

# 2019国际山地旅游联盟年会

2019 Annual Conference  
of International Mountain Tourism Alliance (IMTA)

## 会 刊

Conference Proceedings

携手构筑可持续山地旅游命运共同体

Working Together to Build a Community  
with a Shared Future in Mountain Tourism

2019年10月27-29日 中国·贵州·贵阳

27th-29th October , 2019 Guiyang·Guizhou·China





# 国际山地旅游联盟简介

## Introduction of IMTA

国际山地旅游联盟是由中国发起的全球首个以山地旅游为定位的国际组织，会员来自世界五大洲 30 个国家和地区共 155 个团体和个人。团体会员包括世界山地旅游国家和地区的旅游机构、非盈利组织、涉旅企业、旅游相关咨询机构、旅游专业院校、航空公司、装备制造企业、户外运动组织等，个人会员包括旅游领域的知名专家、学者、企业家等。国际山地旅游联盟总部（秘书处）的永久所在地贵州省贵阳市。

国际山地旅游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。

International Mountain Tourism Alliance (IMTA) is the first international organization focusing on mountain tourism. Members of IMTA come from 30 countries and regions and the number of groups and people totals 155. The group members include tourism institutions, non-profit organizations, tourism businesses, tourism-related consulting agencies, tourism colleges, airlines, equipment manufactures and outdoor sports organizations from countries and regions involved in mountain tourism. The individual members include experts, scholars, and entrepreneurs on tourism-related businesses. The IMTA has its permanent headquarters (Secretariat) in Guiyang City, Guizhou Province.

Guided by the vision of protecting mountain resources, preserving mountain civilization, promoting mountain economy and benefiting mountain communities, the IMTA is committed to improving the protection and utilization of mountain tourism resources, facilitating international tourism exchanges and business cooperation, reviewing and promoting the positive experience of mountain tourism development, enhancing the prosperity of mountain economy and promoting the sustainable development of mountain and eco-tourism.

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Summary of 2019 Annual Conference of International Mountain Tourism Alliance (IMTA)



## ■ 2019 国际山地旅游联盟年会简介

### Introduction of the 2019 International Mountain Tourism Alliance (IMTA) Annual Conference

10月27日至29日，2019国际山地旅游联盟年会在贵阳市双龙航空港经济区新落成的联盟总部大楼举办。

本届年会以“携手构筑可持续山地旅游命运共同体”为主题，围绕可持续、生态、绿色、环境、减贫、创新等热点议题，特邀重量级国际国内嘉宾、专家、企业界及学术界人士进行深入探讨。本届年会共举办了年会开幕式暨主题论坛、理事会会议、“一带一路”山地旅游交流合作对接会、联盟总部落成揭幕仪式、2019山盟年会展、“山盟之夜”等重要活动。

年会得到了世界旅游组织、世界旅游及旅行理事会、亚太旅游协会、世界旅游联盟、世界旅游城市联合会、世界旅游经济论坛、世界酒店与旅游教育培训协会、尼泊尔国家旅游局、尼泊尔旅游及旅行社协会等支持单位的积极支持。吸引了来自中国、美国、德国、法国、英国、俄罗斯、奥地利、葡萄牙、比利时、突尼斯、韩国、日本、印度、印度尼西亚、泰国、柬埔寨、尼泊尔、吉尔吉斯斯坦、塔吉克斯坦、中国台湾、中国澳门、中国香港共22个国家和地区的国际组织、联盟会员、旅游目的地机构、文旅界专家学者以及新闻媒体等共600余人参会。

本届年会主题鲜明、内容丰富、形式创新，受到山地旅游业界的积极评价和充分肯定，引起了社会各界广泛关注和热烈反响，得到了海内外嘉宾和各界人士的一致赞誉，“携手构筑可持续山地旅游命运共同体”成为广泛共识。

From 27 to 29 October, the 2019 Annual Conference of the International Mountain Tourism Alliance (IMTA) took place at the newly-inaugurated headquarters building of the Shuanglong Airport Economic Zone in Guiyang.

With the theme "Working Together to Build a Community with a Shared Future in Mountain Tourism", with focus on hot issues such as sustainability, ecology, green, environmental protection, poverty alleviation and innovation, the conference invited heavyweight international guests, experts, entrepreneurs and academics to conduct in-depth discussions. Activities of 2019 IMTA Annual Conference include the Opening Ceremony & Theme Forum, the Council Meeting, the Docking Meeting on Mountain Tourism Cooperation under the Belt and Road, the Inauguration Ceremony of IMTA Headquarters, and the 2019 IMTA Annual Conference Exhibition.

The annual conference received great support from United Nations World Tourism Organization (UNWTO), World Travel & Tourism Council (WTTC), Pacific Asia Travel Association (PATA), World Tourism Alliance (WTA), World Tourism Cities Federation (WTCF), Global Tourism Economy Forum (GTEF), World Association for Hospitality and Tourism Education and Training (AMFORHT), Nepal Tourism Board (NTB), Nepal Association of Tour & Travel Agents (NATTA), and some other support organizations. Among over 600 attendees were international organizations, IMTA members, tourism destination institutions, culture & tourism experts and scholars, as well as journalists from 22 countries and regions including China, the United States, Germany, France, the United Kingdom, Russia, Austria, Portugal, Belgium, Tunisia, South Korea, Japan, India, Indonesia, Thailand, Cambodia, Nepal, Kyrgyzstan, Tajikistan, Taiwan, Macau, and Hong Kong.

2019 Annual Conference of IMTA is clear in theme, rich in content, and innovative in form. Its outcome was fully recognized and highly valued by the mountain tourism industry. It attracted considerable attention and received enthusiastic response from the society, and got unanimous praise from all guests. Since then, "Working Together to Build a Community with a Shared Future in Mountain Tourism" has become a consensus.





## 主要活动 Main Activities

### 理事会会议 Council Meeting

10月27日下午，联盟理事会会议召开。理事会由联盟主席德维尔潘主持，副主席邵琪伟、秘书长何亚非及各理事参加会议。会议审议了由何亚非秘书长所作的《国际山地旅游联盟2019年工作情况和2020年工作计划》的报告，充分肯定了联盟一年来所做的富有成效的工作，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。

The Council Meeting of IMTA was held in the afternoon of October 27th. IMTA Chairman Dominique de Villepin presided over the Council Meeting, Vice Chairman Shao Qiwei, Secretary-general He Yafei and other council members attended the meeting. The council reviewed the report on the Work of the International Mountain Tourism Alliance in 2019 and Its Work Plan for 2020 which is made by Secretary-general He Yafei, the situation of the 1st "International Mountain Tourism Day" and the suggestion on the host city and organizer of the 2020 edition, fully affirming the fruitful work done by the Alliance over the past year. In addition, the meeting reviewed and approved the qualifications of the 13 new applicants recommended.





联盟主席德维尔潘主持理事会全体会议并作开场讲话  
IMTA Chairman Dominique de Villepin presides over the Council Meeting and gives an opening speech



联盟副主席邵琪伟发表意见  
IMTA Vice Chairman Shao Qiwei gives an opinion



联盟秘书长何亚非作《国际山地旅游联盟 2019 年工作情况和 2020 年工作计划》报告  
IMTA Secretary-general He Yafei briefs the report on the Work of the International Mountain Tourism Alliance in 2019 and Its Work Plan for 2020





理事参与讨论  
Members of council participate in the discussion





## 年会开幕式 Opening Ceremony

10月28日上午，2019国际山地旅游联盟年会开幕式暨主题论坛隆重举行，联盟副主席邵琪伟主持开幕式。全国政协副主席、世界旅游经济论坛主席何厚铨发表了重要讲话，联盟主席德维尔潘致辞并作《经济全球化与世界山地旅游前景展望》主旨演讲，贵州省副省长卢雍政发表致辞并充分肯定了联盟成立以来取得的工作成效，联盟秘书长何亚非在年会开幕式上通报了经理事会审议的《国际山地旅游联盟2019年工作情况和2020年工作计划》。联盟三位领导德维尔潘、邵琪伟、何亚非共同为新入盟的13家会员颁发证书。

The opening ceremony and theme forum of the 2019 International Mountain Tourism Alliance Annual Conference was grandly held in the morning of October 28th. IMTA Vice Chairman Shao Qiwei presided over the opening ceremony. Edmund Ho, Vice-Chairman of the Chinese People's Political Consultative Conference, Chairman of Global Tourism Economy Forum, delivered an important speech. IMTA Chairman Dominique de Villepin gave the keynote speech "Prospect for Economic Globalization and World Mountain Tourism". Lu Yongzheng, Vice Governor of the People's Government of Guizhou province gave a speech and fully affirmed the work achieved since the establishment of the IMTA. IMTA Secretary-general He Yafei briefed the Work of the International Mountain Tourism Alliance in 2019 and Its Work Plan for 2020 which was reviewed by the council. 3 leaders of IMTA ,Dominique de Villepin, Shao Qiwei and He Yafei, issued certificates to 13 new IMTA members.





## → 嘉宾致辞

### Honored Guest Address



全国政协副主席、世界旅游经济论坛主席何厚铨致辞

女士们、先生们、朋友们，  
大家早上好！

非常高兴在这个美好的金秋时节，来到国际山地旅游联盟贵阳总部，参加山盟年会这一山地旅游界盛会。在此，我很高兴的向 2019 年国际山地旅游联盟年会的召开表示热烈的祝贺！衷心地祝愿全球的山地旅游业界在绿色、生态的道路上蓬勃发展，更上一层楼！

习近平总书记誉为公园省的贵州，到处都是绿色的山峦，呼吸间都是清新的空气。贵州是山川秀美的生态秘境，是浓郁多彩的文化之地。

近年来贵州坚持深化改革，扩大开放，推动创新，驱动发展，坚守发展和生态两条底线，谱写新时代贵州发展的新篇章。

今天的贵州，高铁纵横四方，国家大数据综合实验区建设不断的优化，旅游业高速发展，山地旅游目的地的建设效果显著。

贵州作为国际山地旅游联盟的发起方和总部的所在地，为联盟的建设与发展做了大量的工作和大力的支持。联盟落户在贵州可谓是天作之合，我坚信联盟与贵州密切协作，必将促进贵州对接国际旅游标准，加快国际知名山地旅游目的地的建设，增强贵州对外开放，用山地旅游之笔谱写山地创新发展的篇章。

在旅游的领域，世界旅游联盟、世界旅游城市联合会、世界旅游经济论坛以及国际山地旅游联盟四大国际旅游组织在中国应运而生。它们为着共同的理想和目标，在各自关注的旅游领域，通过不同的方向和管道，积极为推动全球旅游业的发展凝聚智慧和力量，付出努力和贡献。

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》的倡议，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。

本届年会聚焦“携手构筑可持续山地旅游命运共同体”。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各位深入的探讨。我相信今天的发言和讨论将为山地的旅游带来新的灵感和动力。

我这次非常荣幸同时作为世界旅游经济论坛的主席出席本次会议。世界旅游经济论坛是顶尖的国家旅游交流合作平台，致力促进以中国为焦点的全球旅游产业可持续发展。世界旅游经济论坛连续 8 年在澳门举办，成

功的汇聚全球旅游以及相关的业界的精英，就推动全球旅游经济的健康和持续发展，出谋献策，为粤港澳大湾区的发展注入新的动力。论坛将不断开拓，精益求精，准确把握全球旅游发展所带来的契机，切实推动世界旅游经济不断取得新的成效。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。世界旅游经济论坛是非常愿意和国际山地旅游联盟等组织加强合作，共同为推动全球的旅游业发展做出新的贡献。

我衷心的祝愿本次年会圆满成功，祝各位身体健康、万事如意！

谢谢大家！





## Edmund Ho, Vice Chairman of the Chinese People ' s Political Consultative Conference and Chairman of Global Tourism Economy Forum

Ladies and gentlemen,

Dear friends:

Good morning!

It ' s a great pleasure to, in this cozy autumn, attend the 2019 Annual Conference of International Mountain Tourism Alliance at the IMTA headquarters in Guiyang. I hereby send my sincere congratulations to the opening of the Conference. Wish the global mountain tourism a step forward on the path of green, ecological and sustainable development.

President Xi Jinping once crowned Guizhou as a "province of parks and gardens" , for it is a place filled with green mountains and fresh air. Guizhou is an ecological paradise full of magnificent mountains and rivers, and colorful cultures.

In recent years, Guizhou sticks to the principle of deepening the reform and opening-up, promoting development driven by innovation, and upholding the two pillars of development and ecology, thereby unfolding a new chapter of progress for Guizhou in the new age.

Today ' s Guizhou enjoys a sound CRH train network, an improving national big data pilot zone, rapidly growing tourism, and prominent progress in building Guizhou into a world-renowned mountain tourism destination.

As where the IMTA is headquartered, Guizhou has made great contributions to the establishment of IMTA. I believe that the close cooperation between Guizhou and IMTA would definitely help the province geared with international standards, speed up the pace of building it into a world-renowned mountain tourism destination that

is open for all tourists across the globe. Let the mountain tourism write the new chapter of innovative development in mountainous areas.

In the tourism industry, four major organizations – World Tourism Alliance, World Tourism Cities Federation, Global Tourism Economy Forum and IMTA emerged in China in line with the market trend. They, while focusing on their own fields, march ahead towards a common vision. That is, to gather wisdom and strength for the progress of global tourism.

IMTA is the first international organization centered around "mountain tourism" . At present, mountainous areas face 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" , proposes to the world to "Guard Our Mountain Home" , facilitates exchanges between famous mountains, 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 globe.

This Annual Announcement will focus on "Working together to build a community of shared future in mountain tourism" . In detail, it deserves our utmost 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. I believe that our speeches and discussions today will inject new insights







and momentum into the sustainable development of mountain tourism.

Today, I myself attend the Conference as Chairman of Global Tourism Economy Forum. As a leading international platform on tourism exchanges and cooperation, Global Tourism Economy Forum is dedicated to promoting the sustainable development of the global tourism which currently centers around China. The Forum has been held in Macau for eight consecutive years, attracted tourism elites from all over the world, been providing suggestions in driving the healthy and sustainable growth of global tourism economy, and has been bringing innovative ideas and engines for the development of the Greater Bay Area. The Forum, as for

future plans, aims to keep expanding, in order to grasp the opportunities hidden in the growing global tourism, and to drive the tourism economy ahead towards new achievements. 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. Together, we can make more contributions to promoting the global tourism industry.

Wish the 2019 Annual Conference a great success.

Thank you!







## 《经济全球化与世界山地旅游前景展望》 — 国际山地旅游联盟主席德维尔潘演讲

尊敬的何厚铨主席、卢雍政副省长、邵琪伟副主席、何亚非秘书长、陈晏市长，

女士们、先生们、亲爱的朋友们，

很高兴今天来到贵阳来参加我们国际山地旅游联盟的年会。从 2016 年开始，每年我都会来美丽的贵州省度过一段时间，对我而言这里是一个拥有丰富资源的地方，有着多种多样的森林和山谷，并且气候宜人。

美丽的联盟总部大楼已经落成，恭喜贵州省和贵阳市建成这样一个伟大的建筑。没有比这里更适合我们讨论中国和全球旅游业的发展的地方。

过去几年，国际山地旅游联盟从非常激励人心的项目，到建立起一个凝聚各种公司、著名的专家的共同体，工作取得了重要的进展。今天我们共享一个共同的愿景，这个愿景是关于促进人类和自然的和谐，关于推动开放、发扬传统、加强国际间的对话。

我们知道全球经济存在一些起起伏伏，这会影响到我们的旅游业。可以说全球经济发展和开放交流从未面临如此严峻的挑战。过去的一段时间里面，全球出现了影响到贸易和内需的重要挑战。在欧洲，英国脱欧，德国经济也在逐渐减缓，这预计将导致 2019 年的消费下降 1%；美国作为旅游目的地，正在失去越来越多的全

球市场份额，尤其是占全球 8% 的中国游客，2018 年赴美中国游客比 2017 年下降了 6%。

中国和美国的贸易壁垒为经济带来了经济上的不确定性，造成需求减少、出口疲乏、通货膨胀加剧等多重影响。

与此同时，气候稳定和社会凝聚力也在面临很多的压力。我们的地球家园面临着很多前所未有的威胁。9 月份举行的联合国大会，聚焦全球气候变暖这一最具挑战性的一个议题。如今，我们知道，气温每升高 1.5 摄氏度以上就可能导致全球性的灾难。我希望明年 12 月份在智利推出的“COP25”计划将促进各国合作，共同应对气候变化。我们也要认识到，由于全球土地资源、濒危物种带来的压力，全球旅游业对于自然保护也可能产生负面的影响。对于国际山地旅游联盟来说，提升大家对这一风险的认识也是我们的责任。

一方面，在全球化背景下，赢家和输家之间不平等的状态正在蔓延。全球 1% 的人掌握了 80% 的财富，相对贫穷的人则面对失业、被孤立、发展缓慢等困境。发达国家和发展中国家之间依然存在很大的摩擦。全球化成果分配不均，导致各个国家内部的社会差距有越来越严重的趋势。在巴西、印度、意大利等重要的旅游目





的地国家出现了政治分歧，由于缺乏包容性，民粹主义抬头。

同时在某些地区之间也存在着经济的巨大差距，比如经济充满活力的沿海区域和边缘化的内陆地区之间。比如环地中海区域的西班牙和摩洛哥，经济发展非常不均衡。所以说 2019 年对全球的旅游业而言是存在很多不确定性的年份。

由于行业的各种巨变，旅游业在过去几年经历了许多历史性的困难。由于不能及时调整适应形势，一些服务商难以为继。去年 9 月，英国旅游机构 Thomas Cook 接近破产，这样的失败对于全球投资者，比如美国的 INVESCO 和中国的 FOSUN 都造成了灾难性的影响。

另一方面，这对于那些由旅游业驱动经济的国家产生了溢出效应，比如西班牙、希腊、突尼斯等，旅游业为这些国家提供了 15% 以上的就业。此外，思维的转变和新竞争者的出现，带来了交通和机动性上的困难。邮轮产业供过于求、海洋污染的问题成为巨大的挑战。去年 6 月，全球邮轮领军企业 CARNIVAL CORPORATION 因为对海洋的污染被处以两千万美元的罚款。还有一些传统的航空公司由于大量的碳排放，面临着激烈的竞争，声誉也受到到影响。

此外全球市场巨大的转型也给我们带来新的机遇。今天我们的旅游业正在慢慢的朝着一个基于三大趋势的方向转型。

第一是集中化。新参与者的增加，无论是数字玩家还是低成本运营商，像易捷航空，都加速构建更大的结构体系，以期面对市场的巨大变革；

第二是国际化。几年来，随着法国和中国建立地中海俱乐部等全球合作伙伴关系，我们见证了旅游业日益增长的相互依赖性；

第三是创新。在一个相互联系的世界里，每个公司都必须有能力将技术融入其商业模式。

特别是在中国，旅游业是加速向高附加值服务和内需驱动的经济转型的一个特殊机会：中国拥有领先的旅游公司，如海航、复星或万达集团，他们都具有价值链和传统的业态相结合的意识；中国有现代化的基础设施，比如上个月启用的大兴机场；中国有 1.5 亿出境游客，

每年有将近 1.42 亿入境游客。

今天，基于多样性和质量的旅游新政有了势头，市场趋势突出了全球旅行者更高的要求 and 选择性期望。首先，在经济放缓和动荡时期，旅游业仍然是增长和发展的强劲动力：在经济收入上来看，2018 年全球旅游产业一共产生了 8.8 万亿美元营收，接近全球 GDP 的 10%；从基础设施建设来看，新兴国家的高速公路、机场、酒店建设如火如荼；近年来，亚洲、中东、非洲现在都是全球旅游业非常具有活力的市场；在文化的开放性和互相理解上，吸引着全球旅游者数量持续攀升，去年全球游客总量一共是 14 亿人次。

在快速发展的环境中，还有提高质量的空间。21 世纪的旅游业意味着了解市场的新趋势：首先，人们现在将旅游业视为一种既能提供福利又能提供文化和娱乐的活动：这就是为什么多样化成为拥有大量体育、健康、休闲和智力刺激服务的公司的关键资产，还有很多有意思的项目，像中国和法国之间的红酒之路、中国和英国之间的茶叶之路，将文化、康养和美食很好地结合起来；第二，人们越来越意识到威胁自然的环境风险，特别是在山区。如果说碳排放继续增长的话，那么法国阿尔卑斯山区域的冰川将有 2/3 会在本世纪末消融。生态对旅游业是巨大的挑战；第三，舒适和生活质量也成为成功的主导因素。比如在中东的迪拜，很多酒店品牌将提升顾客服务放在首要位置。

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，正在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，有着非常有前途的活动，如徒步旅行和滑雪：对健康运动和空气质量的日益增长的需求正在加州、印度或尼泊尔的山区开辟有吸引力的商业前景；中国完全有能力利用自然资源和独特的生活方式：在贵州，我们以独特的艺术和传统完美地展示了自然和民族多样性。在下一届北京冬奥会（2022 年）前夕，中国有一个巨大的机会展示其对可持续旅游业日益增长的承诺。

但高质量的旅游业也需要大胆而雄心勃勃的举措。首先，我们需要在中国西部和中亚等偏远地区建设基础设施等经济项目，实施公路、公路和铁路等包容性项目



是避免孤立的最佳选择，这就是“一带一路”倡议如何成为未来几十年的游戏规则改变者。今天，是时候更好地利用投资来支持跨境旅游项目，如智能酒店服务、本地食品生产和受保护海景中的废物管理。

第二，我们需要文化和环境倡议，促进人与文明之间的共同发展。山区旅游首先是教育人们了解人类永久价值观的一种方式。山区是一个文化遗产丰富的地方，我们需要押注于文化，以吸引游客寻找新的知识和经验；我们要分享好的实践，制定共同的标准来保护山区环境，让山区的良好环境和清新的空气成为全人类共同的健康福祉；山地也为体育运动提供了绝佳的地形，山地体育比赛的举办有助于从一个新的角度发现自然，例如空中运动，如悬挂滑翔；山也是一个你可以重新关注家庭等

基本价值观的地方。在法国，领先的滑雪场运动员阿尔卑斯山公司一直把家庭放在其商业模式的核心，尤其是将体育和娱乐与法国的游乐园结合起来，比如阿斯特克游乐园和最近在奥地利 100% 收购了 FAMILY PARK 品牌。

女士们、先生们，旅游是探险与体验，是将休闲、健康和个人发展结合在一起，让人们能够拥有身体和精神的双重体验与乐趣。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。

谢谢各位！





## Prospect for Economic Globalization and World Mountain Tourism

— IMTA Chairman Dominique de Villepin

Dear Chairman Mr. Edmund Ho, Vice governor  
Mr. Lu Yongzheng, Vice Chairman Mr. Shao Qiwei,  
Secretary-General Mr. He Yafei, Mayor Mr. Chen Yan,

Ladies and gentlemen,

Dear friends,

It's always a pleasure to be here, in Guiyang, for the annual conference of the International Mountain Tourism Alliance. Every year since 2016, I've had the great opportunity to spend some days in this gorgeous province of Guizhou. To me, this region is a symbol of harmony with various resources, luxuriant forests and splendid valleys in a mild and outstanding climate.

And even more now while we have our own and beautiful headquarters, congratulations to the Guizhou province and the city of Guiyang for their outstanding achievements. There is no better place to meet and discuss about the perspectives of Chinese and global tourism.

In some years, the IMTA has accomplished some major steps forwards from a very stimulating project to a trusted association gathering respected companies and renowned experts. Here, we all share the common conviction that fostering harmony between men and nature is all about promoting opening-up, tradition and international dialogue.

Of course, the global economic turmoil tends to impact the tourism business, never before have grows and openness been more challenged than today. Over the last months and years, the world has been facing growing tensions affecting trade and domestic demands. This is true of course in Europe where the Brexit process and the German slow down are reducing consumption with a forecasted growth of around 1% in 2019, it's true in the

US which is losing global market shares as a destination in particular from China, which accounts for around 8% of annual visitors in 2018 the number of Chinese travelers dropped by 6% compared to 2017.

It's also true in China where the trade confrontation with the US is creating economic uncertainties due to the combined effects of decreasing exports, lower national demand and RMB depreciation, worsening inflation.

At the same time, climate stability and social cohesion are put under growing pressures. On the one hand, our planet is confronted with unprecedented threats of destruction. The last general assembly of the United Nations in September mainly focused on global issues like global warming, which has become the most alarming challenge of the time. Today we know that any temperature rise above 1.5 degrees will escalate into a global disaster. I really wish that the 2025 plan the next December in Chile will help improve international cooperation and against the climate change. We need to be aware of global tourism has also an impact on nature preservation due to the growing pressures on local lands and endangered species. As the IMTA it is our duty to raise an awareness about this major risk.

On one hand, inequalities are soaring all around the world between losers and winners of globalization. The world is totally part between the richest 1% concentrating around 80% of global wealth and poor people facing unemployment, isolation or under development, but more than a clash between developed and emerging countries, the social gap is extending in each country of the world where the fruits of globalization have been unfairly distributed. There are political divides in leading touristic destinations like Brazil, India, and Italy, where populism



growingly fed on the lack of inclusiveness.

There is also an economy discrepancy in some areas between the dynamic economy of coastal regions and the marginalized hinterland of the countryside. Look at the high level of inequalities around the Mediterranean region and in countries like Spain or Morocco. In this trouble context, 2019 has been a time of uncertainty for global tourism in the last few years.

The sector has been through historic difficulties due to massive disruption of in the industry. The lack of adaptation has been devastating in some services are shown by the recent collapse of the British travel agency, Thomas Cook, in last September on the one side, this failure had a damaging impact to international investors like the American INVESCO or the Chinese FOSUN.

On the other side, it has a spillover effect on tourism driven economies like Spain, Greece, and Tunisia, where tourism represent more than 50% of drops, but the change of mindsets and the rise of new competitors also generated major difficulties in transport and mobility. We can see that considering the cruise industry, which cover supply and pollution of oceans have become big challenges. Last June, the global cruise leader the cooperation has been sentenced to fine of \$20 million in the US for repeatedly polluting the sea. We also see that in traditional airline companies facing a fierce competition as well as a declining reputation due to a huge carbon footprint.

However, the deep transformation of the global market is also creating new opportunities. Today the tourism industry is massively shifting towards a new model based on three major trends.

The first trend is concentration. The multiplication of new entrants, whether digital players or low cost operators such as easy jet, is pushing for bigger structures, able to face the market shift.

The second trend is internationalization. In a few years we witness growing in the interdependencies on the tourism industry with the creation of global partnerships like club med putting together French management and Chinese shareholders like FOSUN.

