



**Launching Ceremony of International Mountain Tourism Day  
and Mountain Tourism International Forum (Nepal)**

## **“国际山地旅游日”启动仪式暨 山地旅游（尼泊尔）国际论坛**

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International  
Mountain Tourism Day  
国际山地旅游日

## 活动背景 Background

国际山地旅游联盟作为全球唯一以山地旅游为主题定位的国际组织，怀着“保护山地资源、传承山地文明、促进山地经济、造福山地民众”的美好愿景，致力于推动山地旅游的可持续发展。历经多次调研评估、多方听取意见，国际山地旅游联盟决定发起设立“国际山地旅游日”——以人类首次成功登上世界最高峰珠穆朗玛峰的日期为标志，确定5月29日为“国际山地旅游日”。2018年10月12日，《发起设立“国际山地旅游日”的倡议》经联盟理事会审议通过。在2018国际山地旅游联盟年会开幕式上，邵琪伟副主席发布了《发起设立“国际山地旅游日”的倡议》，标志着“国际山地旅游日”的正式诞生。

尼泊尔位于喜马拉雅山脉珠峰南麓，是世界上开展山地旅游最具代表性的国家之一。在此举办首个“国际山地旅游日”活动具有很好的纪念意义，也是进一步推动国际合作交流、提升联盟的重要举措。山地旅游（尼泊尔）国际论坛，以“生态、绿色、科技引领山地旅游高质量发展”为主题，围绕山地旅游发展面临的机遇、挑战及趋势、环喜马拉雅山地特色旅游、山地文旅产业健康发展、有效利用山地旅游资源促进落后山区脱贫减贫、山地旅游安全及救援、全球变化对山地旅游的影响及对策、山地生态保护与可持续发展等议题，共话山地旅游高质量发展新未来。



德维尔潘主席主持2018国际山地旅游联盟理事会，审议通过了发起设立“国际山地旅游日”的倡议

The 2018 IMTA Council Meeting, presided by Chairman Dominique de Villepin, approved the initiative to launch the “International Mountain Tourism Day”



As the only international organization with the theme of mountain tourism in the world, the IMTA is committed to promoting the sustainable development of mountain tourism with the good vision of "protecting mountain resources, preserving mountain civilization, and promoting mountain economy to the benefit of the people living in mountainous regions". After many investigations and evaluations and listening to opinions from many sides, the IMTA decided to initiate the International Mountain Tourism Day, marked by the date on which mankind first successfully ascended the world's highest peak, Mount Everest. On October 12, 2018, the proposal of Initiating the International Mountain Tourism Day was unanimously adopted by the board of directors. At the opening ceremony of the 2018 Annual Conference of the IMTA, Vice Chairman Shao Qiwei read out the Initiative of International Mountain Tourism Day, and marked the official birth of the International Mountain Tourism Day.

Nepal is one of the most representative countries in the world for mountain tourism, which is located in the southern foothills of Mount Everest in the Himalayas. Therefore, it is extremely meaningful to hold the first "International Mountain Tourism Day" in Nepal. It is also a vital step in further promoting the communication of international cooperation and promoting the IMTA. The Mountain Tourism International Forum (Nepal), themed "Ecology, green, science & technology lead the high-quality development of mountain tourism", will focus on the opportunities, challenges and trends facing by the development of mountain tourism, the special tourism around the Himalayas, and the positive development of the mountain tourism industry. Besides, using mountain tourism resources effectively to alleviate or reduce poverty in backward mountainous areas, ensuring mountain tourism safety and rescue, and understanding the impact of global changes on mountain tourism and coming up with relevant countermeasures, protecting mountain ecology and developing sustainable resources will all be included to discuss the new future of high-quality development of mountain tourism.

## 关于发起设立“国际山地旅游日”的倡议

国际山地旅游联盟

2018 年 10 月 12 日

山地是重要的地表形态、生态系统、生活空间，山地约占全球陆地面积的 25%，全球 75% 的国家拥有山地。山地环境中的自然与人文资源是人类共有的宝贵财富，也是重要的旅游资源，在全球旅游发展格局中占有十分重要的地位。据联合国世界旅游组织统计，目前山地旅游已占全球旅游总量的 20%，并呈逐年增长态势。山地旅游类型多样、内容丰富，涵盖观光、休闲、攀登、徒步、滑雪、探险、科考、科普、研学等众多门类，已成为人们向往的新兴生活方式。

国际组织是全球治理的重要参与者，在构建人类命运共同体进程中扮演着重要角色。国际山地旅游联盟作为以山地旅游为主题定位的国际组织，肩负着保护山地资源、传承山地文明、促进山地经济、造福山地民众的历史使命。国际山地旅游联盟会员来自世界五大洲 29 个国家和地区共 142 个团体和个人，会员构成在全球山地旅游领域具有广泛性、代表性和引领性，会员队伍将随着联盟发展不断壮大。国际山地旅游联盟自成立以来，立足联盟宗旨，积极发挥联盟会员和专业性国际组织优势，在探索山地旅游资源共享、合作交流、互利共赢和可持续发展方面，进行了有益的实践，取得了积极成效。

山地旅游方兴未艾，前景广阔。国际山地旅游联盟需要探索建立有助于联盟会员及山地旅游领域广泛参与的合作共享平台，并在实践中积累经验、扩大影响、不断提升联盟服务会员、服务行业、服务社会的能力。



邵琪伟副主席发布发起设立“国际山地旅游日”的倡议

Mr. Shao Qiwei, Vice Chairman of IMTA, announced the initiative of “International Mountain Tourism Day”

为此，经联盟理事会全体会议审议，并经全体会员一致赞成，由本次联盟年会发起设立“国际山地旅游日”倡议，以人类首次成功登上世界最高峰——珠穆朗玛峰为标志，确定 5 月 29 日为“国际山地旅游日”。1953 年 5 月 29 日，新西兰登山运动员埃德蒙·希拉里以及他的尼泊尔向导丹增·诺尔盖完成了人类历史上首次登顶珠穆朗玛峰的创举。这一创举体现了人类与自然为伴，不畏艰险、勇于攀登、积极向上、追求理想的精神和信念。山地旅游发展需要参与者用智慧和能力不断探索创新，人类成功攀登珠峰就是对探索未知、挑战突破、勇敢向前的完美诠释。

国际山地旅游联盟选择确定每年的 5 月 29 日作为“国际山地旅游日”，既具有正面的、积极的象征意义，又有促进世界山地旅游友好交流、主动发展的现实意义。我们倡议各位会员率先参与和支持“国际山地旅游日”活动，在每年的“国际山地旅游日”，根据旅游主题，结合行业特点，组织开展丰富的山地旅游活动。我们也倡议山地旅游的目的地机构、组织、企业、院校及专业人士，积极关注、支持和参与“国际山地旅游日”活动，通过大家点点滴滴的行动，来唤起人们对保护山地资源、传承山地文明意识，对促进山地经济、造福山地民众的责任，倡导积极、健康、向上的生活方式，营造优良的山地旅游环境，推进山地旅游的可持续发展，共创山地旅游美好未来。

连接山地精彩，共享美丽生存。



# The Proposal for Initiating the“ International Mountain Tourism Day”

International Mountain Tourism Alliance

12 October, 2018

Mountains, as important surface configurations, ecosystems and living spaces as well as important tourism resources, account for about 25% of the world’ s land area and are located in 75% of all countries in the world. The natural and cultural resources in mountainous environments are precious treasures shared by all mankind and play a very important role in global tourism development pattern. According to the statistics of UN World Tourism Organization, mountain tourism currently accounts for 20% of total tourism market in the world and is increasing year by year. It is an indispensable part of the tourism industry. There are various types of mountain tourism with rich contents, covering sightseeing, leisure, climbing, hiking, skiing, adventure, scientific investigation, popularization of science, research, etc. Mountain tourism has become an emerging lifestyle that people yearn for.

International organizations are important participants in global governance and play an important role in building the community of human destiny. International Mountain Tourism Alliance (IMTA), as an international organization themed on mountain tourism, has the historical mission of protecting mountain resources, preserving mountain civilization and promoting mountain economy to the benefit of the people living in mountainous regions. IMTA members include 142 groups and individuals from 29 countries and regions in five continents of the world. The membership structure is universal, representative and leading in the field of global mountain tourism,

and will continue to grow as the IMTA grows. Since its establishment, IMTA has, based on its purposes, actively utilized the advantages of IMTA members and professional international organizations to conduct beneficial practices in exploring mountain tourism resources sharing, cooperation and exchange, mutual benefit and win-win situation and sustainable development, achieving positive results.

Mountain tourism is in the ascendant and has broad prospects. IMTA needs to explore and establish a cooperation sharing platform that IMTA members and mountain tourism industry can easily and extensively participate in; and accumulate experience, expand influence, and continuously improve IMTA’ s ability to serve its members, the industry and the society in practice. Therefore, after deliberation at the Council Meeting of the International Mountain Tourism Alliance and with unanimous approval from all members, the proposal for initiating the “International Mountain Tourism Day” will be present at this Annual Conference of IMTA, in order to determine 29 May as “International Mountain Tourism Day” marked by the first successful scaling of the Everest, the highest mountain in the world, by mankind. On 29 May, 1953, Edmund Hillary, a mountaineer from New Zealand, and his Nepalese guide Tenzing Norgay successfully scaled the Everest for the first time in the history of mankind. This pioneering undertaking reflects the spirit and belief that human beings live in harmony with the nature, are not afraid of danger and difficulty, bravely climb, actively move forward,



explore the unknown and pursue ideals. To develop mountain tourism, mountain tourism participants shall continuously explore, change and innovate with wisdom and abilities. The successful scaling of the Everest as mentioned in the above is a perfect interpretation for exploring and innovating, challenging breakthroughs and bravely moving forward.

IMTA chooses to determine 29 May as “International Mountain Tourism Day”, which has positive symbolic significance as well as practical significance in promoting friendly exchange and active

development of mountain tourism in the world. We propose all members to take the lead in participating in and supporting the “International Mountain Tourism Day” event. On the “International Mountain Tourism Day” of each year, various wonderful mountain tourism activities shall be organized and carried out according to the tourism themes and industry characteristics. We also advocate destination agencies, organizations, companies, colleges and universities and professionals in the field of mountain tourism to actively follow, support and participate in the “International Mountain Tourism Day” event; to carry out various activities, regardless of scale, to arouse public awareness about protecting mountain resources and preserving mountain civilization and public responsibility for promoting mountain economy to the benefit of people living in mountainous regions; and to initiate a positive, healthy and uplifting lifestyle, create a good mountain tourism environment, promote sustainable development of mountain tourism and build a better future for mountain tourism.

Enjoy the wonder of mountains and share the beautiful life.



