



INTERNATIONAL MOUNTAIN TOURISM DAY 2024

2024 国际山地旅游日

文明互鉴的山地旅游

MUTUAL UNDERSTANDING AMONG
PEOPLE THROUGH MOUNTAIN TOURISM

会刊

Conference Proceedings

法国·尼斯 -NICE, FRANCE



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2024 国际山地旅游日

INTERNATIONAL MOUNTAIN TOURISM DAY 2024

“2024 国际山地旅游日” 活动简介

“国际山地旅游日”是国际山地旅游联盟于 2018 年发起，在中国文化和旅游部，联合国世界旅游组织（UNWTO）等有关机构、国际组织的大力支持下设立的全球性纪念日，自 2019 年 5 月 29 日在尼泊尔加德满都首启以来，纪念日主题活动已经成功举办了五届。“国际山地旅游日”是全球山地旅游业界和联盟会员共同培育、共同参与、共同受益的共享平台，同时也是山地旅游爱好者、从业者的节日，目前已经成为联盟积极参与全球旅游治理体系构建最具知名度和影响力的机制性品牌。

法国是欧洲的文化艺术中心，也是发展山地旅游最早的国家之一，同时 2024 年是中法建交 60 周年和“中法文化旅游年”，为“2024 国际山地旅游日”在法国尼斯举办赋予了更加特殊的意义。本次活动围绕“文明互鉴的山地旅游”的活动主题和“气候变化与山地旅游应对之策”的论坛主题，举办了启幕、论坛、推介、洽谈、展示等系列活动，通过不同文化交融对话，多视角多领域多议题研讨互动，共商山地旅游创新之策，共享山地旅游发展新经验，探索多领域多层次业务合作的模式与路径，为与会者带来深入思考与体验，并通过丰富的交流活动彰显和传播文明互鉴的发展理念，推动“山地旅游+”模式的创新，形成了富有可持续山地旅游价值的发展成果。

International Mountain Tourism Day 2024 Event Introduction

International Mountain Tourism Day is a global commemorative day, with the strong support of the Ministry of Culture and Tourism of China, the United Nations World Tourism Organization (UNWTO) and other relevant institutions and international organizations, initiated by the International Mountain Tourism Alliance (IMTA) in 2018, the IMTD commemorative theme events have been successfully held for five years since its first edition in Kathmandu, Nepal in 29th May 2019. The IMTD is a sharing platform that benefits and is jointly developed and participated by the global mountain tourism industry and IMTA members, as well as a holiday for mountain tourism enthusiasts and practitioners. It has now evolved into the most influential and renowned mechanism-based brand that demonstrates how IMTA proactively participates in the global tourism governance.

France is a cultural and artistic center of Europe and one of the earliest countries to develop mountain tourism, and the year 2024 marks the 60th anniversary of diplomatic ties between China and France, and is also the "China-France Culture and Tourism Year". The "International Mountain Tourism Day 2024" has featured commemorative events in Nice, France will be meaningful. A series of activities held around the events theme "Mutual Understanding among People through Mountain Tourism" and the forum theme "Mountain Tourism Destinations Responding to Climate Change", including launching ceremony, theme forum, promotion conference, negotiation meeting, exhibition and etc. Through the integration and dialogue of different cultures, through multi perspective, multi field, and multi topic discussions and interactions, attendees will discuss innovative strategies, share new experiences of mountain tourism development, and explore models and paths for multi field and level business cooperation, it will bring in-depth thinking and experience to the attendees. Through various exchange activities, it will showcase and disseminate the development concept of mutual understanding among people, promote the innovation of the mountain tourism plus model, resulting in development outcomes that are rich in sustainable mountain tourism value.

文明互鉴的山地旅游全球倡议

文明交流互鉴是不同国家、不同地域、不同民族增进了解、建立互信、构筑友谊、加强合作的应有之义。依托互鉴来激发促进山地文化的创新与发展，将为山地文明的传承持续注入新的时代内涵，为增进世界文明与和平相处贡献力量。2024“国际山地旅游日”以“文明互鉴的山地旅游”为主题举办活动，旨在助力山地旅游可持续发展、推动中法山地旅游文明互鉴、为中法建交 60 周年和“中法文化旅游年”增色添彩。在这个特殊而富有意义的日子，谨向全球山地旅游业界发出倡议：

一、尊重文明多样性，推动山地文明交流互动。山地是人类文明的重要发源地，也是多样多彩文化的宝库。山地文明作为一种独特的文明形态，历史悠久、源远流长，承载丰富多元的文化内涵。我们应重视山地旅游的特色化和差异化，共同营造超越地域和文化差异的山地旅游合作氛围，致力于增进全球山地民众福祉、实现包容性发展，推动不同山地文明相互尊重、和谐共处，推动建立以合作共赢为核心的新型国际关系，建设开放包容和谐的世界。

二、传承山地文明，推动“山地旅游+”模式创新。独特的山地资源和地貌环境创造了璀璨的山地文明，是人类弥足珍贵的文化遗产，也是极富独特性的旅游资源。旅游是文明和文化的组成和承载体，文化是旅游的创新基因和灵魂，山地旅游在发展过程中，要与山地文明和文化的传承相融合，在突出地域性、差异性和民族性的同时，优化传统业态，创新产品和服务方式，培育新业态、新产品、新模式，推动“山地旅游+”模式创新发展，焕发山地文明新活力。

三、以山地旅游为桥梁，推动不同文明互学互鉴。旅游是促进文明交流互鉴的重要途径，山地旅游独特的生态环境和地理文化优势将为不同文明之间的交流互鉴提供更适宜的氛围，我们要进一步发挥旅游“民心相通”功能，畅通渠道，以山地旅游带动民间外交、公共外交，推动文明互鉴、文化交流，增进往来、增进友谊，促进安全感和信任感，打破区域、国别限制，推动“旅游无国界”理念真正落地，建立彼此尊重和理解的桥梁。

四、共商文明山旅新共识，共建可持续旅游命运共同体。坚持文明山地旅游的世界观，引导游客与文化遗产守望相助，与山地居民平等交流，努力构建开放共享主基调的文明旅游新境界。建设世界旅游共同体需要共商共建，需要社会、政府和市场的多元力量广泛参与，在促进全球旅游治理体系和治理能力现代化进程中坚持“和而不同”的原则，促进各国旅游共同发展，共同建设可持续旅游命运共同体，为人类社会现代化描绘新愿景。

五、倡导文明旅游，赋能高质量发展。倡导文明旅游习惯、消费观念，增强大众环境保护意识，将文明旅游概念内化为旅游者价值理念，让文明旅游成为旅游者的自觉行动，树立起与自然和谐相处的文明旅游风尚；不断提升旅游目的地管理能力，高标准践行文明旅游标准，以高质量服务规范促进文明旅游引导，使文明旅游行为规范与经济效益相统一，积极探索构建有利于推动文明旅游互鉴共享的制度机制，促进旅游业可持续发展。

Global Initiative on Mutual Understanding among People through Mountain Tourism

Exchange and communication among people from different countries, regions and nationalities is essential to enhance mutual understanding, build mutual trust, forge friendships, and strengthen cooperation. Relying on mutual understanding to promote the innovation and development of mountain culture will inject new momentum into the preservation of mountain civilizations and ultimately contribute to the enhancement of world civilizations and peaceful coexistence. International Mountain Tourism Day 2024, with the theme of "Mutual Understanding among People through Mountain Tourism", aims to boost the sustainable development of mountain tourism. It also aims to promote mutual understanding among Chinese and French people through mountain tourism, accentuating the 60th anniversary of the establishment of diplomatic ties between China and France, as well as the China-France Year of Culture and Tourism. On this significant and momentous day, we extend a call to the entire global mountain tourism industry to:

Firstly, embrace the diversity of civilizations, promote exchanges and interactions among mountain civilizations. Mountains are important sources of human civilizations, and they are a treasure trove of diverse cultures. As a unique form of civilization, the mountain civilization has a long history with multi-cultural significance. We should value the characteristics and unique advantages of mountain tourism by jointly creating an atmosphere of mountain tourism cooperation that reaches beyond regional and cultural differences. We should commit ourselves to enhancing the well-being of global mountain communities through inclusive development, promote mutual respect and harmony among mountain civilizations, and advocate for the establishment of a new type of international relations that is centered on win-win cooperation. Through these efforts we can build an open, inclusive, and harmonious world.

Secondly, preserving mountain civilizations, promoting the innovation of "mountain tourism +" mode. Mountain resources and their geomorphic environments have created brilliant mountain civilizations, which are valuable cultural heritage for all mankind as well as highly unique tourism resources. Tourism serves as the conduit of civilization and culture, with culture acting as the innovative gene and soul of tourism. In the process of development, mountain tourism should be integrated with the preservation of mountain civilizations and cultures. While highlighting the territoriality, diversity, and cultural heritage of mountain tourism, we should improve traditional business, develop new products and services, foster new business, new products and models, promote the innovative development of the "mountain tourism+" approach, and seek to revitalize mountain civilizations.

Thirdly, promoting mutual learning among civilizations via mountain tourism. Tourism is an important way to promote exchanges and mutual understanding among civilizations. The unique advantages of mountain tourism create a more appropriate atmosphere for exchanges and mutual understanding among civilizations. We should further leverage tourism's function of "people-to-people exchange" to boost civil diplomacy and public diplomacy through mountain tourism. This involves promoting mutual learning among civilizations, fostering cultural exchanges, strengthening friendships, instilling a sense of security and trust, transcending boundaries between regimes and countries, advocating for the implementation of the concept of "Travel without Borders", and building a bridge of mutual respect and understanding.

Fourth, building new consensus on civilized mountain tourism, creating a community with a shared future for sustainable tourism. We should uphold the world outlook on civilized mountain tourism, guide tourists in preserving cultural heritage, communicate with mountain residents on an equal footing, and endeavor to create a new realm of civilized tourism through openness and sharing. Building a world tourism community calls for extensive consultation, collective contributions, as well as the concerted efforts of society, government and the market. We must uphold the principle of "harmony in diversity" while promoting the modernization of the global tourism governance system. This entails promoting the common development of tourism across nations, working together to build a community with a shared future for sustainable tourism, and presenting a new vision for the modernization of the human society.

Finally, advocating for civilized tourism and empowering high-quality development. We should advocate for civilized tourism, by enhancing the public's environmental awareness, encouraging conscious actions, creating a trend of civilized tourism that features harmony between man and nature. We should continuously improve the capability of tourism destination management, implement high-level civilized tourism standards, promote civilized tourism through quality services, align behavioral norms of civilized tourism with economic benefits, and establish an institutional mechanism conducive to the mutual learning and sharing of civilized tourism. These efforts aim to foster the sustainable development of the tourism industry.





开幕式

Opening Ceremony

嘉宾致辞 Opening Address



法国前总理、国际山地旅游联盟主席
多米尼克·德维尔潘

Former Prime Ministers of France, Chairman of IMTA
Dominique de Villepin

很高兴在 5 月 29 日这个特殊的日子，与大家相聚在这座位于滨海阿尔卑斯省中心、海山之间无比美好的城市尼斯。自 2019 年在加德满都举办了第一届“国际山地旅游日”主题活动以来，今天的活动已是国际山地旅游联盟举办的第 6 届主题活动，而联盟如今已聚集了来自世界各地的 190 多名成员。

今年的“国际山地旅游日”有着特别重要的意义，因为我们同时也在庆祝中法两国建立外交关系 60 周年，以及中法文化旅游年。加之习近平主席近期对法国进行的国事访问，为这一系列活动添上了浓墨重彩的一笔。借由这次庆祝活动，为近期中法两国代表组成的联合登山队登顶勃朗峰提供了契机，旨在高度提升我们两国人民各自充满活力又内涵不同的文明之间的友谊。这也证明了中法两国在夏季奥运会前夕，在这一既充满危机与挑战又不乏机遇的时刻中达成的密切合作。

在后疫情时代，我们每个人都明白，山地旅游代表着多么大的机遇和财富。特别是对法国和

中国来说，我们两个国家都拥有独特的资源，可以通过优质的新兴旅游产品和服务，在可持续发展方面建立多种伙伴关系。这意味着以更加全球化的视野、更加创新的方法加强我们的治理体系，以及通过增加艺术与文化、体育、健康和旅游之间的互动来增强吸引力。同时尊重环境，使保护文化和促进经济为人民服务，为负责的、平衡的和可持续的发展做出贡献。

全球疫情的艰难岁月为我们提供了一个机会，让我们重新思考山地旅游业转型的要求，即朝着更高质量、创新和负责任的方向发展。通过促进我们之间的合作和良好实践的交流，动员地方政府、旅游机构和行业、学术界、协会和专家等，更好地思考如何保护这一独特而脆弱的特殊资源。

七年来，国际山地旅游联盟取得了长足发展，搭建了开放的交流合作平台，锐意提高标准，改进方法，开拓进取，为会员服务，努力实现山地旅游相关主体间的统一、团结以及互补。

在一个更加城市化、压力更大也更加匆忙的

世界中，山地提供了稀有的资源、优质的避世地、可控和可共享的空间，使得山地旅游成为一种独特的体验。如果我们想要促进地区项目的可接受度和良好整合，那么满足日益苛刻的公众需求，同时保护和尊重山地社区，那就是一项艰巨的挑战。这要求我们进一步重视艺术、文化和教育，这是我们始终更具选择性、包容性和可持续性的目标的核心。

2024 年国际山地旅游日活动的主题很好地体现了人类发展的共同愿望：“文明互鉴的山地旅游”，标志着行业所有主体面对共同命运的承诺。

如今，基于多样性和高质量的新旅游格局充满活力，具体表现在以下方面：

1) 市场趋势凸显众多期待

首先，在不确定和波动的时期，旅游业仍然是增长和发展的强大引擎。在经济收入方面，在基础设施发展方面，特别是在新兴世界，以及随着游客数量的持续增加，在文化开放和相互理解方面都是如此。

其次，可以在快速变化的环境中提高质量。设想 21 世纪的旅游业意味着要考虑新的市场趋势，朝气蓬勃的旅游业，这一使人愉悦，同时也带来文化和娱乐的活动。这就是为什么多元化已成为开发体育、健康、休闲和智力活动等旅游产品的关键；鼓励负责任的旅游业，使得每个人都更加意识到威胁自然的环境风险。因此，如果碳排放继续增加，许多大型冰川可能会受到威胁，生态现在是旅游业面临的一个主要问题。我们需要更好地了解气候变化对山地生态系统的影响，发展科学预测，在监测、风险防范和服务管理等方面，加强人工智能、大数据等先进技术的研究和使用。

最后，生活质量和舒适度也成为旅游市场成功的主要因素。这是我们在亚洲和中东许多国家观察到的情况，在那里，各酒店品牌优先考虑的是客户服务质量。

2) 我坚信山地旅游可以成为追求质量和可持续性发展的支柱

在人们试图与自然重新建立联系的世界中，乡村和山地旅游激起了民众越来越多的兴趣。如今，包含远足、徒步旅行和滑雪等非常有前景的活动在内，乡村和山地旅游约占整个行业的 20%，对户外运动不断增长的需求开辟了许多前景。

法国已经率先原创发明了这一种发展模式，而中国方面，可以利用其自然资源和独特的生活方式进一步发展，就像在贵州省所做的那样。

但优质旅游还需要大胆且有远见的举措。我们需要在中国西部和中亚等偏远地区投入经济项目和更多基础设施；我们还需要进一步落实文化和环境举措，山地旅游是提高人们相关意识的一种方式。确实，山地是集体遗产，我们必须以文化为饵，吸引寻求新的知识和体验的游客；同样，山地作为全球人类的共同财产，对于保护山地环境，如果在分享良好做法和建立共同标准方面取得进展，环境质量也是一张王牌；最后，山地为竞技或探索运动提供了美妙的风景，也是我们可以重新聚焦家庭等基础价值观的地方。

亲爱的朋友们，山地旅游首先是一次冒险、一次共同的体验。我们可以为全球取得的进步感到自豪。因为它不仅有助于经济和社会发展，而且有助于拉近人与自然以及人与人之间的距离。

谢谢大家。

It is a great pleasure to be here with you in the enchanting city of Nice, situated between the sea and mountains in the heart of the Alpes-Maritimes department, on this special day of 29 May. Today, we are witnessing the 6th edition of the theme event of International Mountain Tourism Day hosted by the International Mountain Tourism Alliance (IMTA) since its inauguration in Kathmandu in 2019, and IMTA now brings together more than 190 members from around the world.

This year's International Mountain Tourism Day is of special significance as we celebrate the 60th anniversary of the establishment of diplomatic ties between China and France, alongside the China-France Year of Culture and Tourism. President Xi Jinping's recent state visit to France has added splendor to the celebration. This occasion has also created an opportunity for a joint mountaineering expedition composed of representatives from both countries to reach the summit of Mont Blanc recently, symbolizing a profound enhancement of the friendship between our vibrant and distinct civilizations. It also demonstrates the close collaboration between China and France on the eve of the Summer Olympics, at a time fraught with both crises and challenges, yet full of opportunities.

In the post-COVID-19 era, we all understand that mountain tourism represents tremendous opportunities and wealth. Especially for France and China, both countries boast distinctive resources that can foster diverse partnerships for sustainable development through premium and innovative tourism products and services. This entails reinforcing our governance systems with a broader global outlook and more innovative approaches, and enhancing appeal by increasing interactions among the realms of arts, culture, sports, health and tourism. Concurrently, it involves respecting the environment, protecting culture and promoting the economy for the benefit of

people, and contributing to responsible, balanced and sustainable development.

The arduous period of the global pandemic has offered us a chance to re-envision the requirements for the transformation of the mountain tourism industry towards a trajectory of enhanced quality, innovation and responsibility. By promoting cooperation and exchanges of best practices among us, and engaging local governments, tourism institutions, industry professionals, the academic community, associations and experts, we are poised to more effectively contemplate how to protect the special resources of the unique and vulnerable environment.

Over the past seven years, IMTA has experienced substantial growth, creating an open platform for exchanges and cooperation. It has been committed to enhancing standards, improving approaches and making innovation, all in service to its members. The alliance has worked hard towards harmony, unity and complementarity among the various entities involved in mountain tourism.

In a world that is becoming more urbanized, stressful and fast-paced, mountains offer rare resources, quality retreats, as well as spaces that are manageable and shareable, making mountain tourism a unique experience. To enhance the acceptability and seamless integration of regional projects, it is a formidable challenge to meet the public's escalating expectations while protecting and respecting mountain communities. This demands an enhanced focus on arts, culture and education - core elements of our objectives, which are inherently more discerning, inclusive, and sustainable.

The event theme of International Mountain Tourism Day 2024 effectively conveys our common aspiration for human development: "Mutual Learning among Mountain Civilizations", marking the commitments of all industry players to a shared future.

Now, the vibrant new tourism paradigm, underpinned by diversity and high quality, is manifested in the following aspects:"

a. Market trends highlight expectations.

Firstly, in times of uncertainty and volatility, the tourism industry remains a powerful engine for growth and development. This is true in terms of economic revenues and infrastructural development, especially in the emerging world, as well as cultural exchanges and mutual understanding with the continuous increase in the number of tourists.

Secondly, quality can be enhanced in a fast-changing environment. Envisioning the tourism industry of the 21st century entails taking account of new market trends and fostering a vibrant tourism sector that offers enjoyment along with cultural and entertainment delights. Diversification has thus become crucial for the development of tourism offerings spanning sports, health, leisure and intellectual pursuits, as we advocate for responsible tourism that heightens awareness of environmental perils to nature. Consequently, if carbon emissions continue to increase, many large glaciers may be at risk, and ecology is now a major challenge facing the tourism industry. It is imperative that we deepen our comprehension of how climate change impacts mountain ecosystems, develop scientific forecasts, and step up the research and use of cutting-edge technologies such as AI and big data in monitoring, risk prevention and service management.

Lastly, life quality and comfort are emerging as pivotal factors in the success of the tourism market. This is what we have seen in many countries across Asia and the Middle East, where hospitality brands prioritize the quality of customer services.

b. I am convinced that mountain tourism can be a pillar in our quest for quality and sustainable development.

In a world where people are seeking to rekindle its bond with nature, rural and mountain tourism has aroused increasing interest among the public. Encompassing promising activities like hiking, trekking and skiing, rural and mountain tourism represents about 20% of the industry, and the growing demand for outdoor activities has generated a wealth of opportunities.

France has created this innovative development model, and China, on its part, can leverage its natural resources and distinctive lifestyle to go further, just as it has done in Guizhou Province.

However, superior tourism calls for bold and visionary initiatives. We need to invest in economic projects and more infrastructure in remote regions such as Western China and Central Asia. Additionally, it is imperative to further advance cultural and environmental initiatives, with mountain tourism as a way to raise public awareness. Mountains are a shared heritage, and we must use culture as a conduit to attract tourists in pursuit of new knowledge and experiences; mountains, as a common heritage of all humanity, presents an opportunity where environmental quality can become a significant advantage if we make great progress in sharing best practices and establishing common standards for the protection of mountain environments. Ultimately, mountains offer wonderful views for competitive or explorative sports and are also places where we can refocus on fundamental values such as family."

Dear friends, mountain tourism is, first and foremost, an adventure and a shared experience. We can be proud of the strides we have made globally. Because it contributes not only to economic and social development, but also to bringing people closer to nature and to each other.

Thank you.

国际合作共建美好世界，山地旅游礼赞自然



联合国教科文组织 (UNESCO) 副总干事
曲星

Deputy Director-general of UNESCO
Qu Xing

尊敬的女士们、先生们：

山地不仅仅是令人惊叹的风景，它们是维持生物多样性和人类生存的重要生态系统，它们也是地球上最脆弱的环境之一。事实上，气候破坏、森林砍伐和不可持续的旅游业活动已经威胁到这些脆弱的生态系统，第六届国际山地旅游日是一个良好的契机来反思旅游业可以支持山地社区的可持续发展和适应力的方式。因为管理良好的旅游业可以创造必需的收入以及偏远山地地区的工作机会，但不可持续的活动会加剧环境退化、文化特色的丧失和经济差距，因此，我们联合国教科文组织一直致力于支持旅游业的包容、尊重和再生，我们在联合国教科文组织的所有保护区都采取了这种方法，在这些活着的实验室内，我们制定创新策略来保护自然和文化遗产，并支持当地土著社区的经济活动。我们在阿尔卑斯山世界遗产地这样做，从马丘比丘到喜马拉雅山，从新西兰的汤加里罗山直至加拿大的落基山脉，我们

也在全球各地的地质公园这样做。例如，距离尼斯仅 150 公里的普罗旺斯高地地质公园是倡导保护地球地质遗产的领跑者。

最后，我们在 470 多个山地生物圈保护区这样做，包括中国贵州的梵净山，我们的世界山地生物圈保护区网络吸取了这些地区的知识和经验。当然，如果没有国际合作，这一切都不可能实现，这就是为什么联合国教科文组织还与各国政府，非政府组织和私营部门携手合作来制定政策和惯例，以确保可持续旅游业真正惠及所有人。

我要感谢国际山地旅游联盟、全球旅游经济论坛、世界旅游城市联合会和亚太旅游协会对于这些工作的帮助，尤其是组织了这次六周年庆典，携手合作，我们可以共同建设一个美好的世界，使山地旅游成为对自然的礼赞，同时也成为我们共同致力于可持续发展的见证。

谢谢大家。

International Cooperation Builds a Better World Where Mountain Tourism Is a Celebration of Nature

Excellencies, ladies and gentlemen,

mountains are more than just stunning landscapes. They are vital ecosystems that sustain biodiversity and human life. They are also some of the most fragile environments on Earth. Indeed, climate disruption, deforestation and unsustainable tourism practices are already threatening these delicate ecosystems. This sixth anniversary of International Mountain Tourism Day is an opportunity to reflect on the ways in which tourism can support the sustainable development and resilience of mountain communities. Because, yes, well-managed tourism can create much needed revenue and jobs in isolated mountain regions. But unsustainable practices can compound environmental degradation, loss of cultural identity and economic disparities. For this reason, at UNESCO, we are committed to supporting tourism that is inclusive, respectful, and regenerative. And we put this approach to work in all our UNESCO protected areas. In these living laboratories, we develop innovative strategies to protect the natural and cultural heritage, while supporting the economic activities of local and indigenous communities. We do this in our Alpine World Heritage Sites, from Machu Picchu to the Himalayas, from New Zealand's

Mount Tongariro to the Canadian Rocky Mountains. We also do this in our global Geoparks, for example, in the Haute-Provence Geopark, just 150 km from Nice, which was a forerunner in advocating for the protection of the Earth's geological heritage. Finally, we do this in our more than 470 biosphere reserves in mountain areas, including the Mount of Fanjingshan in Guizhou, China, and through our World Network of Mountain Biosphere Reserves, which pulls these site's knowledge and experience.