The third trend is innovation. In a connected

world, every company must be in capacity to integrate technology in its business model, especially in China. The tourism industry is an exceptional opportunity to accelerate the transition to an economic driven by high added value services and domestic demand. China has leading tourism companies like HNA, FOSUN, WANDA group covering different steps of the value chain from mobility to hospitality. China has modern infrastructures like the new mega airport of DaXing, inaugurated last month by president Xi. Last but not least, China has a great potential with 150 million outbound travelers and nearly 142 million inbound visitors last years.

Today there is a momentum for a new tourism deal based on diversity and quality. The market trends highlight more demanding and selective expectations of global travelers. First, in a time of slowdown in volatility, tourism remained a strong matter of growth and development. It is the case in terms of economic revenue. In 2018 the world travel and tourism business generated a total turnover of \$8.8 trillion reaching around 10% of global GDP. It is the case in terms of infrastructure development with the extensions of roads, highway, airports, and hotel building in emerging countries. In recent times, Asia, the Middle East and Africa have been highly dynamic markets of worldwide tourism. It is also the case in terms of cultural openness and mutual understanding with the continuous rise of global travelers. Last year, the international tourist arrivals reached an outstanding number of 1.4 billion people from all around the world.

Second, there is a room for more quality in a fast moving environment. Designing the tourism of the 21 century means understanding the new trends of the market. First people are now considering tourism as an activity, guiding wellbeing as well as culture and entertainment. That's why diversification became a key asset for companies with a large offer, bundling sport has leisure and intellectual stimulation. There are plenty of exciting projects that could be learned like a wine road or a tea road from China to France and England, Italy combining culture, health and gastronomy. Second, people are more and more aware of the environmental







risk, threatening the nature, especially in mountain areas. If carbon emissions continued to increase 2/3 of glass year, ice in the French, OBS could melt by the end of the century. Ecology is now a major challenge for tourism. Third, comfort and quality of life have also become a leading factor of success. That's what we see in Middle East places like Dubai where hotel brands give priority to the quality of customer service.

My conviction is that modern tourism can be the pillar of quality and system ability. Rural and mountain tourism is 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, like hiking, tricking and skiing. The growing demand for healthy sports and quality of air is up running attractive business perspective in mountainous regions like the natural parks of California, the silent valleys of India. When I had the chance to serve as a young diplomat, China is really well positioned to take advantage from natural resources and exceptional lifestyles. Here in Guizhou, we have a perfect illustration of natural and diversity with unique arts and traditions. At the Eve of the next Olympic winter games of Beijing in 2022, China has a huge opportunity to show its growing commitments towards sustainable tourism.

But high quality tourism also requires bold and ambitious initiatives. First we need economic projects like building up infrastructures in remote areas such as Western China and central Asia. Implementing inclusive projects of roads, highways, and railways is the best alternative to isolation. This is how the belt and road initiative launched by President Xi in 2013 has become a game changer for the next decades. Today, the time has come to better leverage investment from the ARID, the new development bank and the European bank of

investment to support cross-border tourism project like smart hospitality services, local food production, and waste management in protected seascapes.

Second, we need cultural and environmental initiatives promoting shared development between people and civilizations. Mountain tourism is above all a way of educating people about the permanent values of humanity. First, mountain is a place of collective heritage. We need to bet on culture to attract visitors, looking for new knowledge and experiences. Second, the quality of air. We remain a health benefit provided we make progress in sharing group practices and setting calming standards to protect the mountainous environment as a universal common group. Third, mountain provides wonderful landscape for sports. The creations of mountainous sports competitions could help discover the nature from a very new perspective. For instance, with ice sports, like hang gliding. Fourth, mountain is also a place where you can refocus on fundamental values like family. In France, the leading ski result player companies ALP, has always put family at the heart of its business model, especially by linking sports and with amusement parks in France, like the podcast TEDx, and recently in Austria with the a hundred percent acquisition of the brand FAMILYPARK.

Ladies and gentleman, tourism is all about adventure, providing people with physical and mental experiences that combine leisure, wellbeing and personal development. It is my bright eyes, chairman of the IMTA to witness the great progress we made to support tourism globally. Because tourism is not only about business, it's about human culture, international peace, and of course collective harmony.

Thank you very much !





## 贵州省人民政府副省长卢雍政致辞



尊敬的全国政协副主席何厚铨先生、  
尊敬的国际山地旅游联盟主席德维尔潘先生，  
各位来宾、女士们、先生们，  
大家上午好！

今天国际山地旅游联盟总部大楼落成启用了。这是联盟首次在自己家的客厅召开年会，我想这是联盟发展上的一个重要的里程碑。我谨代表贵州省人民政府向联盟总部大楼的落成及联盟 2019 年年会召开表示热烈的祝贺，向致力于推动山地旅游发展的各界人士致以崇高的敬意。向长期以来支持贵州经济社会发展的各界友人表示衷心的感谢！

山地旅游是世界旅游业的发展潮流，国际山地旅游联盟顺应这个潮流而生。我们今天在总部大楼就想起来，在 2015 年 10 月，第一次在贵州兴义召开国际山地旅游大会期间，当时的贵州省委书记陈敏尔先生就在首届国际山地旅游大会上面提出了“要创立国际山地旅游联盟”这个国际组织的构想，经过大家共同的努力，2017 年 8 月经中国国务院同意，国家民政部正式批复山地旅游联盟成立。

今天国际山地旅游联盟的总部大楼落成启用，联盟的会员也从最初的 111 个增加到了 155 个，这里面既有团体会员，也有个人会员，来自于五大洲 30 个国家和地区。这些事件标志着联盟正在一天一天的成长，一天一天的在壮大。

联盟成立以来，始终遵循保护山地资源、传承山地文明、促进山地经济、造福山地民众的宗旨。围绕

三个平台的建设，积极推动国际山地旅游交流与合作，开展山地旅游相关研究，推动山地旅游资讯、资源、资本在国际间流动。成功打造了“国际山地旅游日”、“世界名山对话”等具有影响力的品牌。为推动全球山地经济、山地旅游的发展做出了积极努力，取得了阶段性的重要成效。

贵州是山的王国，92% 的国土面积是山地和丘陵。贵州因山而名、因山而特、因山而美。山地是贵州最美的风景，也是贵州人民最美的乡愁。在贵州，随处可见高山、峡谷、瀑布、溶洞、湖泊、温泉。可以说山雄魂、水娟秀、洞别致、景迷人。这一切构成了贵州的底色。贵州冬无严寒、夏无酷暑，是研究山地旅游及户外运动，是制定和检验山地旅游标准，探索和实施助推山地群众脱贫发展的天然的理想场所。

今年以来，在贵州省委省政府的大力推动下，贵州始终围绕打造世界一流的山地旅游目的地和国内一流的度假康养目的地这样一个目标，在全国率先开展了山地旅游资源的大普查。编制实施《全域山地旅游发展规划》。我们正在大力丰富旅游的业态，推动打造温泉省、索道省、国际世界名酒文化旅游带、国际天文科普旅游带、千里乌江冰河度假旅游带和长征红色文化旅游带，两省四带的建设。不断加强山地旅游基础设施和服务的水平提升。山地公园省、多彩贵州风品牌的知名度和美誉度得到极大的提升。贵州的旅游经济，旅游增长持续实现井喷式的增长。

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。我们愿共同开展山地旅游标准体系的建设。

目前世界各国山地旅游发展迅速，但是在标准认证、资源评估、产业发展等领域还存在着不少的空白。我们支持联盟设立山地旅游标准化及认证委员会，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。

我们愿共同开发山地旅游的产品体系。贵州山地旅游资源丰富，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。

我也非常赞赏德维尔潘主席刚才发表的演讲当中的一些非常重要的观点，我认为非常富有远见，非常符合山地旅游发展的现状。

我们正在推动贵州省从中国的旅游大省向旅游强省的转变。我们愿意和联盟共开拓国际山地旅游的市场。

贵州按照“双一流”的旅游发展目标，我们现在正在推动贵州成为国际一流的山地旅游目的地建设，而这一项非常重要的取决于境外游客来贵州旅游的数量，我们也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。

我们愿与联盟共同办好国际山地旅游暨户外运动大会，这是中国国家层面批准的唯一的以山地旅游为主题的国家级、国际性的盛会，经过连续五年的成功举办，影响力、引领力在不断扩大，已经成为国际山地旅游和户外运动旅游交流、展示、合作的一个重要活动平台。我们欢迎联盟和我们共同策划、筹办好国际山地旅游暨户外运动大会，吸引更多的国内外山地旅游专家、学者、企业家共同参加。利用这样一个重要的活动平台，发布联盟的重要研究成果，提升大会的参与度、知名度和权威性。

各位来宾，国际山地旅游联盟作为全球首个以山地旅游为主题和定位的国际组织，我们所在的总部大楼就是山地联盟的会员之家，真诚希望会员能够立足在此，开展学术交流、培训、研究，把国际山地旅游人才、资源、资本向这里会汇集，吸引更多相关的企业进驻，打造山地旅游创意产业的孵化基地。

贵州省作为联盟所在地，将不遗余力在人力、物力、财力等方面支持联盟的建设和发展，加强与联盟和各联盟会员之间的交流与合作，为推动国际山地旅游的发展贡献更大的力量。

本届年会以“携手构筑可持续山地旅游命运共同体”为主题，充分展现了联盟倡导推动山地旅游可持续、高质量发展的责任、担当时代使命，相信在与会嘉宾的共同努力下，本次年会一定会取得丰硕的成果，为国际山地旅游发展和世界旅游业的不断成长注入新的强劲动力。

最后预祝本届年会取得圆满成功，祝各位嘉宾在贵州期间身体健康、工作顺利、心情愉快。

谢谢大家！



## Lu Yongzheng, Vice Governor of Guizhou Provincial People ' s Government

Distinguished Mr. Edmund Ho,  
Dear Chairman Mr. Dominique de Villepin,  
Ladies and gentlemen,  
Dear friends,  
Good morning!

Today, the International Mountain Tourism Alliance headquarters building was inaugurated. This is the first time that IMTA held an annual conference in its living room instead of in a hotel. I believe this is a milestone for the development of IMTA. On behalf of Guizhou Provincial People ' s Government, I would like to extend my warm congratulations on the inauguration of the Headquarters Building of IMTA and the convening of the 2019 Annual Conference of IMTA, and also give our gratitude to all people who give support to the development of mountain tourism. Thank you very much for your long-term support.

Mountain tourism is the development trend of future world tourism industry and the founding of IMTA follows this trend. Today the headquarters building reminds me that in the October 2015, we had the first International Mountain Tourism Conference in Xing Yi, Guizhou province. At that time, Mr. Chen Min'er, Secretary of Guizhou provincial committee of the CPC, put forward the idea of "establishing an International Mountain Tourism Alliance". Through our concerted efforts, in August 2017, with the approval of the State Council, the Ministry of Civil Affairs officially approved the establishment of the International Mountain Tourism Alliance.

Today the headquarters building of IMTA is successfully inaugurated and our membership has also increased from the initial 111 to today ' s 155, including both group members and individual members from 30 countries and regions on five continents which marks that IMTA is growing day by day.

IMTA always follow the principle of protecting mountain resources, preserving mountain civilization, promoting mountain economy to the benefit of the people living in mountainous regions. Around the construction of the three platforms, IMTA actively promote international

mountain tourism exchanges and cooperation, carry out relevant research, and promote the international flow of mountain tourism consultation, resources and capital. It has successfully built influential brands such as "International Mountain Tourism Day" and "Dialogue among Famous Mountains in the World" which have made positive efforts to promote the development of global mountain economy and achieved important results in stages.

Guizhou is the Kingdom of mountains, 92.5% of the land is covered by mountains. Mountains are the loveliest scene to see in Guizhou province. There are mountains, canyons, waterfalls, caves, lakes and hot springs everywhere which constitute the background of Guizhou. With no severe cold in winter and no intense heat in summer, Guizhou is a natural ideal place to formulate and test mountain tourism standards, explore and implement the promotion of poverty alleviation and development of mountain people.

Starting from this year, the Guizhou provincial people ' s government has made rigorous efforts, such as carrying out the general survey of mountain tourism resources in China and formulating and implementing the plan for the development of mountain tourism in the whole region, to achieve the goal of making Guizhou a famous resort for tourism and building a first-class domestic resort and health care destination. We are vigorously enriching the tourism industry, promoting the construction of being a hot spring province, a cableway province, worldwide wine culture tourism belt, International astronomical science tourism belt, Qianli Wujiang ice river holiday tourism belt, long march red culture tourism belt, and constantly strengthening the level of mountain infrastructure and services. The popularity and reputation of Mountain Park province and colorful Guizhou style brands have been greatly improved. Our tourism economy is now growing at a momentum speed.

Guizhou, as a key province of mountain tourism, is also the initiator of IMTA. It has the common desire and expectation in promoting the development of mountain





tourism. We are willing to jointly carry out the construction of mountain tourism standard system.

At present, mountain tourism is developing rapidly in the world, but there are still many gaps in standards certification, resource evaluation, industrial development and other fields. We support IMTA to set up the mountain tourism standardization and certification committee. We hope to actively develop the formulation and certification of mountain tourism standards, the construction of mountain tourism evaluation system, research and prediction based on Guizhou Province, so as to provide Chinese programs for the development of mountain tourism industry and explore world standards.

We are willing to jointly develop the product system of mountain tourism. Guizhou is rich in mountain tourism resources. We hope to make use of the rich knowledge, technology, research achievements and product industry development achievements of IMTA members in the field of mountain tourism to jointly build a product system of mountain tourism, such as mountain tourism, 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.

I really agree with some very important points in the speech Chairman Mr. Dominique de Villepin just delivered. I think it is very far sighted and very in line with the current situation of mountain tourism development.

We are making effort to make Guizhou to be a strong and powerful tourism province and we are willing to work with IMTA to explore the market of international mountain tourism.

With the "double first-class" tourism development goal, we are now promoting the construction of Guizhou as an international first-class mountain tourism destination, which is mainly depending on the number of foreign tourists to Guizhou. We also hope that with the help of such an important platform – IMTA, we can 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, accelerate the internationalization

level and international influence of Guizhou tourism, so that more tourists can share the wonderful and beautiful mountain tourism in Guizhou.

We are willing to jointly hold the International Conference of Mountain Tourism and Outdoor Sports with IMTA, which is the only national and international event approved by China at the national level with the theme of mountain tourism. After five consecutive years of successful hosting, its influence and leading force are constantly expanding, and it has become an important activity for international mountain tourism and outdoor sports tourism exchanges, exhibitions and cooperation. We welcome IMTA to jointly plan and organize the International Conference of Mountain Tourism and Outdoor Sports and attract more experts, scholars and entrepreneurs to participate in it. We hope to release the important research results of IMTA and enhance the participation, popularity and authority of the conference through such an important activity platform.

Distinguished guests, as the world's first International organization with the theme of mountain tourism, headquarters building of IMTA is home to IMTA members. We sincerely hope that our members can carry out academic exchange, training and research based on this, gather international mountain tourism talents, resources and capital here, attract more relevant enterprises to settle down, and build an incubation base for mountain tourism entrepreneurship industry.

As the location place of IMTA, Guizhou Province will spare no effort to support the construction and development of IMTA with human, material and financial resources, strengthen exchanges and cooperation with IMTA and its members, and contribute more to the development of international mountain tourism.

2019 Annual Conference of IMTA is aimed to working together to build a community with a shared future in mountain tourism; it fully demonstrates the responsibility and era mission of IMTA to promote the sustainable and high-quality development of mountain tourism. We believe that under the joint efforts of the guests, this annual conference will surely achieve significant achievements and bring new and strong energy to the continuous growth of international mountain tourism and world tourism industry.

Finally, wish this annual conference a great success and wish everyone here all the best and have a good time in Guizhou.

Thank you!



## 国际山地旅游联盟副主席邵琪伟主持会议



尊敬的何厚铨副主席、德维尔潘主席、卢雍政副省长、何亚非秘书长、何超琼女士，  
各位领导、各位理事、各位会员，  
来宾们、朋友们：  
上午好！2019 国际山地旅游联盟年会开幕式现在正式开始。首先，请允许我介绍出席今天大会的主要领导、嘉宾：

全国政协副主席、世界旅游经济论坛主席何厚铨先生；  
国际山地旅游联盟主席多米尼克·德维尔潘先生；  
贵州省人民政府副省长卢雍政先生；  
国际山地旅游联盟秘书长何亚非先生；  
世界旅游经济论坛副主席兼执行秘书长何超琼女士；  
世界旅游组织荣誉秘书长弗兰西斯科·弗朗加利先生；  
亚太旅游协会 CEO 马里奥·哈迪先生；  
出席今天大会的有来自 30 多个国家和地区的联盟会员、各支持单位、国际组织、专家学者、企业家、文旅体机构和新闻界等嘉宾朋友。让我们以热烈掌声对各位

嘉宾和朋友的到来表示热烈欢迎和衷心感谢！

今天是国际山地旅游联盟成立以来第三个年会开幕的日子，和往届一样，联盟年会依然在贵州省举办，不同的是今天的会址是联盟的“新家”，2019 年联盟年会在刚落成的国际山地旅游联盟总部隆重开幕，这是一个值得庆贺、值得纪念的日子。

联盟年会是联盟会员交流，国际山地旅游业界人士分享经验、探索发展、谋求合作的平台，本届年会的主题是“携手构建可持续山地旅游发展命运共同体”，其目的是在我们共同面临新机遇、新挑战背景下，进一步凝聚全体会员和业界人士的智慧与共识，共同探讨如何去把握山地旅游可持续发展的规律和共同命运，用新的思路、新的方法、新的机制共同构建、形成符合共同利益的命运共同体。年会及论坛各项议题将围绕这一主题进行深入研讨，希望通过联盟会员和与会者的努力，使本次年会开成一次开发、创新、分享智慧和经验的盛会，相信本次年会将与国际山地旅游暨户外运动大会一道，成为一次成果丰硕的盛会。







## IMTA Vice Chairman Shao Qiwei

Mr. Edmund Ho Hau Wah, Vice Chairman of the  
CPPCC National Committee ;

Mr. Dominique de Villepin, Chairman of IMTA;

Mr. Lu Yongzheng, Vice Governor of Guizhou  
Provincial People' s Government

Mr. He Yafei, Secretary General of IMTA;

Ms. Pansy Ho, Vice Chairman and Secretary  
General of GTEF;

Dear leaders, IMTA members;

Ladies and Gentlemen,

Good morning! First of all, please allow me to  
introduce the key leaders and guests present, they are:

Mr. Edmund Ho Hau Wah, Vice Chairman of the  
CPPCC National Committee and Chairman of the Global  
Tourism Economy Forum (GTEF);

Mr. Dominique de Villepin, Chairman of IMTA;

Mr. Lu Yongzheng, Vice Governor of Guizhou  
Provincial People' s Government

Mr. He Yafei, Secretary General of IMTA;

Ms. Pansy Ho, Vice Chairman and Secretary  
General of GTEF;

Mr. Francesco Frangialli , Honorary Secretary  
General of the United Nations World Tourism  
Organization;

Mr. Mario Hardy, CEO of the Pacific Asia Travel  
Association;

Also present are IMTA members, supporting  
organizations, international organizations, experts,  
scholars, entrepreneurs, as well as guests and friends  
from cultural tourism sports circles and the press from 30  
countries and regions. Let's put hands together to express  
the warmest welcome and heartfelt thanks to them!

The 3rd Annual Conference of International  
Mountain Tourism Alliance (IMTA) has opened today.  
Like the previous editions, the conference this year still  
takes place in Guiyang. What makes it different is that  
the venue is the new home of IMTA. The opening of the  
conference at IMTA's newly-inaugurated headquarters is  
of great symbolic significance and memorable, and is  
worth of celebration.

The annual conference is an event in which IMTA  
members exchange ideas and look into the future, as  
well as a platform through which international mountain  
tourism players share experience, explore development  
and seek cooperation. With the theme "working together  
to build a community of shared future in mountain  
tourism", in the context of new opportunities and  
challenges, the conference this year aims to further pool  
the wisdom of all members and industry players, build  
consensus, discuss how to control our common destiny  
for mountain tourism sustainability, and use new ideas,  
methods and mechanisms to build a community of shared  
future in the common interests of development. The  
conference and parallel sessions will focus on the theme.  
Hopefully the conference will become a "brainstorm"  
meeting and experience sharing meeting through the  
efforts of IMTA members and attendees. I also believe  
that together of the International Mountain Tourism and  
Outdoor Sports Conference, the two conferences will get  
fruitful results.





## 《国际山地旅游联盟 2019 年工作情况和 2020 年 工作计划》报告——国际山地旅游联盟秘书长何亚非



尊敬的何厚铨副主席、德维尔潘主席、卢雍政副省长、邵琪伟副主席、何超琼秘书长，

大家上午好！

昨天，国际山地旅游联盟理事会在德维尔潘主席主持下审议了 4 个议题：

一、审议通过了《国际山地旅游联盟 2019 年工作情况和 2020 年工作计划》；

二、通报了首次“国际山地旅游日”执行情况。

三、讨论了将来设立国际山地旅游联盟专家委员会的一些考虑。

四、审议通过了申请加入联盟的 13 家新会员。

现在我简要报告《国际山地旅游联盟 2019 年工作情况和 2020 年工作计划》：

一、2019 年工作情况

1、成功举办首个“国际山地旅游日”活动。

去年联盟年会提议设立“国际山地旅游日”，今年 5 月 29 日，在尼泊尔旅游及旅行协会协助下，国际山地旅游联盟与尼泊尔国家旅游局、贵州省政府在加德满都举办首次“国际山地旅游日”启动仪式暨山地旅游（尼泊尔）国际论坛。

2、服务会员。服务会员是联盟秘书处工作的重点。

一是会员传播信息体系的建设。秘书处不断完善联盟中英文官网、微信公众号和微博账号等新闻传播体系建设，推出多个会员专题和多篇会员报道。

二是促成会员相互合作。秘书处积极联络会员，促

成包括日本 NHK 电视台到贵州拍摄、Xcity 与丝绸之路山地自行车公园项目等合作项目。

3、学术研究初见成效。经过一年工作，《世界山地旅游发展趋势报告》编制取得了阶段性成果，在进行实地调研和采样、数据收集分析、整理论证基础上形成了初稿。

4、准备筹建联盟专家委员会。为促进世界山地旅游的可持续发展，为联盟发展提供智力支持和技术保障，联盟正在研究考虑适时成立专家委员会。

二、2020 年工作要点

2020 年，联盟工作将以服务会员为核心，以强化平台建设为重点，提高联盟的专业和国际化水平，为会员提供行业资讯、交流合作和平台整合等各项服务。

1、会员联络和拓展。继续做好联盟传播体系建设，做好会员服务 and 联盟活动宣传工作。同时开展会员拓展及联络。

2、继续办好“国际山地旅游日”活动。拟在首个“国际山地旅游日”活动取得圆满成功的基础上，选择中国境内知名山地旅游目的地举办。

3、策划 2020 年“世界名山对话”活动，将选取中国名山为主题，举办“中国名山对话”活动，邀请各国山地旅游目的地代表与国际山地旅游专家参与。

4、开展课题研究，培训探索山地旅游专业等工作，为会员提供理论指导、资源评估和专业培训服务。

谢谢大家！





## Work of the International Mountain Tourism Alliance in 2019 and Its Work Plan for 2020

——IMTA Secretary-general He Yafei

Dear Mr. Edmund Ho, Chairman Mr. Dominique de Villepin, Vice Governor Mr. Lu Yongzheng, Vice chairman Mr. Shao Qiwei, Secretary-General Ms. Pansy Ho,

Ladies and gentlemen,

Dear friends,

Good morning!

Yesterday, the Council Meeting of IMTA has gone through four topics with the host Mr. Dominique de Villepin.

1. Reviewed the Work of the International Mountain Tourism Alliance in 2019 and Its Work Plan for 2020;

2. Reported the information about the first International Mountain Tourism Day;

3. Discussed the considerations for establishing the Expert Committee of IMTA;

4. Reviewed and approved 13 new member applicants for the IMTA.

First I would like to report the Work of the International Mountain Tourism Alliance in 2019 and Its Work Plan for 2020.

There are four points about our work in 2019.

First, we have successfully held the first "International Mountain Tourism Day" event. Last year at 2018 Annual Conference of IMTA, we proposed the idea of establishing "International Mountain Tourism Day". On May 29 this year, with the assistance of Nepal Tourism and Travel Association, the International Mountain Tourism Alliance, together with Nepal Tourism Board and Guizhou Provincial People's Government, held the first "International Mountain Tourism Day" Launching Ceremony and Mountain

Tourism International Forum (Nepal) in Kathmandu.

Second is to serve the members. Serving members is one of the priorities for the IMTA Secretariat. First is the construction of communication system. The Secretariat has been improving the construction of news communication system such as Chinese and English website, Wechat account and the Weibo account etc. We have promoted and released a number of member topics, articles and reports.

Second is the new facilitate collaboration among members. Secretariat actively contacted members to promote cooperation projects including shooting in Guizhou by NHK TV, XCITY and the Silk Road Mountain Bike Park project, etc.

Third, the academic research has achieved the primary results through almost one year's work. The Report on World Mountain Tourism Development Tendency has achieved phased results, and formed the first draft on the basis of field research and sampling, data collection and analysis, sorting and demonstration.

Fourth, we have made many preparations to establish Expert Committee of the IMTA. To facilitate the sustainable development of world mountain tourism and to provide intelligence support to the IMTA, IMTA is considering establishing expert committee at the appropriate time.

The second part is the Key Work for 2020.

In 2020, IMTA will keep focus on serving members and strengthening platform construction, improving the professional and international level of IMTA, and providing members with various services such as industry information, exchange and cooperation, and platform



integration.

Again, four points that I want to emphasize.

1.First, we're going to do a better job to improve and increase connectivity between IMTA in particular with our members. We will do our best to improve connectivity among members by organizing forums, meetings or visits to our members. And we will continue to improve our construction of communication system to promote membership services and IMTA activities.

2. Second, we are going to organize the second May 29 International Mountain Tourism Day. As I said, the first one was done in Nepal, this year we are seriously consider to have the International Mountain Tourism Day in China, in one of the provinces, municipalities or

cities closely related to famous mountains.

3.Third, we're going to plan and execute the activity – 2020 Dialogue among Famous Mountains in the World. We will select famous mountains in China as the theme, hold the "China Famous Mountains Dialogue" and invite representatives and experts from mountain tourism destination worldwide.