## 专访何亚非：以山地旅游为契机，促进中尼双方文化交流与经济合作

中新经纬客户端 5 月 22 日电 “国际山地旅游日”启动仪式暨山地旅游国际论坛将于 2019 年 5 月 29 日在尼泊尔首都加德满都举行。国际山地旅游联盟（以下简称联盟）秘书长何亚非接受中新经纬记者专访，从人文交流、经济发展和中国参与全球化治理等角度解读本次活动的意义。

何亚非向中新经纬记者提及，“5.29”是 1953 年英国登山队一行人从尼泊尔境内，沿东南山脊路线登顶珠穆朗玛峰的日子。来自新西兰的 34 岁登山家埃德蒙·希拉里（Edmund Hillary）和尼泊尔的向导丹增·诺尔盖（Tenzing Norgay）率先登上珠峰。受此启发，本次活动定于 5 月 29 日举行。

“这次登顶，是国际合作的成功典范，包括英国、新西兰、尼泊尔等多个国家的登山家通力合作创造了人类登山史上的奇迹。联盟将首届‘国际山地旅游日’活动举办地选在尼泊尔，未来联盟将会在其它国家和地区举办‘国际山地旅游日’活动，也欢迎各国家和地区积极出面承办此项国际活动，为推广国际山地旅游贡献力量。”何亚非说。

### 中尼两国将展开多维度的交流与对话

2017 年首届中国休闲度假大会上，何亚非曾提到“旅游突出的是人与人的交流，是文明与文明的交流和对话”，本次活动将再次印证这句话。



何亚非秘书长就发起设立“国际山地旅游日”接受采访  
Mr. He Yafei, Secretary General of IMTA, gave an interview concerning the initiative of “International Mountain Tourism Day”

何亚非指出，联盟希望通过这次活动，提供文明交流、旅游合作的平台，促进中尼以及联盟成员之间旅游、文化等各方面的深度合作。

他强调，中国和尼泊尔是友好邻国，两国领导人互访频繁，在文化、宗教、旅游等多方面都有广泛合作。“活动期间，中国和尼泊尔两国的专家学者、旅游达人和文化界人士将从旅游、科技、环保等多维度开展广泛的交流和对话，相信将会向国际社会呈现丰富的成果。”

### 中尼两国将通过旅游促进双方经济合作

尼泊尔总统比迪亚·德维·班达里（Bidhya Devi Bhandari）于 4 月 24 日至 5 月 2 日对中国进行国事访问，并出席第二届“一带一路”国际合作高峰论坛。



Launching Ceremony of International Mountain Tourism Day  
and Mountain Tourism International Forum (Nepal)  
“国际山地旅游日”启动仪式暨山地旅游（尼泊尔）国际论坛

何亚非介绍，“国际山地旅游日”活动恰逢中尼深入开展“一带一路”合作的大背景下举行，利用“旅游”为契机对促进双方社会经济合作具有深远意义。本次活动将促进中尼两国旅游市场发展，扩大尼泊尔入境旅游市场规模，也将有利于尼泊尔社会经济建设。

他说：“加强两国‘一带一路’合作，将达到共同发展、共同繁荣的效果，这是对构建人类命运共同体倡议的有效实践。”

### 发展国际旅游是中国参与全球治理的重要途径

何亚非曾在 2017 年国际山地旅游暨户外运动大会上表示，联盟的成立是中国参与全球治理的重要表现。

就本次活动，何亚非再次谈及旅游与中国参与全球治理之间的关系。“国际旅游治理是全球治理的重要组成部分，国际旅游事业的发展可以促进全球人文交流和社会合作，对传播文化、保护环境、促进经济、消除贫困起到积极的作用，充分体现了共商、共建、共享的全球治理观，是中国参与全球治理的重要途径。”

### 发展山地旅游助力山地民众脱贫

山区是贫困人群的主要集中地之一，各国都在思考山区的乡村振兴，世界也在期待旅游业助力山区民众脱贫减困。消除贫困是世界各国面临的重大课题和挑战，也是联合国千年发展目标、2030 可持续发展目标的核心内容之一。

当提到联盟在山地民众扶贫方面发挥的作用时，何亚非表示，作为以山地旅游命名的国际组织，将“助力各国山地民众脱贫致富”作为联盟的四大宗旨之一，发起设立“国际山地旅游日”是联盟为助力山地经济发展所做的尝试。

他提到，期望通过“旅游日”的设立和推广，吸引更多企业投资山地旅游，促使更多人关注和支持山地民众的生活和发展。“同时，联盟还在研究领域贡献自己的智力资源，目前有多个课题研究工作围绕建设山地旅游可持续发展的思路展开，探索一条‘旅游 + 环保 + 科技’的乡村振兴之路。”

## An Exclusive Interview to He Yafei: Taking Mountain Tourism as an Opportunity to Promote Cultural Exchange and Economic Cooperation between China and Nepal

Economic View Client May 22 The launching ceremony of the first “International Mountain Tourism Day” and International Forum on Mountain Tourism will be held in Kathmandu, Nepal, on May 29, 2019. He Yafei, Secretary-General of International Mountain Tourism Alliance (hereinafter referred to as IMTA), was interviewed by reporter of Economic View, to interpret the significance of the event from the perspectives of human exchange, economic development and China's participation in global governance.

He Yafei mentioned "5.29" was the day that a group of British mountaineers climbed Mount Everest along the southeast ridge route from Nepal in 1953. Edmund Hillary, a 34-year-old climber from New Zealand, and Tenzing Norgay, a guide from Nepal, acted as pioneers in climbing Mount Everest. Enlightened by this, the event was scheduled for May 29.

"This top climbing is a successful example of international cooperation, including climbers from the United Kingdom, New Zealand, Nepal and other countries to work together and create a miracle in the history of human's mountain climbing. The IMTA arranged the first International Mountain Tourism Day in Nepal and will host the event in other countries and regions in the future, welcoming people from all walks of life to actively undertake this international event and contribute to the promotion of international mountain tourism." He Yafei said.

China and Nepal will carry out multi-dimensional exchanges and dialogues

At the first China Leisure Conference in 2017, He Yafei once mentioned that "tourism highlights people's exchanges and it is the dialogue between civilizations". This event will confirm this statement once again.

He Yafei pointed out that IMTA hopes to provide a platform for civilization exchanges and tourism cooperation through this event, so as to promote in-depth cooperation in tourism, culture and other aspects between China and Nepal and other IMTA members.

He stressed that China and Nepal are friendly neighbors. Leaders of the two countries visit each other frequently and cooperate extensively in culture, religion and tourism. "During the event, experts and scholars, tourists as well as cultural figures from China and Nepal will carry out extensive exchanges and dialogues from the perspectives of tourism, science and technology, environmental protection and other aspects. I believe that rich achievements will be presented to the international community."

China and Nepal will promote mutual economic cooperation through tourism

Bidhya Devi Bhandari, President of Nepal, carried on a state visit to China from April 24th to May 2nd and attended the second "The Belt and Road" Forum for International Cooperation.

He Yafei introduced that the International Mountain Tourism Day coincided with the deepening of China-Nepal cooperation in the context of "The Belt





and Road". It takes tourism as a turning point, and has far-reaching significance for promoting mutual social and economic cooperation. This event will promote the development of China and Nepal's tourism market, expand the scale of Nepal's inbound tourism market, and will also be conducive to Nepal's social and economic development.

He said that strengthening "The Belt and Road" cooperation between the two countries will achieve the goal of common development and prosperity. This is an effective practice for building the community of shared destiny.

Developing international tourism is a key method for China's participation in global governance

At the 2017 International Conference of Mountain Tourism and Outdoor Sports, He Yafei said that the establishment of IMTA is an important performance of China's participation in global governance.

In this event, He Yafei once again talked about the relationship between tourism and China's participation in global governance. "International tourism governance is an important part of global governance. The development of international tourism can promote global cultural exchanges and social cooperation, and it plays an active role in disseminating culture, protecting the environment, promoting economy and eliminating poverty. It fully embodies the concept of global governance of consultation, co-construction and sharing, which is an important way for China's participation in global governance."

Developing mountain tourism to liberate mountain public from poverty

Mountain area is one of the main concentration areas of the poor. Countries are thinking about the rural revitalization in mountain areas. The world is also

expecting the tourism will help the people in mountain areas get rid of poverty. Poverty eradication is a major issue and challenge faced by all countries around the world. It is also one of the core contents of the United Nations' millennium development and 2030 sustainable development goals.

When referring to the role of IMTA in poverty alleviation for mountain public, He Yafei said that as an international organization named for mountain tourism, "helping mountain people of all countries get rid of poverty and become rich" was one of the four main purposes of IMTA, and the initiation of the establishment of "International Mountain Tourism Day" was an attempt to promote the development of mountain economy.

He mentioned that he hoped through the establishment and promotion of "Tourism Day", more enterprises would be attracted to invest in mountain tourism and more people would pay attention to and support the life and development of mountain public. At the same time, IMTA also contributes its own intellectual resources in the field of research. At present, many research projects focus on the idea of sustainable development of mountain tourism, exploring the rural revitalization of "tourism + environmental protection + science and technology".

## ■ 主要内容 Main Activities

### ◎ 首个“国际山地旅游日”启动仪式 (10:00–11:30)

### ◎ Launching Ceremony of the First International Mountain Tourism Day

在5月29日上午“国际山地旅游日”启动仪式上，尼泊尔外交部部长普拉迪普·贾瓦、国际山地旅游联盟执行秘书长傅迎春、中国驻尼泊尔大使馆代办、政务参赞杨时超、尼泊尔国家旅游局局长迪帕克·乔西、贵州代表团团长郑旭、尼泊尔旅游及旅行社协会主席潘迪等分别为活动致辞。最后，与会嘉宾参加了剪彩仪式，标志着首个“国际山地旅游日”正式启动。

The launching ceremony of International Mountain Tourism Day officially started at 10 a.m. of May 29th. Mr. Pradeep Kumar Gyawali, the Foreign Minister of Nepal, Mr. Fu Yingchun, the Executive Secretary-General of IMTA, Mr. Yang Shichao, the Charge d' affaires of China Embassy in Nepal, Mr. Deepak Raj Joshi, the CEO of NTB, Mr. Zheng Xu, the Head of the Delegation of Guizhou Provincial Government, Mr. C.N. Pandey, the President of NATTA delivered a speech respectively. In the end, guests attended the ribbon cutting ceremony, which also marked the official launch of the First International Mountain Tourism Day.

### ◎ 山地旅游（尼泊尔）国际论坛 (11:30–14:00)

### ◎ Mountain Tourism International Forum (Nepal)

在以“生态、绿色、科技引领山地旅游高质量发展”为主题的山地旅游（尼泊尔）国际论坛上，来自世界旅游行业代表围绕世界山地旅游概况与发展趋势、山地旅游如何促进文旅产业健康发展、有效利用山地旅游资源促进脱贫减贫、全球性气候变化对山地旅游的多方影响、山地生态保护与可持续发展等议题，共话生态、绿色、科技引领山地旅游高质量发展。

The Mountain Tourism International Forum (Nepal), themed “Ecology, green, science & technology lead the high-quality development of mountain tourism”, focuses on the opportunities, challenges and trends facing by the development of mountain tourism, and the positive development of the mountain tourism industry. Besides, using mountain tourism resources effectively to alleviate or reduce poverty in backward mountainous areas, ensuring mountain tourism safety and rescue, and understanding the impact of global changes on







launching Ceremony of International Mountain Tourism Day  
and Mountain Tourism International Forum (Nepal)  
“国际山地旅游日”启动仪式暨山地旅游（尼泊尔）国际论坛

mountain tourism and coming up with relevant countermeasures, protecting mountain ecology and developing sustainable resources will all be included to discuss the new future of high-quality development of mountain tourism.

#### ◎ 山地旅游交流分享和商务合作对话（14:00–17:00）

#### ◎ Mountain Tourism Experience Sharing and Business Cooperation Dialogue

为促进旅游业界的国际交往和业务合作，活动举办了山地旅游交流分享与商务合作对话，与会的旅游业界代表对如何发展山地旅游、进行商务合作展开了研讨。

In order to promote the international communication and cooperation, representatives of the tourism industry held a dialogue on mountain tourism exchange, sharing and business cooperation, and discussed how to develop mountain tourism and conduct business cooperation.