Naturally, none of this is possible without international cooperation. That's why UNESCO also works hand in hand with governments, NGOs and the private sector to develop policies and practices ensuring that sustainable tourism truly benefits all. Let me thank the International Mountain Tourism Alliance, the Global Tourism Economy Forum, the World Tourism Cities Federation and the Pacific Asia Travel Association for contributing to these efforts, notably by organizing this sixth anniversary celebration. Together, we can build a world where mountain tourism is both a celebration of nature and a testament to our shared commitment to sustainability.

Thank you.



尼斯市副市长
克里斯蒂娜·阿米尔

Deputy Mayor of Nice
Christiane Amiel

大家好！我叫克里斯蒂娜·阿米尔，是尼斯副市长、国际事务代表，同时负责国际友好结对工作，很高兴今早能和各位欢聚一堂。

人们可能会感到惊讶，本次活动的主办方选择了我们尼斯市来举行专门针对山地旅游的会议。尼斯作为“法国里维埃拉”蔚蓝海岸的首府，以独特的生活方式和众多位于蓝色大海边缘的旅游景点而闻名于世。这是一片富饶、多彩的土地，也是南阿尔卑斯山的入海处。

我们的支柱产业就是旅游业，今天到场的嘉宾将围绕相关话题进行分享，我就把这些话题留给专家们来交流吧。

但除了旅游业，尼斯还是一个各型会议承办型城市，这里补充一句，2025 年的联合国海洋大会将会在这里举行。

尼斯也是一个大学城，有多所高等商业学校，也有非常多知名和公认的大学培训研究中心和教学医院，拥有享誉国际的医生和科学家。我们的监管中心也引进了国际安保团队，我们的研究中心吸引了越来越多的人到此。

尼斯更是一座文化之城，拥有供世界各地伟大艺术家表演的歌剧院、剧场和博物馆。值得一提的是，我们马蒂斯博物馆的展品目前正在东京国际艺术中心展出，受到了极大的欢迎。同时，博物馆常年可供参观，是我们城市的一个亮点。

尼斯位于地中海沿岸，阿尔卑斯山脚下，地

属普罗旺斯阿尔卑斯蔚蓝海岸地区，靠近意大利边境，凭借着温和的气候和得天独厚的地理优势，在这里你可以找到一座致力于成为冬季气候度假胜地的城市的发展历程。

2021 年 7 月，在中国福州举行的第 44 届世界遗产大会上，尼斯被列入联合国教科文组织《世界遗产名录》。所以，活动主办方在此举办活动，你们的选择是正确的。

当前，我们正在经历众多挑战，还有我们必须团结起来一起应对的问题，特别是地球上的气候变暖和海洋污染，确实有很多值得探讨的话题。因此，今天的大会的主题十分有意义。特别是在经历过 2020 年 10 月法国地中海沿岸亚历克斯（Alex）风暴灾害事件后，我们对此认识更加深刻。与此同时，发展尊重自然和生物多样性的可持续旅游业的必要性不言而喻，我的同事鲁迪·萨尔稍后会和大家探讨这个问题。

千言万语，意犹未尽。在此，我祝愿参会的各位嘉宾们，在今天的交流中都能有收获，同时在尼斯度过愉快的时光。即使今天的主题是山地，我仍然想邀请大家来体验一下尼斯的蔚蓝海岸，逛逛老城区，沾一沾蔚蓝海岸的熏香，美美地吃一顿尼斯美食，再来一杯不错的葡萄酒。

总之，谢谢大家的聆听，祝各位度过愉快的一天，谢谢。

Hello, everyone! I'm Christiane Amiel, Deputy Mayor of Nice, handling international affairs and our sister city partnerships. I'm glad to be here with you all this morning.

Some of you might be surprised that the organizers chose our city, Nice, to host a mountain tourism conference. Nice is known as the capital of Côte d'Azur, the French Riviera, and for its lifestyle and seaside attractions. It's a land of abundance and diversity, where the Southern Alps meet the sea.

Tourism is our pillar industry, but I'll leave the details to the experts with us today.

Besides tourism, Nice is also a hub for meetings and conferences, and I want to remind you that the 2025 UN Ocean Conference will also be held here.

Nice is home to several business schools, prestigious universities, research centers, and teaching hospitals, featuring world-famous doctors and scientists. Now, our city also has an international security team and attracts many talents to its research centers.

Culturally, Nice is vibrant with its opera houses, theaters, and museums that host performances by great artists from around the world. Our Matisse Museum's exhibits are on display at the National Art Center in Tokyo. It has been a huge success. The Matisse Museum is open to visitors as a highlight of our city.

Located on the Mediterranean coast and at the

foot of the Alps, Nice is part of the Provence-Alpes-Côte d'Azur region, near the Italian border. It enjoys a mild climate and unique advantages, destined to become a winter resort destination.

At the extended 44th session of the UNESCO World Heritage Committee held in Fuzhou, China, Nice was listed as a 2023 World Heritage Site. So, organizers, ladies and gentlemen, you made the right choice.

With the challenges and common problems we face, especially climate change and ocean warming, it makes perfect sense to focus on these issues at today's conference. The Storm Alex in 2020 that devastated our mid-to-high-altitude mountain villages was proof of global challenge. We need our tourism to be sustainable and respect nature and biodiversity. My colleague Rudy Salles will discuss this with you later.

Ladies and gentlemen, I have a lot to say, but I'll keep it brief. So, I hope you all gain a lot from today's conference and enjoy your time in Nice. Today we talk about mountains, but I also would like to invite you to experience Côte d'Azur, the sea, and Nice itself. Stroll around the old town, enjoy the local atmosphere, have a great meal, try our local cuisine with the label of origin, and maybe have a glass of wine.

Thank you all for listening, and I wish you a successful and enjoyable day. Thank you!



法国尼斯蔚蓝海岸旅游局荣誉主席
鲁迪·萨尔

President Delegate of the Metropolitan
Tourism Office of Nice Cote d'Azur
Rudy Salles

女士们，先生们，大家好，我很荣幸代表尼斯市市长兼尼斯－蔚蓝海岸都会区主席克里斯蒂安·埃斯特罗西（Christian ESTROSI）先生，在此向大家表示热烈欢迎。我们对各位的到来感到非常高兴和自豪。感谢大家选择尼斯－蔚蓝海岸作为这次盛会的举办地。

尼斯市与中国之间有着源远流长而充满活力的友好情谊，为此我们倍感荣幸。这不仅体现在城市间的结对与友好协议上，尤其是与中国杭州、厦门和珠海等城市，还体现在丰富多彩的文化交流活动中，例如，2017 年和 2018 年向厦门市和宁波市引入尼斯狂欢节，2019 年迎接习近平主席访问尼斯，2023 年北京电影学院访尼斯，2023 年与重庆市合作交流国际机场专业知识，以及与厦门市就联合国教科文组织遗产进行交流等。此外，今年我们将隆重庆祝中法建交 60 周年，这一庆祝活动将重点关注人文交流。

正如我刚才所说的，我们格外荣幸地欢迎各位光临尼斯——这片地中海与阿尔卑斯山融为一体的迷人之地。周围的风景展现了我们所珍视的山地旅游胜地的美丽和多样性。尼斯－蔚蓝海岸地区拥有众多自然宝藏等待着各位去发现：这里的山顶村庄和周围的山脉提供了无限的探索可

能。在冬季，尼斯－蔚蓝海岸地区更是成为广受好评的滑雪胜地。像伊索拉 2000（Isola 2000）和奥龙（Auron）等滑雪场为各种水平的滑雪者提供了丰富多样的滑雪道，以及壮丽的风景，各位可以一边享受地中海的阳光，一边尽情畅享滑雪的乐趣。

今天，我们齐聚一堂，共同探讨山地旅游领域所面临的挑战。

山地旅游不仅仅是一种娱乐和经济活动，它更是一种生活方式、一种共享的激情，同时也是世界各地许多社区可持续发展的重要载体。它在支持当地经济和保护文化传统的同时，为游客提供了难忘的体验。然而，我们必须认识到，这一重要领域正面临着日益紧迫的挑战和关键问题。

气候变化无疑是我们面临的最大挑战之一。我们珍视的山地是很脆弱的，它们是最早受到气候变暖影响的地区之一。冰川融化、土壤侵蚀和生物多样性减少等迹象提醒着我们必须立即采取行动。作为旅游业的专业人士，我们有责任推广可持续实践，最大限度地减少对环境的影响，保护这些独特的生态系统，造福于后代。保护生物多样性同样是一项重要任务。通过制定负责任的旅游战略，我们可以帮助保护这一自然资源，同

时为游客提供真实而环保的体验。尊重当地文化也是我们的首要任务之一，因为山地社区拥有丰富的传统和生活方式，为游客的旅行体验增添了独特魅力。因此，我们必须与这些社区合作、给予支持，并积极促进他们参与旅游业的发展。

在尼斯－蔚蓝海岸，我们正在实施一系列以全面可持续旅游体验为核心的山地旅游政策。这一政策依托于五大重点方向：

方向一：丰富活动形式——我们将活动多样化视为重中之重。除了传统的高山滑雪和单板滑雪等冬季运动外，我们还积极推广季节性活动，如雪鞋健行和越野滑雪。在夏季，我们会组织山地自行车、攀岩、徒步旅行和高山湖泊水上运动等活动。这种季节性活动的转变有助于全年分散客流量，从而避免过度旅游。

方向二：发展基础设施——在保护自然环境的同时，我们投资改善和扩建了旅游基础设施，为游客参与山地活动提供更加便利和舒适的条件。

方向三：推广可持续旅游——可持续发展是我们旅游业的战略核心。我们通过定期开展有关保护动植物、废物管理和减少碳足迹等的宣传活动，提高游客对生态系统保护重要性的认识，并倡导可持续旅游的实践。此外，尼斯－蔚蓝海岸近年来大力发展了自行车主题旅游，倡导在自然环境中选择温和环保的交通工具，目前已成为自行车旅行的热门目的地和最发达的地区之一。尼斯市将于明年七月举办世界上最盛大的体育赛事之一，即环法自行车赛的收官之战，这并非偶然。

方向四：与当地的参与者合作——我们与当

地企业和旅游专业人士密切合作，因为他们是我们旅游政策成功实施的关键。我们根据当地需求和特点制定了旅游计划，例如，创建主题旅游路线，推广当地产品，举办文化和体育活动，以丰富游客的旅游体验并支持当地经济等。

方向五：保障游客安全——山地天气条件和地形具有不可预测性，因此确保游客的安全至关重要。我们已经采取了一系列措施，以确保户外活动的安全，包括维护步道、标记路线，以及为导游进行培训。

今天召开的会议为我们提供了一个宝贵的机会，让我们能够共同交流意见、分享经验和知识，制定共同战略。共同致力于推动山地旅游业可持续和负责任的发展，造福于全体人民。我们需要确保未来的子孙后代也能够发现并欣赏到我们壮丽的山地景观。

我想着重强调国际合作的重要性。只有通过观点和经验的共享，我们才能制定出创新有效的解决方案。山地旅游具有巨大的潜力，能够为构建一个更加可持续、更加公平、更加尊重自然和文化遗产的世界做出贡献。

只要我们齐心协力，就能确保我们的山地成为一个人人向往的美丽繁荣之地。我们有能力将挑战转化为机遇，为所有人创造可持续发展的未来。

最后，我衷心祝愿今天在座的每一位能够收获满满，进行充分的交流，并实现富有成效的合作。最后，感谢大家的关注，再次感谢大家的光临。

Ladies and gentlemen,

I am honored to represent Mr. Christian ESTROSI, Mayor of Nice and President of the Nice Côte d'Azur Metropolitan Area, to welcome you all. We are delighted and proud to have you here. Thank you for choosing Nice Côte d'Azur to hold this grand event.

We are extremely proud that Nice shares a long friendship with China, reflected not only in our sister city partnerships (such as Hangzhou, Xiamen, and Zhuhai) but also in our abundant cultural exchange activities (such as introducing the Carnival of Nice to Xiamen and Ningbo in 2017 and 2018, welcoming President Xi Jinping to Nice in 2019, a visit of the Beijing Film Academy in 2023, partnership with Chongqing on exchange of international airport expertise in 2023, and exchange with Xiamen on UNESCO heritage). This year, we will celebrate the 60th anniversary of diplomatic relations between China and France, focusing on cultural exchanges.

As I said, we are extremely honored to welcome you to Nice, an enchanting place where the Mediterranean meets the Alps. The surrounding landscapes demonstrate the beauty and diversity of the mountain resorts we cherish. The Nice Côte d'Azur region is home to so many natural treasures waiting to be discovered: the hilltop villages and surrounding mountains offer endless possibilities for exploration. In winter, it becomes a highly popular skiing destination. Ski resorts like Isola 2000 and Auron offer various slopes for skiers of all levels, along with breathtaking scenery. Here, you can enjoy the Mediterranean sunshine while indulging in the pleasures of skiing.

Today, we gather to discuss the challenges facing mountain tourism.

Mountain tourism is not just a recreation and economic activity; it is a lifestyle, a shared passion, and a crucial portal to sustainable development in many communities around the world. It promotes the local economy, preserves cultural traditions,

and provides unforgettable experiences for visitors. However, we must acknowledge that it is facing increasingly urgent and critical challenges.

Climate change is undoubtedly one of the greatest challenges we face. Mountains are fragile and the first to be affected by global warming. Glacier melting, soil erosion, and biodiversity—all these signs remind us to take immediate action. As tourism professionals, we are obligated to carry out sustainable practices, minimize environmental impact, and preserve these unique ecosystems for future generations. Protecting biodiversity is also a crucial task. By making responsible tourism strategies, we can help conserve natural resources while offering visitors authentic and eco-friendly experiences. Another top priority is respecting local cultures. Mountain communities have rich traditions and ways of life that add unique charm to visitors' travel experiences. Therefore, we must work with them, support them, and encourage them to get involved in local tourism development.

In Nice Côte d'Azur, we are implementing a mountain tourism policy centered on a comprehensive sustainable tourism experience, with five key directions:

Direction 1: Diversifying activities. In addition to traditional winter sports like alpine skiing and snowboarding, we promote seasonal activities such as snowshoeing and cross-country skiing. In the summer, we organize mountain biking, rock climbing, hiking, and water sports on alpine lakes. It helps distribute visitors throughout the year and avoid over-tourism.

Direction 2: Developing infrastructure. While protecting the natural environment, we invest in improving and expanding tourism infrastructure to provide more convenient and comfortable conditions for visitors participating in mountain activities.

Direction 3: Promoting sustainable tourism. Sustainable development is the core of our tourism strategy. We regularly promote the importance of ecosystem protection and carry out practices of

sustainable tourism, focusing on wildlife conservation, waste management, and carbon footprint reduction. In recent years, Nice Côte d'Azur has developed bicycle-themed tourism, encouraging the use of eco-friendly transportation in natural settings. It has now become one of the most popular and advanced destinations for cycling tours. Next July, Nice will host the grand finale of the Tour de France, one of the world's largest sporting events.

Direction 4: Working with local communities. We work with local businesses and tourism experts, as they are key to the success of our tourism policies. Our tourism plans are tailored to local needs and characteristics (such as creating themed tourist routes, promoting local products, and organizing cultural and sports events, to enrich the tourist experience while supporting the local economy).

Direction 5: Ensuring visitor safety. Given the unpredictable weather and terrain in the mountains, ensuring visitor safety is our top priority. We have taken a series of measures to ensure the safety of outdoor activities, including trail maintenance, route marking, and guide training.

Today's conference gives us a great opportunity

to exchange ideas, share experiences and knowledge, and make strategies. Together, we are committed to the sustainable and responsible development of mountain tourism for the benefit of all. We must ensure that future generations can also appreciate our magnificent mountain landscapes.

I would like to emphasize the importance of international cooperation. Only by sharing opinions and experiences can we develop innovative and effective solutions. Mountain tourism has enormous potential to contribute to building a more sustainable, equitable, and respectful world that honors natural and cultural heritage.

By working together, we can transform challenges into opportunities and create a sustainable future for everyone. We have the ability to ensure that our mountains become beautiful and prosperous destinations that everyone aspires to visit.

Last, I sincerely wish everyone here today will get valuable insights, engage in meaningful exchanges, and forge partnerships. Thank you all for your attention, and once again, thank you for being here.





中国驻马赛总领事
董广利

Consul General of China in Marseille
Dong Guangli

法国前总理、国际山地旅游联盟主席多米尼克·德维尔潘先生，

国际山地旅游联盟副主席兼执行秘书长傅迎春先生，

法国尼斯市市长代表、副市长克里斯蒂娜·阿米尔女士，

尼斯蔚蓝海岸大都会主席、普阿蓝大区议会荣誉主席代表，尼斯蔚蓝海岸大都会旅游局荣誉主席鲁迪·萨勒先生，

联合国旅游组织亚太部主任黄海国先生，

亚太旅游协会主席彼得·西蒙先生，

世界酒店与旅游教育培训协会主席阿卜杜贝尔加先生，

中国驻巴黎旅游办事处主任张郝淼女士，

各位来宾，女士们，先生们，

大家上午好！很高兴今天参加 2024 年国际山地旅游日主题活动启幕仪式，我谨代表中国驻法国大使卢沙野向各位来宾的到来表示诚挚欢迎与亲切问候。

山地是全人类共享的自然馈赠，具有巨大的探索潜力。作为传统的山地大国，中国的山地、丘陵和高原的面积占国土面积的 69%，形成了世界上最丰富的山地景观，也构成了中华民族文化形成环境。孔子说，“仁者乐山，智者乐水”，

这充分反映了中国人的生活与山地的关系。法国人同样对山充满热爱，最早开展山地旅游。本月初，中国国家主席习近平对法国进行了第三次成功的国事访问。马克龙总统除了在首都精心安排活动外，特意选在对其个人有特殊意义的比利牛斯山区接待习主席夫妇。两国元首在海拔 2000 多米的图尔马莱山口登高望远，纵论天下，续写“高山流水遇知音”的佳话。元首夫妇在“牧羊人驿站”温馨聚会，在中法两国交往史上写下崭新的一页，充分展现出中法关系的温度、高度和气度。

今年是中法建交 60 周年。60 年来，两国历代领导人始终“不畏浮云遮望眼”，从战略高度和长远角度看待和处理双边关系。近年来，中法关系保持高水平发展，航空、航天、核能、农食、绿色等领域合作不断取得新成果。两国在应对气候变化、保护生物多样性、完善全球治理等方面密切协调和配合。今年还是中法文化旅游年，各项活动正在全面展开。为加快人文交流“双向奔赴”，中方决定将对法国等 12 国公民短期来华的免签政策延长至 2025 年年底，支持增开上海至马赛直飞航线，支持法方办好巴黎奥运会和 2025 年联合国海洋大会等。中法关系发展不仅给两国人民带来了福祉，也为动荡不安的世界注入了稳定性和正能量。中国愿同包括法国在内的世界各国

一道，在相互尊重的基础上发展友好合作关系，携手前行、共担风雨、共创未来。

中国提出要以中国式现代化全面推进中华民族伟大复兴。习近平主席指出，“绿水青山就是金山银山”。在全面建设社会主义现代化国家新征程上，中国将注重同步推进高质量发展和高水平保护，以“双碳”目标为引领，持续推进生产方式和生活方式绿色低碳转型，加快推进人与自然和谐共生的现代化，在人类命运共同体倡议感召下，与各国一道，建设一个持久和平、普遍安全、

共同繁荣、开放包容、清洁美丽的世界。

山地旅游融观光度假、健身娱乐、攀登探险、人文教育等为一体，是一种生态文明旅游形式和提升人民幸福度的生活方式。今天山地旅游界、联盟会员和山地旅游爱好者们济济一堂，相信你们在山地旅游与美好生活关系方面深入研讨交流，碰撞出新的火花，让生态文明造福人类，引领山地旅游走向光辉未来。

祝本届国际山地旅游日活动取得圆满成功！
祝各位嘉宾在风光旖旎的南法工作与生活愉快！



Distinguished Mr. Dominique de Villepin, former French Prime Minister and Chairman of IMTA;

Mr. Yingchun Fu, Vice Chairman & Executive Secretary General

Mr. Qu Xing, Deputy Director General of UNESCO;

Ms. Christiane Amiel, Representative of Mayor of Nice and Deputy Mayor of Nice;

Mr. Rudy Salles, President of the Métropole Nice Côte d'Azur, President Delegate of the Région Provence-Alpes-Côte d'Azur and President Delegate of the Nice Côte d'Azur Metropolitan Tourist Office;

Mr. Harry Huang, UNWTO Director for Asia and the Pacific;

Mr. Peter Semone, Chairman of the Pacific Asia Travel Association;

Mr. Abdou Belgat, President of the World Association for Hospitality and Tourism Education and Training;

Ms. Zhang Haomiao, Director of the China National Tourist Office in Paris;

Dear guests, ladies and gentlemen,

Good morning! I am pleased to be here for the opening ceremony of the theme event of International Mountain Tourism Day 2024. On behalf of Mr. Lu Shaye, Chinese Ambassador to France, I would like to extend sincere welcome and cordial greetings to you.

Mountains, natural gifts shared by all mankind, have huge potential for exploration. China is a traditional mountainous country, with mountains, hills and plateaus accounting for 69% of its territory, creating the richest mountainous landscape in the world and the environment in which Chinese culture was nurtured. Confucius said, "The benevolent enjoy the mountains, and the wise enjoys water," which fully reflects the relationship between the life of Chinese and mountains. The French also love mountains and were the first to develop mountain tourism. Earlier this month, Chinese President Xi Jinping successfully paid

his third state visit to France. In addition to the well-arranged activities in the capital, President Emmanuel Macron deliberately hosted President Xi and his wife in the Pyrenees, a region of special significance to him. At the Col du Tourmalet that is more than 2,000 meters above the sea level, the two heads of state admired beautiful views and discussed international issues, renewing the romance of "meeting a soul mate in a high mountain and flowing water". The heads of state and their wives met for a warm gathering at "Shepherd's Station", writing a new page for Sino-French exchanges, showing the close affinity between the two countries.