4.Fourth, carry out subject research, training and exploration of mountain tourism, and provide theoretical guidance, resource evaluation and professional training services for members.

Thank you very much !





## 主题论坛：携手构筑可持续山地旅游命运共同体

### Theme Forum: Working Together to Build a Community with a Shared Future in Mountain Tourism

年会论坛聚焦“携手构筑可持续山地旅游命运共同体”，分“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。参与论坛的重磅嘉宾及相关领域领军人物多维度深入探讨山地旅游产业发展的现实问题及未来发展，探讨山地旅游可持续发展的路径与方法，分享可供借鉴的经验与模式。

The Forum focused on the theme of “Working Together to Build a Community with a Shared Future in Mountain Tourism”, divided into “Progress of international mountain tourism and 2030 Sustainable Development Goals (SDGs) of the United Nations” and “Protecting environment, green development and benefiting people —— the eternal theme of sustainable mountain tourism” two topics for expanding discussion. The important guests and pioneers in related fields participated in multi-dimensional discussions on the practical issues and future development of the mountain tourism industry, explored the path and method of sustainable development of mountain tourism, and shared experiences and models that can be used for reference.

## 议题一：国际山地旅游发展与联合国 2030 可持续发展目标

### Topic 1: Progress of international mountain tourism and 2030 Sustainable Development Goals (SDGs) of the United Nations

联盟秘书长何亚非、世界旅游经济论坛秘书长何超琼、亚太旅游协会 CEO 马里奥·哈迪、山地户外运动专家高宁围绕“国际山地旅游发展与联合国 2030 可持续发展目标”作主旨演讲。

IMTA Secretary-general He Yafei, Global Tourism Economy Forum Secretary-general Pansy Ho, Pacific Asia Travel Association (PATA) CEO Mario Hardy and mountain outdoor sports expert Serge Koenig delivered keynote speeches on “Progress of international mountain tourism and 2030 Sustainable Development Goals (SDGs) of the United Nations.”





## 《国际组织应该在全球治理格局中扮演重要角色》——国际山地旅游联盟秘书长何亚非

今天我演讲的题目是《国际组织应该在全球治理格局中扮演重要角色》。

这次国际山地旅游联盟年会选择的主题是“携手构筑可持续山地旅游命运共同体”。

“携手”讲的是团结。“构筑”是行动。“可持续”是生命力。“山地旅游”是渠道和平台。“命运共同体”是我们的目标。

在联合国成立 70 周年系列峰会上，习近平总书记全面论述了打造人类命运共同体的主要内涵，就是建立平等相待、互商互量的伙伴关系，营造公道正义、共建共享的安全格局。谋求开放创新、包容互惠的发展前景。促进和而不同，兼收并蓄的文明交流。构筑崇尚自然、绿色发展的生命体系。

那么作为共同建设人类命运共同体的组成部分，构筑山地旅游命运共同体，在文化和旅游领域广泛开展形式多样的国际合作，以造福各国人民就是国际山地旅游联盟的使命。

为了实现这个目标，国际山地旅游联盟任重道远。刚才我的《报告》中已经说了山地旅游联盟举办的活动，都是围绕这个目标来展开的。古人说“积易成球、积少成多”，我们要逐步推动山地旅游的国际合作，更好的为山地人民服务，为世界各国人民服务。习近平主席说，当今世界正在经历百年未有之大变局。国际秩序面临大变革、大调整。全球治理也同样需要进行深刻的重新塑造。二次世界大战以来，国际社会建立了以联合国为核心的一系列国际组织，作为全球治理的组织架构创导多边主义，制订国际规则，提出解决全球问题的方案。这个对长达 70 多年的世界和平和经济繁荣做出了重要的

贡献。

新中国成立 70 年来，中国作为新兴的社会主义大国，逐步深入地参与全球治理。已经是所有国际组织的成员，加入了 500 多项国际条约和协定。所以中国从理论和实践上，对国际组织和全球治理都做出了贡献。

国际山地旅游联盟是中国倡导发起的非政府国际组织，是中国维护和创新现有的国际体系，特别是全球治理体系的有力佐证。在这样的大背景下，国际组织包括我们的国际山地旅游联盟，作为全球治理的一个组成部分，如何砥砺前行，我们的愿景是什么？

我觉得首先要坚持多边主义的根本理念，以国际规则为基础的国际合作，促进国际组织组成包括山地旅游联盟的全面、深入发展。我们看到当今世界单边主义、民粹主义卷土重来，国际规则遭到肆意破坏，冲击和削弱了国际秩序和全球治理的有效体系。如今的世界比以往更加需要国际组织，希望他们发挥作用，希望他们坚守多边主义，维护国际社会的共同利益。

国际山地旅游组织，我们的成员不论大小，不分国别，也不分你有多少钱，我们都要有责任，不忘初心，加倍努力，为维护全球国际秩序，维护以规则为基础的全球治理体系做出贡献。

第二，需要继续推动新型全球化的发展，促进建立更加开放而不是相互封锁的世界。面对国际秩序的混乱，全球治理赤字的增加，国际组织要借助开放、民主、透明的优势，积极地承担全球治理新平台、新模式的建设重任，推动世界更加开放、更加包容、更加和谐，为国际秩序的平稳转换，为全球治理体系的改革与完善探索新路子、提供新动力。





第三，需要适应世界格局的大变化，积极参与国家新规则的讨论和制定。目前贸易摩擦、贸易战、气候变化、网络安全、难民危机等等，全球热点问题集中、持续的爆发。我们继续落实现有的国际规则，而且要根据形势的变化和全球挑战的现状，在各个领域，包括山地旅游的领域制定符合时代发展和各国人民要求的国际新规则。我们要鼓励各方重新审查、审视现有的国际规则，好的就要坚持，不好的就要改革、完善，这是我们建立命运共同体的必然经过。

第四，需要继续提供符合各国人民利益，有利于全球治理顺利运作的全球公共产品。中国在这方面正在发挥引领作用，何厚铨主席提到的“一带一路”倡议，中国设立的亚洲基础设施投资银行 AIIB，还有习近平总书记提倡的“建立全球伙伴关系网络”，共同建设人类命运共同体，它的作用有目共睹。国际山地旅游联盟，我们要与其他国际组织一起在这些方面，即提供全球公共产品方面做好桥梁、渠道作用。

那么国际山地旅游联盟本身，成立以来吸收了 30 个国家、155 个会员。我想今后联盟为了山地旅游领域实现更好、更成功的国际合作，需要做到三点。

第一是更好的服务世界各国人民，特别是山地人民。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。

第二，我们要更好的依托山地旅游的产业，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。在这方面文化旅游是有其独特的优势，贵州就是一个例子。我们要共同保护全人类的绿水青山家园。

第三，要更好的打造会员发展、交流、合作的国际平台。联盟坚持以服务会员为主要任务，努力打造整合资源、治理服务、国际交流合作的平台，为会员创造更高的价值，增加更大的吸引力。要为社会创造更加美好的未来。以合作谋和平，以合作促安全，以合作助发展。我们就是要以文化旅游产业为支柱，来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。

谢谢大家！







## International Organizations Should Play Important Roles in the Pattern of Global Governance

——IMTA Secretary-General He Yafei

The topic of my speech today is International Organizations Should Play Important Roles in the Pattern of Global Governance .

The theme of the 2019 Annual Conference of IMTA is “Working Together to Build a Community with a Shared Future in Mountain Tourism.” Working together means solidarity. To build is our action. Sustainability is vitality. Mountain tourism is the platform channel. Community with a shared future is our goal.

At the 70th anniversary session of the United Nations, General Secretary Xi Jinping comprehensively expounded the main connotations of building a community with a shared future for mankind: to build partnerships in which countries treat each other as equals, engage in mutual consultation and show mutual understanding, to create a security architecture featuring fairness, justice, joint contribution and shared benefit, to promote open, innovative and inclusive development that benefits all, to increase inter-civilization exchanges to promote harmony, inclusiveness and respect for differences, to build an ecosystem that puts mother nature and green development first.

As part of joint efforts to build a community of shared future for mankind, building a community of shared future for mountain tourism is an effective way to carry out extensive international cooperation in various forms in the field of tourism for the benefit of people of all countries.

To achieve this lofty goal, IMTA, as the first non-governmental international organization in this field, has a long way to go. In the past two years, the IMTA has overcome the difficulties of human resources shortages and funds shortage, held forums themed on Promoting Poverty Alleviation through Mountain Tourism, set up "5.29 International Mountain Tourism Day", launched Dialogue among Famous Mountains in the World and many other activities, which are all carried out around this goal. It hopes to gradually promote international

cooperation in mountain tourism to better focus on serving mountain people and people from all over the world. General Secretary Xi Jinping pointed out that the world today is experiencing unseen changes in a century. The international order is facing major development, major changes, and major adjustments. The global governance system also needs to be profoundly reshaped. After the Second World War, the international community established a series of international organizations with the United Nations as the core as the organizational structure of the global governance system, advocated multilateralism, formulated international rules, and proposed solutions to global problems, which played a positive role in the world peace and economic prosperity for more than 70 years.

Since the founding of the People's Republic of China 70 years ago, as an emerging power, China has gradually and deeply participated in global governance, become a member of almost all international organizations, joined more than 500 international treaties and agreements, and made contributions to international organizations and global governance from two aspects of concept and practice.

The IMTA is initiated by China and is an evidence of China's maintenance and innovation of the existing international system, especially the global governance system. Against such a backdrop, how can international organizations, including the IMTA, forge ahead as an important part of the global governance system? What is our vision?

First of all, it is necessary to adhere to the fundamental concept of multilateralism, international cooperation based on international rules, and promote the comprehensive and in-depth development of international organizations, including IMTA. In today's world, unilateralism is making a comeback, rules and institutions are being wantonly undermined, and the international order and global governance system are





being undermined. More than ever before, the world needs international organizations to play its role and uphold the common interests of multilateralism and the international community. No matter large or small, rich or poor, members and participants of international mountain tourism organizations have the responsibility to stay true to their original intention and redouble their efforts to contribute to this.

Second, we need to continue to promote the new type of globalization and to facilitate it getting more open instead of interlocked for it. Faced with the chaos of the international order and the increasing global governance deficit, international organizations should take advantage of openness, democracy, and transparency to actively assume the heavy responsibility of the platform builders of the global governance model, and promote the world to be more open, more inclusive, more harmonious, and provide new driving forces for the steady transformation of the international order, the reform and improvement of the global governance system and a new platform for exploring new ways to improve it.

Third, we need to adapt to the great changes in the world pattern and actively participate in the discussion and formulation of new international rules. At present, global hot issues such as trade frictions, climate change, cyber security and refugee crisis continue to break out in a concentrated way. It is urgent to implement the existing international rules. And new international rules that meet the requirements of the development of the times need to be formulated in various fields according to the development of the situation and the current situation of global challenges. International organizations can give full play to the constructive role of multilateral mechanisms, encourage all parties to re-examine international rules on the basis of equal participation, jointly promote the reconstruction of international order, and strive to build a community with a shared future for mankind.

Fourth, we need to continue to provide “global public goods” that are in the interest of all peoples and are conducive to the smooth operation of global governance. China is playing a leading role in this regard. Whether it is proposing the “Belt and Road Initiative”, establishing the Asian Infrastructure Investment Bank (AIIB), or advocating the establishment of a global partnership network and building a community with a shared future for human kind, IMTA and other international organizations are doing “bridges” and “channels” in this regard.

IMTA is a non-governmental non-profit international organization initiated by China. Since its establishment in 2017, it has attracted 155 members from 30 countries and regions. We will work together with other international organizations to achieve more successful international cooperation in the field of mountain tourism. The future development of IMTA will be firmly committed to three points:

First, better serve the people of all countries in the world, especially the mountain people. 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. The 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. Give full play to the advantages of the platform and kinetic energy of the culture and tourism industry, and jointly protect the green mountains and rivers home of all mankind.

Third, better build an international platform for membership development, communication and cooperation. IMTA always adheres to the main task of serving members, and strives to build a resource integration platform, an intelligence service platform and an international exchange and cooperation platform, so as to create a higher value for members and a better future for society. "Seek peace through cooperation, promote security through cooperation, and help development through cooperation", and promote exchanges among people in mountainous areas through cultural and tourism industries, so as to eliminate differences and 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.

Thank you!



## 《检阅亚洲旅游趋势：可持续山地旅游创建美好生活》 ——世界旅游经济论坛秘书长何超琼



尊敬的中国政协副主席何厚铨先生，

尊敬的国际山地旅游联盟主席德维尔潘先生、副主席邵琪伟先生、秘书长何亚非先生、尊敬的卢省长，

各个组织的同事们、同僚们，

女士们、先生们、朋友们，

今天非常荣幸能够来到贵州这个充满魔力的地方，为我们带来非常好的自然风光。IMTA 坐落在贵州，是非常好的选择。我所到之处得到了非常多的灵感，特别是这座大楼的建筑也是让我耳目一新。我相信在这座非凡的大楼里会发生非常多的成就。

“世界旅游经济论坛”每一年都会关注亚洲旅游业的发展和信息趋势，今年我们增加了两个新的专题，健康旅游以及体育旅游。这两个板块是发展非常迅速的旅游板块，它们也是山地旅游的组成部分。

今天是一个非常好的机会，可以和大家分享一下这两个板块的发展趋势。我们应该共同来探讨亚洲旅游业发展背后的驱动力，更好的发展健康旅游和体育旅游以及为什么山地旅游可以帮助我们打造一个更美好的生活，遵循联合国的可持续发展目标。

旅游业在亚洲和中国仍然以惊人的速度发展，2000 年以来，游客的数量增长了 3 倍，旅游收入增加了两倍。在去年，亚洲其他国家的入境游客也增长了 7%，全世界有 1/4 的旅游者以亚洲作为旅游目的地。

内部区域旅行继续占主导地位，近 80% 的亚洲游客都来自亚洲本身。我们不断扩大的经济发展、铁路交通线路、中产阶级的崛起以及优惠的旅游政策，推动着中国的旅游业持续发展，成为业界的关注焦点。中国作为第一大亚洲入境旅游目的地以及全球第四大入境旅游目的地，来访游客达到 6300 万人次。

中国也是世界上最大的出境旅游市场，2018 年出境达到 1.5 亿人次，增长达 10.8%。同时我们也是最大的消费大国，我们的消费支出占整个亚洲的一半以及

全球旅游收入的 1/5。然而在我国国内的旅游业也是非常强劲的，接待可达 55 亿人。

亚洲的旅游业发展有强劲的基础，增长自然就非常快速，不仅仅在一些旅游城市，在不同的目的地都可以看到快速的生长，特别是看到大量的投资正在增长，满足游客的消费习惯和需求。

新一代的旅游者，他们越来越多的通过旅游来探索生命的体验，就像 IMTA 主席德维尔潘先生提到的一样，需要不同的文化维度来观察我们的世界。新一代的旅游者日益成熟，他们已经超越了传统的大众旅游的概念，开始更多的和当地人接触，寻求真正的当地体验。

戴斌先生在第八届世界旅游经济论坛发表演讲上说，我们看到当地人和游客之间，他们之间无形的墙倒塌了，现在更多的彼此分享资源和生活体验。在这方式的推动之下，山地旅游成为了旅游业增长最大的领域，因为稳稳地展示了自然风光、生物、气候多样性以及当地文化。特别是山区，文化价值是非常典型的，中国有 55 个少数民族，他们中绝大部分都居住在山区，他们有着独特的传统和独特的生活方式，他们的习俗对我们旅游业非常宝贵，将会以知识产权的形式吸引国际游客。当我们做旅游推广的时候，应该充分考虑到如何和当地文化、习俗加以结合。

今天我们会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，比如说印度的瑜伽，日本的





SPA 与温泉。消费者的关注点由治疗转化为保养。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。自然资源和中华文化相结合，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。

康养文化与中国传统一直长期交织在一起。亚洲其它地区的实践经验为我们提供了坚实的基础，以发展各种真实且多样化的旅游产品。中国在亚洲作为康养旅游业的领导者，每年都会接待来自国内外游客超过 7 千万人。每次健康旅游的消费平均可达到 3 千美元，日消费额达到 180 美元。现在中国有 180 多家 SPA，8 千多家温泉浴场，但是 70% 都是在城市的酒店之中。可以看到，这个市场有巨大的需求，对于具有自然吸引力的山地旅游目的地来说有着巨大的潜力。

2014 年以来，中国一百多座中国寺庙开始禅修，游客和心灵导师进行交谈，并与志同道合的人分享体验，这些经验不容易被复制。

我们再来看一下体育旅游。体育旅游业是亚洲最具活力的行业，特别是对于高收入群体，在他们三四十岁的时候，对这个旅游主体非常感兴趣，他们越来越关注自己的健康，不光日常生活中，度假的时候也要进行锻炼，不断地挑战自我，追求自我成就，并且和同喜好的人建立联系。

山地旅游目的地可以从体育旅游中获益，首先是因为体育旅游不存在文化或语言障碍。其次，体育旅游是具有弹性的，游客往往愿意选择在淡季出行，有助于解决游客过剩的问题。事实上，旅行者也在不断寻找新的目的地以保持新鲜感。

另外很多体育旅行项目，作为和当地的自然及文化资源相结合的项目，比如长城的马拉松活动，从 1999 年起就被视为全球最具挑战性的马拉松，吸引了全球 2500 名的运动者。

此外，自行车和徒步旅行变成越来越重要的旅行部分，可以作为一种让大家更好享受风景的旅行方式。在这个过程中，旅行者学习当地文化和历史，并且可以去参观当地人的家庭，与当地人进行日常生活的互动。

中国的山地旅游目前还有一个冬季旅行活动，也成为越来越受欢迎的方式，随着 2022 北京冬奥会的召开，

以及国务院大力支持，现在会有越来越多的冬季旅游在中国展开。

五年前，滑雪的文化在中国不是很流行，而去年开始，携程预计中国参加冬季旅行活动的人将达到 1.9 亿人次，那么旅游收入将超过 490 亿美元，中国建立 800 个滑雪胜地，主要是北方的省份现在都希望抓住这样一个黄金机遇。在全国范围内，中央政府对体育盛事的活动大量的投资，2016 年建立了国家体育运动战略，目前一共有 100 个体育相关的目的地以及超过 100 个体育项目，目的是能够吸引超过 10 亿的国内外旅行者。

几天前我们知道“FIFA 俱乐部世界杯”2021 年将在中国举行，我们政府的意愿很明显、很强烈。希望通过山地旅游目的地能够充分地利用这个机会，在全球范围内打造其独特的运动品牌。对于很多山地区域而言，很多经济停留在原来的农作物的耕种以及畜牧业及上，旅游业将会是当地人唯一的其它收入来源。

现在这种可持续的发展取决于充分利用中国广大的山地资源和环境资源。14 年前，习主席提出“绿水青山就是金山银山”，充分利用绿地资源，给我们带来更多的经济来源。重视自然资源的经济性，对我们来说至关重要。更重要是为当地的群体带来长期的影响。旅游业能够带来很多的多方面的效益，可以帮助跨区域、跨部门的发展，比如说基础设施、交通、艺术、IT、运动、教育。因此旅行者不仅仅从旅行投资中受益，作为整个社区和居民都能够享受到 360 度经济和社会的利益。

正如世界银行集团在“世界旅游经济论坛”上所提到的，我们知道旅游行业它正在吸引全球的资本，因为它是具有三项底线的资产配置，比如说来自金融、社会、环境方面，尤其在这三个方面维度的资源，所以说可以包容三个维度的融合，通过三个维度上进行合作，可以吸引投资。其中山地旅游可谓是重中之重。

党的十九大以来，中国始终坚持为人民创造美好生活。呼吁公平分享资源，与我们的环境和平相处以及尊重世界合作。这与联合国 2030 年可持续发展目标的目标是相一致的。我们应该共同去实现它。

尊敬的朋友们，作为旅游业中的一员，我们非常幸运在这么好的环境中做出我们的贡献，我今天跟大家分享一下来自大自然的馈赠，也非常感谢大家给我这样的机会。希望这个论坛圆满成功。

谢谢大家！







## Asian Tourism Trends Review: From Sustainable Mountain tourism to Beautiful Life

— Pansy Ho, Vice Chairman and Secretary-General of Global  
Tourism Economy Forum

Dear Vice Chairman of the Chinese People's  
Political Consultative Conference Mr. Edmund Ho,

Dear IMTA Chairman Mr. Dominique de Villepin,  
Vice Chairman Mr. Shao Qiwei, Secretary-general Mr.  
He Yafei, dear Vice governor Mr. Lu,

Dear colleagues of various organizations

Ladies and gentleman,

Dear friends,

It's a pleasure to be here today in Guizhou,  
a mesmerizing province blessing with abundant  
spectacular natural wonders. It is a only befitting that  
IMTA has founded its home base here. In particular, this  
headquarter building is itself an impressive work of art;  
everywhere I look, I see inspiration from mother nature.  
I am honored to witness it's opening today and I look  
forward to the promising works which will be done under  
these roofs in the future.

Global Tourism Economy Forum every year we look  
at the performance of Asian tourism and emerging trends.  
This year we have also included, and its two special  
chapters, health tourism and sports tourism. At these two  
fast growing tourism segments are integral components  
of mountain destinations.

We should explore today together the driving forces  
behind Asian tourism development, wellness and sports  
tourism, and finally how mountain tourism is particularly  
conductive to a beautiful life and UN's SDGs.

Tourism has continued to grow at an astonishing  
speed across Asia and China. Since year 2000, visitor  
numbers have tripled and tourism receipts have doubled.  
Last year, Asian arrivals in seas increased by another 7%.  
One out of four travelers is Asia abound.

Internal regional travel continues to dominate with

nearly 80% of arrivals in Asia originated from Asia itself.  
China's tourism performance both domestic and abroad,  
continued to make headlines in the industry driven by a  
robust economy and hence air and railway connectivity,  
rising middle class and favorable travel policies.

Inbound, China is the top destination in Asia and  
fourth in the world, welcoming 63 million visitors.

Outbound, China of course is the world's top source  
market with Chinese travelers making a 150 million trips  
in 2018, an increase of 10.8%. It is also the world's top  
tourism spender, accounting for more than half of Asia's  
tourism expenditure and almost one fifth of the world's  
international tourism receipts. Domestically, travel is  
equally strong, registering 5.5 billion visitor trips.

The strong fundamentals of Asian tourism have  
brought about thought based growth, not only in first  
tier tourism cities, but in a diverse range of destinations.  
In particular, investors are putting that capital in  
tourism segments that can address the rapidly maturing  
consumption habits and attitudes among visitors.

Our new generation of travelers is increasingly  
taking trips in search of in depth and meaningful  
experiences. As we just heard from the excellency  
IMTA Chairman Mr. Dominique de Villepin, seeing our  
world through the lens of other cultures with growing  
sophistication and effluence, they have moved beyond  
mass market holidays and are walking into local  
communities seeking authentic local experiences.

These echoes are well with Mr. Dai Bing's remark  
made at the immediate past eighth edition of GTEF; we  
now see a collapse of the invisible wall between locals  
and tourists with increased sharing and resources and  
sharing of the living cycle fueled by this paradigm shift.







It shall come as no surprise that mountain tourism is a top contender for growth, a perfect showcase of the harmonious interplay of natural scenery, biodiversity climate and indigenous cultures. Moreover, the cultural values of mountain destinations are exemplary as these regions are inhabited by a considerable proportion of China's 55 ethnic minority groups who have developed unique traditions and distinct ways of life. Their special customs can become valuable intellectual properties which will attract both international visitors and tourists when promoted with the right mix of tourism products, mountain destinations hold strong potentials.

Here, we will look at two aspects of such, 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, spirit, connections. Services related to wellbeing already formed and are an important part of the tourism product range and many destinations such as India's yoga, Japan's holistic SPA resorts and Hotsprings with consumers shifting emphasis from cure to care. Many countries have now identified health and wellness tourism as a key strategy for development.

We see here a list of top eight attributes that are fundamental to a successful wellness destination. 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.

In fact, wellness culture is long intertwined with Chinese traditions. These Asian practices provide us with a strong foundational basis where upon authentic holistic retreats and diversified offerings can be developed. China's is already Asia's leader in wellness tourism. It was estimated to have received over 70 million trips a year. Domestic and internationally combined. On an international wellness oriented trip, tourists can spend up to US \$3,000 per trip and \$180 per day on wellness services. Currently there are more than 180 SPA destinations and as many as 8,000 bathhouses in China. Yet over 70% are located within hotels in urban cities.

Given the huge demand, there are substantial potentials for mountain destinations with unique emphasis on the natural appeal fantasy.

It is also interesting to note that since 2014, over 100 Chinese temples have started holding themed meditation camps. Tourists stay overnight to enjoy the landscapes, speak with monks and mentors and share experiences with likeminded individuals. These are also experiences that cannot easily be relocated by destinations elsewhere.

Sports tourism. Next we turn our focus to the sports arena. One of the most dynamic sectors in Asia, which is attracting high income groups, mostly in their thirties and forties. A number of factors have contributed to its demand growth. People are more health conscious and are devoting more time to stay active, not only in that daily lives but also on holiday. They also seek to challenge themselves to pursue self achievement and socially to connect with likeminded enthusiasts at events.

Mountain destinations can benefit greatly from sports tourism because first there are hardly any barriers of culture or language. Secondly, it is resilient as tourists are willing to travel in off peak seasons, which is actually instrumental in resolving the prevailing over tourism trends. In fact, sports tourists and events are constantly seeking new destinations to maintain differentiation.

Sports programs are promoted as an overall experience combined with the local, natural and cultural resources. For instance, the Great Wall marathon, which started in 1999 is considered one of the world's most challenging marathon, attracting around 2,500 runner worldwide.

Hiking and cycling have become important components as they offer a convenient, clean and healthy way to enjoy the landscape and engage with locals, those through local guides or excursion tours, tourists can learn very deeply about its culture and history and be invited into locals homes and be engaged with locals' everyday lives.

And equivocally that key focal point of mountain tourism in China right now is winter sports. Following Beijing's success in bidding of the 2022 winter Olympics games and state councils mandate to significantly expand winter sports and it's 2016 five year tourism plan.



Just five years ago, the culture of skiing is almost nonexistent in China. Yet last year C-Trip had estimated the number of tourists traveling to winter tourism destinations having reached 197 million with revenue topping US dollars 49 billion. China is intending to build 800 ski resorts with many northern provinces already aggressively capitalizing on this golden opportunity. Nationally. The central government is investing heavily in the promotion of sports participation. In 2016 a national strategy for sports tourism development was drafted and visiting 100 sports themed destinations and 100 qualities sports events being created by 2030 with the aim of drawing 1 billion domestic and foreign tourist visits annually.

