

# 2021国际山地旅游日 世界遗产名山(金佛山)峰会

International Mountain Tourism Day 2021  
World Heritage Mountain (Jinfo Mountain) Summit

世界遗产保护与山地旅游绿色发展  
World Heritage Protection and Green Development of Mountain Tourism

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## 连接山地精彩 共享美丽生存

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# 国际山地旅游日简介

## Introduction of International Mountain Tourism Day

“国际山地旅游日”是由国际山地旅游联盟发起，以人类首次成功登上世界最高峰珠穆朗玛峰的5月29日为标志所设立的山地旅游纪念日，旨在唤起人们对保护山地资源、传承山地文明意识，增强人们对促进山地经济、造福山地民众的责任，倡导积极、健康向上的生活方式，营造优良的山地旅游环境，推动山地旅游可持续发展。

世界名山，是大自然馈赠给人类的宝贵财富，是世界自然遗产和文化遗产的重要载体，是山地旅游赖以生存发展的最佳资源。随着后疫情时代人们崇尚身心健康需求的变化，以世界名山为重要资源载体的山地旅游必将成为更受青睐的生活方式。在全球携手应对疫情危机、旅游重塑取得积极成效的背景下，为进一步研究把握新常态下山地旅游规律和趋势，2021“国际山地旅游日”活动将以“世界遗产保护与山地旅游绿色发展”为主题，举办世界遗产名山峰会、主题论坛及系列配套活动，集合全球智慧共商山岳型世界遗产的保护与利用，推动山地康养旅游、温泉旅游业态培育和产业发展，举办户外赛事、摄影展、非遗展、自驾游等配套活动，宣传展示重庆“行千里·致广大”及金佛山世遗山地旅游、温泉康养，打造成为参与度高、覆盖面宽、影响力大的文旅盛事。办成一届主题鲜明、内涵丰富、成果丰硕的国际旅游盛会。

International Mountain Tourism Day was launched by IMTA and was set up on 29th May to mark the anniversary of mankind's first successful ascent to the summit of Mount Everest. It aims to arouse public awareness about protecting mountain resources and preserving mountain civilization and public responsibility for promoting mountain economy to the benefit of people living in mountainous regions; and to initiate a positive, healthy and uplifting lifestyle, to construct an excellent mountain tourism environments, and promote the sustainable development of mountain tourism.

World famous mountains are precious treasure Mother Nature left for mankind, important carriers of natural and cultural heritages across the globe, and the optimal resources that mountain tourism relies on for development and prosperity. In the post-COVID world, as people seeking physical and mental health more, mountain tourism with world-famous mountains as an important resource carrier will surely become a lifestyle favored by more people. While countries all over the world join hands in fighting against the COVID-19 outbreak and reap achievements in reshaping world tourism. So, to further grasp the patterns and development direction of mountain tourism in the new normal, 2021 "International Mountain Tourism Day" will hold a World Famous Heritage Mountain Summit themed on "World Heritage Protection and Green Development of Mountain Tourism," as well as theme forum and supporting events, gather global wisdom to discuss how to protect and develop world mountain heritages, promote mountain wellness tourism and spring tourism industry cultivation and industrial development, and carry out outdoor competitions, photography exhibitions, intangible heritage exhibitions, self-driving tours and so on. In doing so, we aim to promote Chongqing city's mountain and hot spring wellness tourism by advertising for events like "A Tour in Chongqing, A Gain in Vision" and Jinpo Mountain World Heritage Mountain Tourism, spring wellness tourism and elevate these events into grand cultural tourism festivals with high participation, wide coverage, and strong influence. To become an international tourism event with clear themes, rich connotations and fruitful results will be organized.

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## 连接山地精彩，共享美丽生存 ——2021国际山地旅游日金佛山倡议

世界遗产是人类的宝贵财富，由此可以窥见地球和人类的荣耀过往，唤醒人类作为地球公民的责任和自豪，促进人与自然的和谐共生。世界遗产中有大量的名山，以其特殊的地质地貌、自然和物种的多样性、独特的山地文明，成为世界遗产中独具一格的风景。山地旅游以山地风貌、山地生态和山地文明为载体开展各类旅游活动，在置身山地自然风光、感受地道风物民情、探寻文化秘境的体验中，连接起山地的多样精彩，为世界名山宣教科普、遗产活化提供了有效渠道。

气候变化给山地旅游和世界名山带来了巨大挑战。携手应对气候变化，刻不容缓。为呼吁山地旅游业界和社会各界支持山地旅游绿色低碳发展，实现共护共享名山资源的美好愿景，在“国际山地旅游日”这个值得纪念的日子，国际山地旅游联盟发出倡议：

一、利用世界名山资源，发展可持续山地旅游，让社会关注名山及山地资源的保护和有续利用，让公众了解世界遗产名山的自然和文化价值。

二、走生态优先，绿色低碳的发展之路。我们要抛弃轻视自然、掠夺自然、破坏自然的不当模式，建设人与自然和谐共生的山地旅游。旅游经营者在规划设计、开发建设、后期运营等每个环节都应注重生态保护，开发更多满足新消费需求的优质生态产品，积极探索旅游碳中和方式，引导游客养成呵护生态环境的旅游习惯。

三、丰富山地旅游业态、活化遗产资源。因地制宜，结合世遗名山独有的自然文化资源、地域特色和环境风貌，有的放矢地设计开发名山探寻游、文化体验游、环境研学游、公益实践游等旅游产品，让世界遗产从名录走进生活，在新时代焕发新活力。

四、推动绿色、低碳技术在山地旅游领域的应用和推广。倡议山地旅游相关企业和研究机构重视技术研发，旅游经营主体注重绿色低碳技术应用，在酒店耗能、交通工具节能减排、景区资源循环利用等方面努力探索，积极创造零排放旅游景区示范。

五、开展山地旅游与名山保护的良性互动，实现共生共济。利用山地旅游的经济社会效益造福山地民众，增强当地民众对世界遗产宝贵价值的认识，鼓励当地社区参与遗产保护和利用，成为遗产保护与发展的重要力量和真正主人。

连接山地精彩，共享美丽生存！



## “Enjoy the Wonder of Mountains, Share the Natural Beauty”

——Jinfo Mountain Initiative for International Mountain Tourism Day 2021

World heritages, as mankind's precious wealth, mark the glorious history of both human and Earth, inspire people's responsibility and pride as citizens of Earth, and promote harmonious co-existence between mankind and nature. A large number of famous mountains are also listed as world heritages, standing out as unique landscapes for their special landforms, diverse species, and peculiar mountain cultures. Mountain tourism is all sorts of tourist activities based on mountain landscapes, ecological environments, and civilizations, providing tourists with a unique experience of authentic natural views, customs, and cultures. Mountain tourism aims to bridge tourists with the diversification of mountain cultures, and help publicize and revitalize the famous mountains as precious world heritages.

Climate change poses unprecedented challenges to the famous mountains and mountain tourism. Therefore, joining hands in facing climate change brooks no delay. So, to call on the mountain tourism industry and all walks of life to support the green and low-carbon progress of mountain tourism, and make the wish of protecting and sharing famous mountain resources come true, on this memorable day, the 2021 International Mountain Tourism Day, IMTA hereby proposes the following initiatives:

1. Applying resources of world-renowned mountains for the sustainable development of mountain tourism; drawing attention of the broader society on the protection and sustainable development of mountain resources; making the public more aware of the natural and cultural value of world heritage mountains.

2. Embarking on the path of ecology-oriented, green, low-carbon, and development. We must abandon the exploitation models that neglect, plunder and damage the nature, but strive for new mountain tourism models that help mankind and nature co-exist harmoniously. Tourism industry operators should pay close attention to ecological protection in planning and design, exploitation and construction, post-operation, and any other procedures, develop more premium ecological products that satisfy new consumer demands, proactively explore carbon neutral solutions for tourist activities, and guide tourists to develop sound habits of protecting the ecological environment.

3. Enriching business patterns of mountain tourism and revitalizing heritage resources. In detail, we must capitalize on the unique natural and cultural resources, local features, and landscapes of world heritage mountains, to design tourism products targeted at famous mountain adventure, culture experience tour, environment research tour, and public service tour. In doing so, we can revitalize the world-renowned mountains listed as world natural heritages in the new era, and popularize them among the general public.

4. Applying and promoting green, low-carbon technologies in mountain tourism. For that, we call on mountain tourism enterprises, research institutes, and relevant business entities to focus on R&D, applying green and low-carbon technologies, probing into how to reduce hotel energy consumption, save energy and reduce emission for vehicles, and recycle resources of scenic areas, in a bid to create demonstration tourist attractions of zero discharge.

5. Initiating positive and mutual-benefit interaction between mountain tourism and mountain protection. To be specific, we need to help and serve mountain dwellers via economic and social benefits of mountain tourism, help them learn more about the precious value of world heritages, encourage local communities to participate in preserving and developing natural heritages, so that every local resident can be an integral part of heritage protection and development.

Enjoy the Wonder of Mountains, Share the Natural Beauty.







## 2021国际山地旅游日·世界遗产名山 (金佛山) 峰会开幕式暨主题论坛

### Opening Ceremony & Theme Forum of 2021 International Mountain Tourism Day World Heritage Mountain (Jinfo Mountain) Summit

5月29日以“世界遗产保护与山地旅游绿色发展”为主题的2021国际山地旅游日世界遗产名山(金佛山)峰会在重庆南川举行，来自16个国家的驻华机构、国际组织、专家学者、目的地管理机构及旅行商代表约300人通过线上线下的方式参与盛会，共同聚焦山地旅游、温泉旅游、康养旅游新发展，推动世界遗产的保护与利用。

来自摩尔多瓦、老挝、秘鲁、柬埔寨、奥地利、日本、埃塞俄比亚、白俄罗斯、匈牙利等国驻华使领馆官员齐聚金佛山，聚力推动山地旅游和世遗保护。国际山地旅游联盟主席多米尼克·德维尔潘致视频贺词；世界自然保护联盟（IUCN）总裁兼理事会主席章新胜致贺词；世界知识产权组织（WIPO）中国办事处主任刘华宣读世界知识产权组织贺信；摩尔多瓦驻华大使迪米特鲁·贝拉基什致辞；国际山地旅游联盟副主席邵琪伟致辞并发布《连接山地精彩·共享美丽生存2021国际山地旅游日金佛山倡议》；国际山地旅游联盟专家委员会专家高宁在线上发布了《国际山地旅游徒步指南》。重庆市人民政府副市长蔡允革致辞；中共南川区委书记丁中平致欢迎辞；金佛山世界遗产代表，南川区委副书记、区长长兴益作主题演讲。

The 2021 International Mountain Tourism Day World Heritage Mountain (Jinfo Mountain) Summit themed on “World Heritage Protection and Green Development of Mountain Tourism” was held on May 29, in Nanchuan District, Chongqing. About 300 representatives, scholars, and experts from foreign institutions in China, international organizations, destination management organizations, and travel agents in 16 countries attended the Summit through online livestreaming and offline gathering. The Summit focused on the new developments of mountain tourism, hot spring tourism, and wellness tourism, to promote the protection and utilization of world heritages.

Officials at embassies and consulates to China of various countries, such as Moldova, Laos, Peru, Cambodia, Austria, Japan, Ethiopia, Belarus, and Hungary, gathered in Jinfo Mountain for the promotion of mountain tourism and protection of world heritage. Dominique de Villepin, IMTA Chairman, delivered a video congratulation speech (online); Zhang Xinsheng, Chairman of International Union for Conservation of Nature (IUCN) and its Council, also gave a congratulation speech; Ms. Liu Hua, Director of the World Intellectual Property Organization (WIPO) Office in China (WOC) read the congratulation message from WIPO; Dumitru BRAGHIȘ Moldovan Ambassador to China, delivered a speech; Shao Qiwei, IMTA Vice Chairman, delivered a speech and proposed “Enjoy the Wonder of Mountains, Share the Natural Beauty” Jinfo Mountain Initiative; Serge Koenig, expert at IMTA Expert Committee, released International Guidebook for the Development of Hiking (online); Cai Yunge, Deputy Mayor of Chongqing People’s Government delivered a speech; Ding Zhongping, Secretary of Nanchuan CPC District Committee, delivered a welcome speech; Zhang Xingyi, world heritage representative of Jinfo Mountain, Deputy Secretary of Nanchuan District Committee, and Mayor of Nanchuan District, gave a keynote speech.









## 更安全、更坚韧、更可持续 ——后疫情时代旅游业的转型方向

很遗憾不能和你们一起在重庆这个美妙的城市参加国际山地旅游联盟本次峰会。

重庆在很多方面象征着未来，它象征着未来以可持续方式发展大城市的众多挑战，要知道欧洲和东亚是全球人口最密集的两个地区；它象征着新时代中国的迅速发展向内陆地区转移，向新的发展和增长来源转移——即向高科技和高端服务转移；它象征着城市、人口密集地区和急需保护和引导发展的山地区域之间的必要平衡和互补。很遗憾不能和你们一起在重庆这个美妙的城市参加国际山地旅游联盟本次峰会。

对于联盟和我们每个人而言，全世界包括中国面临的挑战都很严峻。面对新冠肺炎，国际旅游业遭受严重打击，全球感染人数达到1.5亿人次，死亡人数超过300万，巴西和印度等地的疫情仍在加剧。根据世界旅游组织的分析，全球旅游业的国际旅游入境人数比2019年下降约85%，这一下降主要是由于为应对新的疫情爆发而采取的旅行限制。当然，像中国这样的国家，国内旅游取代了国际旅游。正如我们在五一假期看到的，由于中国国内的疫情状况得到良好控制，仅第一天就有近6000万人次出游。因为疫苗计划和健康码的使用，我们能够看到更美好的旅游前景。

全球旅游业在2021年的夏天有一个特殊的使命，那就是打造一个更安全、更坚韧、更可持续的后疫情时代。为了使之成为可能，我们都必须共同努力恢复旅游业的信心，通过特别的卫生措施，通过针对消费者和旅游业的经济和金融手段，支持企业，保护工作。

在我们能够创建一个更安全和可持续的全球旅游模式之前，应该优先考虑区域和国家战略。卫生方面的限制应该促使我们改变常见的做法和行为。我们已经发现了全球化国际体系的脆弱性，所以我们必须更好地控制环境，适应新的现实。这意味着要在国家内部的强化框架内寻找务实的答案，在研究和创新的帮助下利用区域合作的优势使



国际山地旅游联盟主席  
多米尼克·德维尔潘

各方的利益最大化。但是，这些限制不应该使我们忘记我们所处的更为全球化的转型过程，国际社会在4月气候峰会期间宣布的关于碳中和的重要措施，意味着环境转型这一意识正在加强。我们知道，温度上升超过1.5度将引发一场全球灾难，对人类和生物多样性产生严重影响。

旅游业是正在进行的转型中的一部分，我们开展集中化活动减少全球参与者的数量，开展国际化活动鼓励国家和公司之间的合作和伙伴关系以制定新的规则 and 标准，并致力于服务和技术的创新。在这场竞争中，亚洲和中国拥有着宝贵的资产，包括高质量的基础设施、领先的公司以及巨大的游客潜力。我们应该利用这种优势，在不同的愿景基础上以战略举措致力于开创新的旅游模式，升级基础设施和服务，通过整合高安全性和安保规范以打造高品质的健康文化和娱乐产品。其次，采取多样化的方法满足公众、年轻人、家庭以及老年人或残疾人的不同需求。同时采取专门的方法以应对有关健康问题、文化或环境需求的具体要求。

由于人们的期望越来越高，山地旅游面临的挑战也特别大。人们对农村和山地旅游的兴趣正在增加，因为生活在城市地区的人们在新冠疫情封锁措施的限制下想要与自然重新建立联系。山地旅游占整体旅游行业的20%，提供了许多活动，如徒步旅行、登山健行和滑雪。中国可以利用重要的自然资源和特别的生活方式来发展旅游，比如贵州省的自然风光、民族多样性以及独特的传统艺术。2022年的北京冬奥会将是促进可持续旅游业发展的一个绝佳机会窗口，这意味着我们必须齐心协力制定有前瞻性的举措。

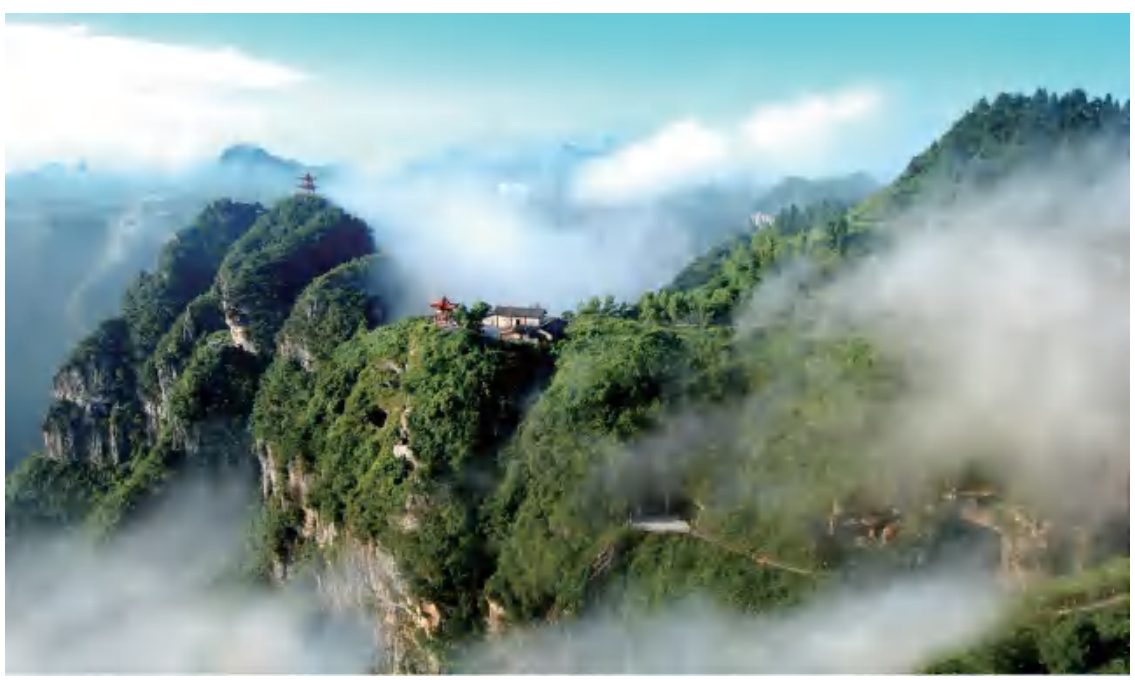
首先为了回应民众的忧虑，我们必须考虑到医疗保健方面，我们需要平衡现代生活的紧张、污染、压力和疲劳。山地旅游可以为普通民众带来众多好处，尤其是那些寻求安静环境、清新空气和户外活动的人。

第二，我们需要开发适当的经济项目，首先从中国

西部和中亚等偏远地区的可持续基础设施开始。这一直是"一带一路"倡议的愿景—实施公路、高速公路、铁路和机场等包容性项目，是取代与世隔绝和缓慢发展的最佳选择。我们应努力更好地利用投资支持跨境旅游项目，如智能接待、当地食品生产和保护区废物管理。

第三，我们应该考虑更多的文化和环境举措，促进人民、文化和国家之间的共同发展。请记住山地旅游是教育人们尊重和分享重要价值的一种方式，山地集自然与文化遗产于一体，吸引着寻找新知识和新经验的游客。它为人们提供了一个探索大自然和进行户外运动的平台，与一个可以重新关注自己和家人、摆脱现代生活诸多限制的环境。

尊敬的嘉宾、亲爱的朋友们，我们应一同努力打造新时代的山地旅游，我相信我们有意识和能力来应对这个瞬息万变世界所带来的的多重挑战。





## Safer, More Resilient, and More Sustainable —— The Transformation Direction of Tourism in the Post-pandemic Era

© Dominique de Villepin, Chairman of International Mountain Tourism Alliance

I'm sorry not to be able to be with you for this Summit in the wonderful city of Chongqing.

Chongqing is in many ways a symbol of the future. It is a symbol of the numerous challenges of the future to develop huge cities in a sustainable way, knowing that Europe and Eastern Asia are among the 2 most densely populated areas in our world. It is a symbol of the fast development of the New China turned towards Inland China, towards new sources of development and growth, towards high technology and high-end services. It is a symbol of the necessary balance and complementarity between urban, high-populated areas, and mountain regions in strong needs of protection and guided development.

For IMTA and every one of us, the challenge is high around the world as well as in China facing COVID19 and the severe blow given to international tourism. The number of cases has stopped 150 million with more than 3 million deaths and a deepening crisis in place like Brazil and India. Following the analysis of the United Nations World Tourism Organization, Global Tourism continues to suffer deeply with an expectation of international tourism arrivals down about 85% in the first quarter of 2021 compared with 2019. The setback is largely due to the travel restrictions in response to the new virus outbreaks. Of course, in some cases like China, domestic tourism has replaced world travelers as we have seen during the May Day holiday with nearly 60 million trips just on the first day made possible because of the virus situation and the control in the country. Depending on the health situation, we might see a bettering of the travel perspective with an uplift of restrictions because of the vaccination programs and the use of the health passports.

The tourism sector around the world will have a special responsibility in summer 2021 to start building the post pandemic era safer, more resilient, and more

sustainable. To make it possible, we will all have to work jointly to restore confidence in tourism through special health measures, but also through economic and financial facilities for the consumers and the tourism industry supporting businesses and protecting jobs.

Before we are able to create a safer and sustainable world tourism model, a regional and national strategy should be privileged. Sanitary constraints should encourage us to change our common practices and behaviors. We have discovered the fragilities of the globalized international system, so we must better control our environment and adjust to new realities. This means looking for pragmatic answers within the reinforced framework of nation state with the help of the best research and innovation, and taking the advantage of regional cooperation that can maximize the benefit of all parties. But these constraints should not make us forget the more global transitional process we are in. The environmental transition that justify the important efforts of the world community announced during the April Climate Summit on carbon neutrality. The awareness grows. We know that any temperature rises above 1.5 degrees will escalate into a global disaster with strong impact on mankind and biodiversity.

The tourism industry is part of this undergoing transition with a movement of concentration, reducing the number of world players, a movement of internationalization, encouraging cooperation and partnerships between states and companies to set new rules and standards and a trend of innovation in service and technology. In this competition, Asia and China do have valuable assets with quality infrastructures, leading companies, and a huge potential of travelers and tourists. We should take advantage of the situation to work on a new model of tourism based on a different vision with a strategic approach, upgrading infrastructures and services to integrate high safety and



security norms as well as more quality integrating well-being culture and entertainment. Second, a diversified approach to be able to respond to the different needs of the public, young people, family, as well as elderly people or people with handicap. Also specialize approach in order to respond to specific demands concerning health issues, cultural or environmental needs.

The challenge for mountain tourism is especially high because of growing expectations, the interests in rural and mountain tourism is increasing why people living in urban areas are willing to reconnect with nature often traumatized by the COVID-19 lockdown. Mountain tourism do represent 20% of the sector offering numerous activities like hiking, trekking, and skiing. China can take advantage of important natural resources and appealing lifestyles like in the Guizhou Province benefiting from a natural and ethnic diversity, unique arts and traditions. The next Olympic Winter Games of Beijing in 2022 are going to be a wonderful window of opportunity to promote a sustainable tourism. This means we have to work collectively to develop ambitious initiatives.

First and foremost, in order to respond to the worries of the population, we must take into account the healthcare dimension. It is needed to counterbalance the tensions of modern life, pollutions, stress, fatigues. Mountain tourism can provide many benefits for the general population and many for the more fragile

looking for a quiet environment, clean air, and open doors activities.

Second, we need to develop adequate economic projects starting with sustainable infrastructures in remote areas such as Western China and Central Asia. This has been the vision of the Belt and Road Initiatives. Implementing inclusive projects of roads, highways, railways, and airport as the best alternative to isolation and slow development. Effort should be made to better leverage investment, to support cross border tourism project like smart hospitality, local food production, and waste management in protected areas.

Third, we should consider more cultural and environmental initiatives, promoting shared development between people, cultures, and countries, always remembering that mountain tourism is a way of educating people to the important values of respect and share it. It is a place of collective heritage, attracting visitors looking for new knowledge and experiences. It is a platform for dedicated sports favoring the discovery of nature. It is an environment where you can refocus on yourself and your families, escaping from the many constraints of modern life.

Excellencies, dear friends, we have today an opportunity to adapt mountain tourism to the new realities of the time. Changing fast enough is our challenge. I'm confident we have the awareness and the ability to respond to such an important and beautiful challenge.





## 生态优先绿色发展是山地旅游的必由之路

我们正处在一个挑战与机遇并存，百年未遇之大变局的特殊时期。最近习近平主席在全球“领导人气候峰会”上的讲话中指出：“近年来，气候变化、生物多样性丧失、荒漠化加剧、极端气候事件频发，给人类生存和发展带来严峻挑战。新冠肺炎疫情持续蔓延，使各国经济社会发展雪上加霜。面对全球环境治理前所未有的困难，国际社会要以前所未有的雄心和行动，勇于担当，勠力同心，共同构建人与自然生命共同体。”

作为以保护山地资源、传承山地文明、促进山地经济、造福山地民众为宗旨的国际组织，国际山地旅游联盟有责任促进山地旅游业界形成共识，引领山地旅游领域坚持走可持续发展的生态文明之路，这也正是本次活动主题定位为“世界遗产保护与山地旅游绿色发展”的出发点。我们应该通过努力并以实际行动，推动山地旅游及相关业者，牢固树立低碳理念，积极利用低碳技术，向市场提供更多绿色低碳旅游产品和优质生态产品，丰富山地旅游业态，活化遗产资源，实现山地旅游发展与世界遗产名山保护的良性互动和共生共济。

世界名山，是大自然馈赠给人类的宝贵财富，是自然遗产和文化遗产的重要载体，是山地旅游赖以生存发展的宝贵资源。人类共同遭遇的新冠疫情正在深刻改变着人们的发展观、生活观、健康观，旅游观也将发生深刻变化，人们对安全健康生活的向往将超过对物质生活的追求，而山地旅游依托山地自然和人文生态环境开展的旅游活动，是享受健康生活的理想方式，未来必将更受青睐。

我们生存的地球家园，正面临气候变化的严峻考验，科学家们警告，一旦全球平均温度上升超过2℃，海平面将在2050年前上升50公分，我们将损失地球上超过10%的物种。世界气象组织(WMO)在《2020年全球气候状况报告》中指出，2020年全球气候变化指标和影响进一步恶化，极端天气加上新冠疫情给全球带来双重打击，气候变化通过一系列相互关联的事件对实现可持续发展目标构成风险。毫无疑问，气候变化也给山地旅游和世界名山带



国际山地旅游联盟副主席  
邵琪伟

来了巨大挑战。作为全球旅游业发展格局重要一环的山地旅游，携手应对气候变化，采取行之有效的绿色低碳发展策略刻不容缓。

让我们欣慰的是，重庆市南川区为我们提供了有益的示范，我们从这里良好的山地自然生态，生物多样性，宜居、宜游、宜业的城市面貌，以及政府主导型的绿色发展之路，可以找到发展的共同方向。这也是联盟选择在南川举办“国际山地旅游日”活动的充分理由。

为倡导国际山地旅游业界和社会各界实现共护共享名山资源的美好愿景，在“国际山地旅游日”这个特殊的日子，国际山地旅游联盟发出倡议：

一、利用世界名山资源，发展可持续山地旅游。让全社会高度关注名山及山地资源的保护和可持续发展，让公众了解世界遗产名山的自然和文化价值。

二、走生态优先，绿色低碳的可持续发展之路。要抛弃轻视自然、掠夺自然、破坏自然的不当模式，建设人与自然和谐共生的山地旅游。旅游经营者在规划建设、产品设计、后期运营等每个环节都应注重生态保护，开发更多





满足新消费需求的优质生态产品，积极探索旅游碳中和方式，引导游客养成呵护生态环境的旅游习惯。

三、丰富山地旅游业态、活化遗产资源。因地制宜，结合世遗名山独有的自然文化资源、地域特色和环境风貌，有的放矢地设计开发名山探寻游、文化体验游、环境研学游、公益实践游等旅游产品，让世界遗产从名录走进生活，在新时代焕发新活力。

四、推动绿色、低碳技术在山地旅游领域的应用和推

广。倡议山地旅游相关企业、研究机构和经营主体应更加重视绿色低碳技术研发和应用，在酒店耗能、交通工具节能减排、景区资源循环利用等方面努力探索，积极创造零排放旅游景区示范。

五、开展山地旅游与名山保护的良性互动，实现共生共济。让山地旅游创造的经济和社会财富造福山区民众，增强当地民众对遗产保护的价值认同。鼓励社区民众积极参与遗产保护，成为合理利用遗产资源的真正主人。





## Ecological Priority and Green Development is the Only Route for Mountain Tourism

© Shao Qiwei, Vice Chairman of International Mountain Tourism Alliance

We are in a special period witnessing challenges, opportunities and major changes unseen in a century. At the recent Global Leaders Summit on Climate, President Xi Jinping said, "In recent years, climate change, biodiversity loss, worsening desertification and frequent extreme weather events have all posed severe challenges to human survival and development. The ongoing COVID-19 pandemic has added difficulty to economic and social development across countries. Faced with unprecedented challenges in global environmental governance, the international community needs to come up with unprecedented ambition and action."

As an international organization aiming to protect mountain resources, preserve mountain civilization and promote the mountain economy to the benefit of the people living in mountainous regions, IMTA is responsible for building consensus in the mountain tourism circles and leading the sustainable and eco-oriented development of mountain tourism. This is why the event is themed "World Heritage Protection and Green Development of Mountain Tourism". We should make great efforts to propel mountain tourism and industry players to establish a low carbon concept, and use low carbon technologies to deliver more green, low carbon and eco-friendly tourism products, develop new mountain tourism business and activate heritage resources, so as to realize harmony between mountain tourism and world heritage famous mountains.

World famous mountains are precious natural wealth for mankind, important carriers of world natural heritage and cultural heritage, as well as the foundation for the existence and development of mountain tourism. The COVID-19 pandemic facing mankind is profoundly changing people's outlook on development, life and health, and their outlook on tourism as well. The people's yearning for a safe and healthy life will go beyond their pursuit of materials. Mountain tourism

based on natural and humanistic ecology is an ideal way to enjoy a health life and will be more popular in the future.

Our earth is facing the grim test of climate change. Scientists warn that if the average global temperature rises by over 2 degrees Celsius, the sea level will rise by 50 centimeters by 2050 and we will lose over 10 percent of species on the earth. The State of the Global Climate 2020 released by the World Meteorological Organization (WMO) highlighted accelerating climate change indicators and worsening impacts, extreme weather combined with COVID-19 was a double blow to the world, and climate change posed a risk to the Sustainable Development Goals through correlated extreme events in 2020. Undoubtedly climate change has brought a huge challenge to mountain tourism and world famous mountains. Mountain tourism is important part of global tourism. It is imperative for the mountain tourism community to jointly cope with climate change and adopt an effective strategy for green and low carbon development.

We are pleased to see that Nanchuan District, Chongqing Municipality has set a good example for us. From Nanchuan's favorable mountain ecology, biodiversity, livable and tourism & commerce-friendly urban look and path of green development led by the government, we can find a common direction for mountain tourism. This is why we chose Nanchuan for the "International Mountain Tourism Day" event.

To call on the international mountain tourism community and all walks of life to achieve the vision of protecting and sharing famous mountain resources, we hereby issue an initiative in the special day—"International Mountain Tourism Day":

1. Applying resources of world-renowned mountains for the sustainable development of mountain tourism; drawing attention of the broader society on the protection and sustainable development of mountain



resources; making the public more aware of the natural and cultural value of world heritage mountains.

2. Embarking on the path of ecology-oriented, green, low-carbon, and sustainable development. We must abandon the exploitation models that neglect, plunder and damage the nature, but strive for new mountain tourism models that help mankind and nature co-exist harmoniously. Tourism industry operators should pay close attention to ecological protection in planning and construction, product design, post-operation, and any other procedures, develop more premium ecological products that satisfy new consumer demands, proactively explore carbon neutral solutions for tourist activities, and guide tourists to develop sound habits of protecting the ecological environment.

3. Enriching business patterns of mountain tourism and revitalizing heritage resources. In detail, we must capitalize on the unique natural and cultural resources, local features, and landscapes of world heritage mountains, to design tourism products targeted at famous mountain adventure, culture experience tour, environment research tour, and public service tour.

In doing so, we can revitalize the world-renowned mountains listed as world natural heritages in the new era, and popularize them among the general public.

4. Applying and promoting green, low-carbon technologies in mountain tourism. For that, we call on mountain tourism enterprises, research institutes, and relevant business entities to focus on R&D, applying green and low-carbon technologies, probing into how to reduce hotel energy consumption, save energy and reduce emission for vehicles, and recycle resources of scenic areas, in a bid to create demonstration tourist attractions of zero discharge.

5. Initiating positive and mutual-benefit interaction between mountain tourism and mountain protection. To be specific, we need to help and serve mountain dwellers via economic and social benefits of mountain tourism, help them learn more about the precious value of world heritages, encourage local communities to participate in preserving and developing natural heritages, so that every local resident can be an integral part of heritage protection and development.





## 森林氧吧具备发展山地康养旅游产业的新优势

各位嘉宾、各位朋友，大家上午好！今天，我们相聚重庆南川，共同出席2021国际山地旅游日世界遗产名山（金佛山）峰会，共同围绕世界遗产保护与山地旅游绿色发展主题展开探讨。在此，我谨代表重庆市人民政府，向本次活动的举办表示热烈祝贺！向出席活动的领导和嘉宾表示诚挚欢迎！向长期以来关心和支持我市旅游业发展的各界朋友表示衷心的感谢！

重庆是一座独具特色的“山城、江城”，地貌以丘陵、山地为主，其中山地占76%。旅游资源丰富，有长江三峡、世界自然遗产南川金佛山和武隆喀斯特、世界文化遗产大足石刻等壮丽景观。重庆也是中国著名历史文化名城，有文字记载的历史达3000多年，是巴渝文化的发祥地。自然的造化，历史的积淀，成就了重庆这片美丽的土地，“城在山水间、山水在城中”是城市形象的生动写照，“看得见山、看得见水、记得住乡愁”是乡村风貌的独特魅力。得益于山形地貌的立体性和山地气候的多样性，重庆生态环境优良、自然资源富集、产业基础扎实，共有市级以上森林生态公园85处、湿地公园26处、森林氧吧30多处，空气质量和生态环境良好，具备“避暑”“避寒”“避霾”全天候康养条件，具有全域发展山地旅游的天然优势。

习近平主席指出：旅游是不同国家、不同文化交流互鉴的重要渠道，是发展经济、增加就业的有效手段，也是提高人民生活水平的重要产业和指标。这一系列深刻论述，为我们做好旅游工作指明了方向。重庆市把推动旅游业发展作为贯彻落实习近平主席关于“绿水青山就是金山银山”理念，“共抓大保护、不搞大开发”导向，“生态优先、绿色发展”方针的有效方式和途径，作为建设内陆开放高地、山清水秀美丽之地，推动高质量发展、创造高品质生活的重要抓手，大力推动旅游供给侧结构性改革，着力培育大都市、大三峡、大武陵旅游品牌，全力打造旅游业发展升级版，加快建设世界知名旅游目的地。2020年，全市A级景区接待游客1.6亿人次，旅游产业实现增加值979.18亿元，占全市GDP比重3.9%。今年“五一”假期，全市A级旅游景区共接待游客1019.8万人次，同比增



重庆市人民政府副市长  
蔡允革

长146%，按可比口径较2019年增长10.4%，成为全国最热门旅游城市之一。

同志们，朋友们，大美重庆，美不胜收，美不尽言。但越是得天独厚的旅游资源，越需要发展好、保护好、利用好。国际山地旅游联盟作为全球山地旅游领域具有广泛影响力的国际组织，在保护山地资源、传承山地文明、促进山地经济、造福山地民众等方面，发挥了积极的推动作用。我们热忱希望以此次峰会为契机，更好地倾听世界声音，把各地发展山地旅游的好经验、好做法带到重庆，通过系统性的保护和开发利用，打造在国际上具有独特性、引领性、带动性的山地旅游品牌。同时，也希望大家把重庆的旅游资源推介到世界各地，提升重庆山水的美誉度，吸引越来越多的朋友来重庆“行千里致广大”，去极目山水之秀，感悟人文之美，体验生活之乐，让“山水之城 美丽之地”更靓更出彩，让更多的人分享重庆旅游业发展的成果和快乐。

最后，预祝2021国际山地旅游日世界遗产名山（金佛山）峰会圆满成功，祝各位领导和嘉宾身体健康、工作顺利！





## Forest Oxygen Bar Boasts New Strengths of Mountain Wellness Tourism Industry

◎ Cai Yunge, Deputy Mayor of Chongqing Municipal People's Government

Today, we gather together in Nanchuan at the International Mountain Tourism Day 2021 World Heritage Mountain (Jinfo Mountain) Summit, to discuss the theme of “World Heritage Protection and Green Development of Mountain Tourism”. On behalf of Chongqing Municipal People’s Government, I hereby send my congratulations to all of you for making this event a huge success, express my sincere welcome to all the officials and guests present, and extend my heartfelt thanks to friends from all walks of life for your concern and support to the tourism sector in Chongqing Municipality.

Chongqing is a unique city, where 76 percent of the city is composed of mountains and hills. Chongqing boasts profuse tourism resources, as well as magnificent views such as the Three Gorges along the Yangtze River, world natural heritage—Jinfo Mountain, Wulong Karst, and world cultural heritage—Dazu Rock Carvings. Chongqing is also a city of famous history and culture. With a written history of over 3,000 years, this city is the cradle of the Bayu Culture. The foundation of both nature and history bestows profound beauty upon this land. The phrase “city, mountains and lakes are intertwined with one another” best describes the vivid image of Chongqing, and “one can overlook mountains, appreciate lakes, and be nostalgic” best depicts the unique charm of this city. Thanks to the three-dimensional mountain landform and the diverse mountain weather conditions, Chongqing is sound in ecological environment, profuse in natural resources, and solid in industrial foundation. We have 85 forest eco-parks, 26 wetland parks, and over 30 forest oxygen bars above city level. In general, Chongqing is excellent in air quality and ecological environment, enjoys a comprehensive wellness condition for “escaping heat, chill, and smog,” and boasts natural advantages in developing mountain tourism in an all-round way.

President Xi pointed out that tourism is a significant channel of communication between different countries and cultures, an effective tool of creating economic growth and jobs, and an important industry and index to improve people’s lives. His words pave the way ahead for our work. Chongqing sticks to tourism development as an effective method to put President Xi’s concept of “Lucid Waters and Lush Mountains are Invaluable Assets”, the guidance of “Promoting Well-coordinated Environmental Conservation and Avoiding Excessive Development,” and the policy of “Prioritizing Ecological Conservation and Boosting Green

Development” into practice. In addition, we aim to build an in-land open highland, make our city a place of beautiful mountains and rivers, and facilitate high-quality production and lifestyle via tourism. To be specific, we plan to promote structural reform in the supply side of tourism, focus on creating tourism brands like great metropolis, great three gorges, and great Wuling District, in a bid to further upgrade local tourism to build the city into a world-renowned tourist destination. In 2020, A-level tourist attractions in Chongqing welcomed 160 million visitors, reaped 97.918 billion yuan of added value, accounting for 3.9 percent of Chongqing’s GDP. During the Labor Day holiday this year, Chongqing received 10.198 million visitors—a year-on-year growth of 146 percent, and 10.4 percent more than the number in 2019 on comparable basis, making Chongqing one of China’s most popular tourist cities.

Dear friends, the city of Chongqing enjoys beauty that no words can describe. But these unique tourism resources must be well developed, preserved, and exploited. IMTA, as an influential international organization in world mountain tourism, plays a positive leading part in seeking to protect mountain resources, preserving mountain civilization, and promoting mountain economy to the benefit of the people living in mountainous regions. So, with this summit as a great opportunity, we hope to listen to everyone’s opinion and advice, and put everyone’s outstanding experience and achievements in exploiting mountain tourism into practice in this city. For that, we plan to, via systematic preservation and development, build unique and leading mountain tourism brands. At the same time, we hope everyone can introduce Chongqing’s tourism resources to the whole world, improve the reputation of Chongqing’s beautiful mountains and rivers, and attract more visitors here to enjoy “A Tour in Chongqing, A Gain in Vision”, to appreciate the lovely views and fair cultures, and to experience the happy local life. In doing so, we strive to help Chongqing—“A Land of Natural Beauty, A City with Cultural Appeal”—stand out even more, and share the achievements of Chongqing’s tourism sector with everyone else.

Last, I wish the International Mountain Tourism Day 2021 World Heritage Mountain (Jinfo Mountain) Summit a complete success, and wish all the officials and guests present good health and success in work.