#### ◎ 世界名山摄影展暨中尼非物质文化手工艺展示

#### ◎ The World Famous Mountain Photography Exhibition and China–Nepal Mountain Folk Handicraft Exchanges

此次活动期间，贵州非物质文化手工艺传承人和黔东南歌舞团演员组赴尼泊尔开展了中尼文化交流。尼泊尔传统舞蹈，贵州茶艺、叶雕和苗族敬酒歌，尼泊尔唐卡、木雕等中尼非物质文化手工艺展示展演，为到场的嘉宾带来视觉和听觉上的饕餮盛宴，促进了不同文化的交流与对话。

At the day, Intangible cultural heritage inheritors from Guizhou and actors from Qian dongnan Song and Dance troupe carried out the China–Nepal Mountain Folk Handicraft Exchanges. Nepalese traditional dances, Thang–ga, wood carving, toast songs of Miao nationality in Guizhou, tea art, world famous mountain photography exhibition and China–Nepal intangible cultural and handicraft exhibition, also brought a feast with exquisiteness deliciousness of the highest quality for the guests to promote the exchange and dialogue among different cultures.



嘉宾致辞  
 Honored Guest Address

拉迪普·库马尔·贾瓦利

尼泊尔外交部部长

主席先生，  
 国际山地旅游联盟执行秘书长傅迎春先生，  
 尼泊尔旅游局首席执行官 Deepak Raj Joshi 先生，  
 尼泊尔旅游协会主席 CN Pandey 先生，  
 中国大使馆 CDA 杨时超先生，  
 各位尊敬的代表、企业家、女士们先生们，  
 大家早上好！

首先，我要感谢主办方邀请我参加此次“山地旅游（尼泊尔）国际论坛”，并上台致辞。今天，我也很高兴见证了“国际山地旅游日”的启动仪式。

值此国际珠峰日到来之际，我谨向大家致以良好的祝愿和问候。

我谨代表尼泊尔政府欢迎所有代表参加此次活动，特别是那些来自友好国家的国际代表！

感谢大家不远万里来到尼泊尔，祝愿大家在这里过得愉快并有所收获。

事实上，此次活动汇集了来自 30 多个国家的众多专家和旅游业企业家，这真是一个振奋人心的消息。我感谢主办方在举办此次山地旅游活动中所做出的积极努力和缜密周到的决策。



我非常希望这个广阔的网络可以在山地旅游的经验 and 专业知识分享以及相互学习方面发挥巨大作用。

尊敬的各位朋友们：

1953 年的今天，当被问及登顶珠穆朗玛峰的壮举时，埃德蒙·希拉里（Edmund Hillary）先生说：“我们并没有征服珠峰，而只是征服了自己。”如他所说，在过去的 66 年中，我们在“征服自己”方面已经取得了很大的进步。

埃德蒙·希拉里先生和丹增·诺尔盖（Tenzing Norgay Sherpa）所完成的这一里程碑式的历史性壮举不仅是登山和探险旅游史上的一次重大事件，也为我们实现自我潜能和理解人与自然的关系提供了一种途径。

登山是一个过程，而不是一个结果。因此，各种形式的旅游，尤其是登山，是人类亲近自然的一个过程。

世界十大高峰有八座位于尼泊尔，这些山地因其雄奇壮美和纯净的自然风光，成为了极富吸引力的探险旅游目的地。

尼泊尔登山旅游的历史可以追溯到 20 世纪 50 年代。从那时起，尼泊尔就一直一直是登山者们毕生所向往的圣地。成



千上万的尼泊尔国内外登山者们登顶了各大山地。

我们都非常珍视这一喜人的情况，并努力保持我们的山地作为全球探险旅游目的地中心的首要地位。

然而，人类的登山活动仅仅只是发生在它们身上的一段小插曲，并不足以勾勒出它们的恢弘和美丽。

山地既不公平也不偏心，既不善也不恶，既不友好也不危险。它们“就在那里”，让我们仰视和思索。

山地是我们尼泊尔在国际舞台上的身份标记和形象大使。对于每一个愿意了解它们的人来说，它们都是最强大、“最令人敬畏而又最难以征服的”。山地是传说中的方外之地，生命在这里成了最渺小的存在。

尊敬的各位朋友们：

如今，我们都在担心气候变化对于这些大自然的“珍贵礼物”日益严峻的影响。这不仅因为它们生态系统中的价值，还因为它们生活在下游的数百万人赖以生存的重要源泉。

在过去的五十年里，全球气温上升和山地地区降水量下降已经导致山地冰川面积减少了 30% 以上。这强烈地提醒人们，山地对气候的袭击毫无免疫力。

在这种情况下，我们面临的一项重要任务是展现我们维护山地生态的决心，从而实现人类更广泛的利益。因此，我们必须在为时已晚之前马上采取具体行动。

在认识到这一事实后，尼泊尔政府在制定政策和方案时优先考虑了山地地区及其宣传保护问题。

例如，尼泊尔政府 2019/2020 年的新政策和方案强调了通过适当利用和保护包括山地在内的地形多样性，来促进旅游业的发展。

这符合 SDG 第 15.4 号目标，该目标涉及保护山地生态系统（包括其生物多样性），以实现可持续发展的必要性。

尊敬的各位朋友们：

由于尼泊尔独特的地形地貌，尼泊尔的旅游活动（如登山、徒步旅行和其他形式的旅游等）前景广阔。除了山地之外，川流不息的喜马拉雅河、冰川、大湖、绿色山谷、美丽的瀑布和国家公园也是尼泊尔旅游的主要景点。

旅游业一直是尼泊尔经济的重要产业。和其他发展中国家的情况一样，它在消除贫困方面发挥了非常重要的作用。旅游业还通过与不同经济行业之间的联系促进了就业和创收。

我们一直在努力吸引更多优质游客前往尼泊尔。2020 尼泊尔访问年活动就是这方面的一个尝试，其目标是吸引 200 万游客。当然，山地旅游将一如既往地成为我们活动中的一大重点。

最后，我相信此次活动的各项商议内容将有助于我们不断努力促进山地旅游业的可持续发展。我同样相信，这还将有助于增进我们对山地的了解，以及我们与山地的关系。

我预祝本届国际论坛圆满成功！

感谢大家的关注。

**Mr. Pradeep Kumar Gyawali / the Foreign Minister of Nepal**

Mr. Chairperson

Mr Fu Yingchun, Executive Secretary General  
of International Mountain Tourism Alliance

Mr Deepak Raj Joshi, CEO Nepal Tourism Board

Mr CN Pandey, Chairman Nepal Association of  
Tour and Travel

Agents Mr Yang Shichao, CDA of Embassy of  
China Excellencies,

Distinguished delegates

Entrepreneurs, and

Ladies and Gentlemen,

Namaste and a very Good Morning!

First of all, I would like to thank the organizers  
for inviting me to participate and speak a few words  
in this ‘International Forum on Mountain Tourism,  
Nepal’. I am also pleased to learn about the launching  
of ‘International Mountain Tourism Day’ today.

I extend my congratulations and best wishes on the  
occasion of Sagarmatha day.

On behalf of the Government of Nepal, I would  
also like to welcome all delegates to this programme. In  
particular, special welcome to the international delegates  
from our friendly countries!

I thank you for travelling all the way to Nepal and  
wish you a very pleasant and fruitful stay here.

In fact, it is really heartening to learn that this event  
has brought together experts and tourism entrepreneurs  
from more than 30 countries. I appreciate the initiative  
and thoughtful decision of the organizers to host this

event on mountain tourism.

I am much hopeful that this broader network  
stands fruitful in sharing of experiences and expertise,  
and learning from each-other in the field of mountain  
tourism.

Dear Friends,

When asked about his feat of reaching the summit  
of Mt. Everest on this day back in 1953, Sir Edmund  
Hillary said, ‘It is not the mountain we conquer; but  
ourselves’. If we go by what he said, we have come  
a long way in ‘conquering ourselves’ over the last  
sixty-six years.

That historic landmark achieved by Sir Edmund  
Hillary and Tenzing Norgay Sherpa left to us not just  
an event in the history of mountaineering and adventure  
tourism but also a way of realizing our potential and  
understanding our relationship with nature.

Climbing mountains is a process, not an event.  
Mountaineering in particular and other forms of tourism  
in general are therefore a process of befriending nature  
by human beings.

In Nepal, which has eight out of ten tallest  
mountains on earth, mountains, of course, constitute a  
fascinating destination for adventure tourism with their  
majestic beauty and pristine nature.

The history of mountaineering tourism in Nepal  
dates back to 1950s. Since then, Nepal has always been  
a life time attraction for mountaineers. Thousands of  
Nepali nationals and foreigners have already reached the  
summits of various mountains.



This is a happy story that we all cherish. We are effortful to retain the primacy of our mountains as the centre of global attraction for adventure tourism.

However, the vignettes of man's scaling up of mountains do not suffice to describe their splendour and beauty.

Mountains are neither fair nor unfair, neither good nor bad, neither friendly nor dangerous. There are 'just there' for us to admire and ponder on.

For us in Nepal, mountains are our identity markers and promoters of our image at the international arena. And for everyone interested to know about them, they are most powerful, 'most awe-inspiring and most unconquerable'. Mountains are the places where legends live and where everything is bigger than life.

Dear Friends,

Today, we all are concerned about the growing consequences of climate change upon these 'wonderful gifts' of nature. It is not simply because of their value in the eco-system but also because of their importance as a source of livelihood and survival for millions of people living downstream.

In the last five decades, rise in global temperatures and a fall in the amount of precipitation in the mountain region have led to mountain glaciers shrinking by over 30 percent. This comes as a strong reminder that mountains are not at all immune to the climate assault.

In this context, a major challenge before us is to implement our resolve to preserve mountain ecology in the larger interest of mankind. It is imperative therefore that we all take concrete actions before it is too late.

It is not least in realization of this fact that mountains and issues concerning their promotion and conservation have received priority in the policies and programmes of the Government of Nepal.

The new policies and programmes of the Government of Nepal for 2019/20, for example, emphasize the promotion of tourism sector with proper utilization and conservation of topographical diversity including mountains.

This is in line with the SDG goal number 15.4 that relates the need for conservation of mountain ecosystems, including their biodiversity, for sustainable development.

Dear Friends,

Given the country's topography and landscape, Nepal has abundant prospects for touristic activities such as mountaineering, trekking and travel, among others. In addition to the mountains, the ever flowing Himalayan rivers, glaciers, large lakes, green valleys, beautiful waterfalls and the national parks are the major attractions for tourists visiting Nepal.

Tourism has been an important sector of Nepal's economy. It, like in any other developing country, has been playing a very significant role in poverty reduction. It has also contributed to employment and income generation with its linkages to different sectors of the economy.

We remain effortful in attracting more quality tourists to Nepal. Visit Nepal Campaign 2020, which will be run with a goal of bringing in two million tourists, is one such effort. Of course, mountain tourism will be, as always, a major priority in our Campaign.

To conclude, I am confident that the deliberations in this programme will add value to our continued efforts towards promoting sustainable mountain tourism. I am equally confident that it will help enhance our understanding of mountains and our relations to them.

I wish this International Forum all success!

I thank you all for your kind attention.

