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# 2020 “国际山地旅游日” 线上论坛

2020 INTERNATIONAL MOUNTAIN TOURISM DAY ONLINE FORUM

## 疫情危机与山地旅游面临的挑战和机遇

Pandemic Crisis and Challenges & Opportunities for Mountain Tourism

# 纪念刊

MEMORIAL VOLUME

## 2020.5.29



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## 活动背景

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

2020年5月29日是第二个“国际山地旅游日”,在新冠疫情特殊背景下,国际山地旅游联盟与携程集团,以线上形式共同主办“疫情危机与山地旅游面临的挑战和机遇”主题论坛,旨在聚全球山地旅游业界之智,共同研讨疫情危机给山地旅游及旅游领域造成的影响,

探索疫后复苏发展趋势和机遇。论坛分为“专家见解与学术视角”、“行业观点与思维碰撞”两个板块,采取主题演讲+连线讨论方式进行。论坛特别邀请到知名国际旅游组织、关联机构、专家学者、企业家等,围绕政策、环境、资源、科技、产业、市场等要素,就如何应对新冠疫情危机影响,化危为机,促进山地旅游复苏的话题,积极倡导以生态优先、绿色发展、安全健康、以人为本,为疫后旅游发展的遵循,积极助推山地旅游有序恢复,传递沟通有助于市场恢复的讯息,探索山地旅游产品供给如何满足新消费需求的思路、方式和举措。



## Background

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

29 May, 2020 marks the 2nd "International Mountain Tourism Day". In the special context of COVID - 19, the International Mountain Tourism Alliance (IMTA) and Trip.com Group will jointly deliver a forum, with the theme "Pandemic Crisis and Challenges & Opportunities for Mountain Tourism", to pool the wisdom of global mountain tourism circles, discuss the impact of the pandemic crisis on mountain tourism and the entire tourism industry, and explore the trend and opportunity of post - pandemic recovery. The forum is divided into

two parts: "Expert Outlook and Academic Perspective", "Industry Views and Brainstorm", each part will take the form of an keynote speech followed by a panel. With focus on policies, environment, resources, technology, industry, market and other elements, heads of famous international organizations and associated institutions, experts, scholars and entrepreneurs will discuss topics such as how to cope with the impact of COVID-19 and turn the crisis into an opportunity to promote the recovery of mountain tourism, advocate the guideline of ecology priority, green development, safety, health and human orientation for post - pandemic tourism development, promote the orderly recovery of mountain tourism, convey and communicate information conducive to market recovery, and explore ideas, ways and measures as to how to meet new consumer needs for mountain tourism products.



## 山地旅游与健康同行

### ——写在“国际山地旅游日”

2020 年是不寻常的一年。突如其来的新冠疫情给全球经济带来了前所未有的冲击。据国际货币基金组织估算,2020 年全球经济将急剧收缩 3%。联合国世界旅游组织最新数据显示,2020 年第一季度国际旅客人数下降了 22%,仅 3 月一个月就较去年同比减少 57%,造成旅游收入损失约 800 亿美元。如果各国从 7 月初逐渐解除旅行限制,2020 年全球入境游客总人次可能较去年下降 58%,这是最为乐观的情况;如果各国 12 月初才解除旅行限制,那么全球入境游客总人次可能较去年同比减少 78%。据联合国世界旅游组织专家小组的调查预估,到 2020 年最后一个季度会出现复苏的迹象,但主要在 2021 年复苏。

山地旅游作为全球旅游业的重要组成部分,也无可避免受到疫情的严重冲击和影响。面对疫情的挑战,山地旅游相关领域,包括旅游目的地、旅游企业、行业协会、科研院校等,积极采取各种措施予以应对,克服重重困难。从当前和长远看,疫情将对山地旅游的方方面面产生持续的影响,应对市场变化,把握发展机遇,共克时艰,实现产业复苏与振兴,是我们共同面对的课题。从旅游业带动就业、扩大消费、增进友谊、连通世界、创造美好等特性,可以预期旅游业将是推动经济复苏的重要引擎。山地旅游历来秉持亲近自然、绿

色低碳、健康环保的理念,疫后势必更加受到从业者和消费者的重视,其衍生出的高品质产品也必将受到消费者青睐。我们要坚定重振山地旅游的信心,及时并深入研究疫后旅游复苏振兴的思路、方法和路径,让生态文明、可持续旅游理念成为我们共同的遵循,让山地成为人与自然和谐相处的美丽家园。

与以往不同,今年的“国际山地旅游日”承载了更多对过去的思考和对未来的期待。在这个特殊的日子,我们倡议大家携起手来,推动山地旅游与健康同行。将健康安全作为与生态文明、人与自然和谐、可持续发展并重的发展理念与重要遵循,创建健康安全的旅游环境,推动山地旅游的发展更加符合人们对于健康生活的向往和美好追求;建立危机管理机制,优化结构与创新发

展,构建起更加健康、更具韧性的产业结构,增强抗风险能力;通过多种渠道和多元方式,充分地利用“国际山地旅游日”等平台,推广传播山地旅游健康自然、绿色生态的特点,呼吁人们走进山地、拥抱自然,体验山地、感受美好,与自然为伴、与健康同行。



## Mountain Tourism for a Healthy Life

### ——On the International Mountain Tourism Day

2020 is an unusual year. The sudden outbreak of COVID-19 has caused an unprecedented impact on the global economy. The International Monetary Fund (IMF) estimates that the global economy will contract by a staggering 3% in 2020. The latest data from the United Nations World Tourism Organization (UNWTO) shows that the number of international tourist arrivals fell by 22% in the first quarter of 2020, and down by 57% in March alone compared to the same month last year, resulting in a loss of tourism revenue worth about \$80 billion. If countries start to remove restrictions from early July, international tourist arrivals could drop by 58% year-on-year in 2020; if countries keep their travel restrictions through to early December, the figure could be 78% lower than that of last year. According to the estimate of an UNWTO expert panel, tourism will start to show signs of recovery in the last quarter of 2020, but most part of the recovery will only happen in 2021.

Being an important component of the global tourism industry, mountain tourism is also seriously affected by COVID-19. Facing the challenges of the pandemic, mountain tourism-related sectors, including tourist destinations, tourism enterprises, industry associations and research institutes, have all taken active measures to cope with the difficult situation. Given the on-going and lasting impact of COVID-19 on mountain tourism, we all share the same task of adapting to market changes, seizing development opportunities and promoting the recovery and revitalization of the tourism industry in a challenging environment. Tourism, which plays a unique role in generating jobs, expanding consumption, deepening friendship, connecting the world and creating beauty, is a major engine of

economic recovery. In the meantime, mountain tourism, which is known as a natural, green, low-carbon, healthy and environment-friendly activity, will surely attract more attention of the industry and consumers after the pandemic, and its high-quality products will also win the hearts of more consumers. Let us strengthen our confidence in the future of mountain tourism, make timely efforts to explore feasible ideas, methods and pathways for the post-pandemic recovery of the tourism industry, and embrace the concepts of ecological civilization and sustainable tourism to make mountains a place where humanity live in harmony with the nature.

Unlike before, this year's International Mountain Tourism Day gives us an opportunity to reflect on the past and aspire for the future. On this special day, let's join hands to promote mountain tourism for a healthy life. Here's our appeal: making health security an equally important development concept and guideline as ecological civilization, harmony between man and nature, and sustainable development, creating a healthy and secure tourism environment, and promoting mountain tourism in line with people's aspirations for a healthy life and pursuit of beauty; establishing a crisis management mechanism, promoting structural adjustment and innovative development, building a healthier and more resilient industrial structure and enhancing the capability to fend off risks; making full use of the International Mountain Tourism Day and other platforms through various channels and means to promote the healthy, natural, green and eco-friendly features of mountain tourism, and encourage people to walk into mountains, experience the beauty of nature, and embrace a natural and healthy way of life.



## **议题 Theme: 疫情危机与山地旅游面临的挑战和机遇**

**Pandemic Crisis and Challenges & Opportunities  
for Mountain Tourism**

### **线上论坛 Online Forum**

### **主题演讲 Keynote Speech**

**时 间:2020 年 5 月 29 日 上午 9.05—10.15**

**Time : 29 May 2020 9.05am—10.15am**

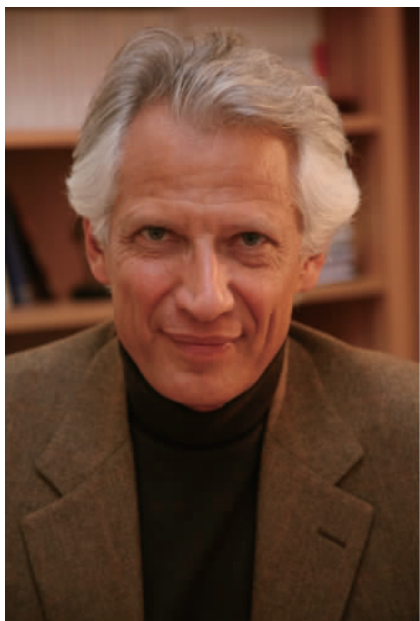
### **直播平台 Live Streaming Platforms:**

**推特 (TripAdvisor 中国)、携程微信小程序、腾讯新闻 APP、网易新闻(APP)  
Twitter (TripAdvisor China), Ctrip WeChat Mini-Program, Tencent News App,  
NetEase News App**



## 新冠疫情对全球山地旅游的影响与应对

国际山地旅游联盟主席 多米尼克·德维尔潘



**1. 此次疫情彻底改变了我们对世界旅游业的认知,鼓励我们探索一种更有利于国家和地区的旅游模式,要想把握这一新趋势以适应未来的世界,应该从哪些方面出发?**

**德维尔潘:**我们要全面考虑以下四点以适应未来的世界。

**第一,意识到主权国家的重要作用。**在世界再次被恐慌、猜疑、愤怒笼罩的时刻,伴随着这些消极情绪,人与人之间的隔阂再次显现。在这种情况下,国家合理利用自身的资源尤为重要。在这方面,中国可以鼓励山地旅游项目的发展,以满足数量众多的国内游客对户外活动、运动和自然探险的需求,这对于与中国相邻国家的人们来

说也是一样的。鉴于此,多山省份潜力巨大,中国还有很多其他的地区也能为游客提供安全的旅游活动环境。

**第二,务实思想。**各国正通过调动软硬实力工具来提升各自的国际影响竞争力,这种情况下,公开的竞争意识形态会增加风险。

**第三,研发和创新。**研发活动是负责任地推进全球化正确发展的关键。举个例子,在医疗领域实现突破能更好地造福人民,创新是适应生活方式变化之必需。当前国际交通和旅游业受到限制,我们应该借助网络探索新机遇,开发并共享新的旅游资源,通过视频、广播或人工智能游览的方式来丰富本地的旅游服务。这些举措还可以鼓励地方特色产业,提高特产茶叶、手工艺品、艺术品或艺术周边的线上销量。例如卢浮宫或是其他知名世界博物馆,都通过纪念品店来提高关注度。

**第四个支柱是区域合作。**重要的区域合作不仅限于信息共享,还在于分享最佳实践。在这方面,国际山地旅游联盟可以发挥非常特殊的作用,起到连接地方和中央政府的作用。全球化、碎片化发展的新趋势对亚洲地区来说应该是一种优势,因为亚洲的经济增长率最高,因此我们更有理由和动力支持一带一路倡议。

**2.旅游业正在经历重要的转型,此次新冠病毒危机让旅游业的转型变得更为迫切。我们应当如何加快转型,把握住转型带来的新机遇?**





**德维尔潘:**从长远来看,我们面临的转型是国际性的,除了环境和社会因素、经济和金融影响,当然与此次新冠病毒危机也密切相关。我们应该从以下三点出发,把握住转型带来的机会。

**第一,竞争集中。**竞争企业不断增加互联网商家或本地新兴企业,努力扩大规模以应对市场变化。

**第二,调整。**因为我们需要适应新的形势,旅游业应减少对国际航班的依赖,避免人群过于集中,提供直接接触大自然和当地特色的体验。当然,中国有发展山地旅游的优势,中国有很大的国内旅游市场。

**第三,创新。**在一个相互联系的世界里,每个公司都必须有能力将技术整合到其商业模式中。在这方面,中国走在前列,旅游业有得天独厚的优势以加快其向高附加值服务业和内需拉动型经济转型,这可以通过引进公司网络和成熟的基础设施实现。

### 3.山地旅游疫后的前景如何?应采取哪些举措以推动疫后山地旅游高质量发展?

**德维尔潘:**我们需要认识到,山地旅游可以提供保障安全性、多样性和高质量的最佳旅游产

品,山地旅游能满足越来越多的人的需要,因为人们想再次拥抱大自然。我们可以看到山地旅游的前景大好,因为它迎合了现代社会的需要,我们要有组织有计划的发展这项事业,不要浪费山地旅游的福祉和资源。

**高质量的旅游业也意味着要加快落实新举措。**首先,我们必须重点关注经济项目,比如基础设施在偏远地区,如在中国西部和中亚等地区的建设,实施公路、高速公路、铁路等综合性建设工程。打破闭塞的最佳方法是什么,就是充分利用投资支持跨境旅游项目,比如智能酒店服务、地方食品加工业、受保护海域的垃圾排放管理。

**其次,山地旅游可以让人们认识到某些价值观的重要性。**分享基于文化的集体遗产以吸引寻求新体验的游客,举办更多露天体育赛事为游客创造家人欢聚的时光。

**第三,考虑到新冠病毒疫情的影响,我们要开发山地旅游助益养生的优势。**由于压力、污染、现代生活的疲劳,我们的免疫系统深受其害,山地旅游已然成为生活必需品,远离大城市的旅游可以带来很多好处,对家庭、儿童和老人来说尤其如此,当然也适用于普通大众。



## Impacts of and Responses to COVID-19 on Global Mountain Tourism

### Chairman of IMTA Mr. Dominique de Villepin

**Question1:** The COVID-19 has changed our perception of world tourism and also encouraged us to explore a tourism model that is more beneficial to countries and regions. What aspects should we start from to grasp this new trend to adapt the future world?

**Dominique:** We should integrate four new pillars to adapt ourselves to this upcoming world.

**The first pillar is to recognize the importance of nation state in a world where fear, mistrust and anger are back.** And alongside with those feeling, we see the return of the borders. In this context, each country should take advantage of its own resources. And in this regard, China has the possibility to attract towards mountain tourism a large number of its own population, looking for outdoor activity, sport and nature discoveries. This is true also for the population of the neighboring countries. In this regard, the potential of the gradual provinces is high, along with many other regions of China, in offering large possibilities of activities in a safe and secure environment.

**The second pillar is pragmatism.** A war of influence, where all the tools of hard and soft power are mobilized. In this context, an open ideological competition of models will increase the risks.

**The third pillar is research and innovation.** Research is of course key to adjust globalization to a new trend of responsibility and sobriety. For example, in the medical field, we need breakthroughs to be able to better protect our people, but innovation is also imperative to adapt to our lifestyles. The current limits on international transportation and tourism should lead us to develop new online opportunities to identify and

share new tourism resources through video, through broadcasting or Artificial Intelligence Tour to enlarge the local offer. Such initiatives could also encourage local productions, local tea, handmade products, art creations or reproductions with online sales. Such examples as the Louvre or important world museums through the gift shops could be followed.

**The fourth pillar is regional cooperation,** it is important to share at this level not only the information, such as the agenda of events, organized tours, special offers, but also, the best practices. In this regard, IMTA has a very special role to play, in connection with local and state governments, the new fragmented form of globalization should play at the advantage of the Asian region. Because benefiting of the highest growth rate. This situation should give a new justification and impetus to the silk road initiative.

**Question2: Tourism is undergoing profound changes and restructuring. The COVID-19 crisis makes the transformation of tourism more urgent. How should we accelerate the transition to take advantage of new opportunities?**

**Dominique:** In a longer perspective, the transition we are facing is a global one, besides the environmental and social factors, the economic and financial impact is of course closely linked to the COVID-19 crisis. As tourism is undergoing such an important transformation, we should take advantage of new opportunities from the following 3 aspects.

**First, concentration.** The multiplication of new players, where the digital players or local start-up operators is pushing for bigger structures able to face the market shift.



**Second, regeneration.** Because we need to adjust to a new situation where tourism should be less dependent of international flights, avoid too big concentration of people and create a direct contact with nature and local experiences. This is of course, at the advantage of mountain tourism in China and in the region that can count on the huge resources of their own populations.

**Third, innovation.** In a connected world, every company must be in capacity to integrate technology in its business model. In this regard, China is already leading the way. The tourism industry has an exceptional opportunity to accelerate the transition to an economy driven by high added value services and domestic demand through its imported network of companies and matured infrastructures.

**Question3: What is the future of mountain tourism after the COVID-19? What measures should be taken to promote the high-quality development of mountain tourism after COVID-19?**

**Dominique:** We should understand mountain tourism offers the best deal based on security, diversity and quality. Mountain tourism responds more and more to the need of people, because they want to reconnect with nature. We can see a bright future for mountain tourism, because it meets the needs of modern society. We should develop it in

an organized, not waste the welfare and resources of mountain tourism.

**High quality tourism also means speeding up new initiatives. First, we must focus on economic projects like building up infrastructures in remote areas** such as Western China and Central Asia by implementing inclusive projects of roads, highways and railways. Which is the best alternative to isolation? By better leveraging investment to support cross border tourism projects like smart hospitality services, local food production and waste management in protected seascapes.

**Second, mountain tourism is a way to make people aware of the importance of certain values.** To share a collective heritage based on culture, to attract visitors looking for new experiences, to provide sport activities with more open competitions being organized, but also to offer a shared experience for families.

**Third, taking into account the consequences of COVID-19, we need to encourage the healthcare dimension of mountain tourism.** Because of stress, pollution, fatigue of modern life, lowering of our immune system, this tourism is a necessity. Tourism away from big cities can provide many benefits, particularly for families, young children and elderly people, but also for the general population.