# 全球变局下的山地旅游应当如何化危为机

当前正值全球百年未有之大变局，“不谋万世者，不足谋一时，不谋全局者，不足谋一域”，山地旅游作为旅游的一个重要分支，应该审时度势。

今天主要讲两个部分。一是关于全球变局与大疫情对旅游业、山地旅游业带来哪些启示、机遇与挑战。二是关于如何化危为机、转型升级。

## 一、全球变局与大疫情对旅游业、山地旅游业带来哪些启示、机遇与挑战

首先从国际角度来看。20世纪有三大发现：量子力学、相对论和DNA结构。21世纪，新一轮科技革命和产业变革正在带来颠覆性的变化，以云计算、大数据、物联网、人工智能、5G为代表的新一代数字技术改变了传统的生产方式和管理模式，促进了供需精准匹配，激发了众多新产业、新业态和新模式，这些变化给山地旅游带来了空前的发展机会。与此同时，全球经济力量对比呈现出“东升西降”的趋势，新兴经济体和发展中国家国际影响力不断增强，全球治理的话语权越来越向发展中国家倾斜，其中尤以中国最为突出。全球治理体系和国际秩序同样正在发生大变局，G20等更具广泛代表性的全球治理平台影响日益深远，和平发展合作共赢成为时代潮流，人类命运共同体理念赢得广泛国际共识。此外，自然界正面临三大危机，即环境污染危机，气候变化危机，地球生态系统服务功能衰退和生物多样性锐减危机。以地球生态系统服务功能衰退和生物多样性锐减危机为例，全世界每天有75个物种灭绝，每小时有3个物种灭绝，2015年至2020年间，全球每年森林砍伐量约为1000万公顷。这三大危机是我们不可避免的问题，山地旅游把生态优先放在前面很有意义。人类从提出可持续发展已有35年，2015年9月25日联合国大会上发布了《2030年可持续发展议程》，15年前还是发展计划，现在人类必须更进一步迈向可持续发展。

再看看国内变化。第一，国内完成“三步走”的第



世界自然保护联盟总裁兼理事会主席  
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二步，实现全面小康，同时脱贫8亿人口，旅游的需求是增长的。第二，国内发展战略的重大转型升级——以内循环为主，内外结合。中共十九大提出了人民不仅需要丰富的精神、物质产品，也需要更多优质的生态产品。这一切都预示着国内旅游业正走向高峰，仅本次（2021年）“五一”小长假全国就有超过2.3亿人次出游。第三，全面进入了大众化时代。教育、卫生、体育等等各方面都会带来变化。旅游，特别是户外旅游已成为生活之一部分。第四，生活方式、生产方式和消费模式的转变——价值取向和价值追求的转变。亚历山大说过，“我们不仅要有高尚的情怀去工作，还要有高尚的情怀去休闲，去享受美好生活。”旅游，特别是山地旅游就是非常好的选择。第五，人口老龄化问题越来越严重——生态优质区康养之要求。这个问题谈到山地旅游，谈到健康养生，都是老龄化的问题。第六，“亚健康”人群高达总人口的70%，人人需要健康和养护生命。城镇化、快节奏生活、竞争等问题带来一系列的城市病以及富贵病，健康对生命的维护不仅是针对老人的，人人都需要健康。第七，中国拥有丰富的山地



旅游资源，是一个山地众多的国家，占全国陆地总面积的33%，从西到东都遍布名山大川，具有丰富的山地旅游资源。受喜马拉雅隆起的影响，我国山地的平均海拔高于世界上多个国家，呈现出生态系统多样性、地质多样性与文化多样性。过去山地常与贫困相联系，现在的山地是宝贵资源，有着无限广阔的前景。第八，可持续发展与生态文明。生态文明的诞生是人类应对人与自然、发展和保护这个两难问题时不断变革所产生的新的理念与战略，是人类文明发展到一个新阶段所产生的社会形态。中国生态文明的探索与实践，已经超越了单一的环保范畴，深刻揭示了二十一世纪人类文明进程的发展方向。

最后来谈谈疫情。这次新冠疫情不仅是公共卫生事件，也是全球的自然危机，全人类的健康危机，进而引发全球经济危机，没有发生战争却死亡430万人，生态系统一个小小的微生物给我们的启示非常大。没有自然的健康，就没有人类的健康；没有森林山地的健康，也不会有人类的健康。最近几十年来，75%的大流行疫情来自人畜共患。由于人类的贪婪和无知，不断挤压和侵占野生动物栖息地，使人与野生动物密切接触的机会大大增加，野生动物身上携带的病菌等微生物也更容易传播到人类社会，增加了人畜共患病的发生风险，从中国的非典，到中东的MERS病毒，全球的禽流感，到东非的埃博拉都是如此。我们应当从这些教训中警醒。

总的来说，21世纪绕不过三大基本关系，即人和自然、发展和保护的关系，科学与技术、人与科技的关系，老牌经济体（OECD）与新兴经济体的关系、崛起大国与守城大国的关系。挑战是空前的，变局是百年未遇的，关键就是如何转危为机，抓住机遇，实现转型升级和高质量的发展；不再只是追赶，而是参与和引领。

## 二、如何化危为机、转型升级？

首先，总的指导方针是什么呢？最近习近平主席出席的领导人气候峰会时提出：“构建人与自然生命共同体”。生命共同体是命运共同体的科学基础，所以特别强调了生命共同体。还有联合国的可持续发展议程，建议山地旅游可以研究一下有一些可检测的目标，对可持续发展是很有意义的。总方针下的业务指导方针应是山地旅游和生态旅游融合发展且注重山地康养旅游的发展，山地旅游要向可持续发展旅游和生态旅游转型升级，适应所有人群需要的森林浴以及山地森林康养可以成为转型升级的旗舰和龙头产品之一。

其次，应将可持续发展与生态旅游的理念作用于世界遗产地的保护与发展。1980年，IUCN应联合国邀请制定《世界自然保护大纲》，首次提出“可持续发展”。紧跟着在1983年，提出生态旅游的概念，以自然生态环境为参观对象、不对自然环境造成破坏。1996，在IUCN《旅游、生态旅游和自然保护地指南》中，谢贝洛斯进一步指出，生态旅游还应保护生态环境、为地方提供社会经济收益。与生态旅游相比，可持续旅游包括了旅游产业中所有的可持续行为，以及对各种形式旅游可持续化的期待。世界遗产地是自然保护地的皇冠，具有普遍突出价值、人类罕见、无法替代的文化和自然财富，可持续发展与生态旅游对世界遗产地的启示在于加强生物、地质与文化多样性保护，提升游览体验和公众科普教育，并且使地方和社区受益。由世界自然保护联盟发布的《世界遗产展望》从自然价值状况、威胁、保护与管理行动四个方面开展评估。2021年的《展望3》评估了世界252处自然遗产地的保护，63%为“良好”或“良好但存在担忧”，30%属于“高度担忧”，7%为“形式危急”。对于中国南方喀斯特世界自然遗产地，《展望3》中评估结果为：遗产地价值处于良好状态，且如果增加少量保护措施（对上游水域污染和旅游基础设施开发的加强管理），则其价值可能长期得以维持。

再来是关于山地森林旅游与山地健康、养生旅游的发展。中国是世界上最早提出康养思想的国家，古代“天人合一”观是健康和养生启蒙思想之萌芽。《黄帝内经》提出了“尽终其天年，度百岁乃去”和“上医治未病”的观点，每个人都需要康养，这给山地旅游带来很多思考。森林拥有丰富多样的康养资源，北欧风格以疗养、辅助治疗、健身为主，结合回归大自然、野趣等户外活动，如德国森林践露疗养法。日本则有森林浴，1982年首度提出“森林浴”概念，后发展演变为“森林疗养”。森林环境中所有生物和非生物因子具有康养保健功能，植物挥发物对生理也会产生各种影响，如酚可以降低血糖，具有抗氧化、抗衰老、抗辐射、杀菌、消炎、抗癌、抗突变等作用，乙烯可以增加细胞膜透性，秋水仙素可以抗炎、抑制细胞增生等。总的来说，森林的景观、空气、水文、气候等资源都可被用于打造优质的康养产品，对城市人群亚健康防治具有特别的效用。

《巴黎气候协定》的签订具有跨时代的意义，2016年4月22日，170多个国家领导人齐聚纽约联合国总部，





承诺将全球平均温升保持在相对于工业化前水平2摄氏度以内，并为全球平均温升控制在1.5摄氏度以内付出努力。低碳提出碳达峰和碳中和，力争在2030年前实现碳达峰，2060年前实现碳中和。去年9月22日，习近平主席在第七十五届联合国大会一般性辩论上宣布：“中国将提高国家自主贡献力度，采取更加有力的政策和措施，二氧化碳排放力争于2030年前达到峰值，努力争取2060年前实现碳中和。”为此，山地旅游应该在低碳和生态领域做出相应努力，我提出以下几个建议：相关产业的选址应在800-1200米的山地森林中；采用自然通风、自然采光、可再生能源与循环水；鼓励低碳出行，使用低碳食品等。

此外，宣传、科普和能力建设也至关重要，未来中国

应在这些方面承担引领者的角色。

最后，我想说，以自然为本，以人为中心，相信人类社会必将会以正义、善良和智慧，战胜邪恶、贪婪与愚昧。以习近平新时代中国特色社会主义思想特别是习近平生态文明思想为指导，建设美丽中国，走向具有“五位一体”和“五个跨越”等优势的命运共同体，使得人与自然和谐相处，永续地发展。“生态兴则文明兴，生态衰则文明亡。”世界潮流浩浩荡荡，顺势者昌，逆势者亡。再过30年后看，当中国实现两个百年梦之际，人类社会将会更加坚定地认识到只有全球携手，走生态文明觉醒之路，最终走向生态文明新时代，才能实现全人类美好的愿景。这不是选择之一，而是人类的必由之路。



# How Should Mountain Tourism Turn Crisis Into Opportunity Under The Global Change?

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Currently, there is a significant change that has never happened in the world for a hundred years. “It is impossible for us to make a good plan for the present without any long-term strategy. Nor can we handle the current situation without any overall planning.” As mountain tourism is an essential branch of tourism, we should correctly appraise the situation.

Today, we will mainly discuss the following two parts. The first is about the insights, opportunities and challenges brought by the global change and the pandemic to tourism and mountain tourism. The second is turning crisis into opportunity, and achieving transformation and upgrading.

## I. What the global change and the pandemic bring to tourism and mountain tourism in terms of insights, opportunities and challenges?

First, let’s take an international perspective. There are three major discoveries in the 20th century: quantum mechanics, relativity and DNA structure. In the 21st century, a new round of technological revolutions and industrial changes are bringing disruptive changes. The new generation of digital technologies represented by cloud computing, big data, Internet of Things, artificial intelligence and 5G have changed traditional production methods and management modes, promoted precise matching of supply and demand, stimulated many new industries, new business models and new modes, and these changes have brought unprecedented development opportunities for mountain tourism. Meanwhile, the global economic power contrast has shown a trend of “increasing in the east and decreasing in the west”. The emerging economies and developing countries are increasing their international influence, and global governance discourse is tilting more and more toward developing countries, with China being the most prominent in particular. The global governance system and international order are also undergoing a major change. The G20 and other more widely representative global governance platforms are increasingly far-reaching, peaceful development and win-win cooperation have become a trend, and the

concept of a community of human destiny has won broad international consensus. In addition, nature is facing three major crises: the crisis of environmental pollution, the crisis of climate change, the crisis of the decline of the service function of the earth’s ecosystem and the sharp decline in biodiversity. Let’s start with the decline of ecosystem services and the crisis of sharp decline in biodiversity. Seventy-five species are going extinct each day, and three species are going extinct each hour globally. Between 2015 and 2020, the annual deforestation in the world is about 10 million hectares. The above three crises are inescapable problems before us. It makes sense for us to give priority to ecology in mountain tourism. Thirty-five years have passed since humanity proposed sustainable development. On September 25, 2015, the United Nations General Assembly issued the 2030 Agenda for Sustainable Development. It was a development plan 15 years ago, and now humanity must move even further towards sustainable development.

Next, let’s look at domestic changes. First, China has completed its second step of “three steps” to achieve a well-off society in an all-round way. It has lifted 800 million people out of poverty in the meantime, so the demand for tourism is increasing. Second, China’s domestic development strategy has undergone a significant transformation and upgrade – mainly internal circulation, combining internal and external circulation. The 19th CPC National Congress has proposed that the Chinese people not only seek rich spiritual and material products, but also more quality ecological products. This is a sign that domestic tourism is heading toward a peak, with more than 230 million trips made nationwide during the May Day holiday alone (2021). Third, China has fully entered the massification era. There will be changes in education, health, sports and all other aspects. Tourism, especially outdoor tourism, has become a part of our life. Fourth, there is the change of lifestyle, production mode and consumption mode—the shift in value orientation and pursuit. Alexander said: “We need not only have noble feelings to our work,







but also our leisure time to live our life to the fullest.” Tourism, especially mountain tourism, will be an ideal choice. Fifth, the aging of the population is becoming increasingly severe – the health regimen requirements for suitable ecological areas. This issue is about mountain tourism, about health and wellness, all about aging. Sixth, with 70% of the population being “sub-healthy”, we all need to stay healthy and take good care of ourselves. Urbanization, fast-paced life, competition and other issues trigger a series of urban diseases and diseases of affluence. The maintenance of health for life is not only for the elderly. We all need health. Seventh, China is rich in mountain tourism resources. Its numerous mountains, account for 33% of its total land area. Famous mountains and rivers dot the country from the west to the east, so it’s a land with rich mountain tourism resources. Influenced by the Himalayan uplift, the average elevation of China’s mountains is higher than that of many countries globally, showing ecological diversity, geological diversity and cultural diversity. In the past, mountainous areas were often associated with poverty, but now they are valuable resources with unlimited prospects. Eighth, sustainable development and ecological civilization. The ecological civilization is a new concept and strategy resulting from the continuous changes in human response to the dilemma of man and nature, development and conservation. It is a social formation resulting from the development of human civilization to a new stage. China’s exploration and practice of ecological civilization have gone beyond a single category of environmental protection and have profoundly demonstrated the direction of human society in the 21st century.

Finally, let’s talk about the epidemic. COVID-19 is not only a public health event, but also a global natural crisis, a health crisis for mankind. It consequently became a global economic crisis, with 4.3 million deaths in this war without smoke. A small microorganism in an ecosystem has given us a great insight. If we destroy nature, we are threatening our health. If we destruct forests and mountains, we are threatening our health as well. In recent decades, 75% of pandemics have resulted from zoonotic diseases. Due to human greed and ignorance, the habitat of wild animals is constantly squeezed and encroached, which dramatically increases the chances of close contact between people and wild animals. Microorganisms such as germs carried by wild animals are more likely to be transmitted to humans, increasing the risk of zoonotic diseases, including SARS in China, MERS virus in the Middle East, bird flu worldwide and Ebola in East Africa.

We should learn from these lessons.

Generally, we cannot get around the following primary relationships in the 21st century, i.e., the relationship between man and nature, development and conservation, the relationship between science and technology, man and technology, the relationship between old economies (OECD) and emerging economies, and the relationship between rising powers and defending powers. We face unparalleled challenges and unprecedented changes in a century. The key is turning crisis into opportunity and seizing the opportunity to achieve transformation, upgrading and high-quality development. We no longer catch up but participate and take the lead.

## **II. How can we turn crisis into opportunity, and achieve transformation and upgrading?**

First, what are the general guidelines? At the recent Leaders Summit on Climate, General Secretary Xi Jinping proposed: “We need to work together to foster a community of life for man and Nature.” The community of life is the scientific basis of the community of common destiny, so we put special emphasis on the community of life. The UN’s Sustainable Development Agenda also suggests that we can study mountain tourism to set some testable targets that are meaningful for sustainable development. The business guidelines under the general policy should be the integration of mountain tourism and ecotourism and focusing on the development of mountain recreation tourism. We should transform and upgrade mountain tourism to sustainable tourism and ecotourism. Forest bathing and mountain forest recreation adapted to the needs of all people can become one of the flagship and leading products for transformation and upgrading.

Second, we should apply the concepts of sustainable development and ecotourism to the conservation and development of World Heritage sites. In 1980, the UN invited the IUCN to develop the framework of World Conservation Strategy, hence the proposal of “sustainable development” for the first time. In 1983, ecotourism was introduced, with the natural ecological environment as the object of visit and without causing damage to the natural environment. In 1996, in the IUCN Guide to Tourism, Ecotourism and Protected Areas, Ceballos further stated that ecotourism should also involve protecting the ecological environment and bringing socio-economic benefits to the local area. In contrast to ecotourism, sustainable tourism encompasses all sustainable behaviors in the tourism industry, as well as the expectation of sustainability in all forms of tourism. World Heritage sites are the crown of nature





reserves, cultural and natural treasures of outstanding universal value, rare to humanity, and irreplaceable. The inspiration of sustainable development and ecotourism for World Heritage sites is to enhance the conservation of biological, geological and cultural diversity, improve the visiting experience and public science education, and benefit localities and communities. The IUCN World Heritage Outlook assessed the heritages from four aspects: status of natural values, threats, conservation and management actions. The IUCN World Heritage Outlook 3 in 2021 evaluated the conservation of 252 natural heritage sites around the world, with a conservation outlook of “good” or “good with some concerns” for 63% of sites, an outlook of “significant concern” for 30% and a “critical” status for 7%. For the South China Karst World Natural Heritage Site, the assessment result in the IUCN World Heritage Outlook 3 is that the values of the site are in good condition and are likely to be maintained in the long term, provided that minor additional conservation measures are put in place to address existing concerns (strengthening management of upstream water pollution and tourism infrastructure development).

Then, let's move on to the development of mountain forest tourism and mountain health and wellness tourism. China was the first country to put forward the idea of health and wellness, and the ancient concept of “unity of heaven and man” was the germ of the enlightened idea of health and wellness. The Yellow Emperor's Classic of Internal Medicine mentioned “thus they lived out the full measure of life bestowed upon them by heaven and lived to be one hundred years of age” and “the superior doctor prevents illness”. We all need to have recreation, which gives a lot of inspiration to mountain tourism. The forest has rich and diverse recreational resources. The Nordic style is based on healing, complementary therapy and fitness, combined with outdoor activities including returning to nature and wilderness, such as the German healing forest footpaths. In Japan, “forest bathing” was first introduced in 1982 and has since evolved into “forest therapy”. All biotic and abiotic factors in the forest environment bring recreational and health benefits. Plant volatiles also have various effects on physiology. Phenols can lower sugar and lipids, with antioxidant, anti-aging, anti-radiation, bactericidal, anti-inflammatory, anti-cancer and anti-mutagenic effects. Ethylene can increase cell membrane permeability, and colchicine can be anti-inflammatory and inhibit cell proliferation, etc. In short, we can use the forest's landscape, air, hydrology, and climate resources to create high-quality recreation products that are

particularly useful in preventing and treating subhealth among the urban population.

The signing of the Paris Agreement was epochal. Leaders of over 170 countries gathered at the UN headquarters in New York on April 22, 2016, to pledge to hold global average temperature increase to well below 2° C above pre-industrial levels and pursuing efforts to limit the temperature increase to 1.5° C above pre-industrial levels. As for the decarbonization blueprint, China will aim to hit peak emission before 2030 and for carbon neutrality by 2060. On September 22, 2020, President Xi Jinping announced at the General Debate of the 75th Session of the United Nations General Assembly that “China will scale up its Intended Nationally Determined Contributions by adopting more vigorous policies and measures. We aim to have CO<sub>2</sub> emissions peak before 2030 and achieve carbon neutrality before 2060.” To this end, we should make corresponding efforts for mountain tourism in the fields of decarbonization and ecology. I'd like to make the following suggestions: the location of relevant industries in mountain forests at 800–1200 meters; the use of natural ventilation, natural lighting, renewable energy and recycled water; encouraging low carbon travel and low carbon food, etc.

In addition, dissemination, science popularization and capacity building are crucial. China should assume leadership roles in these aspects in the future.

In conclusion, I'd like to say we should be nature-based and human-centered. I believe that human society will overcome evil, greed and foolishness with justice, goodness and wisdom. Guided by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, especially Xi Jinping's Thought on Ecological Civilization, we will build a beautiful China and move closer towards a community of common destiny with the advantages of the “Five-sphere Integrated Plan” and the “Five Leaps”, so that people and nature can live in harmony and achieve sustainable development.

“With the ecological prosperity, there will be the rise of civilizations. With the ecological decline, there will be the death of civilizations.” Facing the vast tides globally, those who follow the trend will prosper, while those who go against it will perish. In another 30 years, China will have achieved its two centenary goals. Human society will be more determined to realize that we can have a better vision for all humankind, only by joining hands globally, taking the path of awakening to ecological civilization and finally marching towards a new era of ecological civilization. This will not be a choice but an inevitable course for humanity.





# 山地旅游是世界遗产保护与绿色经济发展中 不可或缺的一环

今天能在这里发表讲话，我感到非常荣幸，感谢你们组织有方、实施有力地带来如此高水平的会议。在这2天内举办的活动和会议，将对我们接下来的外交活动大有裨益。

摩尔多瓦共和国人民对中国人民表示深切关注，并对中国人民坚韧不拔的精神和千年智慧积累所取得的成就表示极大的敬佩。今天的中国是一个现代国家，在经济、技术、科学、文化和精神文明方面取得了成功，与古老中华文明的独特传统相得益彰。中国是世界第二大经济体，是包括摩尔多瓦共和国在内的所有国家的重要合作伙伴。摩尔多瓦共和国愿意付出一切努力，继续提升与中华人民共和国的双边关系水平。

今年是中国共产党成立100周年，明年中国和摩尔多瓦即将迎来建交30周年。尽管30年很短暂，但是在此期间，我们建立了深厚友谊，并将继续增进互信、相互支持发展、深化务实合作、共建“一带一路”，相信这将为摩尔多瓦和中国探索新的合作领域创造巨大机遇。

摩尔多瓦政府坚决支持“一带一路”，我们相信它将加强两国关系、加深人民之间的友谊并使经济和商业关系迎来质的飞跃。摩尔多瓦共和国期待着通过此次机会改善摩中经济关系，吸引更多的中国投资者和游客前往摩尔多瓦。对摩尔多瓦来说，中国是一个非常值得信赖的合作伙伴，我们希望继续发展良好的双边合作，造福摩中人民。

虽然摩尔多瓦共和国的面积不大，但却是一个具有巨大潜力的旅游目的地。我们有着与众不同的景观保护区、多样性的旅游景点以及具有独特价值的欧洲和世界地质遗迹。在过去的十年中，摩尔多瓦的主要旅游形式包括乡村旅游、葡萄酒主题旅游、文化旅游、康养和美容旅游等。

关于本次峰会的主题，我想谈谈以下几点：

除去给当下和未来的人们带来价值外，世界遗产可以为可持续发展的各个层面做出重要贡献。遗产对整个人类社会来说至关重要，其促进社会、经济和环境发展的巨大潜力被广泛认可。保护全世界人民所珍视的宝贵遗产——如壮丽的自然景观和标志性纪念碑——可以视为是在对人类福祉做出切实且有意义的贡献。很难想象如果没有熟悉的历史遗迹，我们的国家、城市和景点会是什么样。这些遗迹见证了时间的流逝和自然的更迭，让我们的好奇与愉悦中受到启发。

世界遗产不仅只与旅游有关，它们是经济发展的重要资产，能够吸引投资，为当地居民提供绿色、稳定且体面的工作岗位。由于强大的象征意义和审美维度，世界遗产对于人们精神福祉的建设也是必不可少的。



摩尔多瓦驻华大使  
迪米特鲁·贝拉基什

山地是全球绿色经济发展与世界遗产保护中不可或缺的一环，为家庭、农业和工业消费提供60-80%的淡水资源，是粮食安全和清洁能源的重要推动力，为主要的粮食作物提供能量来源，也为它们的更新迭代提供场所。实际上，由于规模小和碳足迹低的特点，山地耕作本身就是绿色产业。

通过保护和利用生物多样性，山地在实现绿色经济发展方面同样发挥着关键作用。目前各国都在利用现有的国际融资机制，不断探索与私营部门的合作方式，为山地的未来发展制定绿色投资计划，几个先进领域包括以可持续水力发电为代表的绿色能源开发，负责任矿产资源开采，中小型企业、旅游业、农业的发展和生物多样性保护等。

山地旅游在刺激当地经济增长和促进社会发展等方面具有巨大潜力，它可以与其他的经济活动形成互补，可以促进GDP的增长，也可以带动就业。我认为山地旅游的未来发展应具备以下几个要素：

一采取综合性的管理策略，将自然、文化、社会的保护发展与经济效益并重

一基础设施的建设需适应当地脆弱环境

一生态旅游产生的利益和机会需公平分配，将旅游收入投资于环境保护

一应提高游客和当地社区（对于可持续发展）的认知与意识

一应建立伙伴关系，长期保持互动交流与学习

最后，我想再次对本次峰会的主办方表示衷心的感谢。



# Mountain Tourism is Crucial for World Heritage and Global Green Economy

© Dumitru BRAGHIȘ, Moldovan Ambassador to China

It is a great honor to be here today and make this speech. I would like to thank you all for this high level and excellent organized journey and to mention that the activities and meetings that have been held in these 2 days will be of great use in our further diplomatic activity.

The people of the Republic of Moldova show deep sympathy towards the Chinese people and great admiration towards the accomplishments achieved due to the perseverance and the millennial wisdom. Today's China is a modern state with a successful history in building economical, technical, scientific, cultural and spiritual achievements, which are in harmony with the unique traditions of the ancient Chinese civilization. China is the second economic power of the world and it is an important partner of all countries, including the Republic of Moldova, which is willing to put all the efforts in order to continue to increase the level of bilateral relations with the People's Republic of China.

These results are due to the people and the Central Committee of the Communist Party of China which this year celebrates the 100th anniversary of its foundation. Next year, China and Moldova celebrated the 30th anniversary since the establishment of the diplomatic relations. Although 30 years are a very short period of time, all this years are marked by traditional friendship and the will to continue to enhance mutual trust, support each other in development, deepen practical cooperation and jointly build the "Belt and Road", which creates great opportunities for Moldova and China to explore new fields for cooperation. Moldovan Government strongly supports the "One Belt, One Road", we believe that it will strengthen the friendship between our two countries and people, as well as will increase the economic and commercial relations to a new qualitative level.

Republic of Moldova is looking forward to use this opportunity to improve the economic relations and attract more Chinese investors and tourists to Moldova. For Moldova, China is a very trusted and reliable partner and we want to continue to develop excellent bilateral cooperation for the benefit of both Moldovan and Chinese

people.

Although it has a small area, the Republic of Moldova as a tourist destination has a great potential represented first of all by the geomorphologic aspect of its territory – an unusual diversity of landscape reservations or scenery and unique geological monuments of European and world value. Over the last decade the priority forms of tourism in the Republic of Moldova have been: rural, wine, cultural tourism, health and beauty tourism.

Regarding the topic of the forum I want to mention the following:

In addition to value for present and future generations, World Heritage – and heritage in general – can make also an important instrumental contribution to sustainable development across its various dimensions. Heritage it is crucial importance to societies and the wide acknowledgment of its great potential to contribute to social, economic and environmental goals. Certainly, the protection of exceptional heritage properties cherished by people all over the world – such as great natural sceneries and landmark monuments – can be considered as an intrinsic contribution to human wellbeing. It would be hard to imagine our countries, cities and landscapes without the familiar remnants of our past, a witness to continuity through the passing of time, and the presence of nature, to inspire us with a profound sense of wonder and joy.

Very often, World Heritage is also an important asset for economic development, by attracting investments and ensuring green, locally-based, stable and decent jobs, only some of which may be related to tourism. World Heritage, of course, is also essential to the spiritual wellbeing of people for its powerful symbolic and aesthetic dimensions.

Mountains are crucial for a global green economy and of course for World Heritage. Providing 60– 80% of the world's freshwater resources for domestic, agricultural, and industrial consumption, mountains are a critical driver of food security and clean energy. Mountains also supply important minerals and genetic resources for major food crops; indeed, mountain farming is inherently green thanks to its small scale character and low carbon footprint.





Mountains play a pivotal role in conserving and harnessing biological diversity for a green economy. Mountain regions have a high potential for greening economies within and beyond mountains. In order to make full use of this potential, countries are invited to tap existing international finance mechanisms, to explore partnerships with the private sector, and to prepare green investment plans for mountain regions. Priority areas include green energy with a focus on sustainable hydropower generation; responsible mining and resource extraction; and promotion of small and medium-sized industry, tourism, agriculture, and biodiversity.

Mountain tourism, has a high potential to stimulate local economic growth and social change because of its complementarity with other economic activities,

its contribution to GDP and job creation. In my opinion specific elements for Mountain Tourism are:

–Integrated management strategies and program design, with natural, cultural, and social components given equal weight with economic benefits.–Infrastructure development appropriate to fragile mountain environments.–Equitable distribution of ecotourism benefits and opportunities, including reinvesting tourism revenues into conservation.–Awareness raising for tourists and local communities.–Partnerships, and continuing exchange of experience, ideas, learning and best practice.

In conclusion, I would like to express one more time my gratitude to organizers for warm welcome and for the opportunity to participate at this event.



# 共创山地旅游绿色发展美好未来

在人类首次成功登顶穆朗玛峰的特殊纪念日，我们走进金佛山、相聚在南川，隆重召开2021国际山地旅游日世界遗产名山（金佛山）峰会。

中华文明历来崇尚天人合一、道法自然，追求人与自然和谐共生。近年来，我们深入践行“绿水青山就是金山银山”理念，始终坚持生态优先、绿色发展，积极探索世界名山保护与山地旅游发展共生共济之路。

我们致力守护“绿水青山”。实行最严格的生态环境保护，划定生态保护红线管控面积456平方公里。实施碳达峰、碳中和行动，3年累计减排9万多吨。金佛山森林覆盖率达到95%，生物多样性和喀斯特地质景观保存完好。南川全域森林覆盖率达到55.2%，城区空气质量优良天数达到354天，大溪河上榜“重庆十大最美河流”，获评中国最具生态竞争力城市。

我们致力做大“金山银山”。把山地资源优势转化为发展优势，改革创新经营管理体制机制，构建多元化山地旅游产品体系。充分挖掘金佛山的稀缺性价值，提高“含金量”，延伸产业链、完善供应链、提升价值链，实施“金佛+春夏秋冬”产品提升行动，打造“春赏花、夏避暑、秋观叶、冬玩雪”全季节体验产品，推出登山、滑雪、越野、漂流、飞拉达等户外运动项目，与腾讯公司合作实施全域智慧旅游2.0项目、打造“金山五绝”文创产品，形成以金佛山、东街、大观原点的为支撑，山王坪、神龙峡、黎香湖等全域发力的景城乡一体化融合发展格局，推动观光游向康养游、体验游、深度游拓展，今年1—4月游客接待量同比增长160%。建成中医药产业科技园5平方公里，引进上海医药、华润三九等医药企业40多家，构建种、加、销、医、养、研全产业链。发挥空气富氧、土壤富硒、水源富锶“三富优势”，培育森林康养、文旅康养、运动康养、中医康养四种业态，打造八大康养旅游综合体。

我们致力讲好“南川故事”。把旅游作为开放的重要领域，积极参与重庆“晒文化、晒风景”大型文旅推介活动，荣膺央视《魅力中国城》“十佳魅力城市”，与都江堰、峨眉山、仙女山等地建立“巴蜀世界遗产联盟”，



南川区委书记  
丁中平

走进澳大利亚、新西兰、粤港澳大湾区宣传推介，积极拓展“一带一路”、西部陆海新通道沿线客源市场，与奥地利、新加坡、马来西亚等国开展国际旅游项目合作。

我们致力推动“山地富民”。实施“生态扶贫”行动，大力发展现代山地特色高效农业，中药材、古树茶、方竹笋和南川米、蓝莓等特色产业实现年产值30多亿元，入列全国农村一二三产业融合发展创建先导区。实施“旅游扶贫”行动，大力发展乡村旅游，今年1—4月乡村旅游接待游客654万人次、同比增长150%。贫困户人均纯收入较往年增长38%，高质量完成脱贫攻坚任务。

习近平总书记指出，“人类已经成为你中有我、我中有你的命运共同体”。国际山地旅游联盟自2017年成立以来，在促进山地旅游资源保护与利用、推动山地和生态旅游可持续发展等方面发挥了积极作用，其世界影响力越来越大。本次峰会，荟聚了国内外知名专家学者、企业家、行业协会代表，将聚焦“世界遗产保护与山地旅游绿色发展”主题，举办主题论坛，举行国际山地温泉康养旅游研讨会、中国自驾旅游产业圆桌会议等多场精彩的专题讨论及主旨演讲，分享具有前瞻性的前沿观察和观点，搭建对话、交流、合作的平台。地球是人类共同的家园，金







佛山是世界共同的财富。我们愿意与大家一道，以本次峰会为契机，共同在保护山地资源、促进可持续发展上实现更大的作为、作出更大贡献。

第一，共同担当山地资源保护的历史使命。山地资源是大自然馈赠给人类的宝贵财富，很多都是经过亿万年积淀而成。由于山地生态系统本身具有复杂性和脆弱性，必须·在保护优先的基础上善加利用。我们希望通过本次峰会，秉持“人类命运共同体”理念，让更多的专家学者、业界人士、社会公众能够积极参与，推动山地资源保护形成广泛共识，变成更多人的自觉行动，共同守护好我们的地球家园。

第二，共同构建基于疫情背景下的开放合作新格局。虽然全球疫情形势依然严峻，但国际交流合作的期盼依然热切。南川是全国为数不多的新冠肺炎疫情“零确诊”区县，是一方难得的净土福地。当前，我们准确把握新发展阶段、深入贯彻新发展理念、积极融入新发展格局，立足特色化、面向同城化，加快建设山清水秀旅游名城、大健康产业集聚区、先进制造业基地、消费品工业高质量集聚区、景城乡融合发展示范区、主城都市区后花园。我们希

望通过本次峰会，倾听世界声音，展示南川形象，在文化、旅游、城市、金融等领域深化交流合作。

第三，共同探索山地资源价值实现方式。随着后疫情时代全社会健康意识的提高，山地旅游将成为人们健康生活方式的重要选项。我们希望通过本次峰会，以国际山地旅游联盟为平台，共同探索国际山地旅游资源流通、资金融通、资讯沟通的方法对策，在山地旅游与户外运动发展新方向、山地旅游与多产业融合发展新业态、山地旅游业态创新与乡村振兴等方面达成新共识、取得新成果，努力成为山地旅游绿色发展的典范，为重庆打造世界知名旅游目的地作出贡献。

每个人心中都有一座山。我们将从这次峰会出发，推动“金佛山·福南川”行千里、致广大，让金佛山成为更多人心中的诗和远方。我们热忱欢迎世界各地的朋友走进南川，赏世遗、看风景、享康养；诚挚邀请各界有识之士投资南川，共创山地旅游业绿色发展的美好未来！

最后，祝本次峰会圆满成功！祝国际山地旅游联盟发展蒸蒸日上！祝各位领导、各位嘉宾在南川度过一段难忘的时光！



图片名称：金佛山喀斯特桌山 拍摄地点：金佛山 摄影家：凌云霄

## Work Together to Create a Bright Future for Green Development of Mountain Tourism

© Ding Zhongping, Secretary of the CPC Chongqing Nanchuan District Committee

Today is the anniversary of men's first time reaching the peak of Mount Everest. On this special day, we gather together in Jinfo Mountain, Nanchuan District, to hold the International Mountain Tourism Day 2021 World Heritage Mountain (Jinfo Mountain) Summit.

China is a country of mountains, and Chongqing is famous worldwide as the "Mountain City." Nanchuan District, located in the downtown area of Chongqing Municipality, is one of the four amalgamation pilot areas, thus enjoying three edges—geographical advantage, sound ecological environment, and profuse cultural and tourism resources. In Nanchuan District, Jinfo Mountain takes up 1,300 square kilometers of area, half of the entire District, typical of karst landform. It enjoys four distinctive seasons and magnificent views, houses over 8,000 animal species as well as one sixth of China's seed plants. It is thus renowned as the "world's top one karst table mountain,"

"Earth's biological gene pool," "traditional Chinese medicine pool," and "snow field in South China." In 2014, Jinfo Mountain was listed as a world heritage due to its extraordinary natural phenomena and being as an excellent example of the Earth's evolution history.

Chinese people always value harmony between man and nature, and follow nature's course. In recent years, we have been consolidating the conviction of "lucid waters and lush mountains are invaluable assets," sticking to the principle of putting ecology and green development at first, and exploring the co-existence and co-prosperity between world famous mountain protection and mountain tourism development.

To do that, first, we are dedicated to preserving "lucid waters and lush mountains." To be more specific, we implemented the strictest policies of ecological environment protection, designated 456 square kilometers of "ecological red line area," carried out peak carbon dioxide emission and carbon

neutral strategies by reducing carbon dioxide emission by over 90,000 tons within three years. The forest coverage of Jinfo Mountain reaches 95 percent, and its biodiversity and karst landform are well preserved. Nanchuan's forest coverage is 55.2 percent. In the urban area, people can enjoy up to 354 days of good air quality every year. And the Daxi River is renowned as one of Chongqing's top ten beautiful rivers and lakes. All these make Chongqing one of China's most ecologically competitive cities.

Second, we are devoted to giving full play to our "invaluable assets." We transform our advantageous mountain resources into development edges, renovate and innovate operation and management mechanisms, in a bid to build a diversified product line for mountain tourism. What's more, we tap into Jinfo Mountain's scarcity value, extend its value chain and supply chain, enhance its significance as a natural heritage, and perfect the product line of "Jinfo Mountain + spring, summer, autumn and winter." To be more specific, we have launched four-season experience products like "appreciating flowers in spring, avoiding heat in summer, enjoying falling leaves in autumn, and playing with snow in winter," released outdoor sports projects like mountaineering, skiing, cross-country tours, rafting, and Via Ferrata, worked with Tencent on the All-for-one smart tourism 2.0 project, and created "five excellent cultural and creative products of Jinfo Mountain." As a result, we have formed up a development pattern that integrates landscapes, urban and rural areas, supported by Shanwangping, Shenlong Gorge, and Lixiang Lake, and based on Jinfo Mountain, East Road, and Daguan tourist service center, so as to expand sightseeing tours to wellness tours, experience tours, and in-depth tours. During January to April this year, the number of visitors had a year-on-year growth of 160 percent. We have also built an industrial park themed on traditional Chinese medicine that covers an area of five square kilometers, introduced over 40 pharmaceutical enterprises like Shanghai Pharma





and CR Sanjiu, constructed a full industry chain that covers planting, processing, marketing, medicine, wellness, and research, given full play to the three edges—profuse oxygen in air, profuse selenium in soil, and profuse strontium in water, developed four business patterns—forest wellness, cultural tourism wellness, sports wellness, and traditional Chinese medicine wellness, and created eight wellness tourism complexes.

We are also aimed at telling the story of Nanchuan. While prioritizing tourism as a major part of opening-up strategy, Nanchuan proactively participated in Chongqing's large cultural tourism promotion campaign "sharing cultures and views." Nanchuan was also rated by CCTV's Charming Chinatown as one of "ten charming cities in China," and formed up "Chongqing-Sichuan world heritage alliance" with Dujiangyan, Mount Emei, and Xiannv Mountain. Moreover, we extend promotions to Australia, New Zealand, and Guangdong-Hong Kong-Macao Greater Bay Area, expand the customer market along the "Belt and Road" and New Land and Marine Routes for Western Regions, and conduct international tourism cooperation projects with countries like Austria, Singapore, and Malaysia.

In the end, we also commit ourselves to "enriching people through mountain resources." For that, we alleviate poverty through ecology by developing modern high-efficiency mountain agriculture. Many special vegetations, including traditional Chinese medicinal materials, ancient tree tea, square bamboo shoots, Nanchuan rice, and blue berries, reap over three billion yuan of annual output, making Nanchuan a national pioneering zone for integrated development of primary, secondary and tertiary industries in rural areas. Additionally, we strive to alleviate poverty through tourism by facilitating rural tourism. During January to April this year, we welcomed 6.54 million visitors of rural tourism, a year-on-year growth of 150 percent. Per capita net income of impoverished households increased by 38 percent compared with previous years. In conclusion, we made a huge success in completing the poverty alleviation task.

"Today, mankind has become a close-knit community of shared future," said President Xi. Since the founding in 2017, IMTA has been yielding a positive influence on promoting the preservation and exploitation of mountain tourism resources, and facilitating the sustainable development of mountain and ecological

tourism, thus gaining more international influence. At this summit, renowned experts, scholars, entrepreneurs, and guild representatives at home and abroad are gathered together, to have a forum themed on the "World Heritage Protection and Green Development of Mountain Tourism," conduct International Seminar on Mountain and Hot Spring Wellness Tourism, China Self-Driving Tourism Industry Round Table, and many other discussions and keynote speeches, share forward-looking insights, and construct a platform for exchange, conversation, and cooperation. Earth is home of mankind, so Jinfo Mountain is a treasure shared by all. We wish to, via this summit, join hands with everyone in making more achievements in and contributions to protecting mountain tourism and promoting sustainable development.

First, we must shoulder the historical mission of protecting mountain resources together. Mountain resources are a treasure left by nature for mankind hundreds of millions of years ago. The mountain ecological system is complicated and fragile, so it must be well exploited after being preserved. So, as this summit, we hope more experts, scholars, tourism practitioners, and the public can join us in sticking to the concept of "community of shared future for mankind," and making protecting mountain tourism a widely accepted awareness of more people, to jointly safeguard mother Earth.

Second, we must jointly build a new pattern of opening-up and cooperation in a world with COVID-19. Now, the world still faces severe COVID-19 outbreak, but people are desperate for international exchanges and cooperation. Nanchuan District is one of the few counties and districts with "zero confirmed case" of COVID-19, deserving the honor of a paradise. At present, we grasp new development directions, implement new development concepts, introduce new development patterns, strive for specialization and amalgamation, and speed up the construction of a famous tourist city with beautiful mountains and rivers, an industrial agglomeration of massive health, an advanced manufacturing base, a high-quality agglomeration of consumer goods industry, a pilot area of landscape-city-countryside integrated development, and a backyard garden of the downtown area. Via this summit, we hope to receive opinions and advice from all over the world, show the image of Nanchuan District to everyone, and seek in-depth exchanges and cooperation in culture, tourism,



urbanization, and finance.

Third, we must seek how to realize the value of mountain resources together. In the post-COVID world, as people’s health awareness gets enhanced, mountain tourism will become a major choice for the public to maintain a healthy lifestyle. We hope, based on the IMTA platform and this summit, everyone can join us in exploring methods to circulate the resources, funds, and information of international mountain tourism, reaching new consensus and reaping new fruits in the new development direction of mountain tourism and outdoor sport, new business patterns of mountain tourism integrating with multiple industries, and innovation in mountain tourism business types and rural revitalization. In doing so, we aim to make Nanchuan an example of green development for mountain tourism,

and help build Chongqing into a world-renowned tourist destination.

In everyone’s heart erects a mountain. After this summit, we hope to publicize the brands of “Greener Jinfo Greater Nanchuan” and “A Tour in Chongqing, A Gain in Vision,” make Jinfo Mountain the pursuit and purpose of more people. We welcome people from all over the world to come to Nanchuan, appreciate world heritages, enjoy magnificent views, and experience wellness tours. And we sincerely invite people from all walks of life to invest in Nanchuan, to create a better future for the green development of mountain tourism.

Last, I wish this summit a complete success, and wish IMTA a promising future. May you all have a memorable journey in Nanchuan.



