destinations, strengthening information exchange and experience sharing in the hot spring industry, creating a

mountain hot spring wellness tourism brand, cultivating professional talents in mountain hot spring wellness, and promoting the development of mountain economy, society, and mountain tourism.

(iii) Conducting subject researches and promoting achievements application

IMTA is committed to building a research and evaluation system for mountain tourism development, promoting the construction of an international standardization system for mountain tourism, and providing theoretical guidance, technical support and practical guidance for the healthy development of the mountain tourism industry in order to form an important fulcrum for the high-quality growth of mountain tourism. With the concerted efforts of the IMTA Secretariat, relevant professional technical teams and experts, we have completed some subject researches and promoted the implementation of research achievements.

1. Compiling the Report on World Mountain Tourism Development Trend (2023 Edition)

In accordance with the key points of the work of the International Mountain Tourism Alliance in 2023, IMTA, in collaboration with Ctrip Group, TripAdvisor, and the Sino-French Mountain Tourism Research Institute, updated the Report on World Mountain Tourism Development Trend (2020 Edition) (hereinafter referred to as the "Report"), which will be released at the annual conference. The Report analyzes and judges the current situation and development of mountain tourism in the world, the impact and change of the COVID-19 pandemic on mountain tourism, and the operation direction and development trend of the future mountain tourism market according to the categories and forms of mountain tourism, so as to provide more comprehensive reference for the industry and members.

2. Carrying out Report on Mountain Tourism Cooperation and Development under the RCEP Framework





In 2022, the Regional Comprehensive Economic Partnership (RCEP) signed by the ten ASEAN countries and a total of 15 countries including China, Japan, South Korea, Australia, and New Zealand officially came into effect, and the largest free trade zone with the most population, the greatest development potential has set sail. The signing and implementation of this agreement will to some extent reshape the global tourism development pattern and promote the formation of the world's largest tourism community based on large-scale markets, economic and trade relations, tourism flows, and world-class resource groups. IMTA, together with the Chinese Academy of Social Sciences, completed the compilation of the Report on Mountain Tourism Cooperation and Development under the RCEP Framework in early September, which will be officially released at the International Conference of Mountain Tourism and Outdoor Sports on 16 September. At the same time, in order to build a world-class mountain tourism destination in Guizhou, where the IMTA headquarters is located, the research project "Improvement and Innovation of Guizhou Mountain Tourism Industry under RCEP Framework" has been launched, which will be completed within the year.

3. Launching the "Implementation Plan for Classification and Evaluation of World Famous Tourism Mountains"

On 27 September, 2021, IMTA officially released the Research Report on the Classification and Evaluation System of World Famous Tourism Mountains. This report fills the research gap on famous tourism mountains, systematically explores the formation mechanism and research foundation of world famous tourism mountains, defines the concept and definition of world tourism famous mountains from a tourism perspective, classifies the types of national famous mountains, cultural famous mountains and natural famous mountains, and put forward preliminary suggestions on the evaluation system

of world famous tourism mountains. In order to further promote the implementation of the evaluation system of the world's famous tourism mountains, promote the protection and utilization of mountain tourism resources, participate in the construction of the world's mountain tourism governance system, and establish the authority of the "World Famous Tourism Mountains", IMTA and Peking University have launched the preparation of the Implementation Plan for Classification and Evaluation of World Famous Tourism Mountains in July, and plan to release the Work Plan for Recognition, The Recognition Standards and The Recognition Guidelines in stages, and relevant reports and industry promotions, are scheduled to be completed by mid-2024.

4. Recognition and release of "IMTA International Mountain Hot Spring Wellness Tourism Pilot Demonstration Site"

In 2022, the IMTA collaborated with the Asia-Pacific Institute for Hydrotherapy and Climatotherapy Tourism, the International Society of Nature and Forest Medicine, the Japan Forest Medicine Research Society, the Specialty Committee of Forest Health Maintenance Research of WFCMS and other organizations, as well as a first Construction and Rating on International Mountain Hot Spring Wellness Tourism Destination that integrates "mountain tourism" "hot spring wellness" "climate wellness" and "forest wellness" guiding and regulating the development, construction, and operation management of mountain hot spring wellness tourism projects in the field of international mountain tourism, and promoting the healthy and orderly development of mountain hot spring wellness tourism. To promote the implementation of this standard, this year, 14 "IMTA International Mountain Hot Spring Wellness Tourism Pilot Demonstration Sites" were collected and recognized, mainly in China, and the relevant hot spring sites will be officially awarded at the International Conference of Mountain Tourism and Outdoor Sports on 16 September.





5. Recognition and release of “IMTA International Mountain Hiking Tourism Demonstration Route”

In 2021, Mr. Serge Koenig, a mountain outdoor sports expert from IMTA Expert Committee, compiled the International Mountain Hiking Tourism Guide with the joint support of professional organizations such as the European Hiking Association, the French Hiking Association, and the Italian Hiking Federation, and the first batch of “IMTA International Mountain Hiking Tourism Demonstration Sites” were selected and announced, aiming to guide the design and construction of hiking tourism destinations with a high starting point, high standards, and internationalization. The launch of the first batch of hiking tourism demonstration sites has played a positive role in promoting the healthy development of the hiking tourism industry and setting a model for the industry. To continue to expand the promotion and application of the International Mountain Hiking Tourism Guide, the IMTA has once again selected and recognized 10 “IMTA International Mountain Hiking Tourism Demonstration Routes” globally, which will be released and awarded at the International Conference of Mountain Tourism and Outdoor Sports on 16 September.

(iv) Deepening member services and expanding service scope

Serving members is the top priority of the IMTA Secretariat. In 2023, the IMTA Secretariat will adopt a variety of working methods to communicate with the outside world and actively maintain interaction with members. By organizing communication forums, organizing group exhibitions, and disseminating news, we can more closely connect with members and better serve them.

1. Actively carry out outreach exchanges and maintain close contact with member industries

With the help of the International Mountain Tourism Day, the Asian Mountain Tourism Promotion Conference, IMTA annual conference and

subject researches in mountain tourism industry, we explore the establishment of friendly exchanges and cooperation with neighboring countries and international tourism organizations, and further expand and improve the international influence and status of the IMTA. In March, Fu Yingchun, Vice Chairman and Executive Secretary-General of the IMTA, led a team to Mount Huangshan to participate in the 2nd “Dialogue among China's World Natural and Cultural Heritage Mountains” co-sponsored by IMTA, China News Service and other units. In April, He Yafei, Vice Chairman and Secretary-General of the IMTA, attended the “Cultural, Tourism and Wisdom” salon held by Minsheng Think Tank and delivered a speech, and led the team to participate in the 2nd China (Wuhan) Cultural Tourism Expo and the Lakeside Resort Conference 2023 & the 2nd Yangtze River Delta Resort Expo. In late May and early June, Mr. Fu Yingchun, led a team to Southeast Asia to hold the theme event of “International Mountain Tourism Day”. During this period, extensive exchanges were held with the IMTA members, tourism associations, tourism enterprises, and media from Laos, Indonesia, and Malaysia. As scheduled, the IMTA leaders will also lead a delegation to Macau in late September to co-organize a round-table meeting on “Mountain Tourism Empowers Sustainable Development of the Tourism Industry” with the Global Tourism Economy Forum. In mid October, to participate in the China-ASEAN Expo Tourism Exhibition held in Guilin, Guangxi and the 2023 International Islands Tourism Conference held in Zhoushan, Zhejiang. In November, to lead a delegation to Europe to visit relevant international organizations and discuss the work arrangements for the International Mountain Tourism Day 2024, and carry out membership recruitment in relevant countries and regions.

2. Enriching membership service content

The IMTA membership team has gradually grown, and with the addition of Greek members



who have applied for membership this year, the IMTA membership currently covers 36 countries and regions. In 2023, the IMTA will organize relevant member units to jointly participate in the Tourism Plus Shanghai, the World Famous Mountain Series Recommendation - Photography & Traditional Folk Handicraft Exhibition, the 2nd China (Wuhan) Cultural Tourism Expo, the 10th West China Culture Industry Expo, and the 2023 Xi'an Silk Road International Tourism Expo. At the same time, it plans to participate in the China-ASEAN Expo Tourism Exhibition in mid-October. In November, in cooperation with relevant organizations, training on mountain tourism business will be conducted for the IMTA members and the industry. IMTA will introduce large and high-quality enterprise members, promote investment cooperation between enterprises and local areas, and promote the development of local tourism economy.

3. Industry information and member promotion services

The "Weibo + WeChat and One Network" (official website, official WeChat, and official Weibo) of the International Mountain Tourism Alliance is the external window, member promotion platform, and exchange platform of the IMTA. In 2023, the official website of the IMTA was optimized and membership management system was upgraded. As of September, the IMTA had released 1,317 official articles (882 in Chinese and 435 in English). The WeChat account plans to launch online photo solicitation activities such as "Spring Festival on mobile phones" and "Where are you camping today", continuously updating quality columns such as mountain science popularization, industry weekly reports, member weekly reports, member interviews, member news, observation and thinking, "Voice" into mountains, distant homes, and mountain tourism strategies, and launches relevant humanities columns such as "24 solar terms in mountainous areas", "Expert manuscripts", "Guizhou in mountainous areas", "Tourism

experts talk about mountainous areas", and "Figures | Perspectives". Weibo has continuously updated and launched Weibo topics and fan interaction activities such as # Mountain Tourism # #Mountain Tourism and I # # Good Morning Mountain # # Sound into Mountain # # International Mountain Tourism Day # # Camping #. Continuously improving the readability and professionalism of content. A series of online promotion and offline promotion activities have been carried out, and the number of fans has increased significantly.

II. Highlights of work in 2024

We are now three and a half months away from the year 2024, and some of the work for this year is still in progress according to the IMTA Annual Work Plan in 2023. Regarding the IMTA's work in 2024, the Secretariat has only proposed preliminary work ideas and directions, so it is necessary to extensively listen to the suggestions and opinions of IMTA members and industry experts at this annual conference and council, study and further refine them before formal implementation. The key work points for 2024 are reported as follows:

(i) Strengthening the Institutional construction

Continue to strengthen internal institutionalization in terms of organizational and personnel management, finance, assets and salary management. Carry out self-examination and self-correction in strict accordance with national laws and regulations and industry regulations, and constantly improve internal management. Optimize human resources management, dare to make breakthroughs through innovations, actively seek support from Guizhou, explore diversified employment management methods, develop and implement scientific employee training, personnel incentives and compensation mechanisms that comply with international organization standards, so as to attract and retain outstanding talents, ensuring that the Secretariat always has a





stable team of high-quality talents.

(ii) Optimizing membership structure and deepen membership services

To develop more than 6 representative tourism institutions, social organizations, tourism academies, and tourism-related enterprises in typical mountain tourism countries and regions around the world to become the IMTA members, with membership coverage increasing to over 40 countries and regions. Visit embassies, consulates and organizations of mountain tourism countries in China, collect a list of key preparatory members, and promote member development work in a pragmatic and efficient manner. Maximize the use of the IMTA's three platforms to carry out promotion, technical support for members and provide services in project cooperation. Design and create more communication and cooperation sessions and opportunities for members in various activities organized by the IMTA. Conduct regular expert discussions, visits, and business training activities.

(iii) Enhancing the influence of IMTA platforms

Keep up with the cutting-edge trends in mountain tourism development, closely contact international organizations including the United Nations World Tourism Organization, Pacific Asia Travel Association, Global Tourism Economy Forum, etc., explore innovative cooperation and exchange platforms, optimize the construction of IMTA platform systems, and organize main events such as the May 29 International Mountain Tourism Day, the Annual Conference, and the Dialogue among World Famous Mountains. Utilize new technologies and new concepts to innovate in event planning, guest invitations, publicity and promotion, etc., to further improve the efficiency of event preparation and effectiveness, and continuously enhance the influence of the events. At the same time, we will continue to deepen our cooperation with relevant international organizations, local governments of various countries,

cultural tourism departments, large tourism-related enterprises and research institutions, actively explore the model of joint conferences, and promote the marketization of the activities, so as to have a positive impact on a wider range and field.

(iv) Participating in important international tourism-related events

Actively participate in important international tourism-related activities, such as international organizations represented by the UNWTO and the Global Tourism Economy Forum(GTEF), PATA, as well as tourism-themed activities and international forums organized by regional cooperation organizations. Organize and support members to participate in international conferences and tourism exhibitions in 2024. Such as Tourism Plus Shanghai, China International Travel Mart, ITB Berlin, World Travel Market London, Meeting and Exhibitions Hong Kong, Macao International Travel (Industry) Expo, etc.

(v) Carrying out researches on mountain tourism

Continue to carry out researches and promotion of mountain tourism topics to provide technical and theoretical support for the quality development of mountain tourism around the world. First, continue to carry out the Implementation Plan for Classification and Evaluation of World Famous Tourism Mountains, to collect and identify a number of world famous tourism mountains on a global scale. second, to explore topics such as the "Indicator System for International Mountain Tourism Cities" and the "Guidelines for the Construction of International Mountain Tourism Camps". Third, to continue the promotion and recognition of IMTA International Mountain Hiking Tourism Demonstration Site and IMTA International Mountain Hot Spring Wellness Tourism Site, etc.

(vi) Innovatively carry out media and publicity works

Strengthen the system construction of the

IMTA official website, WeChat official account, Weibo, TikTok, video account and other publicity platforms, improve the efficiency of content operation and marketing promotion work, give full play to the role of the IMTA's official website as a publicity window, report the work trends and industry frontier information of IMTA and its members in a timely and effective manner, and

maintain close contact with domestic and foreign media. Launch the operation of overseas social media accounts such as Facebook\Twitter\Instagram\Tiktok, carry out daily news updates and external publicity, strengthen the international promotion of the IMTA, and build an international promotion platform for the IMTA.

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2024“国际山地旅游日”主题活动举办地

傅迎春 国际山地旅游联盟副主席兼执行秘书长



刚刚召开的联盟理事会会议，就2024年国际山地旅游日主题活动举办地选定事项进行了研究并作出决定，下面我向大会通报有关情况。

首先，我就“国际山地旅游日”的发展背景作个简要介绍。“国际山地旅游日”是在中国文化和旅游部、世界旅游组织（UNWTO）等国际组织的大力支持和全体会员的共同努力下，于2018年国际山地旅游联盟年会正式发起设立。5.19是人类首次登上珠穆朗玛峰的日子，意味着联盟将把追求更高更强作为自己的发展目标。五年来，联盟在纷繁复杂的背景下，从宗旨践行、平台构建、品牌塑造、机制创新等方面进行了不懈的探索和实践，“国际山地旅游日”便是联盟发展历程的一个缩影，已成为旅游业界有影响力的合作交流平台。

根据2018联盟年会确定的首个纪念日活动选址原则：2019年“国际山地旅游日”主题活动在尼泊尔加德满都成功举办，主题为“生态、绿色、科技引领山地旅游高质量发展”，标志着联盟平台创建迈出坚实的一步。

2020年受新冠疫情影响，联盟与携程集团合作，以线上方式举办了主题为“疫情危机与山地旅游面临的挑战和机遇”的国际山地旅游日主题论坛，成为疫情背景下首个以在线方式举办旅游主题论坛的国际组织，得到了联盟会员、权威机构和旅游业界的积极响应，大家借助这一平台共同发出团结协作、应对疫情、共渡难关的最强音，联盟及其平台影响力得到进一步提升。

2021年联盟抓住疫情暂时缓解的契机，首次以甲办方式选定重庆市南川区金佛山为旅游日主题活动举办

地，成功举办主题为“世界遗产保护与山地旅游绿色发展”的“世界遗产名山（金佛山）峰会”，联盟在践行宗旨引领、品牌塑造和机制创新上取得了新进展。

2022年，在疫情反复旅游业再度面临困境情况下，“国际山地旅游日”声音依然强劲。在国际旅游组织和主流媒体平台支持下，联盟首次以线上线下联动，全球直播方式举办了“山地旅游倡导健康生活与文明交流”主题旅游日活动，全球约350万人通过直播平台参与活动，办成一次携手共筑可持续山地旅游命运共同体的“云端大会”。同时，在联盟总部举办了山地生活消费展等线下活动，再次践行了联盟发展逆势而上的创新精神。

2023年是旅游复苏年，联盟抓住旅游市场重启的“5.29”最佳时点，与老挝新闻文化旅游部、世界旅游经济论坛、亚太旅游协会联合在老挝万象举办了主题为“连接山地精彩、共享美丽生活、共促旅游振兴”的国际山地旅游日系列活动。这是时隔4年旅游日再度在中国以外的国家举办，在全球旅游业加快重塑的背景下，携手会员业界积极应对，共商旅游供给和市场开发策略，区域经济合作与山地旅游发展新机遇。发布了《共促旅游振兴，共创美好未来》的万象共识，对特殊背景下国际旅游组织积极参与全球旅游治理共建具有示范意义。

关于2024年国际山地旅游日主题活动举办地的拟选情况：早在2019年旅游日在尼泊尔成功举办之后，一些欧洲会员表达了承办国际山地旅游日活动的意愿，法国鲁昂市率先提交了举办申请，但因疫情冲击搁置。今年6月，联盟正式面向国际公开征集2024国际山地旅游日主题活动承办地，经过3个月的征集，法国圣热尔韦莱班市勃朗圣泉小镇正式向联盟提出申办申请，该市市长佩耶克斯也专门致函给联盟何亚非副主席兼秘书长，表达了真诚的合作意愿和有关建议，经联盟秘书处组织专家研究，并委托联盟的法国专家赴当地考察，得出了肯定的意见，这些意见包括：

法国是著名的山地旅游国家，勃朗圣泉小镇位于法国上萨瓦省的圣热尔韦莱班，是距离阿尔卑斯山最高峰——勃朗峰最近的城镇之一，也是欧洲最高的温泉度假胜地，是一个将高山生活艺术展现得淋漓尽致的旅游目的地。勃朗圣泉可以体验到各式各样的山地户外乐趣，当地的温泉和水疗中心历史悠久，泉水来自欧洲最高山脉，



富含矿物质和微量元素。除此之外，勃朗圣泉小镇将巴洛克与现代元素融合在了一起，并将这种特色风格展现在建筑、文化、艺术、美食与农业上，极具魅力，代表了国际山地旅游户外休闲度假和运动康养的最高水平。在旅游者日益追求健康生活方式的时代背景下，选择在法国的勃朗圣泉小镇举办2024“国际山地旅游日”主题活动是理想的，将给与会者带来全新体验和认知，有助于可持续山

地旅游理念和经验的传播推广。

下面我宣布：经2023年国际山地旅游联盟理事会会议研究决定，法国圣热尔韦莱班市勃朗圣泉小镇为2024年国际山地旅游日主题活动举办地，让我们以热烈的掌声向他们表示热烈地祝贺！接下来联盟秘书处将与承办地密切合作，按照有关流程启动筹备工作，希望得到全体会员和业界同仁的积极参与和大力支持。谢谢大家！

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The Host City of “International Mountain Tourism Day 2024”

Fu Yingchun, Vice Chairman & Executive Secretary-General of
International Mountain Tourism Alliance

We just held the IMTA Council Meeting, and we have made our decision on the host place for the theme event of International Mountain Tourism Day 2024 based on our research and investigation. Below, I will report the relevant information to you.

First of all, let me begin by giving you a brief introduction to the development background of the International Mountain Tourism Day. The International Mountain Tourism Day was initiated at the 2018 IMTA Annual Conference with the strong support of the Ministry of Culture and Tourism of China, the World Tourism Organization (UNWTO) and other international organizations, and through the concerted efforts of all members. 29 May is the day when humanity first climbed to the top of the Mount Qomolangma, which means that the IMTA will make the goal of pursuing higher and stronger as its own development goal. Over the past five years, in a complicated context, IMTA has worked ceaselessly on exploration and practice of the purpose, platform building, brand shaping, and institutional innovation. International Mountain Tourism Day can be described as an epitome of IMTA's development, and has become an influential platform for cooperation and exchanges within the tourism industry.

Under the principle of selecting the host place for the first commemorative day set at the 2018 IMTA Annual Conference, the theme event of International Mountain Tourism Day 2019 was held successfully in Kathmandu, Nepal under the theme of “High-quality Development of Mountain Tourism Guided by Ecology, Green and Technology”, marking a solid step of IMTA in platform creation.

In 2020, amid the COVID-19 outbreak, IMTA

joined hands with Trip.com Group to deliver the online theme forum of International Mountain Tourism Day under the theme of “Pandemic Crisis and Challenges & Opportunities for Mountain Tourism”, becoming the first international organization to deliver an online tourism theme forum when the pandemic hit, receiving positive response from IMTA's members, authoritative organizations and the tourism industry. This platform sent a strong message of working together to tide over the pandemic and hardships, further enhancing the influence of IMTA along with its platform.

IMTA seized the opportunity of the temporary easing of the pandemic in 2021, to select Jinfo Mountain in Nanchuan District, Chongqing as the host place for the theme event of International Mountain Tourism Day through bidding for the first time, and successfully delivered the World Heritage Famous Mountain (Jinfo Mountain) Summit under the theme of “World Heritage Protection and Green Development of Mountain Tourism”, marking IMTA's new progress in practice of the purpose, brand building and institutional innovation.

When the tourism industry was hit by COVID-19 and again in a difficult position in 2022, the call to deliver International Mountain Tourism Day remained strong. With the support of international tourism organizations and key media platforms, through livestreaming, IMTA delivered an event themed by “Promoting Healthy Life and Cultural Exchange through Mountain Tourism” online and offline for the first time, attracting some 3.5 million participants worldwide, making this event a “cloud conference” aimed to build a community with a shared future for sustainable

mountain tourism. Meanwhile, offline activities such as Mountain Life Consumption Experience were held at IMTA's headquarters, showing the practice of pioneering spirit of IMTA amid the market slump once again.

In 2023, the year of tourism recovery, IMTA seized the optimal time for the restart of “5.29” in the tourism market, to deliver International Mountain Tourism Day themed by “Enjoying the Wonder of Mountains, Sharing the Beauty of Life, Revitalizing the Tourism Industry” in collaboration with the Ministry of Information, Culture and Tourism of Laos, the Global Tourism Economy Forum and the Pacific Asia Travel Association in Vientiane, Laos. This was the fourth time that this event had been held in a country other than China after a four-year suspension. Amid the accelerated recovery of the global tourism industry, IMTA positively responded to the situation together with its members and the industry by exploring the strategy for tourism supply and market development, and the new opportunity for regional economic cooperation and mountain tourism development. During the event, IMTA released the Vientiane Consensus on Revitalizing the Tourism Industry and Creating a Bright Future, which was of demonstrative significance to the joint and active engagement of international tourism organizations in global tourism governance in a special context.

Now I would like to introduce the proposed host place for International Mountain Tourism Day 2024:

Early after the success of International Mountain Tourism Day 2019 in Nepal, some European members expressed their intention to host International Mountain Tourism Day, and Chamonix, France first submitted an application, but it was shelved due to COVID-19. This June, IMTA officially launched an open international call for the host place for the theme event of International Mountain Tourism Day 2024. After 3 months of solicitation, Saint-Gervais Mont-Blanc in Saint-Gervais-les-Bains, France submitted an application; Jean-Marc Peilleux, Mayor of the city also sent a special letter to He Yafei, Vice Chairman and Secre-

tary General of IMTA, expressing sincere willingness to cooperate and giving relevant suggestions. The IMTA Secretariat organized experts to deliberate on the application, commissioned IMTA's French experts to visit this town, and received positive opinions. These opinions include the following contents:

France is famous for its mountain tourism. Located in Saint-Gervais-les-Bains, Savoie, France, Saint-Gervais Mont-Blanc is one of the towns closest to the highest peak of the Alps - Mont Blanc, Europe's highest hot spring resort, as well as a tourist destination that gives full expression to alpine life art. Various mountain pleasures can be experienced in Saint-Gervais Mont-Blanc. Local hot springs and spas are time-honored, with springs, rich in minerals and trace elements, from Europe's highest mountain range. Besides, the town integrates Baroque with modernity, and manifests the feature in architecture, culture, art, cuisine and agriculture. With unique charm, the town represents the highest levels of outdoor leisure vacation and sports wellness in international mountain tourism. As travelers are increasingly pursuing healthy lifestyles, it is an ideal choice to choose Saint-Gervais Mont-Blanc in France to host the theme event of International Mountain Tourism Day 2024, which will bring a new experience and cognition to participants, and help communicate and promote the concepts and experiences of sustainable mountain tourism.

Now I would like to announce that after the research and investigation by the IMTA council meeting, the Saint-Gervais Mont-Blanc in Saint-Gervais-les-Bains, France has been decided to be the host place of the theme event of International Mountain Tourism Day 2024. I suggest that everyone warmly applaud and congratulate them! Going forward, the IMTA Secretariat will closely cooperate with the host place to initiate preparatory work in accordance with the relevant workflow, and we hope all members and industry colleagues can take active participation and give us strong support. Thank you all!





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向“2024国际山地旅游日”主体活动举办地颁牌

Licensing Ceremony for the Hosting Site of 2024 “International Mountain Tourism Day”



年会上,国际山地旅游联盟主席多米尼克·德维尔潘为2024“国际山地旅游日”主体活动举办地颁牌。2024“国际山地旅游日”通过申办和遴选,经综合评估并经理事会审议,确定法国勃朗圣泉小镇为2024“国际山地旅游日”承办地。

At the annual conference, Dominique de Villepin, Chairman of IMTA, awarded the plaque to the Hosting Site of the 2024 “International Mountain Tourism Day”. The 2024 “International Mountain Tourism Day” has passed the selection. After a comprehensive assessment and the council’s deliberation, Saint-Gervais Mont-Blanc, France is determined as the host site of the 2024 “International Mountain Tourism Day”.



成果发布 Achievement Release

发布《世界山地旅游发展趋势报告（2023）》

Publication of Report on Development Trend of World Mountain Tourism (2023)

发布人：弗朗西斯科·弗朗加利，国际山地旅游联盟专家委员会成员，联合国世界旅游组织荣誉秘书长

Publisher: Francesco Frangialli, IMTA Expert Committee Member and UNWTO Honorary Secretary-General

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Joint Publication



国际山地旅游联盟

International Mountain Tourism Alliance



Trip.com Group
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Tripadvisor 猫途鹰



大家上午好，我是联合国世界旅游组织(UNWTO)荣誉秘书长弗朗西斯科·弗朗加利(Francesco Frangialli)，同时也是国际山地旅游联盟专家委员会成员。今天由我代表联盟发布《世界山地旅游发展趋势报告2023》。

当前，全球旅游业正在走出新冠疫情的阴霾，复苏进度令人鼓舞。我们在此展望未来，探讨山地旅游的新变化、新机遇和新对策。

旅游业是后疫情时代最早迎来全面复苏的经济部门之一，为全球经济注入难能可贵的活力。欧洲等地区的旅游人数和收入已基本恢复至疫前水平。

回顾过去三年，全球山地旅游破茧成蝶，演变新格局，激发新动能。

2022年，全球国际山地游客便迎来同比上年的翻倍增长，人们用实际行动表达对山地旅游的向往。

2023年，预计国际山地游客人次将达到，甚至超过2019年的水平，这将创造历史最佳成绩。

全球山地旅游的发展格局正日趋均衡。欧洲依托高度成熟的产业体系和高度忠诚的优质客群，仍居领先地位，而南美洲、非洲等后起之秀凭借原生资源优势，已在全球Top10山地旅游目的地中占据半数席位。更为重要的是，我们的榜单不断有“新星”涌现，相信在不远的将来，Top10将会迎来亚洲等地区的代表。

滑雪是疫情期间表现最好的山地旅游门类之一，特别是在中国这样的新兴国家，北京冬奥会推动“三亿人参与冰雪运动”的目标达成，为中国乃至全球滑雪产业带来可能是史上最大规模的一轮客群扩容。

疫情阻挡不了人们对自然的向往，露营满足了人们拥抱山地的诉求。无论在欧美成熟市场还是在中国等新兴市场，露营都成为逆势上扬的大赢家。背包旅行、精致露营、工作露营、微野露营、野奢露营、房车露营，人们不断创造着露营新玩法。

疫情令全球公众重新思考身心健康的重要意义，康养产业迎来爆发性增长，而山地则凭借诸多优势，成为理想的康养目的地。森林康养在越来越多的国家得到推广，温泉康养则在北美洲、大洋洲这样的非传统地区得到迅速发展。

在全球公众向往多极化世界的背景下，丰富多彩的山地文化得到更多人的青睐。我们所在的贵州就长期致力于山地文化旅游发展，并在近年来涌现出村BA、村超这





样的现象级山地文化旅游盛事,为疫情之下的公众带来欢乐和鼓舞。

全球变暖对山地旅游产业影响显著而深远,更与我们每个人息息相关。必须行动起来,为可持续性倾尽全力,保障山地旅游的人际公平和代际公平。

在可以预见的未来,全球山地旅游产业将呈现出一系列发展趋势。

新冠疫情让全球公众的出游活动方式发生显著变化,更多人青睐安全、效率和体验更有保障的大型度假项目,并将它们视为“微目的地”。在世界多个山地区域运营的“地中海俱乐部(ClubMed)”连锁度假村便是典型代表。

全球公众的出游爱好日趋多元,加之自媒体作为“社交货币”的深入人心,新一代客群将乐于探访那些鲜为人知的小众秘境,尝试那些自得其乐的专项体验。这当然意味着更高的消费,从而刺激相关目的地和经营者为其投入。

“保护国际”、“国际暗夜协会”等非政府组织为保护生物多样性、暗夜星空等付出的努力,成为相关偏远地区开展山地旅游专项体验的关键支撑,带来令人惊喜的实践成效。

在山地康养领域,业界正致力于基于温泉等自然资源的基础上,建立整体疗法理念,积极利用高新科技和传

统疗法,打造更具可持续性和实际疗效的新一代项目。与此同时,“数字排毒”和“不插电疗养”将成为山地康养的新兴门类。

在山地土著社区,蕴含先人智慧的地域文化和传统疗法仍然活力十足,为游客提供整体且深层的身心恢复。新一代温泉康养项目将科技融入每个细节,给游客带来疗效显著的沉浸式体验。

数字技术正在拉近我们与山地的距离。元宇宙带来前所未有的感染力,让我们对山地欲罢不能。人工智能技术像是随身管家,让我们的山地之旅没有后顾之忧。卫星定位和通信技术为我们保驾护航,去探索山地的美好。

可持续旅游主要以技术驱动,而再生旅游则是一项关乎每个人的发展模式。游客、经营者、当地居民、地方政府都将参与其中,为山地自然和文化系统的人际公平和代际公平贡献力量并享受其中。

美国俄勒冈州威拉米特山谷的皮划艇主题“再生旅游”项目赋予山地之旅更多体验和更多意义,令旅游活动在整体上取得生态和文化层面的正收益。

过去三年,山地旅游韧性十足,为全球旅游业乃至全球经济贡献宝贵动能,更彰显出自身的巨大潜力。

展望未来,山地旅游前景广阔,将为地球家园贡献更具可持续性的发展方案,并为我们带来更加美好的生活。

谢谢大家!



全球生物多样性热点地区分布图
Distribution map of global biodiversity hotspots



拥有IDA认证“国际暗夜天空地点”的国家和地区
Countries and regions with IDA certification for “International Dark-sky Location”





Publication of *Report on Development Trend of World Mountain Tourism (2023)*

Publisher: Francesco Frangialli, IMTA Expert Committee Member and
UNWTO Honorary Secretary-General

成果
发布
Achievement
Release

Good morning everyone, I am Francesco Frangialli, Honorary Secretary General of the United Nations World Tourism Organization (UNWTO), and also an IMTA Expert Committee Member. Today, on behalf of IMTA, I will release the *Report on Development Trend of World Mountain Tourism 2023*.

At present, the global tourism industry is coming out of the haze of COVID-19, and the recovery progress is encouraging. We look forward to the future and explore new changes, new opportunities, and new strategies for mountain tourism.

The tourism industry is one of the earliest economic sectors to usher in a full recovery in the post-pandemic era, injecting valuable vitality into the global economy. The number of tourists and income in Europe and other regions have basically recovered to pre-pandemic levels.

Looking back on the past three years, global mountain tourism has undergone a transformative journey, evolving a new pattern and stimulating new momentum.

In 2022, the number of international mountain tourists worldwide doubled compared to the previous year, and people expressed their longing for mountain tourism through practical actions.

In 2023, it is expected that the number of international mountain tourists will reach or even exceed the level of 2019, which will set an all-time record.

The development landscape of global mountain tourism is gradually becoming more balanced. Europe, with its highly developed industry and loyal clientele, continues to hold a leading position. However, emerging stars in regions like South America and Africa, leveraging their natural resource advantages, now occupy half of the Top10 mountain tourism destinations worldwide. What's even more significant is the constant emergence of new destinations on our list, and we anticipate that representatives from Asia

and other regions will join the ranks of the Top10 in the near future.

Skiing is one of the best-performing mountain tourism categories during the pandemic, especially in emerging countries such as China. The Beijing Winter Olympics promoted the goal of "300 million people participating in ice and snow sports", bringing possibly the largest round of customer expansion in history to the skiing industry in China and even globally.

