



2022亚洲山地旅游推广大会

2022 Asian Mountain Tourism Promotion Conference

亲诚惠容 合作共享

携手共筑亚洲山地旅游发展新未来

Amity, Sincerity, Mutual Benefit, Inclusiveness, Cooperation
and Sharing - Jointly Building a New Future for Asian Mountain Tourism

主办单位
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文化和旅游部

Ministry of Culture and Tourism of China

贵州省人民政府

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《携手共促亚洲旅游业振兴贵阳倡议》

2022年8月18日，2022亚洲山地旅游推广大会在中国贵州省贵阳市举办，会议以“亲诚惠容 合作共享——携手共筑亚洲山地旅游发展新未来”为主题，深入研讨亚洲山地旅游业复苏与振兴大计，共同推广亚洲山地旅游目的地，为建设更有韧性、更可持续的亚洲旅游业形成共识。大会发出如下倡议：

一、旅游业是世界经济的重要组成部分，在促进国际交往和社会发展中发挥着重要作用。在全球旅游业面对疫情危机背景下，亚洲各国应探索亚洲旅游创新合作方式，加强双多边跨领域合作，支持旅游产业、市场主体尽快走出困境，以旅游业为桥梁和纽带，促进经贸往来与合作，增进亚洲国家间的友谊。

二、山地资源是亚洲旅游发展的“富矿”，其生态环境与人文文化为山地旅游提供了不可估量的资源支撑，是全球旅游发展的潜力所在。在疫后市场需求更加注重健康生活方式的背景下，应充分挖掘山地旅游资源潜力，发挥其自然和人文属性，给予山地旅游更大的发展空间，使山地旅游成为亚洲旅游疫后复苏与振兴的新引擎。

三、2022年是联合国宣布的“国际山地可持续发展年”，可持续发展是山地旅游高质量发展的应有之义。亚洲山地旅游应坚持生态优先、绿色发展原则，坚持人与自然、人与社会和谐共生，使亚洲旅游成为实现“国际山地可持续发展年”及全球可持续发展目标的有力支持者、践行者和贡献者。

四、山地旅游是促进旅游扶贫和乡村振兴的重要手段。要把开发山地休闲度假旅游、山地乡村体验旅游、山地文化研学旅游、山地户外运动旅游等多元业态，开发更多山地旅游消费品作为发展目标，以造福于山地民众，扩大惠民范围，促进乡村振兴。

五、亚洲国家应携起手来，凝聚共识、形成合力、共克时艰，共同谋划山地旅游复苏与振兴解决方案，推广宣介亚洲山地旅游。以优质山地旅游资源为依托，探索构建有吸引力的亚洲山地旅游目的地，共同展现亚洲山地之美，书写亚洲山地旅游新篇章。

Launch of the Joint Initiative to Promote Tourism in Asia and Revitalize Guiyang

With the theme of "Amity, Sincerity, Mutual Benefit, Inclusiveness, Cooperation, and Sharing - Jointly Building a New Future for Asian Mountain Tourism", the 2022 Asia Mountain Tourism Promotion Conference was held in Guiyang, Guizhou Province, China on August 18, 2022. At the conference, in-depth discussions were held on the major plans for the recovery and revitalization of Asian mountain tourism, joint promotion of Asian mountain tourism destinations, and consensus on building a more resilient and sustainable Asian tourism industry. The following initiatives were launched at the conference:

1. As an important part of the world economy, tourism plays a significant role in promoting international contacts and social development. In the context of worldwide tourism facing the epidemic crisis, Asian countries should explore innovative ways of cooperation in Asian tourism, strengthen bilateral, multilateral and cross-sectoral cooperation, support the tourism industry and market players to get out of the predicament as soon as possible, facilitate economic and trade exchanges and cooperation with tourism as a bridge and link, and enhance friendship among Asian countries.

2. Mountain resources are the "rich mine" for tourism development in Asia, and its ecological environment and humanistic culture provide inestimable resources to support mountain tourism, which is the potential of global tourism development. In the context of the post-epidemic market demand focusing more on healthy lifestyles, the potential of mountain tourism resources should be fully explored and given more room for development by giving full play to its natural and humanistic attributes, so that mountain tourism will become a new engine for post-epidemic recovery and revitalization of tourism in Asia.

3. 2022 is the "International Year of Sustainable Mountain Development" declared by the United Nations, and sustainable development is the proper meaning of high-quality development of mountain tourism. Asia's mountain tourism should adhere to the principle of "ecological priority and green development", so that people can live in harmony with nature and society, enabling tourism in Asia to become a strong supporter, practitioner and contributor to the realization of the International Year of Sustainable Mountain Development and global sustainable development goals.

4. Mountain tourism is an important means to promote tourism poverty alleviation and rural revitalization. We should develop diversified business modes such as mountain leisure and vacation tourism, mountain countryside experience tourism, mountain culture study tourism and mountain outdoor sports tourism, and make more mountain tourism consumer goods as the development goal to benefit the mountain people, expand the scope of public benefit and promote rural revitalization.

5. Asian countries should join hands to reach a consensus and form a joint effort to overcome the difficulties, working together to plan solutions for the recovery and revitalization of mountain tourism, and promote and publicize mountain tourism in Asia. Asian countries should explore the construction of attractive Asian mountain tourism destinations based on their respective high-quality mountain tourism resources, and jointly present the beauty of Asian mountains and write a new chapter for Asian mountain tourism.

2022 亚洲山地旅游推广大会启幕仪式

★ Launching Ceremony of 2022 Asian Mountain Tourism Promotion Conference

2022亚洲山地旅游推广大会
2022 ASIAN MOUNTAIN TOURISM PROMOTION CONFERENCE



2022亚洲山地旅游推广大会参会嘉宾合影

★ Group photo of 2022 Asian Mountain Tourism Promotion Conference

2022亚洲山地旅游推广大会合影
Launching Ceremony of 2022 Asian Mountain Tourism Promotion Conference



2022亚洲山地旅游推广大会开幕式 Opening Ceremony of 2022 Asian Mountain Tourism Promotion Conference

努力打造国际一流山地旅游目的地 和国内一流度假康养目的地



贵州省委常委、宣传部部长
卢雍政

在国际社会共同抗击新冠疫情的特殊时期，我们举办2022亚洲山地旅游推广大会，这是落实“亚洲旅游促进计划”、推动旅游复苏的创新之举，是深化文明交流互鉴、共建亚洲命运共同体的务实行动。在此，我谨代表贵州省委、省政府向线上线下与会的各位嘉宾表示热烈欢迎，向致力于世界山地旅游发展的新老朋友致以崇高敬意！

贵州地处亚洲东部、中国西南，是典型的山地省份，境内山脉纵横、绵延起伏，处处显露着山地气质、迸发着山地活力、演绎着山地传奇。贵州因山而名。全省土地面积92.5%为山地和丘陵，是多山、多河、多瀑布、多溶洞、多湖泊的“绿色喀斯特王国”。唐代诗人孟郊曾说：“旧说天下山，半在黔中青”。置身群山之巅，可见苍山如海、可观茫茫云海，感受“一览众山小”的宏阔和“荡胸生层云”的意境。贵州居山而爽。处处绿水青山，夏季平均气温23.6℃，森林覆盖率达62.12%，县级以上城市空气质

量优良天数超过98%，平均海拔1100米，负氧离子浓度高，是天然大空调、天然大氧吧，被誉为“中国避暑第一省”。明代思想家王阳明谪居贵州时说：“檐前蕉叶绿成林，长夏全无暑气侵”。今天，凉爽的天气、清新的空气已经成为贵州旅游的特殊吸引物。贵州向山而生。民族文化多姿多彩，18个世居民族与山相安生、与水共流长，各个历史阶段鲜活的文化遗存把贵州点缀成“文化千岛”。夜贵州灯火璀璨、流光溢彩，每座城都好似山水幻城，人声鼎沸、生气十足、活力满满。贵州越山而进。我们逢山开路、遇水架桥，在崇山峻岭间建起桥梁2.7万座，实现悬索、斜拉、拱式、梁式类型全覆盖，创造数十个“世界第一”，实现从“千沟万壑”到“高速平原”精彩蝶变，赢得“世界桥梁博物馆”美誉。桥旅融合、别样风景，“桥梁省”“索道省”建设前景广阔。贵州凭山而贵。“黔地无闲草、贵州出良药”“贵州绿色农产品、吃出健康好味道”广受认可。全年330天以上可进行户外运动，马拉松、自行车、汽车拉力、漂流、攀岩等体育活动丰富多彩，是“户外运动天堂”。后疫情时代，贵州将以山地生态之贵成就人们健康之贵、生命之贵。

习近平主席对贵州旅游业发展十分关心重视，多次称赞贵州是“公园省”，指示我们要把旅游业做大

做强，丰富旅游生态和人文内涵，实现旅游业高质量发展。近年来，我们深入贯彻习近平主席视察贵州重要讲话精神，依托全域山地资源优势，加快建设多彩贵州旅游强省，努力打造国际一流山地旅游目的地和国内一流度假康养目的地，“山地公园省、多彩贵州风”美誉度更佳，旅游“流量经济”越做越大，除2020年受新冠疫情影响外，“十三五”时期前四年全省接待入黔游客人次、旅游总收入均保持30%以上的增长，2021年贵州旅游及相关产业增加值占GDP的比重达5.2%，成为重要的支柱产业。2016年以来，旅游扶贫累计带动全省113万贫困人口增收脱贫。

贵州多年来的山地旅游发展实践生动证明了“绿水青山就是金山银山”理论的无比正确。发展山地旅游，有利于守好发展和生态两条底线、传承弘扬优秀传统文化、助推经济社会高质量发展。我们将主动适应疫后旅游变革调整期，以文化旅游融合为根本，以文化科技融合为方向，以苦练内功、提质增效为关键，坚持动静结合提升贵州山地旅游业态，坚持道法自然实现山地旅游可持续发展，坚持美美与共不断丰富旅游生态和人文内涵，大力推动旅游产品提质、品牌提质、服务提质，努力实现旅游产业综合实力、经

济效益大提升，让老天爷造就的优良山地生态、老祖宗留下的优秀文化遗产源源不断地转化为贵州人民的“幸福不动产”“绿色提款机”。

亚洲地域辽阔、人口众多，山地、高原和丘陵约占总面积的四分之三，发展山地旅游潜力无限。当前，人类尚未走出疫情的阴霾，旅游业复苏仍然面临挑战。本次大会以“亲诚惠容 合作共享——携手共筑亚洲山地旅游发展新未来”为主题，体现中国以邻为善、以邻为伴外交方针，回应联合国“国际山地可持续发展年”倡议，关照疫后旅游复苏现实，深入探讨山地发展大计，对于促进亚洲旅游振兴繁荣具有重要意义。大会在贵州举办，是对我们发展山地旅游的高度重视和支持。贵州将以此为契机，诚邀各方朋友到“公园省”共享山水人文之魅力、度假康养之美好，也期待与业界人士一道，通过国际山地旅游联盟深化沟通交流，共享贵州、亚洲乃至世界山地旅游高质量发展红利，合作开展高水平旅游投资，打造一流旅游景区、乡村民宿、度假酒店和各类山地户外运动的新兴业态；合作培育高端化人才团队，共同提升运营管理水平，推动旅游企业做大做强；合作推进高品质旅游服务，打造精品旅游线路、开拓境内外客源市场。



Building a world-class destination for international mountain tourism and domestic wellness tourism

* Lu Yongzheng, Member of the Standing Committee and Director of Publicity Department of the CPC Guizhou Provincial Committee

In a world hit hard by the COVID-19, holding the 2022 Asian Mountain Tourism Promotion Conference is an innovative step to implement the "Asia Tourism Promotion Plan" and revitalize the tourism sector, and a practical step to deepen the cultural exchange and jointly build an Asian community of shared future. On behalf of the CPC Guizhou Provincial Committee and Guizhou Provincial People's Government, I hereby extend my warm welcome to guests joining us online and offline, and my greatest respect to old and new friends dedicated to promoting the world mountain tourism.

Located in Southwestern China and Eastern Asia, Guizhou is a typical mountain province, filled with endless mountain ranges, mountain spirit and legendary mountain stories. First, Guizhou is known for mountains. Up to 92.5 percent of the province is covered by mountains and hills, making it a "green karst kingdom" that boasts various mountains, rivers, lakes, waterfalls, and karst caves. "Half of the world's mountain reside in the greenness of Guizhou," wrote Meng Jiao, a poet in the Tang Dynasty. Standing on the top of the mountains, one can appreciate the magnificent ocean of clouds and feel the poetic atmosphere that "Clouds rise therefrom and lave my breast; It dwarfs all peaks under our feet." Second, Guizhou is cool because of mountains. Here, the lucid waters and lush mountains keep the mean summer temperature at 23.6°C with forest coverage reaching 62.12 percent. In Guizhou, cities at or above the county level enjoy over 98 percent of days of excellent air quality. And, at an average elevation of 1,100 meters, the province enjoys fresh air full of with negative oxygen ions, making it a natural air-conditioned oxygen bar and "China's top 1 summer resort." Wang Yangming, a great thinker in the Ming Dynasty, said during his stay in Guizhou "The banana leaves in front of my eaves line up into a grove that keeps the heat away all summer." Today, the fresh

air and cool weather have become a unique symbol of Guizhou to attract visitors all over the world. Next, the local culture of Guizhou is embodied in mountains. The province boasts colorful and diverse folk cultures. Up to 18 ethnic groups dwell in the mountains, along the rivers, and their cultural heritages elevate Guizhou into "a hub of culture." At night, Guizhou is lighted up by glittering and flowing colors, and hustle and bustle echo across each city. Fourth, Guizhou prospers due to the mountains. We blaze trails among mountains and build bridges over rivers. In detail, we have built 27,000 bridges of all sorts amidst mountains and hills, including suspension bridges, cable-stayed bridges, arch bridges, and beam bridges. During the bridge-building, we created dozens of "world No. 1," transforming the province from a place of gullies and ravines into a plain covered by expressways, and was titled "A Museum of World's Bridges." Now, we combine bridges, cableways, beautiful views and mountains with tourism, and make the province an even more promising destination. Last, Guizhou gets diverse resources from mountains. Two famous phrases go, "In Guizhou, every grass matters; every grass is medicine," "Green agricultural products in Guizhou are healthy and tasty." What's more, Guizhou is perfect for outdoor sport. Marathon, bicycle, rally, drifting, and rock climbing... You can do whatever you like in the "paradise of outdoor sport" in over 330 days every year. In the post-COVID world, visitors can enjoy a journey of health and wellness in the mountain ecosystem of Guizhou.

President Xi attaches great importance to tourism in Guizhou. He has praised Guizhou's honorary title of "park province" many times, and urges us to expand the tourism sector, enrich its ecological and cultural connotation, and achieve high-quality development. In recent years, we have been implementing President Xi's instructions and speeches he made during his visit

to Guizhou. In addition, based on the all-for-one mountain tourism resources, we aim to build Guizhou into a powerful tourism province, a world-class destination for international mountain tourism and domestic wellness tourism. With titles of "a mountain park province" and "colorful Guizhou," the province enjoys higher reputation and popularity for tourism. To be specific, apart from the year 2020 when tourism was hugely influenced by the pandemic, during the first four years of the 13th Five-Year Plan period, visitors to Guizhou and the income they generated both had a growth of over 30 percent. In 2021, value added of tourism and relevant industries took up 5.2 percent of the provincial GDP, making tourism a critical pillar sector. Since 2016, we have lifted 1.13 million impoverished people out of poverty through tourism.

Guizhou's practice of mountain tourism for the past years proves that President Xi's conviction of "lucid waters and lush mountains are invaluable assets" is extremely correct and forward-looking. By developing mountain tourism, we can better strike a balance between ecology and development, inherit and promote our traditional cultures, facilitate the high-quality social and economic progress. So, in the post-COVID world, our priority is to adjust the tourism sector, combine it with culture and cutting-edge technologies, and improve its quality and efficiency. What's more, we need to expand the business patterns, achieve sustainable development, enrich the ecological and cultural connotation, and elevate the quality of products, brands and services. In doing so, Guizhou strives to increase the comprehensive competence and economic benefits of tourism, turning our excellent mountain and ecological resources and

cultural heritages into the "immovable property" and "green income" of local people.

Asia boasts a vast land and huge population. Three fourths of the land are taken by mountains, hills and plateaus, bringing a great potential for mountain tourism. At present, the world is still haunted by the COVID-19, so is the world tourism. At this special time, the 2022 Asian Mountain Tourism Conference themed on "Amity, Sincerity, Mutual Benefit, Inclusiveness, Cooperation, and Sharing – Jointly Building a New Future for Asian Mountain Tourism" demonstrates China's foreign policy of "building friendship and partnership with neighboring countries," and responds to the United Nations' initiative of setting 2022 as the International Year of Sustainable Mountain Development. Moreover, the Conference is about developing mountain tourism and revitalizing tourism in the post-COVID world, significant to the prosperity of Asian tourism. And choosing Guizhou as the host place is a great honor and recognition to our efforts in mountain tourism. Guizhou, in return, would like to take this opportunity and invite everyone to visit the "park province," to go on a journey of culture and wellness among mountains, enjoy the dividend of high-quality development of mountain tourism in Guizhou, Asia and even the world by means of deepening communication and exchange via the platform of IMTA. Let's work hand in hand to invest in tourism in Guizhou, find new business patterns, build top-level scenic areas, rural homestay and resort hotels, establish a high-end talent pool, lift up operation and management level, help tourism enterprises expand and branch out, facilitate premium tourism service, create boutique tourist routes, and tap domestic and overseas tourist source market.



探索旅游业多元发展路径，共享亚洲山地旅游发展经验与成果



国际山地旅游联盟副主席
邵琪伟

当今世界正经历百年未有之大变局，加之新冠肺炎疫情反复波动，各种超预期不利因素频发，近三年来，全球旅游业遭受了前所未有的冲击。据联合国世界旅游组织（UNWTO）数据，2020年全球旅游业收入损失达1.3万亿美元。2020年全球入境游客总人次较上一年减少10亿人次，降幅达74%；其中，亚太地区减少84%，降幅最大。受疫情影响的前两年，全球旅游业失业人数共计1.85亿。全球旅游收入，2020年为1.6万亿美元，2021年为1.9万亿美元，远低于2019年3.5万亿美元的水平和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%。

我们也看到，随着新冠病毒疫苗接种率的持续提升，药品研发进程加快，以及世界各地陆续放宽对国际旅行的限制，全球旅游业正稳步复苏，部分国家和地区国内旅游及跨境旅游的拐点开始出现。但是总体上看，困难尚未全面克服，不可控因素仍然存在。在这样的形势下，需要全球旅游业界和各相关方面，共同探讨新冠疫情防控常态化下全球旅游业恢复发展的路径，积极探索旅游业重塑治理的新方向，近期尤其要面对客观现实，不断提出积极的纾困政策和措施，帮助旅游市场主体走出困境，渡过难关。

山地是世界陆地的主要组成部分，其面积占整个

陆地的30%，总面积约1.5亿平方千米。山地地区人口虽仅占世界人口的10%，但依赖山地资源生活的人口却占世界人口的30~40%。山地资源，是大自然馈赠给人类的宝贵财富，是自然遗产和文化遗产的重要载体，是山地旅游赖以生存发展的宝贵资源。

亚洲有48个国家和地区，人口约占世界总人口的66.7%，是世界人口最多的大洲。亚洲地区生态多样，历史悠久，文化多元，旅游资源富集，拥有十分丰富的自然旅游资源和人文旅游资源，云集了众多举世闻名的山地景观、人文景观、森林景观、滨海胜地、沙漠风情等等。山地和高原约占亚洲面积的75%，总面积约3343.5万平方千米。崇山峻岭汇集中部，形成许多著名山峰，其中有世界海拔最高的峰珠穆朗玛峰，也有陆地最低的洼地和湖泊—死海。

亚洲富集的山地资源，为旅游业提供了巨大的发展空间，旅游经济逐步成为亚洲国家和地区的重要支撑。据世界旅游及旅行行业理事会（WTTC）发布的报告，疫情前的2019年，亚太地区旅游产业收益达2.971万亿美元，占地区经济总量（GDP）的9.8%，旅游业在提供就业方面居世界第一；在疫情爆发前的五年中，新提供了2100多万份工作，相当于全球新增就业岗位的56%。由此可见旅游业在推动亚太地区经济发展方面发挥了重要作用。

国际山地旅游联盟于2019年发布了《世界山地旅游发展趋势报告》，当年全球山地游客达12.2亿人次，全球山地旅游收入达1.36万亿美元，占全球旅游总收入的23.4%。山地旅游作为旅游业发展中的重要组成部分，为全球经济社会发展，增加就业，助力减贫脱贫

做出了重要贡献。

作为以保护山地资源、传承山地文明、促进山地经济、造福山地民众为宗旨的国际组织，国际山地旅游联盟有责任推动亚洲各国和地区山地旅游业界形成共识，促进山地旅游领域坚持走共建、共享、共荣、合作共赢的可持续发展之路。

国际山地旅游联盟将与亚洲山地旅游业界积极推进务实性交流合作，探索山地旅游多元发展模式，共享山地旅游可持续发展的经验与成果；我们将与全球旅游业及相关国际组织合作，共同面对全球治理的挑战，制定符合新时代的山地旅游行业标准，践行“人与自然命运生命共同体”的理念；我们将广泛与各国和地区专家学者进行智力交流合作，以传播山地旅游

先进理念，分享山地旅游成功案例，汇集山地旅游实践经验，促进山地旅游政策完善。我们希望通过本次对话，推动亚洲山地领域和各利益相关方，加强跨文化对话和跨学科能力建设，推动各个国家和地区、各相关国际组织和管理机构，发挥积极引导作用，建立长效机制，构建国际化平台，按照山地旅游发展的一般规律，共同探索发展路径，共同扩展旅游市场，共同探讨如何应用现代科技为旅游业发展赋能，共同制定山地旅游专业标准，共同推动山地旅游人才培养，共享亚洲山地旅游发展成果。

亚洲各国和地区，山水相邻、利益交融，各具优势，只要我们坚持开放、包容、合作的正确方向，一定可以实现可持续发展目标的美好愿景。



Explore the diverse development path of tourism and share experience and fruits of Asian mountain tourism

■ Shao Qiwei, IMTA Vice Chairman

At present, we are witnessing profound changes of the world unseen in a century. Worse still, the repeating COVID-19 outbreak causes all sorts of unexpected incidents. In the past three years, the world tourism has been under unprecedented threats and shocks. According to the UNWTO, in 2020, world tourism suffered an economic loss of 1.3 trillion dollars, the number of inbound tourists dropped by 1 billion, 74 percent from 2019. In detail, Asia suffered the most and lost up to 84 percent of inbound visitors. In 2020 and 2021, the first two years of the pandemic, we lost 185 million tourism practitioners, and the world tourism income declined from 3.5 trillion dollars in 2019 to 1.9 trillion dollars in 2020, then to 1.6 trillion dollars in 2021. The number of visitors worldwide, however, climbed up slightly by 4 percent from 2020 to 2021, yet still 72 percent lower than that in 2019.

Fortunately, as more people get vaccinated, the research and development of specific medicines are picking up speed, and countries are lifting up restrictions on international trips, world tourism is steadily recovering, embracing a turning point for both domestic and cross-border travelling. But in general, there are still obstacles and uncontrollable factors to overcome. Therefore, the tourism sector and relevant industries need to work together, discuss how to revitalize and reshape world tourism when pandemic control and prevention become a regular routine. In particular, we must face the real problems, propose positive bailout policies and measures, and help the tourism market pull through.

Mountains, as an integral part of the Earth's surface, take up 30 percent of the land, with a total area of about 150 million square kilometers. Only 10 percent of the world population live in mountainous areas, but 30 to 40 percent depend on mountain resources. Mountain resources are indeed a precious treasure from mother nature as well as an important carrier of

natural and cultural heritages, imperative to the development of mountain tourism.

Asia contains 48 countries and regions and houses up to 66.7 percent of the world population, making it the most populous continent on the planet. In addition, Asia boasts a great ecological diversity, a long history, diverse cultures, profuse natural and cultural tourism resources, and plenty of world-renowned mountain and cultural landscapes, forests, seaside resorts, and desert scenic areas. Mountains and plateaus occupy 75 percent of the land of Asia, about 33.435 million square kilometers. And among all these mountains are many famous peaks and valleys, including the world's highest peak – the Mount Everest and the lowest lake – the Dead sea.

The abundant mountain resources also create a huge development potential for Asian mountain tourism. Now, tourism economy has gradually become a pillar of Asian countries and regions. According to the report of World Travel & Tourism Council (WTTC), in 2019, tourism in the Asia Pacific region reaped 2.971 trillion dollars of revenue, accounting for 9.8 percent of the local GDP. Also, tourism provided the most job opportunities in the world. Specifically, in the five years before the pandemic, tourism created over 21 million jobs, 56 percent of all the new jobs worldwide. So, in a word, tourism is of great significance in promoting economic growth in the Asia Pacific region.

In 2019, IMTA published Report on Development Trend of World Mountain Tourism, reporting that in the mountain tourism sector, the number of tourists worldwide reached 1.22 billion with 1.36 trillion dollars of income, 23.4 percent of the total income of world tourism. Therefore, mountain tourism, as an integral part of the tourism sector, creates jobs, promotes global social and economic development, and makes great contributions to poverty alleviation.

Oriented by "seeking to protect mountain resources, preserve mountain civilization, and promote

mountain economy to the benefit of the people living in mountainous regions," IMTA is responsible for helping Asian countries and regions reach a consensus, and paving a way of sustainable development for mountain tourism so that we can jointly build and share a win-win future of mountain tourism.

IMTA will facilitate practical exchange and cooperation, explore the diverse development path of tourism, and share experience and fruits of Asian mountain tourism. We will partner with international organizations related to tourism to jointly cope with global challenges, formulate standards in the new era, and implement the concept of "a community of life for man and nature." Moreover, we will pool the intelligence of experts and scholars in Asia to spread the latest ideas of mountain tourism, share successful examples, exchange practical experience, and improve relevant policies.

At the Conference, we wish to build an international platform with a long-term mechanism for cross-culture and interdisciplinary communication among Asian mountain tourism and interested parties, give full play to the leading role of international organizations and administrations in each country and region of Asia. In addition, we strive to jointly explore the development path of mountain tourism based on previous patterns, expand the tourism market, discuss how to use modern technologies to empower tourism, set professional standards, cultivate mountain tourism talents, and share the achievements of Asian mountain tourism.

Countries and regions in Asia are interdependent and intertwined, each boasting unique advantages in mountains and waters. As long as we stick to the path of openness, inclusiveness and cooperation, we can create a bright future of sustainable development for mountain tourism.

携手同心 为亚洲旅游业振兴作出新贡献



文化和旅游部国际交流与合作局一级巡视员
张西龙

2022年是“国际山地可持续发展年”。此次亚洲山地旅游推广大会以“亲诚惠容 合作共享—携手共筑亚洲山地旅游发展新未来”为主题，是落实中国国家主席习近平提出的“绿水青山就是金山银山”理念和“全球发展倡议”的积极实践，也是贯彻中央乡村振兴战略和旅游可持续发展的具体举措。相信本次大会将为亚洲国家共同打造山地旅游品牌、促进山地旅游交流搭建合作平台，将为造福山地民众、促进乡村振兴、共筑可持续山地旅游发展新未来贡献力量。

亚洲拥有丰富的山地旅游资源，在全球山地旅游发展格局中占有十分重要的地位，前景可期，潜力巨大。中国是亚洲山地旅游资源较为丰富的国家，山区面积占全国陆地面积的三分之二，山地形态多样、极富人文特色，形成了一大批享誉世界的山地旅游胜地，是世界游客向往的亚洲重要山地旅游目的地。近年来，中国山地旅游坚持绿色发展、循环发展、低

碳发展，不断使旅游业适应新时代发展需要。我们依靠绿水青山发展绿色经济和生态旅游，带动群众就业创业，助力乡村振兴，满足广大游客观光游览、休闲度假、沉浸体验、康体养生、猎奇探险等多元需求，促进人与自然和谐共生、环境效益和经济效益有机统一，将山地旅游打造为构建人与自然生命共同体的绿色产业。

贵州省是中国山地旅游国际化发展具有代表性的省份。近年来，贵州省大力打造“山地公园省·多彩贵州风”品牌，培育多元山地旅游业态，取得了可喜的成绩。贵州省发起成立的国际山地旅游联盟，已发展成为具有国际影响力的山地旅游发展交流合作平台，为推动和促进全球山地旅游的建设与发展发挥了积极的作用。

山地旅游作为绿色产业，其生态友好、社区赋能、文化保护等属性符合旅游可持续发展的大趋势，大有可为。我们愿与各国一道，在开放中创造机遇，在合作中破解难题，更加广泛地开展旅游交流与合作，推动世界旅游业的恢复和发展。也希望各国旅游机构、行业团体、旅游企业携手同心，凝聚共识，团结协作，为推动亚洲旅游业的振兴作出新的努力和贡献。

Working Together to Make New Contributions to the Rejuvenation of Asian Tourism

*Zhang Xilong, First-Class Counsel at the Bureau of International Exchange and Cooperation, Ministry of Culture and Tourism of China

The year 2022 is the "International Year of Sustainable Mountain Development". The 2022 Asian Mountain Tourism Promotion Conference, themed by "Amity, Sincerity, Mutual Benefit, Inclusiveness, Cooperation, and Sharing—Jointly Building a New Future for Asian Mountain Tourism", is an active practice of implementing Chinese President Xi Jinping's concept that "lucid waters and lush mountains are invaluable assets" and "Global Development Initiative", as well as a concrete move to implement the central strategy of rural rejuvenation and promote the sustainable development of tourism. It is believed that the conference will set up a cooperation platform for Asian countries to jointly build mountain tourism brands, promote mountain tourism exchanges, and contribute to benefiting mountain people, promoting rural rejuvenation and creating a new future for the sustainable development of mountain tourism.

Asia, rich in mountain tourism resources, plays an important role in global mountain tourism development, and enjoys a bright prospect and huge potential for mountain tourism development. China is an Asian country with abundant mountain tourism resources, with its mountain area accounting for two thirds of its land area; and a large number of world-renowned mountain tourism resorts have emerged in China, making it a major mountain tourism destination in the world. In recent years, China has persisted in the green, cyclic and low-carbon development of mountain tourism, and kept adapting tourism to the development needs of the new era. We have relied on lucid waters and lush mountains to develop the green economy and eco-tourism, drive employment and entrepreneurship,

rejuvenate rural areas, and meet tourists' diverse needs for sightseeing, leisure & holidays, immersive experiences, healthcare and fitness, and adventures, promote the harmony of man and nature, as well as the organic unity of environmental and economic benefits, and build mountain tourism into a green industry that leads to a community of life for man and nature.

Guizhou is a representative province for the international development of China's mountain tourism. In recent years, it has made great efforts to build the brand of "Mountain Park, Colorful Guizhou", fostered various business forms of mountain tourism, and achieved encouraging results in mountain tourism development. The International Mountain Tourism Alliance initiated by Guizhou has developed into a globally influential exchange and cooperation platform for mountain tourism development, and played a positive role in promoting the development of global mountain tourism.

As a green industry, mountain tourism is in line with the general trend of sustainable tourism development and has huge potential in terms of eco-friendliness, community empowerment and cultural preservation. We are willing to work with various countries to create opportunities in opening-up, address problems in cooperation, carry out tourism exchanges and cooperation more extensively, and promote the recovery and development of world tourism. We also hope that tourism agencies, industry groups and tourism enterprises in various countries will build consensus and work together to promote the rejuvenation of Asian tourism.

中国愿与亚洲国家一道 共同发出致力于和平与发展的时代强音



外交部亚洲司大使
王福康

游合作中占重要地位，有着巨大的潜力和广阔的前景，可以成为亚洲旅游复兴的创新引擎。

当前，世界疫情与百年变局叠加，不稳定不确定因素明显增多。面对各种新的全球性挑战，习近平主席相继提出全球发展倡议、全球安全倡议，从构建人类命运共同体高度，为推动建立更加公正合理的全球治理体系提出了中国方案，得到了国际社会特别是亚洲国家的广泛支持呼应。不久前，金砖国家领导人第十四次会晤在北京成功举办，今年下半年，亚洲国家将相继主办二十国集团领导人峰会、亚太经济合作组织领导人非正式会议，可以讲，全球治理已经进入“亚洲时刻”。中国愿与亚洲国家一道，共同发出致力于和平与发展的时代强音，共同为应对全球挑战作出亚洲的贡献。

今天我们相聚在这里，共商亚洲山地旅游产业未来发展大计。中国将与亚洲国家一道，继续推动“一带一路”倡议为亚洲地区人民带来更多福祉，共同推动亚洲旅游促进计划落地实施，为发展亚洲山地旅游经济合作、促进亚洲旅游复苏与振兴、保护亚洲山地资源、传承亚洲山地文明、增进亚洲人民互相了解和友好感情作出更多的贡献。

亚洲各国山水相连、人文互亲、经济共融，周边始终是中国安身立命之所、发展繁荣之基。近年来，习近平主席亲自擘画，通过元首外交引领周边合作，高质量推进“一带一路”建设，持续深化周边区域次区域合作。我们秉持“亲诚惠容”的理念，坚持“与邻为善”、以邻为伴的方针，不断深化同周边国家的互联互通，开展了富有成效的务实合作，在增进理解、深化互信、交流互鉴等方面发挥了重要作用。

“国之交在于民相亲，民相亲在于心相通。”深化人文交流互鉴是促进民心相知相通的重要途径。中国全方位推进同周边国家人文交流，深入开展旅游、科教、地方合作等友好交往，取得积极成果。中国与亚洲其他国家和地区互为最重要的客源地和目的地，亚洲拥有全球最为丰富的山地资源，具有独特的山地景观和丰富的文化资源，山地旅游在亚洲地区文化旅



China is ready to work with Asian countries to deliver the strong voice of the times in commitment to peace and development

* Wang Fukang, Ambassador of the Ministry of Foreign Affairs of the People's Republic of China

Asian countries are connected by mountains and rivers, with mutual affinity in humanities and economic integration, and the surrounding area has always been the base of China's stability, growth, and prosperity. In recent years, President Xi Jinping has personally drawn up a plan to lead neighboring cooperation through head of state diplomacy, promoting the construction of "The Belt and Road" with high quality, and continuously deepening sub-regional cooperation in the neighboring regions. Upholding the concept of "Amity, Sincerity, Mutual Benefit and Inclusiveness", and adhering to the policy of "being good to our neighbors" and "being a companion to our neighbors", we have continuously deepened our connectivity with neighboring countries and developed fruitful practical cooperation, which has played a significant role in enhancing understanding, strengthening mutual trust and exchange and mutual appreciation.

"The fellowship of nations lies in the closeness of the people, and the closeness of the people lies in the communion of hearts." Deepening humanities exchanges and mutual appreciation is a vital way to facilitate people-to-people contacts. China has achieved positive results in promoting humanistic exchanges with neighboring countries on all fronts and deepening friendly exchanges in tourism, science and education, local cooperation and other areas. China and other Asian countries and regions are mutually the most important source and destination of tourists. Asia has the richest mountain resources in the world, with unique mountain landscapes and a wealth of cultural resources. Mountain tourism, holding an important position in cultural tourism cooperation in the Asian region, has great potential and broad prospects, and can be an innovative engine for the revival of tourism in

Asia.

With the overlap of the current century's epidemic and the century's changes, the number of unstable and uncertain factors has increased significantly. In the face of various new global challenges, President Xi Jinping has put forward global development and global security initiatives, offering Chinese solutions to promote a more just and reasonable global governance system from the perspective of building a human destiny community, which has been widely supported and echoed by the international community, especially by Asian countries. Not long ago, the 14th meeting of BRICS leaders was successfully held in Beijing; in the second half of this year, Asian countries will host the G20 Leaders' Summit and the informal meeting of Asia-Pacific Economic Cooperation leaders one after another. It is safe to say that global governance has entered the "Asian moment". China is ready to work with Asian countries to deliver the strong voice of the times in commitment to peace and development, and make Asia's contribution to addressing global challenges.

We are gathered here today to discuss the future development of Asia's mountain tourism industry. China will continue to promote the "Belt and Road" initiative together with Asian countries to bring more benefits to the people of Asia, jointly promote the implementation of the Asia Tourism Promotion Plan, and provide more contributions to the development of economic cooperation in Asian mountain tourism, boost the recovery and revitalization of Asian tourism, protect Asian mountain resources, inherit Asian mountain civilization, and increase mutual understanding and friendship among Asian people.

以侨为桥 讲好“山地公园省、多彩贵州风”的故事



国务院侨办综合局一级巡视员
董传杰

信，进一步发挥广大华侨华人优势，必将有助于国际山地旅游事业及联盟会务的高质量发展。

一是资金优势。山地旅游是综合集成性业态。亚洲地区山地旅游发展离不开持续的资金投入。海外华商经济实力雄厚，是未来山地旅游产业复苏振兴的潜在参与者。

二是渠道优势。旅游及相关行业是华侨华人从业较多的领域。他们熟悉旅游市场，了解游客需求，是把亚洲丰富的山地资源转化为资产、把绿水青山转化为金山银山的潜在渠道。

三是人脉优势。华侨华人本身就是山地旅游的优质客源，智力、人才资源丰富，与海内外联系广泛，是提升旅游治理、促进山地旅游发展的积极贡献者。

四是跨文化优势。山地文明是自然之美与人文之美的结合。发展山地旅游要“以文塑旅、以旅彰文”，就有必要发挥广大华侨华人特有的跨中外文化优势，讲好山地旅游、生态文明故事，促进中外文明交流互鉴。

我们希望国际山地旅游联盟继续密切与各国华侨华人的交流合作，实现联盟的国际化 and 专业化发展。通过联盟这一优质平台，促进全球各国华侨华人旅游业者的交流合作，实现互利共赢。希望广大海外侨胞能发挥优势，抓住机遇，积极支持国际山地旅游事业的创新发展，让各国民众在领略山地自然之美中体会多元文化之美。也希望广大侨胞能积极参与贵州省的高质量发展和现代化建设，以侨为桥，面向各国民众讲好“山地公园省、多彩贵州风”的故事。

本次大会以“亲诚惠容 合作共赢——携手共筑亚洲山地旅游发展新未来”为主题，共商后疫情时代亚洲国家和地区山地旅游复苏和发展大计，彰显亚洲人民对推进民间交流、深化互利合作、迈向繁荣发展的普遍愿望，具有积极的前瞻性和重要的现实意义。

亚洲山川壮美，文明多彩，各国人民创造了光辉灿烂的文明成果，开创了丝绸之路、瓷器之路、茶叶之路、香料之路等古老的和平商路。亚洲各国人民间友好交往源远流长，几百年来，一批又一批中国侨民移居海外，他们落地生根，艰苦创业，与住在国人民一道，为当地经济社会发展、族群和谐共融作出了重要贡献，成为推动中外民间友好交流合作的天然桥梁和纽带。

“志同者，不以山海为远”。国际山地旅游联盟作为首个以山地旅游为主题的国际组织，自成立以来以生态文明为引领，以保护山地资源、传承山地文明、促进山地经济、造福山地民众为核心理念，在促进国际山地旅游交流合作、加深民间交流、推动山地和生态文明交流互鉴等方面发挥了积极作用，受到包括广大华侨华人在内的各国民众的关注和支持。国际山地旅游联盟是开放包容的合作交流平台。我们相

Working with Overseas Chinese Friends to Promote Colorful Guizhou as a Mountain Pioneer Province

* Dong Chuanjie, First-Class Inspector of Overseas Chinese Affairs Office Of The State Council

The 2022 Asian Mountain Tourism Promotion Conference with the topic of Amity, Sincerity, Mutual Benefit, Inclusiveness, Cooperation, and Sharing — Jointly Building a New Future for Asian Mountain Tourism aims to discuss the development plan for mountain tourism recovery in Asian countries in the post-pandemic era, and display the common wishes of Asian people for people-to-people exchanges, mutually beneficial cooperation, and shared prosperity, being both farsighted and practical.

Asia is naturally endowed with splendid mountains and rivers. It boasts of diversified cultures with fascinating civilization achievements created by people Asia-wide, including traditional peaceful trading routes such as the Silk Road, the Porcelain Road, the Tea Road, and the Spice Road. The friendly relationship among Asian countries dates back to over a hundred years ago when groups of Chinese citizens migrated overseas, working hard to build homes and find jobs. Together with native people, they have made significant contributions to the local socio-economic development and harmonious coexistence. They have become a natural bond for friendly communication and exchanges between Chinese and foreign people.

As a saying goes that people with the common ambitions will not be separated by mountains and rivers. As the first international mountain tourism organization, the International Mountain Tourism Alliance follows the guideline of ecological protection, seeks to protect mountain resources, preserve mountain civilization, promotes mountain economy to the benefit of the people living in mountainous regions, and plays a vital role in enhancing international mountain tourism cooperation, promoting people-to-people communication, and facilitating exchanges between mountain and ecological civilization, receiving wide support and acknowledgment from both overseas Chinese and foreigners around the world. The IMTA is an open and inclusive platform for communication and cooperation. We believe that by further playing the advantage of overseas Chinese, we will achieve high-quality development for the international mountain tourism cause and the IMTA itself.

Firstly, financial advantage. Mountain tourism is a comprehensively integrated industry. Asian mountain tourism growth depends on continuous financial input. The economically-privileged overseas Chinese are major participants in the future mountain tourism recovery.



Secondly, industry advantage. Most overseas Chinese work in tourism-related industries. Therefore, as they are more familiar with the sector and customers' needs, they function as the potential channel for transforming the rich Asian mountain resources into assets, the lush green mountains, and rivers into wealth.

Thirdly, the advantage of personal connection. Overseas Chinese are an excellent source of clients for mountain tourism. With abundant intellectual and human resources, they have established extensive relations at home and abroad, making active contributions to tourism management and mountain tourism development.

Fourthly, the cultural advantage. Mountain culture combines beautiful nature with splendid human culture. Culture and tourism should work in hands to develop mountain tourism. It is crucial to play the unique cultural advantage of the overseas Chinese

to tell the story of mountain tourism and ecological civilization and promote exchanges between Chinese culture and foreign culture.

We sincerely hope that the IMTA will continue to cooperate closely with overseas Chinese from all countries to increase its professionalism as an international organization. Overseas Chinese working in the tourism industry will achieve mutual benefits through this alliance. We also hope that overseas Chinese can grasp this opportunity and actively support the innovative development of mountain tourism cause so that people all over the world can enjoy the beauty of diversified culture while visiting mountain regions. Finally, we would like to see those Chinese people take proactive part in the high quality development and modernization of Guizhou province. We want to work with overseas friends to promote colorful Guizhou as a mountain pioneer province.