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## 主题论坛：世界遗产保护与山地旅游绿色发展

### Theme Forum: World Heritage Protection and Green Development of Mountain Tourism

## 新时代旅游治理和山地旅游振兴

当今世界正在经历百年未有之大变局，主要表现是：全球力量平衡持续向有利于以中国为代表的发展中国家倾斜；地缘政治紧张等全球传统安全威胁与气候变化、网络安全等非传统安全威胁相互叠加，集中爆发，对人类构成生存性危机；技术革命风起云涌，不断改变乃至颠覆人们的生活方式和生产模式，世界面貌不断被刷新。全球治理体系经历严峻考验，难以适应形势的剧烈变化，面临崩溃威胁。全球和区域旅游治理同样面临巨大挑战，寻求新的出路。

大变局呼唤大变化、大发展、大思路。我们需要借“5.29”国际山地旅游日活动的平台，就如何改革全球旅游治理体系、发挥旅游对促进经济发展和推动人民友好交往的重要作用，特别是帮助山地旅游振兴、缩小贫富差距，深入探讨、深刻思考，提出思路。

2020年新冠疫情爆发蔓延，至今依然一波未平一波又起，给世界经济特别是旅游业造成重大打击。随着疫苗接种加速，接近群体免疫，旅游业强劲复苏和反弹如同朝阳，即将喷薄而出。今年“五一”假期中国国内出游2.3亿人次，是疫前同期的103.2%，旅游收入1132.3亿元，是疫前同期的77%。

在国际局势变化和新冠疫情持续蔓延的新形势下，全球旅游业和旅游领域治理出现了带有根本性的变化：

一、从需求侧看，新冠疫情加速改变了人们对旅游的观念。旅游者已经不再满足“为旅游而旅游”，“旅游+康养”、“度假旅游”、“旅游+体育”、“旅游+文化体验”、“旅游+历史”等大旅游、精细化、小众化要求越来越



国际山地旅游联盟秘书长  
何亚非

普遍。

二、从供给侧看，技术革命的飞速发展，5G、人工智能、生命科学、机器人、物联网等极大的改变了旅游的内涵和外延，越来越多的不可能正在成为可能。在旅游领域也出现“只有想不到、没有做不到”的新格局，旅游产品的创新和融合迫在眉睫。

三、为适应世界政治经济形势的变化，在“十四五规划”和2035远景计划的指引下，中国经济双循环格局初见端倪。中国旅游业形成双循环格局也势在必行。中国经济持续发展、中国中等收入阶层人数大幅度提高、人们





对美好生活的向往，必然推动中国旅游市场的快速发展。

而其他国家也在结合国情，积极探索加强扩大区域、次区域、国内旅游市场，创新旅游模式，提供新的旅游产品，以适应日益变化的旅游新业态、新格局。

四、绿色发展、生态友好是未来世界经济发展和方向，也是全球旅游治理体系重新构建的根基和参照。中国在应对气候变化等全球性挑战方面做出了重大承诺，旅游业的发展也以此为指引，推动绿色旅游、健康旅游，既努力拓展旅游内涵，又严格注意生态环境保护，坚持旅游的可持续发展。相信这也是世界各国对全球旅游治理和发展的期待。

为适应世界格局和全球旅游治理的深刻变化，国际山地旅游联盟近年率先提出“旅游+”的大旅游、精细化、个性化思想，得到联合国世界旅游组织和许多国家旅游、文化、体育机构组织以及旅游装备企业的认同和支持。

习近平主席说，“我们所处的是一个充满挑战的时代，也是一个充满希望的时代。”新时代需要新思想、新思路、新想法、新模式，“旅游+”模式的核心是“旅游+体验”，即包括健康、体育、文化在内的形式多样的生活体验。国际山地旅游联盟希望通过“5.29”等活动为各国、各界在旅游创新、融合发展方面进行广泛交流与合作提供有效的平台，并借此促进各国人民的友好交往。

下面我就新时期全球旅游治理改革和山地旅游振兴提几点看法：

一、克服疫情困难和其他人为干扰，积极拓展、相互开放旅游市场，整合旅游资源，通过推广各种形式的旅游和度假，促进各国人民之间的相互交往和深入了解，消除文化隔阂，推动各种文明、文化之间的交流与融合，为建设美美与共的新世界和人类命运共同体做出贡献。

发达国家之间、发达国家到发展中国家的单向旅游发展一直顺利，而发展中国家之间、发展中国家到发达国家的旅游发展相对缓慢。还有发展中国家的旅游基础设施相对薄弱，也阻碍了这些国家充分开发其旅游资源。发达国家与发展中国家的经济鸿沟、文化鸿沟，加上新冠疫情的疫苗鸿沟，很可能加深相互开放旅游市场的困难，需要各国共同努力，防止世界和区域旅游市场的相互割裂。

以“一带一路”沿线国家的旅游市场为例，据中国旅游研究院数据，中国的游客人次逐年攀升，由2013年的1549万人次，增长到2017年的2741万人次，五年间增长了77%，年均增速15.34%，超过平均增速。旅游促进了相关国家人民之间相互了解，商贸往来，政治互信，为建设新型全球合作伙伴关系和人类命运共同体奠定了民意基础。

二、第四次工业革命和飞速发展的技术革命给创新旅游模式、丰富旅游内涵、克服时间空间障碍，为各国旅游者带来全新的旅游体验，提供了无限可能。旅游业态、旅游产品和“旅游+体验”的全面展开和提升，需要紧密结合各项先进技术，如5G、人工智能、物联网、深海太空技术、生命科学，为各收入阶层提供各取所需的精细化、个性化、跨领域、跨文化的生活体验。

而同样在技术革命方面，各国所处地位不同，需要相互帮助、取长补短，在旅游领域也不能搞技术封锁，而应该相互开放必要的技术，不断予以改进和提高，以造福各国人民。

三、以发展旅游业为动力助推乡村振兴、缩小贫富差距，是广大乡村特别是山地老百姓的殷切期望，也是被历史证明为十分有效的途径。

中国在2020年实现全面消除绝对贫困的战略目标后，乡村振兴、缩小乡村与城镇的贫富差距成为发展战略的重要内容。而发展乡村旅游特别是山区山地旅游则是实现上述目标的有效渠道。

普遍估计，旅游业占各国GDP的10%左右，对经济发展至关重要。山地旅游则是旅游业重要支柱，据联合国世界旅游组织（UNWTO）统计，山地旅游占全球旅游市场20%，每年总产值在1000亿—1400亿美元之间，并呈现逐年增长态势。后疫情时代，人们的旅游需求将追求健康、低密、自然等要素与旅游目的地的紧密结合。山地旅游大有可为。

中国南方省份民宿、乡村度假、山地体育、山地康养等旅游业态的迅速发展和质量的提升，充分说明乡村旅游确实是增加乡村老百姓收入水平的重要途径，也是缩小乡村与城镇收入差距、走共同富裕道路的有效路径。这些旅游形态在欧洲国家早已存在且健康发展。我最近与奥地利、葡萄牙、西班牙驻华大使都谈到山地旅游对国家经济发展，尤其是相对贫困地区经济发展的重要性。各国对此是有共识的。

四、旅游治理如何通过制定规则 and 标准参与全球治理体系及其改革？旅游业在百年大变局形势下各国文化文明融合方面应该发挥什么作用？山地旅游如何承载山地可持续发展的重任？这些都是各国旅游业界需要深入思考并给出思路和办法的重要问题。

当前，全球治理体系包括旅游领域治理面临诸多重大挑战，国际关系的不稳定性、不确定性显著上升。其中值得关注的是：世界经济持续下行压力加大、美西方国家贫富差距和不平等持续扩大导致国内政治极化、民粹主义为



主推力的反全球化博弈持续升温、大国关系更趋复杂敏感使得国际战略稳定遭到严重削弱，欧洲、亚太、中东安全形势更加严峻。

全球性传统和非传统安全威胁挑战集中爆发，“全球治理赤字”不断扩大，治理体系分离析，难以适应日益变化的世界。这是当今世界混乱现象的源头，在全球旅游领域表现也十分突出。

随着后疫情时代的到来，世界旅游业需要重振旗鼓，以全新姿态参与全球治理体系改革，构建新时代旅游命运共同体。有三个倡议：

一是推进团结互助、互利共赢的旅游新格局。“一人难挑千斤担，众人能移万座山。”经历疫情打击，各国旅游企业面临生存挑战，旅游管理部门和行业协会要充分发挥协调优势，维持旅游供应链的完整，减少专业人才流失，完善行业标准制定，研究产业发展方向，带动旅游业参与各方以公正、公平、互利、共赢、共享精神，共同为复苏旅游业及其转型发展做出努力。

二是创新发展，打造稳定、繁荣的旅游命运共同体。“同舟共济谋发展，千帆竞发启新程。”百年变局下旅游供应链重塑势在必行，精细化、个性化、绿色旅游成为旅游新潮流。这需要各国、旅游行业各界全面合作，以“旅游+”发展新理念为指引，利用科技赋能、文化赋能、绿色赋能，创新旅游业的供应链、产业链、数据链、人才链，为新时代旅游业注入新活力，努力打造全球旅游命运共同体。

三是进一步相互开放，包容发展，创造新时代旅游新未来。“大足以容众，德足以怀远”。开放是旅游发展必由之路，也是促进疫后经济复苏关键。经济全球化是历史大趋势，开放融通不会终止。旅游业发展必须符合历史发展大趋

势，以旅游为载体和平台，融合文化、体育、健康、科技等要素创新“旅游+”模式，创造新时代旅游新未来。

对山地旅游助力乡村振兴有两点需要关注：

一是构建山地旅游新标准，配套制定相关扶持政策。山地旅游具有独特生态环境资源和多元区域文化特点，需要有展现山地旅游特点的标准体系，包括服务标准体系、安全标准体系、环境标准体系、文明保护标准体系等，才能推动山地旅游可持续健康发展。

山地旅游标准制定要考虑全球面临的共性问题 and 长远发展。比如老龄化，制定相关标准时要考虑医疗、保险、人工智能等资源，同时融合进各国的国家发展战略。以中国为例，山地旅游和乡村振兴战略的融合发展，可以迅速恢复山地旅游发展，还能带动相关产业的发展。同样，这可为世界经济提供新动能。

国际山地旅游联盟愿与其他国际、国内组织和山地旅游从业者积极合作，研究、制定山地旅游业发展标准体系，共同推动山地旅游标准的执行策略，共同鉴证山地旅游的可持续发展。

二是完善、提升山地旅游供应链、产业链，扶持山地旅游企业融合发展，保障山地旅游整体高质量发展。山地旅游不仅包含大企业、五星级宾馆和5A级景区，更有众多中小企业和个体旅游从业人员，星星点点的民宿和富有特色、文化内涵丰富的小型山地旅游项目。

国际山地旅游联盟将努力携手各方，重点扶持中小企业和个体旅游从业人员，因为他们在新冠疫情时受到打击最大。需要加强山地旅游专业化、上下游和横向互联互通，国际和国内山地旅游要同步推进，开发更多形象积极、内容多元、适合各类人群从事山地旅游的新项目、新体验、新方式。



## Tourism Governance and Mountain Tourism Revitalization in the New Era

© He Yafei, Secretary General of International Mountain Tourism Alliance

At present, we are witnessing profound changes of the world unseen in a century. In detail, the balance of global powers is tilting to developing countries symbolized by China; traditional security threats like intense geopolitics and novel threats like climate change and cyber risks break out concurrently, threatening the very survival of human race; the fast-changing technological revolutions keep altering and even overturning our lifestyle and production mode, reshaping the whole world. The global governance system is experiencing strict tests, and will face total collapse if unable to adjust to the drastically changing global tendency. And both world and regional tourism is under enormous challenges, desperate to find breakthroughs.

Drastic changes call for great concepts and grand development. That's why we need to, via the platform of "5.29" International Mountain Tourism Day, dig deep and exchange ideas on how to renovate the governance system of world tourism, to give full play to the pivotal role of tourism in promoting economic growth and people's friendship, especially in revitalizing mountain tourism and bridging the gap of wealth.

In 2020, the COVID-19 broke out, threatening and hugely damaging global economy and world tourism, and has been doing so even today. Nonetheless, as more and more people get vaccinated every day, we are marching near herd immunity, helping the tourism sector bounce back and take off like the rising sun. This year, we witnessed 230 million domestic tourists in China during the Labor Day holiday, 103.2% of the number before COVID-19, and reaped 113.23 billion yuan of tourism revenue, 77% of that before COVID-19.

Therefore, under the changing international situation and the spreading coronavirus, world tourism and tourism governance have gone through fundamental changes:

First, from the demand side, COVID-19 changed people's view on tourism. Now, tourists would not "have a trip for the sake of travel." Instead, they have

more refined and special demands, such as "tourism + wellness," holiday tour, "tourism + sport," "tourism + cultural experience," and "tourism + history."

Second, from the supply side, the rapid progress of revolutionary technologies like 5G, Artificial Intelligence (AI), Life Science, robot, and Internet of Things (IoT), have dramatically altered the contents and expression of tourism, making a lot of things possible now. In the tourism sector, we have also seen a new trend of "nothing is impossible," proving that the innovation and integration of tourism products are just around the corner.

Third, to adjust to the changing world political and economic landscape, the Chinese government, according to the "14th Five-Year Plan" and 2035 Long-Range Objectives, has launched the "dual circulation" economic strategy. And China's tourism is bound to experience a similar "dual circulation" strategy. In addition, the continuous development of China's economy, the huge increase in the number of China's middle-income residents, and people's pursuit of a better life, will facilitate the rapid progress of China's tourism market.

Other countries are also expanding their domestic, regional, and sub-regional tourism markets based on their own conditions, innovate tourism models, and design new products, so as to adjust to the ever-changing business patterns and new market structure.

Last, green and eco-friendly development is the direction and goal of the future global economy, as well as the foundation of restructuring the global tourism governance system. China has made major promises in dealing with global challenges like climate change, and China's tourism must act accordingly to promote green and healthy tourism. To be specific, the tourism sector should explore the contents, protect the ecological environment, and stick to the principle of sustainable development. And I believe these are also everyone's expectation to the governance and development of world tourism.



So, to adjust to the in-depth alterations of the world situation and global tourism governance, IMTA has in recent years taken the lead in proposing the refined and customized concept of “tourism+,” and has been recognized and supported by World Tourism Organization (UNWTO) and other institutions of tourism, culture, and sport, as well as enterprises of travel kit.

“While we live in an age rife with challenges, it is also an age full of hope,” said President Xi. The new era calls for new ideas, concepts, and patterns. The pattern of “tourism+” centers on “tourism + experience,” including diversified experiences of health, sport, and culture. IMTA hopes to provide a platform via events like “5.29” for countries and all walks of life to exchange ideas and cooperate in terms of tourism innovation and integration, thereby facilitating the friendship of people all over the world.

Now, I will propose some of my opinions on how to reform global tourism governance and revitalize mountain tourism in the new era:

First, we should overcome the impact of COVID-19 and other interferences, open tourism markets to each other, and integrate tourism resources. By promoting tours and holidays of all sorts, we aim to bridge the cultural gap between people of different countries, deepen their mutual understanding, promote the exchange and integration of various cultures and civilizations, thereby contributing to the goal of building a community of shared future for mankind.

Trips among developed countries, and from developed to developing ones are in smooth progress, while trips among developing countries and from developing to developed ones are lagging behind. Tourism infrastructures in developing countries are not so advanced, which also stops them from exploiting their tourism resources. The gaps in economy, culture, and now vaccine for COVID-19, would probably make it even more difficult to open up each other’s tourism market. That’s why all countries need to work together, to stop world and regional tourism markets from splitting up.

Take countries along the “Belt and Road” for example. According to China Tourism Academy, the number of Chinese tourists kept increasing by the year, from 15.49 million in 2013 to 27.41 million in 2017—77% of growth in five years, 15.34% growth rate per year, higher than the average rate. Tourism promotes the

mutual understanding, commercial trade, and political trust of different countries, laying a public foundation for the new-type cooperative global partnership and a community of shared future for mankind.

Second, the fourth industrial revolution and rapid technological advances help renovate tourism patterns, enrich tourism contents, and overcome barriers in time and space, thereby making everything possible and providing tourists all over the world with brand-new experiences. To put new tourism business patterns, products, and “tourism + experience” into practice, we need to combine with cutting-edge technologies like 5G, AI, IoT, deep-sea and space technology, and Life Science, so as to offer people of all income levels tailored life experience that is refined, customized, interdisciplinary, and cross-cultural.

Also, in terms of technological revolution, countries have different edges, so they need to draw on each other’s advantages, open up necessary technologies, to learn from each other, and benefit the public.

Third, thriving the rural area and bridging the gap of wealth via tourism is the expectation of rural residents, especially mountain residents, as well as an efficient way testified by history.

After realizing the strategic goal of eliminating absolute poverty in 2020, China set rural revitalization, and narrowing the gap of wealth between urban and rural areas as new development priorities. And rural tourism, especially mountain tourism, is exactly an efficient way to make these priorities come true.

Rough statistics show that tourism takes up about 10% of each country’s GDP, yielding a pivotal impact on economic growth. And mountain tourism is the pillar of tourism industry. According to UNWTO, mountain tourism takes up around 20% of world tourism, creates 100 to 140 billion dollars of output per year, and keeps climbing up. In the post-COVID world, people’s tourism demand will be combined with pursuit of health, low density, and nature, which is exactly where mountain tourism stands out.

In south China, the rapid development and the progress in the quality of B&B, rural holiday, mountain sport, mountain wellness, and other business patterns, illustrate why rural tourism is key to lifting up the income level for local residents, bridging the income between urban and rural areas, and marching towards the path of common prosperity. These business patterns have long been prospering in European countries.



Recently, I exchanged ideas with Ambassadors of Austria, Spain and Portugal in China, about the importance of mountain tourism to national economy, especially to the economy of poor areas. And many countries share the same idea.

Fourth, how does tourism governance help reform the global governance system by writing rules and criteria? What role does tourism play to help integrate the diverse cultures and civilizations all over the world in this era of great changes? How does mountain tourism take over the burden and responsibility from mountain sustainable development? These are all critical problems that need to be pondered over and dealt with by all countries.

At present, global governance system, including tourism governance, faces many grand challenges, such as increasingly uncertain and instable international relationships. More importantly, the downward pressure of global economy and the widening gap of wealth and inequality in western countries, trigger domestic political polarization, and populism, which further intensifies the anti-globalization power and makes the relationships between major countries more complicated and sensitive. As a result, international strategic stability gets hugely weakened, and the security in Europe, Asia Pacific, and Middle East gets severely threatened.

Traditional and non-traditional threat to global security concentrated outbreak, increasing the “global governance deficit,” and breaking the governance system apart, which makes it even more difficult for us to adjust to the rapid changes. It is the very reason that causes global chaos, as well as the chaos in world tourism.

So, in the post-COVID era, world tourism must buck up, participate in the reform of global governance system with a new face, and construct a community of shared future for tourism in the new era. And hereby we put forward three proposals:

First, creating new tourism patterns centered on solidarity, mutual assistance, mutual benefit, and win-win objective.

“One man can hardly carry heavy load, but many can easily move mountains.” Against the backdrop of the COVID-19 threat, tourism enterprises of all countries face the challenge of life or death. So, tourism administrations and guilds must give full play to their coordination duty, to maintain a complete tourism

supply chain, alleviate brain drain, improve industry standards, explore the development direction, take the lead in promoting the spirit of justice, fairness, mutual benefit, win-win cooperation, and sharing, thus making joint contributions to the revitalization and transformation of the tourism sector.

Second, striving for innovation and building a community of shared future for a stable and prosperous tourism industry.

“Let’s work together as partners and sail together for a new future.” Faced with this great change unseen in a century, it is inevitable to reshape the supply chain of tourism, refined, customized and green tourism has become the latest tendency. For that, tourism markets of all countries need to join hands to, guided by the novel concept of “tourism+,” renovate the supply, industry, data, and talent chains via technological, cultural, and green empowerment, in order to revitalize tourism in the new era and build a community of shared future for world tourism.

Third, further opening up, seeking inclusive development, and creating a new future for tourism in the new era.

“Big enough to accept the public, virtue enough to be far-reaching.” Opening-up is an inevitable trend for development, and key to economic recovery after the COVID-19 outbreak. Economic globalization is a general trend, so is opening up. To march ahead, tourism sector must follow the general trend. Taking tourism as the carrier and platform, integrate factors like culture, sport, health, and technology into “tourism+,” and create a new future for tourism in the new era.

Here are two things we should pay close attention to about rural revitalization through mountain tourism:

First, setting up new standards and relevant supportive policies for mountain tourism.

Mountain tourism enjoys unique ecological and environmental resources, diversified regional cultures. Therefore, standards for mountain tourism need to help demonstrate such features, to be comprehensive by including standard systems on service, security, environment, and civilization protection, to promote the sustainable and healthy development of mountain tourism.

To set such standards, we should consider the common problems and long-range development that the whole world has to face. Such as population ageing,





we should take the resources like medical treatment, insurance, and Artificial Intelligence into consideration, as well as fuse into national development strategies of each country. Take China for example. China integrates mountain tourism and rural revitalization, to not only rapidly recover mountain tourism, but also drive the progress of relevant industries, providing new momentum for global economy.

IMTA is willing to work with other international and domestic organizations, as well as mountain tourism insiders, to explore and set up industrial standards, jointly launch strategies and promote the implementation of standards, and strive for the sustainable development of mountain tourism.

Second, improving the supply and industry chains of mountain tourism, to promote the integrated progress of relevant enterprises, and secure high-quality

development in an all-round way for mountain tourism.

Mountain tourism isn't only about large corporations, five-star hotels, and AAAAA tourist attractions; it is also about a large number of small and middle-sized enterprises and individual practitioners, scattered B&B hotels, and small travel projects with unique features and culture contents.

IMTA will work with everyone to support these small and middle-sized enterprises and individual practitioners, for they were the ones hit the hardest by COVID-19. And we will make tourist services more professional, connect upstream and downstream firms, as well as horizontally, concurrently facilitate domestic and international mountain tourism, and develop new projects, experiences, and methods with positive and diversified contents for everyone.



## 山地旅游的未来

很荣幸能够在这个时刻与你们一起庆祝国际山地旅游日。

今天，我想要与大家分享一些想法——当我们从这场对旅游业造成影响的巨大危机中恢复的时候，我们如何以一种更加包容、更加可持续的方式来推动山地旅游发展，为人类福祉服务？接下来，我将分享一些关于山地旅游的现状、发展方向，以及未来开发方式的见解。

如大家所知，2020年对于国际旅游业而言是最具挑战性的年份之一，全球范围内国际旅客入境人数下降了73%，降幅惊人。如果与2009年经济危机中旅游业4%的降幅相比，这次危机的影响是更为巨大。

2021年前几个月的迹象表明挑战仍在继续。自去年十月份起，许多国家加强了旅行限制。世界旅游组织的数据显示，全球入境旅游人数下降87%。正如我所提到的，我们遭遇了前所未有的损失，国际旅游业退回到30年前的水平，损失了超过1.3万亿元的出口额，2.5万亿元的全球GDP。更重要的是，数以百万计的工作岗位因这场旅游业危机变得岌岌可危。

今年，随着各国开始实施疫苗接种，取消旅行限制，世界旅游组织预计旅游业将会出现反弹。如果在7月就能够放宽或解除旅行限制，我们可以弥补多达55%的损失。如果在9月才放宽或解除限制，与2019年相比仍会下降67%，很显然这对我们这个行业仍是一个巨大的挑战。

尽管我们能够看到复苏的势头，但我们知道国际旅游想要回到2019年的水平还需要一些时间。我们也看到，一些国家，比如中国的国内旅游已经快速复苏，并打开了不错的局面。然而目前的情况依旧未能达到过去的水平。在我们计划行业复苏时应当做好心理准备，也许要花2年半到4年的时间才能回到2019年的水平。

那么，我们如何化危为机让这次疫情转变成为山地旅游的驱动力，使整个行业更加可持续、更加包容呢？我想提出7个想法供大家参考分享。

第一，如果以前的挑战在于如何细分市场，如何了解消费者的需求，那么这次疫情在这些方面带来了更大的挑战。我们应当进行技术投资，要了解新的需求，并且能够回应这些需求。细分市场将比以往更为重要，尤其要了解



世界旅游组织（UNWTO）旅游市场趋势与  
竞争部主任 桑德拉·卡弗奥

那些有意愿在这个时段尝试旅行的消费者（需求）。

第二，我们要为当地社区赋权。要培养当地社区居民的技能，让他们在产品开发、市场营销和沟通等方面都能参与、支持旅游业。我们需要对那些能够成为山地旅游优质目的地或是“嫁接者”的社区进行投资。

第三，我们需要确保为发展山地旅游提供强有力的管理支持。这意味着我们要推动参与者、社区、私营部门、地方政府和中央政府在发展山地旅游方面进行合作。山地旅游的自然环境非常脆弱，我们要确保有相应的指导，且需要有一个与周围自然环境相匹配的规划。

第四，是投资目的地管理的重要性。对于当地目的地而言，建立一个能够推动旅游业发展的结构显得愈加重要。因此，如果一个城市或一个省的重点是发展山地旅游产业，设立一个负责旅游目的地管理的专属部门、机构是必不可少的。

第五，明确当地领导者。该领导者能够具体了解当地的生物多样性、产品与传统，一方面能够帮助社区赋能，另一方面能够引领未来旅游业的发展。

第六，产品和市场创新。人们对与自然有关的产品需求越来越大，这些产品与当地体验和美食密切相关。当我们考虑拓展山地旅游产品的种类时，可以将这些元素结



合在一起。当游客抵达目的地时，需要了解与旅游活动相关的信息，包括徒步、骑行以及观光时都需要了解与当地环境相关的资讯，也包括当地美食和风俗习惯，这些都可以从以往的经验中所获取。

最后，是衡量山地旅游目的地的有效发展。那么，如何衡量呢？比起数量上的增长，质量的增长非常重要。而质量并不只是意味着高消费，这意味着我们需要负责的游客尊重他们访问的社区，尊重周遭的自然环境。因此，我们要确保用可持续发展的三大支柱——经济、社会和环境作为衡量山地旅游有效发展的指标。

今年，我们（UNWTO）将继续围绕可持续旅游的主题努力。这是一个巨大的机遇，各国与各地区之间都应该在推进可持续山地旅游方面进行更加紧密的合作，世界旅游组织也将与粮农组织合作。山地旅游领域的合作伙伴关系无疑将促进山地旅游的发展，同时将那些山地旅游为社区、保护自然做出贡献的良好实践示例推广到全球。

我们将于2022年在安道尔举行高山冰雪峰会，这个会议每两年在安道尔举行一次。众所周知，安道尔多年前

就以发展高山冰雪旅游而闻名。届时，世界旅游组织希望能够邀请今天在座的嘉宾参加这个重要的会议。

借由参加本次峰会的机会，我想向大家介绍一些世界旅游组织的资源，能够帮助大家了解旅游业的近况以及新冠肺炎的影响情况。世界旅游组织开发了几个在线使用的晴雨表，让大家可以随时了解各国为旅游业复苏所做的工作，我们所关注的要点和预定情况，航空旅行的整体能力等问题。这些资讯置顶显示在世界旅游组织的网站上。为了更好的了解这些信息，欢迎大家使用我们的目的地跟踪器，可通过它看到每个国家对于入境旅游的要求，如要求进行PCR检测或接受其他旅行限制手段。因此，欢迎大家到我们网站上进行进一步探索。正如我在开始时所说的，很显然这是（新冠疫情）我们所经历的最具挑战性的时刻之一，信息和数据变得越来越重要，不仅仅在全球层面，地方层面也不能忽略。

说到这里，很荣幸今天能与在座嘉宾一起，庆祝这一山地旅游界的盛会。



## Mountain Tourism – A Future Agenda

© Sandra Carvao, Chief of Tourism Market Intelligence and Competitiveness of UNWTO

It's a great pleasure to join you on this occasion to celebrate International Mountain Tourism Day.

Allow me to share a few thoughts with you as we recover from this immense crisis that has impacted on the tourism sector, how we can drive towards mountain tourism in a way that's more inclusive and more sustainable for the well-being of all. I'll just share my screen to have a little bit of a vision of where we are but also where we can go in terms of mountain tourism and the creation of a future agenda for mountain tourism.

2020 has been as you know one of the most challenging years in terms of international tourism. International tourist arrivals went down by a staggering 73% worldwide. This is an immense impact if you compare with what the tourism sector suffered in the Economic Crisis of 2009 which was only 4% decline.

2021 unfortunately, the signs in the first months are also challenging. UNWTO data shows that arrivals were down 87% worldwide. As since October of last year, many countries have stepped up their travel restrictions. What we have lost is as I mentioned, something we haven't seen before. International tourism was down into levels of 30 years ago. We lost more than 1.3 trillion in exports, 2.5 trillion in global GDP, and most importantly, millions of jobs have been risked by the crisis in the tourism sector.

For this year, UNWTO expects to see a rebound particularly since July, as countries start advance the roll-out of vaccination and does also lifting travel restrictions. If we see a significant improvement in travel restrictions in July, we can recover as much as 55% as what we lost. If we see down the line in September, we will still be down around 67% as compared to 2019. This is obviously a very challenging situation for our sector.

Although we might see recovery, we also know that we will still be for some time below levels of 2019 in terms of international travel. We also know that domestic travel particularly in countries like China has been recovering very fast and opens a very good

opportunity. So as we move forward and unfortunately as I mentioned, we're still below. We need to have into account as we plan for the recovery of the sector that it might take 2.5 years to 4 years to come back to the previous levels that we have seen in 2019.

So how do we transform this opportunity into a driver for a more sustainable and more inclusive mountain tourist? I'd like to leave you with 7 ideas to share and to think about.

The first is if it was challenging before to work with market segment, understanding consumers, this pandemic has brought a bigger challenge in terms of knowing customers. We need to invest in technology. We need to know what our clients want. And we need to be able to respond to their needs. Market segmentation will be more important than ever, particularly understanding what are the needs of those who are willing to rebound travel at this point.

The second important idea is we need to empower local communities. We need to develop skills among local communities that allow them to support tourism in various aspects in product development, in marketing, and in communication. We need to invest in communities that can be good hosts and good communicators of mountain tourism.

The third, we need to ensure that we have a strong governance for the development of mountain tourism. What does this mean? It means we need to have the players, the communities, the private sector, the local governments, and the central governments working together in the development of mountain tourism. Mountain tourism occurs in very fragile, natural environment. We need to make sure that there is guidance, that need to have a planning that is in accordance with the nature that is around us.

The fourth point is the importance of investing in destination management. For local destinations, it is increasingly important to set up a structure that can take care of tourism development. So if a city or a province is importantly engaged in mountain tourism





development, it is critical to have a specific area that deals with tourism destination management.

The fifth point is identify local leaders. People who know specifically about the biodiversity in the area, the local products, the local traditions that can on one side, help to empower the community and on the other side, be the leaders for future tourism development.

The sixth point is innovation, including product and marketing. There is an increasing demand for products which are connected to nature, which are connected to local experiences, which are connected to gastronomy and food. So it is a moment to bring all those pieces together when we think about product development in the mountains. You arrive at the destination, you need to have information about activities that you can have. If you doing hiking, if you're doing biking, if you are enjoying just nature around you, you need to have information but you also need to be able to access local gastronomy and other traditions and naturally you need to communicate about those experiences.

Finally, the important point is the measurement of success in mountain tourism destinations. How do you measure success? More than growing in numbers, it is important to grow in quality and quality does not necessarily mean only high spending. It means that we need tourists that are responsible, that respect the communities they visit, that respect the nature around them. So we need to make sure that we put mountain tourism success indicators in the 3 pillars of sustainability, economic, social, and environmental.

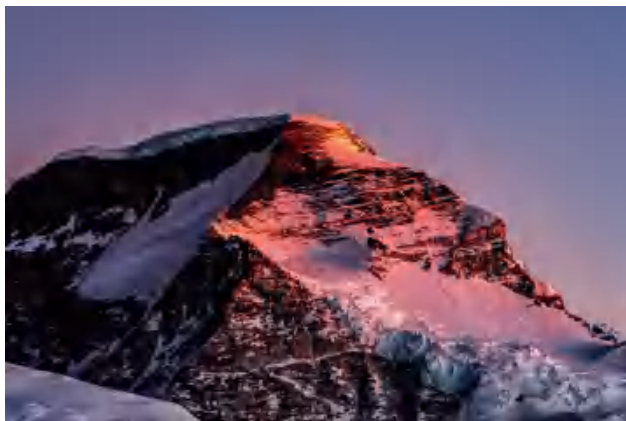
This year, we will decide on the topic of sustainable tourism. So this is a huge opportunity to work closer together at the international but also at the local and national level on advancing sustainable mountain. UNWTO will be working with FAO, the Food and

Agriculture Organization and the Mountain Tourism Partnership will promote mountain tourism but also to promote good practices around the world that can be an example of how tourism in mountains can contribute to the communities and the preservation of nature.

We will hold the Snow and Mountain Conference in Andorra in 2022. And we do hope from UNWTO that by then, it will be possible to host some of you listening to me today in this important conference that takes place every 2 years in Andorra in one of the locations which is well known for the development since many many years ago, Snow and Mountain Tourism.

I would like to leave you with some of the UNWTO resources which might help you guide in understanding what is happening in terms of tourism and the impact of COVID. UNWTO has created several dashboards which are available online which make you available anytime you want information on what our country's doing to recover their tourism sector and what are the main points that we see in terms of data. How our booking's performing? How our issues such as capacity overall in air travel available? So also this is at the top of your fingertips in our UNWTO website. And finally, to understand a little bit better, I also invite you to discover our destination tracker where you can actually see what each country is requiring in terms of travel procedures, in terms of requirements, with asking for a PCR test, just already accepting other means of travel restrictions. So we do invite you to explore further. As I said in the beginning, it is clearly one of the most challenging moments we're living and information and data have become more and more important, not only at the global level but also at the local level.

With that said, it's been a pleasure to join you today once again to celebrate this important event.





## 知识产权促进世界遗产名山可持续发展

我今天主要讲三个方面的内容：一是知识产权如何助力世界遗产保护与山地旅游可持续发展；二是世界知识产权组织如何看待中国的创新创造和知识产权事业；三是世界知识产权组织驻华代表机构到底能够为大家提供哪些帮助以及未来的工作方向是什么？

一、知识产权助力世界遗产保护与山地旅游可持续发展。

世界知识产权组织于1967年成立，截止目前共有193个成员国。世界知识产权组织是一座知识财富金矿，谁能将其中的知识挖掘出来谁就能获得成功。这座金矿中的财富要如何获得？世界知识产权组织为此给大家提供了五套“金钥匙”，无论是决策者还是企业家，音乐家还是著作人，都能从五套钥匙中找到自己的机会：

第一套金钥匙是政策平台。WIPO成员国在WIPO大会以及相关的常设委员会就知识产权领域的最新发展、条约管理和重大决策以及重大问题的协调展开磋商和讨论，并作出决策。这个平台是一个软实力的平台，谁掌握了规则，谁就掌握了未来发展趋势和制高点。近年来，人工智能等新兴技术的迅猛发展，引发了许多关于知识产权的政策问题，世界知识产权组织提供引领新兴技术与知识产权政策相关讨论的论坛。自2019年起，世界知识产权组织已经举行了三届“知识产权和人工智能对话会”，讨论人工智能对所有知识产权的影响，并在这个快速发展的复杂领域，弥合人工智能参与者（科技公司、科研院所）和监管者（知识产权局）之间的信息差距。中国最高人民法院、中国科技部、中国国家版权局、中国国家知识产权局，中国科学院自动化研究所、上海交通大学苏州人工智能研究院、南京科技大学，阿里巴巴、百度、华为、腾讯、小米公司、中国移动、美团、科大讯飞、商汤科技等中国官学商民各利益攸关方都参与了对话会。在对话会的基础上，世界知识产权组织正在就人工智能对知识产权政策提出的一些问题，形成知识产权政策方面的初步考虑，将在适当时候公布，供成员国审议。

第二套金钥匙是注册体系。无论是大企业、小企业



还是个人，无论是走出国门还是进入中国市场，都需要创新，也都需要保护知识产权。那怎样获得保护呢？WIPO的专利合作条约体系、马德里体系、海牙体系、里斯本体系提供一站式服务，只需要提交一份申请，使用一种语言，使用一种货币，就可以同时在多个国家申请保护，便宜、快捷，专业又安全。此外，WIPO PROOF“时光戳指纹”是WIPO专门为数字化世界而设计的最新数字业务服务，在数字文件从概念到商业化的每一个发展阶段对其进行保护。针对企业解决知识产权争议的需要，WIPO的替代性争议解决机制提供调解、仲裁、快速仲裁和专家裁决服务，以其专业性、国际中立性和非营利性，帮助企业经济高效地解决跨境知识产权争议。

第三套金钥匙是数据库。WIPO管理着浩如烟海的数据，PATENTSCOPE专利数据库汇集了超过9600万项技术文献，全球品牌数据库拥有约4541万项商标信息，全球工业品外观设计数据库包含约1348万项外观设计信息。这些数据信息可以帮助使用者了解是否有在先权利的存在；权利人信息；是否有机会通过权利人的许可获得所需要的技术或者信息；是否有可以利用的失效专利信息；竞争对手的动向；领域内最前沿的发展方向。此



外，WIPO还免费提供世界各地的知识产权法律信息，包括知识产权相关条约、法律法规和裁判文书。

第四套金钥匙是合作平台体系。既包括专利和技术领域的技术与创新支持中心（TISC）、可持续技术交易市场（WIPO GREEN）、药品专利信息倡议（Pat-INFORMED）、专业化专利信息查询倡议（ASPI）、获得研究成果促进发展创新倡议（ADRI），也包括版权领域的无障碍图书联合会（ABC）。

第五套金钥匙是能力建设，以WIPO学院为核心，在全球提供IP领域的学习服务，包括高校联合硕士研究生课程、政府官员培训课程、为全社会打造的网络学习课程、为年轻学子提供的暑期课程。

总体来说，旅游行业可以充分利用WIPO的全球知识产权服务体系、数据库和合作平台，通过创造旅游品牌、开发地标产品、创新产品设计、打造文化概念进一步提升旅游服务品质，打开旅游消费欲望，促进旅游经济绿色可持续发展。

二、世界知识产权组织如何看待中国的创新创造和知识产权事业。

目前中国国内的专利、实用新型、商标和外观设计申请量均位列世界第一，拥有17个全球顶尖科技集群。

世界知识产权组织总干事邓鸿森先生对中国在创新创造和知识产权领域取得的进展给予了充分肯定，他认为这些成就归功于中国政府的政策规划、实施和评估，中国政府坚持深化改革和扩大开放，以及中国强有力的知识产权制度。

三、世界知识产权组织中国办事处未来工作方向。

目前，我们深耕以北京、上海、广州为中心的华北、华东和华南地区，拓展华中、西南和东北地区，西南地区重点关注的是重庆、成都、贵阳等城市。我们通过三个中心向全国辐射，加强与中国政府的协调合作，利用全球知识产权服务体系，助力中国的自然遗产保护、乡村建设与科技发展，为大家提供更加及时、更加高效的服务。



## IP Empowers the Sustainable Development of World Heritage Mountains

© Liu Hua, Director of World Intellectual Property Organization Office in China

My speech today covers three topics: First, how does IP facilitate the protection of world heritages and sustainable development of mountain tourism? Second, how does World Intellectual Property Organization, WIPO in short, see China's innovation, creation, and IP undertakings? Third, how does WIPO Office in China help us exactly and what are their future directions?

1. IP facilitates the protection of world heritages and sustainable development of mountain tourism?

Founded in 1967, WIPO has so far had a total of 193 member countries. WIPO is like a mine of golden knowledge assets, and whoever able to excavate the assets from it succeeds. But how does one get his hands on the golden knowledge assets? Well, WIPO offers five “golden keys” from which all of us, decision maker or entrepreneur, musician or writer, can find a chance of our own.

The first gold key—Policy Forum. WIPO member countries discuss and negotiate major decisions and issues like the latest updates, regulations, and administration in the IP field at WIPO Assemblies and Permanent Committee. The Policy Forum is a platform of soft power, and whoever controls the rules takes the high ground and seizes the future directions. In recent years, the rising of cutting-edge technologies like Artificial Intelligence, AI for short, has caused controversies in IP policies, so WIPO decides to set up a leading forum for everyone to discuss these cutting-edge technologies and relevant IP policies. Since 2019, WIPO has launched three “Conversations on Intellectual Property and Artificial Intelligence,” discussing how the technology of AI influences IPs, and bridging the information gap between AI technology practitioners (technology companies and research institutes) and administrators (IP administrations) in such a fast-growing yet complicated area. Responsible stakeholders from governments, business circle, and

academic world, including the Supreme People's Court of China, Ministry of Science and Technology of China, National Copyright Administration, China National Intellectual Property Administration, Institute of Automation of Chinese Academy of Sciences, Suzhou Institute of Artificial Intelligence of Shanghai Jiao Tong University, Nanjing University of Science & Technology, Alibaba, Baidu, Huawei, Tencent, Xiaomi, China Mobile, Meituan, iFLYTEK, and SenseTime, took part in the Conversation. Based on that, WIPO is forming up preliminary suggestions on IP policies targeted at AI technology, and will be made public in due time for member countries to deliberate on.

The second gold key—Registration Systems. Big corporations, small firms, or individuals, all need to both innovate and have their IPs protected while going global or entering the Chinese market. So, how to find protection? WIPO provides one-stop service via Patent Cooperation Treaty, Madrid System, Hague System, and Lisbon System. One application form, one language, and one kind of currency enable them to get protection in a cheap, convenient, professional and safe manner in multiple countries. In addition, WIPO PROOF is the latest digital business service specially designed for the digitalizing world, offering protection for each development stage of digital files, from conception all the way to commercialization. What's more, to help enterprises solve IP disputes, WIPO Alternative Dispute Resolution offers professional, neutral, and non-profit services of conciliation, arbitration, quick arbitration, and expert arbitration, helping enterprises solve cross-border IP disputes quickly and efficiently.

The third gold key—Databases. WIPO administers tons of data, with PATENTSCOPE housing over 96 million technology disclosures, Global Brand Database possessing about 45.41 million trademarks, and Global Design Database holding around 13.48 million appearance designs. These data help users find



out prior rights; information of right holders; whether they can get permission from right holders to get the technologies or information they need; whether they can use invalid patent information; updates of competitors; and the latest development of the field they operate. Additionally, WIPO provides everyone with IP legal information all over the world for free, including treaties, laws and regulations, and judgements.

The fourth gold key—Cooperation Platforms. WIPO's Cooperation Platforms contain WIPO Technology and Innovation Support Center (TISC), WIPO GREEN—the Marketplace for Sustainable Technology, Pat-INFORMED—the Gateway to Medicine Patent Information, the Access to Specialized Patent Information (ASPI), the Access to Research for Development and Innovation (ARDI), and Accessible Books Consortium (ABC) in the IP field.

The fifth key—Capacity Building. Centered around WIPO Academy, WIPO offers IP-related learning services across the globe, including Joint Master's degrees offered in partnership with prestigious universities, training sessions for government and public sector officials, E-learning courses for everyone, and summer courses for young students.

In general, the tourism sector can fully employ WIPO's global IP service systems, databases, and cooperation platforms, to further improve the quality of tourism service via creating brands, developing landmark products, innovating product designs,

and creating cultural concepts, as well as to trigger tourists' consumption impulse, and to promote the green and sustainable development of tourism economy.

2. How does WIPO see China's innovation, creation, and IP undertakings?

Currently, China ranks the first worldwide in patents, utility models, trademarks, and industrial designs, and enjoys 17 top global science and technology clusters.

Mr. Daren Tang, WIPO Director General, highly appreciates the progress that China makes in innovation, creation, and IP undertakings. He thinks China's policy planning, implementation and evaluation, adherence and determination to deepening reform and opening up, and strong IP ecosystem have contributed to its remarkable achievements.

3. The future directions of WIPO Office in China

At present, we prioritize Northern, Eastern and Southern China, with Beijing, Shanghai and Guangzhou at the core, explore cooperative opportunities with and give due regard to Central, Southwestern and North-eastern China with focus on Chongqing, Chengdu, Guiyang, and other cities. We branch out from three service centers to cover the entire country, and cooperate with the Chinese government. What's more, we assist China's preservation of natural heritage, rural construction, and technology advance via WIPO's global IP service systems, in a bid to provide everyone with timely and efficient services.



