

2022国际山地旅游日主题活动  
2022 International Mountain Tourism Day Theme Events

**山地旅游倡导  
健康生活与文明交流**  
Mountain Tourism Promotes  
Healthy Life and Cultural Exchange

**纪念刊**  
Memorial Volume  
29 MAY 2022





# 连接山地精彩 共享美丽生存

ENJOY THE WONDER OF MOUNTAINS  
SHARE THE NATURAL BEAUTY

目录

CONTENTS

01	2022 “国际山地旅游日” 主题活动简介 Introduction of 2022 “International Mountain Tourism Day” Theme Events	05
02	2022 国际山地旅游日倡议——共促山地旅游健康生活与文明交流 Initiative of 2022 International Mountain Tourism Day —— Promoting Mountain Tourism Healthy Life and Cultural Exchange	06
03	活动专访 Exclusive Interviews on Commemorative Activities	08
04	2022 国际山地旅游日启幕仪式 Opening Ceremony of 2022 International Mountain Tourism Day	16

第一章 聚焦 · 山地	16
(Chapter I: Focus · Mountain)	
· 致辞	16
Address	
第二章 健康 · 生活	25
(Chapter II: Health · Life)	
· 主题分享	25
Keynote Speech	
· 5.29 全球纪念活动连线	31
Global Commemorative Event for 2022 IMTD	
第三章 文明 · 交流	47
(Chapter III: Civilization · Communication)	
· 连线驻华机构代表	47
Interview Representatives of Foreign Institutions to China	
· 连线业界专家	51
Interview Tourism Industry Experts	
· 5.29 全球纪念活动连线	60
Global Commemorative Event for 2022 IMTD	

05	国际山地旅游联盟总部线下活动 Offline Activities at the International Mountain Tourism Alliance Headquarters	70
----	--	----

06	综述 Summary	81
----	---------------	----

07	媒体报道精选 Media Report Selection	94
----	----------------------------------	----

· 倡导健康生活与文明交流，2022 国际山地旅游日主题活 动线上启幕	94
Advocating Healthy Living and Civilized Communication --- 2022 International Mountain Tourism Day Theme Event Kicks off Online	
· 震惊！全球超过 5.6 亿人次关注	103
Astonishing! More than 560 Million People Worldwide are Watching	
· 黄山长白山等名山齐聚线上 挖掘山地旅游经济新赛道	108
Huangshan, Changbai Mountain and other Famous Mountains Gather on Line to Dig a New Track of Mountain Tourism Economy	
· 山地旅游助力露营经济	115
Mountain Tourism Fuels Camping Economy	

08	花絮 Highlights	121
----	------------------	-----

“5.29 国际山地旅游日”是国际山地旅游联盟以人类首次登上珠穆朗玛峰为标志发起设立的全球性纪念日，旨在倡导“保护山地资源、传承山地文明、促进山地经济、造福山地民众，促进可持续山地旅游发展”的理念，积极参与全球旅游治理与人文交流而打造的国际平台。

5月27日-5月29日，由国际山地旅游联盟（IMTA）主办的“2022 国际山地旅游日主题活动”拉开帷幕。活动以“山地旅游倡导健康生活与文明交流”为主题，采取线上为主、线下互动，全球联动方式举办，旨在针对疫后山地旅游的消费需求和民众对美好生活的向往，共同营造更加积极健康的旅游生活和市场氛围，促进国与国之间的文明交流，增进友谊和相互融合，共商、共建、共享山地旅游美好未来。

活动中，来自五大洲的联盟会员、目的地机构、企业、专家云集于此，展开了一场“云交流、云对话、云展现”。主题活动引起了全球媒体的极大关注，充分反映出旅游业界和旅游消费者对旅游业复苏的期待，对山地旅游健康生活的良好预期和美好向往。

"5.29 International Mountain Tourism Day" is a global commemorative day launched by the International Mountain Tourism Alliance, marked by the first human ascent of Mount Everest, which aims to advocate the idea of "protecting mountain resources, inheriting mountain civilization, promoting mountain economy, benefiting mountain people and promoting sustainable mountain tourism development". It is an international platform for active participation in global tourism governance and humanistic exchanges.

From May 27 to May 29, the "2022 International Mountain Tourism Day Theme Events" organized by the International Mountain Tourism Alliance (IMTA) kicked off. With the theme of "Mountain Tourism Promotes Healthy Life and Cultural Exchange," the Events is held in an online oriented, offline interactive and globally linked manner, aiming at creating a more positive and healthy tourism life and market atmosphere, promoting civilizational exchange between countries, enhancing friendship and mutual integration, and discussing, building and sharing a better future for mountain tourism, for the consumption demand of mountain tourism after the COVID-19 pandemic and the people's aspiration for a better life.

During the Event, alliance members, destination organizations, enterprises and experts from five continents launched a "cloud exchange, cloud dialogue and cloud show". The theme events drew great attention from the global media, fully reflecting the expectations of the tourism industry and tourism consumers for the recovery of the tourism industry, and the good expectations and aspirations for a healthy life in mountain tourism.

世纪疫情与百年变局交织叠加，旅游业受到前所未有的挑战。面对困难和危机，旅游业这艘巨轮唯有共迎挑战、共克时艰，才能驶向胜利的彼岸。为此，2022 国际山地旅游日谨向全球山地旅游业界发出倡议：

一、坚定山地旅游的发展理念。以生态文明为引领，坚持走可持续山地旅游的发展之路，应该成为山地旅游管理者、经营者和从业者的共同价值观。通过保护山地资源，传承山地文明，促进山地经济，造福山地民众，人与自然和谐共生的方式与路径去实现我们的发展目标。

二、协力营造市场复苏氛围。疫情虽在继续，但人们对美好生活的向往没有改变，我们比以往任何时候都应深化对未来旅游市场趋势的研究和把握，为决策者、经营者、消费者提供可靠的市场复苏与振兴的依据，我们应对旅游重塑充满信心，用智慧唤起对未来市场的信心。山地旅游市场潜力巨大，我们应在市场营销、推广理念、管理模式上作出更加科学有效的探索，形成疫情背景下旅游市场健康发展的理论指导和实践支撑。

三、共推山地旅游新业态新产品。疫后旅游消费取向将发生深刻变化，对于安全、健康、品质的诉求将显著增加。

山地旅游以绿色健康资源为基础，源源不断提供丰富多样、益于身心的体验性消费供给，有望成为疫后旅游重塑的引擎。我们要立足于不同区域的山地环境，整合利用特色山地资源，发展徒步、露营、房车、户外等多元业态，开发更多低密度、宜生态、优环境、更安全的旅游产品，我们应积极研究和制定有利于可持续发展的行业标准和规则，促进旅游数据、运作模式、平台构建等经验分享，努力满足疫后人们对于亲近自然、追求健康生活等多样化消费需求。

四、积极促进山地旅游国际交流合作。促进人文交流、文明互鉴是旅游业应有的责任和义务，在新的时代背景下实现旅游业的持续健康发展目标，需要更有责任、更具情怀的跨界、跨业交流互动。山地旅游是人和自然和谐共处的美丽纽带，我们应珍惜并热情发挥好这一优势，搭建政府、企业、旅游经营者资源整合、互惠互利的合作平台，用新的理念丰富山地旅游，扩大国际间旅游人文交流，增进相互了解，增进彼此友谊，携手共筑山地旅游可持续发展命运共同体。





Tourism is undergoing unprecedented challenges amid changes and a pandemic both unseen in a century. Facing difficulties and crises, the whole tourism industry must work hand-in-hand and stay united to tide over the hard times and march towards success. Toward this end, we hereby issue an initiative to the global mountain tourism community on the occasion of International Mountain Tourism Day 2022:

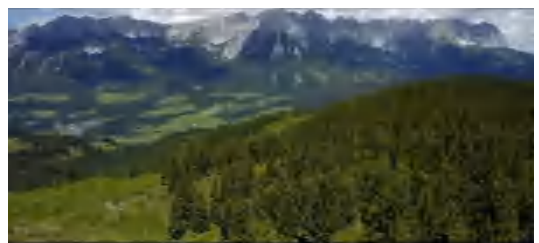
First, sticking to the development philosophy of mountain tourism. Promoting the sustainable development of mountain tourism under the guidance of the concept of eco-civilization should be the common values of mountain tourism administrators, operators and practitioners. We aim to achieve our development goal by protecting mountain resources, preserving mountain civilization, promoting the mountain economy to the benefit of the people living in mountainous regions, and building harmony between man and nature.

Second, working together to create a strong atmosphere for market recovery. The pandemic is not over yet, but people' yearning for a good life remains unchanged. We should go deeper into the future tourism market trends than ever, to provide decision makers, operators and consumers with reliable basis for market recovery. We should be fully confident of the rejuvenation of tourism and arouse public confidence in the future market with our wisdom. The mountain tourism market remains promising. We should conduct more scientific and effective exploration in terms of marketing, promotion philosophy and management modes, to provide theoretical guidance and practical support for the healthy development of the tourism market amid the pandemic.

Third, jointly promoting new business forms and products of mountain tourism. After the pandemic, profound changes will take place in tourism consumption orientation, and appeals for safety,

health and quality will grow significantly. Based on green and healthy resources, mountain tourism can endlessly offer a variety of experiences good for physical and mental health, and is expected to boost the post-pandemic rejuvenation of tourism. We should integrate and leverage featured mountain resources in various regions, to develop business forms such as hiking, camping, RV and outdoor recreation, as well as more low-density, eco-friendly and safe tourism products. We should actively research and set industrial standards and rules conducive to sustainable development, promote the sharing of tourism data, operation models and experience in platform building, and try to meet people's yearning for nature, good health and some other diverse lifestyles after the pandemic.

Fourth, promoting international cooperation and exchanges in mountain tourism. Promoting people-to-people exchanges and mutual learning between civilizations is the due responsibility and obligation of the tourism community. The sustainable and healthy development of tourism in the new era calls for more responsible and sentimental crossover exchanges. Mountain tourism is a beautiful link between man and nature. We should treasure and leverage the advantage, build a platform of resource integration and win-win cooperation among governments, enterprises and tourism operators, enrich mountain tourism with a new philosophy, expand international tourism exchanges, enhance mutual understanding, promote friendship, thus building a community of shared future for the sustainable development of mountain tourism.



## 何亚非——创新平台服务行业，引领旅游复兴思维

Innovating the Platform and Servicing the Industry to Guide the Tourism Revitalization Thinking



国际山地旅游联盟秘书长何亚非

He Yafei, Secretary-General of International Mountain Tourism Alliance (IMTA)

正值 2022 年“国际山地旅游日”，从 2018 年设立“国际山地旅游日”至今，国际山地旅游联盟主办的国际山地旅游日活动这些年取得了什么样的成绩？对于推动山地旅游产业发展有什么促进作用和重要意义？

On the occasion of International Mountain Tourism Day 2022, what has been achieved by the International Mountain Tourism Alliance since the establishment of International Mountain Tourism Day in 2018? What is the significance of the event in promoting the development of the mountain tourism industry?

由国际山地旅游联盟提出并推动的 5.29 国际山地旅游日（IMTD）如今已进入第五个年头，如今它正面临着众多的全球挑战，如新冠疫情、气候变化、乌克兰战争和网络安全。第一届国际山地旅游日在尼泊尔举行，主题是“生态、绿色和科技引领山地旅游高质量发展”，在国际山地旅游业界，引起了强烈反响和讨论。山地旅游深受世界各地众多游客的喜爱，不仅因为它提供了具有吸引力的山地旅游、运动和丰富的文化遗产，而且更重要的是，它为人类思想和体质的健康发展提供了独特功能和环境。

过去几年，疫情肆虐，人类思想和体质的健康发展被认为是所有国家和人民的首要任务。国际山地旅游日是国际山地旅游联盟主办的众多受欢迎的活动之一，旨在推广山地旅游，让行业从业者交流新颖的想法和经验，同时培养自由开放的环境。当前由于意识形态偏见增加和全球化减弱，文化交流严重受阻，国际山地旅游日恰好能为国际文化交流提供平台。

以 2020 年国际山地旅游日为例，活动有超过一百万人参与，活动上发布了“世界山地旅游发展趋势（2020）”报告，并提出“山地旅游与健康同行”的倡议。国际山地旅游联盟试图借此，在疫情结束后或后疫情时代引领旅游复兴思维。

International Mountain Tourism Day on May the 29th (IMTD) proposed and promoted by IMTA now enters its 5th. Anniversary silhouetted against multitudes of global challenges such as the Covid pandemic, climate change, Ukraine war, cyber security. The 1st celebration of IMTD was held in Nepal, featuring “Ecology, Green, Science & Technology Lead the High-Quality Development of Mountain Tourism” which reverberated and stirred up enthusiasm among international mountain tourism community. Mountain tourism is a favorite choice by numerous tourists around the world not only for its attractive offerings of mountain tours, sports and rich cultural heritages, but also and maybe even more importantly for its unique features and environment in the healthy development of human mind and constitution.

Which was projected to be top priority for all countries and peoples with the pandemic ravaging humanity in the last few years. IMTD serves as one of many popular platforms now hosted by IMTA to promoting mountain tourism for its stakeholders to compare notes with new ideas and experiences, while cultivating a free and open environment



for sorely-needed cultural exchanges appropriate hindered a lot by rising ideological bias and weakening globalization.

Take 2020 IMTD for example. It had over one million participants. The day issued the Report on World Mountain Tourism Development Tendency (2020). And also announced an Initiative of “Mountain Tourism for a Healthy Life” by which IMTA tried to lead the thinking on revival of tourism once Covid ends itself or once we reach the post-Covid era.

2022 年“国际山地旅游日”  
活动又有哪些特色和创新呢？

What are the features and innovations of the International Mountain Tourism Day 2022?

2022 年在维护全球和平与经济繁荣方面更具挑战性，因此，今年的国际山地旅游日活动提供了前所未有的创新平台，通过互联网连接多个站点，覆盖五大洲，并聚焦于三个主要议题。

首先，活动通过连接抗击疫情，促进健康生活，也确保了旅游安全，全方位展示“山地旅游倡导健康生活和文明交流”。

其次，探讨推动山地旅游发展的新方式新方法，满足人们对旅游和健康的渴望。

第三，为那些被各种文化、语言和旅游产品蚕食的各个文明提供机会，增加交流，加强相互学习和包容。

国际山地旅游联盟深知旅游与文化密不可分，而文化由各种地方文化遗产和表现形式组成，我也深知缺少文化内容，无论是整体旅游业还是山地旅游都将失去生命力和意义。

我们知道，在山地旅游的供应链中，蕴含着丰富的独特地方文化。以中国的贵州省和云南省为例，几乎所有的山地旅游景点，都有深受游客喜爱的、可识别当地文化的元素。国际山地旅游联盟自成立以来，一直不遗余力地推广“山地旅游+”概念，其优势主要体现在文化形式上。我这里所说的文化是指其广泛的定义，包括教育、体育、音乐、艺术等，即各地旅游景点的“软件”部分。旅游景点“软件”越强大，越有吸引力，就越能吸引人们前来享受，因为它所提供的是其他供应链或其他方式无法提供的丰富生活体验。

2022 is even more challenging in maintaining global peace and economic prosperity. Therefore, this year’s IMTD celebration will offer an unprecedented and innovative platform with multiple sites connected through Internet globally covering five continents and focuses on three major topics.

The first is to present an all-dimensional exposure of “Mountain Tourism Championing Healthy Life and Cultural Exchange” by connecting the dots among fighting pandemic, promoting a healthy life and ensuring safety in tourism.

Secondly it explores ways and means for a new mountain tourism that will satisfy both yearnings for tourism and for health.

Thirdly it provides an opportunity for different civilizations as encroached in different cultures and languages, tourism offerings to increase mutual exchanges and enhance mutual learning and tolerance.

国际山地旅游联盟如何创新“山地+”“旅游+”  
融合发展，与当地特色文化、民俗文化、非遗  
文化等融合，推动传统山地观光型向文化旅游  
发展，用文化为山地旅游产业链发展赋能？

How does the International Mountain Tourism Alliance innovate the integration of "Mountain+" and "Tourism+", integrate with local culture, folk culture, and intangible cultural heritage, promote the development of traditional mountain sightseeing tourism to cultural tourism and use culture to empower the development of the mountain tourism industry chain?

IMTA inherently knows that tourism is inseparable from culture which is composed of various local cultural heritages and expressions. I am certain that without cultural contents tourism, whether in general and mountain tourism in particular will be devoid of life and meaning.

We know that the supply chain of mountain tourism is richly endowed in unique local cultures. Take Guizhou and Yunnan provinces of China for instance, almost all mountain tourist attractions have a component part expressing endearingly locally identifiable cultures. IMTA since its inception a few years ago has spared no efforts in promoting the concept of “mountain tourism +”, with the pluses mostly in cultural forms. By culture here I mean its broad definition which encompasses for instance education, sports, music, arts etc, namely “software”, the software part of any tourist attraction on tourist sites. More powerful and attractive a tourist site is more adhesion it has for people to come and enjoy, because what it offers is very much enriching experiences in life, no other supply chain or no other means is capable of providing.

**山地旅游发展的同时相关产业也受到关注，如民宿、高端旅游装备、康养医养器械、户外运动装备制造产业等，如何借助山地旅游这张牌，推动旅游同农业、工业、服务业深度融合？进而完善基础设施，提升旅游服务，带动当地乡村振兴？**

While mountain tourism is developing the related industries have also attracted attention, such as B&Bs, high-end tourism equipment, well-being medical equipment outdoor sports equipment manufacturing industry, etc. How can we use mountain tourism to promote the deep integration of tourism with agriculture, industry and service industry then improve infrastructure, enhance tourism services and drive local rural revitalization?

我们知道旅游业的“硬件”包括住宿、食品、保健设备、户外运动设施和设备等。毋庸置疑，山地旅游最重要的硬件就是山地本身。

另一个众所周知的事实是，山地区域普遍较为贫困，由于缺乏完善的基础设施，交通非常不便。但是在中国，这样的情况正在发生变化，中国是利用山地旅游克服并消灭贫困的典范。在中国，交通不再是问题，减少和消除贫困已经取得了巨大的成功，部分可归功于山地旅游，因此山地旅游的扩展和丰富，在减少贫困方面发挥了不小的作用。

既然它在中国取得了成功，那么在其他国家同样也能发挥作用。在不损害生态环境的前提下，推广山地旅游，使旅游业与农业、林业、渔业和畜牧业互相配合，为当地人民和投资者增加软硬件收入。我想指出，顺利的“耦合”需要拓展供应链，并使山地旅游在横向和纵向上交叉融合。政府、企业、旅游运营商以及“软件供应商”应共同努力使之成为现实并取得成功。

It is understood that tourism has “hardware” part that provides accommodations, foods, health care equipment, outdoor sports facilities and equipment etc. Needless to say the most important hardware in mountain tourism is mountains themselves.

Another well-known fact is that poverty is widely found unfortunately in mountainous areas where access is difficult for lack of adequate infrastructure. Things have been changing as with China. China is an example in using mountain tourism to fight and eliminate poverty. In China access is no longer a problem and poverty reduction and elimination has achieved great success partly through mountain tourism. So expansion and enrichment of mountain tourism can play a no small role in reducing poverty.

As it has achieved success in China it certainly can do the same thing in the other countries. Promoting mountain tourism without jeopardizing its eco-system can certainly bring tourism in line with agriculture, forestation, fishery and husbandry to increase income for both local people and investors in hardware and software. I would say that a smooth “coupling” requires extending the supply chains and cross-fertilizing the supply chains both horizontally and vertically in mountain tourism. Governments, enterprises, tourism operators as well as “software providers” should work together to make it happen and to make it a success.

请您结合自身多年从事外交工作的经验谈一谈国际山地旅游联盟如何利用山地旅游这一载体，成为各国文化旅游合作的传播者和桥梁，将山地旅游打造成一张“金名片”？

With your many years of experience in diplomacy, could you please tell us how the International Mountain Tourism Alliance to be a disseminator and bridge for cultural and tourism cooperation among countries with mountain tourism and turn mountain tourism into a "golden card"?

国际山地旅游将在新冠疫情结束之后将会强劲反弹。随着全球化的重塑和世界秩序的调整，意识形态和地缘政治的分歧及摩擦不断涌现，与日俱增，国际旅游作为全球化组成部分，这一文化联结面临断裂的风险，新冠疫情正在使事情变得更糟。尽管某些国家不断上升的民粹主义和身份政治令文明冲突愈演愈烈，但我确信全球化进程不会因此而停滞，全球化将继续进行，因为几十年来它令许多人受益匪浅，它将继续升级迭代，带领我们展现全新面貌，我愿将其称为全球化 2.0。

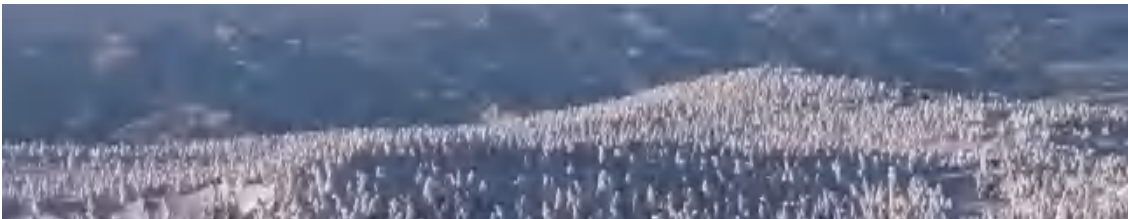
国际山地旅游联盟一直在努力建立一个或多个坚实平台，在这个平台上，政府、企业、山地旅游经营者和其他参与者，将汇集他们的资源，用新的想法、新的实践和新的标准，来丰富山地旅游，扩大并增进人民之间的交流，加强文化联系。如果我们取得成功，它在未来将使世界变得更加美好。

不管雨天还是晴天，毫无疑问，国际社会拥有共同的未来，目前的疫情也正印证了这一点。没有一个国家可以单独应对全球挑战，山地旅游业界也必须这样团结起来，因为我们同样拥有共同的未来。我们应竭尽所能，提高团结和共享意识，这是国际山地旅游联盟最重要的使命，希望大家都能加入我们，实现这一重要使命。

International mountain tourism will certainly enjoy a strong rebound after Covid pandemic ends. And it will end. As globalization is being reshaped and world order is being restructured, the cultural links which international tourism is part and parcel face a danger of severance now, because of emerging and increasingly ideological and geopolitical divisions and frictions. Covid epidemic is of course making things worse, not better. But I am certain globalization will not die overnight even though rising populism and identity politics in many countries is pushing it over the top. I am sure globalization will endure because it has benefited so many people for so many decades. It will endure in upgraded forms leading all of us into a new face. I will call it a globalization 2.0.

What we IMTA has been trying to do is building a solid platform or several solid platforms. For that matter, where upon governments, enterprises, mountain tourism operators and all other players will pool their resources together in expanding and increasing people-to-people exchanges and enhancing cultural links by enriching mountain tourism with new ideas. New practices and possibly new international standards. It will make, if we are successful in that, will make the future world a better one and more beautiful one.

International community as we know it, has a shared future no doubt about it, rain or shine. The current epidemic has shown us that we do have a shared future. No single country can handle global challenges on its own. Mountain tourism community for that matter has to do the same. Because we have a shared future too. We need to do our best to promote a sense of togetherness and shared future. This is, I would say, the most important mandate for IMTA. And we hope all of you will join us in the fulfillment of that important mandate.



## 卢雍政——加快构建山地旅游国际化专业化发展新格局

Accelerating the Establishment of New International and Professional Development Pattern for Mountain Tourism

今年国际山地旅游日正处在全球疫情危机与国际复杂形势的双重压力下。在这样的背景下，国际山地旅游联盟提出了“山地旅游倡导健康生活与文明交流”的主题。作为国际山地旅游联盟发起省和联盟总部所在地的贵州，您认为未来的山地旅游产业将对人们生活带来哪些改变？

This year's International Mountain Tourism Day event is held under the dual pressure of the global pandemic crisis and the complex international situation. In this context, the International Mountain Tourism Alliance has put forward the theme of "Mountain Tourism Promotes Healthy Life and Cultural Exchange". Guizhou is the initiator of the IMTA and the place where its headquarter is located. What changes do you think the mountain tourism industry will bring to people's lives in the future?



当下，人类尚未走出世纪疫情的阴霾，旅游业复苏仍然面临巨大的困难和挑战。我们欣慰地看到，国际山地旅游联盟作为由贵州省发起成立的国际组织，在行业面对困境的时刻，利用“国际山地旅游日”这个全球性平台积极发声，倡导山地旅游这种绿色健康的生活方式，为正处于“寒冬”的旅游业带来了阳光、注入了信心。相信通过此次主题活动，山地旅游会更加深入人心，迎来更广阔的发展前景，国际山地旅游联盟的国际影响力也会变得更强。

世纪疫情深刻改变了世界格局，对整个人类社会造成深刻而广泛的影响，也带给我们关于生命的思考和感悟。其中一个重要影响，就是健康生活越来越成为世界各国人民心之所向、心之所盼。作为一种现代旅游方式，山地旅游能很好地满足人们对休闲、度假、运动等需求，契合人们返璞归真、回归自然、追求健康的愿望，为疫情常态化下人们迈开脚步、放松身心、追寻自由提供了最佳选择。我注意到，在旅游行业总体受影响的背景下，近期国内露营产业、民宿产业逆势而上，迎来前所未有的热度，这是在跨省游、出境游受限的情况下旅游消费方式的自主转变，充分说明了人们对旅游不减的热情，也展示了山地旅游的特殊魅力和光明前景。

At present, the world is still under the shadow of the once-in-a-century pandemic and the recovery of the tourism industry still faces tremendous difficulties and challenges. We are gratified to see that the International Mountain Tourism Alliance as an international organization initiated by Guizhou Province, uses the global platform of "International Mountain Tourism Day" to actively speak out for the tourism industry at its difficult time, and advocate mountain tourism as a green and healthy lifestyle, bringing sunshine and confidence to the tourism industry which is undergoing a "cold winter" period. I believe that through this activity, mountain tourism will be more deeply rooted in people's hearts usher in a broader development prospect, and bring stronger international influence to the IMTA.

The once-in-a-century pandemic has profoundly changed the world pattern brought profound and extensive impact on the entire human society and inspired our reflections and insights about life. One of the important influences is that a healthy lifestyle has increasingly become the aspiration and expectation of people all over the world. As a modern way of tourism, mountain tourism suits people's needs for leisure, vacation, sports, etc and is in line with people's desire to remain simple, return to nature and pursue health. It provides the best option for people to go outdoors relax and pursue freedom under the normalization of the pandemic. I have noticed that in the context of the severely-impacted tourism industry by the pandemic, the domestic camping and home-stay industries have recently bucked the trend and ushered in unprecedented popularity. This is an autonomic change in the way of tourism consumption, under the restrictions of the inter-provincial and outbound travels which fully demonstrates people's unabated enthusiasm for tourism and the special charm and bright future of mountain tourism.

我们知道贵州是一个疫情风险低、生态环境优、人文魅力足的省份，请问贵州如何利用自身优良的山地特色，发挥山地旅游的潜能，使健康生活和文明交流在贵州充分得到彰显？

We know that Guizhou is a province with low pandemic risk, excellent ecological environment and rich humanistic resources. How can Guizhou make use of its unique mountain characteristics to give full play to the potential of mountain tourism and effectively advocate a healthy life and cultural exchanges in Guizhou?

贵州是山的王国，是中国的山地公园省，因山而名、因山而美、因山而特，奇峰、异谷、溶洞、湿地、温泉遍布全域，独特的喀斯特地貌孕育了无数雄奇秀美的景色。同时，贵州生态气候舒适、人文气息浓厚、综合交通便利，为发展山地旅游创造了绝佳的条件。

近年来，我们深入贯彻落实习近平总书记视察贵州时强调的“要丰富旅游生态和人文内涵，实现旅游业高质量发展”重要指示精神，突出山地特色，做足山地文章，加快建设国际一流山地旅游目的地、国内一流度假康养目的地，实现了旅游规模从中等省份向大省的转变，山地旅游发展取得了重大阶段性成效。“山地公园省·多彩贵州风”的旅游品牌深入人心，吸引了越来越多的国内外游客到贵州分享山地旅游的精彩和美丽、安全与健康。

疫情虽然还未过去，但我们相信，无论多么漫长的冬天，也一定会有阳光的降临，一定会迎来充满希望的春天。面对旅游的变革调整期，我们将锁定发展目标，坚定信心、保持定力、苦练内功，不断深耕山地旅游的内涵品质，朝着国际化、专业化、特色化方向发展，全力构建山地旅游新格局，更好地满足国内外游客对诗和远方的向往以及对健康的需求，搭建起中外文化交流的重要平台。

Guizhou is the kingdom of mountains and the province of mountain parks in China. It is famous for its mountains, and it is attractive and unique because of its mountains. Steep mountains, unique valleys, karst caves, wetlands and hot springs are common scenery of the province. The unique Karst landform has given birth to countless magnificent scenery. Meanwhile, Guizhou has a comfortable ecological climate, strong cultural atmosphere and convenient integrated transportation which have created excellent conditions for its development of mountain tourism.

In recent years, we have thoroughly implemented the important instructions of General Secretary Xi Jinping during his inspection in Guizhou to "enrich the tourism ecology and humanistic connotation and achieve high-quality development of tourism". By highlighting the characteristics of mountains and taking full advantage of the mountain resources, we have accelerated our construction of a world-class mountain tourism destination and a first-class vacation and wellness destination in China. We have successfully expanded the tourism scale from medium size to large size and achieved significant phased results in the development of mountain tourism. The tourism brand of "Fascinating Guizhou · A Heaven of Myriad Mountains" has been deeply rooted in the hearts of people, and it has attracted more and more domestic and foreign tourists to Guizhou to share the splendor, beauty, safety and health of mountain tourism.

Although the pandemic has not yet passed, we believe that no matter how long the winter is the sunshine will penetrate the mist and the spring will come. In the face of the transformation and adjustment period of tourism industry, we shall anchor our development goals, strengthen our confidence, maintain our concentration, practice



our internal skills and continue to deepen the connotation and quality of mountain tourism. We will head towards the directions of internationalization, professionalism and specialization make every effort to build a new pattern of mountain tourism to better meet domestic and foreign tourists' longings for a poetic life, for the distant travel, and for health, and build an important platform for cultural exchanges between China and foreign countries.

**贵州是资源大省，也是山地旅游大省，接下来贵州将以怎样的策略和方式去展现自身的自然和人文魅力，推出哪些新业态、新产品，采用什么样的理念去推动山地旅游可持续发展？**

Guizhou has abundant of resources and it' s a big mountain tourism province. What strategies and methods will Guizhou adopt to show its natural and humanistic charm in the future? What new commercial forms and products will be launched and what concepts will be adopted to promote the sustainable development of mountain tourism?

第一，坚持“动静结合”，让广大游客在贵州尽享健康之美。通过“动”与“静”的结合，丰富提升贵州山地旅游业态。“动”就是依托山高谷深、河流众多、瀑布飞流的地形地貌，加快完善山地旅游设施，发展漂流、越野、攀岩、徒步、洞穴探险、低空飞行、滑雪滑草等体育旅游产品，推动更多的山地运动赛事在贵州举办。“静”就是依托贵州气候宜人、温泉密布、苗药精深的优势，培育壮大高山避暑、森林休憩、温泉健身、医药疗养等康体养生旅游，让广大游客在贵州既能在山地运动中体验刺激与欢乐，又能在山水画卷中享受静养与悠然。同时，立足贵州工业基础，重点发展文旅康养、旅游装备制造和特色旅游商品，全力打造山地旅游和度假康养目的地。

第二，坚持道法自然，让广大游客在贵州尽享山水之美。良好的生态环境已经成为贵州最大的发展优势和竞争优势。我们将认真贯彻落实习近平总书记提出的“构建人与自然生命共同体”理念，树立道法自然、尊重自然、与自然和谐共生的生态观，像保护眼睛一样保护生态环境，像对待生命一样对待生态环境，在山地资源规划、开发、管理等方面，努力把对环境的影响降到最低，最大限度保持山地资源的原真性、完整性，维系山地生态系统，促进可持续发展。

第三，坚持美美与共，让广大游客在贵州尽享文化之美。山地是贵州各族人民生存的摇篮、生活的舞台、生命的家园，孕育了贵州特有的红色文化、民族文化、生态文化、传统文化。我们将努力做好文化的保护和传承，将文化的灵魂有效植入山地旅游发展中，让文化各美其美、美美与共，让山地旅游充分体现贵州的历史、文化、民族特色。我们也将积极支持国际山地旅游联盟发展，借助联盟讲好贵州故事、促进中外人文交流。

苍山如海，未来可期。我们真诚期望各方把握山地旅游发展的风口，支持和参与贵州山地旅游发展，和我们一道畅游山地旅游“蓝海”，共享山地旅游“红利”。疫情过后的贵州，也将以更加迷人的姿态，迎接各方游客到贵州纵情山水乡愁、体验独特美丽、感悟天人合一。

First, we will adhere to the "combination of movement and stillness" to ensure that tourists can benefit their health in Guizhou. We should combine "movement" with "stillness" to enrich and improve the operational type of tourism in Guizhou. "Movement" means relying on the topography and land-forms of high mountains and deep valleys, numerous rivers and flying waterfalls to accelerate the improvement of mountain tourism facilities, develop sports tourism products such as rafting, off-road driving, rock climbing, hiking, cave exploration, low-altitude flying, skiing and grass skiing, etc and promote the holding of more mountain sports events in Guizhou. "Stillness" means relying on the advantages of Guizhou's pleasant climate, dense hot springs, and the profoundness of Miao medicine to cultivate and expand health and wellness tourism such as alpine summer resort, forest recreation, hot spring



fitness, medical recuperation, etc. So that tourists can gain happiness and excitement through mountain sports in Guizhou while savoring tranquility and leisure in the scenic landscape. Meanwhile, based on Guizhou's industrial foundation, we will focus on cultural and wellness tourism, tourism equipment manufacturing and characteristic tourism products and strive to create a destination for mountain tourism, vacation and rehabilitation.

Second, we will follow nature's course to enable tourists to enjoy the beauty of landscapes in Guizhou. A good ecological environment has become Guizhou's biggest development advantage and competitive advantage. We will conscientiously implement the concept of "building a community of life for Man and Nature" proposed by General Secretary Xi Jinping, and establish an ecological outlook that follows nature's course, respects nature and coexists in harmony with nature. We will protect the ecological environment like protecting our eyes and treats ecology like treating our lives. In the planning, development and management of mountain resources, we will make efforts to minimize the impact on the environment, maintain the authenticity and integrity of mountain resources to the greatest extent maintain mountain ecosystems and promote the sustainable development of mountain tourism.

Third, we will advocate the appreciation and sharing of diverse cultures to enable tourists to enjoy the beauty of culture in Guizhou. Mountains are the cradle, stage, and home of life for the people of all ethnic groups in Guizhou. They have given birth to the unique red culture, ethnic culture, ecological culture and traditional culture of Guizhou. We will work hard to protect and inherit the local culture, effectively implant the essence of culture into the development of mountain tourism, fully present the splendor and harmonious coexistence of each culture and let the mountain tourism fully reflect the history, culture and national characteristics of Guizhou. We will also actively support the development of the IMTA, tell a good story of Guizhou through the IMTA and promote people-to-people and cultural exchanges between China and foreign countries.

As a Chinese poem read, "Green mountains are like the tide". The future of mountain tourism in Guizhou is promising. We sincerely hope that all parties will seize the opportunity of mountain tourism development support and participate in the development of mountain tourism in Guizhou explore in the "blue ocean" of mountain tourism and share the "bonus" of mountain tourism. With its greater charm, Guizhou welcome tourists from all over the world to indulge in the splendor of the landscape, experience the unique beauty of the scenery and appreciate the harmony between man and nature after the pandemic.



## 第一章

## Chapter I

## 聚焦·山地

## Focus · Mountain

## 致辞

## Address

## 邵琪伟——共建、共商、共享山地旅游美好未来

Jointly Preparing, Building and Sharing a Bright Future for Mountain Tourism



国际山地旅游联盟副主席邵琪伟

Shao Qiwei, Vice Chairman of International Mountain Tourism Alliance (IMTA)

各位联盟会员、各位同仁，很高兴在“5.29 国际山地旅游日”这个特别的日子和大家相聚云端，国际山地旅游联盟于 2018 年正式发起设立“国际山地旅游日”，由此联盟拥有了一个新的国际交流合作平台。联盟结合时代背景和全球旅游业发展趋势，坚持每年举办旅游日主题活动，努力探究新的历史条件下国际山地旅游发展趋势、规律和实践路径，在国际旅游业界产生了积极影响。

在疫情危机和复杂形势交织，全球旅游业持续低迷的背景下，举办以“山地旅游倡导健康生活与文明交流”为主题的“2022 国际山地旅游日”主题活动，有利于增强我们应对危机冲击的信心，有利于营造积极健康的山地旅游方式和市场氛围，促进国与国和各地区之间的文明对话，

增进友好交流和相互融合，共商、共建、共享山地旅游美好未来。

据联合国世界旅游组织（UNWTO）数据，2021 年全球游客人数比 2020 年微增 4%，但仍比疫情前的 2019 年低 72%。在旅游收入方面，全球旅游收入由 2020 年的 1.6 万亿美元，增至 2021 年的 1.9 万亿美元，但仍远低于 2019 年的 3.5 万亿美元。

可以判断，全球旅游业恢复发展还需要相当长一段时间。在新冠疫情不断反复，持续时间较长，和国际形势复杂多变的现实状况下应对困难和挑战，我们一方面倡导并推动国际社会采取有效的政策和措施，帮助旅游行业、企业走出困境。另一方面，要坚定信心，有所作为，从多方面为疫后的恢复和发展做好准备。

从旅游业的发展规律来研究，人们对旅游消费需求的增长，旅游产业的持续发展是必然的。我认为，未来旅游业一定会在新变局、新格局、新体制、新科技的综合作用下，走出一条新的发展路径。为此建议旅游业界和相关方面，宜早研究、早布局、早准备。

一是应持续加大对市场主体的政策扶持力度。旅游业作为国民经济的重要产业，在许多国家和地区是支柱产业，在经济社会发展中具有重要作用。仅仅就业或失业一项，就足以引起全社会的高度重视。（据 UNWTO 统计 2020 年和 2021 年全球旅游业失业人数共计 1.85 亿，相当于日本和英国两国人口的总和。）

当然可以预见，疫情之后，旅游业将会率先复苏、强

势反弹，但疫情期间，如何让市场主体挺过难关，保有疫后厚积薄发的实力，是当前我们要关注的问题。UNWTO 和各国国际旅游组织应持续及大力呼吁世界各国和地区政府及相应机构，不断加大对旅游企业的纾困解难和扶持力度。国际旅游组织也应发挥其治理作用，为市场主体提供行动指南。在这方面，中国政府和许多国家和地区的政府已经出台了有关政策。但是，相较于旅游行业所处的困境而言，还远远不够。

二是应该反思旅游业的短板与不足。当今世界旅游业发展环境正在发生深刻变化，亟需重新审视传统旅游发展方式。当前旅游业的困境主要来自于疫情多重影响的叠加，但也有产业结构性问题。旅游业发展重数量轻质量，重建设轻管理，追求客单量，依赖门票经济，业态单一，人才不足，抗风险能力低，一直以来是旅游业面临的痛点。

对此，应抓住当下特殊的时机，果断出手，从体制机制、规划设计、发展模式、经营方式、营销模式、保险体系、人才培养、危机处理方式、旅游方式等多方面入手，全面反思，变革创新，逆境求生。旅游及相关行业的管理部门、工作机构、企业、从业人员，都应提升旅游业的前瞻性与抗风险能力同心协力，赋能、展能、显能。

三是充分发挥山地旅游在疫后旅游复苏中的引擎作用。从全球范围来看，疫后人们对于自由活动、户外活动、

多形态旅游活动的向往更加强烈。近期美国房车销售量创新高，中国“露营”成为假日网络最火爆的热词。以山地旅游为主的户外旅游、自然观光游以及乡村旅游成为热点和风口。山地旅游有望成为疫后旅游复苏的重要引擎，从中可预见到当前及未来国际旅游产业发展和旅游消费的新趋向。

山地旅游是依托山地自然和人文生态环境开展的旅游活动，是享受健康生活的理想方式之一，在旅游业的重塑之路中，山地旅游必将起到引领作用。同时，山地旅游融山地观光、休闲度假、山地攀登、野外探险、健康娱乐、人文教育等为一体，是一种文明交流旅游形式。因此，山地旅游倡导文明交流，倡导守护生态环境，倡导健康生活方式，还要充分发挥旅游业在文化传播中的重要作用，坚持以文塑旅、以旅彰文；坚持把文化内涵融入山地旅游业发展全过程。

国际山地旅游联盟秉持山地旅游促进健康生活和文明交流的理念，坚持开放包容、合作共赢，发挥国际旅游组织的作用，积极参与全球旅游治理体系改革和建设，推动全球旅游业发展。同时努力携手其他国际组织相关机构和企业，扩大对外交流，加强合作沟通，努力为推动山地旅游可持续发展贡献力量。



Dear IMTA members and colleagues. It is my great pleasure to gather with you online on the special occasion of the "International Mountain Tourism Day" on May 29th. In 2018, the "International Mountain Tourism Day" was officially launched by International Mountain Tourism Alliance. Its launch marked the establishment of a new platform for international cooperation and exchanges of the IMTA. Combining the background of the times and the development trend of global tourism the IMTA has persisted in holding tourism day theme activities every year. It has been working hard to explore a new trend, pattern and practice approach for the development of international mountain tourism under new historical conditions which have had positive impacts on the international tourism industry.