环保、生态旅游政策将实现旅游可持续发展



泰国驻华大使馆大使
阿塔育·习萨目

首先, 请允许我借此机会表示感谢, 感谢贵州省人民政府以及中国文化和旅游部国际交流与合作局组织召开2022年亚洲山地旅游推广大会。鉴于世界各地对生态保护、环境治理和生物多样性保护的迫切需求, 以及所有国家共同促进绿色产业和未来旅游业的可行市场解决方案的需求, 今天的会议恰逢其时。

旅游业是泰国的主要收入来源, 为包容性增长、创造就业机会和减少贫困做出了巨大贡献。在新冠疫情爆发之前的2019年, 泰国的外国游客达到了4000万人次, 创下了历史新高, 在全球国际游客中排名第8, 收入超过600亿美元。我们每年接待的中国游客超过1000万人次。

显而易见, 新冠疫情带来了翻天覆地的变化。经过近三年的时间, 现在我们正过渡到流行和恢复阶段。许多国家已经放宽和取消了旅行限制, 允许跨境交流, 包括泰国, 现在已经对所有国家开放。泰国政府为确保旅游安全和控制新冠肺炎的广泛传播做出了巨大努力。我们提出了“旅游安全和健康标准”的指导方针, 制定方法来确保企业(包括酒店、景点、餐厅、运输公司、旅游经营者)通过官方检查, 实施所有适当的质量控制和卫生标准。

泰国认为, 为了成功过渡到安全和有保障的旅游

政策, 需要对可持续发展和生态旅游政策采取全民方法。与中国相同, 泰国也在努力促进绿色和创新经济, 利用我们丰富的生物多样性和自然资源, 实现联合国可持续发展目标(SDG)。更重要的是, 泰国还承诺在2030年将温室气体排放量减少20-25%, 到2036年, 可再生能源消耗为总能源消耗的30%, 能源强度降低30%。

如今, 生态旅游占泰国旅游业的25%以上。展望后疫情时代, 泰国政府推出了“神奇泰国新篇章”计划。该计划以生物循环-绿色经济模式(BCG)为指导, 旨在促进安全和可持续的旅游业。BCG模式将生物经济、循环经济和绿色经济与整个供应链中的先进技术和创新结合起来, 提高竞争力, 增强资源效率, 并减轻对环境的影响。

我们的旅游业正站在一个十字路口, 今天所采取的措施将塑造明天的旅游业。从新冠疫情中吸取的最大教训之一是, 尽管它对社会经济发展产生了负面影响, 但却给自然环境带来了积极的影响。因此, 我们应该利用这个机会, 共同振兴并重新思考我们的旅游业。为实现这一目标, 我想与大家分享以下主要建议。

一、后疫情时代的旅游业应注重安全和可持续的生态旅游。这意味着促进负责任的旅行和高质量的旅游, 采用环境管理系统, 保护生物多样性, 增加旅游业的绿色投资, 鼓励发展新的清洁技术。

二、如果没有政府的持续支持, 整个旅游系统的企业的生存都面临着风险。因此, 当务之急是所有部门紧密合作, 恢复旅游者的信心, 加强国家内部和国

家之间的合作，建立更具复原力的旅游机制。

三、我们需要教育和提高当地社区，特别是年轻一代，以及游客保护环境的意识，保持自然进程，恢复我们生活和工作场所的物质和经济健康。我们决不能忘记，我们都有责任确保游客的安全，特别是在新冠防控方面。

展望未来，作为今年亚太经合组织的东道主，泰

国将通过促进具有复原力、包容性和更加数字化的合作，重点为亚太地区规划后疫情未来。疫情和冲突造成的不利影响在世界各地显现，在“开放、连接、平衡”的主题下，各成员经济体共同致力于解决由此带来的巨大挑战。其中包括倡导安全无缝地恢复旅行，促进区域和全球经济的复苏。我们努力向所有的机会敞开大门，全方位保持联系，各方面保持平衡。

Policies on environmental protection and eco-tourism will help us achieve tourism sustainable development

* Arthayudh Srisamoot, Ambassador of Thailand to China

First of all, please allow me to express my sincere gratitude to Guizhou Provincial People's Government and Bureau for International Exchange and Cooperation, Ministry of Culture and Tourism of China for holding the 2022 Asian Mountain Tourism Promotion Conference. The Conference comes at a perfect timing, as the world is in great need of ecological and biodiversity protection and environmental governance, and countries all over the world are jointly working on a market solution for promoting green industry and future tourism.

Tourism is a major income engine, making great contributions to the inclusive growth, employment and poverty alleviation of Thailand. In 2019 before the COVID-19 broke out, foreign visitors to Thailand reached a record high - 40 million, ranking the eighth in the number of tourist arrivals across the world, bringing the country over 60 billion dollars of revenue. Every year, we also receive over 10 million visitors from China.

But, as we all know, the pandemic came and swept the world tourism, including tourism in Thailand. Now, after three years under the terrible influence, we have finally started to recover. Many countries have lifted and even cancelled international travel restrictions. Thailand is one of these countries, now we are open again to the whole world. The Royal Thai Government has made great efforts in ensuring visitors' safety and controlling the pandemic. In detail, we issued the "Tourism Safety and Health Standard" with specific measures to ensure that relevant enterprises (e.g., hotels, scenic areas, restaurants, transport companies, and travel operators) must pass the official test and follow the standards of quality control and safety guarantee.

We believe that in order to formulate tourism policies that guarantee everyone's safety, we must first call on every citizen to follow our current policies on

sustainable development and eco-tourism. Like China, Thailand is trying its best to promote green and innovative economy, and give full play to its biodiversity and natural resources to achieve the Sustainable Development Goals of the UN. More importantly, we promise to reduce greenhouse gas emission by 20% to 25% by 2030, and lift up renewable energy consumption to 30% of total energy consumption while pulling energy intensity down to 30% by 2036.

At present, eco-tourism accounts for over 25% of the tourism sector in Thailand. To embrace the post-COVID world, the Royal Thai Government has issued "Amazing Thailand, Amazing New Chapters." This plan is guided by the Bio-Circular-Green (BCG) Economy Model and aimed at making tourism more secure and sustainable. The BCG Model integrates innovative and advanced technologies in the supply chain into bio-economy, circular economy, and green economy, so as to improve competitiveness, increase efficiency of resource utilization, and reduce influence on the environment.

The tourism sector is at a crossroad now; what we decide to do will shape the sector tomorrow. One of the biggest lessons we have learned from COVID-19 is that the pandemic, though detrimental to social and economic development, yields a positive influence on the natural environment. Therefore, we must take this opportunity to reconsider and revitalize our tourism. To do that, I would like to share some opinions with you.

First, safe and sustainable eco-tourism is key to the tourism sector in the post-COVID world. We must deliver responsible and high-quality travel experience, apply environmental management systems, protect biodiversity, increase green investment in tourism, and encourage new clean technologies.

Second, continuous government support is the basis for the survival of all tourism enterprises. It is imperative that all governmental departments work



hand in hand to build up tourists' confidence again, enhance both domestic and international cooperation, and set a mechanism that contributes to tourism recovery.

Third, we need to raise the awareness of environmental protection of residents and visitors, especially the younger generation, protect the natural ecosystem, and make our daily life, work environment, and economy return to normal. We should always shoulder the responsibility of controlling the pandemic and guaranteeing the safety of tourists.

As the host of this year's Asia-Pacific Economic

Cooperation (APEC) meetings, Thailand will look forward to and prepare for the post-COVID world, especially in the Asia Pacific Region, by means of recuperative, inclusive and digital cooperation. Impacts of the pandemic and conflicts have surfaced all over the world. So, themed on "Open. Connect. Balance.," APEC members must work together to face such huge challenges, revitalize tourism and maintain tourists' safety, and recover both regional and global economy. Let's embrace opportunities with an open mind, help one another, and strike a balance in every aspect of the broader society.

山地运动的魅力 为亚洲发展山地度假带来巨大商机



斯里兰卡驻华大使
帕利塔·科霍纳

季运动在人们的运动日程中地位很高。北京冬奥会取得了巨大的成功，也带来了巨大的商机。山地度假村收入高达数十亿。然后还有征服高山的挑战型运动。纯粹的挑战是吸引力所在，这里我想到了珠穆朗玛峰。

在我的国家，山与宗教信仰联系在一起。我要提到斯里帕达山，神圣的脚印之山。佛教徒相信，佛陀曾三次造访斯里兰卡，这个脚印是某一次留下的；穆斯林和基督徒则认为，当年亚当被赶出天堂，这个脚印是当时一只脚着陆留下的。无论起源如何，如今，每年都有数以千计的信徒和无信仰者到这座山。攀登这座山要四个小时，通常是在凉爽的夜晚。许多人爬上去只是为了看壮观的日出。清晨的太阳穿过片片云层，也会投下巨大的阴影，这种景象令人难忘。

斯里兰卡的茶生长在高山坡上，吸引诸多游客，而老旧的平房被改造成精品酒店。我希望你们有机会去斯里兰卡，游览绿茶覆盖的山峦。

尊敬的中华人民共和国文化和旅游部领导，贵州省人民政府领导，各位嘉宾，朋友们：

感谢中华人民共和国文化和旅游部以及贵州省人民政府邀请我参加这次活动，非常精彩，又恰逢其时。他们的接待尽善尽美，令我印象深刻。

这不是我第一次来贵州省，这个绿色天然、群山碧翠的省份。去年我也来过，旅程非常愉快，收获颇丰，还喝了很多当地的白酒。

山地旅游和其他形式的旅游一样历史悠久。山地旅游在欧洲也非常受欢迎，已有一个多世纪。人们会去瑞士和奥地利等地滑雪，或者只是爬山、登山。山吸引了很多人，再加上雪，就成了游乐场。如今，冬



Charmful mountain sport brings huge business opportunities for Asian mountain vacation

* Palitha Kohona, Ambassador of Sri Lanka to China

Leaders of the Ministry of Culture and Tourism of the People's Republic of China, Leaders of the Guizhou Provincial People's Government, excellencies, friends.

Thank the Ministry of Culture and Tourism of the People's Republic of China and Guizhou Provincial People's Government authorities for inviting me to this excellent and timely event, their impeccable hospitality was impressive.

Not my first visit to this province of green nature and greener mountains, I had an enjoyable and beneficial visit last year also, Partook in a lot of local baijio Mountain tourism is as old as other forms of tourism. It was very popular in Europe for well over a century, people went to places like Switzerland and Austria for skiing or just mountain climbing, mountaineering. Mountains attract many people, add snow and they become a play ground. Today winter sports rank high in people's sporting calendars. The Beijing Olympics were a great success, it also became big business, billions are

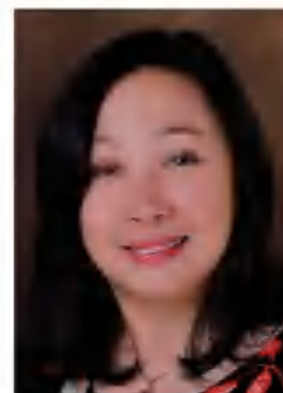
made at mountain resorts, then there was the pure challenge of conquering mountains. The sheer challenge was the attraction. Mt Everest comes to mind.

In my country a mountain is associated with religious faith. I refer to Mt Sri Pada, the mountain of the sacred foot print. Buddhists believe that the foot print was left by the Buddha on one of his three visits to SL. The Muslims and Christians believe that the foot print was left by Adam when he landed on one foot when he was thrown out of heaven. Whatever the origins, today thousands of believers and non believers climb up this mountain annually. It is a four hours climb and is usually undertaken in the cool of the night. Many climb up simply to see the sunrise which is spectacular. The morning sun, also casts a vast shadow on a carpet of clouds. This is a memorable sight.

Sri Lanka's tea is grown on high mountain slopes and attract many tourists. The old bungalows serve as boutique hotels. I wish many of you will get the opportunity to visit the mountains covered in green tea.



菲律宾正走在通往旅游业更美好未来的正确道路上



-视频致辞-

世界旅游组织认识到山地对全球社区生计的重要性，并将山地旅游纳入其产品开发组合。

今年活动的主题突出了合作建设亚洲山地旅游发展新未来的重要性，这一提议非常及时，因为世界需要齐心协力，复苏山地旅游。由于目前的市场偏好倾向于户外休闲，正是挖掘山地旅游潜力的好时机。

山地目的地的发展需要创新，提供多样化的产品和服务，从而实现更加包容和可持续的未来。有效的山地旅游管理可以增加家庭收入，促进景观和生物多样性保护，并支持具有复原力和可持续的农业粮食系统。在菲律宾，发展可持续的“农业旅游”是对山地旅游的补充，它重视、尊重和保护山地社区独特的自然、文化和传统遗产。

我们坚信，如果我们能够在提高小农户、合作社和企业以及游客和消费者的保护意识的基础上推广可持续模式，我们就能成功实现亚洲山地旅游业的可持续未来。我们的共同目标是发展全球平台，与其他全球领导者和行业参与者就如何应对旅游新常态进行有效的沟通、融合和合作，我很高兴今天能够在这样的平台上发言。

在菲律宾，越来越多的人选择户外活动。我们还看到，来自世界各地的游客对自然之旅、户外活动

菲律宾旅游部副部长
维娜·阿斯梅拉达·布恩苏索

和空气流通的地区有着强烈的偏好。

这种偏好的变化给菲律宾和我们的亚洲邻国带来了优势，因为我们提供了接近自然的户外空间，我们拥有原始的海滩和雄伟的山脉。这些空间还提供了向更可持续的旅游模式转变的场所，这种模式不再与人数和短期经济收益有关。随着世界各国重新开放边境，并以更可持续的做法重新启动旅游业，我们相信，我们正走在通往旅游业更美好未来的正确道路上。

遵循与全球标准一致的新常态可持续实践，我很高兴能与大家分享，在国际旅游暂停近两年后，菲律宾于2022年5月重新开放边境，允许完全接种疫苗的外国游客免除隔离。迄今为止，我们已经接待了100多万游客，我们相信这些游客的涌入是我们在疫情期间坚定不移地倡导可持续和安全旅游的结果。菲律宾和亚洲邻国对恢复旅游业的积极反应给人们带来了希望，即世界正在痊愈，我们确实走上了复苏之路。

菲律宾以白色沙滩而闻名，但我们的群岛国家还拥有丰富多样的景观，迎合各种类型的游客。菲律宾的每一座山都讲述着关于我们的人民和我们的价值观的不同故事，我们迫不及待地想让你们见证它的奇迹。

伊富高梯田是世界知名的山地旅游目的地之一，被联合国教科文组织列为世界遗产，作为古老的农业工程奇迹，它的历史可以追溯到2000多年前。除此之外，伊富高梯田也是菲律宾人民核心价值观——辛勤工作和强烈社区意识的证明，这是我们最引以为豪的。

通过与当地政府单位及其周边社区的大力合作，

菲律宾能够保护这一遗产。新技术和传统知识、系统和实践的协调一致确保山地的自然美景得到维护，同时通过旅游业为当地社区提供经济利益。

在这次为期三天的活动中，我们相信，我们能够进一步加强合作，解决各种问题和关切，不仅是为了

改善我们的山地旅游产品，而且更重要的是为了保护这一无价的旅游资产。

我们邀请您尽快来探索菲律宾雄伟的山脉。感谢您的关注。Mabuhay!

Philippine' s Tourism Embarks Upon a Right Path Towards Bright Future

✦ Verna Esmeralda C. Buensuceso, OIC-Undersecretary (Deputy Minister) Philippine Department of Tourism

The World Tourism Organization (UNWTO) has recognized the significance of mountains to the livelihood of the international community, and included mountain tourism into its product portfolio.

The theme of the 2022 Asian Mountain Tourism Promotion Conference highlights the importance of jointly building a bright future for Asian mountain tourism. It comes at a perfect time, because right now the whole world needs to work hand in hand to recover and tap into mountain tourism to meet people' s preference of outdoor leisure tours.

Mountain tourism destinations need to be innovated to provide diversified products and services, and embrace a more inclusive and sustainable future. Efficient management of mountain tourism brings more income for local families, helps us better protect the diversity of landscapes and biology, and upholds a recuperative and sustained grain mechanism. In the Philippines, a sustainable "agricultural tourism" supplements mountain tourism as it cherishes, respects and protects the unique natural, cultural and traditional heritages of mountain communities.

We firmly believe if we raise the awareness of environmental protection of small farmers, cooperatives, enterprises, tourists and consumers, we can achieve the sustainable future of Asian mountain tourism. Our shared goal is to establish a global platform where national leaders and tourism practitioners all over the world can communicate and cooperate with each other on the New Normal of tourism. Today, I am really glad to deliver a speech on such a great platform.

In the Philippines, more and more people prefer outdoor activities. Visitors all over the world now also love travelling in places where they can enjoy fresh air, get close to the nature, and carry out outdoor activities.

Such new preference brings the Philippines and neighboring countries in Asia great opportunities,

because here we have natural outdoor space, primitive beaches, and magnificent mountains. These tourism spaces help us transform into sustainable tourism which no longer depends on visitor arrival and short-term revenue. As more countries open to tourists, we can reboot the tourism in a sustainable manner. We believe we are on the path towards a bright future.

I am glad to share with you how we stick to the New Normal of sustainability in line with the global standard. After pressing the pause button for two years, the Philippines reopened border in May 2022 and lifted quarantine requirement on fully vaccinated foreign tourists. So far, we have received over one million visitors, which, we believe, is the result of our persistence of sustainable and safe tourism practices in a world with COVID-19. The Philippines and neighboring countries in Asia have brought hope with their positive practices in tourism, and we are on the track towards complete recovery.

Our country is famous for white beaches, but we also boast profuse landscapes for tourists of all preferences. Every mountain in the Philippines tells the legends of our people and our values, and we cannot wait to show our wonderful mountain culture to all of you.

Ifugao Rice Terrace, as a world-famous mountain tourism destination, is listed as a UNESCO World Heritage. It is a wonder of ancient agricultural engineering and can be dated back over 2,000 years ago. Besides, the Terrace stands for the core values and the pride of Filipinos – industriousness and a strong sense of community.

By working with local government departments and communities, we are trying our best to protect such heritage by coordinating new technologies and traditional knowledge in a systemic and practical manner. In doing so, we strive to maintain our beautiful mountains and natural views, and keep creating

revenues for local communities.

During this three-day event, we believe that we can enhance cooperation and solve problems and concerns, so as to improve our mountain tourism

products, and protect our priceless tourism assets.

We hereby express our gratitude for your concern and invite you to come to the Philippines and enjoy our magnificent mountains. Mabuhay!

发挥国际交流平台桥梁作用 携手共促亚洲旅游市场振兴



-视频致辞-

长期以来，老挝始终将旅游业作为引领国家经济社会发展的重要力量，带动各族人民脱贫致富、壮大国家经济实力。

老挝拥有大量世界遗产，形成了长期吸引国际游客的丰富旅游资源，而山地旅游是老挝在国际旅游市场中的品牌产品，如琅勃拉邦普西山公园、占巴塞瓦普庙、甘蒙省纳诺石山旅游景区、琅勃拉邦省普昆观景点和平发山观景台等，构成了老挝独特的国际山地旅游名片。

在新冠疫情影响下，全球旅游业受到严重冲击。在此背景下，亚洲山地旅游推广大会将成为充分交流有关亚洲山地旅游发展理念和经验的重要论坛，老挝驻华大使馆将继续发挥好两国之间桥梁的作用，希望借此平台积极展现老挝政府在推动文化和旅游合作方面的重要成果，向重新打开国门后的各国游客，呈现绿色旅游区域的创新发展内容。同时，老挝驻华大使馆也将进一步推动老中两国在旅游领域的合作与发展，携手促进亚洲山地旅游在内的旅游业恢复昔日辉煌，为两国人民乃至亚洲地区的人民谋取更大的利益。

老挝驻华大使馆大使 坎葆·恩塔万

◎ Khamphao Ernthavanh, Ambassador of Laos to China

Laos has long regarded tourism as an important force in leading the country's economic and social development, driving people of all ethnic groups out of poverty and strengthening the country's economic strength.

With a large number of World Heritage sites, Laos has formed a rich tourism resource that has long attracted international tourists, while mountain tourism is a branded product of Laos in the international tourism market, such as the Phousi Mountain Park in Luang Prabang, the Champa Sevap Temple, the Narno Stone Mountain tourist attraction in Khammou Province, the Phoukoun Lookout and the Ping Fa Mountain Lookout in Luang Prabang Province, which constitute Laos' unique international mountain tourism calling cards.

Under the impact of the pandemic, the global tourism industry has been severely hit. In this context, the Asia Mountain Tourism Promotion Conference will be an important forum for the full exchange of ideas and experiences on the development of mountain tourism in Asia, and the Lao Embassy in China will continue to play its role as a bridge between the two countries, hoping to use this platform to actively show the important achievements of the Lao government in promoting cultural and tourism cooperation, and to present the innovative development of green tourism regions to tourists from all countries after re-opening their doors. At the same time, the Lao Embassy in China will further promote cooperation and development in the field of tourism between Laos and China, and work together to promote the restoration of the former glory of tourism, including mountain tourism in Asia, for the greater benefit of the people of both countries and the Asian region.

2022亚洲山地旅游推广大会主题论坛 Theme Forum of 2022 Asian Mountain Tourism Promotion Conference

亚洲山地旅游可持续发展促进文明交流



国际山地旅游联盟秘书长
何亚非

1000至1400亿美元，并呈现逐年增长态势，山地旅游潜力巨大。

亚洲是人类最早定居地之一，是人类文明重要发祥地。亚洲地大物博、山河秀美，居住着全球三分之二的人口，47个国家、1000多个民族星罗棋布。亚洲山地旅游资源极其丰富，拥有许多独具特色、成熟的旅游产品，发展前景无限。

结合亚洲政治经济新变化和山地旅游可持续发展目标，我谈一些推动亚洲山地旅游业发展与促进亚洲各国文明文化交流的想法和建议：

一、减少和消除地缘政治紧张局势，摒弃“冷战思维”，以构建人类命运共同体为目标，团结互助、开放包容，积极推动亚洲山地旅游的稳定、深入发展。

亚洲旅游业的可持续发展离不开全球化场景下的人员、资金、资源、信息等自由流动，也就是说需要相对宽松的政治经济环境。所谓“旅游无国界”讲的也是这个道理。地缘政治紧张局势乃至冲突是亚洲旅游发展的“毒药”，各国要以人类共同价值观为指引，打破各种人为的地缘政治经济障碍，为旅游业全面振兴与发展提供必要的条件。

二、“同舟共济谋发展，千帆竞发启新程。”亚洲山地旅游资源丰富，无论是国内旅游还是出境旅

游，在战胜新冠疫情曙光在即之际，从需求端看，将出现强烈的反弹，人们对山地旅游寄予厚望，希望山地旅游行业能够提供健康、安全的“旅游+文化”、“旅游+康养”、“旅游+体育”等新颖的旅游体验。这对于山地旅游的供应端，提出了很高的要求。

当前，旅游行业在疫情和地缘政治双重冲击下，供应链危机、人才链危机、产业链危机，都已浮出水面，形成严峻的挑战。

挑战严峻，机遇同样前所未有。山地旅游的可持续发展不能只是过去旅游形式的简单重复，需要加大旅游供给侧改革的力度，创新理念和做法，以适应人们对山地旅游的新要求。

旅游产业链各个环节，包括政府部门、旅游企业、旅游协会、研究机构都要发挥作用，维持和改进供应链的修复和更新、减少人才流失、完善标准制定、研究产业趋势方向，共同开创亚洲山地旅游的新格局、新环境、新气象。

三、以旅游为载体，加强各国人民的交往，努力促进不同文明文化的交流与合作，为增进相互了解、消除地缘政治疑虑乃至敌意，创造条件、搭建平台、优化环境。

要勇于打破区域、国别限制，推动“旅游无国界”理念真正落地，促进旅游特别是亚洲山地旅游的迅速恢复。可以尝试以旅游带动民间外交、公共外交，以旅游推动文化互鉴、文明交流，增进亚洲各国人民的友谊，促进安全感和信任感，从而为减少地缘政治偏见、消除疑虑、防止冲突发挥润滑剂的作用。

四、充分利用科技革命的强大推动力，把信息化时代、数字经济时代、网络全面升级的新技术、新发明、新模式，融合、嵌入到亚洲各国山地旅游的发展之中，科技赋能，为旅游者提供与时俱进、身心健康、具有强大吸引力的山地旅游新体验。

适应世界经济发展大趋势，利用科技赋能、文化赋能、绿色赋能，从亚洲视角出发，创新区域山地旅游的供应链、产业链、数据链、人才链，打造平衡普

惠山地旅游发展模式，建设可持续山地旅游发展新格局。

五、推动亚洲山地旅游新发展不能停留在文字和口头，需要各国政府和山地旅游从业各方，脚踏实地，一步一个脚印，从我做起，从现在做起，把山地旅游新理念、新思想、新方案变成现实和产品。有几点建议：

一是构建中立、普惠、专业的山地旅游行业标准，呼吁各国配套出台相关扶持政策；

山地旅游具有独特的生态环境资源和多元的区域文化特点，需要符合山地旅游特征的标准体系，包括服务标准体系、安全标准体系、环境标准体系、文明保护标准体系等，以确保山地旅游可持续、健康发展。

亚洲山地旅游标准制定要考虑亚洲国家和地区面临的共性问题 and 长远发展。例如，山地旅游目的地一般来讲负氧离子丰富、生态环境优良，适合旅居养老和康养。在老龄化问题日益困扰亚洲国家的今天，制定相关标准时要考虑到医疗、保险、健康产业等资源的融合。

二是山地旅游要配合各国国家发展战略，为各国经济发展、减贫扶贫、乡村振兴做贡献。譬如，中国的山地旅游和乡村振兴融合发展做的比较好，有一些成功经验可以借鉴。

三是人才是旅游业发展基石，山地旅游蕴含丰富的文化内涵，需要各种掌握新知识、新技能专业人才。结合高等教育、职业教育，政府和旅游企业协调联动，培养更多山地旅游人才，设立人才选拔，培养，培训机制，鼓励专业研究机构发展，迫在眉睫。

加快山地旅游可持续发展研究同样重要，“旅游+”是国际山地旅游联盟成立之初就提出的山地旅游可持续发展新理念。需要将山地旅游和其他行业协同发展，共同发展，培养孪生共存的经济文化发展思想，创造更多人民喜闻乐见、趋之若鹜的山地旅游新体验。

四是确保山地旅游发展与环境保护的协调和相互发展之间是共生共享关系，不能相生相克。在保护和发展的问题上，政府要给予政策扶持，帮助旅游业转型，而旅游业则要利用“旅游+”理念来融合多种产业共同发展，做大、做新产业蛋糕，扩大转型空间。

我们将迎来一个不断变化、全新的世界，亚洲自

然不会例外。世界格局在变，国际秩序在变，全球治理体系在变，山地旅游的环境、理念、方案也呈现相应的变化。

国际山地旅游联盟呼吁亚洲各国和山地旅游产业从业各方，站在新的历史起点上，共同努力，积极探索，为构建人类命运共同体做出贡献。

Sustainable development of Asian mountain tourism promotes cultural exchange

* He Yafei, IMTA Secretary-General

At present, we are witnessing profound changes of the world unseen in a century. COVID-19 constantly wreaks havoc, geopolitical layout becomes more intense, the global economy encounters depression, the international community faces unprecedented risks and challenges, and the world order and governance system are in a profound transition period, and uncertainty and turmoil become a routine.

So, in this special time of changes, the priority of holding the 2022 Asian Mountain Tourism Conference is to figure out how to push forward the Asian tourism sector shattered by the pandemic, especially mountain tourism, in a bid to recover Asian and the global economy, provide more jobs, alleviate poverty, and promote the exchange and integration of cultures and civilizations.

Tourism, as an integral part and carrier of cultures and civilizations, serves as an indispensable way for people to pursue a good life, experience other cultures, and blend in the natural ecosystem. Mountain tourism, on the other hand, is the perfect example of how men and nature co-exist and prosper harmoniously thanks to its unique advantages in eco-environment, geography, and culture.

Now, mountain tourism has become a critical pillar of the tourism sector. According to the UNWTO, mountain tourism takes up about 20 percent of the global tourism market, and generates 10 million to 14 million dollars of value annually, which is even on the rise, showing great potential and possibility.

Asia, on the other hand, is a cradle of human civilization and one of the earliest inhabited continents on Earth. Asia boasts a vast land, beautiful mountains and waters, two thirds of the world population, over 1,000 nationalities and 47 countries. Asia also enjoys abundant resources of mountain tourism and many unique and mature tourism products.

Based on the changes in the Asian politics and

economy and the goal of achieving sustainable development of mountain tourism, I hereby share some of my ideas about how to push forward Asian mountain tourism and the exchange of cultures and civilizations in Asia:

First, relieve the tension of geopolitics, abandon the “Cold War Mentality,” stick to the goal of building a community with a shared future for mankind, unite together, help each other, be open and inclusive, maintain the stability and in-depth development of Asian mountain tourism.

The sustainable development of tourism in Asia depends on the unrestricted flow of personnel, capital, resource and information in a globalized environment – in another word, an easy political and economic environment. It is also called “tourism without borders.” Geopolitical tension or even conflict is the enemy of tourism in Asia. Each country needs to follow the guidance of the values shared by all men, break through the geopolitical and economic barriers made by men, and lay a foundation for the revitalization of tourism.

Second, “let’s work together as partners and sail together for a new future.” Asia enjoys profuse resources for mountain tourism. So, the demand side of both domestic and inbound tourism, will bounce back when the dawn of a world without COVID-19 is on the horizon. People hold high expectations on mountain tourism, hoping that it would bring them healthy, safe and novel experience of “tourism + culture,” “tourism + wellness” and “tourism + sport.” It in turn poses strict requirements on the supply side.

At present, due to both pandemic and geopolitical shocks, risks in the supply chain, human resource chain, and industry chain have all surfaced, posing severe challenges to us.

But challenges come with opportunities. The sustainable development of mountain tourism should

not be just bringing back traditional travel forms. Instead, we should reform the supply side, come up with innovative ideas and concepts, to meet the new demands of visitors.

Each part of the industry chain of tourism, including governmental departments, tourism enterprises, tourism associations and institutes, ought to play a part in maintaining and updating the supply chain, reduce brain drain, improve standards, and find future development directions, so as to jointly create a new future and environment for Asian mountain tourism.

Third, via tourism, we should enhance the communication among peoples, promote the exchange of cultures and civilizations, and establish an optimized platform or environment for countries to better understand each other and alleviate geopolitical tension.

To do that, we must break through the regional or national barriers, achieve the “tourism without borders,” and recover the tourism sector, especially mountain tourism, in Asia. In detail, we can try to build folk and public diplomatic relationships, facilitate cultural exchange, enhance friendship of people in Asian countries, and build up a sense of security and trust through tourism. In this way, tourism can help us alleviate and even eradicate geopolitical tension or conflict.

Fourth, we ought to give full play to the driving force of technological revolution, integrate all the cutting-edge technologies, inventions and models created in the age of information, digital economy, and upgraded network into Asian mountain tourism. In a word, we give visitors a brand-new experience of mountain tourism that is attractive, state-of-the-art and healthy.

For that, we should follow the development tendency of global economy, empower tourism with technology, culture and greenness, innovate the supply chain, industry chain, data chain and human resource chain of Asian mountain tourism, build a development pattern that strikes a balance between economy and nature and helps us achieve the goal of sustainable development.

Fifth, we should never just talk the talk. National governments and enterprises related to mountain tourism should be practical and start to turn the concepts, ideas and plans into real products. Here are some of my suggestions:

First, we must establish a neutral, inclusive and professional standard for the mountain tourism industry, and national governments need to implement supporting policies.

Mountain tourism has unique eco-environment resources and diverse cultures, so it also needs a suitable standard system that includes service, security, environmental and civilization protection, in order to maintain the sustainable and healthy development of mountain tourism.

To set such a standard system, we must consider the common issues and long-term development of Asian countries and regions. For example, mountain tourism destinations mostly have an excellent eco-environment full of negative oxygen ions, suitable for wellness and retirement tours. In addition, many Asian countries are suffering from an ageing population, so the standard system must also include medical care, insurance and healthcare.

Second, mountain tourism must be in line with national strategies, contribute to economic development, poverty alleviation, and rural revitalization. For instance, China has done a great job in combining mountain tourism with rural revitalization, so we can draw from some of China’s successful experience.

Third, talents are the cornerstone of the tourism sector. Mountain tourism boasts profuse cultural connotations, so it requires talents with the latest expertise and skills. Therefore, we need to encourage governmental departments and tourism enterprises to work together and provide both higher education and vocational education in order to cultivate more talents, set up mechanisms of talent selecting, cultivating and training, and help professional research institutes to progress and expand. Talent cultivation is quite urgent now. It is also urgent and significant to speed up the research on the sustainable development of mountain tourism. IMTA, at its founding, proposed the sustain-

able development concept of “tourism +” which means promoting mountain tourism with other industries in a coordinated way, raising the awareness that economy and culture should prosper together, and creating brand-new mountain tourism experience that is attractive to and favored by visitors worldwide.

Fourth, maintaining a reciprocal balance between mountain tourism and environmental protection, and capitalizing on the mountain resources. Protection and development should never hinder but reinforce each other. Government, on the other hand, should make more supportive policies to help tourism transform and upgrade. Meanwhile, the tourism sector should employ

the concept of “tourism +” to expand and integrate with other industries, to create a larger potential for further transformation.

We are entering a completely new era with constant changes which influence the whole world. Asia is no exception. The global landscape, world order, and global governance are all changing, so are the environment, concept and plan of mountain tourism.

IMTA calls on all the practitioners of mountain tourism in Asia to stand united, jointly explore and contribute to building a community with a shared future for mankind.



紧密合作，真诚包容 共筑亚洲山地旅游新未来



博鳌亚洲论坛主席、博鳌亚洲论坛秘书长
何超琼

这是一个很好的时机，让当前富有见地的领导者汇聚一堂，共同探讨“亲诚惠容 合作共享 携手共筑亚洲山地发展新未来”的议题。当我们面对变化的世界时，亚洲凭借其不断深化的相互联系、经济地位以及对保护文化和自然资源的重要承诺，有潜力定义全球旅游经济的未来，成为当今时代的领导者。

尽管疫情造成了动荡和不确定性，但是亚洲地区的多数人一直在持续思考自身的业务和发展方式，更加重视包容性合作与增长。对于旅游业而言，包容性增长意味着将目光从主要景点转向包括山地在内的乡村地区，这也意味着要超越常规的旅游体验。山地旅游、乡村旅游、文化旅游和探险旅游给游客带来更真实的体验，同时为更多目的地带来经济效益，推动资产保护激励措施的制定和支持。

中国在发展乡村旅游，促进城乡和谐发展的投资超过了其他国家。2019年，中国有32亿旅客前往乡村地区旅游，创造了约1200亿美元的旅游收入。在过去的几年里，中国国内乡村旅游的需求只增不减。因为旅游者希望在家附近体验当地风景和文化。

中国是世界上最大的国内市场之一。2021年中国国内旅游人数达到41亿人次，比2020年增长42%，其中很大一部分是前往郊区和偏远乡村地区，这两个地

区的预订量都有所增加。在整个疫情期间，中国在分散游客和鼓励全国各地的旅游流动方面取得了成功，证明了疫情期间旅游业也能实现增长。

此外，全球疫情加速了绿色旅游的兴起，消费者在其中寻求与人和场所的更深入接触，越来越多的人正在寻求更加沉浸式的旅游体验，比如山地旅游所提供的。我也是见证者之一，从在香港的家里，我看到前来山地徒步，寻找避风港的当地游客数量每天都在显著增加。这些与自然相联系并提供其他视角的活动受到前所未有的欢迎，需求日益增加，这一趋势只会延续并不断增长。

在中国2021-2025年的旅游发展规划中，国内旅游得到了极大的重视，包括对乡村地区以及自然和文化公园的更多访问，最重要的是，该规划重点强调旅游发展应追求与自然和谐共存。在粤港澳大湾区，简称大湾区，我们正在抓住旅游经济的机遇，通过促进合作，连接社区，引导人们拜访该地区56,000平方公里的广大乡村、自然和文化目的地，从而保护其资源。

大湾区不仅连接11个城市，利用每个城市的竞争优势建立一个综合经济和商业中心，而且通过创新、突破性技术和多式联运系统，使人们分流到主要城市中心以外的地方，最终打造优质生活圈。对于旅游业来说，大湾区的合作创造了大湾区“一程多站”的标志性属性，使整个地区的旅游体验更加多样化。

比如，大湾区的综合发展引导人们造访全新的目的地，将整个地区的山区、村庄和绿色区域作为亮点，鼓励开发山地休闲度假村、农舍、温泉和其他养生旅游产品。在一个地区和国家中尽量分流是支持可

持续发展，保护当地社区和文化以及支持强大全年游客流量的核心。

尽管大湾区的联系已经存续千年，而且在岭南文化这种语言、哲学和艺术的活文化上同声相应、同气相求，我们之间的联系得以加强，不仅仅只是共享资源，而且还包括共享目的地管理者的责任。大湾区的11个城市同气连枝，携手努力，团结力量，为子孙后代保护我们的居住环境和当地文化，为确保生活在这里的7200多万人的高质量健康生活而形成的凝聚力，能够将该地区提升为全球领导者，成为全球典范，特别是在全球旅游经济重新配置和重塑的时候。

如果说从这场疫情中看到一线光明的话，那就是它给我们敲响了警钟，让我们意识到这个世界真的很脆弱。问题是，我们是否吸取了教训，或者同样的模式是否会再次重复？我们都认识到，旅行可以成为解决方案的一部分。旅行不仅能够支持当地经济，而且还能让旅行者看到不同的文化和习俗。但是，当我们从这场危机中走出来的时候，行业应该加强可持续和负责任的旅行形式，鼓励旅客不要在目的地留下痕迹，而是加深与当地社区的交流，并在离开时因为这些经历而使自己变得更好。

这一理念是世界旅游经济论坛的核心，该论坛旨在深化整个行业的交流，促进全球旅游经济的可持续

发展。自2012年世界旅游经济论坛在澳门成立以来，一直在为该行业当前的挑战和机遇提供及时的洞见。

世界旅游经济论坛成立于大湾区开发之前，发展成为了跨境合作的平台，其愿景是通过旅游业发展伙伴关系，使更广泛的社会受益。今年是世界旅游经济论坛成立10周年，论坛将以“通过实现旅游+，实现整体的高质量发展”为主题，汇集广泛的利益相关者，探索未来的重新定义。在今天的会议上，有一件事是肯定的：不能以2019年的视角来看待旅游业的未来。这场疫情对我们的生活方式和最终的旅行方式产生了普遍影响，并转化为新的机遇和责任

最后，我想请大家想象一下，如果明天有机会乘坐飞机去旅行，您会去哪里？当您到达那里时，您会做什么？您会去以前去过的地方吗？您会去同龄人要去的去的地方吗？或者您会尝试新的地方？您会去寻找自然、当地文化并寻求了解它的遗产吗？您会寻求与那个地方更深层次的联系吗？让我们共同努力，确保旅行更有目的性，更有包容性，更有成就感。

我想感谢国际山地旅游联盟为亚洲各地的山地目的地创造了这个平台，引领旅游业的复苏，并倡导旅游业的未来。我期待着接下来和大家共同讨论关于加强合作的解决方案。



Build The New Future of Asian Mountain Tourism Through Close, Honest, Inclusive Collaboration

* He Chaoguang (Pansy Ho), Chairperson of MGM China Holdings, Executive Officer and Managing Director of Shun Tak Holdings, Vice Chairman and Secretary General of GTEF

Now is an opportune time to bring together today's insightful leaders on the subject "Amity, Sincerity, Mutual Benefit, Inclusiveness, Cooperation, and Sharing - Jointly Building a New Future for Asian Mountain Tourism". As we face a changed world, Asia—with its deepening interconnectedness, economic standing, and significant commitments to protecting cultural and natural resources—has the potential to define the future of the global tourism economy and emerge as a leader of our times.

Despite the volatility and uncertainty that the pandemic has caused, many throughout the region have been rethinking their approaches to business and development, putting greater emphasis on inclusive collaboration and growth. For tourism, inclusive growth means looking beyond major attractions to more rural regions, including mountainous regions. It means looking beyond typical tourism experiences as well. Mountain tourism, rural tourism, cultural tourism, and adventure tourism give tourists more authentic experiences while bringing economic benefits to more destinations and creating incentives and support to protect assets.

China has invested more than any other country in the development of rural tourism to promote harmonious urban-rural development. In 2019, 3.2 billion travelers visited rural areas in China, generating around USD 120 billion in tourism revenues. Over the past few years, the demand in China for domestic rural tourism has only increased, as travelers look to stay closer to home and experience the places and cultures around them.

China has one of the largest domestic markets in the world — 4.1 billion domestic tourist trips were made in China in 2021, up 42 % from 2020. A significant portion of those trips were to suburban and remote rural areas, both of which have seen increases in bookings. Throughout the pandemic, China has been

successful in the dispersal of tourists and encouraging tourism flows throughout the country, proving that there can be an upswing in tourism.

Moreover, the global pandemic has only accelerated the rise of green tourism, through which consumers seek deeper engagement with people and places. More and more people are seeking more immersive travel experiences such as those found in the mountains. I can attest to this—from my home in Hong Kong, I have seen a tremendous increase in local visitors coming daily to hike the mountain trails, seeking a haven. These activities that connect to nature and offer other perspectives have never been more popular and more in demand. And this trend is only expected to continue and grow.

In China's 2021-2025 tourism development plan, substantial prominence has been put on domestic travel, including greater visitation to rural regions, as well as natural and cultural parks. Most importantly, the plan strongly emphasizes that tourism development should pursue harmonious co-existence with nature. In the Guangdong-Hong Kong-Macau Greater Bay Area, or in short the GBA, the tourism economy is seizing upon opportunities to protect its resources by fostering cooperation, linking communities, and introducing people to the vast rural, natural, and cultural destinations throughout the 56,000 square kilometers of the region.

The GBA has not only brought together 11 cities, leveraging each city's competitive advantages to build an integrated economic and business hub, but also—through innovation, breakthrough technologies, and intermodal transport systems—led to the dispersion of people beyond its major city hubs, creating the ultimate quality-living circle. For tourism, cooperation in the GBA has meant the creation of the GBA's signature attribute of "one trip, multiple itineraries", allowing for a more diverse travel experience through-

out the region.

For example, the integrated development of the GBA has brought people to new destinations, highlighting the mountains, villages, and green areas throughout the region, and has encouraged the development of mountain-leisure resorts, farmhouses, hot springs, and other wellness tourism products. Greater dispersal across a region and nation is central to supporting sustainable development, preserving local communities and cultures, and supporting strong year-round visitor flows.

Although the GBA region has been linked for one thousand years and is intrinsically linked through its Lingnan culture—a living culture that binds the region through its language, philosophy, and art—our bonds have been strengthened, not only in terms of sharing resources, but also in sharing the responsibility to be the stewards of our destinations. Realizing that we share a common destiny, the 11 cities of the GBA have come together in our efforts, combining our strengths, to protect our surrounding areas and local cultures for future generations. The cohesion to ensure healthy living and high quality of life for the over 72 million people who live here can elevate the region as a global leader and serve as a model, especially as the global tourism economy reconfigures and is reshaped.