## 奥地利可持续旅游

很高兴能够来到美丽的金佛山，参加“2021国际山地旅游日世界遗产名山（金佛山）峰会”。

三年前，奥地利驻成都总领事馆正式开馆，当时奥地利总统和总理带领奥地利历史上规模最大的代表团访华，在他们的见证下，中奥双方签署了多个合作协议。包括把奥地利公司AST参与的“金佛山奥悦冰雪小镇项目”列为“中奥文旅交流基地”。

我第一次来中国是在三十九年前，当时我作为留学生在上海呆了一年。我看到了中国翻天覆地的变化。以前在中国，很少有人出去旅游，也没有“乡村旅游”这个概念。50和60年代，旅游业在奥地利就开始蓬勃发展，我们在乡村旅游以及阿尔卑斯山旅游方面，有着丰富的经验。在国际旅游目的地排行榜上，奥地利位于第11名，对一个国家来说，这是引人瞩目的成绩。旅游和休闲业占据了奥地利国民生产总值的16%。奥地利的国土总面积约为83,000平方公里，和重庆差不多大，其中47.9%是森林。

接下来我想从几个方面谈一谈奥地利的可持续发展旅游，我希望有你们感兴趣的内容，我们双方也可以在这一领域互相学习。

什么是“可持续发展旅游”？对此，联合国世界旅游组织给出了明确的定义：“可持续发展旅游，是全面考虑自身之于当下及未来的经济、社会文化以及生态影响的旅游，并兼顾游客、旅游经济、环境和当地居民的需求。”

可持续发展有三个支柱。

第一是“确保经济效益”：旅游业创造了就业岗位，这对于偏远地区来说，有着十分重大的意义。在建立旅游项目的时候，必须注意，这些项目是可以长期存在，并且是可以盈利的。

第二是“顾及环境”：对于旅游业来说，环境、风景、生物多样性的质量是不可缺少的要素。实行的措施不能破坏旅游资源。旅游业中，对环境造成负担的主要原因是自己开车到达和离开目的地。为了兼顾游客，以及当地居民的利益，必需在交通领域找到具有可持续性的解决方案。

第三是农业、自然以及文化保护：奥地利许多农民承担保护森林和高山牧场的任务。为此他们不仅可以从联邦



奥地利世界遗产代表、奥地利驻成都总领事  
马丁

政府，还可以从州政府获得补助。保护区域的文化特性，这是关系到旅游业是否具有发展潜力的基础。

我很喜欢爬山。在奥地利的徒步区域内，有短途，长途的徒步路线，还有难度很高的阿尔卑斯山路线。奥地利人通常背着包徒步，里面装有保暖的衣服，口粮，还有防晒油以及徒步地图。

大部分的徒步路线由阿尔卑斯山协会（Alpenverein）进行维护。这是奥地利规模最大的，关于阿尔卑斯山脉的运动协会，它是一个公益组织。这个协会有着150多年的历史，有六十多万会员，修建40,000公里的徒步山道，负责树立标牌，可以从中获得路线的难易等级，通常还有标明路线所需时间。这个协会也管理山地小屋，设置攀岩设施。此外，它还从事并促进山地运动，比如徒步、登山、攀岩、滑雪、山地自行车运动的发展，为运动员和专业人士提供培训。保护阿尔卑斯山的自然环境，维护山地世界的美丽和原始风貌，就是协会的任务。

气候变化也是旅游业面临的一项挑战，影响着冬夏季的旅游。奥地利旅游行业也采取了各种措施来应对，比如在酒店内实行节能方案、展开以“避免使用塑料制品”为主题的宣传、以及推行错峰出游。各州错开安排冬季和夏季假期。

重视食品的产地和安全也属于可持续性的范畴。奥





地利在有机食品领域占领先地位。奥地利的有机食品种植面积高达26%，这个比例在全球范围内是最高的。

此外，奥地利还推行了深远的措施来促进可持续性，尤其是在二氧化碳减排上。我们设定了一个目标：至2030年，国内二氧化碳排放量减少36%。为此，旅游业也必须承担应尽的责任。作为游客，我们也应该反省自身的行为，以及我们在旅游上所做的决定，尤其是这个问题：是否有必要乘坐飞机来进行短途旅行。我们更应把铁路作为出游的方式。

到了目的地，我们尽量避免不必要的自驾出行。比如我家乡有一个山谷叫做Bregenzerwald，我在奥地利的时候，经常在那里度假。这个山谷有28个合作乡镇，所有

游客只要在其中任何一个乡镇，住三晚以上，就可以免费获得游客卡，可以用它来乘缆车，公交车，使用公共游泳池。

奥地利认为，可持续发展旅游意味人与自然和谐相处。我们有着健全的自然环境，国民也有高度的环保意识。现在越来越多的游客重视可持续性以及发展环境友好型的旅游业。

我希望疫情能在世界范围内早一点受到控制，人们又能重获旅行的自由。我也向在座的各位发出邀请，如有机会前往奥地利旅游，除了游览维也纳、萨尔茨堡等著名的城市，奥地利有许多山地区域，我推荐大家在那里多停留几天，感受山地的魅力和旅游业的可持续性。



## Sustainable Tourism in Austria

© Martin Allgäuer, Consul General of Austrian Consulate General in Chengdu

I'm very glad to come to the beautiful Jinfo Mountain, and attend the International Mountain Tourism Day 2021 World Heritage Mountain (Jinfo Mountain) Summit.

Three years ago, Consulate General of the Republic of Austria in Chengdu opened officially. And the then Austrian President and Chancellor visited China with the largest delegation ever, and signed multiple agreements of cooperation with China, including listing the "Jinfo Mountain Olympjoy Ice and Snow Town Project" participated by an Austrian company AST EIS as "China-Austria Cultural Tourism Exchange Base."

The first time I came to China was 39 years ago. I stayed in Shanghai for a year as a foreign student. And I witnessed tremendous changes in China. Back then, not many Chinese people went outside to travel, and there was no such a concept as "rural tourism." Back in the 1950s and 1960s, tourism took off in Austria, and we have therefore accumulated profuse experience in rural tourism and Alpine tourism. Austria ranks the 11th among the most popular international tourist destinations, which is indeed an outstanding achievement for a small country. Tourism and leisure industry takes up 16 percent of Austria's GNP. Austria's total area is about 83,000 square kilometers, almost the same size as Chongqing city, and 47.9 percent of it are forests.

Now, I'd like to talk about sustainable tourism in Austria from some perspectives. If there is something you are interested in, let's share with and learn from each other.

What is "sustainable tourism?" UNWTO has already defined it as "tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and local communities."

Sustainable tourism is based on three pillars.

First, economic efficiency. Tourism brings us a great many job vacancies, which is extremely

meaningful to remote areas. So, while working on tourism projects, we must make sure that these projects can last long and be profitable.

Second, environmentally friendly. For tourism sector, factors like environment, scenery, and biodiversity are indispensable. Any tourism policies or measures cannot damage tourism resources. The top one factor that imposes burden on the environment is that visitors would drive to or away from the destination. So, it's imperative to find a sustainable traffic solution that takes the benefits of both tourists and local residents into consideration.

Third, protection of agriculture, nature, and culture. Many Austrian farmers take the responsibility of protecting forests, and alpine pastures. In doing so, they get allowances from the Government of Austria and their state governments. And whether local culture features are well preserved determines the development potential of local tourism.

I like climbing mountains. Austria has many short and long hiking routes, as well as the difficult Alpine mountain routes. Austrian people like to go on hiking with a bag containing thick clothes, food, sunscreens, and hiking maps.

Most hiking routes are maintained by Alpenverein, the largest mountaineering club in Austria and a public service organization. It enjoys a history of over 150 years, and more than 600,000 members. Alpenverein has constructed 40,000 kilometers of hiking mountain pass, and erected signs indicating the difficulty level and duration. Alpenverein also administers mountain cabins and climbing facilities. In addition, it promotes mountain sports like hiking, mountaineering, rock climbing, skiing, and mountain cycling, as well as offering training sessions for athletes and professionals. Alpenverein's mission is to protect the natural environment of Alpine, and preserve the preliminary beauty of the mountain world.

Climate change is also a challenge that tourism faces, for it greatly affects the tours in winter and



summer. Of course, Austrian tourism has been applying various measures to deal with it, such as implementing energy conservation plans in hotels, telling people not to use plastic products, and promoting off-peak travel. And different states make different schedules of winter and summer holidays.

Sustainability also includes attention on the place of origin and safety of food. Austria enjoys an advantageous lead in the field of organic food, because up to 26 percent of Austria's vegetation land is for organic food, the top one across the globe.

What's more, Austria has implemented far-sighted methods to promote sustainability, especially in the emission reduction of carbon dioxide. We have set up a goal: by 2030, Austria must reduce 36 percent of carbon dioxide emission. To make it happen, the tourism sector must take their own responsibilities. And as tourists, we also need to reflect on our own behaviors, and the decisions we make about trips. In particular, we need to think twice about whether to take excursions by air, because trains are obviously a better choice for excursions.

When we arrive at the destination, we still need to avoid unnecessary self-driving tours. For example, in my hometown, there is a valley called Bregenzerwald. I often take a holiday there. It has 28 cooperation villages and towns. Tourists can get a free visitor card after staying in any one of the villages or towns for three or more nights, and use the card to take cable cars, buses, and get access to public swimming pools.

Austrians think that sustainable tourism means harmony between mankind and nature. We have a beautiful natural environment, and our people have a sound awareness of environmental protection. Now, more and more tourists value sustainable and environmentally friendly tours.

I hope COVID-19 can be maintained under control soon enough, so that everyone can travel around freely again. I hereby invite every guest here to visit Austria. Besides famous cities like Vienna and Salzburg, Austria boasts many mountain areas. I recommend everyone to stay there for a few days, to feel the beauty of mountains and experience the sustainability of tourism in Austria.



## 疫情对自然遗产地的影响走向

很高兴能在“2021国际山地旅游日世界遗产名山（金佛山）峰会”上发言，这是一个很好的机会，能与大家一同分享老挝“疫情对自然遗产的影响趋势”。

首先，我想向大家简单介绍一下老挝。老挝是东南亚中部偏东北的一个内陆国家，湄公河横贯老挝国土。老挝北邻中国，东北部和东部与越南接壤，南接柬埔寨，西北毗邻缅甸，西临泰国。总面积为236,800平方公里，2020年总人口为730万。

老挝政府重视对社会经济发展做出巨大贡献的旅游业。目前，有关部门正在实施《2021-2025年国家旅游发展计划》，重点关注旅游发展、旅游推广、旅游业的人力资源开发、可持续和绿色发展等。

老挝拥有3处联合国教科文组织认证的世界遗产，均为文化遗址：第一处是琅勃拉邦省的琅勃拉邦古城（1995年），第二处是占巴塞文化风景区内的瓦普庙和相关古民居（2001年）第三处是川圹巨石缸遗址（2019年）。

在新冠肺炎疫情之前，老挝的旅游业增长迅速。根据老挝信息文化和旅游部的数据，2019年老挝的国际游客达到470万人次（具体数字为4,791,065），与2018年相比增长了14%，收入共计9.17亿美元，对GDP贡献率为4.6%，并且雇佣了5.4万名员工，其中63%为女性。2019年的中国-老挝旅游年活动，是这一数字增长的主要因素。

众所周知，新冠疫情的爆发影响了世界各地的许多国家，包括老挝，对作为国家收入主要来源之一旅游业造成巨大冲击。与2019年同期相比，2020年第一季度的国际游客减少了60%，旅游业收入、汇款和商品价格的同时下降，使老挝2020年GDP出现负增长，增长率为-0.5%。

根据亚洲开发银行对旅游部门的调查，主要是对



琅勃拉邦世界遗产代表、老挝驻华  
大使馆公使衔参赞 通沙万·培泰

四个热门旅游目的地琅勃拉邦省、万象省万荣区、首都万象和占巴塞省的酒店和餐饮企业进行了调查。结果显示，2020年5月接受调查的企业中，近半数暂时关闭，70%企业裁员，员工人数缩减38%。

综上所述，新冠肺炎疫情导致的旅游入境和收入的骤停，预计将对老挝的旅游企业产生破坏性影响，老挝政府试图制定专项政策来帮助支持旅游企业继续经营。与此同时，政府意识到在疫情之后的首要任务是重建游客到访老挝的信心。老挝人民民主共和国拥有丰富的自然、文化和历史景点。疫情前国际游客的迅速增加以及其他支撑旅游业增长的潜在因素均表明表明，旅游部门在国家社会经济发展中可以发挥重要作用，可以缩小不同国家之间的发展差距。然而，在中短期内，各国的政府部门需要援助旅游业以度过目前的危机，并为疫情消退后的复苏做好准备。



## The Trend of the Impact of the Pandemic on Natural Heritage Sites

© Thongsavanh Phiyathap, Minister Counselor of the Lao Embassy in China

Today, I am very glad to be the speaker in International Mountain Tourism Day 2021 World Heritage Mountain(Jinfo Mountain) Summit and it is a good opportunity to share on "The Trend of the Impact of the Pandemic on Heritage Sites" in Lao PDR.

Before I am going to detail, I would like present you briefly about Laos. Laos is a landlocked country of northeast-central mainland of Southeast Asia, traversed by the Mekong River. Laos is bounded to the north by China, to the northeast and east by Vietnam, to the south by Cambodia, to the west by Thailand, and to the northwest by Myanmar. The total population is 7.3 million (2020) with the total area of 236.800 Square Kilometers.

The government of Lao PDR emphasis the tourism sector development contributing to the social economic development plan. Currently, the authorities concerned are implementing the National Tourism Development Plan 2021–2025, which is focusing in the Tourism Development, Tourism Promotion, Human Resource Development in Tourism Sector, Sustainable and Green Development and so on.

In term of world heritage site, there are three UNESCO World Heritage Sites in Laos. All are cultural sites, whose properties inscribed on the World Heritage List: LuangPhrabang City in Luangphrabang Province (1995), Vat Phou and Associated Ancient Settlements within the Champasak Cultural Landscape in Champasak Province (2001) and Plain of Jar in Xiengkhuang Province (2019).

Before the COVID–19 pandemic, tourism was rapidly growing in Lao PDR. According to the data by Ministry of Information, Culture and Tourism of the Lao PDR, the international tourists in the Lao PDR reached 4.7 million persons in 2019 (the specific number is 4.791.065) which increased 14% compare with 2018, it could gain 917 million USD that contributed to 4.6% of GDP and employed 54,000 workers, about 63% of whom were women. The main factor is this increasing

number is the campaign on Laos–China Visiting Year in 2019.

As you may aware, the covid–19 pandemic outbreaks have affected many countries around the world including Lao PDR in particular tourism sector, which is one of the main income of national revenue. The international tourists have dropped by 60% in the first quarter of 2020 compared with the same period in 2019. The simultaneous drop in tourism revenue, remittances, and commodity prices could reduce the Lao PDR’ s GDP growth to minus 0.5% in 2020.

According to the ADB Survey on tourism sector mainly on accommodation and food enterprise in four major tourist destination namely Luangphrabang Province, Vangvieng District of Viengchan Province, Vientiane Capital and Champhasak Province. The survey result that about half of these enterprises were temporarily close in May 2020. About 70% of the surveyed enterprises had reduced employees, with employee numbers falling by 38%.

In the conclusion, the sudden stop in tourism arrivals and receipts caused by the onset of COVID–19 is expected to have a devastating impact on tourism enterprises in the Lao PDR. The Lao government tries to find special policies to help and support enterprises to continue their business. Meanwhile, the government realizes the special preference to rebuild the tourist confidence to visiting Laos after the covid–19. The Lao PDR generously endowed with natural, cultural, and historic attractions. The rapid increase in international visitors and underlying factors that supported tourism growth before the COVID–19 pandemic indicated that the tourism sector could play an important role in the socioeconomic development of the country and narrowing the development gap among countries in this region. However, in the short to medium term, the tourism sector needs assistance to survive the current crisis and prepare for recovery once the pandemic subsides.



## 山地自然遗产的文化价值与利用

首先我想向主办方表示感谢，他们为这次活动的举办做了很多的工作。同时，也要谢谢今天出席这次活动的来宾。

秘鲁是一个同样有5000年历史古老文化的国家。在秘鲁，有12个由联合国教科文组织通过的世界遗产，同时秘鲁有着南美洲第一大的华人区。秘鲁和中国有着很深的渊源和相似的文化。

马丘比丘（Machu Picchu）与世界上任何其他地方都不同，这不仅是因为其建筑设计之美，其深厚的灵性和神秘感，还在于其与自然的完美融合，这使它成为世界七大奇迹之一。

在这里，人们可以看到鸟类在庙宇、山峰和河流间自由飞翔，可以看到在草地上放牧，喝着纯净冰川水晒着日光浴的羊驼。

在一个与自然息息相关的旅游胜地，保持这种平衡至关重要。为了纪念这一伟大的历史遗产，关注并寻找生态保护的替代方案是所有秘鲁人对子孙后代的承诺。

在秘鲁，可持续性已成为发展计划和进程的一部分，在环境和社会可持续性方面有好的条件和坚实的基础。

秘鲁正面临着旅游业复兴与二氧化碳排放减少的双重挑战，为此，我国采取了全面的方法来缓解气候变化。

在可持续性项目中，最新的一项创新技术是能够通过热解处理8吨有机废物（无碳排放）。

通过这一过程，产生了生物炭或木炭，作为一种天然肥料，将帮助上百万棵金鸡纳树重新造林，金鸡纳树是一种具有药用特性的物种，存在于秘鲁的国家保护区内。这种作物将有助于恢复生物多样性，并预防马丘比丘的自然灾害发生。

该项目是私营公司与马丘比丘市政府和其他国家实体共同合作的成果。

同样，由于与马丘比丘市政府达成的协议，开展在提



马丘比丘世界遗产代表、秘鲁驻华  
大使馆 商务参赞 柏碧澜

供旅游服务时的良好规范的落实，以及针对旅游服务提供商的良好规范的培训与技术援助。

马丘比丘（Machu Picchu）遗址正在开发一项创新项目，这将使它成为“碳中和”目的地。因此，秘鲁将成为承诺并获得碳中和认证的现代世界的第一大奇迹，从而减轻其碳足迹，并为所有游客提供与气候有关的体验，这与旅游业和地球面临的巨大挑战是一致的。

这一举措将有助于推广新的产品和可持续性的体验，在疫情过后，旅行者也将对它们有很高的需求。

秘鲁有很多可以提供给中国游客。我们是一个具有丰富生物多样性的国家。在这里游客能获得独特的体验，尝试探险旅游，遇见千年的历史与文化，和迷人的美食亲密接触，欣赏自然景观，当然还有更多。

而最重要的是，秘鲁和秘鲁人民正以张开的怀抱准备迎接中国游客的到来。



今年是秘鲁和中国建交50周年，现在向大家介绍一下秘鲁的山地旅游资源。

秘鲁为户外爱好者提供了非常多的选择。其中著名的就是瓦拉斯Laguna 69湖环游之旅，Laguna 69国家公园在1985年列入世界自然遗产名录，有600座冰川和200座白雪皑皑的冰峰；圣克鲁斯（圣十字）徒步线路被美国国家地理杂志评选为最美的20条徒步线路之一；瓦伊瓦什山脉(Cordillera Huayhuash)则是具有挑战性和价值的徒步旅游线路；阿雷斯帕是南美洲七大景观之一，在这里可以感受壮美的自然精华，鲜活的人类文明，刺激的冒险运动很好的结合在一起；奥桑加特山(Ausangate)是秘鲁库斯科地区最高山（海拔6372米），可以看到冰川覆盖的山峰，也可以看到成群的羊驼经过，是独特的体验；萨康泰山离库斯科不远，是印加人心目中的神山之一，在这里徒步前行，可以欣赏环绕的石坡、体验皮划艇的乐趣、还可以骑马穿行，这段需要徒步15天，需要徒步旅行者有丰富经验；印加古道徒步，作为最著名的徒步线路之一，在旺季（每年5月-9月）的时候，游客需要半年前预定，并且因为处于生态保护地，秘鲁政府严格的限制徒步人数，每天限制500人；印加古道最高海拔4200米，难度适中，仅用4天的时间就可以重走印加人的朝圣之路，穿过四季不同的风景，一路上风景非常壮丽，并且在第四天的清晨抵达海拔最低处，也是整个行程最重要的马丘比丘。



秘鲁驻华大使馆旅游推广专员  
刘冬瑞

在1983年,马丘比丘被联合国教科文组织定为世界自然遗产和文化遗产，是世界上为数不多的文化与自然双重遗产之一。高海拔2350米的山体之上，是南美洲重要的考古中心。通过印加人处理过的石块，天衣无缝建成了这样一个笼罩神秘的气息的古堡。

非常感谢大家倾听我们的讲解，希望在座的嘉宾们可以在疫情结束以后来体验秘鲁神秘壮丽的自然景观。



## Exploitation on the Cultural Value of Natural Mountain Heritages

© Diana Pita, Economic and Commercial Counselor at Embassy of Peru in China

First of all, I want to thank the sponsors for their contributions to this summit. And I'd also like to thank all the guests present today.

Like China, Peru is also a country with a history of 5,000 years, and it enjoys 12 world heritages certified by UNESCO. In the meantime, Peru houses the largest Chinatown in the entire South America. So, Peru and China share profound histories and similar cultures.

Machu Picchu is different from any place on Earth, because of its beautiful architecture design, its profound spirituality and sense of mystery, as well as its perfect combination with nature. All these make it one of the world's seven wonders.

Here, you can see birds fly freely among temples and mountains, and above rivers and lakes; alpacas grazing on the meadows, drink pure glacier water, and bask the sunlight.

In such a tourists' natural paradise, keeping a balance between man and nature is critical. To memorize this great historic heritage, we must seek an alternative to protect the ecological environment. It is also the promise of all Peruvians to our next generations.

In Peru, sustainability has been a part of our development plan, for Peru boasts sound conditions and a solid foundation in environmental and social sustainability.

At present, Peru is facing double challenges from revitalizing tourism and reducing carbon dioxide emission. For that, we have applied comprehensive measures to ease climate change.

Among our sustainable projects, the latest innovative technology is disposing of eight tons of organic wastes through pyrolysis (carbon-free

emission).

After pyrolysis, biochar or charcoal is generated as a natural fertilizer to help millions of cinchonas come back to life. Cinchona is a plant of medical usage, preserved in a national reserve of Peru. It can help us restore biodiversity, and prevent natural disasters in Machu Picchu.

This project is achieved by the municipal government of Machu Picchu with entities from other countries.

Similarly, according to the agreements reached with the municipal government of Machu Picchu, we provide tourism services in line with relevant criteria, and offer trainings and technical assistance on code of conduct for tourism service providers.

We are developing an innovative project to make Machu Picchu a "carbon neutral" destination. Therefore, Peru promises to be the first "carbon neutral" certified wonder of the modern world, so as to reduce carbon footprint, and provide tourists with climate-related experience, which is in line with the great challenge that tourism and Earth face together.

This measure helps promote new products and sustainable experience, which are frequently sought by tourists in the post-COVID world.

Peru, as a country of profound biodiversity, has a lot to offer Chinese tourists. Here, you can have unique experience, try exploratory tours, meet the local history and culture, enjoy abundant and delicious food, appreciate natural views, and so many things to do.

Most importantly, Peru and Peruvians are always ready to receive Chinese tourists with warm hospitality.





© Liu Dongrui, Tourism Promotion Specialist at Embassy of Peru in China

This year marks the 50th anniversary of the establishment of diplomatic ties between China and Peru. Now I'd like to introduce you the mountain tourism resources in Peru.

Peru offers many options for outdoor sport fans, one of which is the famous Huaraz-Laguna 69 tour. Laguna 69 National Park, with 600 glaciers and 200 snow-capped peaks, was listed as a world heritage site in 1985. Santa Cruz (holy cross) Trek is rated as one of the most beautiful 20 hiking routes in the world by National Geographic. Cordillera Huayhuash is the most challenging and valuable trek. As one of the seven natural wonders in South Africa, Arequipa offers you a combination of splendid landscapes, vivid human civilization, and exciting adventures. Ausangate is the highest mountain in Cusco (6,372 meters high); here, one can see peaks covered by glaciers and herds of alpacas passing by. Salcantayn is close to Cusco and considered to be a sacred mountain by the Incas. The 15-day Salcantayn trek is suitable for experienced travelers and allows you to perch on the surrounding slopes, and enjoy the pleasure of kayak tour and horse ride. Inca trail is one of the most popular routes to

Machu Picchu. You need to book the trail about six months in advance, especially if you want to go during the peak season (May to September). The Government of Peru only releases 500 permits to start the Inca Trail each day out of consideration for preserving the ecological environment. The Inca Trail is of moderate difficulty with the highest point rising to 4,200 meters in altitude over sea level. You will arrive in Machu Picchu, a must-see site, as well as the lowest spot, on the morning of the fourth day. You are ready to retrace the steps of ancient pilgrims during Incan times and experience distinctive and splendid landscapes.

In 1983, Machu Picchu was included by UNESCO in the List of World Cultural and Natural Heritage. It is a rare natural and cultural site across the world. Machu Picchu, situated on a mountain at a height of 2,350 meters, is an important archeological center in South America. This mysterious castle was built seamlessly with rocks processed by the Incas.

Thank you for listening. All the guests here are welcomed to enjoy the gorgeous landscapes in Peru after the COVID-19 event.



# 保护山地类型世界自然遗产所面临的挑战

很遗憾无法和你们在中国相聚，但能够在封锁中的英国参加你们的会议令我十分高兴。

今天，我想与大家分享一些在保护山地世界遗产时所面临的问题和挑战。我们热爱山地，它们壮观秀美，我们可以在其中进行惊险刺激的冒险活动，也可以探寻不同种类动植物的奥秘。

保护山地物种多样性。

山地中包含着大量的文化遗产，寺庙、圣地、圣岩、圣湖等比比皆是。中国有14个世界自然遗产和4个自然与文化双遗产，其中大多地处山区，且面临着多种威胁。它们多数与世隔离，从生物学的角度来看如同“孤岛”，缺乏与外界的联系。随着时间的推移，这些区域中的生物栖息地正逐渐缩小。无论是当地的人类活动还是旅游业的快速发展，都会对这些山区造成干扰，使得当地的珍稀物种遭到威胁和破坏。

一般情况下，山区如果离另一个与其相似程度高的生物栖息地越远，其物种就越少，新的物种也越难重新定居到这个地区，灭绝的速度也就越快。因此，维系不同生物栖息地间的通道至关重要。许多物种只有在夏季才会出现在山地，它们会随着季节迁徙。在冬季，它们往往会前往海拔较低且距离较远的地区。如果想要保持较高的物种丰富度和多样性，就必须保护那些在冬季迁徙到山地之外的动物。

多重因素对山地环境的影响。

全球目前正面临着气候变化的危机，温度总体上越来越温暖，导致了植物生长区域的变化，不断向山上推移。冰川融化导致了水流的变化，有时候会引发洪水，有时候又会造成干旱。植物不可能短时间内适应高海拔地区的新气候环境。比如，冷杉林不会突然出现，而是必须经历早期的演替，从次生林到最后被引入适合新环境的初级物种，这是一个逐渐演化的过程。

山区的环境条件恶劣，地形陡峭，气候寒冷。由于低气温和高海拔，山区的动植物栖息地很难在短时间内恢复。因此，我们需要在已开辟的栖息地上种点什么，让低



中欧生物多样性合作项目专家  
马敬能

海拔地区的生态先慢慢恢复，然后由大自然接管。然而，植物在山区中可能需要几十年甚至上百年的时间才能生长成熟。例如，在青藏高原上，受干扰的草皮需要数百年的时间才能恢复。

此外，一些人类家畜会对环境造成巨大影响。比如，对草原影响最大的可能是当地的克什米尔小白羊，它们什么都吃，蹄子会挖松土壤，造成水土流失。这些家畜对自然界的生物区系来说简直就是一场灾难。

游客同样也会对山地也会造成很大的影响，他们会对野生动物造成干扰。因此需要安置环保型厕所，设置大量的标牌来引导游客，特别是在保持安静，禁止明火与破坏植被等方面。

当地社区与旅游开发。

当我们在谈论旅游发展的同时通常会考虑到当地社区，他们已经在这些山地生活了几百年并且在这里扎根繁衍，他们往往对这些地方有着深厚的感情。无论外来者要如何如何进行旅游开发，都应当与当地社区沟通联系，获取当地社区的建





导游，这些都是切实可行的。

金佛山的旅游发展与管理。

金佛山中很多山洞的生态环境非常脆弱。考虑到环境保护，这些地方不应被完全开放，肆意的增加灯光和音乐可能会破坏原始黑暗中的脆弱生物体系。例如，人类灯光可能会改变植物的生命周期；大量人类呼吸所释放出的二氧化碳会改变洞内的pH值。因此，大部分的洞穴不应该对外开放，仅允许一些研究工作的进行，或是开放少许几个供游客参观。

旅游管理者必须在游客承载能力和场地承受能力之间找到一个平衡点。这不全是钱的问题，也不全是如何吸引游客的问题。否则我们会把所有这些地方变成迪斯尼乐园。这不是我们想要的。我们想要的是保护自然遗产，同时鼓励并允许人们享受和欣赏这些遗产。

相信在座的各位已经讨论过很多上述的内容。我希望秀美的山川风景得以保留，原始的生态系统得以存续，生物多样性得以健康发展，当地社区能够满意并享受不断提高的生活水平，游客有机会领略自然遗产所带来的魅力。

最后，我想感谢活动的主办方。祝愿会议圆满成功！



## Challenges in Protecting World Natural Mountain Heritages

© John Mackinnon, Expert of EU-China Biodiversity Program

I'm sorry I can't be physically with you in China today, but I'm happy to join your meeting from the UK where I'm in lockdown.

I would like to share with you today, on some of the issues and challenges that we face in trying to protect mountain sites under world heritage. We love mountains. They're spectacular and there are wonderful adventurous things we can do and there are special fauna and flora.

Protection of mountain species diversity

Mountains contain a lot of cultural heritage; temples, holy sites, holy rocks, holy lakes. China has 14 natural and 4 mixed world heritage sites, many of which are montane but they face a lot of threats. They are isolated. So they have biologically, like islands, they don't have enough connectivity to other sites and as you go higher and higher the habitat patches get smaller and smaller. And of course, if they face a lot of human pressure from local activities or from tourism, growing tourism, this poses threats of disturbance, bringing in alien species, collecting or destroying rare precious things.

The general rule is the further away the mountain is from another block of similar habitat, the fewer species it will have, and the more difficult for new species to recolonize will colonize the site, and the faster the rates of extinction. So, maintaining habitat corridors or even stepping stones to other natural sites is very important. And don't forget that many of the species are only in the mountains in the summer. They are seasonal migrants. In winter, they descend to lower altitudes, maybe far away. But you have to protect the winter refugees outside the mountain reserves if you wish to maintain high species richness and diversity.

The impact of multiple factors on the mountain environment

The world is facing a crisis of climate change. The temperature's generally getting wetter and warmer but this results in changes in vegetation pattern, moving further and further up mountains and glaciers melt, which is causing changes in the flow of water, sometimes increased flow of water. But that's a temporary thing, sometimes droughts. You can't just jump at higher altitudes to a new climatic situation. Maybe fir forests don't just appear, you have to go through early successional stages, a secondary forest and then finally introduce the primary species that would be suited to the new conditions, and this is an ever-going creeping process.

Mountains have very hard conditions, they could be steep, but they can also be very cold. The habitats in months because of the cold temperature and high elevation, they recover very slowly. So, a habitat that you open up and you maybe develop for something, the lowlands sort of recovers. Nature takes over, plants regrow within a year or two, but up in the mountains, it may take decades or even hundreds of years. Up on the Tibetan Plateau, it would take hundreds of years for disturbed turf, for instance, to recover.

Domestic animals, we think of how domestic animal, but actually they can have a very big impact. The biggest impact would probably be the little white Kashmir goat, which really eat everything. Their hooves dig into the soil, and cause erosion. Domestic animals inside mountain reserves are a bit of a disaster for the natural biota.

Visitors have big impacts. They bring noise, they bring litter, they will disturb – physically walk up to shy wildlife. You need eco-friendly toilets. You need a lot of signage to tell people how to behave. Particularly keep quiet, don't light fires, don't damage vegetation.

Local community and tourism development





When we talk about tourism development, we usually take the local community into consideration, they' ve been living around these mountains for hundreds of years, their own heritage. They often have very deep feelings for those places. Whatever you develop, develop it in close relation with the local people. Talk to them, get ideas from them. There are lots of opportunities for co-management involve the local communities. For example, livestock raisers to being a tour guides.

Tourism development and management of Jinfo Mountain

You have caves in Jinfo Mountain and many marked sites. These are very fragile ecologically. Don't open them all up to tourists and lights and music. This will destroy the very delicate organisms that have evolved for living in the dark. So, you bring in light, you change the plant life. A lot of people breathing, releasing carbon dioxide inside a cave changes the pH of the cave. So, most of the cave should be locked up.

Let only for very occasional research, maybe one or two of you open up for tourism.

You ( Tourism manager ) have to find a balance between the carrying capacity of tourists and the ability of the site to sustain that kind of impact. It's not all about money and how to get in more tourists, otherwise we' d turn all these parks into Disneylands and feature parks, that's not the idea. The idea is to protect natural heritage and encourage and allow people to enjoy and appreciate that heritage.

I'm sure you've discussed many of these things. I hope the scenic splendor is preserved. The ecosystem services are sustained. The biodiversity health is sustained. Local community are happy and enjoying increasing living standards. Visitors are provided opportunity to enjoy their natural heritage.

And finally, I' d like to thank the organizer. Thank you very much and have a wonderful successful meeting.

## 金佛山自然遗产的守护与共享

大家上午好！非常高兴在这生机勃勃的初夏时节，与大家相聚在美丽的金佛山麓、凤嘴江畔，共赏渝南大地的奇山秀水，共享世遗净土的健康生活，共同探索自然遗产守护与共享的时代密码。作为此次峰会的承办地，我们衷心感谢来自世界各地的广大朋友对南川金佛山的热情关注！

我曾经在很多不同的场合推介过金佛山，而今天有众多国际友人参与的盛会，还是第一次。金佛山是世界自然遗产，不仅是中国的，也是世界的，是全人类的瑰宝。作为金佛山所在地政府，我们有保护与管理的责任，也有推动发展与共享的义务。

金佛山地处大娄山脉最北端，因其神似一尊仰卧的大佛，在落日余晖下映射出万丈霞光而得名，又因其山顶形似一张展开的桌面，被世界自然遗产专家定位为喀斯特桌山。金佛山面积1300平方公里，是国家5A级旅游景区、国家级风景名胜区、国家级自然保护区。其典型的喀斯特台原、古老的高海拔洞穴系统、多彩的地表景观、丰富的生物多样性、悠久的历史文化世所罕见。2014年6月23日，金佛山以其“超乎寻常的自然现象和美学价值”和“地球演化历史的杰出范例”惊艳了世界，成功列入世界自然遗产名录。

2300多年前，中国哲学家庄子说，“天地有大美而不言，四时有明法而不议，万物有成理而不说。”100多年前，法国雕塑家罗丹说，“生活中不是缺少美，而是缺少发现美的眼睛”。今天，中国金佛山之所以能吸引世界各地越来越多的游客纷至沓来，正是因为越来越多的人带着发现美的眼睛，发现了金佛山曾经不言、不议、不说的美。金佛山的美，美在气候稀有。最高海拔2238米，最大海拔高差达1911米，森林覆盖率超过95%，立体气候明显，年平均气温16.6℃，良好的生态使空气中每立方厘米负氧离子浓度高达2万个，是名副其实的天然空调和森林氧吧。金佛山的美，美在景观独特。大自然的鬼斧神工，造就了金佛山的梦幻神奇。这里层峦叠嶂、风光旖旎，瀑布、溶洞、绝壁、石林星罗棋布，山奇、水灵、石



金佛山世界遗产代表、南川区副书记、  
区人民政府区长 张兴益

秀、物华移步换景。春赏高山杜鹃，夏享避暑天堂，秋观层林尽染，冬品南国雪原，一山有四季，十里不同天。金佛山的美，美在和谐共生。这里25万亩原始常绿林，为5900余种植物、2200余种动物的繁衍生长提供了栖息之地。真山真水原生态，洗尽铅华唯纯真，山水、田园、乡村各美其美、美美与共。

中国人民历来遵循天人合一、道法自然，主张人类与天地万物共存共荣。保护好金佛山，功在千秋、利在万代。近年来，我们不负自然馈赠，不负使命重托，立足维护金佛山自然生态的原真性与完整性，牢固树立“绿水青山就是金山银山”的理念，突出规划布局、资源保护、管理创新三大抓手，全面履行属地保护管理职责，尽最大努力实现遗产保护与利用的良性互动。在这一过程中，我们不断厚植生态基因，重塑生态格局，提升生态价值，兑现了自然遗产保护的庄严承诺，打造了绿色发展的南川样板，一幅生态美、产业兴、百姓富的美丽画卷在南川大地徐徐展开。人不负青山，青山定不负人。让我们感到欣慰的是，金佛山的自然生态使整个南川成为一方净土福地。截至目前，南川仍保持新冠肺炎“零确诊”的记录。



有人说，遗产保护与旅游发展之间是一个悖论。而我们不敢苟同，保护与发展可以相辅相成、相互促进。近年来，我们始终在保护中发展，于发展中保护，依托金佛山自然遗产地和5A级景区核心资源，充分挖掘金佛山的稀缺性价值，延伸产业链、提升价值链、放大“含金量”，推动观光游向康养游、体验游、深度游拓展，“金佛山·福南川”“世遗净土·康养胜地”品牌享誉中外。我们致力于打造具有世界影响力的康养度假和山地户外运动目的地，着力开发旅游项目，丰富旅游体验，目前已经形成了“金佛+春夏秋冬”系列旅游产品体系，成功构建了中药康养、文旅康养、森林康养、运动康养四大业态，打造了集冬季滑雪、山地越野、滑翔伞、飞拉达、瀑降、漂流、自驾等于一体的山地户外运动品牌。

经过新冠肺炎疫情带来的灾难性冲击，全球旅游业一度遭遇史上最寒冷的严冬。但正是经历了疫情的洗礼，旅游业呈现出与前疫情时期不同的发展态势和特点，健康和养生成为人们更加关注的焦点。这些新的变化，恰恰是

后疫情时期旅游业高质量发展的难得契机。金佛山旅游，正像一棵初春的嫩芽，冲破冰雪的覆盖，迎着阳光顽强生长。我们愿与各界朋友分享这些难得的历史机遇，携起手来，共同构建旅游业发展的新格局。当然，在推动自然遗产保护与践行绿色发展的新征程中，我们还面临许多新的课题，比如，怎样实现保护与发展更高水平的动态平衡？怎样提升绿色产业经济效益？怎样统筹优化自然地保护与原住民生产生活等问题，也期待大家为我们出谋划策、指点迷津。

尊敬的各位领导，各位专家学者，各界朋友，保护自然遗产，推动绿色发展，只有起点、没有终点。我们真诚希望，以本次峰会召开为契机，汇群英智慧，聚各方力量，共同推动金佛山自然遗产保护与共享再上新台阶、取得新进展。

最后，祝本次峰会取得圆满成功！祝大家在南期间工作顺利、身心愉悦、收获满满。



图片名称：亦真变幻龙岩云海 拍摄地点：龙岩城 摄影家：陈荣森



## Preserving and Sharing Natural Heritages of Jinfo Mountain

© Zhang Xingyi, Deputy Secretary of the CPC Chongqing Nanchuan District Committee

Good morning! I'm very glad to be here at the foot of Jinfo Mountain, bank of Fengzui River, with all of you in this vibrant early summer, to share the beautiful local mountains and rivers and the healthy lifestyle on this land of world heritages, and jointly explore how to preserve and share the natural heritages. As the host city of this summit, we sincerely thank all the friends and guests from all over the world. Thank you for your passion to and care about Jinfo Mountain in Nanchuan District.

I have introduced others about Jinfo Mountain many times, but it is my first time to do it at such a grand event in front of so many international friends. Jinfo Mountain, as a splendid natural heritage, doesn't just belong to China, but belong to the whole world as well. It is a treasure of mankind. So, as the local government, we shoulder the responsibility of preserving and managing it, and the obligation of promoting its development and sharing such a natural resource.

Jinfo Mountain is located at the northernmost end of Dalou Mountains, and is named after being like a giant Buddha lying on his back, shining out while bathed in the sunset glow. It is also defined as a karst table mountain by world natural heritage experts because the peak is like a table unfolded. Jinfo Mountain has an area of 1,300 square kilometers, and is a national AAAAA tourist attraction, a state-level scenic area, as well as a state-level nature reserve. The typical karst platform, ancient high-altitude cave system, colorful surface landscapes, great biodiversity, and a long history and profound culture are rarely seen across the globe. On June 23, 2014, Jinfo Mountain stunned the world with "extraordinary natural phenomena" and as "an excellent example of the Earth's evolution history," and was thus listed as a world natural heritage.

"Heaven and Earth proceed in the most admirable way, but they say nothing about them; the four seasons observe the clearest laws, but they do

not discuss them; all things have their complete and distinctive constitutions, but they say nothing about them" said Zhuang Zhou, a Chinese philosopher, over 2,300 years ago. "Beauty is everywhere. It is not that she is lacking to our eye, but our eyes which fail to perceive her" said Auguste Rodin, a French architect. Today, more and more tourists all over the world come and visit Jinfo Mountain exactly because they have the eyes to perceive beauty, and they have found the once unspoken, unseen, undiscussed charm of this mountain. The beauty of Jinfo Mountain lies in its rare climate. The highest altitude is 2,238 meters. The highest elevation is up to 1,911 meters. Forest coverage is over 95 percent. The mountain enjoys obvious three-dimensional climate conditions, with annual mean temperature at 16.6°C. In this sound ecological environment, there are up to 20,000 negative oxygen ions in the air per cubic centimeter, making it a natural air conditioner and a forest oxygen bar. The beauty of Jinfo Mountain also lies in its unique views. The uncanny workmanship of nature bestows fantasy and mystery upon this mountain. Here, among the ranges of mountains hide extraordinary views. One can wander around and enjoy the magnificent waterfalls, karst caves, cliffs, and stone forests. Mountains are peculiar, rivers are rigorous, and stones are lovely. In spring, cuckoos nest among the mountains; in summer, it becomes a summer resort; in fall, forests turn yellow and red; in winter, the whole mountain range is dyed white. Every ten miles, one can appreciate a different climate scene. The beauty of Jinfo Mountain, again, lies in harmony. Here, 250,000 mu of primitive evergreen forests are home to over 5,900 vegetations and over 2,200 animal species. The primitive ecology of mountains and rivers wash away all the makeup of life, and give you back a pure, innocent lifestyle. The beauty of Jinfo Mountain, therefore, lies in magnificent mountains and rivers and idyllic countryside.

Chinese people always value harmony between



man and nature, follow nature's course, and advocate for co-existence and co-prosperity with everything else. So, preserving Jinfo Mountain will benefit future generations. In recent years, we have been, based on the foundation of nature and the expectation of people, preserving the authenticity and integrity of Jinfo Mountain, consolidating the conviction of "lucid waters and lush mountains are invaluable assets," strengthening three major methods—planning and layout, resource protection, and management and innovation. In doing so, we fully took the responsibility of protecting and administering this land, and achieved positive interaction between heritage preservation and exploitation. During this process, we kept enhancing the essence of ecology, reshaping ecological structure, increasing the value of ecology, and fulfilling the promise of preserving natural heritages. As a result, we created a pattern of green development for Nanchuan District, unfolding a splendid scroll of beautiful ecology, promising industry, and rich residents on this very land. Nature gives back in full as long as we respect nature. We feel relieved that the natural ecology of Jinfo Mountain makes the entire Nanchuan District a paradise. As of now, Nanchuan has maintained the record of "zero confirmed case" of COVID-19.

Some say that heritage protection and tourism development do not go together. We hold the opposite idea. We think protection and development can help and facilitate each other. In recent years, we have always been striving to combine both, tapping into Jinfo Mountain's scarcity value, expanding its supply chain and value chain, and enhancing its significance as a natural heritage and an AAAAA-level core scenic resource. In addition, we have extended sightseeing tours to wellness tours, experience tours, and in-depth tours, and successfully created world-renowned brands—"Greener Jinfo Greater Nanchuan," and "Pure Land of World Heritage and Wellness Resort." By doing so, we are aimed at building a destination of wellness travel and mountain outdoor

sport with international influence, to develop more tourism projects and enrich tour experience. Now, we have established a product line of "Jinfo + spring, summer, autumn and winter;" four business patterns—traditional Chinese medicine wellness, cultural tourism wellness, forest wellness, and sports wellness; as well as mountain outdoor sport brands that integrate winter skiing, cross-country mountain road, parachute, Via Ferrata, canyoning, rafting, and self-driving.

For a while, the catastrophic shock of COVID-19 dragged world tourism into the coldest winter ever. But after surviving the winter, world tourism shows completely different momentums and development features, with health and wellness drawing people's attention. Such alternation stands for a rare opportunity towards high-quality progress for the tourism sector in the post-COVID world. Tourism in Jinfo Mountain is like a sprout in early spring, breaking through the layer of ice and snow, and thriving while basking in sunshine. We wish to share with all of you this once-in-a-lifetime opportunity. Let's join hands in constructing the new structure of tourism development. Of course, while we are pushing forward natural heritage protection and green development, we still face many new issues. How to keep a higher-level of dynamic balance between protection and development? How to increase the economic benefits of green industries? How to better protect natural sites and coordinate the production and life problems of indigenous people. We are looking forwarding to your suggestions and advice.

Distinguished government officials, experts, scholars, and friends, protecting natural heritages and promoting green development is a course that will never end. We sincerely hope that, at this summit, we can pool the intelligence and strength of everyone, and jointly elevate the preserving and sharing of Jinfo Mountain's natural heritages onto a higher ground.

Last, I wish this summit a complete success, and wish all of you a pleasant and fruitful stay in Nanchuan District.