Under the intertwined background of the complex pandemic world situations and the continued downturn of the global tourism industry, the holding of the "2022 International Mountain Tourism Day" event with the theme of "Mountain Tourism Promotes Healthy Life and Culture Exchange" will strengthen our confidence to respond to the impact of the crisis, help us create a positive and healthy mountain tourism mode and market atmosphere, encourage culture exchange between countries and regions enhance friendly exchanges and mutual integration and promote a shared future of mountain tourism based on mutual discussion and collaboration.

According to the United Nations World Tourism Organization (UNWTO) in 2021, the number of global tourists increased slightly by 4% compared with 2020, but was still 72% lower than that of the pre-pandemic period of 2019. In terms of tourism revenue global tourism revenue increased from US\$1.6 trillion in 2020 to US\$1.9 trillion in 2021 but was still well below the US\$3.5 trillion in 2019.

It can be judged that it will take a long time for the global tourism industry to recover and develop. Under the repeated pandemic rebound and the complex and ever-changing international situations there are two steps that we should take to respond to the emerging difficulties and challenges. On the

one hand, we should advocate and support the international community to adopt effective policies and measures to help the tourism industry and enterprises get out of the predicament. On the other hand, we must strengthen our confidence, make a difference and prepare for post-pandemic recovery and development in multiple ways.

According to the development law of tourism the sustainable development of the tourism industry is inevitable, while people's demand for tourism consumption continues to grow. I believe that under the comprehensive effect of new changes, new patterns new systems and new technologies, the tourism industry will find a new development path in the future. To this end, it is my suggestion that the tourism industry and related parties should learn early, deploy early, and prepare early.

First, we should continue to strengthen our policy support for market entities. As an important industry of the national economy, tourism is a pillar industry in many countries and regions and plays an important role in economic and social development. The issue of employment or unemployment within the industry is enough to attract the attention of the whole society. (According to UNWTO statistics in 2020 and 2021 the total unemployment in the global tourism industry reached a total of 185 million people equivalent to the combined population of Japan and the United Kingdom)

Of course, it is foreseeable that after the pandemic the tourism industry will take the lead in a rapid recovery and rebound. However, how to help market entities survive the pandemic and maintain their strength after the pandemic are the issues that we need to pay attention to right now. UNWTO and various international tourism organizations should continue to call on governments and corresponding institutions, around the globe to continuously increase their efforts to solve difficulties, and provide support for tourism companies International tourism organizations should also play their governance role and provide action guidance for market entities. Although many policies have been issued by the





Chinese government and the governments of many countries and regions, they are still far from enough considering the predicament of the tourism industry.

Second, we should reflect on the shortcomings and deficiencies of tourism. In today's world, the development environment of tourism is undergoing profound changes and it is urgent to re-examine the traditional way of tourism development. The current predicament of the tourism industry is mainly due to the superposition of multiple impacts of the pandemic but there are also structural problems. The development of the tourism industry emphasizes quantity over quality and construction over management. It also has the problems of paying too much attention to the number of customers, being too dependent on the ticket economy, being too single formed, being lack of talents and having low risk resistance ability these have been the pain points of the tourism industry.

To solve these problems, we should seize the special opportunity of the moment to take decisive actions comprehensively reflect on the system and mechanism planning and design, business model, marketing model, insurance system, talent training, crisis management methods and travel modes and to make changes and seek innovations in order to survive the management departments, working institutions, enterprises, practitioners of tourism and related industries should make concerted efforts to enhance the forward-looking, and anti-risk capabilities of the tourism industry while empowering, developing and showing their abilities.

Third, we should give full play to the role of mountain tourism in the post-pandemic tourism

recovery. From a global perspective, people's yearning for free activities, outdoor activities and multi-modal tourism activities has become stronger after the pandemic. Recently, the sales of RVs in the United States hit a new high and "camping" in China has become a most popular word on the holiday network. Mountain tourism-based outdoor tourism nature sightseeing tours and countryside tourism have become the hot spots and new trends of tourism. Mountain tourism is likely to become an important engine for post-pandemic tourism recovery. From this, we can foresee the current and future trends in the development of the international tourism industry and tourism consumption.

Mountain tourism is a tourism activity that relies on the natural human and ecological environment of the mountains. It is also one of the ideal ways to enjoy a healthy life. Mountain tourism will definitely play a leading role in the reshaping of the tourism industry. As a tourism genre that integrates mountain sightseeing leisure vacation, mountain climbing, wild adventure, tourism and entertainment and humanistic education it can also boost cultural exchanges. Therefore, mountain tourism should advocate cultural exchanges the protection of the ecological environment and a healthy lifestyle. It should also give full play to the important role of tourism in cultural dissemination achieve mutual promoting effects between culture and tourism and integrate cultural connotations into the whole process of mountain tourism development

Adhering to the concept of "Mountain Tourism Promotes Healthy Life and Cultural Exchange", the IMTA keeps being open and inclusive pursues for win-win cooperation and give full play to its role as an international tourism organization by actively participating in the reform and construction of the global tourism governance system and the promotion of the development of global tourism. At the same time, it works together with other international organizations relevant institutions and enterprises to expand external exchanges strengthen cooperation and communication and strive to contribute to the sustainable development of mountain tourism.

# 阿尔奇尔·卡岚迪亚——山地旅游需求持续上涨 合作共享方能双赢

Facing the Booming Mountain Tourism Demand,  
only those Willing to Cooperate and Share can Achieve Win-Win Results



格鲁吉亚驻华大使阿尔奇尔·卡岚迪亚  
Archil Kalandia, Georgian Ambassador to China

大家好，我是格鲁吉亚驻华大使阿尔奇尔·卡岚迪亚。首先，我谨向国际山地旅游日会议的所有与会者致意。

I'm Archil Kalandia, Ambassador of Georgia to China. First of all, I would like to greet all participants of the International Mountain Tourism Day Conference.

Mountain tourism constitutes all activities that tourists undertake while visiting mountainous regions. In the winter, this primarily means skiing or snowboarding, while in summer it can include hiking, mountain-biking, horse-trekking, etc. In this regard, such pursuits have been growing in Georgia. I'm pleased to mention that in recent years, the number of travelers visiting Georgia's ski resorts has increased by 800 percent.

Besides, Georgia aims to host a variety of international championships for winter sports. In this

山地旅游包括游客在游览山地时进行的所有活动，在冬季，主要有滑雪或单板滑雪，在夏季有徒步旅行、山地自行车、骑马等，这种需求在格鲁吉亚持续增长。我很高兴能向大家介绍，近年来到格鲁吉亚滑雪胜地旅游的游客数量增加了 800%。

此外，格鲁吉亚的目标是主办各种冬季运动的国际锦标赛，对此，我想告诉大家的是，2023 年，格鲁吉亚和格鲁吉亚著名的滑雪胜地巴库里阿尼将举办自由式滑雪和单板滑雪世界锦标赛，格鲁吉亚正试图以国际标准，来发展滑雪场。

我希望在后疫情时代，格鲁吉亚方面将与中国同事，和世界各地的相关旅游机构合作，建设更紧密的伙伴关系，加强双赢合作和具体项目的开展。

最后，我想再次祝愿国际山地旅游日会议的所有与会者取得成功，并祝愿你们一切顺利，非常感谢！

regard, I would like to mention that in 2023, Georgia and Bakuriani, which is a famous ski resort in Georgia will host the Ski and Snowboarding Freestyle World Championships. Georgia is trying to develop its ski resorts in a way that boasts international standards.

I hope that in the post-pandemic period, the Georgian side will cooperate and will strengthen its partnership with the Chinese colleagues, and with the relevant tourism agencies all around the world to intensify our win-win cooperation and concrete projects.

As the end, once again, I would like to wish all participants of International Mountain Tourism Day Conference success and all the best. Thank you so much!





玛丽贝尔·罗德里格

——推动旅游业复苏与可持续发展，为全球经济提供动力

Promoting the Revitalization and Sustainable Development of Tourism to Drive the Global Economy



世界旅游及旅行业理事会 (WTTC)  
高级副总裁玛丽贝尔·罗德里格

Maribel Rodríguez, Senior Vice President of World Travel & Tourism Council

大家好，我是玛丽贝尔·罗德里格，世界旅游及旅行业理事会的高级副总裁。感谢国际山地旅游联盟坚持不懈地提供平台，促进旅游行业开展具有意义的对话和讨论。

世界旅游及旅行业理事会代表着全球私营部门，成员包括全球 200 多家旅游企业的首席执行官，从酒店、航空公司、机场、在线旅游、旅游运营商和邮轮。我们还与政府合作，帮助他们制定有效的政策支持旅游业。疫情对所有的人来说都很困难，但相比其他行业，旅游业遭受了更严重的影响，我们必须努力重新开放边境，加速恢复。

在疫情之前，旅游业创造了全球 1/4 的新工作岗位，即 3.34 亿个工作岗位，占全球 GDP 的 10.4%。旅游业

Hello, my name is Maribel Rodríguez. I am the Senior Vice President of (WTTC) World Travel & Tourism Council. Congratulations to IMTA's continuous efforts on providing such a great platform to facilitate meaningful conversations and discussions for Travel & Tourism sector.

WTTC represents the global private sector. Our members are the CEOs of over 200 Travel & Tourism companies from all over the world from hotels to airlines to airports, OTAs, tour operators and cruises and so on. We also work with governments to help them define effective policies and support for the sector. The COVID-19 pandemic has been difficult for

是全球经济和人民生活复苏的关键。预计到 2032 年，旅游业将创造 1.26 亿个新工作岗位，其中 1/7 的新工作岗位为旅游业直接岗位，1/3 将是整体经济中的相关岗位。但前提是政府和私营部门继续合作，重新开放边境，推动旅游业发展。

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

最近 WTTC 推出了《酒店可持续发展基础》，这是一套经全球认证并协调的标准，所有的酒店都可以通过它，来达到可持续发展的基本要求。我相信位于山地的酒店尤其需要它。我们希望能邀请国际山地旅游联盟的酒店业成员和合作伙伴加入倡议，在酒店中采取可持续发展措施。

WTTC 推出的《2030 年目的地》报告审视了全球城市为可持续旅游业所做的准备，包括在努力实现可持续和包容性增长的过程中，部分城市的示例和教训，我们有义务支持所有的目的地发展，因为通过旅游业，能够重新开放边境，推动社区发展，并为全球经济提供动力。

中国是全球旅游业的重要贡献者和参与者，我们都期待着她的重新开放和回归。世界旅游业理事会始终愿意与中国的公共和私营部门合作，促进行业的快速恢复。

祝愿会议圆满成功，谢谢大家。

all of us, but tourism has really been impacted more deeply than others. We must concentrate our efforts on reopening borders and accelerating recovery.

Prior to the pandemic. Travel & Tourism created 1 in 4 of all new jobs globally 334 million jobs, 10.4% of global GDP. The good news are now we expect to reach 2019 levels by the end of 2023, but only if governments and the private sector can continue to work together to reopen borders and enable tourism.

As you see, our sector is key to the recovery of the global economy and people's lives. Over the next ten years, to 2032 T&T is estimated to create 126 million new jobs. Of these, 1 in 7 new jobs will be direct

T&T jobs and 1 in 3 of new jobs will be in the entire economy.

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

We have recently launched our Hotel Sustainability Basics, a globally recognised and coordinated set of criteria that all hotels can use to reach the basics of sustainability. I believe it will be needed especially for hotels located in mountain areas. We will be pleased to welcome IMTA members and partners in hotel sector to join this initiative and adopt sustainable measures in hotels.

Our Destination 2030 report looks at global cities’ readiness for sustainable tourism. It includes examples and lessons for cities as we work towards sustainable and inclusive growth. It is our duty to support all destinations as they reopen borders, support communities and power the global economy through Travel & Tourism.

China is such an important contributor and player in the international landscape of travel & tourism sector. We all look forward to her reopening and return. WTTC is always willing to work together with public and private sectors in China to facilitate a rapid recovery of our sector.

I wish you all productive and enjoyable conference. Thank you!

阿迪·卡瑞泰勒——推广山地户外运动旅游和越野行走运动

Promoting Mountain Outdoor Sports Tourism and Nordic Walking



大家好，我叫阿迪·凯瑞塔拉，是国际越野行走协会主席，向你们致以来自芬兰的问候。

越野行走起源于芬兰，是世界上发展最快的健身运动之一，在越野行走时，我们使用手杖和一种特殊的技术来行走，从而激活上半身的肌肉。在越野行走中，你会用到身体 90% 以上的肌肉，能量消耗比普通行走增加了 46%，且感知疲劳率较低。

国际越野行走协会 (INWA)，于 2000 年在越野行

走的发源地芬兰成立，在我国，超过 20% 的人口熟悉越野行走。我们的协会有 20 多个官方成员组织，并且我们每年都会培养出数以千计的越野行走国家培训师和教练员。

越野行走运动目前在全世界 40 多个国家开展，全球越野行走参与者已经远远超过 1000 万，因为成员组织的紧密合作，推广越野行走，改善人们的健康和体质。在中国，我们于 2005 年与中国体育科学研究所合作开始推广越野行走，现在，中国约有 100 个城市开展了越野行走运动，有 100 万越野行走爱好者，这是伟大的成就，但仍有着进一步发展的空间。

我们很高兴能与国际山地旅游联盟合作，推广越野行走和山地户外运动旅游。每年，国际越野行走协会和我们的成员组织都会在山地组织越野行走活动，享受大自然，增进健康。近年来，我们在中国的成员组织在中国和欧洲的山地组织了数次越野行走活动，得到了参与者的认可和喜爱，我们还组织欧洲和亚洲的越野行走爱好者来到中国，在山地享受美妙的大自然。2022 年国际山地旅游日的主题是通过山地旅游促进健康生活和文化交流，我们非常希望能在我们这里推广山地户外运动旅游和越野行走运动，衷心祝愿国际山地旅游日活动圆满成功。

非常感谢！



Hello everyone. My name is Aki Karihtala. I am the president of International Nordic Walking Federation. Hello from Finland.

Nordic Walking, originated from Finland, is one of the fastest growing fitness sport activities in the world. In Nordic Walking, you are using hand held poles and a unique technique while walking in order to activate also the muscles of the upper body. In Nordic Walking, you are using over 90% of the muscles in your body. In Nordic Walking you have a 46% increase in the energy consumption in comparison to regular walking and at a lower rate of perceived exertion. Our International Nordic Walking Federation (INWA) was founded in Finland in the mother land of Nordic Walking in the year of 2000. In our country over 20% of the population is familiar with Nordic Walking. Our federation has over 20 certified member organizations, and we have also educated thousands of Nordic Walking National Trainers and Instructors along the year.

Nordic Walking presently exists in over 40 countries around the world. The world population of Nordic walkers is far over 10 million as a result of close co-operation with our member organizations to promote Nordic Walking and to improve people's health and fitness. In China, we started the promotion

of Nordic walking together with Chinese Institute of Sports Science in 2005. Now Nordic Walking is practiced in about 100 cities with a population of 1 million Nordic walkers in China which is great but leaves also space for additional growth.

We are very pleased to cooperate with The International Mountain Tourism Alliance to promote Nordic walking and mountain outdoor sport tourism. Every year INWA and our member organizations organize Nordic walking activities also in mountain areas to enjoy the nature and improve health. In recent years, our member organization in China has organized several Nordic walking trips to the mountains of China and also in Europe and the participants have greatly enjoyed it. And we have also organized Nordic walkers from Europe and Asia come to the China to enjoy the wonderful nature in the mountain areas. The theme of 2022 International Mountain Tourism Day is to promote Healthy Life and Cultural Exchange through Mountain Tourism. We would very much like to promote mountain outdoor sport tourism and Nordic Walking on our side. We sincerely wish that we have a successful International Mountain Tourism Day.

Thank you very much.

# 尤瓦尔——以色列有着丰富的旅游资源，欢迎中国游客的到来

Israel Boasts Profuse Tourism Resources and Chinese Tourists are Always Welcomed



以色列驻华使馆副馆长尤瓦尔  
Yuval Waks, Deputy Chief of Mission, Israel Embassy to China

你好，我叫尤瓦尔，是以色列驻华副大使。今天我们共聚一堂，庆祝在中国举办的 2022 年国际山地旅游日活动。

如果我们翻开以色列的版图，南部我们有沙漠，北部

My name is Yuval Waks and I'm the Deputy Ambassador in the Embassy of Israel in Beijing. We are gathered here today to celebrate the International Mountain Tourism Day 2022, that will take place here in China.

I think if we go over the landscape of Israel. At the south we have deserts. In the north we have snow, and in the middle, we have a lot of history. I think that right before COVID starts, we had 160,000 tourists that came from China to see the beautiful landscape of Israel. If you love history, if you love archeology, if you love the desert, if you like scuba diving with dolphins or swimming in the Mediterranean. You're welcome to Israel, we'll accept you with open arms.

So we said that Israel has a lot to offer, as you see in this photo that we have here in the embassy. In the south of Israel, we have desert and of course, special animals that live in the desert. So if you're a desert

lover, if you like to trek in mountains in the desert, this is definitely a good option to go to Israel.

我们有雪山，中部我们有着悠久丰富的历史。在新冠疫情爆发之前，有 16 万的中国游客前往以色列欣赏美丽的风景。如果你热爱历史，如果你热爱考古，如果你热爱沙漠，如果你喜欢和海豚潜水嬉戏或在地中海游泳，欢迎你来以色列，我们会张开双臂欢迎你。

我们之前提到以色列有着丰富的旅游资源，因此，正如你在这里的大使馆里看到的这张照片。在以色列的南部，我们拥有沙漠和生活在沙漠里的独特动物，如果你是沙漠爱好者，如果你喜欢在沙漠中的山地徒步旅行，去以色列绝对是一个好选择。让我们来看下一张照片，这是世界奇迹之一，以色列的死海。我知道很多中国人喜欢去那里不仅仅是为了欣赏美景，也是为了源自死海的化妆品。让我们继续往下看，在以色列的边境地区，有着众多美丽的农田，如果你对农业感兴趣，在以色列你会发现很多农产品。最后，以色列位于地中海沿岸，我们有着漫长的海岸线和丰富的海上活动、历史、美好的天气、沙漠、山地，以色列应有尽有，我认为你们应该来以色列看看，欢迎你们。

lover, if you like to trek in mountains in the desert, this is definitely a good option to go to Israel.

Let's move here to the next photo. This is one of the wonders of the world. This is the Dead Sea of Israel. I know that many, many Chinese like to go there, not only for the beautiful landscape, as you can see here, also for the cosmetics. A lot of cosmetics products are made in the Dead Sea. We can move on to see that in the side lands of Israel, you can find actually beautiful fields. If you're into agriculture, you will find a lot of that in Israel. Last but not least, of course, you can see that Israel lays on the side of the Mediterranean Sea. We have long seashores and lots of sea activities to offer history, next to the good weather, next to the desert, next to mountains. I think Israel has it all. I think you guys should come and visit Israel. Welcome.



第二章  
Chapter II

健康·生活  
Health · Life

主题分享  
Keynote Speech

曼努埃尔·布里索——山地旅游与体育、康养与文化分享  
Mountain Tourist Sports, Well-Being and Cultural Sharing



亲爱的朋友们，大家好，

我是曼努埃尔·布里索，法国国立山地运动学院董事。很高兴能在 2022 年 5 月 29 日参加国际山地旅游联盟组织的国际山地旅游日活动。我将从“美好生活”和文化共享的角度出发，与你们共同探讨山地旅游与运动。

首先，我想向你们介绍在欧洲农村和农村山地普遍推行的一个模式。我要举例说明的是阿尔卑斯山的萨瓦县。

这里被称为“博日山地”，是“中等山脉”的乡村天堂，联合国教科文组织将其分类为地质公园。当地运营者以康养为定位，将重点放在体育与自然，开发了多样化的夏冬旅游项目。

山谷中一个可自由到访的大型湖泊，为游客带来与水相关的各种乐趣。周围的山地可进行各种各样的体育活动，如徒步、登山、溪降、滑翔伞。跳伞俱乐部提供空中运动练习。轻型飞机则可以飞越该区域进行观光飞行。

这里除去旅游运动之外，还有其他娱乐活动。例如，参与制作当地的特色产品和工艺品：奶酪、葡萄酒、利口酒、

陶器、雕塑……这些各种传统节日活动古今相连。您可以在农场休憩，在露营地过夜，在葡萄园结婚，庆祝纪念日等等。

湖边的艾克斯莱班镇利用其热能资源，自 19 世纪以来一直享有盛名。精英们前往这里寻找安宁康养。“康养”这一主题一直是当今旅游产品定位的核心。由于活动网络和其领域，每个人都从这种多样化的旅游业中受益。

在这片土地上，我们已经为现代而和谐的未来铺平道路，自然遗产和悠久历史在未来得以延续，同时保持了不可估量的真实价值。这片土地的灵魂使它成为一个有吸引力的，甚至是独特的目的地。

当地的旅游、休闲、山地运动、保存完好的宜人环境、优质的服务：这些都是支撑繁荣和愉快生活质量的要素。

这种“美好生活”的方式也吸引了许多法国和外国游客前来度假，探索当地文化，与当地居民建立联系。这种欢迎和开放的环境鼓励他们尽可能长时间地停留。让他们带着家人和朋友回来。吸引、锚定、建立忠诚度：这是可持续建立旅游经济的三个关键。这种当地的活力甚至激励新的人来到这里定居、生活和发展经济活动。这是一个积极向上的良性循环……

在我们的现代和城市化社会中，自然的价值越来越高，受到越来越多的安全、法规和污染的限制。在野外徒步，尤其是在山地，按照自己的节奏，在安静的空间里，跑步、骑行、游泳、登山、滑雪、飞行已经成为一种治愈形式，一种重新发现自由的形式：在某种程度上，这是一种回归人类平衡和康养所需要的源泉。

自从新冠肺炎爆发以来，这种需求与日俱增。由于山地旅游运动存在潜在风险，游客需接受合格专业人员的指导。

在法国，这些专业人士在国立山地运动学院接受培训，我很荣幸能在霞慕尼指导他们。每年有 2000 多名学生在这所学校里进行严格的人文培训课程。在促进旅游和领土吸引力、领导团体、监督和组织活动、提供信息和建议，甚至救援方面，这些山地专家、导游、指导员、运动教练构成了主要参与者网络。

所有这些职业都处在运动休闲、旅游、环境、田园生活、文化交流，甚至区域规划的十字路口。无论全球有多少山地资源，它们是发展可持续、负责任生态、公平经济的重要组成部分。



Dear Friends, Hello everyone,

I'm Manuel Brissaud and I lead the French Nationalschool of mountain sports. I am very happy to participate in the International Mountain Day organized by IMTA on May 29, 2022. I will talk to you about tourism and mountain sports with a positioning on "good living" and cultural sharing.

I would like to begin my conference by presenting a model that has been widely developed in the countryside and rural mountains of Europe. This example is in the county of Savoie in the Alps.

It is a paradise of "medium mountains", rural, called "les Bauges", with a UNESCO-classified Geopark. Local players have developed a very diversified summer-winter tourism there, focused on sports and nature, with a very strong positioning on well-being.

In the valley, a large lake, free to access, offers all the pleasures of water. The surrounding mountains offer a wide variety of sports activities such as hiking, climbing, canyoning, paragliding. A parachuting club allows you to practice air sports. And light aircraft offer sightseeing overflights of the region.

Here tourist sports are choices among other recreational activities. For example, local products and crafts are highlighted: cheeses, wines, liqueurs, pottery, sculptures... Festivals make the link with the traditions of the past. You can stay on the farm, sleep on a campsite, get married in the vineyard, celebrate an event...

Aix-les-Bains, the town near the lake, has

capitalized on its thermal resources which have made its reputation since the 19th century. The elites of the time indeed already came there to seek well-being.

"Well-being" : a theme that has remained at the heart of the tourist offer and positioning today. And everyone benefits from this very diversified tourism thanks to a network of activities and of the territory.

A modern and harmonious future has been built on this site which takes into account the natural heritage and the past, while keeping the inestimable value of authenticity; this soul of the territory which makes it an attractive and even unique destination.

Local tourism, leisure, mountain sports, pleasant and preserved environment, excellence in services: these are all ingredients that underpin the quality of a prosperous and pleasant life.

This "good life" style also attracts many visitors, French and foreign, to come and spend holidays, discover the local culture, create links with the local inhabitants. This welcoming and open environment encourages them to stay as long as possible. And keeps them coming back with family and friends. Attracting, anchoring, building loyalty: here are three parameters that sustainably establish a tourist economy. This territorial vitality even motivates new people to come and settle, live and develop their economic activities in the region. It is a virtuous spiral that aspires upwards...

Nature is an increasingly strong value in our modern and urbanized societies, hemmed in by increasing constraints of safety, regulations and



pollution. Hiking in the wilderness, especially in the mountains, at your own pace, in a silent space, running, cycling, swimming, climbing, skiing, flying has become a form of healing, of rediscovering freedom: in a way a return to the sources which humanity greatly needs for its balance and well-being.

This need has even increased since the appearance of Covid. As these tourist sports in the mountains potentially present risks, tourists are generally guided by qualified professionals.

In France these professionals are trained at the National School of Mountain Sports, that I have the pleasure of directing here in Chamonix. Each year, more than 2,000 students follow the demanding and

humanistic training courses at this school. These mountain connoisseurs, guides, instructors, sport teacher, constitute a network of key players in the promotion of tourism and the attractiveness of territories, leading groups, supervising and organizing activities, providing information and advice, and even to rescue.

You know, all these professions are at the crossroads of sports and leisure, tourism, the environment, rurality, cultural exchanges, and even regional planning. They are an essential component for developing a sustainable, eco-responsible, equitable economy, whatever the mountains in the world.

## 高宁——山地旅游与体育、康养与文化分享

Mountain Tourist Sports, Well-Being and Cultural Sharing



国际山地旅游联盟专家委员会成员、  
国际山地旅游专家高宁

Serge Koenig, Member of IMTA Expert Committee, Expert of International Mountain Tourism

各位朋友，大家好！无论在哪里，无论在哪个国家，户外运动都吸引着越来越多的人。

在因疫情影响，各个体育馆和密闭空间被迫关闭的情况下，户外运动成为大势所趋。在水边锻炼，在郁郁葱葱的花园里冥想，爬到高处欣赏 360 度的风景……还有什么比这更让人兴奋呢？

大约 20 年来，中国开启了户外运动和“积极”健康的“黄金时代”。在我多次访问中国期间，特别是自从中国政府指示发展“体育旅游”以来，我看到了社区在这一大众运动中的动员力度。

最近，我听说中国计划将攀岩等“极限运动”纳入学校教育。毫无疑问，这是一个极好的倡议，可以推动这些运动的普及，并让尽可能多的人参与体验。

这些运动针对不断变化的消费者需求，以及吸引公众，特别是年轻一代的自然和健康活动，做出了回应。

山地还有受益于旅游业的另一项重要资产。这里经常居住着各种民族，拥有丰富多彩的民族文化，怀着开放的态度欢迎来自其他地方的游客，并分享他们的风景和传统：建立任何国家所必需的社会联系交流。交流也可以让不同的人欣赏和更好地了解彼此。

中国是一个幸运的大陆国家，56 个民族，三分之二的国土被山地覆盖，拥有全球最大的国内旅游潜力。正如你们所知，由于当地旅游业对环境的影响较小，往往成为可持续旅游业的支柱。

徒步是山地运动度假的关键要素。它是以康养与健康为目的的旅游、区域规划、文化和景观探索、自然关系的资产。这种最简单的步行运动，是“运动——健康”和“运动——康养”的理想状态，也是迄今为止最受欢迎的休闲活动和山地运动。

步道和休闲户外徒步将逐步提高我们充满活力的自然遗产价值，并将继续丰富既是旅游又是运动的户外活动选择。这与可能产生严重后果的大众旅游和商品化的传统概念不同。这种类型的户外旅游体现了当地旅游业的利润分

布，更公平、更温和：这是一个更健康、更平衡、更康养的世界的先决条件。去年，国际山地旅游联盟还发布了一份关于世界徒步发展的研究报告，这是一份值得一读的教育文件。

因此，在这一背景下，基于拥有世界上最大的中产阶级群体，中国有着绝佳时机，能够推动户外运动和与康养相关的户外运动的繁荣，成为世界上户外运动最强盛的国家之一。而凭借积极的政府政策：我所说的是在不损失工资的情况下减少工作时间，加强国内服务消费，包括运动和旅游……

GE WEI PENG YOU, DA JIA HAO. Regardless of the country, outdoor sports are attracting more and more people.

It's a trend right in the air at the time of closing sports halls and other confinements linked to the pandemic. Exercising by the water, meditating in lush gardens, climbing to altitude to admire a 360° view... What could be more stimulating to feel good about?

China has for about 2 decades launched its "golden age" of outdoor sports and "active" wellness. During my many stays in China, particularly since the Chinese government directives for the development of "sports tourism," I have seen to what extent communities have mobilized in this societal movement.

Recently, I heard about the planned integration of "extreme sports" into school education in China, like rock climbing. This is an excellent initiative that will undoubtedly popularize these practices and allow as many people as possible to have these experiences.

These activities already respond to changing consumer needs and nature and well-being activities that appeal to the public, especially the younger generations.

Mountain territories benefit from another major asset for tourism. They are often inhabited by mosaics of colorful ethnic groups and open to welcome visitors from elsewhere. And to share their landscapes and their traditions: exchanges that establish the social link necessary for any country. Exchanges that also

最近的北京冬奥会也是刺激山地运动旅游这一文化和“产业”发展的另一因素。一个“行业”，我要强调这是一个行业，它必须比以往任何时候都更多地融入适度、尊重、公平、融合、生态责任的概念。

与夏季奥运会一样，2022年2月的冬季奥运会是推广山地活动假期的重要活动。

最后，在这个寻求和谐与环境友好型社会概念的时代，我们愿意相信，这种日益增长的山区户外运动和户外运动可以影响并体现真正的本质，转向自然，转向尊重，转向健康，转向努力……并参与到“人类命运共同体”的美好理念中。

allow peoples who are different to appreciate and better understand each other.

China is fortunate to be a country-continent, with its 56 ethnic groups, with 2/3 of the national territory covered by mountains, with the greatest global potential for domestic tourism. Local tourism as you know is a pillar of sustainable tourism because it generally has less impact on the environment.

Hiking in particular is a key element for sports holidays in the mountains. It is an asset for tourism, regional planning, discovery of cultures and landscapes, relationships with nature... For well-being and health. This activity, the simplest there is, which consists of putting one foot in front of the other, is The "sport-health" and The "sport-well-being" ideal, and which is by far the most popular leisure activity and mountain sport.

Trails and recreational outdoor hiking will gradually enhance the value of our vibrant natural heritage. And will continue to promote outdoor activities choices that are both touristic and sporty, that are different than the traditional concept of a mass tourism and commodification with sometime heavy consequences. This type of outdoor tour embodies the local tourism with his spread of profits, fairer and more moderate: these are the preconditions for a healthier, more balanced and happier world.

The IMTA also published last year a study on the development of hiking in the world: an educational document that should be read.

The context is therefore more favorable than ever for this Chinese boom in outdoor sports and the outdoors linked to well-being to become one of the strongest in the world since it is based on the largest middle class in the world. With proactive government policies: I am thinking of the reduction of working hours without loss of pay to strengthen the domestic consumption of services, therefore sport and tourism...

The recent Beijing Winter Olympics are also an additional stimulus to develop this culture and this "industry" of mountain sports tourism. An "industry", whose word I deliberately put in quotation marks, which must more than ever integrate the notions

of moderation, respect, fairness, integration, eco-responsibility.

In any case your winter games of February 2022 are a backbone used to popularize active holidays in the mountains, winter and summer alike.

Finally, in these times of searching for a concept of a harmonious and environmentally friendly society, We like to believe that this growing movement for the outdoors in the mountains and outdoor sports could influence, and embody, an authentic sense of the essentials, turned towards nature, towards respect, towards health, towards effort... and to participate in the beautiful idea of "community of shared human destiny".

肖刚——山地运动——疫情下运动的更好选择

Mountain Sports — Better Choice During the Pandemic



国际持杖健走联合会中国区代表、知名山地运动和康养专家肖刚

Xiao Gang, China Regional Representative of International Nordic Walking Federation, Famous Mountain Sports and Health Wellness Expert

大家好，我今天分享的题目是“山地运动——疫情下运动的更好选择”。目前全球正在受新冠病毒的严重影响，在这种情况下，提高健康水平和免疫力尤为重要。运动是提高健康力、免疫力的重要手段。医学界将有氧运动能力列为生命的第五特征提了出来。此外，它包括呼吸、脉搏、血压、体温。

有氧运动能力是指运动的耐力，它与人们的心肺功能和代谢能力有关。比如说，有氧能力高的人跑马拉松比较轻松，有氧能力低的人走 500 米、1000 米都很费劲，容易气喘，坚持不下来。经医学研究，有氧运动能力高的人

得重大疾病的风险明显降低，有氧运动能力低的人得重大疾病的风险明显提高；有氧能力高的人即使得了重大疾病，康复的几率也明显提高，有氧能力低的人得了重大疾病，康复的几率明显降低。

医生动员病人参与有氧运动，提高健康水平，让身体尽快康复起来。医学界还掀起了“运动是良药”的项目，运动不仅能够健身而且还能够治病。运动是良药，是良药就有剂量，医生给病人开运动处方，包括适合参加什么样的运动项目、一周锻炼几次、每次锻炼时间多长、每次锻炼的强度是多少。

山地运动是运动的一种方式。在疫情之下，我们更加动员大家参与到山地运动中来。第一，因为山地运动比较安全。山地地域辽阔，在这种情况下，人与人之间的距离更大，病毒传播的风险能够降低。第二，因为山地运动更加轻松。山地中负氧离子氧气含量高，所以在这种情况下锻炼更加轻松。同时山地风景美丽，在这种情况下锻炼心情愉悦。特别是在疫情之下，我们走进户外，走到山地，对于调节心情特别重要。

另外山地运动锻炼效果还特别高。一个方面是因为山地含氧量、负氧离子含量高，对我们的健康有很大帮助。第二方面是山地选择的项目更多，包括徒步、登山、攀岩、漂流、山地越野等项目。第三方面是因为山地地形复杂。有高地有平地，在高地时候强度相对提高，在比较平稳的

情况下，强度又降了下来。这样高低交替的运动方法，在运动训练学中叫“高强度的间歇性训练”，这对于提高心肺功能代谢能力有很大帮助。

山地运动是山地旅游的重要方式，山地旅游的业态包括山地观光旅游、山地康养旅游、山地文化旅游，也包括山地运动旅游。目前人们受疫情影响很大，今天又是国际山地旅游日。我们动员更多的朋友们参与到山地运动中来，走出健康，走出快乐。

Hello, everyone. The topic I want to share with you today is that “Mountain Sports -- Better Choice During the Pandemic”. Currently, the world is under the severe influence of the COVID-19. Under such circumstance, we should try to keep healthy and enhance our immune system. Sports is a crucial method to improve immunity and maintain healthy. In the medical field, aerobic capacity is the fifth sign of life which refers to the vital body features when we are alive. These signs include respiration, pulse, blood pressure and temperature, and now the aerobic capacity is categorized as the fifth sign of life.

Aerobic capacity represents the endurance of doing sports. It is closely related with our cardio-pulmonary function and metabolic ability. People with high aerobic capacity will find marathon an easy task while those with low aerobic capacity will have difficulties even walking for 500 meters or 1000 meters without experiencing short of breath, resulting in giving up. People with high aerobic capacity will have a lower risk of getting severe illness while those who don't will stand a high risk of becoming severely ill. People with higher ability of doing aerobic sports will be easily cured once they are ill, but others who do poorly in aerobic sports will face a lower chance of being cured if they become ill.

Doctors also would recommend patients to participate in aerobic sports to improve their health conditions and help them to get better soon. There is even a movement called Sports is a Good Medicine going on in the medical world. Sports not only benefits the body but also cures diseases. As an effective medicine, sports has its own dose when prescribing sports as medicine, doctors have to consider such

questions as what kind of sports is suitable for the patient, how many times a week, how long each session will take and the intensity of doing sports.

Mountain sports is an important way of doing sports. We would strongly recommend people taking part in mountain sports especially when we are in the middle of pandemic. Firstly, it is much safer. As it takes place in the vast mountain areas where people can keep distances with each other, thus lowering the risk of transmitting the virus. Secondly, it is much easier. Because the negative air (oxygen) ion and oxygen level in the air is quite high which makes doing sports more comfortable and easier. Also, the beautiful mountainous scenery helps make one feel cheerful. Particularly for people who are under strict quarantine up to several months long due to the pandemic. Going outdoors to mountains will certainly play an important role in regulating our emotions.

Besides, mountain sports produce positive effects for people mainly because firstly, the high amount of negative air (oxygen) ion and oxygen in mountain areas can dramatically improve our health. Secondly, mountain sports provide a wide range of options for people to choose including hiking, mountain climbing, rock climbing, rafting and mountain cross country. Thirdly, the complex landscapes of mountains cover both plateau and plain areas. We should increase the intensity of exercise when we are in the plateaus while reduce it when we are in flat areas. And we call such exercises high intense interval training (HIIT). HIIT research plays a crucial role in helping us improve our cardiopulmonary function and metabolic capacity.

Mountain sports is also a part of mountain tourism. which includes mountain sightseeing tourism, mountain wellness tourism, mountain cultural tourism and mountain sports tourism. Today is our International Mountain Tourism Day, we would like to encourage more friends to take part in mountain sports under the backdrop of pandemic. Walk to live a healthy and happy life.

## 5.29 全球纪念活动连线

Global Commemorative Event for 2022 IMTD



## 尼泊尔旅游及旅行协会

Nepal Association of Tour & Travel Agents (NATTA)



大家好，这里是来自尼泊尔旅游及旅行协会（NATTA）以及大喜马拉雅山脉所在国的问候。NATTA 作为先驱旅行社协会，成立于 1966 年，为促进旅游事业和旅游企业家的福利而联合成立，NATTA 也是国际山地旅游联盟自豪的理事会成员。

尼泊尔位拥有世界上最高的山峰，8848.86 米的珠穆朗玛峰，数千座高耸的独特山峰吸引了全世界的目光，

并被列入每位游客的访问清单。山地和喜马拉雅山不仅为探险爱好者提供许多活动，还带来了崇高的精神价值，大多数游客在参观后被治愈。喜马拉雅山拥有纯净的精神力量，尼泊尔是中国的友好邻居，在地理、历史和文化上都有联系。

自两国建交以来，我们是值得信赖的朋友，进一步推动了互利合作。山地旅游的多样性为我们的旅游业增添了光彩，吸引了许多游客到尼泊尔体验冒险活动，山地体验是真正的终身体验。中国是世界上最大且不断增长的出境旅游市场，这对我们来说是一个机会，但由于新冠疫情的限制，我们两年来都无法接待中国游客，尼泊尔非常重视与中国的关系，2022 年对我们来说很重要，因为我们刚刚从疫情中恢复过来，出现了旅游业反弹的新希望，NATTA 正在制定战略计划和最合适的营销策略。我相信



国际山地旅游日的庆祝活动和徒步旅行等活动，可以推动尼泊尔潜在旅游目的地的恢复，宣传尼泊尔旅游。

几年前的这一天，国际山地旅游联盟选择了他们的首个主办国尼泊尔来举办他们的国际组织活动——国际山地旅游日，并由 NATTA 作为执行伙伴，希望这样的庆祝活动能够成为与 NATTA 合作的年度活动。

在简短的问候中，希望旅行限制能够尽快解除，欢迎大家前来尼泊尔，NATTA 随时准备为旅游业的发展提供一切必要的合作，谢谢大家。

首届“国际山地旅游日”活动于 2019 年 5 月 29 日在尼泊尔首都加德满都成功举办，开启了“国际山地旅游日”平台构建的新征程。在 2022 年 5 月 29 日这个荣耀的日子里，我们在海拔 2200 米的纳嘉科特山顶，以徒步活动的方式庆祝 2022 国际山地旅游日，感谢此次徒步活动的联合主办方国际山地旅游联盟的朋友们。

这次活动的举办地周边环境非常友好，是欣赏喜马拉雅山脉的最近地点。拟任尼泊尔驻华大使比斯努·普卡·什雷斯塔先生，山谷旅游办公室主任巴塔拉易先生，尼泊尔旅游局局长雷格米博士，尼泊尔中国文化中心主任肖江女士，各旅游协会主席、尼泊尔旅游及旅行协会前任主席、

会员和其合作伙伴等近 100 人参与了本次活动。

三可哈拉普尔市拉美什·纳皮特市长表示，在传统的宗教胜地之一举办此类活动，将对旅游业产生巨大的影响，也将推动当地的进一步发展。各代表团在发言中强调了自国际山地旅游联盟在中国成立以来，国际山地旅游联盟、尼泊尔旅游及旅行协会和尼泊尔之间的友好关系，并感谢联盟合作组织了此次国际山地旅游日的徒步旅行庆祝活动。此外，代表团在交流中欢迎中国游客前往尼泊尔旅游，我们也希望这样的庆祝活动将成为尼泊尔旅游及旅行协会和国际山地旅游联盟每年的年度活动。





Hello, Namaste from Nepal Association of Tour & Travel Agents (NATTA) and from the country of the Great Himalayas. NATTA is a pioneer association of travel agents established in 1966 A.D, uniting for the cause of tourism promotion and welfare of tourism entrepreneurs. NATTA is indeed a proud council member of IMTA.