## 新冠肺炎疫情后对全球山地旅游 恢复发展的几点思考

国际山地旅游联盟副主席 邵琪伟



### 1.此次新冠疫情对全球旅游业带来了怎样的影响？对旅游业提出了哪些新要求？

**邵琪伟：**这次突如其来的新冠疫情对全球旅游业包括山地旅游业的冲击和影响是非常巨大的。联合国世界旅游组织预测，如果今年7月初开始开放边境、放宽旅行限制，全球国际游客总人数同比将下降58%。如果今年到12月初才逐步开放，同比将下降78%。也就是说根据限制措施持续时间不同，2020年预计国际游客总人数将下降8.5亿至11亿人次，国际旅游收入将损失9100亿至12000亿美元，可能威胁1亿至1.2亿个直接与旅游业相关的就业岗位。

根据中国社会科学院和腾讯联合发布的《新冠肺炎疫情下的旅游需求趋势调研报告》，在疫后旅游态度方面，79%的受访者对旅游持正面态度；在旅游动机方面，疫后总体旅游动机均值较去年提升4%；在旅游选择偏好方面，看重卫生健康状况的旅游者比例明显上升，占比79.1%。

上述两组数据起码可以说明，一方面，疫情对旅游业的冲击是前所未有的；另一方面，无论全球总体发展趋势如何，人们的出游意愿仍然是积极和正面的。疫后全球正在重塑安全观、健康观、旅游观，人们对旅游提出了更新、更高的要求，包括对良好的公共卫生、社会秩序、行程安全、应急措施和旅游保险的需求等等。因此，我们要用新的视角和理念去审视、研究旅游业，包括山地旅游疫后恢复和发展问题。这次疫情带给我们的一大启示是，更加重视用科学的理念、方式去定位、规划、管理和促进旅游业尽快复苏并持续健康发展至关重要。

### 2.关于疫后全球旅游业包括山地旅游的恢复发展，您有什么看法和思考？

**邵琪伟：**我谈几点初步的思考。

**第一，安全是旅游业发展的重要前提。**没有安全就没有旅游，在这次疫情中，旅游业在遭受严重损失的同时也曝露出应对公共卫生安全事件在防范意识和管理手段上的短板，因此我们应该思考如何更加强化旅游公共卫生安全、公共健康安全和交通安全等各类旅游安全问题，有效防



范和应对各种安全突发事件,努力把防控意识、危机处理、安全保障融入旅游业包括山地旅游管理体系的方方面面。这次疫情在全球蔓延既给我们敲响了警钟,也给我们提出一旦非传统安全状况出现,如何具备行之有效的危机管理手段,从而最大限度降低风险及损失等研究课题。

**第二,反思旅游业包括山地旅游发展中的短板与不足。**疫情在冲击旅游业的同时,对旅游业也是一次检验。过去我们更多地关注旅游规划、业态建设、市场营销,尤其是关注各种数据的增长,但是这次疫情警示我们必须思考,在推进旅游业加快发展中,我们忽视了什么。我们的体制机制、法律法规需要怎么完善,我们的产品、服务、市场及发展方式应作何改革。我认为我们应该加以认真研究和思考,应从顶层设计、法律法规、规划设计、营销策略、保险体系、人才培养,以至许多旅游装备设施的设计建造等多方面着手,建立更加完善的体制机制,使旅游及相关行业的管理部门、工作机构、企业、从业人员都能为提升旅游业的前瞻性与抗风险能力同心协力,赋能、展能、显能。

**第三,发挥现代科技在山地旅游恢复发展中的重要作用。**用好现代科技成果,很多事情都能事半功倍,这一点在疫情期间得到更加充分的体现。人们通过电商网购、在线服务等满足基本生活需求,通过直播“云游览”看自然风光、逛博物馆满足精神需求。更加重视现代科技成果的应用是疫后旅游业包括山地旅游业走出困境、振兴发展的必由之路。从景区景点、住宿设施、游览设施的规划设计、产品体验、客户服务到营运监管等方面都应积极促进“互联网+”、“人工智能+”、5G应用等为标志的现代科技全面融入,比如利用大数据技术及时发布目的地卫生安全、客流动态信息等,为游客出行提供更安全便利和精准的服务。再如利用线上预约、交易技术,整合旅游资源,实现自主游览、无接触

游览。目前不少旅游目的地推出的智慧旅游平台,比如中国贵州推出的“一码游贵州”,就是科技赋能旅游的很好尝试。

**第四,建议在保障安全的前提下,逐步有序开放旅游活动。**这次疫情使许多旅游企业蒙受了严重损失,他们在抗击疫情、减损自救方面做出了巨大牺牲,我们向他们表示由衷的敬佩和敬意。同时需要及时研究的是,如何统筹推进疫情防控常态化与旅游经济发展;稳中求进复工复产;实施旅游业的援企稳岗、保民生、促消费,启动市场、稳定增长和良性循环。目前许多国家和地区都在积极为开放旅游的时机和方式作有益尝试,中国政府和中国人民经过艰苦卓绝的努力,在疫情防控取得重大战略成果的基础上,逐步开放了省内游、市内游、短途游、周边游,旅游市场逐步开始恢复,有望较快走出低谷。欧盟正在考虑开放成员国之间的边境,有限制地恢复旅游和人员往来。从世界各国和地区逐步开放旅游的尝试中可以看出,在民众安全健康有保障的前提下,有条件地逐步开放旅游市场是可行的,但具体如何施行有序有效开放仍需着力探讨和探索。我们呼吁各国政府及时制定旅游振兴方案,很多国际山地旅游区域还是低收入和贫困人口集中地区,呼吁各国政府提供优惠贷款、减免税收、航空折扣、消费减免等优惠措施,为山地旅游业发展纾困解难,带动各国疫后经济发展,也使旅游业发展为国际减贫事业持续做出贡献。





## Thoughts on the Recovery of Global Mountain Tourism after the COVID -19 Pandemic

Vice Chairman of IMTA Mr. Shao Qiwei

**Question1: How has the COVID-19 pandemic has exerted tremendous impact on the global tourism industry? What are the new requirements for tourism?**

**Shao Qiwei:** The unexpected COVID-19 pandemic has exerted tremendous impact on the global tourism industry mountain tourism included. I want to share with you the following two sets of data. Given the uncertainty of the pandemic and the fact that virus is still raging in many places, the data listed might not be very accurate. As is predicted by the United Nations World Tourism Organization (UNWTO) if borders are opened and travel restrictions relaxed in early July this year, international tourist arrivals worldwide in total will decline by 58% year-on-year; if gradually opened in early December this year, the number will decline by 78% year-on-year. In other words, the total number of global international tourist arrivals will see a year-on-year plunge in 2020 ranging from a decrease of 850 million to 1.1 billion based on the duration of the restrictive measures. The international tourism revenue will evaporate 910 billion to 1.2 trillion US dollars, threatening 100 million to 120 million jobs related to tourism. If this is the case, it will be the worst crisis the global tourism industry has ever experienced since its inception in 1950. UNWTO statistics show that mountain tourism accounts for about 20% of global tourism. Accordingly the loss suffered by global mountain tourism is estimated to take up about 20% of that of global tourism.

The "Research Report on Tourism Demand Trends under the COVID-19 Pandemic" jointly released by the Chinese Academy of Social Sciences and Tencent shows that 79% of the respondents have a positive attitude towards post-pandemic tourism;

The overall tourism motivation has increased by 4% compared with that of last year; in terms of touring preferences tourists who value "hygiene and health" have increased significantly accounting for 79.1%.

The above two sets of data prove at least two aspects. On the one hand the impact of the pandemic on the tourism industry is unprecedented. On the other hand no matter how the global trend evolves people are still willing to travel. The post-pandemic world is reshaping the concept of safety, health, and tourism. People have put forward newer and higher requirements for tourism including better public hygiene, itinerary safety, emergency measures, and travel insurance. Therefore, we must adopt novel perspectives and concepts to examine and study the post-pandemic recovery and development of the tourism industry, including the mountain tourism. This pandemic motivates us to pay more attention to using scientific concepts and methods to locate, plan, manage and promote the rapid recovery as well as sustainable and sound development of the tourism industry.

**Question2: How do you think the recovery of global mountain tourism after the COVID - 19 pandemic?**

**Shao Qiwei:** Next I want to share with you some of my perspectives.

**First, safety underpins the development of tourism.** "There is no travel without safety". This pandemic not only hit hard the tourism industry but also exposed the shortcomings in the prevention awareness and management methods of public health security emergencies. So we should think about how to further strengthen the safety of public hygiene public health and public transportation of tourism,



effectively prevent and respond to various safety emergencies and strive to integrate prevention and control awareness, crisis management, and security protection into tourism including all aspects of the mountain tourism management system. The globally raging pandemic has not only sounded the alarm for us but also demanded us to formulate effective crisis management methods to minimize the risk and loss in the face of such non-traditional security emergencies.

**Second, we should reflect on the deficiency in the development of tourism including mountain tourism.** Besides hitting the tourism industry the pandemic also checks the tourism industry. In the past, we tended to focus more attention on tourism planning, format construction, marketing and data growth in particular. But this pandemic warns us to ponder over what we have ignored when accelerating the development of tourism, how to improve our institutional mechanisms, laws and regulations and how to reform our products, services, markets and development. These I think should be thought over. We should establish a more complete system and mechanism in areas including top-level layout, laws and regulations, planning and design, marketing strategies, insurance systems, and personnel training, as well as the design and construction of tourism equipment facilities. In this way the tourism and relative industry management departments, working institutions, enterprises and employees can work together to enhance the anti-risk capabilities of the tourism with vision, empower and energize the industry and demonstrate strength.

**Third, give full play to the important role of modern science and technology in resuming and accelerating mountain tourism.** Making good use of the modern scientific and technological achievements can help us get twice the result with half the effort. This is fully reflected during the pandemic when people have their basic life needs met by turning to online shopping and services and get their spiritual demands, satisfied by enjoying live streaming "cloud touring" of natural scenery and museums. Paying more attention to the application of modern scientific and technological achievements is the only way for the post-pandemic tourism industry, including

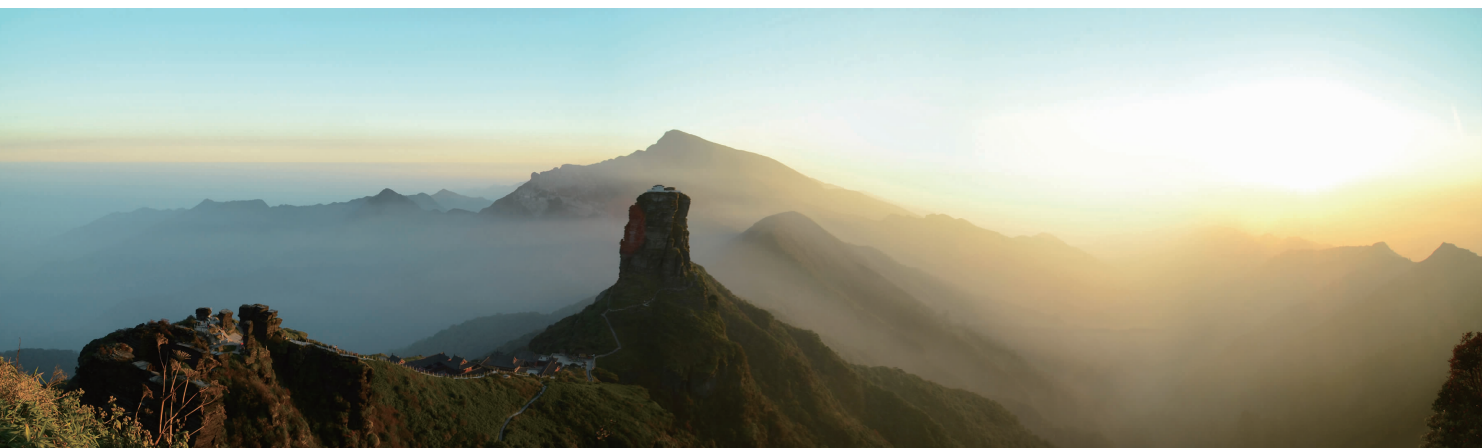
mountain tourism to step out of the predicament and seek further development. From the planning and design of scenic spots, accommodation and touring facilities, through product experience, customer service to operation supervision, all should be comprehensively integrated with modern technologies represented by "Internet +" "Artificial Intelligence", and 5G applications. For example, using big data technology to release timely information on the health and safety situation of the destination, and dynamic passenger flow, to provide safer, more convenient and targeted services to tourists. What's more, the technology of online booking and transaction by integrating tourism resources helps realize traveling without direct contact. At present, many travel destinations have introduced smart travel platforms such as the "Touring Around Guizhou with One Code" launched in Guizhou which is a good attempt to empower tourism with technology.

**Fourth, it is recommended that tourism be opened in a gradual and orderly manner on the premise of safety.** This outbreak brought great losses to many tourism enterprises, which have made huge sacrifices in fighting the virus and reducing damages. We express our sincere admiration and respect to them. At the same time, what needs to be studied is how to coordinate the regular epidemic prevention and control with the development of the tourism; seek work resumption in a stable manner; provide assistance for the tourism industry to stabilize the employment, maintain people's well-being, promote consumption, stimulate the market, and stabilize the growth and virtuous cycle. At present, many countries and regions are actively making beneficial attempts to energize tourism. Based on the major strategic achievements in the epidemic prevention and control after arduous efforts made by the Chinese government and Chinese people, provincial tours, city tours, short-distance tours, and peripheral tours are gradually opened up. The tourism market of China is on the way to recovery and is expected to get out of the valley soon. The EU is considering opening borders between member states and restoring tourism and personnel exchanges with restrictions. The attempts of countries and regions show that it is



feasible to gradually open up tourism with guaranteed safety and health of the people. However, how to open up the tourism in an orderly and effective manner entails further discussion and exploration. We call on governments to take prompt actions to formulate tourism promotion programs. Many international mountain tourism regions still feature poor population with low-income. We appeal to the government for preferential loans, tax reductions, flight discounts,

and consumption discounts to help mountain tourism development overcome difficulties, drive the post-pandemic economic development of different countries and enable the tourism industry to make further contributions to the international poverty reduction cause.



## 新冠疫情后山地旅游如何为经济复苏服务

### 国际山地旅游联盟秘书长 何亚非



#### 1.如何看待当前新冠疫情对全球经济产生的影响?

何亚非:这几个月,新冠疫情的全球流行给世界各国带来了极大的影响,已经造成数百万人感染,数十万人死亡。同时,世界经济遭受空前的打击,各国人员交往停止,社会停摆,全球供应链出现脱节,全球化和世界政治经济的前景难以预料。

经过世界各国的共同努力疫情防控和疫苗制作等工作取得了进展,虽然目前还无法预料疫情何时结束,各国抗击疫情还将继续。但是重启经济复工复产让社会重新展现活力,已经成为各国的当务之急。

#### 2.山地旅游将如何为推动经济复苏服务?

何亚非:山地旅游是世界旅游业的重要支柱,我们希望,我们也有信心,充分地利用山地旅游的各种优势,在后疫情时期克服种种困难,在确保人民健康安全的基础上振兴山地旅游,为推动经济全面复苏,社会恢复活力作出贡献。

**第一,充分挖掘山地旅游的优势,做旅游经济复苏的先行者。**山地旅游最大的特点是生态环境好、文化多元,对人们追求健康绿色生态旅游的要求具有比较强的适应性和可塑性。俗话说,世界上没有两片完全相同的树叶,世界各地的山川、森林、河流各具特色,与后疫情时期人们希望他们的生活能够包含健康、养生、运动、禅养这些要素,既增强体质和免疫力,又享受生活非常的契合。

**第二,适应后疫情时期人员流动限制逐步取消的趋势,积极进行山地旅游供给侧改革。**针对旅游者对山地旅游期望值逐步增大这个特点,积极进行山地旅游供给侧改革,也就是说要提供更多新型的旅游项目,以全新的视野对山地旅游以及它能附带的各种产业作出调整。根据老年、中青年、青少年等,不同人群的需要,以及1~3个小时经济圈的游客的特点,提出内涵和方式各式各样的定制式的山地旅游项目。

我们还要根据山地旅游对民宿提出新的要求,指导山地旅游从业者进行一些必要的调整。比如随着老龄化的发展,人们对健康的要求和康





养的要求更加迫切,所以要结合当地山地旅游的各种特色,根据绿色农业、乡村振兴、扶贫减贫的国家发展战略,也整合医疗、体育、5G、人工智能等各种资源来开拓山地康养、疗养、运动、体育等项目。这样可以迅速地恢复山地旅游的发展,还能带动相关产业的复苏和发展。同样,这可以为世界经济提供新的动能。

**第三,发展山地旅游需要适应人与自然、环境和人与生物圈的和谐、共生、共存。**这次新冠疫情无疑给各国人民敲响了警钟,就是说我们和大自然的和谐、生物圈的共存和谐是非常的重要,这种平衡不能打破。所以今后我们在考虑发展旅游业的时候要充分地重视人与自然环境之间的和谐,要保护生物的多样性,要充分重视气候变化等等,这方面的认识一定要加深。

山地旅游拥有陆地上最丰富的自然环境和生物多样性,当然它的资源其实也是非常脆弱,承受能力也有限,所以在这种因素的影响下,我们开拓山地旅游项目需要充分地考虑一方面是人们追求美好生活的这种向往,另一方面要考虑自然环境、生物圈的可持续发展和承受能力,既要接触自然、了解自然、融入自然,更要尊重自然、保护自然。

### 3.国际山地旅游联盟将如何推动山地旅游的发展?

**何亚非:**山地旅游里面有大企业,五星级宾馆还有 5A 级景区,但更有众多的小企业和个体旅游从业人员,星星点点的民宿和富有特色、文化内涵丰富的小型山地旅游项目。**后疫情时期山地旅游的发展机遇非常好。**国际山地旅游联盟愿与其他国际、国内组织和山地旅游业从业者积极地合作、拓展思路、挖掘潜力、创新“山地旅游+”这个概念,山地旅游+健康,讲康养、运动、讲禅修等等。新的思路和新的模式孕育更多当地化、软性化,贴近生活、触摸自然的旅游项目。

后疫情时期是一个再生的世界,一个全新的世界,全球化会被重新地定义,山地旅游也会被重新定义,我们需要加强山地旅游的专业化,上下游和横向的互联互通,国际和国内的山地旅游要同步地推进,要开发出更多形象积极、内容多元,适合各类人群从事山地旅游的新项目、新体验、新的方式。国际山地旅游联盟作为这个领域的唯一的国际非政府组织,将努力携手其他组织、企业、个人,特别重点要扶持中小企业和个体旅游从业人员,竭尽全力、积极地探索前行。



图片来源: <https://huaban.com/pins/1570505942/>



## How Can Mountain Tourism Help Recover Economy after the COVID-19 Pandemic

### Secretary-General of IMTA Mr.He Yafei

#### **Question1: How do you think the impact of COVID-19 on the global economy?**

**He Yafei:** These past few months, the global COVID-19 pandemic has had a tremendous impact on all countries. It has infected millions of people and has taken hundreds of thousands of lives. Meanwhile, the world economy is suffering an unprecedented blow. Exchanges and travel between countries are at a halt, society has shut down, global supply chains are disconnected. The future of globalization, world politics, and the global economy is unpredictable.

Through the joint efforts of the world's countries, progress has been made in prevention and control of the outbreak as well as in the formulation of a vaccine. When the pandemic will end cannot yet be predicted. But the fight against it must still go on worldwide while reopening the economy, resuming production and revitalising society is already a top priority for all countries.

#### **Question2: How can mountain tourism help recover economy after the COVID-19 pandemic?**

**He Yafei:** Mountain tourism is an important pillar of global tourism. We have hope and confidence that making full use of the advantages of mountain tourism can overcome obstacles in the post-pandemic era. While ensuring the health and safety of the people, we will seek to revive mountain tourism and thus make a contribution to an all-round resuscitation of economic and social growth.

**First, about tapping into the advantages of mountain tourism to become a pioneer in the recovery of the tourism economy.** We say pioneer because mountain tourism is best characterised by a pleasant ecological environment and cultural diversity. It has comparatively strong adaptability and flexibility to

meet people's demand for healthy and green eco-tourism. As the saying goes, there are no two leaves exactly alike in the world. Mountains, forests and rivers around the world are each unique in their own way. This fits well with people's post-pandemic aspirations for a life that encompasses health, wellness, exercise and meditation and satisfies their quest for a stronger physique and immunity as well as an enjoyable life.

**Second we must adapt to a post-pandemic situation in which restrictions on the movement of people are gradually lifted and tourists' expectations of mountain tourism gradually increase.** We should work actively on the supply-side reform of the mountain tourism project, which means providing more tourism projects of new types, and with new perspective to adjust mountain tourism and the many industries associated with it. We need to meet the needs of different groups of people including the elderly, middle-aged and young and the characteristics of tourists with economy tour packages of one to three hours. We should propose customised mountain tourism excursions with a variety of content and programs. From the perspective of mountain tourism, we also need to put forward new requirements for B&Bs and provide guidance for mountain tourism professionals to make the necessary adjustments. As we advance in age for instance, our requirement for fitness and healthcare becomes more pressing. Therefore, through the combination of the various aspects unique to local mountain tourism the implementation of a national development strategy which covers green agriculture, rural revitalisation, and poverty alleviation and reduction and the integration of resources in medicine, sports, 5G,



artificial intelligence, etc, we plan to develop mountain tourism sites related to health therapies, meditation, recreation and sports. This way, tourism can be restored rapidly and the recovery and development of related industries can also be pushed forward. Moreover, this will provide a new impetus to world economic growth.

