

ENJOY THE WONDER OF MOUNTAINS  
SHARE THE NATURAL BEAUTY

连接山地精彩 共享美丽生存

THE DEVELOPMENT  
**SPECIAL ISSUE**  
OF INTERNATIONAL MOUNTAIN  
TOURISM ALLIANCE(IMTA)

国际山地旅游联盟 (IMTA)  
发展回顾专刊

2017-2022

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2017

2018

2019

2020

2021

2022

2017

2018

2019

2020

2021

2022



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2017-2022

# 足迹

我们走过的这些年...

2022 年 5 月 29 日

“2022 国际山地旅游日”主题活动以线上线下联动方式成功举办。

2022 年 8 月 17 日至 21 日

为响应“亚洲旅游促进计划”和联合国 2022“国际山地可持续发展年”，中国文化和旅游部、贵州省政府、国际山地旅游联盟共同主办了以“亲诚惠容 合作共享——携手共筑亚洲山地旅游发展新未来”为主题的“2022 亚洲山地旅游推广大会”。

2022

2022 年 12 月 27 日

国际山地旅游联盟第二届会员大会以全球视频会议方式召开，大会选举出国际山地旅游联盟第二届理事会成员和联盟主要领导人，审议并确定国际山地旅游联盟未来发展目标及 2023 年工作要点，由此国际山地旅游联盟踏上新的征程。

2021

2021 年 5 月 29 日

国际山地旅游联盟首次以市场化运作方式征集活动举办地，并在重庆市南川区成功举办“2021 国际山地旅游日”世界遗产名山（金佛山）峰会及系列活动。

2021 年 9 月 26 日至 28 日

由国际山地旅游联盟主办的“2021 世界名山（梵净山）对话”首次与“2021 国际山地旅游暨户外运动大会”于 9 月 27 日在贵州省铜仁市联动举办。

2021 年 12 月 21 日

“2021 国际山地旅游联盟年会”通过实时视频连线方式在“云端”成功举办。

2020

2020 年 5 月 29 日

联盟首创线上方式召开“2020 国际山地旅游日”主题论坛，本次论坛也是 2020 开年全球首场线上国际旅游论坛。

2020 年 9 月

国际山地旅游联盟创新设立“IMTA 山地旅游奖”。首届“IMTA 山地旅游奖”征集评选活动于 2020 年 9 月正式启动，共计有 8 个国家的 12 个机构获奖，成为联盟推动发展的又一抓手。

2020 年 11 月 17 日至 19 日

“2020 国际山地旅游联盟年会”在贵阳举办，国际山地旅游联盟专家委员会和投融资委员会正式成立；首创“8,900 思享会”。

2020 年 12 月 8 日至 10 日

国际山地旅游联盟首度以展会形式亮相广西桂林“2020 中国—东盟博览会旅游展”，充分宣展示联盟国际形象，获得组委会授予“最佳展示奖”。

2019

2019 年 5 月 29 日

首个“国际山地旅游日”启动仪式暨山地旅游（尼泊尔）国际论坛在尼泊尔加德满都举行。

2019 年 10 月 28 日

国际山地旅游联盟总部大楼经过一年时间的建设正式启用，并顺利召开“2019 国际山地旅游联盟年会”。

2018

2018 年 7 月 9 日

“2018 国际山地旅游联盟北京论坛”在北京召开，联盟成立后首个大型国际交流活动的举办，迈出平台机制化第一步。

2018 年 10 月 12 日至 13 日

“2018 国际山地旅游联盟年会”在贵阳国际生态会议中心隆重举行，年会上发起设立“国际山地旅游日”，首创“世界名山对话”活动品牌，首次举办德维尔潘私享会。

2017

2017 年 2 月

国际山地旅游联盟正式获得中国国务院批准成立。

2017 年 5 月至 6 月

中国民政部向国际山地旅游联盟发起人下发了《关于国际山地旅游联盟成立登记的批复》，准予国际山地旅游联盟成立登记，并发放《社会团体法人登记证书》。国际山地旅游联盟正式成为在中国注册成立的非政府、非营利性国际组织。

2017 年 8 月

国际山地旅游联盟在贵州省黔东南州兴义市举行成立仪式并正式挂牌，标志着由中国发起、全球第一个以山地旅游为主题定位的国际组织正式成立。国际山地旅游联盟首届年会及论坛同日召开。

2016

2016 年 9 月

在中国贵州省黔东南州兴义市召开了“国际山地旅游联盟首届会员大会”，报告国际山地旅游联盟筹备情况，选举出国际山地旅游联盟首届理事会成员和第一主要领导人，举办了联盟创建与发展研讨会，发出《国际山地旅游联盟大会倡议》。

2015

2015 年 9 月

首届国际山地旅游大会在中国贵州省黔东南州兴义市成功举办，标志着一个新的国际性会议落定贵州，为贵州建设国际知名山地旅游目的地迈出重要一步。贵州省委省政府作出决策，由贵州发起成立国际山地旅游联盟这一国际性组织。



# FOOTPRINTS

## The years we've gone through...

**May 29**

The thematic activity of "2022 International Mountain Tourism Day" was successfully held in an online and offline way.

**August 17 to 21**

In response to the "Asia Tourism Promotion Plan" and the United Nations 2022 "International Year of Sustainable Mountain Development", the Ministry of Culture and Tourism of China, the Guizhou Provincial Government and IMTA jointly organized the "2022 Asia Mountain Tourism Promotion Conference" with the theme of "Amity, Sincerity, Mutual Benefit, Inclusiveness, Cooperation and Sharing"---Jointly Build a New Future for Asian Mountain Tourism".

**December 27**

The 2nd General Assembly of IMTA was held by video-conference, at which the members of the 2nd Council and the main leaders were elected. The meeting reviewed and determined the future development goals of IMTA and the key points of work in 2023, thus IMTA embarked on a new journey.

# 2022

**May 29**

IMTA has for the first time solicited activity venues through market-oriented operation, and successfully held the "2021 International Mountain Tourism Day" World Heritage Mountain (Jinfoshan) Summit and series of activities in Nanchuan District, Chongqing, China.

**September 26-28**

The "2021 Dialogue among World Famous Mountains (Fanjing Mountain)", organized by IMTA, and the "2021 International Mountain Tourism and Outdoor Sports Conference" were jointly held in Tongren, Guizhou Province, China.

**December 21**

"2021 International Mountain Tourism Alliance Annual Conference" was successfully held in "Cloud" through real-time video connection.

# 2020

**May 29**

IMTA pioneered an online theme forum for "2020 International Mountain Tourism Day", which is also the world's first online international tourism forum since the beginning of 2020.

**September**

IMTA has established the "IMTA Mountain Tourism Award". The collection and selection of the first "IMTA Mountain Tourism Awards" was officially launched in September 2020, and a total of 12 institutions from 8 countries winning the awards, making IMTA Mountain Tourism Awards another tool for the Alliance to promote development.

**November 17 to 19**

The "2020 International Mountain Tourism Alliance Annual Conference" was held in Guiyang. During the conference, IMTA Expert Committee and IMTA Investment and Financing Committee were formally established, and "8900" Concept Meeting was held at the first time.

**December 8 to 10**

IMTA debuted at the "2020 China-ASEAN Expo Tourism Exhibition" held in Guilin, Guangxi, fully promoting and showcasing the international image of the Alliance. IMTA won the "Best Exhibition Award" from the Organizing Committee.

# 2019

**May 29**

The first "International Mountain Tourism Day" Launching Ceremony and International Forum on Mountain Tourism (Nepal) was held in Kathmandu, Nepal.

**October 28**

The newly completed headquarters building of IMTA was officially opened after one year of construction. And the "2019 International Mountain Tourism Alliance Annual Conference" was held successfully at the headquarters.

# 2017

**February**

The registration application for the establishment of IMTA was officially approved by the State Council.

**May to June**

The Ministry of Civil Affairs of China issued the Reply on the Registration of the Establishment of IMTA and the Legal Person Registration Certificate of Social Organizations to the initiator of IMTA, marking IMTA has officially become a non-governmental and non-profit international organization registered in China.

**August**

IMTA held its inauguration ceremony and officially opened its doors in Xinyi, Qianxinan Prefecture, Guizhou Province, marking the official establishment of the world's first international organization initiated by China and positioned under the theme of "mountain tourism". The first IMTA annual conference and forum was held on the same day.

# 2016

**September**

The first general assembly of the International Mountain Tourism Alliance was held in Xingyi City, Qianxinan Prefecture, Guizhou Province, China. The conference reported on the preparation of the International Mountain Tourism Alliance, elected members of the first council and main leaders of the International Mountain Tourism Alliance, held a seminar on IMTA's establishment and development, and issued the "Initiative of International Mountain Tourism Alliance General Assembly".

# 2015

**September**

The first International Mountain Tourism Conference was successfully held in Xingyi City, Qianxinan Prefecture, Guizhou Province, China, marking the settlement of a new international conference in Guizhou and taking an important step towards building Guizhou into an internationally renowned mountain tourism destination. Immediately after that, Guizhou Provincial Party Committee and Provincial Government made a decision to initiate the establishment of an international organization---International Mountain Tourism Alliance (IMTA).



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# Introduction of IMTA

## 联盟简介



国际山地旅游联盟正式成立于 2017 年 8 月 15 日，是经中国国务院批准，由山地旅游相关组织、团体、个人组成的非政府、非营利性国际组织。国际山地旅游联盟业务主管单位是中国文化和旅游部，登记管理机关是中国民政部。联盟总部的永久所在地是中国贵州省贵阳市，北京设联络处。

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

国际山地旅游联盟设立会员大会、理事会和秘书处。会员大会由全体会员组成，是联盟议事和决策机构；理事会是

联盟决策和执行机构；秘书处是联盟日常行政管理机构，下设相关分支机构。联盟官方语言为中、英文。

在 2016 年 9 月 21 日国际山地旅游联盟会员筹备大会上，法国前总理多米尼克·德维尔潘当选为联盟主席；原中国国家旅游局局长邵琪伟当选联盟副主席；原中国国务院侨办副主任何亚非当选为联盟秘书长（法人代表），首届理事会由 28 个机构和 5 名个人会员组成，会员总数为 111 个。2022 年 12 月 27 日，国际山地旅游联盟第二届会员大会选举产生了第二届理事会和领导成员。多米尼克·德维尔潘连任联盟主席，何亚非任联盟副主席兼秘书长，何超琼任联盟副主席，傅迎春任联盟副主席兼执行秘书长（法人代表）。第二届理事会由 31 个机构会员和 10 个人会员组成。

截至 2022 年底，国际山地旅游联盟会员来自五大洲 34 个国家和地区共 194 个团体和个人，包括 110 家中国会员、74 家国际会员、10 名个人会员。团体会员包括世界山地旅游国家和地区的旅游机构、非盈利组织、文旅企业、金融咨询机构、旅游院校、航空公司、旅游装备制造企业、户外组织等，个人会员包括旅游领域知名管理者、专家、学者、企业家等。

国际山地旅游联盟始终按照《章程》赋予的使命，在构建山地旅游产业发展研究与评价平台，研究、制定、发布和推广与山地旅游相关的国际标准，开展山地旅游资源评估、市场调查、景气指数预测，研究预测世界山地旅游发展的路径方法进行不断的探索；构建山地旅游投资合作与创新平台，着眼于山地资源的保护和旅游化利用，研发特色山地旅游产

品，开展市场推广引导和促进投融资合作；构建会员交流与合作平台，塑造联盟自创品牌，提供会员咨询、培训服务，在提升和扩大联盟国际影响力、话语权等方面取得了积极成效。

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







# Introduction of the International Mountain Tourism Alliance(IMTA)

The International Mountain Tourism Alliance (IMTA) was officially established on August 15, 2017. It is a non-governmental and non-profit international organization approved by the State Council of China and composed of mountain tourism related organizations, groups, and individuals. The business management authority of IMTA is the Ministry of Culture and Tourism of China, and the registration management authority is the Ministry of Civil Affairs of China. The permanent location of IMTA headquarters is Guiyang City, Guizhou Province, China, with a liaison office in Beijing.

International Mountain Tourism Alliance aims for sustainable tourism by protecting mountain resources, preserving mountain civilization, promoting mountain economy, and benefiting the people living in mountainous regions. It is committed to the protection and utilization of mountain tourism resources, participating in the construction of mountain tourism governance system, promoting international exchanges and business cooperation in the tourism industry, promoting the exchange of successful experiences in mountain tourism development, and the prosperity and sustainable development of mountain economy.

International Mountain Tourism Alliance establishes a general assembly, council, and secretariat. The general assembly is composed of all members and serves as the deliberative and decision-making body of the alliance; The council is the decision-making and executive body of the alliance; The Secretariat is the daily administrative management with relevant branches department under it. The official languages of IMTA are Chinese and English.

On September 21, 2016, at the preparatory meeting for the International Mountain Tourism Alliance, former French Prime Minister Dominique de Villepin was elected as the chairman of the Alliance; Former Director of the National Tourism Administration of China, Mr.Shao Qiwei, was elected as Vice Chairman; Mr.He Yafei, former Deputy Director of the Overseas Chinese Affairs Office of the State Council of China, was elected as the Secretary General (legal representative). The first council was composed of 28 institutions and 5 individual members, with a total of 111 members.

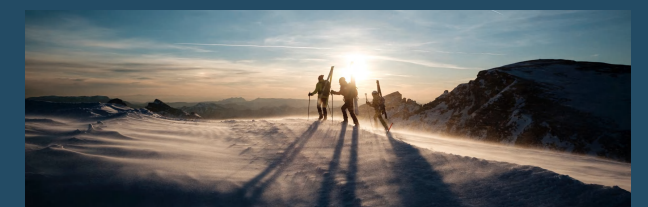
On December 27, 2022, the second general assembly of the International Mountain Tourism Alliance elected the second council and leadership members. Mr.Dominique de Villepin was re-elected as the Chairman of the Alliance, Mr.He Yafei as the Vice Chairman and Secretary General,

and Ms.Pansy Ho Chiu-king was elected as the Vice Chairman, Mr.Fu Yingchun as the Vice Chairman and Executive Secretary General (legal representative) of the Alliance. The second council consists of 31 institutional members and 10 individual members.

As of the end of 2022, the members of IMTA consists of 193 groups and individuals from 36 countries and regions across five continents, including 109 Chinese members, 74 international members, and 10 individual members.Group members are from countries and regions around the world of mountain tourism industry, include tourism institutions, non-profit organizations, cultural and tourism enterprises, financial consulting institutions, tourism colleges, airlines, tourism equipment manufacturing enterprises, outdoor organizations, etc.Individual members include well-known managers, experts, scholars, entrepreneurs, etc. in the tourism field.

IMTA has always adhered to the mission of its Statute and purpose, and has tirelessly explored the path and methods for predicting the development of the world's mountain tourism industry by building a research and evaluation platform for the development of the mountain tourism industry, researching, formulating, publishing, and promoting international standards related to mountain tourism, conducting mountain tourism resource evaluation, market research, and prosperity index prediction; IMTA have achieved positive results in building a mountain tourism investment cooperation and innovation platform, focusing on the protection and tourism utilization of mountain resources, developing characteristic mountain tourism products, conducting market promotion, guiding and promoting investment and financing cooperation, Building platforms for member communication and cooperation, shaping the alliance's brand, providing member consultation and training services, and continuously enhancing and expanding the alliance's international influence and discourse power.

IMTA is willing to work together with the global tourism industry to discuss, build, and share high-quality development achievements in mountain tourism in a spirit of equality, inclusiveness, and cooperation, and let ecological civilization lead mountain tourism towards a better future.





# PART I

## 第一篇章

世界著名山地——坎特伯雷山区平原 新西兰坎特伯雷 摄影 / 大卫·沃尔  
Canterbury-Mountain Plains Canterbury Photo by David Wall



# 奋力书写国际山地旅游发展新篇章

Working Together to Promote Sustainable Development of Global Mountain Tourism

——国际山地旅游联盟五年发展回眸

—A Review of the Five-year Development of the International Mountain Tourism Alliance

人类文明的起源、进化与发展都离不开山地，山地文化的产生是山地生态智慧的结晶。山地记录地球表层格局和演化，支撑地球的生态环境，构成了七大洲地域的基本框架，与四大洋形成了山海一体的大世界。古巴比伦、古埃及、古印度、中国、古希腊世界五大文明和印第安人古文明的发源地，大致分布在亚洲、非洲、欧洲和美洲大陆山地，因此，保护地球的山地，就是保护人类自己。在东方人眼中，山水蕴涵着宇宙无限奥妙，是得道、生慧、宁静致远、淡泊明志和修身养性之处，是吸取天地精华、与天地精神往来的处所。西方人则发现，在高处的恐惧感会在一定程度上诱发快感，于是登山，或者刻意营造冒险行为，成为制造适度恐惧的时尚行为。登山，尤其是攀登人类生存高度以上的绝顶，成为力量、勇敢、征服的象征，是强者的游戏。作为重要的地表形态、生态系统和生活空间，山地约占全球陆地面积的 1/4，世界 75% 的国家拥有山地，山地自然与人文资源是人类共有的宝贵财富，也是重要的旅游资源，在全球旅游发展格局中占有十分重要的地位。山地旅游契合人们崇尚自然、追求健康的愿望，正以超乎寻常的速度发展，成为引领全球旅游业潮流的重要动力。今天，人们越来越钟情于山地旅游，体验丰富多彩的山地生活，感受和谐共荣的山地历史，共创辉煌灿烂的山地文明。面对经济风险的威胁，面对安全问题

和环境挑战，可持续发展浪潮席卷

全球，跨文化关系和跨境交流日益迫

切。在这样的背景下，世界有识之士

呼吁应将旅游业作为开放、发展、对

话、交流的核心点，高度重视。然而，世界上还没有一个以山地旅游为主体的

国际性组织，不同国家和地区在为旅游者提供服务，共享山地旅游发展经验和商机，

传播山地旅游先进理念，促进山地旅游可持续发展等方面缺乏一个有效沟通合作的机制，亟

需搭建一个能够融汇全球山地旅游实践经验的机制平台。于是，国际山地旅游联盟应运而生。

The origin, evolution, and development of human civilization are closely tied to mountains. Mountain culture represents the culmination of mountain ecological wisdom. Mountains serve as a record of the earth's surface patterns and evolution, while also providing crucial support for the planet's ecological environment. They form the fundamental framework of the seven continents and, together with the four oceans, create a world characterized by mountains and seas. The birthplaces of the world's five major civilizations, namely ancient Babylonia, ancient Egypt, ancient India, China, and ancient Greece, as well as ancient Indian civilizations, are predominantly located in the mountainous regions of Asia, Africa, Europe, and the American continent. Therefore, safeguarding the earth's mountains equates to safeguarding humanity itself. In the perspective of Oriental culture, mountains and rivers are believed to hold infinite mysteries of the universe. They are considered as sacred places where individuals can attain enlightenment, gain wisdom, find tranquility, and gain clarity about their aspirations. Additionally, they are seen as essence of heaven and earth. On

spirit of conquest, making it a challenging essential land-forms, ecosystems, and Earth's land area. With 75% of the world's these areas are not only a shared treasure but also key tourism assets. They occupy development framework. Mountain tourism, nature and their pursuit of health, is growing at an extraordinary rate. It has become a major force shaping global tourism trends. Nowadays, more and more people are drawn to mountain tourism, seeking to immerse themselves in the rich and varied mountain lifestyles, to experience the harmonious and prosperous history of these regions, and to contribute to the creation of a magnificent and splendid mountain civilization. Faced with economic risks, security issues, and environmental challenges, the wave of sustainable development is sweeping the globe, making cross-cultural relations and transnational communication increasingly urgent. Against this backdrop, discerning individuals worldwide are calling for the tourism industry to be a focal point for openness, development, dialogue, and exchange, emphasizing its importance. However, there is currently no international organization primarily focused on mountain tourism. Different countries and regions lack an effective mechanism for cooperation in serving tourists, sharing experiences and opportunities in mountain tourism development, disseminating advanced concepts in mountain tourism, and promoting sustainable development in this sector. There is an urgent need to establish a platform that integrates global mountain tourism practices in a systematic way. Thus, the International Mountain Tourism Alliance was born in response to these needs.

## 确立山地旅游发展新理念

Establish New Concepts for Mountain Tourism Development



2017 年 8 月 15 日，由中国发起的全球首个以山地旅游为定位的国际组织——国际山地旅游联盟正式成立。

国际山地旅游联盟的成立，不仅开创了世界山地旅游新格局，还确立了“以生态文明为引领，以保护山地资源、传承山地文明、促进山地经济、造福山地民众”为核心的山地旅游发展新理念，迈出了积极促进旅游业国际交往和业务合作、总结推广山地旅游发展经验、推动世界山地生态旅游可持续发展的坚实步伐。

5 年来，国际山地旅游联盟注重把握时代脉搏、前沿趋势，顺应形势发展、需求变化，坚守生态优先、绿色发展，通过品牌培育建设，构筑国际旅游业平台体系，为全球山地旅游可持续发展提供了思想引领和技术支持。

5 年来，国际山地旅游联盟在确立和实践山地旅游新理念的过程中培育了“国际山地旅游联盟年会”“国际山地旅游日”“世界名山对话”“IMTA 山地旅游奖”“亚洲山地旅游推广大会”等品牌活动，“山地旅游”在世界正绽放耀眼光芒。

贵州作为中国唯一没有平原支撑的省份，也是国际山地旅游联盟的发起地。近年来，贵州借助联盟的指导，遵循山地旅游发展新理念，依托独特的山地旅游资源，推动山地旅游发展不断走向全国、走向世界。当前，贵州拥有世界自然遗产地 4 个，5A 级旅游景区 8 个，4A 级旅游景区 134 个，省级以上度假区 40 个，国家级风景名胜区 18 个，国家级森林公园 32 个，国家地质公园 10 个，国家级自然保护区 11 个；贵州被誉为“世界桥梁博物馆”“户外运动的天堂”“千瀑之省”“文化千岛”，不断打造国际一流山地旅游目的地、国内一流度假康养目的地。

On August 15, 2017, the International Mountain Tourism Alliance (IMTA), the world's first international organization focused on mountain tourism that initiated by China, was officially established.

The establishment of IMTA not only creates a new paradigm in world mountain tourism, but also set forth a new concept for mountain tourism development led by ecological civilization, with the core of protecting mountain resources, preserving mountain civilizations, promoting mountain economies, and benefiting the mountain people. It represents a significant step towards actively promoting international exchanges and business cooperation in the tourism industry, summarizing and promoting the experiences in mountain tourism development, and advancing the sustainable development of world mountain ecological tourism.

国际山地旅游联盟是全球首个以山地旅游定位的国际性、专业性、非营利性社会组织，会员涵盖全球五大洲 34 个国家。

宗旨：以可持续发展为目标，保护山地资源、传承山地文明、促进山地经济、造福山地民众，推动会员间国际交往，经验分享与业务合作。

IMTA is the world's first international, professional and non-profit social organization focus on mountain tourism. It encompasses members from 34 countries across five continents.

Its purpose is to protect mountain resources, preserve mountain civilization, promote mountain economy, benefit mountain people, and promote international exchanges, experience sharing, and business cooperation among members with the goal of sustainable development.



## 构筑山地旅游发展 新平台

*Build a New Platform for the Development of Mountain Tourism*



国际山地旅游联盟成立以来,一直致力于山地旅游产业发展研究与评价、山地旅游投资合作与创新、会员对话交流与服务三大平台建设,通过推出山地旅游发展指南和行业标准,研究预测世界山地旅游业发展的路径方法,引导和促成投资与合作,促进山地旅游创新发展。

“国际山地旅游联盟年会”是会员重要的交流合作平台,自 2017 年举办首届年会后,联盟年会已连续举办 5 届。每一届联盟年会都注重把握时代趋势。通过年会,不断探索推动山地旅游重振和提质升级的路径与方法,为全球山地旅游治理、助推全球旅游业繁荣振兴提供思想引领和实践支撑。

Since its inception, IMTA has been committed to the construction of three major platforms: research and evaluation of mountain tourism industry development, investment cooperation and innovation in mountain tourism, and member dialogue, exchange and services. By introducing guides and industry standards for mountain tourism development, researching and predicting the development paths of the global mountain tourism industry, IMTA guides and facilitates investment and cooperation, promoting innovative development in mountain tourism.

"International Mountain Tourism Alliance Annual Conference" plays a crucial role as a platform for members to exchange ideas and collaborate. Since its inception in 2017, the conference has been successfully held five times. Each conference focuses on grasping the trends of times, and Continuously exploring ways and methods to promote the revitalization and upgrading of mountain tourism, providing ideological guidance and practical support for global mountain tourism governance and promoting the prosperity and revitalization of the global tourism industry.

此外,国际山地旅游联盟于 2018 年倡导发起“国际山地旅游日”“世界名山对话”等平台,顺势搭建了商务交流平台,帮助旅游机构、旅游景区、OTA 企业等发声和交流,共同促进世界山地经济繁荣和生态旅游可持续发展。

与此同时,国际山地旅游联盟每年积极组织会员参加“中国国际旅游交易会”“中国-东盟博览会”“国际滨湖度假大会暨首届度假博览会”“中国国际服务贸易交易会”“世界旅行商大会”等重要涉旅展会,搭建起联盟会员与行业间的合作沟通桥梁。

Additionally, in 2018, IMTA initiated platforms like "International Mountain Tourism Day" and "Dialogue Among World Famous Mountains" and opportunistically established business communication platforms help tourism organizations, tourist attractions, OTA companies, and others to communicate and exchange ideas, collectively promoting the prosperity of the global mountain economy and sustainable development of ecological tourism.

Simultaneously, IMTA actively organizes its members to participate in significant tourism-related exhibitions each year, including the "China International Travel Mart", "China-ASEAN Expo", "International Conference of Lakeside Leisure and Huzhou Leisure EXPO", "China International Fair for Trade in Services" and the "Global Travel Agents Conference". These events build bridges for communication and cooperation between IMTA members and the tourism industry.



2017 年举办首届年会 Forum of the first annual meeting of the International Mountain Tourism Alliance



兴义万峰林 黔西南州文化旅游局提供 Xingyi Wanfenglin provided by Qianxinan Culture and Tourism Bureau

In these five years, IMTA has focused on grasping the pulse of the times and the forefront of trends. Adapting to the evolving situations and changing demands, IMTA has adhered to an eco-first, green development approach, keeping pace with the times. Through brand cultivation and the construction of an international tourism platform system, it has provided ideological leadership and technical support for the sustainable development of global mountain tourism.

In these five years, IMTA has cultivated several brand events such as the "International Mountain Tourism Alliance Annual Conference," "International Mountain Tourism Day," "Dialogue Among World Famous Mountains," "IMTA Mountain Tourism Award," and "Asian Mountain Tourism Promotion Conference," in the process of establishing and practicing new concepts in mountain tourism. "Mountain Tourism" is now shining brightly on the world stage.

As the only province in China without plains, Guizhou is also the founding place of IMTA. In recent years, Guizhou has embraced the guidance of the Alliance and adopted a new concept of mountain tourism development. With its unique mountain tourism resources, Guizhou has successfully promoted the development of mountain tourism throughout the country and globally. Currently, Guizhou boasts 4 world natural heritage sites, 8 5A-level tourist attractions, 134 4A-level tourist attractions, 40 resorts at the provincial level or higher, 18 national-level scenic spots, 32 national-level forest parks, 10 national geological parks, and 11 national nature reserves. Known as the "World Bridge Museum," "Paradise of Outdoor Sports," "Province of Thousands of Waterfalls," and "Thousands of Cultural Islands," Guizhou continues to strive towards becoming a top-tier international mountain tourism destination as well as a premier domestic resort and health retreat destination.



## 探索山地旅游发展新路径

Explore New Paths for Mountain Tourism Development

国际山地旅游该怎么发展? 标准是什么? 路径怎么走?

国际山地旅游联盟成立了专家委员会, 积极开展研究, 探寻国际山地旅游新路径。先后推出了《世界山地旅游发展趋势报告 2018》《世界山地旅游发展趋势报告 2020》《国际山地徒步旅游指南》《世界旅游名山分类与评价体系》《国际山地温泉康养旅游地建设与评定》《国际山地生态旅游目的地指标体系》等研究成果, 并逐步在全球推广推行, 为山地旅游高质量发展提供了实践支持和技术指导。

国际山地旅游联盟通过定期和不定期开展专家学者座谈、走访和业务培训等活动, 对山地旅游发展有关利好政策、市场机遇、行业需求进行解读、分析和研判。特别是 2020 年以来, 面对新冠疫情肆虐, 联盟通过举办线上主题论坛、线上培训, 线下走访调研, 研究成果实践推广等形式, 共同研讨新冠疫情危机给山地旅游及旅游领域造成的冲击和影响, 探索疫后复苏发展趋势和机遇。

5 年来, 国际山地旅游联盟在巩固工作成效的基础上, 不断夯实平台基础, 不断推出创新成果, 为国际山地旅游提供了发展新路径。

How should the international mountain tourism be developed? What are the standards? What path should it take?

IMTA established an expert committee to actively conduct research and explore new paths for international mountain tourism. It has introduced research findings such as "Report on the Development Trends of World Mountain Tourism 2018 and 2020 edition," "International Mountain Hiking Tourism Guide," "Classification and Evaluation System of World Famous Tourism Mountains," "Construction and Rating on International Mountain Hot Spring Wellness Tourism Destination," and "International Certification Criteria System for Mountain Eco-tourism Destination". These findings are gradually being implemented globally, providing practical support and technical guidance for the high-quality development of mountain tourism.

IMTA organizes regular and irregular discussions, visits, and training sessions with experts and scholars to interpret, analyze, and assess beneficial policies, market opportunities, and industry demands in mountain tourism development. Especially since 2020, in the face of the COVID-19 pandemic, IMTA has hosted online forums and training, conducted offline research visits, and promoted the practical application of research findings. These efforts aim to discuss the impact of the COVID-19 crisis on mountain tourism and the tourism sector, explore post-pandemic recovery trends and opportunities.

In these five years, building on its achievements, IMTA has continuously strengthened its platform foundation and introduced innovative outcomes, providing new pathways for the development of international mountain tourism.

山地逐梦, 勇毅前行。  
Chasing dreams in the mountains, marching forward  
with courage and determination.

## 奋力推动山地旅游新发展

Strive to Promote New Developments of Mountain Tourism

山地资源, 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。

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, 国际山地旅游联盟深耕山地旅游领域, 坚持走“共建、共享、共荣、共赢”可持续发展之路, 探索山地旅游多元发展模式, 共享山地旅游可持续发展的经验与成果。国际山地旅游联盟通过加强跨文化对话、跨行业融合和跨学科建设, 推动了各个国家和地区、各相关国际组织和管理机构, 按照山地旅游发展规律, 共同探索发展路径和业务领域, 共同扩展旅游市场, 共同探讨如何应用现代科技为旅游业发展赋能, 共同推动山地旅游人才培养, 共享山地旅游发展成果。

“雄关漫道真如铁, 而今迈步从头越”。回眸来路, 国际山地旅游联盟始终遵循宗旨, 积极推动山地旅游可持续发展, 无论是在信息分享、案例分析, 还是在标准指南等方面, 都取得了可喜成绩, 得到业界的一致认可。展望未来, 国际山地旅游联盟将充分发挥作为专业性国际组织的功能, 以开放包容、交流合作、协作分享、互利共赢的姿态, 努力传播可持续山地旅游理念, 构筑山地旅游命运共同体, 进一步增进行业间、会员间的互利协作, 更好服务于社会、行业和会员。同时, 还将在活动举办、标准制定、课题研究等方面始终强化生态文明保护理念, 不断唤起人们保护山地生态、传承山地文明意识, 助推全球山地旅游高质量可持续发展, 奋力书写山地旅游发展新篇章。

Mountain resources, a precious gift from nature to humanity, are vital carriers of natural and cultural heritage and an essential foundation for the survival and development of mountain tourism. As an international organization committed to "protecting mountain resources, preserving mountain civilizations, promoting mountain economies, and benefiting people living in mountainous regions", IMTA is deeply engaged in the field of mountain tourism, adhering to the path of 'co-construction, sharing, co-prosperity, and win-win' sustainable development, exploring diversified development models for mountain tourism, and sharing experiences and achievements in sustainable development of mountain tourism.

IMTA has fostered cross-cultural dialogues, cross-industry integration, and interdisciplinary capacity building. This initiative has propelled countries and regions, as well as relevant international organizations and management institutions, to jointly explore development paths and business domains according to the laws of mountain tourism development. Together, they are expanding the tourism market, discussing how to harness modern technology to empower the tourism industry, promoting the training of talents in mountain tourism, and sharing the fruits of mountain tourism development.

"The heroic passes and long roads were as tough as iron, and now we are stepping from the beginning". Looking back on its journey, IMTA has always adhered to its mission and actively promoted the sustainable development of mountain tourism. It has achieved commendable results in areas such as information sharing, case analysis, and setting standards and guidelines, receiving unanimous recognition from the industry. Looking forward, IMTA is set to fully utilize its role as a specialized international organization. It aims to operate with openness, inclusivity, exchange, cooperation, collaboration, sharing, mutual benefit, and a win-win approach. IMTA is dedicated to spreading the concept of sustainable mountain tourism, building a shared future for mountain tourism, and further enhancing mutually beneficial collaboration between industries and members to better serve society, the industry, and its members. Additionally, IMTA will continue to reinforce the concept of ecological civilization in organizing activities, setting standards, and conducting research. It constantly strives to awaken the awareness of protecting mountain ecosystems and preserving mountain civilizations, thereby boosting the high-quality and sustainable development of global mountain tourism and energetically scripting a new chapter in the development of mountain tourism.



蒙古阿尔泰山区 陈卫中工作室提供  
Altai Mountain, Mongolia provided by Chen Weizhong - Studio



# PART II

## 第二篇章

塔希提岛山脉·法属波西尼亚 摄影 / 石井真弓  
Tahiti Mountains French Polynesia Photo by Mayumi Ishii



## 应运而生 乘势而上

## Born at the Historic Moment and Ride on the Momentum

## ——国际山地旅游联盟“破茧成蝶”“横空出世”

—IMTA Emerges from a Cocoon

苍山如海，岁月如歌。弹指间，国际山地旅游联盟已走过 5 年的非凡历程。

奋力前行谱写时代新曲，满怀激情奏响发展壮歌。山地旅游作为集山地观光、休闲、健身、娱乐、教育为一体的现代旅游形式，在全球旅游发展格局中占有重要地位。对山地面积占多数的贵州和中国而言，如何借助山地资源巨大潜力和优势，通过山地旅游推动旅游产业的发展振兴，促进山地经济发展，造福山地民众，成为当下所面临的重大课题。在贵州省委、省政府的大力支持和有关组织、部门等积极呼吁，以及国际山地旅游蓬勃兴起的时代背景下，国际山地旅游联盟蓄势待发、应运而生。

Times flies in a flash, and the International Mountain Tourism Alliance (IMTA) has been on a remarkable journey for five years.

