



国际山地旅游联盟

International Mountain Tourism Alliance

连接山地精彩 共享美丽生存

ENJOY THE WONDER OF MOUNTAINS  
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# 2021国际山地旅游联盟年会

2021 Annual Conference of  
International Mountain Tourism Alliance

国际组织如何在全球旅游复苏与重塑治理中发挥引领作用

How Can International Organizations Play a Leading  
Role in Global Tourism Recovery and Reshaping Governance

# 会刊

Conference Proceedings



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2021年12月21日 中国·贵州·贵阳

21th December, 2021 Guiyang·Guizhou·China

## 世界著名山地分布

Distribution of famous mountain in the world





# 国际山地旅游联盟简介

山地是重要的地表形态、生态系统和生活空间。山地约占全球陆地面积的1/4,世界75%的国家拥有山地,山地自然与人文资源是人类共有的宝贵财富,也是重要的旅游资源,在全球旅游发展格局中占有十分重要的地位。山地旅游体验丰富多彩的山地生活,感受和谐共荣的山地历史,共创辉煌灿烂的山地文明。

在全球可持续发展浪潮的推动下,旅游业的贡献将向经济、社会和环境三大支柱领域不断延伸,其声誉、地位和价值亦将持续提升。2017年8月15日,由中国发起的全球首个以山地旅游为定位的国际组织——国际山地旅游联盟正式成立。联盟会员来自世界五大洲31个国家和地区共189个团体和个人,其中境外机构会员73家,境内机构会员107家,个人会员9名。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、涉旅企业、旅游相关咨询机构、旅游专业院校、航空公司、装备制造企业、户外运动组织等,个人会员包括旅游领域的知名专家、学者、企业家等。

国际山地旅游联盟以生态文明为引领,以保护山地资源、传承山地文明、促进山地经济、造福山地民众为核 心理念,积极促进旅游业的国际交往和业务合作,总结推广山地旅游发展经验,推动山地生态旅游可持续发展。

合作、交流、共享是联盟发展的立足之本。生态环境

与民众的生活质量息息相关,良好的生态环境是最公平的公共产品,也是最普惠的民生福祉。山地民众依山而居、伴水而栖,在与自然生态依依相存中形成朴素的情怀,为生态保护与利用提供了宝贵的人文基础;山地旅游持续创造良好的生产生活生态环境,让人们从中分享“绿色福利”。

随着大众旅游的兴起,山地旅游方兴日盛。国际山地旅游联盟致力于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;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有效利用,研发特色山地旅游产品,开展市场推广,引导和促成投资与合作,促进山地旅游创新发展;构建会员之间对话交流与服务平台。探索并不断拓展业务交流合作共享空间,为会员和经营主体提供咨询、培训服务等业务领域,促进资源、资本、人才有效流动,创造优良的山地旅游品质、内涵和环境。

国际山地旅游联盟愿与其他国际组织一道,以平等、包容、合作的精神,共创共享山地旅游发展的新理论、新经验和新方法,让可持续发展的理念在山地旅游领域开花结果。

# Introduction of International Mountain Tourism Alliance

Mountain land is an important landform, ecological system, and living space on the earth. Mountain land accounts for about 1/4 of the global land area and 75% of the countries around the world possess mountainous area. The natural and humanistic resources in the mountain environment are precious wealth of mankind, as well as important tourism resource, which plays a very important role in the development of global tourism. Mountain tourism, helps experience the rich and colorful mountain life, feel the coexisting prosperous mountain history, and finally create the splendid and brilliant mountain civilization.

Driven by the global trend of sustainable development, the contribution of tourism will continuously extend to economy, society and environment, and its reputation, status and value will also continue to rise. International Mountain Tourism Alliance (IMTA), the first international organization focusing on mountain tourism, was formally established on August 15, 2017 in China. Members of IMTA come from 31 countries and regions and the number of groups and individuals totals 189, including 73 overseas institutions, 107 domestic institutions and 9 individuals. The group members include tourism institutions, nonprofit organizations, tourism businesses, tourism-related consulting agencies, tourism colleges, airlines, equipment manufactures and outdoor sports organizations from countries and regions involved in mountain tourism. The individual members include experts, scholars, and entrepreneurs on tourism-related businesses.

Guided by the concept of ecological civilization and the principle of protecting mountain resources, preserving mountain civilization, and promoting mountain economy to the benefit of the people living in mountainous regions, the IMTA is dedicated to facilitating international exchanges, experience sharing and business cooperation to promote the sustainable development of ecological mountain tourism.

Cooperation, communication and sharing are the foundation of the IMTA's development. The eco-environment and the quality of people's life are closely connected. A sound eco-environment is the most equitable public good, and the most inclusive

livelihood benefit. The people of mountainous regions live by the mountains and rivers, and they have formed an emotional attachment to the Mother Nature through their harmonious co-existence with the natural environment they live in. This provides a positive cultural atmosphere and humanistic foundation for the conservation and development of the eco-environment. As such, mountain tourism not only generates a sound production, living and ecological environment, but also allows people to share more "green benefits" from ecological protection.

With the advent of the era of mass tourism, mountain tourism is gaining stronger momentum. The IMTA is committed to building a research and evaluation platform for the mountain tourism industry with the aim of studying, formulating, publishing and promoting mountain tourism-related international standards, conducting evaluation, market survey and outlook forecast of mountain tourism resources, and exploring the ways and means for building the evaluation system on the development of world mountain tourism industry. We should build the IMTA into a platform for investment cooperation and innovation on mountain tourism with the aim of promoting the protection and effective utilization of mountain resources, pursuing innovative development of mountain tourism, developing specialty mountain tourism products, promoting mountain tourism marketing, and guiding and facilitating investment and cooperation. We should also build the IMTA into a platform for dialogue, exchanges and member services with the aim of exploring and expanding the space for cooperation, exchange and sharing, providing consulting and training services for members and relevant business entities, promoting the efficient movement of resources, capital and skilled professionals, and enhancing the quality, content and environment of mountain tourism.

The IMTA is ready to work with other international organizations to build and share the platform for cooperation, and develop new theories, experience and methods in the spirit of equality, inclusiveness and cooperation to realize the vision of sustainable development in the field of mountain tourism.

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# 本届年会简介

## Introduction of 2021 IMTA Annual Conference



2021年12月21日,2021国际山地旅游联盟年会首次以国际视频会议方式举办。年会主会场设在国际山地旅游联盟总部,来自世界各地的联盟会员通过视频会议系统相聚云端。本届年会以“国际组织如何在全球旅游复苏与重塑治理中发挥引领作用”为主题,共同围绕主题进行分享研讨,深入探索疫情防控常态化和后疫情时期旅游业重塑治理的方法、规律和路径,用积极、团结、协作和创新精神共商应对挑战和旅游业振兴发展大计。

联盟年会是服务会员、服务行业、服务发展的重要平台,至今已连续举办四年。在疫情常态化背景下,如何联合广大会员应对新的挑战,并在全球旅游业振兴当中扮演好参与者、实践者和贡献者的角色,是本次年会的重要目标。

On 21 December, 2021, the 2021 IMTA Annual Conference was held by via videoconferencing for the first time. The main venue was at IMTA headquarters, and members from all over the world attended the Conference through via videoconferencing. Attendees shared insights and discussed on the theme “How Can International Organizations Play a Leading Role in Global Tourism Recovery and Reshaping Governance,” explored the methods and patterns of normalizing pandemic prevention and control and reshaping tourism in the post-COVID period, and promised to jointly face challenges and revitalize world tourism via optimism, solidarity, teamwork, and creativity.

IMTA Annual Conference, as a key platform to serve our members and the development of the tourism industry, has been held for four years in a row. This year's Conference aims at figuring out how to work with IMTA members to face new challenges, and play the role of a participant, a practitioner, and a contributor in revitalizing world tourism, in a world with normalized pandemic prevention and control.

## 主题活动 Main Events

### 找到恢复和振兴旅游业的最佳方法

国际山地旅游联盟主席、法国前总理多米尼克·德维尔潘



尊敬的阁下，亲爱的朋友们：

很荣幸能与大家一起参加年会。

在新冠疫情之后，我们需要携手合作，讨论国家和地区面对的挑战和机遇，找到恢复和振兴旅游业的最佳方法。

在世界范围内，旅游业在这场近两年的危机中受到的影响最深。

因此，我的第一个建议是请大家面对现实：与2019年相比，今年前七个月的国际游客人数下降了80%，亚太地区国家受到的冲击最为严重。许多国家尚未开放边界，不断变化的安全条例和法规带来了许多不确定因素，不利于国际旅行和旅游目的地的重新开放。这种情况至少还会持续几个月，而许多国家正在受到冲击或正在预期新一轮的冲击。这种情况可能会持续到病毒自行消失或疫苗覆盖全球范围。

我的第二个建议是团结一致。通过这次危机，我们看到在信任和合作的基础上，为了我们的共同安全和繁荣，我们相互依赖，不可分割。而国际旅游业更是如此。

我的第三个建议是在区域范围内，或在全国范围内

集中力量，同时在全球范围内进行调整。在边界关闭的常态下，最安全的旅游是当地旅游。在这方面，山区旅游应该凭借其众多资产进行调整，正如我们在这个美丽的贵州省所看到的那样。

我们比以往任何时候都更需要文化、户外运动和活动、健康和福祉，而山地旅游可以为普通民众、家庭或老人提供这一切。

因此，我们必须重新创造信任，吸引那些因疫情而犹豫的游客。

首先，我们应该强化景区的卫生措施，保证用户和消费者的 safety。

第二，在气候变化和全球变暖造成灾难性影响的时代，我们应该更加谨慎地整合环境保护。

第三，我们应该调整经济和金融设施，提高相关服务质量。

第四，我们应该专注于振兴当地文化、艺术和手工艺，选择尊重当地居民生活的项目。

今天，人们对以人为本的多样性、高品质新旅游政策的期望越来越高。因此，我们应该利用当前的趋势，重视山地旅游的诸多资源，正如我们在贵州省看到的，在2022年北京冬奥会这一机会窗口的推动下，其自然和民族的多样性，独特的艺术和传统得到了发展。

这是一个很好的时机，可以在偏远地区建立基础设施，支持跨境项目，或促进旨在培训和教育的共同发展。我们必须铭记，山是人类的集体遗产，人们可以通过许多活动、文化和价值观来分享，在人与自然的和谐基础上，极大地维护我们社会的和谐。

这就是为什么我们有责任向前迈进，每天对人类需求做出更多的回应。这既是一种荣誉，也是一种美丽的挑战。

# Find the Best Way for Tourism Recovery and Revitalization

Dominique de Villepin, Chairman of IMTA and Former French Prime Minister

嘉宾  
致辞  
Address

Excellencies

Dear friends

It is a great pleasure for me to be with you all for this annual conference.

In line with the post COVID-19 crisis, we need all together to discuss the challenges and opportunities faced by countries and regions in order to find how best it is possible to recover and revitalize tourism.

Around the world the tourism sector has been the most impacted by this nearly two year crisis.

So my first recommendation would be asking all of us to be realistic: International travel is down by 80% in the first seven months of this year compared to 2019 and Asia and the Pacific countries are among the one's the most severely hit. Many countries have not yet opened their borders and changing safety guidelines and regulations is creating many uncertainties, not favorable for the reopening of international travel and tourism destination. This should last still for the next couple of months at least, while many countries are hit or expecting a new wave. And this could last until either the virus vanishes by itself or the vaccine coverage is enlarged to the whole planet.

My second recommendation would be to keep united. Through this crisis, we see how much we are depending on one another for our common safety and prosperity based on trust and cooperation. This is even more true for international tourism.

My third recommendation would be to center

our efforts, meanwhile things get adjusted globally, on a regional scale, and even more on the time being on a national scale. With borders often closed, the safest tourism is the local one. And in this regard, mountain tourism should rely on its many assets as we can see in this beautiful Guizhou province.

More than ever, we are in need of culture, outdoors sports and activities, health and wellbeing that can be provided by mountain regions to the general population, families or elderly people.

So it is important to recreate the conditions of trust to attract tourists that have been confused by the events during the last two years.

First, we should upgrade health measures in each resort to guarantee the security of the users and consumers.

Second, we should be more careful in integrating the protection of environment in a time where climate change and global warming have such disastrous effects.

Third, we should improve the quality of services in adjusting economic and financial facilities.

Fourth, we should focused on reviving local cultures, arts and crafts to select projects respecting the life of local populations.

Today there are growing expectations about a new tourism policy based on diversity and quality at a human scale. So, we should take advantage of this current trend to value the many resources of mountain tourism, as we can see in the Guizhou

province with its natural and ethnic diversity, unique arts and traditions, boosted by the window opportunity of the winter Olympics of Beijing in 2022.

This is a good moment to build up infrastructures in remoted areas, to support cross borders projects, or to promote shared development aimed towards training and education. We should never forget that mountain

is a place of collective heritage that people can share through many activities, culture and values that can contribute greatly to maintain the harmony of our societies, building up on the harmony between man and nature.

That's why we have the obligation to move forward, to respond each day more to the need of the people. This is both an honor and a beautiful challenge.



# 做大朋友圈、发出好声音、打好组合牌 助力贵州山地旅游高质量发展

贵州省副省长谭炯

嘉宾  
致辞  
ADDRESS



尊敬的德维尔潘主席、邵琪伟副主席、何亚非秘书长，各位嘉宾，女士们、先生们：

大家下午好！今天是中国传统二十四节气中的冬至，杜甫的诗句说“冬至阳生春又来”，在这个沐浴冬日暖阳、充满生机希望的美好时节里，非常高兴与大家欢聚一堂、碰撞思想、共谋发展。本届年会以“国际组织如何在全球旅游复苏与重塑治理中发挥引领作用”为主题，共商世界旅游业复苏与振兴之路，充分彰显了把握时代趋势、应对时代变局的责任担当和务实精神。在此，我谨代表贵州省人民政府，向各位嘉宾表示热烈欢迎，向致力于国际山地旅游发展的新老朋友致以崇高敬意，向关心贵州发展的各界人士表示衷心感谢！

国际山地旅游联盟是全球第一个以山地旅游为主题的国际组织，自2017年8月落户贵州以来，始终以推动山地旅游资源保护与利用为使命，积极促进国际旅游交往合作，走过了四年多的不平凡历程。四年来，联盟坚持全域联动，不断做大山地旅游“朋友圈”。广泛发动全球旅游机构、非盈利组织、涉旅企业、旅游咨询机构、旅游专业院校等投入到山地旅游发展中来，汇聚了来自五大洲31个国家和地区的181个团体及个人，联盟的知名度和影响力不断提升。四年来，联盟坚持高位推动，持续发出山地旅游“好声音”。围绕推动“可持续发展”这一世界性命题，常态化开展高端峰会，制定发布一系列山地旅游行业最高

标准和研究成果，发出了“保护山地资源、传承山地文明、促进山地经济、造福山地民众”的时代声音，得到了国际组织和各国人民的广泛认同。四年来，联盟坚持品牌带动，接连打好山地旅游“组合牌”。一年一度的国际山地旅游暨户外运动大会已经成为世界山地旅游活动的一张靓丽名片，同时联盟还创建了“国际山地旅游日”、“世界名山对话”、联盟主题论坛、联盟年会、IMTA国际山地旅游奖等标志性品牌性活动，有力促进了全球旅游资源共享和信息互通，成为推动山地旅游发展的大平台。

贵州是山的王国，因山而名、因山而特、因山而灵，被习近平总书记赞誉为“公园省”。近年来，我们把发展山地旅游摆在更加突出位置，接续奋斗、久久为功，全力打造国际一流山地旅游目的地和国内一流度假康养目的地，推动旅游业持续快速健康发展。特别是今年以来，我们认真贯彻落实习近平主席视察贵州重要讲话精神，围绕“四新”主攻“四化”，旅游产业化就是其中“一化”，而且是贵州比较优势最明显的“一化”。为此，我们先后召开了全省旅游产业化推进大会和工作会议对旅游业发展作出全面部署，聚焦推动旅游产业综合实力、经济效益“两大提升”目标，大力实施市场主体培育、业态升级、服务质量提升、盘活闲置低效项目攻坚“四大行动”，引导全省上下切实转观念转思路转方法转作风，推动旅游业从规模数量扩张向品质效益提升转变。预计全年旅游总收入增长15%以上，旅游及相关产业增加值达1000亿元，游客人均花费突破1000元，实现了“十四五”旅游业高质量发展良好开局。其中，国际山地旅游联盟及其秘书处作了大量卓有成效的贡献，在此深表感谢。

女士们、先生们！山地旅游是集生态观光、山地运动、健康养生、避暑休闲等为一体的多功能集成式旅游业态，十分契合人们崇尚自然、追求健康、向往高品质生活的理念。我们衷心希望世界更多的国际旅游组织、旅游企业机构携起手来，以推进旅游产业化为主目标，以发展山地旅游为主抓手，积极应对新冠肺炎疫情挑战，持续深化国际间多形式、多层次的旅游合作，在危机中育先机、于变局中开新局，努力走出一条山地旅游高质量发展之路。一是以

重塑旅游发展格局为使命,推动建立健全国际山地旅游标准体系。希望联盟发挥智力密集优势,充分借鉴发达国家山地旅游成功经验,制定完善山地旅游服务标准、安全标准、环境标准、生态保护标准等国际标准体系,推动科学、规范开发旅游资源,提升旅游产品服务水平,为联盟会员和世界山地旅游产业发展提供理论指导和路径指引。二是以助力旅游经济复苏为使命,推动深化国际山地旅游资金资源项目互通合作。希望大家秉持开放合作共赢精神,借助国际旅游组织合作平台,整合产业链上下游资源,联手举办山地旅游峰会会展、招商推介、品牌营销等活动,推动国际山地旅游资金融通、资源流通、资讯沟通、项目互通,着力打造山地旅游“命运共同体”,集聚众力把旅游业推向更加繁荣、更可持续的新未来。三是以提升旅游发展引领力为使命,推动国际山地旅游联盟和国际组织创新发展。希望联盟及各国际组织加快建立多边信息交流对接机制,进一步加强对疫后山地旅游发展新趋势新特点的研究,及

时谋划提出应对措施,不断提升全球旅游业治理创新能力,更好发挥在构建国内、国际相互促进的旅游发展新格局中的引领作用。

作为国际山地旅游联盟成立的发起方和总部永久所在地,贵州将竭尽全力为联盟发展创造良好环境,推进联盟年会、国际山地旅游暨户外运动大会、贵州旅游产业发展大会等活动高效整合,支持联盟更好地服务会员、凝聚会员、发展会员。同时,我们也希望联盟给予贵州更大关心和支持,在招引市场主体、培育旅游业态、提升旅游服务、盘活闲置低效旅游项目等方面持续发力,为贵州旅游产业化高质量发展注入更多新动力。

最后,预祝年会取得圆满成功!祝各位嘉宾在贵州度过一段愉快的时光!

谢谢大家!



# Expand Friendship Circle, Spread Positive Notes, and Launch Integration Plans to Boost High-Quality Mountain Tourism Development in Guizhou

Tan Jiong, Vice Governor of the People's Government of Guizhou Province

Dear Mr. De Villepin, Mr. Shao Qiwei, and Mr. He Yafei, Distinguished Guests, Ladies and Gentlemen:

Good afternoon! Today is the Winter Solstice Day in the twenty-four Chinese traditional solar terms. As Dufu, the famous ancient Chinese poet once wrote in his poem, "As the winter solstice arrives, the sun shines more brightly and the spring is not far away." In this beautiful season of the warm winter sunshine which delivers vitality and hope, I am very happy to gather with all of you to exchange ideas, and seek common development. The theme of this annual conference is "How Can International Organizations Play a Leading Role in Global Tourism Recovery and Reshaping Governance". With a focus on discussing the recovery and revitalization of the world tourism industry, the annual conference grasps the trend of the times and proactively responds to the changes, which fully demonstrates its responsibility and pragmatic spirit. On behalf of the People's Government of Guizhou Province, I would like to extend a warm welcome to all the distinguished guests, pay high tribute to the old and new friends who are committed to the development of international mountain tourism, and express my heartfelt thanks to people from all walks of life who care about the development of Guizhou!

The International Mountain Tourism Alliance (IMTA) is the first international organization worldwide that sets its theme on mountain tourism. Since its establishment in Guizhou in

August 2017, it has been dedicated to promoting the protection and utilization of mountain tourism resources, actively promoting international tourism exchanges and cooperation, and has made an extraordinary journey over the years. Over the past four years, the alliance has been continuously mobilizing all sectors global-wide and expanding the "circle of friends" for the development of mountain tourism. It has extensively mobilized global tourism agencies, non-profit organizations, tourism-related enterprises, tourism consulting agencies, universities and schools of tourism, etc. to invest in the development of mountain tourism, bringing together 181 groups and individuals from 31 countries and regions on five continents. The popularity and influence of the alliance has also continued to increase. Over the past four years, the alliance has insisted on high-level promotion and continued to spread "good notes" for mountain tourism. Focusing on the global issue of promoting "sustainable development", it has held regular high-end summits, and formulated and released a series of highest standards and research results in the mountain tourism industry. It has also spread the voice of "seeking to protect mountain resources, preserve mountain civilization, and promote mountain economy to the benefit of the people living in mountainous regions", which has been widely recognized by international organizations and people of all countries. In the past four years, the alliance has given full play to the brand effect, and initiated several integration plans for the development of mountain tourism.

The annual International Mountain Tourism & Outdoor Sports Conference has become a remarkable event of mountain tourism activities in the world. At the same time, the alliance has also initiated a series of iconic brand activities such as "International Mountain Tourism Day", "Dialogue among Famous Mountains in the World", Theme Forums, Annual Conferences, IMTA International Mountain Tourism Award, etc., which has effectively promoted the sharing of global tourism resources and information exchange, and has become major platforms to promote the development of mountain tourism.

Guizhou is a kingdom of mountains. It is famous for its mountains, and has been unique and attractive with its mountains. General Secretary Xi Jinping described Guizhou as the "Province of Parks". In recent years, we have placed the development of mountain tourism in a more prominent position. We have made every effort to build a world-class mountain tourism destination and a domestic first-class holiday and wellness destination, and to promote the sustainable, rapid and healthy development of the tourism industry. Especially since the beginning of this year, we have conscientiously implemented the spirit of President Xi Jinping's important speech on his visit to Guizhou. We have been focusing on the new technologies, new industries, new formats, and new models and making major breakthroughs on new industrialization, informatization, urbanization, and agricultural modernization. Among them, the industrialization of tourism is one of the major tasks and the most advantageous area of Guizhou. To this end, we have successively held the provincial-level tourism industrialization promotion conference and work conferences to make comprehensive arrangements for the development of tourism. Focusing on the two major goals of promoting the comprehensive

strength and economic benefits of the tourism industry, we vigorously implemented the "four major actions" of cultivating market entities, upgrading business formats, improving service quality, and revitalizing idle and inefficient projects. We have guided the whole province to effectively change development concepts and ideas, and work methods and styles to promote the transformation of the tourism industry from the expansion of scale and quantity to the improvement of quality and efficiency. It is estimated that the total annual tourism revenue has increased by more than 15%, the added value of tourism and related industries has reached 100 billion yuan, and the per capita spending of tourists has exceeded 1,000 yuan, achieving a good start for the high-quality development of tourism during the "14th Five-Year Plan". In particular, I would like to express my deep gratitude for the fruitful contributions that have been made by the International Mountain Tourism Alliance and its Secretariat.

Ladies and gentlemen, mountain tourism is a multi-functional tourism format that integrates ecological sightseeing, mountain sports, health preservation, summer resort, and leisure and entertainment. It is highly in line with people's admiration for nature, the pursuit of health, and the longing for a high-quality life. With the promotion of tourism industrialization as the main goal and the development of mountain tourism as an effective means, we sincerely hope that more international tourism organizations and tourism enterprises in the world will join hands to actively respond to the challenges of the new pandemic. We hope that the cooperation on international tourism can be continuously deepened in various forms and different levels. We also hope that they can nurture opportunities in crisis, open new situations in changing situations, and strive to

blaze a trail for high-quality development of mountain tourism. The first is to take the reshaping of the tourism development pattern as the mission, and promote the establishment and improvement of the international mountain tourism standard system. By leveraging the intelligence advantages and drawing on the successful experience of mountain tourism in developed countries, we hope that the alliance can formulate and improve a series of international standard systems, such as mountain tourism service standards, safety standards, environmental standards, and ecological protection standards. This will promote the scientific and standardized development of tourism resources, improve the quality of tourism products and services, and provide theoretical and practical guidance for alliance members and the development of the world's mountain tourism industry. The second is to take the promotion of the tourism economy recovery as the mission and deepen the exchanges and cooperation of international mountain tourism capital and resource projects. I hope that all parties can uphold the spirits of openness, cooperation and mutual benefit, and integrate upstream and downstream resources in the industrial chain via the platform of international tourism organizations. I hope they can jointly hold mountain tourism summits, investment promotions, brand marketing and other activities to promote the financing integration, resource circulation, information communication, and project exchange of international mountain tourism. They should focus on building a "community of shared future" for mountain tourism, and work together to create a more prosperous and sustainable future for the tourism industry. Third, enhancing the leading power of tourism development to promote the innovative development of the International Mountain

Tourism Alliance and international organizations. I hope that the Alliance and various international organizations will speed up the establishment of a multilateral information exchange and docking mechanism, and further strengthen the research on the new trends and characteristics of mountain tourism development in the post-pandemic world. I hope they can plan and propose countermeasures in a timely manner, continuously improve the innovation capacity of global tourism governance, and play a leading role in building a new pattern of tourism development with mutual promotion effects at home and abroad.

As the initiator of the International Mountain Tourism Alliance and the permanent location of its headquarters, Guizhou will make every effort to create a good environment for the development of the alliance. We will promote the efficient integration of the various events including the Annual Conference, the International Conference of Mountain Tourism and Outdoor Sports, and Guizhou Tourism Industry Development Conference. We will also provide support to the alliance so that it can better serve and unite its members, and promote the development of its members. At the same time, we also hope that the alliance will give more concern and support to Guizhou's development. It is my sincere hope that it can continue attracting market players, cultivating tourism formats, improving tourism services, and revitalizing idle and inefficient tourism projects to inject new momentum into the high-quality development of Guizhou's tourism industry.

Finally, I wish the annual conference a complete success! I also wish that all guests will have a pleasant time in Guizhou!

Thanks very much!