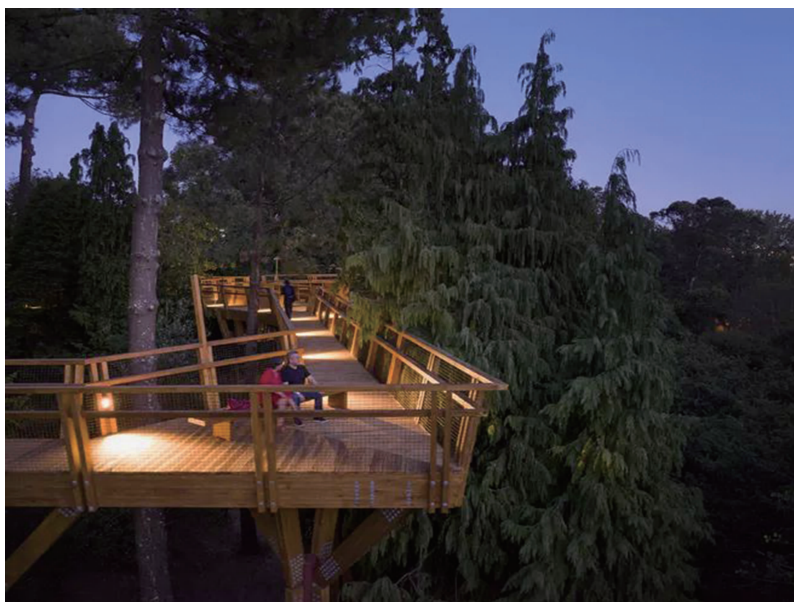
**Third, the development of mountain tourism needs to be adapted to harmony among and coexistence of humans and nature the environment and the biosphere. The outbreak of COVID-19 is surely a wake-up call for people around the world.** In other words, the harmony between us and nature and our coexistence with the biosphere is of great importance. The balance must not be broken. Therefore, in the future when considering boosting the tourism industry, we should attach great importance to the harmonious relation between humans and nature, including but not limited to protecting biodiversity and paying full attention to climate change. Our awareness in this regard must be deepened. The natural environment and the biodiversity of mountain tourism are among the richest on land. But of course these resources are very fragile and have limited capacity. Therefore, under the influence of these factors when planning the development of mountain tourism we need to fully consider the following two aspects: Firstly people's pursuit of a better life, and secondly, the sustainable development and capacity of the natural environment and biosphere. We need to reach out to nature, understand it, be part of it and more importantly respect and protect it.

**Question3: How does IMTA promotes the development of mountain tourism?**

**He Yafei:** The mountain tourism community includes not only large companies five-star hotels and National AAAAA level tourist attractions, but also a lot of small enterprises, self-employed tourism workers, scattered B&B

accommodations and small-scale projects with unique characters and cultural richness. **The post-pandemic period presents great opportunities for mountain tourism. It's an opportune time for its development.** IMTA will work jointly with other organizations, companies and individuals, aim to create more positive images and diverse content and meet the needs of all groups of people, thereby establishing new projects, experiences and programs.

The post-pandemic era is a time for the world to regenerate. It will bring a brand-new world where globalisation will be redefined and so will mountain tourism. We need to strengthen the specialisation of mountain tourism and the interconnection between upstream downstream and horizontal businesses. International and domestic development of mountain tourism should be pushed forward at the same pace. We aim to create more positive images and diverse content and meet the needs of all groups of people, thereby establishing new projects, experiences and programs. IMTA, as the one and only International non-governmental organisation in this field, will work jointly with other organizations, companies and individuals, with a particular focus on small and medium-sized enterprises and individual tourism professionals and do everything in our power to press ahead proactively.



Source: <https://huaban.com/pins/3382421932/>



## 全球旅游业疫后恢复趋势

### 世界旅游及旅行业理事会(WTTC)总裁首席执行官

#### 格洛丽亚·格瓦拉



1.WTTC 代表全球私营部门，代表着各大机场、航空公司、邮轮和旅游景点以及旅行和旅游生态系统中的每个人。在将近 30 年的时间里，WTTC 一直在进行大量研究，量化世界各地旅行和旅游业带来的经济影响。从 WTTC 的研究和数据来看，相较于我们以往遇到的危机，此次新冠疫情带来的危机有何不同？

**格洛丽亚·格瓦拉：**去年我们发布的报告，包括了对近 20 年来 90 次不同种类危机的分析，每一次危机都会对旅行和旅游业有所影响。从由恐怖主义或是其它事件引发的安全危机，到疾病爆发、自然灾害乃至政治动荡。平均而言，政治动荡造成的影响最大，其恢复周期最少要十个月。第

二个影响最大的是疫情爆发，几次疫情爆发都是值得重视的案例。亚洲有很多这方面的经验，第一次爆发了我们 34 个月去恢复，平均恢复周期是 19 个月，而 10 个月是最近也是最短的一次恢复时间。这很棒，因为这意味着我们从过去学到了经验，并且缩短了恢复时间。

很不幸，我们所处的情况前所未有的，我们从新冠肺炎中看到的危机是 2008 年金融危机所带来影响的五倍，全世界有超过 1 亿个工作岗位流失或受到影响。正如我所说，这是迄今为止我们这代及过去几代经历的最大危机，损失达 2.7 万亿美元。为什么会有这么大的影响，因为旅行和旅游的发展与经济息息相关。它们贡献了世界 GDP 的 10%，工作岗位中有十分之一来自这一产业，这就是为什么“多米诺骨牌效应”会在全世界都具有毁灭性和重大意义。

2. 以史为鉴至关重要。从这 90 次不同的危机，尤其是 11 次疫情爆发中，我们可以学到哪些经验？

**格洛丽亚·格瓦拉：**不要重塑或创建新恢复流程。当我们尝试创建新流程时，这会减慢恢复速度，也会影响时间，我们要确保避免分开创建解决方案，或创建本地标准，这样只会增加限制和复杂性。我们还需向经历过疫情爆发的人学习。有很多经验可供我们吸取，比如中国应对疫情的经验；或在某些地区，我们的会员企业酒店是如何被提供给医生和护士使用的，他们有专业



的做法以减少受到新冠病毒的威胁。

比如 9·11 事件波及了全球旅行和旅游业,并且恢复速度非常缓慢。为什么这么慢,因为各项协定的实施延长了恢复周期,那些规定仅由安全部门人员协定,没有任何私营部门的参与,而且很不幸的每个国家分别制定了各自的规定。这种不确定性和统一标准的缺乏,不幸地引起了恐慌,这不利于旅行者建立信心,导致旅游业的恢复花费了更长的时间。当我们 9·11 事件与 2008 年金融危机进行比较,我们发现 2008 年恢复得更快,是因为我们以协调的方式来工作,简化 G20 的平台。财政部长们合力处理金融问题,他们准确指出当时亟需的是,以及该如何调动资源,这帮助我们更快地行动并更快地恢复。我们以统筹的方式进行并且共享信息,这降低了行动难度。

我们从过去爆发的几次疫情中吸取经验,从 SARS 病毒、MERS 病毒和 EBOLA 病毒的爆发中吸取经验,我们没有针对这三种病毒的疫苗,但是我们能够识别患者并将他们隔离。现在这些病毒是不同的,患者会出现不同症状,这一直是挑战之一,这就是为什么那些进行更多检测的国家能够识别出更多的患者,也能够更快地阻止疫情传播。

### 3. 为了更快地恢复旅游业,我们应该遵循哪些原则?

**格洛丽亚·格瓦拉:**为了更快地恢复旅游业,我们认为公私合作至关重要;我们需要建立或加强“无缝旅行体验”;我们需要接受全球标准和规定,那些规定必须由私营部门、健康专家及公共部门共同制定,而不仅仅是各自出台方案;我们需要拥抱新兴技术。

首先,最重要的一点是,全球协调一致对于疫后重建、消除旅行障碍以及重开边界都至关重要。预计恢复首先会从境内旅游业开始,然后是区域间,最后扩展到国际范围。我们需准确了解恢复的进度,以便可以出台相应的政策让所有相

关者都参与进来。公私合作是非常重要的。

**其次,加强现有的“无缝旅行”,而非重塑一个会给旅客带来焦虑和困扰,截然不同的新流程。其中需要加强的主要是医疗保障部分。**

在第一个阶段,并不意味着我们不能旅行,只要我们有能力隔离患者就可以旅行,疫情检测这一块是同样值得重视的。此外,只要我们在专家的建议下采取相应的措施进行行程追踪,人们就能四处旅行。因此我们不仅要接受检测,还要进行行程追踪,排查近两周的旅行史,以便实施隔离,并预知是否存在进一步的传播风险。在第二个阶段,我们可以采用“数字印章”记录旅客的订座信息以用于信息预报系统。

**第三,国际协定很重要,国际协定是由旅行行业及私营部门根据经验所制定的标准。**例如,我们的一些会员酒店在为医生和护士提供客房时,已经掌握了相关的专业知识,他们知道如何维护这些房间,它们都是一些不会受到新冠肺炎病毒威胁的酒店。我们会根据这些制定新的协定,本周我们便会发布并实施。我们即将发布与航空公司及机场的协定,明确邮轮和饭店的协定以及其他协定。重要之处在于,这些协定是全世界同行的标准,以便旅行者能准确了解到旅行中他们会有怎样的体验,这将帮助我们更快地恢复和重建信心。如果旅客在某次航班上被告知他们无需佩戴口罩,但在下次飞行中却需要佩戴口罩,他们是会感到困惑不解的。全球应该统一标准,不管是航班上、机场里或酒店内,这样更容易重振旅行者的信心。

**第四,继续支持旅行和旅游业,以便我们可以更快恢复并发展经济。**如前所述,在恢复期内,我们要先着眼于境内,再到区域间,最后到国际,当然还有户外、探险、山地活动。旅行和旅游业将会首先恢复,户外旅行将会比室内活动恢复更快,在封闭场所中的运动和活动的恢复将花费比预期更长的时间。





## Post-Pandemic Recovery Trend of the Global Tourism

### Gloria Guevara President & CEO of WTTC

**Question1:** WTTC represents the global private sector, represent every single industry from airports, airlines, cruises, destinations, everyone included in the ecosystem of travel and tourism. For the almost 30 years, WTTC have been doing a lot of research that has helped us to quantify the economic impact of travel and tourism around the world. From the research and data form WTTC, what is the difference between the crisis brought by COVID-19 and we have encountered in the past?

**Gloria Guevara:** Last year, we announced our relaunch of report that included the analysis of 90 different crises in the last almost 20 years, to travel and tourism from tourism or security challenges to outbreaks, natural disasters, or political instability. You will see here that in average political instability had the greatest impact. And then of course the minimum was ten months. But the second was the outbreaks. The outbreaks has been an interesting case that Asia has a lot of experience. The first outbreaks took us more than 34 months to recover. The average was 19, and 10 months was the last and the minimum which is great because it means that we have learned from the past, and we have improved the recovery time frame.

Unfortunately, we're living in an unprecedented situation. The crisis that we have seen from COVID-19 is five times the impact that we had from financial crisis in 2008. And a little bit over 100 million jobs around the world have been lost, have been impacted. As I say, this is the largest by far of all the crisis that we have seen in our generation and perhaps in the past generations. \$2.7 trillion have been impacted. And why is such a big impact? Because travel and tourism is relevant, is 10% of the world GDP as I mentioned before. And one out of ten

jobs depend on this sector. So that's why the domino effect has been devastating and significant around the world.

**Question2:** It is crucial to learn from the past. And when we analyse these 90 different crises especially 11 outbreaks, but also the major crises. What lesson can we learn here?

**Gloria Guevara:** *The first one is do not reinvent or create new processes.* When we try to create new processes that slows the recovery and that impacts of course the time frame. Let's make sure that we avoid to create solutions in silos or create local standards that they just add bottlenecks and complexity. And we also need to learn from the people involved in the outbreaks. For instance, there are a lot of lessons learned of that how China managed the experience or how our hotels from our members are being used in some parts of the world for doctors and nurses. And we really have that expertise to be COVID free.

For instance, in the case of 9·11, that was an awful situation and a crisis that impacted travel and tourism around the world. Unfortunately, the recovery was very slow. Why was very slow? Because it took longer due to the protocols implemented. Those protocols were defined only by security people without any input from the private sector. And unfortunately, every country came up with their own. So that uncertainty and lack of standard unfortunately creates some fear. And it's not good for the confidence of the traveller. It took longer to recover. Now when we compared that to the 2008 financial crisis, we learned that in the 2008, we recovered in an average of 18 months. It was bigger, the financial impact than the 911. However, we recovered faster. What happened is that we work in a coordinated approach, reduce the platform of the G20 .The financial sector



were very well with the ministers of finance and they define exactly what was needed and how things were gonna move. And that helped us to move faster and recover faster. It was in a **coordinated way**. And we share information and it was easier.

We also need to learn from the past outbreaks from SARS, MERS and EBOLA. We don't have a vaccine for those three. However, we were able to identify the sick people and isolate them. Now, yes, these viruses are different and it's a symptomatic which has been one of the challenges. But that's why the *nations that they're doing more testing have been able to identify the sick people and perhaps to stop the spread faster.*

**Question3: In order to recover faster, what principles should we follow?**

**Gloria Guevara:** So, to recover faster we believe it is essential, the public and private collaboration. We need to build or enhance actually the seamless travel experience not create a new one. We need to embrace global standards and protocols. But those protocols have to come from the private sector in conjunction with the experts in the health of course and the collaboration of the public sector, not only in silos. And we need to embrace new technologies.

The first one and very important, **a global coordinated approach is essential to re-establish operations remove travel barriers and reopen borders.** As we expect, the recovery is gonna be first domestic, then regional and then international. But we need to know exactly what is gonna recover and when, so that we can plan accordingly and involve the different players. Very important to do that private-public collaboration.

**Second is enhance existing seamless traveller journey.** Do not reinvent the new processes. That will create anxiety and issues with other travelers. We need to make sure that we just add the component of health.

If we don't have the vaccine, that doesn't mean that we cannot travel. We can travel as long as we can isolate the sick people. But perhaps a component of

testing it's important. So, it's not only testing but also contact tracing because we need to be able to know where we have been in the last two weeks in order to isolate and understand that if there's an exposure of more spread. So, let's look at the experience. And how do we have that component of health instead of reinventing a new travel journey.

**Third, very important are the global protocols.** The global protocols are standards defined by the travel industry, the private sector, from our own experience. Our members are offering hotel rooms to doctors and nurses, we already have the expertise. We already know how to maintain those rooms and those hotels are COVID free. And that's when it was included in the protocols. And just this week, we announce some protocols that they are gonna be implemented. We're gonna be announcing very soon protocols with the airlines and airports, of course. Clear for cruises and restaurants and other protocols. Very important that those protocols are standards throughout the world so that the traveller knows and the traveller knows exactly what is gonna be that experience. And that would help us to recover faster, to bring back that confidence. If the traveller is told that in one flight, they are not supposed to wear mask and in the next flight they were supposed to wear mask. That creates confusion. It has to be exactly the same protocol across the world for flying or for airports or for hotels. So that is easier to bring back the confidence from the traveller.

And last but not least, of course, **is the continued travel support the travel and tourism industry so that we can recover faster to financial aid, and of course, promotion.** In the case of the recovery, as I say before, we see domestic, then regional and then international and of course, outdoors, adventure, mountain, travel and tourism is gonna come first. It's gonna be part of this domestic but it's gonna be the outdoor travelling that we see that it will recover faster than the indoor, like the sports and for instance events in closed venues. Perhaps it's gonna take longer than expected.



## 中国山地旅游疫后消费趋势

中国旅游研究院院长 戴斌



### 1. 如何看到疫情以来，对中国旅游业产生的影响？

**戴斌：**从历程上看，中国在1月24号春节第一天就及时调整工作思路，从繁荣市场、保障供给，转向关闭景区、停止组团、防控疫情，从那时起，有组织的旅游活动就大幅度减少，直至全面停滞。3月12号，中国政府根据疫情防控的形势和各地复工复产的条件恢复了部分省市的省内旅游。也就是说，从3月12号开始，我们的旅游业转向防疫型复工的新阶段。五一劳动节假期，国内的旅游人次在五天之内达到了1.15亿人次，同比已经恢复到了53.5%，国内旅游收入达到了475.6亿元人民币，同比恢复了36.7%。所以从这一系列的数据判断，中国的旅游业在进入防控型复工的新阶段以后，消费的信心正在重新恢复，旅游产业发展的动能正在重新集聚。

### 2. 当前旅游业正在进入防控性复工的新阶段，这个新阶段有哪些特征值得注意？

**戴斌：**第一，游客会更加注重安全、健康、绿色、文明，这会带来一个旅游消费的巨大变化，事实上也是山地旅游发展的一个历史机遇，时代的机遇。大家可能不会再像过去那样人山人海地到处去打卡、胡吃海喝，大家可能会更加节制，更加注重跟家人在一起体验亲情、体验文化。事实上数据表明，目前的旅游是以周边旅游、家庭旅游、亲子旅游和定制旅游以及参与文化活动为主。这就意味着，我们的旅游消费在振兴的过程当中，也出现了一些新的变化，这些变化不仅会影响当下，也会影响今后相当长一个时期旅游业的发展。

第二，进入防控性复工新阶段以后，广大的旅游企业和市场主体将会更加注重科技、文化和旅游的融合发展，更加注重科技创新、文化创新、背后的人才和教育的支撑。

总之，当前和今后一个时期的旅游发展将会从传统的依赖老天爷留给我们的自然资源，老祖宗留给我们的文化资源为主的发展模式转向文化引领、科技支撑、融合创新、主客共享的新阶段。

### 3. 进入文化引领、科技支撑、融合创新、主客共享的新阶段后，产业层面会发生哪些变化？

**戴斌：**比如我们过去讲旅游业核心的业态是



旅行社,从旅行社走向旅行服务商,不是说我们不需要旅行社了,仍然需要,但我们需要更广义的旅行服务。我们不是说对团队游客有需要,这么多自驾游客出去,车旅协同的新业态会逐渐发展起来。我们在山地会有露营,露营就会带来场地的建设,会带来汽车、加油站、服务区、汽车旅馆、安全救援、金融保险、文化创意传媒等一系列的新业态。而不是说传统地我去看一下山就可以了,它的消费会更加趋于多元,更加丰富。我们不能满足他们的需求?

再比如说酒店,过去我们只盯着五星级酒店,可是我们看很多山居、民宿都会对我们传统的酒店形成补充完善,乃至一种颠覆式的创新。再比如说景区,过去我们说,到哪里去看山看水看风景,说旅游就是看风景。可是现在呢?大家出去旅游,年轻人可能更愿意强调“旅行”两个字。他们去体验异地的美好生活,他们不仅去看美丽的风景,更要去享受风景之上的美好生活,这就要求我们要有旅游吸引物的眼光来去重新审视我们面对的资源。这些新的变化,有需求面的变化,也有产业面供给侧的变化。当然更重要的,需求侧和供给侧、市场面和产业面发生变化以后,我们的产业政策、政府的法律法规、发展规划也会做相应的调整和改变。比如说国家文化公园的建设,十四五规划可能更加强调文化和旅游的融合发展,更加强调科技文化等新动能对旅游业的支撑作用。

总之我们旅游业正在进入防控性复工的新阶段,带来一系列新的机遇的同时,也需要我们下更大的功夫去研究市场。

#### 4.您对山地旅游有何期待?

**戴斌:**我希望山地旅游的从业者,不管是目的地的营销机构、建设机构还是跟山地旅游相关的企业,一定要坚持对旅游业发展的信心。旅游已经进入到国民大众的日常生活,它不会因为一次疫情而消失。在疫情结束以后,大家会更愿意出去旅游,就像这次五一体现出的这些新的现象一样。那么对于广大的山地相关业态、目的地和

投资运营,可能带来更大的机遇,那就是人们更加注重健康的生活方式。

山地旅游的徒步、攀登,到山里面去陶冶情操,乃至避暑、冰雪都可以依托山地来展开,像重庆还有很好的温泉资源,这些都是我们山地旅游为人民提供更加健康的旅行生活方式必不可少的难得的本地资源。希望山地旅游的目的地建设者和产业的运营商要下更大的决心、投入更多的资源去研究市场、研发产品。不是说有一个山大家就去了,过去我们可能是到山里面去看山看水,这是第一代产品,但对广大的年轻人来说,大家可能更加关注风景之上的生活,要去欣赏美丽的风景,更要去体验美好的生活。他们可能对交通、住宿、购物,乃至在一个地方看了风景以后有没有WiFi可以让大家快速地去分享朋友圈的美颜美照,都会有诉求。过去我们觉得这可能不是核心的需求,但现在看起来,核心不核心完全是由需求来决定的。所以我们要研究市场,真正研究年轻人的消费需求是什么,真正要去用好我们的科技文化的力量去创新产品,满足旅游市场的新需求。

要发布相关的数据。可以做一些追踪研究,经常去参加山地旅游的人,经过十年二十年是不是活得更健康呢?山地旅游的发展是不是对当地的扶贫,当地的经济社会发展产生推动作用呢,我们如果有这样一些案例、数据,就是有利于我们这个行业的发展。当然更重要的是要加强人才和经营团队的培养,资源固然重要,科技文化固然重要,但最后看的是人才。我们有没有一批热心国际山地旅游事业,能够用得上、留下来这样一批人才,将成为支撑国际山地旅游当前和今后一个时期发展的关键。