# 国际山地温泉康养旅游研讨会

## International Seminar on Mountain and Hot Spring Wellness Tourism

国际山地温泉康养旅游研讨会作为“2021国际山地旅游日世界遗产名山(金佛山)峰会”的主体活动之一，邀请国内外顶尖专家学者，聚焦山地旅游、温泉旅游、康养旅游发表主旨演讲，分享前沿观点;邀请国内外知名专家教授参与圆桌论坛，共探“温泉康养、气候康养、森林康养与山地旅游的融合发展之道”;正式发布全国首个山地温泉助眠体验营研究成果，为开发疗程式山地温泉康养产品提供科学支撑。

International Seminar on Mountain and Hot Spring Wellness Tourism, as a main activity of the 2021 International Mountain Tourism Day—World Heritage Mountain (Jinfo Mountain) Summit, invited leading experts and scholars at home and abroad to give keynote speeches and share ideas around topics—mountain tourism, hot spring tourism, and wellness tourism. Renowned experts and professors were also invited to attend roundtable forum to discuss “how to combine hot spring wellness, climate wellness, and forest wellness with mountain tourism?” Results of sleep-aid mountain hot-spring experience camps in Jinfo Mountain were released, providing scientific support for developing treatment-course products of mountain hot-spring wellness tourism.



## 山地温泉康养旅游将为国际山地旅游和 温泉旅游注入新的生机与活力

当前，在重庆市委、市政府的坚强领导下，全市文化和旅游系统深入贯彻习近平总书记对重庆提出的营造良好政治生态，坚持“两点”定位、“两地”“两高”目标，发挥“三个作用”和推动成渝地区双城经济圈建设等重要指示要求，按照“山水之城·美丽之地”目标定位和“行千里·致广大”价值定位，以“三峡、山城、人文、温泉、乡村”五张牌为主战场，全力打造旅游业发展升级版、建设世界知名旅游目的地。作为其中重要的一环，为打好“温泉牌”，实现将重庆建设成为“世界一流的温泉旅游城市和温泉疗养胜地”的目标，我们将从供给侧和需求侧两个方面着力，紧紧依托重庆的资源特色，积极引进国际先进经验、技术、品牌等，重点从顶层设计、产品研发、项目打造、市场营销、国际合作等方面着手，全力推动重庆温泉旅游的迭代升级。

重庆是山城、也是江城，有独特的两江山地立体气候；重庆还是唯一被世界温泉与气候养生联合会授牌的“世界温泉之都”，同时也是“中国温泉之都”。全市八万多平方公里的辖区范围内，约一万平方公里有地热资源分布，有人说，重庆这座山城是漂浮在温泉上的一座城市，我们“山山有温泉、峡峡有热水”，生动地描述了重庆温泉资源的丰富性和广泛性。从国际山地温泉的发展经验来看，无论是瑞士的洛伊克巴德、德国的巴登还是日本的箱根等世界著名温泉胜地，融合温泉、山地与气候等要素，发展康养旅游目的地，是温泉旅游发展的重要内容与方向。南川金佛山位于北纬30度附近，有着典型的喀斯特台原与丰富的温泉资源，这一得天独厚的自然生态优势使金佛山成为了重庆主城都市区的一片“世遗净土、康养胜



重庆市文化和旅游发展委员会主任  
刘旗

地”。这次会议首倡的“山地温泉旅游”的全新概念，必将为国际山地旅游和温泉旅游注入新的生机与活力！

朋友们，站在新的起点上，重庆温泉旅游正迎来加速推进、全面发展的历史性机遇期，发展正逢其时、正合其势。衷心希望参会的各位专家多给重庆山地温泉康养旅游发展提建议、出良方。同时诚挚地欢迎和邀请与会嘉宾以这次研讨会为契机，积极参与重庆温泉旅游发展，在建设“世界一流温泉旅游城市和温泉疗养胜地”的发展进程中实现互惠互利、合作共赢。

最后，预祝研讨会议取得圆满成功，祝愿各位嘉宾身体健康，工作顺利，生活幸福！

谢谢大家！



## Mountain Hot Spring Wellness Tourism Will Inject Vigor and Momentum into International Mountain Tourism and Spring Tourism

©Liu Qi, Director General of Chongqing Municipal Commission of Culture and Tourism Development

Under the strong leadership of Chongqing Municipal Party Committee and Municipal Government, the city's culture and tourism system is deeply implementing the important instructions of General Secretary Xi Jinping to Chongqing to create a good political ecology, adhere to the positioning of "two points", the goals of "two places" and "two highs", play "three roles" and promote the construction of Chengdu-Chongqing Twin City Economic Circle, in accordance with the target positioning of "A Land of Natural Beauty, A City with Cultural Appeal" and the value proposition of "Chongqing: Journey to New Accomplishments", the five advantages of "Three Gorges, Mountain City, Humanities, Hot Springs and Countryside" are the main battlegrounds to create an upgraded version of tourism development and build a world-renowned tourist destination. As one of the important parts and to make full use of hot springs to achieve the goal of building Chongqing into a "world-class hot spring tourism city and hot spring resort", we will work on both the supply and demand sides, rely closely on Chongqing's resource characteristics, and actively introduce international advanced experience, technology, brands, etc. We will focus on top-level design, product development, project creation, marketing and international cooperation to promote the iterative upgrading of Chongqing's hot spring tourism.

As a mountain city and a city on rivers, Chongqing has a unique vertical climate due to the Yangtze and Jialing rivers and mountains. Chongqing is the only "World Hot Spring Capital" awarded by the World Federation of Hydrotherapy and Climatotherapy, and it is also the "Hot Spring Capital of China". It has a jurisdictional area more than 80,000 square kilometers, and some 10,000 square kilometers of geothermal resources. Chongqing, a mountain city, is said to be a city floating on hot springs, with "mountains and gorges filled with hot springs", a vivid description

of the richness and extensiveness of its hot spring resources. From the development experience of international mountain hot springs, whether in Switzerland's Leukerbad, Germany's Baden or Japan's Hakone and other world-famous hot spring resorts, the integration of hot springs, mountains and climate and other elements, the development of recreational tourism destination is an essential element and direction of the development of hot spring tourism. Located near 30 degrees north latitude, Jinfo Mountain in Nanchuan boasts a typical karst plateau and rich hot spring resources. These unique natural ecological advantages make Jinfo Mountain a "world heritage pure land and a recreational resort" in the central city of the Chongqing metropolitan area. The new concept of "mountain hot spring tourism" advocated by this conference will definitely inject new vitality and vigor into international mountain tourism and hot spring tourism!

Friends, standing at a new starting point, Chongqing hot spring tourism is ushering in a historic opportunity for accelerated and comprehensive development. The development is just at the right time and in time for its momentum. I sincerely hope that all the experts attending the conference will give more suggestions and ways to develop mountain spa and recreation tourism in Chongqing. Meanwhile, we sincerely welcome and invite the guests to take this seminar as an opportunity to actively participate in the development of hot spring tourism in Chongqing, with the aim to achieve mutual benefits and win-win cooperation in the development process of building a "world-class hot spring tourism city and hot spring recreation wellness resort".

In conclusion, I wish the seminar a complete success and wish you all good health, success, and happiness!

Thank you!





## 渝贵两地共同开创山地温泉康养旅游合作新局面

我是郑欣，非常荣幸代表贵州省文化和旅游厅出席这次研讨会。秀美重庆、多彩贵州比邻而居，都拥有丰富的山地旅游资源，是游客向往绿色、追求美好生活的心灵家园。贵州是国际山地旅游联盟发起方，也是国际山地旅游联盟总部在地，一直积极致力于山地旅游的发展建设。今天，我们相聚在这人杰地灵、山川秀美的温泉之都—中国·重庆南川，各方宾朋欢聚一堂，共同探讨国际山地温泉康养旅游的未来，这对于新冠疫情后山地旅游业复苏蓬勃发展将具有深远意义。

近年来，温泉康养旅游已日渐成为旅游业发展新的消费热点和增长点，特别是随着社会发展和人们生活水平的提高，加上新冠疫情的爆发，今后常态化防控将成为社会的趋势，更是加强了人们健康意识的逐渐增强，在这样的背景下，人们对健康更加重视，在旅游行业中，山地温泉康养旅游必然成为旅游者的最佳选择之一。因此，发展山地温泉康养旅游对于适应新形势，应对新挑战，实现新发展，推动旅游业高质量发展具有十分重大的意义。

温泉康养不仅具有低碳环保、疗养保健、适宜多次消费等特点，而且延伸产业多、吸纳就业能力强、发展潜力大，被公认为“朝阳产业”和“绿色产业”。当前，温泉旅游正从休闲旅游型向休闲娱乐——康养度假复合型转变，成为大健康产业中的“热门”和“宠儿”。重庆是“中国温泉之都”和“世界温泉之都”，是中国温泉资源集聚度最高的城市，是发展山地温泉康养旅游产业的绝佳之地。贵州温泉水普遍富含氡、硫、铁、钙、锶、硒、铜、锌等多种有益微量元素，均符合我国生活饮用水标准，部分已达到国家饮用矿泉水标准，水温40—55度，对慢性风湿、腰肌劳损、冠心病等有很好的辅助医疗效果，冬浴则身暖而寒退，夜浴则体轻而眠生，疲浴则神复而气足。今后，重庆和贵州两地将进一步在产业互动、开放合作等方面，带着感情开展市场化合作，持续实现优势互补、互利共赢。

习近平总书记要求，要牢牢守住发展和生态两条底线，因地制宜选择好发展产业，努力实现百姓富、生态美



贵州省文化和旅游厅副厅长  
郑欣

的有机统一。高质量发展山地温泉康养旅游，就是坚守两条底线、因地制宜作出的一项战略部署，这在境内外已经形成共识，形成合力，形成氛围。从守住发展底线看，发展山地温泉康养旅游是促进山地旅游业转型升级的重要支撑。从守住生态底线看，发展山地温泉康养旅游是推进生态文明建设的重要载体，有助于建立以生态产业化和产业生态化为主体的生态经济体系，不断满足人民群众对优美生态环境、优良生态产品、优质生态服务的需要。

山地温泉康养旅游资源很多分布在贫困地区，山地温泉康养旅游产业链长，具有就业容量大、层次多、方式活、见效快等特点，用好山地温泉康养旅游资源，大力发展山地温泉康养旅游产业，完全可以把绿水青山转化为源源不断的金山银山，是实施产业扶贫、实现贫困群众稳定脱贫的有效途径和长远之计，通过建立健全贫困群众和山地温泉康养旅游产业发展的利益连接机制，有利于山地贫困农户就近在山地温泉康养旅游产业发展当中找到就业岗位，有利于为山地贫困户发展养殖业、农产品加工业和服务业拓展市场，从而促进山地经济，增加山地群众收入，造福山地民众。



重庆和贵州两地坚持文旅融合，对标国际一流，从机制创新、要素创新、业态创新、产品创新、管理创新、服务创新着手，不断在“温泉+康养”提档升级、温泉文化提升、温泉旅游供给与旅游消费升级等方面采取尝试，力争创造出更多的成果和经验，开创了重庆和贵州山地温泉康养旅游的新局面。下一步，我们希望在山地温泉康养旅游市场进一步开展国际国内交流与合作，推动“温泉+多产业”融合发展，大力发展温泉旅游、温泉文化、温泉康养、温泉农业、温泉养殖业、温泉矿泉水、温泉医美以及温泉装备制造等特色温泉产业，走高端化温泉产业发展之路。

我相信，通过今天的交流研讨，在座各位将对彼此更加了解，合作将更加深入。我祝愿，所有与会人员都能通过此次研讨，增进交流，建言献策，收获国际山地温泉康养旅游新成果。我希望，通过此次研讨，有更多的朋友关注国际山地温泉康养旅游工作，我愿与大家一道，携手并进，共谋发展。

最后，预祝此次研讨会圆满成功！祝大家工作愉快，身体安康！

谢谢大家！



## Chongqing and Guizhou Work Together to Start a New Chapter of Mountain Hot Spring Wellness Tourism

©Zheng Xin, Deputy Director General from Guizhou Provincial Department of Culture

I am Zheng Xin, and I'm honored to attend this seminar on behalf of Guizhou Provincial Department of Culture and Tourism. Chongqing and Guizhou, two beautiful places, are neighboring to each other, and both possess abundant mountain tourism resources, serving as the spiritual hometown to the tourists who pursue a green and beautiful lifestyle. Guizhou is the initiator of IMTA as well as the place where IMTA is headquartered, and Guizhou has always been devoted to the development of mountain tourism. Today, we gather together at Nanchuan District of Chongqing, the capital of springs with a great talent pool and beautiful natural views, to discuss the future of international mountain spring wellness tourism. It has a profound significance for the recovery and revitalization of mountain tourism in the post-COVID world.

In recent years, spring wellness tourism has gradually become a new consumption focus and growth point of the tourism sector. In particular, as the society advances and people's living standard improves, normalized prevention and control will be a common part of our life, which further enhances our health awareness. Against such backdrop, we will pay a closer attention to health, which means in the tourism sector, mountain spring wellness tourism will definitely become one of the top choices of all tourists. Therefore, promoting mountain spring wellness tourism to embrace new tendencies, face new challenges, and make new breakthroughs, is critical to achieving high-quality development of tourism.

Spring wellness is low-carbon, environmentally friendly, helpful for health maintenance, and suitable for multi-time consumption. And, it is influential to plenty of relevant industries, able to create many job vacancies, and outstanding in development potential, thus being widely praised as a "sunrise industry" or a "green industry." At present, spring tourism is transforming from a leisure tourism type into a combination of leisure, entertainment, wellness, and

vacation, becoming a new focus of the massive health sector. Chongqing, as the Hot Spring Capital of China and the World, enjoys the highest concentration of hot spring resources in China, making it the perfect place to promote mountain spring wellness tourism. Guizhou, on the other hand, enjoys hot springs filled with healthy microelements like radon, sulfur, iron, calcium, strontium, selenium, copper, and zinc. The hot spring water reaches China's drinking water sanitary standard, and some even reaches China's mineral water standard. The water temperature remains at 40–55 °C, able to assist treating chronic rheumatism, lumbar muscle strain, and coronary heart diseases. Taking a bath in hot springs warms up your body and drives off the chill in winter, releases your stress and helps you sleep at night, and recovers your stamina when you are tired. In the future, Chongqing and Guizhou will join hands in promoting marketization in terms of industrial interaction, opening up, and cooperation, continue to draw on each other's advantages and achieve a mutual-benefit and win-win result.

According to President Xi, we must hold the two bottom lines—development and ecology, decide on industries that are the most beneficial to the local residents, and strive to strike a balance between enriching the public and maintaining the beautiful ecology. Seeking high-quality development of mountain spring wellness tourism is, therefore, our choice, which has been agreed and accepted extensively both in China and around the world. In terms of holding the bottom line of development, mountain spring wellness tourism is a critical pillar that supports the transformation and upgrade of mountain tourism. In terms of holding the bottom line of ecology, mountain spring wellness tourism is a pivotal carrier that facilitates building ecological environment, helps construct an ecological economic system centered on making ecology an industry and making every industry ecological, and keeps satisfying people's needs of a beautiful ecological environment,



sound ecological products, and premium ecological services.

Hot spring resources are mostly scattered in impoverished areas. Mountain spring wellness tourism has a long industry chain, and it is able to provide a lot of jobs and involve many different sectors, flexible in solutions, and high in efficiency. So, giving full play to these resources to develop mountain spring wellness tourism can definitely turn lucid waters and lush mountains into invaluable assets. It is an effective and far-sighted solution to achieve poverty alleviation through industry, and help impoverished people shake off poverty. Constructing a mechanism of interests shared by both impoverished people and mountain spring wellness tourism can help poor mountain people find a job nearby to serve the development of this industry, help expand the market of aquaculture and animal husbandry, agricultural product processing, and service, so as to benefit local mountain residents by increasing their income.

Chongqing and Guizhou stick to integration of culture and tourism, strive to reach world-class standard, and keep upgrading “hot spring + wellness,” improving hot spring culture, increasing supply for hot spring tourism, and upgrading tourism consumption, by means of innovating mechanism, elements, business types, management, and service. In doing so, we try

to be more fruitful and experienced, and we have unfolded a new chapter for mountain spring wellness tourism in Chongqing and Guizhou. Next, we hope to initiate both domestic and international exchange and cooperation, promote the integrated development between spring and other sectors, facilitate relevant hot spring industries like hot spring tourism, hot spring culture, hot spring wellness, hot spring agriculture, hot spring aquaculture, hot spring cosmetic medicine, and hot spring equipment manufacturing, in a bid to elevate the hot spring industry onto the path of premium development.

I believe, through today’s exchange and discussion, we can have a deeper understanding about each other, and shall initiate deeper cooperation projects. I wish that everyone present can participate in the discussion by making speeches and proposing suggestions, to jointly reap new fruits of international mountain spring wellness tourism. And I also hope that more friends will pay closer attention to this industry, and I’m more than willing to work with everyone for a promising future.

Last, I wish this seminar a complete success, and may you all have a successful career and a healthy body.

Thank you very much!





## 以温泉为媒促进国际交流

我是日本国驻重庆总领事馆的渡边信之。今天，我受邀参加2021国际山地旅游日世界遗产名山（金佛山）峰会——国际山地温泉康养旅游研讨会，在此深表感谢。

我得知今天的论坛，围绕融合温泉，气候，森林以及山地旅游的康养主题来进行探讨交流。

由于日本位于世界上的屈指可数的火山地带，地震，火山等自然灾害频繁；而另一方面，梅雨，台风和下雪带来了充沛的水资源，日本成为了世界上不可多得的温泉大国。日本拥有2万7千个温泉，温泉的住宿设施多达3千多处。此外，从古至今，以健康和治疗为目的的温泉，受到了从贵族，武士到平民的广泛喜爱。近几年，随着现代化的进程，道路网络的完善，许多的温泉由温泉治疗所演变成了温泉旅游胜地，而历经了多次温泉热之后，如今温泉作为身边的娱乐，疗养，旅游设施，深受广大群众喜爱。

正因为有着这样的发展沿革，在有关温泉的文化，社会，经济，健康等广泛领域，日本积累了丰富的经验，业绩，研究成果。在今天的论坛，日本的专家将会介绍有关日本温泉的最新情况，独到见解。我期待，通过以重庆为首的中国各地温泉文化的发展，温泉的媒介，能够促进国际交流。

由于去年开始的新冠病毒的影响，重庆与日本之间的交流受到了极大的制约。即便在这样的情形下，在重庆日资企业拓展崭新业务，开展了经济研讨会，日本电影节，



日本驻重庆总领事馆总领事  
渡边信之

文化旅游节等丰富多彩的活动。本馆今后也将竭尽全力加强重庆与日本之间的交流。我衷心期待新冠病毒的疫情能够尽快结束，重庆与日本的交流活动像从前一样活跃，届时希望在座的各位来宾访问日本，亲身去感受温泉的乐趣。

再次预祝本次论坛的成功并祈祷各位身体健康，幸福安康。

谢谢！



## Promote International Communication via Hot Spring

© Watanabe Nobuyuki, Consul General of Japan in Chongqing

I am Watanabe Nobuyuki from Consulate General of Japan in Chongqing. I'd like to express my gratitude for being invited today to attend the International Seminar on Mountain and Hot Spring Wellness Tourism of International Mountain Tourism Day 2021 World Heritage Mountain (Jinfo Mountain) Summit.

I've been told that at today's seminar, we will discuss and exchange ideas on topics like hot spring wellness, climate wellness, and forest wellness within mountain tourism.

Japan is located on a volcanic belt rare in the whole world, so it suffers from frequent natural disasters like earthquake and volcanic eruption. On the other hand, plum rains, typhoon and snow bestow abundant water resources on Japan, making it one of the few countries on Earth with profuse hot springs. In detail, Japan boasts about 27,000 hot springs, and over 3,000 hot spring resorts. In addition, hot springs, due to functions of health maintenance and treatment, have been widely favored by local nobilities, samurais, and the common people in Japan for centuries. In recent years, with the progress of urbanization, Japan's road network has been improved, and many hot springs have upgraded from hot spring clinics to resorts. And after plenty of manias, now hot springs are loved by the public as entertainment, wellness, and tourism facilities.

Thanks to all this, Japan has accumulated profound experience, achievements, and research results in various fields related to hot spring, including culture, social development, economy, and health. At today's seminar, Japanese experts will introduce the latest upgrades of hot springs in Japan, and share their insights with us. I really look forward to seeing the development of China's hot spring culture and hot spring media, led by Chongqing, promote international exchanges and communication.

Due to the COVID-19 outbreak that started last year, communication between Chongqing and Japan has been hugely curbed. Nonetheless, Japan-invested

enterprises in Chongqing still managed to initiate new business patterns, hold many colorful events such as economic seminar, Japanese film festival, and cultural tourism festival. Consulate General of Japan in Chongqing will continue to do its best to strengthen communication between Japan and Chongqing. I sincerely hope that the COVID-19 outbreak could end soon, and our communication can start over again. And I wish everyone present can visit Japan, to enjoy the pleasure of taking a bath in hot springs.

Again, I wish this seminar a complete success, and may you all have a healthy and happy life.

Thank you!



图片来源: <https://www.pexels.com/zh-cn/photo/163992/>



## 匈中温泉合作迈向新台阶

中国古代有大禹治水的传说，匈牙利的千年文化中，也与水结下了渊源。最早可以追溯到古罗马时期，匈牙利就出现了温泉洗浴文化。

匈牙利被誉为“浮在温泉海上的国度”，也是温泉旅游产业强国，90%以上的国土面积都有温泉资源，这里有欧洲最大的天然可泡的温泉湖（黑维兹），有欧洲最大的温泉组合浴场（塞切尼温泉）和世界上迄今发现最大的天然温泉溶洞。全国旅游总收入50%以上来自温泉相关。除了2000多年的温泉开发历史，匈牙利还拥有180余年的温泉医疗历史，可利用温泉治疗120多种疾病及并发症，每年帮助多达1500万病人改善病情。并且，匈牙利本国或部分欧洲国家的公民都可以使用医保卡享受温泉医疗，可减免60%-90%的治疗费用。

匈牙利和重庆都是世界温泉之都，在过去几年里，我们与重庆共同举办了两届匈中温泉专题论坛，匈中温泉行业专家和企业代表分享各自温泉发展情况，通过专家对话，从文化、市场、技术等多方面探讨匈中温泉合作的趋



匈牙利驻重庆总领事馆副馆长  
百里

势、热点问题和机遇。我们都希望能将这个活动持续，并看到匈中温泉合作的务实开展，迈向新台阶。

最后，祝本次活动圆满成功！谢谢大家！

## Hungary–China Cooperation in the Hot Spring Industry Reaches a New Level

© Bálint Czégel, Deputy Head of Mission of the Consulate General of Hungary in Chongqing

There's an ancient Chinese legendary story called "Dayu tamed the floods," while the over 1,000-year Hungarian history is also deeply related to water. Dating back to ancient Rome, Hungarian people already had the culture of taking a bath in hot springs.

Hungary, as a country with a strong hot spring tourism industry, is honored as "a nation floating on the ocean of hot springs." Over 90 percent of the Hungarian territory is covered by hot spring resources. And Hungary has Heviz—the largest natural thermal lake in Europe, Széchenyi Baths—the largest bath complex in Europe, and the world's largest natural hot spring with karst cave so far. Over half of the country's tourism revenue is from hot spring resorts. Besides the over 2,000 years of hot spring development history, Hungary enjoys a history of hot spring medical treatment for more than 180 years. In Hungary, every year, up to 15 million patients take a bath in hot

springs to cure over 120 diseases and complications. Hungarians and citizens of other European countries can use medical insurance cards to enjoy hot spring treatment for only 10 to 40 percent of the price.

Hungary and Chongqing are both world's capital of hot spring. In the past few years, we have successfully held two Hungary–China hot spring forums with Chongqing. At these forums, hot spring experts and enterprise representatives from both countries shared the latest upgrades, and discussed the tendencies, hot issues, and future opportunities of Hungary–China cooperation in the hot spring industry from perspectives like culture, market, and technology. We all wish we can continue to hold such events for the two countries to consolidate and further upgrade their cooperation.

Last, I wish this seminar a complete success. Thank you very much!



## 健康生活的无限品质来源：山地环境

首先，我要感谢本次活动的组织者，特别是重庆市政府当局和亚太温泉与气候养生旅游研究院的朋友们，衷心地感谢国际山地旅游联盟为在山地环境中推广水疗养生所做出的努力。

温泉这一领域拥有巨大的发展潜力，为传统旅游特别是养生旅游带来更多趣味性。山地环境一直以来都是身心健康和健康品质的代名词，山地风景秀丽，空气质量优良，拥有丰富的自然资源，如水、森林和绿色植物等，基本上没有受到污染。除此之外，山地还拥有一个独特的优势，随着海拔的升高，人们的精神世界越来越接近天堂，上升到接近超自然的境界。因为这种发自内心的感受和情感，人们的心情更加愉悦，渴望寻求心理和身体之间的平衡，促进身心健康，保持放松平和的心态。如果在山地环境中拥有能让人沉浸其中的游泳池或池塘之类的水设施，那么整个人都会得到最大的慰藉，在这个特殊的人生时刻，心灵会感到充实，身体也能够从中受益。

事实证明，充足的氧气、纯净的水资源和良好的生态环境有利于身体功能运作，能够加强免疫防御能力。如果遵循森林疗法的原则，我们将长期受益。但是，山地旅游，特别是水疗的使用需要我们的大量关注。我们必须清楚，这种类型的环境是特别脆弱的，人为的压力可能会对其造成不可逆转的损害。因此，我们必须密切关注可持续发展活动的发展，这些活动一方面加强这一环境的独特客观品质，另一方面保护其真正珍贵的资源。

为支持可持续旅游的进程，必须考虑到保护现有自然质量水平的需要。因此，我们有必要采取一套截然不同的方法来进行规划、建设和配套服务设施的运营管理，在保护环境质量的同时，也可以满足我们每个人的健康需求，所有这些都给予自然资源最大的尊重。

我们需要掌握各方面的专业知识以并极度关注细节，即使那些在不那么脆弱或已然受损的环境中，通常会被忽视的小需求。在这种情况下，我们要战略性地使用技术，当环境预防仍然没有明确的参考标准时，我们必须使用“绿色”标准。节约来自可再生资源的能源，如节约用水，减少污染和全面管理生产废料必须成为高度关注和重点规划的对象。材料、技术、体积、颜色、形状和容积的选择必须考虑到对环境的最大尊重（所谓的生态可持续性），



世界温泉与气候养生联合会副主席兼  
技术与创新委员会主席 乔瓦尼·古尔纳

还要以提升人类的健康福祉为目的。我们还要考虑许多关键因素，例如，在定义健康标准时，比较东西方的系统和方法是至关重要的。

众所周知，世卫组织建议将常规医学和传统医学结合起来。但对于山地环境来说必须因地制宜地确定最佳标准。这些标准包括各种参数：海拔、形貌、森林绿化的类型和程度、地质成分、水流及其特征、水文模式、道路和交通、能源、人为干扰和人类活动、需要保护的动植物，限制性景观、社会经济成分、自然资源及发展旅游业以培养环境可持续循环的可能性。

创建康养结构模式并不困难，但是要创建高质量的康养结构模式，并具有健康和卫生预防方面的科学依据和内容是非常复杂的。尤其是在需要评估环境影响的同时，还要正确客观地运作与人类健康有关的系列项目。

通过采用有效的评估标准并在各种应用中运用最佳知识和经验，我们将从尊重生活质量和支持环境保护的健康旅游中获得最大的社会经济利益。每一项促进可持续山地旅游的举措，每一个使水疗养生成为改善人们健康生活的机会都值得鼓励。所有这些都可以转化为对环境，特别是对水资源文化的保护。我们不能放弃这些自然资产，因为它们是有限的，你了解得越多，对其价值的尊重和保护就会越多。



## An Infinite Source of Quality for Health: the Mountain Environment

©Giovanni Gurnari, Vice President of World Federation of Hydrotherapy and Climatotherapy  
and Leader of Technical & Scientific Commission

I would like to thank the organization of this event and in particular the Government Authorities of Chongqing and the friends of the Asia Pacific Institute for Hydrotherapy and Climatherapy Tourism. I sincerely wish to congratulate the International Mountain Tourism Alliance for promoting wellness in the water in a mountain environment.

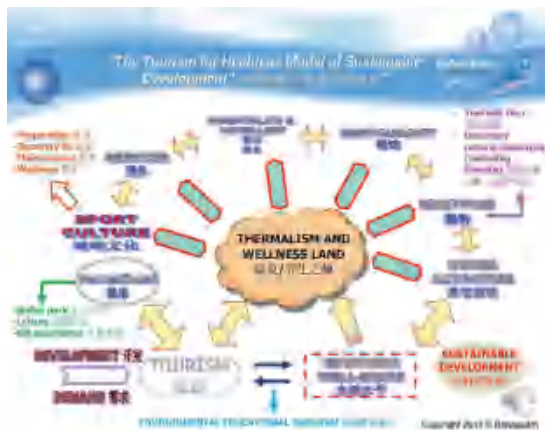
In this sector the possibilities for development are still enormous and present many interesting aspects not only for classic tourism, but above all for health tourism. The mountain environment has always been synonymous with psycho-physical well-being, quality of health. The mountains are generally characterized by enchanting landscapes, by a very good air quality, by an environment generally rich in natural resources such as water, forest and greenery that are largely uncontaminated. But there is also a particular condition: with altitude, the human spirit approaches Heaven and in common thought it rises close to the supernatural. This spontaneous feeling, emotion, immediately makes man feel better and the search for balance between psyche and body turns into a psychosomatic state of well-being, of relaxation and peace with ourselves. If you have a water facility, such as a swimming pool or a pond where you can immerse yourself, our whole being finds the utmost comfort. From this particular moment of life we always come out very enriched and our body also benefits significantly.

In fact, the enrichment in oxygen, hydration with pure water, the environmental context favor functional processes up to strengthening our immune defenses. If the principles of Forest Therapy are followed, the benefits will be available for a long time. But mountain tourism and in particular the use of hydrotherapy requires a lot of attention. In fact it is necessary to remember that the environment of this type is particularly fragile and anthropogenic pressure could damage it irreversibly. We must therefore pay close attention to the development of sustainable activities

that on the one hand enhance the objectively unique qualities of this environment and on the other preserve its truly precious resources.

The planning of services and structures to favor the processes of sustainable tourism must in fact consider the need to safeguard the existing natural quality level. It is therefore necessary to adopt a completely different approach in the planning and construction of structures and related services. These must be in full harmony with the protection of the quality of the environment and the prevention and care of the personal health for each of us. All with the utmost respect for natural resources.

All aspects that require particular expertise and extreme attention to detail, even to small needs that in other environments, less fragile or already compromised, are normally neglected. In this case, the use of technology, for example, becomes strategic. The use of “green” criteria is a must, while environmental prevention remains a point of reference that cannot be overcome. Energy from renewable sources, such as water saving, reduction of pollution an total control of production of waste materials must be the object of very high attention and planning. There can be no compromises here. The choice of materials, techniques,





volumes, colors and shapes and volume must be made considering on the one hand the utmost respect for the environment (eco-sustainability) and on the other hand the enhancement of resources for well-being and healthy purposes according to well-defined protocols. The potentials are enormous, but there are also many criticalities: a comparison between Western and Eastern methods and systems is therefore essential to find the right balance in defining the criteria of wellness.

As everyone knows, WHO recommends the integration of conventional medicine and traditional medicine, but for the mountain environment it is essential to identify the best criteria to be adopted case by case, site by site. These criteria will be a function of various parameters: altitude, morphology, type and intensity of forest and greenery, geological components, water springs and their characteristics, hydrographic pattern, roads and accesses, energy sources, anthropic weight and human activities, flora and fauna to be conserved, constraints landscaping, socio-economic components, natural resources and the possibility of developing tourism to teach environmentally sustainable circularity.

Creating structures for wellness is not difficult, creating structures for quality well-being, with scientific evidence and high content in terms of health and hygiene prevention is, on the other hand, very complex. Even more difficult when operating in a context that requires environmental impact assessments and at the same time the adoption of extremely correct and objectively valid protocols relating to human health.

By adopting valid evaluation criteria and using the best of knowledge and experience in the various applications, the maximum socio-economic benefit will be obtained from health tourism that respects the quality of life and the environment that supports it. Congratulations for every initiative relating to the promotion of sustainable mountain tourism, where wellness in the water becomes a great opportunity to improve the quality of health of each person. But all this can translate into an increase in culture for the environment and in particular for the resource of water, natural assets that cannot be renounced as they are limited. The more you know these elements, the greater the respect and conservation of their value.



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## 山地旅游与山地温泉

地球表面71%是水，29%是陆地，山地面积占全球陆地面积的31%，这为我们发展山地温泉、山泉旅游提供了广阔的视角，从地球仪的视角来讨论这个问题更好。

地球表面71%是水，29%是陆地，山地面积占全球陆地面积的31%，这为我们发展山地温泉、山泉旅游提供了广阔的视角，从地球仪的视角来讨论这个问题更好。

从全球来看，温泉资源最富集的地区都是在大洋与大洲板块碰撞地带以及大陆碰撞板块的接缝处，普遍与山地广泛连在一起，温泉资源的起源跟山地不可分割。

中国是一个多山的国家，山地面积占总面积的69%，可以说2/3的土地都是山地和丘陵，同时温泉资源也非常丰富。中国已经探明的温泉资源点约5000处，其中70%以上处于山地（包括丘陵、低山、中山和高山）。其实中国温泉资源最多的地方是西南地区（重庆、四川、云南、贵州、西藏），这些区域几乎占了中国温泉资源的一半，而这些温泉大部分是在海拔500米以上的。

最近十几年，我在全球考察拜访了400多个温泉，这些温泉大部分在山里面，特别是名山里面。我自己最后总结了一下，这句话也引起了国际山地旅游联盟傅迎春执行秘书长的共鸣：“名山必有温泉，名泉必能养生”。中国绝大部分名山几乎都有温泉资源，五大名山恒山、衡山、泰山、嵩山、华山脚下都有非常有名的温泉。再放眼更多的山，像北边的大兴安岭、长白山、太行山、山东的昆仑山、南方的横断山、甚至大理的苍山，都在温泉的拥抱之中。

再比如欧洲著名的山系，阿尔卑斯山、富士山、高加索山、比利牛斯山、亚平宁山、喀尔巴阡山、落基山脉、安第斯山都有温泉。几乎能想到的山脉都跟温泉有非常深刻的渊流。

由此可以想到温泉和山地旅游如何结合的问题。

什么是山地温泉。根据中国温泉旅游协会制定并于2011年6月1日经国家旅游局批准正式实施的《温泉企业服务质量等级划分与评定 LB/T 016-2011》及修订版综合整理，狭义的温泉定义为从地下自然涌出或人工钻井取得且水温 $\geq 25^{\circ}\text{C}$ ，并含有一种以上对人体有益的矿物质的矿水。



亚太（重庆）温泉与气候养生旅游  
研究院院长 王捷

从广义范围来说，以温泉水泉眼为中心的有一定边界的地理空间范围，包括温泉地、温泉地气候、生态环境与人文环境为一体的游憩与度假空间。温泉与温泉地气候是一体两面的有机组合。温泉的健康价值离不开温泉地的“自然疗养因子”：温泉水、温泉地、自然环境、空气、气候、风土、人文、森林、地形、海拔、物产。

由此提出山地温泉的定义——真正的山地温泉是处于山地环境中，其气候舒适度、空气质量、森林环境、设施与服务条件都达到或超过到特定标准的温泉。

南川有非常好的条件，跟这个标准完全能够匹配得上。以金佛山为例，一共有4处温泉。大家了解最多的是民国时期开发的山泉，金佛山北部的三泉镇，1936年蒋介石和宋美龄等国民党高官到这里住了4天；重庆旅投开发的天星温泉；第三个正在打造中；最后一个在金佛山的南坡。

贵州省的道真县也打造了一个温泉，现在正在建设当中。

康养旅游与温泉康养旅游。

康养旅游指的是通过养颜健体、营养膳食、修心养性、关爱环境等各种手段，使人在身体、心智和精神上都



达到自然和谐的优良状态的各种旅游活动的总和。而温泉康养旅游是指以具有保健、康复和疗养等功效的温泉资源及温泉设施为主要依托的一种康养旅游。

康养旅游讲究的是一个身心康养，也就是身心的健康，这个定义是山地康养旅游定义的重要依据。如果山地旅游是一个比较动态的旅游活动，温泉旅游应该是相对静态的。当山地旅游者到达山地时，可能会在山脚下住一晚上，泡泡温泉，这就是所谓的“落脚温泉”；然后在爬山前会泡“起脚温泉”，在爬山的过程中会泡“解乏温泉”和“驿站温泉”，爬完山以后又会到温泉里疗养身心。以康养为核心吸引力的山地温泉，可能会成为目前未来山地旅游的一种新的业态附加，温泉旅游业在跟山地旅游结合的过程中获得一种新的生机，这是一种业态交叉发展的机会。

山地康养温泉的开发实例。未来在开发山地康养温泉的时候，应注重与自然的融合发展。

阿尔卑斯山的温泉强调天人合一，在规划设计、建设山地温泉的时候特别强调了生态性、延伸性，而不是一味地追求豪华性科技感。阿尔卑山区的温泉是欧洲最好的温泉，可以泡在池中看到下雪，看到星空，山地温泉往往往是最高级的温泉。

美国科罗拉多落基山脉到处都是温泉，位于科罗拉多州西部的五个主要温泉景点组成了长达720英里的科罗拉

多历史温泉环线，展示了美国一些最受欢迎的温泉景点，从私密的私人浴室到世界上最大的矿物温泉池应有尽有，还配套设置了蒸汽洞穴，火锅，梯田池，巨大的石灰华结构和充满乐趣的水上运动中心等多种设施。



## Mountain Tourism and Mountain Hot Springs

© Jeff Wang, Director of Asia-Pacific Institute for Hydrotherapy and Climatotherapy Tourism

71% of the earth's surface is covered by water, while 29% covered by land, and the mountainous area accounts for 31% of the world's land area. This provides us with broad opportunities for the development of mountain hot springs and mountain spring tourism. This issue can be more clearly discussed with the help of a globe.

From a global point of view, the areas with the most abundant hot spring resources are those in the collision zones between the ocean and continent plates and in the joints of the continental collision plates, which are generally connected to the mountains. The origin of the hot spring resources is inseparable from the mountains.

China is a mountainous country. The mountain area of China accounts for 69% of its total area. It can be said that 2/3 of its land are mountains and hills. At the same time, China is also rich in hot spring resources. China has about 5,000 proven hot spring resources, of which more than 70% are located in mountains (including hills, low mountains, middle mountains and high mountains). In fact, the southwest region (Chongqing, Sichuan, Yunnan, Guizhou, Tibet) has the most hot spring resources in China, accounting for almost half of China's total, most of which are located at places of above 500 meters of altitude.

In the past ten years, I have visited more than 400 hot springs in my global inspection tours, most of which are located in mountains, especially famous mountains. I once concluded my observation into a sentence that read, "Where there is a famous mountain, there is a famous spring for health." Fu Yingchun, Executive Secretary of the International Mountain Tourism Alliance, shared the same feeling with this sentence. Hot spring resources can be found in almost all famous mountains in China. All the five famous mountains including Mount Heng in Shanxi, Mount Heng in Hunan, Mount Tai, Songshan mountain and Huashan mountain have very famous hot springs. The same is true when we expand our vision and look at a wider range of mountains, such as the Great Khingan, Changbai Mountain and Taihang Mountain in the north, the

Kunlun Mountain in Shandong province, the Hengduan Mountain in the south, and even Cangshan Mountain in Dali, southwest China's Yunnan province—all of them witness the continuous flow of hot springs.

Another example is the hot springs in well-known European mountains such as the Alps, Mount Fuji, the Caucasus, the Pyrenees, the Apennines, the Carpathians, the Rocky Mountains, and the Andes. Almost all the mountains that we can think of are closely related to the hot springs.

This background information will help us think of the possible ways to combine hot springs with mountain tourism.

What is mountainous hot spring. According to the revised version of the Classification and Evaluation of Service Quality of Hot Spring Enterprises LB/T 016-2011 formulated by China Hot Spring Tourism Association and officially launched on June 1, 2011 under the approval of the National Tourism Administration, hot spring in the narrow sense refers to the naturally gushing or manually drilled underground water with the water temperature at or above 25°C, which also contains more than one mineral substance that is beneficial to the human body.

In the broad sense, it refers to the bounded geographical space extent centered on the mouth of the hot spring, including the recreational and holiday space that integrates the hot springs, the climate surrounding the hot springs, and the ecological and human environment nearby. The climate surrounding the hot spring and the hot spring itself is an organic combination of two sides. The health value of hot springs is inseparable from its "natural recuperation factors" that include the hot spring water, hot springs resort, natural environment, air, climate, terroir, humanities, forests, topography, altitude, and natural products.

Therefore, we can put forward the definition of mountain hot springs by combining the two above-mentioned definitions—mountain hot springs in the real sense are hot springs in a mountainous environment whose climate comfort level, air quality, forest environment, facilities and service conditions all



meet or exceed specific standards.

Nanchuan has very good conditions that can fully match this standard. Take Jinfo Mountain as an example. There are 4 hot springs in total in Jinfo Mountain. The hot springs that people are most familiar with is the mountain spring in Sanquan Town in the north of Jinfo Mountain, developed in the Republican Period, where Chiang Kai-shek, Song Meiling and other Kuomintang officials stayed for 4 days in 1936. The second one is the Tianxing Hot Springs developed by Chongqing Tourism Investment. The third is still under construction. The fourth one is on the southern slope of Jinfo Mountain.

Daozhen County in Guizhou Province is also building a hot spring resort, which is currently under construction.

Health tourism and hot spring health tourism. Health tourism refers to the sum of various tourism activities that enable people to achieve a natural and harmonious state physically, mentally and spiritually through various means such as beauty maintenance and fitness, nutritious diet, cultivation of the mind, and caring for the environment. Hot spring health tourism, on the other hand, refers to a type of health tourism based on hot spring resources and facilities with the functions of health care, rehabilitation and recuperation.

Health tourism pays attention to the recuperation and maintenance of physical and mental health. This definition is an important basis for the definition of mountain health tourism. If we consider mountain tourism as a relatively dynamic tourism activity, then hot spring tourism should be relatively static. When mountain tourists arrive in the mountains, they may stay at the foot of the mountain for one night and enjoy the time of taking a bath in the hot springs, which is called "foothold hot springs"; before they set off to climb

the mountain, they will take a second bath named as "Departure Hot Springs". In the process of climbing the mountains, they will enjoy the "Refreshing Hot Springs" and "Courier Hostel Hot Springs". After climbing the mountain, they will also take a bath in the hot springs to recuperate the body and mind. The mountain hot springs with health care as the main attraction may become a new form of additional business for mountain tourism in the future. In the process of integrating with mountain tourism, mountain hot springs will gain new vitality, and seize the opportunity for the cross-development of different business types.

Examples of the development of mountain recuperative hot springs. The development of mountain recuperative hot springs in the future should lay great emphasis on the integration between development and nature protection.

The hot springs in the Alps emphasize the unity of nature and human. The planning, designing, and construction of the mountain hot springs in the Alps highly emphasize the ecology and extension of the hot springs instead of blindly pursuing luxury and technology. The hot springs in the Alp Mountains are the best hot springs in Europe. You can appreciate the beautiful scenery of the snow and the starry sky while soaking in the pool. The mountain hot springs are often the hot springs with the highest standards.

The Colorado Rockies is full of hot springs. The five main hot spring attractions in western Colorado, together, form a 720-mile Colorado historical hot spring loop that exhibits some of the most popular hot spring attractions in the United States. From private bathrooms to the world's largest mineral hot spring pool equipped with steam caves, hot pots, terraced pools, huge travertine structures, and funny water sports centers, there is simply everything you need.