This year marks the 60th anniversary of the establishment of diplomatic ties between China and France. Over the past 60 years, generations of leaders of the two countries have sized up international situation, and dealt with bilateral relations from a strategic and long-term perspective. In recent years, Sino-French relations have maintained high-level development, with cooperation outcomes achieved endlessly in aviation, aerospace, nuclear energy, agricultural food, green and other fields. The two countries have worked closely in addressing climate change, protecting biodiversity and improving global governance. This year also marks the China-France Year of Culture and Tourism, and various activities are in full swing. To speed up people-to-people exchanges, China has decided to extend the visa-free policy for short-term visits to China for 12 countries, including France, till the end of 2025, support the launch of a new direct flight between Shanghai and Marseille, and supported France in hosting the Paris Olympics, the 2025 United Nations Ocean Conference and other events. The development of Sino-French relations has not only benefited the people of both countries, but also injected stability and positive energy into the turbulent world. China stands ready to work with France and the rest of the world, to develop friendly relations and cooperation on the basis of mutual

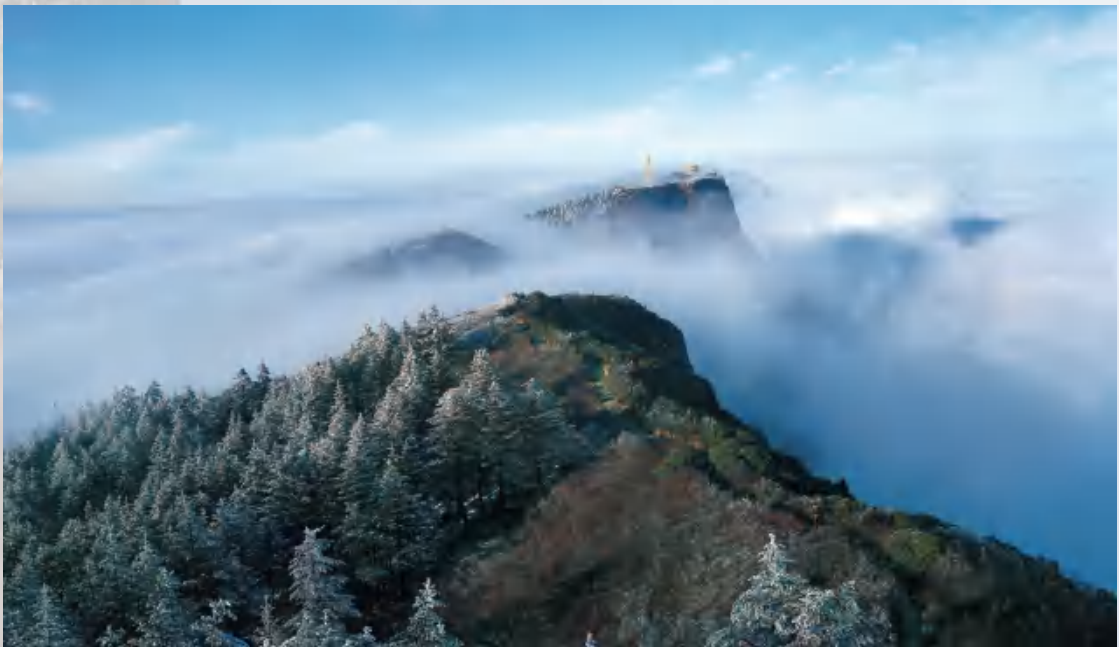
respect, forge ahead together in face of common changes, and jointly create a bright future.

China has proposed efforts to advance the great rejuvenation of the Chinese nation on all fronts through a Chinese path to modernization. President Xi Jinping noted that "lucid waters and lush mountains are invaluable assets". On the new journey to build a modern socialist country in an all-round way, China will focus on synchronizing high-quality development with high-level protection, continuously advance the green and low-carbon transformation of production modes and lifestyles with the goal of achieving carbon peaking and neutrality, accelerate the modernization that features harmony between man and nature, and work with other countries to build an open, inclusive, clean and beautiful world that enjoys lasting peace, universal security and common prosperity under the

initiative to build a community with a shared future for mankind.

Mountain tourism integrates sightseeing and vacation, fitness and recreation, climbing and adventure, and humanistic education. It is a form of ecological civilization tourism and a lifestyle that enhances people's happiness. Today, the mountain tourism industry, IMTA's members and mountain tourism enthusiasts are gathering here. I believe that your insights into the relationship between mountain tourism and a good life will produce new sparks, promote ecological civilization for the benefit of mankind, and lead mountain tourism into a bright future.

To conclude, I wish the theme event a complete success, and wish you delightful work and a fulfilling life in beautiful southern France!





中国驻巴黎旅游办事处主任

张郝淼

Director of China National Tourist Office, Paris
Zhang Haomiao

大家好！我非常荣幸能在 2024 年第 6 届国际山地旅游日时来到这里。作为本次活动的合作伙伴，中国驻巴黎旅游办事处很高兴参加在尼斯举行的这次不容错过的会议。尼斯是蔚蓝海岸的标志性城市，也是世界上最受欢迎的旅游目的地之一，因此在尼斯举办这一活动显得尤为重要。

山地旅游是旅游业的重要支柱。据联合国世界旅游组织统计，山地旅游约占全球旅游市场的 20%，并且逐年增长。山地旅游潜力巨大，为无数游客提供了接触自然、参与个人挑战的机会，同时为许多山地社区带来繁荣和发展。作为第一个专注于山地旅游的国际组织，国际山地旅游联盟在贵州的成立，为中国在旅游领域开展国际合作与交流提供了重要平台，也推动了山地旅游的可持续发展。

随着全球气候变化影响加剧，山地旅游产业面临前所未有的挑战。中国始终将可持续旅游作为推动旅游业高质量发展的优先方向和关键推动力。近年来，张家界、黄山、九寨沟等著名山地旅游目的地的环境保护和可持续发展取得了显著进步。特别值得一提的是贵州这个

美丽的山区省份，以其独特的喀斯特地貌和丰富的少数民族文化吸引着众多游客。通过实施生态保护和可持续发展战略，贵州正努力成为重要的山地旅游目的地。

今年是中法两国建立外交关系六十周年，也是中法文化旅游年。2024 年，中法友谊将要进入新时代，我们两国的文化和旅游交流项目也将翻开新篇章。不久前，马克龙总统和布丽吉特夫人在比利牛斯山脉图尔马莱山口“牧羊人驿站”热情接待了习近平主席夫妇。马克龙总统选择这个地方是因为他在那里度过了自己一部分的童年。比利牛斯山脉独特而绚丽的自然景观展现了该地区独特的文化魅力，这是法国值得引以自豪的源泉之一，这次两国元首的山上会晤也间接地为中法山地旅游合作搭建了一座桥梁。

我们希望通过更多合作平台，例如今天国际山地旅游联盟为我们搭建的这个平台，能够促进山地旅游领域的国际交流与合作，分享保护山地资源、应对气候变化等方面的宝贵经验和解决方案，捍卫“旅游无国界”理念，推动山地旅游快速发展。

正是这种国际合作精神加强了中法两国在旅游领域的联系。2023 年 12 月以来，中国对法国公民实施单方面 15 天免签政策，进一步便利了两国人民的交流访问。中国悠久的历史、丰富的文化遗产、壮丽的自然景观、丰富多样的旅游资源和便利的旅游基础设施。值此之际，我诚挚邀请我们的法国朋友来中国，去发现一个充满活力、真实、完整的国家。

最后，我希望借国际山地旅游联盟的“国际山地旅游日”，进一步推动全球山地旅游的可持续发展。我们应推出更多有特色的、高品质的旅游产品，特别是在应对气候变化和山地环境方面，为两国人民带来更多福祉。我相信，中法两国可以与各国密切合作，探索并实施有效的解决方案，进一步推动全球山地旅游的可持续发展。

祝大会圆满成功！谢谢大家！



Hello everyone! It is a great honor to be among you for the 6th International Mountain Tourism Day in 2024. As a partner of this event, the Chinese Tourism Office in Paris is delighted to participate in this unmissable conference held in Nice. As an iconic city of the Côte d'Azur and one of the world's most popular tourist destinations, holding this event in Nice is particularly significant.

Mountain tourism is a vital pillar of the tourism industry. According to statistics from the United Nations World Tourism Organization, mountain tourism accounts for approximately 20% of the global tourism market and is growing year by year. With its immense potential, mountain tourism offers countless visitors the opportunity to connect with nature and engage in personal challenges while bringing prosperity and development to many mountain communities. As the first international organization dedicated to mountain tourism, the International Mountain Tourism Alliance, established in Guizhou, has provided an important platform for China to

engage in international cooperation and exchange in the field of tourism and has promoted the sustainable development of mountain tourism.

As the impact of global climate change intensifies, the mountain tourism industry faces unprecedented challenges. China has always prioritized sustainable tourism as a key direction and driving force for promoting high-quality development in the tourism industry. In recent years, renowned mountain tourism destinations such as Zhangjiajie, Huangshan Mountain, and Jiuzhaigou have made significant progress in environmental protection and sustainable development. It is particularly worth mentioning Guizhou, this beautiful mountainous province, which attracts many tourists with its unique karst topography and rich ethnic minority culture. By implementing ecological protection and sustainable development strategies, Guizhou is striving to become an important mountain tourism destination.

The year 2024 marks the 60th anniversary of the establishment of diplomatic relations between France





and China, as well as "China-France Culture and Tourism Year". In 2024, China-France friendship will start a new era, and a new chapter will be opened in the cultural and tourism exchange programs between our two countries. Not long ago, President Macron and Mrs. Brigitte warmly received President Xi Jinping and his wife at the "Shepherd's Station" on the Toulmare Pass in the Pyrenees. President Macron chose this place because he spent part of his childhood there. The Pyrenees' unique and splendid natural landscape, which showcases the region's unique cultural charms, is one of France's sources of pride, and this meeting between the two heads of state in the mountains indirectly builds a bridge for Sino-French cooperation in mountain tourism.

We hope that through more collaborative platforms, such as the platform established by IMTA today, we can promote international exchanges and cooperation in the field of mountain tourism, share valuable experiences and solutions in protecting mountain resources and addressing climate change, uphold the concept of "tourism without borders," and drive the rapid development of mountain tourism.

It is this spirit of international cooperation that

has strengthened the ties between China and France in the field of tourism. Since December 2023, China has implemented a 15-day visa-free policy for French citizens traveling to China for short periods, further facilitating exchanges and visits between the people of our two countries. China boasts a rich cultural heritage, magnificent natural scenery, diverse ethnic groups, and convenient tourism infrastructure. On this occasion, I sincerely invite our French friends to come to China and discover a vibrant, authentic, and complete country.

Finally, I hope that through the "International Mountain Tourism Day" of IMTA, we can create sustainable, distinctive, and mature tourism products, especially in addressing climate change and the protection of mountain environments, bringing greater well-being to the people of both countries. I believe that China and France can work closely with other countries to explore and implement effective solutions, further promoting the sustainable development of global mountain tourism.

I wish the IMTD Event a complete success!
Thank you!

高级别发言 High-Level Segment



法国萨瓦省议会前参议员、国际山地旅游联盟专家
米歇尔·鲍瓦德

Former Senator of the Provincial Assembly of Savoie,
France and IMTA expert
Michel Bouvard

各位主席，亲爱的同事们、朋友们，女士们、先生们，

首先，我要感谢主办方邀请我在由 IMTA 倡议下举办的国际山地旅游日来发言，并很高兴借此机会与许多来自中国和欧洲及其它地区的朋友相逢。他们关注区域领土的发展，通过旅游业的发展为居住在那里的人们提供了可期的未来，同时也确保游客和这些居民保护他们世代传承的自然环境和文化特性，毕竟他们是这些遗产的拥有者。

今天，山地与所有土地一样，面临着全球气候变暖的挑战，以及对其旅游业发展的影响，这是本次论坛的主题，专门讨论山地旅游目的地如何面对全球气候变暖的问题。

鉴于有人向我提出这个问题，我将在本次发言的第一部分首先回顾一下法国滑雪度假区的经济有怎样的地位以及法国管理这些山地度假区的立法框架，然后在第二部分讨论法国考虑到山地度假区面临的这种变化而采取的公共举措和开展的工作。

首先，山地度假区经济及其立法框架。

如今，冬季运动经济构成了大多数山地度假区旅游活动的主体。2022-2023 年，就总滑雪天

数而言，法国在世界冬季旅游目的地中排名第二，接近 5400 万天，仅次于美国的 6100 万天，领先于奥地利的 4300 万天，然后是意大利、瑞士、日本、中国和加拿大，其总滑雪天数在 2800 万至 2000 万天。根据旅游经济方面的表现，这些国家是除法国以外世界冬季运动的其它主要目的地，冬季运动是一个地理局限性很强的市场，在整个旅游活动领域来说也是一个利基市场。

法国的滑雪活动创造了 120000 个工作岗位，分布在五大高原，其中阿尔卑斯山脉提供了 90000 个工作岗位，这标志着和全球范围内其它滑雪胜地一致的地域集中性。此外，阿尔卑斯山脉汇集了主要位于萨瓦地区两个省内的大部分大型滑雪场。仅这两个省就占 2018 年至 2023 年期间滑雪者天数的 63%；阿尔卑斯多菲内高山其余地区和南阿尔卑斯山则占 22% 多一点，即阿尔卑斯山脉占法国滑雪者总天数的 85%，而比利牛斯山脉占 9%，法国其他三个山脉（中央高原、孚日山脉和汝拉山脉）则略高于 5%。

因此，滑雪活动只涉及山地的一小部分，存在于数量有限的山地度假区中，这些度假区分布于《法国滑雪胜地》所列区域中，并按其制定的标准，分为四类：超大型、大型、中型和小型度

假区。对于前两者来说，冬季运动是一项直接盈利的项目，可以产生许多资源并为法国的旅游盈余做出巨大贡献：法国所有旅游接待的游客中平均 30% 是外国游客。对于中小型度假区来说，雪经济是其所在地区经济的一个重要组成部分。尽管它对全国经济的贡献较小，但它通过实现不同本地活动之间的经济平衡，成为该地区生活和工作吸引力的核心要素。它整合了以往更加多元化的旅游业。这些中小型度假区占到可选择目的地的一半，虽然它们的住宿接待能力比前两类要小，但它们在为附近游客提供滑雪机会和向尽可能多的人开放山地文化方面发挥着重要作用，比如学习滑雪。

从整体上看，冬季运动经济是山地旅游的首要且最主要的组成部分。据负责数据统计、开展前瞻性研究并在海外推广法国旅游目的地的法国旅游局称，山地旅游过夜数占法国所有旅游过夜数的五分之一到四分之一。2022–2023 年滑雪季，仅滑雪缆车的营业额就达到 16 亿欧元。除了创造就业机会之外，冬季运动经济还为国家以及地方当局提供了重要的财政税收资源。国家是通过增值税、企业所得税，而地方当局则是通过国家特许权使用费以及法律授权的旅游产品税征收，包括根据运营商的营业额缴纳滑雪缆车税，以及根据付费住宿天数由游客缴纳的旅游税。

这种冬季旅游经济是在什么背景下发展起来的？

法国山区旅游发展，特别是冬季运动度假区发展的特点是公共权力、国家和地方当局很早就参与其中了。这是与其他欧洲国家的一个重大区别，在其他欧洲国家，旅游业即使不是完全由私营企业发展，至少也是由它们主导。

20 世纪 60 年代到 70 年代，由戴高乐将军和乔治·蓬皮杜领导的政府秉着使法国成为世界首屈一指的旅游目的地的政治愿望，推动了冬季运动和山地度假区的发展。这个愿望指导了国家对

阿基坦和朗格多克海岸线夏季旅游和山区雪地计划实施的主要发展计划的管理，特别是法国存托银行的参与以及山地度假区从无到有的建立，而在此之前，度假区的先驱通常位于山口脚下，它们一般会经营夏冬两季。

这个国家举措随即与地方当局的举措相交融，正如库尔舍瓦勒度假区的建立，就是其所在的萨瓦省提出的立项。

这种由公共当局主导山区发展的愿望，由立法机构进一步确立，它一方面通过 1985 年 1 月 9 日制定的山区法，将滑雪场管理发展的责任委托给当地城镇政府，使其成为项目主管机构，因此可以直接开发这些区域，或将其委托给私人运营商作为公共服务的一部分（如水或垃圾管理一样），并制定招标说明书以明确开发规范、时间表、融资和设置在适用的情况下，为社区利益而收取的费用。

另一方面，滑雪场的创建或扩张，如房地产业务的实现，也是由公共当局通过立法和仅适用于山地高原的新旅游单位的具体程序进行监督。这一漫长而复杂的程序是国家的一种手段，授权最终由其代表颁发，以确保环境保护、自然风险相关的安全性以及运营的经济平衡等有关的方面都得到考虑。法国没有任何其他城市规划程序需要提供这样严格的影响研究和建模文件。该程序在获得建筑许可证之前进行，随后必须获得建筑许可证才能正是实施该项目。整个过程需要数年的时间，同时在项目设计和实施中，也存在邀请第三方——协会或个人——参与其中的可能性，这往往会延长项目的时间，甚至导致项目被彻底取消。

最后，国家可以通过制定税收措施鼓励个人投资旅游住宅来提高游客住宿接待能力，这种住宿模式在法国成为了主导模式，而大型运营商的干预则是法国旅游业与意大利、瑞士和奥地利不同的另一大特色。

回顾到此结束，现在让我们转向全球气候变暖对冬季运动度假区的影响以及为应对这一影响而采取的公共举措的问题。

全球气候变暖对冬季运动度假区有何影响？我们该如何应对？

首先应该指出的是，全球气候变暖是无可争议的并且已经过科学证明，但这种变暖并不完全遵循线性规则，并且会对山地度假区产生不同的影响，这不仅取决于它们的海拔高度，还取决于它们的朝向或与主要气候现象相关的位置因素。因此，在对其影响进行总体趋势的分析以外，我们还应该对各度假区进行差异化分析，因为每个度假区的情况几乎都不一样。

可以肯定的是，气候变暖以不同的比例影响到所有山地度假区，首先是海拔最低的度假区，通常业是规模最小的，但也并非总是如此。对这些度假区来说，虽然冬季运动是它们旅游经济不可分割的部分，但往往产生的直接利润却很少。气候模型还显示，某些高原由于其地理位置的原因，受到变暖的影响更大，例如比利牛斯山脉，一方面是因为它靠近海洋，另一方面是因为来自非洲的热空气上涌。

新冠健康危机导致滑雪场在 2020 年春季突然关闭，随后在整个 2020-2021 年冬季持续关闭，突显了与旅游山地滑雪相关的冬季活动的重要性，并从此为以全球气候变暖为代表的关于重大灾难对这部分经济活动的影响的论述提供了更多的材料。然而，面对某些媒体的炒作，应该强调的是，这种现象并不新鲜，专业人士和支持山地度假区的地方当局多年来一直都考虑到了这个问题。

对于海拔不再能够保证提供令人满意的积雪以开展高山滑雪运动的滑雪场，我们在 20 世纪 80 年代就做出了关闭的决定，例如在萨瓦省，我们当时关闭了一个雪地体育场（瓦尔珀卢兹），同时在贝勒多讷山脉边缘的于耳捷尔高地的多个滑雪场开发项目被废弃，而这里在之前的十年间

曾被认为具有开发潜力。在 20 世纪 90 年代，在连续几个滑雪季降雪量不稳定之后，几个新建山地旅游区的项目被废弃，例如在圣米歇尔-德莫里耶讷上方的博讷勒蒂尔，尽管靠近瓦勒托朗地区，但对地方政府而言，气候的不稳定性并不能保证其有能力提供新建基础设施的成本。这段回顾也表明，与普遍看法相反，民选官员也是有判断力的。更近的例子仍在萨瓦省，阿隆 1000 滑雪场在与所在大区 and 所在省进行了十年的讨论后，开始拆除其大部分滑雪场设施，并由该大区政府和省府资助建设能够在全年四季开展娱乐活动的设施。但我也可以介绍法国其它地区的例子。

自 20 世纪 80 年代以来，滑雪场也能够适应降雪的不规律和降雪量的减少，坡道开发工作使得滑雪季能以较浅的积雪开始，压实雪面的技术与踩雪履带车的技术同时得到进步以节省更多的资源。另外自第一批雪炮（当时称为雪炮）安装以来（雪炮是根据南特约克公司为冷藏货船开发的专有技术安装的），雪场在天然雪中也加入了人造雪，这也得益于巨大的科技进步。除了可以从水坝抽取用水以外，水资源丰富时期的水储存也对这一布置进行了补充。同时，这一切都伴随着造雪师等新职业的发展。

滑雪场对全球气候变暖的适应与其它地区和社会的需求相同，因为全球气候变暖的存在，有必要提供基本应对措施，对抗温室气体排放并适应气候变暖引发的结果，例如如何控制向脱碳经济过渡的时期，因为全球气候变暖对山区的影响比其它地区更快、更强烈。然而，正如科学研究所证明的那样，气候变暖并不会在短期内限制所有山地度假区的滑雪活动，所以为什么要质疑整个滑雪经济呢？特别是今天我们在收入和就业机会方面还没有找到其有效的替代品。

另一方面，我们应该要预测气候变暖对整个山脉和中海拔冬季运动度假区（通常是最小的）的影响。山区还应该为减少温室气体排放做出贡献。

献。它已经通过水力发电或森林做到了这一点，但由于山区度假区和滑雪场运营商采取了减少能源消耗和实施了良性出行方式等措施，它为减少温室气体排放正在做出越来越大的贡献。

由于法国山地旅游的发展很大程度上源于政府的倡议，因此面对全球气候变暖，公共当局已采取了一些举措。立法机构特别提到了这个问题，即在上届立法机构的领导下，由国民议会经济事务委员会的多数派议员和反对派议员组成的多党派信息团，成功地出版了玛丽-诺埃勒·巴蒂斯特尔和洛朗斯·加耶特关于面临气候问题的山地旅游业如何应对的报告。这份报告引起了一场有 80 多名代表民选官员、经济参与机构、科学家和环境保护协会与会者参加的听证会。该报告提出了 23 项建议，并从公共卫生危机后政府实施的“山地未来”计划中得出了初步结论。该报告特别提醒了以下观点，在此我引用报告中的语句：“寻求强制执行单一的旅游模式，无论它是哪一种，都将是一项注定要失败的事业。每个山地城镇都与众不同，各有特色。这就需要制定适合每个地区的战略。”

这也是议会于 2021 年 8 月 22 日投票通过的《气候与韧性法案》的含义，该法案也已由上届立法机构通过，它与 1985 年的《山区法》和 1995 年的《领土规划法》一致，委托由议员、经济参与主体和各协会负责人聚集在一起组成的各高地委员会，在山地警察局的支持下，起草每个高地范围内适应气候变化的适应性战略计划（PACC）。第一份是关于比利牛斯山脉的，于去年秋天出版。如果说该文件是在《气候与韧性法案》出台后出版的第一份战略规划文件，那么从总体上来说它并不是第一份此类文件，事实上，在 2010 年 1 月，将法国和西班牙边境地区以及安道尔公国聚集在一起的比利牛斯山脉工作组已决定建立比利牛斯气候变化观测站，以便为采取决策时提供指导数据。该观察站的第一项关于适应气候变化的研究于 2011 年 8 月启动，并于 2013 年初发布了一份

总结报告，该报告也表明民选官员和经济参与机构希望为自己提供应对这些变化的手段，而无需等待公共卫生危机期间的一系列辩论。

最近几年的一些工作使整个山区社会获得了宝贵的科学数据，这一切始于政府间气候变化专门委员会第六份报告中专门讨论山区的章节，该报告的三部分于 2021 年 8 月至 2022 年 4 月先后出版。就国家层面来说，法国存托银行研究院，受益于法国存托银行的 I2CE 气候研究所的专业知识，与库尔舍瓦勒度假区合作对气候变化对经济的影响进行了实地考察分析，其结论目前也已发表。法国存托银行 I2CE 气候研究所的前身名为“CDC climat（法国存托银行气候）”，我有幸于 2010 年支持了该研究所的创建。

最后，法国审计法院（公共财政监管高级机构）最近发布了一份与几个地区审计分庭联合编写的关于冬季运动度假区适应气候变化的公开报告，我了解其中对山地旅游相关主体的严厉批评。作为法院法官，我有保持缄默的义务，但是我希望向各位阐述一下我个人对这份文件的看法，毫无疑问它 and 所有人类的工作一样还可以得到完善，但必须将其置于法院工作的背景下，其使命是协助议会和评估公共政策。

在讨论报告内容之前必须回顾一下报告的背景。法院选择将公共政策对气候变化的适应作为向国家元首和议会提交的 2023 年年度公开报告的主题。这一中心主题体现在法院负责不同事务的各分庭和地方审计分庭开展的工作中。因此，负责高等教育、学校教育、文化和体育方面调查的法院第三分庭，开展了气候变化研究在公共研究中的地位和各大学适应气候变化的调查工作。这项关于气候变化对冬季运动度假区影响的调查工作并不是一个专项，而是旨在鼓励各公共决策者考虑适应气候变化的成本及其变化将给我们的经济模型带来的影响的总体框架的一部分。事实上，虽然 2019 年《能源与气候法》将国家能源政策在

能源生产、减少消耗或建筑改造方面的目标确定上升到立法层面，但迄今为止尚未进行任何关于使用国家预算承担这些承诺的成本方面的协调，因为这涉及到国家、地方当局和私人（个人或公司）之间的分配问题。因此，考虑到地方当局和国家参与山区旅游开发、全球气候变暖对这些区域经济的影响和为其影响提供资金的能力等方面，法院对此问题感兴趣是一件好事。