疫情总会过去,经此一疫,旅游业肯定会振兴起来,但不会回到过去。无论是旅游市场的恢复还是旅游产业的振兴,都衷心地期待国际山地旅游联盟能够发挥更加重要的作用。





## Post-Pandemic Consumption Trend of Mountain Tourism in China

**Dai Bin President of China Tourism Academy**

**Question1: How do we evaluate the influence of the COVID-19 pandemic on the China tourism industry?**

**Dai Bin:** Let's start by casting our minds back. On January 24th, the first day of the Chinese Spring Festival, we promptly adjusted our working mindset. The industry shifted its focus from thriving markets and ensuring supply to shutting down scenic spots, prohibiting travel in groups, to prevent and control the pandemic. Since then, organized tourism activities had been greatly reduced and even grounded entirely to a halt. On March 12, the Chinese government resumed intra-provincial tourism in some provinces according to the pandemic situation and the conditions of resuming work and production in various regions. That is to say, since March 12, China's tourism has turned towards a new defensive stage of resuming work under prevent and control measures. A series of data shows that during the recent May Day holiday, Chinese tourism restarting under prevent and control measures is entering into a new stage. We can see that the whole country the number of domestic tourists, has reached 115 million within five days, recovering 53.5% compared to last year. Domestic tourism revenue has totaled 47.56 billion yuan (about \$6.7 billion), a 36.7% recovery compared to last year. I can also share some more detailed data with you, it's quite interesting. For example, where did these people come from and where did they go? How long did they stay and how did they get there? Here are some figures that I can share with you. The average domestic trip distance was about 136 kilometers. People stayed out for around 40 hours on average. More than 60% of tourists went on self-driving trips, or drove by

themselves with family. Another interesting statistic we should take note of is the radius of travelers' destinations. For example, a tourist from Beijing took a self-driving tour to Hebei province with his family. They visited a scenic spot there, Yuntai Mountain for example. So what was the radius of movement at Yuntai Mountain? This year during the Labor Day holiday, the average travel radius of tourists at their destinations exceeded 16 kilometers which is 50% higher than during the Spring Festival. It means that tourists not only went out, but were also more active at their destinations. So, judging from the statistics, **after China's tourism industry has entered a new stage of resuming work under prevent and control measures, consumer confidence is rebuilding, and the development of the tourism industry is gathering momentum again.**

**Question2: China's tourism industry has entered a new stage of resuming work under prevent and control measures, what are the issues you need to be aware of?**

**Dai Bin:** First, tourists will focus more on a safe, healthy, green and civilized way of travelling. This will bring a huge change in tourism consumption. In fact, it also provides a historical, epochal opportunity for the development of mountain tourism. Now people may not go just to the most crowded places, visit the most popular places, eat and drink. Now, they are more likely to be more moderate, and spend more time staying with their families to experience that closeness, experience culture. In fact, figures show that at present tourism is mainly about peripheral travel, family travel, parent-child travel, and customized travel, as well as participation in cultural activities. It signifies that our tourism consumption



has undergone some new changes in the process of revitalization. These changes will not only affect the present but also the ongoing development of tourism for a long time.

Next, after entering into a new stage of resuming work under prevent and control, many tourism enterprises and market entities will focus more on the integrated development of science and technology, culture, put more emphasis on support for talents and education for scientific, technical and cultural innovation.

In a word, at present the traditional development pattern of tourism that relies much on natural and cultural resources handed down to us by our forebears, will gradually convert into a new stage led by culture, supported by technology, integrated with innovation and shared subject to object. From the perspective of Chinese industry, this stage will bring some new changes.

**Question3: What new changes will bring into this new stage led by culture, supported by technology, integrated with innovation and shared subject to object?**

**Dai Bin:** For example, we used to view travel agencies as the core industry format of tourism, making travel agencies transform into travel service providers. It doesn't mean that we don't need travel agencies anymore, we still need them. Instead we need broader travel services. Services are not just for the needs of group travelers. With so many self-driving tourists nowadays, a new format of cooperation between self-driving and travel will develop gradually. In mountains, people would like to go camping, this needs site construction. Likewise, a series of new formats such as automobiles, gas stations, service zones, motels, safety rescue, financial insurance, cultural and creative media will thrive. Today's mountain travel is more than sightseeing. Consumption tends to be more diversified and richer. Can we satisfy people's demands?

Take hotels as example. In the past, we thought only about five-star hotels. But today's growing mountain lodges and guest houses will complement and improve our traditional hotels pattern, or even shake up this pattern through innovation. Or look at

scenic spots. We used to think traveling means visiting mountains rivers and so on and traveling just means looking at scenery. What about now? When going on a trip, the youth would prefer to call it "traveling". They want to experience life in different places. They do not only visit the beautiful scenery, but also enjoy a new way of life on top of this scenery. It requires us to re-evaluate the tourist resources we have, with an ability to produce attractive tourist resources. These new changes include changes on the demand side, as well as changes on the supply side of our industrial chain. When changes take place in these two important sides, the demand side and the supply side as well as in the market and the industry, industrial policies, governmental laws and regulations and development plans will need to be adjusted and modified accordingly. For example, the construction of national culture parks. The 14th Five-Year Plan may place more emphasis on the integrated development of culture and tourism as well as the supporting role of new growth drivers like science and technology culture on tourism.

In short, while the industry is entering into a new stage of work resumption under prevent and control, which brings a series of new opportunities, it also requires us to work harder on our market research.

**Question4: What are your expectations for the mountain tourism market?**

**Dai Bin:** I hope mountain tourism practitioners whether local marketing organizations of destinations, construction organizations or enterprises related to mountain tourism, they all must maintain confidence in the development of tourism. Tourism has been a part of people's daily life, and it will not disappear because of the pandemic. Soon after the pandemic ends, people will be more willing to travel, just as the new situation and data from May Day demonstrated. So for the majority of mountain-related formats, destinations and investment operations, the aftermath will bring a greater opportunity, that is people will be more interested in healthy lifestyles.

Mountain tourism nourishes the soul, by going hiking and climbing and this can bring huge benefits to our development. Even summer resorts or ice



resorts can be used to market mountain tourism. Chongqing, for example, has excellent hot spring resources. All these are indispensable, rare local resources for mountain tourism to provide people with a healthier way of traveling. Therefore, as mass mountain tourism practitioners, we must stay strong, and keep confidence and determination in development. I hope that builders of destinations and operators of mountain tourism will do their best, be determined, and invest more resources to study the market, research and develop products. You can't just have a mountain and expect people to come. In the past, we just visited the mountain and enjoyed the views. This was the first generation of tourist products. But for most young people, they care more about living within the scenery, and they want to keep enjoying beautiful scenery, but also living the good life. They may demand more from transportation, accommodation, shopping, even whether there is WiFi so after taking photos of the beautiful scenery they can immediately share them on Wechat moments. Previously, these may not have been our core requirements. But now it seems that the core of services is completely determined by demands. So, we need to do more market research to learn what consumer demands of young people are. We should make good use of our scientific and technical, and

cultural strengths to innovate products in order to meet new demands of the tourism market.

Relevant data should be published. We should conduct studies, follow-up studies. Such as people who often travel in mountains are they healthier after 10 years, 20 years? You see? Or did the development of mountain tourism promote local poverty alleviation and the development of the local economy and society? If we have such cases and statistics, that would be conducive to the development of the industry. What's more, it is more important to strengthen the training of talents and management teams. There's no doubt that resources, science and technology, and culture are significant. But talents are the key of the industry. If we have a group of professionals who are enthusiastic about international mountain tourism, and show their capacities and stay in this field, it will become the key to supporting the current and future development of international mountain tourism.

The pandemic will end eventually. After this pandemic, the tourism industry will definitely revive but it will not return to its past. Whether the recovery of the tourism market or the revitalization of the tourism industry, they are all sincerely hoping IMTA can play a more important role.



## 防疫常态化与山地旅游

### 资深旅游专家 魏小安



#### 1.如何看待防疫常态化?

**魏小安:**2020年的新冠病毒疫情可以说是第二次世界大战之后,影响世界的最大一次危机。中国提出防疫常态化,而且按照这个方式推进。现在很难谈疫后,概率更高的可能是疫情常态化,也就是说我们要伴随着疫情来研究我们山地旅游的发展,这一轮过去了,下一轮又开始,与此相伴的则是防疫常态化,轻重缓急,分别对待,才是我们探讨山地旅游的前提。

**2.新冠疫情使山地旅游受到重创,这是我们的危险,但是危中有机,危中创机,如何看待山地旅游的危与机?**

**魏小安:**从山地旅游来看,现在恰恰是可以

认识危机,创造机遇的时刻。山地旅游的危与机可以从以下五个方面来看:

一是**市场需求**。长期的隔离,使所有人能够向往户外活动。但是很多户外活动受到限制,只能适度开展,而山地则基本没有限制,可以放开手脚对应全面的市场需求。

二是**自然追求**。山地是大自然的集中体现,也是对自然的深入体验。

三是**防疫条件**。山地难以聚集,形成自然隔离,可以放心放手。

四是**健康追求**。山地旅游本身就是健康旅游,锻炼身体、呼吸自然。

五是**山地文明**。山地本身就创造了新的生活方式,也形成了一种山地文明,需要更深入地感受。因此,山地旅游会成为旅游复苏的先导,进一步成为旅游需求的主体。

**3.防疫常态化之下,山地旅游要如何推进?**

**魏小安:**首先是**发展路径**。复合型山地,综合性推进,我们不能把山地理解得太简单了,没有一个山是单一的,一定是复合的。

**其次,是山地生活方式**。在历史过程中,人们总是趋近于向平原和水滨聚集,山地被长期边缘化,也由此形成了山地居民坚韧的特点。随着现代社会的发展,山地越来越引起人们的关注,尤其是在环境质量下降的情况下,这种吸引力越来越大。在世界范围内的山地也自然形成了山地聚





居生活,创造了丰富多彩的山地文明。一是由于生活艰苦,交通不便和信息相对隔绝,山地文明形成了意识形态多样化;二是历史延续性,无论怎么艰苦,几千年都延续下来了;三是对自然的敬畏比平原、水滨要强得多;四是对宗教的本能;五是对外来人的亲近。从生活方式的角度来看,农业文明的时候,聚集在平原,到了工业化时期,工业文明要求聚集在沿海,到了后工业化的时期,进入生态文明,所以要聚集在山地,山地生活方式应该是社会生活的高端,山地一定要创造一种幸福的生活方式。我们要在山里创造幸福的生活方式。

**然后,是山地旅游的成长。**世界山地旅游是从欧洲起步扩展到北美进而推衍到世界,这和工业化的发展过程是一脉相承。由于山地的形态有所不同,山地旅游的方式也各有千秋。欧洲以阿尔卑斯山为主体,形成山地徒步和滑雪的主要山地旅游方式,进一步升级为小镇方式。北美洲则是山地度假和峡谷探秘的结合,大规模的户外运动成为主流,也引导了全世界的山地旅游,总体形成了资源多样化,产品多样化的状态。当代社会,科学技术的升级,使人类的活动能力急速扩张,上天入海已经不是新鲜事情。休闲度假的刚性需求,迫切需要开拓新的领域,山地旅游被市场推向了历史前台。这不是我们想不想做的问题,是我们必须做和怎么做的问题。

**再次,是山地旅游面临的困难。**客观来看,山地旅游的提升面对着一系列的困难。一是交通不便;二是其他基础设施不足;三是季节性制约;四是实际运作,山的品牌一般都大,落实到具体项目上则难以把握;五是投资回报,只靠市场的投资,成功的只是少数,政府必须发力。对于山地来说,注重的是基础条件,不需要豪华;交通不便是普遍情况,最好的方式是做索道,能够解决比较大的客流登山的问题,也有助于山地环境的保

护。

**最后,是复合型认识与复合型发展。**山地旅游要有复合型的解读,不能简单地局限于山体风光。一是山居,山中居住,与蝉为伴;二是山游,山地观光,云起云飞;三是山玩,丰富感受,体验自然;四是山动,运动项目,丰富多彩;五是山吸,清新空气,畅快呼吸;六是山野,城市拘束,总算撒野;七是山赛,竞赛追逐,感受成就;八是山索,索道开路,拉动发展;九是山享,全面体验,享受新生活。

首先要长短相较。哪里发展旅游都会有长处和短处,需要客观认识,全面分析,既不能妄自尊大,也不宜妄自菲薄;其次要扬长避短。按照国际经验,一是大中小结合,高中低结合,一般而言山地旅游发展最好采取组团式的发展方式,因为组团式才能形成规模,才能提高档次、丰富服务、让客人享受。二是突出重点,形成聚集,切忌全面开花。三是以点带面,不能以传统观光方式强化旅游线;再次是要化短为长,换个角度,换个思路,短处就是长处,交通不便可以做高端,比如说一个山地度假酒店,采取的是直升飞机,客人坐直升飞机到了这个酒店,酒店的四面都很陡,有的是悬崖,但是非常高端,可以哪儿也别去,酒店什么都满足你,这就是交通不便做高端。季节转换是吸引力,我们老觉得冬天不能做,但很多山地冬天大有文章,比如说南方的山地,一般冬天都有雾凇,北方的山地有冰沟、冰河,这都是特殊的吸引力,要把这种吸引力挖掘出来。

总之,在防疫常态化情况之下,山地旅游迎来了好的发展时期,需要完善产业链、提升供应链、对应需求链,谋求新发展。



## Normalization of Pandemic Prevention and Mountain Tourism

### Wei Xiao'an Chief Expert of World Tourism Cities Federation (WTCF)

**Question1: How do you think the normalization of pandemic prevention?**

**Wei Xiao'an:** The 2020 COVID-19 pandemic we can say has been the biggest crisis since 2nd World War. China put forward "the normalization of pandemic prevention measures", promotes COVID-19 prevention and treating infected patients. It is not suitable to speak of "post-pandemic" now. What is more, probable is normalization of the pandemic. In other words, we should conduct mountain tourism research, that considers the pandemic. This round ends, and another begins. Along with this, is normalization of pandemic prevention. Handling things appropriately according to the threat level, we must do this before we can discuss mountain tourism.

**Question2: The mountain tourism industry has been wounded by COVID—19. This is the challenge we face now. However, out of this challenge opportunities arise and can be seized. What are the challenges and opportunities facing mountain tourism?**

**Wei Xiao'an:** From the perspective of mountain tourism, now is the time to realize that crisis begets opportunity as five following aspects:

**One aspect is market demands.** Due to long-term quarantine, all of us yearn for outdoor activities, but many outdoor activities have been restricted and can only be launched cautiously. But there is basically no limit on mountain tourism. We can launch mountain tourism programs freely and respond the call of the market.

**A second aspect is the pursuit of nature.** Mountains are a concentrated reflection of nature allowing us to immerse ourselves in nature.

**The third, is good anti-pandemic conditions.** In mountains, it's hard for people to gather, forming a natural quarantine. We can take it easy in mountains

in terms of anti-pandemic measures.

**The fourth aspect is the pursuit of health.** Mountain tourism is healthy tourism people move their bodies and sooth their souls with fresh air.

**The fifth is mountain culture.** Mountains create new lifestyles. They also form a kind of mountain civilization. Tourists need to deeply experience this. Thus, mountain tourism will be the pacesetter in the recovery of tourism and be the main supplier responding to tourism demands.

**Question3: How to promote mountain tourism under the normalization of pandemic prevention?**

**Wei Xiao'an:** **First is about approaches to development.** We should comprehensively develop complex mountains, we can't look at mountains simplistically. Various mountains in various places, are all different.

**The second is mountain lifestyles.** Throughout history, people tend to live in plains and waterside, so mountains have been marginalized in the long-term. And that's why mountain inhabitants are tough. With the development of modern society people increasingly pay attention to mountains. Especially when the environment has declined, this attraction becomes more and more powerful. Around the world mountains where people gathered and created various mountain civilizations. First, life was hard, there was poor transportation and relative isolation, mountain culture creates a diversity of ideologies. Second is historical continuity. However hard it is, civilization has stayed for thousands of years. Third is people who live in mountains respect nature more than people living in plains and watersides. Fourth is instinct for religion. Fifth is kindness to strangers from other places. From the perspective of lifestyle, during agricultural society, people gathered in plains. After entering the industrial age, people gathered in places by the sea. After entering the post-industrial age,



people want to gather in mountains. So the mountain lifestyle should be a high-end lifestyle. We should create happy lifestyles in mountains.

**The third is mountain tourism growth.** The mountain tourism worldwide naturally began in Europe and expanded to Northern America and then further to the rest of the world, this is consistent with the course of industrial development. However, because the appearance of mountains is not uniform, mountain tourism can also be varied. In Europe, the Alps is the main mountain region. Mountain hiking and skiing are the major programs of mountain tourism then move to the small town way. In Northern America mountain vacationing and valley exploration are the major programs. Large-scale outdoor programs have become mainstream. and also take the lead in mountain tourism around the world. Overall, this has led to varied resources and varied products. With the rise of science and technology in modern society, the human ability to engage in different activities increases rapidly. The scope of human activities has no boundary. Flying in the sky or diving in the ocean has become normal. But, these are not the destinations that can support large numbers of tourists. The rigid demands of leisure vacationing in particular have forced the development of new regions. Now mountain tourism has been put front and center by the market. It's not about whether we want to do it, we have to do it so how should we do it ?

**Fourth, difficulties in mountain tourism.** Objectively speaking, the growth of mountain tourism faces lots of problems. **(1) Transportation is poor.** **(2) Short of other infrastructure.** **(3) Restriction of seasons.** **(4) Actual operation.** Mountain brands are generally big and it's hard to develop programs related to the mountain's brand. **(5) Returns on investment.** Relying only on market investment, only few programs succeed. The government must lend a hand.

**Fifth is integrated cognition and integrated development.** Therefore, we should approach mountain tourism in an integrated way. Mountain tourism can't be limited to just mountain views. **(1)** It means staying in the mountain and live with the cicadas. **(2)** Having mountain tours where you can enjoy mountain views. **(3)** Having fun in mountains deeply, experiencing nature. **(4)** Having a rich variety of mountain sports programs. **(5)** Breathing freely in the fresh mountain air. **(6)** Escaping the confines of the city in the mountain wildness. **(7)** Mountain races

chasing after each other and pursuing victory. **(8)** Mountain cableways as a driver of development. **(9)** fully enjoying the new mountain lifestyle. Thus, above all, we should consider both strengths and weaknesses. Tourism development in any place has both strengths and weaknesses. They need to be analyzed objectively and comprehensively. It's not appropriate for us to be too proud or too overconfident. Based on international practice, one way is to combine big, medium and small elements or to combine high, middle and low elements. Generally speaking, mountain tourism can be developed through groups, only this way can it be developed to a certain scale, to a certain level with more services. And only then will guests enjoy their trip. After that we should focus on and concentrate our highlights. Overall, development should be guarded against. The third is “from point to surface”. We can't build tourist routes based on traditional sightseeing.

Weaknesses can become strengths when we approach things differently. For instance, we can make high-end mountain tourism programs with poor transportation. If in a hotel for mountain vacationing transport could be done by helicopter. When guests take helicopter to the hotel, they'll find the hotel is surrounded by steep mountains and even cliffs. But it's a very high-end hotel. When people arrive at the hotel, they stay there rather than go to other places. The hotel can meet all of your needs. This what I mean by making high-end services with poor transportation. Season shift is also attractive. We always think of winter as bad for mountain tourism. But many places have unique views in the winter. For example, in mountains in the South, people can see the rime in the winter; there are iced canals and iced rivers in the mountains in North. These are a unique attraction. Such attraction should be explored and developed.

All in all, under these circumstances of anti-pandemic normalization, mountain tourism can welcome a development opportunity. We need to improve industry chains and supply chains link with demand chains and seek new development.



## 旅游全球化背景下山地旅游发展思考

携程集团联合创始人兼董事局主席 梁建章



1.近年来山地旅游发展迅速,也受到深度玩家的欢迎。当然,优势跟挑战并存,山地旅游也需要有进一步的发展。我们应该从哪些方面对山地旅游进行提升?