If there has been a silver lining to the pandemic, it is that we are reminded of how fragile our world really is. The question is, have we learned anything, or will the same patterns re-emerge? We all recognize that travel can be part of the solution. Travel not only supports local economies, but it also opens the eyes of travelers to cultures and customs different from their own. But as we emerge from this crisis, it is up to the industry to reinforce sustainable and responsible forms of travel, encourage travelers not to leave their mark on the destination, but instead to deepen exchanges with host

communities and come away marked themselves, changed for the better by their experiences.

This idea is at the heart of the Global Tourism Economy Forum, which seeks to deepen exchanges across the industry and to promote the sustainable development of the global tourism economy. Since its inauguration in 2012 in Macau, the GTEF has been providing timely insights into the current challenges and opportunities of the sector. Founded even before the development of the GBA, the GTEF was developed as a platform for cross-border cooperation, with the vision that through tourism, partnerships can be developed that can benefit wider society. This year marks GTEF's 10th anniversary, which will take place under the theme "Achieving holistic high-quality development through the realization of Tourism+" and will bring together a wide variety of stakeholders seeking to redefine the future. As we meet today, one thing is certain: the future of tourism cannot be viewed through the prism of 2019. The pandemic's pervasive impact on the way we live and ultimately will travel translates to new opportunities, as well as responsibilities.

I'd like to close by asking you to imagine that you have the chance to get on a plane and travel tomorrow. Where would you go? What would you do when you got there? Would you go someplace you've been before? Would you go where your peers are going? Or would you try somewhere new? Would you seek out nature, local culture and seek to understand it's heritage? Would you look to connect with that place on a deeper level? Let's work together to ensure that travel is more purposeful, more inclusive, and more fulfilling.

I'd like to commend IMTA for creating this platform for mountain destinations across Asia to spearhead tourism's recovery, and champion the future of tourism. I look forward to the ensuing discussions on solutions for greater cooperation.

亚洲山地旅游可持续发展促进文明交流



世界旅游组织专家
桑德拉·卡沃

道尽头的光明已然显现。

世界旅游组织设想，尽管仍处在低位。但2022年的情况将继续好转，对比2019年的数据来看，我们今年仍低了50%至63%。毫无疑问，困难依旧重重，为了振兴旅游业，我们必须精诚合作。

对于如何构建山地旅游可持续发展路径以及如何充分利用旅游业恢复山区在疫情前的发展势头这一话题。世界旅游组织、联合国粮农组织于去年12月推出了一项山区协作机制，发行了一份报告，旨在正确认识当前面临的山地旅游方面的机遇和挑战。报告还包括一系列案例研究，其中一项来自中国，她希望报告能对中国及其他地区的山地旅游业发展有所帮助。

关于报告指出的挑战：

第一个挑战，是缺乏可靠的山地旅游指标。这导致很难统计真实到访山地景点的游客人数。山地环境多样，因此世界旅游组织及联合国粮农组织会在今年开展相关工作，重点关注山地旅游数据，形成新报告。

第二个挑战，是游客活动的集中度。绝大部分的游客集中在基础设施成熟的区域，其他区域的众多人口则并未从旅游业发展中受益。

第三个挑战，是山区污染。特别是塑料垃圾问题，已刻不容缓。因此，山地旅游目的地的垃圾管理问题正日益凸显其重要性，发展能够应对此类情况的基础设施至关重要。气候变化显然不止影响全球目的地，对脆弱的山地环境影响更甚。因为山地旅游往往更依赖气候条件，因此，对于山地目的地的旅游业来说，如何处置气候变化将带来全面而深远的影响。

第四个挑战，是旅游业对当地社区的社会和文化冲击。本地社区是如何被卷入旅游业发展的呢？他们如何受益？如何培训他们才能使他们收获越来越大？他们又该如何回馈游客？这些都与他们的社会特征相符，与当地价值观相契合，同时又能促进经济发展。

第五个挑战，是山地旅游的经济效益并未得到完全开发。因为旺季要么集中在夏天，要么在冬天，有能力招徕游客的旅行社获取了大部分的利润。疫情流行的今天，健康和安全显然也是一大挑战。这涉及到危机管控，山区是一个脆弱的环境。在谈及旅游和山区时，危机管控非常重要，它的重要性不仅体现在应对重大危机上，还体现在游客面对的其他具体事务上。

例如，健康问题在山区会被放大。因为一旦发生事故，将会严重影响人们对该目的地的看法。报告还提供了一系列建议，在山区目的地可供参照和执行。

第一，发展气候友好型的旅游项目。现在，很多活动都受到疫情限制。人们在寻找更多的户外目的地时，山区目的地机会就有机会从中受益。山地徒步有益健康，不需要庞大的基础设施规模，对当地的影响远小于其他活动，同时，它能帮助我们开发，旺季以外的需求。因此，寻找环境影响小的山区旅游项目，非常重要；

第二，打造体系，以监测山区旅游带来的影响。在公园和特定地区，监控实时人数至关重要。以便实

时控制人流量，必要时还可管理资源，以及产生的垃圾，从而确定山区目的地的承载极限。

第三，如何才能赋能山地社区在旅游业发展中走在前列？在这方面，重要的一点是在山区目的地创建政府架构，统筹各方力量，共同承担该目的地的责任，共同管理旅游业发展计划，机遇就在眼前，那就是通过发展旅游产品助力社区，打通旅游业和农业。为游客提供亟需的产品，这既能提升游客体验，也能带来新的收入增长点。

第四，建立稳健的山地旅游活动。公共—私有投资伙伴关系，私人投资者是山区最大的挑战之一；

第五，投资基础设施，特别是在数字化领域，山地旅游目的地向市场推广。可通过山区商业的数字化高效实现。不过建设通往这些目的地的基础设施同样重要，对于交通条件有限的偏远地区来说更是如此。

今年意义重大。联合国指定2022年作为国际山地可持续发展年，旅游业能够也必将对这一大喜之年做出重要贡献。今年，大家共同聚首，共享彼此的经验知识，围绕山地旅游这个核心，必定能推动2030可持续发展议程。我坚信这次盛会将成为今年的又一里程碑。

最后，恳请大家抽空阅读我提及的报告，并继续在推进亚洲山地旅游推广大会上所做的伟大事业。可持续地优化山地旅游业，紧紧依靠世界旅游组织的协助，精诚合作，促进旅游业成为山地发展的引擎！

Status quo of world tourism, and opportunities and challenges facing the mountain tourism

■ Sandra Carvao, Expert of World Tourism Organization (UNWTO)

It's a pleasure to join you for the 2022 Asian Mountain Tourism Promotion Conference. It's a big regret that I cannot join you personally, but I do hope that in the very close future, we will be able to gather again in person and exchange our views on how tourism can advance mountain development.

If you'll allow me, I will share my presentation to brief you briefly on, where we are in terms of tourism development worldwide and what challenges and opportunities do we face currently to advance the agenda of mountain tourism.

Worldwide as you all know, the pandemic has been one of the biggest challenges that the tourism sector has faced in its history. We have lost more than 70% of international tourists, both in 2020 and continuing in 2021.

We have also lost a significant amount of economic development, that is brought from tourism to destinations around the world. Direct tourism GDP went down from \$3.5 trillion US dollars to \$1.6 trillion in 2020, and UNWTO estimates that 2021 would have ended with \$1.9 trillion in direct tourism GDP.

As you can see, we still have a long way to recover for the lost ground. In terms of regions, we do see naturally that this recovery is still very uneven and very slow. Some of the regions around the world such as Europe and the Americas, where the pandemic has been advancing and countries have been opening up with different solutions, have improved a relationship between the development of tourism and also the restrictions.

We have seen how there has been some recovery. Asia and the Pacific with many destinations still closed, is among the most affected destinations worldwide. But still also the Middle East is 24% behind the numbers of 2020. Africa is also plus 12 but below 74% when you look into 2019. The most important message though is that, we have seen improvements.

We have seen improvements particularly after March of last year. If we compare the growth of international tourism during the whole year of 2021, which was around 4% with the period of March to December, which was obviously the period in which in 2020 the pandemic emerged, we can see that actually international tourist arrivals grew by 79%. So there is as I say a good light at the end of the tunnel.

For 2022, UNWTO scenarios point to a continuing recovery, although still on the lower level. So beyond the numbers of 2019, we will be probably be at minus 50 and minus 63. Obviously, the challenges are increasing, and we need to be very collaborative in the way that we address tourism development.

Going into the issue of mountain tourism, and how we can build a more sustainable path, but also how can we make tourism one of the tools, to recover the development of mountains in the pre-pandemic. UNWTO, food and agriculture organization of the United Nations, FAO, a mountain partnership was launched last year in December a report that tries to identify the challenges, that we have before us in terms of mountain tourism, possible opportunities, but also a series of case studies including one from China. So if you use a QR code that you see in the screen, you can download the report, and I do hope that it can be useful for the development of mountain tourism in China and beyond.

So what challenges were identified in this research? First, the big challenge we have is a lack of reliable tourism indicators in data in mountain tourism. It is difficult to measure the number of people that actually visit mountain destinations because of the diversity of mountain environments. So UNWTO and FAO will work this year, to develop new reports focusing specifically on the issues of measuring mountain tourism.

The second challenge is the concentration of

visitor activities. Most of it will happen in specific areas where often there's infrastructure, that has been developed and many other populations do not benefit from tourism development.

Third and we all have seen the many pictures going around about pollution in mountain areas, particularly those plastic waste issues that we all need to face. So the issue of waste management is increasingly important in mountain destinations, and it is critical to develop infrastructure that can deal with the situation. Climate change naturally not only affecting global destinations, but particularly those in mountains which are more vulnerable, because their tourism offer depends often on the climate situation. So how do we address as a tourism sector in mountain destinations, climate change will be critical for the future of the tourism overall.

Another important challenge that we face is the social and cultural impact in local communities. Often, how are communities engaged in tourism development? How do they benefit? How are they trained to actually benefit more and more? And how can they develop offer for tourists, that is in line with their social characteristics, it's respectful with local values, but also at the same time can contribute to their economic development.

Finally, the economic impact of mountain tourism is often not developed enough, because the issues of seasonality either concentrated in summer or in winter. The leakages, many of the income stays with the tour operator that might bring the tourist. Health and safety which we have seen is naturally a challenge now with the pandemic. But also crisis management, mountains are vulnerable environments. And it is critical that when we talk about tourism and mountains, it is important to have crisis management systems in place, not only for big crisis but also to deal with specific issues of tourists facing, for example, health situation facing some kind of problem in the mountain, because this has a huge impact on the perception of the destination if something happens.

So the report also sets a series of the recommendations, that can be followed and further developed in

mountain destinations.

First, the importance of promoting climate sensitivity in low-impact tourism. Many activities specifically now with the pandemic, when people look for more open-air destinations, have an immense opportunity to be developed in mountain destinations. Walking, having health and wellbeing activities in mountains, does not require a huge infrastructure impact, does not have such a big impact as other activities. At the same time, it allows to develop the products that we need, for fostering demand out of the peak seasons. So it is very important to look into opportunities, to develop low-impact tourism mountains.

The second recommendation is to create systems, that allows us to monitor the impact of mountain tourism. In parks, in specific areas, it is critical to have systems of knowing how many people are in the area, to limit and manage the entrance of people when and if necessary, to have systems to manage the resources, but also the waste produced, and obviously to define carrying capacity limits for mountain destinations.

The third recommendation is how can we empower mountain communities, to take the lead in tourism development? And in this respect, it is important to create government structures in mountain destinations, to bring all the players together, to be the ones responsible for the definition, and the management of tourism development plans. Here is where there's a huge opportunity, to link agriculture and tourism in empowering communities through product development, through strong need to offer products to tourists, which add value to their experience and bring income opportunities. Another important recommendation is to build strong public-private sector partnerships with associations related to mountain tourism activities, with private sector investors which is one of the biggest challenges in mountain areas.

And the fifth is the importance of investing in infrastructure, particularly in digitalization. The access of mountain tourism destinations to the market, can be effectively achieved through the digitalization of

businesses in mountain areas, but also very important through enhancing infrastructure to access these destinations, often in remote areas with difficult capacity in terms of transport.

Finally, this year is a very important year for all of us. The UN has designated 2022 as the international year of Sustainable Mountain Development, and tourism can and will make an important contribution to the celebration of this year, but also to see how through the knowledge and experiences, that we come together in sharing during this year. We can advance 2030 agenda with

mountain tourism at its heart, I trust that this event will be another stepping stone in the celebration of this year. And I do invite you to look into the report, and to continue to do the fantastic work you're doing in the Asian Mountain Tourism Promotion Conference, to advance mountain tourism in a sustainable way. Count on the World Tourism Organization to partner with you, to continue working together, and to lead tourism as one of the drivers of mountain development.



发挥进步实体新型领导力作用 共建更可持续的全球旅游业



亚太旅游协会首席执行官
丽兹·奥蒂葛拉

当前,疫情对旅游业造成了毁灭性的影响,极大地改变了整个旅游业的面貌。据PATA统计和预测,2019年亚太地区的国际访客超过7.3亿人次,但疫情导致了旅行停摆,令旅游业发生巨大改变,当前复苏的曙光正在出现,各国政府需要给予旅游业恢复发展坚实的支持,在风险管理和健康安全方面采取有效措施,保持与消费者以及参与重新开放的所有利益相关者的协调沟通,如此才有机会在2024年恢复到疫情前水平。

结合PATA对消费者的调查分析,新冠疫情令大众旅行行为发生改变,人们对健康自然旅游的兴趣正迅速增加,特别是亚洲地区旅客在旅行时表现出了更加强烈的社会意识和环保意识。可持续发展受到高度关注,这也将继续成为行业和地区复苏的关键需求和问题。

地区经济的可持续发展与山地旅游之间具有强烈

关联,为山地旅游发展提供了重要发展机遇。目前,许多山地社区已经将目光投向可持续发展,以解决环境退化和欠发达的问题,促进了对重要野生动物栖息地、人类文化遗产的保护,并为偏远地区的贫困人口提供了可持续的生计形式。亚太旅游协会最新开展的“亚太目的地电子报告中的再生旅游”研究报告证实,旅客对探索当地遗产和生活方式、以自然为导向的活动、包括与当地人社交流在内的沉浸式体验有着非常高的兴趣。依托山地旅游业这种可持续发展方式,能够将旅游业利益更加公平的分配给当地社区,并通过保护其自然资源 and 文化遗产为当地社区和整个目的地提供更高的生活质量。

在展望全球旅游业复苏的关键时候,整个行业必须团结一致,致力于让旅游业继续成为推动可持续发展和包容性经济增长的积极工具。积极应对挑战,发挥真正进步的实体的新型领导力作用,努力实现联合国2030年可持续发展议程。

最后,再次重申亚太旅游协会始终致力于推动有意义的伙伴关系,提高亚太地区旅游业的价值、品质和可持续发展。对此,希望与亚太旅游协会会员及全球行业同仁共同努力,提出负责任的发展计划,共建一个更具复原力、更负责任、更可持续的全球旅游业。

To play the role of new leadership of progressive entities to jointly build a more sustainable global tourism industry

■ Liz Ortiguera, CEO of Pacific Asia Travel Association (PATA)

Currently, the epidemic has made a devastating impact on the tourism industry, dramatically changing the entire landscape of the industry. According to PATA statistics and forecasts, international visitors to the Asia-Pacific region exceeded 730 million in 2019, but the epidemic caused a travel shutdown that changed the tourism industry dramatically. Now that a recovery in tourism is on the horizon, governments need to give solid support to tourism recovery, taking effective measures in tourism risk management and health and safety, and maintaining coordination and communication with consumers and all stakeholders involved in the reopening of tourism. Only in this way, can they have a chance of returning tourism to pre-outbreak levels by 2024.

Combined with the analysis of PATA's consumer survey, COVID-19 pandemic has led to a change in public travel behavior, with interest in healthy nature travel rapidly increasing, especially in Asia where travelers are showing a stronger sense of social and environmental awareness when traveling. There is a strong focus on sustainability, which will also be a key need for industry and regional recovery.

Regional economic sustainability and mountain tourism are highly interrelated, providing important development opportunities for the development of mountain tourism. Many mountain communities have now set their sights on sustainable development to address environmental degradation and underdevelop-

ment, which promotes conservation efforts for important wildlife habitats and human cultural heritage, and provides sustainable forms of livelihood for poor people in remote areas. PATA's latest study "Regenerative Tourism in Asia Pacific Destination e-Reports" confirms that travelers have a keen interest in immersive experiences such as exploring local heritage and lifestyles, nature-oriented activities, including socializing with locals. A sustainable development approach that relies on mountain tourism can distribute the benefits of tourism more equitably to local communities and provide a higher quality of life for local communities and the people of the destination as a whole through the preservation of their natural resources and cultural heritage.

At this critical time of global tourism recovery, the entire industry must be united in its commitment to keep tourism as a positive tool for sustainable development and inclusive economic growth, actively addressing the challenges and exercising real leadership of a progressive entity in its efforts to achieve the United Nations 2030 Agenda for Sustainable Development.

In closing, I would like to reiterate that PATA remains committed to promoting meaningful partnerships that enhance the value, quality and sustainability of tourism in the Asia-Pacific region. To this end, we hope to work with PATA members and our global industry colleagues to come up with responsible development plans to build a more resilient, responsible and sustainable global tourism industry.



旅游推动乡村振兴



过去几年,中国非常重视乡村振兴,同时乡村振兴也在重塑乡村,所以目前中国正依托乡村振兴走向内源性的乡村增长。

一、乡村亟待建立内源性的发展格局

中国农村发展处于特殊的空间和阶段。空间上,中国农村处于东亚农业经济发展区,和欧美有极大的不同。在欧美发达国家乡村,快速城镇化集中人口,乡村土地集中于大户,产生农业规模化、机械化、专业化经营,农民变为职业农民或产业工人,在服从于城市和工业发展的前提下实现乡村转型。因为现代规模农业建立,乡村和农民正在走向衰弱。在转型中,很多生产型的农村(乡村)服从于城市。在东亚乡村,比如说日本农村、韩国农村,以及中国承载探索的农村形态,越来越走向一种能源性的发展模式。就是主要依托于现代农业、旅游休闲产业和能源这三大产业,建立一个乡村内省增长的内源性支柱,在这个过程中实现农业高效化、农民兼业多角化和村庄存续乃至活力化。

在时间上,中国正处于从城乡二元过渡到城乡一体化的特殊时段,现代化的农村经济仍未成型。在前期发展阶段,中国乡村内源性尚未形成,乡村是城市化的附属。后期发展阶段,内源性建立,城乡融合。

中国社科院教授
金准

在这样的情况下,农民收入增长化和多元化,农民职业身份多角化。城乡收入平衡增长,形成了乡村振兴的载体。城乡二元体制和工业和城市优先发展战略也拉大了城乡差距,加剧了城乡不平等,要素单向从乡村流向城市,造成乡村衰败。

从时空的视角来看,我们认为中国的乡村亟待建立内源性的经济体系。从2003年以后,中国中西部采用沿海城镇化的方式拉动发展,造成城投债的占比快速上升,同时中国的经济效率慢慢下降,但这样的模式显然是不可持续的。

现代农业、现代乡村旅游和资源产业三大内源性支柱,为东亚农村建立了内源发展的根基。比如中国台湾地区,他们在乡村里发展了三种资源性的内生增长模式。第一是以土地资源为核心要素的农业。台湾地区通过农业要素组合和农业工业化,农业就业者每月的劳均产出由1981年550.77美元增加至2015年1707.58美元,增长约2.10倍,每公顷稻谷产量由1960年3733公斤增加至2015年5262公斤,增长约40.96%。

第二是以旅游资源和风土人情为核心要素的旅游业。我们看到台湾地区通过进行多元化经营(兼营加工或休闲)的农牧户(场)能获得更高的农牧业收入,2005—2015年进行多元化经营的农牧户(场)全年农牧业收入增长141.20%,而进行传统经营的农牧户(场)全年农牧业收入仅增长61.87%,二者之比由4.25扩大到了6.345。我们可以发现乡村旅游、乡村休闲对于农村增长有着举足轻重的意义。

第三是以生态、气候、矿产资源为核心要素的资源产业。台湾地区拥有丰富的风能资源,每年夏季强

劲的西南气流与冬季东北季风，使台湾沿海成为发展风力发电的最佳地点。2019年台湾新增太阳光电装置容量为1.41GW，占全球新增比例为1.43%。

二、旅游赋予乡村内生源动力

中国依托乡村旅游探索了一条内源性的乡村发展途径。从数据上看，2019年，我国乡村旅游总收入1.81万亿元，约相当于农业及相关产业增加值的10%左右。城镇旅游收入4.81万亿元，约相当于城镇GDP的5%左右。

乡村旅游形成了乡村重构，乡村旅游是乡村发展强有力的支撑，中国旅游业对中国经济的支柱作用是依托于乡村旅游实现的。

三、依托体制机制创新建立乡村旅游发展源动力

第一是村庄重构。比如安徽的乡村旅游，原来是封闭的以农业经济为基础的村落形态，而现在的农村，是开放的以服务经济为支撑的空间形态，它的经济形态和社会组织的方式都发生了很大变化。

第二是居民的重构。乡村旅游对当地的村民带来了人力资本的快速累积。80年代的桂林，很多乡村旅游的老太太会讲英语，知识结构在发生重构。同样的，莫干山、大理这些景区景点也有非常多的城市外来的精英进到这个地方从业生活，推动当地发展。

第三是社会组织也在变化。乡村在土地上、产业上发生着非常大的重构作用，这种重构带来了乡村要

素结构和功能的转变，这个转变最主要的是乡村的生产、生态、文化功能，从中乡村构建了自我振兴的内源结构，同时把它融入到全球化、现代化、数字化进程中，最终形成三种杠杆。一是资本杠杆，资本愿意投入到这个领域来；二是人才杠杆，更多的人才聚集到乡村；三是文化杠杆，很多新型文化要素是从这个平台上流入的。

创新要素集聚机制。乡村旅游发展的第一推动力不是资本，而是创新机制的导入，自主创新能够迸发出强大的乡村旅游力量。比如西安袁家村，他本身是一个村落，如何把乡村旅游发展起来呢？村民建立了100家小吃店，形成磁极。并通过入股，建立了面粉厂等总厂，所有的小吃原料从这个厂里出。类似于这样制度的创新方式，让乡村发展起了非常高收益的乡村旅游。

改革用地制度。大家都知道莫干山旅游发展非常好，它为什么能够把这么多民宿聚集起来呢？1910年，苏格兰传教士兼医师梅滕更建造了英式城堡别墅。2016年，城堡得以复建，并开发成精品酒店。在山地上实现垂直开发，按照《浙江省国土资源厅等9部门关于开展“坡地村镇”建设用地试点工作的通知》，实际审批建设用地15亩，其余生态用地均采用租赁方式。

对接农户和社会资本。贵州开阳县水东乡舍“622”模式，由企业搭建平台，鼓励农户以闲置房屋使用权和土地使用权入股，平台负责引入投资对房屋、土地统一改造和经营，经营后按投资方占股60%、‘水东乡舍’平台占股20%、农户占股20%的比例分红。”该项目已完成投资1.5亿元，110余户农户入股，吸引了来自70余个城市的投资人，吸引社会资金2800余万元，带动当地群众就业160余人。自投运以来，入股农户年收益超过12000元，就业农户年收益超过25000元。

国际艺术叠加三农资源。“艺术在浮梁”是以村庄为展馆，以国际级艺术家在地创作为依托，形成的没有屋顶，尺度巨大的乡村大地艺术展。2021年5月1日至6月1日，“艺术在浮梁”项目第一期顺利举行，

在18平方公里的土地上，32天里聚集了22个艺术项目，4项文化活动，1次乡村公共艺术展，来自5个国家的26位艺术家、建筑师、音乐人、创意人共同参与这场乡村艺术盛事。

景德镇浮梁于2020年在18公里的村落里面布置的2个艺术项目，吸引了非常多的全球顶尖艺术家聚集在这里，把这个村庄变成了一个景区，这是一个真正的全域旅游，游客可以拿着地图一个点一个点的打卡。200人的村民讲解员团队，讲以自己的故事创新的艺术品。比如说村民家的老照片成了艺术品，同时当地的浮梁茶、瓷器也形成了自己的品牌，国际撬动的要素可以把一个村庄变得完全不一样。

综上所述，乡村振兴的关键是搭建包含乡村旅游内源性的发展机制，并以体制机制创新推动其发展。



Rural revitalization through tourism

* Jin Zhun, Professor of the Chinese Academy of Social Sciences

Over the past few years, China has placed great emphasis on rural revitalization, while rural revitalization is also reshaping the countryside, so China is now moving towards endogenous rural growth based on rural revitalization.

I. Rural areas urgently need to establish an endogenous development pattern

China's rural development is in a special space and stage, where spatially it is in the East Asian agricultural economic development zone, extremely different from that of Europe and America. In the developed countries of Europe and the United States, the rapid concentration of urbanized population and the concentration of rural land in large households have resulted in large-scale, mechanized and specialized agricultural operations, turning farmers into professional farmers or industrial workers, thus transforming the countryside in subordination to urban and industrial development. The countryside and farmers are weakening due to the establishment of modern agricultural scale. In the transition, many productive rural (countryside) subordinate to urban. In the rural areas of East Asia, such as Japan and Korea, as well as in China, where rural forms are being explored, there is a growing trend towards an energy-based development model that relies on three main industries: modern agriculture, tourism and leisure industries, and energy, to build an endogenous pillar of rural introspection and growth, and achieve efficient agriculture, multi-vocality of farmers, and the survival and even vitalization of villages in the process.

In terms of time, China is in a special time of transition from urban-rural duality to urban-rural integration, and a modern rural economy is still not yet in shape. In the early stage of development, the endogenous nature of China's countryside has not yet been formed, with the countryside being subordinate to urbanization; in the later stage of development, the

endogenous nature is established and urban-rural integration takes place, in which farmers' income grows and diversifies, and farmers' occupational identity becomes multi-role. The balanced growth of urban and rural incomes has formed a vehicle for rural revitalization. The urban-rural dichotomy and the strategy of prioritizing industrial and urban development have also widened the gap between urban and rural areas, exacerbating the inequality between them and causing factors to flow from the countryside to the cities in one direction, resulting in the decline of the countryside.

From a spatio-temporal perspective, we believe that China's countryside urgently needs to establish an endogenous economic system. Since 2003, central and western China has adopted coastal urbanization to boost rural development, resulting in a rapid rise in the share of urban investment debt while China's economic efficiency slowly declines, but such a model is clearly unsustainable.

The three endogenous pillars of modern agriculture, modern rural tourism, and resource-based industries have established the foundation for endogenous development in rural East Asia. Taiwan, China, for example, has developed three resource-based endogenous growth models in the countryside: the first is agriculture with land resources as the core element. Through the combination of agricultural factors and agro-industrialization, the monthly average labor output of employed agricultural workers in Taiwan increased from US\$550.77 in 1981 to US\$1,707.58 in 2015, an increase of about 2.10 times; and the yield of rice per hectare increased from 3,733 kg in 1960 to 5,262 kg in 2015, an increase of about 40.96%.

The second is tourism with tourism resources and terroir as the core elements. We see that farming households (farms) with diversified operations (also processing or leisure) in Taiwan can obtain higher farming income, including an annual farming income

growth of 141.20% from 2005 to 2015; while the annual farming income of farming households (farms) with traditional operations only grew by 61.87%. The ratio of the two has expanded from 4.25 to 6.345. It can be found that rural tourism and rural leisure are of vital importance for rural growth.

The third is a resource industry with ecological, climatic and mineral resources as core elements. Taiwan is rich in wind energy resources, and the strong southwest airflow in summer and northeast monsoon in winter every year make the coast of Taiwan the best place to develop wind power generation. 1.41GW of new installation capacity of solar photovoltaic was added in Taiwan in 2019, accounting for 1.43% of the global addition.

II. Tourism gives endogenous power to the countryside

China has explored an endogenous way of rural development by relying on rural tourism. By the numbers, China's total rural tourism revenue in 2019 was 1.81 trillion yuan, equivalent to about 10% of the added value of agriculture and related industries; urban tourism revenue was 4.81 trillion yuan, equivalent to about 5% of urban GDP.

Rural tourism forms a rural reconfiguration and is a strong support for rural development, and the pillar role of China's tourism to China's economy is achieved by relying on rural tourism.

III. The establishment of rural tourism development source power relying on institutional mechanism innovation

The first is village reconfiguration. For example, rural tourism in Anhui was originally a closed, agricultural economy-based village form, but now it is an open, service economy-supported spatial form, with its economic form and social organization greatly changed.

The second is the reconfiguration of the inhabitants. Rural tourism brings a rapid accumulation of human capital for local villagers. In Guilin in the 1980s, many old ladies in the countryside spoke English as a result of tourism, indicating a reconfiguration of the knowledge structure in the countryside. Likewise, the scenic spots of Moganshan and Dali have seen a very large number of elites from outside the city enter to practice and live, promoting local development.



The third is the change of social organization. The countryside has undergone a very significant reconstruction in terms of land use and industry, which brings about a change in the structure and function of rural elements, mainly reflected in the endogenous structure of the production, ecological and cultural functions of the countryside for self-revitalization from the countryside, while integrating it into the process of globalization, modernization and digitization, and eventually forming the following three levers: first, capital leverage, with capital willing to invest in this field; second, talent leverage, with more talents gathering in the countryside; third, cultural leverage, with many new cultural elements flowing in from this platform.

Innovation factor gathering mechanism. The first driving force of rural tourism development is not capital, but the import of innovative mechanisms. Independent innovation can burst out a powerful rural tourism power. For example, Yuanjia Village in Xi'an is a village in itself, so how did it develop its rural tourism? The answer is that the villagers established 100 snack stores to form a magnetic pole, and then established a general factory such as a flour mill through equity

ownership, so that all the raw materials for the snacks come out of this factory. Innovative institutional-type approaches like this allow rural development to be very highly profitable in terms of rural tourism.

Land use system reform. We all know that Moganshan's tourism development is very good, so how is it able to bring so many B&Bs together? In 1910, David Duncan Main, a Scottish missionary and physician, built the English-style castle house. In 2016, the castle was restored and developed into a boutique hotel, which was developed vertically on the mountainous terrain. In accordance with the Notice of the Department of Land and Resources of Zhejiang Province and Other 9 Departments on Piloting the Construction Land of "Sloping Villages and Towns", the actual approved construction land is 15 mu, and the rest of the ecological land is leased.

Matching of farmers and social capital. The "622" model of Shuidong Township House in Kaiyang County, Guizhou, is a platform built by enterprises to encourage farmers to take shares in idle houses and land use rights, and the platform is responsible for introducing investment in the unified transformation and operation of houses and land. After operation, dividends will be

distributed according to the ratio of 60% of shares for the investor, 20% for the 'Shuidong Township House' platform, and 20% for the farmers. The project has been invested 150 million yuan, with more than 110 farmers taking shares, attracting investors from more than 70 cities, attracting social capital of more than 28 million yuan, and driving the employment of more than 160 local people. Since the commissioning, the annual income of the shareholding farmers exceeds 12,000 yuan, and the annual income of the employed farmers exceeds 25,000 yuan.

International art is superimposed on "three rural" resources. "Art in Fuliang" is a huge rural earth art exhibition without a roof and based on the on-site creations of international artists, with the village as the exhibition hall. From May 1 to June 1, 2021, the first phase of the "Art in Fuliang" project was successfully held, gathering 22 art projects, 4 cultural events, and 1 rural public art exhibition in 32 days on 18 square

kilometers of land. 26 artists, architects, musicians, and creators from 5 countries participated in this rural art event.

Fuliang of Jingdezhen arranged 2 art projects inside the 18-km village in 2020, where a very large number of the world's top artists gathered to turn the village into a scenic spot, a real full-area tourism, where visitors can take a map and punch in point by point. The 200-strong team of villagers' interpreters innovated artworks with their own stories. For example, old photos of villagers' homes became artworks, while local Fuliang tea and porcelain formed their own brands. The elements of international prying can turn a village into something completely different.

In conclusion, the key to rural revitalization is to construct an endogenous development mechanism containing rural tourism and promote its development with institutional mechanism innovation.



亚洲山地旅游推介会 Asian Mountain Tourism Recommendation

旅游业是改善人民生活质量的关键



施雅德

墨西哥驻华大使馆大使

值此2022年亚洲山地旅游推广大会召开之际，我谨代表墨西哥大使馆向各位来宾表示热烈的欢迎和诚挚的问候。今年是中墨建交50周年，在这个值得庆祝的时刻，虽然无法亲自拜访所有相关部门，游历贵国的大好河山，也请允许我向中国文化和旅游部、贵州省人民政府和国际山地旅游联盟表示感谢，感谢他们在后疫情时代为振兴两国旅游业所做的努力！

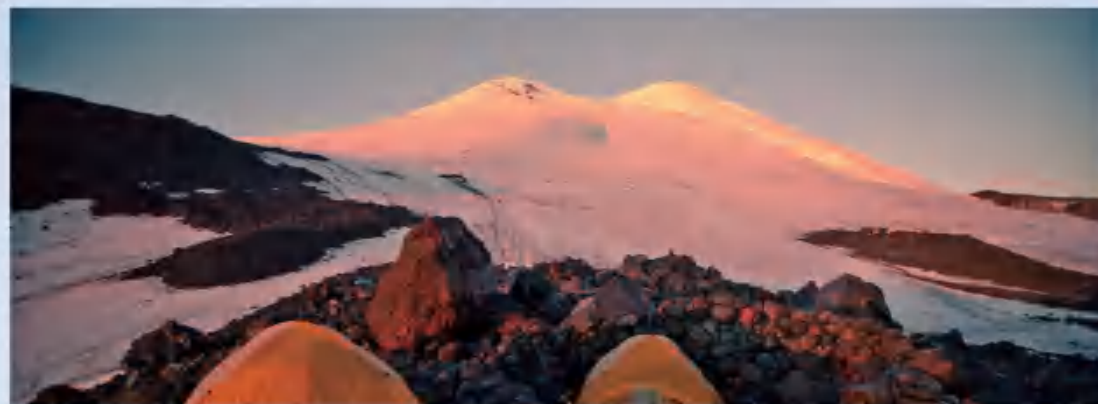
在后疫情时代为振兴两国旅游业所做的努力！

墨西哥政府已经认识到，旅游业是改善人民生活质量的关键，特别是以旅游为支柱产业的地区。此外，推动旅游资源的可持续发展刻不容缓。需要注意的是，也正如本次大会所强调的，在两国旅游业的复苏阶段，自然景观将成为国内外旅游的首选目的地，墨西哥境内横贯多条山脉，拥有大量山间湖泊，山地旅游资源相当丰富，加之风景壮丽、气候温和、生物种类多样、当地社区热情好客，因此广受自然、露营和户外运动爱好者的欢迎。

我想重点指出的是，在2021年，也就是去年，旅游业占到墨西哥国内生产总值的8.7%，占全国就业的8.5%，与2019年的数据非常接近。2021年，旅墨国际游客达3200万名左右，与2020年相比增加了近三分之一。所有这些都清楚地表明，墨西哥旅游业复苏态势稳固。然而，若想达到疫情前的水平，我们仍需付出更多努力，并积极开展国际合作，以恢复所有国际客源市场的流动，我真诚地相信，中墨旅游交流全面恢复指日可待，两国的锦绣河山也必将继续惊艳各国游客。

Tourism is the Key to Improve People's Quality of Life

H.E. Jesús Seade, Ambassador of Mexico in China



Hello! I send you warm greetings from the Embassy of Mexico in China on the occasion of the 2022 Asian Mountain Tourism Promotion Conference.

This year we celebrate half a century since the establishment of diplomatic relations between Mexico and China. In this context, and eager as I am to reach out to all sectors in our relationship and to all regions of your wonderful country, let me express my appreciation to the Ministry of Culture and Tourism of the People's Republic of China, the Guizhou Provincial People's Government and the International Mountain Tourism Alliance for their effort to strengthen the recovery of tourism in the post-COVID era that we all are preparing for.

The Government of Mexico has recognized the fundamental role that tourism plays in improving the quality of life of people, especially those who live in places where tourist centers are located, as well as to highlight the importance of promoting sustainable tourism resources.

It is important to consider that nature destinations, like the ones highlighted in this Conference, have been among the favorite places for domestic and international tourism during the recovery stage of the sector in our respective countries.

Thanks to several mountain systems that run through its territory, as well as countless mountain lakes, Mexico is fortunate to have a wide variety of mountain tourist destinations which, thanks to spectacular landscapes, climate, biodiversity and hospitable local communities, have become popular among lovers of nature, camping and sporting activities.

Let me highlight that in 2021 -last year-, tourism represented 8.7% of Mexico's GDP and 8.5% of our national employment, figures very close to those observed in 2019. In 2021 the country was visited by about 32 million international tourists, which represented an increase of almost one third compared to what it was in 2020.

All this clearly indicates that the recovery of the tourism sector in Mexico has developed steadily, although additional efforts and international cooperation will be necessary to resume international flows from all source markets to reach the same levels observed during the pre-pandemic era.

I trust, very sincerely, that soon we will resume tourist exchanges between Mexico and China, with full force, and I have no doubt that the wonderful mountains of both our countries will continue to amaze international tourists.

Congratulations and all the best to you.

马来西亚已做好准备 打开国门迎接游客



拿督扎伊努丁

马来西亚国家旅游局局长

今年大会的主题是“携手共筑亚洲山地旅游发展新未来”。登山是领略马来西亚自然地形的最佳方式，既可以探索低地地区的热带雨林，还能挑战高海拔的山地森林，尽享丰富且独特的自然资源。

作为著名的自然活动和生态旅游目的地，马来西亚提供了不同难易程度的登山路线。登山爱好者们既可以选择在凉爽舒适的中央山脉徒步，也可以挑战攀登婆罗洲的座座高峰。例如柔佛的金山、彭亨州的大汉山、沙撈越州的穆卢洞穴、沙巴州的京那巴鲁山和

特鲁斯马迪山，在此就不一一列举了。

近年来，全球人民都经历了如登山一般的起起落落，但正如人们常说的，经历努力的攀爬才会看到最美的风景。面对困境，大家仍然表现出十足的奉献精神 and 热情，坚持推动旅游业的发展，我对此深表感谢。

“疫”霾渐散，我很高兴地宣布，马来西亚将于今年4月1日起正式重开国际边境，结束新冠疫情以来实施的边境封锁限制。马来西亚已经准备好迎接各国宾客光临，我希望所有人都能充分享受马来西亚激动人心的登山之旅，饱览叹为观止的景色，收获令人赞叹的体验，开阔眼界，陶冶心情，体验“豁然开朗”的快乐。

作为自然活动的目的地，马来西亚受到越来越多来自世界各地游客的喜爱。我们不仅拥有丰富的生物多样性，也期待各位走进国家公园、森林保护区和动物保护区，亲自发现更多马来西亚之美。因此，我诚意推荐世界各地的朋友们选择马来西亚作为下一站旅游目的地，一起度过一个充满冒险的假期。

最后，我谨代表马来西亚旅游局预祝大会圆满成功，我们马来西亚见。

Malaysia is ready to welcome visitors across the world

* Ybhg Dato' Hj Zainuddin Abdul Wahab, Director General of Tourism Malaysia

The theme this year, Jointly Building a New Future for Asian Mountain Tourism. Mountain-climbing is an excellent activity, that simultaneously allows an exploration of the richness and uniqueness of Malaysia's natural terrains, which range from tropical rainforests in the lowlands to mountain vegetations at high elevations.

As the well-known destination for nature-based activities and ecotourism, Malaysia's mountains offer different levels of challenges for all climbers from easy treks in the cool comfort of Peninsular Malaysia's Main Range to the more demanding summits of Malaysian Borneo. To name a few, there are Mount Ledang in Johor, Mount Tahan in Pahang, Mulu Showcaves in Sarawak, Mount Kinabalu and Sinua Trusmadi in Sabah.

Ladies and Gentlemen. Much like climbing the mountains, we have gone through many ups and downs. But as they always say, the best view comes after the hardest climb. Despite the circumstances, I am very grateful for everyone's dedication and passion, that

have driven the betterment of the tourism industry.

After two eventful years of living with the pandemic, I am delighted to share the good news, of the reopening of our international borders that will commence on 1st April 2022. We are now ready to welcome all of you to our humble home that is Malaysia. I hope everyone will take full advantage of our exciting mountaineering packages that await you, as they will guarantee a rewarding exploration filled with breathtaking views and discoveries, that will broaden your mind with each ascent.

Malaysia is growing in popularity as a destination for international nature-based events. Home to a rich biodiversity, our national parks, forest reserves, and animal sanctuaries are waiting to welcome all of you. Hence, I urge my international friends to choose Malaysia as your next destination for an adventure-packed holiday.