# 发挥国际组织引领作用 推动建立国际旅游业命运共同体

国际山地旅游联盟副主席邵琪伟



很高兴同各位联盟会员、国际旅游组织同仁相聚“云端”。2021年即将过去，旅游业又走过了极其艰难的一年。在这辞旧迎新的时刻，我们怀着对未来的美好期望，回顾旅游业经历的跌宕起伏，共同探讨新冠疫情防控常态化下的全球旅游复苏与重塑治理，以及国际组织应在其中发挥的作用。

首先我们要感谢贵州省委省政府对联盟工作和本次年会的大力支持，感谢文化和旅游部对联盟工作的指导，我们还应该对秘书长和秘书处的工作给予高度评价。在全球新冠疫情不断起伏的背景下，他们克服了许多困难，做了大量富有成效的工作，确保了全年各项工作的顺利完成。在此我建议我们用热烈的掌声向他们表示深深的谢意。

自新冠疫情发生以来，全球旅游业遭受巨大损失。据世界旅游组织11月29日数据，预计2021年全球旅游业因新冠疫情损失将达到2万亿美元，2020年国际旅游业产生的直接和间接经济损失约为2.4万亿美元，两年度之和损失预测将达到4.4万亿美元。2021年全球国际游客总人次比2019年减少70%至75%，部分地区减幅达到95%。因世界各地疫苗接种率不均衡、新毒株出现等不确定性因素，旅游业的复苏进程随时有放缓的可能。特别是变异株的不断出现，从“德尔塔”到最近的“奥密克戎”，都给刚呈复苏之态的旅游业蒙上新的阴影。

本次年会的主题定为“国际组织如何在全球旅游复

苏与重塑治理中发挥引领作用”，旨在探讨未来全球旅游合作的新路径、新体系、新平台，为全球旅游复苏与重塑治理贡献智力支持并发挥引领作用。借此机会，我建议全球国际旅游组织和相关国际组织，应该发挥更加积极的作用。

要发挥国际旅游组织在旅游业中特殊的影响力和平台优势。全球旅游业复苏的进程需要各方团结协作，我们要利用好国际组织非政府非营利性的特性，从客观公正的立场，根据世界各国、各地区旅游业态的不同情况，为各方合作搭建好平台，促进互利共赢；同时，国际旅游组织也可以根据自身的人才资源、研究能力等优势，支持、帮助各国各地区从顶层设计做好规划和预案，制定行之有效的旅游复苏政策，探索旅游业在常态化疫情下有序复苏的可行之道。将国际组织的影响力加以充分发挥。

国际组织要引导、推动建立国际旅游业命运共同体的发展。国际组织在新的时代背景下肩负着重要的历史责任，是全球旅游业复苏和重塑必不可少的重要力量。国际旅游组织要以推动国际旅游事业共同发展为目标，同时在国际旅游事业共同发展的宏大格局中推进自身发展。国际旅游组织要利用多维度协商沟通的渠道，较为充分的智力研究能力和协调、调动、应用资源的能力，推动国际旅游业利益共同体的建设；要利用客观中立的业界定位，多边灵活的国际关系，引导、推动国际旅游业命运共同体的建立和发展。

应更加重视发挥国际旅游组织和相关国际组织在旅游治理中的作用。国际旅游组织和相关国际组织是旅游业治理中的重要力量。在新冠疫情持续蔓延的特定形势下，全球旅游领域治理出现根本性变化，旅游业面临极大的挑战。防控疫情的要求使得旅游治理涉及的相关方更多，加之不同国家不同地区疫情发展、防控措施、疫苗施打、医疗条件等情况各不相同，旅游业各个环节的衔接，相互的协调、沟通等，都亟需建立起公认、完善、有效的机制。从供需关系看，人们的旅游观念和需求已经出现根本性变化，一部分旅游产品不再适应新需求，亟需供给端要加快着眼新需求开发出具有创新性、引领性的新产品。当然，还有一系列需要解决的问题，这些问题的解决，都需要国际组织充分发挥在旅游业治理中的重要作用。一方

面,组织协调行业资源,支持创新发展和科技赋能,培养旅游业市场主体合作新模式,推动供给侧改革,赋予旅游业更强生命力;另一方面,发挥自身定位优势,充分调动和发挥行业和私营部门的作用,积极推动公私合作,共同制定疫情背景下旅游业复苏发展、旅游业治理指南。

新冠肺炎疫情发生以来,国际山地旅游联盟率先以线上方式组织会员、专家和业界代表发声,为旅游界在新常态下打造交流平台、畅通交流渠道开创了先河,取得积极成效。

国际山地旅游联盟作为在中国注册的国际旅游组织,

将一如既往发挥在全球应对疫情中的积极作用。一是借鉴中国在疫情防控与市场恢复中的成功经验,倡导在疫情防控常态化的前提下,各方协商形成互相认可的安全机制,推动实现逐步、有序的市场恢复;二是继续推出山地旅游发展指南和行业标准,推动业态优胜劣汰,朝着“绿色低碳、自然和谐”旅游新业态的目标发展;三是承担起时代赋予国际旅游组织的责任,通过推动山地旅游的可持续发展,为全球经济复苏、碳中和、脱贫减贫、可持续发展做出应有的贡献。



## Giving Full Play to the Leading Role of International Organizations and Promoting the Establishment of a Community of Shared Future in the International Tourism Industry

Shao Qiwei, Vice Chairman of IMTA

It is a great pleasure to gather together with all our alliance members and our colleagues from international tourism organizations in the online form. The year of 2021 is almost over, and the tourism industry has gone through an extremely difficult year. At this moment of saying goodbye to the old and welcoming the new, and with all good expectations for the future, we will review the ups and downs the tourism industry has experienced, exchange ideas on the global tourism recovery and governance reshaping under the normalization of the prevention and control of the pandemic, and discuss the role of international organizations in these efforts.

First of all, we would like to express our sincere gratitude to the Guizhou Provincial Party Committee and the Guizhou Provincial Government for their strong support to the works of IMTA and to this annual meeting. Meanwhile, we are appreciated for the guidance of the Ministry Culture and Tourism on the work of IMTA. We should also give high praise to the work of the Secretary-General and the Secretariat of IMTA. In the context of the repeated rebound of the global pandemic, they have overcome many difficulties and done a range of fruitful work to ensure the smooth completion of various tasks throughout the year. Now I suggest that we express our deep gratitude to them with a warm applause.

Since the outbreak of the COVID-19, the global tourism industry has suffered huge losses. According to data from the World Tourism Organization on November 29, the global tourism industry suffered an estimatedly 2-trillion-dollar economic loss in 2021 due to the pandemic, and approximately

2.4-trillion-dollar direct and indirect economic losses in 2020, with the sum of the two years' economic losses reaching 4.4 trillion U.S. dollars. In 2021, the total number of global international tourists reduced by 70%-75% compared with 2019, and the reduction rate in some regions reached 95%. Due to uncertain factors such as uneven vaccination rates around the world and the emergence of new virulent strains, the recovery process of the tourism industry may slow down at any time. In particular, the continuous emergence of mutant strains from Delta to the most recent Omi Keron cast new shadows on the newly resurgent tourism industry.

The theme of this annual conference is "How Can International Organizations Play a Leading Role in Global Tourism Recovery and Reshaping Governance". The annual conference aims to explore new paths, systems, and platforms for future global tourism cooperation, in a bid to provide intellectual support for and play a leading role in the global tourism recovery and the reshaping of global tourism governance. With this opportunity, I suggest that global international tourism organizations and related international organizations play a more active role in the above-mentioned directions.

International tourism organizations should give full play to their special influence and platform advantages in the tourism industry. The advancing of global tourism recovery requires the cooperation of all parties. We must make good use of the non-governmental, non-profit nature of international organizations. To promote mutual benefits and win-win results, we should establish a good cooperation platform for all parties based on an objective and equal standpoint and according to

the different tourism conditions of various countries and regions around the world; Meanwhile, international tourism organizations can also give full play to their influence by supporting countries and regions in the planning of top-level design based on their own human resources and research capabilities, help them formulate effective tourism recovery policies, and assist their exploration of a feasible and orderly way for tourism industry recovery under the normalized pandemic situation.

International organizations should guide and promote the development of a community with a shared future for the international tourism industry. International organizations shoulder important historical responsibilities in the context of the new era, and are an important and indispensable force for the recovery and reshaping of the global tourism industry. International tourism organizations should aim to promote the common development of international tourism, while also facilitating their own development in this process. Taking advantage of the multi-dimensional negotiation and communication channels, relatively strong intellectual research capabilities, and the ability to coordinate, mobilize, and apply resources, international tourism organizations should promote the construction of a community of shared interests in the international tourism industry; With their objective and neutral industry positioning and multilateral and flexible international relations, they should guide and promote the establishment and development of a community of shared future for the international tourism industry.

More attention should be paid to the role of international tourism organizations and related international organizations in tourism governance. International tourism organizations and related international organizations are important forces in the governance of the tourism industry. Under the specific situation where the pandemic continues to spread, the governance of the global tourism has undergone fundamental changes, and the tourism industry is facing great challenges. The requirements for pandemic prevention and control have increased the number of parties involve in tourism governance.

In addition, the pandemic situation, prevention and control measures, vaccination scale, and medical conditions are different in different countries and regions. A widely-recognized, complete and effective mechanism is in urgent need to be established to connect various links in the tourism industry, promote mutual coordination and communication, and solve other problems. From the perspective of supply and demand, people's tourism concepts and needs have undergone fundamental changes. Some tourism products can no longer satisfy new demands. There is an urgent need for the supply side to speed up the development of innovative and pioneering products focusing on new demands. Undoubtedly, there are still a series of problems that need to be solved, which requires international organizations to give full play to their important role in the governance of the tourism industry. On the one hand, international organizations should organize and coordinate industry resources, provide support to innovation development and technological empowerment, cultivate new cooperation models between tourism market players, promote supply-side reforms, and inject more vitality to the tourism industry; On the other hand, international organizations should give full play to they own positioning advantages. They should fully mobilize and give play to the role of the industry and the private sector, actively promote public-private cooperation, and jointly formulate guidelines for the recovery, development and governance of the tourism industry in the context of the pandemic.

Since the outbreak of the pandemic, the International Mountain Tourism Alliance has taken the lead in organizing alliance members, experts and industry representatives to express their voices in the online form, which has achieved positive results. This has set a precedent of creating a communication platform and facilitating communication channels for the tourism industry under the new normal.

As an international tourism organization registered in China, the International Mountain Tourism Alliance will continue to play an active role in the global response to the pandemic. First, borrowing China's successful experience in

pandemic prevention and control and market recovery, the IMTA advocates that under the premise of the normalization of pandemic prevention and control, all parties negotiate with one another to form a mutually-recognized safety mechanism for the orderly and gradual realization of market recovery; second, the IMTA will continue to introduce mountain tourism development guides and industry standards, promote the mechanism for selecting the superior and eliminating the inferior in the industry,

and develop towards the goal of establishing a "green, low-carbon, natural and harmonious" tourism format; third, the IMTA will assume the responsibilities assigned to international tourism organizations by the current era, and make due contributions to global economic recovery, carbon neutrality, poverty alleviation, and sustainable development by promoting the sustainable development of mountain tourism.



# 通报年度工作情况

## 在国际化、平台化、专业化的道路上创新前行

国际山地旅游联盟秘书长何亚非



即将过去的2021年又是不平凡的一年。今年联盟年会比较特殊，首次以视频会议方式举办，这是因为全球疫情形势严峻，不确定性增加，使得疫情防控更加严格，在此情况下采取这样的办会方式是稳妥的，也得到了理事会员的理解和支持。2021年联盟按照上届年会制定的工作目标，在积极应对疫情的背景下，团结引导联盟会员及山地旅游行业，坚守宗旨、攻坚克难、逆势而为，在保护山地资源、传承山地文明、促进山地经济、造福山地民众，创新推进可持续山地旅游发展的进程中迈出了新的一步；平台体系建设稳步推进，品牌影响力明显提升，合作交流渠道进一步拓展，联盟的国际形象进一步树立。自2017年8月正式挂牌，联盟至今已运行了四年，明年是联盟的换届年，有必要在本次年会简要回顾四年来的基本运行情况，今年的工作情况也融入其中进行表述。

国际山地旅游联盟自2017年正式成立至今已四年。四年，联盟整体运营始终以《章程》为遵循，坚持“非政府间、非营利性”国际组织的基本定位；坚持“国际山地旅游”的专业定位；坚持“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”的宗旨定位；坚持九大业务范围的运营定位；坚持把联盟打造成世界山地旅游领域著名平台的格局定位。团结依

靠广大会员，整合调动行业资源，紧扣时代脉搏，把握前沿趋势，坚守生态优先、绿色发展理念，为推动全球山地旅游可持续发展提供了思想引领和实践支撑。

联盟运行四年大体经历两个阶段，一是开局初创及平台构建阶段（2017年-2019年），二是在应对疫情危机中推动成果落地阶段（2020年-2021年）。总体来说创新、持续为山地旅游发展做出新的贡献，平台体系持续提升，合作交流渠道拓展。

一、加强联盟秘书处内部建设，建立健全各项规章制度，先后制定了《国际山地旅游联盟秘书处工作规则》、《国际山地旅游财务管理与薪酬管理制度》、《国际山地旅游联盟秘书处机构职能》等18项规章制度。

二、以联盟年会、国际山地旅游日、世界名山对话等品牌活动为抓手，强化联盟服务会员、凝聚业界的对话交流机制。2021年5月29日，联盟在重庆市南川区成功举办了“2021国际山地旅游日世界遗产名山（金佛山）峰会”及系列活动，成果丰富，联盟的影响力继续提升。贵州是联盟的发起方和总部所在地，联盟与贵州也形成了有效的互动机制，2021世界名山对话在贵州举办，影响积极，成果丰富。

三、积极制定山地旅游国际标准。联盟先后推出《世界山地旅游发展趋势报告》、《国际山地旅游徒步指南》、《后疫情时代山地旅游发展之路》、《世界旅游名山分类与评价体系》等研究成果；正着手编制《国际山地温泉康养旅游项目建设与评定标准》，计划编制《世界山地旅游城市目的地标准》等山地旅游产业化发展需要的评价体系标准。

四、发展国际合作机制，加强与其他国际旅游组织的交流合作。联盟先后与世界旅游及旅行业理事会、亚太旅游协会、世界旅游联盟、世界旅游城市联合会、世界旅游经济论坛、世界运河历史文化城市合作组织签署了战略合作协议。

五、建立充实联盟内设机构。为加强联盟内设机构的建设，去年联盟成立了专家委员会和投融资委员会，成员主要是国际上包括中国的资深旅游专家学者和企业家，



为联盟高质量运营提供了支持。本次年会，联盟将成立山地温泉康养专业委员会。

以上是联盟四年来的工作，接下来我简要说一下联盟对2022年工作的一些考虑。

第一，联盟理事会换届。根据联盟章程，国际山地旅游联盟应于今年换届；因受疫情影响，经理事会批准，换届延迟一年至2022年下半年举行。联盟理事会换届是一项非常重要的工作，秘书处将根据联盟的章程抓好换届筹备工作，我们的目标是将联盟建设成为充满活力、求真务实、开拓创新、影响力不断扩大的国际非政府组织。

第二，加强外联服务会员。维系会员、服务会员，增加优质会员，增强联盟的吸引力，是联盟和秘书处明年的重要工作。以对外联络、加强互动、促进合作为主要工作方式，借助联盟活动的平台开展公益培训，组织办展、参展，联合制定行业标准。我们对秘书处和联盟的工作有一些量化要求，充分利用联盟投融资委员会和专家委员会等内设机构，做好资源整合和会员服务咨询工作，利用联盟对外宣传和交流平台，为会员提供有效的传播渠道。

第三，做强联盟平台。在新冠疫情挥之不去，国际交流严重受阻的背景下，创造性、创新性地办好联盟2022年度活动，特别是国际山地旅游日、国际山地旅游联盟年会、世界名山对话、亚洲山地旅游推广大会、国际山地旅游城市目的地对话等等。

利用新技术、新理念创新活动策划、嘉宾邀请、宣传推广，继续与其他国际组织或者是旅游相关的国际组织、中国地方政府、旅游行业大型企业合作，推动联盟活动“走出去”，提升活动效率，扩大活动的效果和影响力。

第四，扎实推进理论研究与成果落地。继续开展山地旅游课题研究，为旅游产业化高质量发展提供技术支持和理论支撑。推动理论研究成果转化落地，重点是以山地旅游+温泉康养+气候康养+森林康养等模式，制定《国际山地温泉康养旅游项目建设与服务的评定标准》，为山地温泉康养旅游目的地提供规划设计、建设运营、服务规范、分级评定等依据。

根据《世界旅游名山分类与评价体系》，对旅游名山进行梳理与评价认证，向符合要求的世界旅游名山授牌。继续做好联盟国际山地徒步旅游示范点的指导工作，通过线上远程或实地调研方式等方式组织专家进行技术指导。探索世界山地旅游城市目的地标准城市建设，选择有代表性的山地旅游城市作为研究对象，做好前期准备。

第五，加强传播。利用联盟“两微一网”和短视频平台，将联盟传播重点从基础平台建设转向内容提升、宣传拓展、形象推广，打造联盟传播体系，扩大联盟影响。

“两微一网”的工作重点是内容提升和形象推广，要及时更新联盟动态，让行业新闻紧跟实事热点，策划推出

高质量原创稿件，优化栏目，打造品牌栏目。通过专题，推送线上活动策划、景区门票赠送、线下地推宣传、联动其他媒体进行传播推广。增加粉丝量及阅读量。我们立足各大短视频平台，设计线上专属IP“山地君”，通过快剪，动画、实地拍摄等方式，以更有趣、更具互动性的方式推出系列短视频，提升联盟的知名度与关注度。

第六，秘书处管理和人才建设。按照理事会会议要求，我们制定完成符合国际组织规范的人才和薪酬管理制度，制定长效化人员培训晋升制度，秘书处包括副秘书长这个层面要招收国际人才，提升秘书处国际化水平，这是对我们对明年工作的考虑。

最后简单谈几点今后对联盟工作的思路：

一、国际山地旅游联盟自成立之初确立了国际化的目标，现在会员遍布世界各大洲，然而无论从秘书处的构成还是联盟的活动设计、参与举办来看，联盟离国际化还有不少差距，需要下决心从理念、架构上加大工作力度，踏踏实实做好联盟的国际化工作。所谓国际化并非为了国际而国际，联盟作为国际组织的本质决定了联盟需要国际化，其次，通过山地旅游发挥连接各国人民，做好民心相通的作用。

二、联盟要成为传播者和桥梁。联盟定位在山地旅游，根本是为了满足各国人民对美好生活的向往。利用山地旅游为载体，赋予文化、体育、康养、探险等内容，使世界更加美好，生活更加多彩。这里没有战略竞争，没有意识形态竞争，非常适合各国开展多层次、多元化的合作，也最能体现中国主席习近平今年7月提出的全人类共同价值，及和平、发展、公平、正义、民主、自由。

因此联盟应该成为各国文化旅游合作的传播者和桥梁，正是因为联盟是中国发起成立，且总部设在中国的国际组织，我们成为中国与世界各国沟通融合、学习、互鉴双向传播与合作的平台是再自然不过的事情。联盟举办各种活动，无论是在中国境内，还是在其他国家和地区，都要努力发挥传播的桥梁作用，成为各国人民喜欢甚至热爱的国际旅游组织。

在这方面，我们要向国际奥委会学习。每一次举办奥运会，联合国通过决议宣布各地停止冲突，维持和平，这样的国际组织影响力和作用都远远超越了国际体育组织，这个是我们学习的榜样。

最后是标准的制定与推广。联盟做好这方面的工作，现在已初有成效。山地旅游领域可以细分为许多次领域，如果按照“山地旅游+”的模式来计算，需要制定标准的内容会有很多。我们制定标准，一定要站在国际化视野，考虑各国情况，要有普遍意义、普遍适用性，同时更要做好推广和示范。比如说徒步的标准，我们可以在中国做示范，也可以在其他国家做示范。这是思路，谢谢大家。

## 2021 IMTA Annual Work Report

# Pressing Forward with Innovations on the Road of Internationalization, Platformization and Specialization

He Yafei, Secretary-General of IMTA

The passing 2021 is another extraordinary year. This year's annual meeting of the alliance is rather special as it's for the first time held in the form of video conferences. The severe global pandemic situation and the increase of uncertainties require stricter pandemic prevention and control. Under this circumstance, such conference organization method is a prudent choice, which has also gain understanding and support of the IMTA council members. In 2021, in the context of active response to the pandemic, and in accordance with the work goals set by the last annual meeting, the alliance united and guided its members and the mountain tourism industry to take a new step in protecting mountain resources and inheriting mountain civilization, promoting mountain economy, benefiting mountain people, and innovatively advancing the development of sustainable mountain tourism by sticking to their missions, overcoming difficulties, and going against the trend; the alliance's platform system construction has been steadily advanced, its brand influence has been significantly improved, its cooperation and communication channels have been further expanded, and its international image has been further established. The alliance has been in operation for four years since it was established in August 2017. The next year is the year for the alliance to change the term of its office. At this

annual meeting, it is necessary to briefly review the basic situation of the alliance in the past four years, along with a brief introduction of this year's work plans.

It has been four years since the International Mountain Tourism Alliance was formally established in 2017. Over the past four years, the alliance has always followed its Statutes and adhered to its basic positioning as a "non-governmental, non-profit" international organization for its overall operation. It has adhered to the professional positioning of "international mountain tourism" and the mission of "protecting mountain resources, preserving mountain civilization, and promoting mountain economy to the benefit of the people living in mountainous regions" guided by the goal of sustainable tourism. It has adhered to the nine major business areas and the goal of developing the alliance into a world-renowned platform in the field of mountain tourism. Uniting and being supported by the majority of the alliance members, it has integrated and mobilized industry resources, closely followed the pulse of the times, grasped the cutting-edge trends, and adhered to the "ecology first" and "green development" concepts to provide ideological guidance and practical support for promoting the sustainable development of global mountain tourism.

The alliance has generally gone through two

stages in four years of operation. The first is the initial stage and the platform construction stage (2017-2019), and the second stage is the implementation of results while responding to the pandemic (2020-2021). The process is generally innovative. We have continued to make new contributions to the development of mountain tourism, the platform system has continued to improve, and the cooperation and communication channels have also been expanded.

1. We have strengthened the internal construction of the Alliance Secretariat, established and improved various rules and regulations, and successively formulated 18 rules and regulations including the "Working Rules of the International Mountain Tourism Alliance Secretariat", the "International Mountain Tourism Alliance Financial Management and Salary Management System", and "Institutional Functions of the International Mountain Tourism Alliance Secretariat".

2. Taking the opportunities of the alliance's annual meeting, International Mountain Tourism Day, Dialogue among Famous Mountains in the World, and other brand activities, we have strengthened the alliance's dialogue and exchange mechanism for serving alliance members and consolidating the tourism industry. On May 29, 2021, the Alliance successfully held the "2021 International Mountain Tourism Day-World Heritage Famous Mountain (Jinfo Mountain) Summit" and a series of activities in Nanchuan District, Chongqing. The summit has achieved fruitful results and the alliance's influence has been enhanced. Guizhou is the initiator and headquarters of the alliance. The alliance and Guizhou have also formed an effective interaction mechanism. The 2021 Dialogue among Famous Mountains in the World held in Guizhou has left a positive impact and achieved fruitful results.

3. We have actively formulated international standards for mountain tourism. The alliance has successively launched the "Report on World Mountain Tourism Development Tendency", "International Guidebook for the Development of

Hiking", "The Path of Mountain Tourism Development in the post-COVID World", "Classification and Evaluating System of World Tourism Mountains" and other research results. We are now compiling the "Project Construction and Evaluation Standard for International Mountain Hot Spring Wellness Tourism", and plan to compile the "Standards for World Mountain Tourism Cities" and other evaluation system standards required for the development of mountain tourism industrialization.

4. We have developed the international cooperation mechanisms and strengthened exchanges and cooperation with other international tourism organizations. The alliance has successively signed strategic cooperation agreements with the World Travel & Tourism Council, the Asia-Pacific Tourism Association, the World Tourism Alliance, the World Tourism Cities Federation, the World Tourism Economic Forum, and the World Historical and Cultural Canal City Cooperation Organization.

5. We have established and enriched the internal organization of the alliance. Last year, the alliance established the Expert Committee and the Investment & Financing Committee to strengthen the construction of the internal institutions of the alliance. Their members are mainly senior international (including China) tourism experts, scholars and entrepreneurs who provide support for the alliance's high-quality operation. At this annual meeting, we will announce the establishment of the Mountain and Hot Spring Wellness Specialized Committee.

The above is the alliance's work achievements over the past four years. Next, I will briefly introduce some of the alliance's work considerations in 2022.

The first is the re-election of the Alliance Council. According to the Statutes, a new term of office of the IMTA shall be elected this year. Due to the impact of the pandemic, and with the approval of the council, the election has been postponed for one year to the second half of 2022. The re-election of the alliance's board of directors is a very



important task. The secretariat will do a good job preparing for the re-election in accordance with the Statutes. Our goal is to build the alliance into an international non-governmental organization with full vitality, truth-seeking, pragmatic, pioneering and innovative spirits, and continuously expanding influence.

The second is to strengthen outreach services to alliance members. Maintaining and serving our members, increasing the number of quality members, and enhancing the attractiveness of the alliance are important tasks for the alliance and the secretariat next year. With external contact, interaction strengthening, and cooperation promotion as the main work methods, and with the help of the alliance activities platform, we will carry out public welfare training, organize exhibitions, participate in exhibitions, and jointly formulate industry standards. We have some quantitative requirements for the work of the secretariat and the alliance. We will make full use of our internal institutions such as the alliance's Investment and Financing Committee and the Expert Committee to do a good job in resource integration and member service consultation. We will also utilize the alliance's external publicity and exchange platform to provide effective communication channels for our members.

The third is to strengthen the Alliance platform. In the context of the unceasing trend of the pandemic and the severely hindered international exchanges, we will creatively and innovatively organize the Alliance's 2022 annual activities, especially the International Mountain Tourism Day, the International Mountain Tourism Alliance Annual Conference, Dialogue among Famous Mountains in the World, Asian Mountain Tourism Promotion Conference, Dialogue Among International Mountain Tourism Cities, etc.

We will apply new technologies and new ideas to innovate event planning, guest invitations, and publicity and promotion. We will continue to cooperate with other international organizations or tourism-related international organizations, Chinese local governments, and large enterprises

in the tourism industry to expand the international influence and improve the effectiveness of alliance activities.

The fourth is to solidly promote the theoretical research and the implementation of research results. We will continue to carry out researches on mountain tourism to provide technical and theoretical support for the high-quality development of tourism industrialization. We will promote the transformation of theoretical research results, with a focus on mountain tourism + hot spring wellness + climate wellness + forest wellness and other models. We will formulate the "Evaluation Standards for the Construction and Service of the International Mountain and Hot Spring Wellness Tourism Project" to provide the basis for the planning and design, construction and operation, service specifications, and categorized evaluation standards of mountain and hot spring wellness tourism.

According to the "Classification and Evaluating System of World Tourism Mountains", we will sort out, evaluate and certify the famous tourist mountains, and grant licenses to famous tourist mountains in the world that meet the requirements. We will continue to do a good job guiding the operation of the alliance's international mountain trekking tourism demonstration sites, and organize experts to provide technical guidance through online forms or on-site investigations. By selecting representative mountain tourist cities as the research object, we will make early preparations to explore the construction of standard world mountain tourist cities.