Nepal has Mount Everest, 8848.86 m, the highest mountain in the world. Having thousands of the highest peaks, the unique peaks draw the attention of the world and are in the bucket list of every visitor to visit. Mountain and Himalayas not only offer many activities for adventure lovers. The spiritual value in the Himalayas is also quite high. Most of the visitors they feel healed after the visit. The spirit of Himalaya is very pure. Nepal is next door good neighbor of China and is connected by geography, history and culture.

We are trusted friends and further promoting mutually beneficial cooperation since the establishment of diplomatic relations. Appreciating this diversities, Mountain Tourism adds shine to our tourism industry and attracts many travelers to visit Nepal for adventurous acts. Mountain Experience is truly a life time experience. China is world's largest & ever growing outbound tourism market which is an opportunity for us. It is due to COVID restrictions that we aren't being able to entertain Chinese tourists since two years. Nepal greatly values its relation with China. The year 2022 is important for us as we have just recovered from the pandemic situation, and new hopes have shaped for the tourism industry to bounce back. NATTA is in course of formulating strategic plans with most suitable marketing strategies. I believe the celebration of International Mountain Tourism Day and the event like Hiking will be a boost to bouncing back and publicize the potential tourism destination of Nepal.

Certain years back on this day, IMTA chose their first host country Nepal for their international organizational event International Mountain Tourism Day, being NATTA as an Implementing Partner. Hopefully such celebrations shall be an annual

calendar working together with NATTA.

With these few words of Greetings, I hope, soon the restrictions be removed and we welcome you all in Nepal. NATTA is always ready to extend all needful co-operation for the growth of tourism industry. Thank you all.

The first International Mountain Tourism Day was successfully held in Kathmandu, the capital of Nepal, on May 29, 2019, opening a new journey of building the platform of "International Mountain Tourism Day". Today, we are at Nagarkot Hilltop at the height of two thousand two hundred metres, celebrating International Mountain Tourism Day with Hiking event. Thanks to friends of International Mountain Tourism Alliance (IMTA) who intended to collaborate with NATTA and organize a Hiking Program celebrating International Mountain Tourism Day on this glorious date of 29th May 2022.

It is the nearest potential destination with a view of the Himalayan ranges and is an environmentally friendly destination around. The program was graced by the Proposed Ambassador of Nepal to China HE Bishnu Pukar Shrestha, Chief of Valley Tourism Office, Mr. Tanka Prasad Bhattarai, CEO of Nepal Tourism Board Dr. Dhananjay Regmi, Director of China Culture Centre in Nepal Ms. Xiao Jiang, Presidents of Tourism Associations, NATTA Past Presidents, Members and its associates. The program had more than eighty participants.

Mayor of Sankharapur Municipality Mr. Ramesh Napit said that such events at one of the traditional and religious destinations shall be of great height in tourism and shall support in the future as well for the progress of the locality. The delegations speaking at the event highlighted the cordial relationship between IMTA, NATTA and Nepal since its formation in China. And thanked for the collaboration to organize a Hiking Program celebrating International Mountain Tourism Day. Also, the delegations suggested in lobbying for welcoming Chinese tourists to Nepal. We also hope such celebrations will be an annual calendar event of NATTA and IMTA.

亚洲洞穴协会  
Asian Union of Speleology

我正在进行山地旅游活动——洞穴探险，一种反向的登山运动。为什么要去洞穴探险呢？首先，毫无疑问是为了乐趣。但是进行洞穴探险的最恰当理由是，随着全球社区的缩小，地球的各个角落都在卫星中被呈现，想要发现新大陆，人们只剩下三个选择：飞向太空，潜入深海，或者深入洞穴。

洞穴探险是探索令人兴奋的地下世界的一种轻松方式。登山者的工具是登山杖，而我们使用绳索，我们称之为“单绳技术”，并自称为探洞者，研究洞穴的人则称为洞穴学家。

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

地下有很多秘密等待我们去发现，洞穴探险是我们开展健康生活和文明交流的绝佳途径。让我们一起出发，深入洞穴，探索更多乐趣。

What I am doing is mountain tourism. It is caving, it is mountaineering in opposite direction. Why go caving? Caving certainly first for pleasure. But the best reason for caving is that as the global community shrinks, every corner of our planet has been mapped by satellite. So, anyone who would like to find new land, there are only three choices to be left, flying into space, diving into deep ocean, or go caving.

Go caving is a light way to have more exciting discoveries underground in this world. Mountaineers climb by walking sticks, we use this rope. We call it “single rope technique”, we call ourselves cavers. Those who study caves are speleologists.

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

There are lots of secrets underground to be discovered, go caving is a wonderful way for our healthy life and civilization exchange. Let’s go! We will go caving for more discoveries.



美国房车工业协会（RVIA）总裁兼首席执行官  
雷格·柯比（Craig A. Kirby）发来贺信

Greeting from Craig A. Kirby, President & CEO of The Recreation Vehicle  
Industry Association (RVIA)

国际山地旅游联盟 (IMTA) 及其在促进山地旅游方面所做努力的良好对话仍历历在目。我很高兴看 IMTA 在关注世界山地旅游业发展的目标上取得了重大进展，我真诚地希望 IMTA 能够扩大其推广范围，进一步鼓励人们探索全球所有山区的锦绣风光和文化遗产。

北美的房车行业在过去两年中取得了惊人的增长，并具有创纪录的发货量。疫情导致许多人重新审视自己的生活，他们决定追求更积极健康的户外生活方式。正如我们所知，房车是追求户外冒险的绝佳大本营，在人们工作的方面来看，房车正在成为移动办公室，人们可以在任何可以获得 wifi 的地方工作，远程学习也是房车购买的驱动因素。

国际山地旅游联盟是房车行业的优秀合作伙伴，因为房车旅游和露营都与户外美景有关，沿途可以欣赏到不同山脉、森林、水路、景观大道和其他的自然奇观。健康的房车生活方式有助于将户外活动爱好者与大自然紧密联系起来，房车旅游和露营是山区旅游的一个组成部分。我想借此机会祝贺，今年的国际山地旅游日，并感谢 IMTA 多年来所做的出色工作，这将会代代相传，生生不息。



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

The RV industry in North America has witnessed phenomenal growth in the past two years with record shipments. The pandemic has caused many people to reassess their life and many have decided they want to pursue a more active, healthy outdoor lifestyle. And as we know, RV's are an excellent basecamp for pursuing outdoor adventures. With many people having the ability to work remotely, RVs are becoming mobile offices where people can work anywhere they can get a WIFI connection, remote learning has also been a driver in RV purchases.

IMTA is an excellent partner for the RV industry, as RVing and camping is all about the great outdoors mountains, forests, waterways, scenic byways and other natural wonders. The healthy RV lifestyle helps connect outdoor enthusiasts back to nature and RVing and camping is an integral part of mountain tourism.

I'd like to use this opportunity to congratulate you on this year's International Mountain Tourism Day, and would like to thank IMTA for the wonderful work have accomplished over the years. Generations to come will benefit from your work.

# 厄瓜多尔皮钦查省

Pichincha Province, Ecuador



大家好，我是宝拉·帕冯，厄瓜多尔皮钦查省省长。将近 200 年过去了，自从著名的德国自然学家和探险家亚历山大·冯·洪堡把这个地区称之为“火山大道”以来，仅在南美洲厄瓜多尔北部的皮钦查省就有 45 个，介于丘陵、山脉、活火山和休眠火山之间的高地，沿着安第斯山脉分布了 200 多公里，主要集中在瓜耶拉班巴流域。

皮钦查省政府致力于环境保护和促进全省旅游和文化发展，包括省内雄伟的山脉和火山，它们是构成本省重要的自然和文化遗产，吸引了许多人和参观者去探索。这一地区的山脉是世界公认的地球上离太阳最近的地方，也一直是远古居民寻找科学和文化灵感的地方，包括基图卡拉人、卡扬贝人、雍博人和印加人，他们来到这片土地寻找离太阳最近的地方，太阳是他们敬仰的神灵之一。这一切都发生在西班牙人到来之前，从南美洲厄瓜多尔皮钦查省可以看到这美丽的山脉和火山景色。让我们一起庆祝国际山地旅游日，祝福登山者们，皮钦查省二百周年纪念。

Hello everyone! My name is Paola Pabón, governor of the Province of Pichincha, Ecuador. Nearly two hundred years has passed, since the famous German naturalist and expeditionist, Alexander von Humboldt, Alexander von Humboldt, named this area as the "Volcano Avenue". Only in the province Pinchincha, in northern Ecuador, South America, there are 45 highlands of hills, mountains, active and dormant volcanoes, spreading over 200 km along the Andes Mountains.

The Provincial Government of Pichincha is committed to protecting environment and promoting tourism and cultural development in the province, including it's magnificent mountains and volcanoes which are a fundamental part of the natural and cultural heritage of the province, and attract numerous visitors and explorers. The mountains of this area of the world, considered the closest points of the planet to the sun, and they have been a source of scientific and cultural inspiration for ancestral inhabitants including the Quito-Caras, Cayambes, Yumbos and Inca, who came to this land to seek the closest place to the sun. Sun is one of the Gods they worship. This all happened before the arrival of the Spaniards. This beautiful mountain and volcano view can be seen from Pichincha Province, Ecuador, South America. Let's celebrate the International Mountain Tourism Day and bless the climbers, bicentenary of Pichincha Province.







向大家致以来自新西兰奥特亚罗瓦的问候，我是布伦达·塔希，新西兰玛蜡瓦旅游公司的 CEO。

新西兰玛蜡瓦旅游公司的总部设在鲁阿塔胡纳的村庄，位于广大山区的中心。我们的部落家园尤瑞瓦拉位于新西兰北岛的中心，我们生产来自森林和山区的优质蜂蜜，包括屡获国际赞誉的麦卢卡蜂蜜和塔瓦瑞蜂蜜，以及世界上最美味的蜂蜜——瑞瓦蜂蜜。我们为到访的游客提供一系列的旅游活动，在山地以及河畔徒步，骑行，以及蜂蜜和养蜂场蜂箱之旅。

在我看来，山地旅游是度假或体验某个地区的特别之旅，令人兴奋。山地旅游活动可以满足游客寻求刺激的需求，也能让游客欣赏最美丽的风景。但对我们来说，山地旅游经营中最有价值的部分，是与游客分享我们的文化和生活方式。与他人联系的温暖和深度，使我们的旅游变得特别，因此，我们很荣幸能成为国际山地旅游联盟的一员，并与大家一起庆祝国际山地旅游日。

山地旅游有很多好处，它支持原本萧条和孤立的小经济体，帮助保护山区独特文化，带领人们跨越文化进行交流联系，并促进全球的和谐与理解。在新西兰奥特亚罗瓦的山区，我们与全世界的山地手牵手，在 2022 年的这个特殊日子里，庆祝国际山地旅游。

Greetings to you all from Aotearoa, New Zealand, I'm Brenda Tahī, CEO of Manawa Honey and Tours New Zealand.

We're based here in our village in Ruatahuna which is located in the heart of the vast mountainous region. Our tribal homeland, Te Urewera, at the heart of the North Island of New Zealand. We produce premium honeys from the forest and our mountains, including international award-winning Manuka honey and Tawari honey. And then we've got Rewarewa honey, the base tasting honey in the world. We run a range of tours for visitors to our region, hikes in our mountains and down river, horse trips and tours about honey and the beehive in our apiaries.

In our view, mountain tourism is a particularly exciting way to take a holiday or to experience a region. The activities can suit adrenaline seekers and the sites can be most scenic. But for us, the most rewarding part of our mountain tourism operation is the sharing of our culture and way of life with our visitors. The warmth and depth of connecting with other people is what makes our tours so special for us. So, we are honored to be part of the International Mountain Tourism Alliance and to be celebrating with you all International Mountain Tourism Day.

Mountain tourism has many benefits. It supports otherwise depressed and isolated small economies. It can help preserve the distinctive cultures of mountainous regions. And it takes people into cross cultural connections that can promote harmony and understanding across the globe.

And from our mountains in Aotearoa, New Zealand, we reach out to the mountains across the world to celebrate International Mountain Tourism on this special day in 2022.





各位领导、各位嘉宾、各位朋友，大家好！很高兴受邀参加 2022 国际山地旅游日主题活动，在此我谨代表中国林业产业联合会森林康养分会、森林康养国家创新联盟，祝贺本次活动的隆重举行。

这次活动过积极倡导和大力推进山地旅游作为重塑疫后旅游的引擎、通往健康生活的桥梁、连接文明交流的纽带，是我们践行第十五届世界林业大会“通过森林打造绿色、健康和有韧性未来”的积极行动，支持生态旅游、森林康养等领域企业纾困解难有关精神，推动行业绿色复苏的具体举措。

中国林业产业联合会森林康养分会、森林康养国家创新联盟坚持“兴林富民、亲林健民”的基本理念和宗旨，以森林生态环境为基础，以大众健康为目的，利用森林生态资源、景观资源、食药资源和文化资源，与医学、养生学有机融合，开展康养服务活动。

国际山地旅游联盟组织利用山地优质的生态环境，结合山地居民社会文化、生活习俗、传统人文活动等文化底蕴、人文资源开展观光休闲、科普教育、荒野体验、山地运动、康养度假、文化熏陶等活动。

森林康养作为一个新兴的产业，正蓬勃发展，方兴未艾，我们期待，通过本次活动，与国际山地旅游联盟构建紧密的合作关系。我们也相信，共同的理想、信念和价值观，将会推动绿色、健康和人文交流，促进社会经济可持续发展。

让我们携手共襄美好未来，谢谢大家。

Distinguished leaders and guests, dear friends. I'm delighted to be invited to participate in the theme events of 2022 International Mountain Tourism Day. On behalf of the China Forest Industry Association Forest-based Health Nurturing Branch and the National Forest-based Health Nurturing Innovation Alliance. I'd like to extend congratulations on the grand opening of today's theme events.

Now, the global tourism industry is still facing the complex global landscape and threat from COVID-19. The theme of this event is "Mountain Tourism Promotes Healthy Life and Cultural Exchange". By actively advocating and vigorously advancing mountain tourism, we will regard it as an engine of reshaping post-epidemic tourism a bridge leading to a healthy life and a bond that links cultural exchanges. Those are what we do to implement the 15th World Forestry Congress "Building a Green, Healthy and Resilient Future Through Forests," and promote the rapid recovery and sustainable development of the mountain tourism industry to support enterprises in the fields of eco-tourism and forest-based health nurturing to overcome difficulties. Besides, the industry's green recovery will also be promoted.

The China Forest Industry Association Forest-based Health Nurturing Branch and the National Forest-based Health Nurturing Innovation Alliance, adhere to the basic idea and purpose of "Rejuvenating the Forest and Enriching People, Preserving the Forest and Benefiting People". Based on the forest ecological environment and aimed at protecting the public health, we utilize various resources including forest ecology, landscape, food and medicine as well as culture to carry out health nurturing services by smoothly integrating them with Medicine and Health Nurturing.

By using the high-quality ecological environment of the mountains together with the IMTA and

combining the social and cultural life customs of mountain residents, traditional cultural activities and other cultural heritage as well as human resources. We carry out sightseeing and leisure activities, science education, wilderness experience activities, science education, wilderness experience, mountain sports, health nurturing vacation, cultural nurturing and other activities.

As an emerging industry, forest-based health

nurturing is booming and still growing. We look forward to forging a close partnership with the IMTA through this theme events. We also believe that with shared ideals, beliefs and values, we will promote green, healthy, cultural and people-to-people exchanges. Meanwhile, the sustainable social and economic development will be fostered as well.

To conclude, we will create a promising future with joint hands. Thank you.

## 安吉云上草原

Anji Sky Land



大家好，我是景尚旅业集团董事长孙晓东，来自“绿水青山就是金山银山”的两山理念诞生地浙江安吉。

把握山地旅游趋势，锁定安吉投资 1168。高山上滑雪泡汤，悬崖中运动体验，星空下野奢度假，瞄准 Z 时代及亲子客群，让爆发肾上腺素感受惊险刺激，成为沉浸交互的山地旅游新选择，这就是云上人的目标。因此我们集团在浙江安吉海拔 1168 米的高山上，打造了集高山游乐、野奢度假、南方滑雪一站式山地旅游体验，以及民宿、温泉度假等配套项目，总面积 6.2 平方公里，总投资 60 亿人民币。

创新乡村振兴共富，聚力安吉攀登 1168。三年内，云上人求实效，出实绩，开业当年产值超亿元，三年共接

待游客三百万人，实现旅游收入十亿元。我们还连续获得了抖音直播文旅行业销量全国第一，携程景区销量浙江第一、全国第五，美团意向排行榜和销量浙江第一等好成绩。景区每年与当地政府联合举办的全国山地户外运动多项赛、环浙登顶 11 峰、露营狂欢夜等活动，高度契合了健康中国的国家战略，体现旅游、运动、健康三者的内在关系，更构建了与安吉当地村镇共同发展，共赢共享的良好局面。在云上草原的带动下，属地乡镇农民人均收入从 2.4 万元提升至 4.4 万元，景区将配套停车场让利给所在村，当地两村年净增收收入近千万元。

智慧赋能把握机遇，再造安吉引领 1168。李安导演曾说是安吉的秀丽山水让《卧虎藏龙》走向了奥斯卡。生态是安吉的特色，绿色是安吉的底色，绿水青山为安吉旅游聚集了人气。“绿水逶迤去，青山相向开”正是我们云上草原的真实写照。在疫情下，我们也坚信困难是暂时的，我们云上人也将坚定走生态文明建设的道路，护美安吉这一方气净、水净、土净的三净之地，创造出一批标杆性科技加文旅项目，以市场力量推动云上草原旅游产品的迭代更新和旅游产业的转型升级。

诚挚邀请全球的企业大佬、山地旅游大咖，汇聚 1168 浙江湖州安吉云上草原，共享绿水青山，共富金山银山，我们在云上草原等你。谢谢大家！

are invaluable assets.

Seize the opportunity of mountain tourism and join Anji Investment 1168. We target generation Z and parents and children group as our potential clients

Hello, my name is Sun Xiaodong, the CEO of the Jiangsu Jingshang Tourism Group Co., Ltd. I come from Anji, Zhejiang province, the birthplace of the famous concept that lucid waters and lush mountains

by offering such activities as skiing and hot spring on mountains sports experience on the cliffs, and a lavish vacation under the starlight. Adrenaline rush and thrilling adventure have already become a new option for the immersive and interactive mountain tourism. This is also our goal as sky people. Therefore, our corporation has chosen to set up a one-stop tourism destination featuring mountain recreation, extravagant vacation and southern skiing on a mountain at the altitude of 1168 meters in Anji, Zhejiang province. It is also equipped with bed and breakfast and hot spring programs. The total area is 6.2 square kilometers and the overall investment values at 6 billion RMB.

Join hands with Anji Climbing 1168 to rejuvenate the rural areas and achieve common wealth. In the past three years, we have worked hard to pursue both efficiency and results with the whole output value reaching over 100 million RMB the year we started. A total of 3 million tourists were received bringing in over 1 billion RMB in tourism profits in three years’ time. Meanwhile, we have ranked the first in sales among the cultural tourism industry nationwide via Douyin live broadcast, the first in Zhejiang province and the fifth nationwide in terms of sales among Xiecheng scenic spots and ranked in the top place both for Meituan Desire List and the sales in Zhejiang province.

Every year, the scenic center would co-organize major events with the government, such as the National Mountain Outdoor Sports, climbing 11 mountain peaks surrounding Zhejiang and the camping carnival. This is not only in line with our national strategy of building healthy China, demonstrating the relationship between tourism,

sports and health, but also has fostered good development condition where the rural areas in Anji and the tourism spot will achieve common prosperity through sharing. Under the lead of sky grassland, the average per capita income for rural farmers has increased from 24000 RMB to 44000RMB. Local villages are allowed to use the parking lot near the scenic spots and the net incomes for two villages have reached almost ten million RMB.

Taking the opportunity of intelligent empowerment to make Anji a lead again. Director Li An once said that it was the beautiful scenery on Anji that had taken the movie Crouching Tiger and Hidden Dragon to winning the Oscar award. The success and unique characteristic of Anji lie in its ecological condition and stunning scenery which have attracted tourists to come here.

The flowing clear water and the seemingly moving green mountains are the vivid portrait of our sky grassland. Amid the pandemic, we believe all the difficulties will be conquered in the end. And we sky people will continue our path of pursuing development through ecological conservation. We will protect the air condition, water and land in our regions, create new benchmark projects integrating technology with cultural tourism, and promote the upgrade of sky grassland tourism products as well as the transformation of tourism industry through marketing.

We would want to sincerely invite all corporation leaders and mountain tourism influencers around the world to gather in the 1168 sky grassland in Anji, Zhejiang province to enjoy the beautiful waters and mountains and create wealth together. We will be waiting for you on the Anji Sky Land. Thank you all!





尊敬的各位与会嘉宾，大家好：我是中国国家地理·营地总经理郭颖谦，是一个深耕自然体验、热爱山间户外的科学传媒从业者。很高兴接到 2022 国际山地旅游日主办方的邀请，因为疫情原因不能到贵州与诸位朋友一起探讨交流很遗憾，但我们也非常笃定因为疫情人们比过去更加向往自然，更加珍视在自然中开阔与舒展的真实体验。山地旅游的发展必将迎来更加广阔的未来。

现在我正在中国国家地理营地北京总部基地，这是我

Hello, distinguished guests, I'm Guo Yingqian, General Manager of Chinese National Geography · Camp and a science and media practitioner who loves nature mountains, and outdoor experience. I'm really glad to be invited by the organizer of 2022 International Mountain Tourism Day. I'm sorry that due to COVID-19, I can't make it to Guizhou to talk with you face to face, but also because of COVID-19, people are more yearning for nature and cherish the experience in an open natural setting. That's why mountain tourism will definitely have a brighter future.

Now, I'm in the HQ of Chinese National Geography · Camp in Beijing. It's an "urban natural garden", built by our chief landscape designer, Wang Yuheng, former leader of the Chinese team in "The Most Powerful Brain". It is an outdoor vertical zonation that lives through winter in northern China. It's also the first beauty we see in spring. Here, we also have a 3D building extended from the red frame of

们营造的一片“城市中的自然花园”，是和我们的景观总设计师曾任最强大脑中国队队长的水哥王昱珩一起打造的。在北方可以室外越冬的垂直自然，也是北京春天最早的一抹色彩，和中国国家地理的红框延展而成的立体建筑，以及长 5 米高 4 米的艺术装置独角仙，还有自然展厅、自然花园、自然学堂里面有很多不同的主题体验场景，都是取之于自然元素并应用到生活空间的。

这是在自然学堂中的室内垂直花园，有北京常见物种秋海棠、不同品种的蕨类等等，这室内室外两面植物墙都是通过手机 APP 控制光照和浇水，并且做到低碳和节能的。在城市中，日常看不到大山大川，我们就把山地、物候等自然元素，通过不同的体验场景的打造，植入到了工作与生活的日常之中。自然在山野，自然也应该就在我们身边，这是我们可以平凡日常中营造的“健康生活”。

再次感谢主办方对山地旅游的持续守护和推广，也预祝活动圆满成功。

Chinese National Geography an art device Hercules beetle that's 5 meters long and 4 meters high and many themed scenarios in natural gallery, natural garden, and natural school. These are all examples of how we apply natural elements to our living space.

It's an indoor vertical garden in the natural school. We've got common vegetations in Beijing like begonia, and many kinds of ferns. We can use mobile APP to control the light and water for both indoor and outdoor plant walls and make them low-carbon and energy-saving. In cities, we can't see mountains or rivers very often. So we put natural elements like mountains and phenology into difference scenarios and into our daily work and life. In this way, we can move nature from the mountains to our living space. That is the "healthy life" that we can create in our daily life.

I'd like to thank the organizer again for protecting and promoting mountain tourism and I wish the event a great success.

## 云南康藤 Vinetree in Yunan



康藤 Vinetree 是中国首家高端帐篷营地的发起者、设计建设方及运营商，创建于 2009 年，到目前的 11 年期间，我们打造了三个小型旅游目的地：康藤格拉丹帐篷营地、康藤南方丝绸之路帐篷营地（腾冲）、康藤红河谷帐篷营地。不论从选址规划，设计施工还是落地运营管理，康藤 Vinetree 都遵循可持续发展的理念，我们认为，把自然、在地文化、山川装在心里，才是一场负责任的旅行。

感谢国际山地旅游联盟，将山地旅游项目推向更广的地方，祝 2022 国际山地旅游日主题活动圆满举办。

It offers a brilliant platform for mutual learning and cooperation – Vinetree. It is the first one that initiated the development of high-end tent camping sites in China. We also design, construct and operate.

Founded in 2009, with an 11-year period to date, we have created three small tourist destinations: the Vinetree Gladin Tented Resort, the Vinetree Southern Silk Road Tented Resort (Tengchong), the Vinetree Red River Valley Tented Resort. Our site selection planning design and construction as well as the landing operation management all follow the idea of sustainable development. Traveling with bearing nature, local cultures and mountains in mind is a responsible way indeed.

Special thanks to the IMTA once again for inventing a promising future for mountain tourism projects. Wish the theme events of the 2022 International Mountain Tourism Day a great success.

## 穷游网 Qyer

大家好，我是穷游网、最世界旅行的崔莉。

2020 年以来，旅行者的旅行习惯发生了很大变化。穷游网数据显示，一系列户外旅游如露营、徒步、骑行、滑雪等的热度连续 2 年持续上涨，受关注程度年增长幅度均超过 30%，特别是户外露营，自去年以来持续火爆。旅行者们对自然、户外空间更加向往，越来越注重健康出行、珍惜和家人在一起的时间。

而山地旅游以山地自然环境为主要载体，凭借独特的景观美学形态，别具特色的地方社会文化生活习俗及特色旅游项目，如攀岩、徒步、露营、考察、野外拓展等，能多方面、多维度的满足旅行者的旅行者对健康生活的需求。相关报告也显示，家庭正逐渐成为山地旅游的重要消费群体，山地成为旅行者的旅游新空间。

穷游网和最世界旅行作为全球旅行生活分享平台及高



品质的旅游平台，也非常期待能与更多山地目的地、景区、户外旅行的伙伴们，共同联合营销推广及合作打造目的地的方式，共同打造户外新空间、新体验助力山地旅游的高质量发展，让更多旅行者体验山地旅游带来的美好健康生活。



Hello, everyone, I'm Cui Li from Qyer.com and TOP-WORLD. Since 2020, travelers' travel habits have changed a lot. According to the data provided by Qyer.com a series of outdoor tourism activities, such as camping, hiking, cycling, skiing and so forth have gained mounting popularity and continued to rise for two consecutive years. Annual growth rates of the attention they received all exceeded 30%. Outdoor camping in particular, has turned into a prevalent option since last year. Travelers are more yearning for nature and outdoor spaces attaching greater importance to healthy travel and treasuring the quality time with their families.

However, mountain tourism takes the natural environment of mountain as its main carrier. With unique landscape aesthetic forms, exclusive local social and cultural life customs and distinctive tourism

projects including rock climbing, hiking, camping, field investigation and outward bounding, etc. Mountain tourism can meet the needs of travelers for a healthy life in many ways. Relevant reports also show that families are gradually becoming a vital consumer group of mountain tourism. Mountain is a novel choice for travelers now.

Both Qyer.com and TOP-WORLD, as international travel life sharing platforms and high-quality tourism platforms, are also looking forward to working with more partners in mountain destinations, scenic spots and outdoor travel to pursue co-marketing and cooperation on exploring tourist destinations. Create new outdoor space and experience to support the high-quality development of mountain tourism with joint hands, and offer more travelers the wonderful and healthy life brought by mountain tourism.

**同程旅行控股有限公司**  
Tongcheng Travel Holdings Limited



大家好，我是同程集团副总裁、同程文旅 CEO 王凯。

在此，代表集团对 2022 国际山地旅游日主题活动开展表示热烈的祝贺！绿水青山就是金山银山，全球游客对旅游美好生活的向往和追求是一致的，人与自然的和谐共处才是最健康生活旅行方式。

同程集团作为中国旅游集团二十强企业、国内领先的旅游旅行平台，一直致力于提供最优质的旅行产品和服务，让更多游客爱上山地旅游、体验山地旅游。

最后，祝愿本次活动取得圆满成功。谢谢大家。

Hello, I'm Wang Kai, the vice president of LY.COM and the CEO of Tongcheng Cultural Tourism Development Co., Ltd. On behalf of the LY.COM, I wish to extend warm congratulations on the theme events at the 2022 International Mountain Tourism Day.

Lucid waters and lush mountains are invaluable assets. The yearning and pursuit of a better life in tourism is a shared goal among global tourists. The harmonious coexistence of man and nature is the healthiest way to live and travel. As one of the Top 20 tourism groups in China and the domestic travel platform taking the lead, LY.COM has always been committed to providing top quality travel products and services, so that more tourists will adore mountain tourism to gain first-hand experience.

To conclude, wish the theme events a full success.

## 江西武功山

Wugong Mountain in Jiangxi



亲爱的朋友们，大家好，我是萍乡武功山风景名胜区委书记徐建中。非常感谢国际山地旅游联盟邀请武功山参加这个特别而有意义的国际山地旅游日主题活动。

万里云齐到眼，九霄日月可摩肩。萍乡武功山是江西省西部的山岳型国家 5A 级旅游景区，自古以来就是中国江南三大名山之一，自然风光神奇瑰丽、人文历史深邃厚重、民俗风情淳朴独特。这里的十万亩高山草甸在世界同纬度名山中绝无仅有。最长帐篷队列壮美奇观，创下吉尼斯世界纪录。国际帐篷节照片入选美国《时代周刊》全球年度最惊奇照片，享有云中草原·户外天堂之美誉，是

Hello, dear friends, my name is Xu Jianzhong, the Secretary of Party Committee of the Wugong Mountain Scenic Spot in Pingxiang. I would like to thank the International Mountain Tourism Alliance for giving Wugong Mountain the chance to attend this special and meaningful theme activity.

Standing on the Wugong Mountain, you can take the surrounding scenery into view and feel the desire to affect the sun and the moon. Wugong Mountain in Pingxiang, located in the western part of Shanxi Province in China is categorized as one of the 5A national tourist attractions. It has always been one of the three renowned mountains in southern China since ancient times with its breath-taking natural beauty, profound cultural history and simple and unique folk traditions.

The 100000 hectares of alpine meadows here cannot be found in any other famous mountains with the same latitude. The spectacular camp line here is

中国南方户外运动的地标式景区。

一直以来，武功山景区积极倡导健康生活与文明交流，立足优越户外资源，厚植户外文化内涵，持续举办让广大游客亲近自然、放飞心情的各类户外节庆赛事。2021 年景区共接待游客 150 余万人，其中户外徒步游客 45 万之多。其中一年一度的帐篷节已经成为国内外户外运动爱好者趋之若鹜的狂欢盛会，被央视新闻联播栏目誉为国内最大的户外帐篷节活动举办地。两届花涧里户外电音节以音乐 IP 带热了景区的夜经济，是湘赣边区域标杆式的节庆赛事活动，成为了在疫情影响下实现山地旅游突围的典范。

目前我们正在加快完善国家登山健身步道、国际山地户外运动谷、驴友出发营地、国际帐篷文化博览园等基础设施，为广大游客提供更加开阔的活动空间和身心通泰的审美体验，让山地旅游充分发挥疫后旅游重塑、引领健康生活、促进文明交流的重要作用，让景区成为广大游客沉醉山水、吟赏烟霞的圣地和乐土。

相信在国际山地旅游联盟的引领和助力下，武功山的旅游将不断融入到国际山地旅游高质量发展格局中。

the longest in the world breaking a Guinness World Record. Also the photo taken on the International Camping Day was selected by American Times magazine as the most stunning photo of that year. Wugong Mountain are known as the sky grassland and the outdoor paradise, it is a landmark scenic spot for holding outdoor sports in southern China. For a long time, Wugong Mountain scenic spot has actively promoted healthy lifestyle and civil communication. Taking advantage of its outdoor resources and deep outdoor sports culture, various outdoor festive activities are held in Wugong Mountain to provide numerous visitors with the chance to get in touch with nature and relax.

In 2021, a total of over 1.5 million visitors were received at the scenic spot among which, over 450000 were outdoor hikers. It has also won the gold medal in Outdoor Tourism Destination Competition in 2021 held by the Asia Outdoor Exhibition. The annual

Tent Festival has turned into a carnival which attracts millions of outdoor fans abroad to come to attend. It is hailed by the China network television as the biggest outdoor tent activity venue in China. Two outdoor electronic dance and music festivals in Huajianli has further boosted the night economy in the scenic spot through its music IP. Serving as a landmark festival in the nearby border area between Hunan Province and Jiangxi province as well as a paragon for successfully developing mountain tourism during the pandemic.

Currently, we are working to accelerate our pace to construct national hiking trail, international outdoor mountain valley, departure camps for travel pals, international tent cultural exhibitions among other infrastructure in order to provide visitors with a

much wider space and a better experience of relaxing their bodies and minds. It is important for mountain tourism to play a role in leading people to live a healthy life and enhance cultural communication after the pandemic has broken out. Scenic spots should serve as a paradise for people to immerse themselves in the mountains and rivers while enjoying the fabulous scenery.

I believe under the guidance and support of the International Mountain Tourism Alliance, tourism industry in Wugong Mountain will continue to be integrated into the high-quality international mountain tourism system.



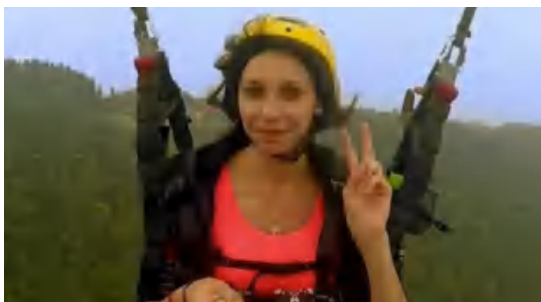
## 五指山热带雨林国家公园

Wuzhi Mountain Tropical Rainforest National Park



## 四川玉屏山

Yuping Mountain in Sichuan



## 爱驾传媒

iDriver Media



## 蔚蓝国际体育

Weland Outdoor Sports Development(Hainan) Co., LTD.



五指山热带雨林国家公园、四川玉屏山、爱驾传媒、蔚蓝国际体育等，  
也以独特多样的山地户外旅游活动视频对 2022 国际山地旅游日表示了祝贺。

Wuzhi Mountain Tropical Rainforest National Park、Yuping Mountain in Sichuan、  
iDriver Media、Weland Outdoor Sports Development(Hainan) Co., LTD. also congratulated  
the 2022 International Mountain Tourism Day through videos of unique and diverse  
mountain outdoor tourism activities.

第三章  
Chapter III  
文明·交流  
Civilization · Communication

连线驻华机构代表  
Interview Representatives of Foreign  
Institutions to China

打造与自然和谐相处的旅游胜地，  
是秘鲁人对子孙后代的承诺 —— 柏碧澜  
Building Tourist Resorts where man and Nature Co-exist  
Harmoniously—a Promise of Peruvians to Future Generations



秘鲁驻华使馆经济商务参赞柏碧澜  
Diana Pita, The Economic and Commercial Counsellor of the  
Embassy of Peru in China

大家下午好，我是柏碧澜，秘鲁驻华使馆经济商务参赞，在此向国际山地旅游联盟致以敬意，感谢联盟给秘鲁提供和大家共同交流的机会。

秘鲁是一个得天独厚的国家，得益于其多样的地理环境，多样的自然环境，令人眼花缭乱的风光，适合开展远足、登山、山地自行车等山地运动。

秘鲁有无数的徒步路线可供探索，其中最著名的徒步路线是印加徒步路线，它提供了多样的自然奇观，并在世界著名的马丘比丘登顶。这条路线最具挑战性，众多徒步爱好者对它趋之如鹜。印加徒步路线由古代印加中心辐射出来，长 43 公里，最终抵达马丘比丘遗址。

同时印加徒步路线也是巨大的印加路网的一部分。印

加路网是古代公路系统，连接很多印加帝国重要城市，从沿海分布到高原。而说到马丘比丘，它则与世界上各地都有所不同。其壮美的建筑设计，散发的神秘灵性，以及它与大自然完美的融合，这些因素让它成为世界新七大奇迹之一。

作为世界公认的自然与文化双重遗产与世界七大奇迹之一，马丘比丘在 2021 年 9 月 2 日获得了新的荣誉，马丘比丘历史保护成为七大奇迹中，同时也是国际旅游目的地中第一个获得碳中和证书的，这使它成为可持续发展的世界标杆。通过此认证，将大幅减少这座印加城堡遗址的二氧化碳排放量，这一成就归功于当地民间社会与公共和私营部门之间的共同努力。其主要目标是保护该地区的自然和文化遗产，该认证清楚的表明了后疫情时期的旅游重点，以可持续发展、创造与自然更多接触的创新体验为中心，同时预计旅游产品的开发将有助于农村社区的长期保护，并刺激当地的经济活动。

马丘比丘是一个与自然和谐相处的旅游胜地，维持和保护这种平衡至关重要。为了纪念这一伟大的历史遗产，关注并寻求生态替代方案来保护它，是所有秘鲁人对子孙后代的承诺。

感谢大家聆听，再见。



Good afternoon, my name is Diana Pita, the economic and commercial counsellor of the Embassy of Peru in China. I would also want to express my gratitude towards the host of this Theme Event for providing such opportunity for Peru.

I want to send a message to you that Peru is a naturally endowed country with its diverse geographic conditions, various natural environment, and fascinating natural landscapes which have made Peru an ideal place for hiking, climbing mountains and mountain biking.

There are countless hiking routes waiting to be explored in Peru among which the most famous one is the Inca Trail. Crowning at the peak of the world-renowned Machu Picchu it provides visitors with a view of diverse natural landscapes. This is the most challenging route and receive flocks of people interested in hiking. It is 43 kilometers long beginning from the center of the ancient Inca and finally reaching the Machu Picchu heritage.

It is also a part of the large Andean road network which is an important road system linking many major cities in the Inca Empire from the coast to the plateau. The Machu Picchu differs from any other parts of the world, not only in its spectacular archaeological design and mysterious spirituality but more of its perfect integration with the nature. These have all contributed to making it the new seven wonders of the world.

As the globally recognized mixed cultural and natural heritage as well as one of the seven wonders of the world the Machu Picchu has further received a new honor in September 2th, 2021. It has become the first historical site among the seven wonders of the world as well as the first in the international tourism destinations to receive a carbon neutral certificate making it the benchmark in the course of sustainable development in the world. The carbon dioxide emission of this ancient Inca heritage site will be significantly reduced through the accreditation. This success is jointly achieved by the folk society and both public and private sectors. Its main aim is to protect the local natural and cultural heritage. The accreditation has also provided a clear and key guideline for tourism development post-COVID-19 which is centered on sustainable development and more innovative opportunities to get in touch with nature. At the meantime, the tourism product development will also protect rural communities in the long run and spur local economic activities.