## 富有魅力的森林浴

大家好，我是日本卫生学会森林医学研究会会长李卿。今天给大家介绍一下森林浴。

什么是森林浴？森林浴是人们通过在森林中散步，从而增进健康并预防疾病的一种具有疗养效果的活动，其通过刺激五个感官（视觉，听觉，嗅觉，味觉，触觉）发挥功效。1982年日本林野厅提出森林浴（森林疗养）概念，2004年日本政府投资1.5亿日元用于研究森林浴的健康效应，我作为主要成员参加了此项研究。

森林浴的科学研究。2005年，我在日本长野县进行了全球首个森林浴实验，其结果于2007年发表，在论文中命名和定义了森林浴(Forest Bathing / Shinrin-Yoku)。该实验的受试者在森林中休憩了三天两夜。其结果显示NK细胞（自然杀伤细胞，免疫细胞的一种）活性在接受森林浴以后显著增加，且Granulysin、Perforin、Granzyme A、Granzyme B四种抗癌蛋白质也都有所增加。此外我们还进行了对于“一般旅游”的参照试验，结果显示其对NK活性没有影响。

2006年，我在位于日本长野县的森林浴发源地进行了第二个实验，证明了森林浴的持续效果，其效果可长达一个月。2007年的第三次实验证明了森林浴对于男女均有效用。

森林浴对压力激素的影响。经过研究，我们发现森林浴相比于一般旅游可以逐渐减低人体的尿中肾上腺激素浓度（与精神压力有关）、甲肾上腺激素（与身体压力有关）以及皮质醇浓度（与精神和身体压力均有关），从而起到减压的作用。人体在承受压力时会感到紧张和不安，同时分泌出“压力激素”抑制NK活性影响免疫反应，而森林浴可以减少“压力激素”的分泌并恢复NK活性来缓解这些压力。

森林浴对忧郁症的预防效果及康复医学的应用。对于改善多种等不良情绪，森林浴也可以起到一定的预防效果。森林浴可以增加血清中的5-羟色胺浓度，而5-羟色胺浓度和忧郁症有关系。

我曾经在一家康复医院工作过，就森林浴在康复医学领域的应用进行了研究。这家医院拥有一个非常大的庭



日本卫生学会森林医学研究会会长  
李卿

园，森林茂密，病人常常在理疗师的陪同下进行森林浴。结果发现森林浴可以降低患者的紧张、不安、忧郁、情绪低落、生气、敌意、疲劳、混乱等不良情绪，以达到预防忧郁症的效果，而且可以改善增加理疗效果。

森林浴对血压和心理的影响。我们分别在2010年、2014年和2015年做了三次实验（“森林浴”与“城市散步”的对照实验），实验对象为高血压患者，这些患者在实验期间停止了药物使用。结果显示：两项对照实验的血压压力值起初差异并不明显，可是午后却拉开了，差不多达到七到八毫米汞柱。所以说与城市散步相比，森林浴有显著的降压效果，而且不存在副作用。

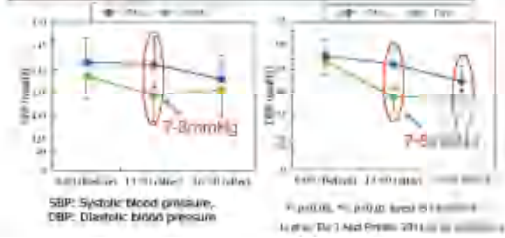
森林浴降低血压的机制。首先，森林浴可以通过降低交感神经活动并提高副交感神经活动来起到降低血压的作用。同时如我们之前所提到的，森林浴可以减轻压力，而减轻压力与降低血压又密切相关，所以总的来说森林浴可以通过三个机制来预防高血压。

森林浴对智力神经的影响。森林浴可以显著降低心率，心率是智力神经的一项重要指标。如下图所示，同一群人在不同时段沐浴森林浴后，心率值都或多或少的降低，心率降低代表着对心脏的负担就减轻了，所以森林浴对心脏病有预防效果。

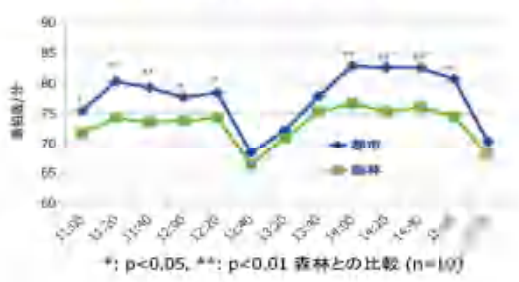




### 森林浴对高血压的预防效果 与都市散步比较，森林浴显著降低血压 约7-HmmHg



### 森林浴显著降低心率



城市公园的森林浴效果。我们曾经在城市公园中做过森林浴的相关实验，发现同样具有提升活力、缓解压力和预防忧郁症等作用。以在新宿御苑的实验为例，这里有漂亮的花朵、树丛与草坪，可以起到改善多种不良情绪的作用。所以说在城市散步的时候，要到公园里去散步，不要到一般的繁华街区去散步。

总结一下森林浴可以达到的医学效果：

- 1.森林浴可以增加人体的抗癌免疫机能，起到预防癌症发生的作用
- 2.森林浴可以降低血压和心率，起到预防高血压和心脏病的作
- 3.森林浴可以降低压力激素水平
- 4.森林浴可降低交感神经活动，提高副交感神经活动
- 5.森林浴可以显著地增加活力,改善紧张、不安、忧郁、情绪低落、敌意、生气、混乱、疲劳等不良情绪，对改善忧郁状态，预防忧郁症有效
- 6.森林浴可促进睡眠
- 7.森林浴也可提高亚健康（未病）人群的健康水平
- 8.森林浴可以通过减压而预防生活习惯病
- 9.森林浴在康复医学领域里边也有应用

### 新宿御苑



## Forest Bathing is Attractive

©Li Qing, President of Society of Forest Medicine within the Japanese Society for Hygiene

Hello, everyone. I am Li Qing, the President of Society of Forest Medicine within the Japanese Society for Hygiene. Today, I would like to talk about the benefits of forest bathing

What is forest bathing? Forest bathing means enjoying the therapeutic benefits of forest by walking in the forest to prevent diseases and promote health. Five senses (sight, hearing, smell, taste and touch) are involved. The concept of forest bathing (forest therapy) was coined by the Japanese Ministry of Agriculture, Forestry and Fisheries in 1982. In 2004, the Japanese government invested 150 million yen in studying the benefits of forest bathing. I was a major member of the study.

Scientific researches on forest bathing. In 2005, I made the world's first experiment about forest bathing in Nagano Prefecture. The findings were published in 2007, which for the first time named and defined the terms of Forest Bathing/Shinrin-Yoko. The researched group rested in the forest for three days and two nights. Results showed that the activity of NK cell (abbreviation of natural killer cell, which is a kind of immune cells) significantly increased, and the four types of anti-cancer protein, include Granulysin, Perforin, Granzyme A, and Granzyme B also increased. In addition, we also conducted a controlled test on "general tourism", whose results showed no influence to NK activity.

In 2006, the second experiment was made at the birthplace of forest bathing in Nagano Prefecture. It proved that the forest bathing produces continued effect for as long as one month. In 2007, the third experiment was made, which proved that forest bathing is effective both for males and for females.

The effect of forest bathing on stress hormones. Through research, we found that compared to general tourism, forest bathing has better effect in gradually reducing the adrenal hormone concentration in human's urine (related to mental stress), norepinephrine (related to physical stress) and cortisol concentration (related to both mental and physical stress) to achieve the result

of decompression. When the human body is under stress, it will feel nervous and uneasy. At the same time, it secretes "stress hormones" to inhibit NK activity and affect the immune response. Forest bathing can reduce the secretion of "stress hormones" and restore NK activity to relieve these stresses.

The preventive effect of forest bath on depression and its application in rehabilitation medicine. Forest bathing also plays certain preventive effect in improving different bad moods. Forest bathing can increase the concentration of serotonin in the serum, which is related to depression.

I once worked in a rehabilitation hospital and conducted research on the application of forest bathing in the field of rehabilitation medicine. This hospital has a very large garden with dense forests. Patients often take forest baths accompanied by physiotherapists. The results found that forest bathing can reduce the nervousness, restlessness, depression, depression, anger, hostility, fatigue, confusion and other unhealthy emotions of patients, so as to achieve the effect of preventing depression, and can improve and increase the effect of physical therapy.

The effect of forest bathing on blood pressure and psychology. We conducted three experiments in 2010, 2014 and 2015 (a check experiment between "forest bathing" and "walking in cities"). The subjects of the experiment were hypertensive patients. They were asked to stop taking medicine during the experiment. In the two check experiments, the blood pressure of the patients showed little difference at first, but had a huge difference in the afternoon, which is about 7-8 millimeters measured by mercury column. Therefore, compared with city walk, forest bathing has a significant effect of lowering blood pressure with no negative effects.

The mechanism of forest bathing to lower blood pressure. First of all, forest bathing can lower down the blood pressure by reducing sympathetic nerve

activities and activating parasympathetic nerves. At the same time, as we mentioned before, forest bathing can reduce stress, and stress is closely related to blood pressure. So generally speaking, forest bathing can prevent hypertension through the three mechanisms.

The influence of forest bath on neural intelligence. Forest bathing can significantly lower down the heart rate, which exactly represents your intelligent nervous system. As shown in the figure below, after the same group of people take a forest bath in different periods, their heart rate values decrease in different levels. Lower heart rate means eased burden on your heart. So, forest bathing can also prevent heart diseases.

The effect of forest bathing in urban parks. We used to conduct forest bathing experiments in city parks, and found that it also has the effects of improving vitality, relieving stress and preventing depression. Take our experiment in Shinjuku Gyoen National Garden as an example. The garden is filled with beautiful flowers, bushes and lawns, which can help you relieve the adverse emotions. So when you walk in the city, instead of taking a walk in the bustling business street, going

for a walk in the park is a better choice.

Now, to summarize the medical effects of forest bathing (forest therapy):

- 1.Forest bathing can increase immune system and prevent cancer.
- 2.Forest bathing can lower blood pressure and heart rate to prevent hypertension and heart diseases.
- 3.Forest bathing can reduce stress hormone level.
- 4.Forest bathing can decrease sympathetic nerve activity and increase parasympathetic nerve activity.
- 5.Forest bathing can significantly increase energy; ease up anxiety, depression, hostility, angry, confusion, and fatigue; to prevent melancholia.
- 6.Forest bathing can improve sleep quality.
- 7.Forest bathing can also promote health of people in sub-healthy (not sick) status.
- 8.Forest bathing can prevent lifestyle diseases by reducing stress.
- 9.Forest bathing is also applied in rehabilitation medicine.



## 发布金佛山山地温泉康养体验成果

5月29日，在2021国际山地旅游日世界遗产名山（金佛山）峰会重要子活动——国际山地温泉康养旅游研讨会上，经主办方国际山地旅游联盟（IMTA）和南川区人民政府委托，亚太（重庆）温泉与气候养生旅游研究院联合重庆医科大学公共卫生与管理学院陈于教授团队、西南大学心理学部睡眠神经影像中心正式发布金佛山山地温泉康养体验研究成果。

经科学严谨的数据搜集和分析，研究得出：连续7晚8天的“温泉康养+山地康养+其他康养形式”的系统康养活动，对于提高睡眠质量、改善亚健康症状有明显作用。

研究数据整理自30名志愿者活动期间每天填写的睡眠日志、量表、问卷，每天佩戴的体动仪手环数据，以及活动前后两次体检数据。

在睡眠方面，研究证实温泉助眠康养活动对改善睡眠有明显作用，有规律地、科学地泡温泉结合健康作息是改善睡眠的重要因素。

### 量表、日志、问卷数据分析结果

- 1.对于匹兹堡睡眠问卷(PSQI，国际通用的睡眠质量问卷)，在干预结束时和干预结束后一周得分分别降低2分及3分以上
- 2.主观睡眠质量和日间功能障碍在干预后得到显著改善
- 3.抑郁状态在干预后得到显著改善，但结束后一周存在一定反弹
- 4.特质正念水平在干预后显著提升，且在结束后一周继续改善
- 5.泡温泉频率越高，降低抑郁状态和改善睡前思维效果越显著

### 体动仪手环数据分析结果

- 1.8天温泉泡浴对个体的活动水平、受光照影响均有显著改善
- 2.温泉干预期间使个体的日间变异进一步降低，即获得了更为规律的生活作息

在健康管理方面，研究证实温泉助眠康养活动对



重庆医科大学公共卫生与管理学院  
陈于

部分生理指标有明显改善，干预对象体重（BMI $\geq 20$ 的志愿者）、体重指数、腰围和甘油三酯改善效果显著。（ $p < 0.05$ ）。其中部分指标的改善可以维持一周以上，形成长期效应。

此外，研究显示：愉悦的心情对研究结果也有积极影响。活动中，志愿者们普遍保持轻松愉悦的心情，享受温泉带来的快乐。

短短8天7晚的山地温泉康养助眠活动，不仅再次印证温泉泡浴能有效改善睡眠质量，还为更长时段的山地温泉康养疗程式产品提供了有力的科学支撑。基于本次成果，“山地温泉+山地森林+其他康养模式”将会成为山地温泉康养新方向。

金佛山具有得天独厚的自然优势，本次体验营的研究成果将为全方位打造的金佛山特色的山地旅游温泉助眠产品提供坚实的理论基础，同时也对全国的山地温泉康养旅游起到示范引领的作用。后续可依据本次活动设计出南川金佛山山地温泉助眠旅游产品，将“山与泉”、“医与养”、“静与动”、“身与心”有机结合，落地重庆温泉康养疗程化产品——睡眠专题产品，打造金佛山下“睡佛谷”的全新康养旅游概念。





# Release Results of Mountain Hot Spring Wellness Experience of Jinfo Mountain

©Chen Yu, College of Public Health and Management of Chongqing Medical University

On May 29, at the International Seminar on Mountain and Hot Spring Wellness Tourism, a main activity of the 2021 International Mountain Tourism Day—World Heritage Mountain (Jinfo Mountain) Summit, Asia Pacific (Chongqing) Hot Spring and Climate Health Tourism Research Institute worked jointly with Professor Chen Yu’s team at College of Public Health and Management of Chongqing Medical University, and Sleep and Neuroimaging Center, Faculty of Psychology of Southwest University to release mountain hot-spring wellness experience results of Jinfo Mountain as commissioned by the Summit sponsor IMTA and People’s Government of Nanchuan District.

The results were based on scientific data collection and analysis: “eight-day and seven-night wellness activities of hot spring wellness + mountain wellness + others” make a remarkable difference in improving sleep quality and health.

Data was collected from sleep logs, forms, and questionnaires of 30 volunteers during the activities. Data of wrist actigraphy and two body checks before and after the event was also included.

In terms of sleep, our study proves that hot spring sleep-aid wellness yields significant effects on improving sleep, and taking a bath in hot spring in a regular and scientific way and keeping healthy daily routines are key factors to improve sleep quality.

### Results of form, log and questionnaire analysis

- 1. The international PSQI (Pittsburgh Sleep Quality Index, a self-rated questionnaire that assesses sleep quality) score reduced by more than 2–3 when and after one-week intervention stopped
- 2. Subjective sleep quality was remarkably improved and daytime dysfunction was alleviated after interval
- 3. Distress was significantly improved after

intervention, but might relapse after one week

- 4. Trait mindfulness was greatly improved and continuously being improved within a week afterwards
- 5. The more frequently you take a bath in hot spring, the less you feel depressed and think too much before bed

### Results of wrist actigraphy data analysis

- 1. Taking baths in hot spring for eight days can greatly improve one’s daily activities and sunbathing result
- 2. Inter-day variation was further reduced during the intervention of hot spring, which means a more regular life habit.

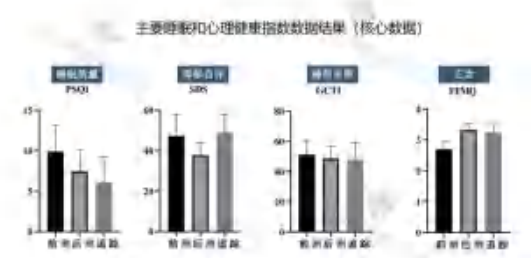
As for health management, study proves that sleep-aid activities of hot spring wellness have positive effect on some physiological indexes, such as reducing volunteers’ weight (BMI≥20), body mass index, waistline, and triglyceride (p<0.05). And some indexes







| 活动十项对身体指标改善情况（干预后与干预前相比） |    |        |        |     |    |     |            |
|--------------------------|----|--------|--------|-----|----|-----|------------|
| 项目                       | 人数 | 干预前    | 干预后    | 无改善 | 改善 | 改善率 | 总改善率(%)    |
| 体重                       | 31 | 58.93  | 58.59  | 0   | 0  | 0   | 29(93.87%) |
| BMI                      | 31 | 22.58  | 22.48  | 0   | 0  | 0   | 24(93.87%) |
| 腰围                       | 31 | 85.78  | 79.11  | 0   | 0  | 0   | 24(93.87%) |
| 收缩压                      | 31 | 123.65 | 120.13 | 0   | 0  | 0   | 25(93.87%) |
| 舒张压                      | 31 | 77.55  | 78.58  | 0   | 0  | 0   | 25(93.87%) |
| 血糖                       | 31 | 5.38   | 5.38   | 0   | 0  | 0   | 25(93.87%) |
| 甘油三酯                     | 31 | 1.89   | 1.23   | 0   | 0  | 0   | 25(93.87%) |
| 高密度脂蛋白                   | 31 | 1.26   | 1.30   | 0   | 0  | 0   | 25(93.87%) |
| 低密度脂蛋白                   | 31 | 1.44   | 1.45   | 0   | 0  | 0   | 25(93.87%) |
| 载脂蛋白B                    | 31 | 1.21   | 1.28   | 0   | 0  | 0   | 25(93.87%) |



can be continuously improved for a week as a long-term effect.

Besides, study shows that happiness can also make a difference. Volunteers were in a cheerful mood to enjoy the pleasure of hot spring.

Eight-day and seven-night mountain hot spring sleep-aid wellness can not only improve sleep quality, but also provide scientific support for developing treat-course products of mountain hot spring wellness tourism. Results show that “Mountain spring + mountain forest + other models” will take mountain hot spring wellness up to a new level.

Jinfo Mountain boasts unique natural advantages.

The research results of this experience camps will lay a theoretic foundation for creating Jinfo Mountain’s unique sleep-aid products of mountain hot spring wellness in a comprehensive way, and set an example for mountain hot spring wellness tourism in China. Special treatment-course sleep-aid product line will be designed based on the research results, to combine “mountain and hot spring”, “medicine and caring”, “dynamic and static”, as well as “body and mind.” As a result, we will implement a brand-new concept of wellness tourism in “Shuifo (Sleeping Buddha) Valley at the foot of Jinfo Mountain.



# “温泉康养、气候康养、森林康养与山地旅游的融合发展之道” 圆桌讨论

International Seminar on Mountain and Hot Spring Wellness Tourism · Roundtable Discussion | How to Combine Hot Spring Wellness, Climate Wellness, and Forest Wellness with Mountain Tourism?



主持人：  
亚太（重庆）温泉与气候  
养生旅游研究院院长 王捷

Host: Jeff Wang, Director  
of Asia Pacific (Chongqing)  
Institute for Hydrotherapy  
and Climatherapy Tourism

近年来，金佛山一直在致力于打造高品质的“康养胜地”。金佛山是世界自然遗产之一，有典型的喀斯特地貌和种类丰富的动植物，还有珍贵的山地温泉资源。山地、森林、温泉自然融合，立体气候典型，具有发展山地康养旅游得天独厚的优势。如何把这些资源融合到一起，提升山地旅游的康养属性，是值得大家共同探讨的话题。接下来，让我们进入圆桌论坛，听听国内外的专家如何理解、分析“温泉康养、气候康养、森林康养与山地旅游的融合发展之道”。下面开始对话环节。

In recent years, Jinfo Mountain has been committed to creating a high-quality "health resort". Jinfo Mountain is one of the world's natural heritages with typical karst landforms, a rich variety of plants and animals, and precious mountain hot spring resources. It has the unique advantage of developing mountain health tourism owing to its natural integration of mountains, forests, and hot springs, and its typical three-dimensional climate. It is a topic worthy of discussion about how to integrate these resources to improve the rehabilitation attributes of mountain tourism. Now, let's begin our roundtable forum and listen to the understanding and analysis of domestic and foreign experts on "the integrated development of mountain tourism and hot spring rehabilitation, climate rehabilitation, and forest rehabilitation".



## 现场嘉宾 / 张越

◎ 中国旅游协会温泉旅游分会秘书长

**“山地温泉”概念的提出对中国温泉旅游产业的发展有何意义？山地温泉应该具备哪些要素？国内哪些温泉是典型的山地温泉？**

山地温泉是近年提出的新概念。山地温泉形态早已存在，只是概念没有提出来，贵州提出山地温泉的概念，值得业界对山地温泉这种形态进行研究。大部分温泉资源处于山区和半山区环境中，山地温泉除了具有温泉的康养作用外，能够结合山地气候、山地形态进行气候养生，打造复合型温泉康养产品，对发展温泉旅游与丰富温泉产品结构具有重要意义。

开发山地温泉的要素很多，首先要有良好的温泉资源，水质决定温泉的品质。二是要有很好的生态条件，要借助山地自然景观设计温泉，设计建造要注意保护生态资



源，不能破坏森林植被，突出山地温泉的特色。三是要有相对好的交通通达条件，温泉道路、管线要科学合理并与景观融为一体。

国内很多名山大川都有温泉，像黄山的醉温泉、四川的海螺沟温泉等等，水质很好，每年接待量也比较大。湖南蟒山森林度假区有一家温泉，因为开在景区，生态植被特别好。湖南的郴州山地温泉的自然条件好，能够做气候养生，这个温泉一年接待50%的都是香港客人。

## Guest | Zhang Yue

◎ General Secretary of the Hot Spring Tourism Institute of China Tourism Association

**What is the significance of the concept of "mountain hot spring" to the development of China's hot spring tourism industry? What are the key elements for the development of mountain hot springs? Can you name some hot springs in China that belong to typical mountain hot springs?**

Mountain hot spring is a new concept that has been proposed in recent years. The form of mountain hot springs has existed for a long time, although it has not been proposed as a concept until recently. It is Guizhou province who first put forward the idea of mountain hot springs, and such concept is worthy of being researched by scholars and professionals in the tourism

industry. Most of the hot spring resources are located in mountainous and semi-mountainous environments. In addition to the health maintenance effects of hot spring, mountain hot spring also combines mountainous climate and morphology to realize climate rehabilitation and create versatile hot spring rehabilitation products, which is of great significance to the development of hot spring tourism and the enrichment of the structure of hot springs products.

There are many key elements for the development of mountain hot springs. First of all, there must be good hot spring resources. The water quality determines the quality of the hot springs. Second, there have to be good ecological conditions. The design of hot springs should take full advantage of the natural landscapes



of the mountains. Enough attention needs to be paid to the protection of the ecological resources, and the forest vegetation should not be destroyed in the design and construction of hot springs. In addition, the characteristics of mountain hot springs should also be highlighted. Third, there need to be relatively good traffic conditions. The roads and pipelines surrounding the hot spring should be scientifically and reasonably arranged and be integrated to the general landscape.

Hot springs exist in many famous mountains and rivers in China, such as The Drunk Hot Spring

in Huangshan Mountain, Hailuoguo Hot Spring in Sichuan, etc. These hot springs have very good water quality and considerable annual reception volume. There is a hot spring hotel in the Mangshan Forest Resort in Hunan Province. The ecological vegetation of the hotel is particularly good as it is located in the scenic area. The Mountain Hot Spring in Chenzhou, Hunan also has good natural conditions and can be used for climatherapy. 50% of the guests that this hot spring hotel receives each year come from Hong Kong.

## 现场嘉宾 / 刘立军

◎ 中国林学会森林疗养分会理事长

**如何将森林疗养与温泉疗养结合起来？“森林康养”、“森林疗养”与“森林医学”的异同有哪些？**

山地温泉属于自然疗法的一种，从森林疗养的角度，我个人的理解是：山地温泉的产业价值应该不是温泉本身，特别是其增值部分应该是山地。山地温泉，理论上是室外的另一种状态而且是森林环抱的温泉环境。既然是森林环境，就具备了森林治愈的环境，也就会产生森林治愈的效果，而且人的心情也会随着周围环境的改变而改变，因此也就进一步提升了森林和温泉的治愈效果。

森林医学是个新学科，森林疗养和森林康养是种行为或活动或行业，森林医学是疗养和康养的理念与方法基础或支撑。

森林疗养是我们于2010年从日本引进的理念和模式，通过若干年的探索并结合我国的国国情和林情，探索出了以森林疗法为主体，以其他如温泉、芳香、食疗、运动、园艺等疗法为辅助，最终形成了具有中国特色和元



素的森林疗养模式。森林疗养的定义为：辅助或替代治疗的方法。因此，森林疗养是以自然为药，其出发点是疗，落脚点是疗效，是根据访客健康管理需求而选择相应的干预方法。

森林康养是我们自己（确切的说是林业人）在引进国际社会森林疗养理念和模式的基础上，又融入了如休闲、旅游、度假等一切与森林相关的内容创造出来了一种概念和词汇，指的以森林生态环境为基础，以促进大众健康为目的，利用森林生态资源、景观资源、食药资源和文化资源并与医学、养生学有机融合，开展保健养生、康复疗养、健康养老的服务活动。





## Guest / Liu Lijun

© Director General of Forest Therapy Institute of Chinese Society of Forestry

**How should we combine forest recuperation with mountain hot spring recuperation? What are the similarities and differences between "Forest Rehabilitation", "Forest Therapy" and "Forest Medicine"?**

Mountain hot spring is a type of natural therapy. My personal understanding of mountain hot spring from the perspective of forest therapy is: the industrial value of mountain hot spring should not be considered to be lying in the hot spring itself, but in the mountain, which is the added value of hot spring. Theoretically speaking, mountain hot spring is another outdoor state featuring a hot spring environment surrounded by forests. Since it is in a forest environment, it naturally possesses the function and effect for forest rehabilitation. As people's mood will change with the changes of the surrounding environment, the rehabilitation effects of the forest and hot spring are therefore further enhanced.

Forest medicine is a new discipline. Forest therapy and forest rehabilitation refer to certain behaviors, activities or industries. Forest medicine is the basis or support for the forest therapy or rehabilitation concepts and methods.

Forest therapy is a concept and model that we introduced from Japan in 2010. Through several

years of exploration of forest therapy combined with China's national conditions, especially its forest conditions, we finally innovated a forest therapy model with Chinese characteristics and elements. This model takes forest therapy as the main body, which is assisted by other therapies such as hot spring, aroma, diet therapy, sports, gardening, etc. The definition of forest therapy is: auxiliary or alternative treatment methods. Therefore, forest therapy takes nature as its medicine. Its starting point is treatment, and its end point is the curative effect. Its main content is to select corresponding intervention methods based on the visitor's health management needs.

Forest rehabilitation is a concept and term that we (or more precisely, foresters) have created based on the introduced international concept and model of forest therapy while integrating all forest-related content such as leisure, tourism, and vacation. It refers to relying on the forest ecological environment to organize a series of service activities on health care, rehabilitation, and elderly care by utilizing forest ecological resources, landscape resources, food and medicine resources, and cultural resources as well as by organically integrating medicine and health sciences, with an aim to promote public health.



## 连线嘉宾 / 后藤康彰

◎ 日本健康财团首席研究员

目前在日本最受欢迎的山地温泉旅游项目或者产品有哪些？分别有什么特色和亮点？山地温泉应该具有哪些特性和内涵？

众所周知，日本是一个四面环海的岛国，有21座海拔3千米的山脉，80%的土地都在一座山或一片森林里面。除此之外，日本火山众多，占到了世界火山总数的7%，同时日本也是世界上著名的温泉之国，大约有2.7万个温泉源头，还有3000个温泉的度假村，这就意味着几乎所有的山地都是高原度假村，都拥有这种温泉。

一项关于旅游的问卷调查显示日本人在假期中最喜欢的活动是泡温泉。所以，对于许多日本人来说休闲的目的首先是泡温泉。当人们选择到山地或高原上旅游时，他们希望充分享受绿树成荫的自然锻炼身体，呼吸新鲜空气。对日本人来说这种组合（山地旅游和温泉的组合）是非常自然。换句话说，温泉是山地旅游必不可少的组成部分。

日本人所说的“山地旅游”主要包含两种方式，一种是花时间在山地或高原度假村休闲度假，另一种是爬山。大约40年前，爬山在日本很流行，这种流行已经过时很久了。然而近十年来，在山上散步或爬山又成为了时尚。尤



其是在中老年阶层的普及度越来越高。爬山和泡温泉往往是结合在一起的，登上山顶后在半山腰或山脚泡个温泉，让疲惫的身体找回活力，是一件非常享受的事情。日本旅行社提供了许多攀登热门山地的旅游项目（如著名登山家列出的100座名山），它们几乎都与温泉结合在一起。

在思考山地和温泉度假村的未来愿景时，我认为需要考虑2件事。一是政府应该推动现有工作方式的转变。现在日本人很难放长假，但当工作方式改革成功，人们一年多放几次长假时，在山地度假村的消费方式可能会改变。二是后新冠世界提倡远程工作、保持社交距离，这意味着不必考虑通勤距离，只要通讯环境发达，就可以随心所欲地住在任何地方。带有温泉的山地度假村将来不仅是一个度假的地方，也会是一个工作的地方。

## Guest (Online) | Goto Yasuaki

◎ Senior Research Scientist, MD, Japan Health &amp; Research Institute

**Let's welcome Goto Yasuaki, Senior Research Scientist, MD of Japan Health & Research Institute to share his opinion online.**

As you know, Japan is a small island surrounded by the sea, has 21 mountains of 3000m above sea level, 80% of our land are in a mountain or a forest. In addition, Japan has lots of volcanos that is 7% of the ones in the world, and therefore Japan is the world's most famous

hot spring country where approximately 27,000 of hot spring sources and 3,000 of hot spring resorts exist. It means that in almost all mountain or highland resorts there are hot springs.

A questionnaire survey regarding tourism shows that Japanese most favorite activity in the vacation is visiting hot spring. So, for many Japanese, priority of the purpose of the leisure is to go hot spring. When people chose to visit mountain or high land area, they



may expect to fully enjoy leafy nature, to exercise, or to breath fresh air. To Japanese, this combination (mountain tourism with hot spring) is just a natural, and in other words it may say that hot spring is essential for mountain tourism.

When people say "mountain tourism" in Japan, I think there are mainly two types of trip, one is to spend time in the mountain or high land resort and the other is to climb mountain. Mountain climbing used to be popular about 40 years before in Japan. This popularity has gone out of fashion for several years. However for latest 10 years, walking in the mountain or climbing mountain has become into fashion again. The popularity to middle or advanced age class is increasing especially. Climbing mountain and taking hot spring is often combined. After reaching the summit of the mountain, taking a hot spring halfway up the mountain or in the foot of the mountain to reset the body make people feel so good. Japanese travel agent offers a lot

of tours for climbing popular mountains (such as 100 famous mountains listed by a prominent mountaineer) which are almost always combined with hot spring.

When I think of the future vision of mountain resort and hot spring resort, I need to consider 2 things. One is changes in work style that the government is promoting now. it is hard for Japanese to take long vacation at the present, however when the reform of the way of working is succeeded and people take long off several times a year, spending way in the mountain resort may change. The other is the post COVID-19 world remote work is promoted to keep social distance, which means that it is not necessary to live in the place from where commuter time is acceptable and you can live wherever you want as far as communication environment is developed. Mountain resort with hot spring may have a potential to be a place not only for a vacation but for a working place in the future.

## 现场嘉宾 / 王长江

◎ 重庆市温泉协会副秘书长

**金佛山发展以温泉和山地旅游为特色的康养产业具备哪些优势条件?未来计划从哪些方面发展金佛山的山地温泉旅游?**

金佛山作为温泉康养产业有得天独厚的优势。一是金佛山生态优势独特，二是金佛山具备丰富的地热水资源，三是金佛山有丰富的植物资源，四是部分区域依托土壤富集“硒”等微量元素条件，五是金佛山区位优势显著，六是金佛山经过这么多年耕耘市场开发，已经在全国形成了强有力的市场影响力。作为国家5A级景区，作为世界遗产，金佛山年接游客500万，旅游收入蒸蒸日上，金佛山作为温泉、山地康养的项目来说可以是得天独厚的优势在利民。

当下“山地+温泉”的休闲度假方式可以理解为就是



将温泉产品与山地旅游资源进行融合和发展。金佛山独特的避暑功能和丰富的动植物观赏与温泉康养的完美结合恰好符合了大众都市人群的渴望与需求。未来，金佛山将依托金佛山山地生态环境、中医药资源，围绕观光养生、旅居养生、运动养生、文化养生、食用养生、中医康养等系列产品，从“温泉+森林”、“温泉+中医药”、“温泉+气候”三个方向去发展山地温泉旅游产业。



## Guest | Wang Changjiang

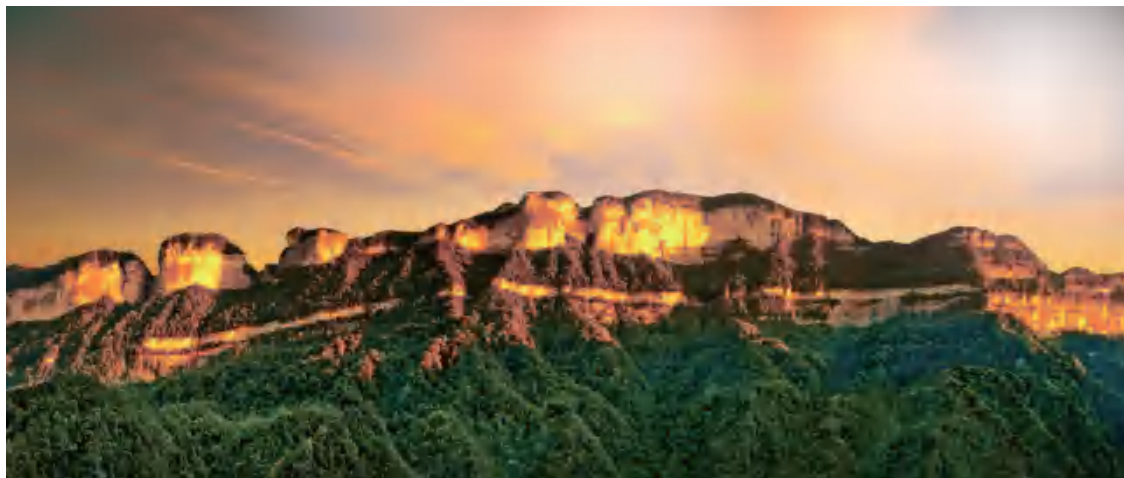
©Deputy Secretary General of Chongqing Hot Spring Association

**What are the advantages of Jinfo Mountain to develop the rehabilitation industry featuring hot springs and mountain tourism? In the future, in which areas is mountain hot spring tourism planned to be developed in Jinfo Mountain?**

Jinfo Mountain has unique advantages to develop hot spring rehabilitation industry. First, Jinfo Mountain has unique ecological advantages. Second, Jinfo Mountain has abundant geothermal water resources. Third, Jinfo Mountain is rich in plant resources. Fourth, some regions in Jinfo Mountain rely on the abundant "selenium" and other trace elements in the soil to develop the hot spring industry. Fifth, Jinfo Mountain has predominant location advantage. Sixth, Jinfo Mountain has formed a strong market influence nationwide after so many years of market development. As a national 5A-level scenic spot and a world heritage site, Jinfo Mountain receives 5 million tourists every year, and is witnessing a booming

tourism income. Jinfo Mountain has a unique advantage in developing hot spring and mountain rehabilitation project which will bring huge benefits to its citizens.

The current "mountain + hot spring" leisure and vacation model can be understood as the integration and development of hot spring products and mountain tourism resources. Jinfo Mountain's unique function as a summer resort, and its perfect combination of hot spring rehabilitation with the appreciation of a variety of animals and plants fits the aspirations and needs of the urban citizens. In the future, Jinfo Mountain will rely on its ecological environment and Chinese medicine resources to develop the mountain hot spring tourism industry in the three directions of "medicine+forest", "hot spring +Chinese medicine" and "hot spring + climate", and focusing on health maintenance through a wide range of products including sightseeing, residence, sports, cultures, diet, traditional Chinese medicine, etc.



图片名称：金佛山主峰 拍摄地点：金佛山 摄影家：陈荣森





## “山地英雄会、车窗风景线”中国自驾旅游产业联合会5.29产品推展会暨南川区山地旅游推介

“Mountain Hero Club, Marvelous Roadside Scenery”  
— Promotion of 5.29 Product of China Self-Driving Tourism Industry  
and Nanchuan District Mountain Tourism



5月28日，“山地英雄会、车窗风景线”中国自驾旅游产业联合会产品推展会暨南川区山地旅游推介在恒安戴斯大酒店举行。来自全国31个自驾车船协会、自驾游与露营房车协会、自驾露营产业与相关企业、联盟会员单位代表齐聚一堂，就“自驾旅游如何助力山地英雄会的高质量发展”“如何加强应对后疫情时代国际间双循环交流”“交旅融合推动提升自驾旅游产业”“科学技术给自驾游产业带来的思考”等话题进行深度探讨，为世遗保护、自驾游产业的高质量发展建言献策、贡献智慧。

On May 28, “Mountain Hero Club, Marvelous Roadside Scenery” — Promotion of Product of China Self-Driving Tourism Industry Association and Nanchuan District Mountain Tourism was held at Days Hotel & Suites Hengan in Nanchuan District. A total of 31 caravanning associations, self-driving and RV camping associations, self-driving camping and relevant industries, and IMTA members in China gathered, to have an in-depth discussion on topics like “how does self-driving tour help the high-quality development of Mountain Hero Club?” “how to enhance the international dual-circulation exchange in the post-COVID world?” “how does integrating traffic and tourism promote self-driving industry?” and “what insights does science and technology bring the self-driving industry?” In doing so, the Promotion offered wisdom and advice on protecting world heritages and facilitating the high-quality development self-driving industry.



# 让山地旅游成为靓丽的“车窗风景”

在常态化疫情防控背景下，旅游业将迎来一个从复苏、调整、振兴走向高质量的发展期，挑战与机遇并存，困难与希望同在将是这个特殊阶段的特征。旅游业如何站在新的历史起点迎风启航，破浪前行，是我们共同面对的考验。中国作为山地资源大国，山地旅游方兴未艾，潜力巨大，山地旅游消费占比将日趋提升并成为旅游经济新亮点，山地旅游在旅游业结构性调整中也将扮演重要的角色。

随着新交通体系的形成，交旅融合新格局加快建立，山地旅游资源化、业态化、产品化、产业化进程明显加快，新兴自驾游市场成为一道最亮眼的“车窗风景”，流量巨大的自驾游市场，拉动旅游消费的角色更加耀眼，成为加快旅游业复苏的助推器。绿水青山一旦遇见现代交通，一道道“车窗风景”浑然天成，呈现出现实版人与自然的和谐之美，为旅游发展提供了可持续资源支撑，为旅游市场创造出无限的想象空间，这是发展带给旅游者特别是自驾游市场的最大福利，也是旅游、交通产业化融合发展的最强动力。今天的“山地英雄会 车窗风景线”主体推广活动，借助国际山地旅游日和“世界遗产名山（金佛山）峰会”的契机，为中国的自驾市场和业界同仁提供一个思考和合作交流的平台，挖掘这些资源与福利带给市场的真正价值，找到大家分享“蛋糕”的方法和渠道，让海量消费需求充分得以释放，所以必须在供给端找到解决方案，也就是在满足自驾游消费品需求上解决问题。我建议我们业界在推动建立面向未来的中国自驾游产业体系，联手共建“车窗风景线”，推动建立面向未来的中国自驾游产业体系，探索有利于催生新业态、新产品的自驾游合作机制，联手共建“山地英雄会 车窗风景线”西南山地自驾游品牌等方面深入思考并提出方案。

“山地英雄会、车窗风景线”是以山地+交通+产业



国际山地旅游联盟执行秘书长  
傅迎春

为支撑的“路游”体系发展平台。自驾游产业涉及交通设施、装备制造、旅居服务，规划运营等诸多领域，产业链长、融合度高、带动性强，平台将从科学设计、发展理念、规划切入着力，系统整合路游资源，把业态体系、产品体系、产业体系融会贯通，创新打造顺应市场需求消费品，为中国的自驾产业和路游产业发展作出贡献。

今天举办的“中国自驾旅游产业529产品推展会暨南川区山地旅游推介”活动，既是对“国际山地旅游日”所倡导山地旅游生活方式的积极响应，也是一个推介高质量自驾产品和经验分享的机会，希望让更多优质的自驾游产品进入市场。南川区山川秀美，人杰地灵，山地资源禀赋得天独厚，发展自驾游产业的优势明显，目前正在打造的环金佛山178千米自驾环线将利用渝南黔北重要区位节点，打造川渝黔山地“路游”新亮点。



## Making Mountain Tourism a “Marvelous Roadside Scenery”

——Fu Yingchun, Executive Secretary General of IMTA

Against the background of daily pandemic prevention and control, tourism sector will embrace a period of recovery, adjustment, and high-quality revitalization, where challenges and opportunities, and hardships and hopes co-exist. It is a test for us all to figure out how to make tourism brave wind and waves to sail through this period. As a major country of mountain resources, China enjoys a huge mountain tourism market with great potentials. The consumption in mountain tourism will climb up gradually, becoming a new highlight of tourism revenue, and mountain tourism will also play a pivotal role in adjusting the structure of the tourism industry.

As a new traffic system gets established, a new pattern of traffic and tourism integration has also been promptly set up, and mountain tourism picks up speed in being recycled and commercialized into a whole industry with complete product lines. And the emerging self-driving market has become the most “marvelous roadside scenery.” The self-driving market, with its huge popularity, greatly drives tourism consumption and promotes the recovery of tourism. As lucid waters and lush mountains meet modern traffic, we have so many “marvelous roadside sceneries” which demonstrate the actual beauty of man-nature co-existence, offers sustainable resources to support the development of tourism, and creates unlimited room of imagination for the tourism market. All these constitute the most outstanding benefits to tourists, especially tourists of self-driving, as well as the strongest momentum to integrate traffic and tourism. The Promotion today takes the opportunity of the International Mountain Tourism Day and the Jinfo Mountain Summit, to serve as a platform for China’s self-driving market and practitioners to exchange ideas and work together. In doing so, the Promotion taps the true value that these resources and benefits bring the market, finds a way to benefit everyone, and satisfies the demands of the large number of consumers. So, we

must find the solution in the supply side; in other words, solve the problem based on satisfying the demands of self-driving products. I suggest that we should build a prospective self-driving industrial system, jointly create “marvelous roadside scenery,” explore cooperation methods that help trigger new business patterns and develop new products, and propose in-depth plans on jointly building “Mountain Hero Club, Marvelous Roadside Scenery” self-driving brand in mountains of southwestern China.

“Mountain Hero Club, Marvelous Roadside Scenery” is a “road tour” platform based on “mountain + traffic + industry.” Self-driving industry involves traffic facilities, equipment manufacturing, tourist accommodation service, and planning and operating, and enjoys a long industry chain, high degree of integration, and a strong driving force. The platform will, starting from design, development philosophy, and planning, systematically collect “road tour” resources, integrate business patterns, product lines, and industrial systems, to create consumer goods that satisfy the market demand, and thus making contributions to the progress of China’s self-driving industry and “road tour” sector.

The Promotion held today is an active response to the mountain tourism lifestyle advocated by “International Mountain Tourism Day,” as well as a chance to promote high-quality self-driving products, share experience, and introduce more premium products into the market. Nanchuan District is a place with beautiful mountains and rivers, outstanding talents, and unique mountain resources. All these constitute an obvious advantage in developing self-driving industry. Now, Nanchuan is building a journey of 178-kilometer self-driving tour around the Jinfo Mountain, which will turn key places in south Chongqing and north Guizhou into highlights of the “road tour” around mountains in Sichuan, Chongqing, and Guizhou.