The pandemic cannot stop people's longing for nature, and camping meets people's demand to embrace the mountains. Whether in mature markets such as Europe and America or emerging markets such as China, camping has become a big winner in the upward trend. From backpacking to glamping, work camping to overlanding, luxury camping to RV camping, people are continually exploring new ways to enjoy the camping experience.

The pandemic has caused the global public to rethink the importance of physical and mental health, and the wellness industry is experiencing explosive growth. With many advantages, mountainous areas have become ideal wellness destinations. Forest wellness is being promoted in more and more countries, while hot spring wellness is rapidly developing in non-traditional regions such as North America and Oceania.

In the context of the global public's longing for a multipolar world, the colorful mountain culture has been favored by more people. Guizhou, where we are located, has long been committed to the development of mountain cultural tourism, and in recent years, phenomenon-level mountain cultural tourism events such as Village BA and Village Super League have emerged, bringing joy and encouragement to the public under the pandemic.

Global warming has a significant and far-reach-





ing impact on the mountain tourism industry, and it is closely related to each of us. We must act to do our best for sustainability and ensure interpersonal and intergenerational fairness in mountain tourism.

In the foreseeable future, the global mountain tourism industry will show a series of development trends.

The COVID-19 pandemic has brought about significant changes in the way the global public travels. More individuals now favor large-scale vacation projects that offer greater safety, efficiency, and a guaranteed experience, often referred to as "micro-destinations." An exemplary representation of such projects can be found in the "ClubMed" chain of resorts operating across various mountainous regions worldwide.

As the global public's travel interests continue to diversify, and with the pervasive influence of we media as a "social currency," the new generation of travelers seeks out lesser-known niche destinations and unique experiences that bring them personal fulfillment. This naturally entails higher spending, prompting destination authorities and operators to invest accordingly.

The efforts of non-governmental organizations such as "Conservation International" and "International Dark-Sky Association" to protect biodiversity and the dark sky have become key support for remote areas to carry out mountain tourism special experiences, bringing surprising practical results.

In the field of mountain wellness, the industry is committed to establishing a holistic therapy concept based on natural resources such as hot springs, actively utilizing high-tech and traditional therapies, and creating a new generation of projects that are more sustainable and have practical therapeutic effects. At the same time, "digital detoxification" and "non-electric therapy" will become emerging categories of mountain wellness.

In mountainous indigenous communities, the regional culture and traditional therapies that embody the wisdom of ancestors are still vibrant, providing tourists with comprehensive and deep physical and mental recovery. The new generation of hot spring wellness projects integrates technology into every detail, providing visitors with a highly therapeutic immersive experience.

Digital technology is bringing us closer to the mountains. The metaverse has brought unprecedented infectious power, making us unable to stop longing for mountains. Artificial intelligence technology is like a personal butler, allowing us to travel in the mountains without any worries. Satellite positioning and communication technology escort us to explore the beauty of mountains.

Sustainable tourism is mainly driven by technology, while regenerative tourism is a development model that concerns everyone. Tourists, operators, local residents, and local governments will all participate in it, contributing to and enjoying the interpersonal and intergenerational equity of mountain natural and cultural systems.

The kayak-themed "Regenerative Tourism" project in the Willamette Valley of Oregon, USA gives mountain travel more experience and meaning, enabling tourism activities to achieve positive ecological and cultural benefits overall.

In the past three years, mountain tourism has shown great resilience and contributed valuable momentum to the global tourism industry and even the global economy, highlighting its enormous potential.

Looking forward to the future, mountain tourism has broad prospects and will contribute more sustainable development plans for our planet and bring us a better life.

Thank You!

国际旅游收入：2022年相比2019年的恢复水平(%)
International tourism revenue: the level of recovery in 2022 compared to 2019 (%)



国际游客人数：2023年第一季度相比2019年同期的恢复水平(%)
Number of international tourists: the level of recovery in the first quarter of 2023 compared to the same period in 2019 (%)



资料来源：联合国世界旅游组织(UNWTO)
Source: United Nations World Tourism Organization (UNWTO)





MTOS
国际山地旅游暨户外运动大会



国际山地旅游联盟
International Mountain Tourism Alliance

World Famous Mountains Empower the
Wellness of Mountain Tourism

世界名山赋能山地旅游健康福祉

Dialogue among World Famous Mountains 2023
2023世界名山对话

15th Sep, 2023 中国·贵州·兴义 Xingyi·Guizhou·China

主 办 机 构 : 国际山地旅游联盟 (IMTA)
Organizers: International Mountain Tourism Alliance (IMTA)

支 持 机 构 : 联合国世界旅游组织 (UNWTO)
Supporters: World Tourism Organization (UNWTO)

世界旅游及旅行业理事会 (WTTC)
World Travel & Tourism Council (WTTC)

亚太旅游协会 (PATA)
Pacific Asia Travel Association (PATA)

世界旅游经济论坛 (GTEF)
Global Tourism Economy Forum (GTEF)

中国-东盟中心 (ACC)
ASEAN-China Center (ACC)

世界自然保护联盟 (IUCN) 中国代表处
International Union for Conservation of Nature (IUCN)
China Country office

协 办 机 构 : 贵州省文化和旅游厅
Co-organizers: Guizhou Provincial Department of Culture and Tourism

贵州省外事办公室
Foreign Affairs Office of Guizhou Province

黔西南州人民政府
People's Government of Qianxinan Buyi & Miao
Autonomous Prefecture



2023“世界名山对话”

“Dialogue among World Famous Mountains” 2023

名山赋能山地旅游高质量发展

何亚非 国际山地旅游联盟副主席兼秘书长



今天,联盟会员和业界嘉宾再次相聚多彩贵州,出席2023国际山地旅游联盟年会暨世界名山对话,我谨代表国际山地旅游联盟,对你们出席对话表示热烈欢迎!

“世界名山对话”既是联盟会员共商、共建、共享的交流平台,也是国际山地旅游界互动、互助、互利的合作平台。本次对话主题“世界名山赋能山地旅游健康福祉”,既契合大自然赋予世界名山的生态价值,也彰显名山对山地旅游的人文价值,更凸显名山对旅游的顶级资源价值。

当今,全球地缘政治风起云涌、经济动荡前所未见,技术革命持续发力,新旅游、新消费、新需求正在强力推动全球供应链、消费链、生产链的转型和重组。

世界名山的种种价值体现在:独特地理风貌,优质生态环境,悠久历史沉淀,璀璨文明源泉。

世界名山的奇特地理风貌和天然生态环境给人类的文明、生存、发展提供了不可替代的重要保障。尊重自然、顺应自然、保护自然,能有效守护遍地绿水、满目青山的山地,持续不断地造福民众,为旅游业提供可持续发展动力。

世界名山需要绿色发展为指引,确保山地高质量保护与开发利用,降低发展的资源环境代价,推动绿色旅游、循环旅游、低碳旅游,以构建旅游业特别是山地旅游绿色、低碳、循环的发展体系,展现旅游名山的持久生命力。

根据国际山地旅游联盟最新《世界山地旅游发展趋

势报告》统计,目前山地旅游约占全球旅游总量16%。鉴于山地旅游增速快于其他旅游门类,2023年国际山地游客人次可能超过2019年水平,即不少于2.25亿人次。山地旅游快速增长成为促进世界旅游经济复苏和发展的主要推动力。

世界名山给予我们难得的资源和平台,如何使世界名山赋能山地旅游的高质量发展?我谈几点看法:

首先,世界名山可以为山地旅游供给侧革命提供高品质、独特性资源。世界名山丰富的自然资源和人文资源,可塑性强,适合创新各种旅游产品和生活体验,在新技术和创新精神的加持下,可满足各层面、各年龄段游客对游览、度假、健康、养生、运动等不同需求的供给。

其次,名山赋能旅游需要突出人与自然和谐共生的可持续发展理念。讲“赋能”就要统筹规划发展与保护之间的平衡和协调,坚持一体化保护和系统化发展,在尊重自然规律的基础上,因地制宜、分区分类发展,找到生态保护和可持续发展结合的项目和方案,巩固名山旅游长远发展的基石。

再则,以联盟首先提出并一直坚持的“旅游+”模式,整合经济各类资源,赋能多元化山地旅游。“旅游+体育”、“旅游+康养”、“旅游+文化”等不同组合的旅游发展思路,也是经济转型期综合、协调、全面发展新理念的体现,经济领域单向、孤立发展的时代早已结束了,我们的思想和行动都要及时更新,跟上时代发展的步伐。

还有,名山赋能旅游必须强化科技创新的支撑作用,构建科技赋能名山旅游体系,充分利用技术革命日新月异成果,在产品开发、智能旅游、数字化应用等旅游上下游各个环节提高附加值、增强吸引力,开创前景无限的山地旅游新天地。

最后,名山赋能旅游的长远目标应该是,加强不同文明与文化的交流互鉴,展现山地独有、独享的文化特色,融通不同文明、增进相互了解和友谊,在世界名山旅游可持续发展道路上增进各国民众的福祉,让世界各国人民在绿水青山中共享自然之美、生命之美、生活之美。

为此,提出几条建议,请各位指正:

一要以新发展理念共建“世界名山”评价标准和体





系。标准是名副其实的“世界语”，是人类文明进步的成果。世界名山的标准和体系建设需要创新、协调、绿色、开放、共享的新发展理念指引，来寻找各国、各文化之间的共同点、契合点，先易后难，稳步推进。在这方面，国际山地旅游联盟将继续与联合国世界旅游组织等机构、企业、个人合作，提出建立标准的目标和路径，以构建山地旅游发展的新格局。

二要积极推动世界名山成为引领高品质、个性化旅游与生活的重要载体。世界名山高质量、个性化发展要为高品质、高标准生活服务，人民对美好生活的追求应该始终是山地旅游行业的不懈努力。无论是生态治理、资源整合，还是产品供给、标准制定都要坚持这一方向，为山地居民、各国游客提供不断优化的产品和服务。

三要积极利用、创新发展“世界名山旅游+”综合平台

建设，使世界名山成为连接环境、人文、地理的人类旅游命运共同体。世界五大洲依山脉连接，孕育了众多依山而建、灿烂辉煌的城市和风景区，风光无限、脉脉相连。虽然任何形式的旅游都有国界，都受所在国法律法规管辖，但是文明文化、社会制度、意识形态的异同不应制约世界名山旅游的建设与发展，相反世界名山及其旅游应该成为不同历史文化、不同发展水平、不同社会制度国家和地区交流互鉴、促进发展的重要平台。

本届名山对话凝全体会员之智，聚业界主体之力，共谋新时代可持续山地旅游创新之道，共商山地资源保护、美化、建设发展之策，共享山地旅游为新消费市场带来的健康生活。相信通过各方共同努力，世界名山旅游必将为新时代旅游业发展和满足人民消费需求提供福祉。

谢谢！

嘉宾
致辞
JIAKAI





“2023国际山地旅游联盟年会” & “2023世界名山对话”
2023 Annual Conference of IMTA
2023 Dialogue among World Famous Mountains

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World famous mountains empower the high-quality development of mountain tourism

He Yafei, Vice Chairman & Secretary-General of International Mountain Tourism Alliance

Today, the IMTA members and industry guests gathered in colorful Guizhou again to attend the 2023 International Mountain Tourism Alliance Annual Conference and Dialogue among World Famous Mountains. On behalf of the International Mountain Tourism Alliance, I would like to extend a warm welcome to your attendance at the Dialogue.

The "Dialogue among World Famous Mountains" is not only an exchange platform for consultation, contribution and shared benefits among IMTA members, but also a cooperation platform for interaction, mutual assistance, and mutual benefit in the international mountain tourism industry. The theme of this dialogue is "World Famous Mountains Empower the Wellness of Mountain Tourism", which not only conforms to the ecological value endowed by nature on world famous mountains, but also highlights the humanistic value of famous mountains for mountain tourism, and highlights the top resource value of famous mountains for tourism.

Nowadays, the changing global geographical politics, unprecedented economic turmoil, and continuous technological revolution are driving the transformation and restructuring of global supply chains, consumption chains, and production chains through new tourism, consumption, and demand.

The values of world famous mountains are embodied in: unique geographical features, high-quality ecological environment, long history precipitation and brilliant source of civilization.

The unique geographical features and natural ecological environment of the world famous mountains provide an irreplaceable and important guarantee for human civilization, survival and development. Respecting nature, conforming to nature, and protecting nature can effectively protect the mountainous areas with lucid waters and lush mountains, continuously benefit the people, and provide sustainable

development momentum for the tourism industry.

The world's famous mountains need green development as a guide to ensure high-quality protection, development and utilization of mountains, reduce the cost of resources and environment for development, and promote green tourism, circular tourism, and low-carbon tourism to build a green, low-carbon, and circular tourism industry, especially mountain tourism, and demonstrate the sustainable vitality of famous tourism mountains.

According to the latest Report on Development Trend of World Mountain Tourism by the International Mountain Tourism Alliance, mountain tourism currently accounts for about 16% of the total global tourism. In view of the fact that the growth rate of mountain tourism is faster than other tourism categories, the number of international mountain tourists in 2023 may exceed the level in 2019, that is, no less than 225 million. The rapid growth of mountain tourism has become the main driving force to promote the recovery and development of the world tourism economy.

The world famous mountains give us rare resources and platforms, how to make the world famous mountains empower the high-quality development of mountain tourism? I would like to make a few comments:

First of all, world famous mountains can provide high-quality and unique resources for the supply-side revolution of mountain tourism. The world famous mountains are rich in natural and cultural resources, with strong flexibility, which are suitable for innovating various tourism products and life experiences. With the support of new technologies and innovative spirit, they can meet the different needs of tourists of all levels and ages for sightseeing, vacation, health, wellness, sports, etc.

Secondly, famous mountain-empowered tourism



needs to highlight the sustainable development concept of harmonious coexistence between man and nature. When it comes to "empowerment", it is necessary to balance and coordinate the planning, development, and protection, adhere to integrated protection and systematic development, and on the basis of respecting the laws of nature, adjust measures to local conditions and develop according to different zones and classifications, find projects and plans that combine ecological protection with sustainable development, and consolidate the cornerstone of the long-term development of famous mountain tourism.

Furthermore, with the "tourism +" model first proposed by the IMTA and always adhered to, we will integrate various economic resources and empower diversified mountain tourism. The different combinations of tourism development ideas such as "tourism+sports", "tourism+wellness", and "tourism+culture" are also a reflection of the new concept of comprehensive, coordinated, and all-around development in the period of economic transformation. The era of one-way and isolated development in the economic field has long ended, and our thoughts and actions must be updated in a timely manner to keep up with the pace of development of the times.

In addition, famous mountain-empowering tourism must strengthen the supporting role of technological innovation, build a technology-empowered famous mountain tourism system, make full use of the ever-changing achievements of the technological revolution, increase added value and enhance attraction in all upstream and downstream links of tourism such as product development, intelligent tourism, and digital applications, creating a new world of mountain tourism with unlimited prospects.

Finally, the long-term goal of famous mountain-empowering tourism should be to strengthen exchanges and mutual learning between different civilizations and cultures, showcase the unique and exclusive cultural characteristics of mountains, integrate different civilizations, enhance mutual understanding and friendship, enhance the well-being of people in all countries on the road of sustainable development of world famous mountain tourism, and let people all over the world share the beauty of nature

and life in lucid waters and lush mountains.

To this end, I would like to make a few suggestions:

First, we should build the evaluation standard and system of "world famous mountains" with the new development concept. The standard is a veritable "Esperanto" and the result of the progress of human civilization. The standards and system construction of world famous mountains need the guidance of new development concepts of innovation, coordination, green, openness and sharing, so as to find the common ground and convergence among countries and cultures, and make steady progress. In this regard, the International Mountain Tourism Alliance is glad to continue to cooperate with the United Nations World Tourism Organization and other institutions, enterprises and individuals to put forward the goal and path of establishing standards in order to build a new pattern of mountain tourism development.

Second, we must actively promote the world famous mountains to become an important carrier leading high-quality, personalized tourism and life. The high-quality and personalized development of world famous mountains should serve the high-quality and high-standard life, and the people's pursuit of a better life should always be the unremitting efforts of the mountain tourism industry. Whether it is ecological management, resource integration, product supply or standard formulation, we must adhere to this direction and provide constantly optimized products and services for mountain residents and tourists from all over the world.

Third, we should effectively utilize and innovate the construction of the "World Famous Mountain Tourism-" comprehensive platform, making the world famous mountains a community of shared future in human tourism that connects the environment, culture, and geography. The five continents of the world are connected by mountains, giving birth to numerous magnificent cities and scenic spots built on the mountains, with infinite scenery. Although any form of tourism has national boundaries and is governed by the laws and regulations of the host country, the similarities and differences of civilization, culture, social system and ideology should not restrict





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the construction and development of world famous mountain tourism. On the contrary, world famous mountains and their tourism should become an important platform for countries and regions with different historical cultures, different levels of development and different social systems to exchange and learn from each other and promote development.

The Dialogue among Famous Mountains this year gathers the wisdom of all IMTA members and the strength of industry entities to jointly explore ways to

innovate sustainable mountain tourism in the new era, discuss strategies for the protection, beautification, construction and development of mountain resources, and share the healthy life brought by mountain tourism to the new consumer market. I believe that with the joint efforts of all parties, world famous mountain tourism will undoubtedly provide benefits for the development of the tourism industry in the new era and meet people's consumption needs.

Thank you!



世界名山筑就山地旅游可持续发展生命力

邵琪伟 原中国国家旅游局局长、首届国际山地旅游联盟副主席

嘉宾
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很高兴与诸位再次相聚于山清水秀的贵州兴义，和大家分享新形势下山地旅游发展的新场景和新经验。首先，我以一个对旅游业充满感情的老旅游工作者的身份，对新一届联盟年会和世界名山对话的成功举办表示热烈祝贺！

新冠疫情的阴霾已经过去，我们在迎来事业、工作、生活新的秩序的同时，也面临诸多新的挑战，人们的价值观、生活观、旅游观正在发生变化，人们的健康、安全取向将超过对物质生活的追求。

山地旅游，依托山地自然和人文生态环境实现自身发展目标，彰显着健康生活的真善美。今天，我们在新的时代背景下讨论山地旅游，一方面要面对三年来新冠疫情给旅游业造成的多重困难，另一方面要面对旅游业态、市场环境、从业人员的变化，还有国际局势、现代科技高速发展带来的变化和挑战。

发展、变化和挑战是客观存在的，就包括山地旅游在内的旅游业而言，我们需要持续不断努力探索和创新，高度重视对自然、文化和社会价值的深刻理解和尊重。

世界名山，是自然和文化遗产的集大成者，代表着地球上最壮美的自然景观，承载着人类智慧和文明的结晶。正是由于世界名山的存在，使得山地旅游成为了特色鲜明、可塑性强、可开发性强的旅游业态，成为高品质旅游的载体。

世界名山，见证了自然界和人类社会的发展变迁，凝结着人与自然和谐共生的精神。从亚洲的喜马拉雅山脉，到欧洲的阿尔卑斯山脉，从非洲的乞力马扎罗山脉到北美洲阿拉斯加山脉、落基山脉，从南美洲安第斯山脉到澳洲的卡斯卡迪亚山脉等等，全球大多数国家都拥有众多著名的山脉和名山大川。中国也有众多名山被联合国教科文组织列入世界遗产名录，各类遗产数量位列世界前列。正是这些令人震撼和取之不尽的名山景观资源，筑就了山地旅游可持续发展的生命力。

世界名山对于区域经济的发展也有着不可替代的作用。大量游客因山而来，带动了餐饮、住宿、交通、观光、购物、游乐等旅游要素发展，扩大了消费和就业，大大提升了山地居民的生活水平。在许多山地区域，山地旅游已成为重要的经济支柱产业。

世界名山的保护与发展，首要任务是确保环境不被伤害。我们需要采取有效的措施，确保山地、山区、名山生态的完整性，摒弃过度开发和低效利用。山地旅游要特别注意保护水资源、野生动植物栖息地，减少垃圾等废弃物及碳足迹排放。要通过科学的规划管理，推动山地旅游的



绿色化。所以应积极倡导山地旅游相关企业、研究机构、经营主体高度重视绿色低碳技术研发和应用,建议有关部门把推动零排放旅游示范区列入重要议事日程,国际山地旅游联盟等相关组织机构联合助推,使其成为可持续山地旅游的创新路径。文体旅融合是山地旅游可持续发展的必由之路,通过深入挖掘山区的人文资源,将文化元素融入旅游要素,以持续促进和提升山地旅游的品质和吸引力。

名山与健康密不可分。自古以来,登山、乐山已成为世人必不可少的生活内容,山地居住、山地修养、康复治疗是古今中外爱山养生人士的选择。随着人们生活节奏加快和亚健康人群的增加,人们更加关注健康是大势所趋,山地旅游有益于身心健康,自然成为人们追求的时尚生活方式,比如许多山区推出的温泉康养、富氧运动、健身活动、山村体验等户外项目,通过提供专业的康养、康复、医疗服务和设施,吸引了大量游客前来体验。

作为倡导可持续山地旅游的专业性国际组织——国际山地旅游联盟,历来呼唤各界对世界旅游名山保护与发展的重视,通过《世界旅游名山分类及评价体系》的研

究与实施,探索建立标准及认证机制,共享经验和商机,为山地旅游的绿色健康发展提供有力的智力支撑。联盟还十分注重汇聚政府、商界、学界、媒体、民间及其他业界专家参与交流与合作,以传播山地旅游先进理念,分享山地旅游成功案例,汇集山地旅游实践经验,促进山地旅游政策完善。

世界名山对话,是国际山地旅游联盟2018年创建的机制性、论坛型平台。通过连年举办,已经形成了可供世界各类名山共享的对话交流平台,其对话水平也在不断提高。期盼通过本次对话,进一步融汇山地旅游业界的共识,共同践行世界名山及山地旅游坚持走绿色健康和可持续发展之路;推动目的地机构、国际旅游组织和管理机构,发挥积极引导作用;共同构建国际化平台,探索发展模式,拓展山地旅游市场;共同探讨如何应用现代科技为山地旅游业发展赋能,制定可操作性山地旅游专业标准,推动山地旅游人才培养,共享世界山地旅游发展成果。

最后,祝“2023世界名山对话”圆满成功!

谢谢大家!

The world famous mountains have built the vitality of sustainable development of mountain tourism

Shao Qiwei, Former Director of China National Tourism Administration
Former Vice Chairman of IMTA

嘉宾
致辞
Address

I'm very delighted to be here with everyone in the beautiful Province to share with you the new developments and experiences in mountain tourism in the changing landscape of the world. First, I would like to send my congratulations on successful convening of the annual conference and the dialogue around the world famous mountains.

The shadow of COVID-19 has reseeded and as we usher in a new order in our careers, we are otherwise confounded with new challenges. Lifestyles and perspectives towards travel are evolving with people prioritizing health, and well being over material pursuits.

Mountain tourism is based on a natural and cultural and ecological environment of the mountainous regions embodies the essence of a healthier lifestyle. Today, as we dive into mountain tourism in the context of this new era, as we heard this morning's leaders and guests have mentioned that for one thing, we need to confound the multiple challenges posed by the last 3-year's pandemic and also we need to adapt

to changes into tourism trends and dynamics and workforce as far as the challenges and changes brought by the international landscape and rapid technological advancements. Development, change, and challenges are inherent in the reality world including mountain tourism. For us, we must continuously explore and innovate. We should pay high attention to the understanding and respect to the nature, culture as well as social well being.

These mountains serve as a representative of cultural heritage and presenting some of the most significant landscapes embodying the collective wisdom and civilization of humanity. It is precisely because of this existence of this world we know mountains that mountain tourism has been distinct and highly developed sector within the tourism industry offering a vehicle for high quality tourism experiences.

The mountains, and development and transformation of both the natural world and human society, displaying the spirit of harmonious existence of





humans in the Himalayans in Europe from Kilimanjaro in Africa and Alaska and Rocky Mountains in North America, to the mountains in South America to the cascade mountains in Australia. Most countries around the world know the famous mountain ranges on peaks. China in particular is home to a multitude of world renown mountains listed in the UNESCO world heritage register.

For example, the mountains of the greater province is one of which a member of the world UNESCO heritage sites are also leading the world. It's because of this awe inspiring mountain landscapes that follow the sustainable tourism. These mountains place – respective ranges and the influx of tourists to those areas and development of the related sectors such as catering, accommodation and site seeing etcetera. This increases consumption and employment opportunities raising the leading standards of mountain residents. In many mountainous regions, mountain tourism has become a crucial period of the local economy.

The primary task in the conservation development over the world famous mountains will ensure that the environment remain undamaged, we need to take effective measures to ensure integrity of the ecological mountainous related areas related to the famous mountains to have an successful development and efficient utilization. We should pay special attention to the protection resources and reduction of raised carbon footprint emissions through scientific management, we should promote the greening – therefore, it's reminded that the enterprises research institutes and operators should pay high attention to the research application, bringing low carbon technologies. While authorities should have – demonstration areas as a top priority.

IMTA and related organizations can cooperate to make this an innovative path towards sustainable mountain tourism. The integration of culture sports and tourism is the necessary need for the sustainable development of mountain tourism. By deeply exploring the human resources of mountainous areas and integrating cultural elements in tourism, we can continuously promote and enhance the quality and attractiveness of mountain tourism.

The world famous mountains are inseparable throughout history and comes with the enjoyment of mountains have be a part of life. Mountain cooperation and mountain therapy, are choices for those seeking a healthy lifestyle from geography as a way of supporting life quickens and – facing suboptimal increases. Mountain tourism has benefits. It has become a fashionable way of life. Mountain regions have introduced out door activities such as hot springs, sports, fitness activities and village experiences. By providing professional health habitation, medical services, facilities these initiatives have attracted visits seeking rejuvenation dedicated to promoting sustainable mountain tourism. IMTA has been needing protection for the development of rare famous mountains through research and implementation of the classification of world famous mountains. We aim to explore the establishment of standards and certification mechanisms, experiences and business opportunities and provide strong intellectual support for the healthy development.

This alliance also places the importance in bringing together business, acting media, civil society and other industry experts for exchanges and cooperation with concepts of mountain tourism, sharing successful cases in mountain tourism and practical experiences in mountain tourism and for mountain policy improvement in mountain tourism.

Dialogue among world famous mountains as a mechanism accomplished by IMTA in 2018, has been held annually and has become an example for the world famous mountains to have dialogues.. the lack of dialogue will be for the inclusive and we hope that this dialogue, consensus can be further made to be practice the standards of world famous mountains and to adhere to a green sustainable development path so that international organizations can play an active role in guiding the practice and building our international platform to explore the ways of innovation and to expand the market to discuss utilization and modern technologies to empower mountain tourism and compile practical standards of mountain tourism to promote the training talents in this regard and enjoy the benefits together to which this dialogue will be successful. Thank you!



深化旅游合作,共创美好未来

埃德塞尔·格雷克斯·伯斯·拉格曼 菲律宾阿尔拜省省长



女士们、先生们、尊敬的来宾、国际合作的倡导者们：

今日，我们齐聚风景如画的中国贵州省兴义市，共同庆祝“2023世界名山对话”——这场盛会彰显了地球自然景观的波澜壮阔以及通过对话弥合文化差距和加强地区间联系方面的力量。在此次盛会中，我很高兴地强调此次卓越的合作——阿尔拜省和贵州省都享有雄伟壮丽的山川以及超越国界的友好省份协议承诺，将阿尔拜和贵州省紧密连接。

我们生活的世界遍布令人惊叹不已的山川，每座山川都诉说着独特不一的故事，再现地质奇观、文化意义和自然复原力。在这些自然奇观中，有标志性的马荣火山(Mayon Volcano)，它是菲律宾阿尔拜的典型代表，令人自豪。马荣火山以其完美对称的锥体和令人惊叹的景色俘获了无数冒险家、科学家和梦想家。其纯粹之美和无与伦比的力量揭示了地球绝美的地质奇观。

我们相聚贵州，共赏秀美风景——山峦、山谷和郁郁葱葱的绿色植被吸引了全世界的目光。贵州的雄奇山川是神秘色彩、文化丰富性和生态多样性的完美融合。独一

无二，尽展中国自然遗产的深厚之美。

阿尔拜省与贵州省之间的友好省份协议，使此次聚首影响更加深远。这种伙伴关系超越地理距离，彰显了共同的价值观、对各自山川的热忱以及对可持续发展的承诺。它印证了合作的力量，也印证了通过合作我们可以达到更高的高度这一信念。

阿尔拜省与贵州省之间的合作不仅仅是思想和专业知识的交流，而是建立持久的联系。通过交流可持续旅游、灾害管理和环境保护等领域的知识，阿尔拜省与贵州省能够擘画更加富有弹性、蓬勃发展的业界蓝图。这种伙伴关系体现了真正的对话精神，国家和地区可以互相学习经验，共同建设更美好的未来。

此外，友好省份协议能够促进文化交流、增进教育伙伴关系以及加强民众之间的联系。这为阿尔拜省与贵州省人民发掘和欣赏彼此的传统、价值观和生活方式打开了大门。这些联系为构建超越国界的持久友谊和理解奠定了基础。

我们正处于无国界世界的路口，面临重重挑战——例如气候变化、疫情和经济差距——阿尔拜省与贵州省之间的伙伴关系为我们带来了一线希望。这提醒着我们，国家和地区团结之时，便能以更大的韧性和创造力应对各种挑战。

最后，让我们共同庆祝阿尔拜省与贵州省之间的卓越合作，正是对壮丽山川的共同热忱和对更加光明的未来的共同承诺使之紧密团结。愿此友好省份协议激励我们所有人寻求共同联结点，架起理解的桥梁，共同努力创造多姿多彩的世界，让多样化之美闪耀全球景观的每一处山川河谷。

谢谢大家，祝愿“2023世界名山对话”取得圆满成功，进一步增进各国和各地区之间的理解与合作。

嘉宾
致辞
Address





“2023国际山地旅游联盟年会” & “2023世界名山对话”
2023 Annual Conference of IMTA
2023 Dialogue among World Famous Mountains

嘉宾
致辞
Address

Deepen tourism cooperation and create a better future together

Edcel Greco Alexandre Burce Lagman, Governor of Albay Province of Philippines

Ladies and gentlemen, esteemed guests, and advocates of international cooperation:

Today, we come together in the picturesque Xingyi City, nestled within the magnificent province of Guizhou, China, to celebrate the 2023 Dialogue Among World-Famous Mountains in the World—a gathering that highlights the profound beauty of our planet's natural landscapes and the power of dialogue to bridge cultural gaps and strengthen bonds between regions. Within the grandeur of this event, I am thrilled to emphasize a remarkable collaboration—one that unites Albay and Guizhou through their shared appreciation for majestic mountains and their commitment to a sisterhood province agreement that transcends borders.

Our world is graced with awe-inspiring mountains, each telling a unique story of geological wonder, cultural significance, and the resilience of nature. Among these natural wonders stands the iconic Mayon Volcano, proudly representing Albay in the Philippines. With its perfectly symmetrical cone and breathtaking views, Mayon has captured the hearts of adventurers, scientists, and dreamers alike. The sheer beauty and undeniable power of Mayon serve as a testament to the geological marvels that adorn our planet.

As we gather here in Guizhou, we are surrounded by an equally enchanting landscape—a tapestry of mountains, valleys, and lush greenery that has captivated the world's attention. Guizhou's mountains offer a unique blend of mystique, cultural richness, and ecological diversity, showcasing the profound beauty of China's natural heritage.

What makes this gathering even more extraordinary is the sisterhood province agreement between Albay and Guizhou. This partnership recognizes that beyond geographical distances, these regions share common values, a love for their respective mountains, and a commitment to sustainable development. It is a testament to the power of cooperation and the belief

that through collaboration, we can achieve greater heights.

The collaboration between Albay and Guizhou is not just about the exchange of ideas and expertise—it's about the forging of lasting connections. By sharing their knowledge in areas such as sustainable tourism, disaster management, and environmental conservation, Albay and Guizhou can create a blueprint for resilient, thriving communities. This partnership exemplifies the true spirit of dialogue, where nations and regions can learn from each other's experiences and build a better future together.

Furthermore, the sisterhood province agreement fosters cultural exchange, educational partnerships, and people-to-people connections. It opens the doors for the people of Albay and Guizhou to discover and appreciate each other's traditions, values, and way of life. These connections serve as the foundation for lasting friendships and understanding that transcends borders.

As we stand on the threshold of a world filled with challenges that know no boundaries—such as climate change, pandemics, and economic disparities—partnerships like the one between Albay and Guizhou offer a glimmer of hope. They remind us that when nations and regions unite, they can tackle these challenges with greater resilience and creativity.

In closing, let us celebrate the remarkable collaboration between Albay and Guizhou, brought together by their shared love for magnificent mountains and a shared commitment to a brighter future. May this sisterhood province agreement inspire us all to seek common ground, build bridges of understanding, and work together to create a world where the beauty of diversity shines through the peaks and valleys of our global landscape.

Thank you, and may the 2023 Dialogue Among World-Famous Mountains be a resounding success, fostering greater understanding and cooperation among all nations and regions.