Lastly, on behalf of Tourism Malaysia, I wish the conference a grand success. See you in Malaysia soon





孙含欣

贵州省文化和旅游厅厅长

Sun Hengxin, Director of Guizhou Provincial Department of Culture and Tourism

尊敬的各位领导，各位来宾，女士们，先生们，朋友们：

大家，下午好！

八月清爽好时节，山地公园迎宾朋！今天，非常高兴与大家相聚在“山地公园”省会爽爽贵阳，共享山地旅游新风采，共谋山地旅游新未来。在此，我谨代表贵州省文化和旅游厅，向远道而来的各位贵宾表示热烈欢迎，向文化和旅游部、国际山地联盟以及长期以来关心帮助贵州发展的各界朋友表示衷心感谢！

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

贵州是全国唯一一个没有平原支撑的省份，全省92.5%的面积都是山地和丘陵，山川秀丽、碧水长流、文化多彩、气候宜人。习近平总书记十分关心贵州旅游业发展，赞誉贵州是“公园省”，精辟地揭示了贵

州旅游的内涵和气质，为进一步提升贵州旅游的知名度和美誉度提供了战略指引。

今年，新国发2号文件提出“加快国际山地旅游目的地建设”，再次为发展山地旅游注入强大动力。

立足全省资源优势，朝山地旅游发力，贵州持续在“山地旅游+”上下足功夫，“公园省”绽放多彩魅力：现有世界自然遗产地4个，5A级旅游景区8个，4A级旅游景区134个，省级以上度假区40个，国家级风景名胜胜区18个，国家级森林公园32个、国家地质公园10个、国家级自然保护区11个。打造了贵阳和安顺“山地旅游+集散地+避暑度假”旅游功能区、黔西南“户外运动+度假康养”旅游功能区、毕节“山地旅游+度假康养”旅游功能区等融合发展的山地旅游新业态。

“十三五”时期前四年全省接待入黔游客人次、旅游总收入均保持30%以上的增长速度，2021年贵州旅游及相关产业增加值突破1000亿元、占GDP的比重达5.2%。贵州正日渐成为山地旅游爱好者的理想秘境。

畅游贵州这座大公园，可以游览观光，可以修心养性，可以运动休闲，让您的生活充满美好！

贵州是游览山水的唯美公园。奇特的喀斯特地貌，造就贵州成为山的王国、水的世界，铸就了贵州心醉神迷的自然风光，是中国世界自然遗产地最多的省份。这里奇峰磅礴、别有洞天。梵净山美轮美奂，是中国十大避暑名山之一；万峰林天下奇观，徐霞客赞叹“天下山峰何其多，唯有此处峰成林”；云台山宛如仙境，再现“云来山更佳，云去山如画”之美妙；赤水丹霞佛光岩有“世界丹霞之冠”的美誉。贵州是世界上喀斯特溶洞分布最广、发育最典型的地区。织金洞位列“中国最美六大旅游洞穴之首”，素有“黄山归来不看岳，织金洞外无洞天”的美誉；绥阳双河洞探测长度排名世界第四、亚洲第一，被称为“中国地心之门”。这里飞瀑流泉、峡谷奇幽。贵州银瀑飞流、碧水如练，河流、山溪、湖泊、涌泉星罗棋布，有“千瀑之省”的美誉。黄果树大瀑布气度恢弘，是世界上最大的瀑布群；荔波小七孔拉雅瀑布千姿百态、秀美灵动；马岭河瀑布千瀑归壑、幽美壮

阔；赤水河、舞阳河、乌江画廊等千姿百态、清流婉转。北盘江大峡谷、南江大峡谷、马岭河峡谷等秀丽险峻、形态多样。

贵州是玩转山地的运动天堂。喀斯特地貌造就全省数不胜数的溶洞、湖泊、瀑布、峡谷、天坑。世界前100名高桥有50座在贵州，被称为“世界桥梁博物馆”。贵州平均海拔1100米左右，非常适合开展马拉松、滑翔伞、攀岩、低空飞行、高桥蹦极等户外运动，还有8大滑雪场，全年330天以上可进行户外运动，被称为“户外运动的天堂”。国际山地旅游联盟永久落户贵州，国际山地旅游暨户外运动大会成功举办第五届，已成为国际山地旅游和户外运动交流合作的知名品牌、著名平台。贵州体育赛事丰富多彩。晴隆“二十四道拐”中国汽车拉力赛、六盘水夏季国际马拉松赛、“翱翔贵州”国际滑翔伞赛、紫云格凸河国际攀岩节等享誉中外。环梵净山骑行线路、“奔跑贵州”山地跑系列赛等先后入选国家体育产业基地、国家体育旅游精品赛事、黄金周体育旅游精品线路。贵州体育旅游形态多样。贵州是首批国家体育旅游示范区。目前已建成生态体育公园104个、汽车露营基地100个；获评国家体育旅游精品项目95项（次），数量居全国第一；全省累计评选出体育旅游精品线路106条，培育体育旅游黄金线路4条，涵盖洞穴探险、酷玩森林、水上运动、路跑健身、山地骑行等特色业态。

贵州是醉美多彩的人文胜境。贵山贵水创造了多姿多彩的山地文明，多元的文化在贵州深度交融、生生不息。这里民族文化绚丽多彩。17个世居少数民族在这片土地上孕育了多姿多彩的民族特色文化和非物质文化遗产，享有“文化千岛”之美誉。无指挥、无伴奏、自然和声的侗族大歌被誉为“天籁之音”，布依族“八音坐唱”堪称“凡间绝响”；芦笙舞、木鼓舞等民族舞蹈，鼓楼、吊脚楼、风雨桥等特色建筑，以及苗绣、蜡染、贵银等工艺产品，都极具民族风情。这里历史文化源远流长。明代大儒王阳明在贵阳修文龙场悟道，创立了“阳明心学”，“致良知”

“知行合一”等思想成为中华优秀传统文化的重要内容；明代“调北征南”“调北填南”在贵州形成了“活化石”般的屯堡文化；这里红色文化激荡人心。贵州红色文化资源丰富，红军长征在贵州活动时间最长、范围最广，创下了四渡赤水、强渡乌江、娄山关大捷、乌蒙山回旋战等经典战例，遵义会议在危急关头挽救了党、挽救了红军、挽救了中国革命，红色文化成为指引我们走好新时代长征路的强大精神动力。

贵州是休闲度假的康养福地。得天独厚的生态环境，冬暖夏凉的宜人气候，丰富优质的旅游资源，让贵州成为适宜人居的康养福地。这里是避暑度假的公园。贵州平均海拔1100米，夏季平均气温23℃，全域约有3/4的地方适合避暑旅游，贵阳、六盘水被评为“中国十大避暑旅游城市”，毕节、安顺、黔南州、黔东南州等中国避暑名城久负盛名。贵州森林覆盖率达62.12%，全年PM2.5平均值在50以下，负氧离子浓度高，是“天然大氧吧”。这里是温泉滋养的乐园。贵州温泉资源丰富、类型多样，全省88个县有温泉资源、单体203处，达到优良级77处，含有锂、锶、锌、偏硅酸等人体有益元素可直接饮用，是理疗养生、休闲康养的最佳目的地，是名副其实的“温泉省”。这里是茶旅休闲的游园。贵州是中国唯一兼具低纬度、高海拔、多云雾、无污染的全境高原的茶区，是中国最大的产茶大省，贵州茶园面积已连续8年排名全国第一，700万亩茶园遍布黔中大地。湄潭万亩茶海、凤冈茶海之心、余庆松烟茶场、都匀螺蛳壳茶园、开阳云山茶海等，都是洗眼、洗心、洗肺的打卡地。这里是舒适宜居的家园。贵州被誉为美丽乡村建设的中国样板，724个村寨列入中国传统村落保护名录、数量居全国第一。这里有世界上最大的苗族聚居村寨“西江千户苗寨”，有全国最大侗族村寨之一的“肇兴侗寨”；此外，遵义花茂、黔西化屋、江口云舍、乌当偏坡、雷山郎德、兴义纳灰等美丽乡村，村村有特色、沿路有美景、处处皆画卷。

奋进新时代，逐梦新征程。当前，全省文化和旅游系统在省委、省政府坚强领导下，坚持以高质量发

厘统揽全局，紧扣“两大提升”、实施“四大行动”，推动旅游业高质量发展，着力打造国际一流山地旅游目的地、国内一流度假康养目的地，建设多彩贵州民族文化强省、多彩贵州旅游强省。

山地公园诸景备，贵山贵水等君来。今天的贵州，以山地旅游为依托，交通、通讯等基础设施日臻完善，各种景致在贵州汇聚，各种机遇在贵州生发，

Distinguished leaders, distinguished guests, ladies and gentlemen, friends,

Good afternoon, everyone!

August is a refreshing cool month, Welcome to the mountain park! Today, I am very pleased to meet with you in Guiyang, the capital of "Mountain Park", to share the new style of mountain tourism, to seek a new future of mountain tourism. Here, on behalf of the Guizhou Provincial Department of Culture and Tourism, I would like to extend a warm welcome to all the distinguished guests who have come from afar, and express my heartfelt thanks to the Ministry of Culture and Tourism, the International Mountain Alliance and friends from all walks of life who have long been concerned about and helped Guizhou's development!

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

Guizhou is the only province in China without plains. 92.5% of the province is covered by mountainous and hilly areas, with beautiful mountains and

各种舞台在贵州搭建.....真诚欢迎大家常来贵州，欣赏雄奇的山地风光，体验激情的户外运动，领略多彩的山地风情，感受康养的山地惬意，享受投资的政策红利，在山地贵州找到“诗与远方”。

最后，预祝本次大会取得圆满成功!

谢谢大家!

rivers, long clear waters, colorful culture and pleasant climate. General Secretary Xi Jinping has been concerned about the development of tourism in Guizhou, praising Guizhou as a "Park Province", which incisively reveals the connotation and temperament of tourism in Guizhou, and provides strategic guidelines to further enhance the popularity and reputation of tourism in Guizhou.

This year, the XGF No. 2 Document proposed to "accelerate the construction of international mountain tourism destinations", again injecting strong momentum for the development of mountain tourism.

Relying on the resource advantages of the whole province and focusing on mountain tourism, Guizhou continues to make great efforts in "mountain tourism +" and the "Park Province" is blooming with colorful charm: there are four world natural heritage sites, eight 5A tourist attractions, 134 4A tourist attractions, 40 resorts above the provincial level, 18 national scenic spots, 32 national forest parks, 10 national geoparks and 11 national nature reserves. It has built a new mountain tourism business format integrating the development of Guiyang and Anshun "mountain tourism + distribution center + summer vacation" tourism functional area, Southwest Guizhou "outdoor sports + vacation recreation" tourism functional area, and Bijie "mountain tourism + vacation recreation" tourism functional area. In the first four years of the "13th Five-Year Plan" period, the number of tourists and the total tourism revenue of Guizhou Province maintained a growth rate

of more than 30%. In 2021, the added value of tourism and related industries in Guizhou exceeded RMB 100 billion, accounting for 5.2% of GDP. Guizhou is becoming an ideal destination for mountain tourism enthusiasts.

Enjoying the time in the great park of Guizhou, you can enjoy sightseeing, cultivate your mind, exercise and leisure, and make your life full of beauty!

Guizhou is a beautiful park for sightseeing. The unique karst landscape has made Guizhou a kingdom of mountains and waters, and created the fascinating natural scenery in Guizhou, which is the province with the largest number of the world-listed natural heritage sites in China. Here are majestic peaks and unique caves. Fanjing Mountain is one of the top ten famous summer mountains in China; Wanfeng Forest is a wonder of the world, and Xu Xiake exclaimed, "There are so many peaks in the world, but this is the only place where peaks become forests"; Yuntai Mountain is like a fairyland, reproducing the wonderful scenery of "the mountain is magnificent with clouds over and picturesque when clouds disappear"; Guizhou is the region with the widest distribution and most typical development of karst caves in the world. Zhijin Cave is ranked as "the first of the six most beautiful tourist caves in China" and is known as "a trip to Huangshan renders trips to the five great mountains unnecessary, and no cave worthy experiencing after visiting Zhijin Cave"; Suiyang Shuanghe Cave ranks the fourth in the world and the first in Asia in terms of exploratory length, and is known as "the gate of the earth's center in China". Here are waterfalls and springs, strange valleys and secluded canyons. Guizhou is known as "the province of thousands of waterfalls" because of its flying silver waterfalls and clear waters, with rivers, mountain streams, lakes and springs scattered everywhere. Huangguoshu Waterfall is the largest waterfall group in the world; The Small Seven-hole Laya Waterfall in Libo is beautiful and flexible, with thousands of postures; The Maling River Waterfall runs through thousands of rivers and ravines, beautiful and magnificent; Chishui River, Wuyang River, Wujiang River Gallery present in a variety of shapes and clear

flowing. Beipanjiang Grand Canyon, Nanjiang Grand Canyon, Maling River Canyon are beautiful and steep, with diverse forms.

Guizhou is a paradise for mountain tourism sports. There are numerous karst caves, lakes, waterfalls, canyons and sinkholes in the province. There are 50 of the world's top 100 high bridges in Guizhou, known as the "World Bridge Museum". With an average altitude of about 1,100 meters, Guizhou is ideal for outdoor sports such as marathon, paragliding, rock climbing, low-altitude flying and high bridge bungee jumping, as well as 8 ski resorts. Outdoor sports can be carried out for more than 330 days throughout the year, which is known as the "paradise of outdoor sports". The International Mountain Tourism Alliance is permanently settled in Guizhou, and the International Conference of Mountain Tourism and Outdoor Sports has been successfully held for five consecutive years, which has become a famous brand and platform for international mountain tourism and outdoor sports exchange and cooperation. There are a wide variety of sports events held in Guizhou. The Qinglong "24 Turns" China Automobile and Motorcycle Sports Federation, the Liupanshui Summer International Marathon, the "Soaring Guizhou" International Paragliding Tournament, and the Ziyun Getou River International Climbing Festival are well-known in China and abroad. The cycling route around Fanjingshan Mountain and the "Running Guizhou" mountain running series have been selected as national sports industry bases, national sports tourism events and sports tourism routes during Golden Week. There are various forms of sports tourism in Guizhou. Guizhou is one of the first batch of national sports tourism demonstration areas. At present, Guizhou has built 104 ecological sports parks and 100 automobile camping bases; 95 national sports tourism boutique projects(times) have been awarded, ranking first in China; the province has selected 106 sports tourism boutique routes and cultivated 4 sports tourism golden routes, covering cave exploration, cool play in forests, water sports, road running and fitness, mountain hiking and other characteristic business formats.

Guizhou is a beautiful and colorful cultural scenic spot. The mountains and waters in Guizhou have created a colorful mountain civilization, and its diverse cultures are deeply integrated and constantly growing in Guizhou. The ethnic culture is gorgeous.

The 17 ethnic minorities living here for generations have left colorful, distinctive ethnic cultures and intangible cultural heritages on this land, enjoying the reputation of "a land of thousands of cultures". The Dong Kam Grand Choirs with no conductor, no accompaniment and diatonically harmonized is known as "the sound of nature", and the "eight-tone seated singing" of the Bouyei nationality is called "the best sound in the world"; the Lusheng dance, the wooden drum dance and other ethnic dances are also known as "the best sound in the world". The folk dances such as Lusheng dance and wooden drum dance, the characteristic buildings such as drum tower, stilted building and shelter bridge, as well as the craft products such as Miao embroidery, batik and precious silver are great examples of ethnic customs. It has a long history and profound cultures. Wang Yangming, a great Confucian in the Ming Dynasty, realized the philosophic theory in the Wenlong field in Guiyang, and created the thoughts of "Wang Yangming's Philosophy", "Extension of Intuitive Knowledge" and "unity of knowledge and action", which have become important contents of excellent Chinese traditional culture; "Transferring the north to conquer the south" and "transferring the north to fill the south" in the Ming Dynasty have formed a "living fossil" military outpost culture in Guizhou; The red culture has been enchanting. Guizhou is rich in red culture resources, and the Red Army's Long March has the longest time and the widest scope in Guizhou, creating such classic battle examples as crossing Chishui for four times, the strong crossing Wujiang River, the grand victory at Loushan Pass and Mount Wumeng roundabout battle. The Zunyi Meeting saved the Party, the Red Army and the Chinese revolution at the critical moment, and the spiritual power of red culture gives people a strong motivation to join the Long March of the new era.

Guizhou is a blessed place for recreation and

leisure. The unique ecological environment, the pleasant climate in warm winter and cool summer, and the rich and high-quality tourism resources make Guizhou a blessed place for recreation and leisure. Guizhou is a park for summer vacation. Guizhou has an average altitude of 1,100 meters and an average summer temperature of 23°C. About 3/4 of the entire region is suitable for summer vacation tourism, with Guiyang and Liupanshui named as "China's Top 10 Summer Vacation Cities", while Bijie, Anshun, prefecture and Qianxinan prefecture are famous summer vacation cities in China. Guizhou has a forest coverage rate of 62.12%, and the annual PM2.5 average is below 50, with a high concentration of negative oxygen ions, making it a "natural oxygen bar". It is a paradise nourished by hot springs. Guizhou boasts various types of hot spring resources. Among the 88 counties in the province, hot spring resources are presented in all of them, with 203 single hot springs among which there are 77 excellent level resources, containing healthy elements like lithium, strontium, zinc and metasilicic acid, making it the top destination for wellness and leisure tour as well as a real "hot spring province". It is a park of tea plantation tour and recreation. Guizhou is the only tea producing area in China with low latitude, high altitude, cloudy and pollution-free plateau, and the largest tea plantation province in China. Guizhou tea plantation area has been ranked first in China for eight consecutive years, with 7 million mu of tea plantations all over the land of Central Guizhou. Meitan 10,000 mu of tea sea, Fenggang heart of tea sea, Yuqing pine forest and tea farm, Duyun Luosike tea farm, Kaiyang tea farm in clouds, etc., are great destinations for refreshing eyes, minds and lungs. It is a comfortable and livable place. Guizhou is known as a Chinese model for beautiful countryside construction, with 724 villages listed as Chinese traditional villages for protection, ranking first in China in terms of number. Here boasts the world's largest Miao village "Thousands of Miao Households in Xijiang", and "Zhaoxing Dong Village", one of the largest Dong villages in China; In addition, there are beautiful villages such as Zunyi Huamao, Qianxi Huawu, Jiangkou Yunshe, Wudang Pianpo, Leishan Langde, Xingyi

Nahui, etc. There are picturesque views in distinctive villages and along the roads.

Forge ahead in the new era and dream for a new future. At present, under the strong leadership of the provincial Party committee and the provincial government, the cultural and tourism system of the province adheres to the overall situation of high-quality development, closely follows the "two improvements" and implements the "four actions", promotes the high-quality development of the tourism industry, strives to build an international first-class mountain tourism destination and a domestic first-class vacation and recreation destination, and a strong province of ethnic culture and tourism in colorful Guizhou.

With numerous scenic spots in the mountain

park, mountains and waters are waiting for you. Nowadays, Guizhou, relying on mountain tourism, is improving its transportation, communication and other infrastructure. All kinds of scenery converge in Guizhou, all kinds of opportunities arise in Guizhou, and all kinds of stages are built in Guizhou. We sincerely invite all of you to Guizhou, to enjoy the majestic mountain scenery, experience the passionate outdoor sports, appreciate the colorful mountain customs, feel the mountain comfort of recreation, enjoy the policy dividends of investment, and find "poetry and distance" in mountain Guizhou.

Finally, I wish this conference a complete success!

Thank you all!



让山地旅游、生态旅游成为一种生活方式



萨达罗

柬埔寨王国驻华大使馆代办

这是我第一次来到美丽的贵州省，从机场到酒店的路上，我看到了青山绿水，还有自然美景，说明了贵州旅游正朝着高质量方向发展。我非常荣幸与大家分享柬埔寨在发展山地旅游方面的经验和做法，也期待未来我们能够在山地旅游方面进行合作，特别是在保护和提升山地旅游资源的可持续发展方面。

柬埔寨的旅游以自然资源为基础，柬埔寨政府把旅游业视为一个重点产业，这对于柬埔寨实现绿色目标及绿色经济发展至关重要。可持续的、负责任旅游，能够保护柬埔寨自然资源和旅游资源。旅游业的进步会提升国家的名誉，能够增进与其他国家的合作与友谊，也能够让柬埔寨更好地融入地区、融入世界。

柬埔寨的旅游政策非常强调可持续发展，山地旅游发展及生态旅游发展是非常合适可持续发展的一种机制，也是一种高效的保护方式。它能够保护自然资源，为当地的人们带来发展机遇，让他们能够广泛参与到决策的过程中，人们可以直接从旅游发展中受益，能够从旅游的参与及决策过程中来决定自己社区

的发展方向，提升自己的生产生活水平，极大地减少贫穷。当地人能够从自然中受益，从旅游中受益，所以我们鼓励当地人能够参与到山地资源以及周边资源的保护中。

柬埔寨有各种各样的国家自然资源及丰富的生物，在柬埔寨有57个自然保护区，3个自然保护湿地，热带森林，珍稀动物等。山地旅游带来了发展红利，它能够保护动物与自然，也让公众意识到保护山地资源的重要性。同时也可以提升山地经济，让社区从中收益。

山地旅游和生态旅游是柬埔寨社会的新趋势，能够促进本地经济发展。人们已经改变了自己的想法，让环境造福自己，去保护山地资源。山区的人们在自然保护区内提升资源，保护当地的资源。而当地的社区也有自己的独特角色与责任，来提升自然资源的保护，实现自然资源的可持续利用。这个趋势推动柬埔寨旅游业的发展，也让旅游业在疫情之后迎来了新的发展升级。

山地旅游带来了很好的产品和机遇。新冠疫情之后，旅游业通过投资山地旅游及生态旅游，解决了很多人的就业问题。虽然他们在疫情中失去了工作，但是因为山地旅游的发展，他们能回归就业岗位，从事山地旅游相关工作。

发展山地旅游以及生态旅游，对于柬埔寨来说是在疫情恢复过程当中很重要的一点，柬埔寨的恢复策略也在与此。山地旅游以及生态旅游，不仅能使人们的生活水平得到可持续地提升，也能为人们带来可靠的收入。为了提升山地旅游和生态旅游地发展，柬埔寨已经推出了一系列的措施，让其能够可持续发展，同时也能极大地减贫，并且保护自然资源，这样不仅能够实现绿色的资源保护，也能够提升游客的满意

度。柬埔寨非常欢迎，也非常愿意与各种各样的利益相关者，来支持并且促进山地旅游的长期可持续发展，比如在法律或经济方面进行合作。

总的来说，山地旅游包括了各式各样的活动，它能够为游客提供独特的旅游经验，让他们体验别样的自然和文化。在后疫情时代，柬埔寨非常期待能够

大家在身心健康之余，更多的参与到山地旅游以及生态旅游当中，让它们成为人们的生活方式之一，影响到更多的人。

相信本次大会能够继续让我们发现新的机制，让我们携手合作，促进山地旅游发展。同时，相互分享经验，这些经验能够帮助各方在疫情之后快速恢复，并且进一步提升山地旅游的韧性。



Let Mountain Tourism and Ecotourism Be a Way of Life for People

■ Sreng Sataro, Chargé d'affaires of the Embassy of the Kingdom of Cambodia in China

It is my first time to visit the beautiful Guizhou Province. On the way from the airport to the hotel, I saw green mountains and water, and other natural beauties, which show that Guizhou tourism is developing in the direction of high quality. It is my great pleasure to share with you Cambodia's experience and practices in developing mountain tourism, and we look forward to cooperating in mountain tourism in the future, especially in protecting and enhancing the sustainable development of mountain tourism resources.

Cambodia's tourism industry is based on natural resources. The Cambodian government considers tourism as a key industry, which is essential for Cambodia to achieve its green goals and green economic development. Sustainable and responsible tourism can protect Cambodia's natural and historical resources. The progress of tourism will enhance the reputation of the country, increase cooperation and friendship with other countries, and also enable Cambodia to be better integrated into the region and the world.

Sustainable development is highly emphasized in Cambodia's tourism policy. Mountain tourism and ecotourism development is a very suitable mechanism for sustainable development and an efficient way to conserve natural resources, bring development opportunities to local people, allowing them to participate extensively in the decision-making process. People can directly benefit from tourism development by determining the direction of their communities through tourism participation and decision-making processes, thereby improving their production and living standards and significantly reducing poverty. Local people can benefit from nature and tourism, so we encourage local people to be able to participate in the conservation of mountain resources and the surrounding resources.

Cambodia has various natural resources and rich biological species, including 57 nature reserves, 3

nature protected wetlands, tropical forests, rare animals, etc. Mountain tourism has brought development dividends to Cambodia, not only protecting animals and nature, but also making the public aware of the importance of preserving mountain resources, as well as enhancing the mountain economy from which communities can reap the benefits.

As a new trend in Cambodia's social development, mountain tourism and ecotourism can contribute to local economic development. People have changed their minds to protect mountain resources so that the environment can benefit them. People in the mountains have enhanced the resources in the nature reserves and protected the local resources. In turn, local communities have taken on their own unique roles and responsibilities to enhance the conservation of natural resources for their sustainable use. This trend has boosted Cambodia's tourism industry and given it a new upgrade after the COVID-19.

Mountain tourism brings great products and opportunities. After COVID-19, the tourism industry has solved many people's employment problems by investing in mountain tourism and ecotourism. Despite losing their jobs during the epidemic, they have been able to return to work in mountain tourism-related jobs because of the development of mountain tourism.

The development of mountain tourism and ecotourism is an important part of Cambodia's post-epidemic recovery process, and Cambodia's recovery strategy is based on this. Mountain tourism and ecotourism not only lead to sustainable improvement of people's living standards, but also bring reliable income. To enhance the development of mountain tourism and ecotourism, Cambodia has introduced a series of measures to make it sustainable, while significantly reducing poverty and protecting natural resources. Not only does this allow for green resource conservation, but it also enhances tourist satisfaction. Cambo-

dia welcomes and is very willing to work with a wide range of stakeholders to support and promote the long-term sustainable development of mountain tourism, such as cooperation on legal or economic aspects.

In general, mountain tourism encompasses a wide variety of activities that offer visitors a unique travel experience, allowing them to experience nature and culture in a different way. In the post-epidemic era, Cambodia is eager for people to become more involved

in mountain tourism and ecotourism as part of their lifestyle and to reach out to more people in addition to their physical and mental health.

We believe that this conference will allow us to continue to discover new mechanisms. Let's work together to promote the development of mountain tourism and share our experiences with each other, as they can help all parties to recover quickly after the epidemic and further enhance the resilience of mountain tourism.



黎巴嫩自然风光壮丽，山脉雄奇



扎赫尔·阿里迪

黎巴嫩驻华大使馆副馆长

黎巴嫩是中东和地中海沿岸最美丽的国家之一，自然风光壮丽，山脉雄奇，又有两种截然不同的特色。

黎巴嫩东部山脉绵延145公里，其北部土地贫瘠，常常没有树木覆盖，但有许多淡水泉；而南部山峦郁郁葱葱，最高峰是为赫尔蒙山（或称“谢赫山”），海拔2814米，是地中海东部地区的战略高地，也是约旦河的源头，建有一个气象中心。

黎巴嫩西部山脉东临贝卡山谷，拥有丰富的农业和旅游业资源，是利塔尼河、哈斯巴尼河和瓦扎尼河等大河的发源地；西临地中海沿海城市，有宝贵的自然、旅游和遗产特色，是黎巴嫩山脉中的明珠。这些山脉是历代文明的发源地，比如腓尼基人，之后是古希腊文明，再后来是留下伟大纪念碑的罗马人，所有这些黎巴嫩文化和城市的伟大遗产。这条山脉长达160公里，自北部绵延到黎巴嫩南部，特别值得一

提的是黎巴嫩和中东的最高峰——海拔3088米的马克梅尔山，是珠穆朗玛峰以及中国、尼泊尔和印度其他一些山脉之后，亚洲最高的山脉之一。

西部山脉，除了是大多数黎巴嫩人的永久的家园外，还是黎巴嫩的旅游宝地。这里建有很多冬季和夏季旅游度假区，也承办诸多活动。在冬季，滑雪运动和旅游获得极大的关注，现代先进、符合国际安全标准的平台让该项运动练习乐趣丛生；这里还有豪华酒店、小木屋和旅社，所有这些离黎巴嫩海岸只有25分钟车程、离机场半小时车程。这就是为什么在黎巴嫩大家常说，您在同一天可以练习山地滑雪，在地中海游泳，中间只需20分钟的车程。山地中还有诸多内陆河、山谷和惊险的悬崖，攀岩和徒步旅行等运动也非常有名。该山脉最重要一大特色是诸多自然保护区，特别是黎巴嫩两大著名的雪松保护区，即布恰莱雪松保护区(the Bcharre Cedars Reserve)和楚夫雪松保护区(the Chouf Cedars Reserve)。黎巴嫩政府和这两个地区市政府当局通力合作，保护了生物和生态多样性，维持综合自然系统，保护区内生活繁衍的自然生物，特别是一些濒危生物。

所有这些，以及黎巴嫩山地的其他特色，让我们非常有兴趣参加国际山地旅游联盟举办的这次颇有价值的大会，分享我们山地的壮丽之美。这个联盟旨在向人们介绍更多值得一游的雄奇山地，利用其旅游、环境、运动及文化特色，构建桥梁，助力亚洲和其他具有壮丽自然山地特色的国家之间的沟通，推进各国之间的友谊与合作精神，在山地、乡间的村庄和城市发展经济活动，也将山地居民介绍给不同国家的游客，以加强各民族间的文明交流。

Lebanon is Naturally Endowed With Beautiful Scenery And Majestic Mountains

■ Zaher Alidi, The Deputy Chief of The Embassy of The Lebanese Republic in China

The Republic of Lebanon is one of the most beautiful countries in the Middle East and along the Mediterranean Coast. It boasts not only breathtaking natural scenery but also majestic mountains, which are in stark contrast.

In the east part of Lebanon, mountains can stretch as far as 145 kilometres long, while its northern part is so barren that almost no trees can be found there but abounds in freshwater springs. The south part of Lebanon is dominated by large areas of lush mountains, among which the highest is Mount Hermon (also known as Mount Shayk) at an altitude of 2814 meters. It serves as a strategic highland in the eastern part of the Mediterranean Coast as well as the origin of the Jordan River, with a meteorological centre located near it.

On the eastern side of the Lebanon mountains in the west is the Beqaa Valley, which contains a large number of agricultural and tourist resources and has become the birthplace of many large rivers, such as the Litani River, the Hasbani River, and the Wakhan River. On the west side sit the Mediterranean coastal cities with precious natural, tourism, and heritage characteristics, thus being hailed as the pearl of all Lebanon mountains. Meanwhile, these mountains also gave birth to many great human civilizations, such as the Phoenician civilization, the ancient Greek civilization after it, and later the Roman people who left behind valuable monuments, which together constitute the excellent heritage of Lebanese culture and cities. The Melmark Mountain stretches as far as 160 kilometres from the north to the south of Lebanon. What's worth mentioning is that this mountain, at an altitude of 3088 meters, is the highest mountain in Lebanon and the Middle East, as well as the highest mountain in the Asia region besides Mount Qomolangma and some mountains in China, Nepal and India.

The majority of Lebanese people settled to live in

the western mountain region, which also serves as a hot spot for tourism in Lebanon. A great many winter and summer tourism resort villages are located here, and many activities are held in this place. In the wintertime, skiing and tourism activities have attracted attention from all over the world. The advanced and standard platform has added more fun to this exercise activity. There are also luxury hotels, cabins and hotels from where you can take a 25-minute ride to the Lebanon coast and a 30-minute ride to the airport. That is why people say you can both practice mountain skiing and go swimming in the Mediterranean sea because it only takes you a 20-minute ride to shuffle between the two places. Moreover, continental rivers, valleys and perilous cliffs can also be found among the mountains, which makes such tourist activities as climbing and hiking quite popular. Another feature of these mountains lies in its multiple natural reserves, especially the two world-renowned deodar cedar reserves, namely the Bcharre Cedars Reserve and the Chouf Cedars Reserve. The Lebanese government joins hands with the two local authorities to protect biological and ecological diversity, maintain integrated natural systems, and ensure the safety of natural species living in protected areas, especially endangered ones.

All of these factors and many other unique features of the Lebanon mountains have rendered us very interested in participating in this valuable conference held by the International Mountain Tourism Alliance to share the magnificent charm of our mountains. This alliance aims to introduce more majestic mountains worth visiting to the world and help to boost communication between Asian countries and other countries with similar stunning natural beauties through the bridge formed by tourism, environment, sports and culture. In addition, it deepens the friendship and cooperation among all countries, promotes

economic development in villages and cities in the mountains and countryside, and brings the local mountain people to more visitors from the world to

enhance their cultural exchanges among different nations.



预计到2024年 蒙古国将接待约100万外国游客



巴图欧尔士赫
蒙古驻华大使馆参赞

蒙古国国土面积150万平方公里，是世界上国土面积第17大的国家，在亚洲排名第八。蒙古国海拔900到1500米，境内有阿尔泰山山脉，库苏古尔湖，阿格拉山等，其中蒙古国阿尔泰山山脉海拔4374米，是蒙古国最高峰。下面邀请大家观看一下蒙古的宣传视频。

2019年到2020年期间，有58万外国旅客到访蒙古，同比上年增加了12%，蒙古政府计划到2024年，将接待约100万外国游客，旅游行业收入达到10亿美

将接待约100万外国游客，旅游行业收入达到10亿美元。为了支持蒙古旅游发展，蒙古政府推出成吉思汗历史文化旅游综合体项目，项目运营后将创造400多个岗位，3000多人因此受益。

旅游离不开签证，接下来我简单讲一下如何办理去蒙古国的签证。2021年，《驻蒙古外国人缔约法》重新修改后，蒙古签证从原来的11个种类变成了66个种类。办理信息签证首先到蒙古国移民局申请，从移民局发邀请函到蒙古国，再到使领馆之后可以申请签证。旅游签证则可以直接向使领馆申请。

蒙古国除了北京大使馆之外，还有呼和浩特总领馆、沙特总领馆、香港总领馆等，一共有6个使领馆。我刚才说到，《外国人缔约法》修改后，蒙古国去年10月1日开始颁发电子签证。电子签证是那些到蒙古国后待三四天的人可以申请，包括旅游，或参加文化、艺术和体育比赛的人群。电子签证可以在线申请，在线申请后，相关部门于72个小时之后把情况反馈给信息人，这样一来，申请人不用到使领馆提交原件和材料，只需在线申请就可以，方便了很多，也对旅游行业发展带来一定的帮助。



Mongolia is Expected to Receive about 1 Million Foreign Tourists by 2024

* T. Bat-Orshikh, Counsellor and Consul General of the Mongolian Embassy in China

With an area of 1.5 million square kilometers, Mongolia is the 17th largest country in the world and the eighth largest in Asia. Mongolia is 900 to 1500 meters above sea level and has the Altai Mountain Range, Kusugul Lake, Agra Mountains, etc., where the Altai Mountain Range of Mongolia is 4374 meters above sea level and is the highest peak in Mongolia. Please watch the promotional video of Mongolia below.

Between 2019 and 2020, 580,000 foreign tourists visited Mongolia, a 12% increase from the previous year. The Mongolian government plans to receive about one million foreign tourists and \$1 billion in tourism revenue by 2024. In order to support the development of tourism in Mongolia, the Mongolian government has launched the "Genghis Khan Historical and Cultural Tourism Complex Project", which will create more than 400 jobs and benefit more than 3,000 people when it becomes operational.

You can't travel without a visa. Next, I'll briefly explain how to apply for a visa to Mongolia. After the Law on Contracting Foreigners in Mongolia was reworked in 2021, the number of Mongolian visas was changed from 11 categories to 66 categories. To apply

for an information visa, you first apply at the Mongolian Immigration Office, which sends an invitation letter to Mongolia and then to the Embassy and Consulate, after which you can apply for a visa. For tourist visa, you can apply directly to the Embassy and Consulate.

Mongolia has six embassies and consulates in total, including the Consulate General of Hohhot, the Consulate General of Saudi Arabia, and the Consulate General of Hong Kong, in addition to the Embassy in Beijing. As I mentioned earlier, after the Law on Contracting Foreigners in Mongolia was amended, Mongolia started issuing electronic visas from October 1 last year, which are available for those who come to Mongolia for three or four days, including those who travel or attend cultural, artistic and sports competitions. E-visa can be applied online, and after applying online, the relevant department will give feedback to the applicant after 72 hours. In this way, applicants don't have to submit the original documents and materials to the embassies and consulates, but just apply online, which is much more convenient and also brings some help to the development of the tourism industry.

“爽爽贵阳”等你来



龙丛

贵阳市人民政府副市长

“江南千条水，云贵万重山”。贵阳素有“中国避暑之都”的美誉，文化旅游资源得天独厚，贵山水千姿百态，阳明文化源远流长。贵阳山地资源独具特色，多民族聚居交融，民族文化丰富多彩，这里既有自然与人文的相映成趣，也有传统与现代的相互交融，更有发展与生态的相得益彰。来到贵阳，您将沉浸式体验一场“爽身、爽心、爽眼、爽口、爽购、爽游”的爽爽贵阳之旅，在如春凉爽的惬意中尽享如诗时光。

爽爽贵阳，贵在爽身。盛夏时节的贵阳，没有骄阳似火，唯有凉意满怀，阵阵清风浸润身体的每个毛孔，犹如置身茂密林荫之下，又似身处空山幽谷之中，尽享天然空调、生态氧吧的舒爽清凉。北纬26度、平均海拔1100米，最佳的纬度与高度在这里相拥，造就了地球上最美的风景和最适宜人居住的环境；夏季平均气温22.3℃、相对湿度76%至79%，最佳的温度与湿度在这里相遇，让人体机能良性运转、肌体活力充分焕发；负氧离子浓度每立方厘米1万多个、平均风速每秒3米以下，最佳的浓度与风度在这里

相逢，让人沉浸氧海、吸氧畅游。无与伦比的“六度”，孕育了这方独一无二的康养胜地，成就了贵阳蜚声中外的避暑美誉。

爽爽贵阳，贵在爽心。一千二百年前，自唐代开始，开阳兴起丹砂开采，逐渐成为中国丹砂采冶的重镇，为中华文化增添了一抹绚丽的“中国红”。一千年前，从宋代以后，青岩古道成为茶马互市的重要通道，形成商品贸易的大动脉，无数传奇故事、历史沉浮都在马帮的声声驮铃中回响不息。六百年前，水东土司女杰刘淑贞“卷裙走马四千里”，远赴南京觐见朱元璋，化解了西南边陲战乱危机，留下了民族团结进步的千古佳话。五百年前，王阳明在修文龙场参学悟道、开宗立派、教化民风，提出了“知行合一”学说，成为中国思想史上的一次裂变，塑造了贵阳市精神的文化内核。近百年来，无数黔中英杰“愿将满腔热血，换来幸福人间”，以身证道、改天换日，中共贵州省委旧址、息烽集中营革命历史纪念馆、百宜红军烈士陵园，一处处红色地标熠熠生辉，留给贵阳人民厚重的红色基因。六十年前，“悬崖险绝通铁道，巍山恶水齐变样”的“三线”建设者，以青春抒写家国情怀，铸就了砥砺前行、艰苦创业的精神丰碑。古往今来，渊深厚重的历史根脉和人文精神，滋养着贵阳儿女、浸润着黔中大地，造就了“知行合一·协力争先”的精神品格，生生不息、历久弥坚。

爽爽贵阳，贵在爽眼。贵阳地貌千姿百态，真山真水到处是。7309处旅游资源散落全域，1个国家5A级旅游景区、22个4A级旅游景区游人如织，总长逾一千公里的环城健身步道串起田园、村庄，1100多平方公里的生态水域和1000多个公园覆盖全城，千园之城、公园城市由此得名。花溪四季繁花碧水长流，天河潭山水林洞浑然天成，南江大峡谷饱览喀斯特峡谷

风光之美，桃源河漂流尽享有惊无险的刺激和夏日山谷的浪漫。

爽爽贵阳，贵在爽口。贵阳，一块神秘又独立的风味自留地，一座汇聚四方佳肴的美食博物馆，山城的韵味和人情的意味在这里相互交织，酸辣的刺激与奇鲜的柔美在这里激烈碰撞，造就了千姿百态、千变万化的人间风味。辣，构成了贵阳美食的底色。糟辣椒、糊辣椒、油辣椒、烧辣椒、糍粑辣椒，辣得酣畅，软糯香滑的辣子鸡、麻辣松脆的香酥鸭，行销全球的“老干妈”，成为无数游子的“乡愁”寄托。贵阳有数百种小吃，肠旺面筋道弹牙、牛肉粉汤鲜美、糯米饭咸甜相宜，在每个早晨唤醒沉睡的味蕾；清新的丝娃娃肚容万物、热辣的豆腐果外焦里嫩，在每个小摊等待逐味的老饕；滚烫的糕耙稀饭甜糯香浓、冰凉的玫瑰冰粉沁人心脾，在每个街角惊艳疲惫的心灵；辣、酸、奇、鲜，在此起伏的吆喝、摩肩接踵的喧嚣、流光溢彩的夜市中，绽放出“千家万户店铺开”的市井烟火。

爽爽贵阳，贵在爽购。曾经“地无三尺平”的贵阳，早已架起了千山万壑上的“高速平原”，随着天堑变通途，“养在深闺人未识”的“黔货”走出大山、“天生丽质难自弃”的“贵品”走向世界。近几年，贵阳以万象汇、奥特莱斯为代表的商业综合体和

以青云市集、花溪十字街为代表的特色街区蓬勃发展，惠民生鲜超市实现街道全覆盖，社区便利店遍地开花，“百场千店万铺”商贸格局初具雏形，此外，我们还有贵酒黔茶、贵银苗绣、黔药贵果等特色商品供游客挑选，让人们在游乐之余尽享购物乐趣，这些蕴山水之灵秀、领自然之神韵的绿色食品，是“舌尖上的贵州制造”，也是献给世界的健康礼包。

爽爽贵阳，贵在爽游。贵阳作为全省的旅游服务集散地，区位优势，交通路网四通八达，高速公路、高速铁路、城市轻轨和航空港编织起现代交通体系。精心打造的智慧旅游平台可为游客提供精准化、智能化服务，48家星级酒店、79家避暑度假精品酒品和各具特色的精品民宿、会展中心、旅行社和旅游车队、购物商场、餐饮和娱乐场所，为您提供舒心的旅游环境、完备的配套服务、舒适的住宿环境和丰富的休闲娱乐。

各位来宾，朋友们！走遍大地神州，醉美多彩贵州！“九山半水半分田”的地理资源分布为贵阳发展山地旅游提供了有利条件，让我们相遇“爽爽贵阳”，共赴心灵之约、共鉴山水之美、共品人间之味、共享“六爽”之魅！我诚挚邀请各位朋友到“爽爽贵阳”来探亲访友、旅游观光、避暑度假、投资兴业！

A Cool Guiyang is Waiting for You

Long Cong, Vice Governor of the People's Government of Guiyang City

A Chinese poet once said rivers abound in the southern parts of China, while mountains in Guizhou province. Guiyang has always been known as a summer resort in China and is endowed with unique cultural and tourism resources, various forms of mountains and the traditional Yangming culture. Guiyang enjoys particular mountain resources and diversified national culture with multiple ethnic groups living harmoniously. In Guiyang, nature and human activities complement each other, traditions and modern practices integrate perfectly, and development and ecology co-exist harmoniously. You will be immersed in a satisfactory journey in Guiyang, physically, mentally, visually, or regarding food, shopping, and sightseeing. You will be rewarded with a spectacular experience in a cool Guiyang.

A cool Guiyang makes one feel physically refreshed and relaxed. In Guiyang, the summertime is not characterized by blazing sunshine but cool breeze which soaks into every pore of your body so that it feels like you are under the shade of a dense forest or in the middle of an empty mountain valley with natural air conditioner and ecological oxygen bar. With a latitude of 26 degrees north and an average altitude of 1,100 meters, the best combination, creating the most beautiful scenery and the most habitable environment on earth. An average summer temperature of 22.3 degrees Celsius and relative humidity of 76% to 79% allow the human body to function benignly and the vitality of the body to flourish. A concentration of over 10,000 negative oxygen ions per cubic centimeter and an average wind speed of fewer than 3 meters per second allow people to immerse themselves in a sea of oxygen. The six extraordinary aspects have given birth to this unique recreational resort and made Guiyang famous as a summer resort in China and abroad.

A cool Guiyang makes one feel mentally refreshed and relaxed. One thousand two hundred years ago,

Kaiyang county first began to unearth cinnabar in the Tang Dynasty (618-907) and gradually became a significant cinnabar production place in China, adding a "China red" to its civilization. Around a thousand years ago, in the Song Dynasty (960-1279), Qingyan Town became an important artery for trade and commerce, where numerous legendary stories and histories resonated with us amid the sounds of horses' bells. Six hundred years ago when the female Shuidong Tusi Liu Shuzhen traveled 4000 miles riding on a horse to Nanjing, the capital of the Ming Dynasty, to meet Zhu Yuanzhang, the emperor, in an effort to solve the crisis of war in the southwestern frontier, thus leaving behind a thousand-year-old story of national unity and progress. About five hundred years ago, Wang Yangming once meditated on his philosophical thoughts and set up schools to teach civil values in Xiuwen county, where he put forward the thought that knowledge and action exist in harmony, marking the first time Chinese philosophical thoughts underwent great changes in history and becoming the foundation of cultural spirit of Guiyang. Over the past hundred years, countless heroes and heroines in Qianzhong have "given up their lives to bring safety and stability to society", and their sacrifices have profoundly changed the country. The former site of the Guizhou Provincial Work Committee of the Communist Party of China, the Memorial Hall of the Revolutionary History of Xifeng Concentration Camp, and the Baiyi Red Army Martyrs' Cemetery are dotted with red landmarks that shine brightly, leaving the people of Guiyang with a strong sense of patriotism. Sixty years ago, the third front builders, who "opened up the railway connecting the precipitous cliffs and transformed the lofty mountains and the perilous waters", spent their youths expressing their patriotic sentiments and cultivating the spirit of following the original hearts and pursuing hard work. Throughout the ages, the deep historical roots and



umanistic spirit have nourished the sons and daughters living in the land of Guiyang, Guizhou province, creating the spirit of "the harmonious of knowledge and action-striving hard for the first place", which is everlasting and enduring.