# 高质量自驾游行业的发展方向与路径

中国幅员辽阔，山脉众多而且各具特色，山岳型景区数量占据中国旅游的半壁江山。秀美的风景、崎岖的山路，挂壁的感觉，更是成为广大自驾车爱好者的自驾天堂。近年来，随着国内经济社会发展、居民可支配收入增加，人们的消费结构逐步升级、生活观念逐步转变，旅游休闲需求日益旺盛，特别是自驾车旅游已经成为旅游出行的主要方式。据中国旅游车船协会发布的《中国自驾车、旅居车和露营旅游发展报告（2020-2021）》显示，2020年全国自驾游人数占国内出游总人数的77.8%，自驾游总人数达到22.4亿人次。自2017年起，全国自驾游人数占国内旅游人数的比重连续四年超过60%，房车保有量更是突破20万辆。

同时，自驾游目的地很多位于风景秀美的山区、乡村，经济发展欠缺，发展自驾游是带动乡村振兴的重要举措，后备箱工程更是有效的提高农民收入。促进农业发展提质增效，而且有利于改善农村生态环境与生活面貌，对于推动乡村振兴具有重要意义，与国际山地旅游联盟“保护山地资源、传承山地文明、促进山地经济、造福山地民众”的宗旨不谋而合。

中国文化和旅游部高度重视自驾游行业发展，委托协会制定了《自驾游目的地等级划分》《自驾车旅居车营地质量等级划分》两项行业标准，开展了全国自驾车旅居车



中国旅游车船协会自驾与露营房车分会秘书长  
刘汉奇

营地等级认定工作。下一步还将发布《自驾车旅游线路等级划分》，《自驾游驿站建设与服务规范》等行业标准，带领全行业共同努力，不断推动自驾游行业高质量发展！

本次活动为我们搭建了交流合作平台，希望各方代表能充分沟通、增进了解、分享机遇、密切合作，共同推动山地旅游取得新进展。





## Development Direction and Path of High-quality Self-driving Industry

——Liu Hanqi, Secretary-General of Self-driving Tour and Camping & Caravanning Association (STCCA)  
of China Tourism Automobile and Cruise Association (CTACA)

China enjoys numerous characteristic mountains in its vast territory, and half of its tourist attractions are mountain scenic areas. And magnificent scenery, rugged mountain roads, and cliff roads are like heaven to self-driving fans. In recent years, as the national economy develops and people's disposable incomes climb up, the consumption structure upgrades, attitudes towards life change, and demands for tourism and leisure get popular. In particular, self-driving tour has become a major way of travelling. According to China's Self-Drive, Motor Caravan, and Camping Tourism Development Report (2020–2021) published by CTACA, self-driving tourists reached 2.24 billion in 2020, accounting for 77.8 percent of all domestic tourists. Since 2017, this proportion has been over 60 percent for four years in a row, and recreational vehicles (RV) ownerships have exceeded 200,000.

In the meantime, many self-driving destinations are in beautiful yet economically underdeveloped mountains and villages, so investing in the self-driving industry is a critical way of rural revitalization, and the “trunk project” effectively increases farmers' income. A better self-driving industry facilitates the quality and efficiency of agriculture, improves the

ecological environment of rural areas and life standard of residents, and helps promote rural revitalization, which is in line with IMTA's mission of “protecting mountain resources, preserving mountain civilization, and promoting mountain economy to the benefit of the people living in mountainous regions.”

The Ministry of Culture and Tourism of China attaches great importance to the development of self-driving industry, and asks IMTA to write two sets of industry standards—Grading of Self-Driving Destinations, and Grading of Self-Driving and Caravan Campsite Quality, and to grade self-driving and caravan campsites all over China. Next, IMTA will release other industry standards, such as Grading of Self-Driving Routes, and Standards on Construction and Service of Self-Driving Stations, to pool everyone's efforts and push forward the high-quality development of the self-driving industry.

This Promotion sets up a platform for us to communicate and cooperate. I hope everyone can have in-depth conversations, share opportunities, and work together to further elevate mountain tourism onto a new level.



## 金佛山 国际山地旅游胜地

在这春色依旧、夏意渐浓的初夏时节，我们相聚在美丽的金佛山，共谋世界遗产保护与山地旅游绿色发展。

南川，山清水秀、群景璀璨，山地旅游资源得天独厚。南川具有上天恩赐绝佳的黄金纬度、海拔高度、空气湿度、宜居温度，全域森林覆盖率55%，城区空气质量优良天数354天，空气负氧离子含量常年保持在2万个/cm<sup>3</sup>以上，年平均气温16.6度，是中国最具生态竞争力城市和气候宜居城市，“世遗净土·康养胜地”当之无愧！

金佛山，佳景天成，妙境自在，是国际山地旅游的胜地。是重庆主城都市区唯一的世界自然遗产地，历经4.6亿年地质演变，保留了8000多种动植物和4000多种中药材，被誉为“地球生物基因库”“中华药库”。

当前，我们正在抢抓成渝地区双城经济圈建设和重庆“一区两群”协调发展带来的重大战略机遇，按照陈敏尔书记对南川作出的“立足特色化、面向同城化”要求，加快建设山清水秀旅游名城、大健康产业集聚区、景城乡融合发展示范区。站在全方位，我们把以山地旅游为主题为特色的康养文旅产业作为推动高质量跨越式发展的重点选项，摆在更加突出的战略位置。

我们将提高“含金量”。重庆城里金佛山，金佛山下南川城。融入成渝地区双城经济圈和主城都市区，南川资源禀赋更加凸显。我们将坚持生态优先、绿色发展，发挥优势、突出特色，充分挖掘南川的生态、文化、旅游、健康价值，突出山地旅游提高康养文旅产业发展质量和“含金量”，让金佛山这片绿水青山带来源源不断的金山银山。

我们将走好“融合路”。立足南川城区与金佛山景区、大观园区相依相衬、1刻钟通达的地域特征，推动景城乡一体化融合发展，布局100平方公里景城乡融合发展示范区，构建“城依景、景融乡、乡伴城”的空间形态，



重庆市南川区政府副区长  
康平

增加丰富性，提高可塑性，营造山地旅游和康养文旅产业发展的“海阔天空”。

我们将打造“升级版”。积极适应“双循环”新格局和疫情带来的新变化，推动“康养+”“旅游+”“智慧+”融合发展，不断丰富内涵、拓展外延，培育更多的山地旅游新模式新业态新产业，推动观光旅游向康养旅游、体验旅游、深度旅游拓展，延伸产业链、提升价值链，让一流的资源变成一流的产品。

我们同样期待，国际山地旅游日世界遗产名山峰会与金佛山的这场美丽遇见，能够创造出山地旅游发展更多的奇迹和精彩。恳请各位嘉宾、各方朋友一如既往关注南川、支持南川、推介南川、投资南川！热忱欢迎各位朋友前来南川旅游观光、康养度假，体验金佛世遗名山、山地旅游胜地为您的精彩呈现！



## Jinfo Mountain – International Mountain Tourism Resort

——Kang Ping, Deputy Mayor of Nanchuan District

In this early summer, we gather at the beautiful Jinfo Mountain, to exchange ideas on the protection of world heritage and green development of mountain tourism.

Nanchuan boasts beautiful mountains and rivers, magnificent sceneries, and unique mountain tourism resources. Besides, Nanchuan resides at a perfect latitude and altitude, with perfect air humidity, and livable temperature. forest coverage reaches 55 percent; days of sound air quality in urban areas are 354; negative oxygen ions in the air stay over 20,000 / cm<sup>3</sup>; annual average temperature is 16.6°C; All these make Nanchuan a city with the most competitive ecological environment and a city with livable weather in China. It is indeed a “Pure Land of World Heritage · Wellness Resort.”

Jinfo Mountain, an international mountain tourism resort with excellent natural sceneries and a celestial aura, and is the only world heritage site in the urban area of Nanchuan. After 460 million years of geological evolution, Jinfo Mountain is now home to over 8,000 animals and plants and over 4,000 traditional Chinese medical materials, and is thus renowned as “biological gene bank on Earth” and “China’s drug storehouse.”

At present, we are trying to capitalize on the major strategic opportunity brought by the construction of Chengdu–Chongqing Economic Circle and “one district and two clusters” of Chongqing—a metropolitan area consisting of core urban functional area, extended urban function area, and new urban development area; a city and town cluster of southeastern Chongqing; and a city and town cluster of northeastern Chongqing. According to the requirement of “to be characteristic in urban integration” from Secretary Chen Min’ er, we need to speed up in building Nanchuan into a city with picturesque tourism, a massive health industry cluster, and a demonstration area of landscape–urban–rural integration. From now on, we prioritize the wellness culture and tourism industry themed on mountain tourism as a key strategy towards promoting high–quality and leapfrog development.

We will make Nanchuan’s development “more valuable.” “Jinfo Mountain is located in the city

of Chongqing, and Nanchuan lies at the foot of Jinfo Mountain.” Once Nanchuan blends in the Chengdu–Chongqing Economic Circle and downtown Chongqing, its resource advantage stands out even more. We will stick to the principle of putting ecological and green development first, giving full play to our advantages, capitalizing on Nanchuan’s ecological, cultural, tourism, and health value, and highlighting the quality and “value” of the wellness culture and tourism industry via mountain tourism, turning lucid waters and lush mountains in Jinfo Mountain into invaluable assets.

We will stick to the path of “integration.” Downtown Nanchuan is only 15 minutes away from Jinfo Mountain scenic area and Daguan tourist service center. So, with that as the basis, we will promote landscape–urban–rural integration by building a 100 km<sup>2</sup> demonstration area, create a spatial form where “landscape, cities, and villages blend.” Besides, we plan to make Nanchuan a tourist destination with profuse resources, potentials to be shaped and adjusted, and with an environment perfect for mountain tourism and wellness culture and tourism industry.

We make keep “upgrading.” We plan to adjust to the changes brought by the “dual circulation” and the COVID–19, promote the integration of “wellness +,” “tourism +,” and “intelligence +,” keep expanding and creating new business patterns and sectors of mountain tourism, extend sightseeing tours to wellness tours, experience tours, and in–depth tours, expand supply chain and value chain, thus turning first–class resources into top–level products.

We hope that when International Mountain Tourism Day—World Heritage Mountain Summit meets Jinfo Mountain, more wonders will emerge in the field of mountain tourism. So, we hereby invite everyone present and every friend to keep following our updates, support, promote, and invest in Nanchuan District. We sincerely welcome everyone to come to Nanchuan for sightseeing, wellness tour, or vacation, to experience the world heritage Jinfo Mountain, and enjoy a mountain tourism trip.



## 自驾当奋楫 风正好扬帆 推动中国自驾游产业高质量发展

远方，对人们都有一种诱惑，诱惑于远方的美丽、诱惑于远方的传说、诱惑于远方山地的风景。但随着社会经济的发展，人们对“远方的诱惑”要求越来越高，传统参团式的景区打卡已不能满足大家对“远方”的期待。

众所周知，中国二十一世纪是文化旅游经济的时代。旅游科技创新和文化产业的融入已成为推动我国旅游产业快速发展的两大引擎。在过去的一年，疫情给我国的旅游经济发展带来了巨大的阻碍和灾难，但同时又从反方面证明了中国旅游业已经走到了产业发展的换档期，在中国经济实现双循环的后疫情时代，我们欣喜的看到在这个关键时期，旅游业凭借其独特的魅力和文化底蕴，将成为中国旅游业的全新支柱和高质量引擎。最新数据表明，2020年全国自驾游占国内出游的比重为77.8%，全年自驾游规模已经达到22.4亿人次。自2017年起，全国自驾游人数已连续四年超过国内旅游人数的60%，自驾游已经名副其实的成为国民出游的主要形式。

“登高望远踏新程，风急帆满正当时”。国际山地旅游联盟是由中国发起、全球第一个以山地旅游为主题定位的国际组织，为山地旅游产业发展，山地旅游投资合作与创新做出了积极贡献。我们协会自去年在贵州参加联盟年会和我们自驾游会长峰会以来，围绕“山地英雄会、车窗风景线”为主题就山地旅游和自驾游产业发展展开了深入的交流和合作，并且以“联盟+产品”的合作形式，整合了各省优质文旅体资源，打造了一批集自然风光、乡村体验、旅游扶贫、休闲露营、户外运动于一体的自驾游精品线路，推动了山地英雄会体旅融合品牌建设，助力了脱



中国自驾游产业联合会湖南省自驾游协会会长、全联旅游业商会自驾旅游与房车露营分会执行会长 杨国林

贫攻坚工作。

通过今天的论坛大会，看到中国的旅游产业时不我待只争朝夕，我们有理由相信，只要大家紧密携手，在各级领导高度重视和我们旅游业同仁的共同努力下，以“跨界、融合、创新、协作、发展”为宗旨，凝聚共识，汇集力量，就一定能为中国旅游产业的发展壮大贡献力量。未来一段时期，我们也将继续完善自驾游这一旅游新业态的发展，让更多的游客体会到高品质自驾游戏体验服务，努力实现老百姓对美好自驾旅游生活向往。研究山地旅游和自驾游产业融合的新思路、新方法和新举措。为中国山地旅游及自驾游实现高质量发展贡献智慧和力量。





## Follow the Revolutionary Wind of Self-Driving Promote the High-Quality Development of China's Self-Driving Industry

——Yang Guolin, Chairman of China Self-Driving Tourism Industry Association Hunan Province  
Branch, Executive Director of CCT Self-Driving Tour and RV Camping Branch

Everyone is attracted by the mystery of the distance—a distant beauty, a distant legend, or a distant mountain scenery. But as the society and economy develop, people want more and more attraction from the distance, and the traditional group tours to scenic areas cannot satisfy their appetite any more.

As we know, the 21st century is a time of cultural and tourism economy for China. The innovation of tourism technologies and the integration of the cultural industry have become two major engines that trigger rapid progress of China's tourism sector. Last year, COVID-19 posed a tremendous challenge and threat on China's tourism economy, but it indirectly proved that China's tourism has reached a period of transition. And now, in the post-COVID era when China's economy has achieved dual circulation, we are glad to see that tourism, with its unique charm and cultural deposits, has become a new pillar and engine for China's tourism sector. The latest data shows that in 2020, self-driving tours accounted for 77.8 percent of all domestic tours, and the number of self-driving tourists reached 2.24 billion. Since 2017, this proportion has been over 60 percent for four years in a row, and self-driving has indeed become a major way of travel for Chinese visitors.

"Climb high and gaze far, grab the chance as it shows up." IMTA is the world's first international organization initiated by China, themed on mountain tourism, and dedicated to contributing to investment, cooperation, and innovation in mountain tourism.

Since attending IMTA Annual Conference in Guizhou and Summit of China Self-Driving Tourism Industry Association Provincial Presidents last year, we have had in-depth communication and cooperation in mountain tourism and self-driving with the theme of "Mountain Hero Club, Marvelous Roadside Scenery," integrated premium resources of culture, tourism, and sport from various provinces via the cooperation model of "alliance + product," created excellent self-driving routes that combine natural scenery, rural experience, poverty alleviation through tourism, leisure and camping, and outdoor sport, helped build "Mountain Hero Club" brand that involves sport and tourism, and as a result helped people shake off poverty.

Seeing China's tourism keep marching ahead every day at today's forum, we firmly believe that as long as we join hands in making efforts, with support from leaders and tourism practitioners, we can pool talents and strengths with "cross-cover, integration, innovation, cooperation, and development" as the mission, and we are bound to make contributions to China's tourism industry. In the future, we will continue to improve self-driving as a new business pattern of tourism, give more tourists high-quality self-driving experience, and satisfy people's pursuit of a better lifestyle of self-driving. In addition, we will probe into new concepts and methods to combine mountain tourism and self-driving, pooling wisdom and strength for the high-quality development of China's mountain tourism and self-driving tourism.





中国自驾旅游产业联合会代表发布  
“2021年度西南经典自驾游线路”

China Self-Driving Tourism Industry Association released “2021 Classic Self-Driving Routes in Southwestern China”

推展会上，中国自驾旅游产业联合会发布“2021年度西南经典自驾游线路”，包括“非梵渝东南”“山地公园省·多彩贵州风”“香格里拉维西生态户外自驾”“喀丹之路”“彩云之南”等多条精品自驾旅游路线。其中，“非梵渝东南”将渝黔两地的金佛山、仙女山、蚩尤九黎城、蒲花暗河、叠石花谷、梵净山、双河洞等景点串联起来，打造出七天时间的自驾旅游产品，正式推介给公众。

At the Promotion, China Self-Driving Tourism Industry Association released “2021 Classic Self-Driving Routes in Southwestern China,” including “Tour around Chongqing and Mount Fanjing,” “A province of mountain parks · colorful Guizhou,” “Ecological outdoor self-driving from Shangri-La to Weixi Lisu Autonomous County,” “Kadan Journey,” and “South of Colorful Clouds.” In particular, “Tour around Chongqing and Mount Fanjing” connects multiple scenic areas in Chongqing and Guizhou, including Jinfo Mountain, Xiannv Mountain, Chiyu Jiuli City, Puhua River, Dieshi Flower Valley, Mount Fanjing, and Shuanghedong Cave, into a seven-day self-driving route for the public.

推介会最终以圆桌会议收尾，参与嘉宾就自驾游如何助力山地英雄会的高质量发展、加强应对后疫情时代国际间双循环交流、交旅融合推动提升自驾旅游产业、科技技术给自驾游产业带来的思考等话题进行深度探讨，让更多的游客体验到高品质自驾服务和内容丰富的自驾游精品，为南川、重庆乃至中国山地旅游、自驾游产业的高质量发展建言献策、贡献智慧。

The Promotion ended with a round table where guests had an in-depth conversation on “how does self-driving tour help the high-quality development of Mountain Hero Club?” “how to enhance the international dual-circulation exchange in the post-COVID world?” “how does integrating traffic and tourism promote self-driving industry?” and “what insights does science and technology bring the self-driving industry?” In doing so, we aim to let more tourists experience premium self-driving services and routes, and provide advices for and make contributions to the high-quality development of mountain tourism and self-driving industry in Nanchuan District, in Chongqing city, and even in the entire China.



圆桌会议  
Round Table



“山地英雄会·车窗风景线”渝黔自驾游活动

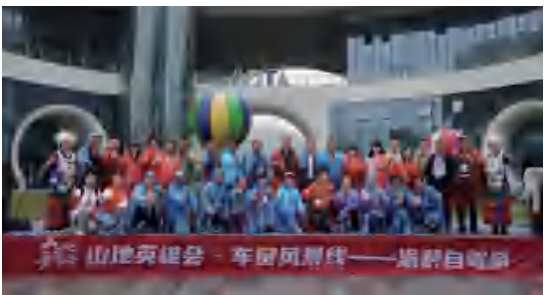
“Mountain Hero Club, Marvelous Roadside Scenery” Chongqing–Guizhou Self-Driving Tour

“山地英雄会·车窗风景线”渝黔自驾游活动在位于贵阳市的国际山地旅游联盟总部拉开帷幕。本活动旨在利用峰会契机，打造“山地英雄会，车窗风景线”品牌，推动渝黔两省自驾产业的互动互通和交流合作，活动于5月28日正式拉开帷幕。

“山地英雄会·车窗风景线”平台和贵州旅游协会房车露营与自驾越野分会共组织15台车、45名自驾俱乐部产品负责人体验为期3天近1000公里的自驾体验活动，从国际山地旅游联盟贵阳总部出发，前往“2021国际山地旅游日世界遗产名山(金佛山)峰会”举办地重庆南川。在发车现场，国际山地旅游联盟副秘书长吴迈认为：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”的理念，本次自驾车队将沿黔渝高速北上，一路推展宣传渝黔跨区域自驾旅游产品。本次自驾线路设计包含城郊游、乡村游、田园游、生态游、红色游等新亮点，通过赶乡场、采果蔬、露营野餐等体验活动带动后备箱经济，促进农副土特产品的销售，拓宽山区经济的发展路径，在丰富自驾游产品内涵、提升自驾游产品品质的同时，服务造福于山区民众。

“Mountain Hero Club, Marvelous Roadside Scenery” Chongqing–Guizhou self-driving tour was kicked off at the headquarters of IMTA on May 28 in Guiyang. The tour aims to use the Summit as a chance to build the brand of “Mountain Hero Club, Marvelous Roadside Scenery,” to promote the close interconnection and exchange between Chongqing and Guizhou.

The platform of “Mountain Hero Club, Marvelous Roadside Scenery” and RV Camping & Self-driving Branch of Guizhou Tourism Association organized a total of 15 cars and 45 product managers of the self-driving clubs to participate in the 1,000-kilometer self-driving tour for three days. They set out from the headquarters of IMTA to Nanchuan in Chongqing, where the 2021 International Mountain Tourism Day—World Heritage Mountain (Jinfo Mountain) Summit is held. At the departure site, Wu Mai, Vice Secretary General of IMTA, said, we should stick to the principles of “protecting mountain resources, preserving mountain civilization, and promoting mountain economy for the benefit of people living in mountainous regions.” The self-driving team will head north along Guizhou–Chongqing expressway and publicize cross-regional self-driving tourism products. The self-driving route includes urban tour, rural tour, countryside tour, ecological tour, and revolution tour. “Trunk economy” is expected to be boosted through experience activities such as going to a fair, picking vegetables and fruits, picnic and camping, which will also promote the sales of agricultural and sideline native products and help find more ways to lift the economy of mountain areas. People in the mountains will also get benefits when we enrich the self-driving products, and improve the quality of self-driving.



发车仪式现场 Departure Ceremony

## 发布《国际山地旅游徒步指南》

### Release *International Guidebook For the Development of Hiking*

5月29日，在2021国际山地旅游日世界遗产名山(金佛山)峰会开幕式上，国际山地旅游联盟专家委员会专家高宁(Serge Koenig)，代表联盟发布了引领业界的《山地旅游徒步指南》(以下简称《指南》)。《指南》的编写得到了联盟主席多米尼克·德维尔潘、联盟秘书长何亚非、世界自然保护联盟总裁兼理事会主席章新胜、世界旅游组织荣誉秘书长弗朗西斯科·弗朗加利等多位专家的指导。《指南》为国际山地徒步的发展和建设提供了新的指引，这将助力山地徒步甚至山地户外产业的标准化、高质量发展。《指南》分为《徒步星球》与《徒步项目》上下两册。上册内容囊括了世界各地现有的徒步发展状况，通过具体案例详细介绍徒步世界；下册介绍了徒步项目从开发到运营所有环节的规范，包括前期调研、项目方针制定、步道总体规划等7个部分。此外，联盟在对《指南》进行最终的修改、完善、编辑、出版的同时，开展徒步道品质化建设监测认证工作，为山地旅游徒步产业的发展推出示范标杆。

On May 29, Serge Koenig, expert at IMTA Expert Committee, released the cutting-edge International Guidebook for the Development of Hiking (hereinafter referred to as “Guidebook”) at the opening ceremony of 2021 International Mountain Tourism Day—World Heritage Famous Mountain (Jinfo Mountain) Summit. The Guidebook was drafted under the instruction of numerous experts, including IMTA Chairman Dominique de Villepin, IMTA Secretary General He Yafei, Zhang Xinsheng—President of International Union for Conservation of Nature (IUCN) and its Council, and Francesco Frangialli—Honorary Secretary-General of the United Nations World Tourism Organization (UNWTO). The Guidebook offers new insights for the construction and progress of international mountain hiking, facilitating the standardized and high-quality development of mountain hiking and outdoor industry. The Guidebook falls into two categories: the Planet of Hiking (Part I) and Your Trail Project (Part II). The Planet of Hiking covers the status quo of hiking across the world via specific cases; and Your Trail Project introduces the seven-part regulation of hiking projects from R&D to operation, including preliminary investigation, policy-making, and overall-plan of the trail. Besides, IMTA sets up an example for the development of mountain hiking by improving, editing, and publishing the Guidebook while striving to monitor and evaluate the trail to secure its high quality.





# 山地旅游合作协议签署

## Signing Ceremony

### 推动合作共赢 达成多项文旅合作协议

Multiple culture and tourism cooperation agreements were achieved to facilitate mutual benefits

2021国际山地旅游日世界遗产名山（金佛山）峰会除了国内外专家的精彩观点分享，通过集中签署多份山地旅游合作协议，折射出务实合作、互利互助、共建共享、多赢久赢等亮点。

At the 2021 International Mountain Tourism Day—World Heritage Mountain (Jinfo Mountain) Summit, many foreign and domestic experts shared wonderful ideas. Beyond that, multiple culture and tourism cooperation agreements were signed, demonstrating the principles of practical cooperation, mutual benefits, co-construction and sharing, and win-win results.

南川区人民政府与重庆旅游投资集团有限公司签署了实施金佛山旅游经营管理体制改革正式合作协议。双方希望通过建立战略合作关系，共享资源、政策及平台，聚焦金佛山“金”字含量，发挥金佛山核心效应，推动金佛山旅游提速提质，实现双方共赢发展。

Nanchuan People’s Government and Chongqing Tourism Investment Group Co., Ltd. Signed an agreement of jointly reforming tourism operation and management system in Jinfo Mountain. The two parties hope to build strategic partnership to share resources, policies, and platforms. They tap the potential of Jinfo Mountain to facilitate the high-speed and high-quality development of Jinfo Mountain tourism for a win-win result.



金佛山世界自然遗产与世界地质公园印度尼西亚林贾尼-龙目岛（Rinjani Lombok UNESCO Global Geopark）线上视频签署《友好合作备忘录》，旨在实现双方在旅游业可持续发展方面的共同目标，以及在彼此关切的领域开展透明、高效的合作。标志着南川国际合作更进一步，在备忘录基础上，金佛山将与印尼林贾尼-龙目岛在生态保护、资源利用、管理运营等多方面开展深入合作，进一步打造国际化的山地旅游目的地。

Rinjani Lombok UNESCO Global Geopark signed an online Memorandum of Friendly Cooperation with Jinfo Mountain through video conferencing to achieve the shared goal of sustainable development of tourism, and ensure transparent and effective cooperation in the specific areas of concern. The agreement marks a further international cooperation of Nanchuan District. Based on the Memorandum, Jinfo Mountain will work with Rinjani Lombok in areas of ecological protection, resource utilization, and operation and management to build itself into an international tourism destination.



南川区文化旅游委与上海景域驴妈妈集团、复星文旅集团、THOMAS COOK托迈酷客国际旅行社签订《战略合作框架协议》。双方致力于布局和整合旅游全产业链，为旅客创造独有的出行旅游品质体验，以内容塑造产品力，以产品打造竞争力。

Cultural Tourism Committee of Nanchuan District signed a Framework Agreement for Strategic Cooperation with Shanghai JOYU Lvmama Group, Fosun Tourism Group and Thomas Cook. They are committed to integrating the whole industry chain of tourism and providing tourists with competitive and meaningful products in order to ensure high-quality travelling experience.

南川区旅游营销中心与广西南湖国际旅行社有限公司等25家旅行社签订合作协议，以更好宣传南川区内旅游景点，带动南川全域旅游，打造南川旅游目的地。

Nanchuan Tourism & Promotion Center signed cooperation agreements with 25 travel agencies to publicize the local tourist attractions, further driving the all-for-one tourism and building Nanchuang into a tourist destination.



在“山地英雄会、车窗风景线”中国自驾旅游产业联合会5.29产品推展会暨南川区山地旅游推介会上，多项成果实时落地：重庆市南川区惠农文化旅游发展集团有限公司与上海复星旅文酒店管理有限公司签订《重庆金佛山北坡酷客酒店管理协议》；与上海客美德假期旅行社有限公司（Club Med 地中海俱乐部）签订《战略合作框架协议》；与上海复星爱必依旅游发展有限公司签订《金佛山北坡景区滑雪场项目框架协议》。

At the “Mountain Hero Club, Marvelous Roadside Scenery” —Promotion of 5.29 Product of China Self-Driving Tourism Industry Association and Nanchuan District Mountain Tourism, numerous results were achieved: Nanchuan District Huinong Cultural Tourism Development Group Co., Ltd. signed Management Agreement of Cook Hotel on Jinfo Mountain North Slope with Shanghai Fosun Travel Hotel Management Co. Ltd.; Strategic Cooperation Framework Agreement with Shanghai Club Med Holidays Travel Agency Co., Ltd. (Club Med); Agency Agreement of Scenic Ski Resort Management Project in Jinfo Mountain North Slope with Shanghai Fosun Albion Tourism Development Co., Ltd.



## “世界遗产名山与重庆山地旅游对话” 摄影绘画展

“Dialogue between World Heritage Famous Mountains and  
Chongqing Mountain Tourism” Photography & Painting Exhibition



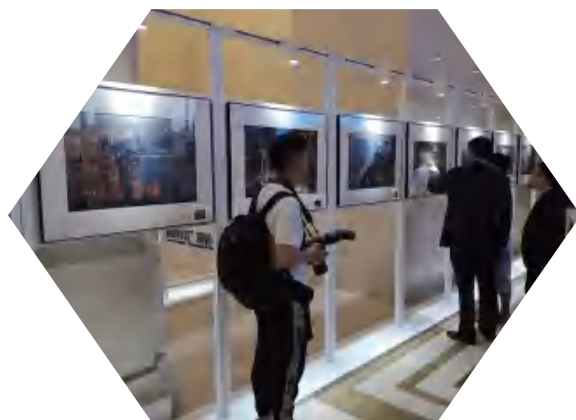
5月29日，2021国际山地旅游日世界遗产名山(金佛山)峰会“世界遗产名山与重庆山地旅游对话”摄影绘画展在南川区商务中心启幕。国际山地旅游联盟副主席邵琪伟、国际山地旅游联盟秘书长何亚非、摩尔多瓦驻华大使馆大使迪米特鲁·贝拉基什、南川区委书记丁中平、世界知识产权组织驻华办事处主任刘华、重庆市文化和旅游发展委员会主任刘旗、重庆市外事办主任章勇武、国际民间艺术组织IOV全球副主席陈平、南川区人民政府区长张兴益共同为摄影绘画展揭幕。

On May 29, the 2021 International Mountain Tourism Day World Heritage Mountain (Jinfo Mountain) Summit “Dialogue between World Heritage Famous Mountains and Chongqing Mountain Tourism” Photography & Painting Exhibition opened in CBD of Nanchuan District. Shao Qiwei – Vice Chairman of IMTA, He Yafei – Secretary General of IMTA, Dumitru BRAGHIȘ – Moldovan Ambassador to China, Ding Zhongping – Secretary of the Nanchuan District CPC Committee, Liu Hua – Director of World Intellectual Property Office in China, Liu Qi – Director General of Chongqing Municipal Commission of Culture and Tourism Development, Zhang Yongwu – Director of Foreign Affairs Office of Chongqing Municipal People’s Government, Emma Chen – Global Vice President of the Internationale Organisation F ü r Volkskunst (IOV), Zhang Xingyi – Mayor of Nanchuan District of Chongqing Municipality jointly unveiled the photography and painting exhibition.



山地是人类文明的摇篮，是旅游发展的宝贵资源。世界名山，是大自然的馈赠，是世界遗产的重要载体。亿万年的地壳运动，造就了世界遗产名山。本次展出以“世界遗产名山与重庆山地旅游对话”为主题，涵盖以世界自然遗产名山为主体的自然风光、名胜古迹、非物质文化遗产等摄影作品，以及知名画家笔下的小桥流水、层峦叠嶂等油画作品，映射出人生与艺术、艺术与时代的关系，自然景观与人文景观相得益彰，旨在丰富山地旅游业态，活化世界遗产资源，实现世界遗产保护与山地旅游绿色发展。

Mountains are regarded as the cradle of human civilization and the precious resources for tourism development. As the gifts from nature, the world-famous mountains are important carriers of the world heritages. Crustal movement of hundreds of millions of years lead to formation of the world-famous mountains as heritages. Themed on “Dialogue between World Heritage Famous Mountains and Chongqing Mountain Tourism”, this exhibition will showcase photographic works centering on famous mountains as world natural heritages and in respect of natural landscapes, places of historic interest, and intangible cultural heritages, etc., in addition to oil painting works (like village foot bridges, streams, and multiple ranges of hills) by famous oil painters. It will mirror the relationship between life and art and between art and the times, enhance the mutual influence of natural landscapes and human landscapes, enrich mountain tourism businesses, revitalize the world heritage resources, and realize protection of the world heritages and green development of mountain tourism.







## “金佛山之夜” 欢迎晚宴

### “Night at Jinfo Mountain” Welcome Banquet

5月29日晚，参加2021国际山地旅游日世界遗产名山（金佛山）峰会的中外嘉宾齐聚南川区恒安戴斯酒店，南川区政府在此举办“金佛山之夜”欢迎晚宴。在晚宴上，南川区委书记丁中平表示，“地球是我们共同的家园，山地是人类的宝贵资源。我们将以本次峰会为新起点，深入践行国际山地旅游联盟“保护山地资源、传承山地文明、发展山地经济、造福山地民众”的宗旨，积极推动国内国际交流合作，与大家一道，共同为推动山地旅游事业发展作出更大贡献”。重庆市政府外办主任章勇武表示，“旅游是促进人员往来、拉近彼此心理距离的最佳途径，也是国际交往合作的重要领域。当前，山地旅游以其独特的魅力和低碳绿色发展的优势，正越来越受到人们的关注和喜爱。我们相信，此次峰会必将促进全球山地旅游的蓬勃发展，更好推动世界自然遗产保护利用，也必将让广大海内外朋友更好地认识重庆、更深地了解重庆、更加地喜爱重庆”。晚宴循环播放“连接山地精彩 国际山地旅游目的地推介视频”，旨在从不同角度向与会者推介各国在山地旅游方面的特色旅游，希望推动进一步交流合作。





On the evening of May 29, both foreign and domestic guests of the 2021 International Mountain Tourism Day—World Heritage Famous Mountain (Jinfo Mountain) Summit gathered at Days Hotel & Suites Hengan in Nanchuan District to attend “Night at Jinfo Mountain” Welcome Banquet held by the Nanchuan District People’s Government. “Earth is our home, and mountains are the precious resources of mankind. Guided by IMTA’s principles of ‘protecting mountain resources, preserving mountain civilization, and promoting mountain economy for the benefit of people living in mountainous regions,’ we will start from this summit to facilitate exchanges and cooperation at home and abroad, and work with all walks of life to make greater contributions to the development of mountain tourism,” said Mr. Ding Zhongping, Secretary of Nanchuan District Committee, at the Banquet. Zhang Yongwu, Director of Foreign Affairs Office of Chongqing Municipal People’s Government, also said, “Tourism is the best way to bridge communication and strengthen the bond between peoples, and an essential part of international cooperation. At present, mountain tourism gains a growing attention and popularity by its unique charm and low-carbon characteristics. We believe this Summit is bound to boost world mountain tourism, protect world natural heritages, and help friends at home and abroad know more about and be more attached to Chongqing.” At the Banquet, the international mountain tourism destination promotion video “Enjoy the Wonder of Mountains” was looped, introducing the characteristic tourism products of different countries to everyone present from various perspectives, in the hopes of further deepening international communication and cooperation.





## 花絮

### Highlights











## 新闻发布会

### Press Conference



## 2021国际山地旅游日世界遗产名山(金佛山)峰会 即将盛大开启

“国际山地旅游日世界遗产名山(金佛山)峰会”定于5月28日-30日在中国重庆市南川区举行，这是在新的挑战与机遇形势背景下，以“世界遗产保护与山地旅游绿色发展”为主题的国际山地旅游业界的盛会。

生态文明是新时代主旋律，以生态文明引领旅游业发展应该成为最强音。世界名山，是大自然馈赠给人类的宝贵财富，是世界自然遗产和文化遗产的重要载体，是山地旅游赖以生存发展的最佳资源。随着后疫情时代人们崇尚身心健康需求的变化，世界遗产名山及山地旅游必将成为更受青睐的生活方式。在发展的同时，必须高度重视资源保护与有效利用，坚守生态与发展的底线。

2021国际山地旅游日世界遗产名山(金佛山)峰会定于2021年5月28至5月30日在重庆市南川区举办，活动主题鲜明：“世界遗产保护与山地旅游绿色发展”，将围绕该主题举办开幕式、主题论坛、国际山地温泉康养旅游研讨会、“山地英雄会·车窗风景线”中国自驾旅游产业产

品推展会、重庆南川区山地旅游推介、名山摄影展、金佛山国际登山赛启动仪式等系列活动，旨在发出世界遗产名山坚持走生态优先、绿色低碳、可持续发展的声音，倡导和推动旅游相关者利用低碳技术和先进管理理念，打造绿色低碳旅游产品和优质生态产品，丰富山地旅游业态，活化遗产资源，实现山地旅游发展与世界遗产名山保护的良性互动和共生共济。

本次峰会得到了世界旅游组织（UNWTO）、亚太旅游协会（PATA）、世界旅游经济论坛（GTEF）、世界自然保护联盟（IUCN）等国际组织的积极支持。

“国际山地旅游日”，是国际山地旅游联盟为了构建山地旅游合作共享平台，从国际视角和多维度拓展开放共享空间，建设具有山地专业特色的标志性品牌，调动会员和专业领域从不同角度参与山地旅游发展的积极性，通过组织开展主题山地旅游日活动，倡导积极、健康、向上的生活方式，营造优良的山地旅游环境，推进山地旅游走可持续和高品质发展之路。





国际山地旅游联盟执行秘书长傅迎春在回答记者采访时表示：金佛山被选定为2021国际山地旅游日世界遗产名山(金佛山)峰会的举办地，首先是金佛山的地位符合选址要求。金佛山是重庆名山、中国名山，2014年被列入联合国教科文组织“世界自然遗产名录”，意味着由此登上世界名山的殿堂，其世界遗产地和名山地位，是成为“国际山地旅游日”活动举办地的先决条件。其次，金佛山资源优势明显。拥有富集而独特的自然和人文生态系统，生物多样性、文化多样性、地貌多样性、气候多样性在这里充分彰显、交相辉映，为旅游发展提供了高品值资源支撑，既具备打造一流山地旅游目的地优越条件，又有构建康养度假胜地的潜在优势，无疑也是重庆市打造“世界旅游目的地”的重要支点。第三，生态文明理念是择优的关键。南川区资源开发理念、策略和路径，与联盟宗旨高度契合。南川区凭借得天独厚的生态资源，在生态文明引领山地旅游高质量发展方面迈出新步伐。再就是符合遴选原则和程序。鉴于疫情原因，今年的活动定在国内征集承办方案。自去年底发布公告后，先后收到重庆市南川区等多地申办申请或意向申请，经综合评估，认为南川区还具有举办大型国际会议的硬软条件，申办方案详实，可操作性强，是举办“国际山地旅游日”主活动的理想之地。

#### 本届峰会层次高、纬度广、亮点多：

##### 1、定位明确，群英荟萃

本届峰会以“世界遗产保护与山地旅游绿色发展”为主题，紧密契合当前国际国内形势，得到了联盟会员和业界的积极响应和参与。届时，联盟主席多米尼克·德维尔潘、副主席邵琪伟，中国文化和旅游部、重庆市政府领导，斯里兰卡、摩尔多瓦驻华大使将在开幕式上致辞。联盟秘书长何亚非，世界旅游组织（UNWTO）旅游市场趋势与竞争部主任桑德拉·卡弗奥，亚太旅游协会首席执行官马里奥·哈迪，奥地利驻成都总领事马丁博士，老挝驻华使馆文化教育参赞彭文博、秘鲁驻华使馆商务参赞柏碧澜、中欧生物多样性合作项目专家马敬能等国际组织和驻华使馆代表围绕活动主题分享具有深度和前瞻性的思考、观点及经验。国际山地温泉康养旅游研讨会上，日本驻重庆总领事馆总领事渡边信之、匈牙利驻重庆总领事馆副总领事百里、中国旅游协会温泉旅游分会秘书长张越、世界温泉与气候养生联合会副主席兼技术与创新委员会主

席劳瓦尼·古尔纳等将通过“线下+线上”方式参与活动。

##### 2、引领行业，内容多样

本届峰会上，将发布“连接山地精彩·共享美丽生存”的金佛山倡议和《山地旅游徒步指南》。温泉康养活动中也特地植入了“森林氧浴”项目，首次的将温泉康养与金佛山的森林“氧吧”特质相融合，通过温氧结合的方式让此次康养之旅体验更加奇妙。此外，重庆医科大学陈于教授介绍金佛山温泉康养产品及山地温泉体验营活动开展情况，发布金佛山山地温泉康养体验过程及开展成果。

##### 3、智链全球，共谋蓝图

峰会将邀请全球专家学者，聚焦山地旅游、温泉旅游、康养旅游等，分享前沿观察和观点，开启一场知识盛宴。国际山地旅游联盟相关负责人，世界旅游组织（UNWTO）领域专家，奥地利、老挝等国驻华机构代表分别就相关专业领域作主旨演讲等

##### 4、宣传重庆，服务发展

通过国际山地旅游联盟搭建起的平台，与国内外知名专家、知名景区等一起，共同探讨山地旅游发展，持续擦亮“山水之城·美丽之地”“金佛山·福南川”品牌，助力重庆建设世界知名旅游目的地和文化强市。进一步提升金佛山的含金量和国际范。

“重庆城里金佛山，金佛山下是南川”，南川邀请八方游客，“感受不一样的金佛山，体验不一样的新南川”。近年来，南川区立足特色化，面向同城化，立足“三优禀赋”，通过“精读一座山、深耕一座城、心居一片田”，大力推动景城乡一体化发展，加快建设山清水秀旅游名城、大健康产业集聚区、景城乡融合发展示范区、主城都市区后花园。而今，“到南川就是到景区”，金佛山是主城都市区唯一的世界自然遗产地，被誉为“天下第一桌山”“地球生物基因库”“中华药库”“南国雪原”。通过打造经典的金佛山大环线旅游线路和金佛山178环山趣驾，该线路贯穿金佛山核心景区，途经13个特色小镇，串联起了南川东街及金佛山东、西、南、北坡景点，集世界自然遗产、喀斯特桌山、生态峡谷、高山洞穴、湖泊、瀑布、溪流、民俗生态等资源于一体，以及集徒步登山、绳降探洞、高山滑雪、森林越野、生态漂流、户外拓展等体育旅游于一体，受到八方游客青睐，正在努力打造山地户外运动首选地。





## 2021 International Mountain Tourism Day—World Heritage Mountain (Jinfo Mountain) Summit is scheduled to kick off

2021 International Mountain Tourism Day—World Heritage Mountain (Jinfo Mountain) Summit is scheduled to be held in Nanchuan District, Chongqing from May 28 to May 30. It is a grand gathering of the international mountain tourism sector, themed with “protection of world heritage and green development of mountain tourism” against the backdrop of new challenges and opportunities.

Ecological civilization constitutes the main theme of a new era, and the ecological civilization-led tourism is a powerful response to the development of time. World mountains are treasures bestowed by nature, vital carrier of cultural and natural heritage, as well as necessary resources for mountain tourism to maintain long-lasting development. As people’s demand for mental and physical health changes in the post COVID-19 era, world heritage mountains and mountain tourism will become a popular life style. For that, we must attach great importance to protecting and utilizing resources, and strictly guard the red line of ecological protection.

The Summit will be held in Nanchuan District, Chongqing from May 28 to May 30, with a clear theme of “protection of world heritage and green development of mountain tourism.” A series of activities such as opening ceremony, theme forum, International Seminar on Mountain and Hot Spring Wellness Tourism, “Mountain Hero Club, Marvelous Roadside Scenery” Promotion of Product of China Self-Driving Tourism Industry Association, Nanchuan District Mountain Tourism Promotion, Famous Mountain Photography Exhibition, Opening Ceremony of Jinfo Mountain International Mountaineering Competition, will be carried out to advocate the path of ecology-oriented, green, low-carbon, and sustainable development for mountain tourism, and encourage tourism practitioners to adopt low-carbon technology and advanced management philosophy to create green and high-quality ecological products. By doing so, we

hope to enrich business patterns of mountain tourism, revitalize heritage resources, and initiate positive and mutual-benefit interaction between mountain tourism and mountain protection.