The fifth is to strengthen media communication. We will shift the alliance's communication focus from basic platform construction to content enhancement, publicity and image promotion via the alliance's "3W's" (WeChat official account, Weibo official account, official website) and short video platforms to create an alliance communication system and expand the influence of the alliance.

The work focus of "3W's" is content improvement and image promotion. We should timely update the alliance dynamics to keep our industry news up to the latest hot spots. We should plan and launch high-quality original manuscripts, optimize our columns, and build brand columns. Through special topics, we will push news about our online event planning, our offering of free scenic ticket, and our offline promotion activities. We will cooperate with other media for communication and promotion to increase the number of fans and pageviews. Based on major short video platforms, we will design the online exclusive IP "Shandijun", and launch a series of short videos in a more interesting and interactive way through quick editing, animation, on-site shooting, etc. to increase the visibility and attention of the alliance.

The sixth is secretariat management and talent development. In accordance with the requirements of the council meeting, we have formulated and completed a talent and salary management system that conforms to the standards of international organizations. We have formulated a long-term personnel training and promotion system. The secretariat, including the deputy secretary-general, must recruit

international talents to improve the internationalization level of the secretariat. The above-mentioned contents are our considerations for next year's work.

Finally, I want to briefly share some of our ideas for the future work:

1. Since its founding, the International Mountain Tourism Alliance has established the goal of internationalization. At present, the alliance has invited members from all over the world. However, no matter viewed from the secretariat composition or the design and participation of the alliance activities, there is still a long way to go for the alliance to realize internationalization. In order to fill the gap, we have to be resolute to increase work in upgrading our concept and optimizing the alliance structure. Internationalization is pursued not for its own sake. The nature of the alliance as an international organization determines that the alliance needs to be internationalized. Internationalization also promotes the role of mountain tourism in connecting people of all countries together.

2. The alliance must become a communicator and a bridge. The alliance is positioned in mountain tourism. Its ultimate purpose is to satisfy people's yearning for a better life. We



should use mountain tourism as a carrier and add to its cultural, sports, health, and adventure contents to make the world better and people's lives more colorful. There is no strategic competition in mountain tourism. Nor is there ideological competition. It is a suitable industry for countries to carry out multi-level and diversified cooperation. It also perfectly reflects the common values of all mankind, peace, development, fairness, justice, democracy, and freedom put forward by president Xi Jinping in July 2021.

Therefore, the alliance should become a disseminator and bridge for cultural tourism cooperation between countries. The IMTA is an international organization initiated and established by China and headquartered in China. For this reason, it is natural for us to become a two-way communication and cooperation platform between China and other countries in the world. The various activities we organize, be it in China or in other countries and regions, should play the role as a bridge for communication. And we should strive to become an international tourism organization popular among people from all over the world.

In this regard, we must learn from the International Olympic Committee. Every time the Olympic Games were held, the United Nations would pass a resolution to announce the cessation of conflicts and maintain peace in various places. The influence it spread and the role it plays far surpass that of other international sports organizations, which set a perfect example for us.

The finally is the formulation and promotion of standards. The alliance has done a good job in this area, which has begun to bear fruit now. The mountain tourism field can be subdivided into many sub-fields. If calculated according to the "mountain tourism +" model, there will be a lot of standards that need to be formulated. The formulation of standards should be based on an international perspective while taking into account the situation of various countries. Our standards should have universal significance and applicability, and we should also do a good job promoting the standards and demonstrating them in some countries. For example, we can demonstrate the hiking standards in China or in other countries. That's a basic introduction of our ideas. Thank you all.





## 主题：国际组织如何在全球旅游复苏与重塑治理中发挥引领作用

Theme: How Can International Organizations Play a Leading Role in Global Tourism Recovery and Reshaping Governance

# 可持续山地旅游的时代已经到来

联盟理事、世界旅游组织荣誉秘书长弗朗西斯科·弗朗加利



2019年，世界旅游人数达到了14.7亿这一惊人的数字。过去几十年，乡村旅游和山地旅游对国际旅游业的发展作出了巨大贡献。

2020年初，新冠疫情的爆发恰逢中国春节假期旅游业旺盛时期，从航空运输业开始，全球旅游业受到一波又一波的冲击。2021年1月至7月期间，入境人数比疫情前的2019年低80%。

大家请不要误会，危机还没有结束。中国过去在旅游目的地中排名第四，是世界其他地区的第一大客源市场，而目前仍然禁止国际旅游。许多其他旅游目的地担心新冠病毒新变体奥密克戎(Omicron)的传播，再次对入境进行了限制。

恢复正常状态仍将需要时间。尽管如此，我们仍然能够从过去的经历中吸取一些初步经验。

在新冠疫情大流行所塑造的新时代背景下，有件事情是可以确定的：乡村旅游和山地旅游享有竞争优势，因为游客们普遍认为这些地方是风险较小的旅游目的地。除了少数诸如珠穆朗玛峰和勃朗峰之类的高海拔山区以及安第斯马丘比丘古城之类的旅游胜地客流量较高，大多数山地旅游地区的游客流量集中度通常很低。一般来说，

山地旅游站在“过度旅游”的对立面。

在新冠疫情期间，户外运动似乎成为最安全的活动，因为致命病毒在户外开阔空间中通常难以存活！在此情况下，新鲜空气本身就具有了吸引力。

这种健康方面的考虑改变了人们的生活方式。那些有选择权的人逃离了大城市，在乡村寻找落脚点。在许多旅游胜地，第二家园的价格飞速上涨。

这是所谓的“数字游民”时代。在某种程度上，居家工作取代在办公室工作，可将活动时间和其他休闲时间愉快地结合起来。出行限制和远程办公的发展对商务旅游市场不利，却为乡村旅游和山地旅游带来了发展机遇。

对于那些仍持怀疑态度的人来说，随着疫情的爆发，全球化已不再是一种理论概念，而成为了一种日常生活体验。

正如经济合作与发展组织(OECD)、国际货币基金组织(IMF)、世界贸易组织(WTO)及世界银行等国际组织所希望的那样，我们在应对新冠肺炎疫情危机所引发的公共和私人政策变化方面需要极为谨慎。在现代历史中，我们难以从这一特殊时期得出明确的结论性的经验教训，因为存在太多的不确定性。然而，我们可以确定的是，消费者、企业和政府的行为将会发生巨大改变，但要准确描述这种改变的范围和方向还为时尚早。

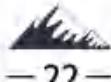
我始终没有忘记上一次旅游行业面临重大危机时所学到的东西。那是2004年12月发生海啸时，时任泰国总理他信·西那瓦(Thaksin Shinawatra)告诉我，英文单词“crisis”对应中文汉字“危机”，而“危机”一词含有双重含义：既是“灾难”，也是“机遇”。

在2020和2021年期间，我们经历了一场灾难，但同时我们也可能正在面临真正的机遇。

是的，这是一次历史性的机遇！

新冠疫情危机所引发的意外情况给我们带来了机遇，让我们能够朝着促进旅游业可持续性发展的方向迈进——尽管我们知道这并非易事。

在国际社会上，很大一部分人同意如此进行下去。联合国系统各组织和布雷顿森林机构普遍认为，长期战略



必须与短期策略相结合。旅游业公共政策必须在与私营部门的合作中加以推动。旅游企业的管理必须变得更加灵活。得益于创新、数字化发展和良好的培训,旅游业应对冲击的能力得以增强。在市场选择、推广策略和供应产品选择方面,应注重多样化和灵活性。

多样化是关键之一。旅游胜地受限于其所在国为保护本国公民免受疫情影响而设置的行政和卫生壁垒,同时也受限于客源国对本国居民所实施的旅行限制。其中受影响最为严重的是那些高度依赖于独特但脆弱的旅游产品的旅游胜地。

在世界第一大山地旅游区——阿尔卑斯山,中海拔地区的度假村提供了各种四季运动项目、文化和休闲活动,从而能够更好地抵御新冠肺炎疫情所带来的冲击。而处于高海拔地区的度假村,出于防疫原因不得不关闭升降机,使得其难以继续维持高山滑雪项目。

提供种类繁多的多样化旅游产品,大幅增加全年性文化和体育赛事(节日、地方集市、比赛项目等),有助于山区旅游胜地减少其活动的过度季节性依赖。在滑雪度假地,当地居民和企业80%以上的收入来自于一年中的某四个月内。而在危机时期这一点无法持续。由于需要大幅扩大基础设施规模,以适应高峰时期的频繁使用,因此成本也随之增加。

在当前这种困难时期,山地旅游和乡村旅游因其具备更高的可持续性而表现出较强的恢复力。

在这种充满各种不确定性的情况下,重要的是不要过度依赖于单一或少数客源产生地市场。在我们的阿尔卑斯山度假胜地,过去接待了大批的英国游客。他们既想体验优质的滑雪场,又想享受温暖的乡村氛围。由于新变种病毒在英吉利海峡对岸迅速传播,法国政府关闭了边境,今年冬天他们将不会来了。

在世界旅游史上,这一特殊时期所带来的教训是明确的:在新冠肺炎疫情危机所造就的新型旅游全景中,各旅游胜地亟须考虑增加它们所提供的旅游产品及其所依赖的客源市场的多样性。

灵活性至关重要。灵活性是安全保证。在困境中,旅游目的地,尤其是酒店行业,应该做到迅速适应国际形势的变化,并且能够在一个已经习惯的市场突然关闭的情况下转移至另一个市场。灵活性也意味着要适应来自不同地区,拥有不同购买力、语言、品味和传统的客户同时或相继出现的情况。

为应对这一挑战,对员工进行培训是必不可少的。提高多个任务和流程的数字化水平也是解决方案的一部分。

如果形势突然变化,政府、地方当局与私营企业合作进行的促销推广活动也需要马上更改目标和方式。

适应新环境包括在许多情况下将更多注意力转移至国内市场。这可能是越来越多的山地旅游目的地解决中海

拔滑雪场缺雪问题的办法之一。但正如您所见,今年尚此。

从那一刻起,作为一种全球性现象,旅游业开始与其他已经同样全球化的事务长期互相影响,像是疫情、全球变暖和气候恶化、生物多样性丧失、跨国污染、跨境移民、国际犯罪和恐怖主义。

气候变化尤其是一个毋庸置疑的全球现象。它影响旅游行业的方方面面,只是比重和方式不同。高海拔地区的山地旅游和滑雪产业是该剧变的第一批受害者,正如联合国政府间气候变化专门委员会所证明的那样,高海拔地区平均温度的上升幅度要远远高于海平面。

政府间气候变化专门委员会于2021年8月发布的第六次评估报告明确表示,全球变暖的速度比人们担心的还要快。它引起了人们对甲烷的排放以及它对温室效应产生的巨大贡献力的注意。

最近在格拉斯哥举行的联合国气候变化大会取得的有限进展,让人怀疑是否有可能实现2015年《巴黎气候协定》确定的把升温幅度控制在1.5摄氏度的目标。而如果气温上升4摄氏度,滑雪活动将会在德国这样的国家彻底消失。

这种趋势是不可逆转的。在高海拔地区,寒冷的季节将会变短,冰川和永久冻土层融化,雪线退缩、积雪耗尽。低海拔地区的淡水资源越来越稀缺,这些都将影响居民的生活以及农村地区旅游业的发展潜力。

不同地区的森林、湿地以及它们庞大的生态系统和特有的野生动物和植物群都受到了严重威胁,这削减了它们作为旅游目的地的吸引力。

总之,全球变暖造成的限制和变化将迫使旅游业经营者和目的地管理组织放弃一些活动,开发新的活动,并采取昂贵的缓解和应对措施。

让我们来听听联合国秘书长安东尼奥·古特雷斯的呼吁——我引用他的原话:“我们必须以一种安全、公平和气候友好的方式重建旅游业”。

没有人会反对这一呼吁。然而,对于因这次危机造成的经济后果而财力匮乏的旅游企业和目的地以及目前负债累累的政府来说,重建旅游潜力、保护旅游业从业者的工作并促进他们的恢复,同时向一种旅游发展新模式转变将是一件复杂的事情。

世界贸易组织所谓的“绿色复苏”可能需要付出高昂的财政和社会成本。

在这种背景下,同时作为此次危机的教训,对许多人来说,押注于邻近的乡村和文化旅游与飞往长途海滩目的地相比将是一个更好的选择。

从中短期来看,可利用国内市场韧性这一优势的乡村和山地旅游将继续作为旅游业在新冠疫情复苏过程中的关键驱动力。

女士们,先生们,可持续山地旅游的时代已经到来!



# The Time for Sustainable Mountain Tourism Has Come

Francesco Frangialli, IMTA Council Member,  
Honorary Secretary-General of World Tourism Organization (UNWTO)

World tourism arrivals had reached the impressive figure of 1.47 billion in 2019. Rural tourism and mountain tourism have strongly contributed to the growth of international tourism over the past decades.

Early 2020, the Covid crisis beginning coincided for the tourism industry with the Chinese New Year vacations, to affect by successive waves the global tourism industry, starting with the air transport sector. For the period January-July 2021, arrivals are 80 per cent below the pre-pandemic year 2019.

Let us make no mistake: the crisis is not over. China, which used to rank 4th among the destinations and to be the 1st generating market for the rest of the world, is still closed to international tourism. Many other destinations are restricting again the access to their territories, fearing the dissemination of the new omicron variant.

The return to normality, if this expression makes any sense, will take time. Still, we are in a position to draw some preliminary lessons from what has happened.

In the new environment resulting from the Covid-19 pandemic, one thing appears certain: rural tourism and mountain tourism enjoy a competitive advantage: they are the destinations where visitors can be considered as being the less at risk. The concentration of tourism flows, except on a few overfrequented high-level mountain sites like Mount Everest and Mont-Blanc, or in the ancient Andean city of Machu-Picchu, is usually very weak. Generally speaking, mountain tourism is the opposite of overtourism.

In the mid of the epidemic, outdoor sports have appeared as the safest activities, since the deadly virus does not feel comfortable in large open spaces! In such circumstances, fresh air is an attraction by itself!

This health preoccupation contributed to a change in the lifestyles. Those who have the choice flee the big cities and look for places to stay in the countryside. In many touristic locations, the prices of second homes are skyrocketing.

This is the time of the so-called "digital nomads". To some extent, working at home rather than in an office, allows a pleasant combination of periods of activity and others of leisure. Limitations to travel and progress of telecommuting affect negatively business tourism, but offer an avenue of development to both rural and mountain tourism.

For those who were still in doubt, globalization has ceased with the pandemic to be an intellectual concept to become a daily life experience.

Great caution is required for suggesting what could be the changes in public and private policies induced by the Covid crisis, as international organizations such as OECD, IMF, WTO, or the World Bank have intended. The uncertainty is still too high to draw conclusive and definitive lessons from this exceptional period of our modern history. However, it is certain, that consumers, enterprises and governments behaviors will be drastically modified, but it's too soon to describe precisely to which extend and in which directions.

To personally keep in mind what I learnt during another major crisis for our industry: the



December 2004 tsunami. The then Prime minister of Thailand, Thaksin Shinawatra, taught me that the Chinese ideogram corresponding to the English word "crisis" -Wéiji- has a double meaning: "disaster", but also "opportunity".

In 2020-2021, we went through a disaster, but we may be facing now a real opportunity.

Yes, an historic opportunity is there!

The unexpected circumstances resulting from the Covid crisis give us the chance to move toward an increased sustainability of the tourism industry -even if we know that it will not be an easy endeavor.

A large part of the international community agrees on the path to follow. It is generally accepted among the UN System organizations and the Bretton Woods institutions that long-term strategies have to be combined with short-term tactics. Tourism public policies have to be driven in partnership with the private sector. Tourism enterprises management has to become more agile. Thanks to increased innovation, digitalization and better training, the capacity to respond to shocks can be enhanced. Diversification and flexibility should prevail in the choice of the markets, the promotion strategy, and the selection of the products offered.

Diversification is one the keys. Destinations have been affected by the administrative and sanitary barriers that they had put in place to protect their citizens against the disease, but also by the limitations to travel imposed by generating countries to their own residents. Among the most severely affected were the destinations highly dependent on a unique and vulnerable tourism product.

In the number one mountain tourism region of the world -the Alps- the mid-altitude villages offering a broad range of four-seasons sport, cultural and leisure activities resisted rather well to the shock resulting from the Covid, when high-altitude resorts felt the inconvenient to be exclusively devoted to the practice of alpine skiing, at a time when lifts had to be closed for sanitary reasons.

Offering an extensive range of diversified tourism products and multiplying the culture and sport events (festivals, local fairs, competitions...) all year round is a way for the mountain destinations to reduce the excessive seasonality of their activity. In ski resorts, 80 per cent of more of the incomes of their inhabitants and their enterprises are obtained within a period of four months of the year. This is not sustainable in times of crisis. It has a cost because of the necessity to oversize the infrastructures in order to accommodate the peaks of frequentation.

In this difficult context, mountain and rural tourism demonstrated their strong resilience because of their higher sustainability.

In such uncertain situations, it is important not to be too dependent on a single or on a small number of generating markets. In my resort of the Alps, we traditionally welcome a large number of British tourists, who want both to practice good skiing, but also to enjoy a warm village atmosphere. They will not come this winter since the French government closed the border because of the rapid spreading of the new variant on the other bank of the Channel.

The lesson of this particular episode in the history of world tourism is clear: in the new tourism panorama which will result from the Covid crisis, destinations will have to look at an increased diversification of the products they offer and of the markets on which they are depending.

Flexibility is essential. It is a guarantee of security. In troubled situations, destinations, and especially the hospitality industry, should be able to adapt quickly to a change in the international panorama and to shift to another market, if a habitual one closes suddenly. Flexibility means also adapting to the simultaneous or successive presence of customers from various origins, with different purchasing powers, languages, tastes and traditions.

Training programs for the staff are essential to respond to that challenge. Increased digitalization of many tasks and processes is also part of the solution.

The targets and tools of the promotional activities conducted by governments and local authorities in partnership with the private sector should be also rapidly changeable if the conditions change abruptly.

Adaptation to the new environment includes in many cases shifting more the attention to its own domestic market. This could be part of the solution for mountain tourism destinations more and more suffering from the absence of snow in the mid-altitude ski resorts. But not this year, as you can see!

From that moment on, tourism, as a global phenomenon, has started to interact on a permanent basis with other happenings which have similarly turned global: epidemics, global warming and climate disorders, loss in biodiversity, transnational pollutions, cross-borders migrations, international criminality and terrorism.

Climate change in particular is an undisputable global phenomenon. It impacts all the segments of the tourism industry, but not in the same proportions and manner. Mountain tourism in high altitudes and the ski industry are the first victims of that upheaval, since, as demonstrated by the UN Intergovernmental Panel on Climate Change (IPCC), the increase in the average temperatures is much higher in altitude than at the sea level.

The IPCC sixth Assessment Report released in August 2021 shows unequivocally that global warming is unfolding more quickly than feared. It draws the attention to the emissions of methane, and to the dramatic contribution of this gas to the greenhouse effect.

The limited progress made by the recent UN Climate Change conference held in Glasgow cast doubt on the possibility to reach the target of 1.5 degrees Celsius increase in the temperature, retained by the 2015 Paris agreement. In case of an increase of 4 degrees Celsius, the ski activity will totally disappear in a country like Germany.

The trend is irreversible. In high altitude

regions, cold seasons will be shrinking, glaciers and permafrost melting, snow lines retreating, snow cover depleting, and fresh water resource becoming scarcer at lower altitudes, affecting the life of the inhabitants as well as the potential for tourism in rural areas.

In various regions, forests and wetlands, with their remarkable ecosystems and their very specific wildlife and flora, are seriously endangered, reducing their interest for tourism purposes.

In short, constraints and changes resulting from the global warming will force tourism operators and destination management organizations to renounce to some activities, to invent new ones, and to implement costly mitigation and adaptation measures.

Let us listen to the call from Antonio Guterres, the Secretary-General of the United Nations -I quote: "it is imperative that we rebuild tourism in a safe, equitable and climate friendly way".

No one can disagree with this appeal. Still, it will be complicated for tourism enterprises and destinations financially weakened by the economic consequences of the crisis, and for governments now extremely indebted, to rebuild their tourism potential, protect the jobs of the tourism workers and facilitate their reconversion, and simultaneously invest in a transition towards a new model of tourism development.

The "green recovery", as it is called by the World Trade Organization, may have a high financial and social cost.

In this context, and as a lesson of the crisis, betting on next-door rural and cultural tourism will appear to many people as a better option than flying to long-haul beach destinations.

Rural and mountain tourism capitalizing on the resilience of the domestic market will continue to be the key drivers of recovery from the Covid pandemic, in the short to medium term.

Ladies and gentlemen, the time for sustainable mountain tourism has come!

# 创新思路助力全球旅游业复苏与重塑

世界旅游及旅行行业理事会(WTTC)总裁兼首席执行官朱莉娅·辛普森



今天,我很荣幸能够在2021国际山地旅游联盟年会上发表讲话,讨论国际组织在恢复和重塑世界旅游业方面所发挥的作用。对我们所有人来说,尤其是依赖旅游行业生存的人们和社区来说,当前正经历一段异常艰难的时期。旅游业的复苏不仅对经济至关重要,对人们的生活来说也是必不可少。

世界旅游及旅行行业理事会(WTTC)代表着全球旅游业中的私营企业,成员包括酒店、航空公司、机场、OTA、旅游运营商和游轮等200多家旅游企业的首席执行官。WTTC还与各国政府合作,帮助他们为旅游业制定行之有效的政策并提供支持。

在疫情爆发前,旅游业创造了全球四分之一的新增就业岗位。它占所有就业岗位的10.6%,提供了超过3.34亿个岗位,占全球GDP的10.4%(9.2万亿美元)。2019年在疫情爆发之前,国际游客支出达到1.7万亿美元。中国是全球最重要的旅游市场之一。在疫情爆发前,旅游业对中国GDP的贡献为11.5万亿元人民币(占经济总量的11.6%)。2020年,在疫情导致国际旅游停摆的情况下,中国旅游业对国民经济的贡献下降了近60%,减少了6.9万亿元人民币。

好消息是,世界旅游及旅行行业理事会(WTTC)的研究显示,根据目前的复苏速度,旅游业今年对中国GDP的贡献同比增长60.7%,这是不可思议的,这一增长几乎是全球平均水平—30.7%的两倍,年增长近2.8万亿元人民币。

国内旅游业一直是中国经济复苏的支柱,而国际旅游业是任何蓬勃发展旅游业的重要组成部分,这也是恢复国际流动性至关重要的原因。在中国,国际消费在2021年年均增长率仅7.2%,当中国边境开放后,预计国际消费将大幅增长94.3%。

世界旅游及旅行行业理事会(WTTC)制定了恢复国际流动性的几项重要措施:

我们应当根据个人健康状况制定简单的旅行规则,而不是关闭国家边境,这些简单的规则可以便于我们查看每一个游客的健康状况。

旅游行业需要数字解决方案,这意味着旅行者可以证明他们的核酸状态,并确保游客能快速便捷地通关。

高质量的健康和安全标准都是十分重要的,世界旅游及旅行行业理事会(WTTC)为此制定了安全旅行协议,这项协议在最近推出且广受好评。

最后,在全世界范围内接种疫苗是至关重要的。我们不能等五年才让40亿人接种第一剂疫苗,我们主张向各国授予生产疫苗的许可证,让他们可以生产自己的疫苗。

此外,气候变化是当今全球面临的最大挑战之一,我们需要采取紧急行动以避免其对生计和旅游目的地造成破坏性影响。为应对森林砍伐、海平面上升和极端天气等诸多现象,WTTC与埃森哲和联合国环境规划署共同推出了“净零路线图”。该路线图为各国旅游业制定了关键里程碑和气候目标。我们只有团结互助,才可以共同建设出安全、绿色、包容和可持续的旅游目的地和社区。

## Innovative Measures to Help World Tourism Industry Recovery and Reshaping

Julia Simpson, President and CEO of World Travel & Tourism Council (WTTC)

I am really delighted to address you today at the 2021 International Mountain Tourism Alliance Annual Conference. And I want to talk about the role that international organizations play in recovering and reshaping world tourism. It has been a difficult time for all of us, especially the people and communities who rely on travel and tourism for survival. Recovery is so important, not just for the economy but also for people's lives.

World Travel and Tourism Council (WTTC) represents the global private sector. Our members are the CEOs of over 200 Travel & Tourism businesses from hotels to airlines to airports, OTAs, tour operators and cruises. We also work with governments to help them define effective policies and support for the sector.

Prior to the pandemic, travel and tourism used to create 1 in 4 of every new jobs globally. It represented 10.6% of all jobs (334 million) and 10.4% of global GDP (US\$9.4 trillion). So travel and tourism is an important employer. International visitor spending amounted to US\$1.7 trillion before the pandemic in 2019. China is one of the world's most important tourism markets. The sector's contribution to the nation's GDP represented in ¥11.5 trillion (11.6% of the total economy) before the pandemic. In 2020, when the pandemic brought international travel to a grinding halt, the Chinese travel and tourism sector's contribution to the national economy fell by almost 60%, representing a decrease of ¥6.9 trillion.

The good news is that WTTC research, based on the current rate of recovery, shows that the sector's contribution to China's GDP could see a year-on-year increase of 60.7% this year. What an incredible recovery. This growth is almost twice the global average of 30% and represents an

annual increase of nearly ¥2.8 trillion.

Domestic tourism has been the backbone of the recovery in China. However, international tourism is an important part of any thriving travel and tourism sector which is why restoring international mobility is crucial. In China, international spend is set to grow by just 7.2% in 2021. But when China's border opens again we can expect significant rise of nearly 94.3%.

At WTTC we have identified several vital measures to restore international mobility:

Simple Rules to enable travel base on health status of individuals, rather than nations states closing their borders, and block the whole countries from travelling. We can apply the simple rules just to look at the individual health status of every each visitors.

Digital solutions that mean travelers can prove their COVID-19 status and ensure quick and easy travel through borders.

High-quality health and safety standards are so important, including the adoption of the WTTC Safe Travels protocols.

Vaccinate the world. We cannot wait five years for 4 billion people to get their first jab. We advocate for the granting of licenses to countries to produce the vaccine.

Climate change is one of the greatest global challenges of our time and urgent action is required to avoid devastating effects on livelihoods, our destinations. We have launched a "Net Zero Roadmap", together with Accenture and the UN Environment Programme. The Roadmap includes key milestones and climate targets for each travel and tourism industry. Together we can build destinations and communities that are safe, green, inclusive and sustainable.