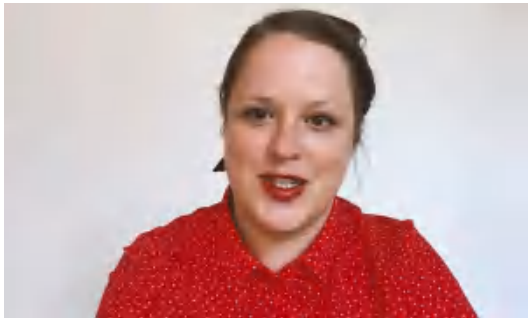
As a tourism spot, the Machu Picchu is in a harmonious relationship with nature and it is very crucial for us to maintain and protect this relationship. In commemoration of this great historical site we should seek alternative ecological plans to protect it as is our promise to our posterity.

Thank you all for listening. Goodbye.



## 常典娜——促进可持续山地旅游发展是瑞士旅游业的首要任务

Promoting Sustainable Development of Mountain Tourism is Top Priority of Swiss Tourism



瑞士国家旅游局大中华区主任常典娜

Daniela Chiani, Director of Greater China for Switzerland Tourism

大家好，我叫常典娜，是瑞士国家旅游局大中华区的新任主管。首先，我要向国际山地旅游联盟致以诚挚的谢意，感谢邀请我参加这一特殊盛会。但更重要的是，我想感谢你们为保护和促进全世界安全 and 无障碍的山地旅游所做得令人难以置信的工作。

作为一个国家，瑞士可能看起来很小，微不足道，但正如马克·吐温在谈到我们的国家时所说的那样，如果把它熨平，它的占地面积非常大。山地旅游从一开始就是瑞士旅游的核心，阿尔卑斯山是人们从世界各地前往瑞士的首要原因，我国三分之二的国土被山地覆盖，每座山峰都有其独特之处，从东部恩加丁州的伯尔尼纳山，到日内瓦

Hello everyone, My name is Daniela Chiani and I'm the new director of Greater China for Switzerland tourism. And first of all, I would like to extend a big thank you to the International Mountain Tourism Alliance for inviting me to join you in this special occasion. But more importantly, I would like to thank you all for the incredible work that you do in protecting and promoting safe and accessible mountain tourism all over the world.

As a nation, Switzerland may seem small and insignificant. But as Mark Twain origins of famously said about our country, it would be a mighty big place if it was just ironed flat. And it's true, the mountain tourism has been at the heart of Switzerland tourism from the very beginning. The Alps are the No.1 reason why people travel to Switzerland from all over the world. Two-thirds of our country are covered in

湖畔的地中海式葡萄园还有少女峰山顶的拂面清风。

在疫情期间，很多人重新发现了户外运动对于身心健康的好处，阿尔卑斯山是许多当地人和旅行者一年四季的免费旅游资源。在中国，人们对自然出游和可持续发展体验的渴望大大增加。我们希望 2022 年的北京冬奥会，能进一步激发人们对冬季旅游目的地的兴趣。

瑞士人和中国人都很重视山区丰富多样的自然景观和范围广泛的活动。在冬季，雪坡和粉雪邀请您去滑雪或在冬日的阳光下放松享受。在夏季，阿尔卑斯山湖泊、壮观的全景列车、缆车和列车让您更加接近大自然。

保护和促进安全和可持续的山地旅游，是瑞士旅游业的首要任务。虽然山峰看起来很强壮，但它们的存在却出奇的脆弱，这就是瑞士旅游局推出可持续发展项目的原因，对全新可持续旅游方式的联合努力。可持续旅行意味着第一时间近距离享受自然，以真实的方式体验当地文化，并消费当地产品，最后在这里长时间逗留并更深入地探索。我们想邀请大家为可持续山地旅游做出贡献，在这里，我们受益于知识共享、文化合作和对环境的相互关爱。

我们迫不及待地欢迎中国旅行者在能够重启旅游时，再次光临我们的国家，回到我们的山地，非常感谢。

mountains and each and every peak has something very unique to offer. From the Bernina Piz of the Engadin in the east to the Mediterranean vineyards of the shores of Lake Geneva and last but not least the lacier wind on the top of the Jungfrauoch.

During the pandemic, a lot of us have rediscovered the benefit of outdoor activities to physical and mental health. Alpine tourism is a primary source of free of charge for many locals and travelers all year around. In China, the desire for natural outings and sustainable experiences has increased significantly, and we hope that the Beijing Olympics in 2022 will further spark the interest in winter destinations.

Both the Swiss and Chinese value the rich variety of natural landscapes and wide range of activities the mountains have to offer. In the winter, as slopes

and powders invite you to ski or simply relax in the winter sun. In the summer, our pristine Alpine lakes, spectacular panoramic trains, funiculars and cart wheels bring you closer to nature.

Protecting and promoting a safe and sustainable mountain tourism is the No. 1 priority for Switzerland tourism. Although mountains seem strong and robust their existence is surprisingly fragile. That's why Switzerland tourism launched the sustainable program a joint effort for a new sustainable way of travel. To travel sustainably means enjoying nature

up close and at first hand. Experiencing the local culture in an authentic way and to consume regional products and last but not least to stay longer and dive deeper. We'd like to invite everyone to contribute to sustainable mountain tourism. Where we benefit shared knowledge, culture collaboration and mutual care for our environments.

We cannot wait to welcome Chinese travelers back to our country and to our mountains as soon as we all could travel again. Thank you very much.

雷纳——山地不分国界，山地连接彼此  
Mountains are Interconnected, Crossing National Boundaries



奥地利作为度假国家，每年接待约 5000 万人次，这意味着在 2020 年出现疫情之前，有 1.5 亿人在奥地利过夜。

奥地利是一个非常成功的度假国家，因为奥地利有三分之二以上的地表被山地覆盖，大多数游客都是在奥地利的山地或山区湖畔度过假期，因此阿尔卑斯山脉覆盖了奥

地利的大部分地区，在我们的经济、旅游和文化中都发挥着不可或缺的作用。我们的目标是保护最宝贵的财富——阿尔卑斯山脉，为我们的子孙后代，当然也是为了让更多的客人能在疫情结束后继续前往奥地利。

到目前为止，我们对今年夏季的情况非常乐观，奥地利将达到疫情爆发前的山地旅游水平。我们国家的所有边境都已经开放，奥地利的限制已完全解除，欢迎来自世界各地的客人再次到访我们美丽的国家。

祝大家在国际山地旅游日活动中度过美好时光，我认为山地旅游合作对推动发展山地旅游至关重要。山地不分国界，山地连接彼此，山地连接国家，我认为我们应该就此开展国际山地旅游讨论。

再次祝愿你们一切顺利，祝主题活动圆满成功，非常感谢。

Austria as a holiday country has been receiving approximately 50 million people per year that means 150 million Overnights until the pandemic arrived in the year 2020.

The Austria was a very successful holiday country, and as Austria's surface is covered by more than two-thirds by mountains of course most of the tourists spend their time in Austria mountains or the lake sides in the mountains of Austria. So the Alps

cover most of Austria surface, and the Alps play of course an integral role in our economy, in our tourism but also in our culture. Our goal is to preserve our most precious good the Alps, the mountains, to preserve them for our children, but also of course for our guests who will continue to come to Austria every year when the pandemic ends.

So far we are very optimistic that this summer, we will reach a level of tourism in the mountains which

we had before the pandemic. All the country borders are open, Austria fully open their normal restrictions, so we are happy to welcome our guests from all over the world back to our beautiful country. Mountain Tourism in place of course an integral role in Austria and in Austrian society.

I wish all a good time on the Seminar on the International Mountain Tourism Day. I think corporation in the field of mountain tourism is a

very fruitful thing to develop mountain tourism in a successful way, mountains do not know any borders, mountains connect, mountains link countries and I think this is a very good reason to go on discussing on International Mountain Tourism.

Once again, I wish you all the best and the very successful seminar on this Theme Event. Thank you very much.

连线业界专家  
Interview Tourism Industry Experts

戴斌——山地是满足大众旅游新需求的重要空间载体  
Mountain is a Critical Spatial Carrier of Meeting People's New Demand of Tourism



在全面建成小康社会以后，我国旅游业进入到了大众旅游全面发展的新阶段。在新时代和新阶段，山地成为了大众旅游全新的国土空间。我们知道，旅游业的发展，总要依托一定的国土空间，无论是城市，还是乡村，无论是山川河流等自然资源还是历史文化、非物质文化遗产等历史人文资源，总是在一定的国土空间中进行的。

山地是各个国家，特别是幅员辽阔的国家中重要的自然生态旅游目的地，也是发展绿色旅游、健康旅游、康养旅游等新型旅游业态的重要空间载体。

山区山地由于历史和自然环境的原因，在历史发展的进程中，保留了很多原生态的民俗文化、历史文化、非物质文化遗产。广大游客到了山区山地，在进行旅游活动的时候，自然会和当地居民及当地的文化空间进行交流，融

合互鉴，所以发展山地旅游也是承载国际旅游交流，促进文化多样性，领略文化之美，增强文化自信的重要途径。

当下旅游更加注重安全、品质和健康。我们注意到，今年上半年的清明节和劳动节两个节假日，露营、民宿、自驾、康养等旅游新需求层出不穷。旅游新业态也依托山地空间蓬勃兴起。在这样的形式下，我们提出国际山地旅游日的概念可以说是正逢其时。

过去这些年，国际山地旅游联盟在促进山地旅游意识、培育山地旅游市场、扩大山地旅游交流和山地旅游的业态与产品创新方面，做了大量卓有成效的工作，特别是每年的主题论坛、主题日和发布的数据报告等社会活动，都对旅游业发展起到了非常好的促进作用。

作为我国发起成立的非政府专门的国际性旅游组织，国际山地旅游联盟依托于中国旅游市场的发展机遇，为促进国际交流，探索出了一条新模式新道路，可喜可贺！

就今后一个时期山地旅游的发展，我想提如下四条建议：

第一，要以发展绿色旅游为导向，守住山地旅游发展的生态红线和健康的高线。只有让山地保留住，甚至是不断扩大山地旅游的健康、安全、品质、时尚等新内涵，山地旅游才会有源源不绝的动力。我们想一想，无论是乡村旅游，还是冰雪避暑旅游，很多业态的发展，都是由广大人民群众的需求决定的。我们在引导需求的同时，要培育

绿色旅游的理念，要守住生态文明的红线。

第二，在发展山地旅游的过程中，要重点培育避暑、冰雪、露营、户外活动等目标市场。只有了解目标市场的需求，我们在国土空间规划，旅游发展规划，政府政策，促进市场主体培育等方面才有一个锚，才有前进的方向。我们不能让所有人都能立刻都去登山，做高端的度假，所以我想在发展山地旅游的过程中，只有面向大众的山地旅游需求，先从避暑旅游、冰雪旅游、户外露营，这些人民群众喜闻乐见的旅游休闲市场着手，才能让国际山地旅游联盟倡导的旅游方式，能够为更大的市场所接受。

第三，希望山地旅游的发展能够引入更多科技创新的因素，让数字化，智慧旅游成为山地旅游发展的新引擎。我们知道，山地旅游相较于城市旅游、乡村旅游这些旅游形式，它的发展，休闲活动的展开，可能广泛依赖于目的地信息、导航，依赖于包括越野车、gps 北斗导航、地图商等新的信息提供商。我们需要包括帐篷、露营地、自驾车营地、民宿这些新业态，我们还需要新型的人力资源促进山地旅游的发展。所以，我们必须千方百计去培育具有创新意识、有市场竞争力和产品创新能力的新型市场主体。当然在这个过程中，我们也要依赖传统的旅行社、在线旅游运营商帮助我们吸引客源，但更重要的是，要培育新型

的旅游业态。

最后，山地旅游的发展一定要尊重世居于此的社区居民、乡村居民的发展权利。在旅游发展的过程当中，游客有分享的权利，当地居民也有发展的权利。这两个权利之间有时候绝大多数的时候是相辅相成，互相融合的，但有时候也会有冲突。比如说，作为游客，我们希望能够看到原生态的自然环境和历史风貌，但是对于当地的社区居民而言，他们住在山区里面，也希望能够过上现代化的生活。我们想看到那些吊脚楼，山区的高脚屋是否是当地居民愿意永远保留下去的呢？我想山区居民也希望能够在节假日到爽爽的贵阳去看一看，也可以和贵阳的市民一样，在凉爽的夏日去街上尝一尝酸辣粉，可以拿着丝娃娃在街上去闲逛。他们也不愿永远呆在山里面，所以，在发展山地旅游的过程中如何提升旅游目的地中社区居民的综合素质，和参与社会发展的能力，是对山地旅游提出的全新的伦理责任。

衷心祝愿国际山地旅游日能够本着共建、共商、共享的精神，全力推动山地旅游，在未来有更加健康，可持续发展。祝 2022 国际山地旅游日主题活动圆满成功，谢谢大家。

After China has comprehensively built a moderately prosperous society. The tourism industry of China has entered a new stage of the comprehensive development of mass tourism. In this new era and a new stage, mountains have become a brand new space for the development of mass tourism. We know that the development of tourism always has to rely on a certain territorial space. Be it urban areas or rural areas. Be it natural resources such as mountains and rivers or historical culture. Intangible cultural heritage and other historical and human resources are always based upon a certain national territory.

Mountains are very important natural ecotourism destinations for various countries, especially those with a vast land area. They are also a brand new national space carrier for the development of new types of tourism such as green tourism, health tourism and wellness tourism.

Due to historic reasons and the natural environment in the process of historical development,

many original folk cultures, historic culture, and intangible cultural heritage have been preserved in mountains. When tourists go to the mountainous areas for tourism activities, they will naturally communicate with local residents interact with local cultural spaces, and integrate and learn from the local culture. Therefore, the development of mountain tourism is also an important way of international tourism exchanges, promoting cultural diversity, appreciating the beauty of culture and enhancing cultural self-confidence.

The tourism nowadays pays more attention to safety, quality and health. We've noticed that during Qingming Festival and Labor Day holidays in the first half of this year, new tourism needs such as camping, homestay, self-driving, and rehabilitation continued to emerge and new forms of tourism are also flourishing relying on the land and space of the mountains. In such a context, we proposed the concept of International Mountain Tourism Day as a timely response to the new trends of tourism.



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

As a non-governmental international tourism organization initiated by and based in China, the International Mountain Tourism Alliance has explored a development opportunity, based on China's tourism market and a new model for promoting international exchanges. Congratulations!

Regarding the development of mountain tourism in the future, I would like to propose the following four suggestions:

First, we must follow the direction of green tourism, keep the ecological red line and aim toward health. Only carefully reserve the mountains and continuously expand the new connotations of health, safety, quality and fashion in mountain tourism will mountain tourism achieve sustainable development. Whether it is countryside tourism or ice and snow tourism, the development of tourism formats is determined by the needs of the common citizens. While guiding people's demands for tourism, we must cultivate their concept of green tourism firstly and keep the red line of ecological civilization.

Second, in the process of mountain tourism development, we must focus on cultivating target markets of summer resorts, ice and snow sports, camping, outdoor activities, etc. Only by understanding the needs of these target markets, can we have an anchor and a direction in terms of land and space planning, tourism development planning, government policies and promoting the cultivation of market entities. It is impossible to make everybody go mountain climbing and choose high-end tourism products right away. So I think that in the process of developing mountain tourism, we need to fully consider the public needs and start from developing

the tourism and leisure market, which is favored by the majority of citizens, such as summer resorts, ice and snow tourism, and outdoor camping. Only in this way can the way of IMTA advocates be accepted by a broader market, and our industrial development be equipped with a market basis.

Third, I hope that more technological innovation factors can be introduced into the development of mountain tourism, and that digitization and smart tourism can become new engines of mountain tourism development. We know that compared with urban tourism and rural tourism, which rely on our familiar land space the development of mountain tourism and the carry out of leisure activities, may largely depend on destination information, navigation and some new information providers including off-road vehicle GPS, Beidou navigation, and map dealers. We need new commercial formats including tent campsites, self-driving camps, homestays and fresh types of human resources to promote the development of mountain tourism. Therefore, we must do everything possible to cultivate different types of market entities with innovative consciousness market competitiveness and product innovation capabilities. Of course, in the process we also have to rely on traditional travel agencies and online travel operators to help us attract customers. But the more important thing is to cultivate a new type of tourism.

Finally, the development of mountain tourism must respect the development rights of permanent residents in the local community and rural areas. In the process of tourism development, tourists have a right to share the resources, and local residents also have the right to develop. Most of the time, these two rights are supplemented by each other, but sometimes there are also conflicts. For example, as tourists, we may hope to see the well-preserved natural environment and historical features. Nevertheless, for local residents who live in mountainous areas they hope to improve their living conditions and lead a modern life. Do the local residents really hope to always live in the stilted houses in the mountains, just for the sake of tourism and cultural reservation? I

guess that they also hope that they can go to Guiyang for a visit during their holidays, and like other Guiyang citizens eat a bowl of Hot and Sour Rice Noodles on the street in the scorching summer. They would rather hang out in the streets with Vegetarian Spring Rolls than stay in the mountains forever. Therefore, in the process of developing mountain tourism, how to improve the comprehensive quality of neighborhood residents in the tourism destination and their abilities

for social participation and social development. These are additional ethical responsibilities for mountain tourism.

I sincerely hope that International Mountain Tourism Day can be held in the spirit of co-construction, co-consultation and mutual sharing and help mountain tourism will achieve healthy and sustainable development in the future. Wish the IMTD Theme Events a success. Thank you very much.

## 陈平——山地民间文化的活化与利用——传统手工艺的传承与创新

Revitalizing Mountain Folk Culture——Inheriting and Innovating Traditional Handicraft



很高兴在线见到各位。非常感谢国际山地旅游联盟发起了国际山地旅游日，并定期举办活动，让我们通过互联网的会议再度相聚，商讨、分享各自的想法与经验。很荣幸受邀其中。

今天我想聚焦山地民间文化的活化利用，分享关于“传统手工艺的传承与创新”的话题。这也是我本人从事多年的工作内容与研究领域。

人类的文明来源于思想与双手的共同创造，传统手工艺承载了不同时期文明的内涵，记录着地方的风俗人情、民族文化、生活方式、宗教信仰等，是祖先留给后世的宝贵财富。

传统手工艺作为人类智慧的结晶与体现，千百年来，生生不息，代代相传，世界上现存手工艺的发展与演变历程正是人类发展进程的见证。在大量传统手工艺中，蕴含着工匠文化和工匠精神。这些珍贵的文化内涵，在当代旅游业中，仍然散发着独特的光芒。特色鲜明、种类繁多

的传统手工艺构成了山地旅游产业的多样性文化特色，也是地方旅游收入的重要支柱。

随着现代经济的迅猛发展，人们的生活方式和消费习惯随之改变，手工技艺被工业化、低成本、大批量的生产取代，一大批手工业已转型为机械工业，大量传统手工艺因为产业的衰退而消亡，人类历史上曾经蕴含高度智慧的高超手工技艺，因为生存环境的恶化而失传，随着社会主义市场经济的崛起，人们的生活节奏越来越快，对物质生活的需求也在增加。在高效工业生产的存在下，传统手工业被冷漠。这是全人类共有财富无法挽回的巨大损失。

根据 2008 年第一次全国手工业普查结果表明，在全国普查的 1881 种手工艺品中，988 种（52.53%）处于正常发展状态，535 种挣扎求生，244 种濒临灭绝，114 种彻底停产。十几年后的今天，情况更加令人堪忧。

20 世纪中期，中华老字号近万家之多，主要集中在食品餐饮、服饰布料、中医药、丝织品、工艺美术和文物古玩等行业，但在 20 世纪 90 年代之后的中华老字号就只剩下了不足两千家，骤减到五分之一，而其中仅存的老字号企业中一大半都是在勉强维持现状，还有很多则处于长期亏损，面临着倒闭破产，差不多只有百分之十的老字号企业效益良好。有一项调查数据表明，中国名牌每年正以 5% 的速度递减，而中华老字号在其中占有不少的比率。

放眼世界，情况一样不容乐观。特别是在近三年来，由于疫情的影响，旅游业受到了重创，也导致很多的手工艺从业者失业，生活举步维艰。在我们今天讨论山地旅游事振兴与恢复的同时，也应该关注这些手工艺人群体以及正在受到严重危害的手工艺技术。

鉴于世界交通尚未完全恢复，旅游经济尚待复苏的当

下，我建议国际山地旅游联盟能够充分重视传统手工艺的重要价值，成立“山地手工艺保护与创新专业委员会”，以帮助疫情后各国山地手工艺人获得更多的商业资讯，联手电子商务平台建立手工艺数据库，搭建销售网络渠道，形成有竞争力的供应链。具体建议如下：

一、建立网络交流平台，分享管理经验与政策。利用联盟优势与影响力，呼吁政府部门通过政策保护、重视传统手工艺，出台疫情下针对山区手工艺发展与旅游事业相互支撑的政策，通过旅游地图、大数据平台帮助手工艺人建立有效的销售与流通渠道以及品牌化营销体系；

二、组织互联网培训计划，研发培训课程体系。组织专业人员对欠发达地区的手工艺人进行线上与线下培训，制定专业培训课程，提升从业人员的整体素质与文化水平，培养他们的创新设计能力，与当代消费市场的接轨能力；

三、组织专业设计人员参与传统手工艺的研发与设计。促进传统手工艺向生活化、实用化、时尚化、精致化的现代产品转化，扩大消费群体，提升手工艺品的市场和经济效益，从而改善手工艺人收入水平和生存状态；

四、举办线上线下手工艺博览会。搭建交流、展示、销售平台，推动不同国家与地区手工艺人的交流沟通与经验分享。整合政府、大学、设计师、互联网销售人员等资源进行跨学科、跨领域、跨文化的互动，为传统手工艺保护与产业的发展提供学术支持与专业技术支持；

五、发挥互联网新媒体优势进行传播与推广。通过YouTube、抖音、推特等新媒体平台，介绍传统手工艺，吸引青年观众在线观看，增强手工艺的传播力度，提升热度与知名度；

六、定期召开行业研讨会、学术分享会。邀请设计师与手工艺人共同探讨传统技术与现代设计的合作，增加互助互动。

I'm really glad to see you all online. Thanks to IMTA for carrying out the International Mountain Tourism Day and other events regularly and put us all together via videoconferencing to discuss and share our ideas and experience. I'm honored to be invited.

Today, I'd like to talk about revitalizing mountain folk culture and inheriting and innovating traditional handicraft. It is also what I have been working on and studying for years.

The human civilization comes from creating by mind and working by hand. So, traditional handicraft witnesses civilizations in different eras, customs

传统手工艺与大工业生产之间并非格格不入，而是存在着一种必然的互补关系，这种互补不仅是对经济发展的助推，同时也是一种文化的弥补，将传统文化中最美的寓意予以展示，使产品具备更高的附加值和影响力。如故宫文创的开发，自2008年起故宫文创团队坚守故宫文化与IP价值，推出众多文创产品获得积极市场效应，并通过H5广告及《我在故宫修文物》《国家宝藏》《上新了·故宫》等节目将故宫打造为超级网红，2017年故宫文创销售收入已达15亿元，这不仅推动了中国传统文化走向世界的影响力，也为故宫文物保护带来可观的运营经费。

文化交流是民族间相互理解，相互合作的推进过程，也是推动文化全球化和多样性的内在要求。人们的衣食住行因为各国间友好的合作关系而受益，古时候的丝绸之路，就是一条各民族互惠互利的文明通道，它不仅为沿线各国带来了丰厚的经济利益，而且促进了各国优秀传统文化的相互吸收、相互融合，所以文化交流是国家间沟通与合作的重要组成部分，通过交流才能达到相互学习、相互借鉴的发展境遇。今天我们谈论国际的山地旅游之间，特别是传承手工艺之间的交流和发展与创新，通过保护，通过挖掘，通过传承它们的价值，才能够创造性的传承和发展，人类的文化生态才会更加健康，更加蓬勃有力，国际山地社会经济才能够可持续的发展下去，以上是我的粗浅的一些想法。

of many places, as well as various folk cultures, lifestyles, and religions and beliefs. Traditional handicraft is valuable treasure left by our ancestors.

It is also the results of human intellect. For hundreds of years humans have been thriving on this planet passing knowledge from generation to generation. The history of the existing handicraft skills is the witness of human evolution, and in many handicraft skills we can see the valuable craftsmanship spirit and culture. Such culture still stands out brilliantly in modern tourism. So, the distinct and colorful traditional handicraft constitutes

the diversity of mountain tourism and the pillar of local tourism income.

As the modern economy rockets, people's lifestyles and consumption habits are changing. Craft skills are replaced by industrialized, low-cost, and massive production many handicraft industries have been mechanized and many traditional ones fade away. So, many traditional handicrafts skills with ancient wisdom have been lost due to the deteriorated environment. And, as the social market economy rises, people's life speeds up their demand for a material life climbs up. And in the face of high-efficiency industrialization, traditional handicraft goes without anyone caring. It is a huge loss of the treasure of human civilization.

According to China's first national census of craft industry in 2008, of the 1,881 craft works surveyed 988 (52.53 percent) were in good development, 535 struggled to survive, 244 were endangered and 114 were discontinued. The craft industry today is even more worrying.

In mid-20th century, China had over 10,000 time-honored shops, specialized in food, catering, clothes, fabric, traditional Chinese medicine, textile, arts and crafts, and relics and antiques. But the number plummeted to less than 2,000 after the 1990s nearly dropped to one fifth. Worse still, more than half of the existing ones are struggling and many others are in a long-run loss on the brink of bankruptcy. Only 10 percent time-honored shops are growing well. Another survey shows that China's famous brands are dwindling by 5 percent every year including various time-honored brands.

The same thing happens worldwide. Especially in the past three years, tourism is hit hard by COVID-19, causing many handicraft workers to lose jobs making it hard for them to survive. So, when we are talking about recovering and revitalizing mountain tourism today, we should also care about the suffering craft industry and handicraft workers.

The global traffic network and tourism economy are yet to be restored. So I suggest IMTA pay close attention to the important value of traditional

handicraft and establish "Mountain Handicraft Protection and Innovation Committee" to give mountain handicraftsmen easier access to business information in the post-COVID world. In addition, IMTA can work with e-commerce platforms to build handicraft database and marketing network, to form a competitive supply chain. Let me break it down here:

First, build an online communication platform to share management experience and policies. Based on its edges and influence, IMTA can call on government departments to implement policies on protecting mountain handicraft, and mountain tourism after the pandemic, build up effective marketing channels with branding strategies for handicraftsmen via tourist map and big data platforms.

Second, carry out internet training programs and courses. IMTA can organize professional personnel to carry out online and offline training for handicraftsmen in underdeveloped areas to improve their overall quality, and culture their creativity and design capability, and their ability to keep up with the modern consumer market.

Third, invite professional designers to take part in the research development and design of traditional handicraft. IMTA can help turn traditional handicrafts into more life-oriented, practical, fashionable, and exquisite modern goods, to expand the consumer base improve the market and economic benefits of handicrafts, so as to help handicraftsmen get higher incomes and live a better life.

Fourth, hold online and offline handicraft exposition. IMTA can build platforms for communication, display, and marketing to help handicraftsmen from different countries and regions to exchange and share experience. It can also pool talents, including government officials, university faculty, designers, and internet salesmen to achieve cooperation among different disciplines, fields, and cultures, and offer both academic and technical support for the protection and development of traditional handicraft.

Fifth, advertise and promote via new media. Via new media platforms like YouTube, Tik Tok and

Twitter. IMTA can introduce traditional handicraft to the world attract young people to watch livestreaming to help advertise for the craft industry and make it more popular.

Last, hold regular industry seminars and academic sharing sessions. IMTA can invite designers and handicraftsmen to interact with each other and figure out how to combine traditional skills and modern design concepts.

Traditional handicraft is not always incompatible with industrial production. They are actually complementary to each other manifested in economic development and culture. It means that traditional culture can add more value and influence to modern products. For example, since 2008, the Palace Museum Cultural Products and Services team has been promoting the culture and IP of the Palace Museum launched multiple cultural products, and making the Palace Museum an extremely popular tourist attraction across the internet via H5 ads, and programs like Master in Forbidden City, National Treasure, and Treasure in the Forbidden City. In 2017, the Palace Museum Cultural Products and Services have reaped 1.5 billion yuan of revenue which not only helped spread traditional Chinese culture across the globe, but also raised funds for managing and

protecting relics in the Palace Museum.

Cultural exchange can promote understanding and cooperation among different nations. It is also the internal prerequisite for achieving cultural globalization and diversity. A friendly cooperation partnership can benefit so many aspects of people's lives, such as food, clothing, housing and transportation. For example, the Silk Road in ancient China served as a cultural passage to bring mutual benefits to nations. It has not only helped nations along the road reap lucrative economic profits, but also facilitated the exchange and integration of excellent traditional culture. As a result, cultural exchange plays an important part in international communication and cooperation. Only through the exchange can we effectively learn from each other. Today, we discussed the communication and innovative development of international mountain tourism particularly that of traditional handicraft arts. Protection and inheritance of their value is the only way to achieve creative development and to pass them on to future generations to build a much healthier and stronger cultural industry, and to maintain a sustainable international mountain society and economy. These are my personal thoughts to share with you.





## 史宝乐——旅行联系世界，缩小文化差距，扩大全球视野

Tourism Bridges the World, Fills the Cultural Gap, and Broadens Global Vision



国际龙途副总裁史宝乐

Bora Shnitman, Vice President of Dragon Trail International

大家好，感谢国际山地旅游联盟主办这次活动，并邀请我向尊敬的听众致辞。我叫史宝乐。目前，我在龙途国际担任目的地营销副总裁。龙途国际是一家全球旅游营销公司，总部设在中国。

像你们中的大多数人一样，我也是一个狂热的旅行者，特别是户外和文化旅游。在空闲时间，我也是一个摄影爱好者，通过图像，我们可以与到访的地方及当地人们建立联系，感受环境，选择关注细节或整体，并以视觉方式讲述故事。我非常相信旅行的力量可以将人们联系起来，缩小文化差距，扩大全球视野。

当然，在过去的两年里，在我们最需要它的时候，建立这些国际联系，让人们的世界有全面的了解，已经变得

Hello everyone, I am grateful to IMTA for hosting this event and inviting me to say a few words to the distinguished audience. My name is Bora Shnitman. These days fulfill the role of VP destination marketing at Dragon Trail International a Chinese-based marketing solutions company which works with the global tourism industry.

Like many of you, I am also an avid traveler, especially when it comes to outdoors and cultural tourism. In my free time. I am also a photography enthusiast. Through the images we can connect to the place we visit and its people feel the environment, choose to focus on the details or the whole and tell the story in a visual way. I believe very deeply in the power of travel to connect people, narrow the culture gap

更加具有挑战性。那么，我们还能向人们展示世界并向他们介绍新的视角和生活方式吗？旅行的变革性体验是无可替代的，我们都欢迎边界的重新开放和全球旅游业的复苏，同时，我们也一直感谢数字技术的力量和创新，以虚拟方式带着人们旅行，讲述目的地和旅行者的故事，并保持我们对旅行和探索的渴望。

近一年前，我们龙途国际在有史以来首次从美洲进行的微信直播中，把 20 多万中国人带到了秘鲁，观众观看了圣谷的日出，并了解了传统的生活方式、信仰和文化遗产。8 月，400 多万抖音用户见证了东非大迁徙，肯尼亚的各种野生动物穿过著名的国家公园之一，寻找新的牧地。12 月，我们与北京旅游网合作，通过线上方式让来自世界各地的数百个旅行社，抢先一睹北京冬奥会场馆的宏伟壮观。3 月，我们把中国的旅行社带到了南非，在这个美丽的多样性国家的山地、雨林和海岸线上，进行了为期两天的虚拟体验之旅。

虽然过去几年非常具有挑战性，但幸运的是我们拥有先进的技术，让我们在等待再次见面的同时能够在虚拟中探索世界，并建立有意义的在线联系。

我谨代表龙途国际，祝愿大家在此次活动中一切顺利，祝愿国际山地旅游日圆满举行，祝愿大家从疫情带给我们的所有挑战中迅速恢复。

and expand global perspectives.

Of course, over the past two years at a time when perhaps we need it the most making these international connections, and giving people a bigger picture of the world has become more challenging. However, is it still possible to show people the world and introduce them to new perspectives and ways of life? You will all agree that there's no substitute for the transformative experience of travel. We all welcome the reopening of borders and recovery of the global tourism industry. At the same time, we have also been grateful for the power and innovation of digital technology to transport people virtually, tell the stories of destinations and travelers and keep our thirst for travel and exploration alive.

Almost one year ago, we in Dragon Trail International took more than 200,000 Chinese to Peru during the first-ever WeChat live streaming from the Americas. The audience watched the sun rise over the Sacred Valley and learned about traditional lifestyles, beliefs, and cultural heritage. In August, more than 4 million TikTok users witnessed east Africa great migration. Kenya diverse wildlife crossing through one of the famous national parks in search for new grazing lands. In December, we worked with Visit Beijing to bring hundreds of travel agents from around the world on a sneak peek online tour of Beijing’s Winter Olympics Venues. In March, we transported

Chinese travel agents to South Africa with a two-day virtual FAM trip from the mountains, rainforest and coastline of this diverse and beautiful country.

Although the last years have been very challenging ones, we’re also fortunate to have the advanced technology to allow us to explore the world virtually, and create meaningful online connections while we wait to meet each other in person once again.

On behalf of Dragon Trail International, I’d like to wish everyone the very best for this event, happy international mountain tourism day and a speedy recovery from all the challenges that the pandemic has brought us.



5.29 全球纪念活动连线

Global Commemorative Contact  
Event for 2022 IMTD



西班牙大加纳利岛旅游局

Gran Canaria Tourism of Spain



早上好，所有参加国际山地旅游联盟论坛的全球与会者。

我们希望能与其他参与者合作愉快，这也是促进国际合作交流、推动联盟发展的一大步。我们政府的目标是支持山区旅游从而帮助管理山区旅游的城镇的发展。在我们面前有许多通向这条道路的机会，就是面向未来的可持续

和生态旅游业。保护环境和自然的旅游业，我们必须设法保护我们的星球。而最好的方法是教人如何呵护它。

今天是重要的一天，可以唤起公众对保护山地资源和保存山地文明意识，启动健康、积极和振奋人心的生活方式，为公民打造更好的未来。促进这种旅游业的可持续发展，国际山地旅游联盟必须设定这些目标，大加那利岛有着共同的目标。

促进可持续发展、有效利用山地旅游资源、减少落后山区的贫困、确保山地旅游的安全和救援、了解全球气候变化的影响并提出相关对策、保护山地生态和开发可持续资源等等，都将列入探讨山地旅游高质量发展的新前景。

在大加那利岛，我们确信国际山地旅游日将圆满成功。希望在未来的几年里，可以在我们的岛上举行庆祝活动，让每位访客感受幸福的时光。我们希望展示火山、海滩、悬崖、星空以及地球上最纯净的空气，大加那利岛是环境保护的天堂，我们期待你们的到来再次祝贺这个伟大的组织，谢谢。

Good morning to all those attending the International Mountain Tourism Alliance Forum around the world.

We hope to have a great collaboration with the rest of the participants. It is also a great step in further promoting the communication of international cooperation and promoting the IMTA. The objective of our government is to support mountain tourism and thereby help the development of the towns that manage it. We have many opportunities to move forward on this path ahead of us. It is the future, sustainable and ecological tourism. Tourism for the protection of our environment and Nature. We must manage to protect our planet and the best way is to teach how to take care of it.

Today is a day to arouse public awareness about protecting mountain resources and preserving mountain civilization to initiate a healthy, positive and uplifting lifestyle to build a better future for our citizens to promote the sustainable development of this type of tourism.

The International Mountain Tourism Alliance must have these objectives. Gran Canaria has this Target develops the promotion sostenible, and using mountain tourism resources effectively to alleviate or reduce poverty in backward mountainous areas ensuring mountain tourism safety and rescue, and understanding the impact of global changes, and coming up with relevant countermeasures, protecting mountain ecology and developing sustainable resources will all be included to discuss the new future of high-quality development of mountain tourism.

In Gran Canaria, we are sure that the International Mountain Tourism Day will be a great success and I hope that in the coming years we can celebrate it on our Island a place where everyone who visits us feels happy. We want to show our volcanoes, beaches, cliffs, starry skies and the purest air on the planet. Gran Canaria is the paradise of environmental protection. We are waiting for you soon. Congratulations for the great organization. Thank so much.

柬埔寨七星海城市发展集团有限公司

Coastal City Development Group Co., Ltd.



七星海城市很荣幸加入国际山地旅游联盟平台并受邀参加此次“国际山地旅游日”活动。

七星海城市占地 360 平方公里，禀赋丰富的自然资源 and 旅游资源，山地和缓、曼妙起伏，拥有柬埔寨境内两

座唯一的高尔夫球场。为游客提供有趣、挑战性的体验。七星海城市多次举办柬埔寨国家级及世界级体育赛事，七星海城市背靠柬埔寨最大原始森林公园——波洞沙果国家森林公园，占地 18 万公顷，是森林运动的天堂。同时，七星海城市拥有 90 公里优质海岸线，有玻璃海水奶粉沙滩的美誉，游客可以在此体验海上体育或娱乐项目。如快艇、海钓、浮潜等。

我们认为七星海珊瑚礁，是海底世界的山地，是陆地山地旅游空间维度的拓展。七星海城市携手国际山地旅游联盟推动国际山地旅游蓬勃发展，打造健康、绿色、可持续、智慧的国际滨海山地旅游度假目的地。

预祝 2022 “国际山地旅游日” 活动取得圆满成功！

It's an honor that Coastal City has joined the platform of the IMTA, and has been invited to take part in the International Mountain Tourism Day.

Coastal City covers an area of 360 KM2 , endowed with abundant natural resources and tourism resources. The hills are gentle, the ridges undulating gracefully. Coastal City owns two unique courses in Cambodia, providing interesting and challenging experience.Coastal City has successfully held many Cambodian national and world-class sports events.

To the east is Cambodia's largest Forest Park: Botum Sakor National Park, which occupies 180,000 hectares, a paradise for forest sports. With 90 kilometers of high-quality coastline, known as

crystal sea water, milk powder beach. Everyone can experience sea events and entertainments such as speedboat swimming, sea fishing, snorkeling and other marine entertainment.

We think the Coral Reef in Coastal City is a mountain in the underwater world and an expansion of the spatial dimension of land mountain tourism.

Coastal City joins hands with IMTA to promote the vigorous development of international mountain tourism. Create a healthy, green, sustainable and smart international coastal mountain tourism destination.

Wish the 2022 "International Mountain Tourism Day" a complete success!

With our best regards.

非洲野生动物基金会  
African Wildlife Foundation



我是乔佳，在非洲野生动物基金会负责管理中国关系。

非洲野生动物基金会成立于 1961 年，从那时起，它就成为保护野生动物和野生栖息地的主要倡导者，而这两者都是繁荣的现代非洲所必需的。非洲野生动物基金会立足非洲，在科学和公共政策之间架起桥梁，并向整个非洲

I am Jia Qiao and I manage China Relations at the African Wildlife Foundation. AWF was founded in 1961. Since then, it has become a primary advocate for the protection of wildlife and wild lands as essential to a modern and prosperous Africa.

At AWF, we are Africa led, bridge science

的企业、社区、政府和其他人展示保护带来的好处。而让全球领导人积极参与我们的工作同样至关重要。为此，中国和其他国家可以加强非洲的保护，促进发展。

非洲野生动物基金会认可山地旅游对确保濒危物种生存的重要性，其中就包括了在野外生活的 1000 只山地大猩猩。非洲野生动物基金会在山地大猩猩保护领域拥有悠久的历史，我们持续与卢旺达政府在火山国家公园合作，开创保护性的旅馆，支持护林员的监测和反盗猎工作，造福社区和山地大猩猩，我们希望非洲的合作伙伴能够为了人类和野生动物的福祉，倡导可持续的山地旅游。

我们感谢国际山地旅游日，感谢它为山地栖息地的保护带来关注和支持。我谨代表非洲野生动物基金会，真诚地祝愿此次活动取得圆满成功。

谢谢大家！

and public policy and demonstrate the benefits of conservation to businesses, communities, governments and others throughout Africa. Engaging leaders worldwide is also essential to our work. To that end, China and others can strengthen African conservation for development.