A cool Guiyang is a feast on the eyes. Mountains and rivers abound in the diversified landscape of Guiyang. Among the 7309 tourism spots scattered in the region, one national 5A tourism destination and 22 4A tourism attractions are drawing visitors around the world. The 1000 kilometers long walk path connecting the villages, rural areas, over 1100 square kilometers of ecological waters, and above 1000 parks covering the whole city have gained Guiyang the name of "Thousand Parks" and "the City of Gardens". Flowers blossom and water keeps running in Huaxi all the year, caves with mountains and rivers look so natural in Tianhe Tan, the Nanjiang canyon makes one feel like being in the Karst, and the Taoyuan River drifting provides visitors with an adventurous experience while spending summer time in a valley.

A cool Guiyang is a feast on the mouth. Guiyang, a mysterious and independent place with its reserved flavor is also a culinary museum that brings together representative delicacies from China, where the mountain city and the meaning of human feelings are intertwined. Spicy and sour tastes collide with the softness of freshness, creating a melting pot. Spicy is the backbone of Guiyang's cuisine. Spicy chilies, chili paste, oily chilies, roasted chilies, and patty chilies are all made to your satisfaction, while spicy chicken, spicy and crispy duck, and the world-famous "Lao Gan Ma", have become a source of nostalgia for countless travelers. There are hundreds of snack foods in Guiyang, including intestine noodles, beef noodles, and glutinous rice noodles, which wake up our sleepy taste buds every morning; refreshing vegetable spring rolls and hot bean curds are waiting for the gourmets at every stall; hot rice cakes and rice noodles and cold rose ice noodles surprise those tired people on every street corner. Spicy, sour, new, and fresh can all be found here in the hustle and bustle of the night market where the city's "thousands of stalls are in business".

A cool Guiyang is also a paradise for shopping. The once bumpy roads in Guiyang have already become the high-speed plateau of thousands of mountains. Along with this, Guizhou's local people left the mountains, and its top-quality products have also walked onto the world stage. During the past few years, commercial complexes such as Wan Xiang Hui and the Outlets and particular streets represented by Qingyun fair and Huaxi Shizi street have experienced robust development. We have realized the full coverage of Huimin fresh supermarkets and community convenience stores on Guiyang major streets and a newly formed comprehensive commercial center. In addition, visitors can choose from our local products, such as liquor, tea, embroidery, medicine, and fruits, enjoying the shopping fun during their travel. These green products cultivated in natural mountains and rivers are specially made in Guizhou as a healthy gift for the world.

A cool Guiyang offers tourists with fantastic tourism experience. As a tourism center, Guiyang is equipped with an advantageous location with a modern transportation system consisting of highways, high-speed railways, urban light railways, and airports in all directions. Its sophisticated smart tourism platform provides visitors with targeted and intelligent services. Forty-eight star-rated hotels, seventy-nine summer resorts with boutique wines, top-quality B&Bs with particular characteristics, convention centers, travel agencies, tourism groups, shopping malls, restaurants, and entertainment venues provide a soothing tourist environment, perfect support services, comfortable accommodations, and various entertaining activities.

Dear guests and friends! Traveling all over China before getting fascinated in Guizhou. Abundant mountains with few dry lands make Guiyang quite advantageous for its mountain tourism development. Let's gather in the cool Guiyang to embark on a journey where we can soothe our spirits, enjoy the mountains and rivers, taste the local food, and share the advantages here. Therefore, I sincerely invite all of you to visit Guiyang where you can admire the tourist spots, spend your summer vacations, or invest financially in emerging enterprises.

保护当地生态与经济发展利益 是山地旅游主要目标



吴多达昂

缅甸联邦共和国驻昆明总领事馆总领事

旅游业是无烟产业，尤其是山地旅游，可以在保护自然资源的同时，推动山地经济的发展。在缅甸政府的高度重视下，缅甸酒店与旅游部联合国际山地综合开发中心（ICIMOD）开展技术合作，并于2015年推出了生态旅游政策和保护区管理战略。对此，缅甸制定了详细方针，为可持续生态旅游发展开放21个选定保护区，为地区可持续发展树立了榜样。正是这一举措，使缅甸酒店与旅游部、环境保护与林业部的目标达成了协调统一，在改善提升对保护区的管理水平过程中，也可以刺激当地社区的可持续经济发展，并为适应气候变化作出贡献。

缅甸拥有众多的旅游景点，在科学探索绿色发展，践行生态旅游、社区旅游等概念下，实现了进一步促进人类与自然友好相处。通过不过度采伐自然资源，与自然和谐共存，缅甸的旅游业正在为当地人带来更好的生计机会。

缅甸是东南亚国家中最大的国家，拥有4个国际机场、7个陆地边境入境点和海上邮轮，仰光、蒲甘和茵莱湖等著名旅游目的地一年四季，游人如织，这些旅

游收入为缅甸贡献了10%的国内生产总值。在入境游客中，中国游客是外国游客最大的群体，泰国游客在东盟国家游客中占比最高。根据缅甸酒店与旅游部统计，截至2021年，缅甸有超过3300家本地持牌旅游公司，39家合资持牌旅游公司和833家本地出境公司；英语导游数量最多，约有3144人，是其他语种导游10倍以上（包括中文和泰语）。

风景优美的国家公园，茂密森林装点着绿色山峦，宽阔水域孕育的特有物种，令缅甸成为自然爱好者的完美选择，缅甸克钦邦胡康谷地野生动物保护区是保留老虎数量最多的野生动物保护区，也是世界上最大的森林保护区之一。实皆邦Alaungkaw-katha-pha国家公园在佛教徒中享有盛誉。克钦邦Khakarborazee国家公园因是东南亚最高的山脉而闻名——这座海拔5880米的雪山是喜马拉雅山的延伸。

在缅甸，有着众多深受游客喜爱的旅游目的地，包括仰光、曼德勒等大城市；茵莱湖、卡卢、景栋、普陀、平乌伦等地的自然小径；蒲甘和姆劳乌的古城；孟邦、平达亚、巴戈和赫巴安的著名宗教场所；恩加帕里、孟马干、吴哥桑、梅吉的海滩。缅甸的周边旅游也亮点颇多，如骑着摩托车在美丽的掸邦高原长途骑行；包括途径著名缅甸公路的部分路段，领略壮观的Gokteik峡谷极其巨大的钢制铁路桥，山城彬乌伦周围的瀑布，登上偏远钦邦部落的挑战性山路，在茵莱湖上泛舟，游览水上的渔村，在蒲甘的寺庙体验独特而迷人的日落景色。

缅甸有着令人印象深刻的一系列文化和传统，标志着缅甸的灿烂文化和传统的生活。观赏鸟类旅游以社区为基础，这些村庄遍布缅甸所有邦和省都。在那里，村民们为游客提供床位和早餐服务，以及当地导游服务。当地人已经接受了多个领域和技能的培

训，因此游客们能够在到访观赏鸟类的旅游村时获取优质服务，还能在当地人的带领下探索森林，一起参加当地的庆祝活动。

2018年以来，缅甸将旅游推广工作重新命名为

“be enchanted”，也即为缅甸着迷。在这方面，缅甸一直坚持将农村发展扶贫与多方位的旅游业结合，并将保护当地社区的利益列为山地旅游框架的主要目标。

Mountain Tourism Focuses on Protecting Local Ecology and Pursuing Economic Development

U Thaw Tar Aung, the Consul-General of General Consulate of the Republic of the Union of Myanmar in Kunming

Tourism is regarded as a smokeless industry, especially the mountain tourism industry, which helps to protect natural resources and boost mountain economy development. The Myanmar government attaches so much importance to mountain tourism development that the Myanmar Hotels and Tourism Ministry works hand in hand with the International Centre for Integrated Mountain Development (ICIMOD) on technology cooperation. In 2015, they put forward an ecological tourism policy and a conservation zone management strategy. In response, the Myanmar government has made up a detailed plan and opened 21 designated conservation centres to promote sustainable development, setting a great example for sustainable regional growth. This move also unites the goal of the Myanmar Hotels and Tourism Ministry with that of environment protection and the Myanmar Ministry of Forest. It not only improves the conservation region management but also boosts local sustainable economic development and makes a contribution to adaptation to global climate change.

Myanmar boasts about numerous tourist sites and achieves a friendly co-existence between humans and nature under the guidance of scientific and green development, ecological tourism, and community tourism. It lives in harmony with nature by reducing the risks of the over-exploitation of natural resources. Its tourism industry is providing a much better livelihood for the local people.

As the largest Southeast Asian country, there are altogether four international airports, seven land border entry stations and overseas cruise ships in Myanmar. Famous tourist spots, including Yangon, Pagan, and Inle Lake, attract millions of visitors all year round, whose revenue has made up 10% of Myanmar's GDP. Among the inbound tourists, Chinese people are the largest foreign group, and Thai visitors account for the highest number among all Southeast Asian

countries. According to the statistics from Myanmar Hotels and Tourism Ministry, by 2021, there are an overall of 3300 local licensed tourism companies, 39 joint venture licensed tourism companies, and 833 local outbound companies. The number of English tour guides is the highest, amounting to about 3144, over ten times more than other languages (Chinese and Thai included).

The stunning national park, the green mountains covered by dense forests, and the particular species nurtured in the vast waters make Myanmar a perfect choice for those nature lovers. The number of wild tigers living in the Hukawng valley wildlife reserve in Kachin State is the largest in the country. It is also one of the biggest forest conservation regions in the world. The Alaungdaw-katha-pha National Park is quite popular among Buddhists, while the Khakarborazee National Park, at an altitude of 5880 metres, extends from the Himalayas mountains and becomes world-renowned for being the highest mountain in Southeast Asia.

There are a great many popular tourist destinations in Myanmar, including big cities like Yangon and Mandalay, natural roads like the Inle Lake, Kalu, Kengtung, Putao and Pyin Oo Lwin, ancient cities like Bagan and Mraugh, famous religious sites such as Mumbang, Pindaya, Bago and Herbaan, as well as beaches in Ngapali, Monmagan, Angkasan, Megui. There are also many tourist attractions in its peripheral regions. For example, one can ride a motorcycle along the Shan Plateau, pass part of the famous road in Myanmar, watch the magnificent Gokteik canyon and its gigantic bridge made of steel, listen to the sound of falls near the mountain county Pyin-oo-lwin, climb on those challenging mountains in the remote Chin State, row on the Inle Lake while enjoying the fishery villages sitting on the water, and watch the extraordinary sunset in a Pagan temple.

Myanmar boasts a series of impressive cultures and traditions, representing its splendid civilization and traditional life. Bird-watching tourism villages based on communities can be found scattered across all states and provinces in Myanmar. Villagers there offer visitors beds and breakfast services and take on the job of local tour guides. The fact that local people have received training in skills and multiple fields has made it possible that all visitors can not only be provided with a qualified service while enjoying the birds in the village but also a

chance to explore the forests, take part in the local celebration activities under the leadership of the local guides.

Since 2018, Myanmar has renamed its tourism promotion work "be enchanted", meaning getting enchanted by Myanmar. As regards this, Myanmar has been working to integrate its rural development with the tourism industry from many perspectives and put the protection of its local community benefits as the top priority of the mountain tourism framework.



为子孙后代保护好山地环境



查宾德拉·帕拉朱利
尼泊尔驻华大使馆经济公使

尼泊尔坐落于中国和印度之间，境内64%的国土都是山地，而这些山地资源90%都在喜马拉雅山上。尼泊尔和中国有着源远流长的友谊和非常好的双边关系，自从1955年双方建立外交关系以来，两国始终是深受信任的伙伴、可靠的伙伴和好邻居。尼泊尔始终坚持一个中国的政策，相信和平共处五项原则，珍惜双方长期在贸易、旅游、投资、教育、文化等领域开展的务实的合作。

作为南亚著名的旅游目的地，尼泊尔拥有众多的世界遗产，历史可追溯到公元五至七世纪，当时尼泊尔人就已在加德满都河谷一带定居。早期的定居者来自西藏，而后尼泊尔公主与西藏王子进行了联姻，文明交往不断加深。尼泊尔佛教建筑和寺庙众多，唐朝玄奘等中国古代高僧都曾抵达尼泊尔，尼泊尔僧人也把佛经翻译成中文进行对外传播。

尼泊尔高山资源富集，拥有十大高山峰，珠穆朗玛峰、干城章嘉峰、洛子峰、马卡鲁峰、卓奥友峰、道拉吉利峰、马纳斯鲁峰和安纳普尔那峰等。在海拔2500米的地方还有1800座山峰，其中的1100座超过6000米。悠久的文化传统，美丽的森林以及多样性的植被和生物均让尼泊尔人感到自豪。

近年来，尼泊尔积极参加了共建“一带一路”倡议，签署了各类合作协议提升基础设施建设，来发展我们的基础设施，比如公路、铁路，还有通讯线、电力线等。两国通过交流合作相互促进和平稳定与繁荣发展，在西伯利亚地区，能够把最古老的文化结合起来，更进一步促进经济和文化发展。

就像尼泊尔一样，贵州也是一个山地大省，有很多的传统的乡村，很多生态友好型的生活方式。在贵州，可以参观黄果树瀑布、安顺龙宫等山地旅游目的地，与自然和谐共存，同时，贵州也是我们的国际山地旅游联盟总部所在地。

目前，尼泊尔在中国北京、香港、广州、上海等地建立了大使馆和领事馆，在尼泊尔与中国之间开通了多条直飞航线。非常欢迎大家能够飞到加德满都机场，当前加德满都机场已重新开放。

尼泊尔希望和中国进行合作，让旅客能够进行更好的旅行，并且重塑旅行和商业的信心。加德满都机场的重新开放，也是想要给世界的一个信号。

山是重要的生态资源，我们要为未来的子孙后代更好地保护、推广山地资源。谢谢大家。

Protecting Mountain Environment for Future Generations

■ Chhabindra Parajuli, Economic Minister of the Embassy of Nepal in China

Nepal is situated between China and India, with 64% of its territory as mountains and 90% of them in the Himalayas. Nepal and China have longstanding friendship and close bilateral relations. Since establishing diplomatic relations in 1955, the two countries have been reliable partners and good neighbors. Nepal has upheld the one-China policy, believed in the Five Principles of Peaceful Coexistence, and treasured its longstanding and practical cooperation with China in trade, tourism, investment, education, culture and other fields.

As a well-known tourist destination in South Asia, Nepal is home to a multitude of world heritage sites dating back to the fifth to seventh centuries, when Nepalese settled along the Kathmandu Valley. Early settlers were from Tibet, and civilization exchanges have deepened since the marriage between a Nepalese princess and a Tibetan prince. There are numerous Buddhist buildings and temples in Nepal, ancient Chinese monks like Xuanzang of the Tang Dynasty arrived in Nepal, and Nepalese monks translated Buddhist scriptures into Chinese for international communication.

Nepal abounds in alpine resources, including ten major mountains: Everest, Kanchenjunga, Lhotse, Makalu, Cho Oyu, Dhaulagiri, Manaslu and Annapurna. There are another 1,800 mountains at an altitude of 2,500 meters, of which 1,100 are over 6,000 meters high. Nepalese are proud of their time-honored cultural

traditions, beautiful forests and the diversity of vegetation and life.

Nepal has been actively involved in the Belt and Road Initiative in recent years, signing various cooperative agreements to upgrade infrastructure such as roads, railways, communication lines and power lines. By mutually promoting peace, stability and prosperity through exchanges and cooperation, the two countries can integrate their oldest cultures in Siberia to further promote economic and cultural development.

Just like Nepal, Guizhou is a key mountainous province with a lot of traditional rural areas and eco-friendly lifestyles. In Guizhou, you can visit mountain destinations like Huangguoshu Waterfalls and Anshun LOONG Palace to experience harmony with nature. Guizhou is also the place where the International Mountain Tourism Alliance is headquartered.

Nepal has established embassies and consulates in Beijing, Hong Kong, Guangzhou, Shanghai and other Chinese cities, and several non-stop flights have been launched between Nepal and China. You are welcome to fly to Kathmandu Airport that has reopened.

Nepal expects to work with China to enhance passengers' experiences and restore public confidence in travel and business. The reopening of Kathmandu Airport is also a signal to the world.

As mountains are important ecological resources, we need to better preserve and promote mountain resources for our future generations. Thank you.

安保先行 打造愉快山地度假生活新方式



神林哲也

长野县中小企业振兴中心上海代表处首席代表

本次大会旨在引领亚洲山地旅游发展与新未来，意义深远。借此次大会契机，我希望能将日本最具代表性的山地高原旅游胜地——长野县，介绍给更多的人。

长野县位于日本列岛的中间位置，距离东京、大阪、名古屋等大城市比较近。从东京到长野，乘坐新干线仅有1小时车程，交通非常便利。在长野县的中心松本市有松本机场，除了有到福冈、札幌、大阪等地的定期航班，在新冠疫情之前，也运营过很多国际包机航班。

长野县的温泉数量达到224个，在日本国名列前茅。新冠疫情之前，有很多国内外的旅客到此观光旅游，一边享受露天温泉，一边眺望雄伟的自然风光。长野县还有近80家滑雪场，吸引了国内外众多的双板滑雪和单板滑雪爱好者。良好的公路环境，和完备的自行车骑行条件，让无论是想悠闲享受骑行，还是想体验骑行极限的游客，都可以在此得到满足。

丰富的自然资源让长野县的一年四季都能展现富于变化的美丽景色。在食品方面，长野县物产丰富，

蔬菜、水果品质上乘。本地葡萄产量居于全国首位，在各类品评会上享有较高口碑。

长野县在1998年举办过第十八届冬季奥林匹克运动会。正是因为奥运会的举办，知名度不断提高，现在作为国际滑雪胜地——“长野(NAGANO)”享誉全球。在1998年的长野冬奥会残奥会上，白马村、志贺高原、野泽温泉是当时的比赛会场，许多激烈的赛事至今给人们留下无数感动的故事。

在长野县内，所到之处都可以眺望雄伟的群山。日本境内，海拔3000米以上的山有21座，其中有15座位于长野县。想获得山地极限体验，除了必备登山技术和装备，在长野县也可以通过乘坐巴士、缆车等方式，轻松地看到壮观美景。如位于中部国立公园的上高地，此地春有残雪、夏有新绿、秋有红叶，多个季节的景致都魅力非凡；海拔2060米高地之上的神秘之池——八方池，是美丽的翠绿色池塘，游客们可以乘坐缆车和吊椅，沿着高山植物丰富的自然研究小路进行徒步；在日本海拔最高的天然湖泊——白驹池，游客们可以在湖的周边看到树龄超过几百年的树木和梦幻般的苔藓森林；乘坐日本海拔差第一的索道，只需7分30秒……总之，在长野，有着各种各样的山地度假方式。

长野县还开发了星空夜游项目，阿智村是日本“星星最闪耀的地方”。乘坐吊舱到达海拔1400米的高原，天气晴好，星空璀璨，非常适合拍照打卡。

在做好资源利用和旅游开发之外，长野县也针对山地旅游的安全保障采取了两项有力措施。

第一，长野县制定了登山安全条例。2015年，长野县制定了登山安全条例，条例中包含了装配安全享受登山的环境装备和必须提交登山计划书等内容。

第二，为了给登山者提供路线参考，长野县公布

了“信州山地评级”。针对长野县内知名度较高的登山路线，结合体力度和技术难度做出综合评价。同时，如果登山游客找不到一起登山的朋友或可信赖的领队，在长野县，也可以通过“信州登山向导”来获取帮助。

最后，希望全球旅游市场能够尽快恢复，诚挚邀请大家到长野做客。



Creating New Mountain Tourism While Ensuring Safety First

Kanbayashi Tetsuya, Chief Delegate of Japanese Service Incorporated Foundation Nagano Small and Medium-sized Enterprises Revitalization Center Shanghai Representation

This meaningful conference aims to lead Asian mountain tourism into a bright future full of opportunities. Taking advantage of this opportunity, I hope that more and more people will have a better understanding of the most represented mountains and plateaus tourist resorts in Japan—Nagano prefecture.

Situated in the centre of the Japanese Islands, the Nagano prefecture is in close proximity to such big cities as Tokyo, Osaka, and Nagoya. With its convenient transportation, it will only take about one hour from Tokyo to Nagano by new express. In Matsumoto city, the centre of Nagano prefecture sits the Matsumoto airport, where regular flights to places such as Fukuoka, Sapporo, and Osaka are arranged. Before the strike of the COVID-19 pandemic, the airport even operated many international charter flights.

There are 224 hot springs in Nagano prefecture, ranking among the top in Japan. Before the strike of the COVID-19, many of these outdoor hot springs were frequently visited by tourists from both home and abroad, where one can feast on the magnificent and beautiful natural scenery while bathing in the hot springs. Many ski and snowboard fans from Japan and the world are attracted by its nearly 80 ski resorts. Nagano prefecture is also well equipped for bicycle riding, satisfying the needs of those who want to ride along leisurely and adventure-seeking riders.

Nagano prefecture is endowed with natural resources and four distinctive seasons with very different scenery. Nagano prefecture produces a wide range of food, including top-quality vegetables and fruits. With the largest production, Nagano prefecture brews the best grape in the country, winning the top places in many grape wine tastings.

Nagano prefecture held the 18th Winter Olympic Games back in 1998. Thanks to the Olympics event, NAGANO has gained more popularity as a renowned international ski resort. The 1998 Winter Paralympic

Games were held in Hakuba village, Shiga Kogen, and Nozawa Onsen, where many fierce and moving competitions happened.

The whole place of Nagano prefecture offers a beautiful view of the majestic mountains. There are altogether 21 mountains with altitudes of more than 3000 meters, among which 15 are located in Nagano prefecture. Climbing on a 3000 meters high mountain requires special climbing techniques and equipment. However, you can simply enjoy the spectacular view by taking buses or telfers. One of the examples is Kamikochi in the central National Park. It offers a distinctive menagerie of natural beauties where snow melts in spring, new buds sprout out in summer, and leaves turn red in autumn. Apart from winters, every season is breathtaking. Happo, a heavenly green pond, is located on the highland above 2600 meters. A chairlift or a telfer along the natural path surrounded by mountain plants will lead you to the mysterious Happo Pond. Around the Shirakoma Pond, the highest natural pond in Japan, one can find hundreds of years old trees and a forest of moss spreading around it. The Komagane ropeway with the highest difference in altitude takes only 7 minutes and 30 seconds...To sum up, one can enjoy a variety of mountain vacations ways in Nagano prefecture.

Nagano prefecture also hosts a popular star night tour. Star Village Achi in Nagano prefecture is considered to have the most twinkly stars in the country. Take gondolas to the highland at 1400 meters altitude to catch a glimpse of the star sky if the weather agrees with you. This place is the best place for photo taking.

Besides making full use of the local resources to promote mountain tourism development, Nagano prefecture has adopted two effective measures to ensure a safe mountain tourism experience.

The first is the Regulation of Nagano Prefecture on Mountaineering. In 2015, Nagano prefecture enacted

the safety regulation of mountaineering, including environmental and equipment readiness for safe mountain hiking and the obligatory submission of a climbing plan to comprehensively promote mountain safety measures and boost tourism development.

In the second place, Nagano prefecture has announced the Shinshu Mountain Rating so that visitors can be better informed about the hiking routes. This rating is based on the combination of hikers' physical

strength with the technical difficulties of the most renowned hiking routes within the prefecture. In the meantime, mountain tourists can seek help from their hiking companions or trustworthy team leaders, or they can ask for help through the mountain climbing guide system in Nagano prefecture.

In the end, I sincerely hope that the global tourism market can recover as soon as possible, and I would like to invite all of you to come to Nagano prefecture.



共同努力 推动旅游可持续发展



胡楠

巴基斯坦驻华大使馆三秘

首先非常感谢中国文化旅游部、贵州省政府，以及国际山地旅游联盟能够召开这次大会，让我们有更好的交流平台并且相互理解，这对于旅游在疫情后的恢复发展来说至关重要。

女士们、先生们，我们国家拥有丰富的文化遗产、多样性的地貌和食品。在古老的文化以及经济发展之下，巴基斯坦的旅游业也彰显了独特魅力。世界上14座最高的山峰里面有5座在巴基斯坦，因而山地旅游也成为了我们旅游业中的重要形态。为了更生动地展示游客们在巴基斯坦进行山地旅游，我给大家简单播放一下我们国家能够给大家提供什么样的旅游体验，希望大家亲自前往巴基斯坦，以收获更加切实的山地体验。

为了能够充分释放旅游业潜力，巴基斯坦政府推出了一项旅游倡议，加强与周边国家政府、机构的旅游推广合作。现在，我们的努力已经取得结果，巴基斯坦的旅游经济获得了增长。我们在山地旅游方面也进行了补贴，仅上个月就吸引了1000多名登山爱好者到巴基斯坦体验山地运动。在新冠疫情不断缓和后，

我们希望巴基斯坦能够作为优质的山地旅游目的地迎来更多旅客。

女士们、先生们，中国是全球旅行的重要贡献者。在2019年疫情之前，中国出境游客已超过1.8亿次，而在之前的预测当中这个数字还超过了2亿。我相信随着两国关系不断深入，民间交流的不断扩大，将会进一步促进两国的交往。目前两国政府已经进行了谅解备忘录的签订，将给共同发展提供新蓝图，从而更好地开展旅游合作。2023年，被联合国定为国际山地可持续发展年。巴基斯坦将会有一系列的活动，加深两国之间的旅游推广宣传合作，尤其是山地旅游方面。

健康是巴基斯坦政府始终关注的重点领域。在疫情期间，中国政府与巴基斯坦进行了大力合作，提高了巴基斯坦疫苗接种人群的数量，包括那些老弱病残和最脆弱的人群。去年巴基斯坦成立了专门的中心来控制疫情的传播，使得疫情传播一直在可控范围内。2023年，我们要做的就是如何造福当地人民。

可持续发展是巴基斯坦的一种发展模式，可持续发展的观念已经在很多国家得到践行，在巴基斯坦也通过限制狩猎来保护当地种群以推动落实可持续发展。80%的狩猎都必须遵循国家纲领和指导方针。接下来，巴基斯坦将在旅游发展领域更加聚焦可持续发展，去应对气候变化以及帮助人们在21世纪更好地生活。

我们的大使馆也有一个专门的中文旅游网站，能够让中国人民更了解巴基斯坦的旅游，从而更有兴趣去巴基斯坦旅游，希望带动大家在自己的朋友圈中传播分享。旅游推广是我们的一个重点，中国旅客是非常喜欢旅行的，所以我们也非常愿意在中国推广巴基斯坦旅游。一旦中国的疫情政策有所改变，有更多的

中国游客能够到访巴基斯坦。当然我们也与其他国家进行合作，比如说在签证方面去进一步的便利化措

施，我相信在共同努力下，旅游将会实现可持续发展。



Working Together for Better Sustainable Tourism Development

*Agha Hunain Abbas Khan, Third Secretary, Embassy of Pakistan in China

First of all, I would like to thank the Ministry of Culture and Tourism of the People's Republic of China, the People's Government of Guizhou Province, and the International Mountain Tourism Alliance for convening this conference to give us a better platform for exchange and mutual understanding, which is crucial for the recovery and development of tourism after the epidemic.

Ladies and gentlemen! Our country is rich in cultural heritage, diversity of landscapes and food. Against the background of ancient culture and economic development, Pakistan's tourism industry has also revealed its unique charm. Five of the 14 highest peaks in the world are in Pakistan, making mountain tourism an important form of our tourism industry. To show visitors the mountain resources of Pakistan more vividly, I'm going to give you a brief play-by-play of what our country can offer you in terms of travel experiences, and I hope you'll travel to Pakistan yourself to gain a more tangible mountain experience.

In order to be able to realize the full potential of our tourism industry, the Government of Pakistan has launched a tourism initiative to enhance cooperation in tourism promotion with neighboring governments and agencies. Now our efforts have paid off with the growth of Pakistan's tourism economy and state subsidies in mountain tourism, attracting more than 1,000 climbers to Pakistan last month alone to experience mountain sports. After COVID-19 pandemic continues to de-escalate, we hope to welcome more travelers to Pakistan as a premium mountain tourism destination.

Ladies and gentlemen! China is a significant contributor to global travel. Before the COVID-19 pandemic, China had more than 180 million outbound tourist trips, and this figure was over 200 million in previous projections. I believe that as relations between the two countries continue to deepen and civil exchanges expand, the interaction between the two countries

will further increase. The two governments have now signed a memorandum of understanding, which will provide a new blueprint for the joint development of both countries, leading to better tourism cooperation. The year 2023 has been designated by the United Nations as the International Year of Sustainable Mountain Development, and Pakistan will have a series of events to deepen tourism promotion and cooperation between the two countries, especially in the area of mountain tourism.

Health is a constant area of focus for the Pakistani government. During the COVID-19 pandemic, the Chinese government has worked with Pakistan to increase the number of people vaccinated in Pakistan, including those who are elderly, sick, and most vulnerable. Last year, Pakistan established a dedicated center to control the spread of the epidemic, which has kept it under control. 2023 is all about how we can benefit the local population.

As a model of development in Pakistan, the concept of sustainable development has been practiced in many countries, and Pakistan also promotes and implements sustainable development policies by restricting hunting to protect local populations, i.e. 80% of hunting must follow the national agenda and guidelines. Next, Pakistan will focus more on sustainable development in the field of tourism development, combating climate change and helping people to live better in the 21st century.

Our embassy also has a dedicated Chinese language tourism website that can make the Chinese people more aware of Pakistan's tourism industry and thus more interested in visiting Pakistan. We hope that you will spread and share this website among your own circle of friends. Tourism promotion is one of our priorities and Chinese travelers are very fond of traveling, so we would love to promote Pakistan tourism in China as well. Once China's epidemic policy changes,

more Chinese tourists will be able to visit Pakistan. And of course, we are working with other countries. We have also taken further facilitation measures in terms of

visas. I believe that with joint efforts, Pakistan's tourism industry will grow sustainably.

琅南塔省已做好准备迎接各地游客 并针对旅游业发展和振兴制定相应政策



卡姆莱·西帕苏斯
老挝琅南塔省省长

各位来宾，女士们，先生们！大家好！我是康莱·赛巴瑟，老挝人民民主共和国琅南塔省省长。应国际山地旅游联盟特别邀请，能够参加本次关于“2022年东盟山地旅游推介会”，本人感到非常荣幸和自豪。

我谨代表老挝琅南塔省代表团由衷的感谢国际山地旅游联盟为本次旅游推介会提供的一切便利条件，本人给予高度的评价。本次旅游推介会将意义重大，我们有机会在本会上共同研究和讨论有关旅游方面所存在的问题和面临的挑战。

同时东盟各国和区域能够针对开发和恢复旅游行业项目开展合作，并就旅游各方面展开信息的交流。尤其是针对旅游各方面信息，包括在全国各地，特别是琅南塔省与其毗邻国家之间能够加强讨论旅游“合作计划”，使之更加紧密和具体化。因此，根据本次旅游推介会的会议议程和讨论议题，本人希望针对琅南塔省旅游业的发展和促进，向本次推介会发表简单的交流意见，具体如下：

琅南塔省位于老挝人民民主共和国的西北部。北面与中华人民共和国相邻，相距160公里；南面与波乔

省相邻，相距100公里；东边与乌多姆赛省相邻，相距250公里；西边与缅甸相邻，相距159公里；本省土地面积共9,391平方千米，人口平均密度为20人/平方千米，山地面积占85%；全省共5个县市，353个自然村寨；全省人口数量202,380人，其中女性102,153人；共有17个民族，1个经济特区和4个口岸，其中国际口岸1个（磨丁-磨憨口岸）。

琅南塔省将把旅游业的发展作为本省经济-社会发展的重点工作之一，以为当地老百姓创造就业机会来解决贫困。同时琅南塔省还是一个自然资源丰富、气候宜人、适宜农业生产的省份，如：水稻种植、经济作物种植和畜牧业，尤其是作为东盟遗产的南帕乌泰国家保护林。

琅南塔省拥有多种民族语言和文化，拥有国际和地方口岸；拥有机场、次区域公路和从本省穿过的中老铁路以及自然、文化和历史旅游景区。

琅南塔省出台了多项有关招商引资的鼓励政策，这将促进和加强目前和未来旅游业的发展。由于琅南塔省旅游业的发展潜力，在过去旅游旺季时期，甚至在新冠肺炎疫情爆发之前，就已经出现了广泛的增长趋势。

旅游活动丰富多彩，各项旅游业务在质量和标准方面都得到了不同程度的提升和发展，让琅南塔省成为世界各地游客前来探险、游览少数民族特有的自然与文化的旅游胜地。

琅南塔省曾荣获国家级和东盟级别的奖项。2019年，入境经过和前来琅南塔省旅游的世界游客共计743,932人次；其中，通过磨丁-磨憨国际口岸的游客人数达661,852人次，为全省创造了超过3000万美元的收入。

新冠肺炎疫情的爆发导致琅南塔省受到了严重的

影响，许多旅游项目和旅游业务因新冠肺炎疫情的传播而关闭；同时本省也采取了各种措施来防控新冠肺炎疫情，以保护当地各族人民的生命和健康。

截至目前，许多国家都根据各国的国情放宽了对对外开放来迎接世界各地游客的措施。老挝同样也出台了相应的放宽政策，琅南塔省为了做好准备来吸引各地游客入本省并在本省境内旅游，并且将针对旅游业的发展和振兴制定以下政策：

1、吸引国内外投资商的投资，促进旅游服务行业的发展，保护环境，弘扬和保护各族人民的文化。

2、利用中老铁路促进国内、区域和国际旅游的发展，特别是老挝人民民主共和国和中华人民共和国之间的边境旅游。

3、通过与各政府部门、各经营机构、各族人民和磨丁经济特区的合作，逐步恢复旅游业的发展，并能够提供正常的旅游服务，以促进旅游业的群众参与性和可持续性。

4、通过扶持和鼓励的方式改善受新冠肺炎疫情传

传播影响的旅游景点、旅游村，来加强恢复本省的旅游胜地、旅游景点。为需要保持社交距离（社交隔离）的人们推广“新式常态模式”（新常态）的生活方式和新型的旅游方式。

5、通过多种形式的旅游广告，使国内外游客能够获取琅南塔省更多的旅游信息；以印刷媒体和电子媒体的方式，创建一个促进旅游业发展的程序，来刺激省内的旅游业的发展。

6、增强和提升各级政府部门和商业部门的实力；例如：壮大旅游业，鼓励旅游业执行老挝的安全标准（老挝安全标准），加强政府部门和商业部门之间的合作，并在新冠肺炎疫情过后制定旅游战略规划。

近期，老挝人民民主党将在琅南塔省全面开通绿色旅游线路。

这就是本人针对“2022年东盟山地旅游推介会”作出的简要交流意见。以在新冠肺炎疫情爆发期间，促进和加强南塔省旅游业的发展，同时制定未来将要实施的旅游业发展计划并使之取得预期效果。

Luang Namtha province is ready to welcome visitors across the world and implement policies on revitalizing tourism

* Khamlay Sipaseuth, Governor of Luang Namtha province of Lao People's Democratic Republic

Dear guests from the governmental departments and business circles of ASEAN countries, ladies and gentlemen: Hello, everyone! My name is Khamlay Sipaseuth, Governor of Luang Namtha province of Lao People's Democratic Republic. I am honored and proud to be invited by IMTA to attend the "2022 ASEAN Mountain Tourism Recommendation".

On behalf of the Laos Luang Namtha delegation, I am grateful to IMTA for making this Recommendation such a convenient platform. I personally speak highly of it. At this Recommendation of great significance, we have an opportunity to jointly discuss about the problems and challenges facing the tourism sector.

At the same time, ASEAN countries and regions can work hand in hand in developing and restoring tourism projects, and share information and data. Once we set up a platform of information sharing, Laos, especially the Luang Namtha province, can establish partnership with surrounding countries, and make more practical cooperation plans. So, according to the schedule and topic of the Recommendation, I wish to briefly express my ideas on the how to promote the progress of tourism in the Luang Namtha province. Here is what I think.

Luang Namtha province is located in the northwest of the Lao People's Democratic Republic, 160 kilometers away from China in the north, 100 kilometers from Bokeo province in the south, 250 kilometers from Oudomxay province in the east, and 159 kilometers from Myanmar in the west. Luang Namtha covers 9,391 square kilometers, with an average population density of 20 persons per square kilometer. The province is 85% mountains, composed of five counties or cities, 353 natural villages. The population is 202,380, belonging to 17 nations, including 102,153 women. In addition, the province enjoys one Special Economic Zone, four ports, including one international port (Boten-Mohan Port).

Luang Namtha province will prioritize tourism as the pillar of its economic and social development, and create more jobs for local people to alleviate poverty. In addition, it is a province with profuse natural resources, a pleasant climate, suitable for agriculture. For example: We grow rice and cash crops, and raise animals, particularly in Nam Ha National Protected Area, an ASEAN heritage.

Moreover, we have multiple national languages and cultures, international and local ports, airports, sub-regional highways, China-Laos railway that cuts across the province, and many natural, cultural and historical tourist attractions.

Also, we have implemented incentive policies to attract investment, and promote the future development of our tourism sector.

Thanks to the development potential of Luang Namtha, our tourism boomed in the last tourist season, even before the outbreak of COVID-19.

We have further improved our abundant tourism activities and services, making Luang Namtha a unique resort for visitors all over the world to explore the unique environment and culture of our national minorities.

Luang Namtha province has also received Lao national awards and ASEAN awards. In 2019, a total of 743,932 inbound visitors came to Luang Namtha, among which 661,852 visitors came through the Boten-Mohan Port, generating over 30 million dollars of revenue.

After that, tourism in the province was hit hard by the COVID-19. Many tourism projects and services were forced to shut down. Nonetheless, we took immediate actions for pandemic control and prevention, to protect the local people's safety and health.

So far, many countries have adopted more flexible tourist policies, so has Laos. Luang Namtha province has made full preparation to attract both domestic and international visitors. Here are our policies on revitaliz-

ing the tourism:

First, attracting investment from domestic and foreign investors to facilitate tourism service, protect environment, and preserve and also promote the national cultures.

Second, giving full play to China-Laos railway to facilitate our domestic, regional and international tourism, especially the tourism market along the border between China and Laos.

Third, working with governmental departments, operating agencies, people of all ethnic groups, and the Boten Special Economic Zone, to gradually restore tourism, serve tourism services, and make both visitors and practitioners willing to participate in.

Fourth, assisting and encouraging tourist attractions and villages hit hard by COVID-19, and recommending new lifestyles (new normal) and tourism methods for people who need social distancing.

Fifth, advertising via multiple channels to provide visitors all over the world with information about Luang Namtha province. For that, we will turn to print and digital media, and create an application to facilitate our tourism.

Last, strengthening the capability of governmental departments and business divisions. For example, we will implement Lao security standard in the tourism sector, enhance partnership among governmental departments and business divisions, and make new strategies after the COVID-19.

Recently, the Lao People's Revolutionary Party has opened green tourism routes in Luang Namtha.

That is my idea at the "2022 ASEAN Mountain Tourism Recommendation".

In a world of COVID-19, let's facilitate the tourism in Luang Namtha province, make plans for the future progress of tourism and try our best to make it happen.

蒙古国制定了大量 促进和刺激旅游复苏的措施

Mongolia has formulated plenty of measures to facilitate tourism revitalization



伊希道尔吉

蒙古国前杭爱省省长

A. Ishdorj (А.Ишдорж), Governor of Övörkhangaï Province

首先,我谨向中华人民共和国贵州省人民政府致以诚挚的问候。

我依然清晰的记得蒙古国前杭爱省同贵州省就旅游事业开始开展合作的时候。很遗憾,自合作开始之后,世界范围内的新冠疫情让我们不得不采取了国际边境管控措施,在一段时间内双方的合作受到极大的影响。然而,就目前看来,预计全球疫情发展趋势会逐步减缓,就蒙古国方面而言,我们针对公民旅游活动,制定了大量的促进和刺激措施。

此外,蒙古国政府已经决定放开旅游管制,重新打开边界,我们依然希望可以继续双方的合作,促进两国公民的文化历史交流,开展更加广泛的旅游项目合作。我想说明的是,我们在发展旅游产业方面的经验,依然具有很多值得学习和研究的地方。衷心祝愿贵方的旅游大会取得圆满成功。

First of all, I hereby extend my sincere greetings to Guizhou Provincial People's Government of People's Republic of China.

I still remember when the Övörkhangaï Province started a partnership with Guizhou province in tourism. Unfortunately, soon, the global spread of COVID-19 forced us to take border controls, and it seriously affected our cooperation. But now it seems that the outbreak may start to slow down and things may get better. So, in Mongolia, we have implemented plenty of policies to encourage our citizens to go out and travel.

And, I would like to inform Guizhou province that the Government of Mongolia has decided to lift restrictions on tourism and reopen the national borders. So, we hope continue our friendly partnership, promote the cultural and historical exchange between us, and jointly carry out more tourism projects. I would also like to specify that in developing the tourism industry, we have accumulated plenty of experience worth referring to. Last, I sincerely wish your conference a grand success.

山地旅游推动旅游业发展 助力山区居民增收

Mountain tourism promotes the tourism sector and brings higher income for mountain people



阿瓦德赫什·库马尔·达斯

尼泊尔国家旅游局董事成员

Awadhesh K Das, Board member of Nepal Tourism Board

我是来自尼泊尔的阿瓦德赫什·库马尔·达斯，恭喜中国文化和旅游部、贵州省政府和国际山地旅游联盟，共同主办2022亚洲山地旅游推广大会。衷心地感谢各位，让我有机会参加这次盛会。正如我们所知，尼泊尔和中国情谊深远，源远流长，近年来两国关系更是锦上添花，达到历史最佳时期。

尼泊尔是一个环境优美、群山环绕、风光无限的美丽国度，它还有一个为人熟知的名字——喜马拉雅山脉之国，全球范围内海拔8000米以上的高峰，有8座在尼泊尔境内。山地旅游是尼泊尔国内旅游业的领军者，当下仍占有尼泊尔国内旅游业的很大比重，发展潜力巨大。

山地旅游对旅游业的全面发展至关重要，对于当地山区居民收入生计的可持续发展，也同样不可或缺。我相信本次会议必将取得重大成果，助力山地旅游取得更加辉煌的成果。

Honorable guests, distinguished participants, friends and everyone present. Namaste everyone. Welcome to all of you. I'm Awadhesh Kumar Das from Nepal, congrats the Ministry of Tourism and Culture of China, Guizhou Province government and IMTA for organizing this 2022 Asian Mountain Tourism Promotion Conference. I would like to thank you all for giving me this opportunity to be a part of this great event. As we know, Nepal and China set a long, deep and cordial relationship, that is becoming a lot stronger and reaching new height in recent years. Nepal is a country blessed with natural beauty with mountain tourism and mountain-peak. It is also known as a country of the

Himalayas, among the world's tallest peaks over 8 thousand meters, 8 peaks in Nepal. Mountain tourism is the pioneer of all tourism in Nepal, and it has a heavy significance scope and potential for the moment. Mountain tourism is not only crucial for the comprehensive development of peak of tourism, but also just as important for the sustainable development of livelihood and the sustenance of people living in the mountain. I'm sure the this program will bring out some resolution that will help save the future of mountain tourism. I wish you all the best and great success.