议题一：生态优先赋能名山旅游绿色发展

Topic 1: Ecological Priority Empowers the Green Development of
Famous Mountains Tourism

“世界名山对话”为强化RCEP框架推动行业综合战略奠定基础

贺迪 中国-东盟中心教育文化旅游部主任



今天,我怀着无比兴奋和热切的心情参加“2023世界名山对话”这一重大活动。

我谨代表北京中国-东盟中心(ASEAN-China Centre),对组委会邀请我出席本次论坛表示衷心感谢。我相信本次活动能够有效加强我们之间的合作、建设可持续旅游目的地。

中国和东盟地区拥有众多雄奇壮丽、令人叹为观止的山川,这些山川构成了地球多样化的面貌。从贵州省梵净山神圣的山峰,到湖南省备受尊崇的天门山(通常被称为“天堂之门”),中国的自然壮美景观和鬼斧神工令人惊叹。

同样,中国的周边东盟国家也拥有诸多大自然震撼人心的地理奇观。越南北部沙坝(Sa Pa)云雾缭绕的山峰;绵延不绝、令人望之生畏的巴厘桑山脉(Baliisan Mountains)贯穿印度尼西亚苏门答腊岛的西部;东马来西亚婆罗洲岛上的京那巴鲁山,雄奇壮丽,直插云霄,堪称整个东南亚的最高峰,这些不过是东盟地区众多令人惊叹的山川中的寥寥数个,这些山川时刻激励着我们随时开启一场惊心动魄的冒险之旅,亲近自然,尊重先辈为我们留存的景观并满怀感激。

仅此而言,此次对话能够推动公众积极参与中国、东

南亚乃至世界山地资源保护和保存以及山地旅游开发和推广。

本届年度会议为强化框架和推动行业综合战略奠定了基础,为当地社区和全球游客带来利好。

我们的受邀嘉宾将在活动中开展广泛深入的讨论,发表发人深省的公开对话,旨在向我们传授有关山地旅游业可持续实践的宝贵知识,以及营造相互理解和共同责任的积极环境的基本方法。

随着我们逐步揭开山地旅游的复杂多变,让我们借此机会拓宽视野,同时从能够反映我们独特的亲身经历和故事的独特景观和多元文化中汲取灵感。

我出生于印度尼西亚美丽的爪哇岛,也在那里长大,在那里,令人叹为观止的壮丽山景绵延无穷,我对本次会议所坚持的进一步推动和促进整个地区山地旅游的目标和原则产生了深刻的共鸣。近年来,岛上的山地旅游活动日益蓬勃发展,带来了巨大的经济收益。然而,随之而来的也有各种挑战,丰富的生物多样性和野生动物面临威胁。

因此,我们必须采取适当的山地旅游行动,例如推广可持续方法,鼓励当地和国际交流,推动对环境负责的商业合作,从而保护山地的自然和文化遗产。

最后,此次盛会清晰地展现了我们的热忱和承诺。以实现我们的目标,即推动山地旅游进一步创新和繁荣发展,让子孙后代享受、珍惜和日益热爱自然奇观,这些举措将继续以多种方式丰富着我们的生活。

我衷心希望通过本次论坛的探讨与交流能够加强东盟-中国在可持续山地旅游领域的合作,促进人文交流,为本地区人民和世界人民的生活创造更加光明的未来。

最后,我再次感谢为此次活动默默付出的所有人员,特别是国际山地旅游联盟和组委会,预祝2023国际山地旅游联盟年会暨“世界名山对话”圆满成功!

谢谢!





"Dialogue among World Famous Mountains" has paved the way for establishing enhanced RCEP Framework and launching comprehensive strategies

Hadi Tjahjono, Director of Education, Culture and Tourism Department of ASEAN-CHINA CENTRE

It is with great pleasure and earnest enthusiasm for me today, to have an opportunity to attend this "Dialogue among World Famous Mountains" 2023.

On behalf of the ASEAN-China Centre in Beijing, I would like to express my sincere appreciation to the Organizing Committee for inviting me to present here in this Forum. I believe this dialog serves as an effective way to enhance the cooperation among us, in building sustainable tourism destination.

China and the ASEAN region are home to numerous magnificent and breathtaking mountain ranges that have uniquely shaped our planet's landscapes. From the sacred peaks of Mount Fanjing in Guizhou Province, to the highly revered Tianmen Mountain, often referred to as the "Gateway to Heaven" in Hunan Province, China solidifies itself as a testament to the majestic beauty and wonder that nature has to offer.

Equally, China's neighboring ASEAN states are also blessed with some of nature's finest geographical marvels. The mist-covered summits of Northern Vietnam's Sa Pa; the vast and daunting Barisan Mountains that spine along the western edge of Sumatra Island in Indonesia; and Mount Kinabalu in East Malaysia on the island of Borneo, mightily piercing the skies considered as the highest peak in all of Southeast Asia, are only few of the many awe-inspiring mountains in the ASEAN region that challenge us to embark on a thrilling adventure and connect with nature and honor the lands that our ancestors before us have graced.

In this regard, this dialog serves as a significant avenue for raising public awareness about actively taking part in the protection and preservation of mountain resources, and the development and promotion of mountain tourism across China, Southeast Asia, and the world at large.

This annual conference has paved the way for

establishing an enhanced framework and launching comprehensive strategies for the industry that benefit both local communities and global travelers alike.

The informative discussions and thought-provoking open dialogues that will be presented by our respected guests at the event aim to impart us valuable knowledge on sustainable practices in the mountain tourism industry as well as essential approaches on fostering a positive environment of mutual understanding and shared responsibility.

As we set out to unravel the intricacies of mountain tourism, let us seize the opportunity to broaden our perspectives while drawing inspiration from the unique landscapes and diverse cultures that reflect our distinct human experiences and stories.

As someone who was born and raised on the beautiful island of Java, Indonesia, where stunning and imposing panoramas of our mountain scapes stretch into the distance, I deeply resonate with the goals and principles upheld by this conference on further advancing and promoting mountain tourism across the region. In recent years, mountain tourism activities have been gaining popularity on the island which boosts significant economic gains. However, this also comes with various challenges that threaten the rich biodiversity and wildlife.

For this reason, it is imperative for us to be equipped with proper mountain tourism practices such as promoting sustainable methods, encouraging local and international exchanges, and pushing for environmentally responsible business cooperation to safeguard the natural and cultural heritage of our mountains.

To conclude, let this momentous event be a clear demonstration of our passion and commitment towards achieving our goal of a more innovative and flourishing mountain tourism for future generations

to enjoy, cherish, and develop a profound appreciation of the marvels of nature that continue to enrich our lives in so many ways.

I fervently hope that the insight and perspectives shared at this forum contribute to strengthen ASEAN-China cooperation in the field of sustainable mountain tourism, boost people-to-people exchanges and paving the way for a brighter future for live of the people in the region and people of the world.

Finally, once again, I would like to thank all those who have worked hard, especially to the International Mountain Tourism Alliance (IMTA) and all the organizing committee to make this event possible. I wish all participants a successful and enjoyable Dialog on IMTA Annual Conference and “Dialogue among World Famous Mountains” 2023.

Thank you!

主旨
演讲
Speech





创建世界旅游名山分类与评价标准 推动国际山地旅游可持续发展

吴必虎 北京大学城市与环境学院旅游研究与规划中心主任



非常荣幸作为国际山地旅游联盟的专家委员会的成员,我们北京大学的团队受委托,对世界名山的分类和评价标准做了一些初步的研究,这个成果应该说一年前我们初步做出来了,最近又在考虑如何推进世界各个国家能够真正地把潜在的世界名山作为一个推荐或者作为一个评估,所以这样的一个话题应该说跟我们这次“世界名山对话”的论坛是比较吻合的。

世界山地旅游在疫情期间,甚至正是因为疫情,大家要逃离很密集的地方来到山区,所以山地旅游反而受到了更多的关注和重视。全球旅游活动、旅游类型当中有一个比较大的增长或者更强的一个潜力,在这个过程当中,很显然,人们也面临着这样的一个选择,因为每个人的生命都是有限的,每个人用于旅行特别是出国旅行的预算也是有限的,所以我们会选择那些最值得去的那些名山,因为它的名山能够让我们花尽可能少的时间能够学到更多的东西,体验到更多的文化,看到更多的美景,作出更多的文化交流。所以根据我们前期的研究,参考了世界各种类型的旅游目的地、旅游吸引物、旅游资源的评估标准,包括世界遗产、包括我们中国国内的一些5A级旅游景区,以及国家公园的评估指标,最后我们通过研究世界山地旅游得出了一些结论。

大家知道世界名山很显然是山,我们要考虑他的旅游接待设施和服务管理能力,因为我们毕竟是IMTA,也就是说国际山地联盟的标准,考虑到双方的情况,景观的吸引力以及服务的质量两方面,所以从文化的多样性、自然的生物多样性,以及旅游的服务条件来看,我们提出了三种户型的名山,一种叫国家名山,第二叫文化名山,第三叫自然名山,下面因为时间关系,我简要地把三类名山作

为世界级的旅游目的地的这样的一个体系,也就是说我们在考虑名山的评选、分类、评估的时候,是把他作为很高等级的全球水平上的一个旅游目的地来看这些山,因为不仅仅是从遗产、从学术、从考古学意义上来考虑,而是一个旅游功能方面的考虑。

一是国家名山,二是文化名山,三是自然名山。每一类都有一个评价标准纬度以及纬度的指标,因为他是世界名山,所以很显然旅游资源丰富以外,在世界范围内的影响力和旅游服务的能力也是一个重要的考虑,在这两种考虑的基本的结构下,我们来谈三类名山的观察的角度,或者说评价标准。

第一、国家名山

大家知道你可以是文化名山,你可以是自然名山,但是你不一定是国家名山,因为作为一个国家的象征性的山脉,当然如果是沙漠或者是海洋国家,他可能不是山地国家,对于一些山地国家来讲,总有那么一座山是非常神圣地,能够代表这个国家的,或者全世界都认为这个山代表某个国家的,所以国家名山考虑的标准很显然是官方认定认可或者批准并且得到大多数这个国家的国民的认同。同样,它也要能够展现国家的代表性的历史或者核心的民族精神,时间关系案例我就不列举了,可能大家每个人心目中都有国家的国山,比如说中国我们都知道有五岳,五岳当中东岳泰山,中国人有这样的认同。因此我们说国山的类型大家比较容易理解。

第二、文化名山

很多名山的形成跟宗教有关,比如说中国有很多名山跟佛教、道教有关系,影响国家历史事件的起源地或者见证地。第一是人类文明的起源地,像南非早期人类的遗址。第二跟世界某一个民族有关。第三个是代表某一个时期人和山地互动的创造性成果,具有科学价值意义的。第四个是文化多样性,所以应该说文化名山的评价指标比较丰富,我们目前考虑了是八种类型,当然每一类下面的评价指标比较复杂,评价系统我们就不做专业性的介绍了。

第三、自然名山

顾名思义,人类的直接接触和在上面居住的情况比较少一些,可能是自然保护区、生物多样性,是生物演化的重要的典型特征,特有非常独特的气象气候资源,是文明的气候的度假地。第三个是自然景观典型,有独特的美学特征,比如说丹霞地貌或者说采秋地貌,这是一种美学



方面的审美。第四是从生物多样性,从人类学方面来讲,比如说中国的海南岛有五指山国家热带雨林森林公园,这些是生物多样性的代表。

总的来说我们根据这三个分类标准,目前正在起草这个名山到底怎么选出来,我们目前正在做这样的工作,最后进行专家现场认定,这样完成了我们IMTA提出来的真正的IMTA的标准能够把它作为全球的选择和推广,通

过世界名山评价或者是公布,我相信会在全球的文化交流国际山地旅游的可持续发展,文化的多样性、代表性的交流的过程当中,能够起到更好的技术方面的,和对当地旅游目的地政府、管理者来讲,是一个理论上的指导意义,同时也致力于全球时代的自媒体方面的广泛传播。

我的报告就到这里,谢谢大家!

主旨
演讲
Speech

RESEARCH ANALYSIS

国家名山

国际山地旅游联盟



世界旅游名山评价体系： 国家名山评价标准

提名列入世界旅游名山“国家名山”，则该名山必须符合下列一项或几项标准，方可获得批准：

(1) 得到官方认定，认可或批准，得到大多数国民的认同，与国民精神相契合；

维度	指标	说明
官方认定	获得政府相关部门认可，与国家形象相符合	
人民认同度	获得广泛国民认同，契合民族精神品质	由官方组织的调研证明，或由专家学者普遍认同。

(2) 能够展现一个国家的代表性历史或核心民族精神。

维度	指标	说明
代表性	能够展现国家代表性历史或核心民族精神	





Development of Classification and Evaluation Criteria for World Famous Tourism Mountains

Tiger Wu, Director of Center for Recreation and Tourism Research (CRTR) Peking University

Thank you very much for the introduction and IMTA experts. We have done research on the evaluation and classification of the world famous mountains. On tourism. We have done this 1 year ago and we are considering how to promote the potential world famous tourism of all countries. And this topic is quite relevant with this dialogue.

This is fair to say that global mountain tourism, even during COVID-19, going to less populated areas and the mountainous areas, mountain tourism was managed more by tourists. This area, in terms of development, has growth with many potentials due to these reasons and we have seen choice, how to choose because we have limited time in terms of our budget and time. We need to see mountains worth going so we can spend less time to enjoy more. Enjoying the cultures, spas of that destination. According to our preliminary research, and with the reference of the world tourism mountains, scenic response and many national parks, selection index. So we have reached some conclusions by studying the world's mountain tourism.

We have to take into consideration that mountains can play its role in cultural and natural characteristics and we are the IMTA standard. Well, considering the natural beauty and services of mountains so in terms of the cultural, biological diversity and services, we have posed three. One is national mountains and also the culturally famous mountains. While we are considering the evaluation and classification of the world's famous mountains, we are considered a worldwide attraction. Not only from the heritage or the academics or even the archeology. So we have three world famous tourism mountains. National, cultural and world famous mountains and they have different parameters and index for each classification. They exert their correspondent influence in terms of

the different fields and in terms of the cultural and natural resources, we also have some evaluation standards of the world famous tourist mountains.

I. National famous mountains

The national famous mountains, it can be natural or cultural famous mountains but maybe not natural or cultural – or – ocean countries and for some mountain countries, there will be a range with this specific country, localized by the world.

Therefore, the national famous mountains is recognized officially and approved officially, recognized by masses and conforms the experience of that specific country. I will not brief you about the cases. I believe you have the nationally representatives country for the famous mountains. And we also know there's great mountain that is China, mountain time which has been famous a long time ago and has, regarding the sacred place by emperors and that's to the national level and for cultural famous mountains, there are complex evaluation will consider our region places of the mountains on this level.

II. Cultural famous mountains

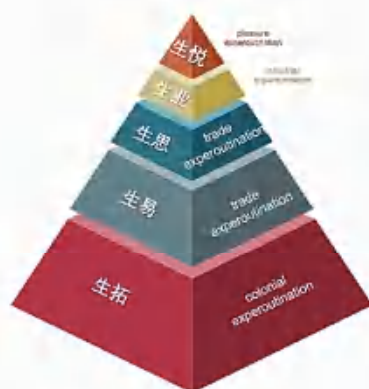
There are many mountains in China, with the religion or Buddhism and the second is the mountains are cradles or memorial places for national around the world, historic sites in Africa. There are some heritage sites of humans or it's related with the classic books of that has pictured the mountains. And third is it's related to the human civilization government and of course, it's related to ways of the cultural diversity, for example, the rural mountain has been depicted in many ancient literature.

III. Natural famous mountains

Therefore, there is a rich evaluation index to evaluate the cultural famous mountains and under each criteria, there are various indexes in terms of evaluation and certainly, it's about the natural famous



CONCEPTUAL DEFINITION 概念定义



近年基于游历“五生理论”的形成机制研究

世界旅游名山:

世界级山地旅游目的地代表

世界旅游名山是指那些基于山地旅游资源而形成的，经历了较长时间人类文化沉积，有较为完善的旅游基础设施，为到访者提供优质旅游服务，在世界范围内具有较大影响力的山地旅游目的地。世界旅游名山为全人类的良好发展提供了重要的自然教育、文化体验和休闲游憩机会。



旅游资源

文化资源
自然资源



旅游功能

休闲游憩机会
文化与自然教育



山地旅游目的地

依托山地自然与人文综合地域生态系统，开展休闲、游憩、体验活动

mountains. Due to the cur chur ral diversity, it is important place of evolution of nature and it has geography landscape resources and is a resort. It has a unique distinct tourism that has different geo landscape. For example, they show bio diversity that can represent the evolution of the eke kolg. And in China, they have a tropical rain forest. Therefore, it is based on the three evaluation standards. We have different stages of variation, drafting and approval and identification. Entrusted by IMTA, we are ongoing procedures, drafting soliciting opinions of this so that

we can complete the evaluation, classification of the world famous mountains based on the standards of IMTA.

Through this way, we believe that more can be done in terms of cultural exchanges, world famous development and cultural and natural diversity for technical support can be provided and theoretical guidance can be provided for further development of the state tourist destinations.

That's all for my report. Thank you!





智慧系统赋能山地运动

张海峰 中华户外网CEO



今天我跟大家分享的主题是智慧系统赋能山地运动,主要是希望通过我们的智慧系统如何更好地保护我们的山地环境,如何使我们的山地运动更加安全,如何使我们的山地旅游更加有趣,如何通过我们的山地运动能够带动我们的乡村振兴,使我们的山地更加美好。

一、“两山”理论

绿水青山就是金山银山——习近平,这就是著名的“两山”理论,在“两山”理论的指引下,中国的生态环境发生了巨大的改变,在中国的北方有一个沙漠正在消失,变成了一个绿洲。中国从2020年开始长江禁渔,早上跑步的时候你可以看到江上的鱼在跳跃,还可以看到江豚。“两山”理论也要通过合适的路径来转换成我们的经济价值,我们可通过智能系统实现我们的转化。“两山”理论强调,保护好生态环境将会创造巨大的经济价值。同时中国也在倡导“两山转化”,即良好的生态环境需要适当的途径来转化为经济价值。

二、城市生态的“两山转化”

基于“两山转化”的理念,我们研发了智慧步道系统,并已成功推广至深圳、南京、武汉、合肥、长沙、贵阳、安吉等多个城市。

三、智慧系统助力山地美好

这一系统旨在更好地将城市的宜人生态环境融入市民的健康生活,实现生态与生活的完美融合。低功耗设计;采用太阳能供电,特别适合复杂的山地环境。LoRa/4G自组网通信,确保即使在没有移动信号覆盖的区域,系统也能正常运作。RFID感应/AI识别交互、北斗定位,以及多种传感器,提供全面的功能支持,为用户提供更佳的体验。

四、兼顾山地的生态保护与发展

山地智慧系统旨在为山地提供更高水平的生态保护、高效安全的山地运动与山地旅游支持,同时也积极促进山区经济的发展,助力乡村振兴。智慧导览:实时海拔、线路指引、位置地图以及实时气象数据;应急支持:紧急通知、紧急求助、救援定位和应急物资提供;赛事服务:包括赛事打卡、赛事计时、动线指示和选手Vlog;景区服务:人流统计、活动运营、通知公告和安全预警;生态保护:视频监控、火灾预警、碳汇监测和名木防盗功能。

五、体旅驿站助推山区发展

1. 城市生态的“两山转化”



自助参与:个人或团队可自助领取介质,参与山地运动和赛事;存包与补给:参与者可在驿站存放物品和获取运动所需补给;奖励兑换:完成活动后,可在驿站自动兑换奖牌、文创品或农产品;实时信息:大屏幕展示山地赛事、活动情况和排名;电子优惠:完成山地运动者将获得手机电子优惠券。

六、提升山地景区运营效率

降低成本:具备多项智慧功能,如零售、租赁、自助兑换和智慧运营,以降低人力成本投入;提升体验:支持游览Vlog、智慧导览、自助活动参与以及赛事等功能,以提升山地旅游体验;提高供给效率:多项目(徒步、跑步、骑行)、多参与方式(活动、赛事、打卡任务)、多应用场景(团建、研学、办赛),并提供全天候、自助式、多并发供给服务,提升山地运动产品供给效率;创新运营方式:覆盖休闲观光(打卡活动)、运动人群(徒步、骑行、跑步赛事)、团队定制(团建、办赛)和景区活动(常态赛事、主题活动),满足不同活动运营需求。

我们在赤水河谷项目已经落地了,不需要太多投入,



四、兼顾山地的生态保护与发展



对于游客来讲有很好的体验,有更多的参与感,形成自己的排名,它可以使我们景区山地来发布产品,所有的产品都可以,无论是团建还是研学,可以全天后的,多并发的进行,过去我们一次只能组织一个比赛,现在我们每天可以由不同的组织组织不同的比赛,不管是景区还是服务,都是一系列的服务。

七、推动“碳中和”的探索

在武汉东湖的智慧步道上,市民完成一场跑步比赛后,可以自动兑换恩施州的碳汇生态产品,并同时获得恩施大峡谷的优惠门票。这样的话一方面把山区的优质的农产品可以带到城市,第二也可以把城市的人群推到山区,

促进碳中和,同时也促进城乡统一发展,有助于我们乡村振兴,山地的绿色发展,所以这个也是我们在接下来要做的一个探索。对于山区来说,这一举措提升了生态资源产品的价值,同时有助于吸引城市游客,增加人流量。

八、展望未来,连接更多山地

这个系统也结合了中国当下的很多政策,山地智慧系统与中国当前政策高度契合,包括“两山”转化、双碳目标、乡村振兴、全域旅游、体育强国和数字中国等政策。我们也希望该系统未来能够在全中国更多山地旅游目的地得以应用,为全球山地旅游的发展贡献中国自己的解决方案和智慧。

谢谢大家!

三、智慧系统助力山地美好



智慧系统助力山地美好,通过智能设备,提升山地旅游体验,实现山地旅游的智能化、数字化、绿色化。





Smart System Empowers Mountain Sports

Zhang Haifeng, CEO of www.huway.com

Today, the theme I am going to share is that smart systems empower mountain sports, hoping that with our smart system, we can better protect our mountain environment, make our mountain sports safer, make mountain tourism more interesting, and promote rural revitalization and make our mountains more beautiful with mountain sports.

I. "Two mountains" theory

Lucid waters and lush mountains are invaluable assets - Xi Jinping, this is the famous "Two Mountains" theory. Under the guidance of the "Two Mountains" theory, China's ecological environment has undergone profound changes. A desert in the north of China is disappearing, turned into an oasis. China has been implementing fishing ban on the Yangtze River since 2020. When you run in the morning, you can see fish jumping and finless porpoises on the river. The "Two Mountains" theory also needs to be transformed into our economic value through appropriate paths, and we are working to achieve our transformation through smart systems. The "Two Mountains" theory emphasizes that protecting the ecological environment will create enormous economic value. At the same time, China is also advocating "the transformation of two mountains", that is, a good ecological environment needs appropriate ways to transform into economic values.

II. "Transformation of two mountains" of urban ecology

Based on the concept of "transformation of two mountains", we have developed a smart trail system, which has been successfully promoted to multiple cities such as Shenzhen, Nanjing, Wuhan, Hefei, Changsha, Guiyang, and Anji.

III. Smart systems boost beautiful mountains

This system aims to better integrate the pleasant ecological environment of the city into the healthy life

of citizens, achieving a perfect integration of ecology and life. Low-power design, powered by solar energy, it is particularly suitable for complex mountain environments. Lora/4G self-organizing network communication ensures that the system can operate normally even in areas without mobile signal coverage. RFID sensing/AI recognition interaction, Beidou positioning, and a variety of sensors provide comprehensive functional support and provide users with a better experience.

IV. Ecological protection and development of mountainous areas

The mountain smart system aims to provide higher levels of ecological protection, efficient and safe mountain sports, and mountain tourism support for mountainous areas, while also actively promoting the development of mountainous economies and assisting rural revitalization. Smart guide: Real-time altitude, route guidance, location maps, and real-time meteorological data; Emergency support: emergency notification, emergency assistance, rescue positioning, and provision of emergency supplies; Event services: including event check-in, event timing, route guidance, and player Vlog; Scenic area services: pedestrian flow statistics, activity operation, notification and safety warning; Ecological protection: video monitoring, fire warning, carbon sink monitoring, and anti-theft functions for famous trees.

V. If participation: Individuals or teams can collect media to participate in mountain activities and events by themselves; Bag storage and replenishment: Participants can store items and get supplies needed for the campaign at the station; Reward redemption: After the campaign, you can automatically redeem medals, cultural and creative products or agricultural products at the station; Real-time information: Large screens display the mountain events, campaign status



and rankings; E-coupons: Those who have completed the mountain campaigns will receive cell phone e-coupons.

VI. Improve the operational efficiency of mountain scenic spots

Cost reduction: Equipped with multiple intelligent functions such as retail, leasing, self-service redemption, and intelligent operations to reduce labor costs; Enhance the experience: Support functions such as Vlog, smart navigation, self-service activity participation, and competitions to enhance the mountain tourism experience; Improve supply efficiency: Multiple projects (hiking, running, cycling), multiple participation methods (activities, competitions, check-in tasks), multiple application scenarios (team building, outdoor education, organizing competitions), and provide all-weather, self-service, and multi-concurrent supply services to improve the supply efficiency of mountain sports products; Innovative operation methods: covering leisure sightseeing (check-in activities), sports groups (hiking, cycling, running events), team customization (team building, hosting events), and scenic area activities (regular events, themed activities) to meet different operational needs.

Our project in the Chishui Valley has been put into operation. It does not require too much investment and provides tourists with good experience, greater sense of participation, and formation of its own ranking. It allows us to release all our products in scenic mountain areas, whether it is team building or outdoor education, it can be carried out throughout the day and in multiple locations. In the past, we could only organize one competition at a time, but now we can organize different competitions every day

by different organizations, providing a series of services.

VII. Promote the exploration of "carbon neutrality"

On the Wisdom Trail of East Lake in Wuhan, citizens can automatically claim carbon sink ecological products of Enshi after completing a running race, while getting preferential tickets for Enshi Grand Canyon. In this way, on the one hand, high-quality agricultural products from mountainous areas can be purchased in cities, and on the other hand, urban populations can be attracted to mountainous areas to promote carbon neutrality. At the same time, it also promotes the unified development of urban and rural areas, which is conducive to rural revitalization and green development of mountainous areas. Therefore, this is also an exploration we will do next. For mountainous areas, this measure enhances the value of ecological resource products, while also helping to attract urban tourists and increase foot traffic.

VIII. Look ahead to the future, connect more mountains

The system also incorporates many of China's current policies. The Mountain Smart System is highly compatible with China's current policies, including the transformation of "two mountains", the goal of carbon peaking and carbon neutrality, rural revitalization, all-for-one tourism, sports power, and digital China, etc. We also hope that the system can be applied in more mountain tourism destinations around the world in the future, contributing China's own solutions and wisdom to the development of global mountain tourism.

Thank you all!





"2023国际山地旅游联盟年会" & "2023世界名山对话"
2023 Annual Conference of IMTA
2023 Dialogue among World Famous Mountains

圆桌对话 Round-Table Dialogue

生态优先赋能名山旅游绿色发展

Ecological Priority Empowers the Green Development of Famous Mountains Tourism



2023“世界名山对话”上,俄罗斯“阿尔卑斯产业”旅游公司市场总监安东尼娜·库库尼娃(Antonina Kukushkina),西班牙大加纳利岛中国事务代表卡洛斯·维雷斯(Carlos Vélez),蒙古国旅游协会会长德·钢特木尔(Damba Ganテムur)及峨眉山景区管委会副主任冯俊超等嘉宾围绕“生态优先赋能名山旅游绿色发展”议题开展了精彩的对话,立足旅游目的地构建情况,分享当地实现绿色环保旅游的做法,为全球名山可持续发展提供先进理念和成功经验。

During the Dialogue among World Famous Mountains 2023, Antonina Kukushkina, Marketing Specialist of Alpindustria Tour; Carlos Vélez, President of the China Spain Trade Association, Representative for China Affairs of the Spanish Grand Canary Government; Damba Ganテムur, President of Mongolian Tourism Association; Feng Junchao, Member of the Emei Mountain Scenic Area Party Working Committee, Deputy Director of the Management Committee, conducted a conversation on the topic of "Ecological Priority Empowers the Green Development of Famous Mountains Tourism". They shared local practices of green tourism based on the construction of tourist destinations, and Provide advanced ideas and successful experience for the sustainable development of the world's.



嘉宾：安东尼娜·库库什金娜 俄罗斯“阿尔卑斯产业”旅游公司市场总监
(Antonina Kukushkina, Marketing Director of Alpindustria Tour)



首先给大家介绍一下厄尔布鲁士峰，它是欧亚边界第一高峰，位于俄罗斯西南部的大高加索山脉。我们非常关注山地的绿色生态，厄尔布鲁士峰一年四季都很受欢迎，每年约有一万名登山者前来攀登。我们每年也会组织一些项目，比如说清洁山地，即和志愿者以及相关人士到山地进行清洁。今年8月，我们收集了两万吨垃圾和废物，能够保护自然，这是非常棒的。

另外我想谈一谈基础设施，在厄尔布鲁士峰，大概十年前，有意大利人在这里进行相关的基础建设，进行山地循环。俄罗斯政府非常支持可以保护山地的基础建设，我们在2015年也开展了相关的项目，这能更好地保护山地生态。

Let me introduce Mount Elbrus. It is the highest peak on the Eurasian border, located in the Great Caucasus in southwestern Russia. We are deeply concerned about the green ecology of mountains. Mount Elbrus is very popular all year round, with about 10,000 climbers climbing it every year. We also organize some projects every year, such as mountain cleaning, that is, cleaning the mountain with volunteers and related people. In August this year, we collected 20,000 tons of garbage and waste, which is great for protecting nature.

In addition, I would like to talk about infrastructure. About ten years ago, some Italians constructed related infrastructure in Mount Elbrus and carried out mountain circulation. The Russian government is very supportive of infrastructure construction that can protect mountains. We also launched related projects in 2015, which can protect mountain ecology well.





圆桌 对话

Round-Table
Dialogue

西班牙大加纳利岛是一个非常有名的旅游目的地,人流量及活动量都非常大,请问作为一个旅游目的地如何去平衡保护微生物系统及旅游业发展需求这两者的关系呢?

Gran Canaria in Spain is a famous tourist destination, with a large number of visitors and activities. As a tourist destination, how do you balance the protection of the microbial systems with tourism development?

主持人:徐京\Emcee:Xu Jing

嘉宾:卡洛斯·维雷斯 中国西班牙贸易协会会长,西班牙大加纳利岛中国事务代表
(Carlos Velez, President of CHINA SPAIN BUSINESS ASSOCIATION, Representative of the Government of Gran Canaria in China)



大加那利岛的绿色环保旅游越来越受到游客的青睐,游客希望在享受这座美丽加那利群岛的自然美景和生物多样性的同时,能够最大限度地减少对环境的影响。大加那利岛位于加那利群岛中,地貌丰富,包括海滩、山脉、森林和沙丘。

岛上生态和绿色旅游相关的活动和景点有很多,大加那利岛有多个自然公园和保护区,游客可以在那里探索当地的动植物。其中最著名的有皮兰科内斯自然公园、塔马达瓦自然公园和Güi-Güi特别自然保护区。岛上有多种多样的路线,让游客可以探索山林景观。一些受欢迎的路线包括圣地亚哥路线、火山路线和Azulejos路线。大加那利岛是观鸟的重要场所,因为这里栖息着包括候鸟在内的多种鸟类。马斯帕洛马斯沙丘自然公园是鸟类观测的热门

地点。游客可以选择入住乡村民居和绿色农场,体验田园生活,支持当地社区。岛上提供生态旅游活动,如骑马旅行、山地自行车旅行、皮划艇旅行等,让游客以环保的方式享受大自然。

大加那利岛以可持续农业而闻名,包括当地葡萄酒、奶酪和农产品的生产。游客可以参加酒庄和农场之旅,了解其工艺并品尝新鲜的农产品。

在岛上游览时,必须遵循可持续发展的做法,如收集垃圾、不干扰动植物、使用指定的道路和自行车,以尽量减少对环境的影响。大加那利岛为自然爱好者和希望享受更可持续的绿色旅游的游客提供了独特的体验。在探索自然公园、未破坏海滩和当地社区时,游客可以在尊重和保护自然环境的前提下欣赏岛上的美景和生物多样性。

Green tourism in Gran Canaria is increasingly favored by tourists who want to enjoy the natural beauty and biodiversity of this beautiful Canary Islands while minimizing their environmental impact. Gran Canaria, located in the Canary Islands, is rich in landforms, including beaches, mountains, forests and sand dunes. I'd like to introduce you to some of the activities and attractions on the island that are related to ecology and green tourism:

Natural parks and reserves: Gran Canaria has several natural parks and reserves where visitors can explore the local flora and fauna. Among them, the

most famous ones are Parque Natural de Pánuco, Parque Natural de Tamadaba, and Güi Güi Nature Reserve. There are a variety of routes on the island that allow visitors to explore the mountainous landscape. Some popular routes include the Santiago Route, the Volcario Route, and the Azulejos Route. Gran Canaria is an ideal place for birdwatching, as it inhabits a variety of birds, including migratory birds. Dunas de Maspalomas is a popular spot for bird watching. Tourists can choose to stay in rural dwellings and green farms, experience field life, and support local communities. The island offers eco-tourism activities such as horse





riding, mountain cycling, kayaking, etc., allowing visitors to enjoy nature in an environmentally friendly way. Gran Canaria is known for its sustainable agriculture, including the production of local wines, cheeses and agricultural products. Visitors can take winery and farm tours to learn about the craftsmanship and taste fresh agricultural products.