AWF acknowledges the importance of mountain tourism in ensuring the survival of endangered species. This includes the 1,000 mountain gorillas left in the wild, AWF has a long history in mountain gorilla conservation. We continue to work with the Rwandan government in Volcanoes National Park, pioneering conservation lodges, supporting ranger-based monitoring and anti-poaching efforts. This

work benefit communities and mountain gorillas alike. We hope Africa's partners will champion sustainable mountain tourism for the sake of people and wildlife.

We appreciate International Mountain Tourism Day for the attention and support it will bring to conservation in Mountain habitats. On behalf of AWF, I sincerely wish the event will be of great success. Thank you.

韩中文化友好协会

Korea-China's Friendship Association



尊敬的各位，大家好，我是韩中文化友好协会会长曲欢，我在首尔向大家问好。

首先衷心祝贺 2022 国际山地旅游日主题活动在万物欣荣的火红五月盛大召开，作为国际山地旅游联盟成立之初既已成为联盟成员的代表和贵州旅游文化大使。我更是特别感谢联盟提供这个能与各国朋友云上相聚、观山听山、

Distinguished fellows, I am Qu Huan, the president of the Korea-China's Friendship Association, I am sending my greetings to you in Seoul.

First, I want to sincerely congratulate on the grand and successful opening of the 2022 International Mountain Tourism Day Events in May when everything is flourishing. As a member who joined the International Mountain Tourism Alliance since its founding as well as the tourism cultural ambassador from Guizhou province. I would like to further express my gratitude for the IMTA to offer such

赏山论山的友好平台。

山地占整个国土面积百分之七十的韩国可以说是一个山人合一的国家。山，对于韩国人来说，至敬至远、至亲至近，是最神圣最敬畏的存在也是日常生活最亲近最依赖的存在。

大力发展着山地经济和户外旅游消费业态，我们协会期待与联盟一起以山为媒，通过多种活动形式在保护山地资源、传承山地文明、繁荣山地经济、造福山地民众、促进可持续山地旅游发展、促进全球旅游治理与人文交流方面开展多项务实合作。

再次祝贺“2022 国际山地旅游日”活动取得圆满成功。借此机会，郑重提议能在韩国举办下一届国际山地旅游日活动。诚挚邀请联盟机构各国的好朋友来韩国品茶，饮山酒，对山歌，诵山诗，共话山地经济，共叙山盟厚谊！我在韩国等你！

谢谢。

a friendly platform allowing us to gather through cloud conference, and talk about mountains while enjoying the pleasure brought by mountains. Finally, I would like to extend my respect and gratitude to all heroes in the alliance who worked behind scenes for organizing this theme events.

Korea is a country where mountains occupy 70% of its whole land area and where people have a close relationship with mountains. To Korean people, the mountain is as sacred as God and as close as relatives. Korean people can be so in awe of mountains and yet they depend on them in their daily

lives.

Our association looks forward to joining hands with the alliance to hold various mountain-themed activities to protect mountain resources, preserve mountain civilization, promote mountain economy and bring benefits to people living in mountainous regions. We want to further promote sustainable mountain tourism development as well as enhance multiple practical cooperation projects between global tourism management and cultural exchanges.

Again, I would like to congratulate on the success of the 2022 International Mountain Tourism Day Theme Events. Through this platform, I want to propose that when Korea has the honor to hold the next theme events. We sincerely want to invite people who helped me to establish a close relationship with mountains as well as dear friends of the alliance to come to Korea to enjoy tea together, savor wine on mountains, sing mountain-related songs, and recite poems describing the mountains. We could discuss how to achieve mountain economy growth and strengthen our friendship. I will be waiting for you in Korea.

**贵州省文化和旅游厅**  
Guizhou Provincial Department of Culture and Tourism



**贵州省文化和旅游厅副厅长李芳**  
Li Fang, Deputy Minister of Guizhou Provincial Department of Culture and Tourism

朋友们，大家上午好！

非常高兴今天参加国际山地旅游日的交流活动。在此，我谨代表贵州省文化和旅游厅向参加本次活动的朋友们表示热烈的欢迎，向关心支持山地贵州文化和旅游发展的新老朋友们致以衷心的感谢！

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

贵州是全中国唯一没有平原支撑的山地省份，山地决定了贵州产业的优势特色，要立足贵州自然生态和资源环境承载力，基于本土要素形成独特的竞争优势。贵州探索富有特色的高质量发展新路，不仅对中国，对全世界也具有重要的象征意义和标志意义。面临疫情危机的巨大挑战，

旅游业仍表现出巨大的韧性和新的活力，城市休闲和乡村度假形成了现象级消费“好物+美景+美食”的各种直播营销，成功打造了旅游消费领域的新“国潮”。生态旅游、休闲度假等方式，促进旅游消费多元化，延伸了旅游产业范围，推动旅游产业从资源依赖型向创新型发展转变。而贵州也在顺应这一新的趋势。持续精心打造和提质升级山地旅游目的地，从传统观光体验游转向康养度假旅游。

贵州有沁人心脾的森林空气环境、神奇秀美的自然风光，森林覆盖率近60%。在这里，奇特的山水地貌孕育了贵州独一无二的康养旅游资源，有“温泉省”“公园省”之美誉。一切都能满足游客回归自然的理想。在这里冬无严寒、夏无酷暑，全年330天以上都可以进行户外运动，被称为“户外运动天堂”，每年举办国际山地旅游暨户外运动大会和多场国际国内户外赛事。

贵州民族风情浓郁，传统与现代碰撞出独特的民俗文化、美食文化，为大众休闲消费提供了丰富产品和场景。赤水河孕育了国酒茅台，以酸鲜、香辣、味厚为特点的风味美食遍布全省；游客可以在欣赏丰富多彩的刺绣、银饰、蜡染、地戏、侗族大歌等非物质文化遗产的同时吃美食、购文创、住特色民宿，充分满足各方面的休闲需求。

本次活动是一次思想的碰撞交流，在疫情形势下，这样的交流也将为贵州的山地旅游发展提供新思路和新方向。我们将继续加强与大家在山地旅游方面的友好合作交流，共商、共建、共享山地旅游美好未来！

多彩贵州欢迎您！

Dear friends. Good morning! It is my great pleasure to participate in the exchange activities of the International Mountain Tourism Day today. On behalf of the Guizhou Provincial Department of Culture and Tourism, I would like to extend my warm welcome to the friends attending this event and express my heartfelt gratitude to the old and new friends who care and support the development of cultural tourism in the mountainous Guizhou.

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

Guizhou is the only mountainous province in China without plains. The mountain determines that the advantages and features of Guizhou's industries, should be based on Guizhou's natural ecology, resources and environmental carrying capacity to form its unique competitive advantage based on local elements. Guizhou's exploration of a new path of high-quality development with distinctive features has important symbolic significance for both China and the world.

Facing the huge challenges of the pandemic crisis the tourism industry still shows great resilience and new vitality. Urban leisure and rural vacations have formed a phenomenon-level consumption. Various forms of live broadcast marketing with the combination of "highly-recommended products + beautiful scenery + delicious food" has successfully created a new "national trend" in the field of tourism consumption. Eco-tourism, leisure vacation and other ways of tourism have promoted the diversification of tourism consumption, extended the scope of the tourism industry and accelerated the transformation of tourism industry from resource-dependent to innovative development. Complying with this new trend Guizhou is continuing to meticulously create and upgrade mountain tourism destinations and promote the transformation from traditional sightseeing to wellness vacations.

Guizhou has a dense cover of refreshing forests and magnificent and beautiful natural scenery and the forest coverage rate is nearly 60%. Here, the peculiar landscapes and landforms have nurtured the unique health tourism resources in Guizhou who has won the reputation of "Hot Spring Province" and "Mountain-park Province". The natural resources in Guizhou can meet tourists' desire to return to nature.

In Guizhou, you will not experience severe cold in winter or extreme heat in summer. The weather is suitable for outdoor sports for more than 330 days a year which is why Guizhou has been called an "outdoor sports paradise". Each year, the International Mountain Tourism and Outdoor Sports Conference and a number of international and domestic outdoor events are held in Guizhou.

Guizhou has a rich variety of ethnic customs. In Guizhou, tradition and modernity collide with each other to create the unique folk culture and gourmet culture, providing a wealth of products and scenes for the leisure consumption of tourists. The Chishui River has given birth to the national wine Maotai and the local cuisines characterized by sour, fresh, spicy and thick flavors are spread all over the province. Tourists can appreciate the rich and colorful embroidery, silver ornaments, batik, local opera, Dong nationality songs and other intangible cultural heritage while eating gourmet food, shopping for cultural creations and staying in characteristic homestays to fulfill their leisure needs of all aspects.

This event is a collision and exchange of ideas. Under the situation of the pandemic, such exchanges will also provide new ideas and directions for the development of mountain tourism in Guizhou. In collaboration with our friends, we will continue to strengthen, friendly cooperation and exchanges in mountain tourism, and work together to build a shared future of mountain tourism. Welcome to Guizhou!

## 全联旅游业商会

China Chamber of Tourism (CCT)



很高兴通过线上参加 2022 国际山地旅游日纪念活动。我谨代表全联旅游业商会，对本次活动的召开表示热烈祝贺！

今年是疫情常态化发展的第三年，文旅企业运营仍然面临巨大挑战，多元的新消费需求正激发市场新潜力，衍生出众多迅速发展的细分新赛道。在此背景下，山地旅游与户外运动国际交流合作搭建以文明、交流为纽带，以旅游为载体，以健康为期盼的高端平台，就显得尤其重要。世界各国各地区便利化的签证、完善的交通网络、公共服务、

商业环境，加上日渐增长的市场投入，推动了国际旅游市场的全面、协调和可持续发展。我们将会看到更多卓有成效的文化和旅游交流与合作，各个国家之间的文明和交流将持续走向深入。在这过程中，人们交往的内容、形式和频率都会随着文旅交流而出现更有益的变化，各国各地区的民众心会更近，交往会更频繁，对彼此文明、文化的认知会更深入，更相互包容和尊重，因此也会带来更多的合作机会。

我希望在人文交流和文明对话中把旅游提升到一个更加重要的位置，通过旅游过程中主客之间面对面的交流交往，文明互鉴才能落在实处。加强中外文化交流和多层次文明对话，满足人们日益增长的美好生活需要。顺应数字化、网络化、智能化发展趋势，提供更多优秀文艺作品、优质文化和旅游产品。着力创新方式方法，加强国际传播能力建设，推动文化和旅游“走出去”。

旅游对话文明交流，我们共赴山水之约。一起向未来，谱写出中国与世界和谐的华彩篇章。祝愿国际山地旅游明天更美好！

I am pleased to attend the commemorative event of International Mountain Tourism Day 2022 online. On behalf of the China Chamber of Tourism (CCT), I would like to extend warm congratulations on the opening of this theme events.

This year, the third year for the regular development of the pandemic. Culture & tourism enterprises are still facing great challenges. New consumption needs are simulating new market potential and deriving many fast-growing segments. In this context, it is particularly important to build a high-end platform linked by civilization exchanges, based on tourism and oriented towards health.

Visa facilitation perfect traffic network, public services and business environment as well as ever-growing market investment across the world have promoted the all-round, coordinated and sustained development of the international tourism market. We

will see more fruitful culture & tourism exchanges and cooperation. Civilization exchanges between countries will go deeper. In this process, more beneficial changes will take place in the contents, forms and frequency of interpersonal contacts with culture & tourism exchanges. Peoples in different countries and regions will come closer make more frequent exchanges deepen mutual understanding of civilizations and cultures and be more tolerant and respectful to each other, thus bringing about more cooperation opportunities.

We should strengthen Sino-foreign cultural exchanges and multi-level inter-civilization dialogues to meet people's ever-growing demand for a good life. We should go with the tide of digitalization, networking and intelligentization and provide more excellent literary and artistic works as well as quality culture & tourism products. We should develop new ways and

improve the capacity for international communication to promote the globalization of culture & tourism.

We will be there for tourism dialogues and civilization exchanges. Let's head into the future

together to create a magnificent chapter for harmony between China and the rest of the world. Wish international mountain tourism a better tomorrow.

安徽黄山

Huangshan Mountain in Anhui



各位大家好，我是黄山旅游股份公司的副总裁卫超，下面由我给大家介绍一下黄山旅游这些年来的一些交流合作的相相关事宜。

总共分为三个方面：

第一个方面是对外合作交流。首先，我们和美国的纽约州立国家公园、美国的约塞米蒂国家公园、肯尼亚的肯尼亚山国家公园以及柬埔寨的吴哥窟国际保护管理局、瑞士的少女峰，签订了相关的协议，建立了长期的友好合作关系。其次是2018年代表中国山岳旅游联盟与GSTC签订了《关于开展

可持续旅游发展合作的谅解备忘录》，最后是在2020年的4月作为和友好城市的法国霞慕尼市以及中国的驻美大使馆送去了口罩等防疫物资，体现了国企的担当与大爱。

第二个方面是海外的活动开展。一是2019年赴美国参加了中国旅游的文化周暨黄山旅游推广公众日的活动。在世贸中心、联合国总部以及中国驻美大使馆连续开展了三场专题推介活动。第二是在2019年至2021年参加了美国纽约时报广场的新年倒计时的开幕庆典以及伦敦特拉法加新春的一个庆典活动。第三是参加了2019年柏林的国际旅游交易会并成功举办了中国黄山（欧洲）的旅游推介会。

三是线上的宣传推广。分为三个方面：一是2018年以来，利用Facebook、Twitter以及Instagram三个海外媒体账号，海外进行相关的内容发声。第二是在2021年和2022年参加了柏林的线上国际旅游交易会。最后是2021年的11月份举办了“创意黄山 美在徽州”——中国黄山的旅游文化游的云推介活动。

以上就是黄山旅游近些年所进行的一些国际上的线上线下各类活动的举办。谢谢各位。

Hello, everyone. I'm Wei Chao, vice president of Huangshan Tourism Development Co., Ltd. Now, let me introduce our progress on exchanges and cooperation over the years. There are three aspects in total:

The first one is our foreign cooperation and exchanges. To begin with we have signed agreements with New York state national parks, Yosemite National Park in the USA, Mount Kenya National Park in Kenya, Angkor Wat International Conservation Authority in Cambodia, and Jungfrau in Switzerland. We have also established long-term friendly cooperative relationships with them. Secondly, in 2018, on behalf

of the China Mountain Tourism Alliance, we have signed the Memorandum of Understanding on Sustainable Tourism Development and Cooperation with the GSTC. Finally, in April, 2020, we have sent masks and other anti-epidemic materials to Chamonix in France, our sister city, and the Embassy of the People's Republic of China in the United States. It reflected the responsibility and great love assumed by state-owned enterprises.

The second aspect is the development of overseas activities. First, we went to the US and participated in the China Tourism and Culture Weeks and the Huangshan Public Day promotional events in



2019. We have also held three consecutive thematic promotional events at the World Trade Center, the United Nations headquarters and the Chinese Embassy in the US. Secondly, from 2019 to 2021, we took part in the opening ceremony of the Time Square's New Year's Countdown, and a celebration of the New Year in Trafalgar Square, London. Besides, we participated in the Berlin International Tourism Fair in 2019, and held the Tourism Promotion Conference of Huangshan (Europe) successfully.

The third aspect is our online publicity and promotion. The strategy is threefold. First, three

overseas media accounts of Facebook, Twitter and Instagram have been used to make relevant content broadcast overseas since 2018. Second, we participated in the online International Travel Fair in Berlin in 2021 and 2022. Finally, we held a cloud promotion activity of 'Creative Huangshan The Beautiful Huizhou' in November, 2021, to advertise the tourism and culture of Huangshan.

To conclude, the above are international online and offline activities carried out by Huangshan Tourism in recent years. Thank you.

广西旅游协会

Guangxi Tourism Association



各位国际山地旅游联盟同仁，大家上午好，我是广西旅游协会秘书长高琳。

Good morning, fellows of International Mountain Tourism Alliance. I'm Gao Lin, secretary of Guangxi Tourism Association. Today is the International Mountain Tourism Day. On behalf of the Guangxi Tourism Association, I wish the Theme Events a full success.

Guangxi is China's only minority ethnic autonomous region neighboring the coast and the border. In recent years, Guangxi has been committing to the conservation of the ecological environment and promotion of healthy life as well as civilized tourism.

今天是国际山地旅游日，在此我谨代表广西旅游协会，预祝本次活动取得圆满成功。

广西是中国唯一——一个沿海沿边的少数民族自治区，这几年来，广西一直致力于保护生态环境，倡导健康生活，倡导文明旅游，广西有着独特的生态资源，桂林山水享誉国内外，以世界“长寿之乡”巴马为代表的广西长寿文化，以歌仙刘三姐为代表的广西民族文化也独具魅力。经过多年的打造，广西的文化旅游品牌“秀甲天下 壮美广西”已深入人心。

我们期望，能与大家就健康生活进一步加强沟通交流，共同推动山地旅游健康持续发展。

Guangxi owns unique ecological resources, the scenery of Guilin is renowned at home and abroad. The Guangxi longevity culture which featured by Bama, Village of Longevity and the Guangxi ethnic culture which featured by Singer-immortal San Jie Liu are also special and charming.

After years of forging "Best of the World, Charming Guangxi, the cultural tourism brand of Guangxi" has impressed the people of the world deeply. We hope that we can further communication with you on healthy life and promote the sound and constant development of mountain tourism together.

## 吉林长白山

Changbai Mountains in Jilin



大家好，我是吉林省长白山管委会旅游和文化体育局局长耿德勇，很荣幸与大家云上相见，共同庆祝国际山地旅游日的到来。

一池天水下凡间，浩瀚林海纳百川，长白山作为中华十大名山之一、首批国家 5A 级旅游景区，以世界海拔最

Hello, I' m Geng Deyong, director of Tourism and Cultural Sports Bureau of Changbai Management Committee in Jilin. It' s my honor to meet you on-line and celebrate the International Mountain Tourism Day together.

“As one of ten famous mountains and the first 5A national tourist attraction”, Changbai Mountain is well known by its volcanic lake of the world' s highest altitude and the world' s highest volcanic lake falls. Just like a saying goes “A pool water from the heaven coming down to the world and the vast forests containing all the rivers”. With the source of Three-River and with the source of ethics, soul of the mountain, it stands on the top of the Eastern World.

In recent years, the advantages of Changbai Mountain' s mountains resources have been changed into the advantages of ecological tourism development. It breaks the rules and innovates

高的火山湖泊和世界落差最大的火山湖瀑布闻名遐迩。以三江源头生态根基处于东北各族而立，以民族之源，圣山之魂傲然矗立在世界东方之巅。

近年来长白山把山地资源优势转化为生态旅游发展优势，突破体制，便利机制，不断改革创新，构建多元化山地旅游产品。一路登山，瀑布攀冰，高山野雪，火山温泉，矿泉漂流，体育旅游市场逐年升温，相继举办了 T20 世界旅游名胜联盟长白山峰会，长白山国际生态会议，长白山国际林海雪地马拉松，承办了人与生物圈计划青年论坛等活动，长白山国际影响力不断攀升。

感谢国际山地旅游联盟对山地旅游的付出和振兴的积极推动，让我们一起风雨同行，增进文明对话，友好交流，共克时艰，为山地旅游业付出与发展努力，预祝本次 2022 国际山地旅游日纪念活动圆满成功，我们长白山再相聚。

constantly. Diversified tourism products are made mountain-climbing, ice-climbing, mountain snow, volcanic hot spring, mineral spring floating. Its sports tourism marketing is developed better and better year by year. The Changbai Mountain Summit of T20 World Tourism Alliance, Changbai Mountain International Ecological Conference, Changbai Mountain snow field marathon race were held successively. It held Youth Forum on Plan between Human and Biosphere, etc. The international influence of Changbai Mountain is rising.

It is appreciated for the efforts to the promotion of the mountain tourism from the International Mountain Tourism Alliance. Let' s enhance communication and work hard for the development of the mountain tourism. Wish the Theme Events of the 2022 International Mountain Tourism Day a full success. See you.

### 来贵州，加入越来越火热的“山系生活”

在山中探索，也在山中创造。如果用一句话来形容疫情以来国内的山地旅游市场变化，那就是越来越火热的“山系生活”。究其背后的原因，也许可以在 5 月 27 日贵阳举行的“山地生活消费展暨 8·9·00 思享会”、国际山地旅游联盟世界名山系列推荐——天下加榜·心向往之摄影展中窥探一二。据了解，该活动是国际山地旅游联盟为 2022 年“5·29 国际山地旅游日”全球性主题纪念活动举办的线下系列活动。

Come to Guizhou to join the Increasingly hot "mountain life"

Explore in the mountains, and create in the mountains. If a phrase to describe the changes in the domestic mountain tourism market since the post-COVID, it is the increasingly hot "mountain life". The reason behind it may be found in the "Mountain Life Consumer Exhibition & 8·9·00 Concept Meeting" held in Guiyang on May 27, and the Photography Exhibition of "IMTA World Famous Mountain Series—Focus of the Jiabang · Pursuit of the Heart". It is understood that the event is an offline series of activities organized by the International Mountain Tourism Alliance for the global thematic commemoration of "May 29 International Mountain Tourism Day" in 2022.



## 山地生活消费展

Mountain Life Consumption Experience

“山地生活消费展”活动展期从5月27日到29日，为期三天，是贵州首个营地风格消费市集，将集中展销与山地旅游、山居生活相关的户外装备、时尚美食、汽车、文创及山地户外救援特种车辆等。现场还可近距离与山地户外线路产品专家、山地户外专业救援队、山地洞穴潜水俱乐部等进行交流。公众可通过本次展览了解最新山地消费业态，沉浸式体验山地多元文化。目前，全球旅游业仍面临疫情危机和国际复杂形势的困扰，国际旅游交流活动受到很大阻碍，更多的人将目光投向了在近处深耕的文化旅游方向，如营地旅游、乡村旅游、山地运动等等，这也是本次“山地生活消费展”举办的初衷。疫情之下，旅游业如何找到新的消费场景，如何挖掘山地旅游经济新赛道，成为大家关心的话题。



The "Mountain Life Consumption Experience," which will be held for three days from May 27 to 29, is the first camp-style consumer market in Guizhou and will focus on outdoor equipment, fashionable food, automobiles, cultural creations and special vehicles for mountain outdoor rescue related to mountain tourism and mountain life. The public can communicate with mountain outdoor route product experts, mountain outdoor professional rescue teams, mountain cave diving clubs, etc., learn about the latest mountain consumption business and immerse themselves in the multi-culture of the mountains through this exhibition. At present, the global tourism industry is still facing the COVID-19 pandemic crisis and the international complex situation, making international tourism exchange activities suffer a lot, so more people are turning their attention to the direction of cultural tourism, such as camp tourism,



rural tourism, mountain sports, etc., which is also the original purpose of this "Mountain Life Consumption Experience". Under COVID-19 pandemic, how the tourism industry can find new consumption scenarios and how to tap into the new track of mountain tourism economy has become a topic of concern.



## “8·9·00” 思享会

“8-9-00” Concept Meeting

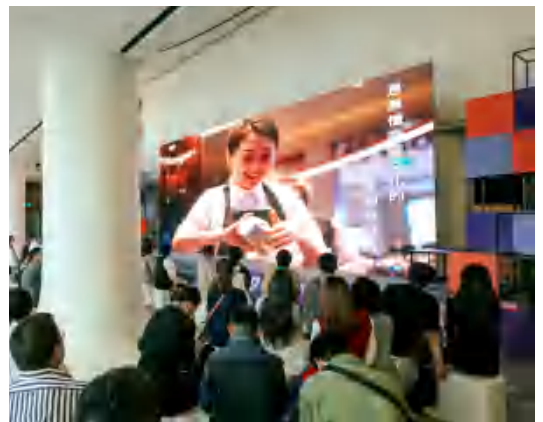


国际山地旅游联盟执行秘书长傅迎春在活动开场时说：“‘山地生活消费展暨8·9·00思享会’是5·29国际山地旅游日的线下活动，是为有志青年量身定制的对话交流平台。活动的主题词是‘思享、话题、空间、创造力’，意在聚合青年创业者的智慧，通过思想碰撞，分享生活理念、讲述创业故事、交流消费体验、探索市场空间，以青年人独有的可塑性和创造力迎接生活与创业的挑战。山地生活消费展则是在有限的空间里浓缩了以露营生活为代表的山地户外时尚旅游业态的体验，向年轻消费群体推出有良好预期的山地旅游消费品”。

The "8-9-00" Concept Meeting, a consumer market docking platform for the mountain tourism industry created by the International Mountain Tourism Alliance, will be held on May 27 on the first floor of the south building of the International Mountain Tourism Alliance headquarters. The new youth, who are deeply cultivated in the mountains, will share their personal entrepreneurial experience, analyze the market situation, discuss the consumption trend and seek the direction of cooperation from the perspective of the new youth in the 80s, 90s and 00s, focusing on the three categories of food, beautiful scenery and good things in the mountain culture and travel life consumption.

Fu Yingchun, Executive Secretary General of the International Mountain Tourism Alliance, said at the opening of the event, "'Mountain Life Consumption Experience and '8-9-00' Concept Meeting' is an

“8·9·00 思享会”作为国际山地旅游联盟打造的山地旅游产业消费市场对接平台，将于5月27日在国际山地旅游联盟总部南一楼举办。深耕于山地的新青年们，以80、90、00年代的新青年视角，围绕山地文旅生活消费中美食、美景、好物三大类别，分享个人创业经验、分析市场业态、探讨消费趋势、寻求合作方向。

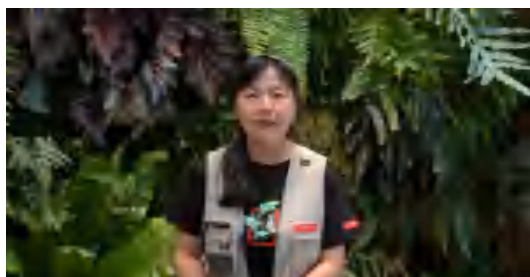


offline activity of the May 29 International Mountain Tourism Day, a dialogue and exchange platform tailored for aspiring youth. The subject terms of the events are 'Thinking, Topic, Space, Creativity,' with the intention of gathering the wisdom of young entrepreneurs, sharing life concepts, telling entrepreneurial stories, exchanging consumption experiences and exploring market space through the collision of ideas, to enable the youth to meet the challenges of life and entrepreneurship with their unique plasticity and creativity; while the Mountain Life Consumption Experience concentrates the experience of the mountain outdoor fashion tourism industry represented by camping life in a limited space, and introduces mountain tourism consumption products with good expectations to young consumer groups".



## 山系贵州

Mountains of Guizhou



郭颖谦 中国国家地理·营地总经理

Guo Yingqian General Manager of the Chinese National Geography · Camp

“疫情之下，人们比过去更加向往自然，更加珍视在自然中真实的体验。”在《中国国家地理》营地总经理郭颖谦看来，贵州的山地之美集中体现在地质地貌所带来的山地景观与人文百态。近年来，《中国国家地理》团队多次组织专家学者在贵州采风，出版了《地道风物·贵州》《地道风物·黔东南》等系列图书。

"Under COVID-19 pandemic, people yearn for nature more than in the past and cherish the real experience in nature more than ever." According to Guo Yingqian, General Manager of the Camp of Chinese National Geography, the mountainous beauty of Guizhou is concentrated in the mountainous landscape and the humanistic features brought about

by geological landforms. In recent years, the team of Chinese National Geography has organized experts and scholars to explore the scenery in Guizhou for many times, and published a series of books such as Local Style · Guizhou and Local Style · Southeast of Guizhou.



# 数字新媒体赋能乡村振兴实践探索——以沙溪大寨“古村 28 渡”为例

Exploration of Digital New Media to Empower Rural Revitalization Practice--A Case Study of "Ancient Village 28 Du" in Dazhai, Shaxi



“古村 28 渡”：古村指沙溪大寨是第二批中国传统村落；28 指沙溪大寨地处北纬 28°；渡指的是主角与村民之间相互渡化。刘杰认为，在巩固拓展脱贫攻坚成果，有效衔接乡村振兴的大背景下，“古村 28 渡”的发展理念与贵州乡村振兴、大数据、大生态三大战略不谋而合。更是顺应农业一二三产业融合、文化和旅游融合、城乡融合的大趋势。“古村 28 渡”为各基层干部特别是新当选村干部提供借鉴参考；提升村民文化自信，感召年轻人回乡发展；引起社会各界对乡村振兴的关注和支持。

"Ancient Village 28 Du": "Ancient Village" refers to Dazhai of Shaxi, the second batch of Chinese traditional villages; "28" refers to the fact that Dazhai of Shaxi is located at 28 ° north latitude; "Du" refers to the mutual transition between the protagonist and the villagers. Liu Jie believes that in the context of consolidating and expanding the achievements of poverty eradication and effectively connecting rural revitalization, the development concept of "Ancient Village 28 Du" coincides with the three

major strategies of rural revitalization, big data and big ecology in Guizhou, and also follows the general trend of integration of primary, secondary and tertiary industries in agriculture, cultural and tourism integration, and urban-rural integration. "Ancient Village 28 Du" provides reference for grassroots cadres, especially newly elected village cadres, enhances villagers' cultural self-confidence, calls young people to return to their hometowns, generating social concern and support for rural revitalization.



# 小吃是一种情结，是一种传承

Snack is a Complex, a Heritage



刘雪敏 贵州丝恋餐饮集团大市场部负责人  
Liu Xuemin Person in Charge of Large Market Department of Guizhou  
Miss Catering Group

丝娃娃是贵州颇具特色的小吃，因面皮包裹食材的形状酷似襁褓中的婴儿，从而得名“丝娃娃”。土生土长的贵阳品牌“丝恋”，近年来致力于山地非遗美食的文化输出。在好吃的基础上，丝恋通过不同的门店装修风格，打造“一店一景”的消费体验；通过动漫形象与文创设计，不断强化“年轻、有趣、面向未来”的品牌形象。

"Silk doll" is a unique snack in Guizhou, which is named "silk doll" because the shape of the ingredients wrapped in dough resembles a baby in swaddling clothes. Miss, a brand born and raised in Guiyang, has devoted itself to the cultural export of intangible cultural heritage food in the mountains in recent years.

On the basis of "delicious," Miss creates a "one store, one view" consumption experience through different store decoration styles, and continuously strengthens the brand image of "young, interesting and future-oriented" through animation images and cultural and creative designs.





# 动漫公司的“立”“破”“跨”

The "Establishment", "Breakthrough" and "Crossover" of anime companies

在当前腾讯、阿里、快看、B 站等头部互联网平台垄断流量与作者的局面下，动漫创业型公司的生存和发展是一个必须直面的问题。为了获得更多生存与发展的空间，动漫公司必须从‘立’‘破’‘跨’三个维度开始行动。立：确定好自己的标签（定位）；破：在定位好的行业坐标与标签上进行更多的尝试，多思考，多复盘总结；跨：随着行业周期的发展，动漫行业已经来到了瓶颈期，通过跨行业来破圈是眼前之事。



In the current situation where Tencent, Ali, Brite, bilibili and other top internet platforms monopolize traffic and authors, the survival and development of animation startup companies has become a problem that must be faced head-on. In order to obtain more space for survival and development, animation companies must start to act from three dimensions: establishment, breakthrough and crossover, in which

"establishment" means: to determine their own label (positioning); "breakthrough" means: to make more attempts on the positioned industry coordinates and labels, to think more, to review and summarize more; "crossover" means: with the development of the industry cycle, the animation industry has come to its bottleneck, so breaking the circle through crossover is the immediate thing.



# 构建生态友善型的产业园区，让年轻人回归乡村

Building an Eco-friendly Industrial Park to Bring Young People Back to the Countryside

在贵州，“山系生活”也凝聚着年轻人们对美好生活的积极探索。她直言打造山地农旅项目并非想象中那么好，但面对老龄化严重的村庄，张安绮与母亲依旧希望通过构建生态友善型的产业园区让年轻人回归乡村。目前产业园的规划中包括花卉蔬果农业、精油香氛等花卉加工以及生态教育、手作体验等。

In Guizhou, the "mountain life" coalesces the active exploration of young people for a better life. Zhang Anqi admits that building a mountain agro-tourism project is not as good as she imagined, but in the face of an aging village, she and her mother still hope to bring young people back to the countryside by building an eco-friendly industrial park. The current



plan of the industrial park includes flower, vegetable and fruit agriculture, flower processing such as essential oil and fragrance, as well as ecological education and handicraft experience.





## 内容短视频，玩转贵州 B 面

Content Short Video, Playing around the B-Side of Guizhou

“极氪行”在抖音上的大获成功，被户外摄影师周元杰归结为贵州“山系生活”的神秘与独特——虽然远离海岸线，却拥有众多河流与湖泊，以及世界上最为壮观的地下水系统。于是，当你调整好呼吸、装备与灯光，就可以潜入地球上最隐秘的区域。“作为贵州人，想把自己感受到的贵州分享给更多人。”周元杰说。

The success of the "ZEEKR Tour" on douyin is attributed by outdoor photographer Zhou Yuanjie to the mystery and uniqueness of Guizhou's "mountain life" – although far from the coastline, it has many rivers and lakes, as well as the world's most spectacular underground water system. So, as you adjust your breathing, equipment and lights, you can dive into the most secretive area on earth. "As a native of Guizhou, I want to share what I feel about Guizhou to more people." Zhou Yuanjie said.



## 向世界推广更酷的贵州

Promoting a Cooler Guizhou to the World

未来的山地旅游目的地不仅仅是探险公园。“我们希望能够提供一个活泼的场景，让那些同样热爱生活并富有冒险精神的年轻人们，能够在一个舒适的空间里，和更多来自世界各地的陌生人分享他们各自有趣的故事和体验，并得到更多的情绪释放。”同样，未来的山地旅游目的地，也不仅是一个主题景区，更是为全民自媒体提供绝佳内容创作的场景，为自媒体的内容创作核心，提供更多的想象空间。未来“出发吧”将继续深耕贵州特色景点，开发具有深度体验价值的户外运动营地，向世界推广最酷的贵州。

The future mountain tourism destination is not just about park adventure. "We hope to provide a lively scene where young people who share a love of life and an adventurous spirit can share their respective



fun stories and experiences and get more emotional release in a comfortable space with more strangers from around the world." Likewise, the future mountain tourism destination is not only a thematic scenic

spot, but also a scenario to provide excellent content creation for national We Media, and provide more imagination space for the core of content creation of We Media. In the future, "Departure Bar" will continue to explore the special attractions of Guizhou, develop outdoor sports camps with in-depth experience value, to promote the coolest Guizhou to the world.



## 以咖啡之名邂逅非遗之美

Encountering the Beauty of Intangible Cultural Heritage in the Name of Coffee

将千年技艺浓缩一尺蓝布，是星巴克与山地贵州的故事。“希望通过山地文化与现代意识融合，传达生活的传承与交错，为顾客提供舒适、放松的归家体验”。于是便有了北京国贸的星巴克旗舰店里，一面用贵州蜡染布置的背景墙，走近会发现蜡染上的设计元素是北京梧桐树与四合院。别具匠心的人文设计，是贵州“山系生活”在城市的另一种延伸。

Concentrating thousand years of skills in a foot of blue cloth is the story of Starbucks and mountainous Guizhou. "We hope to convey the heritage and intertwining of life through the fusion of mountain culture and modern consciousness, and provide customers with a comfortable and relaxing homecoming experience." Thus was born the backdrop of the Starbucks flagship store in Beijing



Guomao, which is decorated with Guizhou batik. Upon approaching, you will find that the design elements on the batik are Beijing's plane trees and courtyards. The unique humanistic design is another extension of Guizhou's "mountain life" in the city.



## 国际山地旅游联盟世界名山系列推荐—— 天下加榜·心向往之”摄影展

Photography Exhibition of "IMTA World Famous Mountain Series —  
Focus of the Jiabang · Pursuit of the Heart"



国际山地旅游联盟世界名山系列推荐——天下加榜·心向往之”摄影展是 2022 国际山地旅游日线下活动之一，聚焦贵州黔东南加榜梯田。

据悉，摄影展从省内外百余幅摄影家作品中精选五十三幅进行展示。加榜梯田距今已有上千年的历史。苗族同胞在水稻田里同时养鲤鱼和鸭子，这种稻鱼鸭共作的古老体系，已被列入全球重要农业文化遗产。这些作品展现出加榜梯田在不同

季节的变幻之美，同时还兼顾了从江以及岜沙的人文风情。

儿童画展由一百名孩子共同创作了长幅儿童画“百名娃娃眼中的世界名山”。这幅长画中，孩子们眼中的“世界名山”有阿尔卑斯山、喜马拉雅山……更有贵州的梵净山等。

Photography Exhibition of "IMTA World Famous Mountain Series — Focus of the Jiabang · Pursuit of the Heart," is one of the offline activities of the 2022 International Mountain Tourism Day, focusing on the Jiabang Terraces in Southeast of Guizhou.

It is reported that fifty-three works selected from more than one hundred works of photographers inside and outside the province were displayed in the photo exhibition. Jiabang terraces have a history of thousands of years. The Hmong compatriots raise both carp and ducks in the rice fields, and this ancient

system of rice, fish and duck co-cultivation has been listed as a globally important agricultural cultural heritage. These works show the changing beauty of the Jiabang terraces in different seasons, and also take into account the humanistic landscape and local customs of Congjiang and Basha.

A long children's painting created by one hundred children was displayed at the children's painting exhibition – "The world's famous mountains in the eyes of one hundred children," including the Alps, the Himalayas ..... and even the Mount Fanjing in Guizhou.



## 国际山地旅游日全球大联动—— —山地旅游共享平台构建的成功实践

International Mountain Tourism Day Global Grand Link  
- A Successful Practice of Building a Mountain Tourism Sharing Platform

经文化和旅游部批准，由国际山地旅游联盟主办的“2022 国际山地旅游日”主题活动于 5 月 27 日 -29 日以线上线下联动方式成功举办。本次活动主题为“山地旅游倡导健康生活与文明交流”，旨在全球旅游业仍面临疫情危机和复杂形势背景下，营造积极健康的山地旅游氛围，促进国际间文明交流互鉴，共商、共建、共享山地旅游美好未来。活动覆盖全球五大洲目的地机构、国际旅游组织、山地领域和联盟会员单位，5.29 当日全球约 350 万观众通过各直播平台收看了本次活动，相关报道稿件译制成英语、法语、德语、西班牙语、俄语、日语、韩语等 10 种语言，通过全球五大洲 1135 家媒体、直播平台、社交网站，覆盖人群超过 5 亿 6 千万。

Approved by the Ministry of Culture and Tourism, the "2022 International Mountain Tourism Day" theme event organized by the International Mountain Tourism Alliance were successfully held from May 27-29 in an online and offline linkage. The theme of the event is "Mountain Tourism Promotes Healthy Life and Cultural Exchange," aiming to create a positive and healthy mountain tourism atmosphere, boost international civilization exchange and mutual appreciation, and jointly discuss, build and share a brilliant future of mountain tourism under the background of the epidemic crisis faced by the global tourism industry and the complicated international situation. The event reached destination agencies, international tourism organizations, mountain areas and Alliance member units on five continents. About 3.5 million viewers around the world watched the event on 29 May through various live streaming platforms, and the related reports were translated into 10 languages, including English, French, German, Spanish, Russian, Japanese and Korean, and published on 1,135 media, live streaming platforms and social networking sites on five continents, with more than 560 million people reading.