Just a few days ago, we learned of China's successful bidding of the FIFA Club World Cup Four Year 2021, the determination of our government is strong and clear. It is high time for mountain destinations to capitalize on this wave of expansion and forge its distinctive sports brand in the world seen. From many mountain economies there are often limited possibilities of development apart from farming and hunting, tourism is the only other income generator for the locals.

Its sustainability depends on keeping the fair job mountain environments and landscapes intact. 14 years ago, the president Xi, first made the famous remark, “绿水青山，就是金山银山”，lucid waters and lush mountains are worth gold and silver. Not only was our president referring to the immediate economic values of natural resources, but more importantly their ability to feel long-term benefits in the overall future of local

communities. Tourism is known to possess strong multiplier effect that helps drive cross sectorial growth in areas such as infrastructure, transportation, arts, IT, sports and education. As a result, tourists will not only be the beneficiaries from tourism investments, but the whole destination and the whole community. As all the people will enjoy this over spreading and 360 degree economic and social gains.

From the World Bank Group also shared at the GTEF. Tourism is an attracting global capital due to its triple bottom line asset allocation approach, offering return on investments that are financial, social and environmental; in particular projects that score high in these three categories are most likely going to attract investments, mountain tourism is certainly high in priority on the capital Margaret agenda.

Since the 19th National Congress, China has been on a strong road quest to create beautiful life for its people. Calling for the equitable sharing of resources, harmony with our environment as well as respect and collaboration with the world. These are precisely in line with UN 2030 SDGs which spell out in success in terms of 17 objectives. We must all aim to achieve.

Dear friends, as stakeholders in the tourism industry, we are very fortunate to be in a great position to make a difference through our works and my sharing today with a view words from mother nature. Thank you very much for having me here. And I wished the forum a resounding success.

Thank you!





## 《可持续旅游面临的新环境、新机遇、新挑战》 ——亚太旅游协会（PATA）CEO 马里奥·哈迪



首先用简单几句话介绍一下亚太旅游协会 PATA。PATA 成立于 1951 年，以推广全球旅游业的可持续发展以及责任性为使命。我们目前拥有超过 99 个目的地的会员，包括 850 家公司，76 所大学及 5,000 多名学生。作为公共部门及私人机构的代表，我们将大家聚集到各种论坛上，就旅游行业的未来发展展开有意义的讨论及辩论。

正如我们今天早上多次提到的一样，国际游客将到达 14 亿人次，本地游客也将突破 55 亿人次。亚太地区的平均年增长率为 5.5%。旅游行业在过去的几十年中飞速发展并将在未来逐步扩大。世界旅游组织表示，到 2030 年，我们将接待约 18 亿游客。对于正在进入这个行业的人来说，未来是充满希望的，可预见其将带来巨大的经济增长。但在机遇来临的同时也伴随着巨大的挑战。

目前不管我们去哪里旅行，实际上都很难找到“安宁”，因为我们总是被成千上万的游客所包围。游客想要在同一地方享受同样的美丽的风景，这却带来了巨大挑战。许多当地社区反馈道：“够了，请你们回去吧，给我们一点安宁！”。大约三年前，我很荣幸见到圣卢西亚的总理，他告诉了我一个有趣的故事。他来自一个私营部门，在他当选总理的第一天就遭遇了一个巨大的挑战。当地百姓向他提出：“我们不希望再有更多的游客来了，把他们送回家吧。”旅游业作为这个国家 GDP 的重要支柱，直接贡献值为 60%，间接贡献值为 80%。

如果游客离开，圣卢西亚小岛的经济发展可能会停

滞。优质的旅游业不仅仅是游客前往一个目的地。游客来到小岛以后将会消费当地农民所生产的粮食，这可以作为旅游行业的一部分。医院里的医生、护士也可以提供服务，这同样能变成当地旅游业的重要组成部分。由此可以推算出，如果我们将岛上的每一寸土地，按照其作为旅游业能给 GDP 做出的贡献进行划分，岛上的每一位居民都会想获得一块土地并逐步了解其所能对经济做出的贡献。在 12 到 18 个月之后，人们将会了解到旅游业所能做出的贡献，他们的情绪也会随之发生变化，会逐渐希望游客留下。他们希望跟游客合作，因为其本身就是发展经济的一部分。这就是我们今天面临的情况。

到目前为止，我们一直在计算旅游业的增长，比如有多少游客去访问了某个景点，或是游客增长的数量。最近我们还在计算有多少经济是由游客带动的，他们带来多少收入。PATA 提议，我们需要改变传统的衡量方法，需要将一些其它内容添加进去。我们需要考虑旅游业所能创造的就业机会，其对目的地的社会经济所产生的影响。同时，我们还需要考虑其对环境产生的影响，比如碳排放。要考虑到废品的管理，用水、电力等基础设施所造成的压力，以及旅游业发展的所需成本，这些所有因素都应该考虑在内。今天我们在思考旅游业未来发展的时候应考虑得更加全面。作为一个行业，我们需要团结起来，改变传统衡量旅游业的增长方式，以使我们在未来可以实现可持续发展。

实际上全球都在进行讨论，如何控制碳排放。有大约 2% 的碳排放是由航空业所产生的，2% 看起来也许是非常小的数字、非常小的占比，但实际上这个数值是



非常惊人的。如果我们考虑在未来几年内将有数十亿人将在国内及国际旅行，那么这个数字将会持续上升，我们现在就应该找寻解决方案。同时还存在另一个令人惊叹的数字，当我们谈及旅游业，常常会与基础设施、酒店和度假村所挂钩。这些建筑的原材料—水泥在世界范围内产生了 8% 的二氧化碳排放量，其中 40% 来自于建筑。

正如我之前所提到的，我们需要重新审视这些关键绩效指标，不仅仅是涉及航空业，同样还有许多旅游业中的其它因素也会导致二氧化碳的排放。这些同样需要我们去进行研究。

（我们当中应该没有人想要去这样的旅游目的地。）

刚才何女士为我们展示了许多我之前没有看过的，非常美丽的图片。但是我可以保证，想要找到一个这样美丽的，没有受到过任何污染的场景，在今天来说并不是那么容易。今天早晨醒来时我看到了一篇文章，里面提到现在有一款可以为游客推荐理想旅游目的地应用程序，可是我们如果需要一个这样的应用程序向我们推荐一个没有受到环境污染、空气污染以及噪音污染的旅游目的地，这实际上说明我们的旅游业是存在问题的。

如何解决这些问题，我们必须一起携手做出努力。这不光是政府的责任，也不仅仅是私营企业的责任，每一个人都应投身其中，改变这种状况。

我们的年轻一代已经认识到并且理解这些问题。我有两个儿子，分别是 22 岁和 20 岁，他们没有驾照，也没有兴趣去考，我问他们为什么，他们说有很多的公共交通可以帮助我们到达目的地，我们不需要买车，也不需要学习驾驶汽车。这还只是其中一个方面。当他们寻找几天的旅游目的地时，首先会关注当地的环境问题。他们其中一个在剑桥大学研究气候变化问题，另外一个

研究国际关系。也许在他们的理念之中还是存在一定的偏差，但是这一代年轻人在关心我们的地球。

如今我们有一位年轻的女士环游世界，到处呼吁关注环境保护、关注碳排放。我们不一定同意她所说的一切。但请思考一下，她所说的是正确的，我们是该做些什么了。

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。在每一年的峰会上，都会组织一次 UNWTO 与 PATA 的官员展开对话，以及和年轻一代之间展开的对话，和产业界间进行的对话。今年在与一位年轻的企业家进行的对话中，我们询问其就 17 项可持续发展目标而言，应该更关注哪一项以对旅游业产生积极的影响。其中一位部长认为基础设施是关键，另一位则认为发展人力资源更为重要。我们就此进行了大约一个半小时的激烈辩论。在对话结束之后，我们彼此说服了对方，并接受了彼此的观点。共同达成的一致结论是：我们需要更加的关注第 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。

我将以简短的几句话以及一个小视频结束我今天的讲话。我想强调的是，我们应该留在地球上的唯一一样东西是我们的足迹。我认为这是我们每个人都应共同为之努力的事情。

女士们、先生们，请加入我们，让我们共同努力实现我们的使命。为了更美好的明天以及旅游业的可持续发展，我们应该建立合作关系。

谢谢各位！





## Environmental Opportunities and Challenges of Today ' s Sustainable Tourism

——Mario Hardy, CEO of Pacific Asia Travel Association (PATA)

Just a few words to action. For those of you who may not know who Pacific Asia Travel Association is, PATA, we were founded in 1951 with a mission of developing a sustainable and responsible tourism industry globally. Today we have over 99 destinations that are members of the organization, over 850 corporations, 76 universities, and in excess of 5,000 students. We're both representation of the public and private sector. We bring people together around forums like this one to have meaningful discussions and debates about the future of our industry.

Today I'm going to cover points that have been actually mentioned before, as we already know many times this morning, 1.4 billion people will travel internationally, 5.5 billion domestic tourism and an average annual growth of 5.5% here in Asia Pacific. Tremendous growth in our industry over the last few decades and the future even looks actually greater; by 2030 to UNWTO says we will reach 1.8 billion tourism arrivals. For those of you who are in this business, this looks promising, great to foresee economy growth. But it is 1.4 billion opportunities or it could also potentially be 1.4 billion challenges.

And where we travel these days, it is actually extremely difficult to find peace. You are to be surrounded by other thousands and thousands of tourist. You are for the same reason in the same place wanting to enjoy this beautiful destination, but it presents challenges. There are local communities are saying, it's enough. Go home, leave us in peace. I had the pleasure of meeting the prime minister of St. Lucia about three years ago, and he told me an interesting story. He came from the private sector, was elected prime minister. On his first day he was presented with a huge challenge. The population was coming to him and says: "we don't want these tourists here anymore". Send him home. Well, 60% of the GDP contribution to the country. Direct contribution is from tourism. 80% with the indirect.

If the tourists go home, the Island has no economy. Well tourism is more than just people traveling to your destination. The farmers who produce the food on the Island are consumed by the tourists. They are part of the industry. The hospitals and the doctors and the nurses were serving the tourist on your location. They are also part of this industry. So when you came up with an interesting formula, he said, what if we allocated for each square acre on the Island its contributions to GDP for the from tourism, so that every person on the Island wants a piece of land, understand their personal contribution towards the economy; and over a period of a 12 and 18 month of campaigns and explaining to their population their contribution, emotions started to change and say, "actually no, we want the tourist to stay. We want to work with them because there are parts of who we are as an economy." But this is a situation we're facing today.

We've been calculating growth of tourism for many years till today on how many tourists are visiting the destination, growth by numbers; and recent time we also start to calculate how much economy growth, how much revenue are we getting spending? We at PATA advocate, we need to change these measurements. We need to add other components to it. We need to think about jobs creations. We need also to think about the socioeconomic impact on the destinations. We also need to think about the environmental impact, CO2 emission. I think also about the inventive waste management. Water consumption, electricity, infrastructure, cost. All of these aspects also need to be measured. Yet we will end up paying attention today. We need as an industry to stand up together and change these way of measuring growth of tourism, so that we have a sustainable growth in the future.

There's a lot of discussions around the world about CO2 emission; and this number that we hear so many times 2% of CO2 emissions contributed from air travel.





For those maybe sometime 2% seems really relatively small. Yet, it is actually a very big proportion. If we think about the additional billions of other people who will be traveling over the coming years in domestic and international, that number is going to continue to go up and we need to find solutions today. But here's another frightening number. When we think about tourism, we build infrastructure, hotels and resorts. Well, cement contributes 8% of CO2 emissions around the world, that 40% that's construction.

And again, as I mentioned before, we need to re-look at the KPIs, not only about air travel, what constructions in so many other ways that are actually contributing to this tourism, contributing to CO2 emission, much more than just the actual air travel itself. There are many other components we need to look at.

I might have pictures on Ms. Ho's video earlier. There are beautiful yet I have not seen any of these, but I actually promise you it is not easy to find a destination which doesn't have any sort of pollution similar to that these days. I was reading an article this morning when I woke up, there's now an app that you can go and look for destinations that they don't have any of this. If we need an app to find places in the world, we can go visit without pollutions, air pollution, this type of pollution or noise pollution. There is something really wrong with our industry.

Well, we only can solve this by working together. It is not the responsibility only of the government. It is not the responsibility only of the private sector. It is by joining hands and working together that we will make a difference.

The younger generations have already understood this, they know this really well. My two sons who are 22 and 20, they don't have the driving license, have no interest in getting one, say why? There's many other public transport does other ways for me to go different places. I don't need a car. I don't need to drive. That's just one element. When they look for destination to go out, the first thing they look at is their research about the environmental aspects of it. Now maybe there's a little bit of bias here because one is actually is a studying master degree at Cambridge and climate change and the other one actually

studies international relations. So obviously they have a little bit of bias as to why they would actually look for things like this, but it is a common theme that I've known young people, they care for our planet.

There's one young lady who is roaming around the world is making a lot of noise these days about climate change and she's right. We may or may not agree with everything she says, how she says it, but think about it. She's right. We need to do something.

We have 17 goals. United nations gave us a challenge to all of us; a world of all the nations working together to achieve these 17 goals. Well, we PATA have identified one that we want to focus our attention on. They are all available and we are contributing to many of them. Many of the 17 but there's one in particular we identified, every year at our annual summit we organized a UNWTO and PATA leadership debate, true debate. When ministers on each side, the company with a young person representing the industry and we've asked them the question earlier this year, out of the 17 SDGs, which one do you think that we should pay more attention that can make a positive impact in our industry? One minister decided to actually infrastructure was a key. The other minister decided actually that human capital developing jobs work is more critical. We had an intense debate for about an hour and a half. At the end of the day the conclusion was 50-50, 51-50 ended up equal. Why? Because we need both and the conclusion of this debate was an actually 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.

In conclusion, I'd like to leave you with a few words, but most importantly is the only thing we should be leaving on our planet is our footprint. And I think this is something that we all need to work together for that particular reason.

So ladies and gentlemen, please join us in our mission to make a partnership for tomorrow for a better world and a more sustainable tourism industry.

Thank you very much !





## 世界山地旅游发展趋势进展研究 ——山地户外运动专家高宁



各位领导、各位嘉宾、各位朋友，  
你们好！

感谢国际山地旅游联盟的邀请和信任，我非常荣幸能够参与这次年会和大家一起合作。

今天，我打算和大家谈谈关于世界山地旅游的潜力，旅游理念、趋势和主要问题。

我们现在对于如何定义一个山区并没有海拔上的限制。但是我们知道这个地球上表面 25% 实际上都是陆地，并且是在海平面 1 千米以上的。尽管有 10% 的陆地地势较低，但是它们也呈现山峰的形状。因此可以得出结论，地球表面 1/3 被山峦所覆盖。这样一种山峦的形式占据了欧亚大陆的 33%，北美的 24%，南美的 19%，非洲的 14%。世界上的这些山峦在气候、海拔、降水、降雨量、生物多样性、人口、生活方式等方面都非常不同，这样的多样化在同一座山里面也有机会发现，就像四川的贡嘎山。

接下来谈谈乡村，乡村旅游和山地旅游有着相同的发展模式，尤其在关注自然方面。如果把乡村旅游和山地旅游结合在一起，发展潜力是无限的。仅仅是在中国这样一个以大陆为主的国家，3/4 的国土面积都被这些乡村和山区覆盖，它们有着不同的传统和资源，对旅游业的发展有潜在价值。每一个旅游目的地要进行精心的规划，就像烹饪一样，为自己选择所要的菜谱，选择之中要考虑到户外运动、文化休闲、自然康养等活动。在我们的山地旅游之中，可以找到所有的这些元素。我们也要考虑到环境的质量、服务的质量、原创性和商品质

量的一致性，质量价格，以及交通的可及性。

先来看一下户外运动。户外运动是山地旅游的核心所在，在阿尔卑斯山无论冬夏都在开展着体育运动。作为“运动场”的大自然为我们的活动所提供的多种可能性。主要是以陆上运动为主，它也可以结合水上运动、空中运动。

还有第二类非体育的活动也可以带来很多的吸引力和经济效益。可以在山地旅游当中有更多的机会发掘当地的文化、历史、产业，可以进行更多的康养活动，这些休闲活动能够通过山区自身的遗产、氛围等资源为其带来不同的价值。

这些体育的元素和非体育的元素可以帮助我们探讨不同的旅游模式，我们现在有两种主流的旅游方式，一种是大众旅游的方式，还有一种是非常负责任的可持续的旅游发展模式。

这两种形式的旅游理念是对立的。

大众旅游的出现是由于带薪休假在工业化国家的广泛使用以及购买力的增长，使得占人口最大部分的“群众”可以旅行，从而通过其消费来支持经济部门。

无论如何，这种向大众旅游发展的趋势意味着更低的度假成本，以及更便利的交通和住宿条件。低成本的机票和网上购物一直是这个大型旅游增长的主要因素。

在任何情况下，这种向大众旅游业的演变都意味着假日费用的降低，并且会使得交通和住宿条件更加便利。

低成本航班和在线购物已成为这一庞大旅游业增长的主要因素。



大众旅游会在很多方面影响山地旅游，优势是可以给很多部门的群体带来一个利益，这种旅行方式带来了一些实质性的社会的进步，可以促进一些新的服务和新的产业、新的职业的产生，为传统的旅游业注入新的活力。

然而，这种“经典”的大众旅游和利润丰厚的行业有时会不惜一切代价在短期内实现盈利，而且往往会将经济利益集中到投资者和当地或多或少有限的一部分人身上。然后，由于物价飞涨、土地压力、税收增加、游客数量窒息、商人太多等原因，当地社区可能会变得贫穷，甚至消失。此外，还会带来与到访游客过多相关的环境问题。

因此，大众旅游正在越来越多地被那些感到不愉悦的人所讨论。一方面很多旅行者自身觉得没有得到充分的满足，发现城市里面有很多的压力，比如交通堵塞、等候时间、污染、噪音、管制等。另一方面，当地的居民（比如西班牙）他们也会不堪其扰，如果他们一开始就认为旅游是“一种运输人的行业，这些人在家里会更好，在没有他们的地方会更好”，那么在对一些当前旅游概念的一致性进行沉思时是有好处的。

被称为“负责任的旅游”的创新的旅游形式正在发展当中，它“破坏”了经典的大众旅游业。这种“负责任旅游”让我们重新思考旅行者和当地居民的关系，以及旅行者和环境之间的关系，是大众旅游的替代品。

这种替代模式有很多种形式，比如绿色旅游也称为生态旅游或乡村旅游，公平和道德旅游，团结和参与性旅游及创意旅游。每一个旅游方式或专注于生态系统、民族文化的开发，或者侧重于更公平的利润分享，或参与发展行动或创意研讨会。无论如何，它们都主张尊重，交流和人类接触。

应该指出的是，所有这类不仅基于纯粹享乐和经济目的的参与式旅游产品中，那些可行的产品往往是设法将生态与社会与金融盈利结合起来的产品。比如说在非洲的卢旺达，从旅游业带来的收入超过偷猎的那一刻起，猩猩便开始受到当地的保护。

世界上还有超过半数的人群生活和工作在压力重重的城市里面，他们渴望生活变得更好，消费变得更快乐，自然变成了一种强大的价值。这种有责任心，同时又不忘初心的旅行正在逐渐的增长。以绿色旅游、充氧、安

康为代名词的乡村和山区吸引着越来越多的游客，也就不足为奇了。比如说在法国，根据我们的一个民意调查，79%的法国人认为“观赏美丽的风景，贴近大自然”是促使他们留在山里的首要原因，第二第三点原因是充氧和健身。接近40%的法国人希望在郊区、农村去进行度假。

我们知道，中国有很多的自然保护区，这得益于这些保护区的游览限制和严格的管理。我想提一下卧龙的大熊猫保护区，40年前，随着“珍稀动物”概念的出现，卧龙成了国家公园。其实我们知道现在中国很多的自然公园都在山区，比如西藏自治区里面有2/3的国家公园。如果加上自治州的保护区，数量会更多。只有让这些山区成为生物多样性的避难所，才能促进真正的、可持续的旅游。

在世界旅游发展趋势里，要再提到的一种旅行方式为“蜗牛旅行”，它提倡放慢步伐接受自然的享受方式。这种“蜗牛旅行者”更喜欢乘坐独木舟，而不是一小时的水上摩托艇，或者骑马。他们还会选择公共交通工具，比如说共享汽车、火车等等，当然还有“零污染”出行方式，比如骑自行车或步行。

此外，徒步已成为让很多家庭享受，让儿童、孩子享受的旅游方式。当他们沿着当地艺术家绘制的小路行走或与不寻常的宠物一起活动时，还可以一起讲述“一个故事”。

蜗牛式旅行有一个很好的例子就是由数千公里的绿色车道相互连接而成的欧洲网络。骑行者将锻炼身体和探索自然相结合。根据体育和旅游部的统计，这项活动和徒步旅行，是欧洲最实用的体育休闲活动。有很多节假日出来旅行的人们、退休的人们，也有一些新的旅行家他们非常喜欢这种旅行的方式，他们决定在工作的同时去旅行，成为“数字化和互联的游牧民”。

还有一种互联网万物相联全新的旅行方式，我们称之为“THE”。比如任何人都可以把旅行的照片或者探险的照片发到社交媒体上，每一个人很容易和家人保持联系，下载旅游网站提供的应用程序，跟随自己的路线或者查看天气情况。

还有一些滑雪度假胜地提供了全新的度假方法，比如赛道上的免费Wifi，高速攀升的照相，实时信息分享，定制化活动，口袋Wifi等等。所有的装备（如雪橇和帽





子)都可通过互联网相互连接。然而,以大众旅游为理念,以基础设施为基础的冬季运动度假村,其未来却充满了不确定性。

此外,我们有很多生态方面的挑战,比如全球气候变暖,我们的降雪量越来越小了,那么我们需要采取一些措施解决问题。在这些拯救的解决方案中,为了保持大量的出席,有些选择并不总是最环保的,尤其是对一些集中的地区(游客过多的区域)提供人工造雪,提供滑雪体验。山地常识告诉我们,旅游对象越人为,就越会影响脆弱的生态系统。

山地是气候变化的实验室。例如阿尔卑斯山的峰顶温度上升了世界平均温度的3倍。庞大的旅游业对此也有贡献,尤其是旅游业和交通运输业的温室气体排放。当时美国的山地旅行者一个协会估算旅游业二氧化碳排放57%都是和汽车和飞机相关的,有27%的二氧化碳排放是来自于住宿所需电力、加热设备的产生排放,只有2%是来自滑雪或者其他的方式所产生的。法国生态部也做出了同样的观察:旅游用飞机产生的二氧化碳排放量占全国旅游业排放量的40%,全球旅游业排放量的5%,而飞机,其次是汽车,在这些世贸组织的数据中在很大程度上居首位。所以环境问题也成为很多自驾旅行者关注的问题之一,他们尽量避免去坐飞机,会使用更环保的方式,像火车旅行降低温室气体的排放。

另外一方面,如今有些人更愿意“留住”一个专注于旅游目的地的旅游客户,依靠更少的交通量和更好的质量,而不是以游客的大量流动为目标“一蹴而就”。有一些旅行目的地也在认真的思考环境的问题,他们会提倡更加清洁的山地旅游方式,比如我们在芬兰的一个度假村的营地,就成功的降低了燃料设备的使用,通过生物质能的方式来加热。它是当地碳平衡接近零的度假胜地之一。

似乎可以肯定的是,我们经典的大众旅游模式的负面影响,碳排放,不断增加的游客,正在推动我们对这个行业的兴趣。

我想再重复那些在日常工作中最先观察到山区环境变化的登山向导的一句话,目前全球有很多的冰川正在逐步溶化,甚至消失,整个山角都坍塌了。勃朗峰顶部的温度达到20摄氏度,最终会延伸至阿尔卑斯山。

我们的宏观经济数据表明无论是从全球GDP占比,还是从所创造的就业机会来看,旅游业的总体表现良好,并且是全球经济发展主要的推动力,具有良好前景。但是我们也要意识到在这个行业它的发展业面临着很多的不确定性,也面临着非常深刻的挑战。

我们应修改旅游模式和背后的经济逻辑,因为这样无限制的、急功近利性的发展,会对我们脆弱的、土著人民居住的地区造成不可逆转的影响,导致僵局。我们将针对碳的中和性,研究影响“全球”水平的原因,目标是温室气体排放量不超过自然吸收量。我们还必须针对游客流的中和性,研究影响“本地”水平的原因,目标是使游客人数不超过生态环境的承受能力,当地社区对其可以进行消化。由于旅游是一种休闲活动,而不是生活的必需品,因此,这一活动和经济部门必须更具示范性。

国际山地旅游联盟面临着重大的发展机遇。我们一直在探讨在世界上最佳的旅游实践的做法,我们制订了《章程》,戴上了山地旅游的标签,我们也在努力的进行碳综合的项目来应对气候的挑战。我们也在思考为什么不组织年度山地旅游奖来表彰最好的项目?

最后我想说的是,我们的历史传统,它们对我们来讲非常宝贵的,它们今天也在发挥重大的影响。在中国我们一直强调,要进行和谐的发展,这是来自于我们中国道教当中的一个概念。这样一种和谐发展、有序发展的概念,可以激发我们更加寻求可持续发展和寻求山地旅游的平衡发展战略。“适度增长”、“人类命运共同体”,这些表达都是从习近平主席的演讲中摘取出来的,习近平主席用这些关键词为我们指出了一条明智之路。

谢谢各位!







# Research on the Development Trend of World Mountain Tourism

—Mountain outdoor sports expert Serge Koenig

Dear leaders, guests and friends,

Good morning!

I want to thank IMTA for its invitation and trust. It is my honor to participate and collaborate with you.

I propose to talk to you today about the potential of mountain tourism in the world, tourism concepts, trends and major issues.

There is no altitude limit to define a mountain area, but we know that about 25% of the planet's land is located more than 1000m above sea level. And about 10% of the land is lower but has a mountain profile. It can therefore be concluded that 1/3 of the earth's land is covered by a relief of mountains. This relief represents 33% of the territory of Eurasia, 24% of North America, 19% of South America, and 14% of Africa. These mountains of the world are very diverse in terms of climate, altitude, relief, isolation, precipitation and snow, biodiversity, populations and lifestyles. This diversity can sometimes be found around the same mountain, like Gongga Shan in the neighboring province of Sichuan.