莫汉·克里希那·萨普科塔

尼泊尔文化和旅游和  
 民航部副部长



国际山地旅游联盟执行秘书长傅迎春先生，  
 亲爱的朋友们，

首先，值此第 12 届“国际珠峰日”之际，我谨向各位来宾致以祝贺和问候。今天我们与国际山地旅游联盟和其他国际参与者一起庆祝国际山地旅游日。为此，我要祝贺尼泊尔旅游及旅行社协会以及国际山地旅游联盟，祝愿此次活动取得圆满成功。同时，我还要感谢主办方为尼泊尔和不同国家的旅游利益相关者提供更广泛的交流机会。

旅游业是尼泊尔经济最具潜力的行业之一，为外汇做出了重大贡献。目前旅游业的重点是互联互通建设（GBA 将于 2019 年完成）博卡拉和 Nijgadh 机场建设，改善 TIA、道路建设、徒步路线和住宿设施。我们的政策是确保民用航空的安全。与其他行业一样，我们鼓励私人外资直接投资民用航空领域。

尼泊尔拥有成千上万座高山，非常适合发展山地旅游业。珠穆朗玛峰和 8000 米以上山峰吸引了全世界的关注，成千上万的登山者欲来此挑战。

高山和喜马拉雅山不仅为冒险爱好者提供许多活动，其精神价值也非常高。许多游客在这里获得了平静的归属感。喜马拉雅山的精神很纯洁。

登山是真正的终生体验。游客寻求不同的体验成为旅游业的新趋势，尼泊尔是地球上最多样化的国家之一，拥

有美丽的自然风光，佛教旅游胜地，以及各种山地活动，如攀岩、激流泛舟、丛林间徒步等。

为了利用尼泊尔的优势，我们发起了一项名为“2020 年尼泊尔之旅”的大型活动，主题是“终生体验”。

全世界都知道尼泊尔是世界上最美丽的国家之一，但从地理和地形来看，具有一定风险。尼泊尔政府非常重视山脉保护和安全问题。尼泊尔保护自然遗址和当地社区参与的举措堪称典范。我们已采取更多安全措施，加强和完善天气预报和预警系统。在许多地方建造了直升机基地，目前正在扩建，同时也关注技术进步。

现在是在与政府和私营组织合作的时候了。我们可以通过共同努力获得尊重并取得预期成果。

在此，我想请所有与会者携手为旅游业的发展和人民的福祉而努力。我期待着您的新想法，我们如何能够更好地在互惠互利的共同事业中进行合作。感谢国际山地旅游联盟在尼泊尔为实现这一目标所做的努力。

最后，同样，我将保证尼泊尔政府随时准备与私营部门合作，促进旅游业的发展。

谢谢！

**Mr. Mohan Krishna Sapkota**

**the Secretary of Cultural, Tourism and Civil Aviation  
Ministry of Nepal**

IMTA Executive Secretary General Mr. FU Yingchun,

Dear Friends,

First of all I would like to extend my congratulations and honour to all of you on the occasion of the 12th International Sagarmatha Day. Today we are celebrating International Mountain Tourism Day with IMTA and other foreign participants. For this, I would like to congratulate NATTA as well as IMTA, China and wish for the meaningful success of this event. Also, I would like to thank organizers for giving a wider opportunity of networking to the tourism stakeholders of Nepal and different countries.

Tourism in Nepal is one of the most potential sector of the economy, as well as major contributor to FOREX. Our focus nowadays is connectivity development (GBA completion by 2019) Pokhara and Nijgadh airport construction. Improvement of TIA, construction of roads, trekking routes and accommodation facilities, our policy is to make safe civil aviation and like other sector we are encouraging private foreign direct investment in civil aviation sector.

Having thousands of highest peaks, Nepal is superstar in mountain category of tourism. Mt. Everest and many other 8000m+ and unique peaks do draw the attention of the world and are in the bucket-list of every visitor to visit.

Mountains and Himalayas not only offer many activities for adventure enthusiast. The spiritual value in the Himalayas is also very high. Most of the visitors felt healed after the visit. The spirit of Himalayas is very pure.

Mountain Experience is truly a life time experience. The new trend in tourism is visitors now look for different experiences, and Nepal being one of the

most diverse countries on earth – provides variety of experience. We have beautiful nature, rich culture including religious centre birth place Centre Birth Place and Lord Buddha. Adventure like mountain, while water rafting and jungle Safari.

We have launched a mega campaign Visit Nepal 2020 with the theme of lifetime experiences.

The world knows that Nepal is one of the most beautiful countries. But sometimes our geography and terrain looks adventurous. The Government of Nepal is very much serious on the conservation of our Majestic Mountains and on safety concerns. In conservation of natural sites and engagement of local communities in such initiatives is exemplary in Nepal. We have taken many wonderful initiatives to make it safer. Weather forecast and early warning system is enhanced and improved. In many sites we have built helicopter base and we are expanding it. We are focusing for technological advancement also.

It's now high time to work together with Government and private organizations. By collective efforts we can bring dignity and achieve expected results.

From this outset I would like to request all the participants to join hands for tourism development for the welfare of the people. I am expecting new ideas from you how we can collaborate better in the common cause of mutual benefits. I appreciate IMTA's efforts to make it happen such program in Nepal.

Last but not least I would like to conclude my words with assurance to stand ready in extending hands of cooperation from Nepal Government in working together with private sector for tourism promotion and development.

Thank you.



傅迎春

国际山地旅游联盟执行秘书长



尊敬的普拉蒂普·库马尔·贾瓦利部长、莫汉·克里希那·萨普科塔副部长、杨时超代办、郑旭副厅长，各位来宾，女士们、先生们，

今天是个特别的日子。历史上的今天，人类首次完成了攀登世界最高峰——珠穆朗玛峰的伟大壮举。66 年后的今天，来自不同国家旅游和相关业界人士，相聚在尼泊尔首都加德满都，共同见证首个“国际山地旅游日”正式开启，以此为契机，共商以生态、绿色、科技文明引领山地旅游高质量发展的议题，今天恰逢尼泊尔一年一度的珠峰纪念日，在这样一个具有象征意义的日子，作为本次活动主办方之一，我谨代表国际山地旅游联盟，代表何亚非秘书长，向来自世界各地的嘉宾朋友表示热烈的欢迎！向本次活动的各支持单位、协办单位、新闻媒体，特别是为活动提供大力支持帮助的尼泊尔旅游部门、中国驻尼泊尔大使馆等相关单位表示由衷的感谢！

世界因山而美丽，因山而灵动。山地自然和人文生态为旅游业提供了不竭资源，不断催生新的生活方式、生产方式、消费方式，日益被依赖的山地旅游正在成为旅游业

的宠儿，世界山地旅游经济从未像今天这样备受瞩目，山地引擎必将显示出不竭动力。但是，不论是自然生态系统或是人文生态环境，包括自然遗产和文化遗产，都有它脆弱的一面。我们山地旅游的管理者、从业者，都应该从一个责任者的立场，去思考现实中众多生态问题的解决之道。找到科学合理有序发展山地旅游的解决方案，既让人们享受到山地“绿色福利”，又为山地旅游注入不竭“绿色动力”，这是山地旅游，也是国际山地旅游联盟面临的重要课题。

国际山地旅游联盟是经中国政府正式批准成立的非营利性国际组织，是目前中国三大国际旅游组织之一，也是唯一以山地旅游定位并拥有完善组织架构的专业性国际组织。联盟以保护山地资源、传承山地文明、促进山地经济、造福山地民众为宗旨，始终致力于可持续旅游发展目标，遵循联盟的基本理念和价值观，依据《章程》赋予的职责，我们以和谐包容、合作共赢的姿态，正努力构建会员之间、业界之间、跨业跨领域之间的业务合作与经验共享平台；山地旅游产业研究咨询、业务培训、行业评价、品牌认证和信息发布平台，探索并不断拓展业务合作空间，营造优



良的山地旅游品质、内涵和环境，使联盟成为一个负责任、有作为的国际组织，联盟愿意为包括与会者在内的各需求方提供平台，更希望依托这些平台开展友好合作。国际山地旅游联盟会员来自世界主要山地国家和地区，会员层次高、范围广，拥有独特的国际人脉资源和智力资源，随着会员结构和内部体系的优化，联盟业绩和影响力将进一步提升。

2018年国际山地旅游联盟年会是一个有着特殊意义的年会，我们在全体会员的共同倡议下，成功发起设立了“国际山地旅游日”，标志着世界山地旅游领域有了自己的节日。“国际山地旅游日”定在5月29日，是以66年前人类首次登顶珠峰为标志，象征意义非同凡响，这一辉煌也有尼泊尔人的贡献。登峰的伟大创举完美诠释了人与自然为伴，不畏艰险、积极向上、追求卓越的理想和精神。在这个充满机遇和挑战，山地旅游发展方兴未艾的时代，呼唤山地旅游的领导者、从业者，为践行可持续山地旅游目标献出更加非凡的智慧、理想、信念和务实精神。“国际山地旅游日”不只是一个纪念日，深层意义在于为山地旅游探索建立一个可持续发展的具有全球意义的旅游合作、文化交融、文明对话平台，通过“国际山地旅游日”及其多样化活动，唤起业界对山地自然和人文生态的保护意识，探索山地资源永续利用的方法和途径，让旅游爱好者享受到山地旅游生活带来的健康与快乐。中国旅游研究院院长戴斌先生认为：“国际山地旅游日”有利于唤起人们亲近山水的意识，让人格更健康；有利于吸引更多投资者、运营商投入山地旅游市场；有利于促进山地旅游国际交往和业务合作，推动山地经济、文化和社会繁荣。相信在具有里程碑意义的新起点上，通过我们大家共同努力和积极参与，这些美好的愿景一定能变成现实。

今天，我们在共同见证第一个“国际山地旅游日”的诞生的同时，以“生态、绿色、科技引领山地旅游高质量发展”为主题举办山地旅游国际论坛，来自国际组织、政府部门、行业协会、旅游企业的专家，将围绕今天的议题，用全球视野与大家分享山地旅游业发展的经验，以及发展中面临的新课题新挑战。同时还将围绕山地旅游产业，文化与旅游、体育与旅游、政府与企业、企业与企业间进行交流对话，相信大家能从演讲中捕捉到能够反映山地旅游发展规律和趋势的新信息，从对话交流中引发对当前和未来发展机遇与挑战的思考，从中发现新的市场商机，找到合作共赢的切入点，更加注重生态、绿色、科技文明引领山地旅游的高质量可持续发展。

中尼两国山水相连，山地资源丰富，特色鲜明，旅游、文化、经贸等领域有着良好的合作基础。在中尼深入开展“一带一路”合作和尼泊尔迎接2020旅游年的背景下，中尼山地旅游合作，特别是促进人员往来，将迎来前所未有的机遇，国际山地旅游联盟将积极助力2020旅游年计划，深度参与中尼山地旅游资源保护利用、山地旅游产业发展研究、山地旅游减贫和造福山地民众的事业。联盟总部在中国贵州省，是除北京以外唯一成功发起国际旅游组织的省份，这是因为贵州拥有十分富集的旅游资源，是中国最负盛名的山地旅游目的地之一，也是国际山地旅游大会永久会址所在地。也希望贵州省与尼泊尔在山地旅游领域开展多形式的交流，积极促进客源互动，在深入合作的基础上率先创造出具有典型意义的成功经验。

最后，祝国际山地旅游日活动圆满成功！

谢谢大家！

Fu Yingchun

Executive Secretary-General of the International Mountain Tourism Alliance

Mr. Pradeep Kumar Gyawali, the Foreign Minister of Nepal,

Mr. Mohan Krishna Sapkota, the Secretary of Cultural, Tourism and Civil Aviation Ministry of Nepal,

Mr. Yang Shichao, the Charge d' affaires of China Embassy in Nepal,

Mr. Zheng Xu, the Head of Guizhou Delegation,

Ladies and Gentlemen,

Today is a special day. Today in history, mankind reached the summit of Mount Everest for the first time. Today 66 years later, tourism players from different countries meet here in Kathmandu, the capital of Nepal, to witness the launching of the 1st "International Mountain Tourism Day" and discuss how to lead the high-quality development of mountain tourism through ecology, green, science and technology through the event. Today coincides with Nepal's annual International Mount Everest Day. On this symbolic day, in the name of the host and operator, on behalf of the International Mountain Tourism Alliance (IMTA) and Mr. He Yafei, the Secretary-General of the IMTA, I would like to extend warm welcome to the guests and friends from across the world! Also, I would like to express my heartfelt thanks to all the support

units, co-organizers and media, especially to relevant Nepalese departments, the Chinese Embassy in Nepal and other relevant entities for their strong support to the event!