When visiting the island, you must follow sustainable practices such as collecting trash, not disturbing

flora and fauna, and using designated roads and bicycles to minimize your environmental impact. Gran Canaria offers unique experience for nature lovers and tourists who want to enjoy more sustainable green tourism. While exploring natural parks, unspoiled beaches and local communities, visitors can enjoy the beautiful scenery and biodiversity of the island while respecting and protecting the natural environment.

圆桌
对话
Round-Table
Dialogue





西班牙毫无疑问是世界上旅游发展非常好的一个目的地,如果去了加纳利群岛,就会知道,那里不仅仅是一个岛,还有很多自然风光可以欣赏。如何处理自然资源与每天蜂拥而至的游客之间的需求的关系关键就是要找到平衡,找到了平衡,就不会像某些地方过度开发。不敬畏大自然,造成的结果就是彻底破坏原本的资源,也就无从谈起山地旅游。

蒙古国在生态旅游方面有哪些可分享的经验做法?

Spain is undoubtedly a destination with excellent tourism development worldwide. As long as you go to the Canary Islands, you will know that it is not only an island, but also boasts a lot of natural scenery. My question just now was about how to deal with the relationship between natural resources and the daily influx of tourists. Carlos Vélaz's answer is pretty much what we expected. The key is to find a balance, and once it is found, the scenic area will not be over exploited as some places have done. Failure to respect nature will result in the complete destruction of original resources, making it impossible to develop mountain tourism.

What are Mongolia's experiences and practices in ecotourism that can be shared?

主持人:徐京 Emcee: Xu Jing

嘉宾: 达瓦次丹 蒙古国旅游协会会长

Damba Darvasdan, President of Mongolian Tourism Association



今天我们主要谈论世界名山,山是什么?山地旅游是什么呢?可能现场每个人都会有自己的定义,但是实际上,旅游这个行业有很多元素、很多细分产业,也有很多利益相关者,同时也需要政治方面的支持。对于我们来说,山地旅游行业有三个关键的话题。

第一、山地旅游的可持续发展到底是什么呢?怎样才能更好地保护自然。第二、山地旅游的角色是什么?怎样实现可持续的健康生活?这是我们想要去讨论的“山地旅游+”概念。第三、山地旅游的贡献是什么?能够为我们的绿色的生活做什么?怎么对文化和社会作出贡献。

It is a great honor for me to share our thoughts with you here and introduce Mongolia to you. Today, we mainly talk about world-famous mountains. What are mountains? What is mountain tourism? Probably everyone here has their own definition, but in reality, tourism is an industry with many elements, many sub-industries, and many stakeholders, and it also requires political support. For us, there are three key topics in the mountain tourism industry.

First, what exactly is the sustainable development of mountain tourism? How can we better protect nature? Second, what is the role of mountain tourism? How to achieve a sustainable healthy life? This is the concept of "mountain tourism+" that we want to discuss. Third, what is the contribution of mountain

首先是保护的人,包括生态学家,他们为了能够解决这些重点问题,做了很多研究。第二点就是怎样去把这些研究应用到教育以及正常的文化交流当中,以及发展相关的绿色业务。在我们的文化中,当人们去世后,他们的身体会与大山同在,这说明山不是我们的利用对象,但是山会给我们带来挑战,让我们看到人的本真是什么,这是山地带来的哲学。最后,当我们聊到绿色经济时,要与其它山地区域进行对话,比如说通过气候变化的讨论,或者是其他相关的山地旅游对话来进行讨论。

tourism? What can it do for our green life? How does it contribute to culture and society?

The first is about the conservationists, including ecologists, who have done a lot of research to address these issues. The second is how to apply these studies to education and normal cultural exchanges, as well as develop related green businesses. In our culture, when people die, their bodies stay with the mountains, which indicates that the mountains are not for us to utilize, but they bring us challenges and let us see what the human being really is, and this is the philosophy brought by mountains. Finally, when we talk about the green economy, we need to have a dialogue with other mountain areas, for example, through the discussion of climate change or other related mountain tourism dialogues.



山岳不能消费，我们不能把它作为一个商品来消费，那么请问在峨眉山可持续发展方面又有哪些经验和做法？

Mountains can't be consumed, we can't consume them as a commodity, so what are the experiences and practices in terms of sustainable development of Mount Emei?

主持人：徐京\Emcee:Xu Jing



嘉宾：冯俊超，峨眉山景区党工委委员，管委会副主任
(Feng Junchao, Member of Emei Mountain Scenic Area Party Working Committee,
Deputy Director of the Management Committee)

峨眉山是中国佛教四大名山，也是世界文化与自然相融合的名山，素有“植物王国”“动物乐园”和“地质博物馆”的美誉。在运营管理峨眉山的过程中，峨眉山景区管委会始终坚持保护第一，科学规划，严格管理，永续发展的理念，持续推进峨眉山生态旅游，助推绿色经济发展。在这里简要跟大家介绍一下峨眉山在推进生态发展方面的做法，我把它总结为四个字“加减乘除”。

第一、在认识和管理上做加法。我们始终站在人与自然和谐共生的高度谋划发展，尊重自然，保护自然。同时，在科学规划管理上做文章。峨眉山景区成为世界双遗后，我们第一时间制定出台了《峨眉山世界遗产管理条例》，并且与峨眉山市政府建立了“景城一体”的管理体制，将峨眉山市城市总体规划与峨眉山景区规划融为一体，同时建立了所在地与景区统一的执法队伍，严格加强生态环保执法，形成统一规划、共同保护、协同发展的机制。

第二、在生态承载力上做减法。主要体现在两个方面。一是近年来我们持续为山地生态减负，从2021年开始，峨眉山景区启动了保护区内原住民搬迁项目。我们先后搬迁了1480多户，共4500多名群众到山下，山上的原住民减少四分之一，从而减少山区的生态承载负担。二是我们根据景区生态容量，严格限定当日接待人

数不得超过3万人，杜绝只顾眼前利益而不顾生态安全的现象发生。

第三、在保护利用上做乘法。一方面我们持续加强生态定位监测、果树木保护和濒危动植物繁育样项基础工作，保护自然和生态资源。另一方面我们坚持自然资源和人文资源一体保护，近年来我们持续在峨眉山的茶、药、武、茶这四张名片上下功夫，特别是加强峨眉山4700多件可移动文物的研究、阐释及利用，通过这种方式让峨眉山的人文资源与自然资源和谐共生，相映成趣。

第四、在打通堵点上做除法，主要是三个消除。一是消除交通上的堵点。我们通过统筹规划景区内自有资源，着力打通峨眉山金甯南线交通，让旅游车辆、旅游人员能够快进快出，减少生态环境负担。二是消除信息堵点。通过大数据了解游客的需求动向，通过及时发布信息，及时分流、引流、限流，让旅游资源能够发挥最大效益。三是消除研发上的堵点。我们重点加强对峨眉山双遗的保护和研究阐释，不断丰富生态康养、体育旅游、行院朝拜、自由研学等旅游文化产品，让消费者有更多可选择空间。

通过上述措施，峨眉山景区复苏明显，截至目前，已经接待游客450多万人，实现了美誉度和知名度双丰收。以上就是峨眉山在生态旅游发展方面的实践做法，希望接下来有更多机会与大家进行更深入的交流。



Mount Emei is one of the four famous mountains of Chinese Buddhism and a famous mountain where world culture and nature are integrated. It is known as the "Kingdom of Plants", "Animal Paradise" and "Museum of Geology". In the process of operation and management of Mount Emei, the Mount Emei Scenic Area Management Committee has always adhered to the concept of protection first, scientific planning, strict management, and sustainable development, and continues to promote ecological tourism in Mount Emei and promote the development of the green economy. Here, I would like to briefly introduce the practices of Mount Emei in promoting ecological development, which I summarize in four words: "addition, subtraction, multiplication and division."

First, make additions to understanding and management. We always plan development from the perspective of harmony between humanity and nature, respecting and protecting nature. At the same time, we are working on scientific planning and management. After Mount Emei Scenic Area became a world nature and culture heritage, we immediately formulated and promulgated the Regulations on the Management of Mount Emei World Heritage and established a management system of "integration of scenery and city" with the Mount Emei Municipal Government, integrating the overall urban development plan of Emeishan City and the planning of Mount Emei Scenic Area. At the same time, a unified law enforcement team for the local area and the scenic spot has been set up, to strengthen the law enforcement of ecological environment protection, and form a mechanism of unified planning, joint protection, and coordinated development.

Second, subtraction on ecological carrying capacity. This is reflected in two aspects. First, in recent years we have continued to reduce the burden on the mountain ecology, and starting in 2021, Mount Emei Scenic Area has launched a program to relocate the indigenous residents in the protected area. We have relocated more than 1,480 households, totaling more than 4,500 people, to the foot of the mountain, and the number of indigenous residents on the mountain has decreased by one-fourth, thus reducing the ecological carrying burden of the mountainous area. Second,

according to the ecological capacity of the scenic area, we strictly limit the number of visitors received on the same day to no more than 30,000, and put an end to the phenomenon of only focusing on the immediate interests but ignoring ecological security.

Third, multiplication on conservation and utilization. On the one hand, we continue to strengthen the basic work of ecological positioning monitoring, protection of fruit trees and breeding of endangered animals and plants, and protection of natural and ecological resources. On the other hand, we insist on the integrated protection of natural resources and human resources. In recent years, we have continued to work hard on the four business cards of Mount Emei: Buddhism, medicine, martial arts, and tea. In particular, we have strengthened the research, interpretation, and utilization of over 4,700 movable cultural relics in Mount Emei. Through this approach, we aim to achieve a harmonious coexistence between the cultural and natural resources of Mount Emei, and complement each other.

Fourth, division on clear-up blocking points, mainly three eliminations:

1. Eliminate traffic jams. Through the integrated planning of our own resources in the scenic area, we have made efforts to open up the transportation of the south finding line of the Mount Emei, so that tourist vehicles and tourists can enter and exit quickly, reducing the burden on the ecological environment.

2. Eliminate information blockages. Learn the demand trends of tourists through big data and timely release information to divert and limit traffic promptly so that tourism resources can maximize their benefits.

3. Eliminate blockages in research and development.

With these measures, the Mount Emei Scenic Spot has recovered significantly. So far, it has received more than 4.5 million tourists, achieving a double harvest of reputation and popularity. These are the practical practices of Mount Emei in ecotourism development, and I hope there will be more opportunities to have more in-depth exchanges with you.



加法还可以理解,但是在减法中我有一点困惑,原住民变迁过程中,当然是在做减法,那这个过程中会遇到具有挑战性的问题吗?

The addition is understandable, but I am a little confused about the subtraction. Of course, subtraction is being done in the process of indigenous people's relocation. Did you encounter challenging problems in this process?

主持人:徐京\Emcee:Xu Jing



嘉宾:冯俊超,峨眉山景区党工委委员,管委会副主任
(Feng Junchao, Member of Emei Mountain Scenic Area Party Working Committee,
Deputy Director of the Management Committee)

搬迁原住民的过程中,我们制定和出台了一揽子计划,一系列配套措施。困难是明显的,当地群众依恋故土,所以做工作的时候主要有几个点:第一考虑当地老百姓搬迁以后的生产生活问题,需要为老百姓在山下的生产生活经营创造必要条件;第二是我们充分发挥当地老百姓集体经营方式,让老百姓从山上的集约经营变成了山下的集约经营。百姓集体经营方式,让老百姓从山上的集约经营变成了山下的集约经营。

During the process of relocating the original residents, we have formulated and introduced a package plan and a series of supporting measures. The difficulties are obvious, since the local people are attached to their homeland, so we focused on several key points when doing the work. First, considering the production and life problems of the local people after their relocation, it is necessary to create the necessary conditions for the production and life of the people at the foot of the mountain. The second is that we fully leverage the collective management mode of local people, transforming them from intensive management on the mountain to intensive management at the foot of the mountain.





议题二：山地旅游引领健康生活方式

Topic 2: Mountain Tourism Leads a Healthy Lifestyle

打造繁荣山地温泉养生社区

查尔斯·戴维森 世界温泉与气候养生联合会副主席、全国康养研究院温泉专业委员会主席



很荣幸能够代表世界温泉与气候养生联合会与大家作分享。对我来说，健康是一种放松和快乐的感觉，让人能够感受到自己、感受到彼此以及感受到大自然。

温泉为人们提供了通往健康和幸福的途径，也提供了与健康生活方式相连的途径。在半岛温泉中，我们专注于健康的七个关键领域，与客人在放松、运动、营养、睡眠、教育和创造力等方面建立了连接。

在新西兰的玛鲁亚温泉，我们为客人提供了自然的连接体验，只要到了那里，客人就会沉浸在温泉的自然体验中，冰与火或热冷的对比可以让客人感到温暖和爽快，它对血液循环非常有益，让人们感觉清醒。

我们也提供塞纳的冰火浴，这些湖泊的水来自于附近山脉的河流，泥浆疗法长期运用于温泉康养领域，岩土和泥浆有益于健康，客人用泥浆在彼此身上作画，这是种非常有趣的体验。

此外，在半岛温泉，我们还有各种各样的设施，每个人都可以在户外感受周遭的环境。我们将音乐表演、教育、文化创意等多元化项目引进社区，丰富客人的文化体验。我想，温泉的主要魅力所在，就是能够让客人放慢脚步，欣赏风景。

温泉体验可以让客人在旅途之外与当地社区建立联系，根据温泉社区所在地域特色，加入本地特色资源，比如在美国柯罗拉多州、澳大利亚维多利亚州等地，已开发了加入多种元素的温泉体验线路，这不仅提升了游客体验感，强化了游客和当地的关联度，还更好地促进了当地经济和社会的发展。

任何一个新型产业或新领域建立时都离不开人才，温泉康养行业能够为业内人员创造机会，提升工作人员的职业幸福感和生活幸福感。我们支持了两个博士研究项目，一个项目在维多利亚大学，主要探讨温泉对社会和环境的影响，通过探索影响社区环境和经济发展的关键指标，从而更好帮助当地社区。另外一个项目与皇家墨尔本理工大学合作，研究温泉对于睡眠和心理健康的影响，这个研究话题也与我们的生活息息相关，这两个项目都将在2024年初完成。

最后我想强调的是，自然环境对于温泉来说至关重要。1997年，半岛温泉还是一片荒地，经过重塑变成了今天的样子，在感受自然的过程中为客人提供了很好的体验。我们试图创造一个非常好的山地温泉世界，就像海和沙漠一样，山地也是一个值得我们去爱、去尊重、去感恩的自然资源，温泉就是其中一个很好的实现手段。



Building Prosperous Mountain Hot Spring Wellness Communities

Charles Davidson, Vice-President of the World Federation of Hydrotherapy and Climatotherapy (FEMTEC) Asia-Pacific, President of Hot Springs Initiative of Global Wellness Institute

I am honored to share with you, on behalf of FEMTEC and GWI, that to me, wellness embodies a sense of relaxation and happiness. It allows us to be ourselves truly, connect with one another, and embrace the beauty of nature.

We provide a gateway to nature at Maruia Hot Springs in New Zealand. Visitors can immerse themselves in a natural hot spring experience, feeling the contrast of warmth and coolness in our pools. This unique experience greatly benefits blood circulation and provides an instant refreshing sensation.

At the ice and fire bath in Seinäjoki, sourced from nearby mountain rivers, we offer mud therapy, a long-standing tradition in hot spring wellness. The therapeutic benefits of rocks and mud promote good health, and our guests can enjoy an entertaining and unique experience by indulging in the playful activity of painting each other with clay.

At Peninsula Hot Springs, we offer a plethora of facilities for our tourists to enjoy an exceptional outdoor experience. We integrate musical performances, educational initiatives, cultural and creative projects, as well as various multicultural activities into our community offerings. This unique blend is what sets our hot springs apart, allowing visitors to slow down, immerse themselves in the natural surroundings, and truly savor the picturesque views.

A hot spring tour not only provides tourists with a memorable experience but also helps them forge connections with the local community even after the tour concludes. Simultaneously, the community hosting the hot springs gains new local resources and features. Examples can be seen in places like Colora-

do, USA, and Victoria, Australia, where hot spring tours have been developed with diverse elements. These tours offer tourists a richer and more immersive experience, connecting them with local communities and contributing significantly to the local economic and social development.

In any emerging industry or field, talent plays a pivotal role in its growth. In the hot spring industry, we not only create jobs but also enhance people's happiness both in their workplace and personal lives. As part of our commitment to fostering talent and knowledge, we have sponsored two doctoral research projects. One is being conducted at the University of Victoria, focusing on how hot springs influence society and the environment. This project delves into the key factors shaping community environments and economic growth to offer valuable insights for local communities. The second project is collaborating with the Royal Melbourne Institute of Technology, examining how hot springs affect our sleep patterns and mental health. This research holds significant relevance to our daily lives. Both projects are expected to be completed in early 2024.

Last, I want to emphasize the critical importance of the natural environment to hot springs. In 1997, Peninsula Hot Springs was nothing more than a wasteland. However, dedicated efforts have transformed it into a heaven of natural experiences. Our mission is to create a mountain hot spring world. Just like oceans and deserts, mountains are a precious natural resource that demands our love, respect, and gratitude. It all begins with appreciating and preserving the beauty of hot springs.



高山社区居民的传统生活模式

马丹·库马尔·阿乔亚 尼泊尔国家旅游局执行委员会成员



我非常荣幸能够参加在美丽的兴义市举行的重要的国际山地旅游联盟 (IMTA) 会议。我谨代表尼泊尔旅游局和尼泊尔旅游联合会,感谢国际山地旅游联盟秘书处和组织团队邀请我和尼泊尔代表参加这一重要活动。在成立的最初几年,国际山地旅游联盟不得不应对新冠疫情引发的严重灾难,这显然是生存的试金石。我们把热烈的掌声送给国际山地旅游联盟的火炬手们,联盟历经艰难困苦,方能更加平稳地向前迈进。

作为国际山地旅游联盟的创始成员,尼泊尔旅游局很荣幸曾与尼泊尔旅游协会 (NATTA) 等尼泊尔旅游机构共同主办2019年国际山地旅游联盟活动。我回想起曾在尼泊尔举办过这一活动的美好回忆,同时感谢你们对我们的信任和信心。

女士们、先生们:

我们正处于旅游业的十字路口,全球经济放缓,新冠疫情的冲击和余波、不间断的战争和冲突、以及野火、洪水、高温热浪、地震、暴风雨等自然灾害事件,所有这些无一不在影响着旅游业的发展,旅游业因而遭受重创。矛盾

的是,即使在今天,旅游业仍然是世界上最大的产业之一。这种情况揭示了旅游业在全球经济格局中虽不稳定但仍占主导地位。这种困境为旅游业开辟了一些选择,其中之一便是专注于“康养”旅游。

自从旅游业发展成为世界上的系统性经济现象以来,“康养”始终是旅游业中占据优先地位但通常被低估的组成部分。新冠疫情将其推至旅游活动的最前线。如今,每个人都将自己的健康安全作为个人清单中的重中之重。这也激发了旅游目的地的活力,旅游活动明显从拥挤的室内旅游活动转变为更加亲近自然的的活动,从美食之夜转向健康美食,以及从城市人群转向乡村文化。

这些旅游新活力非常契合坐落于山脚下日益受到欢迎的旅游目的地。尼泊尔国土面积的83%为山区和丘陵,堪称康养旅游的目的地。全球14座8000米以上的山峰有8座在尼泊尔境内,5000米以上山峰有1400多座;总面积的23%被列为国家公园和自然保护区;发源于雪山的三大水系纵横贯穿全国;尼泊尔遍布湖泊和茂密的森林,为数千种动物提供了栖息地,其中包括皇家孟加拉虎、独角犀牛、亚洲象、黑羚、恒河鳄、沼泽鹿、雪豹、小熊猫等濒临灭绝的动物。尼泊尔有丰富的自然、文化和冒险性活动。

自本世纪初以来,可持续发展一词,逐渐成为流行概念,并且在近十年来受到越来越多的关注。尼泊尔坚信自然、文化和经济的可持续性。尼泊尔拥有世代相传的原始自然风光和纯正的文化遗产,是各类旅游者的天堂。由于其自然和文化多样性、海拔差异、药草、传统医疗技术、阿育吠陀和自然疗法、冥想和精神治疗方法、水疗和保健,尼泊尔为“在喜马拉雅山麓享受身、心、灵”的福祉提供了最佳的康养旅游。我欢迎所有来自世界各地的游客来到尼泊尔游玩,尽享终生难忘的体验。

预祝本次会议取得圆满成功!

谢谢!



The Traditional Life Pattern of the Residents of the High Mountain Communities

Madan Kumar Acharya, Executive Committee Member, NTB

This is a distinct honor and privilege for me to be part of this historic International Mountain Tourism Alliance (IMTA) conference taking place in this beautiful city of Xingyi. On behalf of Nepal Tourism Board and Nepalese tourism fraternity, I extend my appreciation to the IMTA Secretariat and the organizing team for inviting me and the delegates from Nepal to this important event. At its early years of establishment, IMTA had to face a severe calamity caused by COVID-19 pandemic, evidently a litmus test of survival. Deep applause to the torch bearers of IMTA, it has withstood the hardship and able to steer ahead more robustly.

As a founding member of IMTA, Nepal Tourism Board had an honor to host IMTA event in 2019 along with Nepalese tourism associations like NATTA. I recall the fond memory of the event that took place in Nepal, and extend my gratitude to you for your trust and confidence on us.

Ladies and gentlemen,

We are at a serious crossroads in the arena of tourism checkered by global economic slowdown, shocks and aftershocks of COVID pandemic, intermittent wars and conflicts, events of natural calamities like wildfires, floods, heatwaves, earthquakes, storms etc., all of them taking heavy toll in tourism. Paradoxically, tourism is one of the biggest industries in the world even today. This scenario reflects on the precarious yet predominant character of tourism industry in the global economic landscape. This predicament has offered some choices in the tourism sector, one of them being a focus on “Health and Wellness” tourism.

Always prioritized but usually downplayed component in tourism is “Health and Wellness” ever since tourism evolved as a systematic economic phenomenon in the world. COVID pandemic impulsively pushed this component to the forefront of tourism activity. Today, everyone makes sure of his or her health safety concerns as the number one requirement in the checklist. It has also augmented

the dynamics of destinations indicating a marked departure from crowded and indoor tourism activities to more Nature based ones; from foody evenings to healthy cuisines; from city crowds to rural cultures.

These new dynamics are very much appropriate for the destinations that thrive on the base of mountains. Nepal, with 83% of the total geography lying in mountains and hills, can arguably boast of being a destination for Health and Wellness tourism. With 8 out of 14 eight thousand meter peaks and over 1400 peaks above 5000 meters; 23% of the total area designated as protected areas like National Parks and conservations areas; with three major river systems originating from snow-capped mountains crisscrossing the whole of the nation; the country replete with lakes, thick forests offering habitat to thousands of species of animals including the endangered ones like Royal Bengal tiger, one horned rhinos, mammoth elephants, blackbucks, gharials, swamp deer, snow leopards, red panda etc., Nepal offers the most of Nature, culture and adventure based activities.

Sustainability has become a buzz word from the beginning of this millennium, and it is gaining more and more popularity in the current decade. Nepal believes in the sustainability of Nature, Culture and economy. With pristine Nature and un-adulterated cultural heritages preserved through generations, Nepal is the heaven for the tourists of all kinds. Due to its Natural and cultural diversity, altitudinal variations, medicinal herbs, traditional medical techniques, Ayurveda and naturopathy, meditation and spiritual healing methods, spa and wellness, Nepal offers the best of Health tourism for the Wellbeing of “Body, Mind and Soul in the lap of Himalaya”. I welcome all potential travelers from around the world to Nepal and have an experience of lifetime.

I wish this conference a grand success.

Thank You.



“福祉文化性”山地旅游的潜力

加登田惠子 日本西九州大学健康福祉学部社会福祉学科特任教授



大家好,今天我想谈谈关于“福祉文化性”山地旅游潜力这个主题。

首先,我想介绍一下“福祉文化视角”的概念。为了让大家更好地了解这个概念,我还将介绍两个例子,让大家更好地了解什么叫做福祉文化。

福祉文化视角

首先,什么是“福祉文化视角”。日本在1989年成立了福祉文化学会(Japanese Society for the Study of Human Welfare and Culture)。学会的设立宗旨这样写道:福祉是指“人类在日常生活中对于幸福的追求而做出的努力”,因此,无论残疾、年龄和性别如何,人应该是支持自己作为人而充分享受生活的过程的存在。我们通过积极开展公益事业,开展研究和实践活动,培育新文化,创造更有内涵的文化。

设立当初,日本处于高度经济成长期的结束阶段。当时有很多摆脱了经济贫困的日本民众认为,今后追求的幸福指标应该从“繁荣的经济”转换到“丰富的生活质量”。

因此,学会成员把以下三点作为重要的研究实践的方向:

第一,将福祉水平提高到人类该有的文化水平(Normalization);第二,创造“不排斥社会弱势群体的文化”(Inclusion);第三,在社区具体实现福祉文化的理念(embodiment in Community)。

之后,会员们在实现以上3个目标时,具体的以“每个人都受到重视的时代”“保证文化生活的质量”“人权文化的形成”“人类文化体验的共享”为切入点,进行了各种具体的挑战。

福祉文化的实践

在实践的过程中,不仅是学者参加,还得到市民的协助,让这样的福祉文化活动在各地得到举办,这些活动也给人们的生活增添了丰富的色彩。

如此,福祉领域加进了文化的要素,比如,在养老院开始重视老人的隐私,允许在设施内饲养动物,重视居住者的意见等等,将福祉服务的质量提高到更加人文化的水平。

另外,各地民众无关残疾与否,都有更多的机会去追求自己的梦想,挑战实现自我人生。

展示的这些照片,是为使用轮椅的残疾人举办的时装秀。在此之前,残疾人很少有机会自由享受时尚,更没





有梦想作为时装模特登上舞台。这段经历让她成为一位表演者,而不是一个旁观者。在日本社会,我们把福利文化也融入到各种各样的文化活动中,以期让我们的社区更加丰富、更加包容。

福祉文化活动的实例

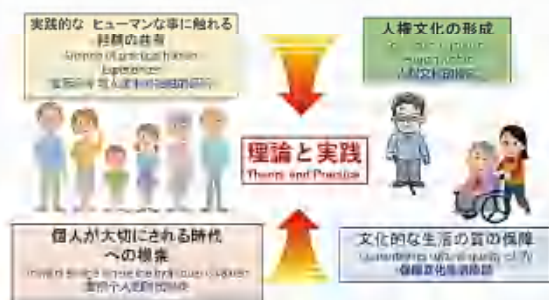
首先介绍一下与山地旅游相关的福祉文化活动。这是7位住在福利院的智障人士挑战徒步登上喜马拉雅山的故事。这个项目始于一位残疾人表达了他想要攀登世界最高山峰的梦想。要是平常,人们只是一笑置之,认为这只是一个智障人士的梦想而已。但是,在为了实现这个梦想而加入的同事和工作人员齐心协力下,他们筹集资金,找到导师并进行初步培训。

他们预定用6天时间徒步到达喜马拉雅山(8000米)的“安纳普尔纳峰”的大本营(4200米)的地方。到了当地他们遇到的是喜马拉雅山的严酷的自然环境,这完全超出了他们的想象。7个人是如何面对接二连三的挑战?他们拥有的是朋友之间牢固的相互信赖关系。下山后,他们说出了“无论障碍多么严重,梦想都能成真”的感言。

我相信,这种兴奋和感动与山岳联盟的每个人登山时的感动和兴奋是一样的吧。事实上,我的一个学生作为福利院的工作人员参与了这项活动。他也说,这次登山给了他无比美妙的体验。

第二个事例,是一个深受老年人欢迎的最先进的无障碍温泉小镇的事例。该项目的口号是“不是你能不能去的地方,而是你想去的地方”。位于本校西九州大学所在地佐贺县的“田野无障碍旅游中心”,因对国内外旅游业的发展做出的贡献而荣获日本观光厅长官奖,并受到了“联合国世界旅游组织(UNWTO)道德特别奖”,成为备受世界瞩目的温泉度假村。

温泉是舒缓放松疲惫身体,温泉有着悠久的历史,日本人特别是老年人特别喜欢温泉。然而,随着年龄的增



长,人的腿脚会变得越来越无力,行动不方便,尤其到了大自然中的温泉度假村,由于环境障碍较多,使用起来就变得困难。对于同行人员和介护人员是一个很大的负担。即便是家人带着一起去,有时候也会因为这些原因而放弃。

然而,在田野温泉,我们以“无障碍旅游中心”为中心,在整个小镇里推行无障碍通道。在入口处设置了方便轮椅通行的坡道,安装了通讯板,并安排介绍从当地福祉机构派遣专门的介护援助人员来服务,让家人不用操心给老人洗澡。

由于通过改善环境和提供服务,使得老年人和家人都能够安心地去“想去的地方”。特别是超老年化社会,持有残疾或者身体不方便的人的比例一定会越来越多。今后,对于有残疾障碍者或者身体不方便者提供某种照顾将成为常态。

以上两个事例,足以说明实现“每个人都受到重视的时代”“保证文化生活的质量”“人权文化的形成”“人类文化体验的共享”的做法,是熟悉而现实的课题。我希望大家能够理解。

如果我们以福祉文化的理念来开发项目,根据不同人的需求为他们创造接受挑战的机会,我相信山地旅游将会持续扩大发展。

主旨
演讲
Speech





The Potential of “Welfare and Cultural” Mountain Tourism

Keiko Katoda, Distinguished Professor of Social Welfare, Faculty of Health and Welfare, Nishi-Kyushu University

Now, I will talk about the topic of the potential of “Welfare and Cultural” mountain tourism.

First of all, I will give an account of the concept of “Welfare and Cultural Perspective.” To give you a better knowledge of this concept, I will cite two instances.

Welfare and Cultural Perspective

First, what is the “Welfare and Cultural Perspective”? Japan established the Japanese Society for the Study of Human Welfare and Culture (the Society for short) in 1989. In its “Purpose of Establishment”, the Society made the following statements: Welfare originally refers to “efforts that are made by mankind in pursuit of happiness in life.” In view of this, any individual, be it disabled or normal, young or old, female or male, should be the being as a man to fully relish the process of life. We actively develop public welfare, organize research and practice activities, and cultivate new culture, in order to create a more inclusive culture.

At the inception phase of the establishment of the Society, Japan’s fast economic growth stage was drawing to an end. Back then, a multitude of Japanese people, who just got rid of economic poverty, believed that the focus on happiness should be transformed into “Enriched life quality” from “Economic prosperity.”

Hence, society members set store by the under-mentioned three points in studies and practices:

First, uplift the welfare to the normal cultural level of mankind (Normalization). Second, create an “Inclusive culture accessible to social vulnerable groups” (Inclusion). Third, embody and fulfill the notion of welfare and culture in communities (Embodiment in Community).

Later, to achieve the foregoing 3 points, members took up concrete challenges while starting from the specific themes “Era in Which Everyone is Highly

Respected”, “Assuring the Quality of Cultural Life”, “Evolvement of Human Rights Culture”, “Sharing of Human Culture Experience”.

“Welfare and Culture” Practices

The “Welfare and Culture” practices are not just participated in by scholars, but also supported by citizens. If they are organized in a wide range, these practices will add more colors to people’s lives.

In view of this, cultural factors are introduced into the welfare, for example, elderly care homes begin to stress the seniors’ privacy, permit animal feeding in the facilities, and value the seniors’ opinions, etc., uplifting the welfare service quality to a higher people-oriented level.

In addition, citizens in different areas, whether they are disabled or not, all of them have more chance to chase their dreams and challenge themselves to achieve self-worth.

These pictures were taken at fashion shows held for those who are wheelchair-bound. Prior to this, the disabled had few chances to relish fashion freely, let alone the dream of showing up on the stage as a fashion model. Such experience made her become a performer rather than an onlooker.

Instances on Welfare and Cultural Activities

I will first introduce welfare and cultural activities relating to mountain tourism. It’s a story about seven individuals with mental retardation who challenged the hiking to the Himalayas. This project originated from a disabled man who voiced his dream to climb the highest mountain in the world. When hearing the dream, people usually brush aside it with a smile, thinking it is just a dream of a mentally retarded person. However, to help him achieve the dream, colleagues and working staff joined the project and made concerted efforts: they raised funds and invited advisors for preliminary training.

They planned to spend 6 days hiking and arriving



at the “Annapurna” base camp (elevation above sea level: 4200m) in the Himalayas (elevation above sea level: 8000m). During the journey, they had to cope with the local grim natural environment in the Himalayas, which went beyond their imagination. How did the 7-person team deal with a string of challenges? The team tided over difficulties for the strong mutual trust and friendship between team members. When getting to the foot of the mountain, they said with strong emotion: “No matter how severe the barrier ahead is, the dream will come true”.

I believe that this emotion at the moment is as the same as that they got when gearing up for the mountain climbing. To be honest, one of my students took part in this project in the capacity of a welfare house worker. He told me that this mountain climbing brought him a wonderful experience. This project has been made into a film, and you are free to watch it if time permits.