And then there is the countryside, I talk about it because rural tourism and mountain tourism offers similar models of development and especially look at nature. When you add up the countryside and the mountain territories, the potential for tourism becomes infinite. In China alone, a continent-wide country, of the country's land area is covered by these countryside and mountains with diverse traditions and resources, potentially valuable for tourism. It is up to each site to design, "to cook", its own "recipe" for tourism, highlighting the potential of the destination. Such as outdoor sports, cultural leisure activities, well-being, nature and health. It is mainly these ingredients that make mountain tourism... even though there are other factors that influence attractiveness such as the quality of the environment, the quality of services, the originality and consistency of products, the quality-price, transport,

accessibility etc.

The outdoor sports first. They are at the heart of mountain tourism, especially in the Alps, summer and winter. The wide variety of activities that value "the playground" that is nature. Here are the land activities with the main subdivisions. In these sport-touristic ingredients there are also aquatic and aerial activities.

And the second main family of activities that generate equally attractive and economic benefits: these are non-sports activities: discovery of culture, history, industry; well-being and health; and events. These leisure activities bring different values to the resources of the mountain through heritages, silence, atmospheres, thermal resources and many more.

These ingredients, sports and non-sports, feed the different tourist modes, the two main ones being: mass tourism on the one hand, and responsible-sustainable tourism on the other hand. These are two forms of tourism stand in opposition to their conception.

Mass tourism first. It emerged with the widespread use of paid leave in industrialized countries and the growth of purchasing power, allowing the "masses" of the people, who are the largest part of the population, to travel and thus to support this economic sector through their consumption.

In any case, this evolution towards mass tourism implies lower holiday costs, supported by more accessible means of transport and accommodation.

Low cost flights and online shopping have been a major factor in the growth of this large tourism.

This mass tourism impacts mountains on different levels. The benefits can profit to many sectors and communities. And according to distribution, this tourism brings real social progress, develops services and new professions, revitalizes traditions and crafts.

However, this "classic" mass tourism and very lucrative industry prioritizes profitability sometimes







at all cost and in the short term, and often centralizes economic benefits to investors and a more or less limited share of local people. It can then impoverish, or even disappear, the local community because of soaring prices, land pressures, tax increases, suffocating number of tourists, merchants too present. And then there are also the environmental nuisances associated with excessive tourist attendance.

As a result, mass tourism is increasingly being discussed with those who feel unhappy. On the one hand tourists themselves not always satisfied to find urban pressures (traffic jams, waiting times, pollution, noise, regulation...) during their holidays. And on the other hand the local inhabitants (here it is in Spain) who sometimes suffer. If they start by thinking that tourism is "an industry that consists in transporting people who would be better at home, in places that would be better without them", there would be advantages to meditate about the consistency of some current tourism concepts.

Innovative forms of tourism, known as "responsible tourism", are being developed which are disrupting the classic mass tourism industry. And this "responsible tourism" rethinks the relationship between tourists and residents, and between tourists and the environment. It is an alternative to mass tourism.

This alternative model takes different forms. Such as green tourism, also known as eco-tourism or rural tourism; fair and ethical tourism; solidarity and participatory tourism; and creative tourism. Each of them focuses either on the discovery of eco-systems or ethnocultural aspects, or on the equitable sharing of profits, or on involvement in development actions or creative workshops. In any case, all favor respect, exchange and human contact.

But it should be noted that, of all the products of this kind of engaged tourism, which is based not only on a purely hedonic and economic aim, those that become viable are the products that manage to bring together ecology and social with financial profitability. Such as the mountains of Rwanda in Africa where the last Gorillas are protected by local actors from the moment when tourism brings more income than poaching.

In a world where more than half of humanity lives and works in cities with many pressures, where people aspire to "consume better and live better", nature becomes a strong value. And it is not surprising that this "responsible and authentic tourism" is growing and that the countryside and mountains, synonymous with green tourism, oxygenation and well-being, are attracting

more and more. In France, for example, according to a poll, "contemplating beautiful landscapes and being close to nature" is the first argument that motivates mountain stays for 79% of French people. In second and third positions comes oxygenation and fitness. They are also nearly 40% of French people taking holidays in the countryside, preferring short stays.

China also has many natural areas protected thanks to limited access and a strict management of tourist waves. I would like to mention the mountains of the Pandas in Wolong, which became a national park 40 years ago with the emergence of the concept of "treasure animals". And today most of China's National Parks are in the mountains, just like the Tibet Autonomous Region, which alone owns 2/3 of the country's national parks. And more if you add protected areas in the autonomous prefectures. Making these mountainous regions refuges of biodiversity can only promote a genuine and sustainable tourism.

Among the trends in the world I also want to mention "slow travel" which promotes a slowdown of practices and lifestyles to better appreciate things. The slow traveler will prefer a canoe ride to an hour by jet ski, or a horse ride rather than a 4x4 ride. He will also prefer public transport: trains, buses, car sharing... And of course "zero pollution" trips like bikes or by foot.

The hikes become themed to make children walk with their families better, and to tell "a story" when they go along a path animated by local artists or with sometimes unusual pets.

A good example of slow tourism is the European network of thousands of kilometers of green lanes connected to each other. Cyclists combine physical exercise with discovery. This activity is, along with hiking, and according to the statistics of the ministries of sports and tourism, the most practiced sport leisure in Europe. There are holiday makers, active retired people, but also new travelers who decide to go on a trip while working, becoming "digital and connected nomads".

Another connected tourism mode is THE indispensable and cross-cutting trend to all tourism activities. Anyone can instantly post photos of their stay or outdoor exploits on social media. Everyone can easily keep in touch with their loved ones, download the applications offered by the tourist sites to follow his path, or check the weather.

Ski resorts in particular have taken over this trend: free Wi-Fi on the tracks, fancams, real-time information, personalized activities, pocket Wi-Fi, etc. Even



equipment such as skis and caps are now connected. However, winter sports resorts, which are built on the concept of mass tourism and heavy and impacting infrastructures, now have a future that is uncertain.

Indeed, the winter market faces a real ecological challenge in the face of global warming: less snow, for less time, and warmer temperatures. In the solutions adopted to save the activity, by maintaining a mass attendance, some choices are not always the most environmentally friendly... especially the almost generalization of artificial snow systems. And the mountain common sense teaches us that the more artificial the tourist object is, the more it affects the vulnerable eco-system.

Mountain is even a laboratory for climate change. Summits in the Alps, for example, suffer from a rise in the thermometer 3 times the world average. And the massive tourism industry is contributing to this, especially with greenhouse gas emissions from travel and transportation. The Mountain Riders Ecoguide in the USA estimates that 57% of the CO<sub>2</sub> emissions from this tourism are related to travel by car and plane, 27% are generated by accommodation with heating and electricity, and only 2% for skiing, the object of the holidays. The French Ministry of Ecology made the same observations: the airplane in tourist use produces 40% of the CO<sub>2</sub> emissions generated by tourism at the national level. And it produces about 5% of the emissions from tourism worldwide. And the airplane, followed by the car, is the mean of travel that is largely in the top in these WTO figures. As a result, environmental concerns are already driving travelers to avoid flying and to favor proximity destinations and modes of transport such as the train.

On the site side, there are those who today prefer to "retain" a tourist clientele that has focused on the destination, relying on less traffic but better quality, rather than aiming for a large turnover of visitors-consumers "one shot". Some destinations have taken this environmental issue to heart by seeking the way of clean mountain tourism, such as the winter/summer resort of Pyhatunturi in Finland, which has reduced fuel consumption of equipment, heating by biomass, etc... It is one of the only, if not the only, resort with a local carbon balance close to zero.

What seems certain is that the negative footprint of our classic mass tourism models, carbon emissions, expanding attendance, is pushing this industry that interests us.

I want to quote the mountain guides who are the first observers in their daily work of the change of the mountainous environment: glaciers that shrink or even disappear, whole mountain corners that collapse, 20 degrees Celsius on the top of Mont Blanc that culminates on the Alps.

Macro-economic data indicate that tourism in general is doing well and is a driving force in the global economy with good prospects for the future, both in terms of its share of global GDP and the number of jobs generated, but it is not less certain that this market is going in a profound change in the face of major challenges.

We will need to revise our tourism models and their economic logic. Because this limitless growth, not to say this headlong rush, in limited areas, fragile and often inhabited by indigenous people, can only lead to a deadlock. We will need to work on the causes that affect the "global" level, by aiming at the neutrality of carbon: a greenhouse gas emission that is not greater than what nature can absorb. We will also have to work on the causes that affect the "local" level by aiming at the neutrality of tourist flows: an attendance that is not greater than the ecological environment and the local community can digest. Since tourism is a leisure activity and not a necessity in life, this sector of activity and economy must be all the more exemplary.

There is a great opportunity for IMTA. We are seeking the best practices in the world and creating its charters and wear labels of mountain tourism that is ethical, decarbonized and up to the challenge, why not organize the annual mountain tourism awards that would reward the best initiatives?

In conclusion, I would like to say that, if ancestral cultural traditions still make sense somewhere, and can have influence today, it is perhaps here in China, where the principle of "harmonious development" coupled with Taoist philosophy with its "jewel of moderation", could inspire us in the search for sustainable and balanced solutions in mountain tourism. "Moderate growth", "A community of shared human destiny", these are expressions taken from a speech by the President of the People's Republic of China, Xi Jinping, who, with these words, pointed the way wisely.

Thank you !





➡ **议题二：保护环境、绿色发展、造福民众——可持续山地旅游的永恒主题**

**Topic 2: Protecting environment, green development and benefiting people  
—— the eternal theme of sustainable mountain tourism**

议题二采取 1 位主讲嘉宾作主旨演讲，5 位讨论嘉宾围绕话题展开讨论的方式进行。讨论嘉宾分别从“构建山地旅游发展命运共同体与造福广大民众”、“山地旅游环境保护与绿色发展”、“文旅体养融合发展新趋势”三个话题展开。

Topic 2 adopted a mode that invited 1 keynote speaker to make keynote speech and 5 discussion guests to carry out topics. Discussion guests expanded the dialogue on three topics : “Building a Community with a Shared Future for Mountain Tourism Development and Benefit the People” , “Environmental Protection and Green Development of Mountain Tourism “ and “Culture, Tourism,Sports and Healthcare — The New Trend of Integrated Development” .



**话题一： 构建山地旅游发展命运共同体与造福广大民众**

**Subtopic 1: Building a Community with a Shared Future for Mountain Tourism  
Development and Benefit the People**



## 主旨演讲：弗朗西斯科·弗朗加利，世界旅游组织（UNWTO）荣誉秘书长

Keynote Speech: Francesco Frangialli, Honorary Secretary-General of the World Tourism Organization (UNWTO)

首先介绍一下今天下午的讨论内容，大致是基于对经济、社会、旅游对文化发展所产生的影响以及联合国所提出的 17 项可持续发展目标的考虑。

不管是国内还是国外，游客来到山区时总会花一些钱，不管是男人还是女人，都会进行消费，比如入住酒店，到餐馆用餐，或进行购物。这些都会对经济和当地社会产生影响，因为第一笔收入来源来自于游客的花费，并同时会产生其它的收入及支出流，这种乘数效应在山区这种与外界经济体隔离的封闭环境中尤为明显。这种经济上的影响不仅仅是在旅游业之中，也会跟社会的其他行业产生相互关联。比如说农业、手工业、建筑业、工业，以及其它很多行业。

旅游业往往能够带动其余相关行业的就业。中国政府预估，每当有 2800 万的人从事于旅游业，将会同时覆盖其它相关行业超过 8 千万个的工作岗位。这是极其重要的。

当我们考虑旅游业的经济影响时，请记住两个非常接近的英语单词。第一个词是“关联”。我们应当使



旅游业与农业，文化，建筑业、运输业以及与旅游业相关的所有分支行业之间的联系最大化。同时，还应该最大程度的限制“外泄”的影响，在发展旅游业的同时，最大程度的去除贫困。

现在有请四位嘉宾来加入我们的讨论。

I would like to introduce our discussion this afternoon with some basic consideration on the economics, social, and cultural impact of tourism, what has been said about the 17 SDGs of the United Nation.

When a visitor, national or foreign visitor, come to mountain village and spend his money, he or she spends his money and at a hotel, restaurant, a shop, anything and this money will put use and increase multiplied impact on the economy and on the community because the first flow of income will generate expenditure, that will generate other flows of revenues and expenditure and this multiplier affect is specially strong when you are in a mountainous environment, in a landlocked community, separate from the rest of the economy. This means that the most important part of the economic impact is not within that tourism industry, it's also on the other sectors which are interrelated with tourism. Such as agricultural, production, building industry and many others.

And that is calculated that for one job which is created in the tourism industry, you have two jobs which are created in other branches of the economy. We have a figure for China. Chinese government estimates that 28 million people are employed in the tourism industry but the tourism provide job to 80 million in total in the world, in all country. So this is really important.

When you look at the economic impact of tourism, to have in mind two words which is in English are very close. One first word is “linkage”. To maximize the linkages between tourism and agricultural, culture, construction industry or transport, all of the other branches which have relation with tourism. It increases the linkages and at the same time, limit to the maximum possible, the “leakages”. Like that, you can completely reduce the poverty in tourism development.

So I would like to invite the four panelists to join me on stage.







对话讨论嘉宾 Discussion Guests



卡洛斯·品托 / 欧洲山地选民协会主席

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。大力发展山地旅游，应该作为我们扶贫惠民项目的一项重要使命及愿景。山区可以依靠不同层次的产业来寻找更多的机会，帮助山区的贫困人口给予他们发展的机会。对于中国各地的山区人们来说，发展特色的旅游产业对他们来讲是改善生活的一个难得的机会。国际山地旅游联盟（IMTA）将会有非常多的机遇来打开山地旅游的大门，来帮助山区的人们获取更好的生活。

Carlos Pinto

Chairman of the European Association of Elected Representatives from Mountain Regions

The mountain tourism serves essential, is an important driving force for creating decent jobs, increasing income, eliminating poverty and promoting fairness and sustainable development. As a result, poverty alleviation is an important mission and vision of developing mountain tourism. Mountain area could rely in different levels to get more chances for poor people in their area. And in the Chinese territories, it has a good opportunity for developing specific tourism industry in its circumstances to improve their lives. IMTA has lots of chances to open a new dimension in the mountain tourism to help people in the mountains get a better life.



安娜·西比尔基娜 / 俄罗斯世界无国界旅游协会友好中国项目总裁

山地作为旅游景点已经得到了公认。在发展山地旅游的同时必须考虑到全球趋势，开发并研究山地旅游的新方向。我们都知道，想在山地休息的人逐年增加，他们对优质服务的要求也越来越突出。向境内外积极推广山地旅游将增加境内外旅游收入。在发展山地旅游方面交流管理经验、共同举行如我们今天参与的会议（2019 国际山地旅游联盟年会）是十分重要的。通过各方的合作，可以达到我们在山地旅游发展方面制定的目标。

Anna Sibirkina

President of the Russian World Tourism Association without Borders & Friendly China Project Team

Mountain has been recognized as a tourism attraction. In the development of mountain tourism, we must consider the global trend, develop and study the new direction of mountain tourism. We all know that the number of people who want to rest in the mountains is increasing year by year, and their requirements for quality service are becoming more and more prominent. Actively promoting mountain tourism to both domestic and overseas will increase domestic and foreign tourism revenue. It is very important to exchange management experience in the development of mountain tourism and jointly hold conferences such as the one we participate in today (2019 Annual Conference of International Mountain Tourism Alliance). Through the cooperation of all parties, we can achieve our goals in the development of mountain tourism.





覃文乐 / 张家界市发改委主任

张家界是世界的自然遗产地。利用筹建、创建世界遗产博览新区，主动承担宣传、保护、收藏、展示、交流世界遗产。世界遗产博览新区它需要一个路径来进行实践、进行推动。路径是什么？就是要创办世界遗产国际摄影大展，利用这种大展收藏、收集、展览、交流我们的世界遗产。当然我们山地大部分有许多都是世界自然遗产，包括很多非物质文化遗产和文化遗产。我们在这个平台里面大家共同进行交流，我们张家界就可以作为承担世界遗产的影像资料的传承的主要的平台。这样把张家界打造成世界遗产影像资料的收藏中心、展览中心、交流中心，为我们世界遗产的传承以及山地旅游做出贡献。

### Qin Wenle

Director of Zhangjiajie Development and Reform Commission

Zhangjiajie is a natural heritage site of the world. It took the initiative to undertake propaganda, protection, collection, display and exchange of world heritage through the establishment of the World Heritage Expo New Area. The World Heritage Expo New Area needs a path to practice and promote. What is the path? It is to establish the World Heritage International Photography Exhibition, which is used to collect, exhibit and exchange our world heritage. There are many world natural heritages in our mountainous area, including many intangible cultural heritages and cultural heritages. We communicate with each other on this platform, and we can serve as the main platform for the inheritance of the image materials of the World Heritage. In this way, Zhangjiajie has become a collection, exhibition and exchange center of world heritage image materials, to contribute for the inheritance of our world heritage and mountain tourism.



张晓松 / 贵州师范大学教授

如今，国内的乡村旅游从观光走向对乡村的生活体验，包括现在农耕文化的体验、乡村的研学、民宿等等。中国游客对于乡村旅游的体验日趋多元化、特色化，乡村的旅游点从单个的村子逐渐走向大的区域，形成了区域的转变。而我们的全产业链，乡村从最早的农家乐，一个晚上加一顿早餐，到整个产业链，从创意、设计到线上线下的销售，从一般的经济效益正在转向综合效益，特别是文化遗产保护、自然遗产保护和可持续发展的新的征程，我认为在新的阶段上正在出现。在中国游客需求大的前提之下，不仅中国的乡村旅游会迎来非常大的创新发展和突破的机会，也为全世界的乡村旅游的提供者及目的地带来非常好的发展机会。

### Zhang Xiaosong

Professor of Guizhou Normal University

Today, domestic rural tourism has moved from sightseeing to rural life experiences, including experiencing the current farming culture, rural studies, homestays and etc. The experiencing of Chinese tourists for rural tourism is increasingly diversified and characterized. The tourist spots in rural areas have gradually moved from the single village to the large area, a regional transformation is forming. And about our whole industry chain, the village is transforming, from the earliest "Nong jia le" (A rural tourism mode in China)—one night's rest plus a breakfast, to the entire industry chain; from creativity and design to online and offline sales; and from the general economic benefits to comprehensive benefits. Especially a new stage of cultural heritage protection, natural heritage conservation and sustainable development, which I think is emerging. Under the premise of the huge demand of Chinese tourists, rural tourism in China will not only meet opportunities for innovation and breakthrough, but also bring development opportunities to the providers and destinations of rural tourism around the world.





**话题二：山地旅游环境保护与绿色发展**  
**Subtopic 2: Environmental Protection and Green Development of Mountain Tourism**

**主旨演讲：《目的地环境管理 – 通向可持续旅游》**

——德国特里尔应用科技大学周丽

Keynote Speech: Environmental Measures in Destination-Toward Sustainable Tourism  
— Zhou Li, Trier University of Applied Science and Technology, German

各位嘉宾，大家好！  
很荣幸来到国际山地旅游联盟年会跟大家做分享。  
我今天想跟大家分享的是：在目的地环境举措方面，我们可以做些什么事情？  
讲到可持续的旅游，我们大家可能都很熟悉可持续发展有一个三角形标志，其中一个跟环境的关系，一个是跟人的关系。还有一个就是跟经济的关系。如果这三个关系能够达成平衡，就是所谓的可持续的发展。  
我今天讲的可持续旅游是个非常宏大的课题，可能在今天十几分钟没法全部分享。我想分享的是，在可持续旅游发展的时候面临的环境方面的问题，我们应该如何去应对。  
旅游行业的二氧化碳或者温室气体的排放，主要分成几大来源。其中交通占了很大的一项。我们肯定要问，既然旅游行业在全球气候变暖的过程当中，才给了这么一点贡献，我们需不需要去重视它，我的答案是必须要



重视。因为气候变暖对自然环境造成的影响是非常大的，它比城市造成的影响大得多。因为我们的自然环境比城市环境脆弱得多，一旦破坏很难恢复。



我们来看一下目的地的规划。在旅游的产业链，我们从目的地开始到交通、住宿、饮食、活动，每一个环节都会对环境产生正面或者负面的影响，遗憾的是大部分是负面的影响。就目的地本身来讲，会产生对水的压力，产生对生物多样性的损失，产生对空气和水的污染。在交通过程中不言而喻，航空的领域会产生很多的二氧化碳、温室气体的排放。住宿、饮食和活动，活动要讲的很多是跟旅游相关的活动，很常见沙漠的汽车越野或者汽车拉力赛，听起来没有什么影响，其实一样会产生，沙漠也有生物，也会损失生物多样性。

此外，在垃圾的重复利用和资源化利用这两个环节，会涉及到管理和技术。我们经常在说技术，我实际上讲的技术并不是万能的，其实很多事情是通过管理来解决

的。垃圾的处理也一样，垃圾处理在很大程度上通过管理来解决，最后才用到了技术，实在不行才用技术。

最后，有一项很重要的措施，就是对我们游客行为的教育。在游客去到目的地之前，就应该有很多的教育，而不是到了目的地才开始讲应该注意什么。这需要很多的利益相关方介入，一个是中间方所谓的旅行社，他们可以起到很好的作用，包括其他的一些的平台。但是在教育的过程中可能有一些需要注意的事情，不要过，一些事情不要用反面的例子去吓唬游客，而用正面的想法去说服他们，教育的目的是为了改变它，不是威胁他、吓唬他。

以上是我的分享，谢谢大家！

Distinguished guests,

I'm honored to share something with you at the Annual Conference of International Mountain Tourism Alliance. My topic today is: What could we do in respect of destination environment initiatives?

For sustainable tourism, all of us may be familiar with a triangle mark covering a relation with environment, a relation with human beings and a relation with economy. If the three relations are balanced, it is the so-called sustainable development.

The sustainable tourism that I am talking about today is an ambitious topic. It may not be shared in ten minutes. What I want to share is, how shall we solve the environment problems involved in sustainable tourism development?

In tourism industry, carbon dioxide or greenhouse gases emissions are from several major sources, including transport. Now that tourism just makes such a small contribution to global climate warming, shall we attach importance to it? My answer is definitely "Yes". Because climate warming has very significant impacts on natural environment, much more than impacts on urban environment. Because our natural environment is much more vulnerable than urban environment. Once destroyed, it's very difficult to restore.

With regard to destination planning, we have positive or negative impacts on the environment in each link of tourism industry chain, from destination to transportation, accommodation, catering and

activities. Unfortunately, most of such impacts are negative. Besides, the destination itself may result in water pressure, biodiversity damage, and air and water pollution. For transportation, obviously, just air transportation results in a large quantity of carbon dioxide and greenhouse gas emissions. Accommodation, catering and activities (often desert autocross or auto rally) appear quite less influential, but in fact, destroy biodiversity as well.

In addition to, the recycling and recovery of waste both involve management and technology. We often emphasize technology. But I think it's not all-purpose. In fact, many matters, including waste disposal, are addressed by management. Waste disposal is achieved by management to a large extent, unless you have no choice but technology.

At last, there is an important measure that is to educate tourists about their behavior. Before going to a destination, a tourist should be educated a lot. It is useless to tell a tourist the do's and don'ts after he arrives at the destination. It requires many stakeholders, including intermediary, that is, travel agency. They help a lot. Other platforms are also required. However, there may be some considerations included in the process of education. Don't educate them too much. Don't frighten tourists by negative examples. Instead, persuade them with positive views. The objective of education is to change their mind, not to threaten them.

That's all. Thank you !





## 对话讨论嘉宾 Discussion Guests



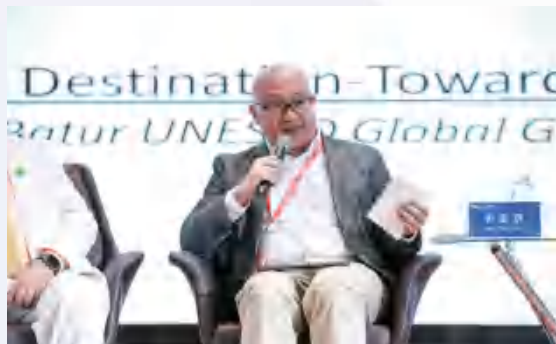
古拉根 / 尼泊尔旅游及旅行社协会 (NATTA) 副主席

我想谈一些立刻需要着手解决的问题，尤其是针对那些山地旅游的山区。我认为首当其冲的是教育，培训当地人必要的。例如，现在在尼泊尔有一种非常流行住宿方式——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。我们从发达国家那里学到的东西，从发起者那里学到的东西，必须与山区人民分享这些想法。尤其是在山地旅游中，无论有什么，我们应给当地人提供相应的培训及教育。

### Achyut Guragain

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

I would like to just, you know, mention some of the things we really need to do immediately and especially targeting in the mountain area, where we are doing for mountain tourism. 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, homestay 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. What we learn from the developed countries or people, the initiator from the world, especially in the mountain tourism, we have to share these ideas to the mountain people. We have, whatever it is, we need training and we need education.



苏亚萨 / 印尼巴图尔地质公园旅游发展局主席

人是生命的中心，宇宙的中心。每个人都应对环境负责。对于我们来说，每个人在生活中都扮演着自己的角色，作为父母，孩子，朋友等角色。每个人都与他们的精神息息相关。

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。

### Gede Wiwin Suyasa

President of Batur UNESCO Global Geopark Tourism Development Bureau, Indonesia

Human is the center of the life, the center of the universe. Therefore, every single person has the responsibility towards the environment. Every person has a role in their life, a role as a parent, children, friend, whatever, and then certainly every single people, a person, has their connection to their spirit.

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, being in the mountain, we do have quite a number of those branches, broken branches.





后藤聪 / 日本洞穴协会主席

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，比如说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。

### Satoshi Goto

President of Speleological Society of Japan

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 and the people who 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.



苏本江 / 崂山风景名胜区管理局副局长

崂山风景名胜区的管理保护主要有三个方面。

第一是科学合理编制旅游规划，在国家级风景名胜区、国家级森林和自然保护区的规划工作编制过程中，首先进行多规合一，进行有效的结合。

第二方面的工作，就是对当地的居民进行广泛的宣传，同时加大做好补偿机制，给老百姓一定的补偿，让他们感受到在这个景区里面能够获得生态补偿。

第三就是要进行合理的布局，设置旅游线路，使我们的保护工作做到科学、合理，也就是我们说的自然创造、文化创意、科技创新。

### Su Benjiang

Deputy Director from Laoshan Famous Scenic Area Administrative Bureau

There are three main aspects of the management and protection of the Laoshan Scenic Area.