就报告的内容而言，许多人认为这是对冬季运动度假区的攻击，确实，如果报告对小型和大型冬季运动度假区未来的脆弱性进行的分析更差异化，同时更好地考虑到它们各自在整个冬季旅游经济中的权重，应该会更好。将只有一条滑雪缆车的城镇归类为冬季运动度假区也可能扭曲了对受到威胁的度假区比例的解读，尽管正如报告本身指出的那样，就连国际数据中都只将拥有四条滑雪缆车线路以上的城镇归类于冬季滑雪度假区。将 2016 年之前未拆除的滑雪缆车描述为工业废墟，并对这一问题给予重要的位置，给人一种造成了一种普遍的灾难印象，而由于使用人造雪而引起的水管理冲突的凸显，则让人觉得此行业在资源使用的竞争中损害了其他主体。然而，我们是否必须完全拒绝这一行业，它也许并不完美的，但它试图通过首次结合不同的数据（气候、社会经济和公共财政）来创建不同度假区对全球气候变暖敏感性的读取网格，以辨识在适应气候变化的过程中，财务能力和旅游业的地位方面将面临更大的管理困难的度假区。

这份报告与近年来其他机构发布的报告并无本质区别，它指出了山区面临的客户更新问题，强调了旅游住宿设施老化的问题，特别是 20 世纪 60 至 70 年代建造的住宿设施，和法国各地一样，没有考虑能源效率，而更重要的是，当它没有经

过翻新时，就不再符合游客的期望。它提出了一些建议，其中一些是合理的，例如国家天文台，可以像在比利牛斯山脉所做的那样，改善其提供的山区对全球气候变暖敏感性的数据；它提出了度假区治理模式的问题，提出必须超越市政框架，这已经在比利牛斯山脉、南阿尔卑斯山或萨瓦省博日山的许多地方实施了，要知道这种改变更能解决中小型度假区的问题。它建议将高地委员会制定的气候变化适应计划正式化，更重要的是报告建议设立一个气候变化适应基金，用度假区征收的滑雪缆车税收益来资助该基金，这些收益已经是需依法分配的资金了（地方行政当局总法典第 L233-53 条）。如果说设立基金是可取的，那么不确定的则是滑雪缆车税收益是否能够满足需求，特别是因为度假区越小，税收额就越低。然而，气候变化适应基金的想法如果能够像在高原区域间公约的框架内所做的那样，从各大区、国家和欧盟调动信贷用于多样化项目，更好地将度假区相互关联，那么它就是一条特别的道路。这是大约 20 年前我们与阿尔卑斯高地委员会的乔尔·吉罗一起发明的山谷空间概念。

综上所述，山地度假区如今的情况从根本上来说并不新鲜，只是媒体报道有所进步。冬季运动旅游未来将更加集中在高海拔度假区，这需要后者能够成功地重新调动未充分利用的住宿能力，也同样需要有鼓励年轻人前往山区的政策。多样化至关重要，但它只能在地区和国家共同努力的框架内实现，就像 60 年前建立山地度假区时一样。旅游业也必须在全年中分配得更均衡，这也不是一个新话题，因此，山区被要求重新了解如何更好的利用“气候疗法”模式所可能带来的旅游业契机。

谢谢大家。

Mr. Prime Minister, Mr. Ministers, chairwomen and chairmen, dear colleagues, dear friends, ladies and gentlemen,

First of all, I would like to express my appreciation to the organizers for inviting me to speak on the International Mountain Tourism Day at the initiative of IMTA. I am pleased to take this opportunity to meet many friends from China, Europe and other parts of the world. They focus on the development of regional territories, providing a promising future for those who live there with the development of tourism, and ensuring that tourists and residents protect the natural environment and cultural identity that they inherited from generation to generation. After all, they are the owners of these legacies.

At present, mountains, like all lands, face the challenge of global warming and its impact on the growth of the tourism industry. The focus of this forum is on how mountain tourism destinations address global warming.

Given that I have been asked this question, I will first review the status of the economy of ski resorts in France and the legislative framework for managing these mountain resorts in France. The second part of my presentation will focus on the public initiatives and efforts carried out by France in light of the change faced by mountain resorts.

First, the mountain resorts economy and its legislative framework

Nowadays, winter sports economy constitutes the principal part of tourism activities in most mountain resorts. Between 2022 and 2023, France stood as the second highest-ranking global winter travel destination, boasting close to 54 million skiable days. The United States took the lead with 61 million days, followed by Austria with 43 million. Italy, Switzerland, Japan, China, and Canada offered between 28 million and 20 million skiable days. According to the performance of the tourism economy, these nations, besides France, are major destinations of winter sports worldwide. The market of winter sports is constrained by geographical

limitations, and it is also a niche market for the whole area of tourism activities.

Skiing activities in France has created 120,000 jobs, spread over five plateaus, with the Alps offering 90,000 jobs, marking a regional concentration consistent with other ski resorts worldwide. In addition, the Alps bring together most of the large ski resorts located mainly in the two departments of Savoie. The two departments account for 63% of skier days between 2018 and 2023. The rest of the Dauphiné Alps and the Southern Alps account for a little more than 22%, i.e., the Alps 85% of the total number of skier days in France, while the Pyrenees 9% and the three other French mountains (the Massif Central, the Vosges and the Jura Mountains) slightly over 5%.

As a result, skiing activities cover only a small part of the mountains and are found in a limited number of mountain resorts. These resorts are distributed in the areas listed in the Ski Resorts of France and are divided into four categories according to the established criteria: very large, large, medium and small mountain resorts. For the first two mountain resorts, winter sports are a direct profitable program that can generate a lot of resources and make a huge contribution to travel surplus in France: an average of 30% of the visitors received in France are foreign tourists. Small and medium-sized mountain resorts play a crucial role in the local economy through the snow economy. While its impact on the national economy may be limited, it significantly contributes to the region's appeal by striking an economic balance among various local activities. It integrates tourism, which tends to be more diversified. These small and medium-sized mountain resorts offer diverse tourism experiences and cater to nearby tourists with skiing opportunities, such as learning to ski, aiming to make mountain culture accessible to a wider group, even with their limited accommodation capacities compared to larger destinations.

On the whole, the winter sports economy serves as the primary driver of mountain tourism. According to Atout France, which is responsible for statistics,

conducting prospective studies and promoting French destinations overseas, mountain overnight tours account for one-fifth to one-quarter of all overnight tours in France. During the 2022-2023 ski season, revenue from ski lifts alone amounted to €1.6 billion. Beyond creating jobs, the winter sports industry plays a crucial role in providing fiscal and tax resources for both the state and local governments. The state collects value-added tax and corporate income tax, while local authorities collect through national royalties and legally authorized taxes on tourism products, such as ski lift taxes based on operators' turnover and tourist taxes based on paid lodging nights.

In what context did this kind of winter tourism economy develop?

The growth of tourism in the mountain regions of France, particularly in winter sports resorts, stands out for the proactive involvement of public authorities at both the state and local levels. This sets France apart from many other European countries, where tourism is primarily driven by the private sector.

During the 1960s and 1970s, the French government, led by General Charles de Gaulle and Georges Pompidou, actively promoted the advancement of winter sports and mountain resorts. Their goal was to position France as the top global tourist destination. This vision has guided the strategic planning of major development programs, with a focus on both summer tourism and mountain snow activities along the coastlines of Aquitaine and Languedoc. The involvement of Caisse des Dépôts et Consignations (CDC) has been crucial in establishing new mountain resorts, departing from the traditional practice of locating resorts at the base of mountain passes and operating in summer and winter.

This national initiative was subsequently integrated with the initiatives of the local authorities, including the establishment of the resort of Courcival, which was proposed in Savoie.

The vision of public authority dominating mountain development was solidified by the legislature through the Mountain Law of 9 January 1985. This law entrusted

local town governments with the responsibility for managing and developing ski resorts, either directly or in partnership with private operators for public services including water and waste management. It also included tender instructions to define development norms, timelines, financing, and fees charged for the community's benefit where applicable.

On the other hand, the construction or expansion of ski resorts, as well as the development of real estate ventures, is meticulously supervised by public authorities in France. This supervision is conducted through specific legislation and procedures that are exclusively applicable to new tourism establishments in mountains and plateaus. This lengthy and intricate process, serving as a national mechanism, is ultimately approved by elected representatives to ensure that environmental protection, safety in relation to natural risks, and economic balance are all taken into account. No other urban planning programs in France require such comprehensive impact research and modeling documentation. This process must be completed before a building permit can be obtained. The entire procedure spans several years, with the option to involve third parties, such as associations or individuals, in the project design and execution, often leading to project delays and potential cancellation.

Ultimately, the state can enhance tourist accommodation capacity by implementing tax incentives to encourage individuals to invest in tourist residences, a leading practice in France. Moreover, the involvement of major operators sets French tourism apart from Italy, Switzerland, and Austria.

That's all for the review. Now, let's focus on the impact of global warming on winter sports resorts and public initiatives to address that impact.

What is the impact of global warming on winter sports resorts? What should we do?

First, global warming is an established and scientifically verified phenomenon that cannot be denied. Nevertheless, its effects on mountain resorts are intricate and diverse. The impact of global warming on these resorts is not solely dependent on altitude but is also

shaped by factors such as orientation and geographic location in relation to major phenomena. Therefore, in addition to conducting a comprehensive trend analysis, it is imperative to carry out a detailed examination of each mountain resort due to their unique characteristics.

It is undeniable that climate change impacts all mountain resorts to varying degrees, particularly those at lower elevations which are typically smaller, though exceptions exist. Despite winter sports being a key aspect of their tourism industry, these resorts often yield minimal direct financial gains. Furthermore, climate projections indicate that certain plateaus, like the Pyrenees, are especially vulnerable to global warming due to their geographic locations near the sea and the influx of warm air from Africa.

The COVID-19 health crisis triggered the sudden closure of ski resorts in the spring of 2020, with these closures persisting throughout the 2020-2021 winter season. This highlighted the significance of winter activities, especially mountain skiing, and offered additional insights for discussing the impact of major disasters, including those related to global warming, on this economic sector. While the media may have sensationalized the issue, it is crucial to recognize that the consideration of such impacts has been a longstanding focus for professionals and local authorities supporting mountain resorts.

In the 1980s, ski resorts facing inadequate snow cover due to elevation changes were closed. For instance, in Savoie, the Val Pelouse snowfield stadium was shut down, and various ski development projects on the Hurtières Plateau near the Belledonne range were abandoned. These development projects were once considered promising a decade earlier. By the 1990s, after experiencing several ski seasons with unstable snowfall, plans for new mountain resorts like Beaune le Thyl above Saint Michel de Maurienne were also scrapped. Despite being close to Val Thorens, the uncertainty in climate projections posed challenges for local governments to finance new infrastructure. This review also demonstrates that, in contrast to common perceptions,

elected officials can be judicious. An illustrative case can be found in Savoie, where the Aillons-Margériaz 1000 ski area recently began dismantling a majority of its ski infrastructure after a decade of negotiations with local authorities, and with financial support from both the regional and provincial governments. This initiative aims to create facilities that cater to year-round recreational activities. Similar instances can be observed in various regions across France.

Since the 1980s, ski resorts have successfully adapted to the variability and decrease in snowfall. The development of ramps has allowed for the ski season to commence with minimal snow cover, while advancements in the technologies of snow compaction and snow crawlers have optimized resource utilization. Moreover, the integration of artificial snowmaking, pioneered by the proprietary technology of New-York Roll à Nantes, has significantly enhanced snowfields, complemented by water storage during peak water availability, drawn from dams. In addition, this arrangement is complemented by water storage during the water abundant period. Meanwhile, all this is accompanied by the development of new professions such as snow maker.

The adjustment of ski resorts to global warming reflects the demands shared by other regions and societies. In light of the prevailing global warming crisis, it is crucial to develop fundamental responses to combat greenhouse gas emissions and address the challenges posed by climate change. This includes managing the transition towards an economy of decarbonization, especially pertinent for mountainous regions that are disproportionately affected by the rapid consequences of global warming. Despite indications from scientific research that global warming may not immediately impact skiing in all mountain resorts, it is essential to question the long-term viability of the ski industry, particularly in the absence of effective alternatives for sustaining income and employment opportunities.

Conversely, it is essential to predict the impact of global warming on the entire mountain range and mid-

altitude winter sports resorts, which are typically the least affected. Mountains should also play a role in mitigating greenhouse gas emissions, achieved through hydropower or forest conservation. Additionally, there is an increasing effort among mountain resorts and ski operators to reduce their carbon footprint by adopting energy-saving measures and promoting environmentally friendly travel practices.

The progress of mountain tourism in France can be largely attributed to government initiatives. In light of the challenges posed by global warming, public authorities have implemented several measures. The legislature specifically mentioned the collaborative work of members from different political parties in the Economic Affairs Committee of the National Assembly of France, which successfully published reports by Marie-Noëlle Battistel and Laurence Gayte on managing climate issues in the mountain tourism industry. Following the report, a meeting was convened with more than 80 attendees representatives of elected officials, economic organizations, scientists, and environmental protection associations. The report makes 23 recommendations and draws preliminary conclusions from the “Mountain Future” program implemented by the government after the public health crisis. Notably, the report emphasizes the following opinions, stating: “Seeking to enforce a single tourism model, whatever it is, will be a cause destined to fail. Each mountain town is unique and distinctive. This requires a strategy tailored to each region.”

This is also the essence of the Climate and Resilience Law, passed by the National Assembly on 22 August 2021 and endorsed by the preceding legislative body. The law aligns with the Mountain Law of 1985 and the Spatial Planning and Development Act of 1995, which commissioned the Highland District Council, composed of parliamentarians, economic entities and heads of associations, to draft, with the support of the Highland District Police Station, a Strategic Plan for Adaptation to Climate Change within each Highland District (PACC). The first was about the Pyrenees,

published last fall. If this document represents the initial strategic plan document published following the enactment of the Climate and Resilience Act, it is not the first one in existence. In January 2010, the Pyrenees Working Group, comprising the French and Spanish border regions and the Principality of Andorra, established the Pyrenees Climate Change Observatory to provide decision-making guidance. The Observatory initiated its inaugural study on climate change adaptation in August 2011, with a summary report unveiled in early 2013. This report highlighted the proactive stance of elected officials and economic entities, who sought to equip themselves to address these changes swiftly, rather than engaging in prolonged deliberations during the public health crisis.

Some work in recent years has made valuable scientific data available to mountain communities as a whole, starting with the mountain section of the sixth report of the Intergovernmental Panel on Climate Change, the three parts which were published from August 2021 to April 2022 respectively. At the national level, the Institute of CDC, benefiting from the expertise of the I2CE Climate Institute of CDC, conducted a field study analysis of the impact of climate change on the economy in cooperation with the resort of Courcival, the conclusions of which have been published. The I2CE Climate Institute of CDC, formerly known as “CDC Climat”, and I was honored to support its establishment in 2010.

Finally, the Court of Accounts (France’s supreme audit institution) recently published a public report on climate change adaptation in winter sports mountain resorts, prepared in conjunction with several regional audit chambers, which I understand is a harsh criticism of mountain tourism-related entities. As a judge of the Court, I have an obligation to remain silent, but I wish to share with you my personal views on this document, which can undoubtedly be perfected as well as all human work, but which must be placed in the context of the work of the Court, whose mission is to assist the National Assembly and to assess public policy.

Before discussing the report, we must review its background. The Court chose public policy adaptation to climate change as the subject of its 2023 annual public report to the Head of State and the National Assembly. This central theme is reflected in the work of the different chambers of the Court and the local audit chambers. Thus, the third chamber of the Court in charge of higher education, school education, culture and sports investigation carried out the climate change research in public research and the investigation of the adaptation of universities to climate change. This survey on the impact of climate change on winter sports resorts is not a separate endeavor, but is instead embedded within a larger framework that urges public decision makers to take into account the costs of adapting to climate change and the effects it will have on our economic models. While the 2019 Law on Energy and Climate advanced the national energy policy to a legislative level in terms of energy production, consumption reduction, and building renovation, there has been a lack of coordination in using the national budget to cover these commitments, as this involves the allocation between the state, local authorities and private entities (individuals or companies). Therefore, the Court's interest in this issue is a good thing, given the involvement of local authorities and countries in mountain tourism development, the impact of global warming on these regional economies and the ability to finance its affected regions.

In terms of the report content, many people view it as an attack on winter sports mountain resorts. To be frank, a more effective approach for this report would have been to analyze the future vulnerabilities of small and large winter sports resorts in a more nuanced way, considering their individual contributions to the winter tourism economy. Classifying a town with only one ski lift as a winter sports resort may also distort the interpretation of the proportion of threatened resorts. Although according to the report, a town with more than four ski lift lines is recognized as a winter ski resort by international standards. Describing the undemolished ski lifts before 2016 as industrial ruins and giving

prominence to this issue evokes a feeling of disaster, while the highlighting of water management conflicts caused by the use of artificial snow makes it feel like the industry is hurting other entities in the competition for resource utilization. We need to consider whether we have to reject the industry altogether. It may not be perfect, but it is trying to create a reading grid of global warming sensitivity for different resorts by combining different data (climatic, socio-economic and public financial) for the first time to identify resorts that will face greater management challenges in terms of financial capacity and the status of tourism in adapting to climate change.

The report is not fundamentally different from the ones published by other agencies in recent years. Nonetheless, it points out the challenges faced by mountain areas such as updating customers. It also emphasizes the ageing of tourist accommodation facilities, especially those built in the 1960s and 1970s, which did not consider energy efficiency as in other parts of France. More importantly, when they are not refurbished, they no longer meet visitors' expectations. The report makes some suggestions, some of which are reasonable. For instance, the National Observatory can improve the data it provides on the sensitivity of mountain areas to global warming, as it did in the Pyrenees. The report raises the issue of the governance model of resorts and the need to go beyond the municipal framework, which has already been implemented in many places in the Pyrenees, the Southern Alps or the Bauges Mountains of Savoie. After all, this change will especially help overcome the challenges faced by small and medium-sized resorts. In addition, the report recommends formalising the climate change adaptation plan developed by the Highland District Council. More importantly, the report recommends the establishment of a climate change adaptation fund to be financed by the ski lift tax proceeds levied by resorts, which have been allocated in accordance with the law (Article L233-53 of the French General Code of Local Authorities). If it is desirable to set up a fund, it is uncertain whether the

ski lift tax proceeds will meet demand, especially since we all know that the smaller the resort, the lower the tax. However, the concept of the Adaptation Fund for climate change offers a unique opportunity to secure financing for diversification projects by mobilizing resources from regions, countries, and the European Union, following the successful model established within the inter-regional convention on highlands to better connect resorts. The innovative concept of valley space, which I co-created with Joël Giraud of the Alpine Highland District Council approximately two decades ago, embodies this visionary concept.

To conclude, the current situation in mountain resorts is not fundamentally new, but there has been a positive change in media reports. The future of

winter sports tourism will see a greater focus on high-altitude resorts, requiring them to effectively repurpose underutilized accommodations and introduce policies to attract young people to visit mountain areas. The significance of diversity cannot be ignored, and it can be achieved through joint regional and national actions, much like the founding of winter sports mountain resorts 60 years ago. Ensuring an equitable distribution of tourism throughout the year is also crucial. Besides, this is not a new topic, prompting mountain areas to rethink how they can better leverage the opportunities that the “climatotherapy” model may provide for the tourism industry.

Thank you.



山地旅游诠释了文明交流互鉴与可持续发展的多元魅力

联合国旅游组织亚太部主任
黄海国

Regional Director for Asia and the Pacific of
UN Tourism
Harry Hwang



我很荣幸今天能在这里参加主题为“文明互鉴的山地旅游”的2024国际山地旅游日活动，并在文明互鉴的基础上探索山地旅游的深远影响。

在开始发言之前，我想借此机会感谢亚非副主席邀请联合国旅游组织参加这一重要活动。

提到山地旅游，首先要回答的问题是它是什么。最全面的定义将山地旅游描述为一种“在特定的和有限的地理空间，如具有特定景观、地形、气候、生物多样性和当地社区固有的独特特征和属性的山丘或山地内进行的旅游活动，包括广泛的户外休闲和体育活动”。

现在，让我解释一下为什么山地旅游如此重要，近年来受到了许多关注。

山地旅游占全球国际游客数量的9%至16%，仅2019年就有1.95亿至3.75亿游客。这意味着由于山地旅游与其他经济活动的互补，对GDP和创造就业机会的贡献，以及及时促进需求分散以对抗季节性的能力，它具有刺激当地经济

增长和社会变革的巨大潜力。

此外，山地居住着约11亿人，其中一些人是世界上最贫穷和最与世隔绝的群体之一。与此同时，山地通常会吸引对自然和露天目的地以及步行、登山和冬季运动等户外活动感兴趣的游客。山地还因其丰富的生物多样性和多姿多彩的当地文化而吸引着游客。

那么，联合国旅游组织对于促进山地旅游的贡献有哪些呢？

多年来，联合国旅游组织作为联合国唯一的专门旅游机构，高度重视山地旅游的发展。我们每两年与安道尔政府一起举办一次世界冰雪、山地与康养旅游大会。我们还组织了几届欧亚山地旅游会议，并积极参加国际山地旅游联盟组织的活动。

最近由我们联合国旅游组织、联合国粮农组织和山地伙伴关系秘书处联合起草了题为《理解和量化山地旅游》的报告。该报告显示，2019年，

前 10 个山地最多的国家（按平均海拔高度计）仅接待了全球 8% 的国际游客。

由于旅行者对于露天和自然体验的追寻，山地旅游在疫情期间彰显了其强大的韧性。目前，我们正在摆脱新冠肺炎疫情带来的前所未有的影响。这是一个重新思考山地旅游的千载难逢的机会。

亲爱的朋友们，这就是我今天在这里呼吁你们为山地旅游的发展做出贡献的原因之一。因为山地旅游在创造就业机会和刺激当地经济方面具有重要的社会经济作用，正如我在上文中提到的这一点。

除此之外，山地长期以来在人类的想象中占具特殊的地位，高耸象征着力量、美丽和神秘。从喜马拉雅山脉白雪皑皑的山峰到安第斯山脉郁郁葱葱的山谷，从落基山脉的崎岖地形到阿尔卑斯山脉连绵起伏的山丘，这些壮丽的景观超越了文化、种族和宗教，促成了历史上多种文明的交流互鉴。它们一直吸引着世界各地形形色色的游客。

然而，除了其外形魅力之外，山地还是文化融合、互动和发展的交互枢纽。当旅行者走过山地时，他们不仅是观众，还是多姿多彩的人生体验的积极参与者。因此，迈出的每一个脚步和彼此的每一次邂逅都成为文化交流和相互理解的机会。

这也解释了为什么山地旅游作为促进跨文化对话和理解的工具具有巨大潜力。无论是通过到当

地社区的沉浸式寄宿、由知识渊博的土著导游带领的跟团游，还是参加传统节日和仪式，旅行者都有机会深入了解山地居住文化的习俗、传统和生活方式。

此外，山地旅游可以在促进偏远边缘化社区的可持续发展方面发挥重要作用。通过旅游创造经济机会，我们可以使当地社区有能力保护其文化遗产，保护脆弱的生态系统，并提高其生活质量。此外，通过社区旅游、生态徒步旅行和可持续住宿实践等举措，我们可以确保所有利益相关者公平分享旅游业的利益。

尽管如此，我们还必须面对山地旅游固有的挑战和复杂性。例如，气候变化、环境退化和社会经济差距威胁着脆弱的生态系统和依赖山地旅游的谋生方式。因此，我们必须采取全面的方法，在我们的旅游战略中优先考虑可持续性、韧性和包容性。

尊敬的朋友们，最后，请允许我做以下总结，山地旅游讲述了一个关于跨文化交流、环境管理和可持续发展的精彩纷呈的故事。通过利用山地的变革力量将人类、文化和景观连接起来，我们可以搭建跨越国界和世代的理解与合作桥梁。

我迫切希望，我们今天的讨论可以促成制定适当的政策，以促进可持续发展，从而确保山地旅游的利益惠及当地社区。

我祝愿本次活动取得圆满成功，非常感谢各位的聆听。

Mountain Tourism Interprets the Diverse Charm of Cultural Exchanges and Mutual Understanding and Sustainable Development

It is my pleasure to be here today to participate in the International Mountain Tourism Day 2024 with the theme “Mutual Understanding among People through Mountain Tourism”, and to explore the profound implications of mountain tourism based in mutual learning among civilizations.