# 谈国际旅游组织在疫情常态下发挥平台与协调作用

联盟专家委员会委员、世界旅游组织亚太部原主任徐京



很高兴线上出席2021国际山地旅游联盟年会,感谢何亚非秘书长和傅迎春执行秘书长的诚挚邀请。国际山地旅游联盟(IMTA)自2017年成立以来的四年里,做了大量工作,无论是在信息分享、案例分析,还是标准指南等方面,都取得了可喜成绩。我作为联盟的个人会员和专家委员会成员,真诚地表示祝贺和欣赏。虽然是线上,很高兴见到老领导邵琪伟副主席和弗朗加利荣誉秘书长以及魏小安、戴斌和陈铁军等老朋友。

我的发言主题是“谈国际旅游组织在疫情常态下发挥平台和协调作用”,题目宏大,但时间有限。我提纲挈领谈四点,前三点和复苏有关,第四点谈重塑。

倘若要谈经济复苏,首先我们需要充分认识疫情对旅游业冲击的严重性和持续性。正如大家所知,本来每年15亿左右的国际旅游抵家人数,2020年一年就减少了10亿,往后倒退了30年。最新数据表明,世界旅游业2019年对全球GDP直接贡献率是4%,2020年降至1.8%。这是世界旅游组织(UNWTO)的数据,其数据的完整性我们可以提出质疑,起码我认为仅用70个国家的不完整数据作为依据是不够科学的。尽管如此,这么大的受损率足以证明旅游复苏所面临的严峻性。

进入2021年夏季7、8、9月份,跨境旅游出现良好的恢复势头,很大程度得益于欧洲国家的高疫苗接种率,但总体来看,由于大部分亚洲国家入境游处于关闭或半关闭状态,全球所恢复的程度大致也只能达到2019年的40%左右。

倘若对旅游复苏作预判,我看一份资料,说43%专家认为2023年旅游能恢复至2019年水平,而45%的专家更认为要到2024年才能恢复。换言之,并没有统一的倾向性意见。唯一能谈得上报喜讯的入境目的地屈指可数,也就是南亚岛国和加勒比海地区,剩下的全是内循环的旅游。因此,我们要打持久战。

旅游复苏变幻多端,刚刚看到一线曙光,一个局部的疫情反复又让局面回到了原点。奥密克戎变异就是一个鲜活的例子。在这样复杂的过程中,国际旅游组织应该发挥什么样的作用?能发挥哪些作用?有什么方法、规律和路径可以作为旅游大家庭的一分子发挥其平台和协调作用?我个人的体会,当务之急大致就是三拿:拿数据、拿案例、拿指导原则。

首先,在危机面前,提供有力的数据是至关重要的,所谓摸清底细,用数据说话。全球和地区疫情对旅游业影响的数据收集和分析涉及方方面面,但急迫需要的数据可涵盖:疫情对旅游业经济和社会影响的分行业数据,全球通胀对旅游业影响的数据、能源价格对旅游业影响的数据、旅游企业倒闭数据、供应链危机对酒店业和餐饮业影响的数据。

国际组织是收集分析这类数据最有效的平台和机制,但目前几大组织基本没在做这方面的工作,或是做得微不足道。UNWTO十一月份有份经济影响报告,深度还可以再提高,比如分行业的具体分析数据。

其次,提供案例同样至关重要,所谓手把手引导。国际旅游组织作为平台,更需要收集分享各国在应对危机中的成功案例,尤其是疫中和疫后呈现出来的新旅游运营模式和新的业态。通过案例的示范作用,引导行业走出困境。人们饶有兴趣地注意到,在如何寻找新的客源市场机遇的案例中,马尔代夫成功地开拓印度、俄罗斯以及独联体国家的经验可圈可点,及时解决了中国客源市场的断供危机。再比如,各分行业如何涅槃重生,国际转国内旅游的案例更值得业界关注。甚至一些微观的案例,如导游转卖红酒的生存之道,旅行大巴司机对接Uber,旅行社直播带货等等,都是值得收集的抗疫素材。当然眼下急需的案例是如何跨界重生,旅游+山地、旅游+康养、旅游+农业等。

第三方面的工作是提供国际层面的旅游复苏和重塑指导原则和技术标准。毋庸置疑,国际旅游组织当今最重要的作用就是引领各国,举起“旅行再出发”的大旗,但

是我们不能仅仅停留在呼吁上,旅游对经济复苏固然重要,但本行业如何走出困境更急迫,必须拿出国际标配的危机管理的相关指导原则。

要跨国境恢复国际旅行,没有卫生部门的认可,想都不要想。旅游部门只能扮演配合的角色。然而,这并不意味着坐等不作为。就此意义上讲,国际旅游组织在全球或地区范围倘若能够拿出和推广有效的既保证卫生措施又逐渐恢复出游的指导意见,就显得格外重要。今年夏天,欧洲的疫苗数码证书对欧洲范围内的复游起到了决定性作用。可否拿到其它地区参照?旅行气泡或绿色通道可否实施值得研究。中国的绿黄红QR码也是可参考的标准。世界旅游及旅行理事会(WTTC)拿出的目的地复游通行图章也不失为一个有效的工具。

技术层面的指导性国际文献同样是国际组织的强项。我读到了湄公河旅游重塑的公关计划(Communication Plan),亚太旅游协会(PATA)危机资源中心研发的旅游目的地韧性复苏模块(Tourism Destination Resilience Modules)亦颇有指导意义,再如国际山地联盟(IMTA)的徒步旅游指南等也在技术层面发挥了作用。

但是目前全球最缺乏的就是全球旅游复苏行动计划。这样的方案即是政治指导纲领,也是技术指导标准。回想当初,2004年海啸之后,在UNWTO的协调下,各国旅游政府部门、各大旅游企业、各主要国际旅游组织以及国际援助机构等在泰国普吉岛召开了全球应对海啸旅游振兴特别会议,在会上通过了著名的普吉岛全球旅游复苏行动计划。遗憾的是,当今遇到的更是前所未有的世界性灾难,但在国际层面缺乏统一的计划和共同发出的声音。

最后关于旅游重塑,谈一个观点,结合后疫情的世界新格局,探讨国际旅游组织如何在未来发挥作用。

我们不妨回看一下历史,联合国系统的各个专业机构基本都是在二战后建立起来的,旅游业国际组织也不例外。世界旅游组织(UNWTO)的雏型是官方旅游组织国际联盟(the International Union of Official Travel Organisations - IUOTO),1947年在海牙成立;亚太旅游协会(PATA),1951年在旧金山成立;欧洲旅游委员会(ETC)也是战后的产物(1947年在伦敦设立)。所有这些国际旅游组织的基本宗旨都是呼吁各国发展旅游,解决要还是不要的问题。如同莎翁的名言“To be, or not to be? That is the question!”

经过70多年的努力,各国政府对旅游业的重视已经达到了前所未有的地步。标志性的里程碑有1980年通过的《马尼拉世界旅游宣言》(the Manila Declaration on World Tourism),首次尝试了对旅游功能的界定,明确了发展旅游业的国家责任;还有从旅游统计角度,在1991年的渥太华国际旅游统计大会上创造性地提出旅游卫星账户的概念,呼吁各国旅游、劳动和统计管理部门加大投入,研究旅游业对国民经济和总体就业的贡献。当然,体现这一历史进程也包括2003年世界旅游组织(WTO)成功地变成了联合国世界旅游组织(UNWTO),被列入专门机构的框架,从而预示了旅游业的主流地位。同理,2012年G20墨西哥领导人峰会上,首次明确了旅游和就业与发展的关系。人们也不能忘记,十多年前,两大国际旅游组织世界旅游组织(UNWTO)和世界旅游及旅行理事会(WTTC)联合发起的致几十个国家元首和政府首脑的公开信,强调旅游在促进发展、创造就业和支持绿色经济等方面的贡献,起到了很好的呼吁作用。

可以说,“To be”的问题已经解决。这个历史使命已经基本完成。

当今和未来,国际旅游组织(老的、新建的和将要建立的)的宗旨不再是关注要不要旅游的问题了,而是注重如何发展的问题。“To be or not to be”将变成“To be or not to be, it is no longer a question. Because it will be a question of how to be!”。就这个意义上讲,国际旅游组织的平台作用则是如何利用新智能、新数字和新业态,跟上时代的发展,融入新一轮世界格局的发展议题中。

我更看好当今具有专业细分背景的一些国际旅游组织,如聚焦山地旅游的国际山地旅游联盟(IMTA)、聚焦都市旅游的世界旅游城市联合会(WTCF)、聚焦大型企业的世界旅游及旅行理事会(WTTC)、聚焦城市营销的欧洲城市营销组织(European City Marketing),以及很多分门别类的专业跨国协会,如美食旅游、葡萄酒旅游等。

在这个旅游进化的过程中,看疫中复苏,看疫后重塑,国际旅游组织不仅要关注如何发展的问题,从地缘上看,机构东移到亚太地区,亦是当今可能的走向。也是在这个过程中,国际组织更应该关注迭代升级版的旅游大趋势,那就是更加气候友好型的旅游、更加环境友好的旅游、更为负责任的旅游和更为可持续的旅游。希望国际旅游组织这一平台同样朝着这个走向不懈努力。

# International Organizations Serve as a Platform and a Coordinator in Normalized Pandemic Prevention and Control

Xu Jing, Member of IMTA Expert Committee, Former Regional Director for Asia and the Pacific, UNWTO

主题  
发言  
Keynote  
Speech

I am very happy to attend the 2021 Annual (Online) Conference of the International Mountain Tourism Alliance. I would especially like to express my gratitude to Secretary-General He Yafei and Executive Secretary Fu Yingchun for their sincere invitations. In the four years since its establishment in 2017, the International Mountain Tourism Alliance (IMTA) has done a lot of work and achieved gratifying results in information sharing, case analysis, and the formulation of standards and guidelines. As a member of the alliance and of the Expert Committee, I feel very delighted and would like to applaud for all of the achievements the alliance has made. Although the conference is held online, I am still very happy to see my former leader, Vice Chairman Shao Qiwei, Honorary Secretary-General Mr. Frangialli, and my old friends such as Wei Xiao'an, Dai Bin and Chen Tiejun.

The topic of my speech is "International Organizations Serve as a Platform and a Coordinator in Normalized Pandemic Prevention and Control". The topic is a grand one, but the time is limited. Therefore, I will briefly share four of my viewpoints. The first three viewpoints are related to economic recovery, and the fourth viewpoint is about industry reshaping.

In terms of economic recovery, we need to fully understand the severity and continuity of the pandemic's impact on the tourism industry. As everyone knows, the original amount of international tourist arrivals was about 1.5 billion each year. However, in 2020, the number was reduced by 1 billion, which equals 30 years of recession. The latest data shows that in 2019, the

direct contribution rate of world tourism to global GDP is 4%, which dropped to 1.8% in 2020. The data source is the World Tourism Organization (UNWTO). We can doubt the completeness of the data. At least in my opinion, the statistics are not scientific enough as it is based on incomplete data from 70 countries. Nevertheless, the astounding damage rate is enough to prove that the tourism recovery will be a tough process.

Since the summer season of 2021 in July, August, and September, cross-border tourism has shown a good recovery momentum, largely owing to the high vaccination rate in European countries. But considering that the inbound tourism was still suspended or half-closed in most Asian countries, the global recovery can only reach about 40% the level of 2019.

As for the prediction for tourism recovery, I previously read a report showing that 43% of experts believe that tourism can be restored to the level of 2019 in 2023, while 45% of experts believe that it will not be restored until 2024. In other words, there is no uniform preference opinion. There is very little good news about inbound tourism, which mainly comes from the island countries of South Asia and the Caribbean. The rest of the destinations are all featured by inward-loop tourism. Therefore, there is a protracted war for us to fight.

The tourism recovery has been volatile. When there is a glimmer of light, a local pandemic rebound will simply bring the situation back to its original state. The Omi Keron mutation is a living example. In such a complicated process, what role should international tourism organizations play?

What role can it play? What methods, rules and paths can the international tourism organizations adopt to give full play to their platform advantage and coordinating function? In my personal experience, there are three most urgent tasks for international tourism organizations: collecting data, seeking exemplary cases, and formulating guiding principles.

First of all, it is vital to provide useful data in the face of a crisis. In other words, we have to be aware of our own situation and make decisions based on data. The investigation of the impact of global and regional pandemics on the tourism industry involves multiple types of data and various analysis directions. However, the urgently-needed data mainly include:

- Industry data: the pandemic's economic and social impact on the tourism industry
- Data on the impact of global inflation on the tourism industry
- Data on the impact of energy prices on tourism
- Data on the closing down of tourism companies
- Data on the impact of the supply chain crisis on the hotel industry and catering industry

International organizations are the most effective platform and mechanism for collecting and analyzing this type of data. However, the present situation is that little work has been done in this regard by several major organizations. In November, UNWTO released a report about the pandemic's economic impact. However, its research depth can be further improved, for example, by increasing the specific analysis data by industries.

Secondly, it is also very important to provide exemplary cases for hand-in-hand guidance. As a platform, the International Tourism Organization needs to collect and share successful cases of countries' responses to crises, especially the new tourism operation models and new business formats that have emerged during and after the pandemic. They should guide the industry out of the predicament through the demonstration effect

of successful cases. It is very interesting to notice that in the case of finding new source market opportunities, the Maldives has a remarkable experience in successfully developing markets in India, Russia and the CIS countries which efficiently filled its supply shortage in the source market of China. Other cases such as the recovery of various sub-sectors, and the shifting from international tourism to domestic tourism are worthy of our closer attention. Some small cases, such as how tour guides made a living by reselling the red wine, how bus drivers cooperated with Uber to earn a profit, and how travel agencies attempted live-streaming e-commerce, are all worth-collecting materials on people's fight against the virus. Of course, the most urgently-needed cases are those focusing on transboundary recoveries, such as tourism + mountain tourism, tourism + wellness, tourism + agriculture, etc.

The third aspect of work is to provide guidelines and technical standards for tourism recovery and reshaping at the international level. Undoubtedly, the most important role of international tourism organizations is to call on countries to "recover tourism". But we can't just stop at the level of appeals. Tourism is certainly important to economic recovery, but how the industry can get out of the predicament is even more urgent. It is necessary to come up with international-standard guidelines for crisis management.

To resume international travel across national borders, we must gain the approval of the health department. The tourism sector can only play a cooperative role in this regard. However, this does not mean that we can do nothing but wait. In this sense, it is particularly important for international tourism organizations to formulate and promote effective guidelines that can both ensure sanitation measures and be conducive to gradual travel recovery on a global or regional scale. Last summer, the European vaccination digital certificate played a decisive role in tourism recovery within Europe. Can this measure be

adopted in other regions? Are "travel bubble" agreements or green channels applicable? We need to do research on these questions. China's green, yellow, and red QR codes are also a referential standard. The World Travel and Tourism Council (WTTC) Safe Travels stamp can also be an effective tool.

The formulation of guiding international documents at the technical level is also a strength of international organizations. I have read that the Communication Plan for the Reshaping of Mekong Tourism. The Tourism Destination Resilience Modules developed by the Pacific Asia Travel Association (PATA) Crisis Resource Center are also quite instructive. The IMTA's hiking tourism guide and other guiding documents also provide a technical support.

But what the world lacks most at present is the Global Tourism Recovery Action Plan. Such a plan will be both a political guiding outline and a technical guidance standard. After the 2004 Indian Ocean tsunami, the UNWTO coordinated tourism government administrations, major tourism companies, major international tourism organizations, and international aid agencies to convene a special meeting on global tsunami tourism promotion in Phuket, Thailand. At the meeting, the famous Tsunami Relief for the Tourism Sector Phuket Action Plan was passed. Regrettably, although what we are encountering today is an unprecedented global disaster, there is a lack of a unified plan and common voice at the international level.

Finally, in terms of tourism reshaping, I would like to discuss how international tourism organizations can play a role in the future combined with the new world pattern in the post-pandemic era.

Let's have a review of the history. The professional organizations of the United Nations were basically established after World War II, and the international tourism organization is no exception. The prototype of the United Nations World Tourism Organization (UNWTO) is the International Union of Official Travel

Organisations (IUOTO), which was established in the Hague in 1947; the Pacific Asia Travel Association (PATA) was established in San Francisco in 1951; the European Tourism Commission (ETC) was also a post-war product (established in London in 1947). The basic purpose of all these international tourism organizations is to call on all countries to develop tourism and solve the problem of "to do" or "not to do". Just as Shakespeare once wrote, "To be, or not to be? That is the question!"

After over 70 years of endeavors, governments around the world are now paying unprecedented attention to tourism. One of the iconic milestones is the Manila Declaration World Tourism adopted in 1980, which was the first attempt to define tourism functions and clarify the national responsibility for the development of tourism. In addition, from the perspective of tourism statistics, the concept of Tourism Satellite Accounts was creatively proposed at the Ottawa International Tourism Statistics Conference in 1991, calling on the tourism, labor and statistics management departments of various countries to increase investment on the research of the contribution of tourism to the national economy and overall employment. Of course, the successful transformation of the World Tourism Organization (WTO) into the United Nations World Tourism Organization (UNWTO) in 2003 is also a reflection of this historical process. The World Tourism Organization's being included in the framework of a specialized agency is a remark that the tourism industry has been raised to the mainstream status. In the same way, the G20 Mexico Leaders Summit in 2012 initiatively clarified the relationship between tourism and employment and development. We should not forget that over ten years ago, the two major international tourism organizations, the World Tourism Organization (UNWTO) and the World Tourism and Travel Council (WTTC), jointly wrote an open letter to dozens of heads of state and government, emphasizing that tourism is important in promoting development, creating employment

and supporting the green economy. The letter has made a far-reaching impact.

It can be said that the "to be" problem has been resolved. This historical mission has been basically completed.

Today and in the future, the mission of international tourism organizations (old or new, or to be established) is no longer focused on the question of whether or not to travel, but on how to develop. We will no longer be faced with the problem of "To be or not to be". Instead, "To be or not to be, it is no longer a question. Because it will be a question of how to be!". In this sense, the functional role of international tourism organizations is how to use new intelligence, new digital information and new business formats to keep up with the development of the times and integrate into the development issues of the new global landscape.

I am more optimistic about some of the international tourism organizations with professional subdivision backgrounds, such as the International Mountain Tourism Alliance (IMTA)

with a focus on mountain tourism, the World Tourism Cities Federation (WTCF) that focuses on urban tourism, the World Travel and Tourism Council (WTTC) that focuses on large enterprises, the European City Marketing with a focus on urban marketing, as well as many professional multinational associations, such as those in the fields of food tourism, wine tourism, etc.

In this tourism evolution process, to seek tourism recovery and reshaping during or after the pandemic, international tourism organizations should not only pay attention to the issue of how to develop - from a geographical point of view, it is a possible trend for the organization to move east to the Asia-Pacific region; however, international organizations should pay more attention to the iterative and upgraded versions of tourism, that is, the tourism that is more climate-friendly, environmentally friendly tourism, and responsible and sustainable. I hope that the international tourism organizations can also make unremitting efforts towards this direction.



# 国际组织在重振国际山地旅游中的作用及对策

联盟理事单位、中国旅游研究院院长戴斌



各位领导、各位同仁：

国际山地旅游联盟自成立以来，在方向引导、市场培育、标准规范和政府间与非政府间组织沟通协调等方面做了大量的工作。事实上，山地旅游是一个日渐兴起、方兴未艾的旅游现象，它需要包括国际山地旅游联盟在内的各大国际组织的共同努力。

第一，在方向引导方面。

我们要强调山地是健康旅游、养生旅游、探险旅游、生态旅游和研学旅行的重要空间载体，也是大众旅游发展的新方向。过去，旅游多在湖泊、名山大川和城市之间发生。随着人们对健康、生态要求的不断提高，越来越多人来到山地、丘陵地带观光、休闲、度假、康养。如何让更多的人享受山地旅游带来的益处，需要我们在国际范围内向民众喊话，告诉大家什么样的山地旅游才是我们应该追求的。从这个意义上讲，单靠某一个组织、某一个人群或者某一个国家的力量是有限的，只有通过国际组织的共同努力，才会在全球范围内形成声势浩大的山地旅游发展环境。

第二，国际组织在山地旅游市场培育方面是大有可为也是可以作为的。

具体来讲包括：

1. 消费主体的培育。

大家到山地旅游，除了看山、看水、看植物外，还可以做什么呢？比如说开展一些宿营、露营、研学等活动，在专业人士指导下的探险、温泉养生等活动，这些都需要国际旅游组织进行倡导从而释放相应的消费需求。如果单纯靠企业、地区对这些活动进行推广，它的公信力、社会影响

力都很有限，这个时候包括国际山地旅游联盟在内的国际旅游组织的介入，可以极大增强山地旅游活动的国际影响力、社会号召力，让大家觉得参与这样的活动符合人们对美好生活追求，是受到国际社会鼓励的。

2. 市场主体的培育。

旅游活动涉及到人们吃住行游购娱多个方面、多个环节，山地旅游又远远比平原旅游、城市旅游所涉及的环境、要素、服务的难易程度更加复杂，与此同时它也会带来另外一个机遇，那就是山地旅游的产业链条和产业生态体系会比平原旅游、城市旅游更强，也更丰富多彩。比如我们在城市旅游时，可能只是想换个地方体验异地的美好生活方式，不需要增加装备，不需要更多的专业经验。但是山地旅游不同，在进行山地旅游时可能需要登山鞋、冲锋衣、卫星定位甚至更高级的登山设备，这就给装备制造业、旅行服务业和当地的旅游接待业带来更多市场创新的可能性。但如果没有一个国际性组织去适当引导，投资机构、科技企业、文化创意企业就不了解相应的需求。所以通过一些活动、展览、交易会可以有效地链接供需双方，在投资科技、文化与山地旅游的融合发展方面作出更大贡献。

3. 在主体培育方面。

还需要国际组织在社区居民的全力唤醒以及生物与文化多样性保护等方面发挥更加重要的作用。旅游的发展使得异国他乡的游客能够到不同的山地旅游目的地旅游，他们拥有享受旅游的权利；而当地的居民特别是社区居民则拥有发展的权利。更多游客进入民族地区、山地地区，可以让当地居民的生活方式、自然环境被更多人群所接触，从而在国际社会间增加其露出度、扩大其影响力。只有让更多人关注到这些社区居民的生存权利、发展权利，当地社区才会获得更多的发展机会。

所以说无论是消费主体培育还是市场主体培育，乃至社区居民权利的发育、唤醒和保护，都需要国际旅游组织的介入和推动。

第三，国际旅游组织在山地旅游相关标准规范制定方面也应当发挥更大的作用。

1. 安全规范。

2021年发生过多起在山地跑马拉松的事故甚至出现重大人员伤亡的情况。在山地旅游、旅行、探险等各项活动中，我们需要制定更加严格的安全规范，须知“没有安

全,就没有旅游”,生命高于景观。我们不仅要在理念上去倡导,在作业方式上也应该给予相应规范,这就需要国际组织发布一些关于山地旅游的安全规范。

### 2.产品标准。

很多时候游客对山地旅游产品的自然资源、历史文化资源不熟悉不了解,比如说森林浴、温泉等,是不是有一片森林我们就可以做森林浴,随便一块树林就可以做森林浴呢?同样温泉含的矿物质也不一样,对不同的人群它的适用范围也是不同的?我们应该对这些产品进行标准化,让更多的游客接受。这个单纯靠企业标准、地方标准推动远远不够,应该制定相应的国际标准来推广。游客在不同国家和地区的山地间流动时,需要制定一个“公约数”来告知游客什么才是优质的山地旅游产品。

### 3.配套服务。

有了好的资源、好的产品,如何更好地为来自不同国家、不同地区的游客提供更好的山地旅游服务呢?这就涉及到语言、货币、交易、支付、餐饮等不同文化之间的沟通和交流。我们说“人才是最美丽的风景”。让不同国家、不同地区的游客在和当地人接触的过程中享受到更好的旅游服务,需要市场主体的培育,需要地方政府的努力,当然也需要国际组织的共同推动与协调,通过我们的努力告诉大家“没有好的服务,就没有山地旅游的未来”。

最后,我认为山地旅游需要政府之间,政府和非政府组织之间的沟通和协调。这个沟通和协调可能需要通过双边机制,也可能需要通过多边机制;可能需要政府间的平台,也可能需要非政府间的平台。无论是双边的还是多边的,政府间的还是非政府间的,国际组织都功不可没、必不可少。

在不同的自然环境当中嵌入山地旅游,往往会涉及不同地区、不同国家、不同民族、不同文化,甚至很多时候我们就“要不要发展山地旅游”都会持不同看法,这个时候就需要沟通、协调和合作。那么,由谁来推动这些沟通、协调和合作?过去没有像国际山地旅游联盟这样的国际旅游组织的时候,我们只靠一对一的沟通,两个国家之间的沟通,不同组织之间的沟通,成本太高了。而现在,我们通过国际山地旅游联盟定期召开的论坛会议,让大家在一个共同平台上上去讨论问题、形成共识,我们才知道对生态保护、文化多样性尊重的山地,才是可持续发展的山地旅游。

我想这些理念的形成、市场主体的培育、标准和规范的制定,乃至可持续发展的制度保障,都离不开国际组织的努力。

衷心地祝愿国际山地旅游联盟能够在推动山地旅游发展方面发挥更大的作用,影响力不断扩大。



# International Organizations' Role and Strategies in Revitalizing World Mountain Tourism

Dai Bin, IMTA Council Member, President of China Tourism Academy (CTA)

主题  
发言  
Keynote  
Speech

Since the founding of International Mountain Tourism Alliance (IMTA), it has done a lot in paving the way for future development, market cultivation, standard setting, and communication between governments and non-governmental organizations. Mountain tourism is, in fact, still an unfolding chapter of the tourism industry. It needs the joint efforts from IMTA and every other international organization.

First, guidance in development direction.

We need to tap into new locations, which are the spatial carriers of mountain health tourism, wellness tourism, adventure tourism, ecological tourism, and study tour. They are also the future direction of mass tourism. In the past, people mostly toured around rivers and lakes, famous mountains, and cities. However, as we pay more attention to our health and the ecological environment, more and more people choose to go sightseeing, go on vacation, or have wellness tours in mountains and hills. So, it's the duty of international organizations to encourage more people to enjoy the benefits of mountain tourism, and tell everyone worldwide what type of mountain tourism is worth pursuing. For that, one individual, one organization, or even one nation cannot do it alone. A worldwide atmosphere of developing mountain tourism can only be created by the joint efforts of all relevant international organizations.

Second, international organization can play a significant role in cultivating the mountain tourism market.

To be specific, we can cultivate the consumption subjects. For example, besides seeing mountains, rivers, and plants, what else can

you do during a tour? You can go quartering, camping, having study tours, adventuring under professional guidance, and have hot spring tours or wellness tours. All these consumer needs need to be triggered by international tourism organizations. If only one enterprise or one tourist destination tries to publicize these activities, it would face restrictions in public trust and social influence. But at this point, if international organizations, including IMTA, join in and help each other, we can create a greater global presence and a bigger appeal to the broader society, and help everyone realize that mountain tourism should be encouraged for development worldwide as it tallies with people's pursuit of a better life.