With passion and determination, we strive forward to create a new era, echoing the grand symphony of progress. Mountain tourism, a modern form of tourism that integrates mountain sightseeing, leisure, fitness, entertainment, and education, occupies an important position in the global tourism development landscape.

For Guizhou and China, regions dominated by mountainous landscapes, leveraging the vast potential and advantages of mountain resources to drive the revitalization of tourism industry and promote economic development in mountainous areas, benefiting mountain communities, is a significant challenge at present. In light of this, and given the earnest support from the Guizhou Provincial Party Committee and Guizhou Government, the enthusiastic appeals from various organizations and departments, and the burgeoning backdrop of international mountain tourism, the International Mountain Tourism Alliance has emerged, ready to seize the moment and make a significant impact.

2015 年  
9 月September  
2015

首届国际山地旅游大会在中国贵州成功举办，在国内外引起积极反响。时任贵州省委副书记陈敏尔提出设立国际山地旅游联盟的设想，而作为“山地公园省”的贵州有着得天独厚的条件，贵州省委省政府高度重视旅游业发展，立足省情确立了山地旅游发展目标并作出决策，由贵州发起成立国际山地旅游联盟。

The first International Mountain Tourism Conference was successfully held in Xingyi City, Qianxinan Prefecture, Guizhou Province, China, which has aroused positive responses both at home and abroad. Then-Secretary of the Guizhou Provincial Party Committee, Chen Min'er, proposed the establishment of the International Mountain Tourism Alliance. Guizhou, known as the "Mountain Park Province," is with unique advantages for this endeavor. The Guizhou Provincial Party Committee and the Guizhou Government have greatly emphasized tourism development. Based on the province's characteristics, they have set goals for mountain tourism development and made strategic decisions. Guizhou initiated the establishment of the International Mountain Tourism Alliance.



《日月同辉》贵州省兴义市 彭金生  
"Sun and Moon" Xingyi City, Guizhou Province  
photo by Peng Jinsheng

2016 年  
9 月September  
2016

“国际山地旅游联盟首届会员大会”召开，顺利完成了联盟筹建的主要议程，取得了重要阶段性成果。会上发出《国际山地旅游联盟大会倡议》，举办了国际山地旅游联盟创建与发展研讨会。此后，联盟筹建进入国家审核及登记注册后续阶段。

The "First General Assembly of the International Mountain Tourism Alliance" was convened, successfully completing the main agenda for the Alliance's preparation, and achieving significant stage results. The conference issued the International Mountain Tourism Alliance Conference Initiative and held the Seminar of Establishment and Development of the International Mountain Tourism Alliance. Following this, the preparation for the Alliance moved into the subsequent stages of national review and registration.

2017 年  
8 月 15 日August 15  
2017

国际山地旅游联盟在国际山地旅游大会期间正式挂牌，成为第二个经中国国务院批准成立的国际旅游组织。

The International Mountain Tourism Alliance (IMTA) was officially established on August 15, 2017, during the International Mountain Tourism Conference, becoming China's second international tourism organization approved by the State Council of China.



国际山地旅游联盟成立仪式  
Founding ceremony of the International Mountain Tourism Alliance

国际山地旅游联盟自筹建以来，依据联盟《章程》推选出首届联盟领导，选址建设并落成国际山地旅游联盟总部大楼，完成了从无到有的跨越。组建国际山地旅游联盟秘书处，制定各项规章制度，夯实了国际山地旅游联盟的工作基础。

国际山地旅游联盟坚持以平台塑品牌，以品牌促影响，以影响强地位的发展策略，脚踏实地朝着把自身建设成为促进国际旅游交流合作的著名平台目标前进。2017 至 2022 年来，首届国际山地旅游联盟领导集体引领联盟在机制创新、平台构建、品牌塑造、会员服务、业界影响等方面取得积极进展。国际山地旅游联盟从本组织的性质和宗旨出发，积极作为、主动应对、把握趋势、适时调整，充分发挥自身优势，及时为全球业界提供应对危机、提振信心、走出困境的建议和引导，为全球旅游复苏与重塑治理做出积极贡献，在促进生态优先、绿色低碳发展等方面开展了卓有成效的实践，得到国际旅游领域广泛认可。

Since the preparatory and establishment, IMTA has elected its first leadership in accordance with the IMTA Statute, selected the site for and completed the construction of IMTA headquarters building, achieving a leap from non-existence to existence. The formation of the Secretariat of the International Mountain Tourism Alliance and the establishment of various rules and regulations have solidified the working foundation of the IMTA.

IMTA adheres to a development strategy of shaping the brand through its platform, enhancing influence through the brand, and strengthening its status through influence. The Alliance is committed to pragmatically building itself into a renowned platform that promotes international tourism exchange and cooperation. From 2017 to 2022, the first leadership of the IMTA guided the Alliance to make positive progress in areas such as mechanism innovation, platform construction, brand shaping, member services, and industry influence. Starting from its nature and purpose, the IMTA actively responds, seizes trends, makes timely adjustments, and fully leverages its advantages. It promptly provides the global industry with advice and guidance to cope with crises, boost confidence, and overcome difficulties, making a positive contribution to the global tourism recovery and governance restructuring. The Alliance has conducted highly effective practices in promoting ecology-first and green, low-carbon development, which has been widely recognized in the international tourism field.



在贵州省委、省政府大力支持下,经过多地选址、国际设计招标、项目筹备建设等近两年时间,国际山地旅游联盟总部大楼于2019年10月28日在贵州省贵阳市双龙航空经济区正式落成启用。总部占地4万平方米,总建筑面积2.4万平方米,地上最高处5层,地下一层,内部设有总部办公区、展览展示区、交流培训区及文体配套设施、管理保障及设备用房、服务配套等,涵盖办公、会议、展示等功能。其中,大会议厅面积1200平方米,可容纳近千人的会议。整栋大楼的设计理念融入了“双峰”“风景窗”和“眼睛”等山地元素,蕴含着山地旅游勇攀高峰、瞭望世界、构筑精彩的美好寓意。



国际山地旅游联盟总部大楼 IMTA headquarters building

Under the strong support of the Guizhou Provincial Party Committee and the Guizhou Government, the headquarters building of the IMTA, after two years of site selection, international design bidding, and project preparation, was officially inaugurated and put into use on October 28, 2019, in the Shuanglong Aviation Economic Zone in Guiyang, Guizhou Province. The headquarters occupies 40,000 square meters, with a total construction area of 24,000 square meters. It has five floors above ground and one underground, comprising an office area, exhibition and demonstration area, communication and training area, as well as cultural and sports facilities, management and equipment rooms, and service facilities. It includes functions for office work, meetings, and exhibitions. Among these, the main conference hall covers an area of 1,200 square meters and can accommodate nearly a thousand people for meetings. The design concept of the entire building integrates mountain elements such as "twin peaks," "scenic windows," and "pupil" symbolizing the spirit of mountain tourism in striving for peaks, looking out to the world, and constructing wonderful experiences.

The Secretariat of the International Mountain Tourism Alliance, as the daily administrative management body of the Alliance, comprises one Secretary-General, one full-time Executive Secretary-General, one Deputy Secretary-General, and several part-time Deputy Secretaries-General. The Secretariat includes four departments: the General Office, Comprehensive Business Department, Liaison Department, and Beijing Liaison Office. To ensure systematic institutional management and strengthen internal construction, the Secretariat of the Alliance has gradually improved various rules and regulations. This includes 17 internal management systems and methods such as the "IMTA Statute," "Work Rules of the Secretariat of the International Mountain Tourism Alliance," "Functional Division of the Secretariat of the International Mountain Tourism Alliance," "Financial Management and Salary Management System of the International Mountain Tourism Alliance," "Methods for the Collection and Management of Membership Dues of the International Mountain Tourism Alliance," and "Procurement Management Methods of the International Mountain Tourism Alliance." These regulations ensure that the operation and management of the Alliance are guided by rules and laws.

To strengthen the construction of secondary institutions of the Secretariat of the IMTA, particularly the development of think tanks, the Alliance has established IMTA Expert Committee, IMTA Investment and Financing Committee, and IMTA Mountain Hot Spring Wellness Professional Committee. The members of these specialized committees are senior experts, scholars, and entrepreneurs from international and domestic tourism and related fields, providing intellectual support for the high-quality operation of the Alliance.

国际山地旅游联盟秘书处作为联盟的日常行政管理机构,设秘书长1名,专职执行秘书长1名,副秘书长1名,兼职副秘书长若干名。秘书处下设办公室、综合业务部、对外联络部和北京联络处4个部门。为做好系统化制度管理,加强内部建设,联盟秘书处逐步健全完善各项规章制度,形成了包括《章程》《国际山地旅游联盟秘书处工作规则》《国际山地旅游联盟秘书处机构职能分工》《国际山地旅游联盟财务管理和薪酬管理制度》《国际山地旅游联盟会费收缴与管理办法》《国际山地旅游联盟采购管理办法》等17项内部管理制度、办法,使联盟的运营与管理有章可循,有法可依。

为加强国际山地旅游联盟秘书处二级机构建设,特别是智库建设,联盟成立了专家委员会、投融资委员会和山地温泉康养专业委员会。专委会成员均为国际国内资深旅游及相关领域专家、学者和企业家,为联盟高质量运营提供了智力支持。

## 专家委员会

### IMTA Expert Committee

专家委员会于2020年正式成立。作为国际山地旅游联盟的专家智库,主要负责研讨联盟的建设与发展规划,研究世界山地旅游业发展动态和趋势,为组织实施重大项目提供专业技术咨询,开展专题调研和课题研究并提出研究报告;通过凝聚行业智慧,科学把握山地旅游的趋势与方向,为山地旅游发展提供智力支持和技术保障,运用先进经验,推动行业可持续发展。

IMTA Expert Committee was officially established at the year of 2020. Serving as the expert think tank of the International Mountain Tourism Alliance, its primary responsibilities include discussing the construction and development planning of the Alliance, researching the development dynamics and trends of the global mountain tourism industry, providing professional technical advice for the implementation of major projects, conducting special investigations and subject research, and presenting research reports. By converging industry wisdom and scientifically grasping the trends and directions of mountain tourism, the Committee offers intellectual support and technical assurance for the development of mountain tourism. Utilizing advanced experiences, it aims to promote the sustainable development of the industry.

## 投融资委员会

### IMTA Investment and Financing Committee

与专家委员会同期成立,是国际山地旅游联盟首个专业委员会。其主要职能是服务行业和国际山地旅游联盟会员,聚合国内外优质旅游资源和资本,搭建旅游项目投融资信息交流平台,建立山地旅游资源项目库,引导金融资本在旅游产业的建设开发及市场运作,拓展投融资合作发展渠道,整合资源,优化配置,促进资源与资金、项目与投资、资本与产业的结合,助推旅游产业的高质量建设。

IMTA Investment and Financing Committee, established concurrently with the IMTA Expert Committee, became the first specialized committee of the IMTA. Its main function is to serve the industry and the members of the IMTA by aggregating high-quality domestic and international tourism resources and capital. It aims to create an information exchange platform for the investment and financing of tourism projects, establish a database of mountain tourism resource projects, guide financial capital in the construction, development, and market operations of the tourism industry, expand channels for investment and financing cooperation, integrate resources, optimize allocation, and promote the combination of resources with funds, projects with investments, and capital with finances. The Committee plays a crucial role in boosting the high-quality construction of the tourism industry.

## 山地温泉康养专业委员会

### IMTA Mountain and Hot Spring Wellness Specialized Committee

于“2021国际山地旅游联盟年会”上正式揭牌,成为国际山地旅游联盟又一专业性工作机构。主要负责组织山地温泉旅游产业研讨会、高峰论坛、专家对话等主题活动,推动行业交流与合作;开展山地温泉康养课题研究,建立山地温泉康养标准体系、示范基地评选与培育机制;开展各类人才交流、业务培训、咨询服务、技术指导,推动山地温泉旅游的技术创新和健康发展。

IMTA Mountain and Hot Spring Wellness Specialized Committee was formally established at the "2021 International Mountain Tourism Alliance Annual Conference" becoming another specialized working body of the IMTA. Its primary responsibilities include organizing theme activities such as mountain hot spring tourism industry seminars, summits, and expert dialogues, to promote industry exchange and cooperation. The Committee is tasked with conducting research on mountain hot spring health and wellness topics, establishing a standard system for mountain hot spring health and wellness, and developing mechanisms for cultivating and selecting demonstration bases. It engages in various talent exchanges, business training, consulting services, and technical guidance, aiming to promote technological innovation and the healthy development of mountain hot spring tourism.





1. 会员单位：蔚蓝户外运动发展（海南）有限公司  
IMTA member: Blue Outdoor Sports Development (Hainan) Co., LTD.

2. 会员单位：奥地利多贝玛亚索道有限公司  
IMTA member: Austria Dobermaya Cableway Co., LTD.

3. 会员单位：贵州婧翔体育旅游文化传播有限公司  
IMTA member: Guizhou Jingxiang Sports & Tourism Culture Communication Co., LTD.

立足于“走出去，请进来”的思想，国际山地旅游联盟成立以来不断拓宽交流合作领域和渠道，扩大国际国内各界对联盟的关注度，为联盟进一步发展国际国内会员、开展业内交流合作搭建平台。为做好会员拓展及联络工作，联盟在山地旅游发展典型地区或国家开展合作和会员招募，通过与当地政府或行业组织合作，举办形式多样的活动，扩充和延展联盟工作空间和业务范围，最大化发挥联盟影响和作用。同时，积极联系走访会员单位、涉旅企业、跨国公司，收集行业动态和需求等信息，整合行业资源和优势，争取支持、协作与合作。

另外，国际山地旅游联盟密切与相关组织、机构联系，结成山地旅游共同体，不断优化会员结构，吸纳质量更优、覆盖范围更广、代表性更强的涉旅机构成为联盟会员。

Based on the philosophy of "going global and inviting in", IMTA has continuously broadened its fields and channels of exchange and cooperation since its establishment, thereby increasing the attention it receives from various domestic and international sectors. This expansion aids the Alliance in further developing its international and domestic membership and in establishing a platform for industry exchanges and cooperation. To effectively expand and connect with its members, the Alliance engages in cooperation and member recruitment in typical regions or countries of mountain tourism development. Through collaborations with local governments or industry organizations, the Alliance organizes a variety of activities to expand and extend its working space and business scope, maximizing its influence and role. Simultaneously, the Alliance actively contacts and visit members, tourism enterprises, and multinational corporations, gathering industry trends and demand information, integrating industry resources and advantages, and seeking support, collaboration, and cooperation.

Furthermore, IMTA closely collaborates with relevant organizations and institutions to form a mountain tourism community, continually optimizing its membership structure. The focus is on developing members from tourism-related institutions that are of higher quality, have a broader coverage, and possess stronger representativeness.

## 贵州启程 走向世界

### Start On a Journey from Guizhou to the World

国际山地旅游联盟从筹备起步到成立运营，始终坚持立足贵州、面向全国、走向世界的目标，通过品牌培育建设，构筑国际旅游业平台体系，为全球山地旅游可持续发展提供了思想引领和实践支撑。

Since its preparatory phase through to its establishment and operation, the IMTA has consistently adhered to the goal of being based in Guizhou, oriented towards the entire country, and reaching out to the world. Through the cultivation and construction of its brand, it has built an international tourism industry platform system, providing ideological guidance and practical support for the sustainable development of global mountain tourism.

2018 年  
1-3 月

January to  
March  
2018

1 月，国际山地旅游联盟秘书处与贵州省外事办公室、中国新闻社贵州分社共同举办北京大学燕京学堂外国留学生“走进多彩贵州”交流活动，来自北京大学燕京学堂多国留学生在贵州开展了为期四天的考察调研和对话交流活动。3 月，联盟秘书长何亚非率团访问西班牙、安道尔和法国，开启了联盟国际交流互访重要历程。拜访了世界旅游组织马德里总部，出席了在安道尔举行的“第十届世界冰雪与山地旅游大会”，在法国尚贝里市走访了联盟会员—法国萨瓦—勃朗峰大学并举行了“中欧山地对话”活动，与相关国际机构开展了业务交流，增强与相关组织机构及会员的交流合作。

The IMTA Secretariat together with the Foreign Affairs Office of Guizhou Province and the Guizhou Branch of China News Service, jointly organized an exchange activity for foreign students from Yenching Academy of Peking University, titled "Exploring Colorful Guizhou." Students from various countries at the Yenching Academy carried out a four-day research and dialogue exchange activity in Guizhou. In March of the same year, He Yafei, the Secretary-General of the Alliance, led a delegation to Spain, Andorra, and France, marking an important milestone in the Alliance's international exchange and visits. The delegation visited the United Nations World Tourism Organization headquarters in Madrid, attended the "10th World Congress on Snow and Mountain Tourism" held in Andorra, visited the member of the Alliance, Savoie Mont Blanc University in Chambéry, France, and held a "China-Europe Mountain Dialogue" event, and conducted business exchanges with relevant international institutions, enhancing cooperation and communication with related organizations and members.



国际山地旅游联盟秘书长何亚非率团走访  
IMTA 会员法国萨瓦—勃朗峰大学  
He Yafei, IMTA Secretary-General, led a delegation to visit the  
University of Savoy-Mont Blanc in France, a member of IMTA

2019 年

国际山地旅游联盟继续扩大对外走访交流，应邀出席“世界旅游经济论坛”“首届大运河文化旅游博览会”等 9 场各类大型会议和展会；拜访尼泊尔、以色列、西班牙、马来西亚等 10 个国家的驻华使馆；拜访世界动物保护协会、亚洲金融协会、野生救援组织等 11 个重要国际组织，就首个“国际山地旅游日”、中日山地旅游论坛、中国东盟山地旅游对话等活动的筹备与尼泊尔国家旅游局、尼泊尔驻华使馆、柬埔寨驻华使馆、老挝驻华使馆、日本山梨县等机构进行多次拜访和沟通。密切对外往来，拓展工作空间，为组织与组织、组织与会员、会员与会员之间搭起一座桥梁，共促共赢山地旅游发展成果。



IMTA continued to expand its visits and exchanges, was invited to attend 9 major meetings and exhibitions, such as the "Global Tourism Economy Forum" and the "First Grand Canal Culture and Tourism Expo." The Alliance visited the embassies of Nepal, Israel, Spain, Malaysia, and other countries in China, as well as 11 important international organizations, including the World Animal Protection Association, Asian Financial Association, and Wild Rescue Organization. the Alliance engaged in multiple visits and communications with the Nepal Tourism Board, the Nepalese Embassy in China, the Cambodian Embassy in China, the Lao Embassy in China, and Japan's Yamanashi Prefecture, among others, for the preparation of events such as the first "International Mountain Tourism Day," the China-Japan Mountain Tourism Forum, and the China-ASEAN Mountain Tourism Dialogue. By closely interacting with external parties and expanding its working space, the Alliance has built bridges between organizations, between organizations and members, and among members themselves, collectively promoting and sharing the fruits of mountain tourism development.



2019 赤水河谷多项挑战赛  
2019 Chishui Valley Multiple  
Challenges

对于中国而言, 山地旅游是中国由旅游资源大国向世界旅游大国转变的主打品牌。“绿水青山就是金山银山”, 中国是多山之, 山地占全国面积的 33%, 山地型自然文化遗产地、山地型国家风景名胜区超过总数的 50%。成立以来, 国际山地旅游联盟主办两届“中国双世遗名山对话”, 积极参与中国休闲度假大会、中国自驾游大会、世界旅游城市联合会青岛香山峰会、世界旅游联盟·湘湖对话、长白山国际生态论坛等活动; 联盟领导率队赴新疆、吉林、四川等地进行走访调研, 传播联盟的宗旨和发展理念, 拓展联盟的工作领域和业务空间, 建立起与相关行业和组织的联系; 作为支持单位、指导单位, 联盟参与了“2019 中国自驾游大会”“2019 赤水河谷多项挑战赛”等多项活动。同时, 联盟积极服务国家外交战略, 提高中国国际话语权和影响力, 为中国方兴未艾的山地旅游发展提供经验借鉴。

For China, mountain tourism is a key brand in its transition from a country rich in tourism resources to a major global tourism player. Embracing the concept that "lucid waters and lush mountains are invaluable assets". China, a country with a significant proportion of mountains covering 33% of its land area, boasts over 50% of its natural and cultural heritage sites and national scenic areas being mountainous. IMTA co-hosted "Dialogue with China's Famous Mountains of 'World Natural and Cultural Heritage'", actively participating in events like the China Leisure and Vacation Congress, China Self-driving Tour Congress, World Tourism Cities Federation Qingdao Fragrant Hills Tourism Summit, World Tourism Alliance Xianghu Dialogue, and the Changbai Mountain International Ecological Forum of China. The leadership of the Alliance led teams to Xinjiang, Jilin, Sichuan, and other regions for visits and research, spreading the Alliance's purposes and development concepts, expanding its work scope and business space, and establishing connections with relevant industries and organizations. As a supporting and guiding unit, the Alliance organized several events, including the "2019 China Self-driving Tour Congress" and the "2019 Chishui River Valley Multi-Challenge Race." Simultaneously, IMTA actively serves China's foreign diplomacy strategy, enhancing China's international discourse power and influence, and providing valuable experience for the burgeoning development of China's mountain tourism.

作为国际山地旅游联盟发起方和总部所在地, 联盟的发展得到贵州省的大力支持和帮助, 联盟也始终满怀初心为贵州建设国际山地旅游目的地赋能助力, 以贵州为模板, 打造山地旅游发展的样本, 向世界推广山地旅游产业发展经验。几年来, 联盟促成了加德满都至贵阳航线的开通, 引导和促进贵州旅游产业化的投资与合作; 构建贵州山地旅游项目库, 推动贵州“旅游+”“+旅游”多业态联动发展; 为贵州打造“温泉省”“索道省”“桥梁省”“山地户外运动省”“山地公园省”和“山地避暑胜地”提供智力支持 ..... 联盟持续发挥平台优势、渠道优势、人才优势, 进一步促进贵州山地旅游国际合作、项目投资, 使贵州更好对接国际旅游标准。以上, 对于推动打造国际一流山地旅游目的地、国内一流度假康养目的地, 推进贵州旅游强省建设和扩大对外开放具有标志性意义。

5 年来, 国际山地旅游联盟始终以可持续旅游为发展目标, 在全球致力于山地旅游资源的保护与利用, 参与山地旅游治理体系的构建, 促进旅游业界国际交往和业务合作, 推广交流山地旅游发展的成功经验, 促进山地经济繁荣和可持续发展, 在贵州、中国和世界层面上结出了丰硕成果。

发出中国声音, 讲好贵州故事。作为国际山地旅游发展新平台, 国际山地旅游联盟成立并落户贵州, 是世界旅游产业发展的必然趋势, 更是多山贵州抢抓机遇, 实现旅游产业、对外开放新突破的难得契机。从贵州启程走向世界, 国际山地旅游联盟必将扬帆远航。

As the initiator and the location of the headquarters of IMTA, the development of the alliance has been strongly supported and assisted by Guizhou Province. the Alliance has consistently aimed to empower the construction of Guizhou as an international mountain tourism destination, using it as a template to create a model for mountain tourism development and to promote the experience of mountain tourism industry development to the world. Over the years, the Alliance has facilitated the opening of the Kathmandu to Guiyang flight route, guiding and promoting investment and cooperation in the industrialization of Guizhou's tourism industry. It has built a project database for Guizhou's mountain tourism, promoting the multi-format linked development of "Tourism+" and "+Tourism" in Guizhou. the alliance has provided intellectual support in transforming Guizhou into a "Hot Spring Province," "Cable Car Province," "Bridge Province," "Mountain Outdoor Sports Province," "Mountain Park Province," and a "Mountain Summer Resort," among others. Continuously leveraging its platform advantages, channel advantages, and talent advantages, the Alliance has further promoted international cooperation and project investment cooperation in Guizhou's mountain tourism, aligning the province more closely with international tourism standards. These efforts have been symbolically significant in promoting the construction of a world-class mountain tourism destination and a top-tier domestic resort and wellness destination, advancing the development of Guizhou as a strong tourism province and expanding its openness to the outside world.

In these five years, the IMTA has consistently pursued sustainable tourism as its goal. With the purpose of protecting mountain resources, preserving mountain civilization, promoting mountain economies, and benefiting mountain communities, the Alliance has dedicated itself globally to the protection and utilization of mountain tourism resources. It has participated in the construction of mountain tourism governance systems, promoted international interactions and business cooperation in the tourism industry, shared and exchanged successful experiences in mountain tourism development, and fostered the prosperity and sustainable development of mountain economies. These efforts have yielded fruitful results at the levels of Guizhou, China, and the world.

"Conveying China's voice and telling Guizhou's story." As a new platform for international mountain tourism development, the establishment and settling of IMTA in Guizhou is not only an inevitable trend in the development of the global tourism industry but also a rare opportunity for the mountainous Guizhou to seize the moment and achieve new breakthroughs in its tourism industry and external openness. Embarking from Guizhou to the world, IMTA is set to sail far and wide.



## 绿色发展 共享美好

*Green Development towards a Beautiful Life*

国际山地旅游联盟的宗旨高度契合“绿水青山就是金山银山”理念，始终坚持探索可持续山地旅游发展模式，对增进不同山地文化间的交流，展示山地旅游目的地形象，挖掘创造健康、绿色、可持续山地旅游具有重要现实意义。联盟的成立，是推动世界旅游发展、加快中国对外开放与国际交流合作的必然选择，为世界山地旅游发展注入强劲动力。

The purpose of IMTA aligns closely with the sustainable development concept of "lucid waters and lush mountains are invaluable assets." the Alliance consistently commits to exploring sustainable development models for mountain tourism. Its efforts in enhancing the exchange between different mountain cultures, showcasing the image of mountain tourism destinations, and exploring and creating healthy, green, and sustainable mountain tourism are of significant practical importance. The establishment of the Alliance is an inevitable choice in promoting global tourism development and accelerating China's opening-up and international exchange and cooperation. It injects robust momentum into the development of mountain tourism worldwide.

2018年7月，以“新机遇、新角度、新动能—新时代背景下山地旅游发展国际合作与平台构建”为主题的“2018 国际山地旅游联盟北京论坛”在北京成功举办。来自 14 个国家近 500 名嘉宾共聚一堂，深入探讨新时代背景下国际山地旅游联盟的创新发展以及联盟年会、国际山地旅游大会等平台构建、“文旅融合”“山地旅游+”模式与经验分享、山地旅游业态创新与乡村振兴减少贫困等议题。“北京论坛”是联盟成立以来在国际平台的首次亮相和发声，也是联盟成立之初为加快国际化进程、扩大国际旅游交流合作的重要举措。论坛受到社会各界的热烈反响和充分肯定，取得良好社会影响和效果，联盟平台机制化迈出第一步。

The "2018 International Mountain Tourism Alliance Beijing Forum" themed "New Opportunities, New Perspectives, New Momentum—International Cooperation and Platform Building in Mountain Tourism Development in the New Era" was successfully held in Beijing. Nearly 500 guests from 14 countries gathered to deeply discuss the innovative development of IMTA in the new era, the construction of platforms such as the IMTA Annual Conference and the International Mountain Tourism Conference, "cultural and tourism integration," the "Mountain Tourism+" model and experience sharing, as well as the innovation of mountain tourism formats and rural revitalization to reduce poverty. The "Beijing Forum" marked the Alliance's first international appearance and statement since its establishment, and was an important initiative to accelerate its internationalization process and expand international tourism exchange and cooperation. The forum received a warm response and full recognition from all sectors of society, achieving a positive social impact and effectiveness, and marked the first step in the institutionalization of the Alliance's platform mechanism.



2018 国际山地旅游联盟北京论坛 2018 IMTA Beijing Forum

绿水青山就是金山银山  
LUCID WATERS AND LUSH MOUNTAINS  
ARE INVALUABLE ASSETS

在互联网+、数字经济的新时代背景下，“新科技+山地旅游”模式已成为行业风口。旅游圈、科技圈人士纷纷思考如何将大数据、人工智能、智能设备、新科技材料等“黑科技”融入山地旅游领域，助力行业创新发展。2018年10月，“2018 国际山地旅游联盟年会”在贵阳国际生态会议中心开幕，年会以“新科技时代——世界山地旅游创新发展新机遇”为主题，围绕“新科技+山地旅游”进行深入探讨。年会设置“主题论坛”“德维尔潘私享会”“世界名山对话”“专题研讨会”“商务洽谈会”“世界山地摄影展”等活动，并发起设立“国际山地旅游日”倡议，启动《世界山地旅游发展趋势报告》课题研究。“德维尔潘私享会”上，国际山地旅游联盟主席德维尔潘、副主席邵琪伟、秘书长何亚非与参会嘉宾探讨如何发挥联盟的平台作用，如何在山地旅游发达和后发达之间搭建交流合作、互连互通、资源共享的桥梁，促进全球山地旅游可持续发展。



2018 国际山地旅游联盟年会 2018 IMTA Annual Conference

为了促进旅游业的国际交往和业务合作，搭建世界山地旅游行业交流平台，“2018 国际山地旅游联盟年会”特别设置“世界名山对话”。作为联盟最新打造的交流合作平台，阿尔卑斯山脉、巴图尔火山、长白山、凯恩戈姆斯山、库克山、厄尔布鲁士、富士山、喜马拉雅山、桌山、黄山、伊塔蒂亚山、乞力马扎罗山、落基山、泰山等全球知名旅游山脉所在地的负责人围绕山地生态保护与合理利用、造福山地民众与可持续发展进行推介、对话，推动山地旅游行业之间的交流合作。同时，还开展了《连接山地精彩，共享美丽生存》世界名山摄影展，展出了中国、日本、俄罗斯、美国、加拿大、阿根廷、尼泊尔、法国、瑞士、新西兰、南非等国家近 120 幅精美名山险峰摄影作品，尽显新时代背景下的山地旅游风采。此后，“世界名山对话”成为国际山地旅游联盟品牌化活动。

In the new era of the Internet and digital economy, the "New Technology + Mountain Tourism" model has become a trend in the industry. Professionals from the tourism and technology sectors are contemplating how to integrate "black technologies" such as big data, artificial intelligence, smart devices, and new technological materials into the mountain tourism field to aid in the industry's innovative development. In October 2018, the "2018 International Mountain Tourism Alliance Annual Conference" was held at the Guiyang International Eco-Conference Center. Themed "New Technology Era—New Opportunities for Innovative Development in World Mountain Tourism," the Conference focused on the new opportunities, new spaces, and new models for mountain tourism development in the era of new technology, deeply exploring the "New Technology + Mountain Tourism" concept.

The Annual Conference featured various segments such as the "Theme Forum," "Dominique de Villepin Saloon" "Dialogue among World Famous Mountains," "Special Seminars," "Business Negotiation Meeting," "World Mountain Photography Exhibition," and also launched the initiative to establish "International Mountain Tourism Day" and initiated the "Report on the Development Trend of World Mountain Tourism" research project. During the "Dominique de Villepin Saloon," the chairman of IMTA, Dominique de Villepin, vice-chairman Shao Qiwei, Secretary-General He Yafei, and participating guests discussed how to leverage the platform role of the Alliance. They explored ways to build bridges of exchange, cooperation, interconnectivity, and resource sharing between developed and developing mountain tourism regions to promote the sustainable development of



global mountain tourism.

To promote international interactions and business cooperation in the tourism industry and establish a world mountain tourism industry exchange platform, the "2018 International Mountain Tourism Alliance Annual Conference" specially set up the "Dialogue Among World Famous Mountains ." As the Alliance's latest platform for exchange and cooperation, representatives from globally renowned mountainous tourism regions such as the Alps, Mount Batur, Changbai Mountain, Cairngorms National Parks, Mount Cook, Mount Elbrus, Mount Fuji, Himalayas, Table Mountain, Huangshan, Itatiaia National Park, Mount Kilimanjaro, Rocky Mountains, and Mount Tai participated. They discussed mountain ecological protection and rational use, benefiting mountain communities, and sustainable development, promoting the introduction and dialogue to foster exchange and cooperation within the mountain tourism industry.

Additionally, a "Enjoy the Wonder of Mountains, Share the Natural Beauty" World Famous Mountains Photography Exhibition was held. It showcased nearly 120 exquisite photographs of famous mountains and peaks from countries such as China, Japan, Russia, the United States, Canada, Argentina, Nepal, France, Switzerland, New Zealand, and South Africa, displaying the charm of mountain tourism in the new era. Following this, the "Dialogue Among World Famous Mountains " became a branded event of the IMTA.



珠穆朗玛峰风光 Views of Qomolangma

山地旅游方兴未艾、前景广阔，山地旅游领域需要有一个属于自己宣传推广和交流合作的平台。“2018 国际山地旅游联盟年会”上，联盟理事会及会员大会一致通过发起设立“国际山地旅游日”倡议，以 5 月 29 日——人类首次成功登上世界最高峰珠穆朗玛峰的日期为每年的“国际山地旅游日”。

Mountain tourism, with its burgeoning popularity and broad prospects, requires a dedicated platform for promotion, publicity, and exchange cooperation. At the "2018 International Mountain Tourism Alliance Annual Conference," the Alliance's Council and the General Assembly unanimously passed the initiative to establish "International Mountain Tourism Day," designating May 29th—the date of the first successful human ascent to the summit of Mount Everest—as the annual "International Mountain Tourism Day."