Before starting my remarks, I wish to take this opportunity to thank Vice-Chairman Yafei for inviting UN Tourism to join this important event.

To talk about mountain tourism, the first question to answer is what it is. The most comprehensive definition describes Mountain Tourism as a type of “tourism activity that takes place in a defined and limited geographical space such as hills or mountains with distinctive characteristics and attributes that are inherent to a specific landscape, topography, climate, biodiversity and local community. It encompasses a broad range of outdoor leisure and sports activities”.

Let me now explain why mountain tourism is so important and has been receiving a lot of attention in recent years.

It represents between 9% and 16% of international tourist arrivals worldwide, translating into 195 to 375 million tourists in 2019 alone. This means Mountain Tourism has a high potential to stimulate local economic growth and social change because of its complementarity with other economic activities, its contribution to GDP and job creation, and its capacity to promote the dispersal of demand in time to fight seasonality.

Also, mountains are home to around 1.1 billion people, some of whom are among the poorest and most isolated in the world. At the same time,

mountains usually attract tourists interested in nature and open-air destinations and outdoor activities like walking, climbing and winter sports. They also appeal to visitors because of their rich biodiversity and vibrant local cultures.

So what is UN Tourism’s contribution to the promotion of mountain tourism?

For many years, as the United Nations’ only specialized agency for tourism, UN Tourism has attached great importance to the development of mountain tourism. Every two years, we hold the World Congress on Snow and Mountain Tourism along with the Government of Andorra. We have also organized several editions of the Euro-Asia Mountain Tourism Conference, and we actively participate in the events of the International Mountain Tourism Alliance.

We recently drafted the report entitled “Understanding and Quantifying Mountain Tourism” jointly by UN Tourism, the Food and Agriculture Organization of the United Nations and the Mountain Partnership Secretariat. This report shows that in 2019, the 10 most mountainous countries (in terms of average height above sea level) received only 8% of international tourist arrivals worldwide.

Mountain tourism proved its resilience during the pandemic as travellers searched for open-air and nature experiences. Now that we are leaving the unprecedented impact of COVID-19 behind, there is a unique opportunity to rethink mountain tourism.

Dear friends, this is one of the reasons why I am here today to appeal to you to contribute to the development of mountain tourism because of its socio-economic importance in terms of job creation and the

stimulation of local economies which I mentioned above.

Apart from that, mountains have long held a special place in the human imagination, towering as symbols of strength, beauty, and mystery. From the snow-capped peaks of the Himalayas to the lush valleys of the Andes, and from the rugged terrain of the Rockies to the rolling hills of the Alps, these majestic landscapes transcend culture, race, and religion, forming mutual learning among civilizations throughout history. And they have always attracted all kinds of tourists worldwide.

But beyond their physical charm, mountains serve as dynamic crossroads where cultures converge, interact, and evolve. As travelers pass through mountainous terrains, they are not merely spectators but active participants in a vibrant tapestry of human experience. Consequently, every step taken and every encounter shared becomes an opportunity for cultural exchange and mutual understanding.

This also explains why mountain tourism holds immense potential as a vehicle for fostering cross-cultural dialogue and appreciation. Whether it's through immersive homestays with local communities, guided tours led by knowledgeable indigenous guides, or participation in traditional festivals and ceremonies, travelers have the opportunity to gain insights into the customs, traditions, and way of life of mountain-dwelling cultures.

Moreover, mountain tourism can play a vital role in promoting sustainable development in remote

and marginalized communities. By creating economic opportunities through tourism, we can empower local communities to preserve their cultural heritage, protect fragile ecosystems, and improve their quality of life. Also, through initiatives such as community-based tourism, eco-trekking, and sustainable accommodation practices, we can ensure that the benefits of tourism are shared equitably among all stakeholders.

All this notwithstanding, we must also confront the challenges and complexities inherent in mountain tourism. Climate change, environmental degradation, and socio-economic disparities for example threaten the fragile ecosystems and livelihoods dependent on mountain tourism. Therefore, we must adopt holistic approaches that prioritize sustainability, resilience, and inclusivity in our tourism strategies.

Dear friends, let me conclude my remarks by saying that mountain tourism offers a compelling narrative of cross-cultural exchange, environmental stewardship, and sustainable development. And by harnessing the transformative power of mountains to connect people, cultures, and landscapes, we can build bridges of understanding and cooperation that transcend borders and generations.

I am very hopeful that our discussions of today will lead to putting in place appropriate policies for the promotion of sustainable development which will in turn ensure that the benefits of mountain tourism are spread to local communities.

I wish this event a great success. Thank you very much for your attention.

可靠数据研究将客观决策山地旅游开发

亚太旅游协会主席
彼得·西蒙

Chairman of PATA
Peter Semone



今天能与各位共聚于此，并向大家介绍国际山地旅游联盟（IMTA）与亚太旅游协会（PATA）正在开发的研究合作项目，我深感荣幸与喜悦。这一合作旨在更深入地理解在山地发展旅游业所面临的机遇与挑战。

亚太旅游协会成立于 1951 年，在 2017 年国际山地旅游联盟成立之初便与其签署谅解备忘录，多年来始终保持紧密合作。

毋庸置疑，在寻求全新的体验方面，山地正受到游客们的关注，其原因多种多样。从情感层面，山地以其险峻雄伟和不可预测的气势令人敬畏，而从物理层面，山地的存在影响着当地的气候模式、降雨、土地肥力，甚至人们的情绪。在某些文化中，山地深深融入了当地居民日常生活，甚至成为有知觉、有个性的存在。

这让我想起了我最近在西藏的旅行，那里壮丽的自然风格和神秘的佛教文化互相交织，算得上一次改变人生的体验。

而在更为日常的层面，游客，尤其是国内游客，开始发现他们本国的山地目的地蕴藏着丰富

多样的体验和活动，相较于许多国际目的地，这些体验和活动可以更频繁、更容易地获得。此外，受需求驱动，许多这些国内体验正迅速发展成世界级的场所。

山地还可以提供丰富的季节性体验，包括夏日的徒步探险到冬日的冰雪活动，以及春秋两季的各种独特体验。

在全球气候多变的当下，当世界其他地方正在应对极端气候时，山地还能作为避风港，提供气候宜人、污染较少的环境。

然而，积极面之外也存在着潜在风险，若不采取严格的管理措施，山地的无序开发极易破坏我们珍视的资源。我们不应对此掉以轻心，山地的人类活动无论程度如何，都会影响这些地区的结构与完整性，而由于其中一些生态系统的脆弱性，我们甚至可能在未察觉的情况下失去它们。

发展总是有代价的，而我们的职责是明确并维持社会发展与自然环境之间的微妙平衡。而这需要可靠具体的数据支持，遗憾的是，目前在这方面存在明显不足。联合国旅游组织与

粮农组织最近的一份报告指出，“国内山地旅游相关数据的缺乏，使得评估这一重要领域对经济、社会和环境的影响变得困难乃至不可能。”

或许更重要的是，关于山地旅游的全球性概括容易掩盖一些虽细微但同样重要的地方性问题。

这正是我们此次合作的目标：获取可靠的数据，以便就山地旅游开发进行客观决策，同时

关注旅游对地方的影响。通过这种方式，我们可以在促进旅游业负责任和可持续发展的同时，实现利益的公平分配。

最后，我谨代表亚太旅游协会成员，感谢国



际山地旅游联盟邀请我们参加第六届国际山地旅游日，并有机会为此活动贡献力量。我们期待继续合作，深化友谊。



Reliable Data Research Will Make Objective Decisions on Mountain Tourism Development

Excellencies, leaders of government, tourism sector stalwarts and distinguished delegates, good morning. My name is Peter Semone and I am the elected chairman of the Pacific Asia Travel Association (PATA).

In that capacity, it is my very great honour and pleasure to be with you here today and to update you on a research partnership that is being developed between the International Mountain Tourism Alliance (IMTA) and PATA to better understand the opportunities and threats associated with developing tourism in mountain areas.

PATA, which was established in 1951, has been working closely with IMTA since its formation in 2017 when the two organizations signed a memorandum of understanding.

It is undeniable that in searching for new experiences, mountain areas are coming under the gaze of travellers, for a number of reasons. At a very esoteric level, mountains are awe-inspiring with their majesty and unpredictable moods, while at a physical level their very presence affects local weather patterns, rainfall, fertility and even moods. In some cultures, mountains form such an integral part of daily life of residents that they are afforded both sentience and identity.

I am reminded of my recent travels in Tibet where the scenic beauty and mystical Buddhist culture combine to form a life changing experience.

At the more mundane level, travellers, especially domestic travellers are beginning to discover that their own mountain destinations house a wide array of experiences and activities that can be accessed more frequently and more easily than many international ones. Further, many of these domestic experiences, driven by demand, are rapidly developing into world-class venues.

Mountains can also offer a wide range of seasonal experiences ranging from hiking in the summer to snow and ice activities during the winter months, with variations of both in-between.

In today's climate confused world, mountains can also offer an escape to more tolerable and less polluted climates as the world deals with extremes elsewhere.

While this is all positive on one side, there is also an inherent danger in developing mountain areas without strict management protocols as it is all too easy to destroy the very assets we love, with unrestrained exposure. And do not be complacent about this: the very presence of human activity in and across mountain areas affects to some degree, the structure and integrity of those areas and with the very fragile nature of some of those ecosystems, they can be lost without us even being aware of those losses.

Development comes at a cost and our role is to define and maintain the delicate balance it plays with the social and physical environment. But that requires hard, tangible data and it is here that some significant deficiencies become apparent. A recent report from UN Tourism and the Food and Agriculture Organisation points out that "the scarcity of domestic mountain tourism-related data make it difficult or even impossible to assess the economic, social and environmental impacts of this important segment".

More importantly perhaps is the fact that global generalizations relating to mountain tourism can easily mask some of the more subtle but no less important issues at a more local level.

This is what we aim to achieve with this working relationship: access to hard reliable data for objective decision-making on mountain tourism development but with a local perspective on the impacts of tourism. In this way, the sector can be managed to grow responsibly and sustainability and with an equitable distribution of benefits.

On behalf of the PATA members, I would like to thank IMTA for the opportunity to participate in and contribute to this 6th iteration of the international Mountain Tourism Day celebration. We look forward to continued collaboration and friendship.

教育和培训是旅游业繁荣发展的重要基石



世界酒店与旅游教育培训协会主席
阿卜杜·贝尔加

President of AMFORHT
Abdou Belgat

非常荣幸地代表世界酒店与旅游教育培训协会（AMFORHT）与大家交流。会上，嘉宾们已经聊了很多，很多方面都已经探讨过了，比如营业额、可持续旅游、环境、山地旅游所占的行业百分比等等。确实，这些都是我们必须非常注意的领域。因为一个简单而独特的原因，我们看到了海洋对滨海旅游业造成的破坏。今天，我们在此谈论山地旅游。

旅游业首先是和平的载体。当前正处于动荡之中，和平正在逃离我们，但我们也有责任为和平做好准备，这两者相互依存。这离不开的是教育，也可以称为培训。因此，我要向我们可敬的世界酒店与旅游教育培训协会所做的所有工作致敬。协会于 1969 年成立于尼斯，我们马上就要庆祝它的第 55 个生日。作为该组织的主席，我诚挚地邀请各位参加我们的周年纪念活动，与我们分享一个和平、智慧和交流的环境。因此，我今天主要聚焦于教育和培训上。

旅游行业虽然发展基础薄弱，但资源丰富，人力资本充足。但是我们必须重视这个问题，如

果不这样做，无论启动什么项目，我们都会遇到困难。为什么？因为社会职业结构或社会区域结构因国家而异，我会给大家分享两则小轶事。

我在旅游这个领域工作已经有半个多世纪了，我的职业生涯从地中海俱乐部和雅典娜广场酒店开始，后者是世界上最美丽、最精致的高档酒店之一。1976 年，我很幸运，作为雅典娜广场酒店的一名年轻高管，接待了当时的中国副总理和中国驻法大使，我是第一批与雅典娜广场酒店团队一起前往中国旅游参观的人之一。各位可以想象一下，在 1975 年至 1976 年期间，北京还是比较空旷的。当时，自行车遍地都是，但是没有轿车，我们乘火车游览了北京 - 广州和广州 - 香港段。我回来了以后，我们又去了中国三次。老实说，这是一个让我们眼花缭乱的转变。这就是为什么你们创建了国际山地旅游联盟，是件非常了不起的事情。可能你们没有意识到，但你们应该意识到，在外国人看来，中国发生了一系列巨大的改变，做好准备是非常重要的。然而，教育和培训不是凭空而来的。各位也许知道，酒店业细分有 54 种

职业，但不是每个人都知道，人们只看到那些提供服务的人或领导层的人，但他们忘记了还有工程师、程序员、建筑师和木器工人。所以这就是为什么我们正在做的是具有前瞻性，我们很幸运有人向我们传达了 this 信息。因此，我想也许现在是寻求和平之路的正确时机，这是一条繁荣之路，但主要基于教育和培训。我们可以帮助这些山地居民，有人提到了 11 亿这个数字，而人口学家说有 13 亿人生活在山地社区。因此，我们有责任为他们提供一些其它东西，而不仅仅是为了短暂消磨时间而来的旅游者，与沙漠旅游一样，这也是一个大论题。因此，基于这个原因，我认为我们有一个最基本的责任，即共同努力，分享我们的想法，共同思考如何发展。因此，世界酒店与旅游教育培训协会很自豪也很荣幸与国际山地旅游联盟建立联系。

最后一点，我想告诉大家的是，既然我们谈论的是这个伟大的国家——中国，大家必须知道的是，20 多年前，当两位联合创始主席热拉尔·佩利桑特和保罗·杜布鲁尔先生出席会议时表示：现在是展望全球旅游业未来的时候了。其中一人提到了亚洲，就从中国开始讨论，这就是为什么雅高集团是第一个进入中国的国际酒店集团，这并不是巧合。第二，我们曾在阿拉伯穆斯林国家工作，这就是我为什么会成为阿拉伯穆斯林国家使者的原因。请大家看看今天的沙特阿拉伯，20 年前，当我们开始的时候，那里什么都没有。今天，当我们谈论世界上最大的旅游目的地之一时，与中国、印度、墨西哥并列的是沙特阿拉伯。因此，我们正在做的是展望未来 20 年。

感谢各位所做的一切，最重要的是，感谢各位在教育 and 培训领域陪伴我们。非常感谢。



Education and Training Are Important Cornerstones for the Prosperity and Development of Tourism

It's a great honor to represent our World Association for Hospitality and Tourism Education and Training (AMFORHT) here today. We've talked a lot already, about revenue, sustainable tourism, the environment, and the market share of the mountain tourism industry. This is indeed a crucial area for us. Just as we've seen the damage of the sea on coastal tourism, today we're starting to focus on mountain tourism.

Tourism today is a vehicle for peace. We're in turbulent times, but we also have the responsibility to bring back peace. This hinges on two key aspects: education and training. I want to commend the work of our esteemed AMFORHT, founded in Nice in 1969. As the president, I invite you all to join our 55th anniversary celebration, a moment of peace, wisdom, and sharing. Our message today must focus on education and training.

Our industry has abundant natural and human resources, but it's up to us to preserve them. If not, no matter what we do, we'll encounter difficulties. Why? Because different countries have different social and professional structures. I'll share two stories with you.

It won't be long. I've been working in the tourism industry for over half a century, starting with Club Med and the Plaza Athénée, one of the most exquisite luxury hotels in the world. In 1976, I had the fortune as a young executive to host China's then Vice Premier with Chinese Ambassador at the Plaza Athénée. I was among the first from our team to visit China, touring Beijing, Guangzhou, and Hong Kong by train. Back then, Beijing was vast and empty, with millions of bicycles and no cars. After that, we went to China three times again. The transformation I've witnessed is astounding. China's progress explained why you

founded the IMTA, a remarkable achievement. From an outside perspective, China has experienced a great revolution. We must also be prepared, and preparation involves education and training. There are 54 professions in the hotel industry, but this is not widely recognized. People only see the service and leadership roles, forgetting about the engineers, programmers, architects, and carpenters. That's why what we are doing is pioneering. I believe now is the right time to seek a path to peace and prosperity rooted in education and training. Someone mentioned the number 1.1 billion people, but demographers say there are 1.3 billion living in mountainous regions. So, we are obligated to offer them more than just tourism as a temporary escape. We must do more to help. It's also a big topic like desert tourism. Our primary responsibility is to work together, share ideas, and seek common development. On behalf of AMFORHT, we're proud to renew our partnership with the IMTA.

Finally, speaking about our friends and this great country China, you should know that over 20 years ago, co-founder Gérard Pellissant and Paul Dubrule attended a meeting and spoke about the future of global tourism. Asia was highlighted, starting with China. That's why Accor was the first international hotel group entering the Chinese market. In addition, our work in Arab-Muslim countries. Look at Saudi Arabia today. 20 years ago, it was empty. Now, it's one of the top tourism destinations alongside China, India, and Mexico. Therefore, what we are doing is planning for the next two decades.

Thank you all for your efforts, especially in education and training. Thank you. I hope I didn't go over my time limit.

“2024 国际山地旅游日” 启幕仪式

The Launching Ceremony of the “International Mountain Tourism Day 2024”



为纪念“2024 国际山地旅游日”在法国尼斯成功举办，联盟特发行第六届“国际山地旅游日”纪念封，并邀请国际山地旅游联盟主席多米尼克·德维尔潘（Dominique de Villepin），中国驻马赛总领事董广利，法国尼斯市副市长克里斯蒂娜·阿米尔（Christiane Amiel），中法联合登顶勃朗峰代表高宁（Serge Koenig）上台共同为“2024 国际山地旅游日”启幕。

To commemorate the successful hosting of "2024 International Mountain Tourism Day" in Nice, France, the Alliance issued a special envelope for the 6th "International Mountain Tourism Day." The event also featured the inauguration of the "2024 International Mountain Tourism Day" by Dominique de Villepin, Chairman of the International Mountain Tourism Alliance, Dong Guangli, Chinese Consul General in Marseille, Christiane Amiel, Deputy Mayor of Nice, and Serge Koenig, a representative of the Sino-French joint summit of Mont Blanc.

登顶勃朗峰会旗交接仪式

The Flag Handover Ceremony at the Summit of Mont Blanc

2024 年是中法建交 60 周年和“中法文化旅游年”，也是巴黎奥运年，2024 “国际山地旅游日”以“文明互鉴的山地旅游”为主题于 5 月 29 日在法国尼斯举办。由来自法国国家滑雪与登山学校 (ENSA) 的教授、国际山地旅游联盟专家高宁 (Serge Koenig) 先生和来自中国的登山教练杨小华女士组成的国际山地旅游联盟中法登山队成功登顶勃朗峰，在欧洲山地之巅弘扬高山精神，领略高山之美。这次登顶活动专为经验丰富的登山者而设，不仅与巴黎奥运会的体育精神相契合，也是体育与山地旅游呼应与互动的生动体现，彰显着中法人民携手共进的友好情谊不断向前向上，推动中法山地旅游文明互鉴，赋予了 2024 “国际山地旅游日”特殊的意义。取得这成就后，团队在南针峰旅游缆车站顶部与中国徒步向导李醒女士会合，沿着 Cosmiques Ridge 前往南针峰，以壮阔的勃朗峰群山为背景，展示了国际山地旅游联盟、国际山地旅游日旗帜。



高宁：

尊敬的各位领导、亲爱的朋友们，

每次参加国际山地旅游联盟 (IMTA) 的活动对我来说都是一种巨大的乐趣，尤其是今天，在滨海阿尔卑斯省，这里得益于大海和山脉，是法

国最受欢迎的旅游胜地。

攀登勃朗峰，并在“第六届国际山地旅游日”之际以影片形式进行分享，是盛赞阿尔卑斯山美丽和雄伟的好方法。大家应该知道，从勃朗峰所在的法国阿尔卑斯山的北部，到南部这里的尼斯，

这种自然美景表现为令人难以置信的多样性山地景观，魅力各异，但都非常有吸引力。

为了对勃朗峰这个冰山进行小型探险，我们与登山家杨晓华（在座）和摄影师兼登山家贝特朗·德拉皮埃尔（在国外）组成了中法联合 IMTA 团队。

现在我想邀请杨晓华和我一起上台来。她也在阿尔卑斯山训练。这要归功于法国国立滑雪登山学校与其母校四川旅游学院之间的合作：四川是中国西南部的前喜马拉雅省份，毗邻 IMTA 总部所在的贵州。她的志向是通过法国的帮助，成为第一个获得国际高山向导文凭的中国人，更别提，她是一名女性，坚持奋斗在这个非常男性化的领域中。

杨小华：

当高宁邀请我代表国际山地旅游联盟通过滑雪攀登勃朗峰时，我真的很受鼓舞。山峦就是我的全部。自从我来到阿尔卑斯山后，我已经取得了很大进步，我打算利用这些新技能参与我国山区旅游和体育的可持续发展。我感谢法国国立滑雪登山学校为我提供这个千载难逢的机会。能够与在座的各位分享攀登勃朗峰的经历真是一份难得的礼物，我很自豪能来到这里。

高宁：

国际山地旅游日框架中的勃朗峰登山活动单元清楚地表明，当我们谈论山脉时，旅游和运动是密不可分的。

登山运动是其中当之无愧的女王，它诞生于三个多世纪前的阿尔卑斯山，“登山”一词也被列入联合国教科文组织世界遗产名录。

在我们的山区，在这个不断争论如何平衡自由与法规的时代，联合国教科文组织关于登山运动的未来提出的建议比以往任何时

候都更有时效性。特别是在旅游胜地勃朗峰。确实有很多人认为，这座高山必须能够持久保持自由空间的属性，它必须保持是个让人能够喘息的空间，因为当代社会，在各方面的压力下，人们是真的需要一个这样的空间。

这次攀登勃朗峰也让我亲眼见证了这座山的深层结构正在发生变化；毫无疑问全球变暖的影响已经出现。如大家所知，这座山是一个实验室：世界各地的冰川都在萎缩，天气更加反复无常，雪源变得更加不确定，在勃朗峰的山坡上，与其它高海拔地区一样，地形每年都变得更加复杂，客观风险更大，陷阱也更多。因此，登山者必须调整他们的登山决定和策略，并且更加小心。弗朗西斯科·弗朗加利稍后将主持的专题论坛将进一步阐明全球山区这方面的情况。

最后，这个 2024 年，正如各位所说，是对中法关系至关重要的一年，这张欧洲屋脊的影像以及法中联合登山组，也以一种谦虚但极具象征意义的方式体现了我们之间强大的、坚固的和兄弟般的纽带。

在世界山区这些合作之地，以登山运动为代表，更广泛来说整个旅游业，都承载着帮助“人民之间相互了解”的美德：这正是本次国际山地旅游日的主题。



The year 2024 marks the 60th anniversary of the establishment of diplomatic relations between China and France, as well as the "China-France Year of Cultural and Tourism Exchange," and it is also the year of the Paris Olympics. The 2024 "International Mountain Tourism Day" held on May 29th in Nice, France, with the theme of "Mountain Tourism for Intercultural Dialogue." An international mountaineering team formed by the International Mountain Tourism Alliance, consisting of Professor Serge Koenig from the French National School of Skiing and Mountaineering (ENSA) and international mountain tourism expert, and Ms. Yang Xiaohua, a Chinese mountaineering coach, successfully reached the summit of Mont Blanc, promoting the spirit of the mountains and appreciating the beauty of the high peaks at the top of the European mountains. This summiting activity, designed for experienced climbers, aligns with the spirit of the Paris Olympics and is a vivid demonstration of the interaction and mutual reinforcement between sports and mountain tourism, highlighting the continuous progress and upward momentum of the friendly relations between the Chinese and French peoples. It also promotes the mutual appreciation of mountain tourism civilizations between China and France, giving the 2024 "International Mountain Tourism Day" special significance. After achieving this feat, the team met with Chinese hiking guide Ms. Li Ti at the top of the Aiguille du Midi cable car station, and proceeded along the Cosmiques Ridge towards the Aiguille du Midi, with the majestic Mont Blanc massif as a backdrop, displaying the flags of the International Mountain Tourism Alliance, International Mountain Tourism Day.