In addition, we can cultivate the marketing subjects. When we are on a tour, we dine, live, travel, go shopping, and have entertainment. Yet mountain tourism covers even more aspects than traveling on plains or in cities. It involves way more complicated environments, elements, and services. But it brings us an opportunity, making the industrial chain and ecological system of mountain tourism more robust and colorful than other tours. For example, when we travel to a city, maybe we just switch to an exotic lifestyle; we don't need professional equipment or experience. But things are different in mountain tourism. In mountains, we need climbing boots, winter jackets, GPS system, or even more professional devices. So, it creates possibilities of market innovation for equipment manufacturing, travel service sector, and the hospitality industry in the tourist destination. But if without the guidance from a major international organization, maybe the investment institutions, technology

companies, and cultural creativity enterprises are not fully aware of these demands. And via events like exhibitions and fairs, international organizations can make even greater contributions to bridging both supply and demands sides, and integrating technology, culture and mountain tourism.

In terms of cultivating consumption subjects, international organizations also need to work harder to awaken community residents' awareness of protecting bio- and cultural diversity. We know that visitors from afar have the right to enjoy their trips in mountains, yet local residents, especially community residents, also have the right to protect and develop their environment. If more visitors come to the mountains they live in, their secluded lifestyle and the local natural environment may be accepted and favored by many others all over the world. And if more people care about the residents' right to survive and prosper, they may bring more opportunities to the local residents.

Therefore, international organizations need to join in and promote the mountain tourism industry, to cultivate the market and consumers,

as well as awaken and protect residents' rights.

Third, international organizations can also exert a bigger effect on standard and guideline setting for mountain tourism.

This year, we have witnessed many accidents in mountain marathon races, even with heavy casualties. So, we need to implement stricter safety rules on adventures and other activities of mountain tourism, and stick to the conviction that "without safety, there's no value in traveling." Besides concepts, we need guidance on deeds. That's why it is imperative for international organizations to issue safety rules about mountain tourism.

As for product standard, most of the times we are not fully aware of the natural, historical, and cultural resources in mountain. For example, can any spring be defined as a hot spring? And what is forest bathing? Can we turn any forest into a place of forest bathing? By the way, it is actually a lifestyle. We don't have enough knowledge about it, because different hot springs contain different minerals, beneficial to different groups of people. That's why we need to set product standards. But corporate standard or local standard is not



enough; we need international standards to tell tourists from all over the world how to find excellent mountain tourism products.

Next, service. With good resources and products, we now need to offer good service for visitors from different countries and regions. It involves language, currency, transaction, payment, catering, and cultural communication. A lot of people say, the pretties view during a trip is people. But how to guarantee that visitors from all over the world enjoy excellent service when they meet local residents and workers in tourist attractions? It needs the effort from market entities, local governments, and coordination from international organizations. We must show everyone through our actions that mountain tourism will never walk into a better future without excellent service.

Finally, the last but also critical thing is the communication between governments, and between governments and non-governmental organizations. To achieve such communication, we need to set up a bilateral or even multilateral mechanism, and a governmental or non-governmental platform. But either way,

international organizations must play a key part in it.

Locations of mountain tourism are separated in different natural settings, histories, and cultures. They belong to different countries, regions, nationalities, and different cultural backgrounds. We are destined to run into different opinions on whether to develop mountain tourism. So, who can build a bridge for us to communicate and cooperate with each other? Of course the international organizations. Before IMTA was founded, two organizations or two countries had to talk one-on-one, which was time-consuming. Now, with regular meetings and forums held by IMTA, we have a common platform to discuss and reach consensus.

Now, we finally realize that only a mountain tourism that protects ecology and respects cultural diversity can be sustainable. And all these concepts, market cultivation, standard setting, and the sustainable development system are attributed to international organizations.

I sincerely hope IMTA can play a greater and more influential part in promoting mountain tourism around the world.



# 常疫情背景之下的山地旅游转型

联盟理事、中国旅游协会休闲度假分会会长魏小安



## 一、常疫情时代

肆虐世界的新冠病毒疫情已经整整两年了，一波又一波，给人的感觉是怎么没完没了？也确实如此，就是没完没了，意味着此次疫情会长期持续，我们进入疫情常态化，换言之，就是常疫情时代。去年5月，第一波疫情刚刚过去，我在隔离4个月之后，出去参加活动，大家都在探讨后疫情时代如何。我的感觉，没有后疫情时代，只有常疫情时代。直到今天，仍然是常疫情。坏消息是，病毒不断变异，传播速度更快，传播范围更广。好消息是，感染程度下降，死亡率更低。真正的好消息则是，我们的应对能力越来越强。首先是技术的进步，疫苗不断更新，接种量越来越大。其次是组织的进步，核酸检测效率高，流程规范。第三是抗疫模式，欧美的群体免疫模式比较被动，而被普遍抨击的中国模式则得到了越来越多的认可。然而，中国模式很难学习，快速响应、精准防疫、动态清零，只有在高度组织化和政府主导的条件下才可能达到效果。其中，中国上海的方式最佳。上海是中国海外进入的主要口岸，是疫情输入风险最大的地区，抵御了一波又一波的疫情进入。但是，没有妨碍市民生活，没有影响市场运转，也没有影响生产发展。第四是经验的积累，发生疫情，紧急处置。最重要的是心态的变化，从开始时的恐惧恐慌，到现在的常态化。

马上要进入2022年，疫情的肆虐仍然看不到尽头。疫情改变了生活方式，也改变了消费习惯，很可能被改变的消费习惯就成为新习惯。在过去的两年中，防疫常态化产生的重要变化是观光旅游受到局限，而休闲度假则大行

其道。认识世界需要观光，认识自我需要度假。第一，可以看到的是城市休闲和乡村度假的火爆，成为现象级的消费。压抑这么长时间了，何以解忧，唯有休闲。吃吃喝喝、玩玩乐乐、山山水水、花花草草，释放压力、放飞心情。而且，休闲没有长途人口流动，自然没有大风险，方方面面压力都小。第二，升级的消费则是远程度假，只有一次性长途交通，多日停留、全面消费，这给若干地区带来红利。第三，就是房车和营地。又有私密安全，又能到处游荡，最好的方式莫过于房车。营地基本都在大自然之中，山青水秀，形成一种新的生活方式。第四，在这个过程中，科技的力量将越来越大，便利化是永远的追求，必然促进科技的进入。明年，对应难关，这个趋势只会强化，以至于通过疫情常态化，完成旅游的根本转型。这是一种体系性的变化，也会引发各类旅游企业从传统模式向现代模式转换。

## 二、山地旅游转型

山地旅游是复合型的产品，综合性的体验。山地旅游，在全世界发育了几百年，这个成长的背景是工业化的发展，所以很自然，国际山地旅游就是从欧洲起步，扩展到北美，进而推演到世界。但是，由于地形有所不同，所以，山地旅游方式也是各有千秋。总体形成了资源多样化，产品多元化这样的状态。当代社会，科学技术的升级，使人类的活动能力极度扩张，活动范围无远弗届，上天入海已经不是新鲜的事情。但是，容纳大规模的旅游客流的领域，毕竟不是这些产品。尤其是休闲度假的刚性需求，迫切需要开拓新的领域。所以，山地旅游被市场推向了历史的前沿。

解读山地旅游：第一，山居，就是在山中居住，以禅为伴，这是一种意境。所以，山地旅游如果只是局限于观光旅游显然不对的，有些名山大川我们可以这么做，山上游，山下住，但是多数得研究山居，而且山居会形成最终的商业模式，第二，山游，这就是山地观光，云起云飞。第三，山玩，丰富感受，体验自然。第四，山动，要增加大把的运动项目，形成丰富多彩的吸引力。第五，山吸，清新空气，畅快呼吸，这是我们大家共同的感受。第六，山野，城市居住的人，到这儿总算撒野。第七，山赛，就是在这个过程中会形成一种竞赛，形成一种追逐，这样的话，旅游者会有一种成就感。第八，山索，就是索道开路，拉动发展。第九，山文，就是文化积累，深度享受。所以山居的文化，需要深入挖掘。第十，山享，就是全面体验，享受生活。



在疫情常态化的背景之下,以上十个方面的解读,除了山游,需要淡化,其他都可以强化,也就意味着山地旅游的转型,从观光为主体转向以度假为主体,以文化为主题。从需求来看,越是疫情狂暴,人越需要转换,越追求放松。但是由于疫情,大家要追求大自然,这就为山地度假提供了基础。从供给来看,现有的设备设施可以全面启动,不需要大投资,但是,需要内容的更新。我最近刚刚考察了江西的丫山,他们自我定位是山地旅游度假区。去年受到严重影响,但是并不急于打市场,而是丰富了一堆内容,增加了越野车基地,培育了37个娱乐项目,改造了亲子房,今年就超越了2019年的水平。其中有13公里栈道,称为,天行健—行走的艺术,天然画卷,天籁之音,天生建筑。山地度假,快乐康养。突出山地特色,春,百花深处山谷香;夏,清清溪水绿意长;秋,五色斑斓山川美;冬,温泉民俗乐淘淘。从根本上来说,是新型生活,也是常疫情背景之下大家最向往的生活。

### 三、国际山地旅游联盟的作用

国际山地旅游联盟成立四年以来,在推动国际山地旅游发展中起到了重要作用。前两年主要是推动,这两年

主要是疫情防范和谋求生存。第一,交换信息。作为一个世界性的国际组织,各个国家在这个平台上交换信息,在供给和需求两个方面都获益。第二,交流经验,入场有先后,市场有大小,从开发建设到市场营销,乃至各种新的玩法,都得到了充分的交流,各方都受益。第三,市场推进,从设备设施的市场到运营管理的市场以致对消费者的市场,都在全面推进。下一步,重点则是推进山地旅游的转型,山地度假有可能成为常疫情时代的突破口。

短短几年时间,国际山地旅游联盟的大楼盖起来了,各种设备配置了,一个硬件平台建设了,一个软件平台形成了,一个影响开拓了,一个团队建设了。这些成就的取得,首先得益于贵州省委省政府领导的重视和支持,其次是各个国家的支持和中国各个部门的帮助,第三是专家的努力,最后是操作团队的拼搏。

常疫情时代,需要常疫情的旅游,在内循环的情况下,山地度假必将成为亮点。中国的冬奥会开幕在即,欧洲的滑雪季已经开始,山地冰雪运动会成为第一只报春的燕子,开拓新的局面。



# Mountain Tourism Transformation under Normalized Pandemic Prevention and Control

Wei Xiao'an, IMTA Council Member, President of China Tourism Leisure Association

## 1. The era of the normality of the pandemic

The pandemic has been wreaking havoc on the world for exactly two years. It continues to rebound and seems so endless. In fact, it is indeed endless, which means that the pandemic will continue for a long time and that we will usher in an era of the normality of the pandemic. Last May, when the first wave of the pandemic was just over, I finished my four-month quarantine and went out to participate in some activities. At that time, everybody was discussing what the world will become in the post-pandemic era. From my point of view, there will be no post-pandemic world. Instead, there will only be an era with the normality of the pandemic. The bad news is, the virus continuously mutates, with faster speed and wider scope of spreading. The good news is, the severe level of infection is reduced, and the death rate is lowered. The best of all is that our capacity of responding to the virus is getting stronger. The first is technological development. New vaccines are being developed and the number of vaccination is increasing. The second is organizational improvement. The efficiency for nucleic acid testing has been raised and the testing process has been standardized. The third is the improvement of the anti-pandemic strategies. The herd immunity model is a relatively passive way against the virus. By contrast, the China model against the virus used to be under wide attack, but is now gaining recognition from more countries and regions. However, the China model is difficult to be borrowed. The fast response speed, accurate pandemic prevention and control, and dynamic control of the confirmed cases till "down to zero" can only be achieved under the conditions of a highly organized society and the strong guidance of the

government. Among all the cities, Shanghai is the most exemplary in regard to its anti-COVID model. Shanghai is the main port of China's overseas entry and has the greatest risk of pandemic rebound due to cross-border interactions. However, it has successfully resisted the impact of several waves of the pandemic from other countries without interrupting the normal lives of citizens, the market functioning, or the development of production. The fourth is the accumulation of experience. When the pandemic outbreaks, we have to make an emergent response. The most important change is the change of mentality. In the beginning, we were scared and panicked about the pandemic. But now, we have been used to the pandemic and have developed a mature mechanism to deal with it.

The year 2022 is around the corner, but there is still no sign of the end of the pandemic. The pandemic has changed people's lifestyles and consumption habits. The changed consumption habits will very likely become new habits. In the past two years, pandemic prevention has become normalized. The development of sightseeing tourism has been restricted, while leisure tourism has gone popular. While sightseeing is a good way to get to know the world, a leisure tour helps us to know about ourselves. First, we can see that urban leisure tours and countryside vacations have been sought-after ways of tourism and phenomenal ways of consumption. After having been constrained at home for so long, people are so eager to seek some leisure, such as eating delicious food, having fun with their friends, going hiking in the mountains, appreciating the flowers and plants, releasing their stress, and enjoying a good mood. Moreover, as leisure tours do not involve the long-distance flow of

population, there will be little risks of pandemic rebound or huge pressure on other sectors for the prevention and control of the virus. Second, long-distance vacation has become the upgraded way of consumption since the pandemic. Vacation means that tourists go on a long-distance tour to someplace and stay there for multiple days, in which process they will promote the consumption of the locality in plenty of aspects. The third is the tourism featured by recreational vehicles and campsites. Traveling with recreational vehicles is the best way for people to hang around in the surrounding area freely while ensuring their privacy and safety. Besides, most campsites are located in the natural outer space with beautiful mountains and clear waters. Thus, this way of tourism has become a new lifestyle for modern citizens. Fourth, science and technology will inject greater power in the process of tourism development. The everlasting pursuit for facilitation will inevitably promote the integration of science and technology with the tourism industry. In the next year, the trend of the normality of the pandemic will be strengthened, and the fundamental tourism transformation will ultimately be completed. This is a systemic change that will also trigger the transformation of various tourism companies from traditional models to modern models.

## 2. Transformation of mountain tourism

Mountain tourism is a complex product and comprehensive experience. Mountain tourism has developed for hundreds of years in the world. The background of mountain tourism growth is the development of industrialization. So it is natural that international mountain tourism is originated from Europe, and then expanded to North America and to other places of the world. However, due to the different topography, there are different forms of mountain tourism development in different places. In general, the current mountain tourism in the world possesses a diversity of resources and products. In contemporary society, the upgrading of science and technology has greatly expanded the ability of human activities. It has been commonplace for human beings to reach up to the sky and deep in the

ocean. However, the products that take people to these areas cannot accommodate large-scale tourist flow. To meet people's rigid demand for leisure tours, it is urgent to open up new areas. Therefore, mountain tourism has been pushed to the forefront of history by the market.

Here is my interpretation of mountain tourism. First, it includes the mountain-dwelling activity, which means to live in the mountains, have a moment of Zen relaxation, and reach a state of transcendence in the process. Therefore, it is obviously a mistake to develop mountain tourism simply in the scope of sightseeing tours. Tourism in some famous mountains can be developed with the combination of mountain entertainment associated with mountain foot residence. However, for most mountain tourism cases, mountain-dwelling is a field worth studying on which will also ultimately become a commercial model. The second aspect of mountain tourism is mountain sightseeing, which means appreciating the natural scenery in the mountain. The third aspect is mountain entertainment, which means getting close to nature through a wide range of activities. The fourth aspect is mountain sport. We have to increase a full range of sports activities to add to the appeals of mountain tourism. The fifth aspect is mountain breathing. It's our common feeling that we can breathe the clean and fresh air in the mountain. The sixth aspect is doing wild things in the mountain. People who live in the cities can feel free to do some wild things in the mountains. The seventh is mountain competitions. During mountain tourism, there can be competitions and chases which can arouse a sense of achievement within tourists. The eighth aspect is the mountain cableway. Cableway in the mountains can promote the development of mountain tourism. The ninth aspect is mountain culture, which means to offer a profound enjoyment through cultural heritage. To this end, we should dig deep into the mountain culture. The tenth aspect is mountain enjoyment, which means enjoying life through comprehensive experiences.

Under the normality of the pandemic, we can strengthen our efforts in all ten aspects except for mountain sightseeing. It means that the main body

of mountain tourism in the transformation process will be shifted from sightseeing to vacations, with mountain culture as the theme. From the demand side, the severer the pandemic situation, the stronger the demand for relaxation. However, due to the pandemic, people's desire to get close to nature has been intensified, which provides the basis for the development of mountain vacations. From the supply side, the current facilities can be fully put into operation. There is no need for huge investment, but the content has to be updated. Previously, I had an investigation tour to Ya Mountain in Jiangxi Province. Their self-positioning is to build a mountain holiday resort. The pandemic last year had a serious impact on their development. But they are in no hurry to open the market. Instead, they focused on enriching a series of content, building an off-road car base, cultivating 37 entertainment projects, and updating the family house, which surpassed the level in 2019. Among them, there are 13 kilometers of plank roads named "celestial movement". On the road built amongst nature, tourists can experience

the art of walking, enjoy the natural scenery, and listen to the sound of nature. Mountain holiday provides a pleasant wellness experience with mountain characteristics. In the spring, all the flowers deep in the valley will blossom and spread pleasant smells; in the summer, the green water from the stream will flow gently into the distance; in the autumn, the mountain will be put on a colorful outfit and present an eye-catching beauty; in the winter, the hot springs and the folk customs will add to the pleasure of entertainment. In essence, mountain tourism represents the new way of life which is also the most desirable life in the background of the normality of the pandemic.

### 3. The functions of the International Mountain Tourism Alliance

Since the establishment of the International Mountain Tourism Alliance four years ago, it has played an important role in promoting the development of international mountain tourism. In the first two years, its main work is promoting the development of international mountain tourism, and



in the recent two years, its main work is pandemic prevention and seeking survival during the pandemic. First, it has played the role of information exchange. As an international organization, various countries exchange information on this platform and gain benefits both at the supply side and demand side. The second is the exchange of experience. Some entered the market earlier and others later. Some markets are big while others are small. Various parties fully exchanged ideas on tourism development and construction, market promotion, and a variety of new operation ideas, and have benefited from this process. Third, market promotions. The IMTA is promoting the markets of the equipment and facilities, operation and management, to that of the consumers. In the next step, its work focus is to promote the transformation of mountain tourism. Mountain vacations may become a breakthrough in the era of the normality of the pandemic.

Within only a few years, the building of the IMTA

has been established, the facilities have been equipped with, a hardware platform and a software platform have been constructed, the platform influence has been expanded, and a team has been established. These achievements are mainly attributed to the attention and support of the leaders of the Guizhou Provincial Party Committee and the Provincial Government. They are also inseparable from the support of various countries and the help of various departments in China, the efforts of experts, and the hard work of the operation team.

In the era of normality of the pandemic, we should develop tourism that meets the special requirements of this era. Under the situation of internal circulation, mountain vacations will surely become a hot spot. The 2022 Beijing Winter Olympics will kick off very soon, and the ski season in Europe has already begun. The winter sports in the mountains will surely open up a new situation to the development of mountain tourism.



## 疫情时代下国际组织对旅游的作用和影响

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很高兴出席2021年国际山地旅游联盟年会。今天我想与大家分享一下“疫情时代下国际组织对旅游的作用和影响”。

经济合作与发展组织 (OECD) 数据显示,在众多受疫情影响的领域中,旅游业首当其冲。2020年,与疫情爆发前相比,国际旅游业总值下降约80%,这一数据已被世界银行所证实。同时,世界银行还指出,相比2019年,2020年国际游客人次减少10亿。这一下降直接导致出口总额损失约1.3万亿美元,是2009年经济危机的11倍之多。

联合国世界旅游组织 (UNWTO) 表示,部分高度依赖旅游业的国家收入整体下降超70%。2021年,国际游客人次预计同比下降70%。国际旅游业出口额损失达到2009年全球金融危机的8倍之多。联合国世界旅游组织还预计,至2023年,国际游客人次将下降近70%,且极难恢复至疫前水平。

面对疫情下如此恶劣的环境形势,旅游部门必须采取重要举措,恢复、改善各国间旅游环境。明年,旅游业预计呈现增长趋势,但依旧难以恢复到疫前水平。那么,如何避免和扭转这种局面呢?

国际货币基金组织 (IMF) 指出,各国情况不同,解决方案也不一。复苏的速度和范围取决于世界各国的发展水平,但与此同时出现的重要契机,我们可以加以利用。比如魏小安老师提到的,在一片悲观中,看到一点点希望。除了减轻疫情带来的影响以外,各国需要创造的是旅

游“新常态”,也就是旅游方式多样化。从一般旅游转向可持续旅游模式,投资新技术助力旅游业复苏,向个性化旅游如山地旅游转变。

我们知道,疫情的到来给旅游业带来了严峻挑战,却也间接推动了旅游行业的创新,由传统旅游逐渐转向开发新的商业模式、探索新市场、开辟新旅游目的地以及可持续、更具弹性的旅游发展模式。这种旅游“新常态”也打开了三个旅游分支的新大门,即地方旅游(内循环的拉动)、生态旅游和可持续旅游。在过去,这三个旅游分支一直是研究人员讨论的话题,但迄今为止还没有形成任何切实的形式。此外,旅游“新常态”的出现,更好地促进了新技术的利用,绿色恢复战略的实施以及加速转向一个环境、社会和经济三者更加平衡的商业旅游实践。

如何实现上述旅游发展新模式,我们可以采取一些措施。如加强国际组织在维持和促进这些分支旅游业发展上的影响力,促进经验分享,在“新常态”的过渡中发挥主导作用。

在这一阶段,一些国际旅游组织提出新的战略。如国际山地旅游联盟 (IMTA) 在促进自然旅游和农村发展方面发挥了重要作用,为世界旅游业的可持续发展采取了重要行动。在减轻疫情影响的过程中,世界旅游组织也与国际山地旅游联盟一道,积极推动政府间谈判,优化文化政策,共同推动建立绿色走廊,在严格遵循卫生协议基础上,努力使各合作省份、国家之间的旅游成为可能。而在此后,这些双边协定可以慢慢扩展到双边协定。

国际山地旅游联盟在疫情严重的情况下仍做了非常丰富多彩的内容,积极尝试,为推动山地旅游复苏作出了很大的贡献。

作为另一个可以为后疫情时代的旅游业发展发挥关键作用的领域,也是我一直从事的文化遗产领域,文化遗产的重要性不容忽视。如何将文化遗产运用到新的后疫情时代旅游业中,要求的不仅仅是遍布各地的文化遗产旅游地和文化纪念碑等,还要充分发挥传统节日和传统艺术的优势。在向当地游客推广文化遗产旅游胜地时,推动绿色走廊的建立和严格遵守健康措施尤为关键。

联合国教科文组织曾发起一项调查,揭示新冠疫情对遗产地和旅游地的影响。受访者表示,危机最严重时,90%拥有世界遗产的国家关闭或部分关闭他们的遗址。受访者

还表示,截至2021年2月,依旧有平均71%的遗址被关闭。

然而,这项调查没有将遗产地的其他部分——遗产的非物质方面考虑进去,而这个数字很可能比关闭的遗产地数量还要高。那么节日呢?传统习俗呢?很显然,疫情对当地社区产生的影响更甚,特别是由于节日现场游客的大幅减少以及社区对未来的严重担忧而造成的收入损失。

在这里想简单讲一下我所在的另一个机构,国际民间艺术组织(IVI),目前遭受了很严重的影响和打击。对于许多正在与疫情作斗争或正从中复苏的社区来说,文化遗产和非物质文化遗产已经成为旅游业恢复的重要因素,在克服社会和心理挑战并加强区域之间的联系上发挥着重大作用。过去的一年中,许多社区持续调整,寻找办法,努力将当地活的遗产运用到实践中,以应对突发情况。这些举措也彰显了活的遗产对旅游业恢复的重要性和人类对它的依赖程度。

以国际民间艺术组织(IVI)为例,IVI是一个全球性的非政府组织,致力于积极保护、挖掘、传承、提升文化遗产和非物质文化遗产,特别是各国各民族的民间艺术。国际民间艺术组织的会员组织分布于175个国家及8个岛屿地区,其中包括政府文化机构、各国官方部门和非政府组织,如研究机构、博物馆、大学、基金会、工会、协会、文化艺术公司、艺术节团体、学者、专家、专业艺术家和民间艺人等将近四千多名会员。IVI每年都在世界各地举办不同的世界民族传统工艺展览、各种国际民俗文化节、艺术节,以帮助世界各国和不同民族申请和争取各种挖掘和保护本民族传统文化的机会,致力于各国民间文化和文化遗产的保护和挖掘,内容包括舞蹈、歌曲、音乐、传统服饰、自然科学和社会调查、民俗展示、民间工艺品、民间艺术节日以及民间建筑学、医学、童话、传奇、文学、诗歌等。

但是在疫情期间,所有的艺术节几乎全部停止运营,超过50%的艺术节关闭,有的艺术节长达60年以上历史;大量手工艺人和非遗传承人失业、生存困难,因为没有了艺术节,他们所从事的手工传承就没有了消费。而没有博览会等各种各样的消费形式,导致传承人稀缺,目前将近75%的传承人基本上处于被救济或者没有生活来源的状态。疫情带来的严重影响,也对很多博物馆和艺术馆带来巨大困扰。

旅游业的恢复需要时间。在这个过程中,我们要发挥国际组织的重要作用,大力支持旅游部门和社区,并在向更灵活、更有弹性的有形和无形遗产管理过渡中,努力保障居民生计。

所以旅游恢复需要政策的支持,需要当地政府、投资者、旅游管理者、景区负责单位、从业人员、手工艺人、零售业、民宿、餐饮、创业设计、职业培训等共同努力,需要产品创新,服务升级,以及旅游工艺品设计能力的提升等,只有整个社会群体合作和团结,才能修复全球旅游市场的疲惫和重创。

尽管我们生活在一个特殊的不确定时期,加强社区之间的联系,促进当地旅游业以及活的遗产的发展依旧极其重要。从这个意义上讲,国际山地旅游联盟开展的各项活动,进行的经验分享对后疫情时代旅游业的发展提供了很多新的建议和思考,发挥了很重要的作用。

此外,我们也有必要重视科技的利用,这个方面我们可以参考教科文组织的建议。心理学专家认为在疫情期间出生的孩子说话会比普通孩子发育晚,因为他们戴着口罩,看不到大人的发音也看不到其他小朋友的口型,这些孩子在疫情结束2至3年后会存在大量心理问题。所以疫情之后,应该从大众心理学角度,更加注重民众之间的亲密交流,特别是儿童与青少年。

“人,诗意的栖居”,这是德国19世纪浪漫派诗人荷尔德林的一首诗,后来经过海德格尔的哲学阐发,“诗意地栖居在大地上”就成为几乎所有人的共同向往,这也是未来旅游的方向。希望未来旅游更加注重人与自然,文化遗产与旅游内核的结合,建立智慧城市和唯美乡村,以人为本,建立高科技和传统旅游内容相结合新型旅游模式。

疫情时代,各种国际组织应该发挥自己的优势,团结、互助、互通有无、优势互补,帮助全球恢复旅游经济,积极保护与传承人类珍贵的文化遗产资源,利用高科技的手段辅助旅游振兴。最后,以我的研究专业领域,在此提议国际山地旅游联盟尽快建立“国际手工艺传承与创新专业委员会”,以促进世界更多以手工艺为主的非物质文化遗产旅游资源的保护和交流,创新与发展。这可能是未来全球山地旅游和全球旅游中非常重要的人文核心。

# The Role and Influence of International Organizations on Tourism in the Epidemic Era

Chen Ping, Global Vice President of the Internationale Organisation F ü r Volkskunst (IOV),  
Dean of the Academy of Cultural Heritage and Creative Jinan University

It is a great pleasure to attend the 2021 Annual Conference of International Mountain Tourism Alliance. Today I want to share the "The Role and Influence of International Organizations on Tourism in the Epidemic Era" with you.