2019 年  
5 月 29 日

May 29  
2019

2019 年 5 月 29 日，以“生态、绿色、科技引领山地旅游高质量发展”为主题的“国际山地旅游日”启动仪式暨山地旅游（尼泊尔）国际论坛在尼泊尔首都加德满都成功举办。国际山地旅游联盟和“国际山地旅游日”会旗登顶珠峰交接，会上授予登山英雄夏伯渝“山地旅游亲善大使”称号，与中国集邮总公司联合发行“国际山地旅游日”首日封，发起《守护我们的山地家园》倡议，举办山地旅游（尼泊尔）国际论坛、山地旅游交流分享与商务合作对话、贵州 & 尼泊尔文化展演、山地民间手工技艺交流展示和世界名山摄影展等活动。



国际山地旅游联盟会旗登顶珠峰 IMTA flag on the summit of Everest

The Launching Ceremony of International Mountain Tourism Day and Mountain Tourism International Forum (Nepal) were successfully held in Kathmandu, Nepal, under the theme "Ecology, Green Science & Technology Lead the High-quality Development of Mountain Tourism". The IMTA and the "International Mountain Tourism Day" flags were symbolically handed over at the summit of Everest. Xia Boyu was honored as the "Mountain Tourism Goodwill Ambassador." A commemorative envelope for "International Mountain Tourism Day" was issued, and the initiative--- "Call to Action: Guarding Our Mountain Home" was launched. The event included the Mountain Tourism International Forum (Nepal), Mountain Tourism Experience Sharing and Business Cooperation Dialogue, Guizhou & Nepal Cultural Performances, Mountain Folk Handicrafts Exchange and Display, and a World Famous Mountains Photography Exhibition.

2019 年  
10 月

October  
2019

2019 年 10 月，以“携手构筑可持续山地旅游命运共同体”为主题的“2019 国际山地旅游联盟年会”在新落成的联盟总部大楼成功举办，围绕可持续、生态、绿色、环保、减贫、创新等热点议题进行了深入探讨，年会主题成为广泛共识。“2019 国际山地旅游联盟年会”同期举办了 2019 山盟年会展、“一带一路”山地旅游交流合作对接会等配套活动，多角度满足了会员的不同需求，搭建起活跃高效的产业、商务对接平台。

The "2019 International Mountain Tourism Alliance Annual Conference" themed "Working Together to Build a Community with a Shared Future in Mountain Tourism" was successfully held in the newly completed headquarters building of the Alliance. The Conference deeply explored hot topics such as sustainability, ecology, green development, environmental protection, poverty reduction, and innovation, with the theme becoming a widely accepted consensus. During the same period, the "2019 International Mountain Tourism Alliance Annual Conference" featured complementary events such as the 2019 IMTA Annual Conference Exhibition and the Docking Meeting on Mountain Tourism Cooperation under the "Belt and Road". These events catered to the diverse needs of the members from multiple perspectives, creating a dynamic and efficient platform for industry and business connections.

山地旅游作为引领全球旅游产业发展的重要潮流，在可持续旅游发展格局中占有举足轻重的地位，对促进减贫、带动就业、应对气候变化及生物多样性丧失等发挥积极作用。国际山地旅游联盟在开局初创阶段，不断夯实基础，逐渐走上轨道，成为加快山地旅游交流合作的重要推手，同时使世界山地资源真正成为全人类共享的宝贵财富。

Mountain tourism, as a leading trend in the global tourism industry, occupies a pivotal position in the sustainable tourism development landscape. It plays a significant role in promoting poverty alleviation, driving employment, addressing climate change, and combating the loss of biodiversity. In its initial phase of establishment, IMTA continuously solidified its foundation and gradually set on the right track, becoming a significant impetus in accelerating mountain tourism exchange and cooperation. Simultaneously, it has made the world's mountain resources a truly shared precious treasure for all humanity.



## 团结协作 携手同行

*Walk Hand in Hand with Solidarity and Collaboration*

在国际山地旅游联盟发展过程中, 聚集了一大批国内外山地旅游行业有识之士, 大家群策群力, 共同推动山地旅游蓬勃发展。

通过“国际山地旅游联盟北京论坛”“国际山地旅游联盟年会”“世界名山对话”“国际山地旅游日”等活动, 借力联盟主席多米尼克·德维尔潘, 时任贵州省政府副省长卢雍政, 文化与旅游部代表国际交流与合作局副局长李健钢, 世界旅游城市联合会副秘书长严晗等嘉宾的前沿观点, 探索出国际山地旅游开发与创新发展之道, 为促进山地经济、文化和社会繁荣, 推动山地和生态旅游可持续发展, 以及下一步国际山地旅游联盟建设与发展提供有效借鉴。

During the development of the International Mountain Tourism Alliance, a large number of knowledgeable and insightful individuals from the mountain tourism industry, both domestically and internationally, have been gathered. Together, they have pooled their wisdom and efforts to jointly promote the vigorous development of mountain tourism.

Through events such as the "International Mountain Tourism Alliance Beijing Forum," "International Mountain Tourism Alliance Annual Conference," "Dialogue among World Famous Mountains," and "International Mountain Tourism Day," leveraging insights from key figures like Dominique de Villepin, Chairman of the Alliance, Lu Yongzheng, then-Vice Governor of Guizhou Provincial Government, Li Jiangang, Deputy Director of the International Exchange and Cooperation Bureau of the Ministry of Culture and Tourism, and Yan Han, Deputy Secretary-General of the World Tourism Cities Federation, the Alliance has explored pathways for the development and innovative growth of international mountain tourism. These efforts provide effective references for promoting the economic, cultural, and social prosperity of mountain areas, advancing the sustainable development of mountain and ecological tourism, and guiding the future construction and development of IMTA.

成长之路, 离不开携手共进。国际山地旅游联盟长期以来与联合国世界旅游组织 (UNWTO) 保持交流互动, 分别与世界旅游及旅行业理事会 (WTTC)、亚太旅游协会 (PATA)、世界旅游联盟 (WTA)、世界旅游城市联合会 (WTCF)、中国 - 东盟中心 (ACC)、世界运河历史文化城市合作组织 (WCCO) 以及中国风景名胜区协会 (CNPA) 签署战略合作协议或谅解备忘录, 在探索构建国际合作机制上取得新的突破。期间, 联盟应邀或以活动支持单位方式参加了“世界冰雪与山地旅游大会”“世界旅游经济论坛”“中国体育文化博览会”“首届大运河文化旅游博览会”等各类大型会议; 在对外交流走访方面, 联盟每年积极拜访中国国家相关部委、各国驻华使领馆、重要国际组织和业界有影响力的企业, 拓展联盟的工作领域和业务空间, 扩大联盟朋友圈和影响力。

The growth journey of IMTA has been marked by collaborative efforts. The Alliance has maintained long-term exchanges and interactions with the United Nations World Tourism Organization (UNWTO) and has achieved new breakthroughs in exploring and constructing international cooperation mechanisms. This includes signing strategic cooperation agreements or memorandums of understanding with the World Travel & Tourism Council (WTTC), Pacific Asia Travel Association (PATA), World Tourism Alliance (WTA), World Tourism Cities Federation (WTCF), ASEAN-China Centre (ACC), World History and Cultural Canal Cities Cooperation Organization (WCCO), and China Association of National Parks and Scenic Sites (CNPA).



签署战略合作协议  
*Signed strategic cooperation agreements*

During this period, the Alliance was invited or participated as a supporting organization in various major conferences such as the "World Congress on Snow and Mountain Tourism," "Global Tourism Economy Forum," "China Sport Culture Expo," and the First "Grand Canal Culture and Tourism Expo." In terms of external exchanges and visits, the Alliance actively visits relevant Chinese national ministries, foreign embassies and consulates in China, important international organizations, and influential enterprises in the industry every year. These efforts expand the Alliance's work scope and business space, enlarging its circle of friends and influence in the industry.

为增进会员间的国际合作, 国际山地旅游联盟联合了法国洞穴联盟、亚洲洞穴联合会、日本洞穴协会、中国地质科学院岩溶研究所、贵州洞穴协会、日本广播协会 (NHK) 等, 对世界上容积最大的溶洞苗厅开展探险科考活动; 拍摄的纪录片《探索地下奥秘》通过 NHK 电视台向全球播放; 积极引入并促成华住集团、广东微宿 (装备制造)、贵州婧翔体育旅游等联盟会员在贵州落地、运营, 取得积极成效。在联盟牵线搭桥下, 促成一系列合作:



广东微宿文旅发展有限公司落地贵州  
*Guangdong VESSEL Cultural Tourism Development, Ltd. set up branch in Guizhou*

To enhance international cooperation among its members, IMTA collaborated with organizations like the French Federation of Speleology, Asia Union of Speleology, Tokyo Speleo Club, Institute of Karst Geology of the Chinese Academy of Geological Sciences, Guizhou Association of Speleology, and Japan Broadcasting corporation Nippon Hoso Kyokai (NHK), to conduct exploratory and scientific research activities in Miao Ting, the world's largest volumetric cave. The documentary "Exploring the Underground Mysteries," filmed during this expedition, was broadcast globally through NHK.

IMTA has actively facilitated and promoted the entry and operation of members such as H World Group Guangdong Vessel (equipment manufacturing), and Guizhou Jingxiang Sports Tourism in Guizhou, achieving positive results. Under the facilitation of the Alliance, a series of collaborations were made:

- 促成会员单位贵州婧翔体育旅游 (Xcity) 与新疆丝绸之路国际度假区山地自行车公园项目合作;  
Facilitate the cooperation on the Mountain Bicycle Park project between IMTA member Guizhou Jingxiang Sports Tourism (Xcity) and Xinjiang Silkroad Ice-snow Winter Sports;
- 促成会员单位江苏熊猫国际旅游发展有限公司和吉林省北大湖滑雪度假区及会员单位万科松花湖度假区等主要雪场开展经营战略合作等;  
Facilitate the strategic cooperation between IMTA member Jiangsu Panda International Tourism Development Co., Ltd. and Jilin Beidahu Ski Resort, Vanke Songhua Lake Resort and other ski resorts;
- 促成联盟理事单位华住集团在贵州投资系列项目, 其旗下汉庭、全季、桔子、水晶、美居、美仑等酒店品牌先后落地贵州;  
Facilitate IMTA Council Member H World Group to invest in a series of projects in Guizhou, with its hotel brands like Hanting, Ji, Crystal Orange, Mercure, and Madison being established in Guizhou;
- 促成广东微宿文旅发展有限公司落地贵州, 打造微宿旅游装备产业集群;  
Vessel Cultural and Tourism Development Co., Ltd. set up branch in Guizhou, and build a cluster of vessel tourism equipment industry;
- 促成会员单位国际持杖健走联合会与贵州省体育协会开展系列合作等;  
Facilitate a series of collaborations between IMTA member International Nordic Walking Federation (INWA) and the Guizhou Provincial Sports Association;



# Historical Moments

## 历史时刻

2017  
2018

国际山地旅游联盟立足国际组织的基本定位和专业定位，搭建服务会员和业界的互联网宣传矩阵，以会员共享平台扩大山地旅游合作交流与影响，不断提升服务会员的能力，塑造联盟对外形象。与新华社、中新社、环球时报、经济日报、人民日报海外版、南方日报、旅游时报、旅游卫视、多彩贵州网、贵州电视台、人民网、大公网、腾讯网、雅虎、MarketWatch、TheStreet.com等300余家通讯社、电视台、电台、平媒、网媒、新闻客户端等媒体建立深度合作关系。



2018年，时任贵州省长谌贻琴、副省长卢雍政会见国际山地旅游联盟副主席邵琪伟、秘书长何亚非、执行秘书长傅迎春，就如何发挥联盟平台优势助力贵州经济社会和旅游业发展等深入交换了意见。多年来，贵州在人才输送、经费资助、办公场地等方面给予了联盟大力支持与保障。

The International Mountain Tourism Alliance, grounded in its basic and professional positioning as an international organization, has established an internet publicity matrix to serve its members and the industry. It leverages a member-sharing platform to expand cooperation, exchange, and influence in mountain tourism, continually enhancing its capacity to serve members and shape the alliance's external image. The Alliance has established deep cooperative relationships with over 300 media outlets, including news agencies, television stations, radio stations, print media, online media, and news clients. These include Xinhua News Agency, China News Service, Global Times, Economic Daily, People's Daily Overseas Edition, Southern Daily, Travel Times, Travel TV, Colorful Guizhou Network, Guizhou TV, People's Network, Ta Kung Pao, Tencent, Yahoo, MarketWatch, TheStreet.com, and others, significantly enhancing its media presence and outreach.

In 2018, Shen Yiqin, then-Governor of Guizhou Province, and Lu Yongzheng, then-Vice Governor, met with Shao Qiwei, Vice Chairman of IMTA, He Yafei, Secretary-General of the IMTA, and Fu Yingchun, Executive Secretary-General of IMTA. They had an in-depth exchange of views on how to leverage the platform advantages of the Alliance to aid the economic, social, and tourism development of Guizhou. Over the years, Guizhou has provided substantial support and guarantees to the Alliance in areas such as talent dispatch, funding, and office space, demonstrating the province's commitment to fostering the growth and influence of the Alliance.

在各级各部门支持下，国际山地旅游联盟顺应形势发展、需求变化，坚守生态优先、绿色发展，通过品牌培育建设，构筑国际山地旅游平台体系，为全球山地旅游可持续发展提供了思想引领和实践支撑。

众志成城，聚沙成塔。在境内外有关部门、有识之士以及贵州省等大力支持下，终有智慧之光绽放群山之巅，推动国际山地旅游联盟不断前行。

With the support of various levels and sectors, IMTA has adapted to evolving circumstances and changing demands, adhering to the principles of ecological priority and green development. Through brand cultivation and construction, the Alliance has established an international mountain tourism platform system, providing ideological leadership and practical support for the sustainable development of global mountain tourism.

"United efforts turn aspirations into reality; collective contributions build greatness." With the strong support of relevant domestic and international departments, knowledgeable individuals, and particularly the Guizhou Province, the light of wisdom has shone upon the mountain peaks, propelling IMTA continuously forward.



2017年8月15日上午，国际山地旅游联盟成立仪式在中国贵州省兴义市成功举行，中国民政部、原中国国家旅游局、中国人民外交学会等部委领导，贵州省委、省政府领导以及来自23个国家和地区的联盟会员代表共200余位嘉宾共同见证了这一历史性时刻。

On the morning of August 15, 2017, the founding ceremony of the IMTA was successfully held in Xingyi City, Guizhou Province, China. More than 200 guests, including leaders of the Ministry of Civil Affairs of China, the former China National Tourism Administration, the Chinese People's Institute of Foreign Affairs and other Chinese central ministries, Guizhou Provincial Party Committee, provincial government leaders, and representatives of the Alliance members from 23 countries and regions, witnessed the historic moment.

2017年8月15日，国际山地旅游联盟理事会会议在中国贵州省兴义市召开，会议通报了联盟筹备后续阶段工作运行情况；审议了联盟秘书处组建方案和联盟三年工作计划；对15家新申请入会会员进行了审核。

On August 15, 2017, the Council Meeting of the IMTA was held in Xingyi City, Guizhou Province, China. The Meeting briefed the work of the preparatory and follow-up stages of the Alliance, viewed the establishment plan of the Alliance Secretariat, the three-year work plan of the Alliance and the fifteen new applicants for membership.







2017年8月15日，以“山地旅游可持续发展的新机遇与平台构建”为主题的国际山地旅游联盟首届年会论坛在贵州省兴义市举办。

The 1st International Mountain Tourism Alliance Annual Forum, themed "New Opportunities And New Platform For Sustainable Mountain Development", was held in Xingyi city, Guizhou province, on Aug 15, 2017.



2018年7月9日，国际山地旅游联盟北京论坛在北京举行，论坛以“新机遇、新角度、新动能——新时代背景下山地旅游发展国际合作与平台构建”为主题，围绕国际交流平台构建、国际组织建设、文旅融合、业态创新、乡村振兴等议题进行研讨与分享。

On July 9, 2018, the Beijing Forum of the MTA was held in Beijing. With the theme of "New Opportunity, New Perspective, New Driving Forces -- International Cooperation and Platform Construction for Mountain Tourism Development in the New Era", the forum discussed and shared the topics of international exchange platform construction, international organization construction, cultural and tourism integration, business innovation, rural revitalization and other topics.



2018 国际山地旅游联盟年会于 2018 年 10 月 12 日至 13 日在中国贵州省贵阳市举办，年会以“新科技时代——世界山地旅游创新发展新机遇”为主题，聚焦新科技时代山地旅游发展的新机遇、新空间、新模式，围绕“新科技 + 山地旅游”进行深入探讨。

2018 Annual Conference of the IMTA was held in Guiyang, Guizhou Province, China from October 12-13, 2018. Themed "New Era of Science and Technology: New Opportunities for the Innovation and Development of the World Mountain Tourism", the Annual Conference focused on the new opportunities, new Spaces and new models of mountain tourism development in the new technology era, and dived into "new technology + mountain tourism".

首届“世界名山对话”于 2018 年 10 月 13 日在贵阳国际生态会议中心举办。来自阿尔卑斯山脉、巴图尔火山、长白山、凯恩戈姆斯山、库克山、厄尔布鲁士、富士山、喜马拉雅山、桌山、黄山、伊塔蒂亚山丘、乞力马扎罗山、落基山、泰山、梵净山的 15 位代表发表主题演讲，推介名山的同时，还为与会嘉宾分享了山地 IP 打造、申报世界文化遗产等经验。



The first "Dialogue among World Famous Mountains" was held in Guiyang International Ecological Conference Center on October 13, 2018. Fifteen representatives from the Alps, Batur Volcano, Changbai Mountain, Cairngorms Mountain, Mount Cook, Elbrus, Mount Fuji, Himalayas, Table Mountain, Mount Huangshan, Itatiaya Hills, Kilimanjaro, Rocky Mountains, Taishan and Fanjing Mountain delivered keynote speeches to introduce famous mountains and share experience in IP building and the experiences to apply World cultural heritages.

2018年10月12日，德维尔潘主席主持 2018 国际山地旅游联盟理事会，审议通过了发起设立“国际山地旅游日”的倡议。

Chairman Dominique de Villepin hosted the 2018 IMTA Council Meeting, approved the initiative to launch "International Mountain Tourism Day".





2018 “世界名山摄影展”由国际山地旅游联盟主办，日本山岳摄影协会、日本中国友好摄影协会等 7 家国际摄影协会协办，摄影展尽显新时代背景下的山地旅游风采。

The "World Famous Mountain Photography Exhibition" was organized jointly by the IMTA and seven international photography associations, including the Mountain Photography Association of Japan and the Japan-China Friendship Photography Association. The exhibition fully displayed the charm of mountain tourism in the new era.



## THE WORLD FAMOUS MOUNTAIN PHOTOGRAPHY EXHIBITION 世界名山摄影展



“德维尔潘思享会”在 2018 国际山地旅游联盟年会期间举办。

The "Dominique de Villepen Salon" were held during 2018 IMTA Annual Conference.



联盟领导率队与新疆维吾尔自治区文化和旅游厅、会员单位新疆丝绸之路国际度假区交流座谈。

IMTA leaders led the team to visit and communicate with Xinjiang Culture and Tourism Bureau, and the IMTA member Xinjiang Silk Road International Resort.



2018 年 3 月，何亚非秘书长率联盟代表团赴西班牙、安道尔、法国开展山地旅游交流合作活动，拜访世界旅游组织总部，参加第十届世界冰雪与山地旅游大会，举办“中欧山地旅游合作新机遇”对话会，增强了会员间的国际合作和交流。

In March 2018, Secretary-General He Yafei led the IMTA delegation to Spain, Andorra and France to carry out mountain tourism exchange and cooperation activities. They visited the headquarters of the UNWTO, attended the 10th World Conference on Snow, Ice and Mountain Tourism, and held the Dialogue on "New Opportunities for China-Eu Mountain Tourism Cooperation", which enhanced international cooperation and exchanges among member countries.



## 使命催征 扬帆远航 Set Sail on Mission Expedition

——可持续山地旅游命运共同体破浪前行  
—Forge a Community with a Shared Future for Sustainable Mountain Tourism

作为全球首个以山地旅游为定位的国际组织, 国际山地旅游联盟始终以生态文明为导向, 以联盟宗旨为核心理念, 积极促进旅游业的国际交往和业务合作, 总结推广山地旅游发展经验, 推动山地旅游可持续发展。

国际山地旅游联盟在运营过程中始终坚持国际性基本定位, 站在全球视野, 肩负国际组织的使命与担当, 不断为全球旅游业带来发展新思路; 以“山地旅游”为专业定位, 持续探索发展路径, 培育了多项品牌活动; 同时, 致力于把自身打造成世界山地旅游领域著名平台, 通过签署战略合作协议、参与国际活动、对外交流走访、会员资源链接等方式积极开展国际国内交流合作。

As the world's first international organization with a focus on mountain tourism, IMTA consistently follows the guiding principle of ecological civilization and centers its activities around its core mission. the alliance actively promotes international interactions and business cooperation in the tourism industry, summarizing and disseminating mountain tourism development experiences and advancing sustainable development in mountain tourism.

In the operation process, IMTA always adhered to its basic positioning and took responsibility for the international organization, constantly bringing new ideas for the development of global tourism with a global perspective. Standing on its professional position as "mountain tourism," IMTA continues to explore the development path and cultivate a number of brand activities. At the same time, it is committed to building itself as a famous platform in the field of mountain tourism in the world, which has effectively enhanced its international and domestic exchanges and cooperation by signing strategic cooperation agreements and participating in international activities, foreign exchanges, and visits.

### 平台构建 探索创新

Platform Construction and Innovation Exploration

山地旅游是一种正在兴起的旅游形式, 国际山地旅游联盟自成立以来一直致力于构建三大平台, 推动山地旅游和山地运动蔚然成风。

Mountain tourism is an emerging form of travel. Since its establishment, IMTA has been committed to building three major platforms to promote the growth and popularity of mountain tourism and mountain sports.

### 构建山地旅游产业发展研究与评价平台

Building research and evaluation platforms for the development of the mountain tourism industry.

为更好地研究、制定、发布和推广相关山地旅游国际标准, 国际山地旅游联盟依托专家委员会, 开展山地旅游资源评估、市场调查、景气指数预测, 研究预测世界山地旅游业发展的路径方法, 推广山地旅游发展实践经验及案例, 发布山地旅游综合或专项旅游指标信息、年度报告, 建立山地旅游资源信息数据库, 为山地旅游从业者提供信息服务, 引导山地旅游各细分领域高质量有序发展。联盟在巩固工作成效基础上, 编制了有利于山地旅游产业化发展的评价标准, 推出《世界山地旅游发展趋势报告 2018》《世界山地旅游发展趋势报告 2020》《国际山地徒步旅游指南》《世界旅游名山分类与评价体系》《国际山地温泉康养旅游地建设与评定》《国际山地生态旅游目的地指标体系》等研究成果, 为山地旅游高质量发展提供了专业引领。接下来, 联盟还将编制《RCEP 框架下山地旅游发展报告》《世界山地旅游发展趋势报告 (2023 版)》等研究成果, 加强与相关国际组织、山地国家旅游部门合作, 推动联盟研究成果成为业界普遍认可和广泛接受的指导性文件。

IMTA, adhering to its fundamental and professional positioning as an international organization, has focused on building research and evaluation platforms for the development of the mountain tourism industry. This includes leveraging its Expert Committee to conduct assessments of mountain tourism resources, market surveys, and forecasting prosperity indexes. the alliance studies and predicts pathways for the development of the world's mountain tourism industry, disseminates successful practices and case studies in mountain tourism, publishes comprehensive and specialized tourism indicators and annual reports, and establishes a mountain tourism resources information database. This effort provides information services to practitioners in mountain tourism, guiding high-quality and orderly development in various subfields of mountain tourism. Building on its achievements, the alliance has developed evaluation standards conducive to the industrialization of mountain tourism and released research outcomes such as "Report on the Development Trends of World Mountain Tourism 2018 and 2020 edition," "International Mountain Hiking Tourism Guide," "Classification and Evaluation System of World Famous Tourism Mountains," "Construction and Rating on International Mountain Hot Spring Wellness Tourism Destination," and "International Certification Criteria System for Mountain Eco-tourism Destination" providing professional guidance for high-quality development in mountain tourism. Upcoming projects include "Report on Cooperation and Development of Mountain Tourism under the RCEP Framework" and "Report on the Development Trends of World Mountain Tourism(2023 Edition)," strengthening cooperation with relevant international organizations and mountainous countries' tourism departments, and turning the alliance's research outcomes into industry-recognized and widely accepted guiding documents.



哈萨克斯坦 陈卫中工作室提供 Kazakhstan provided by Chen Weizhong Studio



## 构建山地旅游投资合作与创新平台

Build a platform for investment cooperation and innovation in mountain tourism

着眼于山地资源的保护和有效利用, 国际山地旅游联盟一直致力于研发特色山地旅游产品、开展市场推广、引导和促成投资与合作。通过成立投融资委员会, 举办“山地旅游商务洽谈会”“一带一路山地旅游交流合作对接会”“助力贵州山地旅游高质量发展企业家座谈会”“8·9·00 思享会”“山地生活消费展”“贵州省文化旅游产业招商对接会”等商务座谈会, 推动山地旅游与关联产业融合发展, 有效提升山地经济附加值, 促进山地旅游经济可持续发展, 推进产学研消交流互促。

To focus on the protection and effective utilization of mountain resources, the alliance has committed to developing unique mountain tourism products, conducting market promotion, guiding and facilitating investment and cooperation. By establishing the Investment and Financing Committee and organizing business events like "Mountain Tourism Business Fair" "Belt and Road Mountain Tourism Exchange and Cooperation Docking Meeting," "Entrepreneurs Symposium on Supporting the High-Quality Development of Guizhou Mountain Tourism" "8·9·00 Concept Meeting," "Mountain Life Consumption Exhibition," "Guizhou Provincial Cultural Tourism Industry Investment Matchmaking Meeting," and more, the alliance promotes the integrated development of mountain tourism and related industries, effectively enhancing the added value of mountain economies, promoting sustainable economic development in mountain tourism, and advancing industry-academia-research-consumer exchange and mutual promotion.

8·9·00 思享会  
8·9·00 Concept Meeting



山地旅游商务洽谈会  
Mountain Tourism Business Fair

## 构建会员之间对话交流与服务平台

Build a platform for dialogue, communication, and service among members

自成立以来, 国际山地旅游联盟不断拓展业务交流合作共享空间, 为会员提供咨询、培训等服务, 促进资源、资本、人才有效流动, 促成会员间相互合作, 积极组织会员参加全球各大重要涉旅展会, 创造优质山地旅游行业内涵和环境。新冠疫情发生后, 联盟主动与会员保持密切联系, 及时了解掌握有关情况和诉求, 通过深入沟通, 梳理出会员在联系和交流、产业创新升级、行业组织指导、持续宣传发声等 4 个方面的需求。通过举办“山盟年会展”“IMTA 会员主题沙龙”“贵州经典自驾旅游线路推展会”“国际山地温泉康养旅游研讨会”“南川区山地旅游推介”“山地生活消费与非遗传承展”“山地及乡村振兴旅游特色产品展”“山地艺术空间展”等活动, 链接会员、服务会员、促进合作。

Since its inception, IMTA has continuously expanded its space for business exchange, cooperation, and sharing among members, providing services such as consultation and training, promoting the effective flow of resources, capital, and talent, and facilitating cooperation among members. It actively organizes members to participate in major global travel-related exhibitions, creating a high-quality environment and content for the mountain tourism industry. Following the outbreak of COVID-19, the alliance maintained close contact with its members, timely understanding their situations and demands, and through deep communication, identified members' needs in four areas: contact and exchange, industry innovation and upgrading, industry organization guidance, and sustained publicity and advocacy. By hosting events like "IMTA Annual Conference Exhibition", "IMTA Members' Themed Salon", "Guizhou Classic Self-Driving Tourism Route", "Seminar on International Mountain Hot Spring Health Tourism", "Promotion of Mountain Tourism in Nanchuan District", "Exhibition of Mountain Life Consumption and Intangible Cultural Heritage", "Special Product Exhibition of Mountain and Rural Revitalization Tourism", "Mountain Art Space Exhibition" and more, the alliance connects and serves members, promoting cooperation.



1. 山地旅游文化空间展 Mountain Tourism Culture Space Exhibition  
2. 会员沙龙 IMTA Member Salon

此外, 国际山地旅游联盟紧扣时代趋势, 培育了“国际山地旅游联盟年会”“国际山地旅游日”“世界名山对话”“亚洲山地旅游推广大会”等品牌活动, 建立起服务会员、凝聚业界的对话交流机制。

Furthermore, IMTA keeps pace with the times, cultivating brand events like "International Mountain Tourism Alliance Annual Conference," "International Mountain Tourism Day," "Dialogue Among World Famous Mountains," and "Asian Mountain Tourism Promotion Conference," establishing mechanisms for dialogue and exchange that serve members and unite the industry.



## 国际山地旅游联盟年会 IMTA Annual Conference

“国际山地旅游联盟年会”是重要的交流合作平台。自 2017 年举办首届年会后，联盟年会已连续举办 5 届，在国内外引起积极反响。

“2017 国际山地旅游联盟年会”主题为“山地旅游可持续发展新机遇与平台构建”。

“2018 国际山地旅游联盟年会”以“新科技时代——世界山地旅游创新发展新机遇”为主题。

“2019 国际山地旅游联盟年会”以“携手构筑可持续山地旅游命运共同体”为主题，聚焦生态、绿色、环境、减贫、创新等重大议题。

“2020 国际山地旅游联盟年会”上，与会嘉宾共议“后疫情时代国际山地旅游发展之路”。

“2021 国际山地旅游联盟年会”主题为“国际组织如何在全球旅游复苏与重塑治理中发挥引领作用”，体现了国际组织的担当与使命。

从大局出发，从长远谋划，联盟年会注重把握时代趋势，每一届主题都具有前瞻性和引领作用。通过年会，不断探索推动山地旅游重振和提质升级的路径与方法，以一个个丰硕成果彰显出联盟在全球山地旅游治理、助推全球旅游业繁荣发展的前沿目光和全局观念。

The "IMTA Annual Conference" is an important platform for exchange and cooperation. Since its first meeting in 2017, the alliance's annual meeting has been held for five consecutive years, generating positive responses domestically and internationally.

The theme of the "2017 International Mountain Tourism Alliance Annual Conference" is "New Opportunities and Platform Construction for Sustainable Development of Mountain Tourism".

The theme of the "2018 International Mountain Tourism Alliance Annual Conference" is "New Technology Era - New Opportunities for the innovation and development of World Mountain Tourism".

The theme of the "2019 International Mountain Tourism Alliance Annual Conference" is "Building a Community of Shared Future for Sustainable Mountain Tourism", which focuses on major topics such as ecology, green, environment, poverty reduction and innovation.

At the "2020 International Mountain Tourism Alliance Annual Conference", participants discussed "The Development Road of International Mountain Tourism in the post-Epidemic Era".

The theme of the "2021 International Mountain Tourism Alliance Annual Conference" is "How International Organizations can play a leading role in global tourism recovery and reshaping governance", which reflects the responsibility and mission of international organizations.

Each annual meeting focuses on timely and forward-looking themes, exploring paths and methods to revitalize and upgrade mountain tourism, and showcasing the alliance's pioneering vision and global perspective in global mountain tourism governance and boosting global tourism prosperity.



国际山地旅游联盟年会 IMTA Annual Conference

## 国际山地旅游日 International Mountain Tourism Day

“国际山地旅游日”于 2018 年发起设立。

2019 年，首个“国际山地旅游日”启动仪式暨山地旅游（尼泊尔）国际论坛以“生态、绿色、科技引领山地旅游高质量发展”为主题。

2020 年，第二个“国际山地旅游日”，主题为“疫情危机与山地旅游面临的挑战和机遇”，在特殊时期为会员和业界搭建了高效交流平台，受到世界旅游组织等各大国际旅游组织的高度重视。

2021 年，以“世界遗产保护与山地旅游绿色发展”为主题的第三个“国际山地旅游日”在重庆市南川区举办，聚焦山地旅游、温泉旅游、康养旅游发展的新趋势，推动世界遗产保护与利用。

2022 年，第四个“国际山地旅游日”，以“山地旅游倡导健康生活与文明交流”为主题，围绕“聚焦·山地”“健康·生活”“文明·交流”三个篇章，呈现一场“云交流、云对话、云展示”的精彩互动大餐。

“国际山地旅游日”在中外轮流举办，搭建国际交流合作平台，增进各世界遗产名山对话沟通，推动世界遗产名山走生态优先、绿色低碳、可持续山地旅游发展之路，实现了山地旅游发展与世界遗产名山保护的良性互动和同生共济。

"International Mountain Tourism Day" was initiated by IMTA in 2018.

In 2019, the launch ceremony of first "International Mountain Tourism Day" and Mountain Tourism (Nepal) International Forum were held with the theme "Ecology, Green, and Technology Lead the High-Quality Development of Mountain Tourism."

The second "International Mountain Tourism Day" in 2020 focused on "Pandemic Crisis: Challenges and Opportunities for Mountain Tourism," providing an effective communication platform for members and industry stakeholders during a critical period and receiving high attention from major international tourism organizations like the United Nations World Tourism Organization. The theme was "Ecology, Green, and Technology Lead the High-Quality Development of Mountain Tourism."

In 2021, the third "International Mountain Tourism Day," themed "World Heritage Protection and Green Development of Mountain Tourism," was held in Nanchuan District, Chongqing. It focused on new trends in mountain tourism, hot spring tourism, and health tourism development, promoting the protection and utilization of world heritage.

The fourth "International Mountain Tourism Day" in 2022, held both online and offline, was themed "Mountain Tourism Advocates Healthy Living and Civilizational Exchange." It centered around three chapters: "Focus on Mountains," "Healthy Living," and "Civilizational Exchange," presenting a wonderful interactive event of "cloud exchange, cloud dialogue, and cloud exhibition."

"International Mountain Tourism Day" is held alternately in China and abroad, establishing an international exchange and cooperation platform. It enhances dialogue and communication among various world heritage famous mountains and promotes an ecologically prioritized, green, low-carbon, and sustainable development path for mountain tourism, achieving a harmonious and mutually beneficial interaction between mountain tourism development and the protection of world heritage famous mountains.