The world looks beautiful and animated because of the mountains. The natural and human ecological system of mountains have been providing countless resources for the tourism, inspiring new lifestyles, production methods and consumption patterns. Global tourism has been increasingly depending on mountain tourism, a new focal point that attracts the greatest attention in the history of the tourism industry, as well as a new engine that will definitely generate inexhaustible momentum. From another perspective, the natural and human ecological system of mountains, including natural and cultural heritages, are fragile, unable to withstand any damage. Managers and practitioners of the mountain tourism must shoulder responsibilities to work out solutions to the many ecological problems we are facing. Therefore, it is a significant task for IMTA to figure out how to drive the progress of mountain tourism in a scientific, orderly way, and at the same time, spread the "green benefits" to more people while pumping "green momentum" to the mountain tourism.

The IMTA is a non-profit international







organization officially approved by the Chinese government, one of China's three international tourism organizations, as well as the only well-structured professional international mountain tourism organization. Guided by the goal of sustainable tourism, the IMTA seeks to protect mountain resources, preserve mountain civilization, and promote mountain economy to the benefit of the people living in mountainous regions. According to the Statutes of the IMTA, oriented by the spirit of harmony and inclusiveness for win-win cooperation, we are striving to build a platform for business cooperation and experience sharing between members, industries and industrial fields, as well as a platform for mountain tourism research and consultation, business training, industry evaluation, brand certification and information release. In addition, we keep expanding the space where we share business with partners, to create an environment for us to improve the quality of mountain tourism. In this way, we are dedicated to making IMTA into a responsible and productive international organization that is willing to provide a platform for demanders, including all the participants today, to carry out friendly cooperation. IMTA members include 142 groups and individuals from 29 countries and regions. IMTA enjoys a sound, high-level, strong and extensive membership structure, a unique interpersonal network and intellectual resources worldwide. As our membership structure and internal system improve, the performance and global influence of IMTA will definitely reach a higher position. The IMTA was initiated by and headquartered in Guizhou Province, China, the only Chinese province

successfully initiating an international tourism organization apart from Beijing, because Guizhou rich in tourism resources is one of China's most prestigious mountain tourism destinations and the permanent site of the International Mountain Tourism Conference.

The 2018 Annual Conference of International Mountain Tourism Alliance is a special edition. Proposed by all members, we successfully initiated and set "International Mountain Tourism Day", marking the birth of the first holiday for world mountain tourism. Setting May 29 as "International Mountain Tourism Day" marked by the mankind's first successful attempt to reach the summit of Mount Everest 66 years ago is of remarkable symbolic significance and Nepalese contributed to the success. The feat shows mankind's spirit and belief of being with nature, fearing no hardships, staying positive and pursuing ideals. The era full of opportunities and challenges and seeing the prosperity of mountain tourism calls on mountain tourism leaders and practitioners to contribute more remarkable wisdom, ideals, beliefs and practical spirit to the goal of sustainable mountain tourism. "International Mountain Tourism Day", more than a commemorative day, has explored and built a sustainable global tourism cooperation, cultural integration and civilization exchange platform for mountain tourism in a deeper sense. "International Mountain Tourism Day" and its diversified activities have aroused the industry's awareness of protecting mountain nature and cultural ecology, explored ways for effective and sustainable use of mountain resources, enhanced tourism lovers' sense of

gains from mountain tourism, and made them enjoy health and joy from mountain tourism. Mr. Dai Bin, President of the China Tourism Academy thought the significance of "International Mountain Tourism Day" is arousing people's awareness of embracing mountains and rivers to make their characters healthier, attracting more investors and operators to the mountain tourism market, advancing international exchanges and business cooperation in mountain tourism, and promoting the prosperity of the mountain economy, culture and society. At a new starting point of milestone significance, I believe that the wonderful vision will come true with our concerted efforts and active engagement.

Today we witnessed the opening of the 1st "International Mountain Tourism Day" and will host the Mountain Tourism International Forum, with the theme "Ecology, green, science & technology lead the high-quality development of mountain tourism ". With focus on the theme, experts from international organizations, government departments, industrial societies and tourism enterprises will share their experience in mountain tourism development, as well as new topics and challenges arising in development with global vision. We will also deliver an Mountain Tourism Experience Sharing and Business Cooperation Dialogue, which is a dialogue between culture and tourism, sports and tourism, the government and enterprises and enterprises. I believe that we will capture new information reflecting the law and trend

of mountain tourism development from the speeches, provoke our thought on current and future opportunities and challenges, find new business opportunities and penetrating points for win-win cooperation, and pay more attention to ecology, green, science & technology lead the high-quality development of mountain tourism.

Connected by mountains and waters, rich in mountain resources, with distinctive features, China and Nepal have a solid foundation for cooperation in fields such as tourism, culture and economic trade. Against the background that China and Nepal are carrying out "Belt and Road" cooperation in depth, Nepal is meeting Tourism Year 2020 , China-Nepal mountain tourism cooperation, especially bilateral personnel exchanges, will usher in an unprecedented opportunity. The IMTA will work with relative Nepal institutions jointly to help boost the Tourism Year 2020 Plan, and get deep involved in China and Nepal's cause of protecting and using mountain tourism resources, researching on mountain tourism development, reducing poverty through mountain tourism and benefiting mountainous people. It is hoped that Guizhou where the IMTA is located and Nepal will first create typical successful experience on the basis of in-depth cooperation.

To conclude, I wish International Mountain Tourism Day a complete success!

Wish you good health and all the best!







Launching Ceremony of International Mountain Tourism Day  
and Mountain Tourism International Forum (Nepal)  
“国际山地旅游日”启动仪式暨山地旅游（尼泊尔）国际论坛

杨时超

中国驻尼泊尔大使馆代办、政务参赞

近来越来越多中国游客来到尼泊尔游山玩水，感受尼泊尔文化，欣赏美丽的文化遗产、佛教旅游胜地，还有壮丽的高山。中国政府非常重视与尼泊尔的旅游深度交流，积极促进旅游基础设施建设，如机场、水电站，以及电信行业和文化行业的建设，双方联系紧密，为中国游客创造了越来越好的旅游环境。现在中国是第二大来尼泊尔游客输入国。每年都有上百万的游客来到这里，他们是丰富的资源，我们真心希望进一步深化合作，并借此契机，推动山地旅游业绿色生态可持续发展。

## Mr. Yang Shichao

the Charge d' affaires of China Embassy in Nepal

More and more Chinese tourists have recently come to Nepal to visit mountains and rivers, experience Nepalese culture, appreciate beautiful cultural heritage, Buddhist tourist attractions and magnificent mountains. The Chinese Government attaches great importance to in-depth tourism exchanges with Nepal and actively promotes the construction of tourism infrastructure, such as airport, hydropower station, telecommunication and cultural industry, thus created better tourism environment for Chinese tourists. Now China's is Nepal's second-largest tourist source country. Every year over 1 million tourists come here, which are rich resources. We hope that the two sides would further deepen cooperation and take this opportunity to promote the green, ecological and sustainable development of mountain tourism.







郑旭 / 贵州省代表团团长

贵州有着丰富的山地旅游资源，是山地旅游研究和实践的理想之地。已连续举办了四届国际山地旅游暨户外运动大会。作为内陆山地地区，贵州与尼泊尔有很多相似的地方。贵州所处的云贵高原属于喜马拉雅山脉延伸段，两地虽远隔千里，确同属一脉。同样的山地地貌，造就了两地独特的文化千岛效应，孕育了丰富多彩的少数民族文化。贵州与尼泊尔在文化旅游领域交流频繁，今后，我们希望继续加强与尼泊尔在山地文化旅游领域的交流往来，学习借鉴彼此的发展经验，促进山地经济发展，造福山地民众。

### Mr. Zheng Xu the Head of Delegation of Guizhou Province

Guizhou rich in mountain tourism resources is an ideal place for mountain tourism research and practice. We have hosted International Mountain Tourism Outdoor Sports Conference for four consecutive years. Located in inland mountain areas, Guizhou and Nepal have a lot in common. The Yunnan-Guizhou Plateau where Guizhou is located is an extension of the Himalayas. Though far apart, the two areas share the same mountains. The same topography has generated the unique cultural effects and colorful ethnic minority cultures of both areas. Guizhou and Nepal have maintained frequent cultural tourism exchanges. Over the year, Guizhou has successfully hosted a succession of cultural and tourism exchange events. We hope to continue strengthening exchanges with Nepal in mountain culture and tourism to learn each other's development experience, promote the development of the mountain economy and benefit mountainous people.



Launching Ceremony of International Mountain Tourism Day  
and Mountain Tourism International Forum (Nepal)  
“国际山地旅游日”启动仪式暨山地旅游（尼泊尔）国际论坛

迪帕克·乔西

尼泊尔国家旅游局局长

如今，游客都在追求那些独特而有趣的体验。整个行业正朝着体验经济的方向发展，而我们相信山地提供各种体验方面潜力最大。尼泊尔是一个山地大国，境内有 1000 座山峰，徒步探险旅游非常流行，这次能与来自世界各地的专家们一起探讨各自山地旅游的发展经验，对尼泊尔来说很有意义。尼泊尔愿意加强与中国特别是贵州省在山地旅游方面的合作，建议双方努力促进航线开通和游客往来。

## Mr. Deepak Raj Joshi

CEO of NTB

The travelers are these days looking for many unique and engaging experiences. The whole industry is widening towards an experience economy, and we believe mountains have the most potential to offer a variety of experiences. Nepal is a large mountain country with 1,000 mountains, hiking is popular in Nepal, and it is meaningful for Nepal to exchange the experience in mountain tourism development with experts from across the world. Nepal is willing to strengthen mountain tourism cooperation with China, especially Guizhou. I suggest that the two sides should strive to promote the launch of air routes and tourist exchanges.