Tourism is the sector with the worst impact due to the pandemic, according with the Organisation for Economic Co-operation and Development (OECD), in 2020 international tourism fell around 80% compared to pre-pandemic values, that affirmation is also revalidated by the World Bank who affirms that tourism destinations recorded 1 billion fewer international arrivals in 2020 than in 2019. This decline led to a loss of about US\$ 1.3 trillion in export revenues, more than 11 times the loss during the last economic crisis in 2009.

Moreover, the UN World Tourism Organization (UNWTO) says that some countries highly dependent on tourism have experienced a fall in their incomes of more than 70%, and estimated point to a 70% decline year-on-year in international tourist arrivals in 2021, with the loss in export revenues from international tourism 8 times that recorded in 2009 amid the global financial crisis. UNWTO now foresees a decline in international arrivals close to 70%, with recovery to pre-crisis levels not expected before 2023.

Among the bad circumstances that pandemic has done so far, the tourism sector must present a resilience to improve the tourism offer among countries. Although the sector will have might experience a rise during the next year, is rarely to get values of pre-pandemic times, so what can we do to avoid this situation and to reverse it?

The International Monetary Fund (IMF) argues that solutions will differ from country to country, and the pace and scope of recovery will depend on global developments. But there is an important opportunity to be harnessed. For example, Mr. Wei Xiao'an mentioned that in the midst of pessimism, we saw a little hope. Beyond the immediate priority of mitigating the impact of the pandemic, countries will need to create a "new normal" for the tourism industry. Diversifying, shifting to more sustainable tourism models and investing in new technologies could help to shape the recovery.

This brings challenges for the sector, but also opportunities to encourage innovation, drive new business models, explore new niches/markets, open up new destinations, and move to more sustainable and resilient tourism development models, and this situation may open the doors to three tourism branches, namely, local tourism, eco-tourism, and sustainable tourism, which have long been part of the discussion among researchers but have failed to take any tangible shape so far. It is also an opportunity to take advantage of new technologies, implement green recovery strategies, and shift to business practices that better balance the environmental, social and economic impacts of tourism.

To obtain this, some formulas can be applied, such as the increase of the influential role played by international organizations to maintain and promote the tourism development on these branches, sharing not only experiences, but also playing a leading role during this transitional season of "new normality".

In this stage, international organizations in tourism have offered new strategies to mitigate the effect of pandemic numbers, one of those are the International Mountain Tourism Alliance (IMTA), which have been playing an important role promoting not only the nature tourism but also rural development and have undertaken actions for a sustainable development. In its effort to alleviate the pandemic effects, UNWTO has also been on the same line of the IMTA promoting negotiations and cultural policies among governments, these negotiations could lead to the establishment of green corridors that allow travel between partner provinces/countries following strict health protocols. These bilateral agreements can then slowly be expanded to plurilateral ones.

It would be good to attach any image of what the IMTA is working now. The IMTA has made a very rich and colorful content despite the severe epidemic situation, actively tried it, and made a great contribution to promoting the recovery of mountain tourism.

Another area that can bring key activities for the development of tourism in post-pandemic times, it would be cultural heritage, how can we use this theme into the new post-pandemic tourism? it would be necessary to use not only places and monuments, but also festivals and traditional arts. To promote destinations among local tourists, green corridors and healthy measures are strictly needed.

In this concern UNESCO has launched a survey result showing the effects of pandemic among the heritage places and destinations, in it, respondents said that at the height of the crisis, it was reported that 90% of countries with World Heritage properties had closed or partially closed them and respondents to this survey still reported an average figure of 71% closure of sites in February 2021.

However, this survey didn't take in count the other part of heritage destinations, the intangible side of heritage, in which the numbers could be higher than destinations, what about festivals? Expressions? Traditions? It's clear that it also

generates a larger impact on local communities, especially from the loss of revenue due to huge reductions in visitors to festival sites and grave concerns about the future are made among communities.

Here I would like to briefly talk about another organization I belong to, the Internationale Organisation Für Volkskunst (IOV), which has suffered a serious impact. For many communities struggling with or recovering from the pandemic, living heritage has become an important source of resilience, helping to overcome social and psychological challenges and strengthen ties. In the past year, communities have adapted how they practice their living heritage to unexpected situations, highlighting the resilience of living heritage and our reliance on it.

Take the IOV as an example. IOV is a global non-governmental organization dedicated to the active protection, excavation, inheritance, and promotion of cultural heritage and intangible cultural heritage, especially the folk arts of various nations and ethnic groups. The member organizations of IOV are distributed in 175 countries and 8 island regions, including government cultural institutions, national official departments and non-governmental organizations, such as research institutions, museums, universities, foundations, trade unions, associations, cultural and art companies, art festival groups, scholars, experts, professional artists and folk artists, etc. nearly 4,000 members. Every year, IOV organizes exhibitions of different world ethnic traditional crafts, various international folk cultural and art festivals all over the world to help countries and different ethnic groups apply for and strive for various opportunities to excavate and protect their own traditional culture. It is committed to all countries. The protection and excavation of folk culture and cultural heritage, including dances, songs, music, traditional costumes, natural science and social surveys, ethnography, folklore exhibitions, folk crafts, folk art festivals, and folk architecture, medicine, fairy tales, legends,

literature, poetry, etc.

However, during the epidemic era, almost all art festivals ceased operations, and more than 50% of art festivals were closed. Some art festivals have a history of more than 60 years; a large number of artisans and non-genetic inheritors are unemployed and difficult to survive because there is no art, Festival, the manual inheritance they are engaged in will no longer be consumed. The absence of various forms of consumption such as fairs has led to an extreme shortage of inheritors. At present, nearly 75% of inheritors are basically in a state of being relieved or without a source of livelihood. The severe impact of the epidemic has also caused great distress to many museums and art galleries.

The recovery of tourism will take time. In this process, we must play the important role of international organizations, vigorously support the tourism sector and communities, and strive to ensure the livelihood of residents in the transition to more flexible management of tangible and intangible heritage.

Therefore, tourism recovery needs the support of policies, and the joint efforts of local governments, investors, tourism managers, responsible units of scenic spots, practitioners, craftsmen, retail, B&Bs, catering, entrepreneurial design, vocational training, etc., require product innovation and service. Upgrading, as well as the improvement of tourism crafts design capabilities, only the cooperation and unity of the entire social group can heal the fatigue and damage of the global tourism market.

Although we are living in a special period of uncertainty, it is still extremely important to strengthen the connection between communities and promote the development of local tourism and living heritage. In this sense, the various activities and experience sharing carried out by the IMTA have provided many new suggestions and thoughts

on the development of tourism in the post-epidemic era, and have played a very important role.

In addition, we also need to pay attention to the use of science and technology. In this regard, we can refer to UNESCO's recommendations. Psychological experts believe that children born during the epidemic will develop later than ordinary children because they wear masks and cannot see the pronunciation of adults or the mouth shapes of other children. These children will be 2 to 3 years after the epidemic ends. There will be a lot of psychological problems. Therefore, after the epidemic, more attention should be paid to intimate communication between people, especially children and adolescents, from the perspective of popular psychology.

"Man, a poetic dwelling", this is a poem by the German 19th world romantic poet Holderlin. Later, after Heidegger's philosophical interpretation, "poetic dwelling on the earth" became almost everyone's common yearning, this is also the direction of future tourism. It is hoped that in the future, tourism will pay more attention to the combination of people and nature, cultural heritage and tourism core, build smart cities and beautiful villages, put people first, and establish a new tourism model that combines high-tech and traditional tourism content.

In the face of the epidemic era, all international organizations should give full play to their advantages, unit and help each other, complement each other's advantages during the process of mutual exchanges, and then facilitate the recovery of tourism economy. In addition, International organizations should also actively protect and inherit our precious cultural and natural heritage and natural resources, gradually repairing our world in the combination of high-tech means.

# 后疫情时代旅游业的机会与前景

新会员代表、海南省旅游投资发展有限公司董事长陈铁军

主题  
发言  
Keynote  
Speech



我是海南省旅游投资发展有限公司董事长陈铁军，很荣幸作为今年的新会员代表发言。首先，我谨代表今天一同加入联盟的8家单位，衷心感谢国际山地旅游联盟吸收我们作为新会员，让我们有机会同世界各国山地旅游业界近距离交流学习，共谋合作、创新发展！

两年前爆发的新冠疫情对全球旅游业造成了巨大的负面冲击，中国旅游市场也产生了许多变化：一是出行方式改变，本地游、短途自驾游近两年成为游客的主要出游方式，团队游大幅减少，旅游市场呈现“小型化、分散化、自助化”特点；二是消费需求转变，新冠疫情使得人们越来越关注自身健康，各类亲近自然、关爱健康、关爱他人

的户外运动和休闲项目更加受到消费者喜爱。健康旅游、绿色旅游、善行旅游的概念也逐渐深入人心，这与山地旅游的核心理念高度契合。因此，我们有理由相信山地旅游在未来将迎来快速的成长，旅游业整体性的恢复也是可以看到的。中国对于疫情防控的“动态清零”措施为旅游业的复苏和发展创造了良好的公共卫生条件，越来越多的国家也开始采取有效的隔离措施来防控疫情，我们相信，随着国内公共卫生状况日趋稳定，中国旅游将逐步得以恢复发展。而山地旅游将会为中国旅游业的恢复发展发挥积极的重要的作用。

海南省拥有中国唯一的热带海岛，海南热带雨林国家公园刚刚获批中国首批国家公园，面积4400平方公里。国家公园内高山林立、峡谷秀美、湖泊如镜、丘陵绵延，民族文化丰富，是独具特色的山地旅游资源富集区。海南旅投公司是海南省委、省政府为贯彻落实习近平总书记关于海南自由贸易港建设重要讲话精神而成立的旅游产业龙头企业，业务范围包括旅游交通、旅游商业、酒店运营、乡村旅游、文体旅游、大健康旅游等。海南旅投将秉持国际山地旅游联盟的宗旨，积极参与热带雨林国家公园山地旅游资源的保护与利用，发展山地户外运动旅游，保护和展示民族文化，造福山区人民，努力推动国家公园生态旅游可持续发展，探索“绿水青山就是金山银山”的实现路径。海南旅投公司希望有机会与国际山地旅游联盟合作，明年在海南举办活动，推动山地旅游的山海互动。同时，我们8家新入会单位将积极参与旅游业的国际交流和业务合作，与广大会员分享山地旅游的成功经验，为联盟促进旅游的国际合作及创新发展做出积极的贡献！

## Opportunities and Prospects of Tourism in the Post-epidemic Era

Chen Tiejun, Representative of IMTA New Members,  
Chairman of Hainan Tourism Investment & Development Co., Ltd.

I am Chen Tiejun, Chairman of Hainan Tourism Investment Development Co., Ltd. I am honored to deliver a speech as the representative of this year's new members. First of all, on behalf of the 8 units that joined the alliance today, I would like to express my heartfelt thanks to the International Mountain Tourism Alliance for absorbing us as new members, and allowing us to closely communicate with the global mountain tourism industry to seek cooperation and innovative development!

The outbreak of the pandemic two years ago has caused a huge negative impact on the global tourism industry, and the Chinese tourism market has also undergone many changes. First, the travel mode has changed. Local tours and short-distance self-driving tours have become the main travel methods for tourists in the past two years. Group tours have been greatly reduced, and the tourism market is characterized by "miniaturization, decentralization, and self-support". The second is the change in consumer demand. The outbreak of the pandemic increased people's attention to their own health. Various outdoor sports and leisure projects that enable people to get close to nature, promote their health status, and take care of others have become more popular among consumers. The concepts of healthy tourism, green tourism and beneficence tourism are gaining greater popularity, which is highly consistent with the core concept of mountain tourism. Therefore, we have reason to believe that mountain tourism will usher in rapid growth in the future, and the overall recovery of tourism is also foreseeable. China's "dynamic down to zero" measures for pandemic prevention and control

have created favorable public health conditions for the recovery and development of the tourism industry. More and more countries have also begun to take effective quarantine measures to prevent and control the pandemic. We believe that as the domestic public health situation is gradually stabilized, China's tourism will also gradually resume its development, and that mountain tourism will play an active and important role in the recovery and development of China's tourism industry.

Hainan Province has the only tropical island in China. The Hainan Tropical Rainforest National Park which covers an area of 4,400 square kilometers has just been approved as one of the first national parks in China. Full of high mountains, beautiful canyons and lakes, rolling hills and diverse ethnic culture, the national park is a unique destination with dense mountain tourism resources. Hainan Tourism Investment Company is a leading enterprise in the tourism industry. It was established by the Hainan Provincial Party Committee and the Provincial Government to implement the spirit of General Secretary Xi Jinping's important speech on the construction of the Hainan Free Trade Port. Its business scope includes tourism transportation, tourism commerce, hotel operation, rural tourism, cultural and sports tourism, health tourism, etc. Hainan Tourism Investment will adhere to the purpose of the International Mountain Tourism Alliance and actively participate in the protection and utilization of mountain tourism resources in the Tropical Rainforest National Park. We will dedicate ourselves to developing mountain outdoor sports tourism, protecting and displaying

ethnic culture, and benefiting the people in mountainous areas. We will also strive to promote the sustainable development of eco-tourism in national parks, and explore the path to turn lucid waters and lush mountains into invaluable assets. If chances permit, we hope to cooperate with the International Mountain Tourism Alliance to hold activities in Hainan next year to promote the interaction of mountains and seas in mountain

tourism. At the same time, our 8 new member units will actively participate in the international exchange and business cooperation of the tourism industry, share our successful experience of mountain tourism with other members, and make positive contributions to promoting international cooperation and innovative development of tourism!



# 2021国际山地旅游联盟年会观点概要

国际山地旅游联盟执行秘书长 傅迎春（大会主持人）



各位领导、各位来宾、各位会员、各位朋友：

在这不平凡的岁末之际，国际山地旅游联盟年会如期而至。今天适逢中国的传统节气——冬至，预示着虽进寒冬，但春天已经不远。

由于疫情的原因，我们选择了用视频会议方式召开本次年会，得到会员、理事的充分理解和积极配合，克服了防疫收紧和时差交错带来的不便，今天线上线下聚集一堂，将围绕“国际组织如何在全球旅游复苏与重塑治理中发挥引领作用”的年会主题，回顾总结一年来联盟的运行与发展工作，结合新一年工作思路，深入探讨特殊背景下旅游业重塑与治理格局的构建，以团结协作、创新务实精神，共商疫后旅游振兴发展大计，共谋国际组织及旅游业界如何在新挑战、新机遇背景下，扮演好高质量、可持续发展引领者、实践者和贡献者的角色。

本次年会采用主会场与Zoom系统结合的方式进行。来到现场和在“云端”参会的有联盟领导、贵州省领导、联盟理事、会员、国际组织、专家委员成员、企业家代表等。今天将在线上线下发言的理事和嘉宾有：联盟理事、世界旅游组织前秘书长弗朗西斯科·弗朗加利先生，世界旅游及旅行理事会总裁兼首席执行官朱莉娅·辛普森女士，世界旅游组织亚太部原主任、国际旅游专家徐京先生，联盟理事单位、中国旅游研究院院长戴斌先生，联盟理事、著名旅游专家魏小安先生，联盟理事单位、国际民间艺术组织副主席兼中国区主席、暨南大学文化遗产创意产业研究院院长、教授陈平女士，新会员代表、海南省旅游投资

公司董事长陈铁军先生。应邀出席会议的还有贵州省政府副秘书长张焱先生、贵州省文化和旅游厅副厅长郑欣女士、贵州省对外友协专职副会长蒋红女士、贵州旅游集团董事长徐昊先生、贵州酒店集团董事长祝胜修先生等。

德维尔潘主席今年是第三次在联盟会议上发表讲话，体现了在特殊背景下，作为联盟主席对全球旅游业复苏及国际山地旅游发展的关切。他的讲话从全球视野倡议大家正视现实、团结一致、相互搭台、共促繁荣，并在突出区域优势、山地优势，以人为本，及时调整供给结构，推出符合疫后市场需要的产品等方面提出了有价值的意见。

邵琪伟副主席紧扣年会主题，通过数据深入分析了旅游复苏进程中面临的不确定性，疫情防控常态化对旅游重塑和治理方式提出的新要求，提出发挥好国际组织的平台优势和引领作用，需从顶层设计上谋划好应对举措。还提出在新形势旅游治理中，国际组织共同推动“国际旅游利益共同体的建设”的建议，从疫后供需变化角度，提出开发创新性、引领性的新产品，建立沟通、协调机制，以及联盟要在三个方面发挥作用、多做贡献的要求，明确了下一步的发展方向，值得我们深入思考。

贵州省是联盟的发起方。联盟自筹建以来一直得到贵州省委省政府的关心指导和大力支持，谭省长从做大做强朋友圈，发出好声音，打好组合牌三个方面对联盟四年工作做了可圈可点的肯定；从构建标准体系、资金资源项目合作、联盟和国际组织创新发展方面，提出了希望和目标明确、富有指导性、可操作性的意见。相信联盟将不辱使命、奋力前行，并进一步加强与贵州的互动，利用联盟的平台、人脉和智力资源，在助力贵州吸引市场主体，培育旅游业态，开发优质产品，打造国际一流山地旅游目的地方面作出新的努力。

明年是联盟的换届年，何亚非秘书长总结了去年联盟的工作，对联盟成立四年来的运行情况作了回顾。虽然简短，但清晰地梳理出联盟建设与发展的运行脉络，可以看出，联盟始终坚持国际组织的基本定位和联盟自身的专业定位，在践行联盟宗旨，服务会员、服务行业、服务发展上所作出的努力，至今联盟有了一定的口碑和影响力，可以说取得的每一点进步都离不开会员的参与，离不开各方的指导和支持。何秘书长的讲话表明：在特殊形势和背景下，联盟始终保持定力，稳步前进，通过运行机制



创新,为旅游重塑提供合作平台,贡献了智慧,为产业转型提供理论和实践指导,四年来自联实践经验可圈可点,可资借鉴。相信在大家的同心协力下,未来联盟将继续发展壮大,不断为世界山地旅游可持续发展做出贡献。

在疫情防控常态化背景下,国际组织如何用新视野去探索旅游业重塑与治理的方法、规律和路径,用团结协作和创新精神共商应对挑战和旅游业振兴大计,联盟及会员如何扮演好参与者、实践者和贡献者的角色,是本次年会讨论的重要话题。我们邀请联盟理事、专家、国际组织及企业代表围绕“疫情背景下旅游重塑与治理之路”、“创新构建面向未来的国际旅游组织合作平台与机制”的议题进行研讨分享。

联盟的老朋友弗朗加利先生是全球可持续旅游的倡导者,也是联盟创建有力参与者和推动者。今天他以“可持续山地旅游时代已经到来”为题发表主题演讲,有一个值得关注的结论:在疫情特殊背景下,乡村旅游和山地旅游享有竞争优势,因为这里客观上是风险小的旅游目的地,还有山地旅游处于过度旅游的对立面:“新鲜空气本身就是吸引力。”远程办公对商务旅游市场不利,但为乡村旅游和山地旅游提供了发展机遇。这些观点来自他长期对乡村旅游,特别是山区乡村旅游的研究,既有现实性,又有未来性,更有可持续发展的实践性。

WTTC是著名国际旅游组织,在业界享有盛誉。他们善于用数据去分析研究世界旅游市场变化规律,注重把握业界发展的动态趋势。WTTC是最早利用联盟平台,在2020年5.29“国际山地旅游日”主题论坛向全球发出“应对疫情危机,团结抗疫,促进旅游复苏”强音的国际组织之一。今天朱莉娅女士提出的恢复国际流动性的五项措施都是干货,很有可借鉴可操作性,体现出国际组织在疫情危机形势下发挥引领作用的创造力。

徐京先生长期在世界旅游组织担任要职,是资深的国际旅游专家,是联盟的有力推动者。以引领各国举起“旅行再出发”的大旗,在看复苏、看重塑的过程中更加注重升级版的旅游趋势,包括气候、环境友好型、负责任、可持续的旅游等等,他通过最新权威数据分析了旅游经济复苏重塑面临的挑战,同时提出在复杂环境下国际组织如何在方法、规律、路径方面发挥平台的引领和协调作用,具体给出了“拿数据、拿案例、拿标准”的指导原则。他的发言提纲挈领,数据有力,思考深入,干货满满,耐人寻味。

戴斌院长结合主题重点回应了山地旅游与国际组织的作用的话题,提出了三个方面的思考。一是在方向引导方面,怎样回应疫后山地旅游的消费诉求,单一方面的力量是不够的,只有通过国际组织的携手努力,才能形成声

势浩大的山地旅游环境。二是强调市场培育上应该注重消费主体、市场主体和民众主体意识的培育。三是山地旅游规则构建,他认为国际组织在标准和规则制定方面可以发挥更大作用,如安全、产品、服务等等。他还提出一个非常重要的观点,就是山地旅游业发展需要建立政府间、政府与非政府组织间的双边机制,而国际组织的作用是独特的。这些观点为我们提供了有价值的方向。

魏小安先生一直关注关心和助力联盟的建设发展,作为资深的旅游专家,总是对旅游业有着不懈的思考,与时俱进提出具有前瞻性的观点和看法。如常疫情时代的趋势把握,山地旅游的转型规律分析,国际山地旅游联盟作用的发挥。非常认同这些观点,被疫情改变的消费习惯会成为新习惯,相信是后疫时代的必然趋势,而新习惯就是新市场,需要拿出相对应的业态和产品。他提出的四个认识和山地旅游的转型的若干思考,提出建立国际组织新发展理念、新发展模式、新发展格局的方向。魏小安先生对联盟的作用提出了很重要的观点,相信对联盟今后的发展具有积极作用。

陈平女士对旅游发展新模式有不少创新理念。疫情给旅游业带来严峻挑战的同时也倒逼其创新发展,“新常态”打开了地方旅游、生态旅游和可持续旅游三个旅游分支的新大门。旅游业的恢复需要时间,在这个过程中,国际组织需要起到主导作用,发挥在旅游细分领域上的影响力,分享经验、发挥优势、团结互助、互通有无,帮助全球恢复旅游经济。陈平女士以国际民间艺术组织为例,提出文化遗产在后疫情时代旅游业的发展中起到至关重要的作用,倡导大家要积极保护、传承文化遗产资源、自然资源,结合、利用高科技手段,振兴旅游业。

海南省旅游投资发展有限公司董事长陈铁军是唯一的新会员发言代表,疫后旅游业需求端发生了很大变化,在带来挑战的同时,山地旅游业将迎来新的转型发展机遇。海南省海滨旅游资源丰富,同时也是独具特色的山地旅游资源富集区。希望海南旅投与联盟双方加强合作,共同创造一个“山盟海誓”的合作推广平台,比如贵州与海南就能够在山海互动方面闯出新路。期待新的探索与实践。

各位领导、嘉宾的精彩发言为本届年会注入了新的思想和动力,可以说本次年会是在特殊的时代背景下的一个前沿趋势的探索,一次创新思维的碰撞,一次高端理念的指引,一次实践支撑的再出发。相信在各位及业界同仁、社会各界的关心支持和指导下,在联盟会员的齐心协力下,联盟的建设与发展的进程将不断取得新的更大的进步。



## Summary of Host Speech for 2021 IMTA Annual Conference

Fu Yingchun, Executive Secretary-general of IMTA  
(Host of Annual Conference)

Distinguished leaders, guests, IMTA members, and friends,

IMTA Annual Conference kicks off at the end of this special year. Today is winter solstice, a traditional Chinese solar term. It means that we are entering the cold winter, yet spring is also around the corner.

Due to the COVID-19, we planned to carry out the Conference via video conferencing, and received support and help from our members and Council members. Today, we gather together both online and offline, overcoming the inconvenience brought by pandemic control and time lag, to kick off this year's Conference themed "How Can International Organizations Play a Leading Role in Global Tourism Recovery and Reshaping Governance". We will review what we have achieved this year, and make work plans for the next year. In doing so, we will probe into how to reshape tourism and restructure tourism governance in a world with COVID-19, discuss how to revitalize tourism with solidarity, cooperation, innovation, and pragmatism, and how international organizations and the tourism industry play a high-quality and sustainable role of a leader, a practitioner, and a contributor in a world of new challenges and opportunities.

The Conference is held both offline at the Main Venue and online via Zoom videoconferencing. Here with us online are IMTA leaders, officials from Guizhou province, IMTA Council members, IMTA members, international organizations, members of IMTA Expert Committee, and entrepreneur representatives. And council members and guests who will deliver speeches today are: Mr. Francesco Frangialli,

former Secretary-General of World Tourism Organization (UNWTO); Ms. Julia Simpson, President and CEO of World Travel & Tourism Council (WTTC); Mr. Xu Jing, international tourism expert, and former Regional Director for Asia and the Pacific, UNWTO; Mr. Dai Bin, President of China Tourism Academy (CTA), IMTA council member unit; Mr. Wei Xiao'an, IMTA council member, and famous tourism expert; Ms. Chen Ping, Global Vice President of International Organization of Folk Art (IOV) and President of IOV China, Dean and Professor of Academy of Cultural Heritage and Creativity of Jinan University; and Mr. Chen Tiejun, representative of new IMTA members, Chairman of Hainan Provincial Tourism Investment Holding Group. Also present with us today are Mr. Zhang Yan—Deputy Secretary-General of the People's Government of Guizhou Province, Ms. Zheng Xin—Deputy Director-General of Culture and Tourism Department of Guizhou Province, Ms. Jiang Hong—Deputy Chief of Guizhou People's Association for Friendship with Foreign Countries, Mr. Xu Hao—Chairman of Guizhou Tourism Investment Group, and Mr. Zhu Shengxiu—Chairman of Guizhou Hotel Group.

IMTA Chairman Dominique de Villepin delivered a speech for the third time at an IMTA meeting this year, showing his concern for the recovery of world tourism, especially world mountain tourism, in such a special time. In his speech, he urged everyone to stand together and help each other face the reality and march for prosperity from a global perspective, and highlighted the regional advantages of the mountain world. In addition, he put forward the

principle of putting people at first, proposed to adjust the supply structure in time, and gave advice for launching products needed by the market in the post-COVID world.