国际山地旅游日  
International Mountain  
Tourism Day

## 世界名山对话 Dialogue Among World Famous Mountains

“世界名山对话”是由国际山地旅游联盟创办的高端对话平台。自 2018 年起已成功举办三届，共邀请到阿尔卑斯山脉、巴图尔火山、长白山、凯恩戈姆斯山、富士山、喜马拉雅山等二十余位世界名山代表围绕山地进行对话。

“2018 世界名山对话”上，名山代表围绕“山地生态保护与合理利用”“造福山地民众与可持续发展”进行对话交流，探讨山地之间的业务合作往来。

“2020 世界名山对话”于“国际山地旅游联盟年会”期间召开，围绕“展望疫后世界名山可持续发展之路”“构建面向新消费需求的山地旅游目的地”两个议题，分享山地资源保护与可持续发展的案例和经验。

“2021 世界名山（梵净山）对话”，以“构建人与自然和谐共生的山地旅游”为主题，探索后疫情时代人与自然和谐共生的山地旅游。

如今，“世界名山对话”活动已成为国际山地旅游联盟品牌活动，为增进相互协作，展示山地旅游目的地形象，探索名山多元化协同发展模式提供了优质平台。同时，为更好地展示世界名山自然风光、生态环境与人文生活，国际山地旅游联盟还同步打造了“世界名山摄影展”品牌活动，让观众在摄影师独特的视角和奇妙的光影变换中，身临其境畅游世界名山之巅。

"Dialogue Among World Famous Mountains" founded by IMTA, is a high-end dialogue platform that has been successfully held three times since 2018. It has invited representatives from over twenty world-famous mountains, including the Alps, Mount Batur, Changbai Mountain, Cairngorms National Park, Mount Fuji, and the Himalayas etc., to engage in discussions about mountainous regions.

At the "2018 Dialogue Among World Famous Mountains," representatives focused on ecological protection and rational use of mountain areas, benefiting local communities and sustainable development, and explored business cooperation among mountainous regions.

The "2020 Dialogue Among World Famous Mountains," held during the "IMTA Annual Conference," revolved around "Prospects for Sustainable Tourism in World Famous Mountains Post-Pandemic" and "Building Mountain Tourism Destinations for New Consumer Demands," sharing cases and experiences in mountain resource protection and sustainable development.

The "2021 World Famous Mountains (Fanjing Mountain) Dialogue" was themed "Building Harmonious Coexistence of Humans and Nature in Mountain Tourism," exploring mountain tourism in the post-pandemic era where humans and nature coexist harmoniously.

Today, the "Dialogue Among World Famous Mountains" has become a branded event of IMTA, providing an excellent platform to enhance mutual collaboration, showcase mountain tourism destinations, explore diversified and collaborative development models for famous mountains, and create healthy, green, and sustainable mountain tourism. Additionally, to better display the natural beauty, ecological environment, and cultural life of world-famous mountains, the alliance has also created the "World Famous Mountains Photography Exhibition" as a brand event, allowing audiences to immerse themselves in the world's famous mountains through the unique perspectives and amazing interplays of light and shadow captured by photographers.



## IMTA 山地旅游奖 IMTA Mountain Tourism Award

“IMTA 山地旅游奖”是由国际山地旅游联盟于 2020 年创新设立的非营利性奖项，旨在坚持创新、绿色、生态和可持续理念引领山地旅游发展，传递山地旅游从业者所应秉持的社会责任和价值观。通过对平衡旅游开发和资源保护产业结构的梳理，提炼全球山地旅游发展精髓，寻求可借鉴的建设发展模式，探索运营服务管理创新的方法，坚定可持续发展目标，为山地旅游长远发展构建互利共赢的合作平台。“IMTA 山地旅游奖”包括综合奖和专项奖两大类。综合奖设“IMTA 山地旅游可持续发展奖”，专项奖设“最佳山地旅游目的地奖”“最佳山地旅游户外运动奖”“最佳山地旅游营地奖”“最佳山地旅游徒步线路奖”4 项。目前，



IMTA 山地旅游奖 IMTA Mountain Tourism Award

有来自 8 个国家的 12 个机构获奖。IMTA 奖成为国际山地旅游联盟推动山地旅游发展的又一抓手。

The "IMTA Mountain Tourism Award" innovatively established by IMTA in 2020, is a non-profit award that aims to lead mountain tourism development with the principles of innovation, green practices, ecology, and sustainability. It conveys the social responsibility and values that practitioners in mountain tourism should uphold. By examining industry institutions that effectively balance tourism development with resource conservation, the award distills the essence of global mountain tourism development, seeks replicable construction and

development models, and explores innovative methods in operation, service management, and steadfast commitment to sustainable development. This initiative builds a mutually beneficial cooperation platform for the long-term development of mountain tourism.

The "IMTA Mountain Tourism Award" comprises two major categories: comprehensive awards and special awards. The comprehensive award category includes the "IMTA Mountain Tourism Sustainable Development Award." The special awards category features the "Best Mountain Tourism Destination Award," "Best Mountain Tourism Outdoor Sports Award," "Best Mountain Tourism Camping Award," and "Best Mountain Tourism Hiking Route Award." To date, 12 institutions from 8 countries have received these prestigious awards. The IMTA Awards have become another significant initiative by the IMTA to drive the development of mountain tourism.

## 山地旅游推介大会 Mountain Tourism Promotion Conference

“山地旅游推介大会”是为世界各国共同打造山地旅游品牌、促进山地旅游交流与合作搭建的平台。2022 年 8 月 17 日，以“亲诚惠容 合作共享——携手共筑亚洲山地旅游发展新未来”为主题的“亚洲山地旅游推广大会”在贵阳举行，大会旨在落实中国在亚洲文明对话大会开幕式上提出的“亚洲旅游促进计划”和联合国 2022“国际山地可持续发展年”主要精神，多维度、多层次、多视角探讨疫后亚洲山地旅游的发展态势，共商、共促、共建亚洲山地旅游命运共同体，携手构筑面向后疫情时代的亚洲旅游业发展。此后，国际山地旅游联盟还将携手世界不同区域，开展相关山地旅游推介活动。



山地旅游推介大会 Mountain Tourism Promotion Conference

The "Mountain Tourism Promotion Conference" serves as a platform for countries worldwide to jointly develop mountain tourism brands and promote exchange and cooperation in mountain tourism. On August 17, 2022, the "Asian Mountain Tourism Promotion Conference" was held in Guiyang with the theme "Amity, Sincerity, Mutual Benefit, Inclusiveness, Cooperation, and Sharing – Jointly Building a New Future for Asian Mountain Tourism" This conference aimed to implement the "Asian Tourism Promotion Plan" proposed by Chinese President Xi Jinping at the opening ceremony of the Asian Civilizations Dialogue Conference and the main spirit of the United Nations 2022 "International Year of Sustainable Mountain Development." It engaged in multidimensional, multilevel, and multi-perspective discussions on the post-pandemic development of mountain tourism in Asia, with a focus on jointly discussing, promoting, and building an Asian mountain tourism community of shared future, and constructing the development of the Asian tourism industry in the post-pandemic era. Following this, the IMTA plans to continue collaborating with different regions worldwide to conduct various mountain tourism promotional activities.

此外，国际山地旅游联盟定期和不定期开展专家座谈、组织联盟专家走访和业务培训等活动，并创办了“后疫情时代山地旅游发展之路”分享专栏和“构建山地旅游发展新格局”分享专栏。其中，“后疫情时代山地旅游发展之路”分享专栏以“后疫情时代山地旅游市场需求与供给创新”为题，共分 4 期推出，邀请世界旅游组织、教科文组织等权威机构的旅游专家，以视频直播形式对山地旅游发展利好政策、市场机遇、行业需求、项目提升和营运技巧进行解读、分析、研判和分享。“构建山地旅游发展新格局”分享专栏以推广山地旅游发展经验和致力于推动山地旅游可持续发展为己任，以服务联盟会员和引领山地旅游发展为目标，向世界传递最新产业发展信息，培养优秀的专业山地旅游从业人员。未来，国际山地旅游联盟还将开展《国际山地生态旅游目的地指标体系》等专题培训，使从业人员能够更清楚明晰旅游业生态可持续发展的基本概念。

Additionally, IMTA regularly and irregularly organizes expert symposiums, alliance expert visits, and business training activities. It has established sharing columns such as "The Path of Mountain Tourism Development in the Post-Pandemic Era" and "Building a New Pattern for Mountain Tourism Development." The first sharing column, focusing on "Market Demand and Supply Innovation in Mountain Tourism in the Post-Pandemic Era," is divided into four sessions. It features tourism experts from authoritative organizations like the World Tourism Organization and UNESCO, who interpret, analyze, judge, and share information about favorable policies for mountain tourism development, market opportunities, industry demands, project enhancements, and operational skills through live video broadcasts.

The second sharing column is committed to promoting the mountain tourism development experience and advocating for sustainable mountain tourism. It aims to serve alliance members and lead mountain tourism development, disseminating the latest industry development information to the world and training outstanding professional mountain tourism practitioners. In the future, IMTA plans to conduct specialized training on topics like the "International Criteria System for Mountain Eco-tourism Destination" to provide industry practitioners with a clearer understanding of the basic concepts of ecological and sustainable development in tourism.

## 智慧凝聚 技术指引

### Construction of Innovation Platform

国际山地旅游联盟宗旨既是联盟发展的出发点也是落脚点，联盟以此为指引，系统性开展业务研究及成果转化，注重聚合专业委员会智力资源开展趋势与规律研究，科学把握山地旅游趋势与方向，对重点运营环节进行理论技术赋能，推动行业进步。

The mission of the International Mountain Tourism Alliance serves as both the starting point and the foundation for its development. Guided by this mission, the alliance systematically conducts business research and the transformation of its findings. It places significant emphasis on harnessing the intellectual resources of its professional committees to study trends and patterns, scientifically grasping the trends and directions of mountain tourism. Theoretically and technically empowering key operational aspects, the alliance drives progress in the industry, ensuring that its activities and research align with its core purpose of promoting sustainable and responsible mountain tourism development globally.





▲ 世界山地旅游发展趋势报告 (2020 版)  
Report on World Mountain Tourism Development Tendency 2020

《世界山地旅游发展趋势报告》(以下简称《报告》)是首个关于世界山地旅游发展趋势的全面报告,综合了全球范围内山地旅游目的地和旅游服务平台的数据资料,通过大量的案例与数据分析,对世界山地旅游市场游客量及旅游总收入进行了测算。《报告》定义了山地旅游、山地旅游目的地及山地旅游者;详尽分析了亚、欧、非、北美、南美、大洋洲六大地区山地旅游近二十年发展历史及现状;预测了未来世界山地旅游发展趋势,特别针对 2020 年新冠疫情之后的山地旅游市场进行了分析和预判。《报告》对全球山地旅游的现状和未来趋势作出了深入研究,为保护山地旅游资源、传承山地文明提供了更加明确的方向;深入解读了山地旅游目的地经济欠发达的背景、成因及发展山地旅游对促进经济发展的意义和作用。后疫情时代,世界风云变幻,全球旅游业百废待兴,任重道远,在此背景下,国际山地旅游联盟将持续开展《世界山地旅游发展趋势报告》各年度编制工作,为旅游决策者制定政策提供有力依据,为山地旅游参与主体提供有益参考。

The "Report on the development trends of World Mountain Tourism" is the first comprehensive Report on global mountain tourism development trends. It compiles data and information from mountain tourism destinations and service platforms worldwide, using extensive case studies and data analysis to estimate the volume of tourists and total revenue in the world mountain tourism market. The Report defines mountain tourism, mountain tourism destinations, and mountain tourists. It provides a detailed analysis of the development history and current status of mountain tourism in Asia, Europe, Africa, North America, South America, and Oceania over the past two decades. It also forecasts future trends in world mountain tourism, with a particular focus on post-COVID-19 pandemic predictions and analyses.

The Report offers an in-depth study of the current state and future trends of global mountain tourism, providing clearer directions for protecting mountain tourism resources and inheriting mountain civilization. It interprets the underdeveloped economic background of mountain tourism destinations, their causes, and the significance and role of developing mountain tourism in promoting economic growth. In the post-pandemic era, as the world undergoes significant changes and the global tourism industry faces the challenge of rejuvenation, the IMTA will continue to compile the "Report on the Development Trends of World Mountain Tourism" annually. This ongoing effort aims to provide robust evidence for tourism policymakers and valuable references for stakeholders in mountain tourism, contributing to informed decision-making and effective strategy development in the field.



▲ 《世界旅游名山分类与评价体系》  
Classification and Evaluation System of World Famous Tourism Mountains

《世界旅游名山分类与评价体系》(以下简称《体系》)研究报告从旅游视角界定了世界名山的概念和定义,根据核心旅游资源的差异,将旅游名山作出了自然名山、国家名山、文化名山等划分,清晰展现世界级旅游名山目的地的形成机制、性质特征及核心资源价值等。《体系》与全球山地旅游蓬勃发展的大趋势密切相关,山地旅游迎来新机遇的同时,也面临着新挑战。这一研究成果不仅彰显了联盟“保护山地资源、传承山地文明、促进山地经济、造福山地民众,致力于可持续山地旅游发展”的宗旨,也对促进山地经济繁荣,推动山地旅游生态可持续发展有着非凡意义。《体系》放置在国际山地旅游联盟官网供会员和国内外业界人士使用,搭建起世界名山旅游的交流合作平台,促进共同友好发展。另外,联盟将着手编制《世界旅游名山分类与评价标准》等,进一步推进世界旅游名山评价体系的落地。

The research report "Classification and Evaluation System of World Famous Tourism Mountains" defines the concept and criteria of world-famous mountains from a tourism perspective. It categorizes tourist mountains based on the differences in core tourism resources, such as natural famous mountains, nationally famous mountains, and culturally famous mountains. This classification clearly displays the formation mechanisms, nature, characteristics, and core resource values of world-class tourist mountain destinations. The System is closely related to the global trend of flourishing mountain tourism and addresses both new opportunities and challenges faced by this sector.

The research outcome not only embodies the mission of the IMTA to "protect mountain resources, inherit mountain civilization, promote mountain economies, benefit mountain communities, and commit to sustainable mountain tourism development" but also has significant implications for promoting the prosperity of the mountain economy and advancing the ecological and sustainable development of mountain tourism.

The System is available on the official website of the IMTA for use by members and professionals in the industry, both domestically and internationally. It serves as a platform for exchange and cooperation in world-famous mountain tourism, fostering common and friendly development. Moving forward, IMTA plans to compile additional documents such as "World Famous Tourism Mountains - Certification Standards" and "World Famous Tourism Mountains - Certification Guidelines" to further advance the implementation of the Classification and Evaluation System of World Famous Tourism Mountains, promoting its application and recognition globally.



《国际山地徒步旅游指南·发展篇》  
International Mountain Hiking Tourism Guide Development Chapter

《国际山地徒步旅游指南》(以下简称《指南》)由国际山地旅游联盟组织编制,联盟专家委员会成员、国际知名户外运动专家高宁领衔,聚集欧洲徒步协会、意大利徒步联合会、法国远足联合会、尼泊尔国家旅游局等权威机构的专家共同完成。《指南》是全球首个对山地徒步做出定义和估算,为山地旅游目的地发展徒步旅游产品提供实用参考和具有指导意义的技术型指南。《指南》分为《世界山地旅游发展趋势报告(发展篇)》和《世界山地旅游发展趋势报告(建设篇)》两个部分,发展篇通过具体的例子概述了全球户外活动的现状;建设篇可以作为政府部门、旅游局、协会、徒步服务运营商等徒步项目责任方的规范细则。基于《指南》,联盟于 2021 年开展项目落地,为广东清远长隆国际山地旅游优质步道、安徽黄山市齐云山霞客古道、浙江德清莫干山登山古道、浙江安吉云上草原山川步道、贵州贵阳市花溪高坡山地徒步游线路、云南保山市高黎贡山山地徒步旅游线路、四川都江堰赵公山徒步旅游示范点等 7 个获评为首批“IMTA 国际山地徒步旅游示范点”的项目授牌。此后,联盟将在专家委员会指导下与世界山地区域开展更广泛合作,指导项目落地实践。

The "International Mountain Hiking Tourism Guide" was compiled by IMTA, led by Serge Koenig, a member of the IMTA Expert Committee and an internationally renowned outdoor sports expert. Other experts from authoritative institutions such as the European Ramblers Association, Italian Hiking Federation, French Hiking Federation, and Nepal Tourism Board contributed to the Guide. It is the first global Guide to define and estimate mountain hiking and provides practical references and technical guidance for mountain tourism destinations developing hiking products.

The Guide is divided into two parts: "International Mountain Hiking Tourism Guide (Construction Edition)" and "International Mountain Hiking Tourism Guide (Development Edition)." The Development Edition outlines the current status of global outdoor activities with specific examples, while the Construction Edition serves as a set of normative guidelines for government departments, tourism bureaus, associations, and hiking service operators responsible for hiking projects.

Based on the Guide, IMTA initiated project implementations in 2021. It awarded the first batch of "IMTA International Mountain Hiking Tourism Demonstration Points" to seven projects: Chimelong International Mountain Tourism Quality Trail in Qingyuan, Guangdong Province; Qiyun Mountain Xike Ancient Trail in Huangshan, Anhui Province; Mogan Mountain Climbing Ancient Trail in Deqing, Zhejiang Province; Clouds Grassland Mountain River Trail in Anji, Zhejiang Province; Huaxi Gaopo Mountain Hiking Route in Guiyang, Guizhou Province; Gaoligong Mountain Hiking Tourism Route in Baoshan, Yunnan Province; and Zhaogong Mountain Hiking Tourism Demonstration Point in Dujiangyan, Sichuan Province.

Moving forward, under the guidance of its Expert Committee, IMTA will expand its cooperation with mountain regions worldwide and guide the practical implementation of projects, further promoting the development of mountain hiking tourism on a global scale.





▲《国际山地温泉康养旅游地建设与评定》  
Construction and Evaluation  
of International Mountain Hot  
Spring & Health Tourism Sites

《国际山地温泉康养旅游地建设与评定》（以下简称《建设与评定》作为全球首部山地温泉康养类的国际标准，以山地旅游为背景，以国际化、前瞻性、原创性为追求，以“山地旅游 + 温泉康养 + 气候康养 + 森林康养”等自然疗法为模式，旨在引导、规范国际山地旅游领域内山地温泉康养旅游项目的开发建设和运营管理，促进山地温泉康养旅游健康有序发展。《建设与评定》规定了山地温泉康养旅游地的术语和定义、必备条件、基本要求和评定要求。为推动项目实践落地，国际山地旅游联盟多次赴贵州省黔东南州、贵阳息烽、铜仁石阡以及云南省腾冲市等地考察调研，围绕如何发挥当地温泉资源价值、助推山地温泉康养旅游产业高质量发展等议题与政府、企业代表进行座谈交流。

"Construction and Rating on International Mountain Hot Spring Wellness Tourism Destination" is the first international standard in the world for mountain hot spring wellness tourism. Set against the backdrop of mountain tourism and pursuing internationalization, forward-thinking, and originality, it adopts natural therapy models like "Mountain Tourism + Hot Spring Health & Wellness + Climate Health & Wellness + Forest Health & Wellness."

The goal is to guide and regulate the development, construction, and operational management of mountain hot spring health and wellness tourism projects within the international mountain tourism field, promoting the healthy and orderly development of this sector.

"Construction and Rating" sets forth the terminology and definitions, essential conditions, basic requirements, and evaluation criteria for mountain hot spring health and wellness tourism destinations. To facilitate practical project implementation, IMTA has conducted multiple field visits and research trips to locations such as Qiandongnan Prefecture and Xifeng in Guizhou Province, Shiqian in Tongren, and Tengchong in Yunnan Province. During these visits, IMTA engaged in discussions and exchanges with government and business representatives, focusing on how to leverage local hot spring resources and boost the high-quality development of the mountain hot spring health and wellness tourism industry.



▲《国际山地生态旅游目的地指标体系》  
International Criteria System  
for Mountain Eco-tourism  
Destination

《国际山地生态旅游目的地指标体系》项目是推进山地旅游可持续发展的一项重要工作。它是以国际公认的生态旅游概念为基础，结合山地特征，采用物质流管理方法，转化成一适用于山地旅游目的地生态旅游指标体系，以填补国际上暂无针对山地生态旅游标准的空白。目前，山地生态旅游指标共分为五个部分，包括“可持续管理、规划与监测”“社会经济表现”“生物多样性、自然和文化遗产”“可持续的基础设施管理”“目的地运营”。每个部分相应设计了一套涵盖可持续性三原则的指标，山地区域政策制定者、旅游代理、研究机构和游客等不同人群都能从中获得有用信息。国际山地旅游联盟就选取《国际山地生态旅游目的地指标体系》监测点，多次赴贵州省及周边地区多个重点旅游项目进行落地试点考察调研。

The "International Criteria System for Mountain Eco-tourism Destination" project is a initiative to advance sustainable development in mountain tourism. Based on the internationally recognized concept of ecotourism and tailored to the unique characteristics

of mountain regions, it employs material flow management methods to transform into a set of ecotourism criteria specifically designed for mountain tourism destinations. This system fills a gap in international standards, specifically targeting mountain ecotourism.

The current mountain ecotourism Criteria are divided into five parts: "Sustainable Management, Planning, and Monitoring," "Socio-Economic Performance," "Biodiversity, Natural and Cultural Heritage," "Sustainable Infrastructure Management," and "Destination Operations." Each section includes a set of indicators covering the three principles of sustainability, providing valuable information for various stakeholders such as policymakers in mountain regions, travel agents, research institutions, and tourists.

IMTA has selected monitoring sites based on the "International Criteria System for Mountain Eco-tourism Destination" and conducted multiple pilot inspections and research visits to several key tourism projects in Guizhou Province and surrounding areas. These efforts are aimed at practically implementing and testing the efficacy of these indicators in real-world settings, contributing to the comprehensive assessment and promotion of sustainable practices in mountain tourism destinations.

凝聚智慧力量，推动成果落地。国际山地旅游联盟正在以实际行动，推动山地旅游领域的各利益相关方加强跨学科能力建设，推动各个国家和地区、各相关国际组织和管理机构发挥积极引导作用，建立长效机制，探索发展路径，扩展旅游市场，制定山地旅游专业标准，推动山地旅游人才培养，共享山地旅游发展成果。

IMTA is actively mobilizing its collective wisdom to bring tangible outcomes to the field of mountain tourism. By taking practical actions, the alliance is encouraging stakeholders in the mountain tourism sector to strengthen interdisciplinary capacity building. It aims to inspire countries and regions, relevant international organizations, and management bodies to play a proactive guiding role, establish long-term mechanisms, explore development pathways, expand tourism markets, formulate professional standards for mountain tourism, foster talent development in the industry, and share the benefits of mountain tourism development.

These efforts are crucial for enhancing collaboration and innovation within the mountain tourism industry, ensuring sustainable and inclusive growth. the alliance's initiatives in standard-setting, research, and capacity building contribute significantly to the evolution of mountain tourism, benefiting communities, economies, and environments in mountain regions worldwide.

## 应对疫情 逆势而上

### Fight Against the Epidemic and Buck the Trend

在新冠疫情的特殊背景下，国际山地旅游联盟紧扣联合国 2030 可持续发展议程、生态文明引领发展的理念，在疫情蔓延，旅游业前景难以预测的特殊时期，主动应对、危中寻机、把握趋势、逆势而上。充分发挥自创平台优势，及时为全球业界提供以应对危机、协作抗疫、推动复苏为目标的对话交流与合作机会。

2020 年 5 月 29 日是第二个“国际山地旅游日”，国际山地旅游联盟抓住 2020 年“5·29 国际山地旅游日”最佳时点，举办了以“疫情危机与山地旅游面临的挑战和机遇”为主题的线上主题论坛，旨在聚全球山地旅游业界之智，共同研讨疫情危机给山地旅游造成的影响，探索疫后复苏发展趋势和机遇。此次线上论坛是 2020 开年的首场线上国际旅游论坛，国际山地旅游联盟也成为全球第一家举办线上国际论坛的国际旅游组织，为旅游界在新常态下打造交流平台、畅通交流渠道开创了先河。世界旅游城市联合会等其他国际旅游组织对联盟的创新尝试取得的效果给予了高度评价和肯定。

Amid the unique backdrop of the COVID-19 pandemic, IMTA has closely aligned with the United Nations 2030 Agenda for Sustainable Development and the concept of ecological civilization leading development. During this period of uncertainty and difficulty for the tourism industry, the alliance has proactively responded to challenges, sought opportunities amidst crises, grasped emerging trends, and strived to advance against the odds.

By fully leveraging its self-created platform advantages, the alliance has promptly provided the global tourism industry with opportunities for dialogue, exchange, and cooperation aimed at responding to the crisis, collaborating in pandemic control, and promoting recovery. These initiatives demonstrate the alliance's commitment to not only navigate through immediate challenges but also contribute to the long-term resilience and sustainability of mountain tourism under rapidly changing global conditions. the alliance's efforts highlight the importance of international cooperation and innovation in addressing unprecedented challenges and fostering a sustainable and resilient future for the tourism sector.

On May 29, 2020, the second "International Mountain Tourism Day", IMTA seized the opportunity to host an online thematic forum



国际山地旅游联盟积极组织会员参加全球各大重要涉旅展会  
International Mountain Tourism Alliance actively organizes  
members to participate in major global tourism exhibitions



themed "Pandemic Crisis and Challenges & Opportunities for Mountain Tourism." This forum aimed to gather global wisdom in the mountain tourism industry to discuss the impacts of the pandemic on mountain tourism and explore post-pandemic recovery trends and opportunities.

This online forum was the first international tourism forum of 2020 held virtually, making IMTA the first global tourism organization to host an international forum online. This innovative approach pioneered a new way for the tourism community to build communication platforms and channels under the new normal brought about by the pandemic. Other international tourism organizations, such as the World Tourism Cities Federation, highly praised and acknowledged the alliance's innovative efforts.



2022 山地旅游文化空间展领导及主  
礼嘉宾巡馆  
Leaders and main guests tour  
the "2022 Mountain Tourism and  
Culture Space Exhibition"

疫后产业转型升级、创新发展成为大势所趋，山地旅游发展对理论指导和智力支持的需求更加迫切。国际山地旅游联盟积极发挥国际组织应有作用，着力开展山地旅游相关课题研究及标准制定，积极整合智力资源，为会员提供智力支持、业务指导和专题培训等服务，根据联盟会员及行业关切，以讲座形式，组织开展线上 / 线下主题培训活动，线上累计点击学习量近 60 万人次。同时，聚合专业委员会智力资源开展趋势与规律研究，对重点运营环节进行理论技术赋能，推动行业进步，开展课题研究十余次，推出系列研究成果，为山地旅游各细分领域疫后的可持续目标，各地政府、企业等相关机构在山地旅游复苏的思路、方法和路径等方面提供理论指引和技术支持。

期间，国际山地旅游联盟针对会员提出的持续宣传发声需求，利用好联盟宣传推介平台和渠道，为会员提供了高质量的宣传服务，为疫后复苏做好宣传造势。包括会员动态、会员活动、会员反响等跟踪报道；策划会员宣传专题及活动后的持续宣传；深度挖掘并宣传会员先进的山地旅游发展经验和模式；与会员联动举办线上线下推介、展示、交流活动；开展会员项目招商、商务对接、商业需求及合作意向发布等。联盟每年积极组织会员参加“中国国际旅游交易会”“中国－东盟博览会”“国际滨湖度假大会暨首届度假博览会”“中国国际服务贸易交易会”“全球旅行商大会”等重要涉旅展会，搭建了联盟会员与行业间的交流合作桥梁，参加出席或以活动支持单位方式参与的活动达 100 余场。

2022 年 12 月 27 日，国际山地旅游联盟克服新冠疫情带来的重重困难，以视频会议方式成功举办第二届会员大会。会议回顾总结了过去五年国际山地旅游联盟的发展历程，提出了未来四年发展目标和 2023 年工作计划；选举产生了新的理事会和领导成员，形成了一个结构合理、能力卓越、视野开阔、团结协作、会员信赖的国际旅游组织架构，为国际山地旅游联盟进一步优化运行机制，实现建设世界山地旅游著名平台和国际组织典范这一目标创造了有力条件。

In the wake of the pandemic, the transformation, upgrading, and innovative development of the industry have become a prevailing trend. The demand for theoretical guidance and intellectual support in mountain tourism development has become more urgent. IMTA actively plays its role as an international organization, focusing on conducting research on topics related to mountain tourism and establishing standards. It actively integrates intellectual resources to provide its members with intellectual

support, business guidance, and specialized training services.

Responding to the concerns of its members and the industry, IMTA organizes online and offline thematic training activities in the form of lectures, with online sessions accumulating nearly 600,000 learning clicks. Simultaneously, it harnesses the intellectual resources of its professional committees to conduct research on trends and patterns, theoretically and technically empowering key operational aspects to drive industry progress. the alliance has conducted more than ten research projects and produced a series of research outcomes, providing theoretical guidance and technical support for sustainable post-pandemic goals in various sub-fields of mountain tourism, as well as for governments, enterprises, and other related organizations in their recovery strategies, methods, and approaches in mountain tourism.

During this period, IMTA responded to its members'needs for continuous promotion and visibility. Leveraging its promotion and communication platforms and channels, the alliance provided high-quality publicity services to its members, aiding in creating momentum for post-pandemic recovery. This included tracking and reporting on member dynamics, activities, and feedback; planning special publicity projects for members and sustained promotion of their events; deeply exploring and promoting members' advanced mountain tourism development experiences and models; coordinating with members to organize online and offline promotional, display, and exchange activities; and disseminating members' project investment opportunities, business matchmaking, commercial demands, and partnership intentions.

IMTA actively organizes its members to participate in significant travel-related exhibitions and conferences, such as the "China International Travel Mart,""China-ASEAN Expo,""International Conference of Lakeside Leisure and Huzhou Leisure EXPO", "China International Fair for Trade in Services," and the "Global Travel Agents Conference". These efforts have established a bridge for exchange and cooperation between IMTA members and the wider industry. IMTA has participated in or supported over 100 such events, thereby enhancing the visibility and networking opportunities for its members in the broader tourism sector.

On December 27, 2022, the International Mountain Tourism Alliance successfully held its second General Assembly by video conference, despite the difficulties brought about by the COVID-19 pandemic. The meeting reviewed and summarized the development course of IMTA in the past five years, and proposed the development goals for the next four years and the work plan for 2023. The new council and leading members were elected, forming an international tourism organization with reasonable structure, excellent ability, broad vision, solidarity and cooperation, and the trust of members, creating strong conditions for the International Mountain Tourism Alliance to further optimize its operating mechanism and realize the goal of building a famous platform for mountain tourism in the world and an international organization model.

国际山地旅游联盟以中国贵州省贵阳市为总部基地，链接世界五大洲，通过会员和业界资源，建立起山地旅游信息平台、学术平台、活动平台和交流平台；以旅游为纽带，连接国与国、人与人之间的友好交流和往来，提升了中国贵州作为国际山地旅游目的地的吸引力。

国际山地旅游联盟始终坚持生态文明保护理念，唤起人们保护山地生态、传承山地文明的意识，创造山地旅游美好未来，努力做到为世界、中国和贵州山地旅游可持续发展多做贡献。连接山地精彩，共享美丽生活！

IMTA, with its headquarters based in Guiyang, Guizhou Province of China, connects continents around the world. Leveraging its members and industry resources, the alliance has established various platforms for mountain tourism, including information, academic research, activities, and exchanges. Acting as a bridge in the tourism sector, it facilitates friendly exchanges and interactions between countries and people. And it also enhances the attractiveness of Guizhou, China, as an international mountain tourism destination.

International Mountain Tourism Alliance consistently adheres to the concept of ecological civilization and protection, striving to awaken a consciousness in people to protect mountain ecology and inherit mountain civilizations, thereby creating a bright future for mountain tourism. IMTA endeavors to contribute significantly to the sustainable development of mountain tourism globally, in China, and in Guizhou. Enjoy the wonders of the mountains, share the natural beauty!

连接山地精彩 共享美丽生活  
ENJOY THE WONDER OF MOUNTAINS  
SHARE THE NATURAL BEAUTY



# Historical Moments

历史时刻 | 2019  
2022

国际山地旅游联盟荣誉旗手达瓦·夏尔巴于2019年5月23日携带“国际山地旅游日”会旗成功登顶珠峰。“国际山地旅游日”启动仪式当天，登峰旗手达瓦·夏尔巴在现场将“国际山地旅游日”及“国际山地旅游联盟”旗帜交到联盟执行秘书长傅迎春手中。

Dawa Tenzing Sherpa honorary flag bearer of the IMTA, successfully reached the summit of Mount Qomolangma on May 23, 2019, carrying the flag of "International Mountain Tourism Day". On the day of the opening ceremony of "International Mountain Tourism Day", Dawa Tenzing Sherpa, the flag-bearer, handed the flags of "International Mountain Tourism Day" and the IMTA to Fu Yingchun, Executive Secretary General of the Alliance.



2019年5月29日，“国际山地旅游日”启动仪式暨山地旅游（尼泊尔）国际论坛在尼泊尔首都加德满都举办。  
On May 29, 2019, the opening ceremony of "International Mountain Tourism Day" and Mountain Tourism International Forum (Nepal) was held in Kathmandu, capital of Nepal.



2019年10月28日，国际山地旅游联盟总部落成揭幕仪式隆重举行。

On October 28, 2019, the inauguration ceremony of the IMTA headquarters was held.



联盟领导与参会嘉宾合影留念 IMTA leaders and the guests

2019年10月27日，联盟理事会会议召开。会议审议了首个“国际山地旅游日”活动情况及2020年“国际山地旅游日”活动举办地和承办机构建议，并审核通过了13家新入盟会员申请。

On October 27, IMTA Council meeting reviewed the activities of the first "International Mountain Tourism Day" and suggestions on the host site and organizers of the 2020 activity, and approved 13 new membership applications.





2019年5月,国际山地旅游联盟执行秘书长傅迎春率队拜访尼泊尔外交部,就首个“国际山地旅游日”活动的筹备与尼泊尔外交部部长普拉迪普·库马尔·贾瓦利及相关部门负责人进行交流和沟通。

In May 2019, Fu Yingchun, Executive Secretary-General of the IMTA, led a delegation to visit the Nepalese Ministry of Foreign Affairs to conduct thorough exchanges and discussions with Nepalese Minister of Foreign Affairs Pradip Kumar Gywali and heads of relevant departments on the preparations for the inaugural "International Mountain Tourism Day" event.



2019年10月28日,以“携手构筑可持续山地旅游命运共同体”为主题的2019国际山地旅游联盟年会开幕。

On October 28, 2019, IMTA held its Annual Conference with the theme of "Building a Sustainable Mountain Tourism Community with a shared Future".