**梁建章:第一,既要青山绿水,也要金山银山。**环保跟旅游并不矛盾。尤其是山地旅游,如果能够在严格的环保规范下进行开发更多的旅游设施,就更能促进山地旅游,也会把更多的青山绿水变成金山银山。

**第二,更加国际化。**我认为中国现在很多旅游“硬件”设施已经跟世界水平接轨,自然环境条件又非常好,缺乏的是国际化的服务水平等“软件”。

**第三,注重高品质跟特色化。**山地旅游其实有很多不同的主题、多元的特色,把每个地方的特色充分发挥出来,让每一个游客去不同的地方体验不一样的特色,这样游客就可以重复地去体验不同的山地旅游。





## Opinions about Mountain Tourism under Tourism Globalization

James Liang Co-founder & Chairman of Trip.com Group

**Question1:** In recent years, mountain tourism has registered fast development that is looked forward to by in-depth players. Of course, there are both advantages and challenges. Mountain tourism is also expecting further development and improvement in every aspect. How should we promote mountain tourism?

**James Liang:** The first thing is while we hanker after "gold mountains", we can not do without green ones. Environmental protection may not collide with tourism. Especially for mountain tourism, if more tourist facilities can be developed under strict environmental protection regulations, mountain tourism can be driven forward even more and turn

more natural beauty into invaluable assets.

**The second thing is to be more international.** I believe the tourist facilities in China are already at the international level. We have very good natural conditions. What we lack is probably some services software to serve international guests.

**The third thing is to strive for high quality and specialization.** Mountain tourism has many different themes and diversified styles, but how can we give full play to local features in different places and bring every guest different experiences in these places, so guests can dive into mountain tourism over and over again but with very different experiences?



## 智慧与健康同行 于危机中寻发展

### 携程集团高级副总裁 李小平



#### 1. 从携程的数据来看,当前旅游业情况如何?

李小平:2020年的开篇并不太顺利,尤其是对于我们旅游业。疫情对经济的打击,旅游业首当其冲,好在我们已经看到了曙光。随着国内疫情防控的常态化,市场对在国内安全出行的信心也正在逐步恢复,从五一假期看,国内游客人次同比恢复近6成,国内旅游收入同比恢复近4成,环比4月增长了1倍。从携程平台的订单和搜索数据来看,这个趋势还在持续增长,反映了大众出游的迫切需求,我们有理由对旅游业的复苏充满信心。

#### 2. 每次灾难都会引发时代反思,也会“倒逼”经济现象和商业模式的迭代。此次疫情后,旅游产品将有哪些热门发展方向?

李小平:一是生态旅游。疫情激发了人们对

自然、健康的需求,同时也树立了不去人群密集地,不扎堆的安全防范观念。根据携程订单分析,当前以及未来一段时间内,市场需求估计会以分散式定制小团体活动,精品化的休闲旅居场景为主流。而以山水,分散式为特性的自然生态类旅游产品具有人少地广、大自然空气更纯净、清新的特点,比较符合目前出行大众的安全需求。

二是康养旅游。疫情之后,大众的健康意识进一步提高,旅游观念也会发生比较大的转变。大众会更加追求积极健康的旅行体验,对于旅游目的地而言就不能止步于好山好水,还要营造安全、宜居的度假休闲空间,从而争取更多的候鸟式游客。

三是户外运动旅游。这次疫情促使大众的健身意识觉醒,人们对于体育锻炼和强身健体的消费需求将会涌现出新动能。户外运动旅游不仅锻炼人的体魄与耐力,陶冶人的心灵和性情,促进人际交流,有望成为疫情之后市场大众,尤其是“后浪”群体青睐的旅行方式。

四是乡村旅游。当下在出境游和国内长线游暂未恢复的情况下,短途游、乡村游成为旅游复苏的主力军。近年来乡村旅游也已经不再是简单的观光游览,而是融合了休闲旅游、生态环保、健康养生、农事体验等新业态、新产品。在这次疫情的刺激下,乡村旅游正被更多人接受,发展空间比较可观。

五是智慧旅游。和往年“五一”小长假不一



样,今年五一国家对景区提前发出了完善预约制度,接待量不超过 30%最大承载量等要求。全国各个景区纷纷开启智慧建设步伐并与在线旅游平台包括携程合作,提出了智慧景区服务标准。游客通过携程等平台即可享受实名认证,无接触服务,秒入园、无忧退、语音导览等服务。目的地和旅游企业通过加强智慧旅游的建设,一方面有助于提升危机监控和管理的能力,另一方面可以通过大数据精准识别市场需求并开展精准市场推广。

3.从某种角度来说,疫情下的蛰伏期是难得的“练内功”休整期。对于山地旅游来说,应该如何找准方向,在疫情过去之后打一个漂亮的“翻身仗”?

李小平:第一,打造好山地旅游产品。很多游客的认知可能还停留在“登高望远”,对于山地旅

游的其他“打开方式”缺乏了解,所以建议山地旅游目的地,尤其是旅游企业做好产品研发的基础工作,多多挖掘山地旅游玩法,行成攻略,形成产品,包括体验性产品、活动性产品、线路产品串点成线等。

第二,做好宣传,酒香也怕巷子深。优质的资源,高品质的产品,还需要做好营销宣传。要创新山地旅游营销,结合目的地山地旅游品牌,灵活结合运用产品营销、活动营销、内容营销等多元化方式。

要通过精准化渠道去进行传播,发挥好“互联网+旅游”技术优势,以大数据精准识别山地旅游的潜在客源,然后以大数据实现精准触达,在对的时间把对的内容传达给对的人。



## Along with Intelligent and Health, Seek Development Opportunities from Crisis

### Li Xiaoping SVP of Trip.com Group

**Question1: How do you think the current situation of the tourism industry from the Ctrip data?**

**Li Xiaoping:** 2020 was off to a not-so-auspicious start, especially for us in the tourism industry. Tourism has borne the brunt of the economic impact of the pandemic, but we are seeing the light at the end of the tunnel. Now that pandemic control measures have become the norm, market confidence in domestic travelling safety is on a steady rise. The five-day May Day holiday saw 60% of tourists of last year and 40% of revenues, almost twice as much as April. Based on the orders and search data on Ctrip, this trend is still emerging which reflects the urgent need for travelling among the public. We have good reason to be confident in the recovery of tourism sector.

**Question2: Each disaster is followed by introspection and shifts in economic and business patterns. What are the development directions of tourism products after this pandemic?**

**Li Xiaoping:** First, **ecotourism**. COVID-19 pandemic stimulated the demand for natural and healthy tourism, and fostered a strong safety awareness of staying away from crowds. The analysis of orders on Ctrip shows that market demands for small customized group tours and premium leisure tourism are expected to stand out going forward. Ecological tourism featuring natural landscape and small groups offers tourists vast areas and fresh air while keeping them away from throngs, and accordingly caters to public need for travelling safety.

**Second, health tourism.** The pandemic has posed a dire threat to public health and safety and will raise people's health awareness. In terms of tourism, active and healthy travelling experience will gain popularity among the public. As for tourist destinations, they

cannot rest satisfied with only beautiful natural scenery but should work for safer and more tourist-friendly leisure tourism. In doing so, they can draw more migrant birds tourists.

**Third, outdoor sports tourism.** The pandemic arouses people's deep awareness of doing exercise and new drivers of consumption demands for sports and fitness will emerge as exercise. Not only promote good health and stamina, but also cultivate people's minds and spirits, facilitating interpersonal communication, and satisfying tourists. As such, tourism is expected to win the favor of the public, most notably the younger generation.

**Fourth, rural tourism.** At this point when outbound tourism and domestic long-distance trips are yet to recover, short trips and rural tourism become the main force in the rebound of tourism. Recent years have witnessed the transition of rural tourism from merely a form of sightseeing to a combination of new forms and products like leisure tourism, ecotourism, health tourism and farm work experience, which hold increasing appeal to tourists. Energized by this pandemic, rural tourism now sees more acceptance and brighter prospects.

**Fifth, smart tourism.** Different from May Day holidays in previous years, this year China enhanced booking systems in scenic areas in advance, allowing only 30% of their full capacity. Scenic spots across the country started to adopt smart technologies, and worked with Ctrip and other online tourism platforms, and proposed the standards for smart services in scenic areas. On platforms like Ctrip, services such as real-name registration, contactless services, fast entrance, carefree refund, audio guide are available. Tourist destinations and tourism businesses by making tourism smarter, can enhance their capacity of





monitoring and managing crisis, and target market demands and carry out precision marketing with the assistance of big data.

**Question3: The pandemic has in a way, offered some rare opportunities to the leapfrog development of mountain tourism. How should keep our minds clear, identify the right directions and prepare for future tourism mountain growth?**

**Li Xiaoping: First, create excellent mountain tourism products.** When it comes to mountain tourism, many tourists still see it as just hiking and lack knowledge about the rest of mountain tourism. Therefore, I suggest that mountain tourist destinations especially tourist businesses should do the basic job of research and development unearth more ways for mountain tourism and make it a strategy and product.

**Second, good promotion is important.** “The best

wine would still be left unnoticed if tucked away in a back alley”, which means quality resources and products also need good promotion and marketing. There are two important points here. We should innovate marketing of mountain tourism by promoting products, activities and content flexibly based on local mountain tourism brands.

**Promotion should be done through precise channels.**We should utilize “Internet + tourism” model, precisely identify potential clients of mountain tourism with big data and promote our products precisely with big data, which is to deliver the right content to the right people at the right time.



**议题 Theme: 应对挑战、把握机遇、携手前行**

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Tackle the Challenging Task, Seize Opportunities  
and Move Forward Hand in Hand

**线上论坛 Online Forum      连线讨论 1 Panel 1**

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时间:2020 年 5 月 29 日 上午 10.20—11.30      Time:29 May 2020 10.20am—11.30am

**直播平台 Live Streaming Platforms:**

推特(TripAdvisor 中国)、携程微信小程序、腾讯新闻 APP、网易新闻(APP)  
Twitter (TripAdvisor China), Ctrip WeChat Mini-Program, Tencent News App,  
NetEase News App



## 连线讨论：疫情危机对全球旅游业的影响

### 亚太旅游协会(PATA)首席执行官 马里奥·哈迪



#### 1. 新冠疫情对全球旅游业带来了怎样的影响,我们应该如何应对?

马里奥·哈迪:在目前这个形势下,无论各位身处何方,我都希望大家都能保持安全 and 健康。

作为亚太旅游协会的首席执行官,首先我想借此机会感谢国际山地旅游联盟组织这次活动。

新冠肺炎对世界经济造成了严重冲击,旅游业正面临有史以来最大的危机,现在比以往任何时候都需要我们齐心协力去建设一个**更有韧性、更负责任、更可持续发展和更强大的旅游业**。

据调查显示,每个人心中都有一种强烈的渴望,一旦限制解除就准备出门旅游,奔向大自然的怀抱。这对涵盖了各式各样大自然活动的旅游业来说是个好消息。当我们重启旅游业时,将会有一个独特的机遇来确保我们重建一个更强大、更有韧性、更负责任且更可持续发展的行业。让我们共同期待能够在美丽的群山中度过我们的下一个假期!





## Panel: The Impact of COVID-19 on Global Tourism

### Mario Hardy CEO of Pacific Asia Travel Association (PATA)

**Question 1: What is the impact of COVID-19 on global tourism and what should we do with it?**

**Mario Hardy:** Wherever you may be, I hope each one of you are staying safe and healthy during the current situation. As the CEO of Pacific Asia Travel Association (PATA), I want to first take the opportunity to thank IMTA for organizing this event.

The COVID-19 pandemic presents a severe threat to the world economy, and in particular, the global travel and tourism industry. As the industry faces one of the greatest threats it has ever seen, now more than ever we need to work together to build a **more resilient, responsible, sustainable and stronger travel and tourism industry.**

Research shows that on the top of everyone's mind is a deep desire to travel and escape to nature as soon as travel restrictions are lifted which is good news for tourism industry stakeholders involved in nature based activities. As we reset the tourism industry, we have a unique opportunity to ensure we build a stronger, more resilient, responsible and sustainable sector. Let's hope we can all enjoy our next holiday in mountain areas soon!





## 连线讨论：山地旅游目的地可持续发展

原世界旅游组织可持续发展部主任 尤金尼奥·尤尼斯



**1.山地旅游目的地的可持续发展一直以来都是业界所关注的话题，也是山地旅游面临的一个重要问题。在当前新冠疫情冲击的背景下，您认为山地旅游面临的的主要危机发生了怎样的变化？所面临的困境，对山地旅游的未来发展有何导向性意义？**

**尤金尼奥·尤尼斯：**目前的特殊状况给了我们机会去重新思考如何以更可持续且负责任的方式发展和实践旅游业。

可持续且负责任主要是指旅游服务业的生产和提供给顾客的方式。责任主要指游客消耗这些服务的方式。卫生危机对旅游业影响严重，现在预测旅游业何时恢复还为时过早，但可以肯定的是旅游业不会也不可能回到疫情之前。尽管一

些政府、公私组织，还有非政府组织在过去二、三十年里为了旅游业的可持续性发展做了很多努力，但事实是只有一小部分旅游业从业者真正关心旅游业的发展，愿意减少排放来阻止气候变化为社区提供可持续性的谋生之道。

许多热门旅游景点，包括自然文化遗产，正遭到缺乏约束的过度旅游活动的严重破坏。山区应当利用这次危机来评估改进和重新定义山区旅游业，以便将其纳入当地更完整的可持续发展战略中，并使生活在当地的社区受益。

**2.从规划的角度来看，业界应如何更好地应对疫情，使其对山地旅游的影响降到最低？**

**尤金尼奥·尤尼斯：**山区旅游、乡村和偏远地区的旅游业，很可能在疫情结束后成为游客的首选目的地，游客们会尽量避免去人流密集的地方。但无论游客去到哪个景点，他们对环境公共卫生的要求会很高，对个性化服务要求会很高，并且他们很可能以小团队规模旅行，而不是参加大型旅游团。

因此住宿和餐饮服务提供者以及旅游组织者，必须调整基础设施和服务来满足新的需求，给游客一种不仅是免受新冠病毒威胁，而且没有任何卫生或安全风险的一种体验。

**3.山地旅游倡导绿色低碳、健康环保、亲近自然，这对于疫后的旅游发展来说是难能可贵的。您认为在疫后，山地旅游还有什么**



可待挖掘的倡导意义？

**尤金尼奥·尤尼斯：**与旅游业有关的严重自然环境污染或剥削贫困社区来提供廉价旅游服务或对传统生活方式民间风俗和手工艺品的曲解，在疫后仍不该被接受。无论有没有流行病，旅游业都必须诚信可靠，能尊重和造福当地居民且对山区文化和山区生态平衡有所裨益。这些新的要求是在从侧面尊重这些地区的环境承载力，相应的挑战将得到创新和发展，以可持续性发展为

中心，新的山区景点要分散整个地区的游客，减少景区人数饱和的压力，同时满足日益增长的需求，造福更多山区社区。

综上所述，我预测将要面临两大挑战：

**第一，调整现在所有的旅游基础设施和服务，**以确保游客和当地居民的健康和安全。

**第二，挑战。**开发新的可持续性发展的山区旅游景点，以便扩大景区供应，分散游客需求，并让旅游业带来的好处造福到更多住在山区的人。



图片来源：<https://huaban.com/pins/1134513861/>



## Panel: The Sustainable Development of Mountain Tourism Destinations

### Eugenio Yunis Former Director of Sustainable Development of Tourism, World Tourism Organization

**Question1:** The sustainable development of mountain tourism destinations has always been a topic of concern within the industry, as well as an important question facing mountain tourism. Against the current backdrop of the impact of COVID-19, what changes do you see in the main crises that mountain tourism is currently facing? Can these difficulties serve as a guide for mountain tourism's future development in any way?

**Eugenio Yunis:** The exceptional circumstances that the world is currently living give the opportunity to pause tourism promotional efforts and dedicate time and energy to re-think ways to develop and practice tourism in a more **sustainable and responsible** way.

Since sustainability refers mainly to the way in which tourism services are produced and delivered to customers, while responsibility refers mainly to the way those services are consumed by tourists. The sanitary crisis is deeply impacting on tourism, and it is yet too early to measure all the impacts and to forecast when tourism will resume. But what is certain is that tourism will not and cannot go back to what many considered to be normal before this pandemic. In spite of many efforts made by some governments, and many public and private organizations and NGOs in the last two or three decades, to make tourism more sustainable, the truth is that very few stakeholders were seriously managing tourism growth, or reducing their emissions to halt climate change, or providing sustainable livelihoods to host communities which are main objectives of sustainabilities.

As a result, the natural and cultural heritage at many popular tourism destinations was being

seriously damaged by excessive and uncontrolled tourist movements, including in some mountain areas to use this crisis as an opportunity to assess, revise and re-define tourism in mountain areas in order to insert it within more integral sustainable development strategies of those areas and to the benefit to their communities living in there.

**Question2:** As you say, COVID-19 has had a huge impact on mountain tourism. From the perspective of follow-up planning, how should the industry cope better with the pandemic and minimize its impact on mountain tourism?

**Eugenio Yunis:** Mountain tourism, together with tourism in rural and isolated areas, are likely to be the first forms of tourism to be practised once the pandemics is over. Tourists will try to avoid mass destinations, big hotels, crowded restaurants, museums and similar urban and beach attractions; these trends open a great opportunity for diversifying mountain tourism and the variety of products it can offer. But whatever the destination they visit, tourists will require high sanitary and hygienic standards, a more personalised service, and they will more probably travel in very small groups instead of large package tours.

Therefore, hotels and other accommodation and catering establishments in mountain areas, as well as tour organisers and all businesses serving tourists, must adapt their infrastructure and services to respond to these new requirements and give the tourists an experience which is not only COVID-19-free, but also exempt of any other sanitary or security risk.





**Question3: Mountain tourism advocates green, low-carbon, healthy environmental protection, and being close to nature. After the pandemic, these commendable goals will become more challenging. After the pandemic, is there anything new that mountain tourism can do in terms of advocacy?**

**Eugenio Yunis:** High levels of tourism-related pollution of natural environments, or the exploitation of poor communities for offering cheap tourist services, or the distortion of traditional ways of life, folklore and handicrafts should not be acceptable in the post-pandemic future. With or without pandemics, tourism must be really authentic, respect and benefit local people, and help to maintain cultures and ecological balance in mountain areas. All these new requirements will possibly result in a reduction of tourism flows to currently popular mountain resorts destinations, but this is not to be

regretted; indeed, it will be an implicit respect of the carrying capacity of those territories. The corresponding challenge will then be to innovate and develop, with sustainability at the centre, new mountain destinations in order to disperse tourists across the territory, alleviating the pressure on saturated destinations, while satisfying growing levels of demand and benefitting more mountain communities.

**In summary therefore, I foresee two main challenges ahead:**

**The first one is to adapt all existing tourism infrastructure and services** in order to ensure high health and safety standards for tourists and locals.

**The second challenge is to develop new, sustainable mountain destinations** in order to expand supply, disperse demand and extend the benefits of tourism to more people living in mountain areas.