First, is the scientific and rational compilation of tourism planning. In the preparation of the planning work for national scenic spots, national forests and nature reserves, we first carry out multiple-plan integration and effective combination.

Second, is to carry out extensive publicity for the local residents and increase the compensation mechanism to give the local people a certain compensation. They would recognize that can gain the ecological compensation in this scenic spot.

Third, is to make a reasonable layout and set up tourist routes to make our protection work scientific and reasonable. That is the natural creation, cultural creativity, and technological innovation what we have mentioned.







钟 伟 / 神农架林区文化和旅游局副局长

神农架的保护从制度层面上来讲是按照国家政策不断推行的，在“国家公园”的保护体系下不断的保护与开发。旅游这一块的保护与开发是一体的双面。在国际学术界上，旅游有一个著名的理论——“Double H”，其中一个H是Happiness, 另外一个H是Health，也就是“幸福”和“健康”。我们去一个目的地旅游、观光，可能不仅仅是去看这个景，更多的是体验一种与众不同、与以往不一样的生活状态，也可以说通过旅游来找寻自己的一种心灵感受。自然保护与人类思想的观念是很融洽的。所以说我们在神农架的保护过程中，不光是通过制度，也加强了人文方面的理念创新及推动。

**Zhong Wei**  
Deputy Director of Cultural and Tourism Bureau of  
Shennongjia Forest District

In terms of the institutional level, the protection of Shennongjia is continuously implemented in accordance with national policies and is protected and developed under the protection system of “national parks”. The protection and development of tourism is two sides of the same body. In the international academic world, there is a famous tourism theory — “Double H”, one H is refers to “Happiness” and another one refers to “Health”. When we go to a destination for sightseeing, it may not only be to see the scene, but also to experience a different life style. It can be also said that we would find a kind of spiritual feeling through tourism. The concept of nature protection and human thought is harmonious. Therefore, in the process of protecting Shennongjia, we not only manage through the system, but also strengthen the innovation and promotion of humanities concept.



### 话题三：文旅体养融合发展新趋势

#### Subtopic 3: Culture, Tourism, Sports and Healthcare — The New Trend of Integrated Development

#### 主旨演讲：《山地活动 – 从滑雪到四季》

— 劳伦特·瓦纳特，《全球滑雪市场报告》主编

Keynote Speech: Mountain activities – From ski to 4-season — Laurent Vanat,  
chief editor of International Report on Snow and Mountain Tourism

女士们、先生们，

下午好！

在山地旅游业中，有一些很有趣的事情。大多数山地旅游已经发展了很长一段时间的国家和地区，开始开发夏季旅游项目，一点点逐渐发展成为冬季旅游的项目。

滑雪业已经非常成熟，这一点也特别有推动作用。我们发明了最好的升降器，最好的滑雪小屋。我们也配备了适合的雪道让大家能够更轻易地滑行。但是，我们在滑雪业中没有太多新的东西可以开发出来。我们增添了各种各样便捷的服务想要改变行业模式，但是并没有太多的额外的潜在发展空间。

我们会发现随着滑雪技术不断地提升，升降机的的发展，大家滑雪的效率越来越高，在斜坡上花费的时间比以前少了。游客在滑了三个小时之后，可能就想找其他的事情做。过去不是这样的，过去可能从3—4千米的斜坡滑下来需要一整天，现在只需要不到3个小时。所以



说现在对我们开展其他活动的需求越来越多了。现在冬天，我们在一些地方的降雪量也减少了，这对我们来说也是一个挑战，我们需要开发出新的，跟滑雪和雪无关的新颖的项目。





我们再看一下各种度假村活动的统计数据。这里我对所有的山地活动旅游项目做了一个统计，一共有 148 个项目，还不全，但是已经涵盖了很多的山地旅游的项目。在这 148 个活动中，有 56 个活动全年都可以举行，它不需要选下雪或者天气很好的时候，有 40 个活动需要在冬季举行，有 52 个活动只能在夏季举行。在所有这些活动中，只有一个活动容纳量大，它就是滑雪运动。其他山地活动的容量都很有限。

山地旅游有一个很大的问题，尤其是在举办夏季活动方面。山地的风景很漂亮，人们也很喜欢，但是问题就是对大家的吸引力还不够。吸引人们在夏季到山地旅行

Ladies and gentlemen,  
Good afternoon!

In mountain tourism, we have something that is very interesting. In fact, in most of the major countries where mountain tourism has been already developed for a long time, it started to develop a summer season. But then, little by little it turned to be mostly a winter activity.

It is also a motivate by the fact that this ski business is already a very mature activity. We have already invented the best lift in winter, the best cabin ski. We have already been able to prepare very nice slopes that are so easy to ski down. But there is not so many things that we can make new in the ski business instead to develop it with demands for some additional services, for convenience, changing business model. But there is not so many potential for development.

Something happened with this improving of technology of skiing, the improvement of the lifts and the improvement in the ski is that the people now go up and down much more quicker that they used to do in the past. So after three hours, they are tired for skiing, and they want to do something else. We can not find any case in the past. Because in the past, you need to ski the whole day to have a 3000 or 4000 vertical drop. Now, you do it in three hours. So it has created an increased in the demand for other activities and also the problem of some winter we have less snowing some places has been generating a demand for non ski and non snow dependent activities.

The thing is that if you look at an inventory of activities that you can do in the ski resort. I make here a little exercise of making an inventory of all of the

是一个很大的挑战，即使是一些大型的滑雪场在夏季也会遇到这个棘手的问题。虽然不是 100% 的度假村都是这样，但总体上对于山地旅游业来说，冬季才是它的季节。

我认为获得成功的关键就是真正地平衡好山地四季的各种活动，这两个基本的要素。

一个是有活力的度假村，人们在那可以进行各种各样有趣的娱乐活动，比如餐厅、购物中心，另外一个是需要提供全景观景地，并且能将游客送至山顶。我认为这是这两个要素有效结合才能够成功打造四季旅游目的地。

谢谢大家！

possible activities in a mountain resort, there are total 148 activities. It is not comprehensive but a very large spectrum of all of the activities that you can do in mountain resort and of these 148 activities, 56 activities can be done in any season, they do not dependent the snow or nice weather and so on. There are 40 depending on snow, practice in winter and 52 that are practiced in summertime only. And in all of these activities, there is only one that is activity with a very large capacity, it's skiing. But all the other mountain activities have a much more limited capacity.

Big issue in the mountain tourism is that for summer activities specially. The image of mountain in summer is very nice and people like it. But the problem is that they are not attracted to go to the mountain. These are a big challenge is to make people come to the mountain at summertime and even some large ski resorts have difficulties having people in the mountain at summertime. Of course, there is not a one hundred percent resorts that some places are doing a lot of business at summertime and do not do much these things during the wintertime. But in general, in terms of the mountain tourism industry, the winter is really a heavy season.

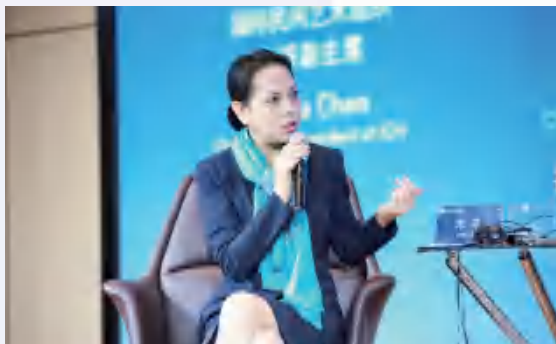
The key to success to have really a balance activity, 4 season activity in the mountain resort. I would say there are two basic ingredients to have this.

One is to have a lively village where the people can a lot of fun activities, restaurant, shopping and so on and the other thing is to have a scenic panorama and possibly to lift you to the top of mountain. The mix of these two key issues that make a successful of four season mountain destination.

Thank you very much!



## 对话讨论嘉宾 Discussion Guests



陈 平 / 国际民间艺术组织 (IOV) 全球副主席

随着时代的发展，尤其是现代化手段的应用，科技的发展，人们的旅游观念得到了非常大的转变。最早人类对于旅游的概念，就是行万里路，读万卷书，这是我们中国人的一种旅游态度。一边走一边学一边看。初级的旅游就是上个世纪八十年代，中国刚刚兴起旅游的时候，就是上车睡觉，下车拍照。一窝蜂到景点，看看后回来给大家炫耀。经过几十年的发展，旅游者的素质和目的、质量也越来越提高了，更多的人有目的的去选择自己喜爱的名山大川，有目的的去寻找自己喜爱的精品酒店、民宿。更高层的是精神的旅游，当我到一个地方的时候，“山看我不厌、我看山不厌，相看两不厌”。

### Emma Chen

Vice-president of the International Organization of Folk Art (IOV)

The concept of tourist has been greatly changed with the development of the times, in particular with the application of modern technology and the promotion of science. The earliest tourism concept is “Traveling thousands of miles and reading thousands of books”, which is the tourism attitude of Chinese tourists. Tourists are used to travel with sightseeing and studying. The primary tourism was in the 1980s. When China first developed the tourism, it was to get a rest on the bus and take photo off the bus. Tourists would like to show off to everyone after went to the scenic spot. After decades of development, the quality of tourists have also developed. More and more people have purpose to choose their favorite mountain and river to travel, and to find their favorite boutique hotels and homestays. The higher level is the spiritual tourism. When I go to a place, “Mountains don’t hate to see me, I don’t tire of seeing the mountains, and we don’t bother to see each other.”



德吉瓦廷 / 泰国旅行商协会副主席

泰国是一个佛教国家，一直以来也被称为“微笑的国度”。我们 95% 是佛教徒。泰国的佛教徒是比较包容的。对于每一个服务，不管好与不好，他们都会抱以真诚的态度。在以前来讲，泰国就是一个很真诚，是很朴素的民族。

这几年中国的变化还是很大的，不管是人的态度，还是热情都发生了改变。我们发现，在刚开始的时候，很多服务是没有什么笑容的，现在已经发生了变化。我想通过一代代的年轻人将会带来更大的改变。用心去服务是很重要的，不管什么行业，真的是要对这个行业热爱，在对这个行业热爱之后，才会从内心发出微笑，才会给别人带来好感。

### Kosit Dejvatin

Vice-Chairman of Thai Travel Agents Association

Thailand is a Buddhist country and has long been called the “Smile Country”. 95% of us are Buddhists. They have a sincere attitude towards each service for better or worse. Thailand has always been a sincere and simple nation.

China has undergone great changes in recent years. Both the attitude of the person and the enthusiasm have changed. We found that at the beginning, many services were without “smiles”. A lot of things have changed now. I think that young people from generation to generation will bring more changes. It is important to serve with care. No matter what industry, you should love this industry. After loving this industry, you will smile from the heart and bring a good impression for your guests.







李建宏 / 新疆丝绸之路国际度假区董事长

首先谈谈文化。新疆有一个独特的文化，就是“人类滑雪起源地”。原来都说在欧洲，在北欧，比如说挪威号称拥有 8500 年的滑雪历史。新疆有一个岩画，讲过去原居民狩猎的岩画，有毛皮雪板，这个已经有一万多年了。所以这是世界公认的，新疆的阿尔泰是人类滑雪起源地。另外，新疆有 13 个世袭的少数民族，当地的图尔人，哈萨克民族拥有着丰富的文化。讲到开发与保护，我们现在存在的问题是多规合一。实际上开发与保护永远是不矛盾的，在科学规划前提下开发，在开发中进行保护。

Li Jianhong

Chairman of Xinjiang Silk Road International Resort

Let's talk about culture first. There is a unique culture in Xinjiang — “The Birthplace of Human Skiing”. It has been said that the birthplace is in Northern Europe before. It claims that there are 8,500 years of ski history in Norway. There is a rock painting in Xinjiang that describes the hunting scenes of former indigenous people. The fur snowboard of this rock painting can be traced back more than 10,000 years ago. Therefore, the world is recognized that Altai in Xinjiang is the birthplace of human skiing. In addition to, there are 13 hereditary ethnic minorities in Xinjiang. The local Tur people and Kazakh nationalities have a rich culture. When we talk about development and protection, the problem we have now is about the multiple-plan integration. In fact, development and protection are never contradictory. We should develop under the premise of scientific planning and protect it during development.



周彤 / 穷游网联合创始人

中国游客，包括世界范围内的游客出行，目前最主要的形式就是 FIT——自助游，而不是团队游，而且这个趋势还在继续增长。

对于这些旅行者来说最重要的一个环节就是获取旅游目的地信息，“穷游”就是这样一个汇聚了人流、信息流、和产品的平台。我们本身不生产旅行产品，像旅行社一样做很多的线路。但我们是把人流、信息流、和世界各地旅游目的地的旅行信息以及最新咨询分发给需要的用户，而用户们旅行完之后又会把他们新感受到的、体验到的，有趣、有意思的经验，好玩的东西、教训继续反馈到社区来，让后来的人有更好的学习的内容。

Zhou Tong

Co-founder of QiongYouTianXia Technology Co.,Ltd

For domestic and international tourists, the main tourism form is FIT, not group travel, and this trend continues to grow.

One of the most important aspects for travelers is to get information about destinations. “Qiongyou” is a platform that brings together people, information, and products. We don’t produce tourism products which are made by travel agencies. We distribute the flow of people, travel information from destinations around the world and the latest consultations to our guests. After guests have finished travels, they would like to feedback their latest feelings, interesting experiences or lessons to the “Qiongyou” community, to provide better learning content for future travelers,





# DISCUSSION GUESTS

**金豆豆** / 环勃朗峰超级越野赛 (UTMB) 亚洲独家合作伙伴

法国勃朗峰霞慕尼的成功之处就是它把极限的登山运动，把专业的第一届冬奥会的赛事，以及其它的专业赛事一级级往下放，放到徒步、骑行、滑翔伞等项目，让普通的游客也能感受到它们的氛围，同时共享它们的基础设施。

所以我们就此提出了“由上往下”的，从探险基地到四季旅游目的地的运营模型。在腾冲我们引进了 UTMB 赛事。目的是为了通过这个赛事，打造高黎贡山区的步道系统。这个步道系统普通的游客可能没有办法在 40 多个小时之内完成 170 公里的越野跑，但是可以用 5、6 天的时间完成，也可以只用一天的时间来完成一部分。这也是为什么我们要引进 UTMB 赛事，用其国际化 IP 的势能来助推中国旅游发展的一部分。

## Jin Doudou

Exclusive Partner of UTMB in Asia

The success of French Mont Blanc Chamonix is that it has reduced the extreme mountaineering sports or the professional competition sports (such as first Olympic Games sports) down to the level of hiking, cycling and paragliding. This allows ordinary traveller to enjoy the atmosphere of professional competition sports while sharing their infrastructure.

So we put forward the "Top to Bottom" operation model, from the expedition base to the four seasons destination. We introduced the UTMB event to Tengchong. The purpose is to build the trail system in Gaoligong Mountainous Area through this event. For ordinary traveller, this 170-kilometer cross-country running track system may not be completed within 40 hours, but it can be completed in 5 or 6 days. Or traveller can take a whole day to complete one part of it. This is why we want to introduce UTMB events and to use its international IP potential to boost China tourism development.





## 联盟总部落成揭幕仪式

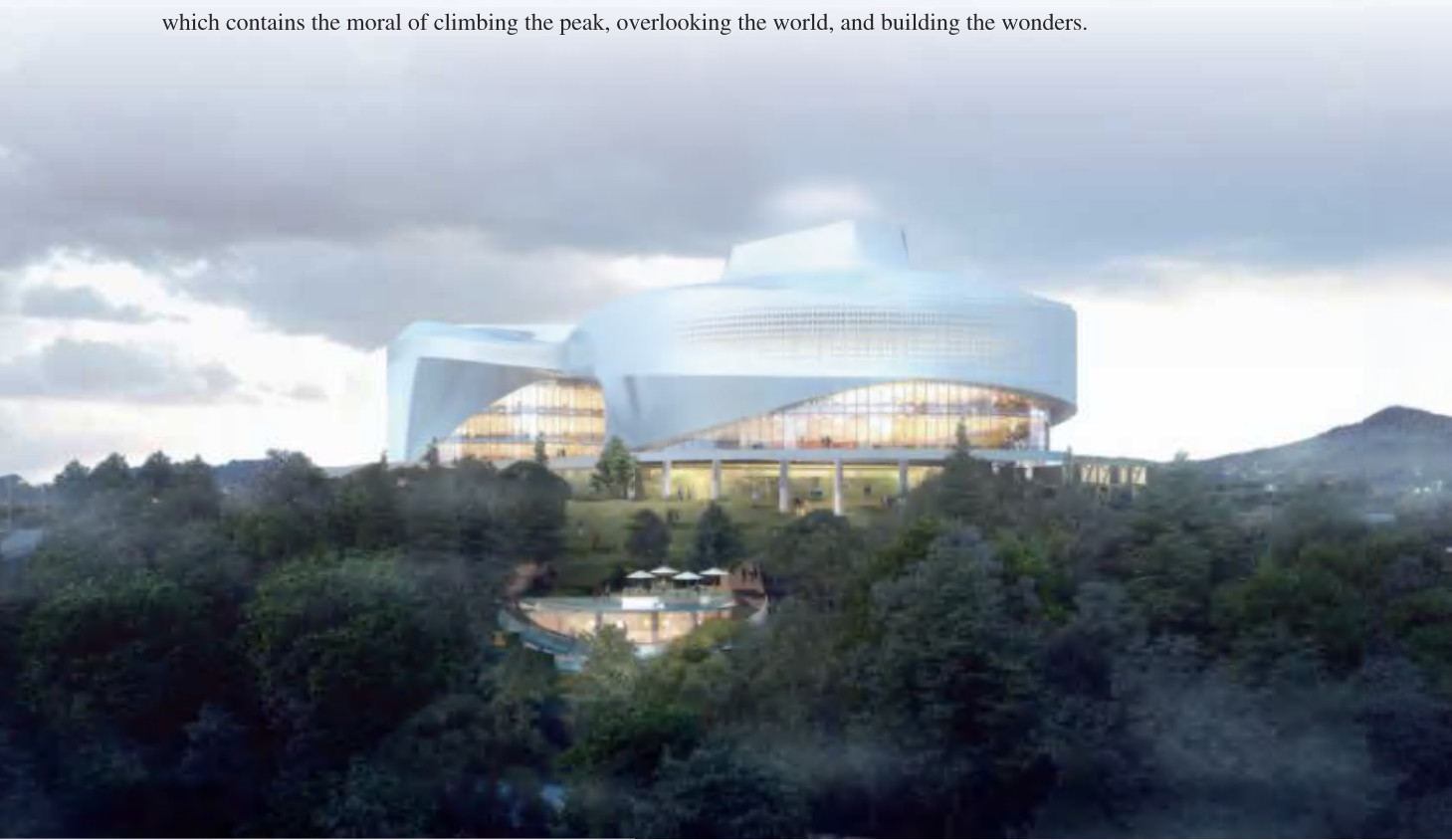
### Inauguration Ceremony of the IMTA Headquarters Building

10月28日早，在联盟总部大楼广场举行了简单庄重的联盟总部落成揭幕仪式。联盟主席德维尔潘、贵州省副省长卢雍政、联盟副主席邵琪伟、联盟秘书长何亚非、世界旅游组织荣誉秘书长弗朗加利、世界旅游经济论坛秘书长何超琼、贵州省文旅厅厅长张玉广、贵阳市市长陈晏共同为总部大楼剪彩揭幕。

联盟总部大楼位于贵州省贵阳市双龙航空港经济区。总建筑面积约20000平方米。内部设有总部办公区、展览展示区、交流培训区，满足联盟办公、会议、展示等功能需要。其中大会议厅面积为1200平米，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“眼瞳”等山地旅游文化的元素，蕴含着山地旅游勇攀高峰，瞭望世界，构筑精彩的美好寓意。

The inauguration ceremony of the IMTA Headquarters was held solemnly on the morning of October 28th in the square of the IMTA Headquarters Building. IMTA Chairman Dominique de Villepin, Vice Governor of the People's Government of Guizhou province Lu Yongzheng, IMTA Vice Chairman Shao Qiwei, IMTA Secretary-general He Yafei, UNWTO Honorary Secretary-general Francesco Frangialli, Global Tourism Economy Forum Secretary-general Pansy Ho, Guizhou Provincial Department of Culture and Tourism Director General Zhang Yuguang, Guiyang Municipal Government Mayor Chen Yan jointly cut the ribbon for the Inauguration Ceremony of Headquarters Building.

The IMTA headquarters building is located in Shuanglong Airport Economic Zone, Guiyang City, Guizhou Province. The total construction area is about 20,000 square meters. There are office area, exhibition demonstration area, communication training area inside to meet the needs of daily work, conference and display. The main conference hall covers an area of 1,200 square meters that can hold conferences for nearly 1,000 people. The design concept of the entire building incorporates the elements of mountain tourism culture such as "double peaks", "landscape windows" and "eye", which contains the moral of climbing the peak, overlooking the world, and building the wonders.





从左至右：陈晏、何超琼、邵琪伟、德维尔潘、卢雍政、何亚非、弗朗加利、张玉广  
From left to right: Chen Yan, Pansy Ho, Shao Qiwei, Dominique de Villepin,  
Lu Yongzheng, He Yafei, Francesco Frangialli, Zhang Yuguang



联盟领导与与会嘉宾合影留念  
IMTA leaders and guests pose for photographs





## 联盟副主席邵琪伟致辞



尊敬的德维尔潘主席、卢雍政副省长、何亚非秘书长，  
各位联盟理事、会员，  
女士们、先生们，  
早上好！

今天，国际山地旅游联盟会员、贵州省和与会有关方面的领导、新闻媒体和各界朋友，齐聚贵州省贵阳市双龙航空经济开发，共同见证“国际山地旅游联盟”总部大楼的落成启用。在此，我谨代表国际山地旅游联盟，向各位嘉宾的到来表示热烈的欢迎！向为联盟总部建设提供大力支持的贵州省委、省政府及贵阳市政府和省市各相关部门及机构，表示衷心的感谢！向联盟总部大楼的落成启用表示热烈的祝贺！

国际山地旅游联盟自 2017 年正式成立以来，始终以生态文明为引领，遵循“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，汇集会员力量与智慧，开展山地旅游交流合作、经验分享、产业对接，并取得积极成效。联盟着力构建业务对接平台，促成会员间、会员与其他主体间的合作；《世界山地旅游趋势发展报告》研究取得阶段性成果，联盟要积极发挥山地旅游及相关领域专家学者的作用，推动联盟在山地旅游研究方面取得更大进步；“国际山地旅游日”、“世界名山对话”等联盟创意品牌在国际上获得很大反响，逐

步成为山地旅游领域广泛参与与合作共享的重要平台。

国际山地旅游联盟总部大楼的落成启用，为联盟的建设与发展奠定了一个良好的基础，创造了一个很好的工作条件。总部大楼展示着国际山地旅游联盟国际化、专业化形象，也将为联盟未来的发展注入新动力。依托会议展示、学术研究、交流培训等专门区域，总部大楼将成为联盟的会员之家，国际山地旅游的交流中心，为全体会员提供专业服务，成为会员展览展示、交流合作的绝佳空间与平台。依托总部大楼的集聚效应，联盟将更好地整合山地旅游优质资源，推动山地旅游产业化发展，从而将山地旅游国际交流与合作不断推向新的发展阶段。

国际山地旅游联盟总部大楼如期落成启用，离不开贵州省政府、贵阳市政府及相关部门的大力协助与支持。在此特别向贵州省政府、贵阳市政府、双龙航空港经济区表示感谢。我要特别感谢卢雍政副省长长期以来给予联盟不遗余力的支持和帮助。联盟愿利用总部落户贵州省贵阳市的契机，加强与贵州省在山地旅游推广投资、山地旅游资源评估等方面的合作，助力贵州旅游产业在新时期可持续发展和高质量发展，共同谱写世界旅游的美好新篇章！

谢谢各位！





## IMTA Vice Chairman Shao Qiwei gave a speech

Dear Chairman Dominique de Villepin, Vice Governor Lu Yongzheng, and Secretary-General He Yafei,

Dear IMTA members,  
Ladies and gentlemen,  
Good morning!

Today members of the International Mountain Tourism Alliance (IMTA), leaders from Guizhou Province and relevant sides, as well as friends from the press and all walks of life gather here at Shuanglong Airport Economic Zone, Guiyang, Guizhou Province, to witness the inauguration of the headquarters building of IMTA. On behalf of IMTA, I would like to extend warm welcome to you, express heartfelt thanks to the CPC Guizhou Provincial Committee, the Guizhou Provincial People's Government, the CPC Guiyang Municipal Committee, the Guiyang Municipal People's Government, as well as relevant provincial and municipal departments and institutions for their strong support to the construction of the headquarters, and extend warm congratulations on the inauguration of the headquarters building!

Since its founding, guided by the concept of eco-civilization, with the goal of "protecting mountain resources, preserving mountain civilization, and promoting the mountain economy to the benefit of the people living in mountainous regions", IMTA has pooled the strength and wisdom of members, carried out mountain tourism exchanges and cooperation, experience sharing and industrial coordination, and achieved positive results. IMTA has focused on building a business matching platform, and facilitated cooperation between members and between members and other entities; the research on the Report on Development Trend of World Mountain Tourism has achieved phased results, the Expert Committee will soon be established, IMTA has taken a significant step in mountain tourism research and evaluation; "International Mountain Tourism Day",

"Dialogue among Famous Mountains in the World" and other creative brands of IMTA have made great sensations in the world, and gradually become important cooperation and sharing platforms for mountain tourism.

The inauguration of IMTA's headquarters building has laid a solid foundation and created favorable work conditions for the construction and development of IMTA. The building showcases the international and professional image of IMTA, and will inject new power for its future development. With the special zones for conventions and exhibitions, academic researches, exchanges and training, the building will become the home of members and an international mountain tourism exchange center, provide professional services to all members, and become a superb exhibition, exchange and cooperation platform for members. Based on the agglomeration effect of the building, IMTA will better integrate quality mountain tourism resources, and promote the industrialization of mountain tourism, thus constantly pushing forward international mountain tourism exchanges and cooperation.

The completion of the building as scheduled was inseparable from the strong support from the Guizhou Provincial People's Government, the Guiyang Municipal People's Government and relevant departments. Here I would like to extend heartfelt thanks to the provincial government, the municipal government and Shuanglong Airport Economic Zone. Also, I would like to express special thanks to Vice Governor Lu Yongzheng for his permanent and uttermost efforts to IMTA. With the settlement of the headquarters in Guiyang, we will strengthen cooperation with Guizhou in such aspects as mountain tourism promotion and investment, mountain tourism resources evaluation, and promote the sustainable and high-quality development of Guizhou's tourism in the new era, in a joint bid to open a new page for world tourism!