### 山地精彩 互联共享

Sharing Mountain Beauty on Internet

“2022 国际山地旅游日”主题活动于 2022 年 5 月 29 日上午 9:00 正式开启直播，围绕“聚焦·山地”、“健康·生活”、“文明·交流”三个篇章，呈现一场“云交流、云对话、云展示”的精彩互动大餐。活动得到世界旅游及旅行业理事会（WTTC），国际持杖健走联合会（INWA），亚太旅游协会（PATA），世界旅游经济论坛（GTEF），美国房车工业协会（RVIA），格鲁吉亚、西班牙、以色列、秘鲁驻华使馆，国际民间艺术组织，尼泊尔国家旅游局，

尼泊尔旅游及旅行协会，韩国（社）韩中文化友好协会，西班牙大加纳利省，厄瓜多尔皮钦查省，全国工商联旅游业商会，中国国家地理等国际组织和众多国内机构的大力支持。

文旅中国 APP、学习强国、央视频、新浪微博、众望、Facebook、YouTube 等国内外平台同步直播，中国、格鲁吉亚、西班牙、芬兰、以色列、法国、尼泊尔、美国、新西兰、秘鲁、瑞士、奥地利、韩国、厄瓜多尔等



全球五大洲 15 个国家嘉宾参与了线上直播，与全球五大洲、三十余个国家的会员及业界机构联动，展示了各国丰富多彩的山地旅游风貌。活动精彩纷呈，令人耳目一新、应接不暇。

国际山地旅游联盟副主席邵琪伟，贵州省委常委、宣传部部长卢雍政，国际山地旅游联盟秘书长何亚非，格鲁吉亚驻华大使阿尔奇尔·卡岚迪亚（Archil Kalandia），国际持杖健走联合会（INWA）主席阿迪·卡瑞特勒（Aki Karihtala），以色列驻华大使馆副馆长尤瓦尔（Yuval Waks），世界旅游及旅行业理事会（WTTC）高级副总裁玛丽贝尔·罗德里格（Maribel Rodríguez），中国旅游研究院院长戴斌，国际山地旅游联盟专家委员会成员、国际民间艺术组织（IOV）全球副主席陈平，国际山地旅游联盟专家委员会成员、国际山地旅游专家高宁（Serge Koenig），法国国立山地运动学院董事曼努埃尔·布里索（Manuel Brissaud），瑞士国家旅游局大中华区主任常典娜（Daniela Chiani），秘鲁驻华使馆经济商务参赞柏碧澜（Diana Pita），奥地利国家旅游局亚太区总负责人雷纳（Mag. Emanuel Lehner Telic），知名山地运动和康养专家肖刚等围绕主题对全球山地旅游业当前和未来发展提出了具有建设性、前瞻性的观点及经验分享。

配合线上活动，在亚洲，日本北海道国际艺术中心制作《日本四季》专题短片，展示日本山地的优美风光；尼

泊尔国家旅游局展示了在珠峰大本营开展的山地马拉松活动，尼泊尔旅游及旅行协会在首都加德满都附近组织山地徒步，包括拟任尼泊尔驻华大使比斯努·普卡·什雷斯塔先生（H.E.Bishnu Pukar Shrestha）、尼泊尔中国文化中心主任肖江女士等近 100 名参与者出席；在非洲，非洲野生动物基金会走进热带雨林，带领旅游爱好者亲身体验人与动物的和睦共处。在澳洲，新西兰玛蜡瓦旅游公司走入原始森林的深处，展示了毛利族天然古法蜂蜜酿造工艺。在美洲，美国房车工业协会的百辆房车露营画面令人印象深刻。在国内，人们在五指山热带雨林国家公园内策划雨林康养之旅；亚洲洞穴协会携手联合探险队“走入”深达千米的洞穴；中国林业产业联合会森林康养分会整合多方面资源，开展观光休闲、科普教育、康养度假等活动；中国国家地理营地在北京营造了一片“城市中的自然花园”，把山地物候等自然元素通过打造不同体验场景，植入到工作与生活日常；贵州文体旅融合推出的多样化山地生活体验业态，彰显出山地环境中人与自然的和谐发展。国际龙途、云南康藤、四川玉屏山、穷游网、同程集团、江西武功山、安徽黄山、贵州体旅协会广西旅游协会、吉林长白山、重庆徒步旅游协会等单位也纷纷采取线下举办活动并分享宣传视频等多样化方式与活动联动。安吉云上草原、蔚蓝国际体育、上海爱驾传媒等分别推出以房车露营、极限跳伞、山地飞车、徒步健走、自驾旅行、山地自行车等内容为主的线下活动或分享山地户外视频。



尼泊尔旅游及旅行协会举办三可湖—纳加阔特（Saankhu-Nagarkot）路线的徒步旅行活动



“山地生活消费展”

在国际山地旅游联盟贵阳总部，山地生活消费展、8·9·00 思享会、世界名山系列推荐——天下加榜·心向往之摄影展等线下活动，聚焦产业发展，形式新颖、创意十足，与线上活动良好互动、相得益彰。“8·9·00 思享会”作为国际山地旅游联盟打造的山地旅游产业消费市场对接平台，以 80、90、00 年代的新青年视角，围绕山地文旅新消费话题分享创业经验、分析市场业态、探讨

消费趋势、寻求合作发展。“山地生活消费展”以消费集市的场景，集中展出与山地旅游、山居生活相关的汽车装备、户外用品、时尚美食、山地文创以及山地生活体验场景等。“世界名山系列推荐——天下加榜·心向往之摄影展”展示了贵州加榜梯田这一山地农耕文化景观的四季变幻之美，“孩子们眼中的世界名山”展出了儿童们用画笔描绘的一幅幅生动美丽的山地图景，吸引了众多观众。



The theme event of "2022 International Mountain Tourism Day" was officially launched live at 9:00 a.m. on 29 May 2022, with three chapters around "Focus · Mountain," "Health · Life" and "Civilization · Exchange," presenting an exciting interaction of "cloud communication, cloud dialogue and cloud exhibition". The event was supported by the World Travel & Tourism Council (WTTC), the International Nordic Walking Federation (INWA), the Pacific Asia Travel Association (PATA), the Global Tourism Economic Forum (GTEF), the Recreation Vehicle Industry Association (RVIA), the Embassies of Georgia, Spain, Israel and Peru in China, the International Folk Art Organization, the Nepal Tourism Board, the Nepal Tourism and Travel Association, the Korea (Society) Korea–China Cultural Friendship Association, Gran Canaria Province in Spain, Pichincha Province in Ecuador, China Chamber of Commerce and Industry in Tourism, Chinese National Geography and other international organizations and many domestic organizations.

The event was simulcast on domestic and international platforms such as Culture and Tourism APP, xuexi.cn, Central Video, Sina Weibo, Zhongwang, Facebook, YouTube, etc. Guests from 15 countries on five continents, including China, Georgia, Spain, Finland, Israel, France, Nepal, the United States, New Zealand, Peru, Switzerland, Austria, South Korea, Ecuador, etc., participated in the online broadcast, linking up with members and industry organizations from more than 30 countries on five continents around the world to showcase the colorful mountain tourism landscape of each country. The event was exciting, refreshing and overwhelming.

The following experts shared their constructive and forward-looking views and experiences on the current and future development of global mountain tourism: Shao Qiwei, Vice Chairman of the International Mountain Tourism Alliance (IMTA); Lu Yongzheng, Member of the Standing Committee of the CPC Guizhou Provincial Committee, and head of the Publicity Department of the CPC Guizhou Provincial Committee; He Yafei, Secretary General of IMTA;

Archil Kalandia, Ambassador of Georgia to China; Aki Karihtala, President of the International Nordic Walking Federation (INWA); Yuval Waks, Deputy Chief of Mission of the Embassy of Israel in China; Maribel Rodríguez, Senior Vice President of the World Travel and Tourism Council (WTTC), Dai Bin, President of the China Tourism Academy; Chen Ping, Member of IMTA Expert Committee, Dean of Academy of Cultural Heritage and Creativity of Jinan University, Global Vice President of the Internationale Organisation Für Volkskunst (IOV) Serge Koenig, member of the Expert Committee of the International Mountain Tourism Alliance (IMTA) and international mountain tourism expert; Manuel Brissaud, Director of the French National Institute of Mountain Sports; Daniela Chiani, Director of Greater China of the Switzerland Tourism; Diana Pita, Economic and Commercial Counsellor of the Embassy of Peru in China; Mag. Emanuel Lehner Telic, Head of Markets Asia Pacific Attaché (Tourism) Austrian National Tourist Office; Xiao Gang, a well-known expert in mountain sports and health and wellness, etc.

In conjunction with the online activities, in Asia, the "Four Seasons of Japan" short film produced by the Hokkaido International Art Center in Japan showcased the beautiful scenery of Japan's mountains; the Nepal National Tourism Administration showcased a mountain marathon at Everest Base Camp, in which the Nepal Tourism and Travel Association organized a mountain trek near the capital city Kathmandu with nearly 100 attendees, including the proposed Nepalese Ambassador to China, Mr. H.E. Bishnu Pukar Shrestha, and Ms. Xiao Jiang, Director of the Chinese Cultural Center of Nepal. In Africa, the African Wildlife Foundation went into the rainforest to lead travel enthusiasts to experience first-hand the warm moments of human-animal harmony. In Australia, Manawa Tours of New Zealand went deep into the primeval forest to showcase the Maori people's natural ancient honey brewing process. In the Americas, the American RV Industry Association had impressive images of 100 RV camping. In China, people planned a "rainforest

health tour" in the Wuzhishan Tropical Rainforest National Park; the Asian Cave Association joined hands with a joint expedition to "enter" caves up to 1,000 meters deep; the Forest Health and Wellness Branch of the China Forestry Industry Federation integrated various resources to carry out activities such as sightseeing and leisure, science education, health and wellness vacation; the China National Geography Camp created a "natural garden in the city" in Beijing to implant natural elements such as mountain phenology into work and daily life by creating different experience scenes; Guizhou's cultural, sports and tourism blended to launch diversified mountain life experience business, highlighting the harmonious development between human and nature in the mountain environment. International Longtou, Yunnan Vinetretretnets, Sichuan Yuping Mountain, Qyer, Tongcheng Group, Jiangxi Wugong Mountain, Anhui Huangshan Mountain, Guizhou Sports Travel Association, Guangxi Tourism Association, Jilin Changbai Mountain, Chongqing Trekking Tourism Association and other units have also linked with this event through offline activities, promotional video sharing and other diversified ways. Anji Grassland on Clouds, Azure International Sports and Shanghai idriver Media launched offline activities or shared mountain outdoor videos with content such as RV camping, extreme skydiving, mountain biking, hiking, self-driving trips and mountain biking, respectively.

At the headquarters of the International Mountain Tourism Alliance in Guiyang, Mountain Life Consumption Experience, "8·9·00" Concept Meeting, Photography Exhibition of "IMTA World Famous Mountain Series — Focus of the Jiabang · Pursuit of the Heart" and other offline activities focused on industrial development, with innovative and creative forms, nicely interacting with the online activities and complementing each other. "8·9·00" Concept Meeting, as a platform to match the consumption market of mountain tourism industry built by International Mountain Tourism Alliance, is a platform to share entrepreneurial experience, analyze market, discuss consumption trends and seek cooperation and development around new consumption topics of mountain cultural tourism from the perspective of post 80's, post 90's and post 00's youth. The "Mountain Life Consumption Experience" is a consumer market that focuses on the display of automobile equipment, outdoor products, fashionable food, mountain culture and creativity, and mountain life experience scenes related to mountain tourism and mountain life. Photography Exhibition of "IMTA World Famous Mountain Series — Focus of the Jiabang · Pursuit of the Heart" showcased the changing beauty of the Jiabang Terrace in Guizhou, a mountain farming cultural landscape. The "World's Famous Mountains in the Eyes of Children" exhibited vivid and beautiful mountain scenes depicted by children with their paintbrushes, attracting many visitors.

## 思想引领，回应关切

Thought Leadership and Response for Concerns

新冠疫情深刻影响并重塑了旅游业。在新冠疫情不断反复，旅游业困境求生、艰难复苏的背景下，如何把握市场变化、瞄准市场需求，推出适应疫后变化的高质量产品，让行业更具韧性、抗风险能力更强，是备受关注的议题。国际山地旅游联盟坚持高起点、高站位的全球视野，紧扣形势、与时俱进，对当前形势进行充分研判，认为山地旅游有望成为疫后旅游复苏的引擎。

活动主题设为“山地旅游倡导健康生活与文明交流”，从立意设计和内容积极回应国际国内业界关切，从供给与需求、产品与消费、合作与互鉴等方面，引导业界共谱山地旅游“健康生活”与“文明交流”新曲；以山地旅游为杠杆，营造人文交流环境，撬动全球旅游市场；以鲜明主题为引领，顶层设计契合大局，活动设计顺应大势、紧扣主题，各界关切得到积极回应，各方信息有效融合，提振

了信心。

山地旅游是疫后旅游复苏的引擎，历来在推动人文交往、增进民间友谊、促进经贸往来等发面发挥着重要作用。本次活动设置的“文明·交流”篇章，以山地旅游为纽带，引导各国代表进行广泛深入的山地文明交流，串联不同文明的智慧，共述山地旅游故事，连接人与人、心与心，构筑起山地旅游可持续发展命运共同体，起到了促进文明对话、凝聚旅游共识的作用，是一次发挥国际组织参与全球旅游治理的有益尝试。

邵琪伟副主席在致辞中表示：在疫情危机和复杂形式交织，全球旅游业持续低迷的背景下，以“山地旅游倡导健康生活与文明交流”为主题举办国际山地旅游日主题活动，有利于增强我们应对危机冲击的信心，营造积极健康的山地旅游和市场氛围，促进国与国和各地区之间的文明对话，增进友好交流和相互融合，共建、共商、共享山地旅游美好未来。为在特殊背景下的山地旅游业界共同迎接挑战提振了信心，提供了思路。

作为联盟的发起地和“旅游日”的起始地，贵州省委常委、宣传部部长卢雍政始终以来以满腔热情关心支持联盟的成长，充分肯定了联盟和国际山地旅游日发挥的重要作用。



持杖健走

美国房车工业协会是全球最大的房车装备制造及运营组织，主席兼 CEO Craig A.Kirby 发来贺信和视频，他表示：疫情导致许多人重新审视自己的生活，他们决定追求更积极更健康的户外生活方式，而房车是追求户外体验的绝佳大本营。健康的房车生活方式有助于将户外活动爱好者与大自然紧密联系起来。国际山地旅游联盟在关注世界山地旅游业发展的目标上取得了重大进展，是房车行业的优秀合作伙伴。感谢国际山地旅游联盟多年来所做的出色工作，这将会代代相传，生生不息。

他谈到，贵州致力于建设国际一流山地旅游目的地、国内一流度假康养目的地，实现了旅游规模从中等省份向大省的转变。贵州将不断深耕山地旅游的内涵品质，朝着国际化、专业化、特色化方向发展，全力构建山地旅游新格局。

何亚非秘书长回顾了国际山地旅游日四年来所走过的历程及其日益扩大的影响力和关注度。他指出：旅游是重要的民间外交，山地旅游是连接各国交流合作的重要桥梁，国际山地旅游日正好为各国旅游业提供了一个开放、创新的交流合作平台。通过这一平台为文明提供机会，增加互相交流、加强相互学习和包容。国际山地旅游联盟一直在努力建立一个坚实平台，在这个平台上，政府、企业、旅游经营者、参与者汇集他们的资源，用新的实践和新的标准来丰富山地旅游，扩大并增进人民之间的交流。

世界旅游及旅行业理事会 (WTTC) 高级副总裁玛丽贝尔·罗德里格 (Maribel Rodríguez) 感谢国际山地旅游联盟坚持不懈提供平台，促进旅游行业对话和讨论。她指出旅游业复苏需要政府和私营部门合作，开放边境，推出可持续发展相关指南。世界旅游及旅行业理事会最新发布的《酒店可持续发展基础》是一套经全球认证的标准，倡议更多山地旅游酒店加入，为复苏做好准备。

作为全球最大的持杖徒步运动组织，国际持杖健走联合会主席阿迪·凯瑞塔拉表示持杖健走这一新兴的健康运动已在中国 100 多个城市生根发芽，但这远远不够，愿与联盟合作推广持杖健走等山地户外运动，共同倡导健康生活。



房车是追求户外体验的绝佳大本营



游人在秘鲁徒步

中国旅游研究院院长戴斌认为，国际山地旅游联盟在促进山地旅游意识、培育山地旅游市场、扩大山地旅游交流和山地旅游的业态与产品创新方面做了大量卓有成效的工作，特别是每年的主题论坛、主题日和发布的数据报告等社会活动，都对我们的旅游业发展起到了非常好的促进作用。作为我国发起成立的非政府专门的国际旅游组织，

COVID-19 outbreak has profoundly affected and reshaped the tourism industry. In the context of COVID - 19 outbreak's constant repetition and the tourism industry's struggle to survive and recover, how to grasp market changes, target market demand, and launch high-quality products that adapt to post-epidemic changes, making the industry more resilient and risk-resistant, is a topic of great concern. Adhering to the global vision of high starting point and high standing, keeping abreast of the situation and advancing with the times, the International Mountain Tourism Alliance, after a full study of the current situation, believes that mountain tourism is expected to become the engine of tourism recovery after the epidemic.

The theme of the event is that "Mountain Tourism Promotes Healthy Life and Cultural Exchange," which actively responds to the concerns of the international and domestic industries in terms of intentional design and content, and guides the industry to compose a new song of "healthy life" and "cultural exchange" in mountain tourism from the aspects of supply and demand, product and consumption, cooperation and mutual learning; with mountain tourism as a lever to create a humanistic exchange environment to pry the global tourism market; with the distinctive theme

国际山地旅游联盟专家委员会成员、山地运动专家高宁指出，户外运动成为大势所趋，以徒步为代表的户外运动既是旅游又是运动，与大众旅游相比，这类户外旅游更公平、更温和，更利于提高自然遗产的价值。在这个追求和谐与环境友好的时代，日益增长的山区户外运动可以体现自然、健康的真正本质，并参与到“人类命运共同体”的美好理念中。

联盟也探索出一条依托于中国旅游市场发展机遇、促进国际交流的新模式，可喜可贺！

与会国际国内嘉宾、意见领袖、行业代表均通过线上线下渠道发表分享了富有前瞻性、建设性及可资借鉴的观点和经验。

as the leader, the top-level design fits the overall situation, and the design of activities conform to the general trend and stick to the point, so that the concerns of all walks of life are actively echoed and the messages from all sides are effectively integrated, boosting confidence.

Mountain tourism, the engine of post-epidemic tourism recovery, has traditionally been playing an important role in propelling humanistic exchanges, enhancing friendship among people, and facilitating economic and trade exchanges. The "Civilization-Exchange" chapter set up in this event is linked with mountain tourism, guiding representatives from various countries for extensive and in-depth exchange of mountain civilizations, connecting the wisdom of different civilizations to tell the story of mountain tourism, bridging people and hearts to build a community of destiny for sustainable development of mountain tourism, which has served to promote dialogue among civilizations and build consensus on tourism, and is a beneficial attempt to make international organizations participate in global tourism governance.

In his speech, Vice Chairman Shao Qiwei said that against the backdrop of the epidemic crisis and complex forms of intertwined, global

tourism continues to be in the doldrums, holding International Mountain Tourism Day with the theme that "mountain tourism promotes healthy living and cultural exchange" is conducive to enhancing our confidence in coping with the impact of the crisis, creating a positive and healthy mountain tourism and market atmosphere, facilitating civilizational dialogue between countries and regions, fostering friendly exchanges and mutual integration, and enabling all of us to build, discuss and share a better future for mountain tourism. It boosts confidence and provides ideas for the mountain tourism industry to meet the challenges together in a special context.

Guizhou Province is the initiator of the Alliance and the starting place of the Tourism Day. Lu Yongzheng, Member of the Standing Committee of the CPC Guizhou Provincial Committee, and head of the Publicity Department of the CPC Guizhou Provincial Committee, has always cared for and supported the growth of the Alliance with enthusiasm, giving full recognition to the important role played by the Alliance and the International Mountain Tourism Day. He said in his speech that Guizhou is committed to building an international first-class mountain tourism destination and a domestic first-class resort and recreation destination, realizing the transformation of the scale of tourism from a medium-sized province to a large province. Guizhou will continue to deepen the connotation quality of mountain tourism, develop in the direction of internationalization, specialization and distinctiveness, to construct a new pattern of mountain tourism.

Secretary-general He Yafei reviewed the history of International Mountain Tourism Day over the past four years and its growing influence and attention. He pointed out that tourism is a major form of civil diplomacy, of which mountain tourism is an important bridge for exchange and cooperation among countries. The International Mountain Tourism Day provides an open and innovative platform for the tourism industry to exchange and cooperate with other countries, providing opportunities for civilizations to increase mutual exchanges, learning

and tolerance. The International Mountain Tourism Alliance has been working to build a solid platform where governments, businesses, tour operators, and participants pool their resources to enrich mountain tourism with new practices and new standards, and to expand and enhance communication among people.

Maribel Rodríguez, Senior Vice President of the World Travel & Tourism Council (WTTC), thanked the International Mountain Tourism Alliance for its persistence in providing a platform to promote dialogue and discussion in the tourism industry, noting that the recovery of the tourism industry requires cooperation between governments and the private sector, with open borders and the introduction of guidelines related to sustainable development. The newly released Foundations of Hotel Sustainability by the World Travel & Tourism Council is a set of globally certified standards that advocate for more mountain tourism hotels to join and prepare for the recovery of the tourism industry.

As the world's largest trekking with poles organization, INWA's President Adi Karetala said that trekking with poles, an emerging health movement, has taken root in more than 100 cities in China, but it is far from enough, and they would like to cooperate with the Alliance to promote trekking with poles and other mountain outdoor sports, to advocate healthy living together.

Craig A. Kirby, President & CEO of The Recreation Vehicle Industry Association (RVIA), the world's largest RV equipment manufacturing and operating organization, sent a congratulatory letter and video stating that the epidemic has caused many people to re-examine their lives and they have decided to pursue a more active and healthy outdoor lifestyle, while RVs are a great home base for pursuing outdoor experiences, and a healthy RV lifestyle helps connect outdoor enthusiasts with nature. The International Mountain Tourism Alliance has made significant progress in achieving the goals of the world's mountain tourism development and is an excellent partner for the RV industry. He also thanked the International Mountain Tourism Alliance for the



great work it has done over the years and believes it will be passed on from generation to generation.

Serge Koenig, a mountain sports expert and member of the Expert Committee of the International Mountain Tourism Alliance, pointed out that outdoor sports represented by trekking is both tourism and sports, which has become a major trend. Compared with mass tourism, this type of outdoor tourism is fairer and gentler, and is more favorable to enhance the value of natural heritage. In this era of pursuit for harmony and environmental friendliness, the growing number of outdoor sports in mountainous areas can reflect the true essence of nature and health, and thus can participate in the beautiful concept of "human destiny community".

According to Dai Bin, President of the China Tourism Academy, the International Mountain Tourism Alliance has done a lot of fruitful work in

promoting mountain tourism awareness, cultivating the mountain tourism market, expanding mountain tourism exchanges and innovation in the industry and products of mountain tourism, especially the annual social activities such as the theme forums, theme days and the data reports released, all of which have contributed to the development of our tourism industry in a great way. As a non-governmental and professional international tourism organization initiated by China, the Alliance has also explored a new model of relying on the Chinese tourism market and promoting international exchanges, which is commendable!

The international and domestic guests, opinion leaders, and industry representatives all presented and shared their forward-looking, constructive, and informative views and experiences both online and offline.

## 创新求变，探索新路

Innovation for Change, Exploring New Ways

2022 国际山地旅游日主题活动是国际山地旅游联盟在发展进程中取得的新成果，是探索创新、与时俱进的一次重要实践，为在新起点创新求变，走出独特道路积累了新的经验。

思路创新。突破常规、探索新路，一改传统办会套路模式，活动设计形式新颖、内容丰富，通过展现全球各地积极响应 5·29 国际山地旅游日的活动，展现世界各地不同山地生态、人文特色和产业发展场景，表现旅游日深邃的价值内涵，凝聚业界共识，传递国际山地旅游界新视野、新见解，体现出国际山地旅游日日益扩大的号召力和影响力。

实践创新。一场线上盛宴，一场线下实践。线上辐射全球，线下现场联动，在新冠疫情风险不确定的特殊情况下实现了最大宣传效力和传播覆盖面。线上全球性响应，活动形式多样、内容丰富，专家指点迷津，烘托出热烈的节日气氛；线下山地旅游目的地、名山景区、联盟总部等通过线下活动碰撞出创意的火花，在场景式、沉浸式的体验中，萌生对山地旅游的热爱与向往，市场主体与消费主体得到前所未有的紧密连接，有力助推旅游消费信心提振。

通过理念和观点、方法和模式、实例和数据的输出，对行业发展产生指导和借鉴意义。嘉宾们聚山地旅游业界之智，围绕政策、环境、产业、市场等要素，就化危为机推动山地旅游复苏作了前瞻性的展望。为正在因疫情而遭受困扰的旅游企业，提供更多的前沿思想、经验借鉴、合作契机，乃至跨领域链接的可能性；为全球旅游市场疫后复苏，提前做好山地旅游目的地推荐、健康生活消费方式引领。

活动亮点之一是在旅游业共迎挑战、共创美好未来之际，向旅游业界发出《共促山地旅游健康生活与文明交流》倡议：坚定山地旅游的发展理念，以生态文明为引领，坚持走可持续山地旅游发展之路；深化对当下和未来旅游市场趋势的研究和把握，协力营造市场复苏氛围，共推山地旅游新业态新产品；积极促进山地旅游国际合作交流，搭建政府、企业、旅游经营者资源整合、互联互通的合作平台。倡议充分传递出本次活动的精神和精髓，闪光的思想指引将鼓舞山地旅游业继续迈步向前。

本次活动全球联动，全球会员及业界机构积极响应，在参与、互动等方面都达到前所未有的水平，体现出高度

国际化，形成浩大声势，唱响了山地旅游倡导健康生活与文明交流的最强音。宣传上下联动，调动强势媒体资源，充分激活参与主体的宣传积极性，多渠道传播，放大宣传效应，形成强大的合力，引爆话题，活动效果得到充分肯定和一致好评。

通过全球五大洲 1135 家媒体、直播平台、社交网站，覆盖人群超过 5 亿 6 千万。其中，国内宣发平台有：文旅中国、学习强国、人民网、新华网、中国文化报、中国旅游报、环球网、中国青年报、中国日报、光明日报、中新网、21 世纪经济报道、百度、新浪微博、腾讯、网易、搜狐、众望、今日头条、一点资讯、UC 浏览、中国西藏网、华声在线、东方财富网、新浪财经、天眼新闻、钱江晚报、北京商报、抖音、快手、微视频等主流媒体。并在文旅中国、学习强国、百度、腾讯新闻、搜狐等全国性资讯平台建立 5 个专题，合计发布稿件 880 余篇，总阅读量 1,932 万+。

海外媒体宣发平台有：每日新闻、朝日新闻、京都

新闻、日本 Infoseek、韩联社、韩国 Naver、欧洲通讯社、Market Watch、Global Newsweek、Fast News Nation、One News Page、PR Newswire 美通社、CBS、ABC、YAHOO、AlipesNews、Globe Advisor 等 1105 家知名广播电视网络媒体进行宣发，整体浏览覆盖人群 545,405,354 人次。

直播是这次活动的重头戏，也是最大亮点。文旅中国、央视频、百度、腾讯新闻、众望、西瓜视频、网易新闻和搜狐新闻等直播平台的总观看量 404.88 万人次。“探索中国”（Discover China）的脸书（Facebook）平台以及优兔（YouTube）账号进行了海外直播及视频推送。截至 5 月 31 日 14 时，活动在海外触及人数已超过 104 万。从 5 月 31 日下午开始，在全网进行直播回放。截至 6 月 9 日，国内回放数据为 915,114 人次，总观看人数 10,544,844 人次。海外直播回放 3,297 人次，总观看人数 1,051,370 人次。

2022 International Mountain Tourism Day Themes Event is a new achievement of the International Mountain Tourism Alliance in its development process, an important practice of exploring innovation and keeping pace with the times, accumulating new experience for innovation for change in a new starting point and taking a unique path.

Innovation in thinking. Conventional breakthroughs, new ways to explore, the event has changed the traditional pattern of organizing meetings, with a novel design form and rich content, showing different mountain ecology, humanistic features and industrial development scenes around the world through the exhibition of the positive response to the 5·29 International Mountain Tourism Day activities around the world. It reflects the profound value connotation of the Tourism Day to gather industry consensus, convey new vision and insights from the international mountain tourism community, manifesting the growing appeal and influence of the International Mountain Tourism Day.

Hands-on innovation. An online feast, an offline practice. A global event online and a live event offline. In the special situation of uncertainty of COVID-19

pandemic risk, this event achieves the maximum publicity effectiveness and communication coverage: online, global response, various forms of activities, rich content, experts pointing out the way, to bring up a warm festival atmosphere; offline, mountain tourism destinations, famous mountain scenic spots, the headquarters of the Alliance, etc. collide with creative sparks through offline activities, creating a love and desire for mountain tourism in a scenario-based, immersive experience, enabling market players and consumers to get an unprecedented close connection, a strong boost of tourism consumption confidence.

The event produced guidance and reference to industry development through the output of ideas and perspectives, methods and models, examples and data. The guests gathered the wisdom of the mountain tourism industry, and made a forward-looking outlook on turning crises into opportunities to promote the recovery of mountain tourism, around the policy, environment, industry, market and other elements. They provided more cutting-edge ideas, experience reference, cooperation opportunities, and even the possibility of cross-sector links for tourism enterprises that are suffering from the epidemic,

and also prepared in advance for the post-epidemic recovery of the global tourism market in terms of mountain tourism destination recommendation and healthy lifestyle consumption leadership.

One of the highlights of the event is the initiative of "Promoting Healthy Life and Cultural Exchange through Mountain Tourism" issued to the tourism industry at the time when the tourism industry is facing challenges and creating a better future together, which includes: firming up the development concept of mountain tourism, insisting on the road of sustainable mountain tourism development led by ecological civilization; deepening the research and grasp of current and future tourism market trends, cooperating to create an atmosphere of market recovery, and jointly launching new modes and products of mountain tourism; actively promoting international cooperation and exchange in mountain tourism, and building a cooperation platform for resource integration and mutual benefit among government, enterprises and tourism operators. The initiative fully conveys the spirit and essence of this event, and its shining ideological guidance will inspire the mountain tourism industry to continue to advance.

The event is globally linked, with global members and industry organizations responding positively, reaching an unprecedented level of participation and interaction, demonstrating a high degree of internationalization, forming a great momentum, and singing the strongest voice of mountain tourism advocating healthy living and civilized communication. The publicity of this event is linked up and down, mobilizing the enthusiasm of the influential media resources to fully activate and participate in the main propaganda, so that the activities are spread by multiple channels, amplifying the propaganda effect, forming a strong synergy, triggering topics, and the effect of the event has been fully affirmed and unanimously praised.

The event was publicized through 1135 media, live broadcast platforms and social networking sites on five continents, covering more than 560 million people, among which, the domestic publicity and distribution platforms are: CULTURE&TOURISM, xuexi.cn, People's Daily Online, XINHUANET, China Culture Daily, China Tourism Daily, Global Network, China Youth Daily, China Daily, Guangming Daily, China News Network, 21st Century Business Herald, Baidu, Sina Weibo, Tencent, Netease, Sohu, Toutiao, Zhongwang, Yidian, UC Browse, Tibet.cn, Huasheng Online, Eastmoney, Sina Finance, Tianyan News, Qianjiang Evening News, Beijing Business Today, Tik Tok, kuaishou, and Micro-video, and other mainstream media. The event was also featured on five national information platforms such as CULTURE&TOURISM, xuexi.cn, Baidu, Tencent News and Sohu, with a total of more than 880 articles published and a total readership of 19.32 million+.

1105 leading overseas broadcasters including Mainichi Shimbun, Asahi Shimbun, Kyoto Shimbun, Infoseek Japan, Yonhap News, Naver Korea, Euronews, Market Watch, Global Newsweek, Fast News Nation, One News Page, PR Newswire, CBS, ABC, YAHOO, AlipesNews, Globe Advisor, etc. also promoted the event, covering a total viewership of 545,405,354 people.

The live broadcast was the highlight of the event, with a total of 4,048,800 views on CULTURE&TOURISM, yangshipin, Baidu, Tencent News, Zhongwang, xigua, Netease News and Sohu News. The Facebook platform and YouTube account of Discover China broadcasted live and pushed video from overseas. By 14:00 on 31 May, the event had reached more than 1.04 million people overseas. From the afternoon of 31 May, the live replay was available on the whole network. As of 9 June, the domestic replay figure was 915,114 views, with a total of 10,544,844 views. Overseas live replay was 3,297, with a total of 1,051,370 viewers.

## 期望满满、未来可期

Full of Expectations with a Bright Future

海内外与会嘉宾高度评价本次活动所取得的成效，并对联盟长期以来致力于山地旅游可持续发展所做的工作称赞有加，纷纷表达强烈合作的意愿和对山地旅游美好未来的期许。

格鲁吉亚驻华大使阿尔奇尔·卡岗迪亚表达了与中国山地旅游展开合作的意愿：我希望在后疫情时代，格鲁吉亚方面将与中国同事和世界各地的相关旅游机构合作，建设更紧密的伙伴关系，加强双赢合作和具体项目的开展。

以色列驻华副大使尤瓦尔向中国游客热情推介了以色列的山地旅游，他表示，今天我们共聚一堂庆祝在中国举办的 2022 年国际山地旅游日活动，以色列人民热烈欢迎中国游客的到来。

瑞士国家旅游局大中华区主任常典娜对联盟的工作表示谢意：我要向国际山地旅游联盟致以诚挚的谢意，感谢邀请我参加这一特殊盛会。但更重要的是，我想感谢你们为保护和促进全世界安全 and 无障碍的山地旅游所做的令人难以置信的工作。

奥地利国家旅游局亚太区总负责人雷纳强调了山地旅游国际合作的必要性：祝大家在国际山地旅游日活动中度过美好时光，我认为山地旅游合作对成功发展山地旅游是至关重要的事情，山地不分国界，山地连接彼此，山地连接国家，我们应该就此开展国际山地旅游讨论。

国际山地旅游联盟专家委员会成员，国际民间艺术组织（IOV）全球副主席陈平感谢联盟发起了国际山地旅游日并定期举办活动，让大家有机会通过互联网会议商讨、分享想法与经验。她建议联盟发挥优势与影响力，呼吁政府部门重视传统手工艺，出台疫情下针对山区手工艺发展与旅游事业相互支撑的政策。



水族马尾绣 摄影 / 王晓

韩国（社）韩中文化友好协会会长曲欢感谢联盟提供这个能与各国朋友云上相聚，观山听山，赏山论山的友好平台。我们协会期待与联盟一起，以山为媒，通过多种活动形式，在保护山地资源、传承山地文明、促进山地经济、造福山地民众，促进可持续山地旅游发展，促进全球旅游治理与人文交流方面开展多项务实合作。

亚洲洞穴协会主席张远海表达了与联盟共促亚洲山地洞穴探险旅游的想法：亚洲洞穴学联合会是亚洲各国所有探洞者和洞穴学家的组织，是国际山地旅游联盟的成员。我希望未来我们能够很好地合作，推动亚洲国家喀斯特地区的山地旅游。

贵州省文化和旅游厅副厅长李芳表示：联盟以贵州省贵阳市为总部基地，链接全世界五大洲，通过会员和业界资源，建立起山地旅游的信息平台、学术平台、活动平台 and 交流平台。以旅游为纽带，连接起国与国、人与人之间的友好交流和往来，提升了贵州作为国际山地旅游目的地的吸引力。

国际山地旅游日自 2018 年诞生以来，经过 4 年持续不断打造，已成为联盟最具知名度和影响力的品牌，成为与全球山地旅游业界和联盟会员进行广泛交流对话的合作平台，也成为广大山地旅游爱好者具有象征意义的节日。国际山地旅游日品牌的成功，不仅促进了联盟平台建设、会员服务、合作机制等多方面建设与发展，正如众多业界人士所评价的那样，也为业界健康可持续发展贡献了力量。

国际山地旅游联盟执行秘书长傅迎春在总结本次活动时表示：国际山地旅游日主题活动能在全球广泛传播，显示了山地旅游资源的无穷魅力和巨大潜力，表现出人们对健康生活方式的渴望和向往，预示着旅游业蓄势复苏和未来可期的美好前景。可以说本次活动是一次中国发起的国际旅游组织在世界舞台上的成功亮相，是一次全球旅游业界协力参与旅游治理、以不分彼此的协作精神共商共建共享山地旅游可持续发展的文明互鉴，是一次国际旅游组织服务外交大局，向世界讲好中国故事、促进文明对话的有益实践，也是国际山地旅游联盟在提升服务能力、强化品牌建设、打造世界著名平台进程中的新起点。

接下来，联盟将在继续培育自创品牌方面，进一步深耕“联盟国际论坛”、“国际山地旅游日”、“世界名山对话”、“8900 思享会”、“世界名山摄影展”等品牌，通过公益品牌的塑造持续扩大联盟影响力，不断提升联盟在国际山地旅游业界价值和地位。



The guests from home and abroad highly appreciated the effectiveness of the event and praised the Alliance for its long-term commitment to the sustainable development of mountain tourism, expressing their strong willingness to cooperate and their expectations for a better future of mountain tourism.

Archil Kalandia, Georgian Ambassador to China, expressed his willingness to start cooperation with Chinese mountain tourism, saying: "I hope that in the post-epidemic era, Georgia will work with Chinese colleagues and relevant tourism agencies around the world to build a closer partnership in order to strengthen win-win cooperation and concrete projects."

Yuval Waks, Deputy Ambassador of Israel to China, enthusiastically promoted Israel's mountain tourism to Chinese visitors, saying, "Today we come together to celebrate International Mountain Tourism Day 2022 in China, and Israeli people warmly welcome Chinese visitors."

Daniela Chiani, Director of Greater China for the Switzerland Tourism, expressed her gratitude for the work of the Alliance: "I would like to extend my sincere thanks to the International Mountain Tourism Alliance for inviting me to this special event. But more importantly, I would like to thank you for the incredible work you do to protect and promote safe and accessible mountain tourism around the world."

Mag. Emanuel Lehner Telic, Head of Markets Asia Pacific Attaché (Tourism) Austrian National Tourist Office, emphasized the need for international cooperation in mountain tourism: "I wish everyone a great time at the International Mountain Tourism Day. I think mountain tourism cooperation is a crucial thing for the successful development of mountain tourism, mountains do not know borders, mountains connect each other, mountains connect countries, so we should have an international mountain tourism discussion on this."

Chen Ping, Member of IMTA Expert Committee, Dean of Academy of Cultural Heritage and Creativity of Jinan University, Global Vice President of the

Internationale Organisation Für Volkskunst (IOV), thanked the Alliance for initiating the International Mountain Tourism Day and holding regular events, giving an opportunity for people to discuss and share ideas and experiences through Internet meetings. She suggested the Alliance play its strengths and influence to call on government departments to value traditional handicrafts and introduce policies that target the development of mountain handicrafts and tourism to support each other under the epidemic.

President Qu Huan of the Korea-China Cultural Friendship Association thanked the Alliance for providing a friendly platform to meet with friends from other countries "on the clouds" to watch and listen to the mountains, enjoy the mountains and discuss the mountains, and said, "Our Association looks forward to working with the Alliance, to take the mountains as a medium, and through a variety of activities to develop practical cooperation in protecting mountain resources, passing on mountain culture, promoting mountain economy, benefiting mountain people, and promoting sustainable mountain tourism development and humanistic exchanges."

Zhang Yuanhai, President of Asian Union of Speleology, expressed the idea of promoting mountain cave adventure tourism in Asia with the Alliance: "Asian Cave Federation is an organization of all cave explorers and cavers in Asian countries and a member of International Mountain Tourism Alliance. I hope we can work well together in the future to promote mountain tourism in karst areas of Asian countries."

Li Fang, deputy director of Guizhou Provincial Department of Culture and Tourism, said, "With Guiyang City, Guizhou Province as its headquarters base, the Alliance links the five continents around the world, and through its members and industry resources, establishes an information platform, academic platform, activity platform and exchange platform for mountain tourism, and links friendly exchanges and contacts between countries and people with tourism as a link, enhancing Guizhou's appeal as an international mountain tourism

destination."

Since its birth in 2018, International Mountain Tourism Day has become the most recognizable and influential brand of the Alliance after four years of continuous building, a cooperation platform for extensive exchanges and dialogues with the global mountain tourism industry and Alliance members, and a symbolic festival for general mountain tourism enthusiasts. The success of the International Mountain Tourism Day brand has not only promoted the construction and development of the Alliance in various aspects such as platform construction, member services and cooperation mechanisms, but also contributed to the healthy and sustainable development of the industry, as many industry professionals have commented.

In summing up the event, Fu Yingchun, Executive Secretary General of the International Mountain Tourism Alliance, said: "The International Mountain Tourism Day theme has been widely disseminated around the world, showing the infinite charm and huge potential of mountain tourism resources, demonstrating people's desire and yearning for a healthy lifestyle, and foreshadowing the recovery of

the tourism industry and its bright future. It can be said that this event is a successful appearance of China-initiated international tourism organizations on the world stage, a civilizational mutual appreciation of the global tourism industry's collaborative participation in tourism governance, discussing, building and sharing the sustainable development of mountain tourism in the spirit of collaboration without distinction, a fruitful practice for international tourism organizations to serve the overall situation of diplomacy, tell the Chinese story to the world and promote civilizational dialogue, as well as a new starting point for the International Mountain Tourism Alliance in the process of enhancing service capacity, strengthening brand building and creating a world-famous platform."