The summit receives supports from international organizations such as World Tourism Organization (UNWTO), Pacific Asia Travel Association (PATA), Global Tourism Economy Forum (GTEF), and International Union for Conservation of Nature (IUCN).

“International Mountain Tourism Day” is a platform set by IMTA for cooperating, expanding shared space from a global and multi-dimensional perspective, and designing symbolic brands with mountain tourism characteristics. It aims to motivate members and professionals to take part in developing mountain tourism in different ways, and advocate positive, healthy, and energetic lifestyle through organizing themed activities. By doing so, IMTA strives to build a sound environment for mountain tourism to step onto the path of sustainable and high-quality development.

When answering to journalists’ questions, Fu Yingchun, Executive Secretary General of IMTA, said that Jinfo Mountain is chosen to host the Summit because, first, Jinfo Mountain meets the requirement of location. Jinfo Mountain, as a famous mountain in Chongqing city and even the entire China, was listed as a world heritage site by UNESCO in 2014. That’s a prerequisite for Jinfo Mountain to hold the International Mountain Tourism Day. Second, Jinfo Mountain boasts distinct advantages in resources, nature, and ecosystem. Varied species, landforms and climates, and cultural diversity provide high-quality resources for tourism. Chongqing possess superior conditions of building a first-class mountain tourism destinations and potentials to construct a wellness resort, which is a vital factor to build a “world tourism destination.” Third, ecological civilization concept makes a difference. Nanchuan District highly responds to the





principles of IMTA in terms of development philosophy, strategies, and methods. Nanchuan makes full use of its unique ecological resources and takes major steps in developing high-quality mountain tourism led by ecological civilization. Finally, Jinfo Mountain meets the requirements of selection and procedure. Due to the COVID-19, activities this year are expected to be held in China and organizing plans are also collected here. According to comprehensive assessment, it is believed Nanchuan District is qualified to hold International Mountain Tourism Day activities in both hardware and software conditions, and with detailed and practical plans.

High-level, in-depth Summit with numerous highlights

#### 1. Clear positioning and distinguished guests

The Summit, themed on “Protection of World Heritage and Green Development of Mountain Tourism, keeps pace with domestic and international developments, and receives extensive attention and support from IMTA members and the tourism sector. IMTA Chairman Dominique de Villepin, IMTA Vice Chairman Shao Qiwei, officials from Ministry of Culture and Tourism of China and Chongqing Municipal People’s Government, and Sri Lankan and Moldovan Ambassadors to China will deliver speeches at the opening ceremony. Besides, representatives from international organizations and embassies in China will share forward-looking insights, ideas and experience centered around the theme, including He Yafei—Secretary-General of IMTA, Sandra Carvao—Chief of Tourism Market Intelligence and Competitiveness of UNWTO, Mario Hardy—CEO of PATA, Dr. Martin Allgauer—Consul

General of Austrian Consulate General in Chengdu, Phoxay Thepvilayvong—Education Counselor of the Lao Embassy in China, Diana Pita—Economic and Commercial Counselor at Embassy of Peru in China, and John Mackinnon—expert of EU-China Biodiversity Program. At the International Seminar on Mountain and Hot Spring Wellness Tourism, Watanabe Nobuyuki—Consul-General of Japan in Chongqing, Balint Czegel—Deputy Consul-General of Hungary in Chongqing, Zhang Yue—Secretary General of Hot Springs Branch of CTA, Giovanni Gurnari—Vice President & Chairman of Technology and Innovation Committee at World Federation of Hydrotherapy and Climatherapy (FEMTEC) will give speeches through “offline +online” participation.

#### 2. Industry-leading insights and ideas

At the summit, “Enjoy the Wonder of Mountains, Share the Natural Beauty” Jinfo Mountain Initiative and International Guidebook for the Development of Hiking will be released. “Forest oxygen bath” project is added into the hot spring wellness activities. It is the first time to combine hot spring wellness and the forest “oxygen bar” in Jinfo Mountain. A new combination of hot spring and oxygen makes wellness tours more wonderful. Furthermore, Chen Yu at Chongqing Medical University will introduce hot-spring wellness products and mountain hot-spring experience camps in Jinfo Mountain, and release mountain hot-spring wellness experience results of Jinfo Mountain.

#### 3. Global experts gather to draw up a blueprint

Global experts will be invited to share cutting-edge insights and ideas centered around mountain tourism. Leaders of IMTA, experts of UNWTO and representatives from foreign embassies in China such as



Austrian and Laotian Embassies will deliver speeches.

#### 4. Publicize and develop Chongqing

IMTA builds up a platform for domestic and overseas experts, and well-known tourist attractions to explore the development of mountain tourism through the Summit. Great efforts will be made to promote brands of “A Land of Natural Beauty, A City with Cultural Appeal” and “Greener Jinfo Greater Nanchuan” to help build Chongqing into a world-famous tourist destination and a strong cultural city, and further promote the international popularity of Jinfo Mountain.

“Jinfo Mountain is located in the city of Chongqing, and Nanchuan lies at the foot of Jinfo Mountain.” Travelers everywhere are welcomed to “experience a distinct Jinfo Mountain, and a new Nanchuan District.” In recent years, in order to be characteristic in urban integration, Nanchuan District makes full use of “three natural endowments” excellent conditions, sound ecological environment and abundant tourism resources—to facilitate the development of landscape–urban–rural integration through “Living with a mountain, settling in a city, and dreaming for an idyllic life.” Nanchuan will also

try to build itself into a city with picturesque tourism, a massive health industry cluster, a demonstration area of landscape–urban–rural integration, and an urban backyard garden. Nowadays, “Nanchuan itself is a scenic area.” Jinfo Mountain is the only world heritage site in the urban area of Nanchuan, reputed as “the first karst table mountain in the world,” “biological gene bank on Earth,” “China’s drug storehouse” and “snowfield in south China.” Jinfo Mountain grand circle route and journey of 178-kilometer self-driving tour around the mountain pass through all the core scenic spots and 13 characteristic towns, connecting East Street of Nanchuan District and scenic spots at the east, west, south and north slopes of Jinfo Mountain. The route boasts numerous resources such as world heritage site, karst table mountain, canyons, caves, lakes, rainfalls, streams, and homestay. It also enjoys a comprehensive sports tourism mountain hiking, cave exploration, alpine skiing, forest off-road tour, ecological drift, and outdoor expansion, gaining popularity among tourists from all over the world, trying to build itself into the first choice for mountain outdoor sports.



## 媒体报道精选

### Media Report Selection

## 数据&名词 解读2021世界遗产名山峰会

环球网 作者：关莹洁

2021国际山地旅游日世界遗产名山（金佛山）峰会5月29日在重庆南川举行。以“世界遗产保护与山地旅游绿色发展”为主题的主论坛也同期召开。论坛中，来自国内外的专家畅所欲言，探索山地旅游发展的可持续道路。

据世界旅游组织 UNWTO统计数据，旅游业占各国GDP的10%左右，山地旅游则占全球旅游市场20%，疫情前总产值1000-1400亿之间，并且在逐年增长。后疫情时代，由于人们追求健康、低密度、自然、康养等要素与旅游的紧密结合，消费者对旅游的需求，特别是山地旅游的需求更是日益增长。

此外，山地旅游因与其他经济活动的互补性，对GDP和创造就业机会的贡献，在刺激当地经济增长和社会变革方面具有很大的潜力。在中国，以发展旅游业为动力助推山地山区的旅游，是增加当地老百姓收入，助力乡村振兴的重要途径。

如何良性发展新时代的山地旅游，专家们在2021国际山地旅游日世界遗产名山（金佛山）峰会主论坛的发言，提供了极具价值的观点和思路。

### 名词：旅游+

国际山地旅游组织率先提出了“旅游+”的概念。它的核心是旅游+体验，通过旅游来体验生活，充实自己的身心，提高自己的健康水平。旅游者现在所追求的，不再是观光旅游或者其他形式旧的旅游，而是旅游+康养，旅游+度假、旅游+体育、旅游+文化体验，旅游+历史的体验，这是大旅游精细化要求，小众化、个性定制的要求越来越普遍。

### 名词：疫苗鸿沟

旅游的作用，不仅仅是陶冶心情，提高人们的生活水平，还有一个重要的方面，就是促进人类和平相处，各国人民加深了解，加深对各种文化文明的包容。发展中国家的旅游基础设施相对薄弱，还有发达国家与发展中国家的经济鸿沟、文化鸿沟，新冠疫情的疫苗鸿沟，很可能加深相互开放旅游市场的困难，需要我们认真的考虑。

### 数据：倒退30年

2020年对于国际旅游业而言，是最具挑战性的一年之一，全球国际旅客入境人数下降了73%，降幅惊人。如果与2009年经济危机中旅游业4%的降幅相比，这次危机的影响是巨大的。不幸的是，2021年前几个月的迹象表明挑战仍在继续。世界旅游组织的数据显示全球入境旅游人数下降87%。因为自去年十月份起，许多国家加强了旅行限制。正如我所提到的，我们遭遇了前所未有的损失，国际旅游业退回到30年前的水平。

### 数据：2年半到4年

我们也看到，一些国家，比如中国的国内旅游已经快速复苏，并打开了不错的局面。因此当我们（国际旅游业）向前推进的时候，正如我所提及的，很遗憾我们还是原有水平之下。在我们计划行业复苏时，我们要做好心理准备，也许要花2年半到4年的时间才能回到2019年的水平。

### 名词：山民补助

我想从几个方面谈一谈奥地利的可持续发展旅游。





第一是“确保经济效益”：旅游业创造了就业岗位，这对于偏远地区来说，有着十分重大的意义。第二是“顾及环境”：对于旅游业来说，环境、风景、生物多样性的质量是不可缺少的要素。实行的措施不能破坏旅游资源。第三是农业、自然以及文化保护：奥地利许多农民承担保护森林和高山牧场的任务。为此他们不仅可以从联邦政府，还可以从州政府获得补助。

### 名词：游客卡

我们（奥地利）设定了一个目标：至2030年，国内二氧化碳排放量减少36%。到了目的地，我们尽量避免不必要的自驾出行。比如我家乡有一个山谷叫做Bregenzerwald，我在奥地利的时候，经常在那里度假。这个山谷有28个合作乡镇，所有游客只要在其中任何一个乡镇，住三晚以上，就可以免费获得游客卡，可以用它来乘缆车，公交车，使用公共游泳池。

### 数据：470万人次

在新冠肺炎疫情之前，老挝的旅游业增长迅速，根据老挝信息、文化和旅游部的数据，2019年老挝的国际游客达到470万人次，与2018年相比增长了14%。收入共计9.17亿美元，对GDP贡献率为4.6%。并且雇佣了5.4万名员工，其中63%为女性。2019年的中国-老挝旅游年活动，是这一数字增长的主要因素。

### 数据：-0.5%

正如大家所知，新冠疫情的爆发，影响了世界各地的许多国家。包括老挝，特别是旅游业，国家收入的主要来源之一，与2019年同期相比，2020年第一季度的国际游客减少了60%，旅游业收入、汇款和商品价格的同时下降，使老挝2020年GDP出现负增长，增长率为-0.5%。

### 名词：热解处理

秘鲁正面临着旅游业复兴与二氧化碳排放减少的双重挑战，为此，我国采取了全面的方法来缓解气候变化。在可持续性项目中，最新的一项创新技术是能够通过热解处理8吨有机废物（无碳排放）。通过这一过程，产生了生物炭或木炭，作为一种天然肥料，将帮助上百万棵金鸡纳树重新造林。这种作物将有助于恢复生物多样性，并预防马丘比丘的自然灾害发生。

### 名词：碳中和目的地

马丘比丘（Machu Picchu）遗址正在开发一项创新项目，这将使它成为“碳中和”目的地。因此，秘鲁将成

为承诺并获得碳中和认证的现代世界的第一大奇迹，从而减轻其碳足迹，并为所有游客提供与气候有关的体验。这一举措将有助于推广新的产品和可持续性的体验，在疫情过后，旅行者也将对它们有很高的需求。

### 名词：生境走廊

山地是与世隔离的。在生物学上，它们就如同岛屿，和其他地方没有足够的联系，并且随着你越走越高，生境区块也越来越小。一般规律是，山地离另一个类似的生境区块越远，它的物种就越少，新的物种就越难重新定居到这个地方，灭绝的速度也就越快。因此，保持生境走廊，甚至是通往其他自然栖息地的跳板是非常重要的。

### 名词：共同管理

游客对山地造成很大的影响。他们制造了噪音，带来了垃圾，他们的出现对害羞的野生动物而言是一种干扰。你需要环保型厕所。你需要大量的标牌来告诉人们如何行动。然后你还要考虑当地的社区，他们已经在这些山地周围生活了几百年。我们有很多共同管理的机会，让当地社区参与进来，实际帮助规划巡逻和使用该地，他们可以从畜牧业者转变为导游。在游客的承载能力和场地承受这种影响的能力之间找到一个平衡。

### 数据：4%

徒步旅行是区域及旅游的一张王牌。总的来说，一个地方的人类发展水平越高，人们就对徒步等休闲和运动类业余爱好的热情就越高。统计数据就是有力证据：瑞士44%的人口参与徒步，德国徒步人口占47%，英国为63%，澳大利亚27%，加拿大85%，美国15%，日本8%，秘鲁3.5%。中国是一个成长中的世界大国，阿里巴巴2019年开展的一项专门针对徒步游的调查显示从事徒步游的人口约占总人口的4%。这表明中国的徒步游活动具有巨大的发展空间。

### 数据：2050年

据世界银行预测，到2050年，未来30年内，将有68%的人在城市定居，如今这一数字为56%：外出放松和亲近大自然的需求也将保持同样的增长趋势。许多国家（无论是西方国家、中国，还是其他国家）人口老龄化也是造成这一趋势的原因之一：中老年群体对于徒步活动而言是具有巨大潜力的目标客户，他们一年中随时都有时间，而且有较强的购买力



# Data & Terms: Decoding 2021 World Heritage Mountain Summit

Huanqiu.com written by Guan Yingjie

The 2021 International Mountain Tourism Day—World Heritage Mountain (Jinfo Mountain) Summit was held in Nanchuan District, Chongqing city, on May 29, along with the main forum themed on “Protection of World Heritage and Green Development of Mountain Tourism.” At the forum, experts at home and abroad talked with each other and exchanged ideas freely, jointly exploring the sustainable development of mountain tourism.

UNWTO statistics suggest that tourism accounts of 10 percent of a country’s GDP in general. And mountain tourism alone takes up 20 percent of the world tourism market, yielding 100–140 billion US dollars each year before the COVID–19 outbreak, and the number was growing each year. After the outbreak, tourists pursue the combination of tourism with other elements, such as health, low density, nature, and wellness. People’s need of mountain tourism, in particular, has been growing every day.

Besides, mountain tourism, due to its being complementary to other economic activities, its contribution to the national GDP, and its possibility of creating job vacancies, enjoys a great potential in triggering local economic growth and social reform. In China, a critical way to vitalize rural areas is to promote the tourism sector, especially mountain tourism, to create higher incomes for residents.

Experts at the main forum of the Summit delivered speeches and gave us valuable opinions and ideas on the healthy development of mountain tourism in the new era.

## Term: tourism +

IMTA pioneered in proposing the concept of “tourism +.” The essence is tourism + experience—letting tourists experience life to fulfill themselves and improve their health level. What tourists pursue today is not sightseeing or other traditional tourist activities, but tourism + wellness, tourism + holiday, tourism + sport, tourism + cultural experience, and tourism + history. In the future, we will see more and more of these refined, special, and customized demands.

## Term: vaccine gap

Tourism is not just for molding one’s temperament

and improve life standard, but also for promoting peace and understanding among people of all countries, and for being more inclusive to various cultures and civilizations. Developing countries lack behind in tourism infrastructure, and face economic, cultural, and now vaccine gaps with developed countries, making it harder to further open tourism markets to each other. So, we need to seriously consider about it.

## Data: 30 years retrograde

2020 was one of the most challenging years for world tourism. In 2020, the number of inbound tourists worldwide dropped by a whopping 73 percent—an enormous disaster compared with the 4 percent drop during the economic crisis in 2009. Unfortunately, in the first few months of 2021, challenges went on as usual. According to UNWTO, the number of inbound tourists worldwide decreased by 87 percent, due to the travel restrictions reinforced by many countries in October, 2020. As I mentioned earlier, we have encountered unprecedented damage which forces the world tourism to go back 30 years.

## Data: two and a half years to four years

We have also seen that some countries, such as China, have had a nice opening by rapidly recovering domestic tourism. So, even though the world tourism is stepping ahead, it is still lower than the original level. And while we are trying to revitalize the tourism sector, we have to remember that it would probably take us two and a half years to four years to go up to the 2019 level.

## Term: allowances for mountain people

I want to talk about the sustainable tourism in Austria. First, ensuring economic benefit. Tourism creates jobs, which is of great significance to remote areas. Second, taking care of the environment. The environment, landscape, and biodiversity are all critical elements of a good tourism industry. So, any policy or measure cannot be implemented at the cost of the tourism resources. Third, protecting agriculture, nature, and culture. In Austria, many farmers shoulder the responsibility of protecting forests and alpine pastures, and they can get allowances for that from both state governments and the Federal



Government.

#### Term: tourist card

We (Austria) have set a goal: reducing domestic carbon dioxide emission by 36 percent by 2030. When we arrive at the destination, we still need to avoid self-driving tours. For example, in my hometown, there is a valley called Bregenzerwald. I often take a holiday there. It has 28 cooperation villages and towns. Tourists can get a free visitor card after staying in any one of the villages or towns for three or more nights, and use the card to take cable cars, buses, and get access to public swimming pools.

#### Data: 4.7 million people

Before the COVID-19 outbreak, tourism in Laos boomed. According to the Ministry of Information, Culture and Tourism of Laos, the number of international tourists to Laos in 2019 reached 4.7 million—14 percent higher than that in 2018, reaping 917 million US dollars—accounting for 4.6 percent of domestic GDP. And 54,000 people (63 percent were women) were employed in the tourism market. The Visit 2019 China–Laos Year is a solid proof of that achievement.

#### Data: minus 0.5 percent

As we know, the COVID-19 outbreak has posed a severe challenge on many countries in the world, including Laos. The tourism industry, one of the country's major sources of revenue, was also greatly affected. The number of international tourists in Q1, 2020 dropped by 60 percent than that in Q1, 2019. The total revenue, remittance, and price all dropped, leading to negative growth of GDP of Laos in 2020—minus 0.5 percent.

#### Term: pyrolysis

At present, Peru is facing double challenges from revitalizing tourism and reducing carbon dioxide emission. For that, we have applied comprehensive measures to ease climate change. Among our sustainable projects, the latest innovative technology is disposing of eight tons of organic wastes through pyrolysis (carbon-free emission). After pyrolysis, biochar or charcoal is generated as a natural fertilizer to help millions of cinchonas come back to life. Cinchona is a plant that can help us restore biodiversity, and prevent natural disasters in Machu Picchu.

#### Term: carbon neutral destination

We are developing an innovative project to make Machu Picchu a “carbon neutral” destination. Therefore, Peru promises to be the first “carbon neutral” certified wonder of the modern world, to reduce carbon footprint, and provide tourists with climate-related experience. It

can help promote new tourism products and sustainable experience which will be highly pursued by tourists after the COVID-19 outbreak.

#### Term: habitat corridor

In biological terms, mountains are like islands, nearly isolated from other places. And as you climb higher and higher, habitats get smaller and smaller. Normally, when a mountain is farther from another similar habitat, it houses fewer species; it is more difficult for new species to settle down here, and they would face higher extinction rate. Therefore, maintaining sound habitat corridors, and even biological spring-boards to other natural habitats are extremely important.

#### Term: joint management

Tourists yield an enormous influence on mountains. They bring noise and rubbish; their existence disturbs the life of shy wildlife. So, you need environmental-friendly toilets, and you need a lot of signs and posts to guide visitors. And you need to take local communities into consideration because they have been here for centuries. We have many opportunities to work with these communities, to plan, patrol, and utilize the area, and turn the residents into tour guides, striking a balance between tourist volume and the capacity of the mountain.

#### Data: 4 percent

Hiking is an ace for regional tourism. In general, the more advanced an area is, the more passionate the residents would be towards leisure sport and other hobbies like hiking. Statistics strongly prove that: 44 percent of the population in Switzerland hike, and 63 percent in Britain, 27 percent in Australia, 85 percent in Canada, 15 percent in the USA, 8 percent in Japan, and 3.5 percent in Peru are hikers. China is a growing superpower. A survey conducted by Alibaba on hiking in 2019 shows that 4 percent of Chinese hike, indicating that hiking has a great potential in China.

#### Data: the year 2050

The World Bank anticipates that by 2050, in the future three decades in other words, there will be 68 percent of the population settled down in cities, and now the number has already reached 56 percent. Taking a vacation and being close to nature also share the trend of rapid growth. And in many countries—western countries, China, or any else country, the ageing population is one of the reasons for it. To be more specific, middle-aged and old people are potential target customers of hiking, because they are free most of the time, and they have a stronger purchasing power.



# 全球疫情下的山地旅游治理：生态和健康旅游优先

21世纪经济报道 作者：文静

新冠疫情全球蔓延，对旅游业的影响非常大。

“去年是旅游业最具挑战的一年，全球的国际旅游入境人数同比下降73%。不幸的是，今年前几个月，世界旅游组织的数据显示，全球入境人数同比下降87%。国际旅游业回到了30年前的水平，我们损失了超过1.3万亿美元的出口额，2.5万亿美元的全球GDP，更重要的是数以百万计的工作岗位变得岌岌可危。”5月29日，联合国世界旅游组织（UNWTO）旅游市场趋势与竞争部主任桑德拉·卡弗奥通过视频，在2021年国际山地旅游日世界遗产名山（金佛山）峰会（下称金佛山峰会）上说。

“国际旅游治理是全球治理的重要组成部分，国际旅游事业的发展可以促进全球人文交流和社会合作，对传播文化、保护环境、促进经济、消除贫困起到积极的作用，是中国参与全球治理的重要途径。”国际山地旅游联盟（IMTA）秘书长、外交部原副部长何亚非在重庆南川举行的金佛山峰会上发表《新时代旅游治理和山地旅游振兴》演讲时指出。在他看来，中国正面临百年未有之大变局。大国关系依然紧张，气候变化、网络安全、新冠疫情的危险出现，构成了人们的生存革命。

那么，如何通过改革全球旅游体系，发挥旅游对促进经济和推动人民友好交往的重要作用？

何亚非接受21世纪经济报道记者采访时说，绿色发展生态友好是未来世界经济的方向，同样也是全球旅游发展和旅游治理体系重新构建的基本条件和参照。“旅游者所追求的，不再是观光旅游或者其他旧形式的旅游，而是旅游+康养、旅游+度假、旅游+体育、旅游+文化体验、旅游+历史的体验，这是大旅游精细化要求，小众化、个性定制越来越普遍。”他说。

“山地旅游成了旅游业增长最大的领域。”世界旅游经济论坛秘书长何超琼说，生态旅游和健康旅游有利于山地旅游的可持续发展。

## 发展可持续山地旅游

“山地是传说中的方外之地，生命在这里成了最渺小的存在。”尼泊尔外交部长拉迪普·库马尔·贾瓦利在2019年，首个“国际山地旅游日”启动仪式上说。世界十大高峰，有八座位于尼泊尔。这些山地因雄奇壮美和纯净的自

然风光，成为了极富吸引力的探险旅游目的地。

山地户外运动专家高宁说，地球表面有1/3被山峦所覆盖。山峦占据了亚欧大陆面积的33%，北美的24%，南美的19%和非洲的14%，在气候、海拔、生物多样性、人口、生活方式等方面都非常不同。

山地旅游，是以山地为载体，人类在山地的基础上进行度假、观光、户外运动、康养、文化探寻等目的的旅游活动与行为。“山地旅游成为了旅游增长最大的领域。”何超琼说，因为稳稳展示了自然风光、生物、气候多样性以及当地文化。世界旅游组织统计，山地旅游占全球旅游市场的20%，疫情前总产值在1000亿元-1400亿元，且逐年增长。

“山地旅游业的增长是一种全球趋势，但超过90%的山区人口收入较低，废物管理不当往往造成严重的环境问题，给居民和游客带来风险。”韩国大学山岳联盟主席李东勋说。

“所以，山地旅游和生态旅游要融合发展。在山地旅游方面建议先发展健康和养护生命。”在金佛山峰会上，世界自然保护联盟（IUCN）理事会主席章新胜说，特别是大疫情之后，人们对健康、安全、生命更加重视。对生命的养护不只是老人的问题，每个人都需要康养。

“我们第一次提出可持续发展的理念和战略，紧跟着在1983年提出了生态旅游的概念。”章新胜说。

在优先发展生态旅游和康养旅游的共识下，国际山地旅游联盟在5月29日国际山地旅游日这天，发出倡议：利用世界名山资源，发展可持续山地旅游；要抛弃轻视自然、掠夺自然、破坏自然的不当模式，建设人与自然和谐共生的山地旅游，引导游客养成呵护生态环境的旅游习惯；让世界遗产从名录走进生活，在新时代焕发新活力；推动绿色、低碳技术在山地旅游领域的应用和推广，积极创造零排放旅游景区示范；让山地旅游创造的经济和社会财富造福山区民众，鼓励社区民众积极参与遗产保护，成为合理利用遗产资源的真正主人。

## 世遗名山带动下的产城乡融合

从重庆主城区驱车仅1个小时便到了南川区，这里有重庆最高的山峰金佛山的所在地。





金佛山是世界喀斯特地貌的典范，2014年以超乎寻常的自然现象、美学价值及地球演化历史的杰出范例被列入世界自然遗产名录。金佛山幅员面积1300公里，占南川区幅员面积的一半。

由于一半是山，依托世遗名山，南川区形成了景、城、乡一体化融合发展的格局。

春节期间，21世纪经济报道记者去了金佛山西坡，那里有我国第一个国家级喀斯特森林公园。在旅游的带动下，距国家公园仅两公里的山王坪村开了餐馆和农家乐，村民种茶、淡水养殖、收割蜂蜜、养鸡养鸭。

经营金佛山北坡的重庆市南川区惠农文化旅游发展集团有限公司（下称惠农集团）有关负责人告诉21世纪经济报道记者，刚过去的这个冬季，来金佛山滑雪的游客数量超过了以往任何时候。

金佛山脚下的南川城内，东街、大观原点留住下山来的客人。灯火阑珊，不管本地还是外地人，都能在这里寻到儿时的记忆或淡淡的乡愁。

“我们致力于做大金山银山，把山地资源优势转化为发展优势，构建多元化山地旅游产品体系。”南川区委书记丁中平在南川峰会上说，打造“春赏花、夏避暑、秋观叶、冬玩雪”，推出登山、滑雪、越野、漂流、飞拉达等户外运动项目，实施全域智慧旅游，打造“金山五绝”文创产品，推动观光游向康养游、体验游、深度游拓展。

南川区区长张兴益介绍，在山地旅游产品的升级下，今年一季度，该区接待游客774万人次、比2019年同期增长16.4%。金佛山旅游发展还推动了山地富民。南川区大力发展现代山地特色高效农业，中药材、古树茶、方竹笋和南川米、蓝莓等特色产业实现年产值30多亿元，入列全国农村一二三产业融合发展创建先导区。今年1—4月，南川区乡村旅游接待游客同比增长150%。

### 发展的前提是保护

金佛山是重庆市第一个国家级自然保护区。据重庆市金佛山国家级自然保护区管理局提供给21世纪经济报道记者的资料显示，其中核心区面积近万公顷，缓冲区面积11113公顷，试验区面积为19614公顷，主要保护以银杉、林麝、黑叶猴等珍稀野生动植物为主要保护对象的中亚热带森林生态系统。保护区涉及南川区11个乡镇（街道），32个行政村，79个社，有3531户12719位原住民。

“我们致力于守候绿水青山，实行最严格的生态环境保护，划定生态保护红线管控面积达56平方公里。”丁中平说，南川成为了全国为数不多的新冠肺炎疫情“零确诊”区县。

“世界气象组织(WMO)在《2020年全球气候状况

报告》中指出，2020年全球气候变化指标和影响进一步恶化，极端天气加上新冠疫情给全球带来双重打击，毫无疑问，气候变化也给山地旅游和世界名山带来了巨大挑战。”国际山地旅游联盟副主席、国家旅游局原局长邵琪伟说，但重庆市南川区提供了有益的示范，这里良好的山地自然生态，生物多样性的完整性，宜居、宜游、宜业的城市面貌，以及政府主导型的绿色发展之路，可以找到发展的共同方向，这也是国际山地旅游联盟选择在南川举办“国际山地旅游日”活动的充分理由。

### 构建山地旅游新标准

如何在后疫情时代更好的发展生态和健康旅游？

5月28日，在国际山地温泉康养旅游研讨会上，亚太（重庆）温泉与气候养生旅游研究院联合重庆医科大学公共卫生与管理学院陈于教授团队、西南大学心理学部睡眠神经影像中心正式发布了金佛山山地温泉康养体验研究成果。

研究通过对30名志愿者活动期间每天填写的睡眠日志、量表、问卷和佩戴的体动仪手环数据，以及活动前后两天的体检数据发现，连续7晚8天的“温泉康养+山地康养+其他康养形式”的系统康养活动，对提高睡眠质量、改善亚健康症状有明显作用。

“我们要发挥空气富氧、土壤富硒、水源富锶三富优势，培育森林康养、文旅康养、运动康养、中医康养四种业态，打造八大康养旅游综合体，推出十天半月康养游，打造贴心温泉小镇。”重庆市南川区文旅委主任曾祥友接受21世纪经济报道记者采访时说。

中国旅游协会温泉旅游分会秘书长张越认为，山地温泉就是一个新概念，需要制定新标准。我们国家大部分温泉资源处于山区和半山区环境中，研究好山地温泉对推出温泉加山地气候康养产品意义重大。

就在温泉康养体验成果发布的同一天，复星集团旗下的地中海俱乐部Club Med首次入渝，与惠农集团牵手，签署了金佛山度假村的框架协议。

以保护山地资源、传承山地文明、促进山地经济、造福山地民众为宗旨的国际山地旅游联盟更是以国际组织的身份，积极参与到山地旅游的治理中。

“要构建山地旅游的新标准，制定相关扶持政策，包括服务标准体系、安全标准体系、环境标准体系、生态保护标准体系等。”山地旅游在+体育上最近有的地方出现了一些问题，是没有认证的标准导致。”何亚非说，制定标准时要考虑全球面临的共性和长远发展，比如老龄化，要把游客的医疗、保险等配套进去，同时融合各国的旅游发展战略，比如在中国就是乡村振兴。



# Mountain Tourism Governance under Global Outbreak: Ecology and Health Tourism First

21st Century Business Herald written by Wen Jing

The global outbreak of COVID-19 has had a tremendous impact on tourism.

“Last year was the most challenging year for tourism. The number of international inbound tourists worldwide experienced a year-on-year drop of 73 percent. Unfortunately, UNWTO statistics show that in the first several months of this year, this number dropped by a whopping 87 percent, all the way to where we were 30 years ago. We lost 1.3 trillion US dollars of total export revenue, and 2.5 trillion US dollars of global GDP. Most importantly, millions of jobs are on the hazard,” said Sandra Carvao, Chief of Tourism Market Intelligence and Competitiveness of UNWTO, at the 2021 International Mountain Tourism Day—World Heritage Mountain (Jinfo Mountain) Summit (hereinafter referred to as “Jinfo Mountain Summit”) on May 29.

“International tourism governance is an integral part of global governance. And an advanced world tourism can promote cultural exchange and social cooperation, and can help spread culture, protect the environment, facilitate economy, and eliminate poverty. It is also a critical way for China to take part in global governance,” said He Yafei, Secretary General of IMTA, former Chinese vice foreign minister, in this speech Tourism Governance and Mountain Tourism Revitalization in the New Era at the Jinfo Mountain Summit. He thinks that China is facing profound changes of the world unseen in a century. Major countries are still intense with each other, and many hazards, including climate change, network security, and the COVID-19, have threatened mankind’s survival.

So, how to give full play to the role of tourism in promoting economy and the friendship of peoples around the world via reforming the world tourism system?

He Yafei told reporter of 21st Century Business Herald in an interview that green and ecological-friendly development is where the global economy marches towards in the future, as well as an integral part and reference for reconstructing the global tourism development and governance system. “What tourists pursue today is not sightseeing or other traditional tourist activities, but

tourism + wellness, tourism + holiday, tourism + sport, tourism + cultural experience, and tourism + history. In the future, we will see more and more of these refined, special, and customized demands,” said He Yafei.

“Mountain tourism has become the fastest-growing section of the tourism sector,” said Pansy Ho Chiu-king, secretary-general of GTEF. Ecological and health tourism is beneficial to the sustainable development of mountain tourism.

## Developing sustainable mountain tourism

“Mountain is the legendary remote area where life is so small and irrelevant,” said Pradeep Kumar Gyawali, Minister of Foreign Affairs of Nepal, at the launching ceremony of the first “International Mountain Tourism Day” in 2019. Eight of the ten world’s highest mountains are in Nepal. These mountains are charming destinations for adventurers due to their magnificent and purified natural landscapes.

“One third of the Earth surface is covered by mountains,” said mountain outdoor sport expert Serge Koenig. Mountains take up 33 percent of the Eurasia, 24 percent of North America, 19 percent of South America, and 14 percent of Africa. A lot of things, including climate, height, biodiversity, population structure, and local lifestyle, vary in different mountains.

Mountain tourism is a form of tour where people carry out tourism activities and behaviors, such as vacation, sightseeing, outdoor sort, wellness, and cultural adventure, in mountains and hills. “Mountain tourism has become the fastest-growing section of the tourism sector,” said Pansy Ho Chiu-king, for it demonstrates natural landscape, biodiversity, climatic diversity, and local cultures. According to UNWTO, mountain tourism accounts for 20 percent of world tourism market. Before the COVID-19 outbreak, mountain tourism reaped 100–140 billion US dollars of revenue, and the number was growing every year.

“The growth of mountain tourism can be seen all over the world. But in over 90 percent of mountainous areas, people have low incomes, wastes are not properly



managed, which usually leads to serious environmental problems, risking both residents and tourists,” said Dong-Hoon Lee, Chairman of the Korea Student Alpine Federation.

“So, we need to combine mountain tourism and ecological tourism. And in mountain tourism, we suggest to put health and wellness first,” said Zhang Xinsheng, Chairman of International Union for Conservation of Nature (IUCN) Council. Especially after the COVID-19 outbreak, people value their health, security, and life more. Health maintenance is necessary not just to older people, but to everyone.

“We were the first to propose the concept and strategy of sustainable development, and later in 1983 we proposed the concept of ecological tourism,” said Zhang Xinsheng.

Under the consensus of putting ecological tourism and wellness tourism first, IMTA, on May 29, the International Tourism Day, launched the initiative: applying resources of world-renowned mountains for the sustainable development of mountain tourism; abandoning the exploitation models that neglect, plunder and damage the nature, but striving for new mountain tourism models that help mankind and nature co-exist harmoniously, and guiding tourists to develop a sound habit of taking care of the ecological environment; revitalizing the world-renowned mountains listed as world natural heritages in the new era, and popularizing them among the general public; applying and promoting green, low-carbon technologies in mountain tourism, and setting up examples of zero-emission tourist attractions; helping mountain dwellers via economic and social benefits of mountain tourism, encouraging local communities to participate in preserving and developing natural heritages, so that every local resident can be an integral part of heritage protection and development.

### Integrating industries, cities and villages driven by world famous heritage mountains

Nanchuan District is only one hour drive from downtown Chongqing. And here we have Jinfo Mountain, the highest mountain all over Chongqing city.

Jinfo Mountain is a typical karst table mountain. In 2014, it was listed as a world natural heritage because of its extraordinary natural phenomena, outstanding aesthetic value, and being as “an excellent example of the Earth’s evolution history.” Jinfo Mountain has an area of 1,300 square kilometers, taking up half of the entire Nanchuan District.

Being composed by a city and a world heritage mountain, Nanchuan District has had an integrated development of landscape, city, and village.

During the Spring Festival, reporter of 21st Century

Business Herald came to the west slope of Jinfo Mountain where China’s first national karst forest park was located. Driven by the tourism sector, Shanwangping Town, only two kilometers away from the park, has opened restaurants and launched agritainment services. Villagers grow teas, cultivate freshwater fish, and feed bees, chickens, and ducks.

A director from Chongqing Nanchuan Huinong Cultural Tourism Development Group Co., Ltd. (hereinafter referred to as Huinong Group), a company that operates the north slope of Jinfo Mountain, told reporter of 21st Century Business Herald that in the past winter, Jinfo Mountain has received the largest number of skiers ever.

Many visitors stay the night in East Road or Daguan Origin (Daguan tourist service center) in downtown Nanchuan, at the foot of Jinfo Mountain. The dim nights ring a bell in the memory of both residents and visitors from afar.

“We are devoted to giving full play to our invaluable assets. We transform our advantageous mountain resources into development edges, to build a diversified product line for mountain tourism,” said Ding Zhongping, Secretary of Nanchuan District Committee, at the Summit. Nanchuan District has developed products like “appreciating flowers in spring, avoiding heat in summer, enjoying falling leaves in autumn, and playing with snow in winter,” released outdoor sports projects like mountaineering, skiing, cross-country tours, rafting, and Via Ferrata, worked on the All-for-one smart tourism project, and created “five excellent cultural and creative products of Jinfo Mountain.” In doing so, Nanchuan strives to expand sightseeing tours to wellness tours, experience tours, and in-depth tours.

Zhang Xingyi, Mayor of Nanchuan District, introduced that after upgrading mountain tourism products, Nanchuan received 7.74 million visitors in Q1 this year, 16.4 percent more than the number in Q1 of 2019. Tourism also brings higher incomes for mountainous people. Nanchuan District has been uplifting modern, high-efficiency featured agriculture, including traditional Chinese medicine, ancient tea trees, bamboo shoots, Nanchuan rice, and blueberry. All these featured plants helped Nanchuan secure a yearly output of over three billion yuan, making the district listed as a national pioneering zone for integrated development of primary, secondary and tertiary industries in rural areas. During January to April this year, the number of tourists coming to Nanchuan for rural tourism had a year-on-year growth of 150 percent.

### Protection comes before development

Jinfo Mountain is the first national nature reserve in Chongqing. According to the materials from Chongqing Jinfo Mountain National Nature Reserve Administration



to reporter of 21st Century Business Herald, the core area covers nearly 10,000 hectares, buffer area 11,113 hectares, and test area 19,614 hectares, mainly designed to protect the ecosystem of mid-subtropical zone which contains Cathaya, forest musk deer, Francois' leaf monkey, and other rare animals and plants. The Reserve involves 12,719 residents in 3,531 households, 79 communities, 32 administrative villages, and 11 villages and towns (subdistricts) of Nanchuan District.

"We are dedicated to protecting lucid waters and lush mountains, implementing the strictest policies on ecological environment protection, and drawing an ecological red line that covers an administrative area of 56 square kilometers," said Ding Zhongping. Nanchuan is one of the few districts / counties with "zero confirmed case" of COVID-19 in China.

"World Meteorological Organization (WMO) points out in WMO Statement on the Status of the Global Climate in 2020 that the global climate change in 2020 will be further exacerbated in terms of index and influence. The whole world faces both extreme weather and the COVID-19. Climate change has, without a doubt, posed severe challenge on mountain tourism and world-famous mountains," said Shao Qiwei, IMTA Vice Chairman and former Director of China National Tourism Administration (CNTA). Nonetheless, Nanchuan District of Chongqing city has set up an excellent example. Nanchuan enjoys outstanding natural mountain ecosystem, biodiversity, urban areas suitable for living, visiting, and running business. In addition, Nanchuan sticks to the path of green development led by the government, from which we can find a common direction for mountain tourism. All this is why IMTA chose to hold the "International Mountain Tourism Day" in Nanchuan.

### Constructing new standards for mountain tourism

How to better develop ecological and health tourism in the post-COVID world?

At the International Seminar on Mountain and Hot Spring Wellness Tourism on May 28, Asia Pacific (Chongqing) Hot Spring and Climate Health Tourism Research Institute worked jointly with Professor Chen Yu's team at College of Public Health and Management of Chongqing Medical University, and Sleep and Neuroimaging Center, Faculty of Psychology of Southwest University, to release mountain hot-spring wellness

experience results of Jinfo Mountain.

Data was collected from sleep logs, forms, and questionnaires of 30 volunteers during the activities, as well as from wrist actigraphy and two body checks before and after. And the results show that "eight-day and seven-night wellness activities of hot spring wellness + mountain wellness + other models" make a remarkable difference in improving sleep quality and health.

"We need to give full play to the three edges—profuse oxygen in air, profuse selenium in soil, and profuse strontium in water, develop four business patterns—forest wellness, cultural tourism wellness, sports wellness, and traditional Chinese medicine wellness, create eight wellness tourism complexes, launch ten-day / half-month wellness tours, and build hot spring towns," said Zeng Xiangyou, Director of Cultural Tourism Committee and Sport Administration of Nanchuan District, to the reporter of 21st Century Business Herald.

Zhang Yue, Secretary General of Hot Springs Branch of China Tourism Academy (CTA), thinks mountain hot spring is a new concept, which needs new standards. Most hot spring resources of China are hidden in mountains or mountainous areas, so it is significant to probe into mountain hot springs and launch mountain tourism products that combine hot spring and climate wellness.

On the same day, Club Med under Fosun Tourism Group branched out to Chongqing for the first time, and signed Strategic Cooperation Framework Agreement with Huinong Group.

IMTA, with "protecting mountain resources, preserving mountain civilization, and promoting mountain economy to the benefit of the people living in mountainous regions" as its mission, will further be devoted to mountain tourism governance as an international organization.

We need to construct new standards for mountain tourism and relevant supportive policies, including standard systems for service, security, the environment, and ecological protection. "Recently, we have run into some problems in mountain tourism + sport, which is caused by lack of certified standards," said He Yafei. While setting these standards, we need to take worldwide problems and long-term perspective into consideration, such as population ageing, and medical care and insurance for tourists, as well as tourism development strategies of countries all over the world. For example, in China, the strategy is rural revitalization.







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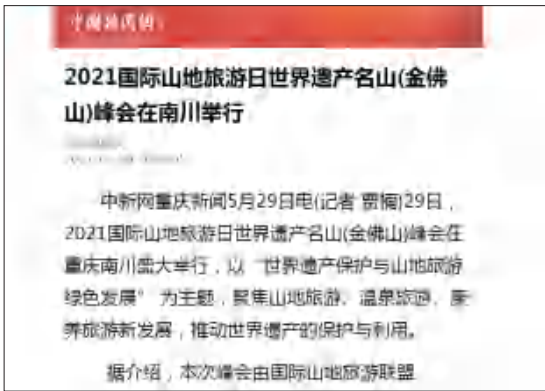




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2021国际山地旅游日  
International Mountain Tourism Day 2021

# 世界遗产名山（金佛山）峰会 World Heritage Mountain (Jinfo Mountain) Summit

2021.05.29

中国·重庆·南川  
Nanchuan · Chongqing · China

主办单位：国际山地旅游联盟 重庆市文化和旅游发展委员会 重庆市人民政府外事办公室 重庆市商促局 中共重庆南川区委员会 重庆市南川区人民政府  
支持单位：世界旅游联盟 (WTA) 世界遗产公约组织 (WHPO) 世界自然保护联盟 (IUCN) 世界地质公园联盟 (WGPA) 亚太旅游协会 (PATA) 世界旅游组织 (WTO) 国际山地旅游联盟 (IMTA) 中国旅游协会 (CTA)