Thank you!







贵阳市人民政府市长陈晏致辞



尊敬的多米尼克·德维尔潘先生，  
各位领导、各位来宾，  
大家上午好！

贵山贵水迎贵客，黔中福地聚灵气。在国际山地旅游联盟总部大楼落成揭牌之际，受贵州省委常委、贵阳市委书记赵德明委托，我代表中共贵阳市委、贵阳市人民政府对各位领导、各位嘉宾的到来表示热烈的欢迎！对国际山地旅游联盟总部落成揭牌表示诚挚的祝贺！对长期以来关心支持贵阳发展的社会各界人士表示衷心的感谢！

山地旅游作为一种现代旅游方式，近年来越来越受到人们的青睐，据联合国世界旅游组织统计，目前山地旅游已占全球旅游总量的 20%，并呈逐年增长态势。中国是一个多山的国家，贵州因山而名、因山而美、因山而贵，山地、丘陵占了全域面积的 92.5%，被誉为“山

的王国”。  
今天，国际山地旅游联盟总部落成投用，必将有力推动贵州、贵阳加速融入世界山地旅游大家庭，促进旅游资源共享、旅游市场共用，进一步提升贵州、贵阳对外开放度和国际影响力，吸引更多国内外游客徜徉黔山秀水、感受独特魅力。希望国际山地旅游联盟继续发挥行业优势，大力宣传推介贵州、贵阳，促进地方旅游资源开发、旅游市场推广，旅游品牌打造，让“多彩贵州·爽爽贵阳”风行天下、响誉四海。贵阳作为联盟总部所在地，将全力做好服务保障，让国际山地旅游联盟在贵阳发展好。

最后，祝愿国际山地旅游联盟发展蒸蒸日上，2019 国际山地旅游联盟年会圆满举办，祝各位嘉宾身体健康、工作顺利！





## **Chen Yan ,Mayor of Guiyang Municipal Government, gave a speech**

Distinguished Mr. Dominique de Villepin,  
Leaders and guests,  
Good morning!

Guizhou greets honorable guests with its beautiful scenery, while Guiyang lying in the middle of Guizhou, is a blessed land for talents and development. On the occasion of the inauguration of the headquarters building of the International Mountain Tourism Alliance (IMTA), entrusted by Zhao Deming, Member of the Standing Committee of the CPC Guizhou Provincial Committee and Secretary of the CPC Guiyang Municipal Committee, on behalf of the CPC Guiyang Municipal Committee and the Guiyang Municipal People's Government, I would like to extend warm welcome to you, extend sincere congratulations on the inauguration of the IMTA headquarters building, and express heartfelt thanks to all walks of life for their permanent attention to Guiyang's development!

As a modern travel mode, mountain tourism has enjoyed growing popularity in recent years. According to statistics released by the United Nations World Tourism Organization, mountain tourism currently accounts for 20 percent of global tourism and is growing year by year. China is a mountainous country. Guizhou is well known, beautiful and valuable for mountains. With mountains and hills accounting for 92.5 percent of Guizhou's total area, Guizhou is reputed as a "mountain kingdom".

The inauguration of the IMTA headquarters building today will boost the integration of Guizhou and Guiyang into the great family of world mountain tourism, promote tourism resource and tourism market sharing, further enhance the opening degree and international influence of Guizhou and Guiyang, and attract more domestic and foreign tourists to travel in Guizhou to experience its unique charm. Hopefully IMTA will continue to exert its industrial advantage, vigorously promote Guizhou and Guiyang, and advance local tourism resource development, tourism market promotion and tourism brand building, in an effort to make "colorful Guizhou" and "cool Guiyang" well known in the world. As the seat of the IMTA headquarters, Guiyang will make all-out efforts to serve the better development of IMTA in Guiyang.

To conclude, I wish IMTA great prosperity, wish the 2019 Annual Conference of IMTA a complete success, and wish you good health and all the best !

Thank you!





## “一带一路”山地旅游交流合作对接会

### Docking Meeting on Mountain Tourism Cooperation under the Belt and Road

为推进“一带一路”沿线国家山地旅游领域的务实合作，搭建山地旅游交流合作、业务分享、产业投资平台，于10月29日上午举办了“一带一路”山地旅游交流合作对接会。来自中国、俄罗斯、英国、法国、葡萄牙、韩国、柬埔寨、泰国、印度尼西亚、吉尔吉斯斯坦、塔吉克斯坦等“一带一路”国家和地区的联盟会员、国际组织、专家学者、企业家、名山管理机构代表、OTA及旅行社代表近90人参会。对接会气氛热烈，发言踊跃，取得多项对接成果。

The Docking Meeting on Mountain Tourism Cooperation under the Belt and Road was held on the morning of October 29th to practically promote cooperation for “The Belt and Road” countries in the field of mountain tourism and build a platform of mountain tourism exchange & cooperation, business sharing, and industrial investment. Nearly 90 people of IMTA members, international organizations, experts, scholars, entrepreneurs, representatives of famous mountain management institutions, OTAs and travel agencies from China, Russia, the United Kingdom, France, Portugal, South Korea, Cambodia, Thailand, Indonesia, Kyrgyzstan, Tajikistan and some other “The Belt and Road” countries and regions attended the meeting. The docking meeting was held in a warm atmosphere that the guests enthusiastically made speeches, and many results were achieved.



## 山盟年会展

### 2019 IMTA Annual Conference Exhibition



利用联盟总部展览空间，在年会期间举办了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协作，展示了山地旅游产业发展成果和动态。

2019 IMTA Annual Conference Exhibition was held during the annual conference by utilizing the exhibition space of the IMTA Headquarters, which provided a platform for IMTA members to publicize and introduce. The exhibition promoted mutual exchanges and collaborations, demonstrated the achievements and trends of the mountain tourism industry development.







## “山盟之夜” 交流餐叙

### “IMTA NIGHT” Banquet

年会期间举办了“山盟之夜”交流餐叙，邀请嘉宾约 200 人参加。联盟副主席邵琪伟作开场致辞，贵州黔剧院民乐演奏家驻场演出。嘉宾们在友好、热烈、融洽的交流氛围中共叙友谊、增进了解，使“山盟之夜”成为一场业务互动交流，增强了联盟的凝聚力。

“IMTA NIGHT” Banquet was held during the Annual Conference. About 200 guests were invited to participate. IMTA Vice Chairman Shao Qiwei gave an opening speech. The folk musicians of Guizhou Opera Company performed during the banquet. The guests shared friendship and enhanced understanding in a friendly, enthusiastic and harmonious atmosphere, making "IMTA NIGH" a business interaction and exchange event, thus enhanced the cohesion of IMTA.







附录 Appendix

新入盟会员名单  
List of New IMTA Members

新入盟会员	New IMTA Members
尼泊尔国家旅游局	Nepal Tourism Board
巴图尔联合国教科文组织世界地质公园 旅游发展局	Batur UNESCO Global Geopark Tourism Development Board
坦桑尼亚国家公园	Tanzania National Parks
葡萄牙农村发展协会	Portugal Association for Rural Development
新疆丝绸之路国际度假区	Xinjiang Silk Road International Holiday Resort
重庆市文化和旅游发展委员会	Chongqing Municipal Commission of Culture and Tourism Development
青岛市崂山风景名胜管理局	Qingdao Laoshan Famous Scenic Area Administrative Bureau
南通乐百年康旅小镇	Nantong Long Live Town
广元市朝天洞天旅游开发有限公司	ChaoTianDongTian Tourism Development Co., Ltd
都江堰市虹口景区	Hongkou Scenic Area of Dujiangyan
贵州靖翔体育文化传播有限公司	Guizhou Jingxiang Sports Tourism Culture Communication Co., Ltd
贵州瑞斯昂体育文化发展有限公司	Guizhou Drive-on Sports Culture Development Co., Ltd
成都山地文化传播有限公司	Chengdu Mountain Culture Communication Co., Ltd





2019 Annual Conference of International  
Mountain Tourism Alliance (IMTA)  
2019 国际山地旅游联盟年会

# 2019 贵州国际山地摄影大展

## Guizhou International Mountain Photography Exhibition



# 2019



## 贵州国际山地摄影大展

GUIZHOU INTERNATIONAL MOUNTAIN PHOTOGRAPHY EXHIBITION

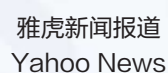
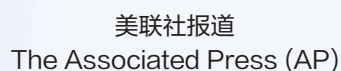
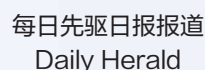
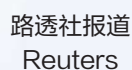


《云上仙境》 摄影：翁辉远

A Wonderland in the Clouds · Photographer: Weng Huiyuan



### Media Reports(Selected)





俄罗斯 Cont.ws 报道



意大利安莎通讯社报道  
ANSA



德国 FirmenResse 报道



ABC8 报道







2019 Annual Conference of International Mountain Tourism Alliance (IMTA)  
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拉美地区媒体报道  
Latin American Media



亚太地区媒体报道  
Asia Pacific Media



环球时报报道  
Global Times



中东地区媒体报道  
Middle East Media





# 2019 国际山地旅游联盟年会综述

## Summary of 2019 Annual Conference of International Mountain Tourism Alliance (IMTA)

2019 国际山地旅游联盟年会于 10 月 27-29 日在新落成的联盟总部大楼成功举办。本届年会主题鲜明、内容丰富、形式创新，充分展示了联盟的工作成效与日益凸显的功能作用，受到山地旅游业界的积极评价和充分肯定，引起了社会各界广泛关注和热烈反响，得到了海内外嘉宾和各界人士的一致赞誉，“携手构筑可持续山地旅游命运共同体”成为广泛共识。现将本届年会工作综述如下：

### 一、基本情况

本届年会以“携手构筑可持续山地旅游命运共同体”为主题，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。联盟年会理事会会议围绕年度重要议题进行研讨和审议，特邀重量级国际国内嘉宾、专家、企业界、学术界人士出席年会开幕式暨主题论坛、“一带一路”山地旅游交流合作对接会、联盟总部落成揭幕仪式、2019 山盟年会展、“山盟之夜”交流餐叙等重要活动，组织会员和与会嘉宾参加了在兴义举办的国际山地旅游暨户外运动大会，指导并参加了“双龙生态公园徒步体验活动”。

年会得到了世界旅游组织、世界旅游及旅行理事会、亚太旅游协会、世界旅游联盟、世界旅游城市联合会、世界旅游经济论坛、世界酒店与旅游教育培训协会、尼泊尔国家旅游局、尼泊尔旅游及旅行社协会、重庆市文化和旅游发展委员会、吉林省文化和旅游厅、贵州省文化和旅游厅、贵州省体育局、贵阳市人民政府以及贵州旅游协会和贵州双龙航空港经济区的积极支持。吸引了来自中国、美国、德国、法国、英国、俄罗斯、奥地利、葡萄牙、比利时、突尼斯、韩国、日本、印度、印度尼西亚、泰国、柬埔寨、尼泊尔、吉尔吉斯斯坦、塔吉克斯坦、中国台湾、中国澳门、中国香港共 22 个国家和地区的国际组织、联盟会员、旅游目的地机构、文旅界专家学者以及新闻媒体等共 600 余人参会。

本次年会在新落成的联盟总部举办，向外界展示了联盟的新形象、新风貌；鲜明的大会主题体现出全球化和新时代背景下联盟发展理念与方式的与时俱进；高规格的参会嘉宾及与会者的参会热情、参与程度显现出联盟迅速提升的关注度和影响力。本届年会总体上取得了很大成功，得到各方面的一致好评。

### 二、理事会会议

10 月 27 日下午，联盟理事会会议召开。理事会由联盟主席德维尔潘主持，副主席邵琪伟、秘书长何亚非及各理事参加会议。会议审议了由何亚非秘书长所作的《国际山地旅游联盟 2019 年工作情况和 2020 年工作计划》的报告，会议充分肯定了联盟一年来所做的富有成效的工作，原则同意工作计划讨论稿，由联盟秘书处根据会议提出的意见建议作进一步充实、完善、细化后执行；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，参会理事一致认为首个“国际山地旅游日”活动在尼泊尔成功举办，在国际山地旅游业界引起了广泛关注和热烈反响。联盟要乘势而上，充分用好“国际山地旅游日”联盟自创品牌，推行联盟宗旨，扩大联盟影响，服务联盟会员，发挥平台效应，为国际山地旅游可持续发展做出努力和贡献。对 2020 “国际山地旅游日”活动举办地和承办机构提出了择优确定合作方意见；会议还审核通过了 13 家新入盟会员申请，至此，联盟会员由 142 个扩大到 155 个，新会员的整体素质有了新的提升。讨论了拟设立国际山地旅游联盟专家委员会事项，研究了相关人事事项。

### 三、年会开幕及主题论坛

10 月 28 日上午，2019 国际山地旅游联盟年会开幕式暨主题论坛隆重举行，联盟副主席邵琪伟主持开幕式，他





首先表明：“本届年会的主题是‘携手构建可持续山地旅游发展命运共同体’，其目的是在我们共同面临新机遇、新挑战背景下，进一步凝聚全体会员和业界人士的智慧与共识，共同探讨如何去把握山地旅游可持续发展的规律和共同命运，用新的思路、新的方法、新的机制共同构建、形成符合共同利益的命运共同体”。

全国政协副主席、世界旅游经济论坛主席何厚铨发表了重要和热情洋溢的讲话，他说：“国际山地旅游联盟屡创先河，倡导并设立‘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，促进业务对接和交流合作，引发业界的广泛关注和强烈反响”，他对于贵州省作为联盟发起方和总部所在地为联盟的建设与发展所作的大量工作表示肯定和赞赏，对联盟加强与世界旅游经济论坛等其他旅游组织的合作寄予了厚望。

联盟主席德维尔潘在致辞中讲到：“过去几年，国际山地旅游联盟从非常激励人心的项目，到建立起一个凝聚各种公司、著名的专家的共同体，工作取得了重要的进展”，他深入分析了在全球格局变化背景下旅游业发展前景以及面临的挑战，提出现代旅游业可以成为质量和可持续发展的支柱，对联盟在推动可持续旅游、应对气候变化等领域的工作提出了新的要求和希望。

贵州省副省长卢雍政在致辞中充分肯定了联盟成立以来取得的工作成效表示“贵州将进一步深化与联盟的合作，共同开展山地旅游标准体系建设、开发山地旅游产品体系。贵州省作为联盟所在地，将不遗余力在人力、物力、财力支持联盟的建设和发展，加强与联盟和会员之间的交流与合作，为推动国际山地旅游的发展贡献更大的力量。”

联盟秘书长何亚非在年会开幕式上通报了经理事会审议的《国际山地旅游联盟 2019 年工作情况和 2020 年工作计划》，对联盟即将过去的一年的工作进行了回顾总结，提出了 2020 年工作重点围绕加强会员联络、优化会员结构、扩大会员队伍、促进会员业务交流，进一步发挥好交流合作平台的作用，继续办好“国际山地旅游日”活动、策划好 2020“世界名山对话”等活动、开展课题研究、抓好秘书处自身建设等方面的安排意见；联盟领导德维尔潘、邵琪伟、何亚非共同为新入盟的 13 家会员颁发证书。

年会论坛立足于新时代新要求，以前瞻性思维，聚焦“携手构筑可持续山地旅游命运共同体”主题，集业内业外之

智，深入探讨新时代山地旅游可持续发展的路径与方法，分享可供借鉴的经验与模式。参与论坛的重磅嘉宾及相关领域领军人物多维度探讨山地旅游产业发展的现实问题及未来发展。主题论坛采取分议题、多话题、广范围讨论模式，给更多山地旅游相关领域及机构提供了前沿资讯的发表空间和交流渠道，给参会代表带来了多场次高质量的智慧观点盛宴。

大会围绕“国际山地旅游发展与联合国 2030 可持续发展目标”进行了深入讨论。联盟秘书长何亚非作了题为“国际组织应该在全球治理格局中扮演重要角色”的主旨演讲，他深入分析了在当今世界经历“百年未有之大变局”背景下国际组织在全球治理体系中应扮演的重要角色，并表示：“作为共同建设人类命运共同体的组成部分，构筑山地旅游命运共同体是旅游领域广泛开展形式多样国际合作、以造福各国人民的有效路径。国际山地旅游联盟将和其他国际组织携手前行，争取在山地旅游领域实现更多成功的国际合作。”世界旅游经济论坛秘书长何超琼作了题为“检阅亚洲旅游趋势—可持续山地旅游创建美好生活”的主旨演讲，她说：“国际山地旅游联盟坐落在贵州，是非常好的选择。我所到之处得到了非常多的灵感，特别是这座大楼的建筑也是让我耳目一新。我相信在这座非凡的大楼里会发生非常多的成就。”她还同与会者分享了世界旅游经济论坛在参与全球治理、推动国际旅游合作的经验。亚太旅游协会 CEO 马里奥·哈迪作了题为“可持续旅游面临的新环境、新机遇、新挑战”的主旨演讲，山地户外运动专家高宁介绍了“世界山地旅游发展趋势进展研究”，从不同的视角阐述和诠释了本届年会的主题和观点。

会议还采取由一个主讲嘉宾作主题演讲，邀请 5 位嘉宾围绕话题结合各自背景进行对话交流的方式进行交流。对话嘉宾分别从“构建山地旅游发展命运共同体与造福广大民众”、“山地旅游环境保护与绿色发展”、“文旅体养融合发展新趋势”三个话题展开，精彩的演讲和研讨让与会嘉宾感到收获颇丰、受益匪浅，一些会员和参会嘉宾在会后继续就感兴趣的问题进行讨论，并达成了务实、实用性合作意向。

#### 四、重点及配套活动

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、高效的产业对接、商务对接平台，同时向各界全面展示了联盟总部大楼的会议展览、学术研究、交流培训等功能，为吸引全球山地旅游人才、资源、资本聚集到总部，将联盟总部大楼打造成为会员之家、建设为国际山地旅游的中心高地创造了良好条件、奠定了坚实基础。

#### 1. 国际山地旅游联盟总部落成揭幕仪式

10月28日早上，在联盟总部大楼广场举行了简单庄重的联盟总部落成揭幕仪式。联盟主席德维尔潘、贵州省副省长卢雍政、联盟副主席邵琪伟、联盟秘书长何亚非、世界旅游组织荣誉秘书长弗朗加利、世界旅游经济论坛秘书长何超琼、贵州省文旅厅厅长张玉广、贵阳市市长陈晏共同为总部大楼剪彩揭幕。联盟副主席邵琪伟在致辞中表示：“依托总部大楼的集聚效应，联盟将更好地整合山地旅游优质资源，推动山地旅游产业化发展，从而将山地旅游国际交流与合作不断推向新的发展阶段。”贵阳市市长陈晏在致辞中表示：“贵阳作为联盟总部所在地，将全力做好服务保障，让国际山地旅游联盟在贵阳发展好。”国际山地旅游联盟总部落成，是联盟的全新形象走向世界，进一步提升服务会员质量，扩大业内及跨领域合作，积极促进贵州省、贵阳市的对外开放与合作的重要标志。

#### 2. “一带一路”山地旅游交流合作对接会

为了更好地服务会员，切实推进“一带一路”沿线国家山地旅游领域的务实合作，搭建山地旅游交流合作、业务分享、产业投资平台，10月29日上午举办了“一带一路”山地旅游交流合作对接会。来自中国、俄罗斯、英国、法国、葡萄牙、韩国、柬埔寨、泰国、印度尼西亚、吉尔吉斯斯坦、塔吉克斯坦等“一带一路”国家和地区的联盟会员、国际组织、专家学者、企业家、名山管理机构代表、OTA及旅行社代表近90人参会。交流合作对接会上，联盟副秘书长吴迈提出了推进联盟2020年工作计划落实，拓展会员、联合会员营销、设立世界名山护照、邀请联盟会员和目的地参与配合2020“国际山地旅游日”活动的具体建议；俄罗斯世界无国界旅游协会中国友好项目总裁安娜·西比尔科娜，柬埔寨旅游部副国密拓扑·索菲克，尼泊尔国家旅游局董事成员阿瓦德·库玛尔·达斯，吉尔吉斯斯坦文化、信息和旅游部旅游司法务、人力资源及组织工作首席专家努勒尔·多芭耶夫，塔吉克斯坦阿图奇山地旅游公司总经理爱拉吉·穆哈玛德居佐德分别结合本国的山地旅游资源、

目前发展状况，以及山地文化旅游项目、对外国投资及游客的优惠政策、未来可合作机会等作了介绍；联盟会员四川峨眉山、贵州瑞斯昂体育文化发展有限公司进行了项目推介招商。交流合作对接会现场气氛热烈，发言踊跃，与会代表就所关注的问题、感兴趣的项目主动进行对接洽谈。会议结束后众多参会代表意犹未尽，相互留下联系方式，进一步进行对接。会员及业界人士对这种务实的交流合作对接表现出极大热情，建议联盟今后进一步优化内容设置，拓宽山地旅游相关范围，给自由对接创造更多的空间和条件，举办更多类似的务实交流合作对接活动。

#### 3. 2019 山盟年会展

为充分利用联盟总部展览空间，给联盟会员提供一个宣介平台，促进相互间的交流与协作，展示山地旅游产业发展成果和动态，在年会期间举办了2019山盟年会展。本次展会共设立了13个特装展区、1个文创展区、4个茶艺展区、1个摄影图片展区；国际组织、境内外政府部门、旅游投资商、旅游景区管理运营机构、体育运动赛事、山地研学机构、特色文创企业和旅游行业协会等类别的会员及非会员机构共58家参展。本次年会展是联盟首次利用总部大楼楼宇资源进行市场化运作的一次有益尝试，虽然总体展出规模不大、展期不长，但本次年会展多角度地展示了山地旅游丰富的产业链集群，多层次满足了业界交流需求，多方位呈现了联盟总部各类型的展览空间，为促进业界品牌宣传、市场开发、渠道拓展搭建了平台，创造了合作机遇。尤其是“多彩贵州国际山地旅游摄影展”和Drive-On山地体育运动展台，充分体现了山地文化、旅游和体育的特色，并利用现代化科技展示方式和特色服务功能区域，吸引了众多业内代表进行商务洽谈和社会观众的观摩互动，获得了联盟会员及业界的一致好评。会后，中国文化和旅游部副部长张旭、海南省副省长符彩香专程到联盟总部大楼进行实地考察。

#### 4. “山盟之夜”文化交流

为给联盟会员和合作伙伴间营造一个更为广泛、自由、放松、友好的互动空间和场所，联盟在年会期间举办了“山盟之夜”交流餐叙，邀请各相关行业和与会嘉宾200余人参加，并约请贵州黔剧院优秀民乐演奏家驻场演出。嘉宾们借助难得的交流机会在友好、热烈、融洽的氛围中共叙友谊、增进了解，使“山盟之夜”成为又一场业务互动交流活







## 五、对外宣传及影响

本届年会在刚刚落成的联盟总部大楼召开，意义特别。为办好本次年会，在联盟领导的指导下，秘书处从会议主题设计、会议形式、嘉宾选择、会务工作等方面作了认真的调研，作出了具有时代特色和务实性顶层设计，确保了会议成功，得到了会内会外广泛好评，引起境内外媒体的广泛关注和强烈反响。

年会相关资讯在人民网、中国新闻网、新华网、中国旅游报、消费日报中国新闻网、环球时报、中国国际广播电台、新华社日语频道、新浪、腾讯、今日头条等 100 家境内媒体发布；同时分 10 个外语语种在路透社、法新社、美联社、每日先驱日报、雅虎新闻、雅虎财经等欧美主流媒体，俄罗斯 Cont.ws、泰国 Mthai、韩国 Naver、日本 Goo、德国 FirmenRresse、意大利安莎通讯社、智利 TECHO、中东通讯社等国际知名媒体，共计约 1100 家境外媒体发稿传播，宣传链接近 1000 条，刊发稿件 3000 余篇。本届大会传播成果不仅广泛见诸于各门户网站、还涵盖了移动的两微一端。商业媒体、自媒体通过形式多、节奏快、角度新的年会报道精准地满足了新媒体受众需求，尤以新浪、今日头条等汇聚过亿用户的客户端为代表，将传播范围、受众触达延展到了随身查看的移动端。其中，新浪微博搭建话题 # 国际山地旅游联盟年会 #，话题阅读量达 669 万，网友互动 4000 余人次；微信全球旅游名胜、旅游杂志发布相关稿件共计 4 条，平均阅读 15000 人次。本届年会还利用互联网直播平台和技术，对年会开幕式进行各种终端的网络直播（视频 + 图文）。直播覆盖广东、北京、贵州、浙江、内蒙古、海南、山东等地受众人群，覆盖 1735 万余人次。

与此同时，年会相关报道在各省级媒体刊发转载；联盟官网和微信号推出了新闻专题，从前期预热到会中和会后进行即时跟踪报道；贵阳市及双龙航空港经济区在总部大楼沿线六条大道上布置联盟年会道旗、高杆广告牌，并连续 10 日在贵阳市中心、火车站等核心区 LED 大屏幕上播放联盟年会宣传视频。

在年会的影响和感召下，兴茂集团、神农架林区文旅局、云台山、绵山、九洞天景区等纷纷表达了加入联盟的意愿；重庆市文化和旅游发展委、黄山旅游集团、天津优联投资发展集团有限公司等表达了与联盟进一步密切联系、参与合作的意向。

## 六、下步工作重点

### 1. 年会相关工作落实

一是按照联盟领导在会议期间的讲话谈话精神及要求，进一步充实、完善、细化 2020 年联盟工作计划，力求做到更加务实、创新、有效；二是整理此次年会素材，在官网上开辟专题，对年会亮点内容做后续深入报道宣传；三是整理相关文档资料，编制联盟年会会刊；四是根据本届联盟年会、理事会会议精神，整理理事会会议纪要等相关年会文件，及时发给会员。

### 2. 提升策划执行

本次论坛存在 10 月 28 日下午主题论坛设置的三个讨论环节，前两个环节未形成充分有效的互动的问题。会务执行存在团队对会务方案的策划和执行缺乏细节把控，造成时间和成本的浪费的问题。针对联盟会议国际化、专业化、层次高的特点，今后的活动中，要对标国际一流标准，在外语能力、创意策划、会务执行等专业性方面进行提升和优化。多考虑会务执行中的流程细节，提前做好沟通和预案。