Next, in terms of self-initiated brand cultivation, the Alliance will further cultivate its brands such as "Alliance International Forum," "International Mountain Tourism Day," "World Famous Mountain Dialogue," "Post 80's to 00's: Workshop on New Demands" and "World Famous Mountain Photography Exhibition," and continue to expand its influence through the shaping of public welfare brands, so as to constantly upgrade the value and status of the Alliance in the international mountain tourism industry.



## 倡导健康生活与文明交流，2022 国际山地旅游日主题活动线上启幕

Advocating Healthy Living and Civilized Communication  
--- 2022 International Mountain Tourism Day Theme Event Kicks Off Online

5月29日，以“山地旅游倡导健康生活与文明交流”为主题的2022国际山地旅游日主题活动线上启幕。活动调动强势新媒体网络，连接五大洲联盟会员、目的地机构、企业、专家等，从“聚焦·山地”“健康·生活”“文明·交流”三个篇章展开，围绕主题进行“云交流、云对话、云展现”。在全球旅游业仍面临疫情危机等复杂形势背景下，营造更加积极健康的山地旅游方式和市场氛围，促进国与国之间的文明交流，增进友好交往和相互融合，共商、共建、共享山地旅游美好未来。

On May 29, the 2022 International Mountain Tourism Day Theme Events with the theme of "Mountain Tourism Promotes Healthy Life and Cultural Exchange" was kicked off online. The theme events mobilized a strong new media network, connecting alliance members from five continents, destination organizations, enterprises, experts, etc., launched from three chapters of "Focus-Mountain," "Health-Life" and "Civilization-Exchange," for "cloud communication, cloud dialogue and cloud presentation" around the theme. In the complex background that global tourism is still facing COVID-19 pandemic crisis and other situations, this event created a more positive and healthy way of mountain tourism and market atmosphere, promoted the exchange of civilizations between countries, enhanced friendly exchanges and mutual integration,

活动由国际山地旅游联盟（IMTA）主办，得到世界旅游及旅行业理事会（WTTC）、国际持杖健走联合会（INWA）等国际组织的积极参与和支持，受到众多媒体的关注。活动在文旅中国 APP、学习强国、央视频、新浪微博、Facebook、YouTube 等国内外平台同步直播。中国、格鲁吉亚、西班牙、芬兰、以色列、法国、尼泊尔、美国、新西兰、秘鲁、瑞士、奥地利、韩国、厄瓜多尔等全球五大洲 15 个国家嘉宾参与了线上直播，全球约 350 万观众通过各直播平台收看了本次活动。

to discuss, build and share a better future of mountain tourism.

The Event was organized by the International Mountain Tourism Alliance (IMTA), with the active participation and support of international organizations such as the World Travel and Tourism Council (WTTC) and the International Nordic Walking Federation (INWA), and received a lot of media attention. The event was simulcast on domestic and international platforms such as the Cultural & Tourism China App, xuexi.cn, China Media Group Mobile, Sina Weibo, Facebook and YouTube. Guests from 15 countries, including China, Georgia, Spain, Finland, Israel, France, Nepal, the United States, New Zealand, Peru, Switzerland, Austria, South Korea and Ecuador, participated in the live online broadcast, and about 3.5 million viewers worldwide watched the event through various live streaming platforms.

## 全球响应·共赢疫后可持续山地旅游新未来

Global Response – Winning Together for a New Future of Sustainable Mountain Tourism after the Epidemic

山地是地表的重要形态，是人类重要的生存空间。山地拥有无数精彩，等待我们去探索。2022 国际山地旅游日主题活动智链全球，聚山地旅游业界之智，围绕政策、环境、产业、市场等要素，就化危为机推动山地旅游复苏作了前瞻性的展望。

国际山地旅游联盟副主席邵琪伟，贵州省委常委、宣传部部长卢雍政，国际山地旅游联盟秘书长何亚非，格鲁吉亚驻华大使阿尔奇尔·卡岚迪亚（Archil Kalandia），国际持杖健走联合会（INWA）主席阿迪·卡瑞泰勒（Aki Karihtala），以色列驻华大使馆副馆长尤瓦尔（Yuval Waks），世界旅游及旅行业理事会（WTTC）高级副总裁玛丽贝尔·罗德里格（Maribel Rodríguez）等各大国际组织、国家政府机关、驻华机构代表通过云媒体为活动致辞或围绕主题作建设性、前瞻性观点及经验分享。

邵琪伟副主席在致辞中表示：在疫情危机和复杂形式交织，全球旅游业持续低迷的背景下，以“山地旅游倡导健康生活与文明交流”为主题举办国际山地旅游日主题活动，有利于增强我们应对危机冲击的信心，营造积极健康的山地旅游和市场氛围，促进国与国和各地区之间的文明对话，增进友好交流和相互融合，共建、共商、共享山地旅游美好未来。为在特殊背景下的山地旅游业界共同迎接挑战提振了信心，提供了思路。

作为联盟的发起地和“旅游日”的起始地，贵州省委常委、宣传部部长卢雍政始终以满腔热情关心支持联盟的成长，充分肯定了联盟和国际山地旅游日发挥的重要作用，分享了多彩贵州山地旅游的精彩。他谈到，贵州近年来突

出山地特色，致力于建设国际一流山地旅游目的地、国内一流度假康养目的地，实现了旅游规模从中等省份向大省的转变。面对旅游的变革调整期，贵州将不断深耕山地旅游的内涵品质，朝着国际化、专业化、特色化方向发展，全力构建山地旅游新格局。

何亚非秘书长回顾了国际山地旅游日四年来走过的历程及其日益扩大的影响力和关注度。他指出：旅游是重要的民间外交，山地旅游是连接各国交流合作的重要桥梁，国际山地旅游日正好为各国旅游业提供了一个开放、创新的交流合作平台。通过这一平台为文明提供机会，增加互相交流、加强相互学习和包容。国际山地旅游联盟一直在努力建立一个坚实平台，在这个平台上，政府、企业、旅游经营者、参与者汇集他们的资源，用新的实践和新的标准来丰富山地旅游，扩大并增进人民之间的交流。

世界旅游及旅行业理事会（WTTC）高级副总裁玛丽贝尔·罗德里格（Maribel Rodríguez）分析了全球旅游业的最新趋势，用数据为山地旅游的重塑注入了十足的信心。国际持杖健走联合会（INWA）主席阿迪·卡瑞泰勒（Aki Karihtala）从健走运动出发，详细指出了户外运动与山地旅游的紧密相关性，以及这项户外运动的市场潜力与前景。

格鲁吉亚驻华大使阿尔奇尔·卡岚迪亚（Archil Kalandia）、以色列驻华使馆副馆长尤瓦尔（Yuval Waks）两位驻华机构代表对各自国家独特的旅游资源作了简要推介，表达了想要与中国及世界相关旅游机构建立更加紧密合作伙伴关系的殷切期望。

同时，国际山地旅游联盟与全球五大洲、三十余个国家的会员及业界机构进行联动，开展种类丰富、类型多样的活动，展示各国山地旅游风貌，共同庆祝这个国际性节日的到来。在亚洲，日本北海道国际艺术中心制作《日本四季》专题短片，展示日本山地的优美风光，在松枫梅樱，庭台楼阁间窥见精细的谨丽，体味东亚文明特有的禅意之美。在非洲，非洲野生动物基金会走进热带雨林，带领旅

游爱好者亲身体验人与动物的和睦共处。在澳洲，新西兰玛蜡瓦旅游公司走入原始森林的深处，展示了毛利族天然古法蜂蜜酿造工艺。在国内，人们在五指山热带雨林国家公园内策划雨林康养之旅，探秘自然奇迹、路径独特，让人仿佛置身于绿野仙踪般的奇妙世界，呼吸间都是雨林最鲜纯的馈赠……

Mountains are an important form of the earth's surface, an important living space for human beings, and they have countless wonderful things waiting for us to explore. The theme event of "2022 International Mountain Tourism Day," linking the world with intelligence and gathering the wisdom of the mountain tourism industry, focused on policy, environment, industry, market and other elements, and made a forward-looking outlook on the topic of "turning crisis into opportunity and promoting the recovery of mountain tourism".

Representatives of major international organizations, national government agencies and institutions in China, such as Shao Qiwei, Vice-chairman of International Mountain Tourism Alliance (IMTA), Lu Yongzheng, Standing Committee Member of Guizhou Provincial Party Committee, Minister of Propaganda Department, He Yafei, Secretary General of International Mountain Tourism Alliance (IMTA), Archil Kalandia, Ambassador of Georgia in China, Aki Karihtala, President of International Nordic Walking Association (INWA), Yuval Waks, Deputy Director of the Israeli Embassy in China, Maribel Rodríguez, Senior Vice President of World Travel and Tourism Council (WTTC), etc., gave speeches or presented forward-looking views and experience sharing around the theme through cloud media.

In his speech, Vice Chairman Shao Qiwei said: In the context of the epidemic crisis and complex situation, and the continuous downturn of global tourism, the theme events of International Mountain Tourism Day with the theme of "Advocating Healthy Life and Civilizational Exchange through Mountain Tourism" is conducive to enhancing our confidence in coping with the impact of the crisis, creating a positive and healthy mountain tourism and market atmosphere, promoting civilizational dialogue between countries and regions, improving friendly exchanges and mutual integration, and jointly building, discussing and sharing a better future for mountain tourism, which boosts confidence and provides ideas for the mountain tourism industry to meet the

challenges together in a special context.

Guizhou is the launching place of the Alliance and the starting place of the Tourism Day. Lu Yongzheng, Member of the Standing Committee of the Guizhou Provincial Party Committee and Minister of the Propaganda Department, has always supported the growth of the Alliance with enthusiasm, fully affirmed the important role played by the Alliance and the International Mountain Tourism Day, and shared the splendor of colorful Guizhou mountain tourism. He talked about the fact that Guizhou has highlighted its mountainous features in recent years, committed to building an international first-class mountain tourism destination and a domestic first-class resort and recreation destination, thus realizing the transformation of the scale of tourism from a medium-sized province to a large one. Faced with the fact that the tourism industry is in a period of change and adjustment, Guizhou will continue to deepen the connotation quality of mountain tourism, develop in the direction of internationalization, professionalization and specialization, to make every effort to build a new pattern of mountain tourism.

Secretary-general He Yafei reviewed the history of International Mountain Tourism Day over the past four years and its growing influence and attention, pointing out that tourism is an important civil diplomacy, of which mountain tourism is an important bridge connecting countries for exchange and cooperation, and International Mountain Tourism Day precisely offers an open and innovative platform for exchange and cooperation between tourism industries of different countries, providing opportunities for civilizations to enhance mutual exchange, learning and tolerance. The International Mountain Tourism Alliance has been working to build a solid platform where governments, businesses, tour operators, and participants pool their resources to enrich mountain tourism with new practices and new standards to expand and enhance exchanges between peoples.

Maribel Rodríguez, Senior Vice President of the



World Travel & Tourism Council (WTTC), analyzed the latest trends in the global tourism industry, inspiring confidence in the reinvention of mountain tourism with data. Aki Karihtala, President of the International Nordic Walking Association (INWA), starting from the walking sport, pointed out in detail the close correlation between outdoor sports and mountain tourism, as well as the market potential and prospects of this outdoor sport.

Archil Kalandia, Ambassador of Georgia in China, and Yuval Waks, Deputy Director of the Embassy of Israel in China, two representatives of the institutions in China briefly recommended the unique tourism resources of their respective countries and expressed their earnest expectation to establish closer partnership with China and related tourism institutions around the world.

At the same time, the International Mountain Tourism Alliance (IMTA) has linked up with its members and industry organizations from more than 30 countries on five continents to carry out a wide

variety of activities to showcase mountain tourism in various countries and celebrate this international festival together. In Asia, the special short film Four Seasons in Japan produced by Hokkaido International Art Center in Japan showed the beautiful scenery of Japan's mountains, which made people glimpse the fine elegance in the pine, maple, plum and cherry, and the garden and pavilion, experiencing the unique Zen beauty of East Asian civilization; in Africa, the African Wildlife Foundation went into the tropical rainforest, leading tourism enthusiasts to experience the harmonious coexistence of human and animals; in Australia, New Zealand's Manawa Tourism Company went into the depths of the primeval forest, showing the Maori natural ancient honey brewing process; in China, people planned a rainforest recreation tour in the Wuzhishan Tropical Rainforest National Park, exploring the wonders of nature, unique paths, allowing people to feel as if they were in the wonderful world of the Wizard of Oz, filled with the most fresh and pure gifts of the rainforest between breaths ....

## 走进山地·共享山地旅游与健康生活

Into the Mountains – Enjoying Mountain Tourism and Healthy Life

城市居民不断寻求户外绿洲，以满足其心理和身体健康需求，被认为是 2022 年全球市场的消费趋势。步入新时代，人们追求更加健康的生活方式，山地凭借其景观美学形态、科考研究价值、康养生态环境及深厚人文积淀，成为了备受青睐的旅游目的地。山地旅游是一种健康的生活方式这一理念也愈加深入人心。

“山地户外运动作为山地旅游的一项重要形式已成为大势所趋，中国有着绝佳时机，能够推动山地户外运动和与康养相关的户外运动的繁荣，成为世界上户外运动最兴盛的国家之一”，国际山地旅游联盟专家委员会成员、国际山地旅游专家高宁（Serge Koenig）在 2022 国际山地旅游日主题活动上谈到。另一位来自欧洲的法国国立山地运动学院董事曼努埃尔·布里索（Manuel Brissaud）则介绍了普遍推行在欧洲的山地旅游模式，他指出阿尔卑斯山多样化的全季旅游项目，康养定位明确，正在吸引更多

多人来到这里定居生活，已逐步形成良性循环，所产生的自然价值也会越来越高。

知名山地运动和康养专家肖刚做了专题分享，从运动体验和业态发展的视角，分享了持杖健走、徒步运动、康体养生等宝贵的经验。他希望在疫情背景下人们更多参与到“山地旅游 + 运动”中来。

从尼泊尔到美国，从五指山到武功山……2022 国际山地旅游日各地活动精彩纷呈，让我们看到，山地旅游体验已经遍布世界各地，进入人们的生活，成为健康生活的重要内容。尼泊尔国家旅游局向大家展示了在珠峰大本营开展的别开生面的山地马拉松活动，尼泊尔旅游及旅行协会在首都加德满都附近开展山地徒步活动，带领人们在山地与异域建筑中感受一个纯净而清澈的世界；亚洲洞穴协会携手联合探险队“走入”深达千米的洞穴，探秘自然奇观，科普洞穴常识；美国房车工业协会的百辆房车露营画面令

人印象深刻；中国林业产业联合会森林康养分会以“兴林富民、亲林健民”的理念，整合多方面资源，开展观光休闲、科普教育、康养度假等活动。贵州文体旅融合推出的多样化山地生活体验业态，彰显出山地环境中人与自然的和谐

发展。安吉云上草原、蔚蓝国际体育、中国国家地理营地、上海爱驾传媒等分别推出以房车露营、极限跳伞、山地飞车、徒步健走、自驾旅行、山地自行车等内容为主的山地户外活动，让人在激情四射的山地中感受不一样的生机与活力！

It has been identified as a consumer trend in the global market in 2022 that urban dwellers are constantly seeking outdoor oases to meet their mental and physical health needs. In the new era, people are pursuing a healthier lifestyle, and the mountains, with their aesthetic landscape, scientific research value, recreational ecological environment and profound cultural deposits, have become a popular tourist destination, with the idea that "mountain tourism is a healthy lifestyle" becoming more and more popular.

"Mountain outdoor sports, as an important form of mountain tourism, has become a major trend, while China has an excellent opportunity in promoting the prosperity of mountain outdoor sports and outdoor sports related to health and wellness, and has become one of the strongest outdoor sports countries in the world," Serge Koenig, a member of the International Mountain Tourism Alliance Expert Committee and an international mountain tourism expert, said at the Theme Event of 2022 International Mountain Tourism Day. Manuel Brissaud, another director of the French National Institute of Mountain Sports from Europe, introduced the mountain tourism model commonly implemented in Europe, pointing out that the diverse all-season tourism projects in the Alps, with a clear positioning of health and wellness, are attracting more people to settle and live here, and that a virtuous circle has gradually been formed, and the natural values generated will be increasingly high.

Xiao Gang, a well-known mountain sports and wellness expert, shared his valuable experience in poled walking, hiking and wellness from the perspective of sports experience and business development, hoping that people can participate more in "mountain tourism + sports" in the context of COVID-19 pandemic.

From Nepal to the United States, from Wuzhishan to Wugong Mountain ..... 2022 International Mountain Tourism Day is full of exciting activities around the world, enabling us to see that the mountain tourism experience has spread all over the world, entering people's lives and becoming an important element of healthy living. The Nepal National Tourism Board (NNTB) presented a new and innovative mountain marathon at Everest Base Camp and the Nepal Tourism and Travel Association (NTTA) conducted a mountain trek near the capital Kathmandu, leading people to a pure and clear world amidst mountains and exotic architecture; the Asian Cave Association teamed up with a joint expedition to "go into" caves up to 1,000 meters deep to explore the natural wonders and popularize cave knowledge; the American RV Industry Association's 100 RV camping images were impressive; With the concept of "developing forests and enriching the people, keeping forests and health for the people," the Chinese Forestry Industry Association Forest Recreation Branch integrates various resources to carry out activities such as sightseeing and leisure, science education, and recreational vacation. The diversified mountain life experience formats integrated and launched by the Guizhou Culture, Sports and Tourism Bureau highlight the harmonious development of man and nature in the mountain environment. Anji Grassland on Clouds, Weland International Sports, China National Geography Camp, and Shanghai Ijia Media launched mountain outdoor activities based on RV camping, extreme skydiving, mountain biking, trekking and walking, self-driving trips, and mountain biking respectively, allowing people to feel different vitality and energy in the passionate mountain activities!

## 文明互鉴·共筑山地旅游可持续命运共同体

Mutual Exchange of Civilizations – Jointly Building a Sustainable  
Community of Destiny in Mountain Tourism

以山地为镜，折射出不同文化的精彩。以山地旅游为纽带，串联起不同文明的智慧。山地旅游，连接人、连接心、连接文明，构筑起山地旅游可持续发展命运共同体。

一些资源禀赋突出、山地特色鲜明的国家走在了山地旅游发展前列，经验值得借鉴。来自瑞士、秘鲁、奥地利三个山地旅游强国的代表分享了各自的经验和理念。瑞士国家旅游局大中华区主任常典娜（Daniela Chiani）介绍到，瑞士山地旅游受益于知识共享、文化合作和对环境的关爱保护，促进安全和可持续的山地旅游是瑞士旅游业的首要任务。

秘鲁驻华使馆经济商务参赞柏碧澜（Diana Pita）指出，秘鲁山地旅游得益于得天独厚的条件，更重要的是坚持可持续发展。马丘比丘在国际旅游目的地中第一个获得碳中和证书，成为了可持续发展的世界标杆。奥地利国家旅游局亚太区总负责人雷纳（Mag. Emanuel Lehner Telic）认为，山地不分国界，山地连接彼此，山地连接国家，合作对成功发展山地旅游至关重要。

作为以山地旅游资源著称的贵州省，正加快建设国际山地旅游目的地。贵州省文化和旅游厅副厅长李芳指出，山地决定了贵州产业的优势特色要立足于特有的自然生态和资源环境，基于本土要素形成独特的竞争优势，贵州探索富有山地特色的高质量发展新路具有国际意义。

来自旅游和文化领域的专家也充分肯定了山地旅游对于促进人文交往，推动文明互鉴的重要意义，肯定了联盟为推动山地旅游文明对话做出的努力。中国旅游研究院院长戴斌认为，山地旅游是承载国际旅游交流、促进文化多样性、领略文化之美、增强文化自信的重要途径。国际山地旅游联盟在促进山地旅游意识、培育山地旅游市场、扩大山地旅游交流和山地旅游的业态与产品创新方面做了大量卓有成效的工作，也探索出了一条依托于中国旅游市场的发展机遇，促进国际交流，探索出了一条新模式。

国际山地旅游联盟专家委员会成员，暨南大学文化遗产创意产业研究院院长、国际民间艺术组织（IOV）全球副主席陈平聚焦山地民间文化的活化利用，她认为，传统手工艺是人类智慧的结晶与体现，希望得到更加广泛和深入的关注和呵护。她提出建立网络交流平台、组织互联并在研发培训、专业设计、传统手工艺研发等方面提出了建议。

韩国（社）韩中文化友好协会会长曲欢一直致力于中韩人文交流并取得众多成果，她提出了山地文化与旅游融合促进国际交流的思路。龙途国际副总裁史宝乐（Bora Shnitman）、西班牙大加纳利岛旅游局、柬埔寨七星海城市发展集团有限公司、安徽黄山、吉林长白山、广西旅游协会等全球会员及业界机构连线，围绕“文明·交流”发言或发出寄语，用山地旅游的共同语言，书写人类文明互鉴共赢的美好篇章。



Reflect the splendor of different cultures with the mountain as a mirror; connect the wisdom of different civilizations with mountain tourism as a link. Mountain tourism, connecting people, connecting hearts, connecting civilizations, constructs a community of destiny for sustainable development of mountain tourism.

Some countries with outstanding resource endowments and distinctive mountain features are at the forefront of mountain tourism development, and their experiences are worth learning from. Representatives from three mountain tourism powerhouses – Switzerland, Peru and Austria – shared their experiences and ideas. Daniela Chiani, Director of Greater China, Switzerland Tourism, said that Swiss mountain tourism benefits from knowledge sharing, cultural cooperation and caring protection of the environment, and that promoting safe and sustainable mountain tourism is a top priority for Swiss tourism.

Diana Pita, Economic and Commercial Counsellor of the Peruvian Embassy in China, pointed out that Peruvian mountain tourism benefits from the unique conditions and, more importantly, from the insistence on sustainable development. Machu Picchu has become a world benchmark for sustainability by being the first international tourist destination to receive a carbon neutrality certificate. According to Mag. Emanuel Lehner Telic, General Director of the Austrian National Tourism Office for Asia Pacific, mountains know no borders, as they connect each other and countries, and cooperation is essential for the successful development of mountain tourism.

Known for its rich mountain tourism resources, Guizhou Province is accelerating its construction as an international mountain tourism destination. Li Fang, Deputy Director of the Department of Culture and Tourism of Guizhou Province, pointed out that the mountainous area determines the advantageous characteristics of Guizhou's industry, which has to be grounded in the unique natural ecology and resource environment and form a unique competitive

advantage based on local elements. It is of international significance for Guizhou to explore a new road of high-quality development rich in mountainous features.

Experts from the field of tourism and culture also fully affirmed the importance of mountain tourism in promoting humanistic exchanges and mutual appreciation of civilizations, and affirmed the efforts made by the Alliance to promote dialogue among mountain tourism civilizations. Dai Bin, President of China Tourism Academy, believed that mountain tourism is an important way to carry international tourism exchanges, promote cultural diversity, appreciate the beauty of culture and enhance cultural confidence. The International Mountain Tourism Alliance has done a lot of fruitful work in promoting mountain tourism awareness, cultivating the mountain tourism market, expanding mountain tourism exchanges and innovation in the industry and products of mountain tourism, and has also explored a new model that relies on the development opportunities of the Chinese tourism market to promote international exchanges.

Chen Ping, Member of IMTA Expert Committee, Dean of Academy of Cultural Heritage and Creativity of Jinan University, Global Vice President of the Internationale Organisation Für Volkskunst (IOV), focused on the revitalized use of mountain folk culture. She argued that traditional handicrafts are the crystallization and embodiment of human wisdom and should receive wider and deeper attention and care, proposing the establishment of a network exchange platform, organization of interconnection and making suggestions in R&D training, professional design, and R&D of traditional handicrafts.

Qu Huan, President of the Korea-China Cultural Friendship Association of Korea, has been working on humanistic exchanges between China and Korea with many achievements, and she proposed the idea of integrating mountain culture and tourism for international exchange. Bora Shnitman, Vice President of Longtour International, Tourism Office of Gran Canaria, Spain, Coastal City Development

Group, Cambodia, Huangshan Mountain, Anhui Province, Changbai Mountain, Jilin Province, Guangxi Tourism Association and other global members and industry organizations connected to speak or send

messages around "Civilization – Exchange," writing a beautiful chapter of mutual appreciation and win-win situation of human civilization with the common language of mountain tourism.

线下活动·聚焦山地旅游新兴消费

Offline Activities-Focus on Emerging Consumption in Mountain Tourism

在全球旅游业仍面临疫情困扰的当下，文旅产业如何脱困破局，找到新的消费场景，挖掘山地旅游经济新赛道，成为大家关心的话题。2022 国际山地旅游日主题活动举办期间，贵州省贵阳市联盟总部所在地以线下方式与线上展开互动，举办了山地生活消费展、8·9·00 思享会、国际山地旅游联盟世界名山系列推荐之天下加榜·心向往之摄影展、“车窗风景线，山地贵州行”2022 贵州最美风景在路上自驾路线征集等面向年轻创业者和新兴消费群体的活动。

5 月 27 日，由国际山地旅游联盟主办的“山地生活消费展暨 8·9·00 思享会”在国际山地旅游联盟总部拉开帷幕。该活动旨在通过思想的碰撞与交流，观点的探讨与分享，山地文旅产业的场景化展示，对山地生活新兴消费、山地经济创新发展进行多元、多维度的交流。正如国际山地旅游联盟执行秘书长傅迎春在活动开场时所说：“‘山地生活消费展暨 8·9·00 思享会’是为有志青年量身定制的对话交流平台。活动的主题是‘思享、话题、空间、



山地旅游消费展

创造力’，意在聚合青年创业者的智慧，通过思想碰撞，分享生活理念、讲述创业故事、交流消费体验、探索市场空间，以青年人独有的可塑性和创造力迎接生活与创业的挑战。山地生活消费展则是在有限的空间里浓缩了以露营生活为代表的山地户外时尚旅游业态体验，向年轻消费群体推出有良好预期的山地旅游消费品。”



国际山地旅游联盟世界名山系列推荐之天下加榜·心向往之摄影展现场

At a time when the global tourism industry is still facing the plague of the epidemic, the topic of concern is how the cultural tourism industry can break out of its predicament, find new consumption scenarios and tap into a new track of the mountain tourism economy. During the theme events of 2022

国际山地旅游联盟世界名山系列推荐之天下加榜·心向往之摄影展从贵州省内外专业摄影师和业余作者、新闻工作者的百余幅作品中精选五十幅进行展示。这些作品展现出加榜梯田在不同季节的变幻之美，同时还兼顾了从江以及芭沙的人文风情。在摄影展旁，长幅儿童画“百名娃娃眼中的世界名山”吸引了众多观众眼球。据悉，长幅儿童画从 580 名学习画画的孩子中选拔出一百名孩子共同创作。这幅画作也展现出孩子们眼中的山地自然风光。

International Mountain Tourism Day, the Guiyang City Alliance headquarters in Guizhou Province interacted offline with online by organizing events for young entrepreneurs and emerging consumers such as the Mountain Life Consumer Exhibition, 8-9-00 Concept Meeting, a photography exhibition of IMTA World



Famous Mountain Series – Focus of the Jiabang – Pursuit of the Heart, and the 2022 Guizhou's Most Beautiful Scenery on the Road Self-driving Route Collection with the theme of "Car Window Scenery, Mountain Guizhou Tour".

On May 27, the "Mountain Life Consumption Experience & 8-9-00 Concept Meeting" organized by the International Mountain Tourism Alliance (IMTA) kicked off at the IMTA headquarters, aiming to provide a diversified and multi-dimensional exchange on the emerging consumption of mountain life and the innovative development of mountain economy through the collision and exchange of ideas, the discussion and sharing of views, and the scenario-based display of the mountain culture and tourism industry. As Fu Yingchun, Executive Secretary of the International Mountain Tourism Alliance, said at the opening of the theme events, "'Mountain Life Consumption Experience & 8-9-00 Concept Meeting' is a tailor-made dialogue and exchange platform for aspiring youth. The thematic words of the event are 'Thinking, Talking, Space, Creativity,' which aims to gather the wisdom of young entrepreneurs, share life concepts, tell entrepreneurial stories, exchange consumption experiences and explore

market space through a clash of ideas, and meet the challenges of life and entrepreneurship with the unique plasticity and creativity of young people. The Mountain Life Consumption Experience, on the other hand, condenses the mountain outdoor stylish tourism experience represented by camping life in a limited space, to introduce consumer products for mountain tourism with good expectations to the young consumer group."

In the photography exhibition of IMTA World Famous Mountain Series – Focus of the Jiabang – Pursuit of the Heart, fifty-three works of professional photographers, amateur writers and journalists from inside and outside Guizhou province were selected for display, showing the changing beauty of the Jiabang terraces in different seasons, as well as the humanistic atmosphere of Congjiang and Basha. Next to the photo exhibition, the long children's painting "The World's Famous Mountains in the Eyes of 100 Children" attracted the attention of many viewers. It is learned that this long children's painting is created by one hundred children selected from 580 children learning to draw, showing the natural scenery of the mountains in the eyes of the children.

## 发出倡议·凝聚山地旅游业界共识

Launching an Initiative – Gathering Industry Consensus on Mountain Tourism

“国际山地旅游日”是国际山地旅游联盟于2018年发起设立的一个国际性纪念日，意在唤起人们保护山地资源、传承山地文明意识；倡导业界以“山高人为峰”的境界携手共促山地经济、造福山地民众，共商共建共享可持续山地旅游发展的美好未来；为联盟会员和业界搭建一个共同参与、共同培育、共同受誉的平台。

如今，我们正处于世纪疫情与百年变局交织叠加的特殊时期，旅游业在遭受严重冲击后依然面临严峻挑战。本次活动重点之一是在旅游业共迎挑战、共创美好未来之际，

向旅游业同行发出《共促山地旅游健康生活与文明交流》2022国际山地旅游日倡议：坚定山地旅游的发展理念，以生态文明为引领，坚持走可持续山地旅游发展之路；深化对当下和未来旅游市场趋势的研究和把握，协力营造市场复苏氛围，共推山地旅游新业态新产品；积极促进山地旅游国际交流合作，搭建政府、企业、旅游经营者资源整合、互惠互惠的合作平台。倡议充分传递出本次活动的精神和精髓，这些闪光的思想指引将鼓舞山地旅游业继续迈步向前。

2022 国际山地旅游日倡议  
—— 共促山地旅游健康生活与文明交流  
Initiative of International Mountain Tourism  
Day 2022  
— Promoting Mountain Tourism Healthy Life  
and Cultural Exchange

世纪疫情与百年变局交织叠加，旅游业受到前所未有的挑战。面对困难和危机，旅游业

《共促山地旅游健康生活与文明交流》2022 国际山地旅游日倡议

"International Mountain Tourism Day" is an international commemorative day initiated by the International Mountain Tourism Alliance (IMTA) in 2018, which aims to arouse people's awareness of protecting mountain resources and inheriting mountain civilization, advocate the industry to work together to promote mountain economy and benefit mountain people with the realm of "Mountain High with Man as Peak". It is a platform for alliance members and the industry to participate, cultivate and be honored together.

We are now in a special period where the epidemic of the century and the changes of the century are intertwined and overlapping, and the

tourism industry still faces serious challenges after suffering a severe impact. One of the highlights of this event is the initiative of "Promoting Healthy Life and Civilizational Exchange in Mountain Tourism Together" 2022 International Mountain Tourism Day to the tourism industry counterparts on the occasion of the tourism industry facing challenges and creating a better future together: to firmly establish the development concept of mountain tourism, take ecological civilization as the leader and adhere to the path of sustainable mountain tourism development; to deepen the research and grasp of current and future tourism market trends, to collaborate in creating an atmosphere of market recovery, and to jointly promote new business models and products in mountain tourism; to actively promote international cooperation and exchange in mountain tourism, and to build a cooperative platform for resource integration, interconnection and reciprocity among government, enterprises and tour operators. The initiative fully conveys the spirit and essence of the events, and these shining ideological guidelines will inspire the mountain tourism industry to continue to take steps forward.

## 震惊！全球超过 5.6 亿人次关注

Astonishing! More than 560 Million People Worldwide are Watching

5 月 29 日，以“山地旅游倡导健康生活与文明交流”为主题的 2022 国际山地旅游日线上活动震撼启幕。来自五大洲的联盟会员、目的地机构、企业、专家云集于此，群英荟萃，强势联动，展开了一场“云交流、云对话、云展现”。主题活动引起了全球媒体的极大关注，约有 1135 家媒体、直播平台、社交网站争相报道，广大网友积极参与。据统计，全球有超过 5.6 亿人次关注了本次主题活动，充分反映出旅游业界和旅游消费者对旅游业复苏的期待，对山地旅游健康生活的良好预期和美好向往。

“国际山地旅游日”是国际山地旅游联盟于 2018 年创建的国际交流合作平台，已连续举办三届，在国际国内业界产生了积极影响。2022 国际山地旅游日共分为 5 月 21 日 - 5 月 28 日活动预热期，5 月 29 日主题活动日，5 月 30 日 - 6 月 7 日活动持续期三个阶段。来自全球的山地爱好者、从业者、参与者围绕活动主题“线上 + 线下”

展开互动与交流，为在特殊背景下的山地旅游业界共同迎接挑战提振信心，提供思路，表现了山地旅游发展的新未来。

除线上活动外，在贵州省贵阳市联盟总部所在地以线下方式与线上联动互动，举办了山地生活消费展、8·9·00 思享会、国际山地旅游联盟世界名山系列推荐之天下加榜·心向往之摄影展、“车窗风景线，山地贵州行”2022 贵州最美风景在路上自驾路线征集等面向年轻创业者和新兴消费群体的活动。

主题活动由国际山地旅游联盟（IMTA）主办，得到了世界旅游及旅行理事会（WTTC）、国际持杖健走联合会（INWA）等国际组织的积极参与和助力，也受到全球众多知名媒体的“偏爱”。

在国内，文旅中国、学习强国、人民网、新华网、中国文化报、中国旅游报、环球网、中国青年报、中国日报、光明日报、中新网、21 世纪经济报道、百度、新浪微博、

腾讯、网易、搜狐、今日头条、众望、一点资讯、UC 浏览、中国西藏网、华声在线、东方财富网、新浪财经、多彩贵州网、天眼新闻、钱江晚报、北京商报、抖音、快手、微视频等主流媒体从不同角度对主题活动进行了报道。文旅中国、学习强国、百度、腾讯新闻、搜狐等全国性资讯平台更在平台显著位置开设专题和话题与网友互动。据不完全统计，本次主题活动各大媒体共发布稿件 880 余篇，总阅读量达 1,932 万 +，同时，活动启幕新闻登上了学习强国客户端旅游头条频道。

On 29 May, "2022 International Mountain Tourism Day" online activity with the theme that "mountain tourism promotes healthy life and cultural exchange" was launched with the gathering of alliance members, destination organizations, enterprises and experts from five continents, featuring a "cloud exchange, cloud dialogue and cloud show". The theme activity has attracted great attention from global media, with about 1,135 media, live streaming platforms and social networking sites competing for coverage and active participation from the general netizens. According to statistics, more than 560 million people around the world have followed the theme activity, fully reflecting the expectations of the travel industry and travel consumers for the resurgence of tourism, good expectations and beautiful yearnings for a healthy life in mountain tourism.

"International Mountain Tourism Day" is an international exchange and cooperation platform created by the International Mountain Tourism Alliance in 2018, which has been held for three consecutive sessions with a positive impact in the international and domestic industry. The 2022 International Mountain Tourism Day is divided into three stages: 21 May – 28 May activity warm-up period, 29 May theme activity day, 30 May – 7 June activity duration period. Mountain enthusiasts, practitioners and participants from all over the world interacted and exchanged ideas around the event theme in both "online + offline", boosting confidence and providing ideas for the mountain tourism industry to meet the challenges together in a special context,

在海外，格鲁吉亚、西班牙、芬兰、以色列、法国、尼泊尔、美国、新西兰、秘鲁、瑞士、奥地利、韩国、厄瓜多尔等全球五大洲 15 个国家嘉宾参与了连线直播，每日新闻、朝日新闻、京都新闻、日本 Infoseek、韩联社、韩国 Naver、欧洲通讯社、Market Watch、Global Newsworld、Fast News Nation、One News Page、PR Newswire 美通社、CBS、ABC、YAHOO、AlipesNews、Globe Advisor 等 1105 家广播电视网络媒体进行了宣传报道，整体浏览覆盖人群达 545,405,354 人次。

reflecting the new future of mountain tourism development.

In addition to online activities, events for young entrepreneurs and emerging consumer groups were held in an interactive offline and online setting at the Alliance headquarters in Guiyang, Guizhou Province, such as the Mountain Life Consumption Exhibition, Post 80's to 00's: Workshop on New Demands, Market and Consumption, the photo exhibition of "World List – Heart's Desire" recommended by the world famous mountain series of International Mountain Tourism Alliance, self-driving route collection for "window scenery line, mountain Guizhou trip" 2022 Guizhou "Marvelous Roadside Scenery", etc.

The theme event was organized by the International Mountain Tourism Alliance (IMTA), with the active participation and assistance of international organizations such as the World Travel and Tourism Council (WTTC) and the International Nordic Walking Association (INWA), and is also "favored" by many well-known media around the world.

Domestic mainstream media reported on the theme activities from different angles, such as CULTURE&TOURISM, xuexi.cn, People's Daily Online, XINHUANET, China Culture Daily, China Tourism Daily, Global Network, China Youth Daily, China Daily, Guangming Daily, China News Network, 21st Century Business Herald, Baidu, Sina Weibo, Tencent, Netease, Sohu, Toutiao, Zhongwang, Yidian, UC Browse, Tibet.cn, Huasheng Online, Eastmoney, Sina Finance, Tianyan News, Qianjiang Evening News, Beijing Business Today, Tik Tok, kuaishou, and

Micro-video, etc. Among them, national information platforms such as CULTURE&TOURISM, xuexi.cn, Baidu, Tencent News, Sohu, and so on even offer special features and topics in prominent positions on their platforms to interact with netizens. According to incomplete statistics, more than 880 articles of this theme activity were published in major media, with a total reading volume of 19.32 million+, while the news of the activity kick-off was listed on the tourism headline channel of xuexi.cn client.

Overseas, guests from 15 countries on five

continents, including Georgia, Spain, Finland, Israel, France, Nepal, the United States, New Zealand, Peru, Switzerland, Austria, South Korea, and Ecuador, participated in the live link broadcast, and 1,105 broadcasters including everyday news, Asahi Shimbun, Kyoto Shimbun, Infoseek of Japan, Yonhap news agency of Korea, Naver of Korea, Europa Press, Market Watch, Global Newsweek, Fast News Nation, One News Page, PR Newswire, CBS, ABC, YAHOO, AlipesNews, Globe Advisor, reported on the event, covering a total viewership of 545,405,354 people.

认知共鸣：大众期待山地旅游塑造健康生活

Cognitive Resonance: The Public Expects Mountain Tourism to Shape Healthy Lives

5月21日—5月30日，作为文化和旅游部官方新媒体客户端——文旅中国专题采访了全球17个山地主题活动。采访对象从体育局、艺术中心、旅游集团领导到营地、房车、户外装备创始人，再到户外急救专业人员、户外体裁影视剧拍摄导演等，从多个角度介绍山地旅游，为主题活动赋能。文旅中国客户端还推出了2022国际山地旅游日“山地旅游倡导健康生活与文明交流”主题倒计时海报开机屏。28篇重量级报道引起网友共鸣，大众期待山地旅游得到广泛推广，阅读量达到683万。

文旅中国还推出品牌栏目“文旅中国会客厅”采取线下和线上相结合的方式，对国际山地旅游联盟秘书长何亚非，贵州省委常委、宣传部长卢雍政，中国旅游研究院院长戴斌进行专访，各位嘉宾通过云媒体致辞或围绕主题作建设性、前瞻性观点及经验分享。

同时，在文旅中国官方微博发起#打卡最美山地#

From 21 May to 30 May, the official new media client of the Ministry of Culture and Tourism – Culture and Tourism featured interviews with 17 mountain themed events around the world, with interviewees ranging from leaders of sports bureaus, art centers and tourism groups to founders of campsites, RVs and outdoor equipment, to outdoor first aid professionals and directors of outdoor genre film and TV drama filming, to introduce mountain



等话题，与网友互动。直至活动结束，微博话题热度一直居高不下。网友围绕#打卡最美山地#等话题展开了激烈的讨论，并与联盟“两微一网”、多彩贵州网进行多重互动，阅读量突破55万。

tourism from multiple perspectives and empower themed events. The Culture and Tourism client also launched the countdown poster boot screen for the 2022 International Mountain Tourism Day "Mountain Tourism Promoting Healthy Life and Cultural Exchange," which resonated with netizens with 28 heavyweight reports and widely promoted the mountain tourism expected by the public, with a readership of 6.83 million.