Vice Chairman Shao Qiwei, around the theme of this Conference, analyzed the uncertainties facing tourism recovery based on relevant data, looked into the new requirements of the normalization of pandemic control and prevention on reshaping and governing the tourism industry, and proposed that international organizations should give full play to their leading role and advantage as a platform and respond based on top-level design. What's more, he suggested international organizations to jointly promote the "construction of community of shared interests for world tourism" to govern the tourism industry under the new situation, advised to launch innovative and leading products and establish a new communication and coordination mechanism to meet the changing supply and demand balance after the pandemic, and made clear that IMTA should play a more important role and make more contributions in three aspects. In a word, he pointed out the future development path for us, which deserves pondering over.

Guizhou province was the initiator of IMTA, and the CPC Guizhou Provincial Committee and Guizhou provincial government have been instructing and helping IMTA since its founding. Deputy Governor Tan recognized our work in the past four years and summarized it as "expanding friend circle, making a strong voice, and launching good product mix." He gave us a clear target, and instructive and feasible advice from setting standards, seeking cooperation in funds and resources, and keeping innovating, for IMTA and other international organizations. IMTA will live up for everyone's expectation, keep marching ahead, deeply working with Guizhou province, and give full play to its platform resources, contacts, and talent tool, to help Guizhou attract market entities, nurture new business patterns of tourism, develop premium products, and eventually make the province a world-class destination of mountain

tourism.

Next year, IMTA will change the term of office. Secretary-General He Yafei summarized what we had done in the past year and the entire past four years. His speech, though relatively short, made clear of how IMTA was founded and how it kept on progressing. IMTA has always been sticking to its basic position as a professional international organization, putting its mission into practice, serving its members, the market, and the development of the tourism industry. IMTA's reputation and influence today are entirely attributed to the support and instruction from its members and all walks of life. What's more, his speech highlighted that IMTA, against the current special backdrop, keeps marching ahead steadily and innovating its mechanism to build itself into a cooperative platform for tourism reshaping, and contributes its wisdom by giving theoretical and practical guidance for industrial transformation. In a word, in the past four years, IMTA has made remarkable achievements for everyone to refer to. We believe that with the concerted effort of everyone, IMTA will grow stronger in the future, and keep contributing to the sustainable development of world mountain tourism.

In a world with normalized pandemic control and prevention, how do international organizations explore ways, patterns, and methods to reshape and govern tourism from a new perspective? How do they jointly face challenges and revitalize tourism with solidarity, cooperation, and innovation? How do IMTA and its members play the role of a participant, a practitioner, and a contributor? These are the key topics of this year's Conference. For that, we have invited IMTA council members, experts, and representatives of international organizations and enterprises to discuss "reshaping and governing tourism in a world with COVID-19" and "building an innovative and futuristic cooperation platform and mechanism for international organizations."

Mr. Francesco Frangialli, an old friend of IMTA, has been promoting world sustainable tourism. He also helped found and support IMTA.

Today, he delivered a keynote speech titled "The time of sustainable mountain tourism has come," and his conclusion needs to be further looked into. "In a world with COVID-19, both rural tourism and mountain tourism enjoy competitive edges, because the destinations bear smaller risks, objectively speaking. And mountain tourism is naturally against overtourism—fresh air itself can attract visitors. Telecommuting is bad for business trips, yet it provides development opportunities for rural and mountain tourism." It comes from his long-term research on rural tourism, especially mountain rural tourism—it is based on the present, targeted at the future, and practical in terms of sustainable development.

WTTC, as a reputed international organization, is adept at collecting data to analyze the patterns of how the world tourism market evolves, and grasp the dynamics of the industry. WTTC was the first one that capitalized on the platform resources of IMTA. At the "5.29 International Mountain Tourism Day" Theme Forum in 2020, WTTC was one of the international organizations that called on everyone to "join hands in fighting against the COVID-19 and promote the revitalization of tourism." Today, Ms. Julia proposed five practical and feasible measures to restore the international mobility, showing the creativity of international organizations in taking the lead in times of risk and difficulty.

Mr. Xu Jing serves at a key position in the UNWTO. He is also a senior tourism expert, and a reliable partner of IMTA. He takes the lead in "Set out again with tourism," and pays close attention to new travel trends during recovering and reshaping tourism, including trends of climate- and environment-friendly, responsible, and sustainable tourism. Based on the latest data from authorities, he analyzed the challenges facing tourism recovering and reshaping, advised how international organizations take the lead and play the role of coordinator in exploring new ways, patterns, and methods, and even proposed the principle of "data, case, and standard." In short, his speech was precise, scientific, practical, and

worth pondering over.

Mr. Dai Bin mainly talked about the role of mountain tourism and international organizations, and made three key points. First, guiding direction. Efforts of international organizations should be gathered in response to the consumer demands of post-COVID mountain tourism, to build a robust environment for mountain tourism. Second, market cultivation. We should focus on the role of consumers, market entities, and people as a main contributor. Third, establishing the rules of mountain tourism. He believes that international organizations can make a greater difference to the establishment of rules and regulations in safety, products, and services. He also offered a valuable insight that the development of mountain tourism must be grounded on intergovernmental cooperation and cooperation between government and NGO with international organization as a unique player.

Mr. Wei Xiao'an has been committed to the development of IMTA. As a senior tourist expert, he is always concerned about this industry and puts forward creative and thought-provoking ideas such as the trends of tourism with normalized pandemic control and prevention, analysis of mountain tourism transformation, and the role of IMTA. I totally agree with him. The COVID-19 has changed consumers' habits globally, which will definitely prevail in the post-COVID era. New habits mean a new market with new industries and products. He proposed "four understandings" and several thoughts about the transformation of mountain tourism, and an insight on the direction of new developing theory, mode and pattern for international organizations. His valuable opinions will be of great importance to the future growth of IMTA.

Ms. Chen Ping has plenty of creative ideas about the new mode of tourism growth. The COVID-19 brings daunting challenges to tourism, but at the same time forces it to innovate. The post-COVID "New Normal" brings opportunities to domestic, ecological and sustainable tourism. Tourism will take some time to bounce back and

international organizations should take the lead in revitalizing world tourism by sharing experience, making concerted efforts, and mutually exchanging products. Ms. Chen took the IOV as an example, addressing the vital role of cultural heritage in recovering tourism in the post-COVID world. She also advocated that everyone needs to take active part in protecting and promoting cultural heritage and natural resources via high technologies to revitalize tourism.

Chen Tiejun, President of Hainan Tourism Investment & Development Co., Ltd., is the only representative of new members of IMTA. He pointed out that great changes on the demand-side have taken place in the post-COVID tourism, which brings challenges and chances of transformation for mountain tourism. Hainan province boasts abundant coastal tourism and distinct mountain

tourism resources. Hainan Provincial Tourism Investment hopes to strengthen the cooperation with IMTA to create a platform of promotion and cooperation called "Shanmenghaishi." For example, Guizhou and Hainan find new ways to cooperate in mountain and coastal tourism. New explorations and practices are expected to be carried out.

Distinguished leaders and guests delivered us splendid speeches, injected new momentum and ideas into this Conference. It is an exploration to the travel trends, a brainstorming session, and a guideline by forward-thinking speakers and a bold experiment based on practices. We believe that we can make a greater progress with the concerted efforts of IMTA members, with care and support from the tourism industry and all walks of life.



## 揭牌、颁奖、颁证环节

### Inauguration, Licensing and Certification Ceremony

#### 国际山地旅游联盟山地温泉康养专业委员会揭牌

Inauguration Ceremony of International Mountain Tourism Alliance  
Mountain and Hot Spring Wellness Specialized Committee



年会上,国际山地旅游联盟副主席邵琪伟、贵州省副省长谭炯共同为国际山地旅游联盟山地温泉康养专业委员会揭牌。

At the annual conference, Shao Qiwei, Vice Chairman of the IMTA, and Tan Jiong, Vice Governor of the People's Government of Guizhou Province, jointly inauguration ceremony of International Mountain Tourism Alliance Mountain and Hot Spring Wellness Specialized Committee.

## 向2022“国际山地旅游日” 主体活动举办地颁牌

Licensing Ceremony for the Hosting Site of  
2022 "International Mountain Tourism Day"

会上,国际山地旅游联盟副主席邵琪伟为2022“国际山地旅游日”主体活动举办地颁牌。2022“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,确定浙江省湖州市为2022“国际山地旅游日”承办地。



At the annual conference, Shao Qiwei, Vice Chairman of the IMTA, awarded the plaque to the Hosting Site of the 2022 "International Mountain Tourism Day". The 2022 "International Mountain Tourism Day" has passed the selection. After a comprehensive assessment and the council's deliberation, Huzhou City, Zhejiang Province is determined as the host site of the 2022 "International Mountain Tourism Day".

## 向新入盟会员 颁发会员证书

Issuing Certificates to New IMTA Members

国际山地旅游联盟副主席邵琪伟向新会员单位颁发会员证书。柬埔寨七星海城市发展集团有限公司、丹麦丹中旅游文化交流协会、贵州酒店集团、海南省旅游投资发展有限公司、都江堰市人民政府、深圳艺立方文创集团有限公司、四姑娘山风景名胜区管理局和贵州师范大学国际旅游文化学院共8家机构正式成为联盟新会员。



Shao Qiwei, vice chairman of IMTA, issued membership certificates to new members. Coastal City Development Group Co., Ltd., Danish Chinese Tourism & Cultural Exchange Association, Hainan Tourism Investment & Development Co., Ltd., Dujiangyan Municipal People's Government, Shenzhen ELF Culturaland Creative Group Co., Ltd., Siguniang Mountain Scenic Area Administration Bureau, School of International Tourism and Culture, Guizhou Normal University became new members of the alliance.

颁牌  
环节  
Licensing  
Ceremony

颁证  
环节  
Certification  
Ceremony



# 2021国际山地旅游联盟年会综述

12月21日,2021国际山地旅游联盟年会在“云端”成功举办。在全球疫情形式跌宕起伏及防控措施收紧的特殊背景下,本届年会通过实时视频连线方式举办,主会场设在联盟贵阳总部。年会以“国际组织如何在全球旅游复苏与重塑治理中发挥引领作用”为主题,围绕“疫情背景下旅游重塑与治理之路”、“创新构建面向未来的国际旅游组织合作平台与机制”两个议题,共商山地旅游发展大计,共议国际组织引领作用,共谋山地旅游行业未来。

## 一、活动概况

本届年会首次采用主会场与Zoom视频会议系统结合的方式举办。国际组织、机构、联盟会员和业界专家、企业家聚集“云端”,包括国内会员、国际组织、业界专家、媒体等约50名代表在设在联盟总部的线下主会场出席。本届年会得到了世界旅游组织(UNWTO)、世界旅游及旅行行业理事会(WTTC)、亚太旅游协会(PATA)、世界旅游经济论坛(GTEF)等国际组织、协会和机构支持。

“新冠疫情后,我们要讨论面临的挑战和机遇,找到恢复和振兴旅游业的最佳方法。”国际山地旅游联盟主席、法国前总理多米尼克·德维尔潘通过视频致辞,表达了在特殊背景下对全球旅游业复苏及国际山地旅游发展的关切,呼吁要正视旅游业受到重创的现实,旅游业界要团结一致、相互搭台、共促繁荣。

“国际组织在新的时代背景下,肩负着重要的历史责任,是全球旅游业复苏和重塑必不可少的重要力量,国际旅游组织要以推动国际旅游事业共同发展为目标,同时在国际旅游事业共同发展的宏大格局中推进自身发展。”站在全球视野,邵琪伟副主席表示,国际组织是旅游治理中的重要力量,应从顶层设计上谋划好应对举措,为全球旅游复苏与重塑治理贡献智力支持并发挥引领作用。未来国际山地旅游联盟将在开发创新性、引领性的新产品,建立旅游环节的沟通、协调机制等方面发挥作用、多做贡献。

贵州省副省长谭炯在致辞中讲到,四年来,国际山地旅游联盟坚持全域联动,不断做大山地旅游“朋友圈”;坚持高位推动,持续发出山地旅游“好声音”;坚持品牌带动,接连打好山地旅游“组合牌”,有力促进了全球旅游资源共享和信息互通,成为推动中外人文交流和山地旅游发

展的大平台。贵州作为国际山地旅游联盟成立的发起方和总部永久所在地,将竭尽全力为联盟发展创造良好环境。也希望联盟进一步深化与贵州合作,充分发挥联盟平台、人脉和智力资源优势,助推贵州打造国际一流山地旅游目的地、国内一流度假康养目的地,实现旅游业高质量发展作出新贡献。

何亚非秘书长通报了联盟年度工作情况,并回顾了联盟成立四年来的运行情况。联盟始终坚持国际组织的基本定位和联盟自身的专业定位,在践行联盟宗旨,服务会员、服务行业、服务发展上作出长足努力。成立四年,团结依靠广大会员,整合调动行业资源,紧扣时代脉搏,把握前沿趋势,坚守生态优先、绿色发展理念,为推动全球山地旅游可持续发展提供了思想引领和实践支撑。他对2022年联盟工作做了部署,未来联盟将进一步做好国际化工作,利用山地旅游这一载体,成为各国文化旅游合作的传播者和桥梁,发挥连接各国人民的作用。与此同时,联盟还将做好山地旅游领域各项规则的制定和推广工作,努力打造出一系列具有国际视野,兼具普遍意义和实用性的行业标准,在中国乃至全球起到示范作用。

围绕“疫情背景下旅游重塑与治理之路”、“创新构建面向未来的国际旅游组织合作平台与机制”两个议题,联盟理事、世界旅游组织(UNWTO)荣誉秘书长弗朗西斯科·弗朗加利(Francesco Frangalli),世界旅游及旅行行业理事会(WTTC)总裁兼首席执行官朱莉娅·辛普森(Julia Simpson),联盟个人会员、世界旅游组织亚太部原主任徐京,中国旅游研究院院长戴斌,联盟理事、中国著名旅游专家魏小安,联盟个人会员、国际民间艺术组织(IOV)全球副主席陈平,联盟新会员代表、海南省旅游投资发展有限公司董事长陈铁军等中外嘉宾以线上或线下的方式分别作主题发言。

本次年会举行了“国际山地旅游联盟山地温泉康养专业委员会”揭牌仪式,邵琪伟副主席、谭炯副省长为专业委员会揭牌。该专业委员会的成立是联盟今年以来着手打造“山地温泉康养”概念,逐步推出专业标准的重要举措,成立专业委员会有利于促进山地温泉资源有效开发,加强山地温泉康养价值研究和探索,为消费者提供更多的优质山地旅游产品。

本届年会确定了浙江省湖州市为2022“国际山地旅



游日”主体活动举办地。柬埔寨七星海城市发展集团有限公司、丹麦丹中旅游文化交流协会、贵州酒店集团、海南省旅游投资发展有限公司、都江堰市人民政府、深圳艺立方文创集团有限公司、四姑娘山风景名胜区管理局和贵州师范大学国际旅游文化学院共8家机构正式成为联盟新会员。联盟领导向湖州代表和联盟新会员授牌颁奖。

会议期间,贵州省委宣传部卢雍政部长、谭炯副省长分别会见了邵琪伟副主席及参会嘉宾,就联盟与贵州省进一步加强互动,贵州省继续支持联盟做大平台和影响,联盟利用平台优势积极助力贵州打造一流山地旅游目的地等进行了深入交流。

## 二、特色及亮点

### 1. 主题鲜明,彰显国际组织使命和担当

国际组织是全球治理中重要一环,是连接政府与产业间的桥梁和纽带。在国际社会共同抗击新冠疫情、努力应对新冠疫情给经济社会带来冲击和影响的特殊时期,本届年会“国际组织如何在全球旅游复苏与重塑治理中发挥引领作用”的主题,得到了国际组织和与会嘉宾的积极响应。世界旅游组织、世界旅游及旅行业理事会(WTTC)、联合国教科文组织代表等就如何协调旅行政策、推动疫后旅游业复苏与振兴提出策略和方案,与会嘉宾普遍认为国际组织将在疫后旅游恢复与重塑中发挥引领作用。

世界旅游及旅行业理事会(WTTC)总裁兼首席执行官朱莉娅·辛普森(Julia Simpson)指出:“区域旅游对经济复苏非常必要,以中国为例,国内旅游业已成为该国经济复苏的一大支柱。”世界旅游组织亚太部原主任徐京认为,国际组织在复苏过程中当务之急是要做到拿数据、拿案例、拿指导的“三拿”原则,结合当前世界新格局,为旅游重塑打好基础。国际民间艺术组织(IV)全球副主席陈平表示:旅游业的恢复需要时间,在这个过程中,国际组织需要起到主导作用,维持和促进自身的影响力,进行经验分享,发挥自身优势,团结互助、互通有无、优势互补,帮助全球恢复旅游经济。在中国旅游研究院院长戴斌看来,国际组织共同努力,才能在全球范围内形成声势浩大的山地旅游发展的环境。

### 2. 实时连线,构筑国际交流“云端”平台

因受全球疫情形势的发展变化及防控要求限制,本届年会采用实时视频连线方式举办,得到会员、理事的理解和配合,克服了防疫收紧和时差交错带来的不便,通过线上线下聚集一堂,共有来自中国、法国、西班牙、加拿大、新西兰、丹麦、尼泊尔、比利时、俄罗斯、瑞士、印尼、韩国、坦桑尼亚共16个国家会员代表在线参加会议,在特殊时期为世界旅游业搭建了国际交流合作平台。来自不同国家的专家就旅游业变革升级,特殊形势下可持续发展

之路等分享了自己的观点和看法,呈现了一场干货满满、精彩纷呈的思想盛宴。

“在市场选择、推广策略和供应产品方面,应注重多样化和灵活性。提供种类繁多的多样化旅游产品,大幅增加全年文化和体育赛事,有助于旅游胜地减少过度的季节性依赖”,世界旅游组织荣誉秘书长弗朗西斯科·弗朗加利给出答案。在他看来,游客多数认为山地旅游地区游客流量和集中度较低,风险较小;另一方面,出行限制和远程办公对商务旅游市场不利,却为乡村旅游和山地旅游提供了发展机遇。从短中期来看,利用国内市场的韧性,将是推动旅游复苏的关键驱动力。“观光旅游受到局限,休闲度假大行其道。”旅游专家魏小安说,山地旅游总体形成了资源多样化、产品多元化的状态。在内循环情况下,山地度假必将成为亮点,山地旅游也要从观光主题转向度假、文化主题。

### 3. 创新务实,联盟平台作用广获认可

围绕“国际组织如何在全球旅游复苏与重塑治理中发挥引领作用”这一主题,与会嘉宾在分享国际组织做法和经验的同时,也对联盟四年来的推动山地旅游可持续发展和参与全球旅游治理所作的努力给予积极评价。

中国旅游研究院戴斌院长说:国际山地旅游联盟成立以来,在方向的引导、市场培育、标准规范和政府间与非政府间组织的沟通协调方面做了大量的工作。过去在没有国际山地旅游联盟的时候,我们只靠一对一的沟通,两个国家之间的沟通,不同组织之间的沟通,这个成本太高了,我们通过山地旅游联盟和定期召开的论坛会议,让大家在一个共同的平台上讨论问题形成共识,我们才知道一个对生态保护、对文化多样性尊重的山地,才是一个可持续发展的山地旅游。衷心地祝愿国际山地旅游联盟能够在推动山地旅游发展方面发挥更大作用,影响力不断扩大。

旅游专家魏小安认为,国际山地旅游联盟成立四年以来,在推动世界山地旅游发展中起到了重要作用,特别是在交换信息、交流经验和市场推进方面作了大量工作。短短几年时间,国际山地旅游联盟的大楼盖起来了,各种设备配置了,一个硬件平台建设了,一个软件平台形成了,一个影响开拓了,一个团队建设了。这些成就的取得,首先得益于贵州省委省政府领导的重视和支持,其次是各个国家的支持和中国各个部门的帮助,第三是专家的努力,最后是操作团队的拼搏。

国际民间艺术组织全球副主席陈平在主题发言中表示,国际山地旅游联盟在促进自然旅游和乡村发展方面发挥了非常重要的作用,在世界旅游业可持续发展上采取了重要行动。2020和2021期间疫情很严重的情况下,联盟仍然做了非常多的丰富多彩的内容,积极做了尝试



和做出很大的贡献。

世界旅游组织亚太原主任徐京这样评价联盟的工作：自2017年成立的四年里，国际山地旅游联盟做了大量工作，无论是信息分享、案例分析、标准指南等方面，取得了可喜的成绩。我作为联盟的个人成员，表示真诚地祝贺，更表示欣赏。

新会员代表海南旅投董事长陈铁军也表达对联盟平台的期盼：海南旅投将秉持国际山地旅游联盟的宗旨，积极参与热带雨林国家公园、山地旅游资源的保护与利用，发展山地户外运动旅游和生态旅游健康旅游。希望有机会与国际山地旅游联盟合作，明年在海南举办活动，推动山地旅游山海互动。

联盟执行秘书长傅迎春在主持会议时表示：这次年会与会代表克服了防疫收紧和时差交错带来的不便，线上线下聚集一堂，围绕年会主题，回顾总结一年来联盟的运行与发展，结合新一年工作思路，深入探讨特殊背景下旅游业重塑与治理格局的构建，以团结协作、创新务实精神，共商疫后旅游振兴发展大计，共谋国际组织及旅游业界如何在新挑战、新机遇背景下，扮演好高质量、可持续发展引领者、实践者和贡献者的角色。本次年会是一次前沿思维的碰撞、高端理念的指引、实践支撑的再出发，联盟秘书处将认真梳理提炼发言的新思维、新观点，为新形势下国际山地旅游发展提供思想指引和实践支撑。联盟将进一步加强与贵州的互动，利用联盟的平台、人脉和智力资源，在助力贵州吸引市场主体，培育旅游业态，开发优质产品，打造国际一流山地旅游目的地方面作出新的努力。

因疫情原因无法来到现场参会的联盟会员美国房车工业协会通过贺信等方式表达了对联盟的祝愿。贺信中谈到，国际山地旅游联盟是美国房车工业协会的优秀合作伙伴，经过四年的努力已经取得飞速发展，期待国际山地旅游联盟未来能有更多精彩活动。

#### 4.媒体聚焦，国际组织引领作用引热议

此次活动引起境内外媒体的广泛关注和强烈反响，相关资讯在70余家境内媒体发布，获得了新华社、中新社、中国网、中国新闻网、中国旅游报、中国日报、国际在线、经济日报等央级媒体，贵州广播电视台、贵州日报、多彩贵州网、百姓关注等贵州省主流媒体，四川新闻网、中

国江苏网、大江网等省级媒体，网易新闻、腾讯新闻、搜狐网、新浪网等商业媒体共70余家媒体高规格、多角度、全方位的聚焦与解读，充分传播了年会的国际性、专业性、系统性和创新性，宣传覆盖面广，传播效果显著。其中贵州广播电视台新闻联播频道播出1分12秒视频新闻，贵州日报多彩文旅版面特别报道，多彩贵州网作专题报道，学习强国、百度、今日头条等平台也对年会进行了报道。同时年会还吸引了多家海外媒体的高度关注，在美通社、每日先驱日报、Digital Journal等500余家境外媒体同步发布稿件传播，联盟年会形成巨大的海外影响力，引发世界关注。后续还将持续推出嘉宾讲话、嘉宾专访、嘉宾观点提炼等稿件，年会精彩集锦、嘉宾专访等视频稿件，持续宣传，扩大年会影响力。

### 三、下一步工作及建议

#### 1. 落细落实会议成果

此次年会上，联盟领导、贵州省领导、各个国际组织代表和专家对于国际组织在疫后旅游重塑的定位和作用，分享了各自观点和看法，也对于联盟下一步发展提出了建议和期许。下一步，联盟秘书处将逐条梳理，结合何亚非秘书长在年会上所作的工作报告，进一步明确细化2022年度工作计划，分解任务、落实责任，力争在全球旅游复苏与重塑治理中发挥引领作用。

#### 2. 总结线上办会经验

本届年会是首次采用Zoom在线国际视频会议方式召开，因本次在线国际视频会议为一点对多点的在线模式，在会议执行过程中出现了语音通道不畅、在线同传音频无法切入、在线翻译速度滞后且延时发声等情况，暴露出演练准备不到位、现场故障解决经验不足、应急预案缺失等不足。下一步要认真总结经验教训，提出改进措施，确保日渐增多的在线视频会议顺利召开。

#### 3. 精心筹备2022亚洲山地旅游推广大会

2022年3月，文化和旅游部、贵州省政府和国际山地旅游联盟，将在贵阳共同举办“首届亚洲山地旅游推广大会”，这是联盟明年首场重要大型活动。要在现有总体方案和执行方案的基础上，进一步完善、细化，提早准备，加紧推进，全力做好大会的各项筹备工作。

# Summary of 2021 Annual Conference of International Mountain Tourism Alliance (IMTA)

On December 21, the 2021 Annual Conference of International Mountain Tourism Alliance (Online) was successfully held. Under the special background of the repeated rebounds of the global pandemic and the tightening of prevention and control measures, this annual conference was held through real-time video connection, and the main venue was set at the alliance headquarter in Guiyang. The theme of the annual conference is "How Can International Organizations Play a Leading Role in Global Tourism Recovery and Reshaping Governance". Focusing on the two topics of "Reshaping and Governance of Tourism during the Pandemic" and "Innovative Construction of a Future-oriented International Tourism Organization Cooperation Platform and Mechanism", the participants discussed the plans for mountain tourism development and the leading role of international organizations to jointly seek a better future of the mountain tourism industry.

## 1. Conference Overview

This year's annual conference initiated the combined way of the main venue and the Zoom video conference system. International organizations, institutions, alliance members, industry experts, and entrepreneurs gathered together in the Cloud. 50 representatives including the domestic alliance members, members of international organizations, industry experts, and media representatives attended the offline conference at the main venue in the headquarter of the alliance. This year's conference has received support from international organizations, associations and institutions such as the United Nations World Tourism Organization (UNWTO), the World Travel and Tourism Council (WTTC), the Pacific Area Travel Association (PATA), and the Global Tourism Economy Forum (GTEF).

"After the pandemic is over, we have to discuss the challenges and opportunities we will face, and find the best way to restore and revitalize the tourism industry," said Dominique de Villepin, Chairman of the International Mountain Tourism Alliance and former French Prime Minister in a video speech. He expressed his concerns about the recovery of the global tourism industry and the development of international mountain tourism in this special background. He also called on the tourism industry to confront the reality of the severely-plunged tourism industry, unite together as a whole and seek mutual benefits to promote the prosperity of the tourism industry.

"In the new era, international organizations shoulder important historical responsibilities. They are an indispensable force for the recovery and reshaping of the global tourism industry. International tourism organizations should aim to promote the common development of international tourism. In this grand pattern, they can also seek their own development." Vice-Chairman Shao Qiwei took a global perspective and said that international organizations are an important force in tourism governance. Therefore, they should put forward responding measures from the top-level design to provide intellectual support and play a leading role in global tourism recovery and governance reshaping. He also mentioned that in the future, the International Mountain Tourism Alliance will play better roles and make more contributions in the development of innovative and leading products, and the establishment of communication and coordination mechanisms in the tourism sector.