I will tell you the second story on a barrier-free hot spring town with the most advanced facilities, which is welcome among the seniors. This project's slogan is “It's a place not for your option but for your desire.” The “Ureshino Barrier-free Tourism Destination” (the Destination for short) lies in Saga-ken where Nishikyushu University is located. The Destination was conferred the “Japan Tourism Agency Excellent Award” for its contributions to the development of domestic and overseas tourism industries, and also granted the “UNWTO Moral Special Award”, making it a hot spring vacation village of world interest.

Hot spring is a sightseeing and holiday facility for easing physical fatigue. Hot spring has a time-honored history, and the Japanese people, not least the seniors, show special interest in hot spring. However, as people grow older, they will feel increasingly feeble on legs and have inconveniences in actions. Along the journey to hot spring vacation village in the wildness there are

a lot of environmental barriers, so it's difficult for the people who move about with difficulty to get to the hot spring. What's more, the journey to the hot spring is also a great challenge to the companions and nursing staff. In some cases, even family members, in face of the foregoing problems, have to give up the idea of visiting the hot spring.

However, in Ureshino Hot Spring Tourist Resort there are not just hospitality facilities but also barrier-free passages around the “Barrier-free Tourism Destination” throughout the town. At the entrance, we have built the slope for the convenience of wheelchair-bound visitors, installed the communication panels, and arranged and employed professional nursing workers from local welfare agencies to provide services, ridding you of worries about the seniors' bathing problems.

Thanks to our efforts in improving the environment and providing services, we reassure you that the seniors and their family members can get to the desired place without worries.

In a super-aged society, the ratio of those with disabilities and physical inconveniences is bound to rise with each passing day. In the future, it will be normal to provide given care services for people with disabilities or physical inconveniences.

Judging from the aforesaid two instances, we can see that it's pragmatic and deservedly normal to practice the themes “Era in Which Everyone is Highly Respected”, “Assuring the Quality of Cultural Life”, “Evolution of Human Rights Culture”, “Sharing of Human Culture Experience”.

Given that we develop the project with the “Welfare and Culture” notion, and provide opportunities for people with varied demands, I am convinced that the development of mountain tourism will keep expanding.



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山地旅游引领健康生活方式

Mountain Tourism Leads a Healthy Lifestyle



2023“世界名山对话”上,葡萄牙农村发展协会会长卡洛斯·品托(Carlos Pinto),国际山地旅游联盟专家委员会成员、国际知名户外体旅专家高宁(Serge Koenig),尼泊尔旅游旅行社协会秘书长库马尔·马尼·塔帕利亚(Natta),中国国际露营大会执行主席李守文,国际持杖健走联合会中国区代表肖刚等嘉宾从不同专业角度围绕“山地旅游引领健康生活方式”议题开展对话。嘉宾们纷纷认为,山地对人们的健康生活有着与生俱来的领军者作用,我们应该利用新需求、新理念推动山地旅游与健康方式融合,为构建山地康养旅游提供积极正向的引导。联合国世界旅游组织(UNWTO)原亚太部主任徐京主持对话环节。

At the “Dialogue among World Famous Mountains 2023”, Carlos Pinto, President of Portuguese Association of Rural Development; Serge Koenig, International Outdoor Sports Expert and member of IMTA Expert Committee; Kumar Mani Thapaliya, Secretary-General of the Nepal Association of Tour & Travel Agents (Natta); Li Shouwen, Executive President of China International Camping Congress; Xiao Gang, Chinese representative of International Nordic Walking Federation, engaged in a comprehensive discussion on the topic “Mountain Tourism Leads a Healthy Lifestyle.” Each participant approached the topic from a unique perspective. The esteemed guests unanimously agreed that mountains have always played a pioneering role in promoting healthy lifestyles. Therefore, there is a pressing need to explore innovative concepts that seamlessly blend mountain tourism with healthy living. This integration, they emphasized, is vital to meet the evolving demands of travelers and to provide positive guidance in establishing mountain wellness tourism initiatives. Xu Jing, former Regional Director for Asia and the Pacific, UNWTO, hosted the Dialogue.





您如何理解山地旅游引领健康生活方式？

How do you understand mountain tourism leading to a healthy lifestyle?

主持人：徐京 联合国世界旅游组织 (UNWTO) 原亚太部主任
(Xu Jing, Former Regional Director for Asia and the Pacific, UNWTO)



嘉宾：卡洛斯·品托，葡萄牙农村发展协会会长
(Carlos Pinto, President of Portuguese Association of Rural Development)

50年前，我出生在一个山区，我的父亲、我的家麻以前也生活在山区，那时候我和同龄的孩子们会走到山顶去探索，我们认为，在山顶更接近天空、神灵和上帝。后来我有幸成为那个山区所在城市的市长，任职期间，我了解了当地的政治和发展战略，包括如何推动山地保护？我和我的团队可以做什么？如何为山地提供积极正向的引导等。

山地为我们提供了发展山地旅游的空间，我们也要基于山地系统，去探究什么对人类福祉、对健康生活有利。我想给大家分享一个案例：有一个生活着约2000人的村庄，有发展山地旅游的潜力，但是他们的卫生条件不达标，所以应关停当地的旅游项目。然后我们做了研究，去

I was born in a mountainous area five decades ago. During my childhood, I used to climb to the mountain peaks with fellow kids, driven by the belief that we could draw closer to the sky and to God at the summit. Later in life, I had the privilege of serving as the mayor of that very mountainous area. As mayor, I delved into policies and strategies, thinking about how my team and I could enhance efforts to protect our mountains. How could we provide positive guidance to the people living in mountains?

The vast potential and opportunities for mountain tourism lie in the heart of mountains, so we must understand how mountains contribute to our well-being and promote a healthy lifestyle. Let me give you an example. There was a village of 2,000 residents that

探索是否有更好的清洁水源以及相应的自然资源，后来终于找到大量洁净水源，得以重启当地旅游。截至今天，已经有5万人访问过当地社区。我认为，高质量的环境和高质量的清洁是非常重要的，尤其是在疫情之后，我们要去转变人们的思想，让山地能够积极推动健康生活方式的发展。

山地旅游的发展也能够创造更多的工作岗位，能够促进经济发展，带来健康的生活方式，我们可以更多地去挖掘山地旅游潜力，探索更多健康生活资源。

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had the potential of becoming a mountain tourism destination. However, the local tourism project faced closure due to inadequate sanitary conditions. We went there and tried to address this challenge. Finally, we found a large source of clean water, managed the natural resources, and brought local tourism back to life. Today, the village has welcomed around 50,000 tourists. I think a great and sanitary environment is the key. Especially in the post-COVID world, we need to reshape people's minds and awareness, and let mountains lead us towards a healthy lifestyle.

Better mountain tourism creates more jobs, speeds up economic growth, and brings a healthier lifestyle. That's why we need to tap into the potential of mountain tourism and allocate resources to promote our well-being.





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为什么山地能够成为人们健康生活的领军者？

Why has Mountain been able to become a leader in people's healthy living?

主持人：徐京\Emcee:Xu Jing

嘉宾：高宁 国际山地旅游联盟专家委员会成员，国际知名户外体育专家

(Serge Koenig, International Outdoor Sports Expert and Member of IMTA Expert Committee)



我生活在山区，也在山区长大，1981年我就来过中国的珠穆朗玛峰，在那之后我在中国呆了很多年，帮助中国山区旅游业发展。我的家乡是法国阿尔卑斯山脚下的霞慕尼小镇。首先我想给大家介绍一下山区旅游的发展历史，包括阿尔卑斯山脉的发展以及中国山地旅游的发展。

欧洲阿尔卑斯山脉的山岳旅游可以追溯到18世纪，一开始人们认为山区是康养圣地，早期的山地旅游受到了法国哲学家让·雅克卢梭和前浪漫主义的影响，那个时候人们就认为冰川能够带来平静的心灵，纯净的呼吸以及年轻的身体。而在20世纪初，纯净空气、冰川、美景，这三个因素是霞慕尼成为大型旅游胜地的原因，霞慕尼也始终专注于户外运动和山地旅游。那么，是什么原因让山区或者山地成为了健康度假和健康生活方式的理想之地呢？

在山地，能够呼吸新鲜空气。山地的特点就是人在其中能够与大自然相连接，这种需求自新冠以后大大地增加。山区是一个宁静的地方，能够提供独特而鼓舞人心的风景，适合人们沉思、冥想与反思，与内心的自己重建联系，因此山地成为休息、远离城市喧嚣、压力和污染的理想之地，而且这种需求将会继续增长。山区在体育健康方

面也有独特的作用，在大自然中可以徒步、骑车、攀岩、漂流、滑雪、滑翔伞等等，这些都是恢复活力，找回自己的最佳方式。山地旅游活动对于人的身体健康和幸福感都有好处。山地旅游业很有趣，可以参观城堡、花园、洞穴、瀑布等等，山区的人们热情好客，传统文化丰富多彩，山地的农产品有利于健康。

山地是独一无二的，人们可以登高，获得丰富的经历，简而言之，山区旅游意味着充分地享受生活。但是将山区视为健康的关联，还必须体现在山区生物多样性中，我们要尊重生物多样性，山区不能有过多游客，在山地旅游的过程中，质量一定优于数量。

在我的家乡，这个也是一个传统的智慧，总结来说，在我看来生活可以分成三类，那就是必不可少的事物、重要的事物和附属的事物，环境保护是必不可少的，因为环境是生命之源。保护好环境，才能留住人才，所以山地旅游活动必须要有益于当地社区，通过尊重环境的方式来促进当地社会经济发展。

最后我想说，美好的生活就是要人人共享，而解决方案就是平衡，还有哪儿比山区更适合发展高质量的旅游实践呢？

I grew up in the mountains. In 1981, I came to the Mount Everest in China and stayed there for many years, working on local mountain tourism development. My hometown is Chamonix, at the foot of the French Alps. First, I would like to introduce the history of mountain tourism, including mountain tourism in the Alps and China.

The history of mountain tourism in the Alps in Europe started in the 18th century. At first, people

believed mountains were places of health and happiness. This idea was influenced by a French philosopher named Jean-Jacques Rousseau and pre-romanticism. People thought glaciers bring peace of mind, fresh air, and a rejuvenated body. In the early 20th century, Chamonix became a popular mountain tourism destination because of its clear air, glaciers, natural views, and outdoor activities. What makes mountains a great place for relaxation and a healthy





lifestyle?

Mountains provide fresh air and are special because they let us connect with nature. This connection has become even more important after COVID-19. Mountains offer peace and beautiful views where we can think, relax, and find ourselves. They are a haven away from the noise, stress, and pollution of cities. I believe more people will visit mountains to find tranquility. Mountains are also great for sports and staying healthy. We can hike, bike, climb, raft, ski, and paraglide there to feel refreshed. Additionally, there are castles, gardens, caves, and waterfalls in the mountains for us to explore. People in the mountains are friendly, they have rich cultures, and the food grown there is healthy.

Mountains are special for climbing and having amazing experiences. A trip to the mountains means enjoying life. To connect mountains with health, we

must protect the plants and animals there, avoid crowding too many tourists, and focus on quality rather than quantity.

This is something people have always known in my hometown. Life has three parts:

- Things we can't live without.
- Things that are very important.
- Things related to these.

Protecting the environment is in the first category because the environment gives us life. To keep talented people, we need a healthy environment. That's why mountain tourism should help the local community and improve the local economy while taking care of nature.

Last, a wonderful life should be shared with everyone. The secret is finding a balance. And where better to practice excellent tourism than in the mountains?

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要改变自己的生活方式，走向户外，这就是高宁跟大家分享的核心观点。接下来我们讨论一下山地旅游是否能够改变人的心灵？

Mr. Serge Koenig wants us to change our way of living, connect with nature, and appreciate outdoor activities. Next we discuss whether mountain tourism can change the human mind?

主持人：徐京\Emcee:Xu Jing



嘉宾：库马尔·马尼·塔帕利亚 尼泊尔旅游旅行协会秘书长
(Kumar Mani Thapaliya, Secretary-General of the Nepal Association of Tour&Travel Agents (Natta))

尼泊尔有8000米的高山，也有很多山地旅游项目。山地旅游一直以来都是健康生活的一部分，它能促进身体的内部循环，让身体与心灵都更加健康。

就我自己来说，当我完成一次露营时，可以脱离自己的日常生活，感受不一样的体验，回到工作后也会因为在山川中的体验而受到不同启发。最近我们开始了一个关于健康生活方式的运动，也就是尼泊尔登山运动。登山是尼泊尔年轻人的一项日常运动，或者说是一种生活方式，这种活动也融入了学校教学中，可以说，山地活动已经成为尼泊尔人日常生活的一部分。此外还有露营、瑜伽等也是尼泊尔人日常的活动。

最后我想说，我们要去推动健康生活方式，清洁山地，以可持续方式来发展山地旅游，用技术、科研等手段让山地旅游更安全。

We have mountains that are 8,000 meters high and many mountain tourism projects. Being in the mountains is a natural way to stay healthy. It boosts our energy and keeps our body and mind in good shape.

Whenever I camp in the mountains, I feel a change, like I'm taking a break from my usual routine. After returning from a mountain trip, I found new ideas for my work. We've also begun a new activity in Nepal for a healthy lifestyle called Nepal Mountaineering. Climbing mountains is a regular activity for young people here and is even part of our school lessons. Mountaineering is now a big part of life in Nepal, along with camping, yoga, and other sports.

We should encourage a healthy lifestyle by cleaning up the mountains and supporting sustainable mountain tourism. We can also use technology and research to make mountain trips safer.

心灵能够通过山地旅游来治愈,还有什么比这更好的呢?

The soul can be healed through mountain travel, and what could be better than that?

主持人:徐京\Emcee:Xu Jing

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嘉宾:李守文 中国国际露营大会执行主席

(Li Shouwen, Executive President of China International Camping Congress)



山实际上是人类的文​​化,山是一种精神、山是一种担当,山寄托了我们的希望,寄托了人类共同价值的认同,所以我们对山有情感的依恋。

体育与大自然协同发展,一直伴随着人的健康幸福快乐,与人们日益增长的对美好生活的向往持续发展。当年,我们把露营作为理想和文化去发展,事实上是围绕中国精英体育与西方职业体育,发展过程中做到以人民为中心、以生活化的体育表现为露营业态,充满了丰富的体育内涵和外延。随着我们物质水平的提高,科技创新的发展,装备制造业的发展也让露营走得更远、更安全。露营作为生活的片段,一个既有情感又有专业技能的产品,要围绕供给侧来解决发展不平衡的矛盾,我们要有更多的装备产品来实现更安全服务和更好的场景,保证露营的舒适和游客的幸福​​感,营造生活方式、消费方式新场景。

Mountains embody a culture, a spirit, and a responsibility for humanity. They symbolize our aspirations, our common values, and our love for nature.

Sports have always been intertwined with our connection to nature, our well-being, and our desire for a happier life. In the past, we developed camping as both a purpose and a culture. By focusing on China's elite sports and the professional sports of the West, we broadened the meaning and scope of sports, emphasizing people-centered and life-oriented camping business models. With advancements in our lives and technology, we've created advanced equipment and facilities, making camping safer and more enjoyable. Camping has now become a natural part of our lives, a tourism product that requires our emotional involvement and professional skills. To address the disparities in camping development, we need to concentrate on the supply side. This means producing more products and offering safer services in better environments, ensuring a comfortable and joyful camping experience for tourists, and promoting a healthy lifestyle.



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他讲的既有新的也有传统的，既有精神层面的也有实体供应侧方面的东西。下面让我们了解一下持杖健走这项运动的作用。

Mr Li provided insights from both innovative and traditional, virtual and actual supply-side perspectives. Let's learn more about the role of the sport of walking with a cane.

主持人：徐京\Emcee:Xu Jing



嘉宾：肖刚 国际持杖健走联合会中国区代表
(Xiao Gang, Chinese Representative of International Nordic Walking Federation)

持杖健走由滑雪运动演变过来，最早是滑雪运动员在没有雪的情况下在马路上练习，后来有人对他进行了改进，把滑雪轮滑鞋变成普通的运动鞋，把滑雪杖变成了今天的行走杖，成了持杖健走，这项运动在世界上也非常普遍，他是世界心脏联盟和中国国家体育总局大力支持和推广的健身项目。

运动项目很多，为什么要大力支持和推广这项运动呢？行走是一个简单的运动，而拿着手杖走实现了全身的锻炼，骑行时身体35%的肌肉在运动，跑步时身体65%的肌肉在运动，而持杖健走时身体90%的肌肉都在参与运动。所以同样是走路，持杖健走的能量消耗更高，能够达到更好的健身效果。持杖健走可以在平地走，可以在山地走。在中国有森林康养协会，而持杖健走就是森林康养的一项重要内容。

Nordic pole walking originated from skiing. Initially, skiers practiced on roads. Later, someone modified it by using regular trainers instead of skiing boots and walking poles instead of ski poles. That marked the beginning of Nordic pole walking. Today, it's a popular activity worldwide, strongly endorsed by the World Heart Federation and the General Administration of Sport of China. So, why is Nordic pole walking, among all these exercises? While walking is simple, holding poles engages your entire body. Riding a bike uses 35 percent of your muscles, running uses 65 percent, but pole walking activates 90 percent. It burns more energy and benefits your body more. You can do Nordic pole walking on flat ground or in the mountains. In China, we have forest wellness associations, and Nordic pole walking is a vital part of forest wellness programs.

倡议发布 Issuing initiative

携手共建世界名山旅游目的地——“2023世界名山对话”倡议

“山”从古至今就与人类生存和文明延续息息相关。名山更是承载着人们的精神寄托和向往。名山，汇集了山地的精华，拥有丰富的自然资源和人文资源，是山地旅游的重要场所。在新的发展阶段，面临旅游业态的更迭，提出打造世界级名山旅游目的地正契合时代发展趋势，对推动山地旅游高质量发展具有重要意义。“世界名山对话”是国际山地旅游联盟发挥行业引领作用，挖掘创造健康、绿色、可持续山地旅游的重要品牌活动，也是携手共建世界名山旅游目的地的重要平台，在此我们发出如下倡议：

一、树立名山旅游目的地意识。我们首先要摒弃“依赖名山，消耗名山”的资源观，应立足名山差异化资源、人文特色，向消费者提供更多有体验感、获得感、满足消费者文化旅游需求的产品；做到科学规划引领，构建全球领先的服务体系和消费引领，推动世界名山旅游向优质、便利、安全、文明发展转变；对标世界级优秀旅游目的地标准，建设功能完善、特色鲜明、布局合理、设施齐全的可持续名山旅游目的地。

二、探索旅游名山评价体系。权威性的资源分类和系统性的评价标准是激发旅游名山的内生动力，积极参与制定和采用世界名山旅游相关的国际标准，如《世界旅游名山分类与评价体系》等标准体系，更好地助力世界名山旅游高质量产品的有序开发。同时，国际组织、世界名山、业界专家需要加强合作，制定更多创新、开放、共享的标准体系，完善健全世界名山旅游体系，共同推进世界名山旅游目的地的建设。

三、共建名山旅游目的地合作机制。共建世界级名山旅游目的地，应树立系统思维、全局观念，以更加广阔的视野、更加长远的眼光、更加开放的心态，实现共建、共享、共赢。通过建立姊妹名山、友好名山等方式，共享世界级名山旅游目的地的创建经验，共建区域世界级名山旅游目的地“共同体”，形成优势互补、资源共享、互利共赢、联动发展的良好共享机制。

四、坚持走可持续名山旅游目的地之路。世界名山具有优越的“绿色”资源，在资源保护与可持续利用方面积累了丰富的经验，这些成功实践可用于探索新阶段山地旅游发展的新模式。利用新理念、新科技、新模式开发名山旅游优质生态产品，充分发挥名山的休闲、游憩等综合功能，积极开展森林康养、自然教育、生态体验、户外运动等“无痕式”生态旅游活动，实现生态优先、节约集约、绿色低碳发展，为区域经济发展和民生福祉作出贡献。



Jointly Building World-Famous Mountain Tourism Destinations – Initiative of “Dialogue among World Famous Mountains 2023”

Mountains have always been closely related to the human survival and civilization, and famous mountains serve as the beacon of our spirits and emotions. Famous mountains, with profuse natural and cultural resources, is the core of mountainous areas and a key stage for mountain tourism. At the new stage of development, the tourism sector changes every day, so building world-famous mountain tourism destinations is a proposal that is in line with the new development tendency and significant to the high-quality development of mountain tourism. “Dialogue among World Famous Mountains” is an important brand for IMTA to play its leading role, facilitate healthy, green and sustainable mountain tourism, which is also a platform for everyone to join hands in building world-famous mountain tourism destinations. Therefore, we hereby make the following proposals:

First, raising the awareness of world-famous mountain tourism destinations. We must first abandon the out-of-date notion of “relying on and consuming resources of famous mountains.” Instead, we should give full play to the distinctive resources and cultures of each mountain, and develop products that give tourists a sense of experience and achievement, and meet their demand of cultural tourism. In addition, we ought to build a world-class service system and consumer guide led by science, promote world-famous mountain tourism towards the high-quality, convenient, and safe path, and build sustainable destinations that are in line with the global standard, fully functional, distinctive, well-planned, and equipped.

Second, establishing a mechanism of evaluating world-famous tourism mountains. An authoritative resource classification system and evaluation standards drive famous tourism mountains’ potential. Therefore, we need to participate in compiling and adopting global standards, such as the Classification and Evaluation System of World Famous Tourism Mountains, to develop products in a high-quality and orderly manner. At the same time, international organizations, famous mountains, and tourism experts need to work hand in hand, to establish more innovative, open-ended, and sharing standards, improve the world-famous mountain tourism system, and jointly facilitate the construction of world-famous mountain tourism destinations.

Third, jointly building the destination partnership. To jointly build world-famous mountain tourism destinations, we must take on a systematic and comprehensive mindset with broad perspective, long-term vision, and open-mindedness, to build, share and reap fruit together. By naming sister mountains and partner mountains, we can share experience in constructing the destinations, establish a destination community, and eventually build a sharing system where we complement each other’s advantages, share resources, seek win-win results, and progress hand in hand.

Last, staying on the path of sustainability. World-famous mountains enjoy advanced and “green” resources, with profuse experience in resource preservation and sustainable development, which can be applied to exploring new patterns of mountain tourism development. In addition, we could turn to new ideas, technologies, and patterns to develop premium ecological products and give full play to the leisure and recreation functions of famous mountains to initiate “traceless” activities like forest wellness, natural education, ecological experience, and outdoor sport. In so doing, we aim to achieve ecology-first, economic and intensive, and green and low-carbon development, contributing to the local economic growth and people’s wellness and welfare.



联动“2023国际山地旅游暨户外运动大会”

Linked to “International Conference of Mountain Tourism and Outdoor Sports 2023”

Leadership 领导会见 Meeting



9月15日, 贵州省委书记、省人大常委会主任徐麟在兴义会见来黔出席2023国际山地旅游暨户外运动大会的主要领导。

On September 15, Xu Lin, Secretary of the Guizhou Provincial Party Committee and Director of the Standing Committee of the Provincial People's Congress, met with the main leaders in Xingyi.



“2023国际山地旅游联盟年会” & “2023世界名山对话”
2023 Annual Conference of IMTA
2023 Dialogue among World Famous Mountains

领导
会见
Leadership
Meeting



9月15日, 贵州省委副书记、省长李炳军在兴义会见了来黔出席2023国际山地旅游暨户外运动大会的重要外宾。

On September 15, Li Bingjun, deputy secretary of Guizhou Provincial Party Committee and governor of Guizhou Province, met with important foreign guests in Xingyi.

大会开幕式致辞节选

Excerpts from the Opening Speech of the Conference

嘉宾
致辞
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李炳军 中共贵州省委副书记、省人民政府省长
Li Bingjun, Deputy Secretary of the Guizhou
Provincial Party Committee and Governor of Guizhou Province

本届大会以“文体旅融合 高品质生活”为主题，相信在与会嘉宾共同参与下，一定能够取得更多务实成果，为深化国际体旅合作、促进文明交流互鉴作出更大贡献！贵州是山的王国，山地是多彩贵州最美的风景，也是贵州人民最美的乡愁。多彩贵州，因山而造就美丽山水画卷。

习近平主席盛赞贵州是“公园省”，对贵州旅游发展寄予厚望，要求贵州丰富旅游生态和人文内涵，推进旅游产业化，实现旅游业高质量发展。贵州省委、省政府深入贯彻落实，持续做强“山地公园省·多彩贵州风”品牌，旅游成为富民增收、推动发展的重要引擎。前天，贵州召开了旅游工作会议，对打造世界级旅游目的地作出部署。我们将深入贯彻习近平主席重要讲话重要指示精神，聚焦资源、客源、服务“三大要素”，推进市场主体培育、业态升级、服务质量提升、项目提质增效“四大行动”，推动旅游业高质量发展，加快建设全国体育旅游示范区，为打造世界级旅游目的地不懈努力。

With the theme of "Integration of Culture, Sports and Tourism for High-quality Life", we believe that with the joint participation of the attending guests, we will definitely get more practical results and make greater contributions to deepening the international cooperation on sports and tourism and promoting the exchanges and mutual understanding of civilizations! Guizhou is a kingdom of mountains, and mountains are the most beautiful scenery of colorful Guizhou and the most wonderful nostalgia of Guizhou people. Colorful Guizhou has beautiful landscapes created by its mountains.

President Xi Jinping praised Guizhou as a "park province" and has high expectations for Guizhou's tourism development, requesting Guizhou to enrich tourism ecology and humanistic connotations, promote tourism industrialization, and achieve high-quality tourism development. The Guizhou Provincial Party Committee and the Provincial Government have implemented it in depth and continued to strengthen the "Mountain Park Province - Colorful Guizhou Style" brand, making tourism an important engine to enrich people and promote development. The day before yesterday, Guizhou held a tourism work conference to make arrangements for building a world-class tourist destination. We will thoroughly implement the spirit of President Xi Jinping's important speeches and instructions, focus on the "three elements" of resources, customers, and services, and promote the "four actions" of cultivating market entities, upgrading business formats, improving service quality, and improving project quality and efficiency to promote the high-quality development of the tourism industry, accelerate the construction of a national sports tourism demonstration zone, and make unremitting efforts to build a world-class tourist destination.





多米尼克·德维尔潘 法国前总理、国际山地旅游联盟主席
Dominique de Villepin, former Prime Minister
of France and Chairman of the International Mountain Tourism Alliance

当前全球旅游业正加快重塑，成为世界经济复苏的重要驱动力。在追求绿色、健康消费理念驱动下，山地旅游拥有巨大潜能。

贵州被称为“山地公园省”，这里蕴藏着丰富而独特的山地自然与人文生态系统，为山地旅游提供了广阔的

At present, the global tourism industry is accelerating its reshaping and becoming an important driving force for global economic recovery. Driven by the pursuit of green and healthy consumption concepts, mountain tourism has huge potential.

Guizhou is known as the "Mountain Park Province", which contains rich and unique mountain natural and cultural ecosystems, providing vast development space for mountain tourism and an excellent carrier for the integrated development of culture, sports, tourism, and health care. The "Mountain Tourism+" model formed by combining the natural endowment of mountainous resources with various ecological resources in Guizhou has achieved good demonstration effects. I believe that with the exploration and development of diversified mountain tourism formats in Guizhou, Guizhou will become a unique international mountain tourism destination. Since its establishment, the International Mountain Tourism Alliance has always adhered to its purpose. It is precisely driven by this core concept that the Alliance has achieved remarkable results in theoretical exploration, platform operation, brand building and mechanism innovation, and has constructed a

发展空间，也为文化、体育、旅游、康养融合发展提供了绝佳载体。贵州将山地资源禀赋与各类生态资源相结合，所形成的“山地旅游+”模式，取得了很好的示范效应。我相信，随着贵州山地旅游多元业态的挖掘和发展，贵州将会建成独具特色的国际山地旅游目的地；国际山地旅游联盟自成立以来，一直秉承联盟宗旨。正是这一核心理念的驱动，在理论探索、平台运作、品牌塑造、机制创新等方面取得了积极的成果，通过联盟年会、主题论坛、国际山地旅游日、世界名山对话、山地旅游推广大会等自主品牌建设，构筑了扎实的平台运作体系，为服务会员，影响业界，为国际山地旅游业界共商共建共享发展成果提供了有力支持，同时也收获了良好的口碑。

新的发展阶段，联盟将继续发挥专业性、国际性组织的功能和作用，以开放与包容、交流与合作、协作与分享、互利与共赢的姿态，努力传播可持续山地旅游理念，构筑山地旅游命运共同体，引导旅游者融入到更加健康、安全、生态和沉浸体验的山地旅游中来。积极促进贵州、中国与其他国家之间的山地旅游业务往来与合作交流，把世界各地的旅游资源整合起来，为国际山地旅游发展做出努力和贡献。

solid platform operation system through the construction of its own brands such as the Alliance's annual conference, theme forums, International Mountain Tourism Day, Dialogue among World Famous Mountains, and the Asian Mountain Tourism Promotion Conference, which provide strong support for serving the members, influencing the industry, and sharing the results of the development of the international mountain tourism industry.

In the new stage of development, the Alliance will continue to play the functions and roles of a professional and international organization, with an attitude of openness and inclusiveness, communication and cooperation, collaboration and sharing, mutual benefit and win-win, strive to disseminate the concept of sustainable mountain tourism, build a community with a shared future in mountain tourism, and guide tourists to integrate into healthier, safer, more ecological, and immersive mountain tourism. It will also actively promote mountain tourism business contacts and cooperation and exchanges between Guizhou, China and other countries, integrate tourism resources from all over the world, and make efforts and contributions to the development of international mountain tourism.





胡和平 中央宣传部分管日常工作的副部长、文化和旅游部党组书记、部长
Hu He ping, Deputy Minister in charge of daily work of the
Central Propaganda Department, Secretary of the Leading Party Members' Group and
Minister of the Ministry of Culture and Tourism

中国文化和旅游部高度重视山地旅游等旅游业态发展,愿与旅游领域世界组织、各国旅游部门和业界人士一道,完善旅游交流合作双多边机制,发挥好世界旅游组织、亚太旅游协会、国际山地旅游联盟等国际组织作用,全方位、多层次、宽领域开展旅游政策协同、理念创新、服务升级、人才培养等交流合作。希望国际山地旅游联盟继续秉承“保护山地资源、传承山地文明、促进山地经济、造福山地民众”宗旨,坚持开放包容、发挥特色优势,与国际社会、旅游业界和广大会员同心协力,为山地旅游资源保护利用贡献更多智慧和力量,为构建山地旅游治理体系发挥更大作用,为促进山地经济繁荣和可持续发展作出新的更大地成绩。希望贵州以办好本次大会为契机,积极践行“绿水青山就是金山银山”理念,念好“山”字经、下好“文”字棋,努力提升文化和旅游高质量发展水平,向着打造国际山地旅游目的地稳步前进。

The Ministry of Culture and Tourism of China attaches great importance to the development of mountain tourism and other tourism formats, and is willing to work with world organizations in the field of tourism, tourism departments of various countries, and industry participants to improve bilateral and multilateral mechanisms for tourism exchanges and cooperation, and give full play to the role of international organizations such as World Tourism Organization, Pacific Asia Travel Association, and International Mountain Tourism Alliance, to carry out all-round, multi-level and wide-ranging exchanges and cooperation on tourism policy coordination, concept innovation, service upgrading, and talent training. It is hoped that the International Mountain Tourism Alliance will continue to uphold the purpose of "protecting mountain resources, preserving mountain civilization, promoting mountain economy to the benefit of the people living in mountainous regions", adhere to openness and inclusiveness, leverage its unique advantages, and work together with the international community, tourism industry and members to contribute more wisdom and strength to the conservation and utilization of mountain tourism resources, play a greater role in building a mountain tourism governance system, and make new and greater achievements in promoting the prosperity and sustainable development of the mountain economy. It is hoped that Guizhou will take this conference as an opportunity to actively practice the concept of "lucid waters and lush mountains are invaluable assets", make great efforts in the development of tourism and culture well, and strive to improve the high-quality development level of culture and tourism, making steady progress towards building an international mountain tourism destination.

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“2023国际山地旅游联盟年会” & “2023世界名山对话”
2023 Annual Conference of IMTA
2023 Dialogue among World Famous Mountains

国际山地旅游目的地城市建设论坛致辞节选

Excerpts from the Forum on City Construction of International Mountain Tourism Destination



卢雍政 贵州省委常委、省委宣传部部长

LU Yongzheng, member of Standing Committee of Guizhou Provincial Party Committee and Minister of Publicity Department of Guizhou Provincial Party Committee

中国是一个山区面积超过全国面积的30%的国家。而且中国的山地不仅仅是自然的这样一个属性，还和文化有着非常紧密的联系，所以中国人讲，山不高，有仙则灵，在中国的文化当中，山地从来和自然、人文这样一些元素紧紧的联系在一起。

对游客而言，山旅游目的地城市，它应该具有丰富而优质的山地旅游资源，拥有类型众多的山地旅游业态和形态，拥有一整套满足山地旅游需求的这样的服务体系。能够吸引更多的游客开展体验式、沉浸式的山地旅游，享受高品质的山地旅游体验。山地旅游目的地城市还应该是能够发展产业，实现充分的就业，能够满足城市居民高品质生活的需求的这样一整套的城市综合服务体系。要打造国际一流的旅游目的地，很重要的就是有一批山地旅游目的地的一流城市来支撑我们整个国际山地目的地和世界级旅游目的地的这样一种建设。

在实践当中，我们立足贵州各个地方的旅游资源特色，进一步强化了山地旅游的主体性。通过这些旅游的差异化功能定位来推动贵州九个城市和地方构建成一个完整的统一的整体，形成贵州作为世界一流的山地旅游目的地城市的基本框架。当前国际山地旅游目的地城市建设作为一个新的课题，需要在理论和实践上实现突破，大家通过对如何构建山地旅游目的地城市进行深入的探讨，我认为具有非常重要的意义。

China is a country where the area of mountainous regions exceeds 30% of the national area. Moreover, China's mountains are not only a natural attribute, but also have a very close relationship with culture, so the ancient Chinese said that mountains are not high, but there are immortals, and in Chinese culture, mountains have never been tightly linked with nature and humanities elements.