喀斯特山地风景无限 喀斯特溶洞惊叹四方

Karst mountains and caves amaze the world with stunning views



张远海

亚洲洞穴协会主席

Zhang Yuanhai, President of Asian Union of Speleology

大家好！我谨代表亚洲洞穴联盟，祝“2022亚洲山地旅游推广大会”取得圆满成功，希望会议能够指导亚洲开创山地旅游美好明天，也期待会议交流成果。亚洲拥有世界第三级珠穆朗玛峰，还有数不清的名山大川。但在在我看来，亚洲还有闻名于世的喀斯特山和洞。近400年前，来自中国东部的一位探险家、地理学家徐霞客来到中国西南，看喀斯特群峰无数，探测了300多个溶洞，不由得感叹道：丛立之峰，磅礴数千里，为西南奇胜。

今天，我们来看亚洲，除了中国南方喀斯特地貌之外，还有日本四国岩溶高地，越南的下龙湾海上峰林，泰国的清道台地到普吉岛风光，马来西亚的姆鲁山，印尼的爪哇丘陵，菲律宾的巧克力山，以及许多地下洞穴。我们也会有如徐霞客一样的感叹，喀斯特山地风景无限，喀斯特溶洞惊叹四方。而且，我们今天借助更先进的技术，能够登得更高，探得更深，有更多的挑战和发现，带给我们无限的乐趣。

Hello, Everyone! On behalf of the Asian Union of Speleology, I would like to wish the "Asian Mountain Tourism Promotion Conference" a great success and look forward to the results of this conference, to guide a better future for mountain in Asia.

Asia has the third pole, the Everest in the world, and countless famous mountains. However in my opinion, Asia is also known for the Karst mountains and caves. Nearly 400 years ago, an explorer and geographer from eastern China. Xu Xiake, came to the southwest China, saw the wonderful Karst mountains, explored more than 300 caves, could not help but exclaimed: majestic thousands of Karst mountains in the southwest are the best in China.

Today, as we know Karst in Asia, in addition to the South China Karst, there are also, for example, the Tengu Karst highland in Japan, Halong Bay in Vietnam, Phuket islands in Thailand, Gunung Mule Mountains in Malaysia, Java Karst in Indonesia, Chocolate Karst in Philippine, and many many caves underground. We may also have the same exclamation as Xu Xiake did, Karst sceneries are perfect, Karst caves are amazing in Asia. Moreover, today, relying on more advanced technology, we can climb higher mountains, explore deeper caves, will have more challenges and discoveries. Which will bring us infinite fun.

印度尼西亚火山众多 适合开展山地旅游

Indonesia boasts so many volcanoes, suitable for mountain tourism



狄诺

印度尼西亚驻华大使馆公使

Dino R. Kusnadi Kusnadi, Deputy Chief of Mission
Indonesian Embassy to China

Good morning! My name is Dino R Kusnadi from Indonesia Embassy in Beijing.

Ladies and Gentlemen,

Indonesia is an archipelagic country with more than 16,000 islands located between the Pacific Ocean and the Indian Ocean. As an archipelagic country, Indonesia has also many mountains, of

大家好！我是印度尼西亚驻华大使馆公使狄诺。

女士们、先生们，

印度尼西亚是由16000个岛屿组成的岛国，位于太平洋和印度洋之间。作为岛屿，印度尼西亚还拥有世界最多的火山，共计127座火山。而活火山只有69座。2022亚洲山地旅游推广大会配套活动“2022年亚洲山地旅游摄影”中，展现的就是其中的一座活火山，即布罗莫活火山。

which 127 are volcanic mountains. Among those volcanic mountains, we still have 69 volcanic mountains that are still active. It is this that is presented to you in one of the photo exhibitions, Mount Bromo, in the Asia Mountain Tourism Conference in Guiyang 2022.

发布《亚洲旅游促进计划与旅游减贫中国实践》

Releasing *Asia Tourism Promotion Plan and Chinese Practice of Poverty Alleviation through Tourism*



王灵恩

中国科学院地理科学与资源研究所

Dino R. Kusnadi Kusnadi, Deputy Chief of Mission
Indonesian Embassy to China

减贫一直是人类社会长期关注的议题。在国际社会多年的共同努力下，全球贫困发生率由1990年的36.2%降至2015年的10.2%，顺利完成联合国“千年发展目标（MDG）”提出的“到2015年全球绝对贫困人口比1990年减少一半”的目标，全球减贫效果显著。《联合国2030年可持续发展议程》进一步将“在世界各地消除一切形式的贫困”作为首要目标，号召各国政府和相关机构继续为之不懈奋斗。

作为全球人口最多的洲，亚洲贫困人口数量庞大。经过亚洲各国政府多年的努力，目前大部分发展

中国家贫困发生率都降低到2%以下，亚洲国家将整体进入一个面向2030年实现可持续发展目标——“消除一切形式的贫困”的新时代。

近年来，得益于经济增长过程中社会保障等措施的不断完善，旅游资源丰富的亚洲国家和地区通过旅游产业和旅游活动，为贫困民众提供就业机会和收入来源、实现减贫和脱贫，使旅游业成为贫困地区减贫脱贫的新路径。作为亚洲迈向“消除绝对贫困”时代最重要的贡献者之一，中国成为世界上减贫人数最多、减贫幅度最大、减贫速度最快的国家。旅游业作为中国贫困地区脱贫减贫的重要推动力，是许多贫困地区快速有效实现脱贫的重要途径，为亚洲国家和地区乃至全球其他地区减贫提供了新思路，对于全球的旅游减贫事业都具有积极的借鉴意义。

为加强亚洲国家间的交流与合作，促进亚洲和世界各国文明加强平等对话、交流互鉴、共同发展，2019年在北京召开首届“亚洲文明对话大会”，习近平主席在开幕式致辞中首倡“亚洲旅游促进计划”，引发全球广泛关注。作为亚洲国家间又一重要对话合作机制，亚洲旅游促进计划的启动实施有助于充分发挥典型案例的示范带动效应，交流国际旅游减贫经验，将减贫领域的中国方案、中国经验和中国智慧分享给更多国家和地区，推进亚洲乃至全球贫困治理。

报告系统梳理了亚洲各国减贫和旅游现状，全面总结了我国旅游产业脱贫减贫的做法、经验和典型案例，并提出推进亚洲旅游促进计划减贫行动倡议措施，以期为推动亚洲旅游促进计划实施提供参考借鉴。

Poverty reduction has been a long-standing concern of human society. With the joint efforts of the international community over the years, the global poverty incidence has decreased from 36.2% in 1990 to 10.2% in 2015, successfully achieving the goal of "reducing the number of global absolute poverty population by half by 2015 compared with that in 1990" as proposed in the United Nations Millennium Development Goals (MDG), with remarkable effects on global poverty reduction. The United Nations 2030 Agenda for Sustainable Development will further set "the eradication of poverty in all its forms throughout the world" as its primary goal, calling on governments and relevant institutions to continue to work tirelessly towards it.

As the world's most populous continent, Asia has a large number of poverty-stricken population. Through the efforts of Asian governments over the years, the incidence of poverty in most developing countries has been reduced to below 2%, and Asian countries as a whole will enter a new era towards achieving the sustainable development goal of "eradicating poverty in all its forms" by 2030.

In recent years, thanks to the continuous improvement of social security and other measures in the process of economic growth, Asian countries and regions rich in tourism resources have offered employment opportunities and sources of income for people in poverty through tourism industry and tourism activities, and have realized poverty reduction and elimination, making tourism a new path to reduce and eliminate poverty in poor areas. As one of the most important contributors to Asia's progress toward the era of "absolute poverty eradication," China has become a nation with the largest number of people out of poverty, the largest

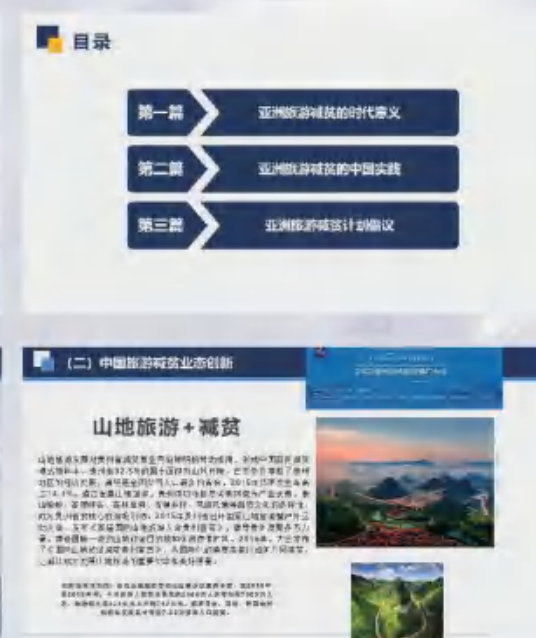
rate of poverty reduction, and the fastest rate of poverty reduction in the world. Tourism, as an important driving force in poverty alleviation and poverty reduction in China, is an important way for many poor regions to get out of poverty quickly and effectively, contributing new ideas to poverty reduction in Asian countries and regions and even in other parts of the world, which has positive implications for the global tourism poverty reduction cause.

In order to enhance exchanges and cooperation among Asian countries, promote Asian and global civilizations, strengthen equal dialogue, mutual exchange and appreciation, and common development, the first "Asian Civilization Dialogue Conference" was held in Beijing in 2019, and President Xi Jinping initiated the "Asian Tourism Promotion Plan" in his opening speech, which has aroused extensive concern worldwide. As another important dialogue and cooperation mechanism among Asian countries, the launch and implementation of the Asia Tourism Promotion Plan will help give full play to the demonstrative and driving effect of typical cases, exchange experience in international tourism poverty reduction, share Chinese solutions, Chinese experience and Chinese wisdom in the field of poverty reduction to more countries and regions, thus advancing poverty governance in Asia and even globally.

In the report, the current situation of poverty reduction and tourism in Asian countries is systematically sorted out, the practices, experience and typical cases of poverty alleviation and reduction in China's tourism industry are comprehensively summarized, and measures are proposed to promote the poverty reduction action initiatives of the Asia Tourism Promotion Plan, with a view to providing

reference for facilitating the implementation of the Asia Tourism Promotion Plan. In the report, the current situation of poverty reduction and tourism in Asian countries is systematically sorted out, the practices, experience and typical cases of poverty alleviation and reduction in China's tourism industry

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2022亚洲山地旅游推广大会配套活动 Supporting events of 2022 Asian Mountain Tourism Promotion Conference

贵州省文化旅游产业招商对接会



8月17日，贵州举办文化旅游产业招商对接会，邀请前来参加2022亚洲山地旅游推广大会的广东省旅游控股集团有限公司、复星旅文集团、深圳华堂古村古镇投资有限公司、广东省中国旅行社股份有限公司、深圳数虎图像股份有限公司、南岭印象控股集团（广东）有限公司等59家全国百强文旅企业代表，38家省内文旅企业代表参会。

对接会紧扣旅游产业化发展“四大行动”，深度聚焦当前文化和旅游产业发展新态势、新机遇、新挑战，通过发布一批、推介一批、跟踪一批重大文旅项目，以可持续、可连贯、可追踪的良性互动招商模式，助力各市（州）高效链接省内外优质文旅资源，推动文旅招商项目落地。

“‘十三五’时期前四年，贵州接待入黔游客人次、旅游总收入均保持30%以上的增长速度。2021年贵州旅游及相关产业增加值突破1000亿元、占GDP的比重达5.2%。贵州正日渐成为山地旅游爱好者的理想秘境。”

“今年上半年，贵州累计对外发布文旅招商引资项目1042个，项目涵盖景区景点打造、旅游装备制造、文旅综合体、康养度假、温泉养生、精品民宿、乡村旅游等领域，共签约文旅项目315个，签约金额445.28亿元。”省委宣传部副部长，省文化和旅游厅党组书记、厅长孙含欣亮出的这一组数据，贵州旅游的聚人气、财气立刻吸引起全场注意力。

在对接会上，贵州重点推介文旅招商项目193个，其中：省级精选项目30个，旅游存量精选项目20个。9个市州相关负责人就相关项目从自然资源、历史文化、民俗风情和投资环境等方面向与会嘉宾作推介。

复星旅文集团副总裁唐鸣一边听一边记，“记了好几个项目的信息，我相信我们能找到合作的机会。”

在“文旅存量运营与当下文旅投资逻辑探讨”招商分享对话环节，对话嘉宾从多角度探讨当下文旅存量运营的方式路径，总结以文旅融合创新推动贵州省文旅产业发展的意义价值。

On 17 August, the Cultural Tourism Industry Investment Matching Conference was held in Guizhou. Representatives of 59 national leading cultural and tourism enterprises, including Guangdong Tourism Holding Group Co., Ltd., Foliday Tourism Group, Shenzhen Huatang Ancient Village and Ancient Town Investment Co., Ltd., Guangdong China Travel Service Co., Ltd., Shenzhen Digital Tiger Image Co., Ltd., Nanling Impression Holding Group (Guangdong) Co., Ltd., as well representatives of 38 Guizhou provincial cultural and tourism enterprises attended the conference.

The matching conference was centered on the “four major actions” of tourism industrialization, and paid special attention to the new trends, new opportunities and new challenges in the development of the cultural and tourism industry. Through the continuous, coherent, traceable, and interactive investment promotion model, the matching conference launched and promoted a batch of cultural tourism projects, which helps cities (states) to be efficiently matched with excellent cultural tourism resources inside and outside the province, thereby promoting the implementation of cultural tourism investment projects.

“In the first four years of the 13th Five-Year Plan period, the number of tourists in Guizhou and the total tourism revenue in Guizhou have maintained a growth rate of more than 30%. In 2021, the added value of Guizhou’s tourism and tourism-related industries exceeded 100 billion yuan, accounting for 5.2 percent of Guizhou’s GDP. Guizhou is becoming an ideal spot for mountain tourism enthusiasts.”

“In the first half of 2022, Guizhou has released a total of 1,042 cultural and tourism investment projects, covering from the construction of scenic spots, tourism equipment manufacturing, cultural and tourism complexes, health resorts, hot springs, boutique B&B, and countryside tourism. 315 tourism projects were signed, with the contracted amount reaching 44.528 billion yuan.” The data revealed by Sun Hanxin, Deputy Director of the Publicity Department of the Guizhou Provincial Party Committee, Secretary of the CPC party group and Director of the Guizhou Provincial Department of Culture and Tourism, immediately attracted everyone’s attention.

193 cultural and tourism investment projects, including 30 provincial-level projects and 20 stock projects of tourism, were selected for promotion at the matching conference. Representatives from 9 cities and states introduced the natural resources, history and culture, folk customs and investment environment of their selected projects.

Tang Ming, Vice President of Foliday Group, took notes carefully while listening to the introduction. “I have written down the information of several projects. I believe we can find opportunities for cooperation,” he said.

In the session for “Discussion on Cultural Tourism Stock Operation and the Present Investment Logic of Cultural Tourism”, the guests discussed the ways of the current cultural tourism stock operation from multiple perspectives. They also summarized the significance of promoting the development of the cultural tourism industry in Guizhou through the integration and innovation of cultural tourism.

山地生活消费和非遗传承展

Mountain Life Consumption Show & Intangible Cultural Heritage Show



山地生活消费和非遗传承展

Mountain Life Consumption Show & Intangible Cultural Heritage Show

贵州山清水秀，17个世居少数民族在这里和谐共生，民族村寨星罗棋布，在广阔的贵州山地空间里，众多璀璨的非物质文化遗产绽放出了迷人光彩。在2022亚洲山地旅游推广大会的配套展区中，非遗传承体验区无疑是最受瞩目的区域。

在贵州省非物质文化遗产保护中心的大力支持下，松桃苗绣、苗族蜡画、苗银锻制、安顺木雕、古法造纸、牙舟陶等数十位非遗传承人莅临现场，“活态”展示贵州丰厚的非遗资源。现场的侗戏、长衫龙等精彩非遗节目展演，也极大丰富了展区的观看体验与参与模式。

In Guizhou, 17 ethnic groups dwell in the widely spread villages among the lush mountains and lucid waters harmoniously. Their profuse and colorful intangible cultural heritages (ICH) stand out and shine. The ICH area is definitely the most attractive in the whole exhibition gallery of the 2022 Asian Mountain Tourism Promotion Conference.

With the support from Guizhou Intangible Heritage Protection Center, dozens of inheritors of Songtao Miao embroidery, Miao encaustic painting, Miao silver jewelry, Anshun wood carving, ancient paper-making, and Yazhou pottery all attended the Show to demonstrate the profuse, profound and lively ICHs of Guizhou. They also brought excellent performances like Nuo Opera and Changshanlong, making the exhibition area more attractive and interactive to the visitors.



在山地生活消费和非遗传展上，国家级非物质文化遗产代表项目黄平泥哨一经亮相，形态各异、五彩斑斓、憨态可掬的黄平泥哨作品便吸引了众多观展观众、嘉宾以及媒体的目光，生动的小猴子，可爱的小老虎，远远望去就像在向人招手，国宝级动物大熊猫被塑造成了不同状态，异常讨人喜欢，引得观众纷纷驻足停留。

传承人王登书介绍，黄平泥哨主要流行于贵州省黔东南自治州黄平一带，是苗族民间常见的玩具，距今已近百年历史。“黄平泥哨就是用我们当地田里的细泥来做的。我们采集到合适的泥后，通过搓揉、槌打等工序增加泥料的韧性，让泥料从内到外都更加细腻，这也是我们黄平泥哨的关键一步。”

如果说材料的筛选与加工是打基础，那塑型的步骤就是更为精细的锦上添花。王登书说：“由于材质细腻，所以塑形这一步就要尤为注意，我们会在手上擦一点菜油，既不沾手，也让泥塑表面光滑。”虽是民间的玩具，但上色的部分也颇为考究，讲究质朴简练，重神减形，生动传神，童趣盎然。所以在色彩搭配上往往重彩浓绘，色彩鲜明艳丽，具有非常浓郁的民族特色。

作为黄平泥哨的第二代传承人，王登书18岁就师从吴国清老先生，30多年的创作时光中，王登书在传承传统技艺的同时，也在不断地进行创新并形成了自己地创作风格，更在不断尝试将传统技艺与现代生活相结合，探索黄平泥哨的多元可能。



At the Show, once the Huangping clay whistle, a representative national ICH, was presented, it immediately drew the attention of visitors, guests and media workers due to its diversified and cute colors and forms. The whistles are shaped like little monkeys, tigers and pandas waving hands from afar. Many visitors adored them and stopped to appreciate.

Inheritor Wang Dengshu introduced that Huangping clay whistle is a common toy of the Miao people, popular in the Huangping County, Qiandongnan Miao and Dong Autonomous Prefecture, Guizhou province. “The whistle is made from the fine clay in the local fields. We collect the clay, rub and beat to make the clay more malleable and smoother, a critical step in making the whistle.”

If the material screening and processing is the foundation, then shaping and modelling is to make the miracle happen. “The material is very soft, so we have to be very careful about the shaping. We put some vegetable oil on hands, so the clay can be very smooth and won’t stick to the hands,” said Wang Dengshu. The whistle, though a folk toy, needs to be exquisite and particular about coloring. The colors have to be unpretending and concise, yet vivid and picturesque, full of both childhood fun and distinctive local features.

As the second-generation inheritor of Huangping clay whistle, Wang Dengshu learned after his teacher Wu Guoqing when he was 18 years old. In the past 30-some years, Wang both inherited the traditional skills and kept innovating and searching for his own style, combining tradition with modern life and exploring the potential and future of this heritage.

整个非遗传承展区中，阵场最大的当属丹寨石桥古法造纸的展位，展架上方飘着三个纸艺花灯，柔韧的纸张染成红白渐变的颜色，裁剪成条状，在风中灵动如优美的凤凰。

展台一字铺开，摆满了各色纸品，一旁的水槽和木架正展示着木浆变纸的神奇过程，刚摆出不久就吸引了大批观众前来体验，亲手用植物叶片制作精美的花草纸。



At the exhibition area of ICH, the biggest stand was the Danzhai Shiqiao ancient paper-making. On the shelf hung three paper lanterns with red white gradient and were cut into flowing strips, like an elegant phoenix flying in the air.

On the stand lined up all sorts of paper products, with a sink and wooden shelf nearby showing the magical process of turning wood pulp into paper. Once the stand was set up, it immediately attracted a lot of visitors to make exquisite papers embedded with flowers and leaves by themselves.



堆叠的纸张看似平常，实则却内藏乾坤。国家级非物质文化遗产项目皮纸制作技艺代表性传承人王兴武介绍，目前的石桥古法造纸有十大系列160多款。

“首先是我们的迎春纸，是专门用来修复古籍的纸。取材是我们当地的构树皮加上杉根，用石灰蒸煮，草木灰做白，经过120道工序做成石桥纸、迎春纸，不添加任何化工原料，没有污染。现在国家图书馆、国家博物馆、故宫的古籍文物修复专用纸都是和我们签订了合约。”2000年前后，经国家图书馆、博物馆检

All these piled-up papers may seem ordinary, yet secrets and mysteries are hidden among them. Wang Xingwu, inheritor of paper-making, introduced that at present, there are ten types and over 160 products of Shiqiao ancient paper-making. “First is the Spring paper. It’s made to repair ancient books. We use the bark of local tapa cloth trees and China firs, steam and stew it with lime, whiten it up with plant ash, and finally turn it into Shiqiao paper and Spring paper after up to 120 procedures. We don’t add any chemical materials, and produce zero pollution. Now, the National Library, National Museum, and the Imperial Palace have all signed contracts with us to use our special papers to repair ancient books.” Around the year 2000, according to

作为国家级非物质文化遗产生产性保护示范基地，石桥村古法造纸还得到各级政府大力扶持，建立了丹寨县石桥黔山古法造纸专业合作社，还计划将石桥村打造成为古法造纸特色旅游村寨、3A级景区“合作社每年对村民进行2至3次古法造纸技能培训，还举办造纸技艺比赛，村里的年轻人都会古法造纸这门技艺，我们作为传承人要把老祖宗留下来的古法造纸技

术，石桥村当地水源的PH值处于7.5至8之间，极为难得，成纸保存期可达到1500年，是古籍修复用纸的最佳选择。那时的王兴武，仅凭专家对于修复用纸的概念性描述，历时两年就制作出了合格的修复专用纸。王兴武展示现场纸品：“别说迎春纸，就连我们石桥的书画纸都可以永久性保存，千年不坏。国内外的书法家、画家都会买去创作书画作品。”如今的丹寨石桥古法造纸已经漂洋过海，与四十多个国家建立合作。

the test of the National Library and National Museum, water in Shiqiao Village stays at PH 7.5 to 8, which is extremely rare. Because of that, Shiqiao papers can stay stable and impervious to erosion for 1,500 years, making it the perfect choice to repair ancient books. Back then, some experts came up with the concept of such paper. After only two years, Wang Xingwu turned the concept into reality and created such paper. He showed his creation to everyone, and said, “Not only the Spring paper, all the writing and painting papers in Shiqiao Village can be kept for 1,000 years. All the calligraphers and paintings at home and abroad would come and buy our papers.” Now, Danzhai Shiqiao ancient paper-making has established partnership with over 40 countries all over the world.

术这个宝贝，一代一代的传承下去，把我们石桥古纸开发成文创产品。”王兴武介绍，合作社目前已相继开发出灯笼、纸帽、纸扇、书法本、书签、花草纸伞、手提袋、档案袋等一系列纸衍生工艺品，在广受好评的同时，也吸引了不少游客慕名前来，只为亲自感受一下古老技艺的魅力。

As a National Demonstration Bases for Intangible Cultural Heritage Protection, Shiqiao Village gets support and help from governments at all levels, has built the Shiqiao Qianshan Ancient Papermaking Cooperative, and also plans to build Shiqiao Village into a special AAA-level tourist attraction known for paper-making. “Every year, the Cooperative carries out two or three trainings for villagers, and holds paper-making skill contests. All the young people have mastered the skill. As inheritors, we will pass on the precious skill left by our ancestors to the next

相较于其他展台鲜艳多彩的展品，三穗竹编的展台就稍显单调了一些，但只有走近的人才知道，这方小小的台面上展示了一个怎样精妙雅致的工艺世界。经过处理的纤薄竹条，像纸一般，却又保留了竹子特有的韧劲与弹性。在贵州省竹编技艺非遗传承人龙远军和女儿龙章竹翻飞的手指中变成了竹花瓶、果盘、鱼篓、细篾篮、蚂蚱篓，引得不少人购买，付款时更是被竹编而成的二维码惊艳。

三穗素有“竹器之乡”“斗笠之乡”的美誉，三

In comparison, the stand of Sansui County bamboo weaving may seem a little bit dull. But once you go nearer and look more carefully, you would be amazed by the sophisticated and exquisite world of crafts on this rather small stand. Bamboo canes are cut and processed to be as thin and slim as papers, yet they are still elastic and resilient. In the flexible fingers of Long Yuanjun, inheritor of Guizhou bamboo weaving, and his daughter Long Zhangzhu, bamboo canes became bamboo flower vases, fruit trays, fish baskets, thin bamboo baskets, and locust baskets. Many visitors were attracted. When they gathered to choose their favorite products, they were stunned by the payment QR Code weaved by bamboo canes,

generations, and turn the Shiqiao ancient paper into cultural and creative products,” said Wang Xingwu. Currently, the Cooperative has started to make a series of paper-related crafts such as lantern, paper hat, paper fan, calligraphy practice notebook, bookmark, paper umbrellas embedded with flowers and leaves, handbags and portfolios. Many customers left their positive comments, and tourists came from afar to appreciate the charm of this ancient skill.

穗竹编开始于明末清初，已有400余年的编制历史，形式有竹编簸箕、竹编筛子、竹编椅子、竹编果盘、竹编收纳筐等竹编艺术品。龙远军介绍，竹编所用竹丝断面全为矩形，在厚薄粗细上都有相当严格的要求。

“竹条的厚度我们把它处理一两根头发丝那么薄，宽度是四五根发丝宽。每一根的竹丝都要通过匀刀，薄厚与粗细都要完全一致编出来才匀称，这个工艺要求是很高的。”

Sansui County has long been known as “land of bamboo ware” and “land of bamboo hat.” Starting in late Ming and early Qing dynasties, Sansui County bamboo weaving now enjoys a history of over 400 years, coming in dustpan, sieve, chair, fruit tray, storage basket and so many other artistic forms. Long Yuanjun introduced that bamboo fibers used for weaving are all shaped as rectangle on the fracture surface, with strict standard on the thickness. “Every bamboo cane must be as thin as one or two hairs, and as wide as four or five hairs. Each bamboo fiber must be cut evenly and perfectly. Only in this way can the final product be shapely and well-proportioned. It’s highly demanding on the craftsmanship.”

龙章竹是龙远军的小女儿，自幼在父亲的耳濡目染下，开始接触并了解竹编文化，潜移默化中逐渐对竹编产生了兴趣，于是开始跟随父亲系统学习竹编制作的各项专业技能。“竹编工艺大体可分起底、编织、锁口三道工序。在编织过程中，以经纬编织法为主。在经纬编织的基础上，还可以穿插各种技法，如：疏编、插、穿、削、锁、钉、扎、套等，使编出的图案花色变化多样。需要配以其它色彩的制品就用染色的竹片或竹丝互相穿插，形成各种色彩对比强烈、鲜艳明快花纹。”龙章竹边说边展示现场带来的竹编鸭子，这是在竹编的基础上将竹片处理成鸭羽的形状，进行塑形、粘贴。“虽然做竹编这个活非常辛苦，但竹编早已成为我生命中不可分割的一部分，看似普通的竹子对我来说就是宝。我也希望能通过竹编这个技艺让更多人认识我们三穗，竹编艺术能够一代一代传承下去。”



与三穗竹编相邻的，是已经历过600年传承的安顺木雕。与一旁精致细密的竹编制品恰恰相反，展架上悬挂的傩戏面具透露出的是雄浑粗狂的气场。

虽然安顺木雕的整体风格粗放豪迈，但细看却别有一番天地：整个工艺雕刻细致繁难而讲求对称，设色精美绚烂而追求匀整，造型夸张，神态逼真，抓住人物某一瞬间的表情大胆设计，突出人物的性格特点。据民间流传的说法，这些设计是寄托着上古先民对于未知的想象，其中的深度与广度不可谓不令人惊艳。

Long Zhangzhu, the youngest daughter of Long Yuanjun, watched her father making bamboo handicrafts at her childhood, and soon got her hands on bamboo weaving and gradually picked up an interest. Shortly afterwards, she started learning professional skills of bamboo weaving in a systemic manner from her father. "The craft of bamboo weaving basically includes three steps - basing, weaving, and sealing. The weaving is mainly done by a skill called warp-weft weaving. On that basis, we also need to deftly use many other skills - sparsely weave, insert, pierce, cut, seal, purl, nail, prick, and knot, to turn bamboo canes into diverse patterns. If we need colors, we use dyed bamboo fibers or chips and weave them into the product, to produce vivid and contrasting patterns and figures," said Long Zhangzhu, as she presented bamboo ducks to everyone. To make a bamboo duck, bamboo clips need to be cut like feathers, shaped and stuck together. "It's very tough and tiring, but bamboo weaving has become an indispensable part of my life. Bamboo may seem nothing to everyone else, but to me it's a treasure. I also hope to pass on this skill to more people and younger generations, so that more people will know about Sansui County and inherit this wonderful heritage."



Next to Sansui County bamboo weaving is the stand of the 600-year-old Anshun wood carving. Unlike the sophisticated bamboo products, the Nuo Opera masks hung on the shelf look rough and unconstrained.

Hidden behind the unconstrained look is also the stunning craftsmanship. Carving skills are extremely challenging, patterns multifarious, colors

此次带来展品的是安顺木雕市非遗传承人周尔刚，他介绍说，安顺木雕艺术主要是面具的雕刻，内容为当地特色的傩戏与地戏的角色。“我们这个面具雕刻很有意思，你看线条是比较粗、比较板直的，造型也比较夸张，但这样的手法中蕴涵我们丰富、奇特的想象，是非常具有特色和个性的。虽然外形和色彩让人觉得稍显夸张，但我们对于面部的细节刻画是很突出的，每一个面具都有特点。”

正是因其奇特怪诞的刀法，和古朴凝重的丰富内涵，安顺木雕深受国内外游客的喜爱。虽说面具看起来有一份粗犷的朴拙美，实际背后的讲究可真不少。安顺木雕的选材和其雕刻工具的选取样样不随意，首先要选择木质坚韧、纹理细密、色泽光亮的硬木后要做好干燥处理再选取平刀、圆刀、斜刀和中钢刀，辅以敲锤、斧子、锯子、木锉来制作。通过截林、剖半、出坯、白面、上彩等工序，运用几十种不同的工具精心雕刻才能完美出品。



flowery and symmetrical, the overall artistic style exaggerated, and the expressions vivid and lively. The masks, bold and fearless, are designed to capture instant emotions and characters. According to the folk tales, Nuo Opera masks hold our ancestors' deep and profound imagination of the unknown.

At the Show, Zhou Ergang, city-level inheritor of Anshun wood carving, brought many exhibits. He told us that Anshun wood carving is mostly used on masks of the characters in the local Nuo Opera and Ground Opera. "Our masks are very interesting. You can see that the lines are thick and straight, and the whole style is exaggerated. But behind such roughness lies our ingenious and characteristic imagination. And behind these bold shapes and colors are unique and sophisticated details. Every mask is unique."

The rather bizarre carving skills and the ancient and profound cultural connotations hidden behind make the masks favored by tourists both at home and abroad. Never be fooled by the seemingly rough and crude look on the mask. The elaboration of the materials and tools are beyond our imagination. First, they choose tough hardwood with fine texture and bright colors, dry it up, then process it using dozens of tools, including flat knife, circular knife, inclined knife, Zhonggang blade, as well as rapping hammer, axe, saw and wood rasp. After various procedures like cutting, splitting, making unburnt brick, whitening up, and on-glaze decoration, a carving work would finally be made.

如今新一代从事地戏面具的艺术家们在集成传统雕刻技艺的基础上，学习安顺木雕各个派系的雕刻风格 and 特点，并将其融合贯通，将刀法变为手法，融合古朴、夸张、简括、繁缚等不同的艺术特点，使众多的外地游客能通过这些栩栩如生的木雕面具，领略安顺的历史文化底蕴和人文风貌。

非遗传承现场，由半人高的锡纸制作的银饰模型得众人驻足。银簪、耳环、项圈、银链、手圈、手镯、银片等施洞型台江苗族银饰随着微风轻拂，叮当作响，甚是悦耳。银饰图案之美、样式之多引得现场观众称赞不已。

苗族银饰锻造技艺县级传承人吴春绣介绍，台江县基本集中了苗族银饰精华，是黔东南苗族银饰的重要代表之一，这些银饰也很大程度上助推了苗族乡村振兴的历史进程。

At the Show, a silver jewelry model about half a man's height and made from tinfoil caught the attention of all the visitors. When a gentle breeze blew through the exhibition area, the Shidong Town Miao silver jewelry of Taijiang County, including silver hairpin, earring, necklace, silver chain, wrist ring, bracelet, and silver piece, tinkled and jingled. The beautiful patterns and styles of Miao silver jewelry received many compliments from the visitors.

Wu Chunxiu, county-level inheritor of Miao silver jewelry, introduced to everyone that the jewelry in Taijiang County is a representative in the entire Qiandongnan Miao and Dong Autonomous Prefecture. Miao silver jewelry has also been helping Miao people to facilitate rural revitalization.

Now, the new generation of artists specialized in Ground Opera masks, based on traditional carving skills, try to learn and combine the styles and features of each genre of Anshun wood carving, turning the artistry of knife and blade into craftsmanship, and taking in plainness, exaggeration, conciseness, sophistication and many other artistic features. So, tourists from all over the world could enjoy these vivid wood masks, and appreciate the historical and cultural deposits of Anshun City.

苗族银饰分为施洞型、巴拉河型、黄平型，如同刺绣、织锦、蜡染等装饰物一样，是苗族支系相互区别的重要表征。现场展示的施洞型银饰式样和构造经过了匠师的精心设计，由绘图到雕刻和制作有30道工序，包含铸炼、吹烧、锻打、焊接、编结、镶嵌、擦洗和抛光等环节。“这些银饰也都是根据其自身历史文化演变而成，具有丰富多彩的文化内涵，从银饰的品种、纹饰设计构造到制作组装都体现出浓郁的民族风格。”

Like other ornaments such as embroidery, brocade and batik article, Miao silver jewelry has different branches, including Shidong Town silver jewelry, Bala River silver jewelry, and Huangping County silver jewelry. The one exhibited at the Show is the Shidong Town Miao silver jewelry. The structure and style of the decorations and ornaments are designed with fine craftsmanship. From drawing a blueprint to carving and finalizing, craftsmen have to go through over 30 procedures – cast, burn, forge, solder, knit, insert, scrub and polish. “Miao silver jewelry derives from the local history and the colorful local culture. Type, pattern design, and the making process – every part of the jewelry reflects the profound culture of Miao people.”

这些银饰制作经常要用擀面杖粗细的木棍，一脚踩着拉丝板，将银条从拉丝板上最粗的孔穿过绕到木棍上，再旋转提拉木棍，银条便逐渐变细。“最细可以到头发丝那么细。”吴春绣介绍，“做银饰最基础的就是两样东西：一样是银丝、一样是银片。有了这两样东西，就可以雕刻和装饰图案了。”现场展示的施洞型台江苗族银饰精髓也在于此。

苗族银饰是苗家人所钟情的一种装饰佩戴品，以大、重、多为美。“打造一件苗族银饰至少需要十几

To make Miao silver jewelry, craftsmen often need a stick as thick as a rolling pin. They step on a wire-drawing board with one foot, pull the silver through the thickest hole on the board, wind around the stick, then pull the stick up while spinning it, to make the silver strips become thinner. “We can make the silver strips as thin as our hair,” said Wu Chunxiu, “there are two things fundamental to silver jewelry – silver strips and pieces. They are all we need to carve and make decorations.” The essence and core of Shidong Town Miao silver jewelry presented at the Show also lie in the silver strips and pieces.

Miao silver jewelry is Miao people's favorite ornament. If they wear more, bigger and heavier ornaments, the more beautiful they would look. “Making one piece of jewelry involves a dozen or

道工序，多的话要二三十道工序。”每一件璀璨精致的苗族银饰背后都倾注着银匠惟精惟一的匠心。

“山地生活消费与非遗传承展”分为非遗传承与山地生活集市两个部分，山地生活集市区域以山地文创消费品、美食等围绕山地生活消费为展示核心展示了山地文创、人文风物、特色美食、车载咖啡等消费产品，更有山地露营、山地户外场景以供展示和体验城市户外的“新兴体验”。通过“零距离”的互动，走进最鲜活的山地文化，体验最多彩的贵州文化与生活。

even dozens of procedures.” Every piece of exquisite jewelry is the crystallization of efforts and craftsmanship.

Mountain Life Consumption Show & Intangible Cultural Heritage Show is divided into two parts – ICH Inheritance and Mountain Life Fair. Centered around cultural and creative goods and food, the Fair presented various consumers goods, including mountain cultural and creative products, local products, delicious food, and vehicle-mounted coffee. At the Fair, visitors could also enjoy a “novel experience” of urban outdoor trips in scenes like mountain camping and mountain outdoor environment. Via such vivid experience, visitors interacted with and felt the diversified mountain culture and life in Guizhou province.

山地及乡村振兴旅游特色产品展

Mountain & Rural Revitalization Tourism Featured Product Show:
Promote rural revitalization via mountain tourism products



山地及乡村振兴旅游特色产品展

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传承优秀传统文化，解决群众就业，助力乡村振兴。8月18日，2022亚洲山地旅游推广大会配套活动“山地及乡村振兴旅游特色产品展”在贵阳国际山地旅游联盟总部举行。

据介绍，此次产品展分为“来自贵州的美好·集黔优品展”“贵州非遗文化及茶艺展演”和“线下体验线上购”三大板块，近30家单位参展，展出包括具有贵州特色的非遗产品、手工艺品、特色农产品、生态食品和茶等，展商中既有40年历史的老品牌，也有仅成立5年的新商家。

The inheritance of the excellent traditional culture can help solve the employment problems and boost rural revitalization. On 18 August, the Mountain & Rural Revitalization Tourism Featured Product Show, which is one of the supporting events of the 2022 Asian Mountain Tourism Promotion Conference, was held at the headquarter of the International Mountain Tourism Alliance in Guiyang.

According to reports, the Mountain & Rural Revitalization Tourism Featured Product Show is divided into three sections: Excellent Products from Guizhou, Guizhou Intangible Cultural Heritage and Tea Art Show, and Offline Experience & Online Shopping. Nearly 30 companies and institutes gathered at the show to display the intangible cultural heritage products, handicrafts, agricultural products, ecological products and tea products with the unique characteristics in Guizhou. Exhibitors

其中，来自“贵州的美好——集黔优品展”集中展示了24家平台企业、设计师、传承人的产品及作品，围绕具有市场开发潜力及文化创新产品，展出贵州特色食品、农特产品、手工艺品及非遗产品等。

在贵州非遗文化及茶艺展演中，展会邀请了贵州非遗传承人和茶艺师，现场进行贵州非遗文化及茶艺展演。展会通过现场蜡染、刺绣、竹编等制作工艺表演，更直观地向现场嘉宾展示贵州多彩的非物质文化遗产。

include both old brands with a history of 40 years and new merchants with only 5 years of establishment.

Among them, 24 companies, designers and inheritors of the Guizhou Youpin platform gathered at the Exhibition of the Excellent Products from Guizhou to display the cultural innovative products with great market potentials, including the special food, selected agricultural products, handicrafts, and intangible cultural heritage products of Guizhou.

On the Guizhou Intangible Cultural Heritage and Tea Art Show, inheritors of the Guizhou intangible cultural heritage and tea artists were invited to offer an on-site performance. Through on-site batik, embroidery, bamboo weaving and other craftsmanship performances, the colorful intangible cultural heritage of Guizhou was more directly displayed to the guests.

作为非物质文化遗产的赤水竹编技艺已有400多年的历史，如今通过公司化经营，以培训加记件的形式，解决了当地群众的部分就业问题。据展位负责人介绍，此次参与“山地及乡村振兴旅游特色产品展”，目的在于借助平台优势，一方面展现赤水竹编技艺的魅力，另一方面推广企业和品牌知名度。

此外，展会还设置有现场茶艺表演及美食品尝环节。吸引了与会嘉宾和参会人员的驻足观看、询问和试吃。

The Chishui bamboo weaving technique is an intangible cultural heritage with over 400 years of history. Today, the bamboo weaving intangible cultural heritage has realized the enterprise operation mode. Through the training of local residents and the wage counting method by pieces, it has solved some of the employment problems of the local people. According to the exhibitor at the bamboo weaving booth, the purpose of participating in the show is to display the charm of Chishui's bamboo weaving skill, expand the influence of the company, and increase the popularity of the brand.

In addition to the above-mentioned content, the tea art performance and food tasting session also aroused the strong interest of many guests and other participants.

In addition to the display of a large variety of tourism products with the unique characteristics of Guizhou, the show also keeps pace with the times in terms of the publicity methods and purchase channels. The show combines offline experience

除了丰富的贵州特色旅游产品之外，在宣传和购买渠道上也与时俱进。展会引入“线下体验+线上下单”的模式，通过自媒体引流、新媒体宣传、直播带货等线上营销方式串联产品，拒绝摆摊式展会。各展商积极利用直播，吸引观众注意力，提升产品曝光度。此外，参展观众可通过展台旁集黔优品线上商城二维码，查询产品介绍，更详细的了解产品信息，下单购买即可直接配送，享受原生态山地旅游产品，助力贵州乡村振兴。

with online shopping. It also innovatively introduces the online marketing methods, promoting and selling the products via self-media, new media, and live broadcast. Exhibitors also actively used live broadcasts to attract audiences' attention and increase product exposure. In addition, by scanning the QR code next to the booth, visitors can visit the online mall of Jiqian Youpin and easily learn about more details of the product information they are interested in. After placing the order, the ecological mountain tourism products will be directly delivered to their address, which will great promote the rural revitalization in Guizhou.