Serge Koenig:

Distinguished leaders and dear friends:

Participating in IMTA activities is always a great pleasure for me, especially today, here in the Alpes-Maritimes, one of France's most popular tourist destinations thanks to its stunning sea and mountains.

Climbing Mont Blanc and sharing this experience through a video at the 5th International Mountain Tourism Day is a wonderful way to celebrate the beauty and majesty of the Alps. From the northern French Alps where Mont Blanc is located, to the south here in Nice, the natural beauty is manifested in incredibly diverse mountain landscapes, each with its own charm and attraction.

For a small expedition to Mont Blanc, we formed

a China-France joint IMTA team with mountaineer Yang Xiaohua (who is here with us) and photographer and mountaineer Bertrand Delapierre (currently abroad).

Now, I would like to invite Ms. Yang to join me on stage. She also trains in the Alps, thanks to the collaboration between the French National School of Skiing and Mountaineering and her alma mater, Sichuan Tourism University. Sichuan is located in southwest China, with numerous mountains extending from the Himalayas. It is also adjacent to Guizhou province where IMTA is headquartered. Ms. Yang is dedicated to becoming China's first to earn an international mountain guide diploma with the help of France. Not to mention, she is a woman striving in this

predominantly male field.

Yang Xiaohua:

When Serge Koenig invited me to represent the IMTA in climbing Mont Blanc on skis, I was truly inspired. The mountains are everything to me. Since I arrived in the Alps, I have made significant progress. I plan to use my new skills to contribute to the sustainable development of mountain tourism and sports in my motherland. I am grateful to the French National School of Skiing and Mountaineering for giving me this once-in-a-lifetime opportunity. It is a rare gift to be able to share my Mont Blanc climbing experience with all of you here, and I am very proud.

Serge Koenig:

The Mont Blanc climbing event shows that when we talk about mountains, tourism and sports are inseparable.

Originated in the Alps over three centuries ago, mountaineering is undoubtedly the queen of these sports. People even talk about the tradition and art of mountaineering... The term "mountaineering (Alpinisme)" is also listed as a UNESCO World Heritage.

At this time of constant debate over balancing freedom and regulations, UNESCO's suggestions about the future of mountaineering are more relevant than ever, especially in popular tourist destinations

like Mont Blanc. Many believe that Mont Blanc must remain a free and responsible space, a space where people can breathe and escape from the tremendous pressure from the modern society.

The Mont Blanc climbing experience also allowed me to witness firsthand the changing deep structure of the mountain, proving that the impact of global warming is evident. As we all know, Mont Blanc is a laboratory: glaciers are shrinking worldwide, weather is becoming more unpredictable, and snow becomes more uncertain. On the slopes of Mont Blanc, the terrain is becoming more complex every year as in other high-altitude areas, with higher risks and more traps. So, mountaineers must adjust their strategies and be more cautious. At the theme forum hosted by Mr. Francisco Frangialli later, we will further discuss this situation in global mountain areas.

Finally, 2024, as you all have noted, is a crucial year for China-France relations. The video of European rooftop and the China-France climbing team symbolizes our strong, solid, and fraternal bonds in a humble but highly symbolic way. The rope is a meaningful symbol.

In the mountain areas worldwide, mountaineering and tourism broadly help foster mutual understanding among people: this is the theme of this International Mountain Tourism Day.







主题论坛

Theme Forum

气候变化与山地旅游应对之策

Mountain Tourism Destinations Responding to Climate Change

嘉宾开场 Opening Remark



联合国世界旅游组织（UNWTO）荣誉秘书长、
国际山地旅游联盟个人理事
弗朗西斯科·弗朗加利

UNWTO Honorary Secretary-general and IMTA
Council Member
Francesco Frangialli

各位国际山地旅游联盟的贵宾，各位领导，女士们，先生们：

大家上午好，非常高兴在法国尼斯见到各位新老朋友，首先，我们要感谢国际山地旅游联盟举办这个“气候变化与山地旅游应对之策”主题论坛，我认为这是联盟践行联合国 2030 可持续发展目标的重要行动。

其次要感谢我们的朋友高宁和年轻的杨晓华一起代表我们登上了勃朗峰顶，这是何等的荣耀啊。他们提到了这片高原因为气候变暖而引起的变化。山地专业人士是我们的观察员，他们扮演着警示者的重要角色。

勃朗峰和阿尔卑斯高原是世界上山地旅游最受欢迎的地区，它让人们清楚地了解了正在发生的剧变的规模。就像我儿时的冰海一样，阿尔卑斯山脉的冰川逐渐被令人伤感的冰碛取代。

正如政府间气候变化专门委员会和联合国教科文组织各自强调的那样，山区和极地地区对气候变暖的反应比其他任何地方都更加明显。在马克龙总统和习近平主席 5 月 7 日会晤的比利牛斯山脉，自 1880 年以来，平均气温上升了 1.7 度，是全球增幅的两倍整。到 2040 年，那里的冰川将会消失。

与许多其他形式的旅游业一样，山地旅游业既是全球变暖的受害者，同时也是全球变暖的载体。考虑到其所产生的营业额，它可能比其他休闲活动对气候变暖的影响要小。

作为我们今天的话题之一的强大的冬季运动产业，显然是首当其冲受到气温上升影响的。它受到积雪消退、在中等海拔地区其存在变得更加

随机以及滑雪季节相应缩短的影响。相比之下，高山滑雪度假村仍然在很长时间内可以为人们提供放松和愉快的美好时光。对于它们来说，正如著名电影的名字《天堂可以等待》。

但高山滑雪项目并不是唯一受到影响的：所有形式的山地旅游都或多或少地受到气候变化的影响。从阿尔卑斯山到高加索山，从安第斯山脉，到落基山脉和喜马拉雅山，山区人民的担忧是一样的。

气候变暖意味着霜雪减少，季节不再存在；更多的山体坍塌、落石和冰块等待着登山者和徒步旅行者；水资源的枯竭、冰川湖的突然排空和山体滑坡威胁着下游的村庄；这意味着森林能够延续到更高纬度的地方、山区景观的转变以及非常特殊的生物多样性的衰退。

山脉不一定不再美丽；它的风景依然雄伟；它仍然同样让人舒适；但它变得不同了。2050 年，当山顶上的冰川消失时，乞力马扎罗山将改头换面。

但气候变化并不是影响以旅游业为生的山区社区生活的唯一因素。其他因素也参与其中。顾客在变化，游客的行为在变化，对与海拔相关的健康和舒适生活的追求在增长，旅游人数也在增加——有时甚至过度夸张。在许多地方，从勃朗峰到珠穆朗玛峰，从马丘比丘到富士山，过度旅游已成为山地旅游的敌人。

这是一个很广泛的课题。那么，让我们直接进入讨论的核心吧，今天的论坛我们将分为全球观点主题演讲、中法案例分享、圆桌论坛三个环节开展，期待各位的真知灼见。

Distinguished guests from IMTA, leaders, ladies, and gentlemen:

Good morning! I am very pleased to see both new and old friends here in Nice, France. First, I would like to extend my thanks to the theme forum themed “Mountain Tourism Destinations Responding to Climate Change” held by IMTA. I believe this is a significant move to implement the 2030 Sustainable Development Goals of the United Nations.

Next, I want to thank our friends Serge Koenig and Yang Xiaohua for reaching the summit of Mont Blanc on behalf of all of us. What an honor that is! They also mentioned the changes in this region due to global warming. Mountain professionals are our important observers and alert messengers.

Mont Blanc and the Alpine Massif are among the world’s most popular mountain tourism destinations. They clearly show the dramatic changes happening around us. Just like the Mer de Glace from my childhood, the glaciers of the Alps are gradually being replaced by moraines.

As highlighted by both the Intergovernmental Panel on Climate Change (IPCC) and UNESCO, mountain and polar regions are the most affected by global warming. In the Pyrenees, where President Macron and President Xi Jinping met on 7 May, the average temperature has risen by 1.7 degrees since 1880, twice the global increase. By 2040, the glaciers there will melt down.

Like many other forms of tourism, mountain tourism is both a victim and a carrier of global warming. Considering the income it brings, its impact on climate change may be smaller compared to other leisure activities.

One of the topics today is the powerful winter sports industry, clearly the first to be impacted by rising temperatures. It suffers from receding snow, more uncertainties at medium altitudes, and shorter

ski seasons. In comparison, alpine ski resorts can still provide relaxing and enjoyable experiences for a long time, as shown in the famous movie “Heaven Can Wait.”

But alpine skiing is not the only activity affected: all forms of mountain tourism are more or less influenced by climate change. From the Alps to the Caucasus, from the Andes to the Rockies and the Himalayas, mountain communities share the same concerns.

Global warming leads to less frost and snow and indistinguishable seasons. Climbers and hikers have to face more landslides, falling rocks and ice. Water scarcity, sudden emptying of glacial lakes, and landslides are threatening downstream villages. Forests are extending to higher altitudes, transforming mountain landscapes, and damaging the unique biodiversity.

Mountains may become less beautiful, yet their scenery no less majestic and comforting, but they are still changing. By 2050, when the glaciers atop the peaks have disappeared, Mount Kilimanjaro will look entirely different.

However, climate change is not the only factor affecting the lives of mountain communities dependent on tourism. Customer demographics are changing, visitor behaviors are evolving, the pursuit of health and comfort at high altitudes is increasing, and the number of tourists is growing—sometimes growing drastically. From Mont Blanc to Mount Everest, from Machu Picchu to Mount Fuji, over-tourism has become an enemy of mountain tourism.

This is a broad topic. So, let’s dive right into the discussion. Today’s forum will be divided into three parts: The global picture, The case of France and China, and Panel. We look forward to hearing your valuable insights.

主题演讲 Interventions

全球观点 The global picture

面对气候现实——行动时候到了



SUNx Malta 主席、气候变化旅游委员会（TPCC）创始人、世界旅游及旅行行业理事会前主席、联合国世界旅游组织前助理秘书长

杰弗里·利普曼

President SUNx Malta, Founder of the Tourism Panel on Climate Change (TPCC), Former CEO of WTTC and Former UNWTO Assistant Secretary-General
Geoffrey Lipman

我深感荣幸，应老朋友弗朗西斯科·弗朗加利之邀，在本次山地旅游论坛上就气候变化议题分享一些见解。

弗朗西斯科是首位将气候变化与山地旅游纳入全球旅游议程的行业领袖。约二十年前，当他担任世界旅游组织秘书长，我担任助理秘书长时，他适时地召开了关于这两项议题的首次“峰会”。尤其令我欣慰的是，本次会议与中国紧密相连。已故的可持续发展之父莫里斯·斯特朗，我的另一位老友及导师，坚信中国将在应对生存攸关的气候危机中发挥关键作用。正如联合国秘书长反复强调的那样，这场危机是对人类的红色警报。如同约翰逊博士所言，“没有什么比明日将被绞死更能使人集中精神”。不幸的是，人类正面临这样的紧迫时刻。

警示信号无处不在，从毛伊岛到悉尼的野火，利比亚和迪拜的洪水，纽约和北京的严重空气污

染，太平洋和印度洋沿岸酒店受到海浪的冲击，地中海地区的酷暑，加勒比海愈加频繁和猛烈的飓风，非洲的干旱加剧，农业受损，气候难民数量激增。

而对于今天在座的各位而言，全球山地的不确定雪线、岩石崩塌以及冰川融化亦是直接挑战。这不仅是旅游目的地的问题，客源地市场同样受到波及，传统可预测的旅游流动模式变得难以捉摸。而这一切，还尚未触及极地冰盖融化和西伯利亚广大冻土层解冻可能引发的全球临界点，这些变化可能释放出封存了百万年的类似新冠病毒的病原体。

这就是新现实如果我们的生活与经济体系建立在过往的传统模式之上，那么现在是时候思考重大变革，并迅速行动。约翰逊博士所言的“明日”已然来临。我们的世界正在迫切呼唤立即采取气候行动，不仅仅是到 2030 年或 2050 年，而是现

在。我们的孩子们正在提出这一要求，他们通过法律手段对抗国家，并对飞行旅行进行道德谴责。更为重要的是，气候科学家们也发出了同样的呼吁。政府间气候变化专门委员会（IPCC）指出，需在 2025 年前达到温室气体排放峰值，才有可能接近巴黎协定设定的 1.5 摄氏度温控目标，即维持我们所知生命的宜居状态。而根据目前的趋势，全球气温预计将上升 2.5 到 4 度。在这些层面上，人类的未来确实岌岌可危。旅游业正处于聚光灯下，或许比任何其他行业都更受瞩目。迄今为止，天气一直是旅游业中最可预测的因素。

然而，这一切已经改变。我们就像站在悬崖边上的旅鼠，凝视着即将投身其中的深渊。净零排放更像是一剂集体安慰剂，让我们安心于现状，将真正的世界议程推给明天。我们用各种宣言与社交媒体宣传来麻痹自己，而这些宣传的背后则是大企业的重金支持和政府的巨额补贴，他们通过这种手段来维系既有权力格局。正当冰山日益迫近之时，我们却在泰坦尼克号上忙于重排躺椅位置。而对于山地旅游而言，这是一场巨大的灾难场景，冬季积雪无法滑雪，狂风暴雨成常态，昂贵的厂房和基础设施被闲置，夏季徒步路线因落石和道路损毁而受阻

但愿，现在醒悟还不算太迟，在 SUNx，莫里斯·斯特朗的未竟项目中，我们正在努力帮助旅游业加快应对步伐。将教育转化为行动。构建气候友好型旅行（CFT）框架，与巴黎协定 1.5 度目标、可持续发展目标（SDGs）挂钩，并对自然有益。

首先，帮助适应新的气候现实。

第二，帮助尽早达到温室气体峰值。

首先是适应 – 应对极端天气及其造成的死亡和破坏其次是减缓 – 减少温室气体排放，为控制全球变暖尽一份力

我们的重点是世界最不发达国家和小岛屿发展中国家（LDC 和 SIDS）。这些国家最容易受到危机的影响，而旅游业仍是它们获得良好发展的最佳途径。

过去的四年里，得益于马耳他旅游局的大力支持，我们创建了世界上首个气候友好型旅游（CFT）研究生文凭课程。培训了近 100 名来自世界各地的学生，使他们成为强有力的气候卫士。深思熟虑的行动主义者和变革领导者。建立了全球 CFT 气候行动注册中心，供公司和社区制定气候行动计划，已有来自世界各地的 500 家公司和社区参与其中。创办社会企业，帮助加强气候友好型旅游社区、公司和消费者的良性循环。成立 50 个国家 CFT 分会，建设气候友好型旅行。今年计划再成立 50 个分会。全部位于最不发达国家和小岛屿发展中国家为我们的后代采取这些行动我们即刻开展行动，随时随地准备合作，共同创建一个更加绿色和清洁的未来。

最后，请允许我对大家提出一个相关的想法。在所有即将到来的灾难中，没有比我们把头埋在沙子里，把未来交给否认气候变化或维护现状的人手中更危险的了。我们比以往任何时候都更需要思想明确的可敬的现实主义者，他们将致力于把预防原则纳入我们共同的未来。这些人是真的关心我们的子孙。

Climate Realities- Time to fix the Holes in the Net

I am delighted by the invitation from my old friend Francesco Frangialli to contribute some thoughts on Climate Change to this Mountain Tourism Forum.

Francesco was the first tourism leader to put both Climate Change and Mountains on the Global Tourism Agenda. Appropriately convening the first “Summits” on both issues, when he served as Secretary General at UNWTO, and I was Assistant Secretary General, some 2 decades ago. I am particularly pleased that this session is linked with China, which another old friend and mentor, the late Maurice Strong, father of sustainable development, firmly believed would play a key role in the fundamental global response to the existential Climate Crisis and as the UN Secretary General keeps reminding us that crisis is a code red for humanity. Dr. Johnson famously said there is nothing so concentrates the mind as being hanged on the morrow, well, humanity is being hanged on the morrow.

The warning signals are everywhere, it's the wildfires from Maui to Sydney, it's the floods in Libya and Dubai, it's the crazy air pollution in New York and Beijing, it's the waves lapping at hotels in the Pacific and Indian Oceans, it's the summer peaks becoming too hot to handle in the Mediterranean, it's the Caribbean hurricanes coming harder and more often, it's the intensifying droughts killing off agriculture and dramatically increasing climate refugees in Africa.

And for you here today, it's the uncertain snow patterns, rock falls and glacier melts in Mountains across the planet. It's not just at Tourism destinations. Origin markets are also hit. Making traditionally predictable traffic patterns truly unpredictable. And all this is without the global tipping points of melting ice sheets at both poles and thawing Tundra across the vast reaches of Siberia releasing Covid style viruses

that have been trapped for millions of years.

This is the new reality. And if you have built your entire lifestyle and economy on those traditional patterns, it's time to think about big change. And to think fast. Dr. Johnson's morrow is here today. Our world is screaming out for Climate Action NOW - not just by 2030 or 2050. Our Kids are demanding this - taking countries to court & flight shaming. Even more significantly - so are the Climate Scientists - IPCC says to peak GHG emissions by 2025 to have any chance of hitting close to Paris 1.5 by 2050. The temperature where life, as we know it, stays liveable. We are on track for 2.5 to 4 degrees. And at those levels the future of humanity is truly on the line. Tourism is in the spotlight, perhaps more than any other sector. Until now weather has been our most predictable component.

All that is changed. We are poised like lemmings at the top of the cliff - staring into the abyss into which we are preparing to hurl ourselves. Net Zero is a communal sleeping pill - letting us relax for business as usual today and push tomorrow off the real world agenda. We are deluding ourselves with declarations, and social media trumpeted self-promotion, fuelled by big bucks from big business and big government subsidies to stay in power. Rearranging Deckchairs on the Titanic - as the iceberg gets closer and closer. And for Mountain Tourism it's a massive disaster scenario, with winter snow no longer certain for skiing, with freak storms the new norm, with expensive plant and infrastructure lying unused, with summer trails held hostage to rock falls & route destruction.

Hopefully, it's not too late to come to our senses, at SUNx - a legacy for Maurice Strong we are fighting to help accelerate tourism's response. Turning education into action. Building a framework of Climate Friendly Travel (CFT) - Paris 1.5: SDG

linked and Nature positive

- first to help adapt to the new climate reality and
- second to help peak GHG sooner rather than later.

First Adaptation - simply to cope with the extreme weather and the death and destruction it is already bringing .Second Mitigation- GHG reduction to play our part in controlling global warming

Our focus is the worlds poorest countries and small islands - LDC and SIDS in UN speak. Countries who are the most exposed to the crisis And for whom Tourism is still the best chance for a decent development pathway.Over the past four years, with great support from the Malta Tourism Authority, we have:

Created the world's first CFT post graduate. Diploma and trained nearly 100 Students from all over the world - to be Strong Climate Champions. Thoughtful activists and Change leaders.Established a global CFT Registry for Climate Action for companies

and communities to frame Climate Action Plans - 500 from around the world and counting. Launched social enterprises to help strengthen the virtuous circle of Climate Friendly Travel Communities, Companies and Consumers. Established 50 National CFT Chapters to build Climate Friendly Travel. With another 50 planned this year. All in LCD and SIDS We take this action for our Kids.We take it now and we are ready to collaborate anywhere, anytime to co-create a greener and cleaner future.

Let me close with one relevant thought for all of us,of all the disasters forseen on the horizon,none is more universally dangerous than if we bury our heads in the sand and leave the future in the hands of climate change deniers or status quo apologists. More than ever before we need honourable clear minded realists who are committed to building the precautionary principle into our shared future.And who genuinely care about our grandkids.



应对气候变化的山地旅游新策略



日内瓦大学教授
伯纳德·德巴尔比厄

Professor at the University of Geneva
Bernard Debarbieux

大多数关于气候变化对山地旅游业的影响以及应对气候变化所采取的战略思考都倾向于经济方法(如何创新企业、支持他们并挽救就业机会?)和技术方法(如何永久保存资源或扩大资源范围)。它们很少对社会除就业之外和文化后果感兴趣,而这些因素实际上对山地的生活和环境平衡至关重要。让我们尝试采用这一更广阔的视角来提出一些观察和观点。

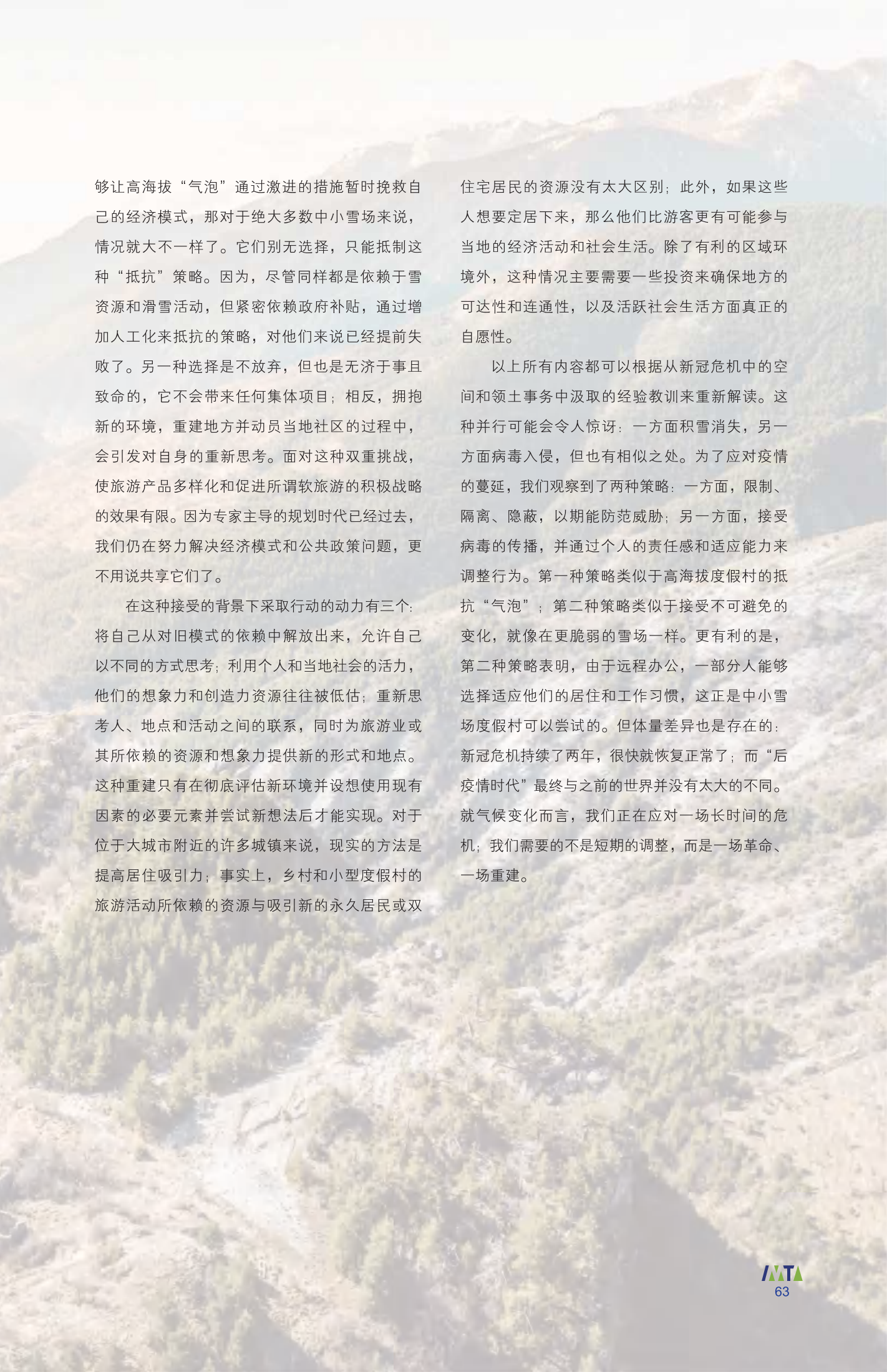
全球变暖在今后几十年内是不可避免的,而且没有逆转的可能性。它对山地旅游经济的影响和威胁是众所周知的,因此必须适应它们。但适应的方式有很多种:抵制、接受、陪伴。这其中每一个方法都有其成本和收益,并会导致不同的结局。

目前存在浮于表面的或“气泡”阻力。当今滑雪经济主要依赖的少数大型度假村受积雪不确定性的威胁最小。它们也是经济投入最多(因为它们有足够资金)来人工控制环境的雪场,这种方法不是解决气候变暖的原因,而是减轻气候变暖的后果。它们越来越多的采用表面的方式,正如人们在最先进的温室中所实践的那样,使用与

自然环境脱节的“气泡”:在努力控制雪崩并塑造滑雪场和待城市化地区的详细地形之后,他们应用密集的人工造雪并优化由此获得的雪的“可滑性”。尽管他们极力否认,但这样做与日本、美国或海湾国家现有的人造雪场,或者欧洲主要城市两小时车程内的“热带气泡”的区别越来越小。这种技术和经济模式被推向极端,很有可能实现其目标:通过人为地制定开展活动的条件来进行控制,适合那些只担心不确定性的公司。

但最终,我们是否确信这些气泡能够长期抵抗超出世界上所有工程师、技术人员和管理人员能力的山脉和气候的动态?毕竟谁会在目睹永久冻土融化、汹涌的熔岩流、山间河流水情破坏而造成的山体崩塌的程度以后,又会仔细观察未到来的雪?对于这里进行的反思来说,更重要的是,我们是否清楚地意识到这种在两个主要领域倾向于表面操作的模型所要付出的代价?首先,在不受灾害影响的“气泡”中的山地体验会怎样?其次,真正的本土企业,而不仅仅是一群服务提供商,能否在这种背景下生存或发展呢?