For tourists, the mountain tourism destination city should have rich and high-quality mountain tourism resources, with many types of mountain tourism industry and forms, with a set of such a service system to meet the needs of mountain tourism. It can attract more tourists to carry out experiential and immersive mountain tourism and enjoy a high-quality mountain tourism experience. Mountain tourism destination cities should also be able to develop industries, realize full employment, and meet the needs of urban residents for a high quality of life in the city's integrated urban service system. To build an international first-class tourist destination, it is very important to have a number of first-class cities in mountain tourist destinations to support the construction of international mountain destinations and world-class tourist destinations.

In practice, we have further strengthened the subjectivity of mountain tourism based on the characteristics of tourism resources of each place in Guizhou. Through the differentiated functional positioning of tourism, we promote the nine cities and localities in Guizhou to build a complete and unified whole, forming the basic framework of Guizhou as a world-class mountain tourism destination. At present, the construction of international mountain tourism destination city as a new subject needs to realize breakthroughs in theory and practice, and I think it is of great significance for all of us to have an in-depth discussion on how to build a mountain tourism destination city.



成果发布及授牌

Release of Results and Awarding

《RCEP框架下山地旅游合作与发展报告》发布

Publication of *Cooperation and Sustainable Development of Mountain Tourism under the Framework of RCEP*

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2020年11月15日,《区域全面经济伙伴关系协定》正式签署,今年6月进入全面实施阶段。作为全球最大的贸易协定,RCEP将对全球旅游格局起到深刻重塑作用,并将推动世界上最大的旅游经济共同体成型。RCEP正式生效,意味着世界上最大的旅游经济共同体成型。这个最大的旅游经济共同体,是当今世界覆盖人口最多、经贸关系对旅游支撑性最强、覆盖最多国际旅游客流、旅游产业规模最大、同时也最具共同协作、共同开放、共同开发、共创前沿潜能的跨境、跨市场、跨文化的旅游经济共同体。

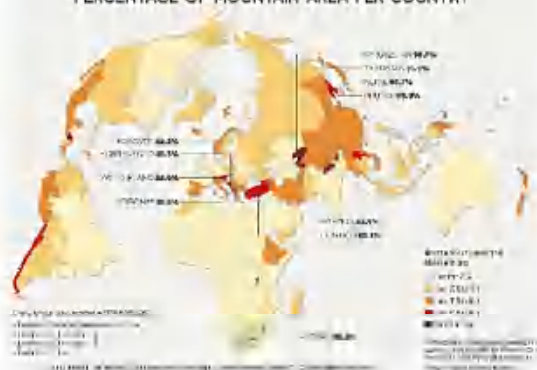
在这个市场上,覆盖了22.7亿人口,年产出26万亿美

元GDP,出口总额达5.2万亿美元,全球24%的国际旅游客流产生于这个区域,全球21%的国际旅游产业在此发展。这个区域,将是未来世界上重要的国际旅游区域,将产生超过全球三分之一的国际旅游人流和消费。值得关注的是,相互依赖的国际客源基础将对RCEP国家国际旅游发展产生更强的乘数效应。RCEP国家彼此之间互为入境旅游主要客源国,这种相互依赖和互动关系在RCEP协议生效后将产生强大的乘数效应,推动各国在RCEP区域内形成更强的旅游经济循环。更为重要的,是RCEP将推动形成世界上少有的大规模国内国际旅游双循环区域,RCEP经济体巨大的人口基数将在各国内部产生大规模的国内旅游需求,国内旅游需求和国际旅游需求交织在一起,相互推动,由此构成世界上少有的大规模国内国际旅游双循环区域。

国际旅游最稳定的支撑,来自于国际经贸关系,不断开放发展的国际经贸,带来了内生的经济、文化交往,放活了区域的市场环境,带来国家旅游业发展的国际化生产要素,并将跨国跨文化的国家旅游供给和需求,紧密地链接在一起。区域贸易协定,对旅游业的推动作用巨大的,研究世界上重要的协定,其对国际旅游业起到了普遍的大幅推动作用。而RCEP相对于众多的贸易协定,具有明显的规模性和超前性,RCEP在超大规模的跨境市场上建立起来



PERCENTAGE OF MOUNTAIN AREA PER COUNTRY



的开放式的经贸关系，将对这个巨大区域的旅游业，带来强力的推动作用，一个世界级的旅游经济共同体将从中生出。

细观RCEP各经济体，可以发现发展山地旅游是RCEP旅游经济共同体的核心要务。山地是RCEP国家主要地表形态。这些国家的文明依托于山地所发展而成，集中体现了人类面对山地环境的发展方式，具有深厚的山地特色，这些国家发展的核心议题之一，是山地文明如何存续与发展，是山地旅游如何开拓和创新。

这个新的巨大的旅游经济共同体，不仅是由巨大的人口和经贸规模带来的，同时是由旅游业自身的打破壁垒、开拓创新所支撑的。我们认识到这样的进程，就会认识到山地旅游对于这种局面的巨大开拓性和支撑性。山地旅游，往往是一个国家经济走向开放和革新的重要标志，我们回顾中国的改革开放的历程，就会发现山地旅游发展的巨大作用，1979年，中国的邓小平同志在中国著名的黄山上发表《黄山讲话》，推动了中国现代旅游业的改革开放。RCEP发展的核心，是开放和创新，山地文明延续发展的关键，也在于变革和开放，我们从中国山地旅游的发展过程中，能够发现山地旅游的发展，对于RCEP的发展，具有巨大的牵引和推动作用。

在此进程中，我们要特别关注由于RCEP的推进，塑造形成的世界级山地旅游目的地——旅游弧线——旅游网络。RCEP正在推动形成一个世界级旅游目的地群和通道织就的旅游网络。

其中尤为值得关注的，是一条世界级的旅游弧线正在形成。这条弧线连接了中国粤港澳大湾区—中国西南地区—东南亚地区。通达的快速交通网络、充满活力的经济廊道、空前的国际旅游人口和密集的山地旅游资源被联结

在一起，依托RCEP所带来的开放动能，形成国际化的高地。在这条弧线上，通达的交通正在构成世界领先的快速、通连、密集、便利的大规模旅游通廊。这一弧线连通了一系列充满活力的经济通道，诸多世界级的旅游资源和遗产联结在一起，并将组织和交换世界规模的国际旅游客流的聚集和流动。这一弧线将在太平洋西线构建一个新的世界旅游中心。

在这条弧线上，要高度关注以贵州为代表的中国西南山地将发挥的重要的扭变性作用。世界旅游弧线对贵州形成扭变之力，导致：边陲变枢纽、终端变前沿；内循环网络节点变国内国际双循环网络中枢；山区变开放之区、国际化山地生活的交汇之区。这将推动贵州旅游的四个转化：第一，在旅游推动力上由资源拉动型向经贸支撑型转化；第二，在旅游流量上推动东南亚、大湾区客流的大交换、大贯通；第三，在国际交换功能上，向面向东南亚游客的中国旅游、中国文化前站转化，形成东南亚商客、游客一站式了解中国文化的平台；第四，在旅游形态上由国内旅游终端地向国际旅游目的地转化。由此，中国西南山地将形成四个高地：业态高地、服务高地、生活高地和创新高地。在此过程中，将推动前期大基础设施投入的宽口径利用及存量资产的高质量转化。

为了这个愿景，RCEP经济体应该协作起来，努力搭建合作机制，建立七个方面的协作机制，要共同以国民化构筑吸引力，以国际化牵引前沿，依托山地风尚、山地方式、山地文化、山地进展，推动国际化机制，国际化分工、国际化组织、国际化人才、国际化产品、国际化技术、国际化管理、国际化服务、国际化标准的高质量落地，共创共盟未来的生活、未来的山岳和未来的发展。

在RCEP所赋予的区域发展契机下，以世界级山地旅游目的地为支点，世界旅游弧线为支撑，世界上最大的旅游经济共同体正在形成，各国可以协作起来，将经贸开放带来的动能充分导入到旅游业中，以开放合作与可持续发展引领亚太旅游经济新形态。





Publication of Cooperation and Sustainable Development of Mountain Tourism under the Framework of RCEP

Publisher: Jin Zhun, Secretary-General of the Tourism Research Center of
the Chinese Academy of Social Sciences

成果
发布
Achievement
Release

The Regional Comprehensive Economic Partnership Agreement (RCEP), officially signed on 15 November 2020, has entered the full implementation stage since this June. As the world's most extensive trade agreement, the RCEP will profoundly reshape global travel patterns and promote constructing the world's largest tourism economic community. With the RCEP entering into force, it signified this community's formation. Covering more populations than any other community, the RCEP community receives the strongest support for tourism from economic and trade relations and has the most international travelers. Sitting on the largest-scale tourism industries, it's a tourism economic community across borders, markets, and cultures, that has the most tremendous potential for collaboration, shared openness, co-development, and co-creation of forefronts.

This market, covering a population of 2.27 billion, has an annual GDP of 26 trillion dollars and a total export of 5.2 trillion dollars. Both 24% of the global international tourist flows and 21% of the global international tourism industries are generated from here. Therefore, the region will play a vital role in global international tourism, bringing more than one-third of the global international tourists and tourism consumption. Notably, the interdependent source of international tourists will generate a stronger multiplier effect regarding international tourism development in RCEP countries. This is because of their interdependent and interactive relationships that they are the primary source of inbound tourists for each other. Such relationships will produce a powerful multiplier effect and contribute to a stronger tourism economic cycle within all RCEP countries after the agreement enters into force. Moreover, RCEP will boost the emergence of a rare large-scale double-cycle region of domestic and international tourism. The vast population of RCEP

economies will lead to the massive tourism demand within countries, which is intertwined with international demand and reinforces each other, thus creating such a unique double-cycle region worldwide.

International economic and trade relations are the most stable support for international tourism. As such international business becomes more open and developed, there is more economic and cultural engagement and a more relaxed market environment in the region. Also, it provides international production factors for national tourism development and closely connects the supply and demand for tourism between different countries and cultures. The research on the world's important agreements suggests that regional trade agreements play a significant role in tourism development and greatly boost international tourism in a wide range. However, compared to many other trade agreements, RCEP is distinctively large-scale and advanced. Its open relations in economy and trade, which emerged from mega-scale cross-border markets, will vigorously promote tourism in this vast region, leading to a world-class tourism economic community.

Carefully observing each RCEP economy, the development of mountain tourism can be found as the core business for the RCEP tourism economic community. Mountains are the primary surface morphology in RCEP countries. Their cultures are derived from and profoundly featured by mountains, fully embodying the development approach of humans surrounded by mountains. One of the core issues of their development is: How can mountain civilization survive and develop? And how can mountain tourism expand and innovate?

The new, colossal tourism economic community is not only from the large-scale population and business but also underpinned by breakthroughs and





innovations in tourism. If we understand such processes, we will realize that mountain tourism can significantly expand and support the situation. Mountain tourism, generally, marks that a country's economy moves toward openness and innovation. Reviewing the history of reform and opening up in China, we will find the significant impact of its development. In 1979, Comrade Deng Xiaoping of China delivered the "Huangshan Speech" in the famous mountain, facilitating the reform and opening up of China's modern tourism. While opening up and innovation are the core of RCEP's development, reform and opening up are the keys to sustaining the development of mountain civilization. From the process of mountain tourism's development in China, we can find it plays a significant leading and instrumental role in the development of RCEP.

During the process, we need to pay special attention to the world-class mountain tourism destination — tourism arc — tourism network, developed by the advancement of RCEP, which is making progress in a tourism network made of groups and routes of world-class tourism destinations.

Most notably, a world-class tourism arc is emerging, connecting the following regions: the Guangdong-Hong Kong-Macao Greater Bay Area of China, Southwest China, and Southeast Asia. Relying on the openness and energy arising from RCEP, many strengths are combined, including the convenient rapid transport network, the vibrant economic corridors, the unprecedented international tourists, and the intensive resources of mountain tourism, building a leading area of internationalization. Along this arc, convenient transport is now shaping a massive tourism corridor, which is world-leading, fast, accessible, intensive, and convenient. The arc has connected a series of vibrant economic corridors, associated numerous world-class tourism resources with heritages. It will organize and exchange the gathering and movement of the international tourist flows worldwide. Besides, it will build a new tourism center worldwide on the Pacific West Line.

In this arc, we must focus on the significant transformative roles performed by the mountains of Southwest China, the representative of which is Guizhou. The global tourism arc has caused deep

transformations in Guizhou, including: from a borderland to a hub and a terminal to a forefront; from an internal circulation network node to a double-cycle network hub at home and abroad; from a mountain area to an open area integrated with international mountain life. This will promote the following transformations of Guizhou tourism: First, economy and trade becomes supporting the driver of tourism, gradually replacing the old pattern of resource-led; Second, regarding tourism flows, it enhances more exchange of tourists between Southeast Asia and the Greater Bay Area; Third, as for the international exchange functions, it transforms into the forefronts of Chinese tourism and Chinese cultures targeting tourists from Southeast Asia, and creates a platform for Southeast Asian merchants and tourists to have a one-stop understanding of Chinese cultures; Fourth, its morphology of tourism turns from domestic tourism terminal to international tourism destination. In this way, the mountains of Southwest China will establish footholds in four aspects: format, services, life, and innovation. During the process, the wide-ranging utilization of infrastructure investment will be promoted in the early phase, and so will the high-quality conversion of existing assets.

To meet this, all the RCEP economies should work together to establish mechanisms for cooperation in seven dimensions. They should jointly build attractiveness through nationalization and lead the forefront through internationalization. Relying on the characteristics of mountains, such as lifestyle, manners, cultures, and progress, they can facilitate the high-quality implementation of several international issues, including division, organizations, talents, products, technologies, management, services, and standards. In this context, they can create life, mountains, and development in the future together.

Under the opportunity for regional development offered by RCEP, the world's largest tourism economic community is taking shape, underpinned by the world-class destinations of mountain tourism and global tourism arcs. All countries can work together to fully infuse momentum from economic openness into tourism, leading a new form of tourism economy in Asia-Pacific countries with opening up and cooperation, and sustainable development.



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2023国际山地徒步旅游示范路线

2023 International Mountain Hiking Tourism Demonstration Route



山地徒步旅游是最具参与性的体旅融合业态之一。2021年,国际山地旅游联盟组织专家在欧洲徒步协会、法国徒步协会等专业机构的协力支持下编制完成山地徒步旅游技术型标准——《国际山地徒步旅游指南》,并征选公布了首批“IMTA 国际山地徒步旅游示范点”,旨在依据指南,引导徒步旅游目的地高起点、高标准、国际化设计和建设具有标杆意义的徒步旅游产品,为徒步旅游高质量发展树立典范。今年,联盟再次在全球范围内征选“国际山地徒步旅游示范线路”,经业界及专家推荐比选,最终有 10 条线路入选。

Mountain hiking tourism is one of the most popular sports tourism forms. In 2021, supported by the European Ramblers Association, the French Ramblers Association and other professional bodies, IMTA organized experts to compile the *International Mountain Hiking Tourism Guide*, a technical standard for mountain hiking tourism, collected and announced the first group of "IMTA International Mountain Hiking Tourism Demonstration Route", aiming to guide hiking tourism destinations in designing and developing model products up to high international standards, and to set examples for the high-quality development of hiking tourism. This year IMTA collected such demonstration routes from all over the world again, and 10 routes were selected upon recommendation and comparison by industrial professionals and experts.



2023国际山地温泉康养旅游先行示范点

2023 International Mountain Hot Spring Wellness Tourism Pilot Demonstration Site



2023国际山地温泉康养旅游先行示范点

山地温泉康养旅游作为山地旅游的一种重要形态,以温泉这一资源为媒介,结合自然、气候、环境、文化等核心吸引物,极大地丰富了温泉康养的内涵和品质。2022年,国际山地旅游联盟联合世界温泉与气候养生联合会、亚太温泉与气候养生旅游研究院、海南省旅游投资发展有限公司、中国林学会森林疗养专业委员会等机构的国际专家,借鉴、引进国际相关技术规则,编制了全球首部结合“山地旅游”“温泉康养”“气候康养”“森林康养”的《国际山地温泉康养旅游目的地建设与评定》标准,旨在引导、规范国际山地旅游领域内山地温泉康养旅游项目的开发建设和运营管理,促进山地温泉康养旅游消费有序发展。为更好地推动、推广该标准的落地,今年先期以中国境内为主,而向全球开展了“IMTA国际山地温泉康养旅游先行示范点”的征集,共有14家温泉获得最终认定。

As an important form of mountain tourism, mountain hot spring wellness tourism integrates nature, climate, environment, culture and other core attractions via hot spring, to greatly enhance the connotation and quality of hot spring wellness. In 2022, supported by international experts from the World Federation of Hydrotherapy and Climatotherapy, the Asia-Pacific Institute of Hydrotherapy and Climatotherapy Tourism, Hainan Tourism Investment & Development Co., Ltd, the Forest Therapy Committee of the Chinese Society of Forestry and other organizations, the International Mountain Tourism Alliance (IMTA) introduced relevant international technical rules to compile *Construction and Rating on International Mountain Hot Spring Wellness Tourism Destination*, the world's first standard covering mountain tourism, hot spring wellness, climatotherapy and forestry therapy, aiming to standardize the development and operation management of international mountain hot spring wellness tourism projects, and to promote the sound development of mountain hot spring wellness tourism consumption. In order to better promote and publicize the landing of the standard, this year, we launched the "IMTA International Mountain Hot Spring Wellness Tourism Pilot Demonstration Site" for the whole world, initially, mainly in China, and finally selected 14 hot spring resorts into the list.



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IMTA国际山地徒步旅游示范线路

IMTA International Mountain Hiking Tourism Demonstration Route

环勃朗峰线霞慕尼段 Tour du Mont Blanc(TMB), Chamonix Part	指环王徒步线路 Lord of the Rings Hiking Routes	尼泊尔希瓦普里峰徒步线路 Shivapuri Peak Hiking Route, Nepal
厄尔布鲁士峰环线 Elbrus Circuit Trail	琅勃拉邦琅多徒步线 Nong Khiew Route, Luang Prabang	兴义万峰林徒步旅游线 Xingyi Wanfenglin Hiking Route
南方丝绸之路(邛崃段) Southern Silk Road, Qionglai Part	小金县夹金山徒步线路 Mount Jiashan Hiking Route, Xiaojin County	萍乡武功山户外穿越线路 Pingxiang Wugong Mountain Outdoor Hiking Route
五指山太平环徒步线路 Circuit Route of Mount Taiping, Wuzhishan		

IMTA国际山地温泉康养旅游先行示范点

IMTA International Mountain Hot Spring Wellness Tourism Pilot Demonstration Site

新西兰玛鲁亚温泉有限公司-玛鲁亚温泉 Manua Hot Springs Limited, New Zealand - Manua Hot Springs	广州大瀑布旅游开发有限公司-锦峰香江温泉城 Guangzhou Dapao Waterfall Tourism Development Co.,Ltd - Jinxiu Xiangjiang Hot Spring City
云南腾冲火山热海投资开发有限公司-腾冲火山热海旅游区 Yunnan Tengchong Volcano & Rehai Investment Co.,Ltd - Tengchong Volcano Rehai Tourism Area	贵州省石阡温泉地质开发有限公司-石阡古温泉景区·石阡仙人街景区 Guizhou Shiqian Hot Spring Investment and Development Co.,Ltd - Shiqian Ancient Hot Spring Resort
吉林省天池酒店管理有限责任公司-长白山聚龙火山温泉部落 Jilin Tianchi Hotel Management Co.,Ltd - Changbai Mountain-Julong Volcanic Hot Spring Tribe	贵州万峰(集团)实业有限公司-兴义云舍·沐云温泉 Guizhou Wanfeng(Group) Industrial Co.,Ltd - Muzun Hot Spring of Xingyi City
四川古尔沟神峰温泉有限公司-古尔沟国际温泉康养度假区 Sichuan Gurgou Shenfeng Hot Spring Co.,Ltd - Gurgou International Hot Spring Wellness Resort	重庆统景旅游开发有限公司-统景温泉 Chongqing Tongjing Tourism Development Co.,Ltd - Tongjing Spring
黄山旅游发展股份有限公司-黄山温泉 Huangshan Tourism Development Co.,Ltd - Mount Huangshan Hot Spring	重庆山水都市酒店管理有限公司-天星温泉城 Chongqing Landscape City Hotel Management Co.,Ltd - Tianxing Hot Spring
悠所酒店管理(成都)有限公司-腾冲悠所摩旅营地 Yohut Hotel Management (Chengdu) Co.,Ltd - Yohut Motocamp Tengchong	拉萨日多温泉山庄有限公司-日多温泉 Lhasa Riduo Hot Spring Villa Co.,Ltd - Riduo Hot Spring
成都花水湾豪生温泉大酒店有限责任公司-百乐汤温泉 Howard Johnson Huashuiwan Hot Springs Resort Chengdu - Baile Hot Spring	匈牙利代姆延温泉有限公司-卡斯卡特利六温泉度假酒店 Demjén Termálfürdő Ltd., Hungary - HOTEL CASCADE RESORT & SPA



“2023国际山地旅游联盟年会” & “2023世界名山对话”
2023 Annual Conference of IMTA
2023 Dialogue among World Famous Mountains

配套活动 Supporting Events

2023山地温泉康旅交流座谈会

Seminar on Mountain Hot Spring Wellness Tourism 2023



共享前沿视野, 打造山地温泉康养

Building Mountain Hot Spring Wellness by Sharing Forward-looking Vision

9月16日, 2023国际山地旅游联盟年会的重要配套活动“山地温泉康旅交流座谈会”顺利举办。联盟秘书处领导、温泉康养特邀专家与14家获得“IMTA国际山地温泉康养旅游先行示范点”的企业代表围绕“山地温泉康旅目的地建设与运营”主题, 就如何理解践行《国际山地温泉

康养旅游地建设与评定》, 树立山地温泉康养旅游品牌, 规划建设、运营管理山地温泉康养旅游目的地, 创建更具山地温泉特色的体验性、健康化康养旅游产品, 培养专业人才等进行了沟通交流。座谈会由亚太(重庆)温泉与气候养生旅游研究院院长王捷主持。



“Seminar on Mountain Hot Spring Wellness Tourism” a key supporting event of 2023 IMTA Annual Conference, was held on 16 September. Leaders from IMTA Secretariat, specialized hot spring wellness experts, and the representatives of 14 enterprises chosen as “International Mountain Hot Spring Wellness Tourism Pilot Demonstration Site” gathered to discuss the theme of “Development and Management for Mountain Hot Spring Wellness Tourism Destination.” They shared insights on interpreting and implementing the *Construction and Rating on International Mountain Hot Spring Wellness Tourism Destination*, strategies for building, operating, and managing destinations, creating health-oriented tourism products based on mountain hot spring experiences, and establishing a skilled workforce. The Seminar was hosted by Mr. Jeff Wang, President of Asia Pacific (Chongqing) Hot Spring and Climate Health Tourism Research Institute.



打造标准, 引领行业发展

山地温泉康养旅游作为山地旅游的一种重要形态, 以温泉这一资源为媒介, 结合自然、气候、环境、文化等要素, 可以极大地丰富山地旅游的内涵, 有效地提升山地旅游的品质, 具有独特的吸引力和广阔的市场前景”, 联盟副秘书长吴迈对制定《国际山地温泉康养旅游地建设与评定》的背景与意义提出自己的看法, 如何践行该标准并打造行业样板和示范, 是此次座谈会将要共同探讨的话题。他认为, 坚持可持续发展, 及时调整发展策略, 培养专业人才, 提升管理水平和服务质量才能促进山地温泉康养旅游健康有序发展。

Set the standards to lead the development

“As an essential aspect of mountain tourism, mountain hot spring wellness tourism uses hot spring resources as a medium, integrating nature, climate, environment, and culture to broaden the meaning and scope of mountain tourism. By doing so, it enhances the service quality of mountain tourism. This unique approach makes mountain hot spring wellness tourism particularly appealing and promising,” said Mr. Wu Mai, Vice Secretary General of IMTA, highlighting the background and significance of formulating the *Construction and Rating on International Mountain Hot Spring Wellness Tourism Destination*. How to implement it and set an example for the entire sector were key topics of the Seminar. He stressed the need to adjust development strategies while adhering to sustainability principle, cultivating talents, improving management practices, and enhancing service quality, to facilitate the growth of mountain hot spring wellness tourism in a sound and organized manner.



《国际山地温泉康养旅游地建设与评定》的制定获得了世界温泉与气候养生联合会(FEMTEC)的支持, 该联合会的副主席查尔斯·戴维森(Charles Davidson)以新西兰玛鲁亚(Marua)温泉为例, 重点介绍了开展山地温泉康养旅游的做法及经验。玛鲁亚温泉代表了整个澳洲山地温泉, 也代表了全球山地温泉的最高水平。在20世纪90年代以来的开发过程中, 温泉项目秉持“大道至简”的理念, 强调为客群提供如冷浴、森林浴、山体游览等多项“温泉+”的活动体验, 与当地特色山地资源融为一体, 打造更具吸引力的山地温泉康养旅游产品。





The Construction and Rating on International Mountain Hot Spring Wellness Tourism Destination was compiled with the help from World Federation of Hydrotherapy and Climatotherapy (FEMTEC). Mr. Charles Davidson, Vice Chairman of FEMTEC, used Maruia Hot Springs in New Zealand as an example, sharing their methods and experiences in carrying out mountain hot spring wellness tourism. Maruia Hot Springs is a global leader and a symbol of Australian mountain hot springs. In its development during the 1990s, the project followed the concept of “simplification,” highlighting diverse “hot spring +” experiences like cold baths, forest bathing, and mountain tours. These experiences were combined with local greenery and mountain resources to create compelling mountain hot spring wellness tourism products.



世界温泉与气候养生联合会 (FEMTEC) 亚太代表处首席代表兰俐在发言中指出, 山地是温泉的重要载体, 与康养有着密切的关系, 期待与联盟、业界同行在山地温泉旅游领域开展进一步的合作。

Ms. Lan Li, Chief Representative of FEMTEC Asia-Pacific Office, highlighted that mountains serve as the foundation for hot springs and are intricately linked to wellness. She expressed her expectations for forging a stronger partnership with IMTA and the mountain tourism industry.



《国际山地温泉康养旅游地建设与评定》是全球首部结合“山地旅游”“温泉康养”“气候康养”“森林康养”制定的标准, 中国旅游协会温泉旅游分会专家委员张波作为全程参与编制的专家成员, 表示高标准才能带来高质量。联盟的国际站位带来全球化视野, 促使标准具备体现山地性质、适应全球范围、符合国际准则、适当拓展空间的特点。他介绍道, 标准从温泉水质资源、山地环境、核心产品和服务、配套设施和服务、服务质量和综合管理这六个方面提出了基本要求, 为山地温泉康养旅游地的建设与发展提供了指引。

Construction and Rating on International Mountain Hot Spring Wellness Tourism Destination is world's first standard for “mountain tourism,” “hot spring wellness,” “climatology wellness,” and “forest wellness.” Mr. Zhang Bo, Expert of Hot Springs Branch of China Tourism Association (CTA), as part of the compilation, highlighted that only high standard can ensure high quality outcomes. Aligned with IMTA's global vision, the standard conforms to international norms, targeted at mountains worldwide, and suitable for potential expansion. He mentioned the standard proposes basic requirements on six aspects – water quality of hot springs, mountain environment, core products and services, supporting facilities and services, service quality, and general management, offering guidance on the construction and development of mountain hot spring wellness tourism destinations.



实地交流, 共享经验促行业发展

山地温泉康养是一个新时代、新需求背景下提出的新概念, 为更好地推动、推广《国际山地温泉康养旅游目的地建设与评定》标准在全球的落地, 联盟今年先期以中国境内为主, 面向全球开展了“IMTA国际山地温泉康养旅游先行示范点”的征集。经过联盟专家的比选, 共有14家温泉获得最终认定。这14家温泉的项目负责人在座谈会现场分项目相关经验。

Sharing and exchange experience for industry progress

Mountain hot spring wellness is a fresh concept coined in the new era for the new demand. To better implement and promote the *Construction and Rating on International Mountain Hot Spring Wellness Tourism Destination across the globe*, IMTA initiated the search for “IMTA International Mountain Hot Spring Wellness Tourism Pilot Demonstration Sites” in China earlier this year. Following expert evaluation, 14 hot springs were chosen. Representatives from these hot springs shared their experience at the Seminar.



近年来, 许多优秀的传统温泉把握康养机遇探索转型, 云南腾冲火山热海温泉是其中的亮点案例。云南腾冲火山热海投资开发有限公司主任杨月忠分享道, 该公司聚焦山地景区、温泉、酒店、文化及资质的资源, 精准区分营地养老、康复医疗、保健养生、美容康体四大客群并提出独有的康养主张, 引入生命健康管控系统, 建立人才康养和技术创新体系, 开发出系列复合型的康养产品, 并最终完成热海温泉康养中心的组建。

In recent years, many traditional hot springs have seized the opportunity to embrace wellness. Tengchong Thermal Sea Hot Spring of Yunnan Province is a great example. Mr. Yang Yuezhong, Direct of Tengchong Thermal Sea Investment & Development Co., Ltd., explained that they have implemented wellness initiatives focusing on elderly care, rehabilitation, health care, and beauty & health, integrated with resources from mountain scenic spots, hot springs, hotels, culture and qualifications. In addition, they developed a health management system, a talent wellness and technological innovation system, diverse wellness products, and eventually established the Thermal Sea Hot Spring Wellness Center.



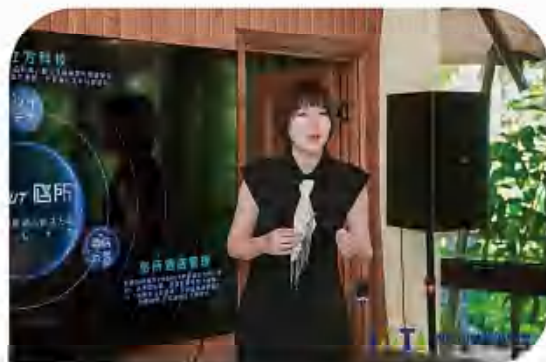


配套
活动
Supporting
Events



悠所酒店管理(成都)有限公司总经理&创始人李少英则围绕科技、温泉、公路三个板块,介绍了如何将温泉康养与摩旅运动结合,打造出区别于传统康养的项目。她表示,腾冲悠所摩旅营地内的建筑依山而建,利用科技研发出因地制宜的新型环保材料,落成完整的环保产业链,充分体现与山地、自然共生的理念。山地温泉康养与摩旅运动元素的融合打破传统界限,可将其塑造为独特IP并推向国际市场。

Ms. Li Shaoying, General Manager & Founder of Yoohut Hotel Management (Chengdu) Co., Ltd, shared their innovative approach of blending hot spring wellness with motorcycle tour, transforming the traditional motorcycle tour experience through technology, hot springs, and road. She explained that the Yoohut motorcycle tour camp in Tengchong was built near the mountains using environmental-friendly materials resulting from technological innovation. This approach creates an eco-friendly industrial chain in line with the concept of co-existing with mountains and nature. Combined with mountain hot spring wellness, motorcycle tour can break the boundary and go global as a unique IP.



2022年,广西贺州学院成立温泉学院,国内第一个真正意义上的温泉本科教育机构正式诞生。广西贺州学院温泉学院副院长王西祺介绍,温泉学院的设立填补了国内温泉领域的教育空白,目前师资涵盖温泉协会代表、专家学者、温泉企业家等,未来将持续向行业输送温泉康养高端人才。

In 2022, Hezhou University in Guangxi Province became China's first education institution to establish a Hot Springs College. Mr. Wang Xiqi, Deputy Dean of Hot Springs College, Hezhou University, stated that the college fills the gap of hot spring studies in China. Now, with the involvement of representatives from hot spring associations, experts, scholars, and entrepreneurs, the college is committed to nurturing talents for the hot spring wellness sector.



本次座谈会特意选择在云屯·沐云温泉酒店举办。该酒店在坐落在四季如春的兴义，发展康养优势比较明显，正按照《国际山地温泉康养旅游目的地建设与评定》全力打造山地康养旅游，结合充满原生态气息的木屋、栈道发展新时代的林下康养经济，利用园地丰富的山地湖泊资源建设生态运动体验区，构建沉浸式山地温泉康养目的地。

The Seminar took place held at Yuntun Cloud Bathing Hot Spring Hotel, situated in Kingyi City where each season feels like spring. The hotel holds distinct advantages for creating wellness experiences and is currently focused on mountain wellness tourism following the guidelines of the Construction and Rating on International Mountain Hot Spring Wellness Tourism Destination. Featuring log cabins and natural plank roads, the hotel is developing the forest wellness economy, building an ecological sports zone with the profuse local mountain and lake resources, and constructing an immersive mountain hot spring wellness destination.