Source : <https://www.pexels.com/zh-cn/photo/1615766/>





## 连线讨论：山地旅游未来发展新趋势

### 欧洲旅游协会首席执行官 汤姆·詹金斯



**1. 自然资源是发展山地旅游的基础。欧洲像瑞士、奥地利、法国等国以阿尔卑斯山为主体,通过打造山地徒步、滑雪等户外运动项目,并进一步升级为小镇旅游综合体,为世界山地旅游打造了成功的范本。您认为其中有哪些经验值得我们借鉴?**

**汤姆·詹金斯:**一些高度发达的旅游胜地,比如阿尔卑斯山脉,它们的独到之处在于把消费者放在促进发展的最前沿,而在欧洲的其他大多数地区、居民还有农业的发展仍然占主导,这是这些地区的魅力之一。你无法体验那些高度发达面向消费者的旅游产品,就像你在阿尔卑斯山,斯堪的纳维亚或是苏格兰体验的那样,但这也意味着这些地区仍然有发展的机会,不过也会有许多

当地人抗议这种发展。

我认为拿中国作比较的话,欣赏山间美景,在欧洲其实是一种最近才出现的现象,人们对山间美景的欣赏、描绘和对山水的玩乐体验仅仅有250年左右的历史,而在中国,这种对山川的欣赏能追溯到千年以前,追溯到唐代,比如杜甫这样的诗人。欧洲人没有中国这种欣赏山水的悠久传统,前路漫漫,我们还有很多需要学习的地方。

**2. 客观来看,山地旅游的发展、提升受到交通、基础设施及季节性等因素所制约,道路、索道等基础设施的修建,对自然环境会不可避免地有一些影响。欧洲是如何突破这些瓶颈以实现山地旅游的可持续发展的?**

**汤姆·詹金斯:**说到山区旅游我们不得不提环境问题。我认为从经济角度来说,这些地区除了发展旅游业以外,几乎没有其他创造就业的机会和创造财富的方法。尽管这会带来许多问题,有些人喜欢这样不发达的地区,认为这是它们引人入胜的原因之一,但这也自然地影响了这里的人们发家致富的可能性,所以这对他们来说是很难平衡的。

我认为在这些地区大规模开发商业也无疑会遭到抵制,像英国斯诺登尼亚山,当然还有欧洲其他的类似山峰都对当地开发设立了极为严格的限制,人们想让它保持100年前的样子,认为这无疑是这些地方的吸引人之处,所以你会发现现在这些地区,有一些限制开发的长期规定。



### 3.疫情下的欧洲应如何利用好现有资源 为山地旅游的复苏做好准备?

**汤姆·詹金斯:** 我们现在正在应对的新冠病毒疫情,让旅游业发生了翻天覆地的变化,也为想要寻求独处的人带来了机会,当然我指的是某种程度的社交绝缘,他们会想要隐居山林,因为广义来说在山里你可以独处,避开人群,我不确

定这种吸引力会持续多久,并不是说人们会停止对山的欣赏,我只是不确定目前这种保持社交距离的规定是否会持续几个月以上,即便如此,人们还是会想要出门,远离城镇,尤其是那些被封锁的城镇,他们会想感受一些城镇以外的风景,这就是山区旅游能为其提供的。



图片来源: <https://www.pexels.com/zh-cn/photo/parapendio-parapente-68693/>



## Pancl:The Development Trend of Mountain Tourism in the Future

**Tom Jenkins CEO of the European Tourism Association ( ETOA )**

**Question1:** Natural resources are the basis of mountain tourism development. European countries like Switzerland, Austria and France take the Alps as their main center, by developing outdoor sports like mountain hiking, skiing and so on and also by further upgrading small-town tourism complexes, they serve as a successful model for mountain tourism across the world. What experiences do you think we can learn from this case?

**Tom Jenkins:** When you look at highly developed destinations like the Alps, what's unique is that they place the consumer right at the forefront of their development. In most other areas of Europe, it's the inhabitants and particularly the agricultural development of those areas still have primacy. This leads to some of its charm. You're not going to experience the highly-developed consumer-facing products that you see in the Alps, in Scandinavia or in Scotland. But it also means there is also an opportunity for these other destinations to develop themselves. There will be considerable opposition locally to such development.

I think the thing to realize from a Chinese perspective is that appreciation of mountains is actually a comparatively recent phenomenon in Europe. The appreciation and the writing and the experience of mountains has been something which has been appreciated really only for the last 250 years. In China, the appreciation of mountains goes back thousands of years, back to the Tang Dynasty and poets such as Du Fu, and we have no such long-lasting appreciation that there is in China. We still have a long way to go and a lot to learn in Europe.

**Question2:** Objectively speaking, the promotion and development of mountain tourism is restricted by transport, infrastructure, seasonality, and other

factors. The construction of roads, cable cars, and other types of infrastructure will have some unavoidable impact on the natural environment. Currently, skiing is also facing problems including climate change and climbing snow lines. How can Europe break through this bottleneck and make sustainable mountain tourism a reality?

**Tom Jenkins:** There are big environmental concerns when it comes to the tourism use of mountains. I think in some ways, economically, these areas have got little other than tourism to seek employment and find some form of wealth. So there is really only one agenda in most of these regions, nevertheless there are considerable concerns. Some people like the fact that these places are underdeveloped, this is one of the attractions. This naturally inhibits the volumes of people who would give the sort of wealth that they also seek. So it's very difficult balancing act for them to perform.

I also think that there will be undoubtedly resistance to the large-scale, commercial exploitation to some of these areas. Places such as Snowdonia in the United Kingdom and indeed really all mountain areas in Europe, have very very stringent restrictions on new developments. They want to keep it looking as it was 100 years ago. And this they feel, and quite rightly feel, is part of the attraction. So there's an inherent limit to the sort of exploitation you can see here.

**Question3:** How should Europe make good use of existing resources in preparation for the recovery of mountain tourism?

**Tom Jenkins:** The current situation that we're facing with the COVID-19 pandemic has turned the tourism world upside-down. And it is perfectly possible that people seeking isolation, certainly some





form of social isolation, will seek mountains because in the mountains, in broad terms, you can avoid crowds and be by yourself. I'm not sure how long-lasting this appeal will be, that is not to say people will stop going to mountains, but I'm not sure that the social distancing protocols that are currently in force will last for much more than a few months.

Even so, people will want to get out, away from towns, particularly if they've been locked-down. They will want to get away from towns into a different landscape, this is what mountain scenery provides.



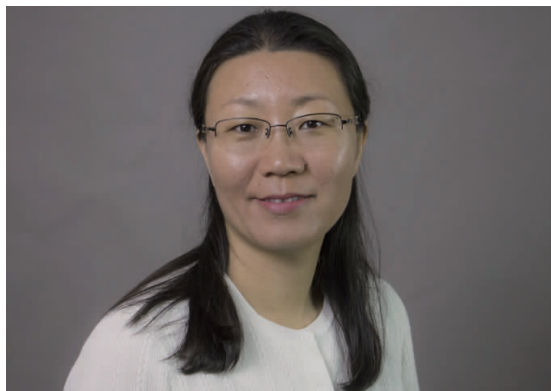
Source: <https://huaban.com/pins/2892094556/>





## 连线讨论：疫后推动生态旅游

德国特里尔应用科技大学专家 周丽



**1. 可持续是国际社会普遍关注的话题。您认为经过此次新冠疫情，国际国内对于可持续发展和所采取的措施，会有什么影响？**

**周丽：**可持续发展是为了满足当代人和下一代人的需求而延缓地球的退化，是经济、生态、社会三个方面的共同发展，是一个非常宏大的目标。这个目标需要层层分解，由政府、企业、甚至个人，由各个阶层的人共同努力才可能实现。

我认为新冠疫情不会改变国家层面可持续发展的整体战略，比较难的是个人，疫情会不会让我们每个人反思自己的行为。所以我认为趁着这个疫情为反思契机，开展面向大众的环境教育。

**2. 疫情下的山地旅游目的地，应采取怎样的环境管控措施，以减少环境污染及生态破坏，构建健康旅游环境？**

**周丽：**环境管控措施应该体现在项目的三个阶段：

**第一个阶段应该融入进规划。**首先，项目在做产品定位的时候一定要尊重所在地的自然条件；**其次**，在规划的时候就应该引入涉及社会效益、经济效益和环境效益的这些综合管理体系；**最后**，基

础设施也应该进行综合的规划，形成循环经济。

**第二个阶段是建设阶段。**项目选址应该严格遵守生态红线，选择道路公共交通等基础设施比较完善的地方，另外在建造房屋的时候也应该因地制宜，就地取材，按照高节能的等级来建造。

**第三个阶段是运营。**在运营阶段应该建立资源管理体系，比如采购环境友好型的产品，减少包装等等。然后针对游客可以通过宣传和教育，用奖励和引导的方式，鼓励他们分类垃圾、节约用水用电，观察自然而不去打扰自然。

**3. 山地旅游在疫后势必会出现新的增长点，您能否就山地旅游的未来发展出谋划策，给到一些建议？**

**周丽：**山区的自然生态条件对气候变化的反应尤其敏感，山洪、泥石流、雪崩，任何一种极端的山地气候都是山地旅游所不能承受的。自然、经济、社会组成的三角系统，也不会因为一家独大而稳定，所以我们的经济行为应该与经济和社会和谐的相处。所以现在是时候来推进山地可持续旅游。

可持续旅游跟传统的大众旅游所不同，它追求游客的质量而不是数量，这个质量是指那些对自然有敬畏心，愿意了解自然、学习自然也愿意了解本地的文化的游客。所以可持续旅游也应该突出它的教育功能，另外就是在可持续旅游的发展过程中应该充分的创造条件，让本地的居民可以公平的参与，可以让他们体面的工作和致富。

最后，在我们发展可持续旅游的基础上，应该更进一步发展生态旅游。生态旅游是强调生态系统的可持续性发展，也就是旅游目的地的循环经济，同时也是现在国际自然旅游的发展趋势。



## Panel: Promoting of Ecological Tourism after the COVID-19

**Zhou Li** Expert of Trier University of Applied Sciences, Germany

**Question1:** Sustainability is an internationally discussed topic. But if we compare what we do and how much attention we attach to sustainable development, we can see that it still seems superficial. Do you think the international community and China would do anything differently after the COVID-19?

**Zhou Li:** Sustainable development aims to delay the degradation of the earth to meet the needs of our generation and the next one. It is the common development of the three fields: economy, ecology and society. These goals should be specified and achieved through the joint efforts of governments enterprises and individuals.

I think COVID -19 won't change the overall sustainable development strategy at the national level. The harder thing to improve as individuals. Can they rethink their behaviors because of this pandemic? So I think the opportunity for reflection following this pandemic should be used to carry out environmental education to the public.

**Question2:** Mountain tourism takes sustainable development very seriously. From your perspective, what should mountain tourism attractions do in environment control so as to reduce contamination and ecological damage amid the COVID-19 outbreak?

**Zhou Li:** Environmental control measures should be reflected in three stages of a project.

**The first stage is integration into the planning.** Of course, there is a premise that product positioning in the planning stages should **meet local natural conditions**. And in the planning stages, **a comprehensive management system involving social, economic and environmental benefits** should be

**adopted.** Infrastructure should also be planned comprehensively. First of all, the local dynamic process of matter motion and transmutation should be analyzed to recycle matter and energy and form a closed-loop system. This is the so-called “circular economy”.

**The second stage is construction.** The important part of this stage is that project locations should be chosen to abide by ecological red lines and should be in areas with good infrastructure including roads, public transportation and so on. Houses should be built according to local conditions and materials and to be as energy-efficient as possible.

**The third stage is operation.** Establish a resource management system during operation including purchasing environment-friendly products, reducing packaging, reusing materials. For tourists, we can encourage them via campaigns and education to sort their garbage and to save water and electricity and guide them to avoid disturbing nature when sightseeing.

**Question3:** Since new areas of growth are sure to emerge in post-pandemic mountain tourism, do you have any advice on the future development of mountain tourism?

**Zhou Li:** The natural environment in mountains is particularly sensitive to climate change. Mountain tourism can't stand any extreme climate events like flash floods, debris flows or avalanches. The system of nature, economy and society won't be stable if one element dominates over the others. Our economic behavior should be consistent with economy and society. Now is the time to promote mountain tourism.

Sustainable mountain tourism is different from



traditional mass tourism. It should attract more high-quality tourists rather than just more tourists. High-quality tourists don't mean rich tourists but those who are in awe of nature and are willing to learn about nature and local cultures. Sustainable mountain tourism should highlight its educational function. Besides, as sustainable tourism develops we should create the conditions to ensure local residents can participate fairly and have access to decent jobs.

Finally, we should develop ecotourism on the basis of developing sustainable mountain tourism. Ecotourism emphasizes a sustainable ecology. Ecotourism is meant by circular economy of the tourism destinations. It is the current development trend in nature tourism worldwide. I think our country should publish some model mountain tourism and ecotourism scenic spots to tap into this trend.



Source: <https://huaban.com/pins/2153846516/>



**议题 Theme: 山地旅游目的地疫后重塑与高质量发展**

Post-Pandemic Revitalization and High Quality  
Development of Mountain Tourism Destinations

**线上论坛 Online Forum**

**连线讨论 2 Panel 2**

时间:2020 年 5 月 29 日上午 11:35—11:55

Time:29 May 2020 11:35am—11:55am

**直播平台 Live Streaming Platforms:**

推特(TripAdvisor 中国)、携程微信小程序、腾讯新闻 APP、网易新闻(APP)

Twitter (TripAdvisor China), Ctrip WeChat Mini-Program, Tencent News App,  
NetEase News App





## 连线讨论：疫后山地旅游目的地的高质量发展

北京首旅集团董事长 宋宇

**1. 围绕山地资源，近年来首旅也落地了一批酒店等项目。您可否谈一谈，山地旅游的发展给首旅业务带来了什么样的契机？**

**宋宇：**中国旅游的发展目前正处在一个消费转型的阶段，休闲体验游成为了旅游发展的一种新消费方式和体验方式。在这个节点上，成为旅游发展的一个新增长点。

大家都知道中国旅游的起步是从观光游开始的，并且逐渐从观光向休闲体验游的方向发展。在此基础上，休闲体验也是从乡村旅游、历史文化旅游逐渐地向“山地型”、“山岳型”的体验式旅游发展。所以我认为山地游也会迎来它一个新的增长方式。

**2. 山地旅游在疫后势必出现新的增长点，能否就山地旅游的未来发展给到一些建议呢？**

**宋宇：**首先，人们在疫情过后会更加珍惜自己的生活消费方式，这一点可以从 SARS 过后，北京的游客加大了自己的出行旅游和自驾旅游这种趋势看出。

**其次，**国内游将成为旅游的一个新的主流消费方式，因为大家都知道目前国际疫情依旧非常严重。今年夏天可能更多的还是国内游和国内的



小众游。

**第三，**在国内游里自然游会成为另一个一个新的增长点，这时候的“山岳游”、“山地游”就成为大家追逐的一个旅游消费方式，通过这种方式拉近我们的友情，也让我们近距离地感受大自然。

**第四，**今后旅游产品的设计和消费引导上应该更加贴近游客需求。以往我们在制定旅游项目产品的时候可能更加注重于标准、规则来扩大规模等这些硬件上。今后我们可能要更加地关注大家的消费体验感受的问题。



## Panel: Post-Pandemic High Quality Development of Mountain Tourism Destinations

### Song Yu Chairman of the Beijing Tourism Group (BTG)

**Question1: Beijing Tourism Group has launched a few hospitality projects recently centered on mountain resources. Can you talk about what kind of opportunity has mountain tourism brought to your business?**

**Song Yu:** In fact, China's tourism development is currently in a stage of consumption transformation. During this stage, leisure tourism has actually become a new mode of consumption and experience in tourism development. This can also become a new area of growth in our tourism development.

As we all know, China's tourism began with sightseeing tours and then gradually developed from sightseeing to sightseeing plus leisure and experience. As for leisure and experiential tourism it also gradually improved from rural tourism and history & culture tourism into experience-based tourism such as "mountain tourism". So, I believe that mountain tourism will also usher in a new way of growth.

**Question2: Since new areas of growth are sure to emerge in post-pandemic mountain tourism, do you have any advice on the future development of mountain tourism?**

**Song Yu:** After the pandemic, people will come

to cherish their way of life and consumption habits more. Just like how in Beijing, tourists increased their travel and their self-drive travel after the SARS epidemic.

**The second thing** domestic travel may become a modern mainstream mode of tourist consumption. Because as we all know, at the moment the pandemic is still very serious internationally. Therefore, domestic tourism and domestic niche tourism should become the next new way to travel.

**In addition,** we also assume that in domestic tourism nature tourism is such as to become a another new area of growth. And thus, we say mountain tourism may become a recent trend, which can strengthen the bonds between us and also bring us closer to nature.

**In the future,** the design and consumption guidance of our tourism products should be more responsive to the needs of tourists. We accustomed to pay more attention to physical aspects, like standards, rules and how to expand when developing tourism products. Nevertheless in the future, we could pay more attention to things like fashion and the consumer experience.



## 连线讨论：疫后山地旅游目的地的重塑

贵州省文化和旅游厅副厅长 袁伟

1. 就目前情势来看,疫后山地旅游需求会呈现上升趋势,那么请问贵州省为疫后市场做了哪些准备?

袁伟:贵州是山地旅游大省,多年来一直致力在打造国际山地旅游目的地。我省制定了一系列的政策,帮助和刺激文化旅游行业复工复产。

一是发布支持贵州文化旅游业恢复并高质量发展的 10 条措施,用 6000 万元补贴困难企业帮助他们复工复产;二是上半年全省景区门票全免,下半年到 12 月 31 号所有景区实行半价;三是分批发放文化旅游惠民券 4500 万元,用于贵州旅游消费补贴;四是上线一码游贵州智慧旅游平台,提升贵州旅游便利服务。

2. 山地旅游在疫后势必出现新的增长点,能否就山地旅游的未来发展给到一些建议?

袁伟:中国人自古以来就有远足和登山望远的传统,会当凌绝顶,一览众山小,这就是山地旅游。山地旅游能愉悦身心、锻炼身体、磨练意志。



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



## Panel: Post-Pandemic Revitalization of Mountain Tourism Destinations

### Yuan Wei Deputy Director General of Guizhou Provincial Department of Culture and Tourism

**Question1:** In view of the current situation, the demand for mountain tourism after the pandemic will show an upward trend, what preparations has Guizhou made for the post-pandemic market?

**Yuan Wei:** Guizhou is a province with developed mountain tourism and has been striving for many years to create an international mountain tourism destination. The province has formulated a series of policies to support and stimulate the resumption of work and production in the cultural tourism industry.

**Firstly**, the provincial government issued 10 measures to support the remodeling and high-quality development of cultural tourism in Guizhou. 60 million Yuan will be used to subsidize enterprises in difficulty and help them resume operations.

**Secondly**, all the province's scenic spots are free of charge for the first half of the year, and half-price in the second half until December 31st.

**The third** policy is to bulk distribute 45 million Yuan of tourism coupons online on Ctrip and Colorful Guizhou Bao, which can be used to subsidize tourist expenses in Guizhou.

**The fourth** is to launch the One-code Tour of

Guizhou Smart Tourism Platform to enhance the convenience of Guizhou tourism.

**Question2:** There will definitely be growth points for the mountain tourism industry after the COVID-19. Could you offer your takeaway on how the industry should develop in the future?

**Yuan Wei:** Chinese people have had the habit of hiking and mountaineering since ancient times. To reach the summit and peer out over the dwarfed foothills, that is the meaning of mountain tourism.

**People can improve their mood, exercise their bodies and temper their will by hiking in the mountains. In the wake of the pandemic, pursuit of a healthy lifestyle is even more necessary to keep the body fit, mind content and will determined.**

Therefore, mountain tourism has broader prospects. We recommend the International Mountain Tourism Alliance give full play to the role of the organization by encouraging mountain tourism enthusiasts from all over the world, to visit Guizhou for various mountain excursions, in order to promote the development of international mountain tourism and contribute to a healthy lifestyle for mankind.





## 连线讨论：疫后山地旅游市场前景广阔

猫途鹰中国 CEO 刘骁舟

### 1. 从目前 TripAdvisor 的评论导向来看，疫后的山地旅游会有哪些趋势？

刘骁舟：根据我们 TripAdvisor 猫途鹰平台的海量用户点评数据，我认为在后疫情时代，山地旅游会成为全球旅游业率先复苏的品类，是近期疫情缓和后旅行者们的热门选择。

原因很简单，隔离让所有人都特别向往户外活动，山地旅游能够最大限度地让旅行者亲近大自然，同时不容易产生人群的聚集，在现在这个特殊的情况下，将会是我们旅游业复苏的最优的选择。从猫途鹰平台上关于山地旅游的评论中我们发现，全球的旅行者们追求的是更加多样性和个性化的山地旅游体验，那些提供文化类、休闲类体验的精品目的地更加受到旅行者的青睐。

### 2. 您认为哪个区域或者哪种类型的山地旅游目的地能够快速从疫情中复苏？

刘骁舟：根据 TripAdvisor 猫途鹰平台的全球用户数据，我们认为一些具有当地特色的自然资源和文化资源相对丰富的山地旅游目的地能够快速地从疫情中复苏，同时我们认为贵州省一定会成为下一个热门山地旅游目的地。众所周知贵州被称为山地公园省，具有生态旅游和民族旅游的区位优势，势必能够打造出具有品牌辨识度的国际化的山地旅游 IP，引领全球山地旅游产业的



疫后复苏。

### 3. 您提到了品牌辨识度的问题，能否分享一个成功的山地旅游品牌营销案例？

刘骁舟：我个人比较喜欢法国的山地旅游概念，有些地方会由当地人提供特色住宿服务，同时旅行者还有机会体验当地的美酒美食，感受另一种生活方式。这种结合自然资源和人文资源的方式，有很多值得国内目的地学习和借鉴的地方。



## Panel: A Promising Future for Mountain Tourism Market after the Pandemic

**Kimi Liu CEO of TripAdvisor China**

**Question1:** The reviews and comments from legions of users on TripAdvisor can chart a direction for consumption. Based on those comments on TripAdvisor, what trends do you think will emerge in mountain tourism after the COVID-19?