亚洲山地旅游摄影展

Asia Mountain Tourism Photography Exhibition: a visual feast of the mountain scenery in Asia

摄影，能够穿梭天空、陆地、海洋，连接人文与自然，带着观众打开遥远的世界，发现熟悉的生活。8月18日，亚洲山地旅游摄影展在2022亚洲山地旅游推广大会期间开幕。摄影展以亚洲名山为主体，展示了亚洲国家的山地自然风光、生态环境与人文生活。

山地是重要的旅游资源，已经成为世界最受欢迎的旅游目的地类型之一。众多名山更是凭借其自身极其优越的自然资源禀赋与人文积淀，吸引着来自全球各地的游客。亚洲山地旅游推广大会以“亲诚惠容合作共赢——携手共筑亚洲山地旅游发展新未来”为主题，促进亚洲山地旅游目的地、研究机构、企业之间的交流与合作，探索促进疫后旅游恢复发展的实践路径。



When appreciating photography works, one can take a visual tour to the sky, the land, and the ocean. Photography connects humanities and nature, unveils the unknowns of the distant world, and offers us a brand-new perspective to appreciate the ordinary life. As one of the supporting events of the 2022 Asian Mountain Tourism Promotion Conference, the Asian Mountain Tourism Photography Exhibition kicked off on 18 August. The exhibition gathered excellent works of famous mountains in Asia to present the natural mountain scenery, ecological environment and human life of Asian countries.

As an important tourism resource, mountains have become one of the most sought-after types of tourism destinations in the world. Many famous mountains have attracted tourists across the world with their superior natural resources and splendid culture. Themed on “Amity, Sincerity, Mutual Benefit, Inclusiveness, Cooperation, and Sharing — Jointly Building a New Future for Asian Mountain Tourism”, the Asian Mountain Tourism Promotion Conference aims to promote exchanges and cooperation among Asian mountain tourism destinations, research institutions, and enterprises, and jointly explore a practice approach to boost tourism recovery and development in the post-COVID world.

亚洲山地旅游摄影展是本次大会的配套活动之一，活动精选47幅亚洲各国知名摄影师拍摄的山岳、名山、山地自然与人文景观作品，为参展观众呈现了一场视觉盛宴。

在摄影展现场，能够欣赏喜马拉雅山的云海翻涌、韩国汉拿山的花团锦簇、格鲁吉亚山地村落的宁静，也能看到梵净山的金顶晨曦、长白山的天池、冬日黄山的银装素裹。美妙的山地风光让参展观众驻足观赏，赞不绝口。

The Asian Mountain Tourism Photography Exhibition is one of the supporting events of this conference. It selected 47 works featuring the natural, cultural and human landscape of mountains by well-known Asian photographers, and presented a visual feast for the audience.

In the exhibition, the audience can appreciate the surging clouds in the Himalayas, the flowers in the Halla Mountains in South Korea, the tranquility of the Georgian mountain villages, the golden morning lights of Fanjing Mountain, the Tianchi Lake in Changbai Mountain, and the snow-covered Huangshan Mountain in winter. Many audiences were deeply attracted and amazed by the mountain scenery shot by the photographers.

According to an organizer of the exhibition, the

据亚洲山地旅游摄影展相关负责人介绍，摄影展涵盖了以亚洲自然遗产和旅游名山为主体的自然风光、名胜古迹、非物质文化遗产等。这些摄影作品展示了大地演变的伟大奇迹，也表现着人与生态圈的和谐共生。山地摄影家们通过独特的视角，传递了保护山地资源，传承山地文明的理念，让人们在感受山景神奇魅力的同时，激发敬畏自然、崇尚文明、向往美好生活的热情，进一步促进亚洲国家之间友好交流。

photography on exhibition covers a wide variety of subjects, including natural scenery, historical sites and intangible cultural heritage of famous tourist mountains. These photographs vividly present the miraculous evolution of the earth, as well as the harmonious coexistence of man and the ecosystem. Through their unique perspectives, mountain photographers convey the concept of mountain resources protection and the inheritance of mountain civilization. While being amazed by the magical charm of mountain scenery, the audience's awareness to revere nature and respect civilization will also be strengthened, and they will gain a stronger yearning for a better life. In addition, the exhibition is also a good opportunity for friendly exchanges among Asian countries.

山地艺术空间展

Mountain Art Space Exhibition; find the beauty of mountains and enjoy a wonderful life

8月18日，以“山地艺术空间·共享美丽生活”为主题的“山地艺术空间展”在贵阳市国际山地旅游联盟总部开幕。该展围绕亚洲山地、贵州山地、贵州非遗文化传承等要素，展示与山地相关的艺术品，并与现场观众进行互动。

作为2022亚洲山地旅游推广大会配套活动之一，空间展以非遗传承与创新发展为脉络，以贵州和世界的对话为主题，旨在提高人们对山地旅游形态的认识，多维度展示贵州乃至亚洲山地旅游资源，让人们以更加丰富的视觉感受山地的多姿多彩。

仿真豹、石头画、皮划艇、潮服、儿童画……展会现场展出的作品种类十分丰富。山地艺术空间展策展人江先生介绍，展会分为“小朋友与山地之美”“山

地之美，从一块石头开始发现”“印在生活上的传承”三大板块。江先生表示，山地艺术空间展希望能够将山地元素整合并展出，让观众发现山地之美，从而走进山地，爱上山地。

记者在现场看到，“小朋友与山地之美”板块，展出了具有山地、人文特色的儿童画，近百人在现场以山地为主题作画；“山地之美，从一块石头开始发现”板块，有以石头为画板的石头画展，有动物形态装置、琉璃绘画、异形装置等艺术品展，参展观众也可以在现场学习绘画；“印在生活上的传承”板块展出了陈红旗沙画人文画作，观众也可以在现场看到非遗匠人如何利用贵州元素、非遗元素制作服装。整个空间展体验感好，互动性强，参展观众好评不断。

On 18 August, themed on “Mountain Art Space · Enjoy a Wonderful Life,” the Mountain Art Space Exhibition kicked off at IMTA HQ in Guiyang city. Empowered by mountains and intangible cultural heritages (ICH) in Guizhou province and the entire Asia, the Exhibition presented artworks and creations related to the mountain culture to interact with visitors and guests.

As a supporting event of 2022 Asian Mountain Tourism Promotion Conference, the Show is centered around ICH inheritance, innovative development, and dialogue between Guizhou and the world, aimed at introducing the various forms of mountain tourism to people, displaying the profuse mountain tourism resources in Guizhou and Asia, and showing everyone the diversity and vitality of

mountain culture.

Fake leopard, stone painting, canoe, fashionable clothing, children's painting... A lot of artworks were on display at the Exhibition. Curator Mr. Jiang told us that the exhibition is divided into “children with mountains,” “find the beauty of mountains from a rock,” and “inheritance embedded in life.” He said that the Exhibition is designed to combine all the mountain elements and show the beauty of mountain to the visitors, so that everyone can have an opportunity to experience and fall in love with mountain life.

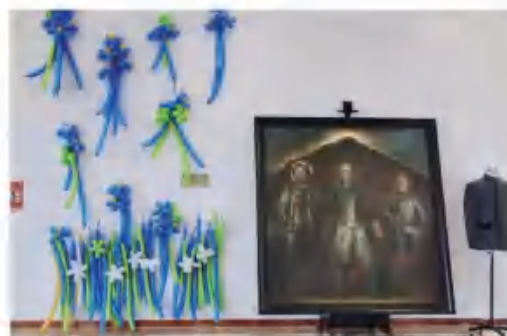
Reporters saw that in the “children with mountains” section, many children's paintings about mountain culture were on display, and hundreds of people were drawing pictures themed



on mountains. In the “find the beauty of mountains from a rock” section, stone paintings, animal-shaped devices, colored glaze boards, and strange shape devices were presented, and visitors could learn painting skills here. The “inheritance embedded in life” part demonstrated the artworks of the local culture of Basha Miao Village created by Chen Hongqi, and ICH inheritors were there making clothing with ICH elements in Guizhou. The whole Exhibition was a great, interactive experience for all the visitors.

2022年是联合国“国际山地可持续发展年”。亚洲拥有丰富的山地资源，发展山地旅游是实现山地可持续发展的重要路径。贵州山地旅游资源丰富，是国际山地旅游联盟总部所在地和全国体育旅游示范区创建省之一。贵州山清水秀，17个世居少数民族在这里和谐共生，民族村寨星罗棋布，非物质文化遗产浩瀚如海，在广阔的贵州山地空间里，民族风情之花四处绽放。如今，在贵州欣赏四季山水，领略人文风情，感受户外运动，已成为人们出游的热门选择。

山地艺术空间展，是现代山地生活美学与“非遗”传统技艺的碰撞，构建了美美与共、智趣共生的当代山地生活方式，全方位多角度呈现了贵州山地旅游的资源魅力，同时也为增进行业友好交流，共享山地旅游美好未来做出贡献。



2022 is the International Year of Sustainable Mountain Development proposed by the UN. Asia boasts abundant mountain resources, and developing mountain tourism is critical to the sustainable mountain development. Guizhou province, home to profuse mountain tourism resources and where IMTA is headquartered, is one of China's Sports Tourism Demonstration Zones. In Guizhou, 17 ethnic groups dwell in the widely scattered villages among lucid waters and lush mountains harmoniously, with plenty of ICHs and colorful local customs and cultures. Now, travelling to Guizhou to enjoy outdoor sport and appreciate the mountains, waters and cultures has become a popular lifestyle for tourists all over the world.

Mountain Art Space Exhibition is where the beauty of modern mountain life meets the traditional skill of intangible cultural heritage, where the wonderful, smart and interesting modern mountain lifestyle is formed, and where the charm and resources of mountain tourism are presented from multiple angles. The Exhibition promotes the friendly exchange in the tourism sector, and contributes to the bright future of mountain tourism.

新闻发布会



携手共筑亚洲山地旅游发展新未来 2022亚洲山地旅游推广大会开幕在即

8月12日上午，2022亚洲山地旅游推广大会新闻发布会在北京举行。文化和旅游部国际交流与合作局一级巡视员张西龙、国际山地旅游联盟执行秘书长傅迎春、贵州省文化和旅游厅二级巡视员史静一出席了此次发布会。

发布会上，文化和旅游部国际交流与合作局一级巡视员张西龙介绍了大会举办的背景、意义和总体情况。据悉，2022亚洲山地旅游推广大会定于8月17日至21日在贵州省贵阳市国际山地旅游联盟总部举行，由文化和旅游部、贵州省人民政府和国际山地旅游联盟共同主办。

本次大会以“亲诚惠容 合作共享——携手共筑亚洲山地旅游发展新未来”为主题，旨在落实习近平总

书记在亚洲文明对话大会开幕式上提出的“亚洲旅游促进计划”，是深入贯彻习近平生态文明思想、践行“两山”理念，持续全面推进乡村振兴战略落地见效的重要举措和具体实践。同时，本次大会也将进一步巩固拓展中国与亚洲国家之间深厚的传统友谊和友好关系，为中国与亚洲国家开展文化和旅游合作指明未来方向，更好地达成促进亚洲文化旅游市场复苏发展的共同使命。

本次大会将统筹线上与线下形式，按照主体与配套相结合的方式举办开幕式及主题论坛、亚洲山地旅游推介会、贵州省文化旅游产业招商对接会、亚洲山地旅游摄影展、山地生活消费与非遗传承展、山地及乡村振兴旅游特色产品展、山地艺术空间展等9大类活

动。届时，文化和旅游部领导、贵州省领导、国际山地旅游联盟领导将与相关国际组织代表及来自亚洲多个国家驻华使节、旅游专家共同出席并发表致辞、演讲。部分亚洲国家和地区代表将同台交流推介，互荐各国优质山地旅游目的地。

在配套展示活动中，贵州省将围绕非遗文化、民族文化、乡村振兴物产、亚洲名山等主题，通过“线下呈现、线上直播”的形式，全方位、多角度展示传统民族手工艺等非遗产品、贵州特色优选山地农产品、茶品等。同时，还将在山地旅游摄影展环节呈现贵州各地多样化的自然风光、生态环境、人文生活等精彩内容。

文化和旅游部国际交流与合作局一级巡视员张西龙在发布会上表示，此次举办2022亚洲山地旅游推广大会，是要加强与亚洲国家在山地旅游等业态产品上的交流与合作，共同促进亚洲旅游高质量发展；是积极落实“亲诚惠容”周边外交理念，与亚洲国家共同分享山地旅游在助力乡村振兴中的最佳实践，进一步凝聚共促山地旅游的共识，为推动疫后旅游市场复苏和共同构建亚洲命运共同体贡献力量。

国际山地旅游联盟执行秘书长傅迎春在发布会上表示，亚洲拥有丰富的山地旅游资源，在世界发展格局中举足轻重，重塑亚洲山地旅游对全球旅游业复苏发展意义重大。国家对中国的国际旅游组织参与旅游治理体系改革和建设，推动全球旅游复苏提出了明确

要求。国际山地旅游联盟这次能成为“亚洲山地旅游推广大会”主办方之一，不仅是文化和旅游部对联盟发展的重视、支持，也体现了贯彻落实《“十四五”旅游业发展规划》，发挥国际组织参与全球旅游治理的务实作风。同时也是以山地旅游为切入点，为亚洲国家营造“亲诚惠容”和谐氛围，共促旅游业复苏的举措，为联盟创新开展国际交流合作提供了新的平台。国际山地旅游联盟将不失时机利用好自身平台优势，调动会员和行业资源，以团结协作、创新务实精神，积极对接亚洲山地旅游资源，共创共享山地旅游发展的新理论、新经验和新成果，让可持续发展理念在山地旅游领域开花结果。以务实办会，高效办会为目标，联盟将在顶层设计、嘉宾邀请、活动内容、会议服务等各个方面积极主动、尽职尽责，共同努力将本次大会办成一次主题鲜明、层次丰富、参与广泛、影响力大的国际盛会。同时，联盟将利用自身平台和资源积极开展业务对接，促进亚洲山地旅游目的地、研究机构、企业之间的交流与合作，探索提出有助于促进疫后旅游恢复发展的实践路径。

贵州省政府也是本次大会的主办方之一。近年来，山地资源富集的贵州省积极践行“两山”理念，将“生态”发展贯穿工作全局，向世界提供了以打造国际山地旅游目的地平衡“生态”与“发展”的“贵州样本”、减贫富民的“中国方案”，为助力疫后亚洲旅游市场复苏提振了信心。贵州省文化和旅游厅二

级巡视员史静一介绍了贵州山地旅游的优势和特点，表示贵州省将顺应旅游发展趋势和游客消费观念，着眼于城市休闲和乡村度假，重点对外展示推介自然生态旅游产品、体育旅游产品和休闲旅游产品。

目前，2022亚洲山地旅游推广大会各项筹备工作进展顺利，大会总体方案、会场设计方案等均有序执行中。当前，亚洲各国政府纷纷出台旅游复苏指南和

扶持政策，可持续性的生态旅游成为世界关注的焦点。亚洲拥有丰富的山地旅游资源，在全球山地旅游发展格局中占有重要地位。相信通过举办2022亚洲山地旅游推广大会，将进一步推进亚洲山地旅游发展，发挥其自然与文化遗产承载体的重大作用，加快推动疫后全球旅游复苏。

Press Conference: Jointly Building a New Future for Asian Mountain Tourism — 2022 Asian Mountain Tourism Promotion Conference will soon kick off

On the morning of August 12, the press conference of the 2022 Asian Mountain Tourism Promotion Conference was held in Beijing. Zhang Xilong, first-level inspector of the International Exchange and Cooperation Bureau of the Ministry of Culture and Tourism, Fu Yingchun, Executive Secretary General of the International Mountain Tourism Alliance, and Shi Jingyi, second-level inspector of the Guizhou Provincial Department of Culture and Tourism, attended the conference.

At the press conference, Zhang Xilong, first-level inspector of the International Exchange and Cooperation Bureau of the Ministry of Culture and Tourism, introduced the background and overall situation of the conference, and the significance of holding this conference. According to him, the 2022 Asian Mountain Tourism Promotion Conference will be held from August 17 to 21 at the headquarter of the International Mountain Tourism Alliance in Guiyang, Guizhou Province and will be jointly organized by the Ministry of Culture and Tourism, the People's Government of Guizhou Province, and the International Mountain Tourism Alliance.

Themed on “Amity, Sincerity, Mutual Benefit, Inclusiveness, Cooperation, and Sharing – Jointly Building a New Future for Asian Mountain Tourism,” the conference aims to implement the “Asia Tourism Promotion Plan” proposed by General Secretary Xi Jinping at the Opening Ceremony of the Conference on Dialogue of Asian Civilizations (CDAC), and stick to his Thought on Ecological Civilization and the conviction of “lucid waters and lush mountains are invaluable assets.” The 2022 AMTP is also an integral part of China's rural revitalization strategy. The holding of the conference will further consolidate the profound friendship between China and other Asian countries, guide the direction for future cooperation on culture and tourism among Asian countries, and contribute to achieving the common mission of promoting the recovery and development of the cultural tourism market in Asia.

This conference, composed of main events and supporting events, will be held via online livestreaming and offline gathering. There are nine categories of events, including the opening ceremony and



theme forum, Asia Mountain Tourism Promotion Conference, Guizhou Cultural Tourism Industry Investment Matching Conference, Mountain Life Consumption Show & Intangible Cultural Heritage Show, Mountain & Rural Revitalization Tourism Featured Product Show, Asian Mountain Tourism Photography Exhibition, and Mountain Art Space Exhibition. Leaders of the Ministry of Culture and Tourism, Guizhou Provincial government, and the International Mountain Tourism Alliance, as well as representatives of relevant international organizations, diplomats and tourism experts from different Asian countries will attend the conference and deliver speeches. Representatives from some Asian countries and regions will also gather together to exchange and recommend high-quality mountain tourism destinations of their countries.

The supporting events focus on the themes such as the intangible cultural heritage culture, ethnic culture, rural revitalization products, and famous Asian mountains. Through offline events and live broadcast, the events fully display the traditional handicrafts of ethnic groups and other intangible cultural heritage products, as well as the mountain agricultural products and tea products with Guizhou's characteristics. In addition, the Mountain Tourism Photography Exhibition will also vividly present the diverse natural scenery, ecological environment, and human life of different regions in Guizhou.

Zhang Xilong, first-level inspector of the International Exchange and Cooperation Bureau of the Ministry of Culture and Tourism, said at the Press Conference that the purpose of holding the 2022 Asian Mountain Tourism Promotion Conference is to strengthen exchanges and cooperation with Asian

countries in mountain tourism and other business products, and jointly promote the high-quality development of tourism in Asia. In addition, the holding of the conference aims to promote the implementation of the neighboring diplomacy concept of "Amity, Sincerity, Mutual Benefit and Inclusiveness", and the sharing of the best practices among Asian countries in boosting rural revitalization via mountain tourism. The conference will also strengthen the consensus on promoting mountain tourism, accelerate the recovery of the tourism market in the post-COVID world, and contribute to building an Asian community of shared future.

Fu Yingchun, Executive Secretary-General of the International Mountain Tourism Alliance, said at the Press Conference that Asia is rich in mountain tourism resources and plays a pivotal role in the global development pattern. Thus, reshaping mountain tourism in Asia is of great significance to the recovery and development of global tourism. The central government of China has clarified the role of China's international tourism organizations in the reform and reconstruction of the tourism governance system and the recovery of global tourism. The International Mountain Tourism Alliance's engagement in the organization of the 2022 Asian Mountain Tourism Promotion Conference shows the great support of the Ministry of Culture and Tourism for the development of the alliance, and reflects its pragmatic spirit in implementing the 14th Five-Year Plan for Tourism Development and in giving play to the role of international organizations in the global governance of tourism. Via the theme of mountain tourism, the conference also creates a harmonious atmosphere among Asian countries featured by "amity, sincerity, mutual benefit and

inclusiveness", thereby promoting the recovery of the tourism industry, and international exchanges and cooperation via the platform of the alliance. In a spirit of unity, cooperation, innovation and pragmatism, the alliance will make good use of its own platform, fully mobilizes its members and industry resources, and actively promotes contact and collaboration of Asian mountain tourism resources via holding this conference. In this way, the mountain tourism sectors of different countries will be able to jointly create and share new theories, new experiences and new achievements of mountain tourism development, and promote the implementation of the sustainable development concept in the field of mountain tourism. Following the principles of pragmatism and high efficiency, the alliance will pay special attention to each link covering from the top-level design, guest invitation, event content and conference services, and work with all parties to turn the conference into an internationally-influential event with a clear theme, diverse content and wide participation. The alliance will also make full use of its platform advantage and resources to carry out business matching and promote exchanges and cooperation among Asian mountain tourism destinations, research institutions, and enterprises. In this way, the mountain tourism sectors of different countries can jointly explore development paths for tourism recovery after the pandemic.

The Guizhou Provincial Government is also one of the organizers of this conference. In recent years, Guizhou Province, which is rich in mountain resources, has stuck to the conviction that "lucid waters and lush mountains are invaluable assets", and integrated the ecological development into the

overall development plan. In this way, it has made a good example to the world on how to make a balance between ecological protection and economic development and the ways of poverty alleviation through the construction of international mountain tourism destinations, thereby strengthening the confidence of Asian countries in the recovery of the tourism market after the pandemic. Shi Jingyi, the second-level inspector of the Department of Culture and Tourism of Guizhou Province, introduced the advantages and characteristics of mountain tourism in Guizhou, saying that Guizhou will follow the development trend of tourism and the consumption concept of tourists, and emphasize on developing urban leisure vacation and rural vacation. In addition, Guizhou will make special effort in displaying and promoting the products of ecological tourism, sports tourism and leisure tourism.

The preparations for the 2022 Asian Mountain Tourism Promotion Conference are currently under smooth progress, with the overall plan and the venue design being implemented in an orderly manner. Many Asian governments have issued their own tourism recovery guidelines and support policies, and sustainable ecotourism is gaining increasing attention in the world. Asia has abundant mountain tourism resources and occupies an important position in the global development pattern of mountain tourism. The 2022 Asian Mountain Tourism Promotion Conference will surely promote the development of mountain tourism in Asia, contribute to the protection of natural and cultural heritages, and accelerate the recovery of global tourism in the post-COVID world.

活动综述 Conference Summary

2022亚洲山地旅游推广大会综述



8月17日至21日，由文化和旅游部、贵州省人民政府和国际山地旅游联盟共同主办的2022亚洲山地旅游推广大会在贵州省贵阳市国际山地旅游联盟总部成功举办。大会以“亲诚惠容 合作共享——携手共筑亚洲山地旅游发展新未来”为主题，响应习近平主席提出的“亚洲旅游促进计划”和联合国2022“国际山地可持续发展年”，在促进亚洲国家之间的文明交流与友好合作，营造积极健康的旅游方式和市场氛围，加强对山地可持续发展重要性认识的同时，多维度、多层次、多视角探讨亚洲山地旅游的发展态势，共商、共促、共建亚洲山地旅游命运共同体。

一、大会概况

本次大会采取线下与线上、主体与配套相结合方式举办了开幕式及主题论坛、亚洲山地旅游推介会、贵州省文化旅游产业招商对接会、山地生活消费与非遗传承展、山地及乡村振兴旅游特色产品展、亚洲山地旅游摄影展、山地艺术空间展等活动，内容丰富、形式多样、多姿多彩。文化和旅游部、外交部、国侨

办领导，多个国际组织代表，来自17个国家的驻华机构和旅游业界代表，有关省级和“东亚文化之都”城市文化和旅游部门负责人，以及媒体代表逾400人通过线上线下的方式参与本次盛会，其中包括来自16个国家的23位外籍嘉宾。

作为亚洲旅游业界的一场国际盛事，国际国内重要嘉宾共同为活动开启大幕。贵州省委常委、宣传部长卢雍政，国际山地旅游联盟副主席邵琪伟，文化和旅游部国际交流与合作局一级巡视员张西龙，外交部亚洲司大使王福康，国务院侨办综合局一级巡视员董传杰，泰国驻华大使馆大使阿塔育·习萨目，斯里兰卡驻华大使帕利塔·科霍纳，菲律宾旅游部副部长维娜·爱斯梅拉达·布恩苏赛索，老挝驻华大使馆大使坎莫·恩塔万等重要嘉宾分别通过线上或线下的方式致辞，共促亚洲山地旅游健康可持续发展；贵州省政府副省长蔡朝林在嘉宾见面会上作致辞；国际山地旅游联盟秘书长何亚非，美高梅中国主席、信德集团行政主席兼董事总经理、世界旅游经济论坛秘书长何超琼，联

合国世界旅游组织专家桑德拉·卡沃，亚太旅游协会首席执行官丽兹·奥蒂葛拉，中国社科院金准教授等业界大咖与会并发表主旨演讲，共商亚洲山地旅游疫后重塑良策。除大会主办地代表贵州省文化和旅游厅、贵阳市政府外，来自马来西亚、柬埔寨、黎巴嫩、蒙古国、尼泊尔、巴基斯坦、缅甸、印度尼西亚、日本、老挝等亚洲部分国家和地区代表同台交流推介，互荐各国优质山地旅游目的地。大会还发布了《携手共促亚洲旅游业振兴贵阳倡议》、《亚洲旅游促进计划与旅游减贫中国实践》报告，深入探究亚洲山地旅游业复苏与振兴大计，共同宣传推广亚洲山地旅游目的地，书写亚洲山地旅游新篇章。配套举办的“山地生活消费与非遗传承展”“山地及乡村振兴旅游特色产品展”“亚洲山地旅游摄影展”“山地艺术空间展”等活动各具特色、精彩纷呈。

本次大会受到了全球各界人士的热切关注。据统计，逾87万人次通过文旅中国、央视频、百度、腾讯新闻、网易新闻、搜狐新闻、天眼新闻和众望等直播平台观看了大会开幕式及主题论坛。相关资讯凭借微博、微信公众号及视频号、快手&微视&抖音、海外社交媒体账号Facebook、Twitter、YouTube等多样媒介，融合短消息、图集、深度稿件、短视频等各种形式，通过全球五大洲233家媒体传播推广，触达受众人群超过3.68亿人次。据统计，大会资讯境内共计宣发243条、总阅读量约2.2亿、讨论次数达2.5万，宣发平台包括新华网、人民日报、学习强国、光明日报、央视频、百度、腾讯新闻、搜狐新闻、网易新闻、今日头条、中国文化报、中国旅游报、贵州日报社、贵州电视台、多彩贵州网等；境外共计约6个国家及地区的203家媒体发布了相关稿件，触达潜在海外受众超过1.15亿人次。

二、特色和亮点

（一）主题明确，指引行业疫后复苏

1.亲诚惠容——共建亚洲命运共同体

2022年是联合国“国际山地可持续发展年”，亚洲拥有丰富的山地资源，发展山地旅游是亚洲实现山

地可持续发展的重要路径。亚洲国家和地区共同肩负着疫后促进旅游复苏与振兴的重要使命，在此背景下举办以“亲诚惠容 合作共享——携手共筑亚洲山地旅游发展新未来”为主题的2022亚洲山地旅游推广大会，是落实习近平总书记在亚洲文明对话大会开幕式上提出的“亚洲旅游促进计划”，深入贯彻习近平总书记生态文明思想和“两山理论”，也是推动中央乡村振兴战略的具体体现。

贵州省委常委、宣传部长卢雍政在开幕致辞中表示，在国际社会共同抗击新冠疫情的特殊时期，举办2022亚洲山地旅游推广大会，既是落实“亚洲旅游促进计划”、推动旅游复苏的创新之举，也是深化文明交流互鉴、共建亚洲命运共同体的务实行动。近年来，“山地公园省，多彩贵州风”的品牌越叫越响，贵州省“国际一流山地旅游目的地”、“国内一流度假康养目的地”取得的成效有目共睹。通过发展山地旅游，不仅造福了贵州一方百姓，也保护了贵州一方生态和民族文化的净土，取得了良好的社会、经济和环境效益。贵州发展山地旅游的宝贵经验值得借鉴和参考，也期待贵州和亚洲各地有更多的合作与交流。

国际山地旅游联盟副主席邵琪伟通过对疫情以来全球旅游业数据的深入剖析，指出全球旅游业面临拐点并正稳步复苏。他表示，亚洲富集的山地资源为旅游业提供了巨大的发展空间，旅游经济逐步成为亚洲国家和地区的重要支撑。国际山地旅游联盟将与亚洲山地旅游业界积极推进务实性交流合作，探索山地旅游多元发展模式，共享山地旅游可持续发展的经验与成果。亚洲各国和地区，山水相邻、利益交融，各具优势，只要坚持开放、包容、合作的正确方向，一定可以实现可持续发展目标的美好愿景。

贵州省政府副省长蔡朝林在会见嘉宾致辞时表示：近年来，贵州充分利用得天独厚的自然和人文资源优势，积极发展以民族和山地特色的文化旅游业，实施旅游产业化四大提升行动，全力打造国际一流山地旅游目的地和国内一流度假康养目的地，“山地公园省”的知名度和美誉度不断提升。贵州作为国际山

地旅游联盟的发起方和总部所在地，将一如既往支持联盟，加强与亚洲山地旅游业界的交流合作，积极提供文明互鉴和资源共享平台，共同推动山地旅游发展。

国际山地旅游联盟秘书长何亚非在主题演讲中就推动亚洲山地旅游业发展与促进亚洲各国文明文化交流谈到：面对疫后旅游业带来的机遇和挑战，各国政府和山地旅游从业各方需共同携手把山地旅游新理念、新变化、新需求变成现实和产品，加快推动旅游市场复苏，助力疫后经济社会发展。我们要以旅游为载体，促进不同文明文化的交流与合作，打破区域、国别限制，推动“旅游无国界”理念真正落地，促进旅游特别是亚洲山地旅游的迅速恢复；以旅游带动民间外交、公共外交，以旅游推动文化互鉴、文明交流，增进亚洲各国人民的友谊，促进安全感和信任感，为增进相互了解、消除地缘政治疑虑乃至敌意，创造条件、搭建平台、优化环境。

中国是“亚洲旅游促进计划”的发起者、倡导者和积极践行者。中国文化和旅游部作为本次活动的主办单位之一，为深化亚洲国家文化交流互鉴和旅游互惠合作，搭建了优质的国际交流合作平台。文化和旅游部国际交流与合作局一级巡视员张西龙作为文化和旅游部代表在本次大会上指出，山地旅游作为绿色产业，其生态友好、社区赋能、文化保护等属性符合旅游可持续发展的大趋势，大有可为。中国愿与各国一道，在开放中创造机遇，在合作中破解难题，更加广泛地开展旅游交流与合作。希望各国旅游机构、行业团体、旅游企业携手同心，凝聚共识，团结协作，为推动亚洲旅游业的振兴作出新的努力和贡献。

“亲诚惠容”正得到越来越多亚洲国家的理解和认同。持续构建命运共同体，正成为越来越重要的全球治理观念。外交部亚洲司大使王福康在致辞中谈到，全球治理已经进入“亚洲时刻”，亚洲各国山水相连、人文互亲、经济共融，中国将与亚洲国家一道，共同推动“亚洲旅游促进计划”落地实施，为发展亚洲山地旅游经济合作、促进亚洲旅游复苏与振

兴、保护亚洲山地资源、传承亚洲山地文明、增进亚洲人民相互了解和友好感情贡献更大力量。亚洲拥有全球最为丰富的山地资源，具有独特的山地景观和丰富的文化资源，山地旅游在亚洲地区文化旅游合作中占重要地位，有着巨大的潜力和广阔的前景，可以成为亚洲旅游复兴的创新引擎。

千百年来，中国侨民与住在国人民一道，为亚洲经济社会发展、族群和谐共融、构建亚洲命运共同体做出重要贡献。国务院侨办综合局一级巡视员董传杰在致辞中表示，要发挥好侨民在中外民间友好交流合作的桥梁和纽带作用，进一步发挥广大华侨华人资金优势、渠道优势、人脉优势和跨文化优势，助力亚洲山地旅游事业高质量发展。他还指出，通过国际山地旅游联盟这一优质平台，可以促进全球各国华侨华人旅游业者的交流合作，实现互利共赢。希望广大海外侨胞发挥优势、抓住机遇，积极支持国际山地旅游事业的创新发展，让各国民众在领略山地自然之美中体会多元文化之美。

2.山地旅游——赋能山区减贫与乡村振兴

山地旅游发展是践行“绿水青山就是金山银山”理念和助力乡村振兴的重要手段。在亚洲，许多集中连片贫困山区，恰恰是绿水青山、生态文化旅游资源富集的地方。近年来这些地区正是通过发展山地休闲度假旅游、山地乡村体验旅游、山地文化研学旅游、山地户外运动旅游等多元业态，将劣势转化成为发展优势，以造福于山地民众，扩大惠民范围，促进乡村振兴。

本次大会上中国科学院地理科学与资源研究所副主任王灵恩发布了《亚洲旅游促进计划与旅游减贫中国实践》报告，该报告全面总结了我国旅游产业脱贫减贫的做法、经验和典型案例，提出了推进亚洲旅游促进计划的倡议措施，为推动亚洲旅游促进计划提供参考借鉴。

在菲律宾，发展可持续的“农业旅游”是对山地旅游的补充，它重视、尊重和保护山地社区独特的自然、文化和传统遗产。菲律宾旅游部副部长维娜·爱斯

梅拉达·布恩苏赛索在视频致辞中谈到，该国伊富高梯田是世界知名的山地旅游目的地之一，也是菲律宾人民核心价值观——辛勤工作和强烈社区意识的证明。新技术和传统知识、系统和实践的协调一致可以确保山地的自然美景得到维护，发展旅游业也可当地社区提供经济利益。

美高梅中国主席、信德集团行政主席兼董事总经理、世界旅游经济论坛秘书长何超琼以视频方式发表《紧密合作，真诚包容，共筑亚洲山地旅游新未来》主旨演讲，深入分析了包容性合作与增长的意义，以及疫情中加速兴起的绿色旅游改变着越来越多消费者的旅游体验。她表示，山地旅游、乡村旅游、文化旅游和探险旅游可以给游客带来更真实的体验，同时为更多目的地带来经济效益，推动资产保护激励措施的制定和支持。中国在发展乡村旅游、促进城乡和谐发展的投资超过了其他国家，在过去的几年里，中国国内乡村旅游的需求只增不减。中国是世界上最大的国内市场之一，2021年中国国内旅游人数达到41亿人次，比2020年增长42%，其中很大一部分是前往郊区和偏远乡村地区。在整个疫情期间，中国在分散游客和鼓励全国各地的旅游流动方面取得了成功，证明了疫情期间旅游业也能实现增长。

中国社科院旅游研究中心金准教授就“旅游推动乡村振兴”发表了自己的看法。他指出，中国农村发展处于特殊的空间和阶段，空间上处于东亚农业经济发展区，和欧美有极大的不同；时间上处于从城乡二元过渡到城乡一体的特殊时段，现代化的农村经济仍未成型；亟待走出外拉模式，建立内源性的经济体系。依托乡村旅游，中国探索了一条内源性的乡村发展路径，创新建立了乡村旅游发展源动力。金准教授表示，乡村振兴的关键是搭建包含乡村旅游的内源性的发展机制，并以体制机制创新推动其发展。

3.可持续发展——山地旅游的必由之路

山地旅游作为一种亲近自然、绿色低碳、积极健康的旅游方式，一直被大众所青睐。游客热爱独特的山地自然景观，被多姿多彩的山地文化所吸引。对于

山地社区而言，旅游业一直是重要的收入来源，确保旅游活动的可持续发展对于保护山区的自然与文化资源来说至关重要。2022年是联合国“国际山地可持续发展年”，亚洲拥有丰富的山地资源，可持续发展是亚洲山地旅游的必由之路。

泰国作为亚洲旅游强国和大国，把可持续理念融入旅游实践，取得了良好成效。泰国驻华大使馆大使阿塔育·习萨目介绍到：与中国一样，泰国也在努力促进绿色和创新经济，并利用丰富的生物多样性和自然资源，以实现联合国可持续发展目标。具有生态意识的旅游业占泰国旅游业的25%以上。展望后疫情时代，泰国政府推出了“神奇泰国新篇章”计划。该计划以生物-循环-绿色经济模式（BCG）为指导，将生物经济、循环经济和绿色经济与整个供应链中的先进技术和创新结合起来，旨在促进安全和可持续的旅游业。

联合国世界旅游组织专家桑德拉·卡沃在本次大会上指出了当今全球范围内旅游业发展的现状以及我们在推动山地旅游事业方面所要面临的四个挑战和五个建议。其中五个建议即：一是发展气候友好型旅游项目，二是打造可持续山地旅游监测体系，三是统筹各方力量赋能山地社区，四是建立稳定的公私投资伙伴关系，五是应投资基础设施建设。我们必须精诚合作，共同构建可持续发展路径，通过发展旅游业以重振整个山地社区的经济。

作为全球知名权威国际组织之一的代表，亚太旅游协会首席执行官丽兹·奥蒂葛拉表示，旅游业的可持续发展越来越被消费者和企业所关注，是推动地区复苏的一大关键要素。我们必须考虑山地经济发展和山地旅游可持续发展之间的紧密联系，当我们看到旅游的行为方式更倾向于生态环境和文化遗产保护时，世界各地的山地社区便已逐步将目光投向可持续发展，以解决环境退化和欠发达等问题。

山地资源是亚洲旅游发展的“富矿”，其生态环境与人文文化为山地旅游提供了不可估量的资源支撑，是全球旅游发展的潜力所在。本次大会上发布的

《携手共促亚洲旅游业振兴—贵阳倡议》中强调，可持续发展是山地旅游高质量发展的应有之义。亚洲山地旅游应坚持生态优先、绿色发展原则，坚持人与自然、人与社会和谐共生，使亚洲旅游成为实现“国际山地可持续发展年”及全球可持续发展目标的有力支持者、践行者和贡献者。

（二）搭建平台，以交流互鉴传递信心

当前，亚洲国家共同面临着旅游复苏与振兴的机遇和挑战，各国政府纷纷出台旅游复苏指南和扶持政策，促进旅游业复苏。在此背景下，立足各国资源特色和市场环境，共同面对疫后旅游消费需求变化所带来的产品服务供给转变，积极探索旅游市场发展新趋势，共享发展经验和解决方案，是亚洲旅游界共同的使命。本次大会的举办，为亚洲各国搭建了有效的沟通平台，促进了亚洲国家在山地旅游等业态产品上的交流与合作，进一步推进亚洲山地旅游发展，发挥其自然与文化遗产承载体的重大作用，加快推动疫后全球旅游复苏。

斯里兰卡山地旅游资源丰富，该国驻华大使帕利塔·科霍纳在致辞中提到，山地旅游促进了地区经济的增长，如北京冬奥会取得了巨大的成功，各地山地度假村发展如日中天，征服高山的挑战型运动越来越受欢迎等。在斯里兰卡，绿茶覆盖了山峦，老旧的平房被改造成精品酒店，这些山地元素吸引了无数游客。老挝驻华大使坎葆·恩塔万在视频致辞中表示，旅游业对老挝的经济社会发展有着重要推动作用，因此老挝政府出台了各种政策鼓励、促进开发具备旅游发展优势的旅游景区，如重开国门迎接各国游客，积极推动文化和旅游合作，规划并明确绿色旅游区域等。未来，老挝驻华大使馆会发挥好桥梁作用，进一步推动中国和老挝旅游领域的合作与发展。同时他也希望，待疫情结束，与会嘉宾能够到老挝旅游并在老挝境内探索更多的旅游合作与旅游项目投资机会。

作为本次大会的举办地和国际山地旅游联盟总部所在地，贵州在8月17日举办文化旅游产业招商对接会，邀请广东省旅游控股集团有限公司、复星旅文集

团等59家全国百强文旅企业代表，38家省内文旅企业代表参会。对接会紧扣旅游产业化发展“四大行动”，深度聚焦当前文化和旅游产业发展新态势、新机遇、新挑战，通过发布一批、推介一批、跟踪一批重大文旅项目，以可持续、可连贯、可追踪的良性互动招商模式，助力各市（州）高效链接省内外优质文旅资源，推动文旅招商项目落地。贵州省文化和旅游厅厅长孙含欣在8月18日下午的亚洲山地旅游推介会上推介了贵州山地旅游。他指出，新国发2号文件提出“加快国际山地旅游目的地建设”，再次为发展山地旅游注入强大动力。贵州持续在“山地旅游+”上下足功夫，“公园省”绽放多彩魅力。贵阳市副市长龙丛推介了贵阳这座群山环抱的旅游城市；贵阳素有“中国避暑之都”的美誉，文化旅游资源得天独厚，贵山贵水千姿百态，阳明文化源远流长。来到贵阳，您将沉浸式体验一场“爽身、爽心、爽眼、爽口、爽购、爽游”的爽爽贵阳之旅，在如春凉夏的惬意中尽享如诗时光。

此外，马来西亚国家旅游局、柬埔寨王国驻华使馆、黎巴嫩驻华使馆、墨西哥驻华使馆、蒙古国驻华使馆、尼泊尔驻华使馆、巴基斯坦驻华大使馆、缅甸驻昆明总领馆等各国国家旅游部门及驻华使领馆代表分别对本国山地旅游资源做详细推介，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。

（三）创意融合，打造多元山地旅游体验

为全方位多角度呈现山地旅游资源和魅力，增进行业友好交流，大会在国际山地旅游联盟总部大楼及户外区域设置有“山地生活消费与非遗传承展”“山地及乡村振兴旅游特色产品展”“亚洲山地旅游摄影展”“山地艺术空间展”等配套活动，全面展示亚洲山地旅游的整体形象、文旅资源、关联业态及重点产业等，充分描绘了现代山地生活美学与“非遗”传统技艺碰撞，构建了美美与共、智趣共生的当代山地生活范式。

山地生活消费与非遗传承展分为山地生活和山地

非遗展演两个区域，召集了与山地生活相关的山地文创、山地户外、山地露营、山地美食28家，苗绣、苗族蜡染、苗银锻制、安顺木雕、古法造纸、黄平泥哨、剪纸、竹编等近12种非遗项目，极大地丰富了展区的观看体验与参与模式。活动采用线上结合线下的形式，邀请百万级粉丝主播在国际山地旅游联盟官方抖音号进行了7场直播，共吸引197万人关注，单场直播观看量最低20万、最高56万，让场内场外观众都可以“零距离”感受活动的精彩，带大家走进最鲜活的山地文化，最多彩的贵州“非遗”。

山地及乡村振兴旅游特色产品展分为“来自贵州的美好·集黔优品”、“贵州非遗文化及茶艺展演”和“线下体验线上购”三大板块。20余家集黔优品平台企业、设计师、传承人共同展示来自贵州山地的优选农特产品、茶品，以及相关关联的各种商业业态，充分展示扶贫攻坚和乡村振兴的经验和成果。通过现场蜡染、刺绣、竹编等的制作工艺表演，更直观的向来宾展示贵州多彩的非物质文化遗产。举办方还特意为大会设计了纪念封，印有著名书法家魏杰、崔自默精心雕刻的“亲诚惠容”篆刻印章，用作与会来宾纪念与收藏。