后疫情时代旅游朝向自然健康、低碳环保的方向发展，山地旅游作为生态旅游的重要载体，发展前景广阔，市场巨大。当前山地温泉开发也逐渐向高端化、品质化、国际化水平发展，对标国际一流体系，借鉴优秀成果和先进经验尤为重要。本次座谈会的召开为促进山地温泉康养旅游目的地建设搭建了平台，进一步推动了《国际山地温泉康养旅游目的地建设与评定》的实践与落地，加快“山地温泉+多产业”的融合发展。

In the post-COVID world, tourism is shifting towards natural, healthy, low-carbon, and environmental-friendly experiences. Mountain tourism, as a vital component of ecological tourism, holds a promising future and a significant market share. At present, mountain hot springs are striving to achieve high-end, high-quality, and international standards. Becoming world-class requires learning from outstanding examples and experiences. The Seminar establishes a platform for international cooperation in mountain hot spring wellness tourism, facilitates the implementation of the Construction and Rating on International Mountain Hot Spring Wellness Tourism Destination, and promotes the integrated development of “mountain hot spring + multiple industries.”



“2023国际山地旅游联盟年会” & “2023世界名山对话”
2023 Annual Conference of IMTA
2023 Dialogue among World Famous Mountains

世界名山摄影展

World Famous Mountains Photography Exhibition



9月15日,“2023世界名山对话暨世界名山摄影展”在贵州省兴义市启幕。“世界名山摄影展”集中展出了知名国际摄影师拍摄的中国、法国等26个国家的大量山岳、名山、山地自然与人文经典作品,60幅摄影作品涵盖了自然遗产和旅游名山为主体的自然生态、风光名胜、文化古迹、非物质文化遗产等,无一不透露着大地演变的伟大奇迹,展现着人与生态圈的和谐美丽。

On September 15, “Dialogue among World Famous Mountains and World Famous Mountains Photography Exhibition 2023” was opened in Xingyi City, Guizhou Province. “World Famous Mountains Photography Exhibition” focuses on a large number of mountains, famous mountains, mountain nature and humanities classic works of China, France and other 26 countries photographed by renowned international photographers, 60 photographs covering the natural heritage and tourism as the main body of the mountains of the natural ecology, scenery, cultural monuments, intangible cultural heritage, and so on, all of them reveal the great miracle of the evolution of the earth, and show the harmonious beauty of human and ecological circle.





“2023国际山地旅游联盟年会”“2023世界名山对话”活动综述

Summary of “IMTA Annual Conference 2023” and “Dialogue among World Famous Mountains 2023”

一次聚力共筑山地旅游高质量发展的国际盛会

——2023国际山地旅游联盟年会与国际山旅大会 互动共建综述

2023国际山地旅游联盟年会暨“世界名山对话”于9月15日在贵州省兴义市成功举办，来自17个国家和地区的国际山地旅游联盟会员，国际组织、外国驻华机构、旅游机构、涉旅企业、世界名山及山地旅游目的地机构代表，业界专家、企业家、新闻媒体等共200余人相聚于此，以广阔前沿的视野、开放共享的心态，共商山地资源保护、创新利用与发展之策。本次活动既是联盟立足阶段性成果展望未来重要契机，也是履行国际组织使命和担当开展的全球性对话和思维碰撞。活动受到与会领导、嘉宾和山地旅游业界的积极评价和充分肯定，引起了社会各界广泛关注和热烈反响，得到了海内外嘉宾和各界人士的一致赞誉。

聚力共筑山地旅游高质量发展

2023国际山地旅游联盟年会以“山地旅游资源化创新与目的地构建”为主题，凝会员之智，聚业界之力，应时代发展之需，共谋新时代背景下可持续山地旅游治理创新之道，共商山地资源保护与创新利用、美化、建设之策，共享山地旅游为新消费市场带来的健康生活。年会同期以“世界名山赋能山地旅游健康福祉”为主题举办“2023世界名山对话”、世界名山摄影展；召开2023国际山地旅游联盟理事会全体会议。

山地是重要的地表形态，是人与自然和谐共生的生存空间，山地自然与人文生态系统，为山地旅游提供了强大的资源支撑。在全球旅游业进入新发展格局的背景下，山地旅游发展将呈现出引领性态势。山地旅游资源亦将随着市场需求变化趋于多元化。旅游资源化创新是山地旅游面临的重要课题，关乎山地旅游资源认知、资源化体系建设、旅游业态及目的地建设水平。只有以市场为导向推进山地旅游资源化创新，才能打造出具有感召力和可持续性的旅游目的地。联盟年会和“世界名山对话”的两个主题与国际山地旅游暨户外运动大会相呼应，体现出融合、创新、追求健康生活的时代感。

国际山地旅游联盟主席多米尼克·德维尔潘 (Dominique de Villepin)，贵州省副省长蔡朝林，国际山地旅游联盟副主席兼秘书长何亚非，首届国际山地旅游联盟副主席邵琪伟，菲律宾阿尔拜省省长埃德塞尔·格雷克斯-伯斯·拉格曼 (Edcel Greco Alexandre Burce Lagman) 老挝新闻文化旅游部副部长温吞·考潘 (Ounethouang Khaophanh)，缅甸旅游部副部长吴漂佐梭 (U Phyo Zaw Sge)，世界旅游经济论坛 (GTEF) 副主席兼秘书长，国际山地旅游联盟副主席何超琼，亚太旅游协会 (PATA) 执行理事会秘书长苏曼·潘迪 (Suman Pandey)，联合国世界旅游组织 (UNWTO) 荣誉秘书长弗朗西斯科·弗朗加利 (Francesco Frangilli)，老挝万象市副市长曾文·温康福 (Phouvong Vongkhamso)，全球康养研究院 (GWI) 温泉专业委员会主席查尔斯·戴维森 (Charles Davidson)，中国-东盟中心教育文化旅游部主任，印度尼西亚驻北京大使馆公使衔参赞贾迪 (Hadi Tjahjono)，菲律宾驻中国大使馆旅游参赞白艾文 (Erwin Fernandez Balane)，蒙古国驻华大使馆参赞兼领事处处长巴图欧尔土赫 (Bat-Oshikh)，国际民间艺术组织全球副主席，暨南大学文化遗产创意产业研究院院长、教授陈平，黔东南州委书记陈昌旭，贵州省文化和旅游厅厅长孙含欣，原文化和旅游部国际交流局一级巡视员张西龙，国际山地旅游联盟副主席兼执行秘书长傅迎春，尼泊尔国家旅游局执行委员会成员马丹·库马尔·阿乔亚 (Madan Kumar Acharya)，亚美尼亚共和国大使馆一等秘书埃琳娜·姆克尔奇扬 (Elina Mkrtchyan) 等重要嘉宾出席活动并为“2023世界名山对话暨世界名山摄影展”启幕。

本次活动得到了联合国世界旅游组织 (UNWTO)、世界旅游及旅行业理事会 (WTTC)、亚太旅游协会 (PATA)、世界旅游经济论坛 (GTEF)、中国-东盟中心、世界自然保护联盟 (IUCN) 中国代表处等国际组织，贵州省文化和旅游厅、贵州省体育局、贵州省外事办公室、黔东南州人民政



府等单位的大力支持和协助。来自中国、法国、老挝、尼泊尔、缅甸、菲律宾、印度尼西亚、澳大利亚、西班牙、蒙古、亚美尼亚、日本、希腊、荷兰、俄罗斯、葡萄牙、中国香港等17个国家和地区的联盟会员、国际组织、外国驻华机构、旅游机构、涉旅企业、世界名山及山地旅游目的地机构代表、业界专家、企业家、新闻媒体等共200余人参会。

暨引领山地旅游目的地构建

2023国际山地旅游联盟年会暨“世界名山对话”是在全球旅游业走向全面复苏、市场格局发生重大变化、山地旅游业迎来新机遇的背景下举办的一次具有特殊意义的盛会。嘉宾们围绕具有时代感主题，从不同视角为新阶段山地旅游创新发展建言献策，为国际山地旅游可持续发展注入新的思想和动能。

“在今天，旅游不仅是一种休闲方式，更是连接友谊和开展人文交流的重要载体，是民间交往的有效渠道。为构建国与国之间的文明互鉴，促进和平发展承载着桥梁和纽带的作用。”多米尼克·德维尔潘（Dominique de Villepin）在年会致辞时表示，旅游业的复苏不是简单恢复，而是重塑。随着消费行为和消费趋势发生的变化，可以预见，旅游业疫后修复的特点将是数量取向向质量取向的理性转型。旅游业的重塑依赖于全球性的产业合作，也有赖于各国旅游业治理能力的进一步提升，旅游业政策和治理体系的创新调整将有效推动世界旅游业在新发展时期的品质化发展。在全球旅游业进入新发展格局的背景下，山地旅游凭借其自然环境与多元化人文资源的最佳聚合体及其整合能力，在旅游业新一轮发展中必将引领风气之先，特别是在追求绿色、健康消费心理驱动下，无论从人群体量、消费升级、主体转换，还是产业融合创新等方面，山地旅游都释放出前所未有的市场潜能。

贵州省副省长蔡朝林在致辞中说：本次年会主题“山地旅游资源化创新与目的地构建”、世界名山对话主题“世界名山赋能山地旅游健康福祉”与国际山地旅游户外运动大会“文体旅融合，高品质生活”的主题相互呼应、相得益彰，体现了联盟作为专业性国际旅游组织，对区域发展趋势的前瞻性判断和对市场需求变化的精准把握。作为国际山地旅游联盟成立的发起方和总部永久所在地，贵州将依托全域山地资源优势，不断丰富山地旅游产品供给，积极为联盟的建设与发展创造条件，与联盟共同促进山地旅游的高质量发展。

老挝新闻文化旅游部副部长温吞·考潘（Quethouang Khaophanh）在致辞中再次感慨2023“国际山地旅游日”主题活动为联盟和老挝带来的共赢成果。他表示，2022年老挝共接待120多万名国际游客，而2023年前6个月已接待160多万名国际游客，旅游业的全面复苏需

要密切合作、创新的理念、以市场为导向的商业模式、产品和服务。“保护山地资源，传承山地文明，促进山地经济，造福山地人民”也将成为老挝振兴旅游业、共创美好未来重要准则。

缅甸旅游部副部长吴漂佐梭（U Phyo Zaw Soe）在致辞中介绍，缅甸是一个具有巨大旅游潜力的国家，当地的山脉、丘陵、火山和自然景观，以及丰富的生态系统和野生动植物资源，使其成为国际游客的理想山地旅游目的地，目前缅甸政府正采取多种便利旅游和确保目的地安全的措施，自2023年10月1日起，缅甸计划放宽对中国护照持有者的免签政策，进一步加强中缅旅游交流，期待更多中国游客的到访及中缅企业合作的达成。

立足全球视野，提到后疫情时代山地旅游的发展趋势和目标，世界旅游经济论坛（GTEF）副主席兼秘书长、国际山地旅游联盟副主席何超琼表示，随着全球化的深入，“一带一路”倡议的发展，山地旅游再度兴起。根据世界旅游组织的数据，山地旅游约占到全球旅游总量的百分之二十，依然是世界旅游经济的重要组成部分。山地旅游可以利用自身的资源优势、后发优势、创新优势，与世界旅游各细分市场、各专业业态一起，融合绿色、科技的元素，发掘文化、健康的潜力，将世界旅游经济的发展同世界经济的命运、人类文明的进步、地球生态的修复紧密联系，共建设属于全世界的“旅游命运共同体”。

亚太旅游协会（PATA）执行理事会秘书长苏曼·潘迪（Suman Pandey）从可持续旅游的角度出发，提到各国在观察到过度旅游的影响后，纷纷设立国家公园和受保护区，对世界各大名山采取了生态干预措施。预计2031年，全球将迎来20亿游客，山地旅游的需求也同步增长，制定山地资源保护及相关生态友好准则的重要性不言而喻。他呼吁，作为山地旅游业服务的一份子，我们应做好规划，践行可持续发展的理念，从而更好地应对山地旅游日益增长的需求。

专业引领山地旅游治理共建

年会上，国际山地旅游联盟副主席兼秘书长何亚非通报了国际山地旅游联盟2023年度工作情况，并发布联盟2024年的工作计划。在过去的9个月里，联盟成功在老挝万象举办首个境外推动疫后旅游复苏的大型主题活动——2023“国际山地旅游日”，依次亮相第二届中国（武汉）文化旅游博览会、第十届中国西部文化产业博览会，前往琅勃拉邦、巴厘岛、吉隆坡举办山地旅游主题座谈会，牵头编制了《世界山地旅游发展趋势报告（2023版）》《RCEP框架下山地旅游合作与发展报告》等重要课题，积极推动“IMTA国际山地温泉康养旅游先行示范点”“IMTA国际山地徒步旅游示范线路”的认定发布，推进为世界旅游名山标准制定的系列工作，携手会员、国际山旅业界和





目的地机构共同参与山地旅游建设,引起国内外旅游业界和媒体组织的广泛关注和认可。何亚非指出,2024年国际山地旅游联盟将从加强组织建设,优化会员结构、深化会员服务,做强联盟平台影响力,参加国际重要涉旅活动,开展山地旅游课题研究及创新宣传手段、提升宣传效能等方面做好工作。

“国际山地旅游日”是联盟于2018年创立的会员和业界的重要合作及交流平台。自2018年设立以来,已成功举办五届。国际山地旅游联盟副主席兼执行秘书长傅迎春在年会上介绍了往届国际山地旅游日运作情况,并宣布2024“国际山地旅游日”主题活动举办地为法国圣热尔韦莱班勒朗叙圣泉小镇。傅迎春表示,早在2019年,以法国为代表的欧洲联盟会员就提出举办国际山地旅游日主题活动的意愿,法国是著名的山地旅游国家,勃朗圣泉小镇拥有出色的地理位置、高山温泉、人文特色等优质山地旅游资源,代表了国际山地旅游户外休闲度假和运动康养的最高水平。2024“国际山地旅游日”在此举办,有助于可持续山地旅游理念传播,有助于现代山地户外休闲旅游消费模式的互鉴与推广,也有助于包括贵州省在内的山地旅游目的地获取更多新业态发展的信息 and 经验。

联合国世界旅游组织(UNWTO)荣誉秘书长、国际山地旅游联盟专家委员会专家弗朗西斯科·弗朗加利(Francesco Frangialli)代表国际山地旅游联盟发布了《世界山地旅游发展趋势报告(2023版)》。该报告按山地旅游的类型、形态,对世界山地旅游现状和发展情况、新冠疫情对山地旅游的影响及改变,未来山地旅游市场的运行方向和发展趋势等作出剖析研判,最新的权威数据为业界和会员提供更为全面的借鉴和参考。据统计测算,目前山地旅游占全球旅游总量的18%-20%,2023年全球国际山地游客人次将可能达到甚至超过2019年同期水平,即不少于2.53亿人次。在可预见的山旅未来,创新运用资源、呼应客群需求将横向拓展新业态,数字技术和环保意识兴起将纵向驱动可持续。

世界名山赋能高品质旅游前景可期

“世界名山对话”是国际山地旅游联盟发挥行业引领作用,挖掘创造健康、绿色、可持续山地旅游的重要品牌活动,也是携手共建世界名山旅游目的地的重要平台。自2018年起已成功举办四届。本届“世界名山对话”以“世界名山赋能山地旅游健康福祉”为主题,围绕“生态优先赋能名山旅游绿色发展”和“山地旅游引领健康生活方式”两个议题进行对话,探索生态旅游、山地康养等新时代追求及其发展路径,探寻后疫情时代山地旅游从需求到产品到场景的建构趋势与前景,为山地旅游可持续发展提供更丰富的内涵与形态。

国际山地旅游联盟副主席兼秘书长何亚非指出,此

次对话主题既契合大自然赋予世界名山的生态价值,也彰显名山对山地旅游的人文价值,更凸显名山对旅游的顶级资源价值。他从五个方面阐述世界名山赋能山地旅游高质量发展的重要原因,并从“世界名山”评价标准和体系的建设、发挥世界名山载体作用、创建“世界名山旅游+”平台等角度提出具体建议。首届国际山地旅游联盟副主席邵琪伟表示,在新时代背景下,世界名山承载着带动区域经济发展、推动区域绿色化管理和满足康养需求的重要意义,是山地旅游成为特色鲜明、可塑性强、可开发性强旅游业态的关键。应积极倡导山地旅游相关企业、研究机构、经营主体高度重视绿色低碳技术研发和应用,建议有关部门把推动零排放旅游示范景区列入重要议事日程,国际山地旅游联盟等相关组织机构联合助推,使其成为可持续山地旅游的创新路径。菲律宾阿尔拜省省长埃德塞尔·格雷克斯·伯斯·拉格曼(Edcel Greco Alexandre Burce Lagman)介绍了菲律宾阿尔拜省的著名山地资源,如马荣火山等。他表示,阿尔拜省和贵州省签署友好省份协议,将在旅游发展、灾害处理、环境保护等方面进行沟通交流,秉承对山脉的热爱和可持续发展的承诺,创造更富有弹性、更加蓬勃发展的社区蓝图,并话作伙伴关系。

中国东盟中心教育文化旅游部主任、印度尼西亚驻北京大使馆公使衔参赞贾迪(Hadi Tjahjono)发表了“中国东盟山地旅游合作”演讲,对旅游在促进、提升中国和东盟人文交流中起到的重要作用表示肯定;为世界旅游名山定标准是国际山地旅游联盟的创新领域,作为这项研究的执行方,北京大学城市与环境学院旅游研究与规划中心主任吴必虎在演讲中介绍了世界旅游名山分类与评价标准的创建,他认为,山地旅游具有巨大市场潜力,群众出游面临着山旅目的地的选择,评价标准的创建既为客群提供科学参考,也将进一步推动世界旅游名山评价体系落地,通过专业标准制定与实施,促进山地旅游资源的保护与利用。中华户外网CEO张海峰在演讲中详细介绍了中华户外网的智慧系统,并表示在全球范围内拓展山地智慧系统的应用场景,将是中华户外网接下来的重点探索方向。全球康养研究院温泉专业委员会主席查尔斯·戴维森(Charles Davidson)在演讲时提到,温泉与山地环境融为一体,具有天然优势,而创建符合当地特色的山地温泉养生社区,与客群在放松、运动、营养、睡眠、教育和创造力等方面展开互动,将带来多层次的全新体验。他强调,持续的人才培养与科研交流对温泉康养乃至山地旅游行业的蓬勃发展至关重要。尼泊尔国家旅游局执行委员会成员马丹·库马尔·阿乔亚(Madan Kumar Acharya)在演讲中提到,自从旅游业发展成为世界上的系统性经济现象以来,康养始终是旅游业中占据优先地



位但通常被低估的组成部分。群众对康养需求的新变化,将进一步激活旅游目的地活力;日本西九州大学健康福祉学部社会福祉学科特任教授加登田惠子(Keiko Katoda)从“福祉文化性山地旅游的潜力”角度,分析山地旅游结合福祉文化催生新业态的充分可能性。她分享了智障人士挑战徒步登上喜马拉雅山和打造无障碍温泉小道的案例,两个与山地旅游相关的福祉文化活动,足以说明山地旅游实现“每个人都受到重视的时代”“保证文化生活的质量”“人类文化体验的共享”福祉文化的做法切实可行,且衍生出充满人文关怀的山地旅游新发展方向。

俄罗斯“阿尔卑斯产业”旅游公司市场总监安东那·库库尼娃(Antonina Kukushkina)、西班牙大加纳利岛中国事务代表卡洛斯·维雷斯(Carlos Vélez)、蒙古国旅游协会会长德·钢特木尔(Damba Gantermur)及峨眉山景区管委会副主任冯俊超、葡萄牙农村发展协会会长卡洛斯·品托(Carlos Pinto)、国际山地旅游联盟专家委员会成员、国际知名户外体旅专家高宁(Serge Koenig)、尼泊尔旅游旅行协会主席拉梅什·塔帕(Ramesh Thapa)、中国国际露营大会执行主席李守文、国际持杖健走联合会中国区代表肖刚等嘉宾围绕两个议题开展了精彩的对话,立足世界名山旅游目的地构建情况,分享当地实现绿色环保旅游的做法,为全球名山可持续发展提供先进理念和成功经验。联合国世界旅游组织(UNWTO)原亚太部主任徐京的主持,妙语连珠,引导嘉宾们畅所欲言、深入研讨,为举措“世界名山对话”注入了更加专业、丰富、创新的思想内涵。

“携手共建世界名山旅游目的地”倡议,代表了与会者的共同心声,在新的时代背景下,面临旅游业态的更迭,提出打造世界级名山旅游目的地正契合时代发展趋势,积极倡导和呼吁山地旅游业界立足于构建世界名山旅游治理体系与可持续发展目标,进一步树立名山旅游目的地意识,探索旅游名山评价体系,共建名山旅游目的地合作机制,坚持走可持续名山旅游目的地之路,探索新阶段山地旅游发展的新模式,对推动山地旅游高质量发展具有重要意义。

活动期间同时举办了2023世界名山摄影展,集中展出了知名国际摄影师拍摄的中国、法国、老挝、蒙古、缅甸、尼泊尔、马来西亚、印度尼西亚、日本、菲律宾、西班牙、泰国、俄罗斯、美国、瑞士、西班牙、南非、斯里兰卡、哈萨克斯坦、越南、苏格兰、克罗地亚、希腊、土库曼斯坦、土耳其、芬兰等26个国家大量山岳、名山、山地自然与人文经典作品,涵盖了自然遗产和旅游名山为主体的自然生态、风光名胜、文化古迹、非物质文化遗产等,吸引了许多与会嘉宾驻足观看,与2023“世界名山对话”形成呼应。

携手联动世界目光聚焦贵州

2023国际山地旅游联盟年会暨世界名山对话与国际山地旅游暨户外运动大会紧密联动,作为以“文体旅融合高品质生活”为主题的山旅大会的主体活动,以高水准的专业标准、富有时代感的主题和创新的议程设置丰富了山旅大会的内容,为山旅大会国际化、引领性提供智力支持。

在国际山地旅游暨户外运动大会开幕之前,贵州省委副书记、省人大常委会主任徐麟等领导人会见国际山地旅游联盟领导及与会中外嘉宾,详细介绍了近年来贵州经济社会和旅游产业化发展取得的成就和未来发展的战略路径。他希望国际山地旅游联盟和各位嘉宾一如既往地关心贵州,帮助引进更多国际知名山地旅游企业到贵州投资兴业,引进更多国际性山地赛事到贵州举办,支持贵州发展山地旅游装备制造业,助力贵州打造世界级旅游目的地。联盟主席多米尼克·德维尔潘(Dominique de Villepin)、首届联盟副主席邵琪伟、副主席兼秘书长何亚非、副主席何超琼等代表参会嘉宾发言,高度评价近年来贵州经济社会发展特别是旅游业发展取得的显著成绩,并表示,贵州旅游资源十分丰富,山地特色优势明显,发展旅游业条件得天独厚,前景无限。作为专业性国际组织,国际山地旅游联盟将充分发挥自身优势,进一步深化同贵州各领域务实合作,更好助力贵州旅游业高质量发展。

贵州省委副书记、省长李炳军在2023国际山地旅游暨户外运动大会开幕式上热情洋溢推介贵州好山好水好人文。他说:作为中国唯一以山地旅游为主题的国家级、国际性峰会,国际山地旅游暨户外运动大会影响力日益扩大,成为全球山地旅游和户外运动合作交流的高端平台。贵州是山的王国,多彩贵州因山而造就美丽山水画卷,成为四季康养胜地、孕育多元文化奇观、成就户外运动天堂。近年来,贵州持续做强“山地公园省·多彩贵州风”品牌,旅游成为富民增收、推动发展的重要引擎。今年旅游业迎来强劲复苏,贵州将聚焦资源、客源、服务“三大要素”,推进市场主体培育、业态升级、服务质量提升、项目提质增效“四大行动”,加快建设全国体育旅游示范区,打造世界级旅游目的地。

文化和旅游部党组书记、部长胡和平亲临大会并发表了富有前瞻性和感染力的讲话,他高度肯定贵州省委省政府着力推动文旅产业建设,持续扩大“山地公园省·多彩贵州风”品牌影响力,促进经济社会高质量发展等各方面取得的积极成效。他强调指出,中国文化和旅游部高度重视山地旅游等旅游业态发展,愿与旅游领域世界组织、各国旅游部门和业界人士一道,完善旅游交流合作多边机制,发挥好世界旅游组织、亚太旅游协会、国际山地旅游联盟等国际组织作用,全方位、多层次、宽领域开展旅游政策协同、理念创新、服务升级、人才培养等交流合作。他对国际山地旅游联盟提出了殷切期许,希望国际山地旅游联盟



继续秉承“保护山地资源、传承山地文明、发展山地经济、造福山地民众”宗旨，坚持开放包容，发挥特色优势，与国际社会、旅游业界和广大会员同心协力，为山地旅游资源保护利用贡献更多智慧和力量，为构建山地旅游治理体系发挥更大作用，为促进山地经济繁荣和可持续发展作出新的更大成绩。

本届国际山地旅游暨户外运动大会聚集了来自世界著名山地旅游国家和领域的领导和意见领袖，国际山地旅游联盟主席多米尼克·德维尔潘(Dominique de Villepin)在国际山地旅游暨户外运动大会开幕式上发表了热情洋溢的讲话，他表示，联盟将继续发挥专业性、国际性组织的功能和作用，以开放与包容、交流与合作、协作与分享、互利与共赢的姿态，努力传播可持续山地旅游理念，构筑山地旅游命运共同体，引导旅游者融入到更加健康、安全、生态和沉浸体验的山地旅游中来，积极促进贵州、中国与其他国家之间的山地旅游业务往来与合作交流，把世界各地的旅游资源整合起来，为国际山地旅游发展做出努力和贡献。

贵州省委常委、宣传部部长卢雍政在国际山地旅游目的地城市建设论坛致辞并表示，山地旅游承载着亲近自然、感知文化、强身健体、净化心灵等功能，在城市化快速发展的今天，正受到越来越多游客的青睐，表现出强大的吸引力和发展潜力。近年来，贵州突出山地特色，立足国际视野，敢于开拓创新，以建设国际一流山地旅游目的地、国内一流度假康养目的地为路径，加快建设世界级旅游目的地，不断完善山地旅游政策体系和要素保障，加快推进山地旅游基础设施建设，丰富山地旅游业态和产品，举办一系列国际性专业性山地赛事活动，持续唱响发展山地旅游的声音，贵州山地旅游迈出了坚实步伐、取得了长足进步。

世界旅游经济论坛(GTEF)副主席兼秘书长、国际山地旅游联盟副主席何超琼在主旨演讲时提到，国际山地旅游联盟是一个充满活力的平台，在这个平台上汇集了列山地旅游潜力有独特见解的人，我们深刻认识到山地旅游对当地社区以及经济以及全球的影响，尤为重要的是今天的盛会也为我们提供了探讨和探索推进山地旅游高质量发展的思路和方法的机会。贵州拥有极为丰富多样的自然和文化旅游资源，贵州也是世界范围内享有盛誉的山地旅游目的地，在贵州举行这样的一个会议是非常理想的场所。

由国际山地旅游联盟与中国社会科学院联合编制的《RCEP框架下山地旅游合作与发展报告》是本次活动的重要成果，报告诠释了山地旅游在RCEP框架下高水平、高质量发展的新愿景，在RCEP所赋予的区域发展契机下，以世界级山地旅游目的地为支点，世界旅游弧线为支撑，世界

上最大的旅游经济共同体正在形成。中国社会科学院旅游研究中心秘书长金淮在发布时介绍，以贵州为代表的中国西南山地可能发挥的应变性作用，世界旅游弧线一旦形成，将给贵州的战略位置带来极大的转机；边陲变枢纽、终端变前沿；内循环网络节点变国内国际双循环网络中枢；山区变开放之区、国际化山地生活的交汇之区。依托RCEP所带来的开放动能，将推动贵州旅游从四个方面实现转化：在旅游推动力上，由资源拉动型向经贸支撑型转化；在旅游流量上，推动东南亚、大湾区客流的大交换、大贯通；在国际交换功能上，向面向东南亚游客的中国旅游、中国文化前站转化，形成东南亚客商、游客一站式了解中国文化的平台；在旅游形态上，由国内旅游终端地向国际旅游目的地转化，可以说为贵州打造世界级旅游目的地，塑造和发挥旅游弧的“桥头堡效应”提供了更加清晰的思路。

国际山地旅游暨户外运动大会现场，根据联盟组织编制的《国际山地温泉康养旅游目的地建设与评定》和《国际山地徒步旅游指南》，分别向14家“IMTA国际山地温泉康养旅游先行示范点”及10条“IMTA国际山地徒步旅游示范线路”授牌。贵州兴义万峰林徒步旅游线、兴义云中·沐云温泉、贵州石阡古温泉景区·石阡仙人街景区入选其中。

活动广受国际山地旅游业界关注和赞许

与会领导和嘉宾给予了本次活动的顶层设计及呈现的诸多亮点给予了高度评价。联合国世界旅游组织(UNWTO)原亚太部主任徐京说，经过多年的发展，联盟在举办国际性会议方面已经积累了丰富的经验，本次活动层次高、规模大、专业性强，办得很成功。菲律宾驻中国大使馆旅游参赞白艾文(Erwin Fernandez Balane)说，本次活动规模宏大，各方面安排妥当，参会体验非常好，认识了很多行业内的新朋友，希望下次还能参加联盟的会议；日本西九州大学健康福祉学部社会福祉学科特任教授加登田惠子(Keiko Kajoda)说，本次活动大咖云集，“世界名山对话”办的非常出色，此行重新认识贵州，不由地惊叹贵州的发展；葡萄牙农村发展协会会长卡洛斯品托(Carlos Pinto)说，感谢联盟邀请，作为联盟的理事单位，我有很多想和联盟共同推动旅游业发展的想法，同时我也是其他组织的重要成员，我相信我能作为中间的纽带，促进很多的合作交流；广东微宿文旅公司CEO孙晓峰说，今天会议非常成功，为我在山地旅游领域打开了全新视野，国际山地旅游联盟把微宿装备制造引入贵州是我们的机遇，我此行回去做进一步调整，微宿的产品目前是全球最适山地度假的装备，让微宿更适应山地，是我们接下来的目标；尼泊尔旅游旅行协会秘书长Kumar Mani Thapaliya，尼泊尔峡谷协会会长拉玛(Rajendra Bahadur Lama)，北京大学城市与环境学院旅游研究与

规划中心主任吴必虎,中法山地旅游合作处负责人、户外运动专家高宁(Serge Koenig),俄罗斯“阿尔卑斯产业”旅游公司代表安东尼那·库库尼娃(Antonina Kukushikina),携程集团政府合作部西南大区总经理易杨等境内外嘉宾纷纷表达了期待能参加联盟明年将在法国圣热尔韦莱班举办的国际山地旅游日主题活动的意愿。

联盟年会期间还举办了“山地温泉康养交流座谈会”专题活动。联盟秘书处领导、温泉康养特邀专家和14家获得“IMTA国际山地温泉康养旅游先行示范点”的企业代表围绕“山地温泉康养旅游目的地建设与运营”主题,就如何理解践行《国际山地温泉康养旅游目的地建设与评定》,树立山地温泉康养旅游品牌,规划建设、运营管理山地温泉康养旅游目的地,创建更具山地温泉特色的体验性、健康化康养旅游产品,培养专业人才等进行了交流研讨。世界温泉与气候养生联合会(FEMTEC)副主席查尔斯·戴维森(Charles Davidson)、亚太(重庆)温泉与气候养生旅游研究院院长王捷、俄罗斯“阿尔卑斯产业”旅游公司代表安东尼那·库库尼娃(Antonina Kukushikina)等嘉宾表示,在交流座谈会上与业内人士深入交流收获颇丰,希望在联盟以后的活动中能多多配套类似的专业座谈交流活动。

动。

境内外媒体对本次活动给予了充分、深入报道。截至9月30日,共有全球五大洲750余家媒体、直播平台、社交网站围绕本次活动亮点、成果进行传播,报道形式多样,宣传总影响人次(曝光量)超过7243万,结合国际山地旅游暨户外运动大会相关宣传报道,让山地旅游的风从贵州吹向世界,在海内外掀起了山地旅游新热潮。央视新闻、新华网、人民网、中新社、国际在线、中央广播电视总台央广网、中国日报网、贵州日报、贵州电视台、中国旅游报、大湾区卫视、香港商报、香港大公报、漓江日报、澎湃新闻、环球网等国内主流媒体合计发布500余条新闻报道,累计影响人次达4371万;境外宣发覆盖法国、美国、西班牙、日本、菲律宾、蒙古国、中国香港等11个国家及地区的雅虎财经、时代新闻社、美联社、彭博社、世界发展新闻社、路透社、欧盟领袖报等媒体,合计发送稿1436篇稿件,累计影响人次超2872万。大湾区卫视播出联盟年会15秒预热视频及10分钟专版视频,影响人次超1千万。通过Facebook、Instagram、微信公众号、微博、搜狐、人民号、头条号、一点资讯等新媒体平台发布年会图文或视频稿件300余篇稿件,影响人次超过500万。





“2023国际山地旅游联盟年会” & “2023世界名山对话”
2023 Annual Conference of IMTA
2023 Dialogue among World Famous Mountains

An International Conference that Pools Strength for High-Quality Mountain Tourism Development

—Overview of 2023 Annual Conference of International Mountain Tourism Alliance and International Conference of Mountain Tourism

IMTA Annual Conference 2023 and “World Famous Mountains Photography Exhibition 2023” kicked off in Xingyi City, Guizhou Province on 15 September. Over 200 guests, including representatives of IMTA members from 17 countries and regions, international organizations, foreign offices in China, travel agencies, tourism enterprises, world famous mountains and mountain tourism destinations, experts, entrepreneurs, and media workers attended the Conference, exchanged opinions in an open-minded manner, and explored strategies of protecting and innovatively using and developing mountain resources with a forward looking vision. The Conference is a great opportunity for IMTA to consolidate what it has achieved and look forward to the future, and fulfill its mission as an international organization to initiate worldwide dialogues and brainstorm. The Conference has received positive feedback from the leaders and guests present, extensive attention from all walks of life, and recognition from the mountain tourism sector at home and abroad.