**Kimi Liu:** Based on massive amounts of user data from our Tripadvisor platform, I believe that in the post-pandemic era, mountain tourism will become the first sector to recover in the global tourism industry, and become a popular choice for travelers as restrictions are eased.

The reason is simple: isolation has made everyone desperate for outdoor activities. Mountain tourism allows travelers to get close to nature, while the risk of crowded gatherings remains low. So in this particular situation, it's going to be the best option for our tourism recovery.

TripAdvisor is a global travel platform, with more than 400 million travelers from around the world who use it to browse travel guides and share their own experiences. Currently on the TripAdvisor platform, from which we found that global travelers looking for are more diverse and personalized mountain travel experiences. Destinations that offer cultural and leisure experiences are more popular with these tourists.

**Question2:** Based on your assessment of the tourism resources and pandemic control of mountain

tourism across the world, mountain tourist destinations of which types or in which areas do you expect to first emerge out of the COVID-19?

**Kimi Liu:** According to the massive amount of global user data, accumulated by the Tripadvisor platform, we believe that some mountain tourism destinations with local characteristics and relatively rich natural and cultural resources can recover quickly from the pandemic. Based on data from tourists' visits and comments on our platform, we believe that Guizhou will become the next hot mountain tourism destination.

As we know, Guizhou is known as the "mountain park province". With the regional advantages of ecotourism and ethnic tourism, it is bound to become an international mountain tourism IP with brand recognition, leading the post-pandemic recovery of the global mountain tourism industry.

**Question3:** Since you have mentioned brand recognition, could you please share with us a case of successful marketing of mountain tourism brand?

**Kimi Liu:** Personally, I like the concept of mountain tourism in France where local people provided special accommodation, and tourists get the chance to try the local food and drink, as well as experience a different lifestyle. This combination of natural resources and human & cultural resources is something China could stand to learn from.



## 连线讨论：发挥科技创新对推进疫后重塑的作用

### 中华户外网总裁 张海峰

#### 1. 从您研究领域来看，疫后旅游的消费动机和出行动机主要在哪些方面？

**张海峰：**由于受疫情的影响，国外的一些目的地，包括省外的一些目的地不能去，室内的一些场馆不能开放，那么大家的这种休闲出行需求会被替代，整个五一期间看到，乡村游是一个爆点。另外大家不仅仅是到乡村去走马观花，更希望在自然的风景下住下来，所以针对乡村的短度假是一个热点。

此外就是一些山地旅游目的地，包括一些户外的景区。围绕这样一些户外和山地，包括乡村目的地开展户外活动，也包括一些山地赛事，也将如火如荼。大家去徒步、去跑，越野赛也在陆陆续续的开放，所以这几种消费的场景会受到市民或者是出行者的一个追捧。

#### 2. 就疫情带来的变化来看，对于旅游目的地来说，需要做好哪些准备？

**张海峰：**大家对健康的需求都会非常重视，要利用山地旅游目的地的一些自然资源和优势去打造一些健康体验式的产品，去创造消费场景。一方面去做一个扩大营收，另外也要通过一些活动和赛事来实现引流。

对于景区或者山地目的地而言，要做好技术升级。过去我们可能比较粗放，现在要通过新技术，比如大数据、互联网的一些手段保证游客在非聚集的情况下，甚至非接触的情况下体验我们的产品。另外，产品的健康程度要高，要有足够的体验性。



#### 3. 国内的山地旅游目的地在业态转型或消费组合的打造上应该往怎样的方向努力？可以举一个案例吗？

**张海峰：**目的地竞争，应该是各个目的地、各个业态、各个要素全面的升级。包括住宿、活动的产品设计、餐饮，应该是综合业态的打造。

其次也要有一系列的网红 IP 支撑。要有一系列的 IP 集群来支撑这样的目的地，使每个 IP 都成为一个引流工具，此外也要去主动营销。

因为受疫情的影响，目的地的竞争会加剧，必须要有高品质的产品去呈现。主动去通过一系列活动去营销、去引流、去吸引大家的关注度，要能够把远方的客人、周边的客人“竞争”到你的目的地或者景区去。

改变传统的景区运营观念，由过去的一次性观光变成一个常态化、全年候、全天候甚至四季的这样一个常态化的运营。这个也要考验我们目的地或者景区运营能力，要进行全面升级。





#### 4. 您能否就山地旅游的未来发展给到一些建议?

**张海峰:**第一个重点是山地度假。把握好山地度假的要素,去配齐、准备好、完善我们的山地度假的要素。另外一个重点是山地运动。运动既包括我们的户外产品,也包括常态化体验式的一

种户外产品。包括山地赛事,不仅仅是单一的赛事,也包括常态化的一些赛事打造以及四季活动的打造。

把握住山地度假和山地运动这两个主题词,围绕这两者去构建周边的业态和完善周边的要素,未来会无往而不胜。





## Panel: Remolding the Industry with Technology Innovations after the Pandemic

**Zhang Haifeng CEO of Huway.com**

**Question1: Based on your field of expertise, where do post-pandemic consumer motivations and travel opportunities mainly lie in the tourism industry?**

**Zhang Haifeng:** In addition, due to the impact of the pandemic some destinations, outside the province and abroad are unavailable right now and some indoor venues are also closed. The demand for leisure tourism will be replaced. What will it be replaced by? Nearby villages became very popular destinations and this proved to be a big hit during the Labor Day period. Also, people go to the countryside not only for sightseeing but also because they want to stay among the natural scenery. So for short vacations, the countryside is also very popular.

In addition, some mountain tourism destinations including some outdoor scenic spots also become sought after because of their natural advantage in terms of not having large gatherings of people. Additionally, some outdoor activities including mountain events are in full swing around mountains or in some other destinations in the countryside. As you can see, many people like to go hiking and running. Off-road races also popping up everywhere. So these kinds of consumption scenarios will be popular among citizens and travelers.

**Question2: In face of these changes, what preparations tourist destinations have to make?**

**Zhang Haifeng:** One part of the answer should be to create consumption scenes by really taking advantage of the mountain destination's natural resources to create products that focus on enjoyment on health as ever since the pandemic people have become much more concerned about these things. We should not only work to increase revenue but also to attract tourists through activities and events.

For scenic spots, including mountain destinations, we should first look to upgrade our technology. In the past, maybe we operated in quite a low-tech way but now we should understand how to attract tourists to come and experience our products without mass gatherings or even without physical contact through the use of technologies like big data or even the Internet of Things. Moreover, products should focus on health and on the experience itself.

**Question3: Which direction should mountain tourism in China moving toward in terms of business transition and consumption combination? Could you please give an example?**

**Zhang Haifeng:** The competition between destinations doesn't just depend on the internet. If you want to win tourists, your various destinations, your different business types, all the various elements should all be comprehensively upgraded. This includes accommodation, the design of activities and catering products, it should be the establishment of a comprehensive business.

Also, destinations should be supported by internet celebrities and trends. Your destinations should include scenery activities and accommodation recommended by internet celebrities. Having a series of attractions recommended by celebrities can support the destination as each recommendation becomes a tool to draw in tourists.

Besides this, we should also do active marketing, because the pandemic has reduced consumer expectations. Under such circumstances competition among destinations will be more intense meaning, it will be necessary to offer high-quality products. We should take the initiative, market to tourists and attract people's attention through a series of activities. It is necessary to attract far away and



nearby customers to your destinations or scenic spots.

And we have to change our traditional ideas about the operation of scenic areas. In the past, the sightseeing inside destinations were often disposable that tourists wouldn't come again. But now we should have more normalized operations all day long, even all year round. For private domain traffic, we should know how to introduce our products online and offline after they come to our destinations. Both of long-term and periodic operations are very important. This is also a test of our ability to operate our destinations and scenic spots. We must fully upgrade.

**Question4: Could you offer your takeaway on how the industry should develop in the future?**

**Zhang Haifeng:** For the future development of mountain tourism, there are two points that should be

grasped. **One is mountain vacations.** We should know about how to prepare and perfect the various elements of mountain vacationing. **The other one is mountain sports,** including outdoor activities and normalized experiential outdoor activities like mountain events, but not just stand-alone mountain events also some normalized events and activities that run during all four seasons.

Therefore, if destinations can take advantage of these two themes of mountain vacationing and mountain sports to build the surrounding business and improve the surrounding elements, it will be unbeatable in the future.



Source : <https://huaban.com/pins/908229422/>



## 世界山地旅游发展趋势报告(2020 版)

发布人

世界旅游组织荣誉秘书长 弗朗西斯科·弗朗加利

女士们、先生们，

来自全世界的山地旅游爱好者朋友们：

今天我们相聚一堂庆祝第二届“国际山地旅游日”，在这个特别的日子里国际山地旅游联盟首次发布《世界山地旅游发展趋势报告》，请允许我向各位介绍并呈现这份报告中的一些主要内容。但在此之前，我们需要回答一个基本问题：**我们为什么要关注山地旅游？探讨山地旅游过去的发展现状和发展潜力？新冠疫情当前，全球旅游业停摆，此次活动意义何在？**目前，全世界一半的人口出行受限，人们无法进入包括山区在内的许多文化古迹和自然遗址，酒店空空如也、餐馆关门歇业、飞机停飞、高速公路上几乎看不到车辆，你也许会感到惊讶，但我的答案是：**此次活动意义空前。**

毫无疑问，我们目前所处的形势不容乐观，这场全球疫情海啸正在破坏经济和社会结构。据世界银行称，新冠肺炎疫情可能导致自 1998 年以来全球贫困人口首次增加，并将使 4000 万至 6000 万人重新陷入极端贫困之中。空运是受影响最大的经济部门之一，国际航空运输协会预测，航空运输在 2023 年前将无法恢复正常。联合国世界旅游组织预测如果旅游业在 7 月份开始复苏，今年的国际游客人数将减少约 60%，如果 12 月才能复苏，那么降幅将达到 80%。

在全球化的世界中，旅游业一直是病毒大流行的受害者。在之前的危机中，旅游业表现出了很强的韧性，在大多数情况下都能在不到一年的时间内恢复正常。但这一次情况不同，因为这次的冲击不是周期性的，而是根本性和结构性的，需求和供应都将发生转变。一方面消费者的行为



会发生变化，而另一方面成本也会激增。尤其是考虑到安全问题所带来的后果，以及从强制性保持社交距离回归到正常状态十分困难，可能需要数年时间。人们对休闲和旅游的需求将会减弱，因为国家 GDP 和消费者购买力都会下降。

山地旅游也不例外。以冬季运动为例，2020-2021 年冬季滑雪季情况如何，没有人能预测。不仅是酒店、酒吧、餐馆和商店，就连缆车甚至滑雪场都会受到强制性社交距离的影响。这一挑战异常艰巨，但我们希望犹存，从某种程度上说这也是一次机遇，山区旅游业可能会从疫情带来的新趋势中受益。

山地旅游对于许多游客来说意味着空间开阔、河湖清澈、空气新鲜、平和与安宁。游客不必担心人群拥挤和污染、有机会一探原始景观、走进多姿多彩的大自然、体验多种户外运动。北半球即将到来的夏季可能会证明，疫情之下的山地旅游会比人群密集的海滩旅游或短途旅行有更强的生命力。山区的可持续旅游可能会成为这场悲剧中为数不多的幸存行业之一。





《报告》第一章认为全球经济已进入高度分化和调整时期,服务消费已成为经济转型升级的关键。根据联合国世界旅游组织和世界旅游理事会提供的数据,该报告强调旅游业已成为全球经济发展的强大引擎,为全球、社会和经济交流搭建了平台。

第二章中,《报告》为我们提供了两个定义:什么是山地旅游?什么是山地旅游目的地?《报告》不仅仅通过海拔高度定义山地旅游目的地,而是指出山地旅游目的地是人们开展多种体育和休闲活动的区域。根据这些定义,这份报告根据一项已开展的全球性调查研究提供了两项数据,2019年全球山地游客、过夜游客、其中包括国内和国际游客已达12.2亿人次,全球山地旅游收入达1.36万亿美元。

接下来让我们进入《世界山地旅游发展趋势报告》第三章,我将对山地旅行的发展史进行介绍。山地旅游最初主要从欧洲兴起,随着全球化的进程逐渐在全球发展起来,已经扩展到亚洲、南美洲、甚至一些非洲国家。比如加拿大的班夫、法国的夏蒙尼、意大利的科马约和瑞士的泽马特等。而滑雪和其他冬季运动已成为一个巨大的产业,目前滑雪爱好者已达4亿人,尤其是在西欧和北美地区。阿尔卑斯山是第一滑雪胜地,世界上80%的大型滑雪场,39%的滑雪缆车,和43%的滑雪景点都在此地。作为世界上最受欢迎的山地旅游地区,欧洲接待了大约55%的国际山地游客。亚洲山地旅游业正在崛起,这不仅是因为中国等新兴国家拥有巨大的市场容量,也因为其得天独厚的旅游资源。毫无疑问,亚洲将成为未来全球山地旅游业的发展中心。在中国已经有13%的游客参与山地旅行活动。

关于山地旅游发展的趋势,其中一个认为是认为亚太新兴国家是山区旅游业的未来并在逐步扩大自己的市场份额。理论和实践表明山地旅游的敏感性和脆弱性比一般的乡村旅游要高得多。过度旅游现象以前只出现在海滩和旅游城市中,而现在几个热门山地景点也受其影响。《报告》指出贸易壁垒正在损害山地旅游业,相比之下一带一

路战略等倡议则有利于山地旅游发展。

最后,《报告》的第四章论证了个性化和细分化的旅游供给模式已成为当今旅游市场的主流。这一趋势对山地旅游而言是积极的,所谓的小众资源将进一步增长。例如,中国户外运动爱好者人数已达1.3亿人,户外产品市场规模已经达到180亿元。到2020年,中国山地户外运动产业将产生4000亿元的收入。这将成为推动经济社会可持续发展的重要力量。与此同时,新科技正在推动下一轮山地旅游产品提档升级。《报告》中指出近年来出现的各种创新技术,改变了发展、管理和消费模式,随着包括人工智能在内的新兴技术引进趋势将会扩大。

大山的朋友们,在结束之前我想强调一点这份报告中最重要的一部分,气候变化对山地旅游诸多方面的影响。冰雪,作为冬季运动的基本原材料正变得越来越少,在短期内,人造雪等新技术可以缓解因雪量不够造成的困难,但并不足以从根本上解决问题。经合组织的一项调查显示,如果气温上升2℃,北部阿尔卑斯山的200个度假胜地中有三分之一将受到负面影响。如果气温上升4℃,这也是一个有可能发生的趋势,三分之二的滑雪场将受到影响。滑雪产业并不是全球变暖唯一受害者,山地旅游活动其他部分也受到了影响:永久冻土层消失、地层结构遭到破坏、森林在萎缩、登山者面临危险、作为主要景点的冰川正在消退。阿尔卑斯山、喜马拉雅山和安第斯山脉都是如此。

简而言之,全球变暖带来的限制和变化将迫使山地旅游运营商和目的地管理组织减少一些活动,实施代价高昂的缓解和适应措施并尝试将旅游季延长至全年。在我看来,应对和适应全球变暖是山区旅游业短期内需要面临的主要挑战。

亲爱的大山朋友们,关于这份重要报告我的介绍就到此结束,但是我的简介只是冰山一角,我建议大家下载全文,你们一定会对丰富的案例研究感兴趣。

谢谢。





## Report on World Mountain Tourism Development Tendency (2020 Edition)

Report Publisher: Francesco Frangialli  
Honorary Secretary General of UNWTO

Ladies and gentlemen,

Dear friends of the mountains from all over the world,

We celebrate today the second edition of the “International Mountain Tourism Day”. On this auspicious occasion, the International Mountain Tourism Alliance proudly presents its first Report on World Mountain Tourism Development Tendency. Let me introduce this report and present some of its major findings. But, before that, we have to answer to a preliminary question: **does it make sense to look at mountain tourism, its past development, its current situation and its potential for growth when due to the COVID-19 pandemic, tourism worldwide is at a standstill?** When half of the world population is under lock-down; when access to many cultural monuments and natural sites including mountain sites are impossible; when many hotels are empty, restaurants are closed, planes are grounded, and almost no traffic can be seen on the motorways. You may be surprised, but my answer is: **more than ever!**

No doubt that the situation we are passing through is exceptionally frightening. A medical global tsunami is ravaging the economy and the social fabric. According to the World Bank, COVID-19 is likely to cause the first increase in global poverty since 1998, and will be pushing 40 to 60 million people back into extreme poverty. One of the most affected economic branches is air transport, IATA predicts that air transport will not be back to normal before 2023. The UN World Tourism Organization forecasts for this year, a decline of some 60% in international arrivals in the case tourism travels start to pick up by July, and of 80% if the improvement only takes place in December.

In a globalized world, tourism has been, and continue to be the victim of the pandemic. On the occasion of the previous crisis, the tourism industry demonstrated its strong resilience. In most cases, the situation came back to normal in less than one year. It will not be the case this time, since the shock is not cyclical, but fundamentally structural. Demand as well as supply are going to be transformed. On the one hand, consumer's behaviors will be changed; and on the other, costs will explode, especially because of the consequences resulting from safety concerns and the imposed "social distancing", returning to "normality", may be unfeasible, will take years. The demand for leisure and tourism will be weakened because of the reduction in the GDP of the countries and in the purchasing power of the consumers.

In such circumstances, mountain tourism could not be an exception. Let's take the example of winter sports. No one can predict what will be the profile of the winter ski season 2020-2021, but it's certain that not only in hotels, bars, restaurants and shops but also cable cars, other transport systems, sport facilities, and even the ski slopes, will suffer from the constraint of "social distance". It will be a concern very difficult to meet. But it is not excluded, this is my message of hope today. It is not excluded that to some extent, mountain tourism benefits from the new conditions resulting from the outbreak.

Mountains, for many travelers and tourists, are synonymous of wide spaces, clean waters and fresh air, peace and tranquility, absence of crowds, contamination and pollution, possibility to discover untouched landscapes and preserved biodiversity, opportunity to practice a lot of outdoor sports. The



coming summer season in the Northern hemisphere may show that mountain tourism resists better than mass beach tourism or short cities breaks to the presence of the epidemic. Sustainable tourism in mountain regions may appear as one of the few survivors in the tragedy.

**Moving back to Chapter 1**, the Report starts by putting in place the **"The global economy has entered a period of intense differentiation and adjustment."** and that **"Service consumption has become key to economic transformation and upgrading"**. Based on the data provided by UNWTO and the World Travel and Tourism Council, the WTTC, the Report emphasizes that "tourism has become a formidable engine of global economic development". It provides a platform for global, social and economic communication.

**In Chapter 2**, the Report is providing 2 definitions: **what is a mountain tourism** and **what is a mountain destination**. It's not to define a mountain destination only by the reference of the altitude, but through its capacity to be the frame of various sports and leisure activities. From these definitions, the Report comes up with 2 figures based on a global study which has been conducted, mountain tourist arrivals (overnight visitors including domestic and international visitors) worldwide in 2019 have reached 1.22 billion. I repeat, 1.22 billion. The receipts of global mountain tourism amounted to 1.36 trillion USD.

Let me enter now into **Report on World Mountain Tourism Development Tendency through its Chapter 3** devoted to the history of mountain tourism. Mainly a European phenomenon at its beginning, mountain tourism has followed the trend of globalization which applies to the tourism industry as a whole. It has extended to Asia, South America, and even to a few African countries. Resorts like Banff in Canada, Chamonix in France, Courmayeur in Italy and Zermatt in Switzerland, live from that resource. Came ski and winter sports, that represent today a huge industry, with 400 million skiers—days, especially in Western Europe and North America, based on the number of Certificate of Excellence for Mountain Tourism Destination of TripAdvisor. The

Alps are leading, with 80% of the major ski resorts worldwide, 39% of the ski lifts and 43% of the ski visit. As the most popular mountain tourism region in the world, Europe receives about 55% of international mountain tourists. Asian mountain tourism industry is on the rise and has the greatest potential among all the continents, not only because of the huge market's capacity extent of its emerging countries like China but also because of the its exceptional tourism resources. There is no doubt that Asia will become the future development center of the global mountain tourism industry. In China, already 13% of tourist arrivals take place in a mountain destination. According to Trip.com, interest in mountain tourism in China will continue to grow between 2018 and 2020.