Tan Jiong, Vice Governor of Guizhou Province, said in his speech that in the past four years, the International Mountain Tourism Alliance has

interacted in a planned manner, and constantly expanded the "friend circle" of mountain tourism. It has insisted on promoting mountain tourism at the top level and continued to spread a good note for mountain tourism. It has been giving full play to the brand effect to drive the development of mountain tourism, and has developed several combination models of mountain tourism. It has effectively promoted the sharing of global tourism resources and information exchange, and has become a major platform for promoting cultural exchanges between China and foreign countries and for the development of mountain tourism. As the initiator of the International Mountain Tourism Alliance and the place where its headquarter is permanently located, Guizhou will make every effort to create a good environment for the development of the alliance. He also hoped that the alliance could deepen its cooperation with Guizhou. Taking advantage of the alliance's platform and human and intellectual resources, they can jointly promote Guizhou's development into a world-class mountain tourism destination and a domestic first-class vacation and wellness destination, so as to make new contributions to the high-quality development of tourism.

During the conference, Secretary-General He Yafei made an annual work report of the IMTA. He also reviewed the operation situation of the alliance since its establishment four years ago. The alliance has always adhered to the basic positioning of international organizations and the professional positioning of itself. It has made great efforts in practicing the alliance missions and serving the alliance members, the industry, and the tourism development. Since its establishment four years ago, it has united and relied on its members to integrate and mobilize industry resources, keep up with the pulse of the times, grasp the cutting-edge trends, adhere to the ecology first and green development concepts, and provide ideological guidance and practical support for the sustainable development of global mountain tourism. He also made an arrangement for the alliance's work in 2022. In the future, the

alliance will do a better job in terms of internationalization. Through the carrier of mountain tourism, the alliance will become a disseminator and bridge of cultural tourism cooperation in various countries, and play a role in connecting people from all over the world. At the same time, the alliance will also do a good job in the formulation and promotion of various rules in the field of mountain tourism. Efforts will be made to create a series of industry standards with an international perspective, universal significance and practicality, and an exemplary effect in China and the world.

Focusing on the two topics of "Reshaping and Governance of Tourism during the Pandemic" and "Innovative Construction of a Future-oriented International Tourism Organization Cooperation Platform and Mechanism", our distinguished guests, including Francesco Frangialli, the alliance director and the honorary secretary-general of the UNWTO, Julia Simpson, President and CEO of the WTTC, Xu Jing, member of the Alliance and former Director of the Asia Pacific Department of the World Tourism Organization, Dai Bin, President of the China Tourism Academy, Wei Xiao'an, alliance director and famous Chinese tourism expert, Chen Ping, member of the alliance and the global vice-chairman of the International Organization of Folk Art, Chen Tiejun, the representative of the new members of the alliance and the chairman of Hainan Tourism Investment Development Co., Ltd., made keynote speeches online or offline.

The launch ceremony of the IMTA Mountain and Hot Spring Wellness Specialized Committee was also held at this annual conference. Shao Qiwei, Vice Chairman of IMTA, and Tan Jiong, Vice Governor of Guizhou Province, unveiled the nameplate of the specialized committee. The establishment of this specialized committee is an important measure for the alliance to build the concept of "mountain hot spring wellness" and gradually establish corresponding professional standards starting from this year. The establishment of the specialized committee is



conducive to promoting the effective development of mountain hot spring resources, strengthening the research and exploration of the health value of mountain hot springs, and providing consumers with more high quality mountain tourism products.

At this year's annual conference, Huzhou City, Zhejiang Province was selected as the main event venue for the 2022 "International Mountain Tourism Day". A total of 8 institutions, including Coastal City Development Group Co., Ltd., Danish Chinese Tourism & Cultural Exchange Association, Hainan Tourism Investment & Development Co., Ltd., Dujiangyan Municipal People's Government, Shenzhen ELF Culturaland Creative Group Co., Ltd., Siguniang Mountain Scenic Area Administration Bureau, School of International Tourism and Culture, Guizhou Normal University have officially become new members of the alliance. The alliance leaders awarded certificates to representatives from Huzhou and new members of the alliance.

During the conference, Lu Yongzheng, Minister of the Publicity Department of Guizhou Provincial Party Committee, and Tan Jiong, Vice Governor met respectively with the IMTA Vice Chairman Shao Qiwei and other invited guests. They had an in-depth exchange on the issues such as further strengthening the interaction between the alliance and Guizhou Province, how Guizhou Province will continue supporting the alliance in expanding its scope and influence, and how the alliance will take advantage of its platform to actively assist Guizhou's effort in building a first-class mountain tourism destination.

## 2. Characteristics and highlights

### 1) A distinct theme highlighting the mission and responsibility of the international organization

International organizations are an important part of global governance. They are the bridges and links between governments and industries. The theme of "How Can International Organizations Play a Leading Role in Global

Tourism Recovery and Reshaping Governance" of this annual conference, set under the special period when the international community is jointly fighting against the pandemic and trying to cope with its social and economic impacts, has received positive responses from international organizations and guests. Representatives from the World Tourism Organization, the World Travel and Tourism Council, and UNESCO proposed strategies and plans on how to coordinate travel policies and promote tourism recovery and revitalization in the post-pandemic world. It is a common belief of all participants that international organizations would play a leading role in tourism recovery and reconstruction.

Julia Simpson, President and CEO of the World Travel and Tourism Council, pointed out that "Regional tourism plays a significant role for economic recovery. Taking China as an example, domestic tourism has become a pillar of the country's economic recovery." Xu Jing, former director of the Asia-Pacific Department of the World Tourism Organization, believes that in the recovery process, the most urgent tasks for international organizations are achieving the three goals of "collecting data, selecting exemplary cases, and formulating the work guidance" under the new world pattern, and laying a solid foundation for tourism reshaping. Chen Ping, the global vice-chairman of the International Organization of Folk Art, said that tourism recovery takes time, and international organizations need to play a leading role in this process. They should maintain and expand their influence and promote the sharing of experiences, and give full play to their own advantages. They should also strengthen solidarity, mutual assistance, and information sharing, and work together to help restore the global tourism economy. Dai Bin, President of the China Tourism Academy, held that the joint effort of international organizations plays an irreplaceable role in creating a positive global environment for the development of mountain tourism with great momentum.

## 2) Real-time connection to build an online platform for international exchanges

Considering the serious situation of the global pandemic, and to meet the requirements for pandemic prevention and control, this annual conference adopted the real-time video connection mode which has gained the understanding and cooperation of alliance members and the board directors. Overcoming the time difference and the inconvenience caused by the tightened measures for pandemic prevention, the participants of the conference gathered together online and offline. A total of 16 member representatives from China, France, Spain, Canada, New Zealand, Denmark, Nepal, Belgium, Russia, Switzerland, Indonesia, South Korea, and Tanzania participated in the meeting online to build an international exchange and cooperation platform for the world tourism industry in this special period. Experts from different countries shared their views on the transformation and upgrading of tourism, sustainable development under special circumstances, etc., presenting a magnificent feast of deep insights and brilliant ideas.

"Diversification and flexibility should be emphasized in terms of market selection, promotion strategy, and product offerings. Providing a wide variety of diverse tourism products and achieving a substantial increase in year-round cultural and sporting events will help tourist destinations reduce their dependence on the tourist rush season," said Francisco Frangali, Honorary Secretary-General of the World Tourism Organization, who gave his answer to tourism recovery. In his view, most tourists believe that the flow and concentration of tourists are relatively low in mountain tourism areas, and the risk of being infected with the virus is also relatively small. On the other hand, although travel restrictions and telecommuting have negative impact on the business tourism market, they do provide development opportunities for countryside tourism and mountain tourism. In the short to medium term, leveraging the resilience of

the domestic market will be a key driver of tourism recovery. "While the development of sightseeing tourism has been limited, leisure vacations have gone popular," said tourism expert Wei Xiao'an. In his opinion, the current mountain tourism has developed into a state of diversified resources and products. Under the circumstance of internal circulation, mountain vacation will definitely become a highlight, and mountain tourism should also shift from the theme of sightseeing to the theme of vacation and culture.

## 3) The alliance is widely recognized as an innovative and pragmatic platform with good leading roles

While sharing the practices and experiences of international organizations focusing on the theme of "How Can International Organizations Play a Leading Role in Global Tourism Recovery and Reshaping Governance", the participants also expressed their high recognition of the alliance's efforts in the past years, including promoting the sustainable mountain tourism development, and participating in the governance of global tourism.

Dai Bin, President of China Tourism Academy, said that since its establishment, the International Mountain Tourism Alliance has done a lot of work in the aspects of direction guidance, market cultivation, the formulation of standards and regulations, and communication and coordination works between governments and non-governmental organizations. Before the International Mountain Tourism Alliance was established, we could only rely on one-to-one communication whether it is between two countries or among different organizations. This cost was too high. However, the platform of Mountain Tourism Alliance and the regular forums it organized have allowed all parties to discuss issues and reach a consensus on a common platform. Only then do we know that sustainable mountain tourism should have high respect for cultural diversity and an emphasis on ecological protection. I sincerely hope that the International Mountain Tourism Alliance can play a greater role



team of experts, and expanded its influence far and wide. These achievements are first attributed to the attention and support of the leaders of the Guizhou Provincial Party Committee and the Provincial Government. They are also inseparable from the support of various countries, the help of various departments in China, the efforts of experts, and the hard work of the operation team.

Chen Ping, global vice president of the International Organization of Folk Art, said in her keynote speech that the International Mountain Tourism Alliance has played a very important role in promoting nature tourism and rural development, and has taken important actions in the sustainable development of world tourism. Even under the severe pandemic situation in 2020 and 2021, the alliance still initiated a range of diverse contents, and has made many attempts and great contributions.

Xu Jing, former director of the Asia-Pacific Department of the World Tourism Organization, also commented on the work of the alliance, saying that since its establishment in 2017, the International Mountain Tourism Alliance has done a lot of work on information sharing, case analysis, formulating standards and guide, etc., and has achieved gratifying results. As a member of the alliance, he also expressed his sincere congratulations and appreciation for the alliance's achievements.

Chen Tiejun, chairman of Hainan Tourism Investment, and a representative of new members, also expressed his expectations for the alliance. He said that Hainan Tourism Investment will adhere to the alliance's missions, actively participate in the protection and utilization of tropical rain forest national parks and mountain tourism resources, and dedicate to developing mountain outdoor sports tourism, ecotourism and health tourism. He also hoped to cooperate with the International Mountain Tourism Alliance to hold events in Hainan next year and jointly promote the interaction between mountains and seas as a part of mountain tourism development.

Fu Yingchun, executive secretary-general of the alliance, said when presiding over the meeting that the delegates of this annual conference have overcome the time difference and the inconvenience caused by the tightened measures for pandemic prevention to gather together online and offline. They have reviewed and summarized the operation and development of the alliance over the past year around the theme of the annual conference. Combined with the work visions for the new year, they had an in-depth discussion of the reshaping of the tourism industry and the reconstruction of its governance structure under the special background. They also discussed the plan for post-pandemic tourism revitalization and development by inheriting the spirits of unity, cooperation, innovation and pragmatism, and how international organizations and the tourism industry can become the initiator, practitioner, and contributor to high-quality, sustainable development under the background of new challenges and new opportunities. This annual conference is featured by the collision of cutting-edge thinking, the guidance with frontier concepts, and a re-start of practical support. The alliance secretariat will carefully sort out and refine the new thinking and new viewpoints of the speeches to provide ideological guidance and practical support for the development of international mountain tourism under the new situation. The alliance will further strengthen its interaction with Guizhou. Taking advantage of its platform and human and intellectual resources, it will make new efforts to help Guizhou attract market players, cultivate new tourism models, develop high-quality products, and build a world-class mountain tourism destination.

The American RV Industry Association, a member of the alliance, was unable to attend the meeting due to the pandemic. They expressed their good wishes to the alliance by sending us a letter of congratulation and via other approaches. In the congratulatory letter, they mentioned that the International Mountain Tourism Alliance is an excellent partner of the American RV Industry

Association. After four years of hard work, it has achieved rapid development. They also hoped that the International Mountain Tourism Alliance will hold more exciting activities in the future.

#### 4) Media focus: the leading role of international organizations attracted heated discussion

This event aroused extensive attention and strong response from domestic and foreign media. More than 70 domestic media platforms, including the national-level media units such as Xinhua News Agency, China News Agency, China Network, China News, China Tourism News, China Daily, International Online, Economic Daily, etc., the Guizhou provincial-level mainstream media units such as Guizhou Radio TV Station, Guizhou Daily, gog.cn, People's Concern, other provincial-level media such as Sichuan News Network, China Jiangsu Network, Dajiang Network, etc., and commercial media platforms such as NetEase News, Tencent News, Sohu.com, Sina.com, etc. reported the event and from all-rounded perspectives. The reports highlighted the international, professional, systematic and innovative characteristics of the annual

conference, with a wide publicity coverage and remarkable dissemination effects. Among them, Guizhou Radio and TV Station broadcast the event on the news network channel through a video that lasted 1 minute and 12 seconds. Guizhou Daily made a special report on the page of Colorful Cultural and Tourism and gog.cn also made a special report on its website. Other platforms such as Xuexi Qiangguo, Baidu, and Toutiao also reported on the annual conference. At the same time, the annual conference also attracted the attention of many overseas media, and more than 500 foreign media such as PR Newswire, Daily Herald, Digital Journal, etc. have released reports simultaneously. The IMTA annual conference has had a huge influence abroad and attracted the attention of the world. The alliance is also planning to release a series of manuscripts, including the guests' speeches, guest interviews, and extraction of guests' opinions, as well as video manuscripts on annual conference highlights and guest interviews to continue to expand the influence of the annual conference.

#### 3. Future work orientation and suggestions

##### 1) Fully and effectively implement the

**conference outcomes.** At this annual conference, the alliance leaders, leaders of Guizhou Province, representatives of various international organizations and experts shared their views and opinions on the role of international organizations in post-pandemic tourism reshaping. They also offered some suggestions and expressed their expectations for the next-step development of the alliance. In the next step, the alliance Secretariat will carefully sort out these views and suggestions. Combined with the work report made by the Secretary-General He Yafei at the annual conference, the Secretariat will further revise the 2022 annual work plan, splitting big plans into concrete tasks, clarifying the responsible department for each task, and striving to play a leading role in the recovery and reshaping of global tourism.

**2) Summarizing the online meeting organizing experience.** This year marked the first time that we used Zoom to hold the online international video conference. Because this online international video conference adopted the point-to-multipoint online mode, many problems

occurred during the conference, such as the poor voice connection, failure to input the audio of online simultaneous interpretation, and the lag of voice and translation speed of online translation. These problems expose the insufficiency of preparation works and the lack of on-site troubleshooting experience and emergency plans. We should carefully sum up experience and lessons, and propose improvement measures to ensure the smooth holding of more online video conferences.

**3) Elaborately preparing for the 2022 Asian Mountain Tourism Promotion Conference.** In March 2022, the Ministry of Culture and Tourism, the Guizhou Provincial Government and the International Mountain Tourism Alliance will jointly hold the first Asian Mountain Tourism Promotion Conference in Guiyang, which is the first major event of the alliance next year. We should further improve and refine the existing overall plan and implementation plan, prepare for the event in advance, speed up the preparation progress, and make every effort to do all the preparatory work for the conference.





## 附录 Appendix

### 国际山地旅游联盟山地温泉康养专业委员会名单

### List of International Mountain Tourism Alliance Mountain and Hot Spring Wellness Specialized Committee

山地温泉是高品质山地资源,温泉康养是符合现代生活消费的新业态,山地温泉康养构建了国际山地旅游产业的新概念。目前,山地温泉资源的有效利用和综合开发,山地温泉与气候、森林康养的融合发展,山地温泉康养价值的研究和探索尚处于起步阶段。立足于山地资源的有效利用,为消费者提供更多的优质山地旅游产品,国际山地旅游联盟积极探索山地温泉康养发展之路,借助“2021国际山地旅游日”和“世界名山对话”平台凝聚业界智慧,对“山地温泉康养”这一概念进行了深入研究,为山地温泉标准体系建设打下了基础。

为进一步发挥联盟作为国际组织在业界的理论研究、专业指引和实践支撑作用,汇聚专业智慧、整合资源和力量,推进山地温泉研究及产业高质量发展,决定成立山地温泉康养专业委员会。

Mountain hot springs are high-quality mountain resources, and its wellness is an emerging format that conforms to modern life consumption. Mountain hot spring wellness constitutes a new concept for the international mountain tourism industry. At present, the effective utilization and comprehensive development of mountain hot spring resources, the integrated development of mountain hot springs with climate, and forest wellness, and the research and exploration of the wellness value of mountain hot springs are still in their infancy. To provide consumers with a wider range of high-quality mountain tourism products based on the effective use of mountain resources, the International Mountain Tourism Alliance actively explores the development mode of the new business form of mountain hot spring wellness. Gathering wisdom from the mountain tourism industry via the platforms of the "2021 International Mountain Tourism Day" and "Dialogue among Famous Mountains in the World", IMTA conducted in-depth research on the theme of "mountain and hot spring wellness" with industry authoritative organizations. Some results have been achieved, which laid the foundation for the construction of a standard system of mountain hot springs.

To further play to the role of IMTA as an international organization in theoretical research, professional guidance and practical support in the industry to gather professional wisdom, integrate resources and strength, and promote the high-quality development of mountain hot spring research and industry, it was decided to establish the Mountain. To further play to the role of IMTA as an international organization in theoretical research, professional guidance and practical support in the industry to gather professional wisdom, integrate resources and strength, and promote the high-quality development of mountain hot spring research and industry, it was decided to establish the Mountain and Hot Spring Wellness Specialized Committee.



查尔斯·戴维森  
Charles Davidson

- 全球康养研究院温泉专业委员会主席
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- Chairman of Global Wellness Institute Hot Springs Initiative
- Founder of Peninsula Hot Springs



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- Climatology and Physical Medicine
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- Cardiothoracic Surgery Director of Beijing United Family Hospital





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Liu Lijun

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- 国际自然与森林医学会(INFOM) 副会长兼秘书长
- President of Japanese Society of Forest Medicine
- Vice President and Secretary General of INFOM



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- 研究员级高级工程师
- 中国气象局首席气象专家
- Director of Chongqing Climate Center
- Senior Engineer
- Chief expert of China Meteorological Administration (CMA)



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Luo Qinghua

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Umberto Solimene

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- Chairman of FEMTEC
- Director of Center for Traditional and Complementary Medicine, WHO

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Tiger Wu

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- Director of the International Center for Recreation and Tourism Research at Peking University



王捷  
Jeff Wang

- 中国旅游协会温泉旅游分会副会长
- 亚太(重庆)温泉与气候养生、旅游研究院院长
- 箱根集团董事长
- Vice President of Hot Springs Branch of CTA
- President of Asia Pacific (Chongqing) Hot Spring and Climate Health Tourism Research Institute
- President of Hakone Group



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- Professor at School of Tourism & Hotel Management Dongbei University of Finance & Economics
- Doctor of Chiba University





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William Terry

- 法国活泉认证专业委员会主席 (Aquacert International)
- 欧洲医疗水疗协会理事
- Chairman of Aquacert International
- Council member of European Spas Association



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中国部门负责人
- Director of Chinese Office of Center for Land Research  
at Trier University of Applied Sciences in Germany



张波  
Zhang Bo

- 中国旅游协会温泉旅游分会专家委员
- Expert Committee of Hot Springs Branch of CTA

## 新入盟会员名单

### New Application Members of IMTA

新会员  
名单  
New  
Members

单位名称 Name of Unit	国籍 Nationality
七星海城市发展集团有限公司 Coastal City Development Group Co., Ltd.	柬埔寨 Cambodia
丹中旅游文化交流协会 Danish Chinese Tourism & Cultural Exchange Association	丹麦 Denmark
贵州酒店集团 Guizhou Hotel Group	中国 China
海南省旅游投资发展有限公司 Hainan Tourism Investment & Development Co., Ltd.	中国 China
都江堰市人民政府 Dujiangyan Municipal People's Government	中国 China
深圳艺立方文创集团有限公司 Shenzhen ELF Culturaland Creative Group Co., Ltd.	中国 China
四姑娘山风景名胜区管理局 Siguniang Mountain Scenic Area Administration Bureau	中国 China
贵州师范大学国际旅游文化学院 School of International Tourism and Culture, Guizhou Normal University	中国 China

## 精彩瞬间 Highlights





精彩  
瞬间  
Highlights









# 媒体报道 (选摘)

## Media Reports (Selected)

News

### 2021 International Mountain Tourism Alliance Annual Conference Kicked ...

□ December 28, 2021 □ admin □ 0 Comments □ conference, conference april videos, conference bowl records, conference calendar, conference ids, conference october, conference president Irene video, conference quotes, conference schedule, conference september

GUYANG, China, Dec. 24, 2021 /PRNewswire/ — On December 21, the 2021 International Mountain Tourism Alliance (IMTA) Annual Conference kicked off online. Against the backdrop of global COVID-19 pandemic, international organizations, IMTA members, tourism experts, scholars and entrepreneurs from all over the world attended via videoconferencing, about 50 guests were presented at the main venue in Guyang.

The Conference focused on the theme "How Can International Organizations Play a Leading Role in Global Tourism Recovery and Reshaping Governance", revolved around the two topics of "Reshaping and Governance of Tourism during the Pandemic" and "Innovative Construction of a Future-oriented International Tourism Organization Cooperation Platform and Mechanism".

▲ ONZ

### Latest News from PR Newswire on 5 Dariya News



#### 2021 International Mountain Tourism Alliance Annual Conference Kicked off Online

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PR NEWSWIRE

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December 24, 2021 /PRNewswire/

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▲ Scitech Digital News

### 2021 International Mountain Tourism Alliance Annual Conference Kicked off Online

NEWS PROVIDED BY  
International Mountain Tourism Alliance □  
Dec. 22, 2021, 12:50 ET

PRINT THIS ARTICLE

GUYANG, China, Dec. 25, 2021 /PRNewswire/ — On December 21, the 2021 International Mountain Tourism Alliance (IMTA) Annual Conference kicked off online. Against the backdrop of global COVID-19 pandemic, international organizations, IMTA members, tourism experts, scholars and entrepreneurs from all over the world attended via videoconferencing, about 50 guests were presented at the main venue in Guyang.



2021 International Mountain Tourism Alliance Annual Conference Kicked off Online

▲ CISION

10:00 AM (EST) Sat Dec 25, 2021 18:02

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WORLDVIEW

NEWS LADER □ BUSINESS □ MARKET □ ENERGY □ POLITICAL □ SCIENCE □ SPORTS □ TRAVEL □

2021 International Mountain Tourism Alliance Annual Conference Kicked off Online

Les Gafas Reporter 2021.12.24 17:01:01



2021 International Mountain Tourism Alliance Annual Conference Kicked off Online

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WORLDVIEW

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WORLDVIEW

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▲ World Yan

### 2021 International Mountain Tourism Alliance Annual Conference Kicked off Online

December 21, 2021, 09:00 (EST) Sat Dec 25, 2021 18:02

PR NEWSWIRE

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▲ Newzz





2021国际山地旅游联盟年会在贵州举行  
12月21日，2021国际山地旅游联盟年会在贵州举行，会议以视频会议方式举行，主题为“山地旅游与可持续发展”。  
  
12月21日，2021国际山地旅游联盟年会在贵州举行，会议以视频会议方式举行。主会场设在贵州省贵阳市的国际山地旅游联盟总部，来自世界各地的联盟会员通过视频会议系统实时观看会场，以“国际组织如何在全球旅游复苏与重建中发挥引领作用”为主题，通过线上线下+实时连线方式举办。主会场设在联盟贵阳总部。国际组织、机构、联盟会员和业界专家、企业家在联盟总部设分会场。

▲ 新民晚报 XinMin

中国·贵州 中文网  
来源：新华网  
2021国际山地旅游联盟年会在贵阳举行  
12月21日，2021国际山地旅游联盟年会在“云端”盛大启幕。在疫情防控收紧的特殊背景下，本届年会通过实时视频连线方式举办，主会场设在联盟贵阳总部。国际组织、机构、联盟会员和业界专家、企业家在联盟总部设分会场。

▲ 中国日报 China Daily

ZAKER贵阳  
2021国际山地旅游联盟年会“云端”启幕  
12月21日，2021国际山地旅游联盟年会在“云端”盛大启幕。在疫情防控收紧的特殊背景下，本届年会通过实时视频连线方式举办，主会场设在联盟贵阳总部。  


▲ ZAKER贵阳 ZAKER GuiYang

2021国际山地旅游联盟年会在贵阳召开  
  
12月21日，2021国际山地旅游联盟年会在贵阳召开。此次年会以视频会议方式举行，主会场设在贵州省贵阳市的国际山地旅游联盟总部，来自世界各地的联盟会员通过视频会议系统实时观看会场，以“国际组织如何在全球旅游复苏与重建中发挥引领作用”为主题，通过线上线下+实时连线方式举办。主会场设在联盟贵阳总部。国际组织、机构、联盟会员和业界专家、企业家在联盟总部设分会场。

▲ 腾讯新闻 TencentNews

2021国际山地旅游联盟年会“云端”启幕  
  
国际组织引领旅游治理 顶尖专家共献重塑良策  
12月21日，2021国际山地旅游联盟年会在“云端”盛大启幕。在全球疫情防控收紧的特殊背景下，本届年会通过实时视频连线方式举办，主会场设在联盟贵阳总部。国际组织、

2021国际山地旅游联盟年会“云端”启幕  
  
2021国际山地旅游联盟年会“云端”启幕

▲ 旅游视迅 itv.cn

开天眼 看尽彩  
贵州日报报业集团官方新闻客户端  
  
2021国际山地旅游联盟年会 | 走出“至暗时刻”，迎接生态、健康、可持续、高质量发展新格局  
记者：赵相儒  
2021-12-21 17:08  
四年不遇的新冠肺炎全球大流行，给旅游业带来深重的教训。记者从业内了解到，2021年全球旅游业损失预计将达1.8万亿美元，成为受疫情影响最大的行业之一。本届年会“贵州和国际组织在促进旅游复苏与重建中发挥引领作用”的主题，充分体现了旅游业作为全球山地旅游定位的国际组织引领作用和担当，对助力世界旅游业的复苏与振兴具有重要意义和作用。

▲ 天眼新闻 EyesNews

08 多彩文庙  
以开阔视野开拓发展空间  
  
贵州·山地游 小众、特色成为入黔游客新宠  
贵州·山地游 小众、特色成为入黔游客新宠

▲ 贵州日报 Guizhou Daily

2021国际山地旅游联盟年会“云端”启幕  
  
2021国际山地旅游联盟年会“云端”启幕  


▲ 香港商报 Hong Kong Commercial Daily



国际山地旅游联盟  
International Mountain Tourism Alliance

2021 Annual Conference of International Mountain Tourism Alliance  
How Can International Organizations Play a Leading Role in Global Tourism Recovery and Reshaping Governance

# 2021国际山地旅游联盟年会

国际组织如何在全球旅游复苏与重塑治理中发挥引领作用

21 Dec. 2021 中国·贵阳 Guiyang·China