亚洲山地旅游摄影展精选亚洲各国知名摄影师拍摄的山岳、名山、山地自然与人文景观作品，涵盖了以亚洲自然遗产和旅游名山为主体的自然风光、名胜古迹、非物质文化遗产等，展示了大地演变的伟大奇迹，表现了人与生态圈的和谐共生。

山地艺术空间展以非遗传承与创新发展为经纬，以贵州和世界的对话为主题，展示艺术画、实用艺术品、潮服、潮牌、儿童画、装置画等作品。展会分为“小朋友与山地之美”“山地之美·从一块石头开始发现”“印在生活上的传承”三个部分，包含了山地儿童画展、百人共绘山地、石头画展、艺术品展、绘画教学、人文画展、DIYT恤制作、氛围打卡墙等8个类目，展品围绕活力、时尚、潮流等关键词，突出“年轻化、新玩法”。

（四）未来可期，国际组织积极助推旅游发展

国际组织是全球治理体系中的重要一环，在新的时代背景下肩负着重要的历史责任，需要从顶层设计上谋划好应对举措，为全球旅游复苏与重塑治理贡献智力支持并发挥引领。国际旅游组织要以推动国际旅游事业共同发展为目标，同时在国际旅游事业共同发展的宏大格局中推进自身发展。国务院印发的《“十四五”旅游业发展规划》提出，“发挥好世界旅游联盟、世界旅游城市联合会、国际山地旅游联盟等国际组织作用，推动全球旅游业发展。”本次大会的举办正是务实落实此项规划的一次重要实践。

“大会在贵州举办，是对我们发展山地旅游的高度重视和支持。贵州期待与业界人士一道，通过国际山地旅游联盟深化沟通交流，共享贵州、亚洲乃至世界山地旅游高质量发展红利”，贵州省委常委、宣传部长卢雍政在致辞中如是说。文化和旅游部国际交流与合作局一级巡视员张西龙表达了对国际山地旅游联盟这一国际组织的认可：贵州省发起成立的国际山地旅游联盟，已发展成为具有国际影响力的山地旅游发展交流合作平台，为推动和促进全球山地旅游的建设与发展发挥了积极的作用。国务院侨办综合局一级巡视员董传杰指出，国际山地旅游联盟是开放包容的合作平台。我们相信国际山地旅游联盟必将密切与各国华侨华人的交流合作，实现联盟的国际化 and 专业化发展。通过联盟这一优质平台，促进全球各国华侨华人旅游业者的交流合作，实现互利共赢。美高梅中国主席、信德集团行政主席兼董事总经理、世界旅游经济论坛秘书长何超琼在主旨演讲中谈到，我想感谢国际山地旅游联盟为亚洲各地的山地旅游目的地搭建了这个平台，引领旅游业的复苏，并倡导旅游业的未来。

各国驻华机构代表在接受媒体专访时也表达了与国际山地旅游联盟建立良好的合作关系的意愿。泰国驻华大使阿塔育·习萨目表示，泰国期待与国际山地旅游联盟交流优秀的经验。联盟能够将来自不同国家、有着不同经验的旅游业界人事与世界各地的美丽风光汇集起来，泰国希望与联盟达成合作，共同在世界各地推广安全、高水准的山地旅游。蒙古国驻华大使馆

代办、副馆长孟和图世格指出：旅游业是蒙古国最重要的产业之一，蒙古国旅游协会拥有大约500家旅游公司，该旅游协会和国际山地旅游联盟之间有着巨大的合作空间。我们希望通过双方的有效合作，招徕更多游客到蒙古国的山地间旅游。缅甸联邦共和国驻昆明总领事馆总领事吴多达昂在专访中谈到，我们期待通过联盟的合作平台促进缅甸旅游业的发展。缅甸酒店与旅游部未来将与联盟接洽并展开深度合作，从而推动缅甸复苏旅游业战略规划的高效落地实施。菲律宾驻上海总领事馆旅游领事雷亚司表示，我们希望同联盟开展合作，共同解决山地旅游业界所关切的各种问题，通过行之有效有效的沟通交流制定出具体的行动计划。同时菲律宾也期待成为联盟的一员，为助推山地旅游健康发展尽一份力。

国际山地旅游联盟执行秘书长傅迎春总结表示：重塑亚洲山地旅游对全球旅游业复苏振兴意义重大。国家对中国的国际旅游组织积极参与全球旅游治理高度重视，国际山地旅游联盟参与“亚洲山地旅游推广大会”主办，是国家层面充分发挥国际组织作用的体现，为联盟创新拓展国际交流合作空间，是一次难得机遇。联盟不失时机利用好自身平台，调动会员和行业资源，以团结协作、创新务实的精神，积极对接亚

洲山地旅游资源，共创共享山地旅游发展的新理论、新经验和新成果，促进可持续发展理念在山地旅游领域开花结果。这次大会联盟本着务实办会、高效办会的精神，细化落实顶层设计、职责分工、会议执行等各个环节，凝聚各方力量，办成了一届主题鲜明、层次丰富、参与广泛、影响力大的国际盛会。同时，联盟利用平台和资源优势开展业务对接，积极促进亚洲山地旅游目的地、研究机构、企业之间的交流与合作，共同探索提出有助于促进疫后旅游恢复的发展路径，进一步提升了国际山地旅游联盟在世界山地旅游领域的影响力。

2022亚洲山地旅游推广大会连接亚洲群山，呈现出亚洲的壮阔山地图景，凝聚起亚洲各国齐心协力发展可持续山地旅游，促进山区发展和乡村振兴，构建亚洲命运共同体的共识。展望未来，亚洲山地生态环境得到更好的保护，山地民众成为山地旅游的参与者、建设者和获益者，亚洲各国在山地旅游经验共享机制中建立更密切的联系和深厚的友谊。亚洲巍峨的群山构建起人与自然和谐共生的乐园，亚洲古老而璀璨的山地文明在山地旅游的机遇中焕发新的活力，亚洲高质量山地旅游奏响疫后全球旅游业复苏振兴的最强音。



Summary of 2022 Asian Mountain Tourism Promotion Conference

From 17 to 21 August, the 2022 Asian Mountain Tourism Promotion Conference, co-sponsored by the Ministry of Culture and Tourism, the People's Government of Guizhou Province and the International Mountain Tourism Alliance (IMTA), was successfully held at the headquarter of the International Mountain Tourism Alliance in Guiyang, Guizhou Province. Themed on "Amity, Sincerity, Mutual Benefit, Inclusiveness, Cooperation, and Sharing — Jointly Building a New Future for Asian Mountain Tourism", the conference responds to the Asia Tourism Promotion Plan proposed by General Secretary Xi Jinping and the UN 2022 "International Year of Sustainable Mountain Development", aiming to promote cultural exchanges and friendly cooperation between Asian countries, create a positive and healthy tourism mode and market atmosphere, strengthen the understanding of the importance of sustainable mountain development, and promote the discussion on the development trend of Asian mountain tourism in multiple dimensions, levels and perspectives in the bid to jointly build a community of shared future for Asian mountain tourism.

I. Conference Overview

The Conference, composed of main events and supporting events, is held via online livestreaming and offline gathering. Diverse events, which include the opening ceremony and theme forums, Asia Mountain Tourism Promotion Conference, Guizhou Cultural Tourism Industry Investment Matching Conference, Mountain Life Consumption Show & Intangible Cultural Heritage Show, Mountain & Rural

Revitalization Tourism Featured Product Show, Asian Mountain Tourism Photography Exhibition, Mountain Art Space Exhibition, and other activities, were held in multiple ways during the conference. Over 400 guests, including leaders of the Ministry of Culture and Tourism, the Ministry of Foreign Affairs, and the Overseas Chinese Affairs Office, representatives of several international organizations, representatives of institutions in China from 17 countries and the tourism industry, directors from culture and tourism departments of relevant provinces and "Culture Cities of East Asia", media representatives, as well as 23 foreign guests from 16 countries participated in this event online and offline.

Important international and domestic guests have come to jointly announce the opening of this grand international event in the Asian tourism industry. Lu Yongzheng, member of the Standing Committee of the Guizhou Provincial Party Committee and Minister of the Guizhou Publicity Department, Shao Qiwei, Vice Chairman of the IMTA, Zhang Xilong, first-level inspector of the International Exchange and Cooperation Bureau of the Ministry of Culture and Tourism, Wang Fukang, Ambassador of the Asian Department of the Ministry of Foreign Affairs, and Dong Chuanjie, first-level inspector of the General Bureau of Overseas Chinese Affairs of the State Council, Arthayudh Srisamoot, Ambassador of the Thai Embassy in China, Palita Kohona, Ambassador of Sri Lanka to China, Vina Esmeralda Buensusayso, Deputy Minister of Tourism of the Philippines, Kanbao Ntawan, Ambassador of the Laos Embassy

in China and other important guests delivered speeches online or offline to promote the healthy and sustainable development of mountain tourism in Asia; Cai Chaolin, Vice Governor of Guizhou Provincial Government, delivered a speech at the Guest Meeting; He Yafei, General Secretary of International Mountains Tourism Alliance, Pansy Ho Chiu-king, Chairwoman of MGM China, Executive Chairwoman and Managing Director of Sindh Group, and Secretary General of World Tourism Economy Forum, UNWTO Expert Sandra Carver, Liz. Otiuguera, Chief Executive Officer of Asia Pacific Travel Association, Professor Jin Zhun from the Chinese Academy of Social Sciences, and other industry leaders attended the conference and delivered keynote speeches to discuss the best strategies for reshaping Asian mountain tourism after the pandemic. In addition to the Guizhou Provincial Department of Culture and Tourism and the Guiyang Municipal Government as the representatives of the host place, representatives from some Asian countries and regions such as Malaysia, Cambodia, Lebanon, Mongolia, Nepal, Pakistan, Myanmar, Indonesia, Japan, Laos, etc. also gathered together to exchange and recommend high-quality mountain tourism destinations of the locality. The conference also released the "Initiative to Jointly Promote Asian Tourism and Boost Development in Guiyang" and "Asian Tourism Promotion Plan and China's Practice of Tourism Poverty Alleviation", aiming to deeply explore the ways to revitalize the Asian mountain tourism industry, mutually publicize and promote the Asian mountain tourism destinations, and write a new chapter in Asian mountain tourism. The supporting events such as "Mountain Life Consumption Show & Intangible Cultural Heritage

Show, Mountain & Rural Revitalization Tourism Featured Product Show, Asian Mountain Tourism Photography Exhibition, Mountain Art Space Exhibition have stunned the audiences with their own characteristics and splendor.

This conference has received keen attention from people from all walks of life around the world. According to statistics, more than 870,000 people watched the opening ceremony and themed forums through live broadcast platforms such as China Culture & Tourism, CCTV, Baidu, Tencent News, NetEase News, Sohu News, Tianyan News and Zhongwang. Relevant information of the Conference is released in various forms such as short messages, collective photos, in-depth news articles, short videos, etc. through various media such as Weibo, WeChat Public Account, WeChat Video Channel, Kuaishou & Weishi & Douyin, as well as overseas social media accounts including Facebook, Twitter, and YouTube. Through 233 media platforms on five continents around the world, relevant news on the conference has reached more than 368 million audiences. According to statistics, a total of 243 pieces of information about the conference were announced and distributed in China, with a total reading volume of about 220 million and the number of discussions reaching 25,000. The news platforms that have publicized information on the conference include Xinhuanet, People's Daily, xuexi.cn, Guangming Daily, yangshipin.cn, Baidu, Tencent News, Sohu News, NetEase News, Toutiao, China Culture News, China Travel News, Guizhou Daily, Guizhou TV, Colorful Guizhou.com, etc. 203 overseas media from about 6 countries and regions also released relevant articles that have reached over 115 million times of potential overseas audiences.

II. Features and Highlights

1. A clearly theme: Guiding the recovery of the tourism industry after the pandemic

1) Amity, Sincerity, Mutual Benefit and Inclusiveness — Jointly Building a Community of Shared Future in Asia

2022 is the UN "International Year of Sustainable Mountain Development." Therefore, to achieve sustainable development for mountain tourism, Asia must give full play to its profuse mountain resources, and all countries and regions in Asia shoulder the critical responsibility of tourism recovery and revitalization in the post-COVID world. Against such backdrop, we plan to hold the 2022 Asian Mountain Tourism Promotion Conference (AMTP) themed on "Amity, Sincerity, Mutual Benefit, Inclusiveness, Cooperation, and Sharing — Jointly Building a New Future for Asian Mountain Tourism," to implement the "Asia Tourism Promotion Plan" proposed by General Secretary Xi Jinping at the Opening Ceremony of the Conference on Dialogue of Asian Civilizations (CDAC), and stick to his Thought on Ecological Civilization and the conviction of "lucid waters and lush mountains are invaluable assets." The 2022 AMTP is also an integral part of China's rural revitalization strategy.

Lu Yongzheng, member of the Standing Committee of the Guizhou Provincial Party Committee and Minister of Publicity, said in his opening speech that in a world hit hard by the COVID-19, holding the 2022 Asian Mountain Tourism Promotion Conference is an innovative step to implement the "Asia Tourism Promotion Plan" and revitalize the tourism sector, and a practical step to deepen the cultural exchange and jointly build an Asian community of shared future. In recent years, Guizhou is enjoying

higher reputation and popularity as "a mountain park province" and "colorful Guizhou". The achievements of building Guizhou into a world-class destination for international mountain tourism and domestic wellness tourism is widely recognized. The development of mountain tourism not only benefits the people of Guizhou, but also protects the ecology and national culture in Guizhou, along with positive social, economic and environmental benefits. Guizhou's valuable experience in developing mountain tourism is worth learning. He also looks forward to increased cooperation and exchanges between Guizhou and other parts of Asia.

Shao Qiwei, vice chairman of the IMTA, based on an in-depth analysis of the global tourism statistics since the pandemic, pointed out that the global tourism industry is embracing a turning point and is steadily recovering. He mentioned that the abundant mountain resources also create a huge development potential for Asian mountain tourism. Now, tourism economy has gradually become a pillar of Asian countries and regions. IMTA will facilitate practical exchange and cooperation, explore the diverse development path of tourism, and share experience and fruits of Asian mountain tourism. Countries and regions in Asia are interdependent and intertwined, each boasting unique advantages in mountains and waters. As long as we stick to the path of openness, inclusiveness and cooperation, we can create a bright future of sustainable development for mountain tourism.

Cai Chaolin, Vice Governor of Guizhou Provincial Government, said in his speech at the Guest Meeting that in recent years, Guizhou has made full use of its unique natural and human resources to actively develop cultural tourism with ethnic and

mountain characteristics. It has implemented four major promotion actions for tourism industrialization to build a world-class destination for international mountain tourism and domestic wellness tourism. In addition, it is enjoying higher reputation and popularity as "a mountain park province" and "colorful Guizhou". As the initiator and head-quarter location of the IMTA, Guizhou will continue to support the alliance in strengthening exchanges and cooperation with the Asian mountain tourism industry. It will provide a platform for mutual cultural learning and resource sharing and jointly boost the development of mountain tourism with all parties.

In his keynote speech, He Yafei, Secretary General of the IMTA, shared his opinions on promoting the development of mountain tourism in Asia and cultural exchanges among Asian countries. He said, facing the opportunities and challenges brought of the tourism industry in the post-pandemic era, governments and all parties engaged in mountain tourism need to work together to turn the concepts, ideas and plans into real products to accelerate the recovery of the tourism market and boost economic and social development. In the post-pandemic era, via tourism, we should enhance the communication among peoples, and promote the exchange of cultures and civilizations. To do that, we must break through the regional or national barriers, achieve the "tourism without borders," and recover the tourism sector, especially mountain tourism, in Asia. In detail, we can try to build folk and public diplomatic relationships, facilitate cultural exchange, enhance friendship of people in Asian countries, and build up a sense of security and trust through tourism. In this way, we can create the conditions,

build the platform and improve the environment that can help alleviate and even eradicate geopolitical tension or conflict.

China is the initiator, advocate and active practitioner of the Asian Tourism Promotion Plan. As one of the organizers of this event, the Ministry of Culture and Tourism of China has established a high-quality international platform for deepening cultural exchanges and mutual learning and tourism cooperation among Asian countries. As one of the representatives of the conference, Zhang Xilong, first-level inspector of the International Exchange and Cooperation Bureau of the Ministry of Culture and Tourism, pointed out that mountain tourism is a green industry with attributes of eco-friendliness, community empowerment, and cultural protection. These attributes are in line with the sustainable development of tourism and has great development potentials. China is willing to work with other countries to create opportunities in opening up, solve problems, and promote more extensive exchanges and cooperation in tourism. He hoped that tourism agencies, industry groups and tourism enterprises from various countries will unite together to make new efforts and contributions to promoting the revitalization of tourism in Asia.

Currently, "Amity, sincerity, mutual benefit and inclusiveness" is gaining wider understanding and recognition in Asian countries. Continuing to build a community with a shared future is becoming an increasingly important concept of global governance. Wang Fukang, Ambassador of the Department of Asian Affairs of the Ministry of Foreign Affairs, said in his speech that the world has ushered in the "Asian Moment" in terms of global governance. Asian countries are connected by

mountains, rivers, cultures and economic development. China will work with other Asian countries to jointly promote the implementation of the Asian Tourism Promotion Plan, and make greater contributions to promoting the economic cooperation of mountain tourism in Asia, the recovery and revitalization of tourism in Asia, the protection of mountain resources, the inheritance of mountain civilization, and the enhancement of mutual understanding and friendship among Asian people. Asia has the most abundant mountain resources in the world, unique mountain landscapes, and rich cultural resources. Mountain tourism occupies an important position in the cooperation of cultural tourism in Asia. Therefore, it has huge potential and great prospects, and can become an innovative engine for the renaissance of tourism in Asia.

For thousands of years, Chinese expatriates, together with other local residents, have made important contributions to the economic and social development of Asia, the harmony and integration of ethnic groups, and the building of an Asian community with a shared future. Dong Chuanjie, first-level inspector of the General Bureau of the Overseas Chinese Affairs Office of the State Council, said in his speech that we should give full play to the role of overseas Chinese as a bridge for friendly exchanges and cooperation between Chinese and foreign people, and further leverage their advantages in capital, business channels, human resources and cross-cultural understanding to promote the high-quality development of mountain tourism in Asia. He also pointed out that the platform provided by the IMTA can promote the exchanges and cooperation between overseas Chinese tourism operators from all over the world to achieve mutual

benefit and win-win results. He hoped that overseas Chinese will give full play to their advantages and seize opportunities to support the innovative development of international mountain tourism, so that people from all over the world can appreciate the charm of multiple cultures in the natural scenery of mountains.

2) Developing mountain tourism to promote poverty reduction and rural revitalization in mountainous areas

The development of mountain tourism is an important means to practice the concept of "lucid waters and lush mountains are invaluable assets" and to boost rural revitalization. In Asia, many contiguous impoverished mountainous areas are precisely the places with lucid waters and lush mountains and rich ecological and cultural tourism resources. In recent years, these areas have turned their disadvantages into development advantages through the development of mountain leisure, mountain village experience, mountain cultural research, mountain outdoor sports, etc. to generate economic benefits for a large scope of mountain residents and boost rural revitalization.

At the conference, Wang Lingen, deputy director of the Institute of Geographical Sciences and Natural Resources Research, Chinese Academy of Sciences, released the Asian Tourism Promotion Plan and Tourism Poverty Reduction in China. The report comprehensively summarizes the practice, experience and typical cases of poverty alleviation and reduction in China's tourism industry. Wang also puts forward some measures to promote the implementation of the plan.

In the Philippines, the development of sustainable "agritourism" is a complementation

of mountain tourism. The country respects and emphasizes on the protection of the unique natural, cultural and traditional heritage of mountain communities. Vina Esmeralda Buensuisa, Deputy Secretary of the Department of Tourism of the Philippines, said in a video speech that the Ifugao rice terraces of the country are one of the world's famous mountain tourism destinations. They also fully demonstrate the core values of hard work and strong sense of community of the Filipino people. The integration of new technologies and traditional knowledge, systems and practices can ensure the maintenance of the natural beauty of mountains. The development of tourism can also provide economic benefits to local communities.

Pansy Ho Chiu-king, Chairwoman of MGM China, Executive Chairwoman and Managing Director of Shun Tak Group, and Secretary General of the World Tourism Economy Forum, delivered a video keynote speech entitled "Building a New Future of Mountain Tourism in Asia Through Close Cooperation, Sincerity and Inclusiveness", in which he made an in-depth analysis on the significance of inclusive cooperation and growth, and the fact that the accelerated development of green tourism during the pandemic are changing the travel experience of more and more consumers. She said that mountain tourism, rural tourism, cultural tourism and adventure tourism can bring more authentic experiences to tourists, while bringing economic benefits to more tourist destinations and driving the development and support of asset protection incentives. China's investment in developing rural tourism and promoting the harmonious development of urban and rural areas exceeds that of other countries. In the past few years, the

demand for domestic rural tourism in China has been continuously increasing. China is one of the largest domestic markets in the world. In 2021, the domestic tourist arrivals in China reached 4.1 billion, a 42% increase from 2020, among which a large portion are heading towards suburban and remote rural areas. During the period against the pandemic, China has gained success in dispersing tourists and encouraging traveling across the country, which also proves that tourism can achieve growth even during the pandemic.

Professor Jin Zhun from the Tourism Research Center of the Chinese Academy of Social Sciences expressed his view on "tourism promotes rural revitalization". He pointed out that China's rural areas are developing in a special space and at a special stage. Spatially, the rural areas in China belong to the East Asian agricultural economic development zone, which is very different from those in Europe and the United States; in time, the development of China's rural areas is in a special period of transition from urban-rural duality to urban-rural integration, and the modern rural economy is not yet formed. It is urgent for the rural areas in China to abandon the pull-out development model and establish an endogenous economic system. Based on the development of rural tourism, China has explored an endogenous path for rural development, which in turn provides an innovative driving force for the development of rural tourism. Professor Jin Zhun commented that the key to rural revitalization is to build an endogenous development mechanism that includes rural tourism, and to promote its development through institutional innovation.

3) Sustainable development: the inevitable course for the development of mountain tourism

Mountain tourism, as a green, healthy and close-to-nature mode of traveling, has always been craved for by a large group of people. Many tourists are fascinated by the unique mountain landscape and deeply attracted by the colorful mountain culture. Tourism has always been an important source of income for mountain communities. In addition, ensuring the sustainable development of tourism activities is crucial to protecting the natural and cultural resources of the mountainous areas. 2022 is the UN "International Year of Sustainable Mountain Development". Asia is rich in mountain resources, and sustainable development is the inevitable course for the development of mountain tourism in Asia.

As a tourism giant in Asia, Thailand has integrated the concept of sustainable development into its tourism practices and has achieved good results. Arthayudh Srisamoot, Ambassador of the Thai Embassy in China, said that like China, Thailand is striving to build a green and innovative economy. It is also utilizing the rich biodiversity and natural resources to achieve the United Nations Sustainable Development Goals. Eco-conscious tourism accounts for more than 25% of Thailand's tourism industry. Looking forward to the post-pandemic era, the Thai government has launched the "Magic Thailand New Chapter" plan. Guided by the Bio-Circular-Green Economy Model (BCG), the programme combines bioeconomy, circular economy and green economy with advanced technologies and innovations across the supply chain, with the aim of promoting safe and sustainable tourism.

During the conference, UNWTO expert Sandra Carvajal shared her views on the current tourism development situation of today's world. She also

analyzed the four challenges and put forward five suggestions in the course of promoting mountain tourism. The five suggestions include: first, developing climate-friendly tourism projects; second, building a sustainable mountain tourism monitoring system; third, coordinating all parties to boost the development of mountain communities; fourth, establishing stable public-private investment partnerships; and fifth, invest in infrastructure construction. She also said that we must work together to find a sustainable path of developing tourism in the bid to revitalize the economy of the entire mountain communities.

As the representative of one of the world's leading authoritative international organizations, PATA CEO Liz Otiaguera said that the sustainable development of tourism, as a major factor in promoting regional recovery, is gaining wider attention among consumers and enterprises. We must be aware of the close relationship between the development of mountain economy and the sustainable development of mountain tourism. When tourism behaviors are more inclined to getting close to the ecological environment and pays more attention to cultural heritage protection, global mountain communities will also begin to turn their attention to sustainable development to address issues such as environmental degradation and underdevelopment.

Mountain resources are the "bonanza" of the tourism development in Asia. The ecological environment and humanistic culture of mountains provide invaluable resource for the development of mountain tourism, and demonstrate the potential of the development of global tourism. In the report, Joining Hands to Promote the Revitalization of Asian

Tourism — Guiyang Initiative released at the conference, it is emphasized that sustainable development is the integral component of high-quality development of mountain tourism. The development of mountain tourism in Asia should always take ecological protection as the priority, stick to green development, and promote the harmonious coexistence of man and nature, and man and society. In this way, the tourism development in Asia will become a strong supporter, practitioner and contributor of the “International Year of Sustainable Mountain Development” and the UN Sustainable Development Goals.

2. Building a platform to strengthen confidence through exchanges and mutual learning

At present, Asian countries are faced with both opportunities and challenges in terms of tourism recovery and revitalization. Governments of various Asian countries have issued guidelines and support policies to promote tourism recovery. Against this backdrop, it is the common mission of the tourism industry in Asia to jointly face the changes in the supply of products and services brought about by changes in tourism consumption demand after the pandemic. Based on the resource characteristics and market environment of each country, the tourism industry in Asia should also actively explore new trends in the development of the tourism market, and share development experience and solutions. The holding of this conference has built an effective communication platform for Asian countries. It also promotes the exchanges and cooperation of Asian countries in mountain tourism and other business products. Therefore, the conference further promotes the development of mountain tourism in Asia, gives better play to the

role of mountain tourism as a carrier of natural and cultural heritage, and accelerates the recovery of global tourism in the post-pandemic era.

Sri Lanka is rich in mountain tourism resources. Palitha Kohona, Sri Lanka ambassador to China, mentioned in her speech that mountain tourism has boosted the growth of regional economy. Beijing Winter Olympics, for example, has gained huge success in boosting the thriving development of mountain resorts in different areas, and challenge mountain sports are becoming more and more popular. In Sri Lanka, green tea blankets the mountains, and old bungalows are converted into boutique hotels. These mountain elements have attracted countless tourists. Khamphao Ernthavanh, Laos Ambassador to China, said in a video speech that tourism plays an important role in promoting the economic and social development of Laos. Therefore, the Lao government has issued various policies to boost the development of tourist attractions with their unique advantages. These policies include the resumption of international flights, actively promoting the cooperation of culture and tourism, as well as planning and explicitly defining green tourism areas. In the future, the Lao Embassy in China will act as a bridge between China and Laos and further promote the tourism cooperation between two countries. He also hopes that when the pandemic is over, the present guests of the meeting can travel to Laos and explore more opportunities for cooperation and project investment of tourism in Laos.

On 17 August, the Guizhou Cultural Tourism Industry Investment Matching Conference was successfully held. Representatives of 59 leading national tourism enterprises, such as Guangdong Tourism Holding Group Co., Ltd. and Fosun Tourism

and Culture Group, and representatives of 38 Guizhou provincial cultural and tourism enterprises were invited to attend the meeting. The matching conference was centered on the “four major actions” of tourism industrialization, and paid special attention to the new trends, new opportunities and new challenges in the development of the cultural and tourism industry. Through the continuous, coherent, traceable, and interactive investment promotion model, the matching conference launched and promoted a batch of cultural tourism projects, which helps cities (states) to be efficiently matched with excellent cultural tourism resources inside and outside the province, thereby promoting the implementation of cultural tourism investment projects. On the afternoon of August 18, Sun Hanxin, Director of the Guizhou Provincial Department of Culture and Tourism, delivered a speech to promote Guizhou’s mountain tourism at the Asia Mountain Tourism Promotion Conference. He pointed out that the No. 2 document issued in 2022 by the State Council proposed to “accelerate the construction of international mountain tourism destinations”, which once again injected a strong impetus into the development of mountain tourism. Guizhou has been continuing to develop the “mountain tourism +” mode, adding new charm and new colors to the “park province”. Long Cong, Vice Mayor of Guiyang City, also delivered a speech to introduce Guiyang, a tourist city surrounded by mountains. He mentioned that Guiyang has been known as a “famous summer resort in China”. It has unique cultural tourism resources, lucid water and peculiar mountains, and the Yang Ming culture dates back to ancient times. Everyone who comes to Guiyang will experience an immersive and refreshing trip. They

can either relax themselves through shopping tours or be fascinated with the poetic scenery in the soothing climate as warm as the spring, and as cool as the summer.

In addition, representatives of Tourism Malaysia, the Embassy of the Kingdom of Cambodia in China, the Embassy of Lebanon in China, the Embassy of Mexico in China, the Embassy of Mongolia in China, the Embassy of Nepal in China, the Embassy of Pakistan in China, the Consulate General of Myanmar in Kunming and other countries’ travel departments and the embassies and consulates in China made detailed introductions to their country’s mountain tourism resources, and expressed their earnest expectations to establish closer cooperative partnerships with relevant tourism organizations in China and around the world.

3. Creative integration to create diverse mountain tourism experiences

In order to fully present the charm of mountain tourism resources and promote friendly exchanges in the mountain tourism industry, a series of supporting events, including Mountain Life Consumption Show & Intangible Cultural Heritage Show, Mountain & Rural Revitalization Tourism Featured Product Show, Asian Mountain Tourism Photography Exhibition, Mountain Art Space Exhibition, and other activities, were held during the conference. These events fully display the overall image of the mountain tourism in Asia, and provide an overall introduction of the cultural tourism resources, related business formats and key industries of Asian mountain tourism. In addition, they excellently depict the collision of the aesthetics of modern mountain life and the tradition skills of intangible cultural heritage, therefore presenting a

contemporary mountain life paradigm featured by the coexistence of traditional and modern culture.

Mountain Life Consumption Show & Intangible Cultural Heritage Show is divided into two zones to hold the Mountain Life Show and Mountain Intangible Cultural Heritage Show, separately. 28 companies related to mountain life, in areas such as mountain culture and creative products, mountain outdoor sports, mountain camping and mountain food were invited to the show. Nearly 12 kinds of intangible cultural heritage projects, such as the craftsmanship of embroidery, batik, and silver forging of the Miao nationality, Anshun woodcarving, traditional way of papermaking, clay figurine skill of Huangping county, paper cutting, and bamboo weaving were also exhibited, which greatly enriched the viewing experience and participation model of the show. The event combined online livestreaming and offline show, and invited highly-influential anchors with millions of fans to conduct 7 live broadcasts on the official Douyin account of the IMTA, attracting a total of 1.97 million viewers, with a minimum of 200,000 viewers and a maximum of 560,000 viewers for a single live broadcast. Such innovative way has made it possible for the audience inside and outside the venue to experience the splendor of the event at "zero distance", and to have a glimpse at the most vivid mountain culture and the most colorful intangible cultural heritage in Guizhou.

The Mountain & Rural Revitalization Tourism Featured Product Show is divided into three sections: Excellent Products from Guizhou, Guizhou Intangible Cultural Heritage and Tea Art Show, and Offline Experience & Online Shopping. More than 20 companies, designers and inheritors of the Guizhou Youpin platform gathered at the show to display the

selected agricultural products and tea products from the mountainous areas of Guizhou, as well as various related commercial formats, which fully demonstrated the practices and achievements of poverty alleviation and rural revitalization in Guizhou. Through on-site batik, embroidery, bamboo weaving and other craftsmanship performances, the colorful intangible cultural heritage of Guizhou was more directly displayed to the guests. The organizer also designed a commemorative envelope as gifts to the guests. The special envelope is printed with the seal engraved with the Chinese characteristics "亲诚惠容" by famous calligraphers such as Wei Jie and Cui Zimo.

The Asian Mountain Tourism Photography Exhibition selects the photography works of natural and human landscape of famous mountains shot by well-known photographers from various Asian countries. These works depict the natural scenery, scenic spots and historical sites of intangible cultural heritage and famous mountainous tourism destinations, which reflect the great miracle of the evolution of the earth, and the harmonious coexistence of man and the ecological circle.

Centering on the inheritance and innovative development of intangible cultural heritage, and themed on the dialogue between Guizhou and the world, the Mountain Art Space Exhibition displayed works of art paintings, applied artworks, fashion clothes, fashion brands, children's paintings, installation paintings and so on. The exhibition is divided into three parts: Children and the Beauty of the Mountains, Discover the Beauty of Mountains from a Stone, and Inheritance imprinted in Life. The exhibition can be divided into eight categories, including Children's Paintings of Mountains,

Mountain Painting by One Hundred People, Stone Paintings Exhibition, Art Exhibition, Painting Teaching, Humanities Paintings Exhibition, DIY T-shirt Making, Photography Wall, etc. The exhibits focus on keywords such as vitality, fashion, trend, etc., with an emphasis on rejuvenation and new craze.

4. A prosperous future: International organizations actively promote the development of tourism

As an important part of the global governance system who shoulder important historical responsibilities in the new era, international organizations need to develop countermeasures of tourism recovery from the top-level design. In this way, they can provide intellectual support and play a leading role in the recovery of global tourism and governance reshaping. They should work toward the goal of promoting the common development of international tourism, in the grand career of which they can also seek for their own development. The 14th Five-Year Plan for Tourism Development issued by the State Council pointed out that, "In order to promote the development of global tourism, we should give full play to the role of international organizations such as the World Tourism Alliance, the World Tourism Cities Federation, and the IMTA." The holding of this conference is exactly an important practice to implement this plan pragmatically.

"The holding of the conference in Guizhou shows great emphasis and highly support for our development of mountain tourism. By means of deepening communication and exchange via the platform of IMTA, Guizhou looks forward to working with people in the mountain tourism industry to enjoy the dividend of high-quality development of mountain tourism in Guizhou, Asia and even the world," Lu Yongzheng, Member of the Standing

Committee and Director of Publicity Department of the CPC Guizhou Provincial Committee, said in his speech. Zhang Xilong, the first-level inspector of the International Exchange and Cooperation Bureau of the Ministry of Culture and Tourism, expressed his recognition of the establishment and fruitful results of the IMTA. He said that, the IMTA initiated and established by Guizhou Province has developed into an internationally-influential platform for exchanges and cooperation of mountain tourism. The IMTA has also played an active role in promoting the construction and development of global mountain tourism. Dong Chuanjie, first-level inspector of the General Bureau of the Overseas Chinese Affairs Office of the State Council, pointed out that the IMTA is an open and inclusive cooperation platform. "We believe that the IMTA will keep close communication and cooperation with overseas Chinese in various countries to make the platform more internationalized and professional. The high-quality platform will also promote exchanges and cooperation between overseas Chinese and overseas tourism operators from all over the world and help them achieve mutual benefit and win-win results," he said. Pansy Ho Chiu-king, Chairwoman of MGM China, Executive Chairwoman and Managing Director of Shun Tak Group, and Secretary General of the World Tourism Economy Forum, said in her keynote speech that, "I would like to thank the IMTA for building this platform. It will bring huge benefits to mountain tourism destinations in Asia, leading the recovery of the tourism industry, and guiding the direction for the future of tourism."

In an exclusive interview with the media, representatives of various institutions in China also expressed their willingness to establish a good

cooperative relationship with the IMTA. Arthayudh Srisamoot, Thai Ambassador to China, said that Thailand looks forward to exchanging experiences with the IMTA. The alliance can bring together people in the tourism industry from different countries with different experiences, and integrate the beautiful scenery from all over the world. Thailand hopes to reach a cooperation with the alliance to jointly promote safe and high-level development of mountain tourism around the world. Lkhanaajav Munkhtushig, Minister Counselor of the Embassy of Mongolia to China, and Deputy Head of the Embassy of Mongolia to China, pointed out that tourism is one of the most important sectors of Mongolia. The Tourism Association of Mongolia has around 500 tourism companies. Therefore, the association and the IMTA has huge potentials for further collaboration. Mongolia hopes to use the cooperation between all tourism associations to bring in more tourists to Mongolia and to travel to the Mongolian mountainous regions. U Thaw Tar Aung, Consul-General of the Consulate General of the Republic of the Union of Myanmar in Kunming, said in an exclusive interview that Myanmar looks forward to promoting the development of the tourism industry through the alliance' s cooperation opportunities. In the future, the Ministry of Hotels and Tourism of Myanmar will carry out in-depth cooperation with the alliance to promote the implementation of the strategic plan for the recovery of tourism in Myanmar. Ireneo Reyes, Tourism Consul of the Philippine Consulate General in Shanghai, said that the Philippines hopes to cooperate with the alliance to jointly solve various issues of concern to the mountain tourism industry, and formulate specific action plans through effective communication. At the same time, the Philippines is

looking forward to becoming a member of the alliance and contributing to the healthy development of mountain tourism.

Fu Yingchun, Executive Secretary of the IMTA, concluded that reshaping Asian mountain tourism is of great significance to the recovery and revitalization of the global tourism industry. The Chinese government attaches great importance to the active participation of China' s international tourism organizations in the global governance of tourism. The IMTA' s hosting of the Asian Mountain Tourism Promotion Conference shows the resolution of the nation to give fully play to the role of international organizations, and is a rare opportunity for the alliance to innovatively extend the scope for international communication and collaboration. In a spirit of unity, cooperation, innovation and pragmatism, the alliance makes good use of its own platform, fully mobilizes its members and industry resources, and actively promotes contact and collaboration of Asian mountain tourism resources via holding this conference. In this way, the mountain tourism sectors of different countries will be able to jointly create and share new theories, new experiences and new achievements of mountain tourism development, and promote the implementation of the sustainable development concept in the field of mountain tourism. Following the principles of pragmatism and high efficiency, the alliance paid special attention to each link covering from the top-level design, division of responsibilities, and conference execution. Gathering the forces of all parties, it has successfully turned the conference into an influential international event with a clear theme, diverse content and wide participation. The alliance also made full use of its platform advantage

and resources to carry out business matching, thus promoting exchanges and cooperation among Asian mountain tourism destinations, research institutions, and enterprises. In this way, the mountain tourism sectors of different countries can jointly explore development paths for tourism recovery after the pandemic. By holding this conference, the influence of the IMTA in the world is also further enhanced.

The 2022 Asian Mountain Tourism Promotion Conference connects the mountains in Asia and presents a magnificent mountain landscape. It gathers the consensus of Asian countries to make concerted efforts to develop sustainable mountain tourism, promote mountain development and rural revitalization, and build an Asian community with a

shared future. Looking forward to the future, the mountain ecological environment in Asia will be better protected, the residents in mountainous regions will become the participants, builders and beneficiaries of mountain tourism, and Asian countries will establish closer ties and profound friendship in the experience sharing mechanism of mountain tourism. The majestic mountains in Asia will become a paradise for the harmonious coexistence of man and nature, and mountain tourism will inject new vitality to the splendid ancient mountain civilizations of Asia. The high-quality development of mountain tourism in Asia will become the strongest note in the recovery and revitalization of the global tourism industry after the pandemic.



媒体报道精选

Media Report Selection

国内媒体传播

2022亚洲山地旅游推广大会在贵阳开幕

来源：经济日报 作者：王晶晶 2022-08-18

由文化和旅游部、贵州省人民政府、国际山地旅游联盟共同主办的2022亚洲山地旅游推广大会8月18日在贵州省贵阳市国际山地旅游联盟总部开幕。大会以“联结亚洲山地精彩，共享旅游美丽生活”为主题，旨在通过亚洲国家共同搭建山地旅游平台，促进山地旅游交流与合作，倡导各国在保护山地资源、传承山地文化过程中，努力造福山地民众。



- 经济日报 -

携手共筑亚洲山地旅游发展未来——2022亚洲山地旅游推广大会在贵阳开幕

来源：文旅中国 作者：王晶晶 2022-08-18



- 文旅中国 -

携手共筑亚洲山地旅游发展未来——2022亚洲山地旅游推广大会在贵阳开幕

来源：学习强国 作者：王晶晶 2022-08-18



- 学习强国 -

2022亚洲山地旅游推广大会 | 连接亚洲山地精彩，共享旅游美丽生活



- 腾讯网 -

2022亚洲山地旅游推广大会在贵州贵阳开幕

来源：新华网 作者：王晶晶 2022-08-18



- 新华网 -

2022亚洲山地旅游推广大会在贵阳开幕

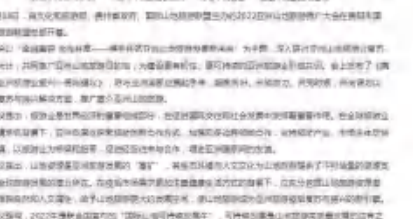
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- 新浪 -

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- 中国旅游新闻网 -

2022亚洲山地旅游推广大会在贵阳举行

来源：大公网 作者：王晶晶 2022-08-18

大公网讯（记者 周亚明）以“联结亚洲山地精彩，共享——携手共筑亚洲山地旅游发展未来”为主题的2022亚洲山地旅游推广大会，18日在位于贵州省贵阳市国际山地旅游联盟总部开幕。

时间：2022-08-18 21:18:00 来源：大公网



大公网讯（记者 周亚明）以“联结亚洲山地精彩，共享——携手共筑亚洲山地旅游发展未来”为主题的2022亚洲山地旅游推广大会，18日在位于贵州省贵阳市国际山地旅游联盟总部开幕。



- 大公网 -



- 中国日报网 -

2022亚洲山地旅游推广大会，视觉盛宴 尽享亚洲山地风光

来源：中国日报网 作者：王晶晶 2022-08-18



- 中国日报网 -

2022亚洲山地旅游推广大会在贵阳开幕

来源：中国网 作者：王晶晶 2022-08-18



- 中国网 -

2022亚洲山地旅游推广大会开幕 共商疫后山地旅游发展

来源：中国新闻网 作者：王晶晶 2022-08-18



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- 贵州日报 -

2022亚洲山旅大会 | 主题论坛：亲诚惠容 合作共享——携手共筑亚洲山地旅游发展新未来

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多彩贵州网讯(本网报道) 8月18日, 2022亚洲山地旅游推广大会在贵阳市贵安新区国际山地旅游联盟总部盛大举行。大会以“亲诚惠容合作共享——携手共筑亚洲山地旅游发展新未来”为主题, 聚焦山地旅游可持续发展, 以线上与线下、主体与配套相结合的方式举办。



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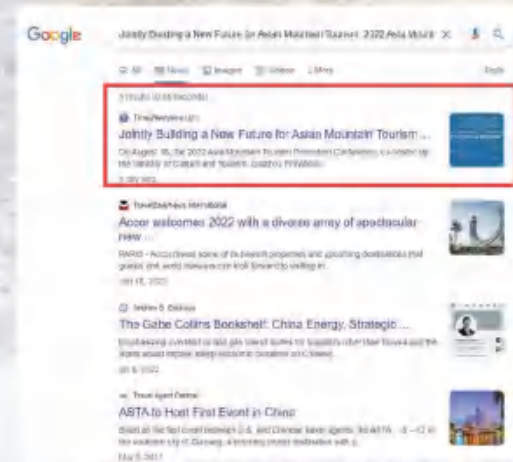
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