2019国际山地旅游联盟年会论坛聚焦“携手构筑可持续山地旅游命运共同体”,分别就“国际山地旅游发展与联合国2030可持续发展目标”“保护环境、绿色发展、造福民众——可持续山地旅游的永恒主题”两个议题展开讨论。

The 2019 IMTA Annual Conference focused on "Jointly Building a Community of Shared Future for Sustainable Mountain Tourism", and discussed two topics respectively: "International Mountain tourism Development and the United Nations 2030 Sustainable Development Goals" and "Environmental protection, green Development and Public benefit -- the eternal theme of sustainable mountain tourism".



2019年会期间利用联盟总部展览空间,举办了2019山盟年会展,为联盟会员提供了宣介平台,推动了相互间的交流与合作,展示了山地旅游产业发展成果和动态。

During the 2019 Annual Conference, the 2019 IMTA Annual Conference Exhibition was held in the exhibition area of the headquarters, which provided a publicity platform for members, promoted mutual communication and cooperation, and displayed the development achievements and trends of mountain tourism industry.



2019年会期间举办了“山盟之夜”交流餐叙,嘉宾们在友好、热烈、融洽的交流氛围中共叙友谊、增进了解。

"The Night of IMTA" exchange dinner of the 2019 Annual Conference. Guests enhanced friendship and mutual understanding in a warm and harmonious atmosphere.



2019年会期间举办“一带一路”山地旅游交流合作对接会,为推进“一带一路”沿线国家山地旅游领域的务实合作搭建了山地旅游交流合作、业务分享、产业投资平台。

During the 2019 Annual Conference, the "Belt and Road" Mountain Tourism Exchange and Cooperation Meeting was held, setting up a platform for mountain tourism exchange and cooperation, business sharing and industrial investment among countries along the "Belt and Road".

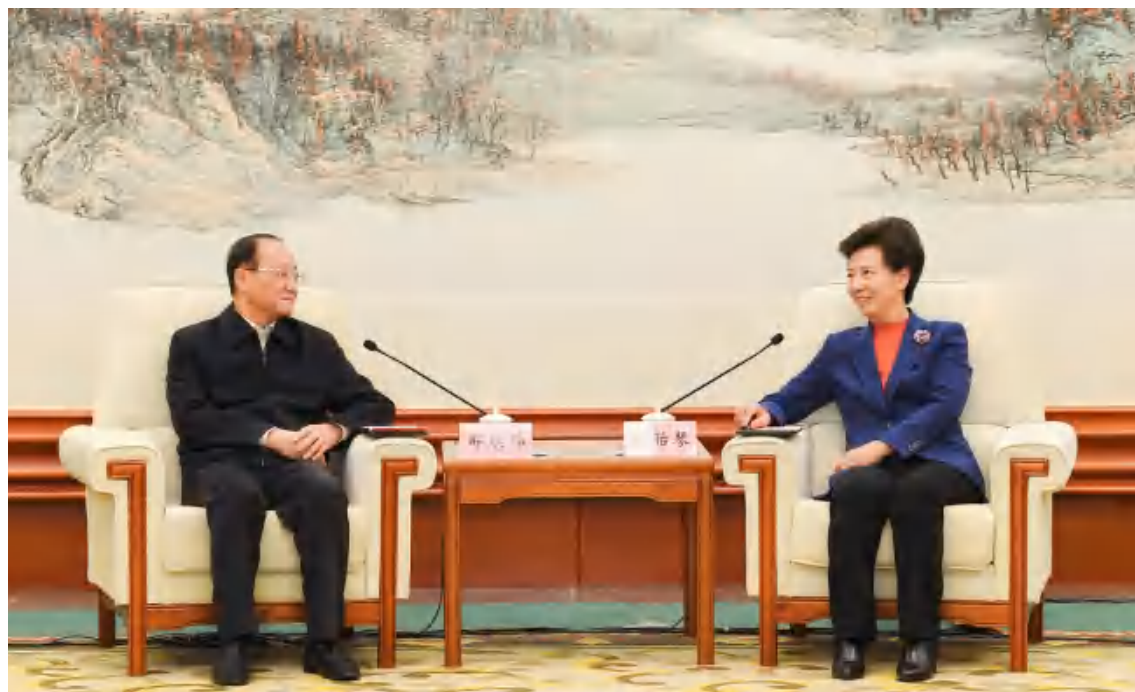




2019 年 7 月，联盟代表参加 2019 海峡两岸台北夏季旅展。  
In July 2019, IMTA representatives attend the 2019 Cross-Strait Taipei summer travel expo.



2020 年 9 月，国际山地旅游联盟副主席邵琪伟出席 2020 中国休闲度假大会开幕式并致辞。  
In September 2020, Shao Qiwei, Vice Chairman of the International Mountain Tourism Alliance, attended the opening ceremony of the 2020 China Leisure Conference and delivered a speech.



2020 年 11 月 17 日，时任贵州省长谌贻琴在贵阳会见前来出席 2020 国际山地旅游联盟年会的联盟副主席邵琪伟、秘书长何亚非一行，贵州省委宣传部长卢雍政、时任贵州省副省长胡忠雄参加会见。  
On November 17, 2020, then-Governor of Guizhou Chen Yiqin met with Vice Chairman Shao Qiwei and Secretary-General He Yafei of the IMTA who came to attend the 2020 IMTA Annual Conference in Guiyang. Mr. Lu Yongzheng then director of the Publicity Department of Guizhou Provincial Party Committee, and Mr. Hu Zhongxiong, then vice governor of Guizhou, attended the meeting.

2020 年 12 月，国际山地旅游联盟首度亮相中国 - 东盟博览会旅游展。

In December 2020, IMTA debuted at the China-Asean Expo Tourism Exhibition.



2020 年 12 月，联盟代表前往安徽省黄山风景区、浙江省德清县莫干山风景区及德清田博园进行考察调研。其间，分别与黄山风景区管委会经济发展局、黄山旅游发展股份有限公司相关负责人进行座谈交流。

In December 2020, representatives of the IMTA visited Huangshan Scenic Spot in Anhui Province, Moganshan Scenic Spot in Deqing County in Zhejiang Province and Deqing Agricultural Expo Park for investigation and research. During this period, they conducted thorough discussions and exchanges with the relevant leaders of the Economic Development Bureau of Huangshan Scenic Area Management Committee and Huangshan Tourism Development Co., Ltd.







2020 年 5 月 29 日“国际山地旅游日”，国际山地旅游联盟与携程集团以线上形式共同主办“疫情危机与山地旅游面临的挑战和机遇”主题论坛。当天，“国际山地旅游日”户外徒步活动在贵阳启动，积极响应国际山地旅游联盟发起的“山地旅游与健康同行”倡议。

On "International Mountain Tourism Day", May 29, 2020, IMTA and Ctrip Group co-hosted the theme forum of "Pandemic Crisis and Challenges and Opportunities for Mountain tourism" online. On the same day, the outdoor hiking activity held in Guiyang to respond to the proposal of "Mountain Tourism Goes Hand in Hand With Health" initiated by the IMTA.



2020 年 11 月 18 日，以“后疫情时代国际山地旅游发展之路”为主题的 2020 国际山地旅游联盟年会在贵阳开幕。与会嘉宾围绕疫后旅游业复苏振兴展开深入探讨，通过线上线下，共议“后疫情时代”国际山地旅游发展之路。

On November 18, 2020, the IMTA 2020 Annual Conference themed on "The path of mountain tourism development in the post-COVID world" opened in Guiyang. The participants conducted in-depth discussions on the recovery and revitalization of the post epidemic tourism industry, and discussed the development paths of international mountain tourism in the post-epidemic era through online and offline.



2020 世界名山对话邀请世界旅游组织、世界旅游及旅行业理事会，以及行业专家学者和名山旅游目的地管理者围坐一堂，共同探讨后疫情时代名山旅游复苏与振兴之路，分享山地资源保护与可持续发展的案例和经验。

The 2020 Dialogue among World Famous Mountains invites UNWTO, WTTC, tourism industry experts, scholars, and destination managers to gather together to explore the path of recovery and revitalization of mountain tourism in the post pandemic era, and share cases and experiences of mountain resource protection and sustainable development.



国际山地旅游联盟创新设立 2020 “IMTA 山地旅游奖”，共设“IMTA 山地旅游可持续发展奖”“最佳山地旅游目的地奖”“最佳山地旅游户外运动奖”“最佳山地旅游营地奖”“最佳山地旅游徒步线路奖”5 项。

IMTA has innovatively set up the "IMTA Mountain Tourism Awards" in 2020, which include five awards: "IMTA Mountain Tourism Sustainable Development Award", "Best Mountain Tourism Destination Award", "Best Mountain Tourism Outdoor Sports Award", "Best Mountain Tourism Camp Award" and "Best Mountain Tourism Hiking Route Award".



“国际山地旅游联盟专家委员会”和“投融资委员会”在 2020 国际山地旅游联盟年会期间正式成立。

The "IMTA Expert Committee" and the "IMTA Investment and Financing Committee" were formally established during the 2020 IMTA Annual Conference.



2020

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2020 国际山地旅游联盟年会上，国际山地旅游联盟分别与世界旅游及旅行业理事会 (WTTC)、亚太旅游协会 (PATA)、世界旅游城市联合会 (WTCF)、世界旅游联盟 (WTA)、中国 - 东盟中心 (ACC)、世界运河历史文化城市合作组织 (WCCO) 以及中国风景名胜协会 (CNPA) 七个国内外国际组织、协会、机构签署战略合作协议。

At the opening ceremony of the 2020 IMTA Annual Conference, IMTA signed strategic cooperation agreements with Seven domestic and international organizations, associations and institutions, including the World Travel and Tourism Council (WTTC), the Pacific Asia Travel Association (PATA), the World Tourism Cities Federation (WTCF), the World Tourism Alliance (WTA), the Asean-China Center (ACC), the World Historic and Cultural Canal Cities Cooperation Organization (WCCO), and the China Association of National Parks and Scenic Sites (CNPA).

“助力贵州山地旅游高质量发展”企业家座谈会上，全国各地 30 余位会员企业家、机构负责人就如何“助力贵州山地旅游高质量发展，探索山地旅游发展新模式、走出新路径”展开了对话。

At the entrepreneur Forum of "Facilitating the High-quality Development of Guizhou Mountain Tourism", more than 30 entrepreneurs and heads of institutions from all over the country held a dialogue on how to "facilitate the high-quality development of Guizhou Mountain tourism, explore a new model and path of mountain tourism development".



2020

第一部分 第二阶段 Part Two Ch.2



2020 国际山地旅游联盟年会期间举办以“‘山地英雄会·车窗风景线’，打造面向未来的自驾游产业”为主题的“山地英雄会·车窗风景线”贵州经典自驾游线路推展会。

During the 2020 IMTA Annual Conference, the First Provincial Presidents' Summit of China Self-Driving Tourism Industry Association and Guizhou classic Self-driving Tour Routes Promotion conference was held with the theme of "Mountain Heroes Club, Marvelous Roadside Scenery".



2020“世界名山与贵州山地旅游对话”摄影展剪彩嘉宾合影。

The Ribbon Cutting Guests' Group Photo at the 2020 photography exhibition of "Dialogue between World Famous Mountains and Guizhou Mountain Tourism".





2021 年 3 月，何亚非秘书长率队拜访奥地利驻华使馆。  
In March 2021, Secretary-General He Yafei led a team to visit the Austrian Embassy in China.



2021 年 5 月，何亚非秘书长拜访柬埔寨驻华大使馆。  
In May 2021, Secretary-General He Yafei visited the Embassy of Cambodia in China.



2021 年 10 月 20 日，国际山地旅游联盟精彩亮相 2021 中国—东盟博览会旅游展。  
On October 20, 2021, IMTA made a brilliant appearance at the 2021 China-Asean Expo Tourism Exhibition.



2021 年 12 月，国际山地旅游联盟会员上海乐百年健康产业集团董事会主席陈敏一行赴国际山地旅游联盟总部调研，就加强与联盟的合作开展了交流座谈。  
In December 2021, Chen Min, Chairman of the Board of Directors of Shanghai Lebainian Health Industry Group, a member of IMTA, Led a delegation to visit IMTA headquarters to conduct research and exchange discussions on strengthening cooperation with IMTA.



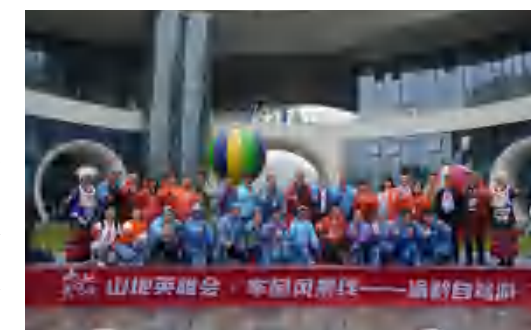
2021 年 5 月 29 日，以“世界遗产保护与山地旅游绿色发展”为主题的 2021 国际山地旅游日世界遗产名山（金佛山）峰会在重庆南川举行。来自 16 个国家的驻华机构、国际组织、专家学者、目的地管理机构及旅行商代表约 300 人通过线上线下的方式参与盛会，共同聚焦山地旅游、温泉旅游、康养旅游新发展，推动世界遗产的保护与利用。  
On May 29, 2021, the World Heritage Mountain (Jinfo Mountain) Summit, a thematic event of the 2021 International Mountain Tourism Day was held in Nanchuan, Chongqing, with the theme of "Protection of World Heritage and Green Development of Mountain Tourism". About 300 representatives from 16 countries, including resident agencies in China, international organizations, experts and scholars, destination management agencies and travel agents participated in the event through online and offline channels, focusing on the new development of mountain tourism, hot spring tourism and wellness tourism to promote the protection and utilization of World heritages.

2021 年 5 月 28 日，“山地英雄会·车窗风景线”南川区山地旅游推介会举行。

On May 28, 2021, "Mountain Heroes Club, Marvelous Roadside Scenery" Tourism Product exhibition and promotion of mountain tourism in Nanchuan District were held.



“山地英雄会·车窗风景线”渝黔自驾游活动于 2021 年 5 月 28 日正式拉开帷幕，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。  
"Mountain Heroes Club, Marvelous Roadside Scenery" Chongqing and Guizhou self-Driving tour was officially launched on May 28, 2021. The event aims to take the opportunity of the summit to build the brand of "Mountain Hero Club, Marvelous Roadside Scenery" and promote the interaction, communication and cooperation of the self-driving industry in Chongqing and Guizhou.





2021

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2021 年 5 月 29 日，“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。

On May 29, 2021, the photography and painting exhibition "Dialogue between World Heritage Mountains and Chongqing Mountain Tourism" opened at the Nanchuan District Business Center.



2021 年 12 月 21 日，2021 国际山地旅游联盟年会通过实时视频连线方式举办，主会场设在联盟贵阳总部，年会主题为“国际组织如何在全球旅游复苏与重塑治理中发挥引领作用”。

On December 21, 2021, the 2021 IMTA Annual Conference was held via videoconferencing. The main venue was at IMTA headquarters in Guiyang and it themed on "How can International Organizations Play a Leading Role in Global Tourism Recovery and Reshaping Governance".

2021 国际山地旅游日世界遗产名山（金佛山）峰会上推动合作共赢，达成多项文旅合作协议。

2021 International Mountain Tourism Day World Heritage Mountain (Jinfo Mountain) Summit promoted win-win cooperation, and reached a number of cultural and tourism cooperation agreements.



2021 年 9 月 27 日，以“构建人与自然和谐共生的山地旅游”为主题的世界名山（梵净山）对话在贵州“旅游两会”期间举办，活动旨在探索后疫情时代人与自然和谐共生的山地旅游，助力贵州山地旅游高质量发展。

On September 27, 2021, the Dialogue among World Famous Mountains (Fanjing Mountain), themed on "constructing a Mountain Tourism where Man and Nature Coexist Harmoniously", was held during 2021 International Mountain Tourism and Outdoor Sports Conference and Guizhou Tourism Promotion conference. The activity aims to explore the mountain tourism with harmonious coexistence of man and nature in the post-epidemic era, and help the high-quality development of Guizhou mountain tourism industry.



2021 国际山地旅游联盟年会上，国际山地旅游联盟副主席邵琪伟向 2022“国际山地旅游日”主体活动举办地颁牌、向新入盟会员颁发会员证书。

At the 2021 IMTA annual conference, Mr. Shao Qiwei, vice chairman of the IMTA, presented the plaque to the host site of 2022 International Mountain Tourism Day and the membership certificates to new IMTA members.



2022 亚洲山地旅游推广大会期间，贵州省委宣传部长卢雍政、贵州省副省长蔡朝林同与会嘉宾一起参观“山地生活消费与非遗传承载展”。

During the 2022 Asia Mountain Tourism Promotion Conference, Lu Yongzheng, Director of the Publicity Department of Guizhou Provincial Party Committee, and Cai Chaolin, then vice governor of Guizhou Province, visited the exhibition of "Mountain Life Consumption and Intangible Culture Heritage" with the guests.

2021

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2022





2022 年 5 月 29 日，以“山地旅游倡导健康生活与文明交流”为主题的“2022 国际山地旅游日”主题活动在线上启幕，同时，在贵州省贵阳市联盟总部以线下方式举办系列活动与线上联动。

On May 29, 2022, the 2022 International Mountain Tourism Day online-event, with the theme of "Mountain Tourism Promotes Healthy Life and Cultural Exchange" were kicked off. At the same time, offline and online interaction were held at the IMTA headquarters in Guiyang, Guizhou Province.



2022 国际山地旅游日期间，在贵阳联盟总部举办了“山地生活消费展”“8·9·00 思享会”“国际山地旅游联盟世界名山系列推荐之天下加榜·心向往之摄影展”“‘车窗风景线·山地贵州行’2022 贵州最美风景在路上自驾路线征集”等面向年轻创业者和新兴消费群体的活动。

During the thematic events of International Mountain Tourism Day 2022, a series of activities targeted at young entrepreneurs and emerging consumer groups were held at the IMTA headquarter in Guiyang, such as "Mountain Life Consumption Exhibition", "8·9·00 Concept Meeting", "IMTA World Famous Mountain series recommendation: 'Jiabang Terraced Fields of China-A Dreamed Place' Photography Exhibitions", and the "Collection of Guizhou's Most Beautiful Self-driving Route Scenery on the Road 2022", with the theme of "Marvelous Roadside Scenery, Guizhou Mountain Tour".



# 8·9·00 思享会 CONCEPT MEETING



“8·9·00 思享会”作为国际山地旅游联盟打造的山地旅游产业消费市场对接平台，以 80、90、00 年代的新青年视角，围绕山地文旅新消费话题分享创业经验、分析市场业态、探讨消费趋势、寻求合作发展。

"8/9/00 Concept Meeting" is a platform created by IMTA to connect mountain tourism industry and consumption market. It focus on sharing entrepreneurial experiences, analyzing market formats, exploring consumption trends, and seeking cooperative development from the perspective of new youth in the 1980s, 1990s, and 2000s on the topics of new consumption of mountain culture and tourism.

2022 年 8 月 18 日，2022 亚洲山地旅游推广大会在国际山地旅游联盟总部贵阳市举行。大会以“亲诚惠容 合作共享——携手共筑亚洲山地旅游发展新未来”为主题，聚焦山地旅游可持续发展，以线上与线下、主体与配套相结合的方式举办。

The 2022 Asia Mountain Tourism Promotion Conference was held at the IMTA headquarters in Guiyang on Aug 18, 2022. With the theme of "Amity, Sincerity, Mutual Benefit, Inclusiveness, Cooperation and Sharing -- Jointly Build a New Future for Asian Mountain Tourism", the conference focuses on the sustainable development of mountain tourism and was held through online live-streaming and offline gathering, combining main forum and supporting activities.





2022 亚洲山地旅游推广大会配套举办了亚洲山地旅游推介会。推介会展示了亚洲各国山地旅游资源、山地旅游发展取得的成绩，强调了亚洲国家在发展山地旅游上的优势。

The promotion session of the 2022 Asia Mountain Tourism Promotion Conference showcased the mountain tourism resources and achievements of Asian countries in the development of mountain tourism, and emphasized the advantages of Asian countries' mountain tourism development.



2022 亚洲山地旅游推广大会期间配套举办了“山地生活消费与非遗传承展”“山地艺术空间展”“山地及乡村振兴旅游特色产品展”“亚洲山地旅游摄影展”。

During the 2022 Asia Mountain Tourism Promotion Conference, the exhibition of Mountain Life Consumption, intangible culture exhibition and Mountain Art Space Exhibition were held.

2022 年 6 月，国际山地旅游联盟执行秘书长傅迎春，亚太（重庆）温泉与气候养生旅游研究院院长王捷率相关专家及人员前往贵州省黔东南州、息烽、石阡等地调研温泉项目。

Fu Yingchun, Executive Secretary-General of the IMTA, and Wang Jie, president of Asia-Pacific Institute for Hydrotherapy and Climatotherapy Tourism, led experts to Qiandongnan, Xifeng, Shiqian and other places in Guizhou Province to investigate hot spring projects.



2022 年 7 月，亚太（重庆）温泉与气候养生旅游研究院院长王捷、海南省旅游投资发展有限公司董事长陈铁军率相关专家及人员前往云南省腾冲市考察调研山地温泉康养项目，围绕如何充分发挥当地温泉资源价值，助推山地温泉康养旅游产业高质量发展与政府、企业代表进行座谈交流，征求《国际山地温泉康养旅游地建设与评定》编制意见。

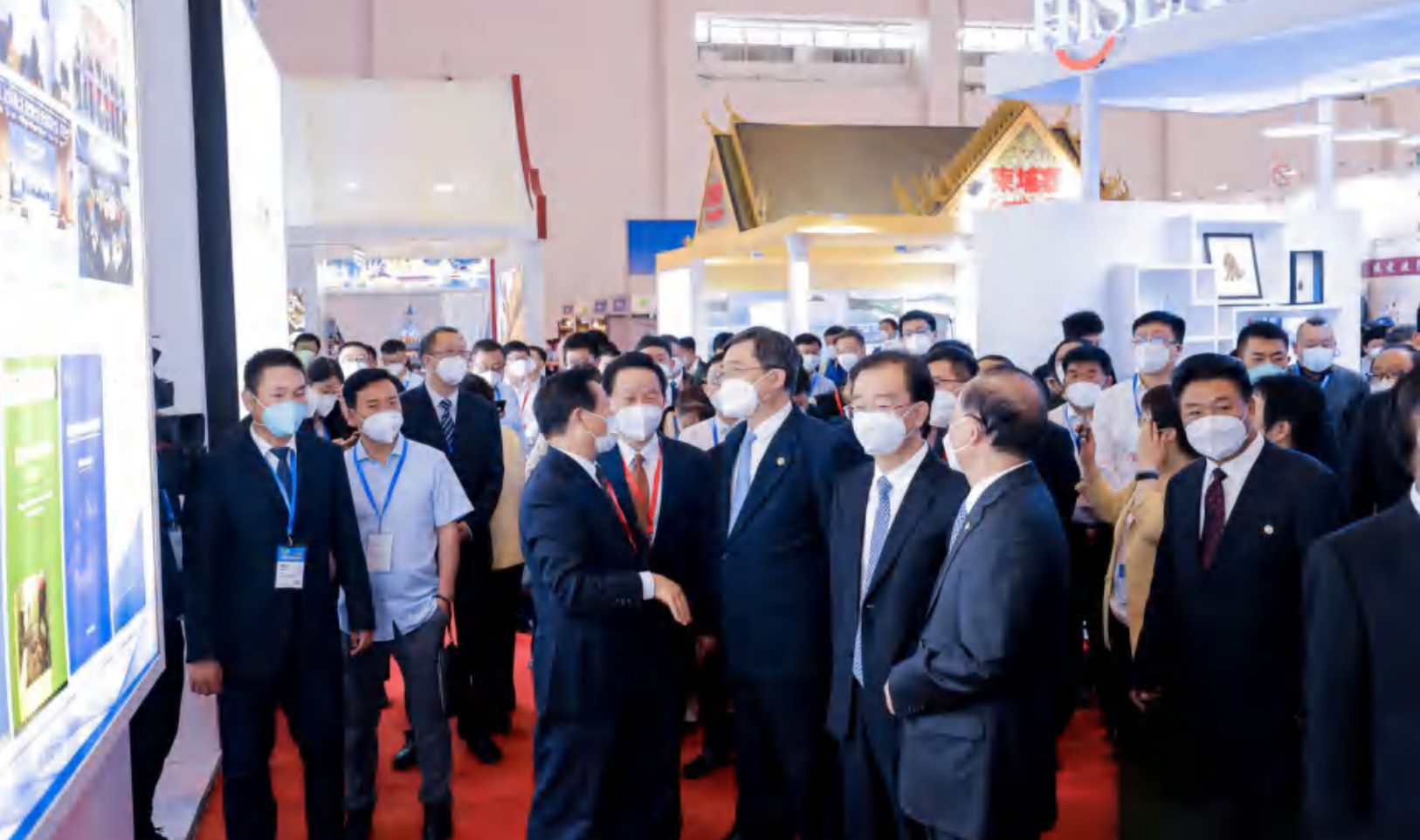
In July 2022, Wang Jie, president of Asia-Pacific Institute for Hydrotherapy and Climatotherapy Tourism and Chen Tiejun, and chairman of Hainan Tourism Investment & Development Co., LTD., led experts to Tengchong City, Yunnan Province to investigate the mountain hot spring wellness projects. Meeting with local government and enterprise representatives to discuss on how to give full play to the value of local hot spring resources to promote the high-quality development of mountain hot spring wellness tourism industry, and soliciting opinions on the compilation of "Construction and Rating on International Mountain Hot Spring Wellness Tourism Destination".



## Facilitating the high-quality development of mountain hot spring & wellness tourism industry

助推山地温泉康养旅游产业高质量发展





2022年7月，国际山地旅游联盟携西班牙、俄罗斯、奥地利、厄瓜多尔等7个国家的10余家会员一同参展2022中国国际旅游交易会，推广山地旅游新魅力。

In July 2022, IMTA organized more than 10 members from seven countries, including Spain, Russia, Austria, Ecuador etc., participated in the 2022 China International Travel Mart to promote the charm of mountain tourism.

2022年7月27日，中央统战部九局副局长张建民一行亲临国际山地旅游联盟总部走访调研。张建民一行在秘书处领导陪同下考察了总部设施和秘书处运营情况。

On July 27, 2022, Zhang Jianmin, deputy director of the Ninth Bureau of the United Front Work Department of the CPC Central Committee, led a delegation to visit the headquarters of IMTA. The leaders of the Secretariat introduced the facilities of the headquarters and the operation of the Secretariat to Zhang and his team.



2022年7月，华住集团CEO金辉率队访问国际山地旅游联盟总部，联盟秘书处领导陪同调研了总部设施和秘书处运营情况，与傅迎春执行秘书长及秘书处有关负责人进行了交流座谈。

In July 2022, Jin Hui, CEO of Huazhu Group, led a team to visit the headquarters of IMTA, accompanied by the leaders of the Secretariat, the team researched the headquarters facilities and the operation of the secretariat. and had an exchange and discussion with Mr. Fu Yingchun, Executive Secretary General and directors of different departments of the Secretariat.



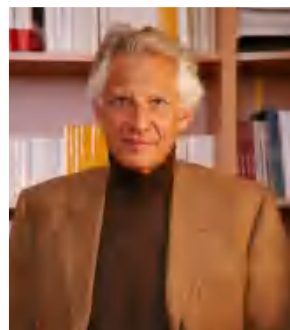
2022年12月27日，国际山地旅游联盟第二届会员大会顺利召开。来自五大洲的138名会员以视频方式参加会议。会议回顾了联盟过去五年工作，提出了未来四年发展目标及2023年工作计划。审议通过了《国际山地旅游联盟章程》(修正案)等相关事项，选举产生了联盟第二届理事会和领导成员。

The second General Assembly of the International Mountain Tourism Alliance was successfully held on December 27, 2022. A total of 138 members from five continents participated in the conference via video. During the meeting, the alliance reviewed its work in these five years and proposed development goals for the next four years along with a work plan for 2023. Amendments to the Statute of IMTA and other related matters were also discussed and approved, while new council members and leading figures of the alliance were elected.



# Personages/Thoughts

## 人物 | 观点



**多米尼克·德维尔潘**

国际山地旅游联盟主席

*Dominique de Villepin*

Dominique de Villepin  
Chairman of IMTA

2016 年是具有决定意义的一年, 我们不但面临着经济风险的威胁, 还要应对安全问题和环境挑战, 恢复共同发展的条件日益紧迫, 跨文化关系和跨境交流具有坚守未来的重要性。在这样的背景下, 我们应当将旅游业作为开放、发展、对话、交叉的核心点, 高度重视。

当前正处于不断扩张的中国旅游经济将会进一步提升国际的旅游标准。国际山地旅游联盟主导的行动, 将应对全球经济放缓的主要挑战以及全球理解不同的文化和气候变化等。今后, 国际山地旅游联盟要通过旅游促进世界各国人民的交流, 推动共享这个理念的发展, 共享经济、共享发展, 这也是中国在全球治理中所倡导的理念。

我坚信, 现代旅游业可以成为质量和可持续发展的支柱, 整个旅游业, 特别是乡村和山区旅游业, 人们试图与自然重新联系的世界中创造出越来越多的兴趣。今天, 以山地旅游为例, 占旅游行业的 20% 左右, 有着非常广阔的前景。对我来讲, 我非常荣幸以国际山地旅游联盟主席的身份见证联盟为全球旅游业发展所做的努力, 因为旅游不仅仅是一个产业, 更重要的是, 它与人类文明、世界和平、共同发展息息相关。

对于山地旅游来说, 我们看到过去几年旅游业出现的集中化、国际化、创新化的新模式, 在我看来并不是最好的答案。相反, 我们应该寻找有创意的本土解决方案和举措考虑到每个地区的特殊性, 并能够为不同的人群和旅游类型提供不同的服务。我们应该考虑到当地的情况来达到这个目标, 比如考虑到文化或健康范畴, 我们可以提供户外运动或家庭度假。选择的丰富性和多样性将成为有益的优势。多样化的选择、完善的基本设施和高品质服务、可持续发展的措施应该是将来几年新山地政策的三大支柱。

2016 has been a decisive year. It has been a time of economic risks, security troubles and environmental challenges, making restoring common development increasingly urgent. Never before have intercultural connections and cross-border exchanges been so necessary to restore the conditions of a shared development. In such a context, tourism must be considered a key sector at the crossroads of openness, growth and dialogue.

Today, both expansion and upgrade of Chinese tourism economy will continue to enhance international standards. The action led by IMTA will help improve global understanding of major challenges of the economic slowdown, cultural divides and climate change. In future, IMTA will promote the exchanges among people from all over the world through tourism, and promote the development of the concept of sharing, i.e. sharing economy and sharing development, which is also the concept advocated by China in global governance.

My conviction is that modern tourism can be the pillar of quality and sustainability. Rural and mountain tourism are creating ever more interest in a world where people are trying to reconnect with nature. Today, mountain tourism represents around 20% of the sector with very promising activities. It is my honor to be the chairman of IMTA to witness the great progress we made to support tourism globally. Because tourism is not only an industry, but more importantly, it is closely related to human civilization, world peace and common development.

For mountain tourism, the new model we have seen emerged in the tourism industry in the last years made of concentration, internationalization, and innovation does not constitute in my mind the best answer. On the contrary, we should be looking for creative local solution and initiative to take into account the specificity of each region and also be able to provide different services for different group of people and type of tourism. We should take into account the local situations to address this target, here in culture or health scale there are outdoor sports or family vacations. The variety and diversity of choices will constitute a helpful advantage. Diversity of choices, quality of infrastructures and high quality services, sustainability of the approach should be the three pillars of the new mountain policy for the upcoming years.





### 何厚铨

全国政协副主席、世界旅游  
经济论坛主席

*Edmund Ho*

Vice Chairman of the People's  
Political Consultative Conference  
of China and Chairman of Global  
Tourism Economy Forum

国际山地旅游联盟是全球首个以“山地旅游”为定位的国际组织。目前, 山地正面临气候变化、雪线上升、环境污染、生态破坏、泥石流频发等一系列问题和挑战。如何实现山地资源永续利用和山地旅游的绿色可持续发展是山地旅游面临的重要课题。国际山地旅游联盟屡创先河, 宣导并设立“国际山地旅游日”, 向世界发出《守护我们的山地家园》倡议, 开展世界名山对话, 增进沟通了解, 认清形势和挑战, 促进业务对接, 引发业界的广泛关注和强烈的反响。如何通过创新与变革, 构筑起山地资源、山地经济、山地文化、山地民众共存、共生的命运共同体是非常值得深入的探讨。世界旅游经济论坛与国际山地旅游联盟都是在中国诞生的国际旅游组织, 一个聚焦旅游经济, 一个聚焦山地旅游, 有着良好的合作基础和广阔的合作空间。世界旅游经济论坛非常愿意和国际山地旅游联盟等组织加强合作, 共同为推动全球旅游业发展做出新的贡献。

IMTA is the first international organization centered around "mountain tourism". At present, mountainous areas are facing multiple problems and challenges like climate change, snow line rise, environmental pollution, ecological damage, and frequent debris flows. Therefore, it is quite critical to figure out how to use mountain resources and how to develop mountain tourism in a sustainable way. For that, IMTA pioneers in establishing the "International Mountain Tourism Day", proposing to the world to "Guard Our Mountain Home", facilitating exchanges among famous mountains in the world, so as to make clear of the challenges we face, and to better communicate for business cooperation. So far, IMTA's actions have drawn extensive attention across the world. In detail, it deserves our upmost attention to ponder over how to, via innovation, establish a community of shared future for mountain tourism where mountain resources, economy, cultures and people exist, thrive and prosper together. The collaboration of Global Tourism Economy Forum and IMTA, both founded in China, one for tourism economy and one for mountain tourism, would witness a sound foundation and an extensive future for cooperation. Global Tourism Economy Forum is willing to work with IMTA and other international organizations. We can jointly make more contributions to promoting the global tourism industry.



### 谌贻琴

时任贵州省长

*Shen Yiqin*

Then Governor of Guizhou Province

国际山地旅游联盟是总部落户贵州, 由中国发起、全球第一个以山地旅游为定位的国际组织, 贵州将一如既往大力支持联盟发展。希望联盟不断提升影响力和知名度, 加快成为促进山地旅游发展的世界著名平台, 为世界、中国和贵州旅游业高质量发展作出积极贡献。

The International Mountain Tourism Alliance (IMTA) is the first international organization in the world with its headquarters in Guizhou, initiated by China, and oriented at mountain tourism. Guizhou will continue to strongly support the development of IMTA. We hope that IMTA will continue to enhance its influence and popularity, accelerate to become a world famous platform to promote the development of mountain tourism, and make positive contributions to the high-quality development of tourism in Guizhou, China and the world.