潘 迪 / 尼泊尔旅游及旅行社协会主席

在5月29日这个盛大的日子里,衷心感谢国际山地旅游联盟(IMTA)选择尼泊尔作为“国际山地旅游日”这一国际活动的举办地和东道国。尼泊尔旅游及旅行社协会(NATTA)是国际山地联盟忠实的理事会成员且引以为傲。为迎接尼泊尔2020旅游年的到来,尼泊尔旅游联合会已制定于2020年前实现200万到访游客的目标。为此,尼泊尔旅游及旅行社协会(NATTA)正在制定最佳的战略计划以适应市场。我认为今日国际山地旅游日庆典上的见解交流取得了巨大的成功并且为推动2020尼泊尔旅游年起到了重要的作用。我们也对此次活动对于推动尼泊尔旅游经济蓬勃发展的积极促进作用非常有信心。

Mr. C. N. Pandey  
the President of NATTA

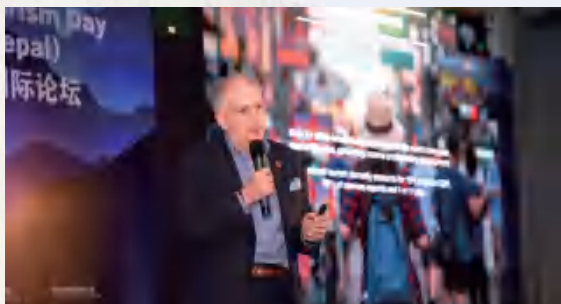
Thanks to friends of International Mountain Tourism Alliance (IMTA) who intended to choose their first host country Nepal for their international organizational event as International Mountain Tourism Day on this glorious date of 29th May. NATTA is indeed a proud council member of IMTA. Now that Nepalese tourism fraternity has adopted a goal of two million tourist arrivals to Nepal by 2020, celebrating Visit Nepal Year (VNY) 2020. For this, NATTA is in course of formulating strategic plans with most suitable marketing strategies. I believe the celebration of International Mountain Tourism Day and exchange of insights shared in the forum today will be a grand success and facilitate to VNY 2020. Also, we all are quite optimistic that this event will be supportive in fetching a propitious tourism business in Nepal.





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## 论坛分享 Viewpoint



马里奥·哈迪 / 亚太旅游协会 CEO

每年有超过 14 亿游客到世界各地旅游，支持就业、创造收入、促进发展。在接下来的 10 年里，旅游业每年将有 4% 的增长，每年对 GDP 的贡献将增长 4.4%，每年就业将有 2.4% 的增长。据估计，旅游业正面临 1400 万个工作岗位的缺口，如果不采取行动，将在未来 10 年减少对全球 GDP 的贡献 6100 亿美元。

### Dr Mario Hardy the CEO of Pacific Asia Travel Association (PATA)

More than 1.4 billion tourists travel around the world every year to support employment, income generation and development. In the next 10 years, tourism industry will grow by 4%, its annual contribution to GDP will grow by 4.4%, and employment will grow by 2.4% annually. Tourism is estimated to be facing a shortage of 14 million posts and that if no action is taken, it will reduce its contribution to global GDP by \$610 billion over the next 10 years.



莫兹卡塞姆 / 世界酒店与旅游教育培训协会副主席

山脉对总排水量的贡献在 50%-90% 之间，地球上超过 40 亿人生活在气候水文敏感区；提供世界上超过 15% 的水电和其他形式的清洁能源；山脉支持着地球生物多样性的 25%，拥有世界 50% 的生物多样性热点。山区依靠生态系统，商品和服务来增加人类福祉和社会公平，它们显著降低了环境风险和生态稀缺性。

### Moez KACEM the Vice Chairman of World Association for Hospitality and Tourism Education and Training (AMFORHT)

Mountains contribute between 50% and 90% of the global total drainage, and more than 4 billion people live in climate-hydrological sensitive zones; mountains provide more than 15% of the world's hydropower and other forms of clean energy, and support 25% of the planet's biodiversity and have 50% of the world's biodiversity hotspots; Mountain areas rely on ecosystems, commodities and services to increase human welfare and social equity, which significantly reduce environmental risks and ecological scarcity.



李东勋 / 韩国大学山岳联盟主席

就发展中地区而言，山地旅游业是社会经济进步的关键驱动力。山地旅游业的增长是一种全球趋势，超过 90% 的山区人口收入较低，废物管理不当往往造成严重的环境问题，给居民和游客带来风险。应根据适合区域条件和响应公众态度的最佳原则，建立适当的废物管理系统。废弃物越少，可持续山地旅游越发达，山地人民的幸福感越高。

**Dr Donghoon LEE**  
the Chairman of Korea Student Alpine Federation (KSAF)

Mountain tourism was the key driving force of social and economic progress in developing regions. The growth of tourism in mountain areas was a global trend. Over 90% of the population in mountain areas have low incomes. Improper waste management in mountain areas often causes serious environmental problems and brings risks to residents and tourists. The appropriate waste management systems should be established first, in accordance with the best principles that are suitable for regional conditions and responsive to public attitudes. Sustainable waste management and sustainable behavior in mountain regions are likely to link to more sustainable mountain tourism and happier community.



古尔·古隆 / 尼泊尔登山协会秘书长

尼泊尔主要的环境问题，主要是空气污染和物种消失，包括土壤变质、人口过度增长等。冰川正在融化，生态环境受到影响，经济社会都被影响。近 20 年不断有人因气候变化问题而失去宝贵的生命，除了空气污染，高山冰雪的融化也导致了新的问题。要解决这些问题，不仅需要政府作出努力，也需要每个人致力于改变这样的局面。

**Mr. Kul Bahadur Gurung**  
the Secretary-General of Nepal Mountaineering Association (NMA)

The main environmental problems in Nepal were air pollution and species disappearance, including soil deterioration and overpopulation growth. Glaciers are melting, once the ecological environment is affected, the economy and society are also affected. In the past 20 years, people have been losing precious lives due to climate change. To solve these problems, it not only needs the government's efforts, but also everyone's commitment.







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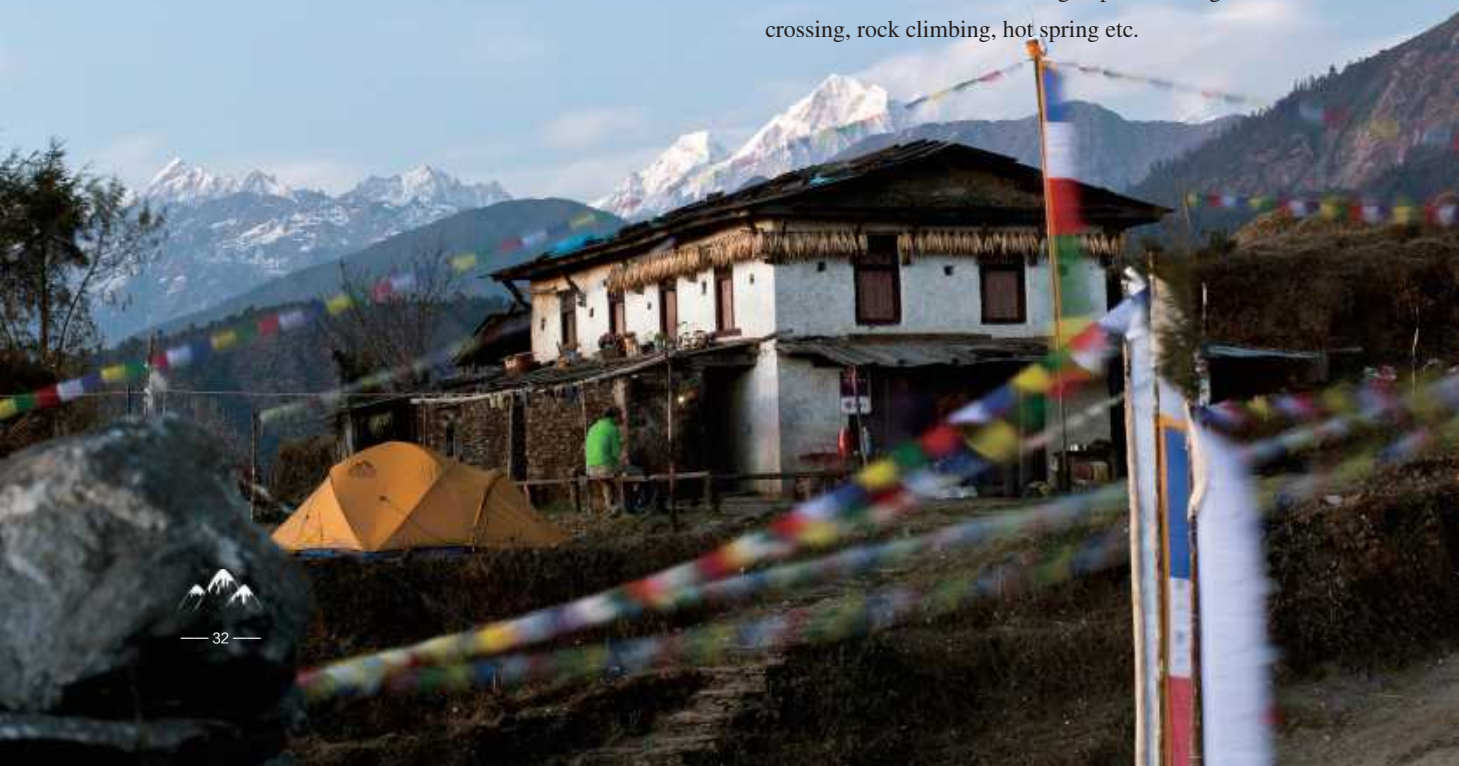


**李建宏** / 新疆丝绸之路国际度假区董事长

众所周知，2022 冬季奥林匹克运动会将在北京举办。这对于中国是一个巨大的发展机会，特别是对于冬季运动的发展来说。在中国，滑雪运动近 25 年才开始起步。中国的山地旅游在过去大多数只是观光徒步。但是现在，随着在山地景区有越来越多的活动可以参加，有更多的酒店可以选择，游客们在山里呆的时间变长了。滑雪区也从只在冬季运营发展成为全季的山地度假区。除了滑雪，游客可以观光休闲、享受当地美食、尝试各种各样的活动，如滑索、蹦极、丛林穿越、攀岩、泡温泉等等。

**Mr. Li Jianhong**  
the Chairman of Silkroad Resort

In 2022, the Winter Olympic Games will be held in Beijing area. This is a big chance for China, especially for winter sports. In China, skiing sports just started up 25 years ago. In China, mountains are mainly for looking and trekking. But now with more activities to participate and more hotels to stay, visitors are inclined to stay longer in the mountains. Ski areas have become all-season mountain resort. Except for skiing, visitors can go sightseeing, enjoy delicious local food ,and try various kinds of activities including zipline, bungee, forest crossing, rock climbing, hot spring etc.





## 活动亮点 Highlights



现场吸引了国际山地旅游联盟会员代表、山地旅游目的地机构、国际组织、业界代表、文旅界专家学者及媒体代表，共有来自中国、尼泊尔、美国、英国、德国、法国、奥地利、俄罗斯、黎巴嫩、突尼斯、韩国、印度、不丹、马来西亚、印度尼西亚、斯里兰卡、缅甸等 30 多个国家和地区相关产业嘉宾等 250 余人参会。

The event attracted more than 250 participants from IMTA members, mountain destination, experts, media, and guests from relevant industries in China, Nepal, USA, UK, Germany, France, Austria, Russia, Lebanon, Tunisia, Korea, India, Bhutan, Malaysia, Indonesia, Cambodia and Myanmar etc.