接受与重建,如果有组织地抵制气候变化能

A scenic view of a mountain valley with a river and forest. The image shows a wide river flowing through a lush green valley, surrounded by steep, forested mountains. The sky is clear and blue, and the overall atmosphere is peaceful and natural.

够让高海拔“气泡”通过激进的措施暂时挽救自己的经济模式，那对于绝大多数中小雪场来说，情况就大不一样了。它们别无选择，只能抵制这种“抵抗”策略。因为，尽管同样都是依赖于雪资源和滑雪活动，但紧密依赖政府补贴，通过增加人工化来抵抗的策略，对他们来说已经提前失败了。另一种选择是不放弃，但也是无济于事且致命的，它不会带来任何集体项目；相反，拥抱新的环境，重建地方并动员当地社区的过程中，会引发对自身的重新思考。面对这种双重挑战，使旅游产品多样化和促进所谓软旅游的积极战略的效果有限。因为专家主导的规划时代已经过去，我们仍在努力解决经济模式和公共政策问题，更不用说共享它们了。

在这种接受的背景下采取行动的动力有三个：将自己从对旧模式的依赖中解放出来，允许自己以不同的方式思考；利用个人和当地社会的活力，他们的想象力和创造力资源往往被低估；重新思考人、地点和活动之间的联系，同时为旅游业或其所依赖的资源和想象力提供新的形式和地点。这种重建只有在彻底评估新环境并设想使用现有因素的必要元素并尝试新想法后才能实现。对于位于大城市附近的许多城镇来说，现实的方法是提高居住吸引力；事实上，乡村和小型度假村的旅游活动所依赖的资源与吸引新的永久居民或双

住宅居民的资源没有太大区别；此外，如果这些人想要定居下来，那么他们比游客更有可能参与当地的经济活动和社会生活。除了有利的区域环境外，这种情况主要需要一些投资来确保地方的可达性和连通性，以及活跃社会生活方面真正的自愿性。

以上所有内容都可以根据从新冠危机中的空间和领土事务中汲取的经验教训来重新解读。这种并行可能会令人惊讶：一方面积雪消失，另一方面病毒入侵，但也有相似之处。为了应对疫情的蔓延，我们观察到了两种策略：一方面，限制、隔离、隐蔽，以期能防范威胁；另一方面，接受病毒的传播，并通过个人的责任感和适应能力来调整行为。第一种策略类似于高海拔度假村的抵抗“气泡”；第二种策略类似于接受不可避免的变化，就像在更脆弱的雪场一样。更有利的是，第二种策略表明，由于远程办公，一部分人能够选择适应他们的居住和工作习惯，这正是中小雪场度假村可以尝试的。但体量差异也是存在的：新冠危机持续了两年，很快就恢复正常了；而“后疫情时代”最终与之前的世界并没有太大的不同。就气候变化而言，我们正在应对一场长时间的危机；我们需要的不是短期的调整，而是一场革命、一场重建。

Facing Climate Change in the Tourist Mountains: Off-Ground Versus Refoundation Strategies

Most discussions about the impact of climate change on mountain tourism and the strategies to address it are about economic approaches (how to innovate businesses, support them, and save jobs) and technical methods (how to preserve resources or expand their usage). However, social apart from jobs and cultural consequences are rarely considered, which are actually vital to the life and environmental balance in the mountain areas. Let's adopt a broader perspective to offer some observations and insights.

Global warming is inevitable in the coming decades and cannot be reversed. Everyone is aware of how much impact and threat it has to the mountain tourism economy, so we must adapt to it. However, there are many ways to adapt: resist, accept, or accompany. Each has its own costs and benefits and will lead to different outcomes.

Surface or "bubble" resistance are existing. Today's ski economy primarily relies on a few large resorts, and they are the least threatened by snow uncertainty. These resorts also heavily invested (because they have enough funds) to hire hands to control the snow conditions. Specifically, they are not alleviating the causes but the effects of global warming. They use surface methods that can be seen in advanced greenhouses and "bubbles" disconnected from the natural environment. After controlling avalanches and shaping the detailed terrain of ski areas and urbanizing zones, they apply intensive artificial snow production and optimize the "skiability" of the snow. Despite their strong denials, this approach is becoming increasingly similar to the existing artificial snow fields in Japan, the USA, and the Gulf countries, or the "tropical bubbles" within a two-hour drive of major European cities. If we try our best to promote this technical and economic model, we may achieve

the goal of controlling environmental conditions through artificial means, suitable for companies concerned with uncertainty.

But in the end, are we confident that these bubbles can withstand the dynamic forces of mountains and climates beyond the capabilities of engineers, technicians, and managers all over the world? After all, who will observe the anticipated snow after witnessing mountain collapses caused by permafrost melting, raging lava flows, and disrupted mountain river conditions? More importantly, are we fully aware of the costs of this model that operates on the surface of two main areas? First, what will the mountain experience be like in bubbles that are unaffected by disasters? Second, can local businesses instead of mere service providers survive or thrive?

Acceptance and reconstruction. While organized resistance to climate change might allow high-altitude bubbles to temporarily save their economic model through radical measures, it is quite different for small and medium-sized ski resorts. They have no choice but to resist such a "resistance" strategy. They also rely on snow resources and skiing activities, but they cannot depend on government subsidies and combat climate change through increased artificial measures. Another option is not giving up, because it is unhelpful and fatal and wouldn't lead to any collective projects. Instead, it is to embrace the new environment, rebuild, and mobilize the local community while reassessing their identity. This dual challenge curbs the effects of diversifying tourism products and promoting so-called soft tourism. The era of expert-led planning has passed, and we still struggle with economic models and public policies, let alone sharing them.

In this manner, the motivation for acceptance comes from three factors: freeing oneself from

dependence on outdated models to think differently; leveraging the often-underestimated energy and creativity of individuals and local communities; and rethinking the connections among people, places, and activities, while providing new forms and locations for tourism and necessary resources and creativity. Such reconstruction can only occur after thoroughly assessing the new environment and envisioning the necessary elements to use existing factors and try out new ideas. What we discussed just now can be reinforced. For many towns near large cities, a realistic approach is to enhance residential appeal. In fact, the resources supporting rural tourism and small resorts are similar to those that attract new permanent or dual-residence inhabitants. If these people want to settle down, they are more likely than tourists to engage in the local economy and social life. Besides a favorable regional environment, this requires investment to ensure accessibility and connectivity, as well as being voluntary to stimulate social life.

Interpreted through the lessons learned from the

spatial and territorial issues during COVID-19. The disappearance of snow, and the invasion of a virus—the two things seem surprising yet somewhat similar. To deal with the pandemic, we summarized two strategies: first, restriction, isolation, and concealment to prevent threats; second, accepting the spread of the virus and adjusting our behaviors through personal responsibility and adaptability. The first is like the high-altitude resort resistance bubbles, while the second is like accepting inevitable changes, a method for vulnerable ski resorts. Moreover, the second strategy shows that remote work enabled people to adapt their living and working habits, a result favorable for small and medium-sized ski resorts. However, there is a difference in scale: COVID-19 lasted two years and everything quickly returned to normal; the “post-pandemic world” was not quite different from the pre-pandemic world. In the case of climate change, we are facing a lasting crisis. What we need is not short-term adjustment but a revolution, a reconstruction.



气候变化中的安第斯旅游业



秘鲁前旅游与文化部长
罗赫尔斯·马丁·巴伦西亚·埃斯皮诺萨

Former Tourism and Culture Minister of Peru
Rogers Martin Valencia Espinosa

安第斯地区目前有 4000 多万人口，气候变化可能是该地区生活方式面临的^{最大}威胁。

2010 年并不是本世纪降雨最多的一年，但两件不寻常的事件结合在一起，形成了一场完美风暴。一场异常强烈的降雨和乌鲁班巴河流域安第斯山脉 25% 的森林植被的丧失，导致河床迅速被填满并发生泛滥，摧毁了 32 公里的铁路轨道和站台，这是通往秘鲁最著名的旅游目的地马丘比丘的唯一通道。我们几乎有四个月无法到达那里，经济影响令人印象深刻。3000 座房屋被毁或严重受损，旅游业收入损失超过 4 亿美元。

气候变化以多种不同的方式影响安第斯山脉的山区社区，仅举几个最普遍的例子：干旱导致的粮食不安全风险、洪水和山体滑坡对人民和基础设施造成的风险，以及由于冰川缩小和降雨变异性导致的水资源不安全风险。

多纳西奥·图尔波是一位萨满和仪式大师，是安第斯山脉最神圣的山峰之一——奥桑加特山的守护者。他在 2004 年向世界银行发表演讲，讲述了自己的人生经历，他说：“在我最小的儿子长大成人的时候，奎尔卡亚冰盖后退了超过 1.5 公

里，冰已经消失了，这使得动物和人类获取水源更加困难，但我不明白这是为什么？我们的母亲‘地球’变得越来越贫瘠，无法维持生命。几年前，我去华盛顿特区放置北美印第安人博物馆的奠基石时，是冬天，但室内的人们却很舒适。现在，当我们打开博物馆的大门时，外面烈日炎炎，但建筑物内部却感到很舒适。因此，我的结论是，我们这些今天还活着的人，已经与母亲地球疏远了，我们感受不到她的感受，没有与她共享生活。所以她被遗忘了，正如她所感受到的那样，生命正从她身上流逝。”

管理这些气候风险需要了解并解决脆弱性的成因。为此，有必要组织和分配信息、监测和治理工具，以提供信息并促进加强气候韧性的策略设计和实施。

为了在整个安第斯地区分享信息和最佳实践，尤其是在人口密度较高的安第斯中部地区，已经实施了多项举措。

例如，安第斯山脉倡议是由安第斯山脉的七个国家（阿根廷、玻利维亚、哥伦比亚、智利、秘鲁和委内瑞拉）组成的平台，旨在加强区域对话，

促进并采取旨在保护和可持续开发安第斯山脉的联合行动。

例如，秘鲁和玻利维亚共同拥有的位于高安第斯高原的的喀喀湖，自 1986 年以来水位下降了近 4 米，2023 年 8 月达到 3087.8 米，这是有记录以来的最低水位，这是由于严重的干旱和高温造成的。这威胁到了农民、渔民和土著社区世代相传的生活方式，导致了严重的社会动荡。

气候危机的影响无处不在，区域合作和跨界治理是管理和保护我们丰富的山地资源的关键。为了应对当前和未来的气候变化风险，山地国家

需要团结起来，共享数据和信息，成立联合委员会，制定和实施共同的政策，并公平地为所有国家做出决定。缺乏合作可能会导致错过应对气候风险和合理管理山地资源的机会，这可能导致社会动荡，并在国家之间引发冲突。

还有一些地方值得借鉴的案例。例如，秘鲁的帕查玛玛节 (Pachamama Raymi)，一项在盖丘亚族人居住的安第斯高原地区重新造林的努力取得了惊人的反响。去年，库斯科地区各省份共种植了 600 万棵树。



Tourism in a Changing Environment: The Example of the Andean Region

Climate change is perhaps the biggest threat to the way of life in the Andean region, where over 40 million people live today.

In 2010 not the rainiest year of the century, two events came together to create a perfect storm case, an unusually strong rain and the loss of the forest cover of some 25% of the andean slopes of the Urubamba basin, concluded in a extremely fast filling of the river bed and overflow that destroyed some 32 kilometers of train tracks and platforms, that was the only access to the most iconic of the Peruvian tourist destinations, MACHUPICCHU, we could not get to it for almost 4 months, the economic impacts were impressive, 3000 houses were destroyed or severely damaged, and over 400, million dollars were lost in revenues of the tourist trade.

Climate change affects mountain communities in the Andes in several different ways , just to mention the most prevalent ones: the risk of food insecurity due to drought, the risk to people and infrastructure due to floods and landslides, and the risk of water insecurity due to shrinking glaciers and variability in rainfall.

Don Nazario Turpo a Shaman and a ritual master guardian of Ausangate mountain one of the most sacred mountains to the Quechua people in the andes in his speech to the world Bank ,2004 presenting his life testimony said : in the time my youngest son became a man, the glacier of Quelqaya ice cap had retreated over a kilometer and a half, the ice is gone away, making it more difficult for animals and man to have water, but i could not understand why? Our mother “The earth” was becoming more and more infertile and unable to sustain life. When I visited DC to place the Cornerstone of the NMAI some 5 years ago it was winter, but inside the houses people were very comfortable. Now as we open the doors of the museum it is scolding hot outside, but inside the buildings it feels quite comfortable. So my conclusion is that we, the people that are alive today, have grown detached from mother earth, we don't feel what she feels, we don't share our lives with her. So she has been forgotten, as she feels it, life is slipping away from her.

Managing these climate risks requires knowing and addressing the causes of vulnerability. To do this, it is necessary to organize and distribute information, monitoring and governance tools that inform and promote the design and implementation of strategies that strengthen climate resilience.

Several initiatives have been implemented in order to share information and best practices all over the andean region ,particularly in the central Andes where there is a higher population density.

For example the Andean Mountain Initiative, a platform formed by seven countries of the Andes: Argentina, Bolivia, Colombia, Chile, Peru and Venezuela. Built to strengthen the regional dialogue with the purpose of promoting and undertaking joint actions aimed at the conservation and sustainable development of the Andean mountains.

To use a case, lake Titicaca shared by Peru and Bolivia and located in the high Andean plateau, has seen its water levels fallen by almost 4 meters since 1986, reaching a record low in August 2023 of 3,087.8 meters above sea level, due to severe drought and high temperatures. This threatens century old ways of life of farmers, fishermen and indigenous communities. resulting in severe social unrest.

The impacts of the climate crisis know no boundaries and regional collaboration and transboundary governance are key to managing and protecting our vast mountain resources. To address current and future climate change risks, mountain countries need to come together, share data and information, form joint committees, develop and implement joint policies and take decisions that benefit all countries equitably. A lack of cooperation may lead to missed opportunities to address climate risks and adequately manage mountain resources, which could cause social unrest and spark conflict within and between countries.

At local level initiatives such as Pachamama Raymi, an effort to reforest in high andean areas , populated by Quechua communities has had a fantastic response some 6 million trees were planted in the provinces of cusco region last year also.

深入理解山地旅游，推动可持续发展之路

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大家好！在诸位精彩演讲之后，在此发言对我而言是一项重要的挑战，我倍感荣幸。我非常高兴能够来到法国尼斯参加本次“国际山地旅游日”主题活动，并将尽力分享我们基于研究的一些观点，以及我们对山地旅游的理解。

首先，我们需要从当前现实的角度审视山地旅游业的发展。目前，我们对这一领域的发展和变化的反应滞后，我们仍处于疫情后影响阶段。国际游客人数下降了 72%，然而，四年后，我们观察到了一些复苏迹象。到 2023 年，入境游客和整体游客数量恢复到疫情前水平的 89%。这表明 2024 年第一季度将迎来更稳定的复苏趋势。这一复苏趋势已经在不同地区出现，例如中东，2019 年已超过疫情前水平，增长了 22%。在非洲，入境游客数量恢复到 2019 年的 96%。而欧洲作为最受欢迎的旅游目的地，2023 年接待了 7 亿游客，其中法国接待了 1 亿游客，比 2019 年增长了 96%。美洲和亚太地区也逐周显示出明显的复苏迹象，特别是随着包括中国在内的亚洲市场的重新开放。当我们看这张图表时，我们可以看到国际旅游业的复苏，但我们也可以看到另一种形式的复苏，即游客接待量的增加。这里强调的不仅

是游客人数，还有接待量，这意味着旅游旺季游客的平均消费水平大幅增加。因此，全球旅游业总收入为 1.7 万亿美元，为包括新兴经济体在内的一些经济体带来了巨大的经济效益。此外，这也为妇女和年轻人等群体创造了就业机会，促进了小微企业和中小企业的增长。因此，对于许多依赖国际旅游业的经济体来说，这是一个好消息。

联合国旅游组织专家小组提出，现在存在两个主要挑战：第一，经济挑战；第二，地缘政治挑战。经济挑战涉及支持年度旅游收入持续复苏的风险，包括通货膨胀、利率上升、运输成本增加和旅行费用增加。然而，专家委员会指出了一个日益严重的问题，即极端天气事件期间的旅游安全问题。这值得注意，因为它不仅可能对旅行选择产生潜在影响，而且可能对环境本身产生影响。这里有一些相关的事实和数据。简而言之，杰弗里·利普曼先生提到了洪水、干旱、热浪、异常降雨、塔兰特地区地质滑坡等极端气候事件，甚至严重的大气湍流。2023 年 7 月是有记录以来最热的月份，海洋表面温度也创下历史新高。从 2023 年 7 月至 9 月和 10 月，旅游业表现强劲，入境国际游客数量达到 2019 年疫情前水平的 92%。我们如

何有效地应对和适应这种情况？我一直记得联合国世界旅游组织前秘书长弗朗西斯科·弗朗加利的话，他说旅游业既是受害者，也是推动者，特别是在减少温室气体排放方面。以下是关于山地旅游的一些背景信息。

正如我们提到的，山地地区容纳了超过 11 亿人口。这已经成为旅游的主要驱动力，吸引越来越多的游客探索其生物多样性和当地充满活力的文化。然而，一些山地旅游目的地，特别是在发展当地或国内旅游和确保游客安全方面，在新冠肺炎疫情期间表现出韧性。旅游业是许多社区的生命线，因此，如果山地旅游管理得当，它可以保护这些脆弱山地生态系统的生物多样性。然而，我们需要量化这一点，总理先生和彼得·西蒙先生都提到需要数据，识别、理解和量化山地旅游的规模确实是一个挑战。这就是为什么我们与联合国粮农组织一起建立了一个报告系统来学习和评估山地旅游，这也是我们今天上午提到的一些结果的原因。根据报告，9% 至 17% 的国际游客进行山地旅游，这是 2019 年的数据。然而，正如彼得先生指出的那样，我们缺乏国内旅游数据，这使我们无法全面了解并确定山地旅游的总规模及其社会经济影响。因此，我们看到山地旅游的比例因地区和国家而异，因为它取决于国内旅游的主要动机、可用性和规模。因此，根据现有数据对旅游目的地进行分类是困难的。以下是受访者的回答，这让我们对山地旅游的规模有了大致的了解，或者至少是估计。

简而言之，我们面临着许多挑战。我们缺乏可靠的旅游数据，旅游活动高度集中，导致污染和垃圾，基础设施不足以应对这些问题。我们还面临着噪音污染和气候变化的挑战，所有这些都与气候变化有关。此外，当地社区受到社会文化的影响。正如我们的中国同事指出的那样，旅游业对文化认同和真实性有着重大影响。当然，还有经济方面的考虑，以及健康和安全方面的挑战。我们必须能够应对所有这些挑战，因此，有必要

在山地旅游中推广低影响旅游方式，并结合可持续旅游。例如，将食物、养生和社区活动结合起来，使社区在接待游客方面发挥重要作用。当然，我们需要公私伙伴关系来正确衡量旅游业的影响，更好地规划，更好地分散风险，并在时间和空间上分配游客，使旅游业发挥积极作用。

联合国旅游组织已经实施了一系列举措，当然包括评估和制定旅游统计评估框架，以确定和量化旅游业的环境、社会和经济影响。我们还发布了《格拉斯哥宣言》，承诺并动员私营和公共部门的所有利益相关者到 2050 年实现净零排放。是的，当然，现在采取行动还不算太晚，但必须共同完成，而且所有人都必须清楚这一点。这是一个观察站的例子。众所周知，中国可以为自己感到自豪，因为它加入了联合国旅游国际可持续旅游观察站网络（INSTO），该网络由联合国旅游组织领导。中国有 8 个观察站，表明其对可持续发展的强烈投资潜力。他们采取了一种有效的核心方法，这对他们在中国非常重要。

这涉及到不同利益相关者之间的联系。当前讨论的重点是旅游业，这是一个具有深厚人文关怀的行业，也是一项具有深刻人文精神的活动。安全在其中起着重要作用，因此，需要指标来衡量其对就业、社会活动和经济等方面的影响。这一点至关重要，因为我们是来分享最佳实践案例的，所以这是需要了解的。

最后，这是我们的具体建议。我们必须在地方层面共同努力。正如教授所说，我们需要在区域和国际层面进行合作，因为阿尔卑斯山不仅属于法国，也属于瑞士、意大利或奥地利。同样，比利牛斯山脉也不仅仅属于法国。了解这一点也很重要。我们需要在国际层面取得进展。当然，还要赋予山地地区的地方社区行动权，使其成为我们所有政策的核心。我们必须鼓励可持续发展，促进包容性、可达性和负责任的发展。这是关键，这意味着我们不会让任何人掉队。谢谢大家。

Understanding Mountain Tourism Towards a More Sustainable Path

Hello! It is a challenge for me, and I am honored to speak here after the wonderful speeches delivered by my colleagues. I am thrilled to be here in Nice, France for this “International Mountain Tourism Day” Theme Events and share some of our research-based ideas and our understanding of mountain tourism to the greatest extent.

First of all, we need to examine the development of mountain tourism in the context of current reality. At present, there is a lag in our response to the development and changes in this field, and we are still in the stage of post-pandemic impact. International tourist arrivals fell by 72%. However, after four years, we observed certain signs of recovery. By 2023, the number of inbound tourists and overall tourists has recovered to 89% of pre-pandemic levels. This indicates that the first quarter of 2024 will usher in a more stable recovery trend. This recovery trend has been seen in different regions, such as the Middle East, which has already surpassed the pre-epidemic level in 2019, with an increase of 22%. In Africa, the number of inbound tourists recovered to 96% compared with 2019. And Europe, the most popular tourist destination, received 700 million visitors in 2023, of which France received 100 million tourists, up 96% from 2019. The U.S. and Asia-Pacific regions also showed significant signs of recovery on a week-by-week basis, especially with the reopening of Asian markets, including China. When we look at this chart, we can see the recovery of international tourism, but we can also see another form of recovery, that is, the increase in tourist reception. What is emphasized here is not only the number of tourist arrivals but also the reception volume, which means that the average consumption level of tourists during the travel seasons has increased significantly. As a result, global tourism contributed \$1.7 trillion in total revenues, bringing significant economic benefits to a number of economies, including emerging economies. In addition, this has also created employment opportunities for groups such as women and young

people, and promoted the growth of small and micro enterprises and small and medium-sized enterprises. This is therefore good news for many economies that rely on international tourism.