### 3. 改善媒体统筹

本届年会宣传报道效果存在局限，一是部分记者对联盟定位把握不准，站位不高，部分稿件在联盟国际化定位上显得较弱；二是由于稿件翻译不够及时，协调境外媒体用时较长，导致小语种媒体发稿滞后；三是利用主流媒体、影响力大的新媒体、社交媒体平台宣传的力度有待加强。建议联盟秘书处下一步着重在建立媒体宣传运行机制上深入探讨并取得实质性进展，构建更加完善、高效的传播体系。

### 4. 加强与地方政府的合作

贵州省作为联盟的发起方和总部所在地，一直得到省政府的高度重视和大力支持，联盟要进一步争取贵州省政府对联盟工作的指导，积极联系和加强与省文旅厅等相关部门的协调配合，把贵州省作为发展的试验田，并力争在投资、研究、宣传、认证等业务合作上有新的突破。

本届年会积极协调贵阳市有关部门提供支持，为合作办会积累了宝贵经验。双龙航空港经济区作为协办单位，在协调宣传、楼宇建设、安全保卫、后勤保障等方面做了大量工作，还主办了双龙体育生态公园徒步活动作为联盟年会的配套活动。建议进一步密切与贵阳市及其他有意向与联盟合作的地方政府的关系，尝试联合举办“国际山地旅游日”、“国际山地旅游展”等活动，推动联盟的社会化、市场化运作。



### 5. 通过活动平台调动会员积极性

本届年会配套了 2019 山盟年会展、“一带一路”山地旅游交流合作对接会两项活动，为会员提供了展示形象、宣传推介、交流对接的良好平台，得到了会员的一致好评。多家会员单位表示了想利用联盟总部大楼，举办更多展览、推介和交流活动的意愿。为加强会员服务，增强会员的参与感、获得感，未来可多举办类似参与性强的活动，以调动会员积极性，增强联盟凝聚力。

### 6. 筹划好 2020 年“国际山地旅游日”活动

在总结首个“国际山地旅游日”成功经验的基础上，认真策划 2020 年“国际山地旅游日”活动。根据理事会会议精神，在有意愿的合作方中择优选择举办地。拟在活动期间举办山地旅游产业合作对话、全球最具吸引和影响山地旅游产品评选启动等活动，务求活动见到实效，增进行业合作与投资机遇。

### 7. 开展课题研究

一是推进建立山地旅游标准体系。学习借鉴发达山地旅游国家现有标准，结合国际山地旅游发展现状和发展趋势，启动制定并力争发布相关《山地旅游专项业务指南体系》框架；二是研究山地旅游相关评价体系。开展山地旅游资源评估、景气指数预测等研究工作；三是开展专题培训服务。结合自主研究成果和行业需求，积极探索开展不同规模的

专题性培训的前期准备工作。

### 8. 加强对会员的联系服务

积极联系会员，听取年会意见反馈，以此为契机加强与会员的联络沟通，做好会员服务。未来活动设置中，更多地考虑会员的实际需求，提供更加务实和精细化的服务，增加会员参与感与获得感。同时，趁热打铁，跟进此次年会成果，积极对接有合作和加盟意向的机构。

### 9. 用好总部大楼

本届联盟年会面临着总部大楼建设工期紧、新设备设施需调试磨合、总部大楼运维服务团队组建时间短、会务外协团队首次合作等挑战和困难。联盟秘书处全体人员克服了人手少、事项多、筹备时间短等不利因素，与多方单位协同作战，精心谋划、各司其职、克服困难、努力奋斗、团结协作，整个联盟年会活动取得圆满成功。

秘书处应尽快与相关部门沟通协调，完成大楼设施设备运营调试、验收移交、运营维护等工作，尽快确定楼宇长期运维团队，理顺联盟总部大楼运营模式，探索如何利用好联盟总部大楼，汇聚山地旅游的人才、资源和资本，服务于联盟和山地旅游的长远发展，动员会员积极参与联盟总部的建设运营，充分利用大楼的会议展示、学术研究、交流培训等多种功能，打造“联盟会员之家”和全球山地旅游中心高地。





## Summary of 2019 Annual Conference of International Mountain Tourism Alliance (IMTA)

The 2019 Annual Conference of IMTA was successfully held at the newly built IMTA headquarters building during October 27–29. The conference, clear in topic, profound in content and innovative in form, fully demonstrated the progress of IMTA’s work and its increasingly critical influence. The conference has received positive feedbacks and recognition from the industry of mountain tourism, and been praised by guests at home and abroad. As a result, we have made the consensus of “working together to build a community with shared future in mountain tourism”. The conference is summarized as follows:

### 1. Basic Information

Themed on “working together to build a community with shared future in mountain tourism”, the 2019 Annual Conference of IMTA probed into hot topics including sustainability, ecology, green, environmental protection, poverty alleviation and innovation. At the IMTA Council Meeting, critical issues were also studied and deliberated on. In addition, we have invited key guests at home and abroad, experts, professionals from the business and academic world, to attend the Opening Ceremony & Theme Forum, the Docking Meeting on Mountain Tourism Cooperation under the Belt and Road, Inauguration Ceremony of IMTA Headquarters Building, 2019 IMTA Annual Conference Exhibition, and “The Night of IMTA”. Attendees have also joined International Conference of Mountain Tourism and Outdoor Sports, as well as the “Hiking Experience Activities in the Shuanglong Ecological Park and Eco & Sport Park”.

The conference has received support from United Nations World Tourism Organization (UNWTO), World Travel & Tourism Council (WTTC), Pacific Asia

Travel Association (PATA), World Tourism Alliance (WTA), World Tourism Cities Federation (WTCF), Global Tourism Economy Forum (GTEF), World Association for Hospitality and Tourism Education and Training (AMFORHT), Nepal Tourism Board (NTB), Nepal Association of Tour & Travel Agents (NATTA), Chongqing Municipal Commission of Culture and Tourism Development, Jilin Province Department of Culture and Tourism, Guizhou Provincial Department of Culture and Tourism, Sport Administration of Guizhou Province, People’s Government of Guiyang, Guizhou Tourism Association, and Guizhou Shuanglong Airport Economic Zone. We are also honored to have over 600 guests present with us, including representatives of international organizations, IMTA members, tourist destination institutions, media, and experts and scholars in cultural tourism from 22 countries and regions – Chinese Mainland, the United States, Germany, France, the United Kingdom, Russia, Austria, Portugal, Belgium, Tunisia, South Korea, Japan, India, Indonesia, Thailand, Cambodia, Nepal, Kyrgyzstan, Tajikistan, as well as Taiwan, Macao and Hong Kong of China.

Held in the newly built IMTA headquarters building, the conference witnessed a new brand and image of IMTA, with a clear topic manifesting that our development concept in the time of globalization. The prestigious level and passion of attendees prove that IMTA is gaining reputation and influence rapidly. In general, 2019 Annual Conference of IMTA was a widely praised success.

### 2. IMTA Council Meeting

On the afternoon of October 27, IMTA Council Meeting was initiated, with Dominique de Villepin, Chairman of IMTA, as the host, as well as Shao



Qiwei, vice chairman of IMTA, He Yafei, secretary-general of IMTA, and council members as attendees. The session examined the Work of the International Mountain Tourism Alliance in 2019 and its Work Plan for 2020 compiled by He Yafei, recognized what we have achieved in the past year, and approved the 2020 agenda in principle. Advice and comments proposed by council members on the agenda shall be further improved and refined for execution. Next, the session deliberated the performance of the first “International Mountain Tourism Day”, and the host city and organizer of the 2020 “International Mountain Tourism Day”. Council members reached a shared conclusion that the first “International Mountain Tourism Day” was successfully held in Nepal, attracting extensive attention and positive feedback in the tourism sector across the globe. As a result, we must give full play to the innovative brand of “International Mountain Tourism Day” and our edge as a platform, to put our mission into practice to expand influence and better serve our members, contributing to the sustainable development of international mountain tourism. Additionally, advice on determining preferred partners for host city and organizer of the 2020 “International Mountain Tourism Day” was proposed at the session. Council members also approved the application of 13 new members, enlarging the member quantity from 142 to 155 with an improved overall quality. In the end, the session discussed the issue on establishing IMTA expert committee and related working rules.

### **3. Opening Ceremony and Theme Forum of 2019 Annual Conference of IMTA**

Opening Ceremony and Theme Forum of 2019 Annual Conference of IMTA was held on the morning of October 28. As the host of the opening ceremony, Shao Qiwei, Vice Chairman of IMTA, declared the topic of “working together to build a community with shared future in mountain tourism”. According to Shao Qiwei, the conference is aimed to, against the brand-new challenges and opportunities, converge the wisdom of members of IMTA as well as tourism practitioners, to explore the pattern and trend of sustainable development for mountain tourism, and to build a mutual-benefit

community of shared future with innovative concepts, methods and mechanisms.

Edmund Ho Hau-wah, Vice Chairman of the Chinese People's Political Consultative Conference (CPPCC) and Chairman of GTEF, delivered a speech. According to him, IMTA, as an initiator of many achievements, set up the “International Mountain Tourism Day”, proposed the initiative of “call to action: guarding our mountain home” and carried out “dialogue among famous mountains in the world”, so as to promote exchanges, business matchmaking, and cooperation to tackle new challenges, as well as to trigger extensive reaction in the entire mountain tourism industry. Furthermore, Mr. He appreciated the efforts of the IMTA initiator, Guizhou province, where IMTA headquarters building is located, in making constructive contributions to the IMTA. With such efforts and achievements, Mr. He placed great hopes on the IMTA's cooperation with GTEF and other tourism organizations.

Dominique de Villepin, Chairman of IMTA, mentioned in his speech that “in the past few years, IMTA has evolved from an exciting project into a community where enterprises and experts work together for a greater and greater progress”. In detail, he made an in-depth analysis on the prospect and possible challenges of tourism against the global trend, proposed to treat modern tourism as the pillar that upholds quality and sustainability, and raised new expectations on how IMTA could promote sustainable tourism and how we should tackle the climate change.

Lu Yongzheng, Vice Governor of Guizhou province, recognized the achievements IMTA has made since its founding in his speech, and expressed that “Guizhou is willing to deepen cooperation with IMTA to set up a standard mechanism of mountain tourism and relevant products. As the site of IMTA headquarters, Guizhou province will spare no efforts in supporting the development of IMTA in terms of human resources, material supply and financial aid, strengthen exchange and cooperation with IMTA members, contributing to the progress of international mountain tourism.”

He Yafei, secretary-general of IMTA, debriefed







the Report on Work of the International Mountain Tourism Alliance in 2019 and its Work Plan for 2020 at the opening ceremony to the council for deliberation, summarized the work we have done in 2019, and set the priority of 2020 on strengthening member connection, optimizing membership structure and scope, and promoting business exchanges among members. In addition, the secretary-general stressed that we must exert our role as an excellent platform by carrying out “International Mountain Tourism Day” and 2020 “dialogue among famous mountains in the world”, executing surveys and studies, and taking advice in how to improve the IMTA secretariat. Dominique de Villepin, Shao Qiwei and He Yafei also issued certificates for the new 13 members.

The forum, with “working together to build a community with shared future in mountain tourism” as the topic, converges far-sighted wisdom from the broader society to probe into the prospect of sustainable mountain tourism in the new times, and shared experience and referential patterns. Guests present at the forum and industry leaders explored both practical problems and future paths of mountain tourism from multiple angles. Moreover, the forum prepared a variety of topics and encouraged extensive discussion, creating a free, intelligent and high-quality environment where attendees and participant organizations could exchange cutting-edge information.

The conference discussed the “Progress of international mountain tourism and 2030 Sustainable Development Goals (SDGs) of the United Nations (UN)”. For that, secretary-general He Yafei gave a keynote speech titled “International organizations should play a critical role in global governance structure”. In the speech, he analyzed such roles in this “dramatical changing time rare in centuries”, and said that “working together to build a community with shared future in mountain tourism, as part of the community with a shared future for mankind, is an effective path to carry out various international cooperation in tourism to benefit people all over the world. IMTA will continue to seek cooperation with other international organizations to contribute to mountain tourism.” Pansy Ho Chiu-king,

secretary-general of GTEF, also made a keynote speech where she said, “Locating IMTA in Guizhou province is a great choice. I gained a lot of inspirations from places around, especially here. I believe great achievements are yet to be made inside this magnificent building.” She also shared with attendees the experience of GTEF in global governance and promoting international cooperation in tourism. After that, Dr. Mario Hardy, CEO of PATA, delivered a keynote speech titled “New environment, opportunities and challenges for sustainable tourism”, and then Serge Koenig, expert of outdoor mountain sports, debriefed “Development Trend of World Mountain Tourism” and further illustrated the topics and proposals of the conference from a different perspective.

In addition, the form of panel discussion was adopted in the afternoon of the forum in which a keynote speaker finished his/her speech, five guests communicated around the topic of the speech with their professional background taken into account. The guests had an excellent, mutual-beneficial and intelligent conversation on “Building a Community with a Shared Future for Mountain Tourism Development and Benefit the People”, “Environmental Protection and Green Development of Mountain Tourism”, and “Culture, Sports, Healthcare — The New Trend of Mountain Tourism Integration Development”. Some members and guests even talked with each other on issues they are both interested in, and reached intention of cooperative practices after the conference.

#### 4. Key Points & Supporting Activities

The 2019 Annual Conference of IMTA was held along with supporting activities, including 2019 IMTA Annual Conference Exhibition and the Docking Meeting on Mountain Tourism Cooperation under the Belt and Road, building itself into a high-efficiency and active platform for industry and business matchmaking, meeting the varied needs of members. Moreover, such activities fully demonstrated the multiple functions, including meeting, exhibition, academic research, communication and training, of the IMTA headquarters building, laying a solid foundation for attracting talents, resources and assets across the globe to our headquarters and further



making the headquarters building home to IMTA members and center for international mountain tourism.

#### (1) Inauguration Ceremony of IMTA Headquarters Building

The simple yet stately Inauguration Ceremony of IMTA Headquarters Building was held on the morning of October 28. At the ceremony, Dominique de Villepin – Chairman of IMTA, Lu Yongzheng – Vice Governor of Guizhou province, Shao Qiwei – Vice Chairman of IMTA, He Yafei – secretary-general of IMTA, Francesco Frangiali – Honorary Secretary General of the UNWTO, Pansy Ho – secretary-general of GTEF, Zhang Yuguang – Director of Guizhou Provincial Department of Culture and Tourism, and Chen Yan – Mayor of Guiyang City cut the ribbon for the IMTA headquarters building. Shao Qiwei said in his speech, “the agglomeration effect of the headquarters building will make it easier for IMTA to integrate high-quality resources, promote the industrialization of mountain tourism, thereby elevating international exchange and communication onto an even higher ground.” Chen Yan expressed in his speech, “as the location of IMTA headquarters, Guiyang city will try its best to guarantee services, granting IMTA a greater local presence.” The completion of IMTA headquarters building marks the way ahead for IMTA to initiate global service with a brand-new image, improve membership service, enlarge cooperation in and out of tourism sector, and facilitate the opening-up of Guiyang city and Guizhou province at large.

#### (2) Docking Meeting on Mountain Tourism Cooperation under the Belt and Road

To set up a platform for business exchanges, investment and cooperation among countries along the “Belt and Road” as well as our members, the Docking Meeting on Mountain Tourism Cooperation under the Belt and Road was held on the morning of October 29. Over 90 guests attended the meeting, including delegates of IMTA members, international organizations, experts and scholars, entrepreneurs, representatives of mountain management institutions, OTA and travel agencies from China, Russia, the UK, France, Portugal, South Korea, Cambodia, Thailand, Indonesia, Kyrgyzstan, Tajikistan and other countries and regions along the “Belt and

Road”. At the meeting, Wu Mai, deputy secretary-general of IMTA, proposed to put the 2020 agenda into practice, attract more members, promote membership marketing, set up World Famous Mountain Passports, as well as invite members and destinations to participate in the 2020 “International Mountain Tourism Day”. Anna Sibirkina – president of the Russian World Tourism Association without Borders & Friendly China Project Team, Top Sopheak – deputy secretary of state for tourism of Cambodia, Acwadhesh Kumar Das – Board member of Nepal Tourism Board, Nurgazy Toichuev – chief expert in law works, human resources and organization work at Ministry of Culture, Information and Tourism of Kyrgyzstan, and Eraj Mukhammadjonzoda – general manager of Artuch Mountain Tourism Company in Tajikistan introduced separately the local resources of mountain tourism, current development status, projects on mountain cultural tourism, preferential policies for foreign investors and visitors, and cooperation potentials of their own countries. After that, Mount Emei – IMTA member, and Guizhou Drive-on Sport Culture Co., Ltd. promoted cooperation projects. The docking meeting was filled with active conversations, and all the attendees talked with each other on interested questions and projects for further cooperation. After the meeting, the active vibe still lasted for a long time. Both members and tourism practitioners showed great passion towards such practical way of exchanging and docking, and they advised that IMTA could carry on holding similar docking events with optimized content, a broader scope, bigger space and more preferential conditions.

#### (3) 2019 IMTA Annual Conference Exhibition

To create an advertising platform in the exhibition space of IMTA headquarters building for members, to promote their communication and cooperation as well as demonstrate the achievements and updates in the mountain tourism sector, the 2019 IMTA Annual Conference Exhibition was held during the Annual Conference. A total of 13 special design areas, one cultural and creative area, 4 tea art areas, and 1 photography area were set up. And a total of 58 IMTA members and non-member organizations including international organizations, government agencies of





China and other countries, tourism investors, tourist attraction management institutions, sports events, mountain research institutes, cultural and creative enterprises, and travel associations participated in the exhibition. As for the exhibition, it was IMTA's first trial to marketize the headquarters building, with positive results. Though the scale and duration were limited to some extent, the exhibition still manifested the aggregated supply and value chains of mountain tourism, satisfied the need of exchange and communication, and presented the various exhibition areas of IMTA headquarters building. As a result, the exhibition served as a platform full of cooperation opportunities to promote brand advertising, market development and channel expansion. In particular, "Guizhou International Mountain Photography Exhibition" and Drive-On Mountain Sport Event, fully demonstrated features of mountain culture, tourism and sport. All these events, with the aid from modern technology and special functional areas, attracted representatives and guests to carry out business interaction, gaining unanimous praise from IMTA members and the entire mountain tourism sector. After the exhibition, Zhang Xu, Vice Minister of Culture and Tourism of China, and Fu Caixiang, Vice Governor of Hainan province, paid a special visit to the IMTA headquarters building for field survey.

#### (4) "IMTA Night" cultural exchange

To create an interaction space that is more extensive, free, relaxing and friendly for IMTA members and partners, "IMTA Night" Banquet was held during the Annual Conference. Over 200 guests and industry practitioners were invited to attend, and folk music performers from Guizhou Opera Company were also invited to deliver an excellent performances. Guests, in this friendly, passionate and harmonious environment, had in-depth conversations with others, making it another business exchange event that further enhanced the solidarity of IMTA.

### 5. Publicity and Influence

The 2019 Annual Conference, held in the newly built IMTA headquarters building, was of great significance. To guarantee the conference a success, the Secretariat, under the guidance of IMTA leaders, did

surveys and adjustments on topic selection, form, guest selection and meeting design, and conducted state-of-the-art yet practical top-level design. The conference was received extensive praise and attention from media at home and abroad.

Information about the conference was published on over 100 Chinese media, including people.com, chinanews.com, xinhuanet.com, China Tourism News, Consumption Daily, Global Times, China Radio International, Xinhua news agency Japanese News Service, Sina, Tencent, and Toutiao. In addition, about 1,100 overseas media, such as Reuters, Agence France Presse, Associated Press, Daily Herald, Yahoo News, Yahoo Finance and other major European and America press, as well as Cont.ws of Russia, Mthai of Thailand, Naver of South Korea, Goo of Japan, FirmenRresse of Germany, Agenzia Nazionale Stampa Associata of Italy, TECHO of Chile, Middle East News Agency and other major international press published nearly 3,000 columns in 1,000 publicity chains in ten different languages. The publicity achievement of the conference could not only be seen in portal websites, but also on WeChat, Weibo and news platforms. Business media and WeMedia met the special needs of target audience of new media thanks to their flexibility, rapidness and novelty. Platforms like Sina and Toutiao that enjoy over 100,000,000 users stretched their range of influence to mobile end. Sina Weibo, in particular, created a hot topic #IMTA Annual Conference# that was read for 6,690,000 times with comments made by over 4,000 netizens. WeChat published four relevant news columns about global tourist attractions and tourism magazines read by 15,000 people. Furthermore, the conference also applied livestream platforms and technologies to perform live webcasts(video + picture & words) of various terminals for the opening ceremony. Over 17,350,000 people in Guangdong province, Beijing city, Guizhou province, Zhejiang province, Inner Mongolia, Hainan province and Shandong province watched the webcasts.

At the same time, reports on the conference were forwarded by provincial press and publications. The official website and WeChat account of IMTA initiated special reports that cover everything happened before,



during and after the conference. Guiyang city and Guizhou Shuanglong Airport Economic Zone lined the six avenues outside the IMTA headquarters building with advertised flagpoles and high-pole bulletins, and have been showing the promotion video clips of the conference on the big LED screens at key traffic junctions like Guiyang downtown and train stations for ten consecutive days.

Under the influence and inspiration of the conference, Xingmao Group, Ministry of Culture and Tourism of Shennongjia Forestry District, Yuntai Mountain, Mount Mian and Jiudongtian Scenic Area expressed their intention to join IMTA. Chongqing Municipal Commission of Culture and Tourism Development, Huangshan Tourism Group, Union Group and many others also expressed their intention to further liaise and cooperate with IMTA.

## 6. Future Priorities

### (1) Implement related work

First, to secure a practical, innovative and effective working plan, a detailed 2020 agenda should be mapped out in accordance with the requirements in speeches by IMTA leaders during the conference. Second, the conference materials need to be sorted out, a new thematic should be opened up on the official website to publicize follow-up report on highlights of the conference. Third, IMTA annual conference proceeding should be compiled which is based on documents and files. Last, in accordance with the annual conference and the spirit of the Council Meeting, the relevant documents such as the minutes of the IMTA Council Meeting should be sorted out and issued to the members in time.

### (2) Improve planning and implementing

During the theme forum on the afternoon of October 28, the first two of the three discussions lacked effective interaction, The executive team lacked detailed control over the planning and implementation of the conference program, which lead to waste of time and expenditure. Given that IMTA annual conference is an international, professional and high-level meeting, all the activities should be carried out professionally according to the first-class international standard in future. For that, the foreign language proficiency, creative planning and

conference implementation should be improved. All the detailed procedures should be considered, communication and back-up planning must be prepared in advance.

### (3) Improve media communication

The influence of media coverage about the annual conference is limited for the following three reasons. First, some reporters did not get an accurate picture of IMTA or fully demonstrate the international presence of IMTA. Second, untimely translation lead to prolonged coordination with foreign media and a delay in press release in other languages. Third, insufficient use of mainstream media, new media of great influence and social media dragged publicity down. It is suggested that IMTA Secretariat strive to establish and explore the mechanism of media publicity to ensure a sound and effective media communication system.

### (4) Strengthen cooperation with local governments

As the the founder and headquarters building seat of IMTA, the Guizhou Provincial Government has always attached great importance to and strongly supported IMTA, IMTA should further seek guidance and keep active contact with Guizhou Provincial Department of Culture and Tourism and other departments to strengthen our cooperation, take Guizhou as a pilot of development, and work hard for breakthrough in business cooperation of investment, research, publicity and certification.

IMTA cooperated actively with relevant departments in Guiyang city and accumulated valuable experience in holding the annual conference. As a co-organizer, Guizhou Shuanglong Airport Economic Zone has done a great deal of work in coordinating publicity, construction engineering, security, and logistical support, and also held “Hiking Experience Activities in the Shuanglong Ecological Park and Eco & Sport Park” as a supporting activity of the conference. It is suggested that to maintain a close relationship with Guiyang city and other local governments with cooperative intention. In addition, we can jointly organize activities like “International Mountain Tourism Day” and “International Mountain Tourism Exhibition” to better promote the marketization of IMTA.

### (5) Motivate members via platforms

Two supporting activities – 2019 IMTA Annual







Conference Exhibition and the Docking Meeting on Mountain Tourism Cooperation under the Belt and Road served as a good platform for demonstrating image, publicizing, exchanging and matchmaking, unanimously praised by members. Many members expressed a willingness to hold expos, promotion meetings and exchange events in IMTA headquarters building. More similar activities can be held to improve membership service, promote members' sense of participation and gain and motivate members to take part in to enhance the solidarity of IMTA.

(6) Overall planning of the 2020 “International Mountain Tourism Day”

Based on the experience of the first successful “International Mountain Tourism Day”, the 2020 “International Mountain Tourism Day” must be carefully planned. In the spirit of Council Meeting, the best place will be picked out among the partners which is willing to hold the event. Dialogue in mountain tourism industry, and selection campaign of the most attractive and influential products are expected to hold. All activities are expected to produce effective results, enhancing industrial cooperation and investment.

(7) Conduct research projects

First, to establish a standard mechanism of mountain tourism. Learning from the existing standard of mountain tourism in developed countries, and based on the status quo and trends across the globe, the Guideline of Mountain Tourism Mechanism will be drawn up and issued. Second, to research the evaluation system of mountain tourism, carry out research work on mountain tourism resource assessment and prosperity index prediction. Third, to provide special training service. With independent research and industrial demands taken into account, the preliminary preparations for thematic training of different scales should be further explored.

(8) Strengthen member connection

It is necessary to actively contact members and listen to the feedbacks on the conference. This should be used as an opportunity to strengthen communication with members and serve them. In detail, members' actual demands should be taken into account of, and meticulous and thoughtful services should be provided accordingly to give a stronger sense of participation and achievement. In the meantime, the advantages of annual conference should be taken, to strengthen contact with institution willing to cooperate with or join IMTA.

(9) Give full play to headquarters building

The annual conference faced many challenges and difficulties such as tight construction schedule, adjusting new equipment and facilities, building an operation and maintenance team in short time, and first cooperation for external coordination team. All staff of IMTA secretariat cooperated with other institutions, overcame various disadvantages like shortage of human resources, heavy workload and a tight schedule, and guaranteed the annual conference a success.

IMTA secretariat should communicate with relevant departments as soon as possible to complete the job in adjusting, checking, and operating the equipment and facilities of headquarters. In addition, the secretariat should determine the long-term operation teams, figure out the operation model, and explore how to make good use of the IMTA headquarters building. For that, the secretariat needs to motivate members to engage in the construction engineering, utilize the headquarters' functions of meeting, academic research, and training to build it as home to IMTA members and center for international mountain tourism, and gather talents, resources and funds for the long-run development of IMTA and mountain tourism.

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