Launching Ceremony of International Mountain Tourism Day  
and Mountain Tourism International Forum (Nepal)  
“国际山地旅游日”启动仪式暨山地旅游（尼泊尔）国际论坛

※ 尼泊尔外交部部长普拉迪普·库马尔·贾瓦利行点灯礼

※ Mr. Gyawali, the Foreign Minister of Nepal, host the lighting ceremony



## ※ 与会嘉宾共同剪彩启动首个“国际山地旅游日”

### ※ The Ribbon-cutting Ceremony

尼泊尔外交部长贾瓦利、联盟执行秘书长傅迎春、尼泊尔国家旅游局局长迪帕克·乔西、亚太旅游协会 CEO 马里奥·哈迪、贵州省政府代表团团长郑旭、尼泊尔旅游旅行协会主席潘迪等 11 位嘉宾参加了剪彩仪式，这也标志着首个“国际山地旅游日”正式启动。

11 honored guests including Mr. Gyawali, the Foreign Minister of Nepal; Mr. Fu Yingchun, the Executive Secretary-General of IMTA; Mr. Deepak Raj Joshi, the CEO of NTB; Dr. Mario Hardy, the CEO of Pacific Asia Travel Association; Mr. Zheng Xu, the Head of the Delegation of Guizhou Provincial Government; Mr. C.N. Pandey, the President of NATTA; Mr. Yang Shichao, the Charge d’ affaires of China Embassy in Nepal, attended the ribbon cutting ceremony, which also marked the official launch of the First International Mountain Tourism Day.







Launching Ceremony of International Mountain Tourism Day  
and Mountain Tourism International Forum (Nepal)  
“国际山地旅游日”启动仪式暨山地旅游（尼泊尔）国际论坛

※ “国际山地旅游日”登顶会旗交接仪式

※ Hand over ceremony of "International Mountain Tourism Day Flag" from the top of Mount Everest



国际山地旅游联盟荣誉旗手达瓦于 5 月 23 日肩负着全体会员的重托，携带“国际山地旅游日”会旗成功登顶珠峰，这既是对不畏艰险、勇于攀登、积极向上、追求理想的攀登者的致敬，也是对首个“国际山地旅游日”的特别献礼。启动仪式当天，登峰旗手达瓦·夏尔巴在现场将“国际山地旅游日”及“国际山地旅游联盟”旗帜交到联盟执行秘书长傅迎春和贵州代表团团长郑旭手中。

Dawa Tenzing Sherpa, the royal standard-bearer of IMTA, shouldering the great trust of all IMTA members, successfully climbed the summit of Mount Everest on May 23 with International Mountain Tourism Day Flag. This is not only a tribute to climbers who are brave, courageous, positive and pursuing their ideals, but also a special gift to the first "International Mountain Tourism Day". On the day of the launching ceremony, the special standard-bearer, Dawa Tenzing Sherpa, handed over the "International Mountain Tourism Day Flag" and "IMTA Flag" to Mr. Fu Yingchun, the Executive Secretary-General of IMTA, and Mr. Zheng Xu, the Head of the Delegation of Guizhou Provincial Government.

※ 国际山地旅游联盟授予夏伯渝先生“山地旅游亲善大使”荣誉称号

※ Mr. Xia Boyu was awarded the title of " Goodwill Ambassador for Mountain Tourism" by the IMTA

65岁的夏伯渝用43年时间坚持实现了登顶珠峰的梦想，是中国依靠双腿假肢登上珠峰的第一人。鉴于夏伯渝先生对国际山地旅游绿色发展做出的努力，在挑战山地极限中表现出的不畏艰险、勇攀高峰的拼搏精神，活动现场国际山地旅游联盟特授予夏伯渝先生“山地旅游亲善大使”称号。

国际山地旅游联盟执行秘书长代表联盟发布颁奖词：国际山地旅游联盟授予夏伯渝先生“山地旅游亲善大使”的荣誉，是因为夏伯渝先生用他征服珠峰的壮举及其感人至深的故事，完美诠释了“山高人为峰”的真谛。他用超人的毅力和不畏艰险的精神刷新了巅峰的高度，为人类登山史树起一座不朽的丰碑。夏伯渝先生挑战自我，追求卓越的品质，与国际山地旅游联盟所推崇的价值观是非常契合的，我们需要夏伯渝精神，激励山地旅游和户外运动爱好者，去实现追寻梦想的可能；我们更需要用这种精神去挑战山地旅游发展的“不可能”。





Xia Boyu, 65 years old, has spent 43 years realizing his dream of climbing Mount Everest, and he is the first person in China to climb Mount Everest with double leg prosthesis. In view of Mr. Xia Boyu's efforts for the green development of international mountain tourism and his courageous fighting spirit in challenging the mountain limit, IMTA awarded him the title of "Goodwill Ambassador for Mountain Tourism".

On behalf of the IMTA, Mr. Fu Yingchun, the Executive Secretary General announced the awarding words: The International Mountain Tourism Alliance awards the title of "Goodwill Ambassador for Mountain Tourism" to Mr. Xia Boyu in recognition of his feat and touching story of reaching the summit of Mount Everest which perfectly interpret the essence of "persistence". He has scaled heights with superb perseverance regardless of all hardships, to build an everlasting monument for the history of human mountaineering. His quality of self-challenge and commitment to excellence agree with IMTA's values. We need his spirit to motivate mountain travelers and outdoor sports fans, to pursue dreams, and to explore the possibility of mountain tourism development.





※ 国际山地旅游联盟副秘书长吴迈宣读《守护我们的山地家园》倡议  
※ Mr. Wu Mai, the Deputy Secretary-general of IMTA,  
read the Call to Action: Guarding Our Mountain Home

国际山地旅游联盟副秘书长吴迈宣读国际山地旅游联盟、中国登山协会和尼泊尔登山协会共同发起的《守护我们的山地家园》倡议书，呼吁大家从山地资源的受益者转变为山地家园的守护者，珍惜自然，敬畏自然，顺应自然，保护山地生态环境，爱护山地人文资源，为山地资源的永续利用做出积极贡献。

Mr. Wu Mai, the Deputy Secretary-general of IMTA, read the Call to Action: Guarding Our Mountain Home co-sponsored by IMTA, Chinese Mountaineering Association and Nepalese Mountaineering Association, calling on everyone to change from the beneficiaries of mountain resources to the guardians of mountain homes, cherish nature, revere nature, conform to nature, protect mountain ecological environment, and cherish it, to make positive contributions to the sustainable utilization of mountainous resources.



※ 与会嘉宾为游客代表赠送《国际山地旅游日纪念首日封》  
※ Presented the commemorative cover of International Mountain Tourism Day to  
visitor representatives from 8 countries

尼泊尔国家旅游局局长迪帕克·乔西先生、国际山地旅游联盟副秘书长吴迈先生、尼泊尔旅游协会主席潘迪先生为来自8个国家的游客代表赠送《国际山地旅游日纪念首日封》。

Mr. Deepak Raj Joshi, the CEO of NTB; Mr. Wu Mai, the Deputy Secretary-General of IMTA, and Mr. C.N. Pandey, the President of NATTA, co-presented the commemorative cover of International Mountain Tourism Day to visitor representatives from 8 countries.





Launching Ceremony of International Mountain Tourism Day  
and Mountain Tourism International Forum (Nepal)  
“国际山地旅游日”启动仪式暨山地旅游（尼泊尔）国际论坛

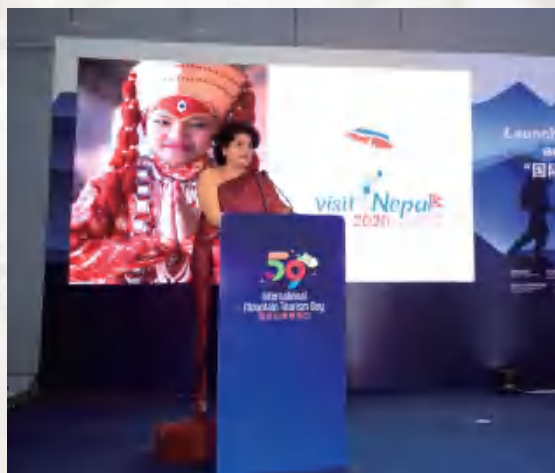
※ 山地旅游交流分享和商务合作对话

※ Mountain Tourism Experience Sharing and Business Cooperation Dialogue



贵州省文化和旅游厅副厅长  
郑旭先生

Mr. Zheng Xu,  
Head of the Delegation  
of Guizhou Provincial Government



尼泊尔 2020 旅游年执行委员会委员  
南迪丽·拉赫·塔帕女士

Ms. Nandini Lahe Thapa,  
Member Secretary of  
the Visit Nepal 2020 Campaign



尼泊尔旅游及旅行社协会第一副主席  
古拉根先生

Mr. Achyut Guragain,  
1st Vice President of NATTA



印度尼西亚山地向导协会秘书长  
拉曼·木克里斯先生

Mr. Rahman Mukhlis,  
Secretary-General of  
Indonesian Mountain Guide Association





上海爱驾文化传媒有限公司创始人  
李克崎先生

Mr. Li Keqi,  
Founder of Shanghai iDriver Media



XCITY 公司 CEO  
摩尔·弗雷德里克先生

Mr. Moal Frederic,  
CEO of X-CITY



中华户外网副总  
童大鹏先生

Mr. Tong Dapeng,  
Vice President of China Huway.com



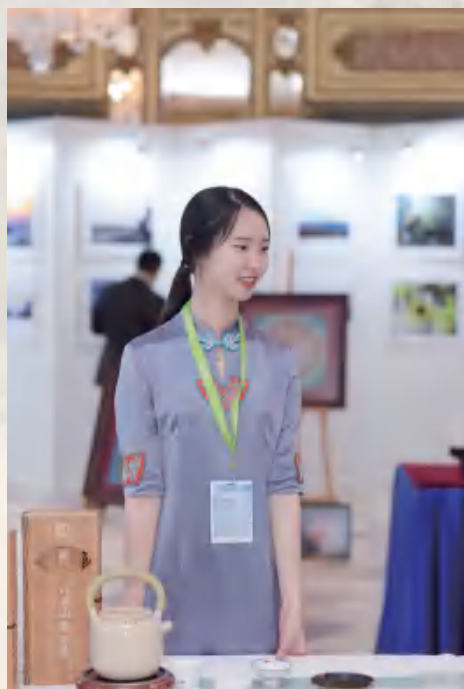
贵州省中国青年旅行社总经理  
朱曦先生

Mr. Zhu Xi,  
General Manager of  
Guizhou China Youth Travel Services



※ 世界名山摄影展暨中尼非物质文化手工艺展示

※ The World Famous Mountain Photography Exhibition and  
China–Nepal Mountain Folk Handicraft Exchanges



※ 尼泊尔传统舞蹈与贵州苗族民族舞蹈演出

※ Nepalese traditional dances, Miao nationality dance in Guizhou







## 《守护我们的山地家园》倡议书

山地是重要的地表形态、生态系统和生活空间。山地自然与人文资源是人类共有的宝贵财富，也是重要的旅游及户外运动资源，由此形成的关联业态类型多样、内容丰富，涵盖观光、休闲、攀登、徒步、滑雪、探险、科考、科普、研学等众多门类，已成为人们追寻的一种现代生活方式。

山地健康旅游为人们带来了全新体验，越来越多的人选择山地旅游、户外运动这种有益于身心健康的生活方式，在亲近自然、认识自然中释放身心、找寻真我。由于气候变化和人类活动，以及对资源过度开发等原因，山地正面临生态破坏、环境污染、雪线上升等一系列问题。世界屋脊珠穆朗玛峰除了前赴后继的攀登者和无尽的冰雪，还有不断增加的登山废弃物。食品包装袋、食品罐子、旧绳索、旧帐篷、旧瓦斯罐等登山垃圾，给圣洁的雪山蒙上了一层难以抹去的阴影。山地生态环境及资源极为脆弱，过度索取正在导致山地生态环境及生物多样性遭到破坏。如山地植被的破坏造成水土流失、沙化、生态失衡，加剧气候变暖。

山地是我们共同的家园。山地是慷慨的，山地复杂多变的环境带来了丰富多样的自然资源，为山地民众创造了与自然和谐共生的良好生存空间和生活环境，孕育了许多辉煌灿烂的文化，同时也为山地旅游者带来了精彩难忘的体验。山地也是脆弱的，我们应当尊重和回馈山地的慷慨，利用好山地的馈赠，可持续地开发消费山地资源。

山地是人类共同的心灵家园，我们应承担起守护山地家园的责任，让人类文明与山地精彩一路同行。为此，国际山地旅游联盟、中国登山协会、尼泊尔登山协会共同发出“守护我们的山地家园”倡议，倡导“科学、文明、安全、环保”的山地生态理念，以高度的社会责任感和历史使命感，从山地资源的受益者转变为山地家园的守护者，珍惜自然，敬畏自然，顺应自然，保护山地生态环境，爱护山地人文资源，科学合理利用山地资源，为山地资源的永续利用作出积极贡献。





## Call to Action: Guarding our Mountain Home

Mountains are an important terrestrial form, ecosystem and living space. The natural and cultural resources in the mountainous environment are precious wealth shared by all human beings and important tourism and outdoor sports resources. Related industries involved from mountain resources are rich in variety and contents, covering sightseeing, leisure, climbing, hiking, skiing, exploration, scientific expedition, popular science, research and other categories, and has become a modern way of life that people aspire.