### 卢雍政

贵州省委常委、宣传部长

*Lu Yongzheng*

Standing Member of CPC Guizhou  
Provincial Committee, Chief of the  
Guizhou Publicity Department

贵州作为山地旅游的大省, 也是联盟成立的发起者, 在推动山地旅游发展上和联盟有着共同的愿望和期待。我们希望以贵州省为依托, 积极开展山地领域旅游标准的制定和认证, 山地旅游资源评估体系的建设、旅游经济指数的研究、预测方面的工作, 为山地旅游产业的发展提供中国方案, 探索世界标准。我们希望利用联盟会员在山地旅游领域丰富的知识、技术、研究成果和产品产业的发展成果, 共同打造山地旅游、医疗康养旅游、休闲度假旅游等山地旅游的产品体系, 把贵州的山地资源优势转化为产业优势、经济优势、富民优势, 突出山地特色, 做足山地文章, 不断扩大中高端多样化的旅游产品供给, 实现山地旅游产业可持续、高质量的发展。我们愿意和联盟共同开拓国际山地旅游的市场, 希望借助联盟这样一个重要平台, 宣传推介贵州山地旅游资源和产品。特别是聚焦“一带一路”沿线国家地区和日本、韩国、欧美等重要客源市场, 加速贵州旅游国际化水平和国际影响力, 让更多的游客来分享贵州山地旅游的精彩和美丽。

作为山地旅游大省和联盟成立发起者, 贵州将竭尽全力为联盟发展创造良好环境, 推进联盟年会、国际山地旅游暨户外运动大会、贵州旅游产业发展大会等活动高效整合, 支持联盟更好地服务会员、凝聚会员、发展会员, 积极维护联盟权威和声誉。疫情对联盟自身的运转和建设也是一种新的考验和挑战, 国际山地旅游联盟汇集了相关政府、旅游部门、行业协会、旅游企业、专家学者各方智慧、经验和力量, 必将为全球山地旅游治理、助推全球旅游业繁荣振兴提供思想引领和实践支撑。

Guizhou, as a key province of mountain tourism, is also the initiator of IMTA. We have the common desire and expectation in promoting the development of mountain tourism. We hope to take Guizhou Province as the basis to actively develop the formulation and certification of mountain tourism standards, the construction of mountain tourism evaluation system, tourism economic index research and prediction, so as to provide programs of China for the development of mountain tourism industry and explore world standards. We wish to make use of the rich knowledge, technology, research achievements and product industry development achievements of IMTA's members in the field of mountain tourism to jointly build a product system of mountain tourism including mountain products, medical health care tourism, leisure and holiday tourism, so as to turn the advantages of mountain resources in Guizhou into industrial advantages, economic advantages, and advantages of enriching the people, and highlight the mountain and local characteristics. We will continue to expand the supply of middle and high-end diversified tourism products to realize the sustainable and high-quality development of mountain tourism industry. We also hope to explore the international mountain tourism market with IMTA. Through this important platform, we hope to promote Guizhou mountain tourism resources and products, especially focusing on the countries and regions along "the Belt and Road", Japan, South Korea, Europe and the United States and other important tourist markets, to accelerate the internationalization level and international influence of Guizhou tourism, so that more tourists can share the wonderful and beautiful mountain tourism in Guizhou.

As a major mountain tourism province and the initiator of IMTA, Guizhou will spare no efforts in creating a sound environment for development of IMTA. We will efficiently combine IMTA annual conference with the International Mountain Tourism & Outdoor Sports Conference, Guizhou Tourism Industry Development Conference, and other events, so as to better attract and serve members of IMTA, and to make IMTA even more reputed and authoritative. The COVID-19, at the same time, poses a challenge to how IMTA operates. For that, IMTA has pooled intelligence, experience and strength from government agencies, tourism departments, associations, tourism enterprises, experts and scholars, together to provide leading concepts and practices for the management of global mountain tourism, and even the prosperity of the world tourism.





### 詹成付

时任民政部国家社会组织管理局局长

Zhan Chengfu

Then director of the Social Organization Management Administration of the Ministry of Civil Affairs

From the convening of the International Conference of Mountain Tourism to issuing the Declaration on International Mountain Tourism, and to initiating and founding IMTA as an international organization, the CPC Guizhou Provincial Committee and Government have firmly captured the opportunities of reform and opening up, in particular the important opportunity presented by the "Belt and Road" initiative, and taken advantage of the unique natural resources here in Guizhou and participated actively in and promoted international cooperation, taken real actions with active efforts, which all have achieved many results. The establishment of IMTA is a newly emerging force. It marks that a new international organization locates its headquarters in China and also means that China has a new platform for cooperation and exchange in tourism access to the world. We hope IMTA will adhere to the purpose of "protecting mountain resources, preserving mountain civilization, promoting mountain economy and benefiting the mountainous communities", actively make innovations and progress together and gradually become a promoter of exchange and cooperation in international mountain tourism, a leader of industry standard setting, an enabler of ecological civilization construction and a participant in global sustainable development.

International organizations are key players in global governance, and play a pivotal role in promoting economic globalization and boosting economic integration. China is a beneficiary of economic globalization with its development benefiting from the international community, and more importantly a contributor. China is willing to provide more public goods and contribute more Chinese wisdom and Chinese experience to the international community. We welcome and support the establishment of international organizations in China to enable the international community to promote win-win cooperation, strengthen fair and sound governance and push forward balanced and inclusive development.

从举办国际山地旅游大会到发布《国际山地旅游宣言》，再到发起成立国际山地旅游联盟这一国际组织，贵州省委省政府紧紧抓住国家对外开放特别是“一带一路”倡议的重要机遇，充分利用贵州得天独厚的资源优势，积极融合和推动国际合作，真抓实干、主动作为，结出了累累硕果。国际山地旅游联盟的诞生，是一件新生事物，不仅标志着一个新的国际组织总部在中国的落户，也意味着中国在旅游领域增加了一个新的通往世界的合作交流平台。我们期望国际山地旅游联盟秉承“保护山地资源、传承山地文明、促进山地经济、造福山地民众”的宗旨，积极创新、携手共进，逐步发展成为国际山地旅游交流与合作的推动者、行业标准制定的引领者、生态文明建设的促进者和全球可持续发展的参与者。

国际组织是全球治理的重要参与者，在推动全球经济化、促进经济一体化进程中，作用十分突出。中国是经济全球化的受益者，更是贡献者，中国的发展得益于国际社会，也愿为国际社会提供更多的公共产品，贡献更多的中国智慧和中国经济。我们欢迎和支持在中国设立相应的国际性组织，助力国际社会推进开放共赢的合作，加强公正合理的治理，促进平衡普惠的发展。



### 杜江

时任国家旅游局副局长

Du Jiang

Then Vice Chairman of CNTA

山地旅游方兴未艾，在此背景下，国际山地旅游联盟在中国贵州应运而生，可谓恰逢其时。今天，联盟的会员聚集一堂，共同见证联盟的成立，共商联盟发展大计，共议联盟的美好未来，希望国际山地旅游联盟以平等包容合作的精神，努力将联盟打造成为山地旅游国际交流与合作的平台，互学互鉴共同发展，打造成山地旅游发展的研究平台，创造更多山地旅游发展的新理论、新标准和新方法，打造成山地旅游的保护平台，推动山地旅游的健康可持续发展。

Mountain tourism is in the ascendance. Under such background, IMTA comes into being in Guizhou, China at the right time. Today, the members of IMTA gather together to witness the establishment of IMTA, jointly discussing the development plan of IMTA and seeking a better future for IMTA. It is our hope that, through mutual learning and joint development and following the principles of equality, inclusiveness and cooperation, IMTA will strive to be a platform for international communication and cooperation on mountain tourism, a platform for studying the development of mountain tourism and creating more relevant new theories, new standards and new methods and a platform for protecting mountain tourism and promoting its healthy and sustainable development.

国际组织具有特殊的平台优势，国际旅游组织在旅游业中具有特殊的影响力；国际组织在新形势背景下肩负着重要的历史责任，是全球旅游业复苏和重塑必不可少的重要力量；国际组织是旅游治理中的重要力量。国际山地旅游联盟作为在中国注册的国际旅游组织，将一如既往发挥在全球应对疫情中的积极作用。一是借鉴中国在疫情防控与市场恢复中的成功经验，倡导在疫情防控常态化的前提下，各方协商形成互相认可的安全机制，实现逐步、有序的市场恢复；二是继续推出山地旅游发展指南和行业标准，推动业态优胜劣汰，朝着“绿色低碳、自然和谐”旅游新业态的目标发展；三是承担起时代赋予国际旅游组织的责任，通过推动山地旅游的可持续发展，为全球经济复苏、碳中和、脱贫减贫、可持续发展做出应有的贡献。

从旅游业的发展规律来研究，人们对旅游消费需求的增长，旅游产业的持续发展是必然的。我认为，未来旅游业一定会在新变局、新格局、新体制、新科技的综合作用下，走出一条新的发展路径。为此建议旅游业界和相关方面，宜早研究、早布局、早准备。持续加大对市场主体的政策扶持力度，反思旅游业的短板与不足，充分发挥山地旅游在疫后旅游复苏中的引擎作用。山地旅游是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之一，在旅游业的重塑之路中，山地旅游必将起到引领作用。

International organizations has special platform advantage and international tourism organizations has special influence in tourism industry. International organizations shoulder important historical responsibilities in the context of the new era, and are an important and indispensable force for the recovery and reshaping of the global tourism industry. They are important forces in the governance of the tourism industry.



As an international tourism organization registered in China, IMTA will continue to play an active role in the global response to the pandemic. First, based on China's successful experience in pandemic prevention and control and market recovery, IMTA advocates that under the premise of the normalization of pandemic prevention and control, all parties negotiate with one another to form a mutually-recognized safety mechanism for the orderly and gradual realization of market recovery; second, IMTA will continue to introduce mountain tourism development guides and industry standards, promote the mechanism for selecting the superior and eliminating the inferior in the industry, and develop towards the goal of establishing a "green, low-carbon, natural and harmonious" tourism format; third, IMTA will assume the responsibilities assigned to international tourism organizations by the current era, and make due contributions to global economic recovery, carbon neutrality, poverty alleviation, and sustainable development by promoting the sustainable development of mountain tourism.

Following the routine of tourism development, we find the growth of people's demand for tourism consumption and the sustainable development of the tourism industry are inevitable. I think that in the future, the tourism industry will surely find a new development path under the comprehensive effect of new changes, new patterns, new systems and new technologies. Therefore, it is suggested that the tourism industry and relevant parties should study, layout and prepare early. We need to continue to increase policy support for market players, reflect on the shortcomings and deficiencies of the tourism industry, and give full play to the engine role of mountain tourism in the post-epidemic tourism recovery. Mountain tourism is a tourism activity that relies on the mountain nature and cultural ecological environment. It is one of the ideal ways to enjoy a healthy life. In the road of reshaping the tourism industry, mountain tourism will play a leading role.



## 何亚非

国际山地旅游联盟秘书长

He Yafei

IMTA Secretary-General

联盟将以相互尊重、共担责任、合作共赢为原则，联合更多的会员机构、国际组织、政府部门开展传播山区文化、推动文明的互学互鉴，借“一带一路”发展的有利时机，以文旅产业为纽带，做好山区文明的互联互通，相互学习，共同发展，促进文明交流。要更好的依托山地旅游的产业，担负起社会责任。联盟将以新型全球化的视角来审视全球国际社会所面临的挑战，以可持续发展、绿色发展为原则，以文化旅游产业为抓手，帮助更多的地区，特别是山地消除贫困、改善环境、促进发展。要以文化旅游产业为支柱，促进山地民众的交流、合作、共赢。国际山地旅游联盟期待与其他国际组织携手合作，共谋、共建、共享，促进国际社会的共同繁荣，不断向构建人类命运共同体的目标迈进。

Based on the principles of mutual respect, responsibility sharing and win-win cooperation, IMTA will cooperate with more member organizations, international organizations and government departments to carry out global cooperation. Make joint efforts to spread mountain culture, promote mutual learning among civilizations, and take the opportunity of "Belt and Road Initiative" development as the link to do a good job in mountain civilization interconnection, mutual learning and common development. Second, better rely on mountain tourism industry and take social responsibility. IMTA will examine the challenges of the society from the perspective of new globalization, taking sustainable and green development as the principle, and taking the culture and tourism industry as the starting point to help more regions eliminate poverty, improve the environment and promote development. The cultural and tourism industries in mountainous areas promote exchanges among people to achieve win-win cooperation. IMTA looks forward to working with all of you to jointly build and share, promote common prosperity, and move forward towards the goal of building a community with a shared future for mankind.



谭炯

时任贵州省副省长

Tan Jiong

Vice Governor of Guizhou Province

我们衷心希望世界更多的国际旅游组织、旅游企业机构携起手来，以推进旅游产业化为主目标，以发展山地旅游为主抓手，积极应对新冠肺炎疫情挑战，持续深化国际间多形式、多层次的旅游合作，在危机中育先机、于变局中开新局，努力走出一条山地旅游可持续高质量发展之路。一是以重塑旅游发展格局为使命，推动建立健全国际山地旅游标准体系。希望联盟发挥智力密集优势，充分借鉴发达国家山地旅游成功经验，制定完善山地旅游服务标准、安全标准、环境标准、生态保护标准等国际标准体系，科学、规范开发旅游资源，提升旅游产品服务水平，为联盟会员和世界山地旅游产业发展提供理论指导和路径指引。二是以助力旅游经济复苏为使命，推动深化国际山地旅游资金资源项目互通合作。希望大家秉持开放合作共赢精神，借助国际旅游组织合作平台，整合产业链上下游资源，联手举办山地旅游峰会会展、招商推介、品牌营销等活动，推动国际山地旅游资金融通、资源流通、资讯沟通、项目互通，着力打造山地旅游“命运共同体”，集聚众力把旅游业推向更加繁荣、更可持续的新未来。三是以提升旅游发展引领力为使命，推动国际山地旅游联盟和国际组织创新发展。

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





### 胡忠雄

时任贵州省副省长

*Hu Zhongxiong*

Then Vice Governor of Guizhou Province

高质量发展、融合发展、绿色发展是贵州旅游业今后发展的一条必由之路。贵州旅游的生态地域特色是贵州发展的底色，生态是贵州省情的底板，无论发展任何产业，必须守住生态。我渴望有更多旅游产业化项目进入贵州，围绕着吃、住、行、游、购、娱六要素，发展成为旅游产业集群和产业生态，有龙头企业和头部企业对产业生态进行整合、带动、示范，多业态融合发展“旅游+”，旅游+体育、旅游+教育、旅游+乡村振兴、旅游+文化等。

High quality, integrated and green development is a necessary path for the future development of tourism in Guizhou. The ecological regional characteristics of tourism in Guizhou is the "base color" of Guizhou's development, ecology is the "base plate" of Guizhou's provincial situations. In terms of the development of any industry, we must preserve the ecosystem. I desire to invite more tourism projects to Guizhou, centering on the six elements of eating, living, traveling, sightseeing, shopping and entertainment, forming tourism industry clusters. Leading enterprises will integrate, drive and demonstrate the industrial ecology, and develop "tourism+", i.e. tourism + sports, tourism + education, tourism + rural revitalization, tourism + culture and so on.



### 何超琼

世界经济论坛秘书长

*Pansy Ho Chiu-ling*

Secretary-General of Global Tourism Economy Forum

We see here a list of top eight attributes that are fundamental to a successful wellness destination, i.e, fresh air, clean water sources, beautiful scenery, abundant resources, peaceful environment, safe and healthy diet, traditional healthcare methods. Natural resources and environment and traditions make up the perfect trinity as tourists are not only driven by health motivations but also cultural aspirations. Setting off on wellness trips to experience and learn about traditions and heritage.

今天我们关注两大领域的旅游发展，健康旅游和运动旅游。从本质上来说这两个板块也是有利于山地旅游的可持续发展。健康旅游在亚洲的传统文化之中，我们始终强调身心合一，在很多的旅游目的地，已经将这个目标作为旅游产品的重要组成部分。大家现在越来越关注健康、保健的概念，健康与养生旅游是旅游业发展的关键策略。有8个特点可以促进我们的健康旅游的发展。新鲜的空气、洁净的水源、美丽的景色、丰富的资源、和平的环境、安全及健康的饮食、传统的医疗保健方式。自然资源和中国文化相结合，可以帮助游客更好的享受他们的健康之旅，体验以及感受当地的传统和文化遗产。

Here, we will focus on two important areas in the development of tourism, namely wellness and sports, the nature of which are intrinsically conducive to the sustainable developments of mountain destinations. Wellness tourism, long rooted in the tradition and culture of Asia, is the concept of body, mind and spirit connections. Services related to wellbeing already formed and are an important part of the tourism product range in many destinations. Many countries have now identified health and wellness tourism as a key strategy for development.



### 傅迎春

国际山地旅游联盟执行秘书长

*Fu Yingchun*

IMTA Executive Secretary-General

a new engine that will definitely generate inexhaustible momentum. From another perspective, however, the natural and human ecological system of mountains, including natural and cultural heritages, are fragile, unable to withstand any damage from improper decision-making, improper planning, improper development, or any wrong behavior. Managers and practitioners of the mountain tourism must shoulder responsibilities to work out solutions to the many ecological problems we are facing. Therefore, it is a significant task for IMTA to figure out how to drive the progress of mountain tourism in a scientific, orderly way, and at the same time, spread the "green benefits" to more people while pumping "green momentum" to the mountain tourism.

山地自然和人文生态为旅游业提供了不竭资源，不断催生新的生活方式、生产方式、消费方式，日益被依赖的山地旅游正在成为旅游业的宠儿，世界山地旅游经济从未像今天这样备受瞩目，山地引擎必将显现出不竭动力。但是换个角度看，山地生态系统也是脆弱的。不论是自然生态系统或是人文生态环境，包括自然遗产和文化遗产，都有它经不起伤害的一面，经不起不当决策的伤害，经不起不当规划的伤害，经不起不当开发的伤害，经不起不当行为的伤害。我们山地旅游的管理者、从业者，都应该从一个责任者的立场，去思考由此导致的众多生态问题的解决之道，找到科学合理有序发展山地旅游的解决方案，既让人们享受到山地“绿色福利”，又为山地旅游注入不竭“绿色动力”，这是山地旅游，也是国际山地旅游联盟面临的重要课题。

The natural and human ecological system of mountains have been providing countless resources for the tourism inspiring new lifestyles, production methods and consumption patterns. Global tourism has been increasingly depending on mountain tourism, a new focal point that attracts the greatest attention in the history of the tourism industry as well as a



### 朱莉娅·辛普森

世界旅游及旅行业理事会 (WTTC) 总裁兼首席执行官

*Julia Simpson*

President and CEO of the World Travel & Tourism Council (WTTC)

气候变化是我们这个时代最大的全球挑战之一。我们需要采取紧急行动以避免其对我们的生计和旅游目的地造成破坏性影响。我们与埃森哲和联合国环境规划署共同推出了净零路线图。该路线图包括各国旅游业的关键里程碑和气候目标。我们可以共同建设安全、绿色、包容和可持续的旅游目的地和社区。

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





### 祝善忠

世界旅游组织 (UNWTO)  
执行主任

*Zhu Shanzhong*

Executive director at the World  
Tourism Organization(UNWTO)

过去半个世纪以来, 世界旅游业得到了高速发展, 成为拉动世界经济发展的重要引擎。但高速发展也带来了诸多问题, 如环境污染加剧, 过度商业化破坏了传统的风貌和生态, 使旅游业发展面临着巨大挑战。新冠疫情让我们冷静下来, 直面问题, 从而有更多的机会达成共识。同时, 在疫情之下, 也迫使我们重塑旅游业的新思想, 推动新科技的广泛开发和利用, 为世界旅游业的长远发展提供新动能。我们可喜的看到, 现在有些国家和地区, 已经取得了积极成效。在此背景下, 更多的探讨问题、分享经验、携手共促旅游业的重启与复苏尤为重要。

国际山地旅游联盟自 2017 年成立以来, 面向全球山地旅游业, 为国际山地旅游的发展搭建了良好的平台。世界旅游组织同国际山地旅游联盟近年来也开展了密切的合作, 为推动山地旅游的可持续发展作出了努力和贡献。

Over the 50 years, tourism has developed rapidly in the world and become an important global economic engine. However, rapid development has brought along a lot of problems, such as worsening environmental pollution and excessive commercialization that have destroyed traditional looks and ecology to confront tourism with huge challenges. Because of the COVID-19 outbreak, we cool down, face up to problems and have more opportunities to

reach consensus. Amid the pandemic, we have been compelled to reshape ideas of tourism, promoted the extensive development and use of new technologies, and created new driving forces for the permanent development of world tourism. We are delighted to see that some countries and regions have achieved positive results in this respect. In the special period, it is particularly important to discuss and share more to jointly promote the recovery of tourism.

Since its founding in 2017, IMTA has built a good platform for the development of global mountain tourism. UNWTO has worked closely with IMTA in recent years to promote the sustainability of mountain tourism.



### 马里奥·哈迪

亚太旅游协会 (PATA) CEO

*Mario Hardy*

CEO of Pacific Asia Travel  
Association (PATA)

我们有 17 项可持续发展目标, 是由联合国所发起的。所有国家都应该做出努力实现这 17 项可持续发展目标。PATA 每年都在为实现这 17 项目标做出贡献。每年我们都会确定其中一项作为我们要集中应对的目标并为之付出努力。我们需要更加关注第 17 项可持续发展目标, 即“合作以实现目标”。为了使得旅游业的发展具有可持续性且更负有责任性, 我们必须进行更多的合作。

We have 17 sustainable development goals. United nations gave a challenge to all of us and all the nations are working together to achieve these 17 sustainable development goals. Well, we PATA have identified one that we want to focus our attention on every year. They are all available and we are contributing to many of them. What we really need to focus on is number 17, partnership for the goal. The only way we're going to achieve success in making our tourism industry more sustainable and more responsible is by working together in partnership.



### 李三旗

时任贵州省旅游发展委员会主任

*Li Sanqi*

Former Director of the  
Guizhou Tourism Development  
Department

在农耕文明时期, 平原是发展的优势; 在工业文明时期, 沿海是发展的优势; 在生态文明时期, 山地是发展的优势。“生态兴则文明兴”, 人类走过历史的大逻辑和大规律, 是非常神圣的过程, 是文明进步的过程, 更是无可厚非的过程。山区在全球都有一个特色——基本上都是经济欠发达地区, 但它又是人类回归的家园, 是未来发展生态文明的依托。人类和历史的大逻辑把历史机遇又给了山区, 它可以是金山银山, 因为它有绿水青山, 它可以在未来发展中充满自豪的走向人类文明新时代。

In the era of agricultural civilization, the plains held a distinct advantage for development; during the age of industrial civilization, coastal regions became the epitome of progress; and in the era of ecological civilization, mountains emerge as the pinnacle of advancement. "When ecology thrives, so does civilization." Humanity traverses through the laws of history, which is a profoundly sacred process and a progress of civilization that transcends imperfections. Mountainous areas possess a universal characteristic—they are mainly in economically underdeveloped areas. However, they also serve as humanity's sanctuary for return and form the foundation for future ecological advancements. The profound logic inherent in mankind's historical journey presents mountains with an opportunity akin to gold or silver mountains because they boast crystal-clear waters and verdant landscapes, and an embodiment of pride in shaping a new epoch in human civilization.



### 孙含欣

时任贵州省文化和旅游厅厅长

*Sun Hanxin*

Then Director of Guizhou  
Provincial Department of  
Culture and Tourism

新冠疫情的冲击, 让人们更加重视生态安全、生命健康、生活质量。山地凭借其景观美学形态、科考研究价值、康养生态环境及深厚人文沉淀, 通过多种生态系统服务为生命给予支持, 造就了悠久的地域文化、多彩的风土习俗和健康的游览体验。如今, 山地旅游已成为连接世界、沟通文明的重要力量, 对全球生态建设有着不可替代的重要作用。

The impact of COVID-19 has made people pay more attention to ecological safety, life health and quality of life. Relying on its landscape aesthetic form, scientific research value, healthy ecological environment and profound cultural precipitation, the mountain park provides support for life through a variety of ecosystem services, creating a long regional culture, colorful local customs and healthy tourism experience. Nowadays, mountain tourism has become an important force to connect the world and communicate civilization, and plays an irreplaceable role in global ecological construction.





弗朗西斯科·弗朗加利

国际山地旅游联盟理事、世界旅游组织荣誉秘书长

*Francesco Frangialli*

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

Mountains, because of their unique characteristics for humans and the natural environment, occupy a supreme position in the transformation process of modern tourism and contribute to the formation of sustainable development models. If mountain tourism can be made more sustainable, it can bring us more social resources, such as jobs and positions, and also help people better adapt to climate and environmental changes. It is generally accepted among the UN System organizations and the Bretton Woods institutions that long-term strategies have to be combined with short-term tactics. Tourism public policies have to be driven in partnership with the private sector. Tourism enterprises management has to become more agile. Thanks to increased innovation, digitalization and better training, the capacity to respond to shocks can be enhanced. Diversification and flexibility should prevail in the choice of the markets, the promotion strategy, and the selection of the products offered.

Every year there are around 16 million foreign tourists coming to China, but that is far less than the number of Italy, France or the United States. We also expect China gradually improve its status as a tourist destination, and hope that more Chinese people will travel abroad while many foreign tourists visit China.



陈平

国际民间艺术组织 (IOV) 全球副主席、暨南大学文化遗产创意产研究院院长、教授

*Chen Ping*

Vice President of International Folk Art Organization, Dean of the Cultural Heritage and Creative Property Research Institute of Jinan University

山地, 因为对于人类和自然环境独一无二的特性, 在现代旅游业转型过程当中, 占据着至高无上的地位, 有助于形成可持续发展模式。如果能把山地旅游实现更可持续性, 可以给我们带来更多的社会资源, 比如工作、职位, 而且也能够帮助人类更好地适应气候和环境的变化。联合国系统各组织和布雷顿森林机构普遍认为, 长期战略必须与短期策略相结合。旅游业公共政策必须在与私营部门的合作中加以推动。旅游企业的管理必须变得更加灵活, 得益于创新、数字化发展和良好的培训, 旅游业应对冲击的能力得以增强。在市场选择、推广策略和供应产品选择方面, 应注重多样化和灵活性。每年有大概 1600 万境外的游客来到中国, 但和意大利、法国、美国的水平相差较远, 我们也期待中国能够逐渐提高自己作为旅游目的地的地位, 也希望会有更多的中国人去境外旅游, 而不光是境外的游客到中国旅游。

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旅游恢复需要政策的支持, 需要当地政府、投资者、旅游管理者、景区负责单位、从业人员、手工艺人、零售业、民宿、餐饮、创业设计、职业培训等共同努力, 需要产品创新, 服务升级, 以及旅游工艺品设计能力的提升等, 只有整个社会群体合作和团结, 才能修复全球旅游市场的疲惫和重创。疫情时代, 各种国际组织应该发挥自己的优势, 团结、互助、互通有无、优势互补, 帮助全球恢复旅游经济, 积极保护与传承人类珍贵的文化遗产资源, 利用高科技的手段辅助旅游振兴。提议国际山地旅游联盟尽快建立“国际手工艺传承与创新专业委员会”, 以促进世界更多以手工艺为主的非物质文化遗产旅游资源的保护和交流, 创新发展。这可能是未来全球山地旅游和全球旅游中非常重要的人文核心。

联盟的成立是世界旅游界的一件大事, 为各国山地旅游事业的发展带来了很大的帮助, 五年来不仅为会员分享了很多宝贵的经验、促成了跨界的交流合作机会, 而且在艰难的疫情期间, 努力举办了很多卓有成效的活动, 惠及各方。希望今后能够引领旅游事业共享大自然的给予的同时, 为造福人类做出更大的贡献。

Tourism recovery needs policy support and joint efforts from all parties, such as local governments, investors, tourism managers, scenic spots, employees, craftsmen, retail, homestay, catering, business design, vocational training and others. It also needs product innovation, service upgrading, and the improvement of tourism crafts design ability, etc.

Only through cooperation and solidarity of the whole social group can the exhausted global tourism market be repaired. In the epidemic era, various international organizations should give full play to their advantages, unity, mutual assistance, exchanges, complementary advantages, to help the global tourism economy recover, to actively protect and inherit the precious cultural heritage resources of humanity, and to assist tourism revitalization through high-tech means. I propose that IMTA establish the "International Handicraft Inheritance and Innovation Professional Committee" as soon as possible, so as to promote the protection, exchange, innovation and development of more intangible cultural heritage resources mainly based on handicrafts in the world. This may be a very important humanistic core for future global mountain tourism or the global tourism.

The establishment of IMTA is a major event in the world tourism industry, which has greatly helped the development of mountain tourism in various countries. In these five years, it has not only shared many valuable experiences for members and promoted cross-border exchange and cooperation opportunities, but also made efforts to organize many fruitful activities during the difficult epidemic period, benefiting all parties. I hope that in the future, we can lead this tourism business which shares the gifts of nature and make greater contributions to benefit the mankind.



张亚平

中国科学院副院长、院士  
中国人与生物圈国家委员会主席

*Zhang Yaping*

Vice-President, academician of the Chinese Academy of Sciences (CAS) and President of the Chinese National Committee for Man and the Biosphere Programme, UNESCO



章新胜

世界自然保护联盟前主席

*Zhang Xinsheng*

Former President of the International Union for Conservation of Nature

疫情使我们更加深刻地认识到, 人与自然是命运共同体, 我们要推动生态文明建设, 推动绿色高质量发展, 推动万物和谐共生, 增强建设美丽世界的动力。中华人民共和国人与生物圈国家委员会愿与各方一道, 砥砺前行, 开拓进取, 共同探索山地类型保护区可持续发展的新路径, 推动人与自然和谐共生, 构建万物和谐的地球生命共同体。

The epidemic has made us realize more deeply that man and nature are a community with a shared future. We should promote ecological progress, green and high-quality development and harmonious coexistence of all things to increase the driving force for building a beautiful world. Chinese National Committee for Man and Biosphere Program is willing to work with all participants to find the paths for the sustainable development of mountain-type reserves, promote the harmonious coexistence of man and nature and build a harmonious life community on earth.

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。

The UN's Sustainable Development Agenda 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 focus 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.





魏小安

联盟理事、中国旅游协会  
休闲度假分会会长

Wei Xia'an

IMTA Council Member,  
President of the Leisure and  
Vacation Branch of the China  
Tourism Association



马亨德拉·巴哈  
杜尔·潘迪

尼泊尔驻华大使

Mahendra Bahadur Pandey

Nepalese Ambassador to  
China



戴斌

联盟理事、中国旅游研究  
院院长

Dai Bin

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



罗斯季斯拉夫

国际山地旅游联盟机构会员代表、捷克前国家  
旅游局局长、前地区发展部部长

Rostislav Vondruska

Member representative of IMTA, former Director-  
General of Tourism Board and former Minister  
of the Ministry of Local Development of Czech  
Republic

山地旅游扶贫的根本在于开放。旅游就是最早开放措施、开放手段、开放门户。只有开放才能带来市场，没有开放，就谈不上扶贫。所以，复合型的山地就需要进行综合性的推进，适度改善基础设施。在山地区域，建议不要修大路，不要盖大楼，不要把山地旅游城市化，不能把山地旅游单纯的工业化。这样就需要强化外部性，创造拉动性，形成市场体系和分工体系，减少恶性竞争，提高附加值。

The poverty alleviation through mountain tourism is rooted in openness. Tourism is the earliest open measure, means, and gateway. Only openness can bring about markets and poverty alleviation. Therefore, comprehensive promotion and moderate improvement of infrastructure are necessary for complex mountainous areas. In mountainous areas, it is recommended not to build roads or buildings, not to urbanize mountain tourism, and not to simply industrialize mountain tourism. This requires strengthening externalities, creating driving forces, forming a market system and division of labor system, reducing vicious competition, and increasing added value.

新冠肺炎疫情突袭了各国，尤其是发展中国家在卫生、信息、通信和技术基础设施方面的严重缺陷和广泛差距。在此次疫情期间，建立各国之间的互联互通显然非常重要，这不仅有助于释放合作潜力，而且有助于共同应对全球性挑战。“一带一路”倡议是促进互利合作的一个良好范例。我相信，“一带一路”倡议可以将世界各国人民联系起来，从而在解决这些差距方面发挥重要作用。“健康丝绸之路”和“数字丝绸之路”等硬性基础设施和软性基础设施建设倡议，是利用“一带一路”倡议实现互利共赢，尤其是在应对全球性共同威胁方面的范例。

The COVID-19 pandemic has highlighted the acute deficiencies and wide disparities in health and information, communication and technology infrastructures, especially in developing countries. The importance of building connectivity linkages among countries for not only unleashing the potentials of cooperation but also for jointly combating common global challenges has been quite visible during the pandemic. The Belt and Road Initiative is a good example of promoting mutually beneficial co-operation. I believe that BRI can play an instrumental role in addressing these gaps in connecting people around the world. The initiatives in building both hard and soft infrastructures, such as through the Health Silk Road and the Digital Silk Road schemes, are examples regarding how BRI can be leveraged for mutual gains, especially for combating common global threats.

过去在没有国际山地旅游联盟的时候，我们只靠一对一的沟通，两个国家之间的沟通，不同组织之间的沟通，这个成本太高了。我们通过国际山地旅游联盟定期召开的论坛会议，让大家在一个共同的平台上去讨论问题形成共识，我们才知道一个对生态保护、对文化多样性尊重的山地，才是一个可持续发展的山地旅游。我想这些理念的形成、市场的培育、标准和规范乃至可持续发展的制度保障，都离不开国际组织的努力。过去这些年，国际山地旅游联盟在促进山地旅游意识、培育山地旅游市场、扩大山地旅游交流和山地旅游的业态与产品创新方面，做了大量卓有成效的工作，特别是每年的主题论坛、主题日和发布的数据报告等社会活动，都对旅游业发展起到了非常好的促进作用。

Before IMTA was founded, two countries or different organizations could only talk one-on-one, which was time-consuming. Now the regular forum meetings of IMTA provide a common platform for everyone to discuss issues to form a consensus, and let us know that only when we protect the eco-system and respect the cultural diversity will we have a sustainable mountain tourism. I believe that all these ideas, market cultivation, standards setting, and the sustainable development system are attributed to international organizations.