Its content is about the trend on mountain tourism development. The one of the trend is concerned the emerging countries of the Asia Pacific region are believed to be the future of mountain tourism, and to increase gradually their market share. The Report considers also that it's been shown by theories and practices that the sensibility and vulnerability of mountain tourism is from an ecological point of view is much higher than sensibility of rural tourism in general. The phenomenon of overtourism, which until that time had affected exclusively beaches and casual city destinations, has started to become a reality for several frequented mountain sites. The Report also insists that trade barriers are damaging mountain tourism. By contrast, an initiative such as the "One Belt and One Road" strategy is beneficial for mountain tourism.

Finally, **Chapter 4 demonstrates that the individualized and segmented supplying mode has become the mainstream today**. This trend is positive as far as mountain tourism is concerned. The so-called "niche resources" will grow further. As an example, the number of outdoor sports enthusiasts in China has reached 130 million, and the market size of outdoor products has reached 18 billion RMB. By 2020, the mountain outdoor sports industry in China will generate 400 billion RMB in incomes. It will become a significant force to promote sustainable



economic and social development. Simultaneously, new technologies are driving the next round of upgrading of mountain tourism products. The Report notes that in recent years, various innovative technologies have been introduced. They have changed the development, management and consumption models. This trend will extend with the introduction of new waves of technologies, including artificial intelligence.

Dear friends of the mountains, before concluding, let me stress on the most important point in this report, the impact of the change in the climate on many aspects of mountain tourism. Snow and ice, the basic raw materials for winter sports, are becoming scarcer. New technologies such as the production of artificial snow can in the short run ease the tensions resulting from the lack of snow, but are not sufficient to fundamentally solve the problem. A survey conducted by OECD has indicated that with an increase of 2°C in the temperatures, one-third of the 200 resorts of the Northern Alps would be negatively affected; and with a 4 degrees, which may be a likely trend, two-thirds of the ski resorts will be affected. But the ski industry is not the only victim of the

warming. Other segments of the mountain tourism are suffering as well. Disappearing permafrost caused damages to the infrastructures. Forests are shrinking, alpinists are in danger. Glaciers, which are major attractions, are receding. This is too for the Alps, for the Himalaya and for the Andes.

In short, constraints and changes resulting from the global warming will force mountain tourism destinations and their management organizations to cut some activities, to implement costly mitigation and adaptation measures, and to try to extend the season maybe all year around. From my point of view, responding and adapting to the global warming represent the major challenge facing mountain tourism in the foreseeable future.

Dear friends of the mountains, I have come to the end of this introduction to this important report on World Mountain Tourism Development Tendency. But I have been only able to give you a simple overview of its rich content, just a flavor of its substance! I suggest you download the full text and you will be interested by the various case studies which are presented.

Thank you very much!



### 3. 世界山地旅游机构及联盟会员视频寄语

Blessing Video of World’s Mountain Tourism Destinations and IMTA’s Members



达南杰·雷吉博士 尼泊尔国家旅游局局长  
Dr. Dhananjay Regi, CEO, Nepal Tourism Board

尼泊尔国家旅游局局长 达南杰 雷吉博士  
Dr. Dhananjay Regi, CEO, Nepal Tourism Board

我在此祝贺国际山地旅游联盟不遗余力让国际山地旅游日在全球范围内成为一项出色的活动。你们努力宣传山地旅游,增强旅游可持续发展意识,把山地和文明连接起来,我很感激你们的用心。

I would like to congratulate the International Mountain Tourism Alliance for all the effort to make International Mountain Tourism Day a successful event worldwide. Your effort to enhance mountain tourism promotion through awareness on sustainable practices, by production of mountains and civilization, is highly appreciable.



韩中文化友好协会会长 曲欢  
Qu Huan  
President of Korea-China Association  
for Cultural Exchange

现在我在韩国的首尔,向会员朋友打招呼,大家好。通过这次疫情,我们不仅感受到了国际间协力的重要性,更是体味到,仁者乐山的深刻含义。期待尽快与各位会员朋友一起在韩国登山。

Now I’m in Seoul of Korea, to send greeting to friends and members of IMTA. Hello! This pandemic not only makes us realize the significance of international cooperation, but also know better the deep meaning of “the benevolent enjoy the mountains”. I’m looking forward to climbing with you in Korea as soon as possible.







印尼巴图尔世界地质公园旅游发展局局长 苏亚萨  
Gede Wiwin Suyasa  
Chairman of Batur UNESCO Global Geopark  
Tourism Development Board

我骄傲我是国际山地旅游联盟的一员,我们希望这场新冠疫情很快就能结束,这样国际山地旅游才能恢复往日活力。祝大家 2020 年 5 月 29 日,国际山地旅游日快乐。

A proud member of IMTA, we wish that this COVID-19 will be ended very very soon. So international mountain tourism is bouncing back as normal as it used to be. Happy International Mountain Tourism Day, 29 of May, 2020.



苏格兰凯恩戈姆山国家公园 CEO 马克·泰特  
Mark Tate  
CEO, Cairngorms Business Partnership  
Visit Cairngorms

很遗憾今天我们不能再一次聚在一起,,但很感谢国际山地旅游联盟举办本次线上山地旅游日活动。我们期待未来您能来到凯恩戈姆山,我也期待去贵国风景独好的山地旅游。

It's a real shame that today we're unable to be together again. But thank you to the IMTA putting on this virtual International Mountain Tourism Day. We look forward to welcoming you to the Cairngorms in the future and visiting your special mountain areas.



国际民间艺术组织  
全球副主席  
陈 平

Chen Ping  
Vice President of  
International  
Organisation  
Fur  
Volkskunst

通过这次疫情我相信,更多的人将认识到健康的重要性和旅行的重要性,寄情于山水之间的美好。祝愿每一位山地旅游联盟的朋友,您和您的家人健康,愉快。祝愿您有一个新的开始。

I believe through the pandemic more people will get to know the significance of health and of traveling, and the beauty of abandoning yourself to nature. I wish every friend from IMTA and your families health and happiness. Hope you have a fresh start.





韩国第 33 届韩国登山联盟主席 韩尹石  
Dr. In Suk Han  
33rd President of the Korean Alpine Federation

我希望通过这些挑战,我们能够找到新的创新方式领导山地旅游。我希望能赶快见到见到,并祝第二届国际山地旅游日成功举办。

I hope through these challenges, we're able to find new innovative ways to be one lead the mountains. I hope to meet many of us soon and to be successful the 2nd International Mountain Tourism Day.



重庆市南川区文化旅游委主任 曾祥友  
Zeng Xiangyou  
Cultural Tourism Committee of Nanchuan District, Chongqing

今年 5 月 29 日是第二个国际山地旅游日。因新冠疫情影响,原定在我们重庆南川金佛山举办的 2020 国际山地旅游日活动调整为线上互动。在此,我呼吁大家多多走进大自然,多多呼吸新鲜空气,开启山地户外旅游,拥抱山地美好生活。

May 29th of this year marks the 2nd International Mountain Tourism Day. Impacted by the COVID-19 the celebration of International Mountain Tourism Day in 2020 that should have been held in Jinfo Mountain, Nanchuan, Chongqing, has been arranged to be online events. Here I am to call on all of you to approach nature often, to breath more fresh air to start your outdoor mountain tourism trip and to embrace the good life of mountain tourism.



黄山旅游发展股份有限公司副总裁 卫超  
Wei Chao  
Deputy CEO of Huangshan Tourism Development Co., Ltd

疫情之后人们对健康生活的需求和期望在持续增加。我们在此也特别期望山地旅游能够抓住此次疫情所带来的的机遇。最后预祝 2020 国际山地旅游日活动圆满成功。

After the pandemic, the demand and exceptions of healthy life are on the rise constantly. Here and now, we hope sincerely that mountain tourism can seize the opportunity produced by the pandemic. At last, I wish International Tourism Day in 2020 beforehand a complete success!





长白山保护开发区管委会旅游和文化体育局局长 耿德勇  
Geng Deyong  
Director General of Management Committee of Changbai  
Mountain Protection Development Zone and  
Tourism Culture and Sports Bureau

感谢国际山地旅游联盟对山地旅游的重振与复兴,做出的努力和杰出的贡献。也诚挚邀请山地旅游联盟的成员们,一起努力共克时艰。

Thanks for IMTA's efforts and remarked contributions to restore and rejuvenate mountain tourism. I also call on sincerely members of IMTA to strive together to overcome difficulties now.



湖南省衡阳市南岳文化旅游广电体育局副局长 杨易  
Yang Yi  
Deputy Director of Nanyue District Culture, Radio  
Television, Tourism and Sports Bureau  
HengyangCity Hunan Province

在疫情结束之后,我们必须善待自然,敬畏自然,希望大家能在深入自然的游览中,践行与自然和谐相处的理念。在这里,祝大家吉祥如意。

After the end of the pandemic, we must treat kindly and revere the nature. Hope everyone in their tour in the nature can get along well with the nature. Here I wish you all everything goes well.





## 四、“国际山地旅游日”户外徒步活动

### 走进山地,拥抱自然“国际山地旅游日” 户外徒步活动成功举办



国际山地旅游联盟执行秘书长、贵州省旅游协会会长傅迎春在徒步活动启动仪式上致辞

5月29日,由国际山地旅游联盟、贵州省体育局、贵州省文旅厅、贵州双龙航空港经济区管委会共同主办的“国际山地旅游日”户外徒步活动在贵阳启动。国际山地旅游联盟执行秘书长傅迎春,贵州省体育局局长吴涛,贵州省文化和旅游厅巡视员黎盛翔,贵州省体育局副局长牟勇,国际山地旅游联盟副秘书长吴迈出席了本次“国际山地旅游日”户外徒步活动。

“国际山地旅游日”户外徒步活动是“国际山地旅游日”线上论坛之一,同时也是对国际山地旅游联盟发起的“山地旅游与健康同行”倡议的积极响应。通过这次活动,人们走进山地、拥抱自然、收获健康,山地旅游这种健康向上的生活方式也成为更多人的选择。

国际山地旅游联盟执行秘书长傅迎春在致辞中表示,本次活动的举办呼应了疫后旅游重振的趋势和信心,呼应了文旅体融合发展的要求,呼应了公众对健康生活的需求,是一次合力助推贵州旅游复苏的行动,既有象征意义又具现实意义。疫后山地旅游业将面临新的机遇,集观光体验、乡村文化、户外运动、度假康养等为一体的山地旅游,最贴近旅游者的新消费需求,有望率先迎来疫后重生的发展周期。我们有理由相信,贵州作为山地旅游大省,山地旅游在引领市场复苏方面,一定能率先迈出矫健的步伐,在推动文旅体一体化打造国际山地旅游目的地方面,一定能抢占疫后新一轮发展周期的制高点。

据悉,本次户外徒步活动采用线上线下同步启动的形式,其中线下户外徒步活动于5月29日举



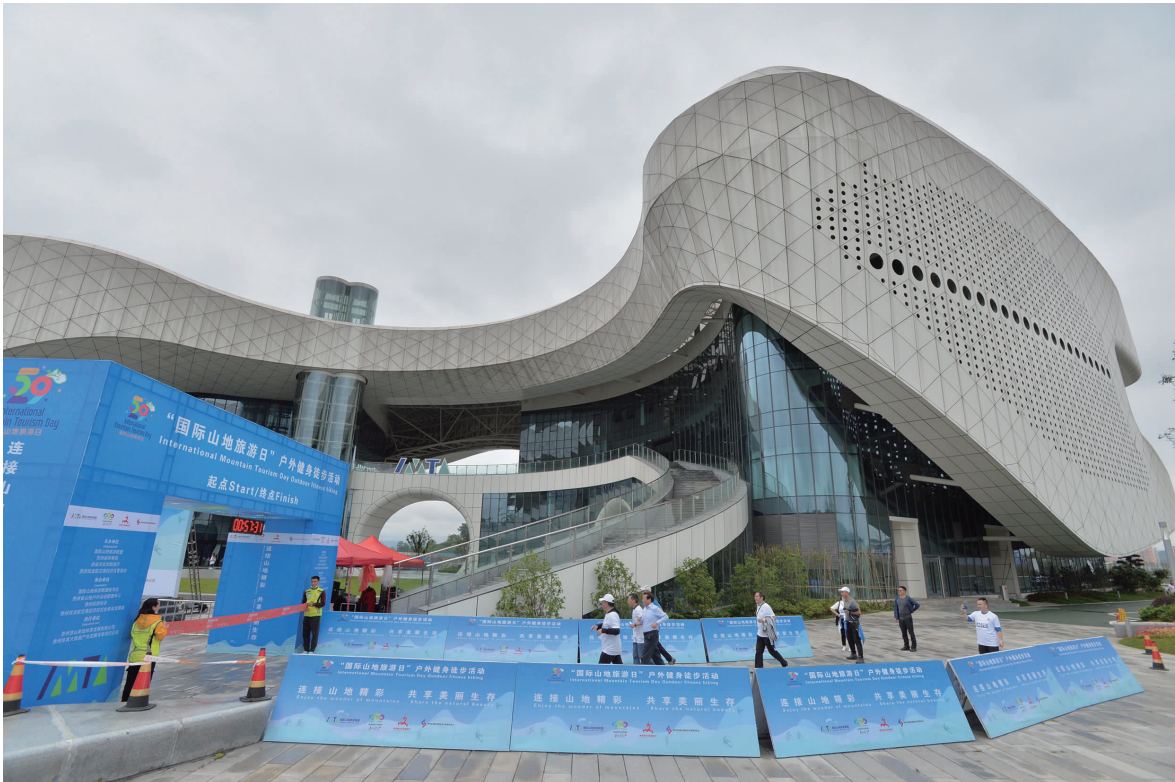
出席嘉宾鸣笛宣布“国际山地旅游日”徒步活动启动







行,分为 10 公里竞赛组和 5 公里体验组两个组别,逾 300 人参与了活动。线上活动将从 5 月 29 日持续至 6 月 29 日,为期一个月,参赛者可下载“贵州省全民健身公共服务平台(易动体育 App)”实名认证后进行报名。线上活动还设置了精美的完赛奖品,两个组别前 500 名完赛参与者可获得相应的精美纪念品一份。



## Embracing the Natural Environment in Mountains

### “International Mountain Tourism Day” Outdoor Hiking was Successfully Held

On 29 May, the “International Mountain Tourism Day” Outdoor Hiking, co-sponsored by International Mountain Tourism Alliance (IMTA), Sport Administration of Guizhou Province, Guizhou Provincial Department of Culture and Tourism, and Management Committee of Guizhou Shuanglong Airport Economic Zone, was initiated in Guiyang city. Fu Yingchun—Executive Secretary General of IMTA, Wu Tao—Director of Sport Administration of Guizhou Province, Li Shengxiang—inspector of Guizhou Provincial Department of Culture and Tourism, Mou Yong—Vice Director of Sport Administration of Guizhou Province, and Wu Mai—Vice Secretary General of IMTA, attended the event.

As one of the offline events of “International Mountain Tourism Day,” Outdoor Hiking is also an active response to the IMTA initiative of “Mountain Tourism for a Healthy Life.” Through this event, people could embrace the natural environment in mountains and get health inspirations. Mountain tourism, a healthy and positive lifestyle, is also being accepted by more and more people.

Fu Yingchun, Executive Secretary General of IMTA, highlighted in his speech that this event builds up people’s confidence in the post-pandemic tendency of revitalizing the tourism industry, meets the demands of integrating culture, tourism and sports, as well as satisfies people’s pursuit of a healthy life. In short, it is an event of symbolic and practical significance, calling for concerted efforts in

revitalizing tourism in Guizhou province. Mountain tourism, a combination of sightseeing, rural culture, outdoor exercise, holiday, as well as health and wellness, is expected to be among the first sectors to face brand-new opportunities and development cycle for revitalization after the COVID-19 outbreak, for it perfectly matches tourists’ latest consumption demands. We firmly believe that Guizhou, as a major mountain tourism province, will definitely take the robust first step in leading market recovery, and take the commanding height in the new development cycle after COVID-19 in building international mountain tourism destinations by promoting culture-tourism-sports integration.

It is reported that the “International Mountain Tourism Day” Outdoor Hiking was carried out online and offline at the same time. The offline part, held on 29 May, was divided into two groups 10km competition group and 5km experience group, involving over 300 participants. The online part, on the other hand, spanned from 29 May to 29 June. Participants could download “Guizhou public and service platform (Yidong Sport APP)” for real-name authentication and register. Online event also includes wonderful prizes. Top 500 participants of both groups could receive corresponding delicate souvenirs.



## 五、媒体宣传报道 Media Reports



★ 环球网 Huanqiu.com



★ 贵州都市报 WWW.GZDSW.COM



★ 人民数字联播网 People's Daily Digital Communication Co.,Ltd





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PRESS RELEASE

## 2020 "International Mountain Tourism Day" Online Forum Draws Attention

The "International Mountain Tourism Day" (IMTD), initiated by the IMTA, aims to arouse public awareness about protecting mountain resources and preserving mountain civilization and public responsibility for...

Tuesday, June 2nd 2020, 3:16 PM EDT

The "International Mountain Tourism Day" (IMTD), initiated by the IMTA, aims to arouse public awareness about protecting mountain resources and preserving mountain civilization and public responsibility for promoting mountain economy to the benefit of people living in mountainous regions; and to initiate a positive, healthy and uplifting lifestyle, to construct an excellent mountain tourism environments, and promote the sustainable development of mountain tourism.

May 29, 2020 is the second IMTD. In the special context of the COVID-19 pandemic, the IMTA and Trip.com Group jointly organized the online forum with the theme of "Pandemic Crisis and Challenges & Opportunities for Mountain Tourism". This forum is the first online forum on international tourism ever held this year, which is aimed to pool the wisdom of global mountain tourism circles, discuss the impact of the pandemic crisis on mountain tourism and the entire tourism industry, and explore the trend and opportunity of post-pandemic recovery. The forum had two sections, namely, the "Expert Outlook and Academic Perspective" and the "Industry Views and Brainstorm", consisting of keynote speeches and online panel. The event was supported by the World Travel and Tourism Council (WTTC), Pacific Asia Travel Association (PATA), European Tourism Association (ETOA), World Tourism Alliance (WTA), World Tourism Cities Federation(WTCF), China Tourism Academy and other organizations.

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Press Release

## 2020 "International Mountain Tourism Day" Online Forum Draws Attention

Published: June 2, 2020 at 4:10 p.m. ET

The MarketWatch News Department was not involved in the creation of this content.

Jun 02, 2020 (AB Digital via COMTEX) -- The "International Mountain Tourism Day" (IMTD), initiated by the IMTA, aims to arouse public awareness about protecting mountain resources and preserving mountain civilization and public responsibility for promoting mountain economy to the benefit of people living in mountainous regions; and to initiate a positive, healthy and uplifting lifestyle, to construct an excellent mountain tourism environments, and promote the sustainable development of mountain tourism.

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PRESS RELEASE

## Crisis, Challenges, Opportunities-2020 "International Mountain Tourism Day" (Online) Event

The reporter recently learned that in recent days, the 2020 International Mountain Tourism Day Online Event will kick off on May 29, with the theme of "Pandemic Crisis and Challenges & Opportunities for Mountain...

Thursday, May 2nd 2020, 4:11 PM EDT

The reporter recently learned that in recent days, the 2020 International Mountain Tourism Day Online Event will kick off on May 29, with the theme of "Pandemic Crisis and Challenges & Opportunities for Mountain Tourism". The event will run online forums, host online discussions, and publish the Report on World Mountain Tourism Development Tendency (2019), and be broadcast simultaneously through a range of channels, including TripAdvisor China, Trip.com Group's WeChat mini-program, Tencent News App, and the IMTA's official website. Leaders from the tourism industry from across the world will come together and jointly discuss how to respond to the crisis of the pandemic, the challenges and opportunities that it will bring, and the implications for the future of mountain tourism.

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