Mountain health tourism has brought people with an brand new experience. More and more people choose mountain tourism and outdoor sports as a lifestyle that is beneficial to both physical and mental health. When people get close to the nature and get to know the nature, they can relax their body and mind, and find their true self. As a result of climate change and human activities, mountains are struggling with problems such as ecological damage, environmental pollution and receding snowline. Take Mount Qomolangma(Mount Sagarmatha/Mount Everest) , the Roof of the World, as an example, flocks of climbers and endless snow are not the only scene of the mountains. Increasing wastes, like food bags, food cans, used ropes, used tents and used gas cans have cast an indelible shadow on the holy snow mountains. The ecological environment and resources of the mountainous regions are extremely fragile. Over-exploitation is destroying the ecological environment and biodiversity of mountains. For example, the damage of mountain vegetation causes soil erosion, desertification and ecological imbalance, and aggravates global warming.

Mountains are our common home. Mountains are generous. The complex and volatile environment of the mountainous regions brings abundant and diverse natural resources. It creates a sound living space and environment for people to live in harmony with nature, nurtures brilliant cultures, and generates an unforgettable experience for tourists. Mountains are also fragile. We should respect and reward the generosity of mountains, make good use of the gifts of mountains, develop and consume mountain resources in a sustainable way.

Mountain is the spiritual homeland of mankind. We should shoulder the responsibility of guarding our mountain home, and make mountains a colorful part of human civilization. To this end, the International Mountain Tourism Alliance, the Chinese Mountaineering Association and the Nepal Mountaineering Association are jointly making this appeal to “Guard Our Mountain Home” . We call on the mountain ecological concept of "scientific, civilized, safe and environment-friendly" . Let us, with a sense of social responsibility and historical mission, change our role from the beneficiaries of mountain resources to the guardians of mountain home, cherish and revere nature, follow the laws of nature, protect the ecological environment of mountains, cherish mountain cultural resources, use them wisely, and contribute to the everlasting utilization of mountain resources with redoubled efforts.



Launching Ceremony of International Mountain Tourism Day  
and Mountain Tourism International Forum (Nepal)  
“国际山地旅游日”启动仪式暨山地旅游（尼泊尔）国际论坛

## 国际山地旅游日纪念封

Commemorative Cover of International Mountain Tourism Day





## 精彩瞬间

Wonderful Moments



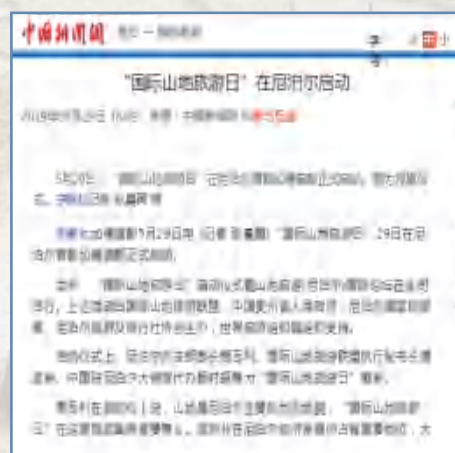


※ “国际山地旅游日”启动仪式暨山地旅游（尼泊尔）国际论坛媒体报道（选摘）

※ Media Reports (Selected) on Launching Ceremony of International Mountain Tourism Day and Mountain Tourism International Forum (Nepal)



尼泊尔本地报道：Naya patrika



中国新闻网



美国广播公司 (American Broadcasting Company, ABC) 下属频道



尼泊爾本地報道 Smachar patra



斯里兰卡 Gevlon Digest

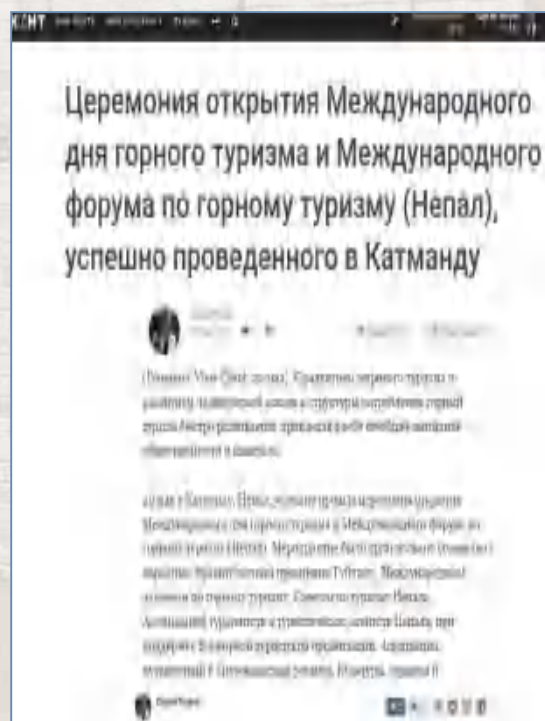


西语企业资讯网（西班牙语）





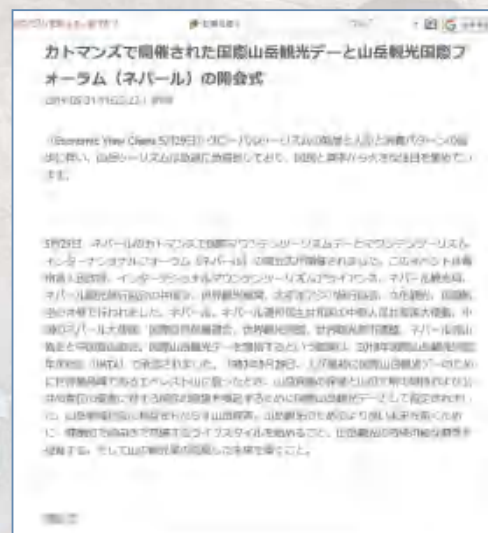
泰国门户网站



俄国著名新闻聚合类平台（俄语）



Naver, 韩国最大搜索引擎及门户网站之一

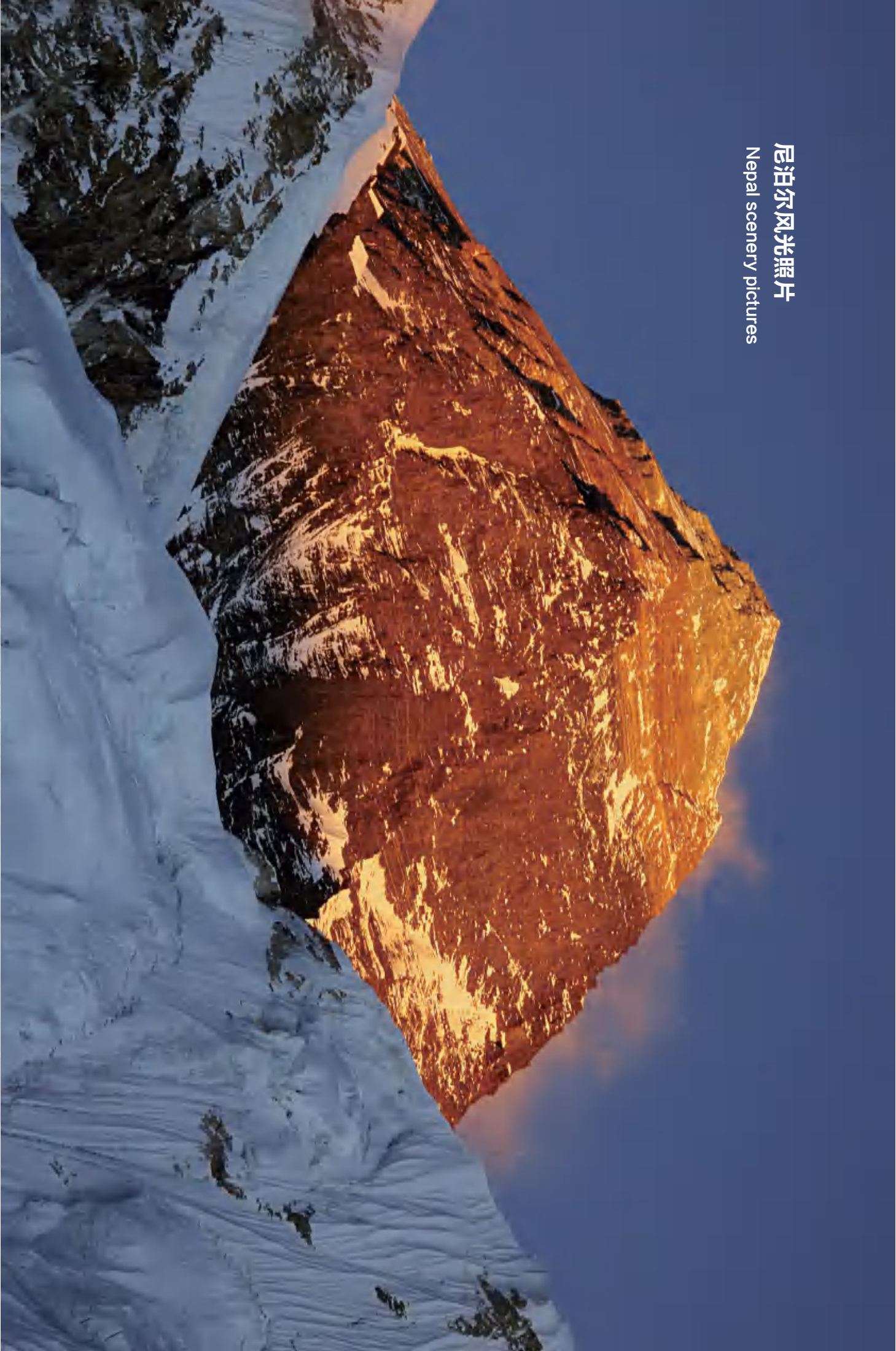


Goo, 日本最大搜索引擎及门户网站之一



## 尼泊尔风光照片

Nepal scenery pictures



Enjoy the wonder of mountains Share the natural beauty

连接山地精彩 共享美丽生存



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