In the past few years, IMTA has done fruitful work in promoting mountain tourism awareness, cultivating mountain tourism market, expanding mountain tourism exchanges and innovating the commercial activities and products of mountain tourism. In particular, social activities such as annual theme forums, theme days and the released data reports have played very positive roles in promoting the development of our tourism industry.

旅游业是自内而外的活动，因为人们把资金带到一个国家，而不需要出口任何东西。数以亿万的金钱都涌入这个国家，这种资金又进一步增强了这个国家在全世界的知名度和国家品牌。旅游业发展其实也有助于保护自然、保护文化传统。所有这些目标最终都有助于维护社会稳定，创造就业机会，让世界各地的专业人员和人才的经验都能够汇集到旅游目的地。

Tourism is sometimes described as an inside-out sport because people are spending money to a country without having exporting anything. Also, billions of dollars are spent every year in this country to spread out the nation brand all over the world. Important issues also include preserving nature and resources. And I think the goal behind all these practical goals is meeting the social peace through providing jobs and extending work experience from professionals from all over the world.





## 吴必虎

国际旅游研究院院士、北京大学  
大学城环学院旅游研究与规划中  
心主任

*Wa Bihu (Tiger Wu)*

Fellow of the International  
Academy for the Study of  
Tourism; Director of Center  
for Recreation and Tourism  
Research (CRTR), Peking  
University



## 苏亚萍

印尼巴图尔地质公园旅游发展  
局主席

*Gede Wiwin Sugasa*

President of Batur UNESCO Global  
Geopark Tourism Development Bureau,  
Indonesia

贵州是全中国拥有传统村落最多的一个省, 此外就是江南丘陵, 这是中国的传统村落最集中的两个地方。由于过去的交通不便和较少的外来干预, 山里保留了更多的遗产文化要素, 可以活化为度假产品。要把山地、山村的文化遗产进行活化, 活化为“度假体验”, 形成一个山村的度假生活。比如说可以做一些山村的遗产酒店, 在欧洲就有很多的城堡酒店, 贵州也有很多类似的古堡, 如安顺的屯堡。各个国家的政府部门要向瑞士学习, 应该“既保护, 又利用”“既要绿水青山, 又要金山银山”, 这个“金山银山”就是把山村里的文化转化为度假产品。

Guizhou is the province with the largest number of traditional villages in China and the other is Jiangnan Hills. Inconvenient traffic and less external influence in mountains in turn have preserved many cultural legacies well which can further be adjusted as vacation products. Therefore, our goal is to vitalize the cultural heritage in mountain villages as a "vacation experience". For example, you can do some heritage hotels in mountain villages, there are many castle hotels in Europe, Guizhou also has many similar ancient castles, such as Tunpu in Anshun. I think governments of all countries need to lean from Switzerland, to "balance protection and development", and to put the conviction that "lucid water and lush mountains are invaluable assets" into practice. In other words, we should turn the village culture into vacation products.

每个人都应对环境负责。我们巴图尔联合国教科文组织世界地质公园为我们的公园添加了许多已经拥有的成熟技术。我们拥有的太阳能电池板技术（在中国已经非常普遍）；其次是生物质能发电技术，正处于实施使用阶段。这将有助于垃圾处理。在巴图尔的山中、森林中，我们确实拥有很多树枝可用于生物质能发电。

Every single person has the responsibility towards the environment. We (Batur UNESCO Global Geopark) add on to the technology that we have. We do have solar panel which is very common here in China. Secondly, we are in the stage of implementing biomass electricity generator. That will help to deal with the rubbish. Being in the forest and the mountain, we do have quite a number of those branches, broken branches.



## 古拉根

尼泊尔旅游及旅行社协会  
(NATTA) 副主席

*Achyat Guragain*

Vice President of the Nepal  
Association of Tour&Travel  
Agents(NATTA)



## 高宁

法国体育部官员、山地旅游专家

*Serge Koenig*

official of the French Sports  
Ministry, Mountain Tourism Expert

针对那些山地旅游的山区, 我认为首当其冲的是教育, 培训当地人是必要的。例如, 现在在尼泊尔有一种非常流行的住宿方式—山地民宿。然而这些提供民宿服务的当地居民并不真正了解应该如何保持环境的整洁, 山区的整洁, 这是需要接受相应训练的。

For the mountain area, the first thing I think we need is the education. We need to give them training. And for example, we are now in Nepal, a very popular, you know, home stay in the mountain. And there, home stay people now didn't really know better how to clean and keep the environment clean and how to keep the mountain clean and this needs to be trained.

当我们谈论山地旅游时, 我们必然会讲到自然和户外运动。它们是决定性的组成部分, 甚至是象征, 而且也越来越受到重视。大自然是个大舞台, 每个人都可以在这里自由地构造故事, 发现自己, 寻找自己的圣杯, 达到“自己的珠穆朗玛峰”。

中国, 坐拥多座世界上最美丽的山脉, 与世界上众多的山地区域（全球山地面积占全球陆地面积的 30%）, 在可持续旅游方面利益紧密相连。山地确实是当地社会经济发展的强大杠杆。山地也是许多重大问题的第一试验场, 比如保护自然资源的需要、适应全球变暖等。在这个寻求更和谐社会的时代, 尊重环境, 我们对于自然空间的做法, 通过它们的表现和它们所传达的灵魂力量, 可以开辟山地迫切需要的新道路。国际山地旅游联盟已成为这些重大问题的国际分享和协调的中心角色。自国际山地旅游联盟成立以来, 我一直是联盟忠实的专家和发言者。我始终是其智库坚定的支持者, 为预测山地未来提供平衡方案和项目。

When talking about mountain tourism, we inevitably talk about nature and outdoor sports. They are decisive components, even symbols, drawing increasing attention. Nature is a big stage, where people freely make stories, discover themselves, find their own holy grail, and reach their own Everest.

China, with many of the most beautiful mountains in the world, is closely connected with many mountain regions in the world in terms of sustainable tourism (mountain area accounts for 30% of the global land area). Mountains are indeed a powerful lever for local social and economic development. Mountain areas are also the test ground for many major issues, such as the need to protect natural resources and the adaption for global warming. In this era of seeking a more harmonious society, we respect the environment. What we're doing in nature can open up a new road urgently needed by mountains through watching its performance and feedback. The International Mountain Tourism Alliance has become the central role of sharing and coordination of these major issues internationally. Since the establishment of IMTA, I have been a loyal expert and speaker of the alliance. I have always been a firm supporter of its think tank, providing balanced plans and projects for predicting the future of mountains.





### 张树民

华侨城旅游投资管理集团  
总裁

*Zhang Shumin*

President of OCT Tourism  
Investment & Management  
Co., LTD



### 雷格·柯比

美国房车工业协会 (RVIA) 总  
裁兼首席执行官

*Craig A. Kirby*

President & CEO of the  
Recreation Vehicle Industry  
Association (RVIA)



### 后藤聪

日本洞穴协会主席

*Satoshi Goto*

President of Speleological  
Society of Japan



### 卡洛斯·品托

欧洲山地选民代表协会前  
任主席

*Carlos Pinto*

Chairman of the European  
Association of Elected  
Representatives from Mountain  
Regions

山地是不一样的旅游目的地, 山地风光无限、山地生态优良, 山地文化遗产丰富, 具有普遍性、丰富性、象征性等特点。但是当前山地旅游开发也存在一些难点与痛点, 如限制政策“缺弹性”, 土地指标“缺余地”, 山地居民“缺界限”, 业态构建“缺创新”, 投资回报“缺节奏”。所以要推动山地旅游开发, 就要做到改善交通设施、渐变度假政策、演进社会认知, 利用新产品进步吸引游客。做好山地旅游开发, 助推文旅产业“内循环”良性发展。

Mountains are different tourist destinations, with infinite scenery, excellent ecology, rich cultural heritage, universality, richness and symbolism. However, there are some difficulties and pain points in the exploitation of mountain tourism at present, such as the restriction policy is "lack of resilience", the land index is "lack of leeway", the mountain residents are "lack of boundaries", the format construction is "lack of innovation", and the return on investment is "lack of rhythm". Therefore, to promote the development of mountain tourism, it is necessary to improve traffic facilities, gradually change vacation policies, evolve social cognition, and attract tourists with the progress of new products. We should do a good job in developing mountain tourism and help promote the sound development of the "internal cycle" of tourism.

北美的房车行业在过去两年中取得了惊人的增长, 并具有创纪录的销售量。房车是追求户外冒险的绝佳大本营, 在人们工作方面, 房车正在成为移动办公室, 人们可以在任何可以获得 wifi 的地方工作, 远程学习也是房车购买的驱动因素。国际山地旅游联盟是房车行业的优秀合作伙伴, 房车旅游和露营都与户外美景有关, 沿途可以欣赏到不同山脉、森林、水路、景观大道和其他的自然奇观, 健康的房车生活方式有助于将户外活动爱好者与大自然紧密联系起来。

国际山地旅游联盟在促进山地旅游方面, 所做出的努力仍历历在目。我很高兴看到 IMTA 在关注世界山地旅游业发展的目标上取得重大进展, 真诚地希望 IMTA 能够扩大其推广范围, 进一步鼓励人们探索全球所有山区的锦绣风光和文化遗产。

The RV industry in North America has witnessed phenomenal growth in the past two years with record shipments. The pandemic has caused many people to reassess their life and many have decided they want to pursue a more active, healthy outdoor lifestyle. And as we know, RVs create an excellent basecamp for pursuing outdoor adventures. With many people having the ability to work remotely, RVs are becoming mobile offices where people can work anywhere with a WIFI connection, and remote learning has also been a driver in RV purchases. IMTA is an excellent partner for the RV industry as RV traveling and camping are all about the great outdoors mountains, forests, waterways, scenic byways and other natural wonders. The healthy RV lifestyle helps bring outdoor enthusiasts back to nature.

I still recall our good conversation about IMTA and its efforts in promoting mountain tourism. I'm glad to see that IMTA has made significant progress in its objective to bring attention to tourism development in the mountainous regions in the world. I sincerely hope IMTA will be able to expand its outreach further encourage people to explore the wondrous nature and cultural heritage of all the world's mountain regions.

关于旅游洞穴所面临的一些问题: 由于经济原因关闭的旅游洞穴与未开发或持续使用的洞穴相比, 其受到的破坏往往会更加巨大。因为其洞穴中遗留下来的损坏设备会对环境造成影响, 并且会便于一些非法人员闯入洞穴产生进一步破坏。一些地表设施的建设也会对洞穴环境产生影响, 诸如洞穴的地下水系统会受到地表一些设施比如说停车场位置的影响。开发一个新的洞穴入口会影响空气的流通。这些都会使得洞穴变干并破坏其生态系统。

About typical problems in show caves: If the show cave closed for economic reasons, the cave will be devastated more than if it was not developed or continued. Because of decayed facilities that have been left, people could break into illegally due to easier access. Surface facility problems affecting caves. Such as depending on the location of the facility and the parking, the cave underground water system may be affected. Creating a new entrance will affect the air circulation. And these can dry the cave and destroy its ecosystem.

山地旅游是创造就业、改善民生、消除贫困以及推进可持续发展的重要动力。我们能做什么来帮助本地区发展? 我认为, 即使是最小的一个山地区域, 也都要考虑立足于本地, 但是要拥有全球的视角。我们不应该仅仅是和本地的一些消费者打交道, 而是要制定一个战略, 去评估全球所经历的挑战, 以及未来的发展趋势是什么。山地旅游应该是土地和人的混合, 而人其实应该是核心, 人是土地的灵魂。我们需要展示不同山地各自的特点, 以及不同的国家各自的特点。我们发展山地旅游, 鼓励多元化山地旅游, 一定要想到这一点来进一步抓住可持续山地旅游的发展机遇。

The mountain tourism is an important driving force for creating decent jobs, increasing income, eliminating poverty and promoting fairness and sustainable development. What can we do to help the development of this region? I think that even the smallest mountainous region should consider basing itself on the local yet with a global perspective. We should not just deal with some local consumers, but also formulate a strategy to assess the challenges experienced by the world and the future development trend. Mountain tourism should be a mix of land and people, and the latter should be the core and the soul of the land. The characteristics of different mountains and different countries should be seen. When we develop mountain tourism and encourage diversified mountain tourism, we must think of these points to further develop the sustainable mountain tourism.





# PART III

## 第三篇章



五年发展波澜壮阔，五年奋斗振奋人心。五年来，在社会各界的关心关注下，在海内外业界同仁的倾力支持下，国际山地旅游联盟砥砺前行，不断完善平台构建，务实创新推动成果落地，取得了一个个振奋人心的发展成果，国际山地旅游联盟发展不断跃上新台阶，联盟国际化、市场化和专业化受到境内外业界的广泛认同。

中国文化和旅游部（原中国国家旅游局）作为国际山地旅游联盟注册国、所在国的行业主管部门，将一如既往支持国际山地旅游联盟的建设与发展，让国际山地旅游联盟对发展充满信心；贵州省领导对国际山地旅游联盟倾情关注，推动了国际山地旅游联盟发展大步向前迈进；国内外旅游界、商界、会员单位等持续关注国际山地旅游联盟发展，成为国际山地旅游联盟推动各项事业的不竭动力。

国际山地旅游联盟成立以来，得到世界旅游组织、世界旅游联盟、世界旅游城市联合会、世界旅游经济论坛、全球化智库、贵州省委省政府、贵州省文化和旅游厅、贵州省外事办公室、贵州省科学技术厅等有关组织和机构的大力支持，得到国际国内不少领导、专家、学者的关心关注和支持，从而得以凝聚业界力量，参与全球旅游治理体系和山地旅游运行体系构建，不断唤起人们保护山地生态、传承山地文明意识，助推贵州、中国和世界山地旅游高质量可持续发展，奋力书写世界山地旅游和山地运动发展新篇章。

回望已过千山万水，前瞻大道无限曙光。新的时代号角吹响，按照“尽早成为一个按照国际组织理念、标准、效率高效运作的典范”和“把联盟建设成为推动世界山地旅游的著名平台”的目标，国际山地旅游联盟将持续创造山地旅游的新未来，努力为贵州、为中国、为世界山地旅游可持续发展作出积极贡献。

The five-year's development is magnificent and inspiring. In these five years, with the concern of all society sectors and the full support of colleagues at home and abroad, IMTA has forged ahead, constantly improved the platform construction, and achieved many exciting development results in a practical and innovative way. The development of the alliance has been rising to a new level and its internationalization, marketization and professionalization have been widely recognized by the industry at home and abroad.

The National Tourism Administration, as the regulatory department in the country where IMTA was registered and located, have promised to support the construction and development of the alliance, giving IMTA great confidence. The leaders of Guizhou Province pay close attention to the alliance and promoted its development. The tourism, business and member units at home and abroad continue to support IMTA to push forward various undertakings.

Since its establishment, IMTA has received strong support from relevant organizations and units such as the World Tourism Organization, the World Tourism Union, the World Tourism Cities Federation, the World Tourism Economic Forum, the Globalization Think Tank, Guizhou Provincial Party Committee and Government, Guizhou Provincial Department of Culture and Tourism, Guizhou Provincial Foreign Affairs Office, and Guizhou Provincial Department of Science and Technology etc. It has received attention and support from many leaders, experts, and scholars both domestically and internationally, thus we can gather our strength to participate in the construction of the global tourism governance system and mountain tourism operation system, continuously raise people's awareness of protecting mountain ecology and inheriting mountain civilization, promote high-quality and sustainable development of mountain tourism in Guizhou, China, and the world, and strive to write a new chapter in the development of mountain tourism and sports in the world.

"With the past behind and the future ahead, we can hear the sound of the new era." In accordance with the goal of "becoming an international organization model with international concept, standards and efficiency as soon as possible" and "building IMTA into a famous platform to promote mountain tourism in the world", the alliance will continue to create a new future for mountain tourism, and strive to make more contributions to the sustainable development of mountain tourism of Guizhou, China and the world.



# Messages from All People Concerned

## 各界人士寄语



“

2017年8月15日,国际山地旅游联盟在发起地贵州成立。联盟成立后,为促进国际山地旅游发展作了许多积极尝试和有益探索,在推进国际山地旅游联盟的建设与发展中又迈出了坚实的步伐。

——时任文化和旅游部党组成员 魏洪涛  
摘自2018“国际山地旅游联盟北京论坛”致辞

On August 15, 2017, the International Mountain Tourism Alliance was established in Guizhou. Since its establishment, the alliance has made many positive attempts and beneficial explorations to promote the development of international mountain tourism, and has taken a solid step in the construction and development of itself.

——Wei Hongtao, former Member of the Leading Party Group of the China Ministry of Culture and Tourism, 2018 International Mountain Tourism Alliance Beijing Forum

“

希望联盟继续以求实、创新、开放、包容的精神,稳步向前,承担起“保护山地资源、传承山地文明、促进山地经济、造福山地民众”的责任与使命,为全球山地旅游发展贡献新的力量。

——时任文化和旅游部国际交流与合作局  
副局长 李健钢  
摘自2018“国际山地旅游联盟年会”致辞

Hoping that IMTA would continue to uphold the "objectivity, innovation, openness and tolerance" principles, make steady progress and assume the responsibilities and missions of "protecting mountain resources, preserving mountain civilization, and promoting mountain economy to the benefit of the people living in mountainous regions", to make new contribution to the global mountain tourism development.

——Li Jiangang, then Deputy Director General of Bureau of International Exchanges and Cooperation of Ministry of Culture and Tourism, the Opening Ceremony and Theme Forum of 2018 IMTA Annual Conference

“

当前世界旅游业发展面临许多挑战,世界旅游业迫切需要有效的国际协调机制。在此背景下,非政府国际旅游组织的独特作用正日益得到业界的重视。世界旅游联盟和国际山地旅游联盟同样作为非政府国际旅游组织,对世界旅游业的发展怀有共同的愿景,双方都在依托各自特点为世界旅游业积极努力。

——世界旅游联盟主席 段强  
摘自2018“国际山地旅游联盟北京论坛”致辞

At present, the world tourism industry is facing many challenges and an effective international coordination mechanism is urgently needed. In this context, the unique role of non-governmental international tourism organizations is increasingly being paid attention. The World Tourism Alliance and the International Mountain Tourism Alliance, as non-governmental international tourism organizations, share the same vision for the development of the world tourism industry, and both are making active efforts for the world tourism industry based on their own characteristics.

——Duan Qiang, the Chairman of the World Tourism Alliance, 2018 International Mountain Tourism Alliance Beijing Forum

“

国际山地旅游联盟的成立在促进世界山地旅游发展方面发挥了重要带动作用。未来,世界旅游城市联合会希望进一步深化与IMTA的战略合作,特别是在旅游业前沿问题研究、信息数据分享和旅游产品开发等方面建立长效合作机制,为建立更加公平、更加包容、更加便捷的世界旅游新秩序做出积极贡献。

——世界旅游城市联合会副秘书长 严晗  
摘自2018“国际山地旅游联盟年会”致辞

International Mountain Tourism Alliance claims the first international organization dedicated to promoting the development of mountain tourism in the world. In days to come, WTCF hopes to further deepen the strategic cooperation with IMTA, particularly in research on forefront issues, information and data sharing and product development in tourism industry, to actively contribute to a fairer, more inclusive and convenient global tourism.

——Yan Han, Deputy Secretary-General of WTCF, the Opening Ceremony and Theme Forum of 2018 IMTA Annual Conference

“

我希望IMTA可以鼓励更多的企业家在山地旅游领域加入这个竞赛,能够展现出它们的热情和聪明才智,能够创造出更多更好的工作机会,能够帮助当地人提高他们的生活福利。

——世界旅游组织高级官员 崔辅根  
摘自2018“国际山地旅游联盟北京论坛”致辞

I hope IMTA will encourage more entrepreneurs to join the competition in the field of mountain tourism, to show their passion and ingenuity, to create more and better jobs, and to help local people improve their livelihood.

——Cui Fugen, Senior official of the World Tourism Organization, 2018 International Mountain Tourism Alliance Beijing Forum

“

国际山地旅游联盟作为旅游领域的一个重要交流合作平台,在疫后这个需要旅游业齐心协力共渡难关的关键时期,以“后疫情时代国际山地旅游发展之路”为题,凝聚行业力量,谋求疫后山地旅游复苏发展之路,具有重要的现实意义。相信处于特殊时期召开的联盟年会,将为全球山地旅游业的复苏和振兴注入信心和力量,取得积极的影响。

——中国文化和旅游部国际交流与合作局局长 谢金英  
摘自2020“国际山地旅游联盟年会”致辞

As an important tourism exchange and cooperation platform, it is of great realistic significance for IMTA to pool industrial strengths to seek the recovery of mountain tourism after the pandemic under the theme of "the Path of Mountain Tourism Development in the Post-COVID World" in the critical post-COVID period when the whole industry needs to tide over the hardships together. I believe the conference that comes at a special time will inject confidence and power for the recovery of global tourism, and produce positive impact.

——Xie Jinying, director of the Bureau for International Exchange and Cooperation, Ministry of Culture and Tourism of China, the 2020 IMTA Annual Conference

“

中国—东盟中心是中国政府和东盟十国政府共同成立的政府间国际组织。自成立以来,中心致力于落实双方领导人所达成的重要共识,推动双方在贸易、投资、教育、文化、旅游、新闻媒体等领域的务实合作。中心愿与国际山地旅游联盟一道发展旅游,中心也将继续关注贵州、宣传贵州、支持贵州,为推动贵州省与东盟十国友好交流与务实合作,牵针引线,铺路搭桥。

——中国·东盟中心秘书长 陈德海  
摘自2020“国际山地旅游联盟年会”致辞

The Asean-China Center is an intergovernmental organization co-founded by 10 ASEAN Member States and China, since its establishment ACC has committed itself to implementing the important consensus reached by the leaders of ASEAN and China, and to promoting the practical cooperation between both sides in trade, investment, education, culture, tourism as well as information and media. ACC wishes to join hands with all parties like IMTA to develop tourism, and the center will continue to pay attention to Guizhou, publicize Guizhou and support Guizhou, and pave the way for the friendly exchanges and practical cooperation between Guizhou and the ten ASEAN countries.

——Chen Dehai, Secretary-General of ASEAN-CHINA Center, 2020 IMTA Annual Conference



“

山地旅游能愉悦身心、锻炼身体、磨练意志。疫情过后,人们更要追求健康的生活方式,让身心快乐、身体健康、意志坚定,所以说山地旅游有更加广阔的前景。我们建议国际山地联盟充分发挥国际山地组织的作用,团结世界山地旅游爱好者来贵州开展各种山地旅游活动,推动世界山地旅游更好的发展,为人类健康生活作出贡献。

——贵州省文化和旅游厅副厅长 袁伟  
摘自 2020“国际山地旅游日”发言

Mountain tourism benefits the body and mind. After the epidemic, people need to pursue a healthier lifestyle to make them happy, healthy and determined. Therefore, mountain tourism has a broader prospect. We recommend IMTA give full play to the role of the organization by encouraging mountain tourism enthusiasts from all over the world, to visit Guizhou for various mountain excursions, in order to promote the development of international mountain tourism and contribute to a healthy lifestyle for mankind.

——YuanWei, Deputy Director General of Guizhou Provincial Department of Culture and Tourism, 2020 International Mountain Tourism Day online Forum

“

文化和旅游部将一如既往支持联盟立足国际组织基本定位、山地旅游专业定位,积极发挥自身优势,为推动国际山地旅游业可持续发展作出新的贡献。

——时任文化和旅游部国际交流与合作局副局长 张西龙  
摘自 2021“世界名山(梵净山)对话”致辞

The Ministry of Culture and Tourism of PRC will continue to support the alliance being positioned as international organizations and the professional in mountain tourism to actively leverage its own advantages, make new contributions to the sustainable development of international mountain tourism.

——Zhang Xilong, then Deputy Director General of Bureau of International Exchange and Cooperation, Ministry of Culture and Tourism of China, 2021 World Famous Mountain (Fanjing Mountain) Dialogue

“

海南旅投将秉持国际山地旅游联盟的宗旨,积极参与与热带雨林国家公园山地旅游资源的保护与利用,发展山地户外运动旅游,保护和展示民族文化,造福山区人民,努力推动国家公园生态旅游可持续发展,探索“绿水青山就是金山银山”的实现路径。

——海南省旅游投资发展有限公司董事长 陈铁军  
摘自 2021“国际山地旅游联盟年会”发言

Hainan Tourism Investment will adhere to the purpose of IMTA and actively participate in the protection and utilization of mountain tourism resources in the Tropical Rainforest National Park. We will dedicate ourselves to developing mountain outdoor sports tourism, protecting and displaying ethnic culture, and benefiting the people in mountainous areas. We will also strive to promote the sustainable development of eco-tourism in national parks, and explore the path to turn lucid waters and lush mountains into invaluable assets.

——Chen Tiejun, Chairman of Hainan Tourism Investment & Development Co. Ltd., 2021 IMTA Annual Conference

现在在很多国家,山地旅游是主要旅游活动,它提供了驾车穿越美丽的乡村或山腰或徒步旅行的可能性。期待大家采取行动,共同推动山地旅游可持续发展。

——斯里兰卡驻华大使  
帕利塔·科霍纳  
摘自 2021“世界名山(梵净山)对话”致辞

Now in many countries, mountain tourism is the main tourism activity, which provides the possibility of driving across the beautiful villages or mountainsides and hiking. We look forward that everyone to taking actions to jointly promote the sustainable development of mountain tourism.

——Palitha Kohona, Sri Lanka Ambassador to China, 2021 World Famous Mountain (Fanjing Mountain) Dialogue

“

贵州因山而名、因山而美,因山而秀、因山而灵、因山而变、因山而兴,绿水青山正逐步成为贵州人民的“幸福不动产”“绿色提款机”。希望与会嘉宾多给贵州山地旅游发展建言献策,积极参与贵州山地旅游高质量发展,实现互惠互利、合作共赢。

——贵州省人大常委会党组成员 于杰  
摘自 2021“世界名山(梵净山)对话”致辞

Guizhou is famous and beautiful for its mountains. Guizhou changes and thrives because of the mountains. Green mountains are fortune for the people here. I sincerely hope that all the leaders, experts and guests presenting at the meeting can offer suggestions for the development of mountain tourism in Guizhou, actively participate in its high-quality development, and achieve mutual benefit and win-win cooperation in the development.

——Yu Jie, Party Member of Standing Committee of Guizhou Provincial People's Congress, 2021 Dialogue among Famous Mountains (Mount Fanjing) in the World

“

山地旅游与自然环境保持着紧密的联系,目前山地旅游正在持续发展。疫情爆发之后,至关重要是推动旅游业复苏,专注于可持续和包容性的发展,并将人类和地球放在复苏和发展的首位。

——世界旅游及旅行行业理事会高级副总裁  
玛丽贝尔·罗德里格  
摘自 2022“国际山地旅游日”致辞

Travel to mountains to stay closer with the nature environment is increasingly a need, especially after the Covid. It is particularly important for us to focus on a sustainable and inclusive recovery that priorities people and planet.

——Maribel Rodríguez, Senior Vice President of World Travel & Tourism Council, the 2022 International Mountain Tourism Day Theme Events

“

亚洲洞穴联合会是亚洲各国所有探洞者和洞穴学家的组织,是国际山地旅游联盟的成员。我希望未来我们能够很好地合作,推动亚洲国家喀斯特地区的山地旅游发展。

——亚洲洞穴协会 张远海  
摘自 2022“国际山地旅游日”发言

Asian Union of Speleology is an organization for all cavers and speleologists around Asian countries. It is a member of IMTA. I hope, we will have nice cooperation in the future to help with mountain tourism in Karst regions of Asian countries.

——Zhang Yuanhai, President of Asian Union of Speleology, 2022 International Mountain Tourism Day

“

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——亚洲洞穴协会 张远海  
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——Zhang Yuanhai, President of Asian Union of Speleology, 2022 International Mountain Tourism Day



“

联盟五周年走得扎实坚定，疫情中将“两微一网”打造成了联系会员与业界的强劲纽带。值世界人口达 80 亿之际，可持续发展的挑战也更为严峻。山地旅游业在保护地球资源方面大有作为，祝愿联盟成为行业可持续发展更有力的推动者。

——前美国全国旅游协会 (NTA) 副总裁、前世界旅游及旅行业理事会 (WTTC) 大中华区总监、现为国际旅游业媒体人 郝霄虹  
2022 年为联盟第二届会员大会发来寄语

The five-year journey of IMTA has been solid and firm. The epidemic has made the tool of new media (Wechat, blog and the website) a strong link between members and the industry. As the world population reaches 8 billion, the challenge of sustainability is even more serious. Mountain tourism has made great achievements in protecting the earth's resources, and I wish the Alliance would become a more powerful promoter of the sustainable development of the industry.  
——Haybina Hao, former Vice President of the National Tourism Association (NTA), former Director of the Greater China Region of the World Tourism and Travel Council (WTTC), and now an international tourism journalist, message sent on November 21, 2022

“

很高兴能成为国际山地旅游联盟的会员，与联盟成员合作，助力发展山地旅游。西班牙大加那利岛省于 2022 年成为联盟会员，我们希望能与联盟其他会员愉快合作，这也是促进国际合作交流，推动联盟发展的一大步。

——联盟会员大加那利岛旅游局  
摘自 2022“国际山地旅游日”视频寄语

We are very happy to be a member of the International Mountain Tourism Alliance and cooperate with IMTA members to promote the development of mountain tourism. Gran Canaria Tourism of Spain become a member of IMTA in 2022. We hope to cooperate happily with other members, which is also a big step to promote international cooperation and exchanges and promote the development of the Alliance.  
——Gran Canaria Tourism of Spain, IMTA Member, 2022 International Mountain Tourism Day

“

七星海城市发展集团有限公司携手国际山地旅游联盟，推动国际山地旅游蓬勃发展，打造健康、绿色、可持续、智慧的国际滨海山地旅游度假目的地。

——联盟会员七星海城市发展集团有限公司  
摘自 2022“国际山地旅游日”视频寄语

Coastal City joins hands with IMTA to promote the vigorous development of international mountain tourism. Create a healthy, green, sustainable and smart international coastal mountain tourism destination.  
——Coastal City Development Group Co., Ltd., from the video speech for the 2022 International Mountain Tourism Day

“

山地是大自然的造化，旅游则来自人类的追梦。山地旅游让自然与人类实现了美丽对话。为了让这一对话和谐延续，国际山地旅游联盟自成立以来，不惜余力地遵循联合国可持续发展原则，既倡导保护与传承，又促进发展与利用。衷心期待 IMTA 为全世界山地旅游创造更加美好的未来！

——世界旅游经济研究中心副主席 徐京  
2022 年为联盟第二届会员大会发来寄语

Mountain is the creation of nature, while tourism comes from the pursuit of human dreams. Mountain tourism enables a beautiful dialogue between nature and mankind. In order to make this dialogue continue harmoniously, the International Mountain Tourism Alliance has spared no effort to follow the United Nations sustainable development principles since its establishment, advocating protection and inheritance, and promoting development and utilization. We sincerely look forward to IMTA creating a better future for mountain tourism all over the world!

——Xu Jing, Vice Chairman of the Global Tourism Economy Research Center, 2022 Message for the Second General Assembly of IMTA

“

贵州是国际山地旅游联盟的发起省，自联盟成立以来，以贵州省贵阳市为总部基地，链接全世界五大洲 30 多个国家的山地旅游行业资源，建立起山地旅游的信息平台、学术平台、活动平台和交流平台。以旅游为纽带，连接起国与国，人与人之间的友好交流和往来，全面提升了贵州作为国际山地旅游目的地的吸引力。

——贵州省文化和旅游厅副厅长 李芳  
摘自 2022“国际山地旅游日”发言

Guizhou is the initiator of IMTA. Since the establishment of the alliance which is based in Guiyang City, Guizhou Province, IMTA has linked mountain tourism industry resources in more than 30 countries of five continents, established an information platform, academic platform, activity platform and communication platform for mountain tourism. With tourism as the link it has boosted friendly exchanges between countries and the people and comprehensively enhances the attractiveness of Guizhou as an international mountain tourism destination.  
—— Li Fang, Deputy Minister of Guizhou Provincial Department of Culture and Tourism, 2022 International Mountain Tourism Day

“

国际山地旅游联盟作为首个以山地旅游为主题的国际组织，自成立以来以生态文明为引领，以保护山地资源、传承山地文明、促进山地经济、造福山地民众为核心理念，在促进国际山地旅游交流合作、加深民间交流、推动山地和生态文明交流互鉴等方面发挥了积极作用，受到包括广大华侨华人在内的各国民众的关注和支持。国际山地旅游联盟是开放包容的合作交流平台。我们相信，进一步发挥广大华侨华人优势，必将有助于国际山地旅游事业及联盟会务的高质量发展。

——国务院侨办综合局一级巡视员 董传杰  
摘自 2022“亚洲山地旅游推广大会”致辞

As the first international mountain tourism organization, IMTA follows the guideline of ecological protection, seeks to protect mountain resources, preserve mountain civilization, promotes mountain economy to the benefit of the people living in mountainous regions, and plays a vital role in enhancing international mountain tourism cooperation, promoting people-to-people communication, and facilitating exchanges between mountain and ecological civilization, receiving wide support and acknowledgment from both overseas Chinese and foreigners around the world. IMTA is an open and inclusive platform for communication and cooperation. We believe that by further playing the advantage of overseas Chinese, we will achieve high-quality development for the international mountain tourism cause and IMTA itself.  
——Dong Chuanjie, First-Class Inspector of Overseas Chinese Affairs Office of the State Council, 2022 Asian Mountain Tourism Promotion Conference



## Construction of IMTA Media Matrix

### 国际山地旅游联盟媒体矩阵构建

为扩大国际山地旅游联盟在全球的影响力和号召力, 加快行业间的交流互通, 促进专业人才的培养, 提升相关产业的竞争力和管理服务水准, 国际山地旅游联盟立足国际组织的基本定位和专业定位, 搭建起基于服务会员和业界的互联网平台、媒体平台宣传矩阵, 并通过日常宣传及品牌活动的举办, 向全球发出山地旅游好声音, 讲述山地旅游好故事, 掀起了一轮又一轮的山地旅游热潮。

国际山地旅游联盟成立以来便着手搭建官方宣传矩阵。于 2018 年 6 月正式上线官方中英文双语网站, 此后陆续开通运营官方微信、微博、视频号、Facebook、YouTube、Twitter、Pinterest、Instagram 等新媒体平台及海外社交媒体账号, 报道山地旅游领域和联盟的最新资讯和活动, 定期发布山地旅游、联盟和会员新闻资讯, 提升联盟对会员服务能力, 展示联盟对外整体形象, 搭建起国际山地旅游联盟对外宣传、联络及服务窗口。

In order to improve the international influence, accelerate the communication of industries, promote the training of professional talents, improve the competitiveness and management level of related industries, IMTA has built a publicity matrix with an Internet platform and media platform based on the basic and professional orientation of international organizations to serve members and the industry. Daily publicity and branding activities enable IMTA to effectively convey the voice of mountain tourism worldwide, tell wonderful stories about mountain tourism, and ignite a surge in mountain traveling.