Culture & Tourism also launched its brand column "Culture & Tourism Parlor,"featuring offline and online interviews with He Yafei, Secretary General of the International Mountain Tourism Alliance, Lu Yongzheng, Standing Committee Member of Guizhou Provincial Party Committee and Minister of Propaganda Department, and Dai Bin, President of China Tourism Academy. The guests gave speeches through cloud media or shared constructive and forward-looking views and experiences around the

theme.

At the same time, topics such as #Punching in the Most Beautiful Mountain # were launched on the official Weibo of Culture & Tourism to interact with netizens, and the Weibo topics remained hot until the end of the event. Netizens started a heated discussion on topics such as #Punching in the Most Beautiful Mountain#, and interacted multiply with the Alliance's "Two Micros and One Network" and gzgogcn, with the reading volume exceeding 550,000.

高潮迭起：线上联动共享山地生活

Climax: Online Linkage to Share Mountain Life

主题活动当天，“聚焦·山地”“健康·生活”“文明·交流”三个篇章有序展开。文旅中国 APP、文旅中国官方微博、学习强国、新华网、腾讯、百度、众望等多家国内平台，Facebook、YouTube 等国际社交平台同步分流直播，文旅中国直播在线观看人数 117.35 万，央视频、百度、腾讯新闻、西瓜视频、网易新闻、搜狐新闻和众望 APP 总观看量达 288.89 万。

“探索中国”(Discover China)的脸书(Facebook)平台以及优兔(YouTube)账号进行了直播及视频推送，截至 6 月 2 日 17 时，活动在海外触及人数已超过 105 万，全球山地旅游爱好者们共享山地美好生活。



On the day of the theme event, three chapters of "Focus – Mountain," "Health – Life" and "Civilization – Communication" were launched in an orderly manner. Many domestic platforms, such as Culture & Tourism APP, Culture & Tourism official Weibo, xuexi.cn, xinhuanet, Tencent, Baidu and Zhongwang, and international social platforms, such as Facebook and YouTube, synchronized live streaming, of which the number of viewers of Culture & Tourism live online reached 1.1735 million, and the total number of viewers of CCTV, Baidu, Tencent news, ixigua, Netease news, Sohu news and Zhongwang APP reached 2.8889 million.

Discover China's Facebook platform and YouTube account carried out live streaming and video tweeting, and by 17:00 on 2 June, the event had reached more than 1.05 million people overseas, enabling mountain travel enthusiasts worldwide to share the fabulous life in the mountains.





# 回顾品味：共筑全球文化交流桥梁

Review Taste: Building Bridges for Global Cultural Exchange

5月30日—6月7日，文旅中国已发布新闻稿件39篇，学习强国、人民网、新华网、中国文化报、中国旅游报、环球网、中国青年报、中国日报、光明日报、中新网、21世纪经济报道、百度、新浪微博、腾讯、网易、搜狐、今日头条、一点资讯、UC浏览、中国西藏网、华声在线、东方财富网、新浪财经、天眼新闻、钱江晚报、北京商报、抖音、快手、微视频等30余家主要央级媒体、流量媒体、行业媒体同步报道，总阅读量再破628万。

随后，文旅中国客户端所首发稿件，被译制成英语、法语、德语、西班牙语、俄语、日语、韩语等七种语言，落地刊载1105家媒体，浏览覆盖人群545,405,354人次。

从5月31日下午开始，活动视频进行全网直播回放，覆盖人数再创新高。截至6月9日，国内回放915,114人次，总观看人数10,544,844人次。海外直播回放3,297人次，

总观看人数1,051,370人次，山地旅游筑起了全球文化交流的桥梁。

此外，美国房车工业协会（RVIA）总裁兼首席执行官雷格·柯比（Craig A. Kirby）发来贺信，祝贺2022国际山地旅游日取得圆满成功，并感谢国际山地旅游联盟多年来所做的出色工作。并提到，健康的房车生活方式有助于将户外活动爱好者与大自然紧密联系起来，真诚地希望国际山地能够扩大推广范围，进一步鼓励人们探索山区的锦绣风光和文化遗产。

2022开年以来，全球新冠疫情反复无常、地缘政治动荡起伏，在此时间节点举办2022国际山旅游日主题活动，将增进世界的彼此了解、友好往来，促进国际间的交流协作，倡导积极、健康、向上的生活方式，营造良好的山地旅游发展环境，共创山地旅游美好未来。

直播平台	回放数据	总观看人次
央视频	5207	31402
百度	131950	591950
腾讯	110000	552853
搜狐	6135	72300
网易	411350	1819721
头条	272	1318
微博	180000	3495000
文旅中国	70200	3980300
合计	915114	10544844

Live Broadcasting Platform	Replay Data	Viewers
China Media Group Mobile	5207	31402
Baidu	131950	591950
Tencent	110000	552853
Sohu	6135	72300
Netease	411350	1819721
Toutiao	272	1318
Weibo	180000	3495000
CULTURE&TOURISM	70200	3980300
Total	915114	10544844

From 30 May to 7 June, Culture and Tourism has published 39 press releases, and more than 30 major central-level media, traffic media and industry media also reported on the theme activities simultaneously, such as xuexi.cn, People's Daily Online, xinhuanet, China Culture Daily, China Tourism Daily, huanqiu.com, China Youth Daily, China Daily, Guangming Daily, China News, 21st Century Business Herald, Baidu, Sina Weibo, Tencent, Netease, Sohu, Toutiao, yidian-inc, UC Browse, Tibet.cn, voc.com.cn, eastmoney.com, Sina Finance, eyesnews, Qianjiang Evening News, Beijing Business Today, Tik Tok, Kuaishou, micro video, with a total of 6.28 million readers.

Subsequently, the first article published by the Culture & Tourism client was translated into seven languages, including English, French, German, Spanish, Russian, Japanese and Korean, and published in 1105 media outlets, covering 545,405,354 views.

Starting from the afternoon of 31 May, the event video was replayed live across the network, reaching a new record number of people. As of 9 June, there were 915,114 domestic playback views and 10,544,844 total viewers. The overseas live broadcast was played back 3,297 times, with a total of 1,051,370 viewers. Mountain tourism builds a bridge of global

cultural exchange.

In addition, Craig A. Kirby, President and CEO of the RV Industry Association of America (RVIA), sent a congratulatory letter on the success of 2022 International Mountain Tourism Day, expressing his appreciation for the excellent work done by the International Mountain Tourism Alliance over the years, mentioning that a healthy RV lifestyle helps bring outdoor enthusiasts into an intimate connection with nature, and earnestly hoping that International Mountain will expand promotion and further encourage people to explore the beautiful scenery

and cultural heritage of the mountains.

Since the beginning of 2022, the global COVID-19 pandemic has been erratic and geopolitical turmoil has been volatile. The organization of the 2022 International Mountain Tourism Day thematic activities at this juncture will enhance mutual understanding and friendly exchanges around the world, promote international exchange and collaboration, advocate a positive, healthy and upward lifestyle, create a good environment for the development of mountain tourism for a better future of mountain tourism.

## 黄山长白山等名山齐聚线上 挖掘山地旅游经济新赛道

Huangshan, Changbai Mountain and other Famous Mountains Gather on Line to Dig a New Track of Mountain Tourism Economy

当倚重索道、门票收入的山地景区遇到客流骤降，该如何自救？疫情之后，同样的山地资源，如何通过数字化手段和创新提质升级，并在可持续发展方面作出努力？

疫情让人们重新思考：人类和山川、湖泊、地表、空气、海洋等处于何种关系时，彼此的状态最佳？为何露营和房车会在疫情多点散发时爆红？为何在家中裹足太久的人们来到森林感到很治愈？

“看山不是山，看水不是水。”一场疫情，改变了太多。

改变不仅让名山大川少了游客的足迹，不得不降本增效，更让名山从资源依赖型向创新型发展转变：除了传统的游客观光，如何更好地满足人民日益增长的美好生活需要并将自然与人类有机融合在一起。

游客，不仅在山上，也可以在山下；不仅在线下，也可以在线上；游客，又可以是大山的主人，极限运动的爱好者、丰富物产的享用者。

疫情下的山地旅游突围已经开始。

名山抱团扩大朋友圈

人称“袜子老张”的袜子大王赵知融喜欢到处旅游。5月12日，他在旅游群里发图文分享游览黄山享受的专属待遇：今天独自登黄山，专属售票处、专属大巴、专属厕所、专属午餐。

黄山，以奇松、怪石、云海、温泉、冬雪“五绝”闻名于世。黄山风景区是世界文化与自然双遗产、世界地质公园、全国首批5A级景区。在周边地区尤其是上海前段时间疫情反复下，黄山旅游（600054.SH）经营受到明

显影响。公司一季报显示，3月份黄山景区接待进山人数为3.42万人，同比下降81%。受客流量锐减的影响，一季度，黄山旅游的营业收入同比下降12%，净利润为亏损。

去年上半年的疫情好转，让包括黄山在内的名山运营企业好不容易缓了口气。黄山旅游2021年年报显示，去年，该公司实现营业收入8.95亿元，同比增长20%左右；实现归属于上市公司股东的净利润4347万元，同比扭亏为盈，主要是进山人数同比上升10%左右所致，为167万多人。

即便如此，黄山旅游去年的营业收入只恢复到了2019年营收的一半，比文旅部统计数据——去年国内旅游收入恢复到2019年的51%多4个百分点。经营长白山景区的长白山旅游（603099.SH）日子也不好过，去年的营收恢复为1.9亿元，只有该公司2019年营收的40%。和疫情前盈利相比，长白山旅游已连续两年亏损。

除了自救，抱团取暖，共同谋求疫情后的新机遇，成为多家山地旅游企业的共识。

“黄山，以开放的姿态亮相国际社会，以国际视野打造黄山旅游的新亮点和引爆点，汇聚全球创意资源，深度融杭接沪。”5月29日，在2022国际山地旅游日主题活动线上启动仪式上，黄山旅游副总裁卫超主动抛出橄榄枝，打出“世界的黄山”牌——黄山首次以云端方式亮相2021年柏林国际旅游交易会。

国际山地旅游日是国际山地旅游联盟于2018年创建的国际交流合作平台，得到了国际山地旅游日世界旅游及

旅行业理事会（WTTC）、亚太旅游协会、世界旅游经济论坛、国际持杖健走联合会（INWA）等国际组织的大力支持，今年以“山地旅游倡导健康生活与文明交流”为主题，连接五大洲联盟会员、目的地机构、企业、专家等进行交流对话。今年的山地旅游活动日，截至5月31日，国内观看直播人数近300万人，海外媒体刊载总浏览量预计超过2亿人次。

和黄山旅游一样抱着加强合作愿望、线上线下来参加

When mountain scenic spots that rely on ropeways and gate receipts encounter a sudden drop in patronage, how should they save themselves? In the wake of the epidemic, how can the same mountain resources be upgraded through digital means and innovation, and make efforts in sustainable development?

COVID-19 pandemic makes people rethink: In what relationship do humans and mountains, lakes, earth, air, and oceans look best to each other? Why do camping and RVing explode in popularity when the pandemic spreads at multiple points? Why do people who have spent too much time at home feel healed when they come to the forest?

"The mountain is no longer the same when looking at the mountain, and the water is no longer the same when looking at the water." A COVID-19 pandemic has changed things too much.

Changes not only make the famous mountains and rivers less tourist footprints, resulting in the necessity to reduce costs and increase efficiency, but also make them change from resource-dependent to innovative development, that is, in addition to traditional tourist tourism, how the famous mountains and rivers can better meet the growing needs of the people for a better life and the organic integration of nature and human beings.

Visitors, not only on the top of the mountain, can also be on the bottom of the mountain; not only offline, can also be online; visitors, in turn, can be the owner of the mountain, lovers of extreme sports, enjoyers of rich products.

The battle for a mountain tourism breakout under the epidemic has been fought.

的还有吉林省长白山管委会旅游和文化体育局、浙江省安吉云上草原的山地旅游探索者景尚旅业集团、江西省萍乡武功山风景名胜区、体育旅游精品景区四川省玉屏山的运营方、江西省丫山、海南省五指山热带雨林国家公园、喀纳斯湖、湖南省云冰山等名山管理机构或运营企业。

“山地旅游是疫情后旅游重塑的引擎，通往健康生活的桥梁，连接文明交流的纽带。”与会者一致认为并联合发出倡议。

Famous mountain group to expand their friend circle

The sock king Zhao Zhirong, known as "Sock Lao Zhao", likes to travel around, and on May 12, he posted a graphic message in a travel group to share his exclusive treatment for visiting Mount Huangshan: today I climbed Mount Huangshan alone, with an exclusive ticket office, an exclusive bus, an exclusive toilet and an exclusive lunch.

Huangshan Mountain is famous for its strange pines, strange rocks, sea of clouds, hot springs and winter snow. Huangshan Scenic Area is a double world heritage of both culture and nature, a world geological park, and one of the first 5A scenic spots in China. With the recurring epidemic in the surrounding areas, especially Shanghai some time ago, Huangshan Tourism (600054.SH) operations were significantly affected. The company's first-quarter earnings report showed that the number of visitors to Huangshan Scenic Area in March was 34,200, down 81% year-on-year. As a result of the sharp decline in passenger traffic, the operating income of Huangshan Tourism dropped 12% year-on-year in the first quarter, with net profit at a loss.

The improvement of the epidemic in the first half of last year has given the famous mountain operating companies, including the Huangshan Tourism, a good reprieve. Huangshan Tourism 2021 annual report shows that last year the company achieved operating revenue of 895 million yuan, an increase of about 20% year-on-year; to achieve net profit attributable to shareholders of the listed company 43.47 million yuan, a turnaround, mainly due to the number of people into the mountain rose by about 10% year-on-year to more than 1.67 million people.

Even so, Huangshan Tourism recovered only half of its 2019 revenue last year, 4 percentage points more than the Ministry of Culture and Tourism statistics – 51% of domestic tourism revenue recovered last year to 2019. Changbaishan Tourism (603099.SH), which operates the Changbaishan scenic area, has also had a tough time, with revenue recovering to 190 million yuan last year, only 40% of the company's 2019 revenue. Compared with the profit before the epidemic, Changbaishan Tourism has been suffering losses for two consecutive years.

In addition to self-help, holding together to seek new opportunities after the epidemic has become the consensus of a number of mountain tourism enterprises.

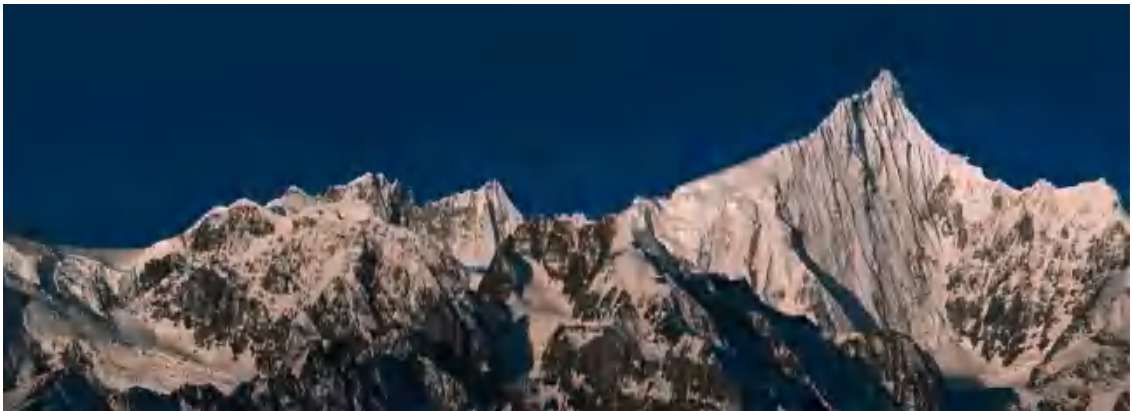
"Huangshan debuts in the international community with an open attitude, creating new highlights and detonation points for Huangshan tourism with an international vision, pooling global creative resources and deeply integrating with Hangzhou and Shanghai." On May 29, at the online kick-off ceremony of the theme events of 2022 International Mountain Tourism Day, Wei Chao, Vice President of Huangshan Tourism, took the initiative by offering an olive branch, playing the "Huangshan of the World" card, making Huangshan's first appearance on the cloud at the 2021 ITB Berlin.

International Mountain Tourism Day is an international exchange and cooperation platform created by the International Mountain Tourism Alliance in 2018, with the support of international organizations such as the World Travel and Tourism Council (WTTC), the Pacific Asia Travel Association,

the World Tourism Economic Forum, and the International Nordic Walking Association (INWA), etc. This year, with the theme of "Mountain Tourism for Healthy Living and Civilizational Exchange," it linked members, destination organizations, enterprises and experts from five continents for exchange and dialogue. As of May 31, nearly 3 million people watched the live broadcast of this year's Mountain Tourism Day in China, and the total number of views in overseas media publications is expected to exceed 200 million.

Like Huangshan Tourism, with the desire to strengthen cooperation, the following organizations also participated in the event both online and offline: the Tourism and Culture and Sports Bureau of Changbai Mountain Management Committee of Jilin Province, the mountain tourism explorer Jing Shang Tourism Group of Anji Grassland on Clouds in Zhejiang Province, the Wugong Mountain Scenic Spot in Pingxiang, Jiangxi Province, the operator of the sports tourism boutique scenic spot Yuping Mountain in Sichuan Province, the management agencies or operating companies of famous mountains such as Yashan Mountain in Jiangxi Province, Wuzhishan Tropical Rainforest National Park in Hainan Province, Kanas Lake, and Yunbing Mountain in Yunnan Province.

"Mountain tourism is the engine of tourism reinvention after the epidemic, the bridge to a healthy life and the link to civilizational exchange." The participants unanimously had the above view and jointly issued the initiative.



## 山地户外运动大势所趋

The Great Trend of Mountain Outdoor Sports

如何突围？

作为国际山地旅游联盟总部所在地，贵州是全中国唯一没有平原支撑的山地省份。贵州省委常委、宣传部部长卢雍政表示，近年来，贵州省突出山地特色，致力于建设国际一流山地旅游目的地、国内一流度假康养目的地，实现了旅游规模从中等省份向大省的转变，闯出一条新路。贵州正朝着国际化、专业化、特色化方向发展，从传统观光体验转向康养度假旅游。

由此看来，在旅游大变革时期，山地旅游正从资源依赖型向创新型发展转变，把单一的门票、索道经济往更多毛利率高的山地旅游经济新赛道拓展。

How to break through?

As the headquarters of the International Mountain Tourism Alliance, Guizhou is the only mountainous province in China that is not supported by plains. Lu Yongzheng, member of the Standing Committee of the Guizhou Provincial Party Committee and Minister of the Propaganda Department, said

that in recent years, Guizhou Province prominently features mountainous areas, committing itself to building an international first-class mountain tourism destination and a domestic first-class vacation and recreation destination, which has realized the transformation of the scale of tourism from a medium-sized province to a large province, breaking out a new path in this area. The tourism industry in Guizhou is developing in the direction of internationalization, professionalization and specialization, shifting from traditional sightseeing and experience tourism to recreation and vacation tourism.

Thus, it seems that in a period of great change in tourism, mountain tourism is changing from resource-dependent to innovative development, expanding the single ticket and ropeway economy to a new track of mountain tourism economy with more high gross margins.

## 山地旅游突围的路径有千万条，当下哪一条最火？

There are millions of paths to break out of mountain tourism, which one is the hottest right now?

“在因疫情影响，各个体育馆和密闭空间被迫关闭的情况下，户外运动成为大势所趋。在水边锻炼，在郁郁葱葱的花园里冥想，爬到高处欣赏 360 度的风景……还有什么比这更让人兴奋呢？”国际山地旅游联盟专家委员会成员、国际山地旅游专家高宁说。

他说，在现代和城市化社会中，自然的价值越来越高。在野外尤其是在山地，按照自己的节奏在安静的空间里跑步、骑行、游泳、登山、滑雪、飞行已经成为一种治愈形式，一种重新发现自由的途径。某种程度上，这是一种回归人类平衡和康养所需要的源泉。自从新冠肺炎暴发以来，这种需求与日俱增。

户外运动的产业链很长，从露营、骑行、房车等运动和生活方式到举办各种赛事，到运动装备、运动设施、运动场地建设等，给了山地旅游运营者新的发展空间。户外运动还和音乐、摄影、美术等文化领域密不可分。抱团取

暖的同时，名山之间也开始相互取经。

长白山作为中华十大名山之一，以世界海拔最高的火山湖泊和落差最大的火山湖瀑布闻名遐迩。近年来，长白山体育旅游市场逐年升温。

“瀑布攀冰、高山野雪、火山温泉、矿泉漂流。我们相继举办了 T20 世界旅游名胜联盟长白山峰会、长白山国际生态会议、长白山国际林海雪地马拉松，承办了人与生物圈计划青年论坛等活动，长白山的国际影响力不断攀升。”吉林省长白山管委会旅游和文化体育局局长耿德勇在山地活动日上说。

萍乡武功山是江西省西部的山岳型国家 5A 级旅游景区，江南三大名山之一。近两年，这里成了山地旅游突围的典范。

据萍乡武功山风景名胜区委书记徐建中介绍，这里的十万亩高山草甸在世界同纬度名山中绝无仅有。一年一



度的帐篷节已成为国内外户外运动爱好者的狂欢盛会，最长帐篷队列创下了吉尼斯世界纪录。武功山景区共举办了七届环鄱阳湖国际自行车大赛萍乡站赛事、六届武功山越野赛、两届中国户外运动发展论坛和大学生户外运动文化节，还跨界举办了两届花涧里户外音乐节，以音乐 IP 带热景区夜经济。

在倡导健康生活与文明交流下，武功山景区去年共接待游客 150 余万人，其中户外徒步游客达 45 万人。

“目前我们正在加快完善国家登山健身步道、国际山地户外运动谷、驴友出发营地、国际帐篷文化博览园等基础设施，让山地旅游充分发挥疫后旅游重塑的作用。”徐建中说。

在户外运动上尝到甜头的还有四川体育旅游精品景区玉屏山，开发了一系列森林运动项目，包括长板速降、滑

翔伞、山地自行车、真人 CS、山地全地形车、彩虹滑道、森林溜索、玻璃栈道、森林露营等。自营安吉云上草原的景尚旅业集团董事长孙晓东说，集团总投资 60 亿元，在海拔 1168 米的高山上打造了集高山游乐、野奢度假、南方滑雪一站式山地旅游体验，让爆发肾上腺素感受惊险刺激成为沉浸交互的山地旅游新选择，云上草原开业当年产值超亿元，三年共接待游客 300 万人，实现旅游收入 10 亿元，连续获得抖音直播文旅行业销量全国第一。

“疫情导致许多人重新审视自己的生活，他们决定追求更积极健康的户外生活方式。房车旅游和露营是山区旅游的一个组成部分。北美的房车行业在过去两年中取得了惊人的增长并具有创纪录的发货量。”美国房车工业协会主席兼 CEO Craig A. Kirby 称，房车正在成为移动办公室。

"In the wake of the epidemic that has forced the closure of various gymnasiums and confined spaces, outdoor exercise has become the big thing. Exercise by the water, meditate in lush gardens and climb to high places to enjoy 360-degree views ..... What could be more exciting than that?" said Serge Koenig, a member of the International Mountain Tourism Alliance Expert Committee and an international mountain tourism expert.

He says that in modern and urbanized societies, nature is increasingly valued. Running, riding, swimming, climbing, skiing, flying in the wilderness, especially in the mountains, at your own pace in a quiet space has become a form of healing, a way to rediscover freedom. In a way, it is a source of returning to what is needed for human balance and wellness. Since the outbreak of the COVID-19 pandemic, this need has grown with each passing day.

The long industry chain of outdoor sports, from camping, cycling, RVing and other sports and lifestyles to holding various events, to sports equipment, sports facilities and sports field construction, gives mountain tourism operators new room for development. Outdoor sports are also inseparable from factors in the cultural field such as music, photography and fine arts. While embracing the warmth of the group, famous mountain tourism has also started to learn from each other.

Changbai Mountain, as one of the ten most famous mountains in China, is famous for the highest volcanic lake in the world and the volcanic lake waterfall with the largest drop. In recent years, the sports tourism market in Changbaishan has been heating up year by year.

"Waterfall ice climbing, alpine wild snow, volcanic hot springs, and mineral rafting. We have held the T20 World Tourism Resorts Alliance Changbaishan Summit, Changbaishan International Ecological Conference, Changbaishan International Forest and Snow Marathon, hosted the MAB Youth Forum and other events, making the international influence of Changbaishan climbing." Geng Deyong, Director of Tourism and Culture and Sports Bureau of Changbaishan Management Committee of Jilin Province, said at the Mountain Activity Day.

Wugong Mountain in Pingxiang is a mountain-type national 5A-level tourist attraction in western Jiangxi Province, one of the three famous mountains in the south of the Yangtze River, which has become a model for mountain tourism breakout in the past two years.

According to Xu Jianzhong, Secretary of the Party Committee of Wugong Mountain Scenic Area in Pingxiang, the 100,000-mu alpine meadow here is unique in the famous mountains of the same latitude in the world, and the annual tent festival held here

has become a carnival event for outdoor sports enthusiasts at home and abroad, in which the longest tent queue has set a Guinness World Record. Wugong Mountain Scenic Area has held seven Pingxiang Tournament of Poyang Lake International Cycling Competition, six Wugong Mountain Off-road Race, two China Outdoor Sports Development Forum and Outdoor Sports Culture Festival for College Students, and also crossed the border to host two sessions of Huajianli Outdoor Electric Music Festival across the border to heat up the night economy of the scenic area with music IP.

With the promotion of healthy living and civilized communication, Wugong Mountain Scenic Area received more than 1.5 million visitors last year, including 450,000 outdoor hiking visitors.

"We are currently speeding up the construction of infrastructure such as the National Mountaineering Fitness Trail, the International Mountain Outdoor Sports Valley, the Backpacker Departure Camp and the International Tent Culture Expo Park, so that mountain tourism can give full play to its role of reinventing tourism after the epidemic." Said Xu Jianzhong.

The mountain tourist attractions that have also gained benefits from outdoor sports include Yuping Mountain, a boutique sports tourism area in Sichuan,

which has developed a series of forest sports projects, including longboard downhill, paragliding, mountain biking, CS Cosplay, mountain all-terrain vehicles, rainbow slide, forest ziptreck, glass trestle, forest camping, etc. Sun Xiaodong, Chairman of the Jing Shang Travel Group, operating his own Anji Grassland on the Cloud, said that the Group has invested a total of 6 billion yuan to create a one-stop mountain tourism experience with alpine fun, wild luxury vacation and southern skiing at an altitude of 1,168 meters, making adrenaline bursts to feel the thrill and excitement a new choice for immersive interactive mountain tourism. In the year of opening, the output value of the Grassland on the Cloud exceeded one hundred million yuan, receiving a total of three million visitors in three years, achieving a tourism income of one billion yuan, and continuously winning the national first place in the cultural tourism industry sales on Douyin live.

"COVID-19 pandemic has caused many to relook at their lives and they have decided to pursue a more active and healthy outdoor lifestyle. RV travel and camping is an integral part of mountain tourism. The RV industry in North America has seen phenomenal growth and record shipments in the past two years." Craig A. Kirby, President and CEO of the Recreation Vehicle Industry Association, said, RVing is taking over as the mobile office.



## 山地旅游新消费

New Consumption in Mountain Tourism

经历了疫情，旅游业最大的改变是从帮助人们度过一段闲暇时间变成了一种生活方式。如何更好的满足美好生活的需要？

一次偶然机会，国际山地旅游联盟执行秘书长傅迎春看到贵州山里的非遗蜡染用在了星巴克座椅上。到北京出差时，他特意到这家位于国贸的星巴克网红店体验了一把。身处异地，喝着国际品牌的咖啡，感受到的却是置身家乡的亲切感。就这样，5月27日，星巴克北区市场部团队被请到了国际山地旅游联盟主办的“8·9·00 思享会”上，一帮年轻人热烈的探讨山地新消费如何更适应年轻家庭的生活、如何更加时尚、健康、有趣。

其实，让游客从山上延伸到山下变成消费主体，名山中的黄山早已开始探索。围绕“走下山，走出去”，黄山构建了“山、水、村、

窟、镇、茶”等多业态融合发展。其中，黄山旅游以“徽商的厨房、家乡的味道”为定位，打造了独具特色的徽文化主题餐饮品牌，分别在北京、天津、杭州、合肥、济南、宁波和黄山等地开设连锁主题餐饮门店，同时还推出迎客松雪糕等文创精品。

举办复古舞会、夏日造梦游园会、创建户外勇士，知名户外探险旅行机构贵州出发吧旅游发展有限公司创始人、总经理朱晓倩正在打造有深度体验感的重场景，针对不同的消费者“售卖”生活方式：片刻的精致户外生活、父子征途的亲子时刻、垂直电商 CEO 的团建欢乐等。

“用体验价值和感受价值来取代观光价值，聚焦体验和感受价值的交付品质。因为拥有更多实现体验价值的天然条件是山地旅游最大的溢价。”朱晓倩说。

Surviving the epidemic, the biggest change in tourism has been from helping people spend a period of leisure time to becoming a way of life, so how can we make it better meet people's needs for a better life?

By chance, Fu Yingchun, Executive Secretary General of the International Mountain Tourism Alliance, saw that the intangible cultural heritage of Guizhou's mountains, batik, was used in the seats of Starbucks. On a business trip to Beijing, he specially went to the internet-famous Starbucks store at Guomao to experience it: being in a different place, drinking coffee of an international brand, but feeling the closeness of being in his hometown. Thus, on May 27, the Starbucks North marketing team was invited to the "8-9-00 Concept Meeting" hosted by the International Mountain Tourism Alliance, where a group of young people enthusiastically discussed how new mountain consumption could better suit the lives of young families and be more fashionable, healthy and fun.

In fact, for the subject of allowing tourists to become the main consumer from the top to the bottom of the mountain, Huangshan, one of the most famous mountains, has long been exploring. Around the principle of "going down the mountain, going out", Huangshan built a "mountain, water, village,

cave, town, tea" multi-form integration development structure, in which, Huangshan Tourism, taking "the kitchen of Anhui merchants, the taste of home" as its positioning, created a unique Anhui culture theme catering brand, and opened a chain of theme catering stores in Beijing, Tianjin, Hangzhou, Hefei, Jinan, Ningbo and Huangshan, etc., and also launched "Guest-Greeting Pine Ice-cream" and other cultural and innovative products.

Holding vintage balls, summer dream making garden parties, creating outdoor warriors... Zhu Xiaoqian, Founder and General Manager of Guizhou Departure Bar Tourism Development Co., Ltd., a well-known outdoor adventure travel agency, is creating scenes with a deep sense of experience, "selling" to different consumers different lifestyles: a moment of exquisite outdoor life, parent-child moments of father-son expeditions, team-building fun for vertical e-commerce CEOs, etc.

"Replacing the value of sightseeing with the value of experience and feeling, focus on the quality of delivery of experience and feeling value. The natural condition of realizing the experience value because of having more is the biggest premium of mountain tourism." Zhu Xiaoqian said.

## 山地旅游助力露营经济

Mountain Tourism Fuels Camping Economy

今年“五一”，露营这个带有亲近自然属性的出游方式成为国内游客新宠。据小红书数据显示，继“露营”在2020年“五一”期间搜索量同比增长290%、2021年“五一”同比增长230%后，今年“五一”期间，小红书上露营相关搜索量同比增长746%，相关露营笔记已超过370万篇。

在疫情反复背景下，无法远行的人们开始把露营作为一种新的生活方式。21世纪经济报道记者在京东上搜索牧高笛、探路者、骆驼等户外品牌，不少颜色、款式的睡袋或帐篷都已卖断货。酒企闻风而动，据21世纪经济报道记者所知，江小白正在酝酿打造一款适合消费者露营携带的酒，雪花啤酒也将其黑狮白啤的定位锁定了露营场景。

作为疫情后旅游重塑的引擎，山地旅游如何架起人们通往健康生活的桥梁？21世纪经济报道记者从国际旅游组织——国际山地旅游联盟获悉，5月27日至5月29日，2022国际山地旅游日主题活动将以“山地旅游倡导健康生活与文明交流”为主题，采取线上为主，线下为辅的主办方式。

全球75%的国家拥有山地，山地环境中的自然与人文资源是人类共有的宝贵财富，也是重要的旅游资源。国际山地

旅游联盟提供的数据显示，疫情前，2019年全球山地游客（过夜游客，包括国内和国际游客）已达12.2亿人次。全球山地旅游收入达1.36万亿美元，山地旅游的增长速度已超过旅游业整体增速。

在山地旅游日期间，国际山地旅游联盟将在线上发出全球倡议，知名山地运动和康养专家将进行全球会员和业界机构连线，围绕“健康·生活”发表意见，启动世界旅游名山认证等，加快重启疫后旅游步伐。

同时在位于贵阳的国际山地旅游联盟总部及相关目的地，山地快时尚生活新消费、山地旅游新零售、尤其是山地露营时尚消费展将在5月27日至5月29日举行。5月29日，一场面向年轻旅游消费者的“8.9.00思享会”将在联盟总部举行，以山地旅游生活产业嘉宾沙龙论坛的方式，围绕山地旅游产业趋势探讨和推介、文旅业态合作、露营经济、贵州年轻态山地旅游消费展销、嘉宾山地生活分享等内容展开讨论。

国际山地旅游活动日期间，贵州多地将开展徒步、溯溪、探洞、露营等山地户外活动，助力旅游复苏和产业化发展。

In this year's May Day, "camping," a way to travel with the attributes of close to nature, has become the new favorite of domestic tourists. According to the data of Xiaohongshu, after the search volume of "camping" increased by 290% year-on-year during May Day 2020 and 230% year-on-year in May Day 2021, the search volume of "camping" on Xiaohongshu has increased by 746% in May Day this year, and the notes related to "camping" have exceeded 3.7 million.

In the context of the recurring epidemic, people who can't travel far are embracing camping as a new way of life. 21st Century Business Herald reporter found that many colors and styles of sleeping bags or tents have been sold out after searching for outdoor brands such as MobiGarden, Pathfinder and Camel on Jingdong. All kinds of alcoholic beverage companies have also acted accordingly. According to reporters from the 21st Century Business Herald, Jiang Xiao Bai is working on developing a wine suitable for consumers to carry with them on camping trips, and Snow Beer has also positioned its Black

Lion Weissbier to the camping scene.

As the engine of tourism reinvention after the epidemic, how can mountain tourism build a bridge to people's healthy life? Reporters from the 21st Century Business Herald learned from the International Mountain Tourism Alliance, an international tourism organization, that from May 27 to May 29, the 2022 International Mountain Tourism Day will be held under the theme of "Healthy Living and Civilized Communication through Mountain Tourism," and will be organized in an "online-based, offline-supported" manner.

75% of the world's countries have mountains, and the natural and human resources in mountain environments are valuable assets shared by mankind and important tourism resources. Data provided by the International Mountain Tourism Alliance show that global mountain tourists (overnight visitors, both domestic and international) had reached 1.22 billion in 2019 before the epidemic, and global mountain tourism revenues reached \$1.36 trillion, with the

growth of mountain tourism having outpaced the overall growth rate of the tourism industry.

During the Mountain Tourism Day, the International Mountain Tourism Alliance will launch a global initiative online, and renowned mountain sports and health experts will link up with global members and industry organizations to present their views on "Health-Life" and launch the certification of the world's most famous mountains to accelerate the restart of post-epidemic tourism.

Meanwhile, at the headquarters of the International Mountain Tourism Alliance in Guiyang and related destinations, the New Consumption Exhibition of Mountain Fast Fashion Life, the New Retail Exhibition of Mountain Tourism and especially the Fashion Consumption Exhibition of Mountain

Camping will be held from May 27 to May 29. On May 29, an "8-9-00 Concept Meeting" for young tourism consumers will be held at the headquarters of the Alliance, featuring a guest salon forum for the mountain tourism lifestyle industry, and discussions will focus on the exploration and promotion of trends in the mountain tourism industry, cooperation between cultural and tourism industries, camping economy, young mountain tourism consumer exhibitions and sales in Guizhou, and sharing of guest mountain lifestyle.

During the International Mountain Tourism Activity Day, mountain outdoor activities such as hiking, stream-tracing, cave exploration and camping will be carried out in many places in Guizhou to help tourism recovery and industrial development







美通社 CISON



德国最大新闻门户  
PressePortal



法国权威媒体《挑战杂志》  
Challenges



共同社 日本  
KK KYOOO News Site



今日印度  
INDIA TODAY



法新社  
AFP BB News



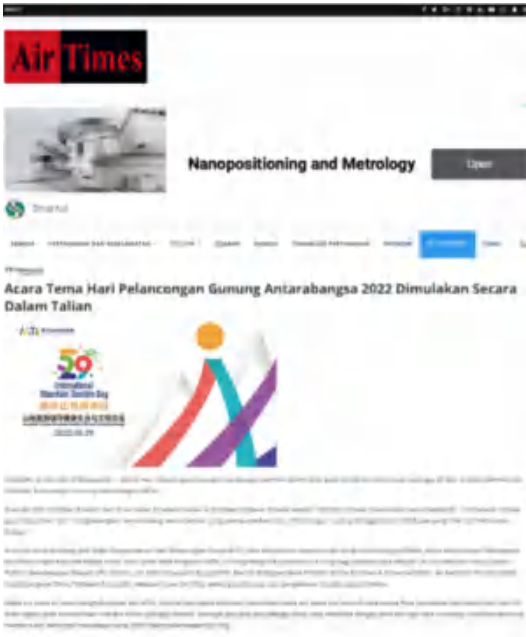
欧洲通讯社  
Europa Press



韩国经济日报  
PR Newswire



葡萄牙语最大新闻门户  
Portal Imprensa



马来西亚新闻门户  
Airtimes



雅虎  
Yahoo! News



泰国著名新闻媒体  
NewsWit



搜狐专题  
SOHU



文旅中国专题  
CULTURE & TOURISM



学习强国专题  
Xuexi

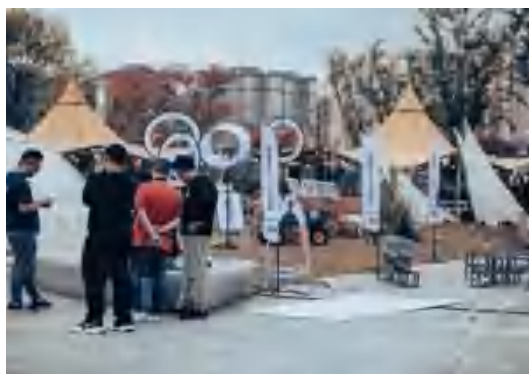


百度专题  
Baidu

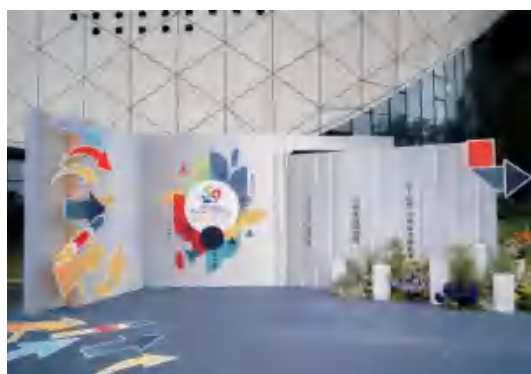


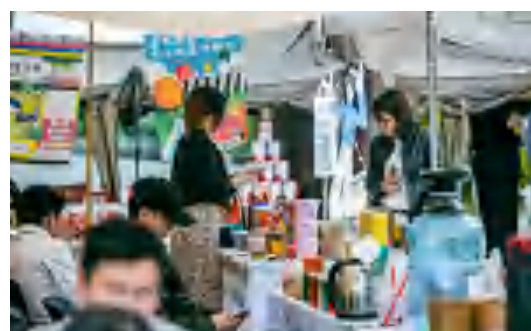
腾讯专题  
Tencent













# 连接山地精彩 共享美丽生存

ENJOY THE WONDER OF MOUNTAINS  
SHARE THE NATURAL BEAUTY

[www.imtaweb.net](http://www.imtaweb.net)



微信 | WeChat QR Code



微博 | MicroBlog QR Code