Gather strengths to explore the high-quality development of mountain tourism

Themed on “Mountain Tourism Resource Innovation and Destination Construction,” the Conference pooled the wisdom of all IMTA members and strength of all practitioners, and met the new demand of the times. In doing so, it aimed to jointly pave the path of sustainable mountain tourism governance and innovation in the new era, formulate strategies of protecting, innovating, utilizing, optimizing and developing mountain resources, and sharing a healthy life brought by the new consumer market of mountain tourism. In the meantime, we held “2023 Dialogue among world Famous Mountains” and World Famous Mountains Photography Exhibition themed on “World Famous Mountains Empower the Wellness of Mountain Tourism,” as well as the 2023 Plenary Council

Meeting of IMTA.

Mountain, as an important landform, is where men and nature co-exist in harmony. The nature, culture and ecology in mountains provide profuse resources for mountain tourism. Against the new development pattern in world tourism, mountain tourism is sure to take the lead with its diversified resources to meet the varying consumer demands. Resource innovation is a challenge facing mountain tourism as it determines how we identify resources, establish the resource utilization system, build new business patterns and tourism destinations. In addition, only by promoting market-oriented resource innovation can we build tourism destinations that are appealing and sustainable. In line with the International Conference of Mountain Tourism and Outdoor Sports, IMTA Annual Conference and “Dialogue among world Famous Mountains” also echo with the times in pursuit of integration, innovation, and a healthy life.

Distinguished leaders and guests, including Dominique de Villepin – IMTA Chairman, Cai Chaolin – Deputy Governor of Guizhou Provincial Government, He Yafei – IMTA Vice Chairman and Secretary-General, Shao Qiwei – the very first Vice Chairman of IMTA, Edcel Greco Alexandre Burce Lagman – Governor of Albay, the Philippines, Ounethouang Khaophanh – Vice Minister of Information, Culture and Tourism of Laos, U Phyo Zaw Soe – Deputy Minister for Hotels and Tourism of Myanmar, Pansy Ho – Vice Chairman of IMTA, and Vice Chairman and Secretary-General of Global Tourism Economy Forum (GTEF), Suman Pandey – Secretary-General of the Executive Council of Pacific Asia Travel Association (PATA), Francesco Frangialli – Honorary Secretary-General of World Tourism Organization (UNWTO), Phouvang Vongkhamdao – Deputy Mayor of Vientiane, Laos, Charles Davidson – Chairman of Hot



Springs Initiative of Global Wellness Institute (GWI), Hadi Tjahjono – Director of Education, Culture and Tourism Division of the ASEAN-China Centre (ACC), and Minister-Counselor of Indonesia Embassy in Beijing, Erwin Fernandez Balane – Tourism Counselor of the Philippine Embassy in China, Bat-Orshikh – Counselor and Consul of the Mongolian Embassy in China, Emma Chen – Global Vice President of the International Organization of Folk Art (IOF), Dean and Professor of Academy of Cultural Heritage and Creativity of Jinan University, Chen Changxu – Secretary of the State Party Committee of Qianxinan Buyi and Miao Autonomous Prefecture, Sun Hanxin – Director of Guizhou Provincial Department of Culture and Tourism, Zhang Xilong – former First Class Counsel at the Bureau of International Exchange and Cooperation of the Ministry of Culture and Tourism of China, Fu Yingchun – Vice Chairman and Executive Secretary-General of IMTA, Madan Kumar Acharya – member of the Executive Committee of Nepal Tourism Board (NTB), and Elina Mkrtchyan – First Secretary at Embassy of Armenia, attended the Conference and declared the opening of “Opening Ceremony of Dialogue among World Famous Mountains and World Famous Mountains Photography Exhibition 2023.”

The Conference received support and assistance from UNWTO, World Travel & Tourism Council (WTTC), PATA, GTEF, ACC, China Office of International Union for Conservation of Nature (IUCN), Department of Culture and Tourism of Guizhou Province, Sport Administration of Guizhou Province, Foreign Affairs Office of Guizhou Province, and People's Government of Qianxinan Buyi & Miao Autonomous Prefecture. Over 200 representatives of IMTA members in 17 countries and regions, including Chinese Mainland, France, Laos, Nepal, Myanmar, the Philippines, Indonesia, Australia, Spain, Mongolia, Armenia, Japan, Greece, the Netherlands, Russia, Portugal, and Hong Kong of China, as well as representatives from international organizations, foreign offices in China, travel agencies, tourism enterprises, world famous mountains and mountain tourism destinations, experts, entrepreneurs, and media workers attended the Conference.

Pool wisdom to guide the construction of mountain tourism destinations

The Conference marks a leap of world tourism towards full recovery, a reform of the global tourism market, and a great opportunity for the mountain tourism sector. Around the topics of the times, guests exchanged opinions and suggestions on the innovation and development of mountain tourism in the new era from various perspectives, offering new ideas and motivations to the sustainable development of world mountain tourism.

“Today, tourism stands not only as a way of leisure, but also a token of friendly and cultural exchange, a bridge of communication between peoples, nations, and civilizations, and a tie that binds us with the future of peaceful development,” said Mr. Dominique de Villepin in his speech. The recovery of tourism is not only about restoring, but about reshaping as well. As consumer behaviors and trends vary, it is expected that tourism, in the post-COVID world, will transform from quantity to quality. Such transformation, however, still relies on global cooperation, better governance capacity, and innovation in tourism policy-making and management. More importantly, in this new development stage of world tourism, mountain tourism, because of its integration of natural environment and diversified cultures, will surely stand out and take the lead. In particular, driven by people's pursuit of a green and healthy lifestyle, mountain tourism will demonstrate unprecedented market potential in the target customer size, consumption upgrade, transformation of consuming subject, and industry convergence and innovation.

Mr. Cai Chaolin, Deputy Governor of Guizhou Provincial Government, said in his speech that the theme of the Annual Conference “Mountain Tourism Resource Innovation and Destination Construction,” theme of the Dialogue “World Famous Mountains Empower the Wellness of Mountain Tourism,” and theme of the International Conference of Mountain Tourism and Outdoor Sports “Combining Culture, Sport and Tourism for a High-quality Life” complement one another. It shows that IMTA, as an international organization dedicated to tourism, has a sharp nose for regional development trend and variation in



market demand. In addition, Guizhou Province, the initiator and headquarters of IMTA, will give full play to its all-for-one mountain resources, diversify its mountain tourism products, promote the construction and progress of IMTA, and work with IMTA to jointly facilitate the high-quality development of mountain tourism.

Mr. Ounethouang Khaophanh, Vice Minister of Information, Culture and Tourism of Laos, looked back at the achievements brought by “International Mountain Tourism Day 2023” theme events to both Laos and IMTA. He said Laos received over 1.2 million tourists in 2022, but in the first half of 2023, this number rose up to 1.6 million. The full recovery of tourism depends on close cooperation, innovative ideas, and market-oriented business patterns, products and services. Now, it is also an important mission and principle for Laos to “protect mountain resources, preserve mountain civilization, and promote mountain economy to the benefit of the people living in mountainous regions,” in a bid to revitalize local tourism and build a better future.

Mr. U Phyo Zaw Soe, Deputy Minister for Hotels and Tourism of Myanmar, introduced that Myanmar is a country of great potentials in tourism. The abundant natural landscapes such as mountains, hills and volcanos, ecological system, and extensive wildlife and plants make it the ideal destination of mountain tourism for travelers around the world. At present, the government is taking measures to guarantee convenience and security for travelers. Since 1 October of 2023, Myanmar plans to open visa-free destinations for Chinese passport holders, to strengthen the tie between tourism markets in China and Myanmar, hoping to attract more Chinese travelers and partner with Chinese enterprises.

When it comes to the development trend and goal of mountain tourism in the post-COVID world, Ms. Pansy Ho, Vice Chairman of IMTA and GTEF, said with a global vision that mountain tourism will rise up again with the tide of globalization and the “Belt and Road” Initiative. According to the UNWTO, about 20 percent of global tourism is focused in mountain areas which constitute an integral part of the global tourism economy. Therefore, mountain tourism can leverage

its late-mover advantage in resources and innovation, combine green and technology elements, and join hands with other industries and market segments to tap into the potential of culture and wellness tourism, to build a “community with a shared future for world tourism” that binds the world tourism economy with the global economy, human civilization, and the Earth’s ecological system.

Mr. Suman Pandey, Secretary-General of PATA, focused on sustainable tourism and mentioned that countries, in order to avoid over-tourism, have been building national parks and nature reserves, and taking action to preserve the ecological system of world famous mountains. The number of tourists is expected to rise to 2 billion in 2031, bringing up the demand for mountain tourism. It shows the significance of establishing eco-friendly principles to protect mountain resources. He called on everyone working in the mountain tourism sector to make plans in advance and put the concept of sustainable development into practice, to meet the growing need of mountain tourism.

Leading the joint construction and governance of mountain tourism

At the Annual Conference, Mr. He Yafei, IMTA Vice Chairman and Secretary-General, briefed IMTA’s achievements in 2023 and work plan for 2024. In the past nine months, IMTA carried out the “International Mountain Tourism Day 2023,” the first large theme event for post-pandemic tourism recovery in Vientiane, Laos. In addition, IMTA attended the 2nd China (Wuhan) Culture and Tourism Expo and the 10th West China Culture Industries Expo, held mountain tourism seminars in Luang Prabang, Bali, and Kuala Lumpur, took the lead in compiling projects such as Report on World Mountain Tourism Development Tendency - 2023 Edition, and Report on Mountain Tourism Cooperation and Development under the RCEP Framework, and released IMTA International Mountain Hot Spring Wellness Tourism Pilot Demonstration Sites and Hiking Tourism Demonstration Routes. In doing so, IMTA aimed to set standards for famous tourism mountains worldwide, work with its members, mountain tourism organizations and destinations to jointly build the future of mountain

tourism, and attract more tourism practitioners, media and organizations across the globe to recognize its efforts and offer help. He pointed out that in 2024, IMTA will further strengthen its presence by restructuring, optimizing membership structure, and improving member services. What's more, IMTA will attend more international conferences, conduct research projects on mountain tourism, and making advertising efforts more innovative and rewarding.

Founded by IMTA in 2018, “International Mountain Tourism Day” is a key platform of cooperation and exchange among its members and the tourism industry, and has been held for five years. Mr. Fu Yingchun, Vice Chairman and Executive Secretary-General of IMTA, briefed the progress of the Day in the past years, and announced the host city for 2024 – Saint-Gervais in France. He said that back in 2019, France and other IMTA's members in Europe already proposed to host “International Mountain Tourism Day” theme events. France is a country known for mountain tourism, as the outstanding geography, mountains, hot springs, cultures, and other resources make Saint-Gervais the best example of international mountain tourism characterized by outdoor sport, leisure, holiday and wellness. Therefore, holding the “International Mountain Tourism Day 2024” theme events in Saint-Gervais helps spread the concept of sustainable mountain tourism, share examples and experiences of modern outdoor, leisure, tourism, and consumption in the mountains, and exchange information of developing new business patterns for mountain tourism destinations worldwide, including in Guizhou Province.

On behalf of IMTA, Mr. Francesco Frangialli, Honorary Secretary-General of UNWTO, published *Report on Development Trend of World Mountain Tourism (2023)*. Based on the types and forms of mountain tourism, the Report analyzes the status quo and development direction of world mountain tourism, how the COVID-19 affects and changes mountain tourism, and the future development tendency of the mountain tourism market, offering more comprehensive guidance and reference for the industry and IMTA members. Statistics show that at present, 18 to 20 percent of global tourism is focused in mountain areas; the number of mountain tourists

worldwide in 2023 may reach or even surpass that in 2019, namely, at least 253 million. In the foreseeable future of mountain tourism, new business patterns will be tapped into by innovating ways of utilizing resources and meeting customer demands, and the goal of sustainability will be achieved via digital technology and people's awareness of environmental protection.

A promising future of tourism quality made possible by world famous mountains

“Dialogue among World Famous Mountains 2023” is an important brand for IMTA to play its leading role, facilitate healthy, green and sustainable mountain tourism, and a platform for everyone to join hands in building world famous mountain tourism destinations. The Dialogue has been held for four years since 2018. At this year's Dialogue themed “World Famous Mountains Empower the Wellness of Mountain Tourism,” guests exchanged opinions around two topics – “Ecological Priority Empowers the Green Development of Famous Mountains Tourism” and “Mountain Tourism Leads a Healthy Lifestyle,” explored the new consumer demands of ecological tourism and mountain wellness, probed into the reconstruction and prospect of the demands, products, and consumption scenes of post-pandemic mountain tourism, and diversified the meanings and forms of the sustainability of mountain tourism.

Mr. He Yafei, IMTA Vice Chairman and Secretary-General, said the theme of the Dialogue tallies with the ecological, cultural and resource value of world famous mountains in the field of mountain tourism. He explained how world famous mountains empower the high-quality development of mountain tourism in five aspects, and proposed detailed advice on the classification and evaluation system of world famous tourism mountains, the driving force of world famous mountains, and the platform of “world famous mountain tourism.” Mr. Shao Qiwei, the very first Vice Chairman of IMTA, said that world famous mountains are key to regional economy, green management, and the demand of wellness and health-care in the new age, and the foundation for making mountain tourism characteristic, plastic, and exploitable. To encourage relevant enterprises, research



institutes, and business entities to focus on developing and applying green, low-carbon technologies, we suggest that governmental departments add zero-emission demonstrate scenic areas in their agenda and work with IMTA and other organizations to make it an innovative approach towards sustainability in mountain tourism. Mr. Edcel Greco Alexandre Burce Lagman, Governor of Albay, the Philippines, introduced renowned mountain resources in Albay such as the Mayon Volcano. He said that Albay and Guizhou Province had signed an International Sister Province Agreement, ready to communicate with each other in tourism development, disaster response, and environmental protection. Adhering to the passion towards mountains and commitment to sustainability, the two provinces will work hand in hand to create a more flexible and promising community future.

Mr. Hadi Tjahjono, Director of Education, Culture and Tourism Division of ACC and Minister-Counselor of Indonesia Embassy in Beijing, delivered a speech titled “Mountain tourism cooperation in ACC” and highlighted the critical role of tourism in promoting cultural exchanges between China and ASEAN countries. Mr. Wu Bihu (Tiger Wu), Director of the International Center for Recreation and Tourism Research at Peking University, as the research leader, introduced the classification and evaluation system of world famous tourism mountains – a new research field of IMTA. He thought that mountain tourism boasts huge market potential as an evaluation system would offer guidance and reference to meet the emerging consumer demand of choosing mountain tourism destinations, and such system, once implemented, would help protect and utilize mountain tourism resources. Mr. Zhang Haifeng, CEO of www.hu-way.com, introduced the smart system of their company in detail, and revealed that their future focus would be applying the smart system to mountain areas world-wide. Mr. Charles Davidson, Chairman of Hot Springs Initiative of GWI, mentioned that hot springs and mountains enjoy the natural advantage of merging into one, and building mountain hot spring wellness communities that fit in the local environment would bring brand-new and diversified experiences in relaxation, sport, nutrition, sleep, education, and

inspiration. He highlighted that talent cultivation, research and exchange are key to the prosperity of mountain tourism. Mr. Madan Kumar Acharya, member of the Executive Committee of NTB, said in his speech that ever since tourism became a systematic economic phenomenon, wellness has been an underestimated leader. But now, the emerging consumer demand of wellness will bring tourism destinations back to life. Ms. Keiko Katoda, Special Professor at the Department of Social Welfare Sciences, Nishi-kyushu University, tapped into the potential social-welfare mountain tourism and the possibility of new business patterns generated from the combination of mountain tourism and social welfare culture. She shared two examples of social welfare culture – an intellectually disabled person climbed up the Himalayas, and the construction of an accessible hot spring town, proving that social welfare culture such as “an age where everyone is respected,” “the guaranteed quality of cultural life,” and “sharing of people’s cultural experiences” can be achieved via mountain tourism, and new development potentials of mountain tourism with humanistic care can be tapped into via social welfare.

Ms. Antonina Kukushkina – Marketing Specialist of Alpinindustria Tour, Mr. Carlos Vélaz – Representative for China Affairs of Government of Gran Canaria, Mr. Damiba Gantemur – President of Mongolian Tourism Association, Mr. Feng Junchao – Deputy Director of the Management Committee of Mount Emei, Mr. Carlos Pinto – Director of Rural Development Agency, Portugal, Mr. Serge Koenig – member of the IMTA Expert Committee and world-renowned outdoor sports tourism expert, Mr. Ramesh Thapa – President of Nepal Association of Tour & Travel Agents (NATTA), Mr. Li Shouwen – Executive President of China International Camping Congress, and Mr. Xiao Gang – Chinese representative of International Nordic Walking Federation, had a discussion on the two topics, looked back at the status quo of world famous mountain tourism destinations, shared insights in green and ecological tourism, and proposed concepts and experience for the sustainable development of world famous mountains. Mr. Xu Jing, former Regional Director for Asia and the Pacific, UNWTO, served as the moderator and guided guests to speak their mind

and probe into the topics, making the Dialogue all the more professional, profound and innovative.

The initiative “Jointly Building World-Famous Mountain Tourism Destinations” spoke the mind for all guests present. Facing the upgrading of the tourism sector, building world-class famous mountain tourism destinations is in line with the development trend of the times. So, grounded in the governance system of world famous mountains and the goal of sustainable development, we need to raise people’s awareness of building mountain tourism destinations, set an evaluation system, stick to the path of sustainability, and explore new patterns of high-quality development of mountain tourism.

During the Conference, we also held World Famous Mountains Photography Exhibition, displaying the mountains and natural and cultural works photographed by world-renowned photographers from 26 countries, including China, France, Laos, Mongolia, Myanmar, Nepal, Malaysia, Indonesia, Japan, the Philippines, Spain, Thailand, Russia, the USA, Switzerland, South Africa, Sri Lanka, Kazakhstan, Vietnam, Scotland, Croatia, Greece, Turkmenistan, Turkey, and Finland. Their works cover natural ecology, beautiful views, historical relics, and intangible cultural heritages, complementing the “2023 Dialogue among world Famous Mountains” and attracting many guests present.

Drawing world attention to Guizhou

As the main event of the International Conference of Mountain Tourism and Outdoor Sports themed “Combining Culture, Sport and Tourism for a High-quality Life,” 2023 IMTA Annual Conference and “Dialogue among Famous Mountains in the World” offered intellectual support to make it a world-leading conference via the top-notch standards, time-oriented themes, and innovative schedules.

Before the opening of the International Conference of Mountain Tourism and Outdoor Sports, Mr. Xu Lin, Secretary of the CPC Guizhou Provincial Committee and Chairman of the Standing Committee of the Guizhou Provincial People’s Congress, met with IMTA leaders and Chinese and foreign guests present, and briefed what Guizhou had achieved in socioeconomic development, the industrialization of tourism, and

what they aim to strive for in the future. He hopes all the guests could care about Guizhou as they used to, introduce more international tourism enterprises to settle in the province, hold more international competitions, help the local equipment manufacturing, and build Guizhou into a world-class tourism destination. Mr. Dominique de Villepin – IMTA Chairman, Mr. Shao Qiwei – first IMTA Vice Chairman, Mr. He Yafei – IMTA Vice Chairman and Secretary-General, and Ms. Pansy Ho Chiu-king – IMTA Vice Chairman delivered speeches. They spoke highly of what Guizhou had achieved in socioeconomic development, especially in tourism, and highlighted that Guizhou, with its profuse resources and mountains, is destined to have a bright future in tourism. IMTA, as a professional international organization, will give full play to its advantages and deepen its partnership with industries in Guizhou, to facilitate the high-quantity development of Guizhou’s tourism sector.

Mr. Li Bingjun, Deputy Secretary of the CPC Guizhou Provincial Committee, Governor of Guizhou province, introduced the mountains, waters and cultures of Guizhou Province in the opening ceremony. He said that as China’s only international summit on mountain tourism, International Conference of Mountain Tourism and Outdoor Sports is rising up as an influential, high-end platform of cooperation and exchange in mountain tourism and outdoor sport worldwide. Guizhou is the kingdom of mountains, and because of the beautiful mountains and rivers, the province has become a resort of wellness, a museum of diversified cultures, and a paradise of outdoor sport. In recent years, Guizhou has been advertising for the brand of “Colorful Guizhou – A Mountain Park Province” and making it the engine of income and progress. This year marks the revitalization of tourism. Therefore, Guizhou will focus on three elements – resource, customer and service, and take four actions – cultivating market entities, upgrading business patterns, improving service quality, increasing project efficiency, in a bid to build the province into China’s Sports Tourism Demonstration Zone and a world-class tourism destination.

Mr. Hu Heping, Secretary of the Party Leadership Group and Minister of Culture and Tourism of China,



attended the Conference, and delivered a forward-looking and inspiring speech. He recognized the achievements that Guizhou had made in promoting culture and tourism industry, expanding the influence of “Colorful Guizhou · A Mountain Park Province,” and facilitating the high-quality socioeconomic development. He also pointed out that the Ministry of Culture and Tourism of China attaches great importance to the business patterns of tourism, especially mountain tourism. In addition, the Ministry hopes to work with international organizations, national tourism departments, and tourism practitioners to improve bilateral exchange and cooperation, and let international organizations such as UNWTO, PATA, and IMTA play a critical role in formulating tourism policies, innovating concepts, upgrading services, and cultivating talents in all dimensions, at different levels, and in various areas. He hoped that IMTA could stick to the mission of “protecting mountain resources, preserving mountain civilization, promoting mountain economy and benefiting mountain communities,” capitalize on its advantages, and work with the international community, the tourism sector, and its members in an open and inclusive manner, to contribute wisdom and strength to the protection and utilization of mountain tourist resources, establish a governance system, and help the mountain economy pursue prosperity and sustainability.

The Conference was attended by officials and opinion leaders from famous mountain tourism countries and regions around the world. Mr. Dominique de Villepin, IMTA Chairman, had a passionate speech at the opening ceremony. He said that IMTA will continue to play the role as a professional international organization, communicate and cooperate with its partners and members with an open and inclusive mind, to spread the concept of sustainable mountain tourism, build a community with shared future in mountain tourism, and facilitate the mutual-benefit and win-win collaboration among members and industries. In so doing, IMTA aims to provide travelers with a healthier, safer, eco-friendly, and immersive experience, facilitate tourism exchange and cooperation among Guizhou, China and other countries, pool the resources worldwide to promote the world

tain tourism.

Mr. Lu Yongzheng, Vice Governor of Guizhou Province and Director of Publicity Department of the CPC Guizhou Provincial Committee, said at the Forum on Building IMTA Destination Cities that mountain tourism is the paradise to get close to nature, perceive culture, exercise our body, and purify our mind, and it is more and more popular and promising against the rapid urbanization. In recent years, Guizhou has laid a solid foundation in innovating with a global vision, striving to build itself into world-class mountain tourism destination and a nationwide first-class vacation and wellness destination, keep improving policy-making and safeguard, build mountain tourism infrastructure, diversify tourism pattern and products, and hold international competitions.

Ms. Pansy Ho – Vice Chairman of IMTA, and Vice Chairman and Secretary-General of GTEF, said in her keynote speech that IMTA is a dynamic platform full of experts with insights in the potential of mountain tourism. We have witnessed the profound influence of mountain tourism on communities, economy, and the world, and at today's Conference, we have also learned ideas and ways to promote the high-quality development of mountain tourism. Guizhou, as a world-renowned mountain tourism with abundant natural and cultural resources, is the ideal place to hold the Conference.

Report on Mountain Tourism Cooperation and Development under the RCEP, Framework jointly compiled by IMTA and Chinese Academy of Social Science (CASS) summarized the Conference. The Report detailed the vision of high-quality and high-level mountain tourism development within the RCEP framework, and revealed that supported by the opportunity of regional development, world-class mountain tourism destination, and world tourism arc, the largest community of shared future for world tourism economy is taking shape. Mr. Jin Zhun, Secretary-General of the Tourism Research Center, CASS, said that mountain areas in Southwest China represented by Guizhou Province is experiencing distortion. Once the world tourism arc takes shape, it will greatly change the strategic position of the province. For example, Guizhou will transform from a borderland to a center;

the internal network will work for dual circulation; and mountains will become an open and international hub. Driven by the RCEP framework, Guizhou's tourism will also transform from a resource-driven domestic destination to a trade-driven hub of travelers in Southeast Asia and the Greater Bay Area, a Chinese tourism and culture platform targeted at Southeast Asian travelers, and a popular international destination. In a word, the Report offers clear insights on the “bridgehead effect” of the world tourism arc.

According to the *Construction and Rating on International Mountain Hot Spring Wellness Tourism Destination* and *International Mountain Hiking Tourism Guide*, we at the Conference awarded the 14 “International Mountain Hot Spring Wellness Tourism Pilot Demonstration Sites” and 10 “International Mountain Hiking Tourism Demonstration Routes,” including Wanfeng Forest hiking route in Xingyi, Yuntun Cloud Bathing Hot Spring Hotel in Xingyi, and Shiqian Ancient Hot Spring and Xianren Street Scenic Area.

Attention and recognition from the world mountain tourism sector

The leaders and guests present all spoke highly of the top design of the Conference. Mr. Xu Jing, former Regional Director for Asia and the Pacific, UNWTO, said that IMTA, after years of progress, has had profuse experience in organizing international meetings, and the Conference is high-level, large-scale, and extremely successful. Mr. Erwin Fernandez Balane, Tourism Counselor of the Philippine Embassy in China, thought the Conference is large and well-arranged; he met many new friends and hopes to attend more IMTA meetings in the future. Ms. Keiko Katoda, Special Professor at the Department of Social Welfare Sciences, Nishi-kyushu University, met with many big shots in the tourism field at the Dialogue, and was amazed by how fast Guizhou had developed. Mr. Carlos Pinto, Director of Rural Development Agency, Portugal, thanked for the invitation, and said that he, as member of IMTA Council and other organizations, would like to serve as a bridge of cooperation and exchange and join hands with IMTA to promote the progress of tourism. Mr. Sun Xiaofeng, CEO of Guangdong VESSEL Cultural Tourism Develop-

ment Co., Ltd., thought the Conference is a grand success and broads his horizon; he was grateful that IMTA introduced the equipment made by VESSEL into Guizhou, and he would continue to make VESSEL equipment the best mountain holiday equipment in the world. Mr. Kumar Mani Thapaliya – Secretary General of NATTA, Mr. Ramesh Thapa – President of NATTA, Mr. Tiger Wu – Director of the International Center for Recreation and Tourism Research at Peking University, Mr. Serge Koenig – head of the Sino-French Mountain Tourism Cooperation Office and world-renowned outdoor sports tourism expert, Ms. Antonina Kukushkina – Representative of Alpindustria Tour, and Mr. Yi Yang – Southwest General Manager of Government Cooperation of Trip.com Group looked forward to joining the “International Mountain Tourism Day” theme events in Saint-Gervais in France next year.

During the Annual Conference, we also held the “Seminar on Mountain Hot Spring Wellness Tourism.” Leaders from IMTA Secretariat, specialized hot spring wellness experts, and the representatives of 14 enterprises chosen as “IMTA International Mountain Hot Spring Wellness Tourism Pilot Demonstration Sites” gathered to discuss the “Construction and Operation of Mountain Hot Spring Wellness Tourism Destinations.” They shared insights on interpreting and implementing the *Construction and Rating on International Mountain Hot Spring Wellness Tourism Destination*, strategies for building, operating, and managing destinations, creating health-oriented tourism products based on mountain hot spring experiences, and establishing a skilled workforce. Mr. Charles Davidson – Chairman of Hot Springs Initiative of GWI, Mr. Jeff Wang – President of Asia Pacific (Chongqing) Hot Spring and Climate Health Tourism Research Institute, Ms. Antonina Kukushkina – Representative of Alpindustria Tour, and other guests had an in-depth conversation with experts, and looked forward to attending more professional seminars like this organized by IMTA.

Both domestic and overseas media made thorough and extensive reports on the events. As of 30 September, over 750 media, live streams, and social websites across the globe have covered the highlights



活动 综述

mounand achievements of the Conference in various forms with more than 72.43 million views. All the coverage and advertising on the International Conference of Mountain Tourism and Outdoor Sports attracted the attention worldwide to Guizhou Province, bringing up a fever of mountain tourism. Mainstream media in Chinese Mainland, including CCTV, Xinhua Net, people.com, China News Service, CRI Online, CGTV, cnr.cn, China Daily, Guizhou Daily, Guiyang Radio and TV Station, ctnews.com.cn, Greater Bay Area satellite TV, Hong Kong Commercial Daily, Ta Kung Pao, Huo Kong Daily, The Paper, and Huanqiu.com published over 500 new reports with up to 43.71 million views. Overseas media, including Yahoo

Finance, Times Newswire, Associated Press, Bloomberg, World Development Press, Louis Press, and Euleader published 1,436 reports with over 28.72 million views, covering 11 countries and regions, including France, USA, Spain, Japan, the Philippines, Mongolia, and HK of China. Greater Bay Area satellite TV posted a 15-sec promotional video and a 10-min special video about the Annual Conference, viewed by more than 10 million people. New media such as Facebook, Instagram, WeChat Official account, Weibo, Sohu, pdnews, Toutiao, and Yidianzixun.com published over 300 image, text, and video posts with over 5 million views.





2023新入盟会员名单

List of New IMTA Members in 2023

单位名称 Name of Unit	国籍 Nationality
希腊华人旅游业联合会 Hellenic Union of Professionals of the Overseas Chinese Tourism	希腊 Greece
尼泊尔峡谷协会 Nepal Canyoning Association	尼泊尔 Nepal
北京兴旅国际会展有限公司 Beijing Sunny International Convention & Exhibition Ltd	中国 China
中传环球(北京)新媒体科技有限公司 Zhongchuan Huanqiu (Beijing) NewMedia Technology Co., Ltd	中国 China
阿尔拜省旅游文化和艺术办公室 Albay Provincial Tourism, Culture and Arts Office	菲律宾 Philippines
迈进集团(科技数码) Meinhardt Digital Technology Solutions Pte Ltd (MDTS)	新加坡 Singapore
格林豪泰酒店(中国)有限公司 GreenTree Hospitality Group Ltd	中国 China

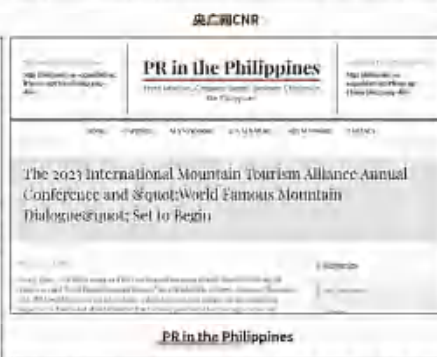




“2023国际山地旅游联盟年会” & “2023世界名山对话”
2023 Annual Conference of IMTA
2023 Dialogue among World Famous Mountains

媒体报道精选 Selected Media Reports







“2023国际山地旅游联盟年会” & “2023世界名山对话”
2023 Annual Conference of IMTA
2023 Dialogue among World Famous Mountains

报道
精选
Report
Highlights



贵阳日报GUIZHOU RIBAO



YAHOO



东海通信DX PRESS



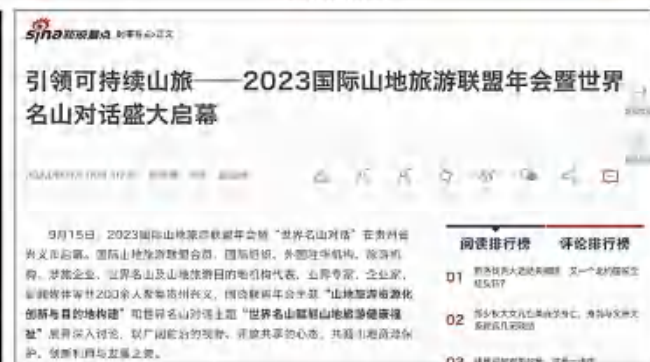
TimesNewswire



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精彩瞬间 Highlights





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