Since its establishment, IMTA has been dedicated to providing an official publicity matrix. In June 2018, the alliance officially launched a bilingual website in Chinese and English. Subsequently, it has progressively established official new media platforms such as WeChat, Microblog, vedio Channels, Facebook, YouTube, Twitter, Pinterest, Instagram and other overseas social media accounts. These platforms regularly release the latest information and activities related to mountain tourism, the alliance and its members. By this way, the ability to serve members has been enhanced, a positive external image of IMTA and a worldwide window for publicity, communication and service have been set up.

国际山地旅游联盟始终注重媒体矩阵构建。与路透社、法新社、美联社、每日新闻、朝日新闻、日本 Infoseek、韩联社、欧洲通讯社等国际新闻媒体平台进行联动宣传。

在中国, 与人民网、新华网、央广网、中国文化报、中国旅游报、环球网、中国日报、光明日报、中国新闻网、21 世纪经济报道、贵州日报、贵州广播电视台、多彩贵州网等主流媒体建立深度合作关系。媒体宣传矩阵从最初的 300 余家扩大至当前的 1000 余家。

几年来, 国际山地旅游联盟以图文、视频、专访、话题、音频等形式, 通过现有媒体矩阵, 从不同角度对联盟开展的各大品牌活动进行全网报道。就 2022 年来看, 全球有超过 5.6 亿人次关注了“2022 年国际山地旅游日”主题活动; 国际山地旅游联盟第二届会员大会宣传推广覆盖人群超 9 亿人次, 反映出业界和消费者对山地旅游业的关注。国际山地旅游联盟媒体矩阵的构建, 构筑起全球山地旅游交流桥梁。

未来, 国际山地旅游联盟将利用好现有宣传矩阵, 持续构建媒体矩阵, 注重内容提升、宣传拓展、营销推广, 针对会员需求提供高质量的宣传服务, 持续打造联盟传播体系, 讲好山地故事, 传播联盟声音, 展示联盟形象, 扩大联盟影响。

IMTA has always attached great importance to the construction of its media matrix. Overseas, it has carried out joint publicity with Reuters, AFP, AP, Mainichi, Asahi, Japan Infoseek, Yonhap News Agency, European Press Agency and other overseas news media platforms.

In China, IMTA has deepened cooperation with hundreds of mainstream media, including People's Daily, Xinhuanet, CCTV, China Culture Daily, China Tourism Daily, World Wide Web, China Daily, Guangming Daily, China News Network, 21st Century Economic Report, Guizhou Daily, Guizhou Radio and TV Station, Colorful Guizhou Network, etc. Its media connection has expanded from the initial 300+ to the current 1000+.

In recent years, IMTA has reported the major brand activities of the alliance from different perspectives through the existing media matrix in form of text, video, interviews, topics, audio and so on. In 2022, more than 560 million people around the world paid attention to the theme activities of 2022 International Mountain Tourism Day; the publicity and promotion of the second IMTA membership conference covered more than 900 million people, catching the eyes of the industry and consumers to the mountain tourism field, building a bridge for global mountain tourism exchange.

In future, IMTA will make good use of the publicity matrix, focus on matrix construction, content improvement, publicity, marketing and promotion, and provide high-quality publicity services according to the needs of members. We will continue to build a communication system aiming to tell good mountain stories, spread the voice of the alliance, display the image and expand the influence of IMTA.



# IMTA Media Matrix Presentation

## 媒体报道精选



中国人民政府网 www.gov.cn



贵州日报 Guizhou Daily



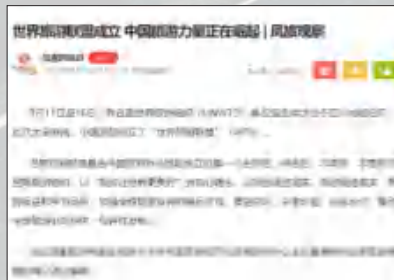
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人民网 www.people.com.cn



泰国新闻公告  
Press Release New



凤凰网 www.ifeng.com



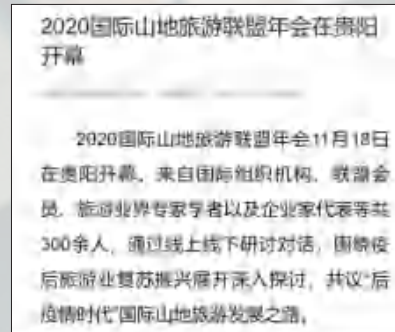
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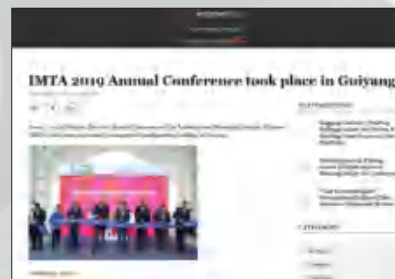
学习强国 xuexi.cn



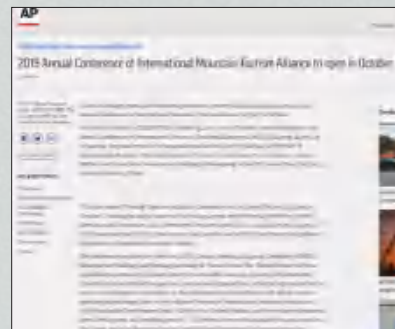
新华网 The Paper



经济日报 www.ce.cn



路透社 Reuters



美联社 Associated Press



俄罗斯 Cont.ws



中国青年报 China Youth Daily



每日先驱报 the Daily Herald



联合国新闻与救援电视频道  
UNTV NEWS & RESCUE



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多彩贵州网 www.gogon.cn



众望新闻 site.gogon.cn



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中国网 www.china.com.cn



旅游杂志 Travel Magaine



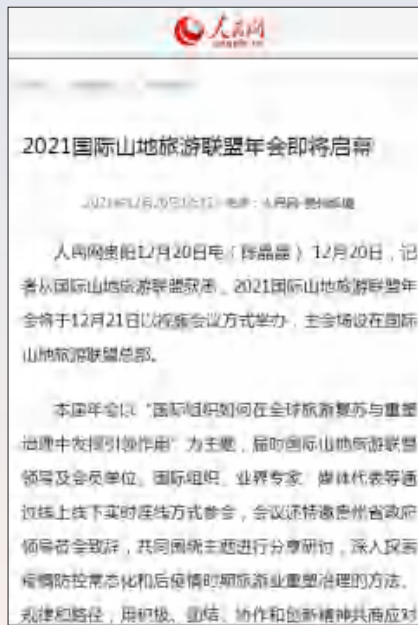
世界内参 World Reference



亚洲热点 Asian Hot Spots



吉隆坡之声 Voice of Kuala Lumpur



人民网 People's Daily Online



旅游视讯 ititv.cn



国际在线 www.cri.cn



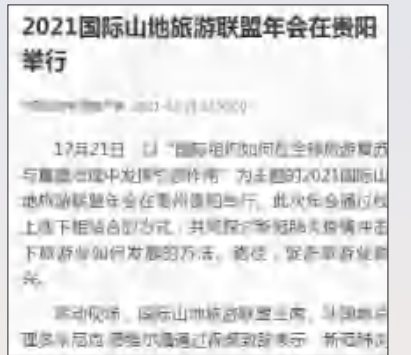
国家旅游地理 National Travel Geography



东盟报道 ASEAN report



腾讯新闻 TencentNews



中国旅游新闻网 CTNew



新华网 Xinhua



雅虎新闻 Yahoo News



# IMTA Media Matrix

## 国际山地旅游联盟媒体矩阵

每日先驱日报 Daily Herald	欧洲通讯社 Europa Press
美联社 The Associated Press (AP)	韩国经济日报 PR Newswire
雅虎新闻 Yahoo News	葡萄牙语最大新闻门户 Portal Imprensa
俄罗斯 Cont.ws	马来西亚新闻门户 Airtimes
意大利安莎通讯社 ANSA	泰国著名新闻媒体 Newswit
德国 FirmenResse	财富周刊 Fortune Week
拉美地区媒体 Latin American Media	大马视角 (马来视角) Malaysla Corner
亚太地区媒体 Asia Pacific Media	吉隆坡之声 Voice OF KL
环球时报 Global Times	商业邮报 Emporium Post
美国广播公司 American Broadcasting Company	世界内参 WORLD INSIDERS
中东地区媒体 Middle East Media	亚洲热点 Syok Asia
环球网 Huanqiu.com	尼泊尔本地报道 Naya patrika
美通社 CISON	斯里兰卡 Geylon Digest
德国最大新闻门户 PressePortal	日本 Infoseek
法国权威媒体《挑战杂志》Challenges	韩国 Naver
共同社 日本 KK KYOOO News Site	学习强国 Xuexi
今日印度 INDIA TODAY	新华网 Xinhua Net
法新社 AFP BB News	中国经济网 China Economic Network
中国新闻网 ChinaNews	21 世纪经济报道 21st Century Business Herald
央广网 CNR.com	中国文化报 epaper.ccdy.cn
中国网 www.china.com.cn	旅业报 ttgchina.com
光明网 Guangming Online	中国旅游新闻网 Ctnews
国际在线 cri.cn	文旅中国 Culture & Tourism
人民网 www.people.com.cn	澎湃新闻 The Paper
重庆国际传播中心 iChongqing (Chongqing International Communication Center)	人民数字联播网 People's Daily Digital Communication Co.,Ltd
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网易新闻 NetEase News	百度 Baidu
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今日头条 www.toutiao.com	贵州日报 Guizhou Daily
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搜狐网 Sohu.com	...

未能尽列 谨致谢忱 Sorry for not being able to list all, and thanks for understanding



环球网 Huanqiu



人民资讯 Newsdata Peopletech



环球时报 www.huanqiu.com



印度询问者 Indo Inquirer



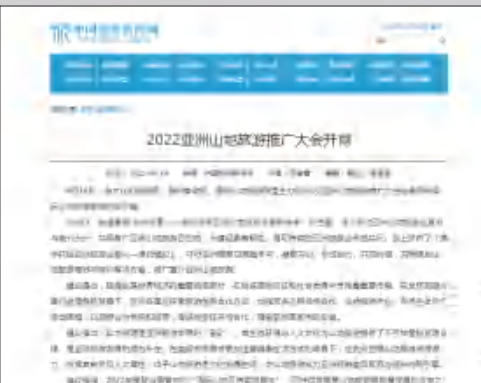
文旅中国 Chinese Culture&Tourism



拉美地区媒体 Latin area media



搜狐网 Souhu



中国旅游新闻网 CTNews



# Conclusion

## 写在最后



驰而不息，久久为功。五年来，联盟始终秉承立足贵州、面向全国、走向世界的目标定位，建设自身，服务会员，助力国际山地旅游发展。队伍不断壮大，品牌越擦越亮，影响愈发广泛。一项项重大成果，一个个细微故事，在近两千个日夜里，共同凝结成了联盟的五年发展史。本期《专刊》是联盟五年发展的集中缩影，透过书刊，我们回顾过往，窥见未来。

时光轮盘往回拨转五年，联盟在各级各部门的关心关注下“茧”破“蝶”舞，成为由中国发起的全球首个以山地旅游为定位的国际组织，备受万众瞩目。联盟以“保护山地资源、传承山地文明、促进山地经济、造福山地民众”为宗旨，致力于山地旅游资源的保护与利用，促进旅游业的国际交往和业务合作，总结推广发展山地旅游的成功经验，促进山地经济繁荣，推动山地和生态旅游可持续发展。五年来，联盟步履铿锵、劈波斩浪，为贵州、为中国、为世界山地旅游发展不断做出新贡献。

不忘初心，方得始终。五年里，联盟通过搭建会员、政企、国际间的交流平台，促进了资源、资本、人才等要素的有效流动，创造了优良的山地旅游品质、内涵和环境。“国际山地旅游日”“世界名山对话”“国际山地旅游联盟年会”等平台为国际山地旅游爱好者、为推动国际山地旅游发展而不断努力的仁人志士间的沟通畅通了渠道，壮大了联盟发展“智库”。远隔万里的“世界名山”浩荡握手，擦出为推动世界山地旅游发展的星星火花。国际山地旅游联盟顺应时代变化，把握发展趋势，成为山地旅游发展历程中的生动注脚。

It takes a long time to move forward without stopping and make great achievements. In the past five years, by adhering its goal of basing in Guizhou and serving the whole nation and the world, IMTA has built itself to serve its members, carry out its development and promote the global mountain tourism in a steady way and created a wider influence. In nearly 2000 days and nights, major achievements and subtle stories together formed a five-year development history of the alliance. This part is the epitome of the five-year development, allowing us to review the past and take a glimpse into the future.

Let's turn the clock back to five years ago. IMTA was born under the care and concern of various departments at all levels and attracted much attention as the first international organization initiated by China with mountain tourism as its orientation. Guided by the purpose of "protecting mountain resources, preserving mountain civilization, promoting mountain economy, and benefiting mountain communities", the alliance is committed to protecting and utilizing mountain tourism resources, pushing forward international tourism exchanges and cooperation, summarizing and promoting the successful experience on developing mountain tourism, to realize prosperity and sustainable development of mountain and ecological tourism. In these five years, IMTA has made new contributions to the development of mountain tourism in Guizhou, China and the world.

Never forget why we started, and our mission can be accomplished. In the past five years, IMTA has promoted the effective flow of resources, capital, talents and other elements, and created a qualified mountain tourism environment by building a platform for members, governments, enterprises and international sectors. Platforms such as "International Mountain Tourism Day" "Dialogue among World Famous Mountains" and "the IMTA Annual Meeting" have opened channels for communication among international mountain tourism enthusiasts and people working for international mountain tourism, and expanded the "think tank" for the development of the alliance. Global famous mountains which are thousands of miles away shake hands with one another, creating ideological sparks on the development of mountain tourism in the world. The alliance has adapted to the changes of the times and grasped the development trend, becoming a vivid footnote in the development of mountain tourism.

国际山地旅游联盟始终致力构建人与自然和谐共生的山地旅游，始终坚持探索可持续山地旅游发展模式。对增进不同山地文化间交流，展示山地旅游目的地形象，挖掘创造健康、绿色、可持续山地旅游资源，推动山地旅游可持续发展发挥着越来越重要的作用。

如今，越来越多的山地民众享受到山地旅游发展红利。

五年里，国际山地旅游联盟在探索中不断实现突破：成功举办国际山地旅游联盟北京国际论坛，发起设立并连续举办“国际山地旅游日”，成功举办“世界名山对话”“世界名山摄影展”“亚洲山地旅游推广大会”并形成机制性专业对话平台；国际山地旅游联盟在 2020·5·29“国际山地旅游日”举办了全线上主题论坛，在特殊时期为会员和业界搭建了高效交流平台；“2021 国际山地旅游日世界遗产名山（金佛山）峰会”及系列活动成果丰富；2022 年第四个“5.29 国际山地旅游日”主题活动宣传推广取得前所未有的效果；2020、2021 连续举办两届“世界名山对话”，形成一批新成果，有效探索推动山地旅游重振的路径与方法。一个个突破性创举，为推动联盟发展，实现更大作为打下了坚实基础。

IMTA has always been committed to building a mountain tourism in which people and nature coexist harmoniously, and has always insisted on exploring a sustainable mountain tourism development model. It plays a more and more important role in promoting the communication among different mountain cultures, displaying the image of mountain tourism destinations, exploring healthy, green and sustainable mountain tourism resources, and promoting the sustainable development of mountain tourism.

Nowadays, more and more people in mountainous areas benefit from the development of mountain tourism.

In the past five years, the alliance has made continuous breakthroughs in its exploration: the successfully holding of IMTA Beijing International Forum, the International Mountain Tourism Day, Dialogue among World Famous Mountains, World Famous Mountains Photography Exhibition and Asian Mountain Tourism Promotion Conference has formed a mechanical platform for professional exchange. On May 29, 2020, IMTA held an online themed forum for International Mountain Tourism Day which built an efficient platform for members and the industry to communicate in a special period; 2021 International Mountain Tourism Day World Heritage Mountain (Jinfo Mountain) Summit and a series of activities achieved fruitful results; In 2022, the fourth 5.29 International Mountain Tourism Day themed activity promotion achieved unprecedented results; Two consecutive Dialogue among World Famous Mountains in 2020 and 2021 formed a number of new results by effectively exploring the path and method of the revitalization of mountain tourism. The breakthrough initiatives have laid a solid foundation for promoting the development of the alliance and achieving greater success.



南阿尔卑斯山谷 拍摄地 / 新西兰的皇后镇 摄影 / 克里斯·麦克伦南  
Southern Alpine valley, taken in: Queenstown, New Zealand. Photo by Chris-McLennan



五年风雨兼程，五年风华正茂。细数五年的发展成果，自当充满自豪。后疫情时代，世界风云变幻，全球发展正处于新的大变局中，旅游产业仍面临诸多难题，联盟自当不断巩固完善现有机制，推动构建更加科学合理的发展格局，更好服务旅游经济发展。

中国政府在关于进一步促进贵州经济社会又好又快发展的若干意见中提到，要坚持生态优先、绿色发展，构建完善生态文明制度体系，不断做好“绿水青山就是金山银山”这篇大文章。山地旅游是促进旅游扶贫和乡村振兴的重要手段，可持续发展是山地旅游高质量发展的应有之义。

未来4年，联盟将继续以生态文明和可持续发展为引领，以宗旨为遵循，始终坚持国际组织的基本定位和山地旅游的专业定位，深入研究后疫情国际山地旅游的发展规律，准确把握新阶段旅游经济和市场变化趋势，凝聚会员和业界力量，从完善内部组织建设、筑牢会员交流与合作平台、加强产业发展研究与评价、强化投资合作与创新、扩大和提升联盟影响和服务五大方面，努力实现“按照国际组织理念、标准、效率运作的典范”和将自身建设成推动世界山地旅游发展著名平台的目标。

After experiencing five years' prosperity, trials and hardships, we should be proud of our achievements. In the post-pandemic era, the world changes rapidly and the global development is in a new unpredictable era, and the tourism industry still faces many difficulties. The alliance should continue to consolidate and improve the existing mechanism, work out a more scientific and reasonable development pattern so as to better serve the tourism economic development.

The Chinese government has mentioned in its Opinions on Further Promoting Sound and Rapid Economic and Social Development in Guizhou Province that we should adhere to the principle of ecological priority and green development, build and improve the system of ecological civilization, and constantly do a good job to verify that "lucid waters and lush mountains are invaluable assets". Mountain tourism is the important means for tourism poverty alleviation and rural revitalization, and sustainable development is the key to high-quality mountain tourism.

In the next four years, the alliance will continue to advocate the ecological civilization and sustainable development, follow its purpose and its basic positioning as an international organization specialized in mountain tourism, deeply study the development laws of international mountain tourism after the epidemic, accurately grasp the changing trend of tourism economy and market in the new stage, and gather the strength of members and the industry. From the five aspects of improving the internal organization construction, building a solid platform for members to exchange and cooperate, strengthening the research and evaluation of industrial development, increasing investment cooperation and innovation, expanding and improving the influence and service level, IMTA will strive to achieve the goal of building itself "a model in line with the concept, standards and efficiency of international organizations" and setting up a famous platform to promote the worldwide mountain tourism development.



阿根廷·阿空加瓜峰 川井靖元 / 摄影 Mt. Aconcagua, Argentina. Photo by Kawai Yasumoto

此外，作为以“山地旅游”为专业定位的国际山地旅游联盟，未来在活动举办、标准制定、课题研究、会员服务、产业投资开发、业态创新发展、生态环境保护、市场拓展交流、山地旅游产品研发、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、引导促进投资与合作，促进资源整合与嫁接，提升山地经济附加值等方面将始终坚持生态文明保护理念，唤起人们保护山地生态、传承山地文明意识，助推山地旅游整体高质量发展，创造山地旅游美好未来。

In addition, as a mountain tourism-oriented alliance, IMTA will always adhere to the concept of ecological civilization protection in its future jobs like holding activities, formulating standards, doing researches, serving member, carrying out industrial investment and innovative development of business forms, protecting ecological environmental, developing market and product, improving supply and industry chain, integrating the mountain tourism enterprises, guiding investment and cooperation to promote resource integration, and enhancing the added value of mountain economy. Hence, IMTA will arouse people's awareness of protecting mountain ecology and inheriting mountain civilization, so as to boost the overall high-quality development of mountain tourism and create a better future.

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首届国际山地旅游联盟领导

Leaders of the 1<sup>st</sup> Term of IMTA

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国际山地旅游联盟主席 Chairman of IMTA

何亚非 He yafei

国际山地旅游联盟秘书长（法人代表） Secretary-General of IMTA (legal representative)

邵琪伟 Shao Qiwei

国际山地旅游联盟副主席 Vice Chairman of IMTA

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徐 京	Xu Jing	中 国 China
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亚洲洞穴联合会	Asia Union of Speleology	印度尼西亚 Indonesia
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		“阿尔卑斯产业”旅游公司	Alpindustria Adventure Team
		俄罗斯叶卡捷琳堡旅游公司	RuTravel Company
	法国 France	法国洞穴联盟	French Federation of Speleology
		世界酒店与旅游教育培训协会	World Assocaiton for Hospitality and Tourism Education and Training
		法国地中海俱乐部	Club Med
		瑞赖户外体育产品公司	Raidlight(Vimtech Ltd.)
		法国霞慕尼勃朗峰旅游局	Chamonix-Mont-Blanc Valley Tourist Office

			萨瓦大学	Universite Savoie Mont Blanc
			国际扁带发展联盟	International Slackline Development Organization (ISDO)
	捷克 Czech Republic		捷克共和国民俗协会	The Folklore Association of the Czech Republic
	克罗地亚 Croatia	海山地区旅游理事会		Kvarner Region Tourism Board
		泰尔梅塞尔西健康体育中心		Polyclinic Terme Selce, Croatia
	葡萄牙 Portugal		葡萄牙农村发展协会	RU.DE - Rural Development Agency
	瑞士 Switzerland	国际酒店和餐饮协会		International Hotel & Restaurant Association
		尚佩里旅游		Champery Tourism SA
		太阳之门旅游联盟		Portes du Soleil (Swiss side)
	意大利 Italy		国际民间艺术组织	Internationale Organisation Für VOLKSKUNST(IOV)
	英国 Britain		凯恩戈姆斯国家公园	Cairngorms Business Partnership Ltd
	丹麦 Denmark		丹中旅游文化交流协会	Danish Chinese Tourism & Cultural Exchange Association
	芬兰 Finland		国际持杖健走联合会	International Nordic Walking Federation
	西班牙 Spain		西班牙大加纳利岛旅游局	Gran Canaria Tourism Board
希腊 Greece		希腊华人旅游业联合会	Hellenic Union Of Professionals of the Overseas Chinese Tourism	
北美洲	North America	美国 America	美国房车工业协会	The Recreation Vehicle Industry Association
			美国脸谱旅游营销有限公司	Mask Club Inc.
			美国旅行顾问协会中国分会	American Society of Travel Advisors China Branch
		加拿大 Canada	加拿大耐力越野跑	Endurance Aventure
南美洲	South America	厄瓜多尔 Ecuador	厄瓜多尔皮钦查省政府	Government of Pichincha Province, Ecuador
亚洲 除中国境内 Asia (excluding China)	韩国 Korea	韩国大学山岳联盟		Korea Student Alpine Federation
		韩国旅行业协会		Korea Association of Travel Agents
		(社)韩中文化友好协会		Korea-China Association for Cultural Exchange
		韩国东西大学		Dongseo University
		韩国旅游文化研究所		Travel Cultural Laboratory
		哈拿多乐旅游公司		Hanatour Service Inc
		模德旅游公司		ModeTour Network
	马来西亚 Malaysia		马来西亚华人旅游业公会	Malaysian Chinese Tourism Association
	尼泊尔 Nepal	尼泊尔旅游旅行协会		Nepal Association of Tour&Travel Agents(Natta)
		拉里玛旅游有限公司		Lalima Travels Pvt. Ltd.
		阿尼可国际旅游公司		Arniko International Travels & Tours Pvt. Ltd.
		尼泊尔国家旅游局		Nepal Tourism Board
		尼泊尔达尔彻市		Dharche Rural Municipality
		尼泊尔登山协会		Nepal Mountaineering Association
		尼泊尔峡谷协会		Nepal Canyoning Association



	日本 Japan	东京洞穴协会 Tokyo Speleo Club
		新闻旅业股份有限公司 Travelnews Co., Ltd.
		山地图株式会社 Sefuri Inc
		日本中国友好写真家协会 Japan-China Friendship Photographers Society
	泰国 Thailand	泰国旅行商协会 Thai Travel Agents Association
		泰国华人青年商会 Thai Young Chinese Chamber of Commerce
		美诺酒店集团 Minor Hotel Group
	新加坡 Singapore	新加坡旅游代理商协会 Singapore Outbound Travel Agent Association
		新加坡华运旅游有限公司 China Express Travels PTE Ltd.
		金航旅游业有限公司 Golden Travel Services Pte. Ltd
	印度 India	特瑞大学 Teri University
	印度尼西亚 Indonesia	亚洲洞穴联合会 Asia Union of Speleology
		林贾尼 - 龙目岛联合国教科文组织世界地质公园 Rinjani Lombok UNESCO Global Geopark
		巴图尔联合国教科文组织全球地质公园旅游发展局 Batur UNESCO Global Geopark Tourism Development Board
	缅甸 Burma	缅中文化旅游促进会 Myanmar-China Culture and Tourism Promotion Society
	塔吉克斯坦 Tajikistan	塔吉克斯坦阿勒途奇登山旅游有限责任公司 Mountaineering & Tourism Base Artuch, LLC
	柬埔寨 Cambodia	七星海城市发展集团有限公司 Coastal City Development Group Co., Ltd
	亚美尼亚 Armenia	亚美尼亚徒步和登山联合会 Armenian Hiking and Mountaineering Federation
	菲律宾 Philippines	阿尔拜省旅游文化和艺术办公室 Albay Provincial Tourism, Culture and Arts Office
	中国 香港特别行政区 Hong Kong Special Administrative Region, China	世界华人摄影联盟 The International Union of Chinese Photography
	中国 澳门特别行政区 Macao Special Administrative Region, China	世界旅游经济研究中心（世界旅游经济论坛） Global Tourism Economy Research Centre
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		中青旅控股股份有限公司 China CYTS Tours Holding Co., Ltd
		全联旅游业商会 China Chamber of Tourism
		北京巅峰智业旅游文化创意股份有限公司 Beijing Davost Tourism & Cultural Creativity Co., Ltd.
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		中睿资产管理有限公司 Zhongrui Asset Management Co., Ltd.
		《中国国家地理》杂志社 Chinese National Geography
		越野 e 族（北京）传媒科技有限公司 FBLIFE (Beijing)Media Co.Ltd
		北京穷游天下科技发展有限公司 QiongYouTianXia Technology Co., Ltd.
		北京山岳时代文化发展有限公司 Mountain journey co., Ltd.
		北京中联航旅文化发展有限公司 Beijing Zhong Lian Hang Lv Cultural Development Company
		北京民生智库科技信息咨询有限公司 Beijing Minsheng Consultation Technology & Information co.Ltd.
		中国林业产业联合会森林康养分会 Forest Healing Branch of China Forestry Industry Federation
		北京三夫户外运动管理有限公司 Beiing Sanfo Outdoor Sports Co. LTD
		北京兴旅国际会展有限公司 Beiing Sunny International Convention & Exhibition co., Ltd.
		中传环球（北京）新媒体科技有限公司 Zhongchuan Huanqiu (Beijing) New Media Technology Co., Ltd.
	河北省 Hebei	中景信旅游投资开发集团有限公司 Zhongjingxin Tourism Development & Investment Group Co., LTD
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		长白山保护开发区管理委员会旅游管理局 Changbai Mountain Protection and Development District Management Committee Tourism Bureau
		吉林省旅游发展研究会 Jilin Province Tourism Development Society
华东 East China	上海市 Shang hai	上海锦江国际旅游股份有限公司 Shanghai Jinjiang International Travel Co.,Ltd
		上海春秋国际旅行社（集团）有限公司 Shanghai Spring International Travel Service (Group) CO.,LTD.
		上海携程商务有限公司 Shanghai Ctrip Business Co. , Ltd.
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		上海爱驾文化传媒有限公司 iDriver Media(Shanghai) Co., Ltd.
		乐百年康旅小镇 Long Live Town
		上海阅香管理咨询有限责任公司 Shanghai Yuexiang Management Consultant Co., Ltd
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		慕尼黑展览（上海）有限公司-ISPO 项目组 Messe Muenchen Shanghai Co., Ltd-ISPO Team
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	华住集团    H World Group Limited		
	乌镇旅游股份有限公司    Wuzhen Tourism Co.Ltd		
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		江西明月山旅游集团有限公司    Jiangxi Mingyue Mountain Tourism Group Co. LTD	
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	河南省 Henan	林州市滑翔协会    Linzhou Gliding Association	
		焦作市旅游局    Jiaozuo City Tourism Bureau	
		湖北省 Hubei	武汉三特索道集团股份有限公司    Wuhan Sante Cableways Group Co.,Ltd
神农架林区文化和旅游局    Shennongjia Culture and Tourism Bureau			
湖南省 Hunan		张家界旅游集团股份有限公司    Zhangjiajie Tourism Group Co., Ltd	
		湖南省衡阳市南岳衡山风景名胜区    Nanyue-Hengshan Mountain Scenic Area of Hengyang, Hunan	
	湖南雪峰山生态文化旅游有限责任公司    Hunan Xuefeng Mountain Ecological Culture Tourism Co. LTD		
	衡阳市南岳区文化旅游发展有限责任公司    Hengyang Nanyue District Cultural Tourism Development Co., LTD		
华南 South China	广东省 Guang dong	华侨城集团公司    Overseas Chinese Town Group	
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		兴茂集团 Xingmao Group	
	四川省 Si chuan	峨眉山旅游股份有限公司 Mt. Emei Tourism Co., Ltd	
		成都来也旅游发展股份有限公司 Chengdu VENI Tourism Development Co., Ltd	
		甘孜藏族自治州旅游发展委员会 Tourism Development Committee of Ganzi Tibetan Autonomous Prefecture	
		甘孜藏族自治州稻城亚丁景区管理局 Daocheng Yading Scenic Area Administration Bureau of Ganzi Tibetan Autonomous Prefecture	
		成都山地文化传播有限公司 Chengdu Mountain Culture Communication Co., Ltd.	
		都江堰市虹口景区 Hongkou Scenic Area	
		广元市朝天洞天旅游开发有限公司 ChaoTianDongtian Tourism Development Co., Ltd.	
		四姑娘山风景名胜区政府管理局 Siguniang Mountain Scenic Area Administration Bureau	
	西南 Southwest China	贵州省 Gui zhou	贵州旅游协会 Guizhou Tourism Association
			贵州省国际山地旅游发展中心 Guizhou International Mountain Tourism Development Center
			中国贵州茅台酒厂（集团）有限责任公司 China Kweichow Moutai Distillery (Group) Co., Ltd.
			贵州旅游投资控股（集团）有限责任公司 Guizhou Tourism Investment Holding(Group) Co., Ltd.
			多彩贵州文化产业集团有限责任公司 Colorful Guizhou Cultural industry Group
			贵州黄果树旅游集团股份有限公司 Guizhou Huangguoshu Tourism Group Co., Ltd.
			兴义市万峰林旅游集团有限公司 Xingyi Wanfenglin Tourism Group Co., Ltd.
			贵州中投腾达置业有限公司 Guizhou Zhongtou Tengda Property Co., Ltd.
			贵州瑞斯昂体育文化发展有限公司 Guizhou Drive on Sports Culture Development Ltd
			贵州婧翔体育旅游文化传播有限公司 Guizhou Jingxiang Sports Tourism Culture Communication Co., Ltd.
			贵州十二背后旅游集团 Guizhou Twelve Back Tourism Group
			多彩贵州网有限责任公司 Duocaiguizhouwang Co.,Ltd.
			贵州国坛老窖和佳酒业股份有限公司 Guizhou Guotan Laojiao Wine Industry Co., LTD.
			贵州水文化旅游发展有限责任公司 Guizhou Water Culture Tourism Development Co., Ltd.
			贵州吉源产业发展有限公司 Guizhou JERU Estate Development co., LTD.
			贵州旭特商旅发展有限公司 Guizhou Xute Business Travel Development Co, Ltd.
			国际体育集团有限公司 International Sports Group (HK) Limited
			贵州酒店集团 Guizhou Hotel Group Co., Ltd
			贵州师范大学国际旅游文化学院 School of International Tourism and Culture, Guizhou Normal University
			中铁文化旅游投资集团有限公司 China Railway Cultural And Tourism Investment Group Co. LTD
			贵州财经大学 Guizhou University of Finance and Economics







Organizational Structure of the International Mountain Tourism Alliance

国际山地旅游联盟组织架构



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www.imtaweb.net

国际山地旅游联盟微信公众号  
Wechat public account

国际山地旅游联盟微博  
MicroBlog



国际山地旅游联盟照片墙 Instagram



国际山地旅游联盟脸书 Facebook

INFORMATION CHANNEL  
联盟之窗



国际山地旅游联盟视频号 Wechat Channel



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国际山地旅游联盟推特 X

会员信息报送渠道 Member information submission channels

Phone: 0851-85557227  
Fax: +86-851-85558225  
E-mail: info@imtaweb.org  
Website: http://www.imtaweb.net/  
地址: 中国贵州省贵阳市南明区贵州双龙航空港经济区龙腾路西侧国际山地旅游联盟总部大楼南三楼, 550005  
Address: South 3rd Floor, International Mountain Tourism Alliance Headquarters Building, west of Longteng Road, Guizhou Shuanglong Airport Economic Zone, Nanming District, Guiyang, Guizhou, China, 550005









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