According to the Panel of Experts of UN Tourism, They have pointed out that there are now two main challenges: first, economic challenges, and second, geopolitical challenges. Economic challenges involve risks supporting the sustained recovery of annual tourism revenue, including inflation, rising interest rates, increased transportation costs, and rising travel expenses. However, the Expert Committee pointed out an increasingly serious problem, that is, the safety of tourism during extreme weather events. This is noteworthy as it may not only have a potential impact on travel choices, but also on the environment itself. Here are some relevant facts and figures. Briefly, Mr. Geoffrey Lipman mentioned extreme climatic events such as floods, droughts, heat waves, abnormal rainfall, geological landslides in the Tarrant area, and even severe atmospheric turbulence. July 2023 was the hottest month on record, along with record high ocean surface temperatures. From July to September and October 2023, the tourism industry performed strongly, with the number of inbound international tourists reaching 92% of pre-pandemic levels in 2019. How can we effectively respond and adapt to this situation? I always remember the words of Francesco Frangialli, Secretary-General of the United Nations World Tourism Organization, who said that tourism is both a victim and a promoter, especially in its contribution to reducing greenhouse gas emissions. Here is some background information about mountain tourism.

As we have mentioned, the mountainous regions accommodate more than a billion people. This has become a key driving force for travel, attracting more and more tourists to explore its biodiversity and local vibrant culture. However, some mountain tourism destinations showed resilience during the COVID-19 pandemic, especially in terms of developing local

or domestic tourism and ensuring the safety of tourists. Tourism is a lifeline for many communities. Therefore, if mountain tourism is well managed, it can protect the biodiversity of these fragile mountain ecosystems. However, we need to quantify this. Both Mr. Prime Minister and Mr. Peter Simon mentioned the need for data. Identifying, understanding, and quantifying the scale of mountain tourism is indeed a challenge. That's why, together with FAO, we have established a reporting system to learn and assess mountain tourism, and that's why we mentioned some of the results this morning. According to the report, 9% to 17% of international tourists go on mountain tourism, and this is the figure for 2019. However, as Peter points out, we lack data on domestic tourism, which prevents us from getting a full picture and determining the total volume of mountain tourism and its socio-economic impact. We therefore see that the proportion of mountain tourism varies from region to region and from country to country, as it depends on the main motivations, availability and scale of domestic tourism. It is therefore difficult to categorize tourist destinations based on available data. Here are the responses from those surveyed. This gives us a rough idea of, or at least an estimate of, the scale of mountain tourism.

Simply put, there are many challenges. We lack reliable tourism data, and tourist activities are highly concentrated, resulting in pollution and garbage, and the infrastructure is insufficient to cope with these problems. We also face the challenges of noise pollution and climate change, all of which are related to climate change. In addition, local communities are affected by socio-cultural influences. As our Chinese colleagues have pointed out, tourism has a significant impact on cultural identity and authenticity. There are, of course, economic considerations, as well as health and safety challenges. We must be able to address all these challenges. Therefore, it is necessary to promote low-impact tourism methods in mountain tourism, combined with sustainable tourism. For example, combining food, health preservation and community activities allows the community to play an important role in receiving tourists. Of course, we need public-private partnerships to properly measure the impacts

of tourism, to plan better, to better spread risk and distribute tourists over time and space, and to make tourism work for its positive role.

The UN Tourism has implemented a number of initiatives, including, of course, assessments and the development of a statistical assessment framework for tourism to define and quantify the environmental, social and economic impacts of tourism. We also issued the Glasgow Declaration, committing and mobilizing all stakeholders in the private and public sectors to achieve net zero emissions by 2050. Yes, of course, it is not too late to take action, but it must be done together, and all must be clear about that. This is an example of an observatory. As everyone knows, China can take pride in itself because it has joined the UN Tourism International Network of Sustainable Tourism Observatories (INSTO) led by the UN Tourism. China has 8 Observatories, indicating its strong investment in sustainable development. They adopted an efficient core approach, which is very important for them in China.

This involves linkages between different stakeholders. The focus of the current discussion is tourism, which is an industry with great humanistic care and an activity with a profound humanistic spirit. Safety plays an important role in this. Therefore, indicators are needed to measure its impact on employment, social activities and the economy, among other things. This is crucial because we are here to share best practices, so this is something to know.

Finally, here are our specific suggestions. We have to work together at the local level. As the professor said, we need to cooperate at the regional and international levels, because the Alps do not only belong to France, but also to Switzerland, Italy, or Austria. Similarly, the Pyrenees do not belong solely to France. This is also important to understand. We need to make progress at the international level. And, of course, empowering local communities in mountain regions to act, making them the core of all our policies. We must encourage sustainable development and promote inclusive, accessible and responsible development. That's the key, which means that we will not let anyone fall behind. Thank you all.

应对气候变化，发展气候适应型旅游业

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很遗憾只能在视频上和大家见面并做交流，但巧的是，我正在熊猫的故乡——中国四川省阿坝州开展山地旅游的田野作业，我身后这张照片是海拔 5430 米的半脊峰。

在全球科学家以及联合国世界旅游组织（UNWTO）、联合国世界气象组织（UNWMO）的共同努力下，全球气候变化对旅游业的影响以及旅游业对气候变化的反馈机制已经十分明晰。气候变化对山地旅游目的地影响显著，自然灾害频发。气候变化对高山区域冰雪旅游的影响也早已为大家所熟知，本届“国际山地旅游日”主题论坛选择这个主题非常必要，也很有意义。

下面我分享个人的研究成果，题目是“适应气候变化，发展气候适应型旅游业”。主要是三方面内容，分别是中国的有关进展，发展气候适应型旅游业和对旅游业绿色产业的绿色发展的对策和建议。

首先是关于中国的有关进展。中国政府高度重视气候变化和旅游业，从国家到部门相继出台了关于旅游业绿色发展、低碳发展、气候变化应对等问题的政策指导意见。文化和旅游部出台了文旅行业的绿色低碳发展的相关标准，包括绿色

旅游景区，绿色旅游饭店，还联合其他部门出台反对餐饮浪费的指导意见。在 15 年前，我对中国旅游业能源消耗和二氧化碳、二氧化碳排放做了首次的定量的测算。结果表明，2008 年我国旅游业能源消耗总量为 433TJ（TJ 是能源单位，是 terajoule 的缩写，表示万亿焦耳），占我国能源总消耗量的 0.52%，不到 1%，也证明旅游业确实是绿色产业。2018 年，在 UNWTO 的指导下，我们院里面组织召开了全球气候变化和旅游的国际论坛。很多大家熟悉的老朋友都出席了这次论坛，如 Guterres、Susan Bacan, Lipman 和 Danny Scott，我看今天活动的日程，Lipman 先生也参会了。学术界也高度关注这个全球气候变化和旅游，从 2009 年开始，我们国家的相关的研究进入一个快速增长的阶段，尽管起步慢，但是从 2009 年之后一直保持一个相对高的关注度和论文的发表情况。

第二部分是发展气候适应型旅游业。包括文化和旅游部在内的 17 个部门在 2022 年出台了《国家适应气候变化战略 2035》，明确提出，适应气候变化，要发展气候适应型旅游业。战略性地提出要完善旅游目的地应对极端天气、气候事件应

急处置和游客安全管理制度，要强化区域适应气候变化行动；东北地区要发展生态旅游，建成全国最大的避暑及世界级冰雪旅游目的地；我今天所在的西南地区要加强气候敏感、生态脆弱地区特色景观、自然遗产、历史文化与民族风俗保护，建成世界知名生态与民族文化旅游地。

推广避暑旅游和冰雪旅游也是过去我一直在参与推动的两项工作。随着气候变暖和城市热岛效应的加剧，火炉城市越来越多，中国有深厚的避暑的文化基因，暑期正好叠加了学生放假这个制度安排，有稳定和持续的市场。再加上中国有广泛的避暑旅游气候资源的库存，我们测算中国是全球最大的避暑旅游市场，总产值高达几万亿。

气候在旅游由观光向休闲度假转型的过程中，目的地当中的作用也在不断的变化。在观光年代，它主要是一个背景因素或者是景观的成因；但是到休闲度假时代，气候甚至从后台走向了前台，成为了主要的旅游吸引物。傅迎春执行秘书长就是来自中国著名的避暑之都——爽爽的贵阳。对于冰雪旅游，中国政府成功的举办了2022年北京冬奥会。从15年申办冬奥成功开始，到2022年成功举办冬奥会，中国实现了带动3亿人参与冰雪运动的愿景目标。我们做了一个统计，在上一个雪季，这个全国冰雪旅游的人次数达到了3.12亿人次，旅游收入接近3500亿人民币。

最后是旅游业绿色产业的绿色发展。毫无疑问，旅游业是绿色产业，是无烟工业。海洋旅游宣言明确指出，旅游业是无烟工业，并不会必然带来工业化所造成的毁灭性后果。旅游业也并非天然的绿色产业，由于旅游业高度的关联性，并伴随产业规模的迅速扩张，旅游业整体也产生了大量的碳排放，对气候变化和生态环境的影响不可忽视。最新的研究表明旅游业整体的温室气体排放已经占到了全球这个8%。

基于此，我们提出旅游业绿色发展的有关举

措建议：

首先是要大力发展生态旅游。中国是从上世纪90年代就开始引入生态旅游的概念，1999年和2009年期间，原国家旅游局都将每年的旅游主题定为生态旅游。2008年和2016年分别出台了二期全国生态旅游规划，也颁布了生态旅游示范区的国家标准。在十四五规划当中，明确提出要持续实施全国生态旅游发展规划，要推进旅游业的绿色发展，近期关于旅游业绿色发展的政策指导意见即将印发。

第二是要加大绿色低碳能源和技术的应用。旅游业的绿色发展核心是技术，特别是在关键的领域，包括旅游、交通、酒店，也包括像今天大会的主题，山地设施和装备的绿色化、低碳化，其中还包括新能源的交通，包括酒店节能、节水、节气。我们曾经做过一个饭店节能减排的潜力研究，表明了这一行业减排的潜力是略高于全国平均水平，潜力高于全国的0.58%。

第三是要加强能源管理、监测和统计。要加强合同、人员管理，加强旅游业能源消耗的监测、统计和核算工作。

第四是碳金融和碳财税。旅游业的发展离不开绿色发展，离不开金融和财税的综合政策。中国政府提出“3060”碳目标之后，形成了1+N的政策体系，这里面就包括了碳金融和财税政策，旅游业要积极的运用这些政策。2023年，全国碳排放权交易市场的碳排放配额已经达到了2.12亿吨，年度成交额是144亿元。中国人民银行也推出了碳减排支持的货币政策工具，地方银行也在创新地开发类似湿地贷、湿地碳汇贷款这样的业务，以湿地碳汇为质押，向有关主体，发放贷款，用于企业购买增加碳吸收的高碳汇湿地作物等，以保护海洋湿地，也是全国首单的湿地碳汇贷。

谢谢大家。

Responding to Climate Change - Developing Climate Adaptive Tourism Industry

I regret that I can only meet and communicate with you all via video, but coincidentally, I am currently conducting fieldwork on mountain tourism in the hometown of the panda—Aba Prefecture, Sichuan Province, China. The photo behind me is of the Half-Spine Peak at an altitude of 5430 meters.

Thanks to the joint efforts of global scientists and UNWTO、UNWMO, the impact of climate change on the tourism industry and the feedback mechanism of the tourism industry on climate change have become very clear. The impact of climate change on mountain tourism destinations is significant. The impact of frequent natural disasters on snow and ice tourism in high mountain areas is also well known to everyone. The choice of this topic for the forum is very necessary and meaningful.

Next, I will share my personal research findings, titled "Responding to climate change - developing climate adaptive tourism industry." It mainly has three aspects: the relevant progress in China, the development of climate-resilient tourism, and strategies and recommendations for the green development of the tourism industry as a green industry.

So first is the progress. The Chinese government attaches great importance to climate change and the tourism industry, and policies and guidance on green development, low-carbon development, and climate change response of the tourism industry have been issued from the national to the departmental level. The Ministry of Culture and Tourism has also introduced standards for the green and low-carbon development of the cultural and tourism industry. This includes green tourist attractions and green hotels. We have also jointly issued guidelines with other departments to oppose food waste. Fifteen years ago, I conducted the first quantitative assessment of energy consumption and carbon dioxide emissions in China's tourism industry. The results showed that in 2008, the total energy consumption of China's tourism industry was 433 terajoules (TJ), accounting for 0.52% of the total national energy consumption, which is less than 1%. This also proves that the tourism industry is indeed a green industry. In 2018, under the guidance of the

UNWTO, our academy organized an international forum on global climate change and tourism. Many familiar old friends attended this forum, such as Guterres, Susan Bacan, Lipman, and Danny Scott. I checked the schedule, and Mr. Lipman is also attending today's meeting. The academic community also pays close attention to global climate change and tourism. Since 2009, the relevant research in our country has entered a phase of rapid growth. Although it started slowly, it has maintained a relatively high level of attention and publication of papers since 2009.

The second part is the development of climate-adaptive tourism. 17 departments including the Ministry of Culture and Tourism, issued the National Climate Change Adaptation Strategy 2035 in 2022, which clearly proposes that to adapt to climate change, climate-adaptive tourism must be developed. The strategy proposes to improve the emergency response and visitor safety management systems of tourist destinations in the face of extreme weather and climate events, and to strengthen regional actions to adapt to climate change. The Northeast region should develop ecological tourism and become the largest summer retreat and a world-class ice and snow tourism destination in the country. The southwestern region where I am today needs to strengthen the protection of characteristic landscapes, natural heritage, historical culture, and ethnic customs in climate-sensitive and ecologically fragile areas, and become a world-renowned destination for ecological and ethnic cultural tourism.

Summer retreat tourism and ice and snow tourism are also two areas that I have been involved in promoting in the past. Now, let me give a brief report. With the warming of the climate and the intensification of the urban heat island effect, there are more and more "furnace" cities. China has a profound cultural gene for summer retreat, and the summer vacation period coincides with the social arrangement of school holidays, thus providing a stable and continuous market. Coupled with China's extensive inventory of climatic resources for summer retreat tourism, we estimate that China is the world's largest market for summer retreat tourism, with a total output

value reaching several trillion.

The role of climate in the transformation of tourism from sightseeing to leisure and vacation is also constantly changing. In the era of sightseeing, it was mainly a background factor or a cause of the landscape, but in the era of leisure and vacation, the climate has even moved from the background to the forefront, becoming a major attraction for tourism. So Fu Yingchun, the Executive Secretary-General of IMTA, comes from Guiyang, the famous summer retreat capital of China, known for its refreshing climate. Regarding ice and snow tourism, the Chinese government successfully hosted the 2022 Beijing Winter Olympics. Starting from our successful bid for the Winter Olympics in 2015, to the successful hosting in 2022, we achieved the vision of engaging 300 million people in ice and snow sports. We have made a statistic, in the last snow season, the number of people participating in ice and snow tourism nationwide reached 312 million, with tourism revenue approaching 350 billion yuan.

Then the last one is the green development of tourism green industry. Undoubtedly, tourism is a green industry, it is a smoke-free industry. The Ocean Tourism Declaration clearly states that tourism is a smoke-free industry and does not necessarily bring the destructive consequences caused by industrialization. But at the same time, tourism is not a naturally green industry. Due to the high relevance of the tourism industry and with the rapid expansion of the industry scale, the tourism industry as a whole also produces a large amount of carbon emissions, and its impact on climate change and the ecological environment cannot be ignored. The latest research indicates that the overall GHG (Greenhouse Gas) emissions from the tourism industry now account for 8% of the global total.

Based on this, we propose measures and suggestions for the green development of the tourism industry:

First and foremost, it is essential to vigorously develop eco-tourism. China began to introduce the concept of eco-tourism since the 1990s. The former National Tourism Administration designated 1999 and 2009 as the "Year of Eco-tourism" respectively. In 2008 and 2016, two phases of the national eco-tourism development plan were issued, and national standards for eco-tourism demonstration zones

were promulgated. The 14th Five-Year Plan clearly proposes to continue implementing the national eco-tourism development plan and to promote the green development of the tourism industry. In the near future, policy guidance on the green development of the tourism industry will soon be issued.

The second is to increase the application of green, low-carbon energy and technology. The core of the green development of the tourism industry is technology, especially in key areas such as tourism, transportation, and hotels. This also includes themes like today's focus on mountainous areas, the greening and low-carbon efforts in mountain facilities and equipment, including new energy transportation, energy-saving, water-saving, and gas-saving in hotels. We once conducted a study on the potential for energy conservation and emission reduction in a hotel, and the results indicated that its potential for emission reduction was slightly higher than the national average, equivalent to 0.58% of the country's total.

The third point is to strengthen energy management, monitoring, and statistics, to enhance contract and personnel management, and to intensify the monitoring, statistics, and accounting of energy consumption in the tourism industry.

The fourth is carbon finance and carbon fiscal and tax policies. The development of the tourism industry cannot be separated from green development, nor from a comprehensive policy of finance and fiscal and tax. After the Chinese government proposed the 3060 dual-carbon strategy, a 1+N policy framework was established, which includes carbon finance and fiscal and tax policies. The tourism industry should actively utilize these policies. In 2023, the national carbon emission trading market's carbon emission allowances have reached 212 million tons, with an annual transaction volume of 14.4 billion yuan. The People's Bank of China has also introduced monetary policy tools to support carbon emission reduction. Local banks are innovatively developing services like wetland loans and wetland carbon sink loans, that is, issuing loans to relevant entities with wetland carbon sinks as collateral, for enterprises to purchase high carbon sink wetland crops that increase carbon absorption, to protect marine wetlands. This is also the first wetland carbon sink loan in the country.

Thank you!

中法案例分享 The case of France and China

滨海阿尔卑斯省山地旅游目的地 应对气候变化的方式——实现旅游产品多样化

南阿尔卑斯山拥有全法度假村将近 13% 的滑雪缆车，其中上阿尔卑斯省数量最多。

说到阿尔卑斯滨海省山区度假村的经历，我们就要说到在气候变化的背景下，一些小度假村十多年来发生的巨大转变。

海拔最高的两个度假村 – 伊索拉 2000（Isola 2000）和奥龙（Auron）仍然主要针对滑雪和冬季运动，夏季营业额仅占全年营业额的 1%。目前，这两个度假村在全省的营业额最高，因其优越的地理位置，在未来很长一段时间内它们可继续提供冬季运动场地。

拥有地势起伏的优质滑雪场的“Valberg”度假村，如今已发展为山区度假村，夏季营业额不断提高，现在占到全年的 10%。

一个四季度假村，可提供丰富多彩的户外运动，如远足、山地车、跑步、高尔夫、夏季雪橇、林间小径漫步、游泳、钓鱼等。

当然，滑雪场也发生了变化，除了继续提供高质量的滑雪运动外，还可举办夏季活动，同时又减少对环境的影响：通过使用新型造雪机用水量下降了 30%，全面改造网络以降低损耗，改造公共照明以减少能源消耗、保护生物多样性（减少光污染）。

2006 年该度假村荣获“亲子游标签（Label Famille Plus）”，在 2009 年开设了托儿所，同时，它还致力于积极探索可持续发展，尤其是废物处理和电动汽车共享。

2012 年和 2019 年，在滨海阿尔卑斯省议会主席查理·安吉·吉奈西（Charles Ange Ginesy）的推动下，通过创建达吕伊峡谷自然保护区和国际暗



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埃尔韦·莫罗

夜星空保护区，确定了新的发展方向：

建立在保护环境基础上的发展成为重中之重。

2020 年，为在度假村继续推行可持续发展，确定了一个新的主题：观察。

观察大地、天空……凝视大自然的财富，懂得欣赏它们需要一定的学习。

人们经常对周围的美景视而不见。因此，Valberg 度假村设计了一个观察与环境之家，将在一年后开放。这个地方聚集了梅康图尔国家公园，省环境、山地和天文多媒体图书馆，达吕伊峡谷自然保护区，国际暗夜星空保护区，一家电影院，数个默思室，以及一个超过 100m² 的沉浸式穹顶，让游客沉浸在独特的体验中。

除了作为一个天文馆外，它还可促进艺术创作和发展国际关系。

目标：为游客以及当地居民提供通过观察发现周围环境的机会。

今后，人们将在山区度假村体验生活、充分感受大自然。

为支持这个新项目、为其开放做准备，度假村自 2020 年开始举办“Astro-Valberg”节，每年夏天让每个家庭以游戏的方式探索天文学，使 Valberg 度假村成为所有观察爱好者必打卡的地方。

十多年来，维苏比（Vésubie）山谷也雄心勃勃地致力于发展多样化的活动，满足气候变化带来的迫切需求。

在 21 世纪发展阿尔卑斯山山谷旅游并不是一件容易的事。

长久以来，维苏比（Vésubie）山谷一直是游客周末亲近大自然的目的地；它是尼斯人的“绿肺”。自 19 世纪以来，维苏比（Vésubie）山谷就成为度假和首批山地运动的首选之地。登山和滑雪运动的先驱维克多·德·切索莱（Victor de Cessole），使维苏比（Vésubie）山谷成为一个必到之地。科尔米安（Colmiane）滑雪场创办于上世纪 30 年代初。

长久以来维苏比（Vésubie）山谷一直没有一个名副其实的、如同隔壁山谷的伊索拉 2000 度假村一样的滑雪场，因此，2010 年，根据这一历史、同时为了将弱点转化给今后的优势，维苏比（Vésubie）山谷决定开发一个新项目。

发展多样化的户外运动，使如今科尔米安（Colmiane）滑雪场的夏季营业额比冬季高 20%。

通过开发已知的旅游潜力、在所有季节招待游客、丰富山谷各个角落的活动，这个地区的优势日益明显。目标是有组织地统一提供多场地户外运动。

应将现有的三个混合联合会合并为一个，使其成为发展的关键角色。因此成立了法律和财务机构，编制了设施和工程计划，以在六年内修建或翻新所有设施。

作为该联合会的成员和主要的出资者，滨海阿尔卑斯省提供了必要的帮助，以支持在这个山谷中进行前所未有的努力。

经过六年的运营期，建造了两处重大设施（维苏比山地公园和贝尔特蒙特温泉浴场）、翻新和扩

建了科尔米安（Colmiane）滑雪场和阿尔法公园（狼群公园），混合联合会进入了一个新的管理时代。

2013 年联合会设立了 Vibrer Vésubie “通行证”，以便进入所有场地，但是，直到 2018 年，随着品牌“纯净山区（Pure Montagne）”的创建，所提供的服务才显示了其一致性。提供服务的组合也可以让山谷中希望这么做的所有专业社团加入进来。

在阿尔卑斯滨海省省长、维苏比（Vésubie）和瓦尔德布洛尔（Valdeblore）当地民选官员富有远见的推动下，十多年来，山谷将这种对提供活动的多样化和创新性追求融入到其 DNA 中，同时注重发展应对气候变化的各季节补充项目。

正是不断创新的所有活动、而不是某些单一的活动，造就了运营的经济平衡。

还需明白应时不时地对众所周知的项目进行投入，如果不考虑对其他活动运行的影响，它就很难实现盈利。

因此，科尔米安（Colmiane）滑雪场巨型高空滑索（210 万欧元）的开放，导致夏季雪橇运动的人数增加了 60%，Colmiane Forest（室外体能运动）的人数增加了 40%。

在此期间，由于其他活动的连锁反应，阿尔法公园的游客数量增加了 25%。不幸的是，2020 年“Alex”暴风雨破坏了设施，公园如今仍在重建中。

在维苏比山谷中，分散在 8 个场地上的活动由一个混合联合会管理。在省政府的大力支持下，在距离尼斯仅 1 个小时路程的地方，维苏比山谷可在全年、无论什么天气，为所有年龄段提供体育、娱乐、探索和舒适等多种室内外、创新、现代的休闲方式。

这一地区性项目在应对气候变化的同时，又协调了旅游业发展和可持续发展。

总之，十多年来，滨海阿尔卑斯省中等海拔高度的度假村一直致力于发展真正多样化的活动，以应对气候变化，并为开发这些具有鲜明主题的目的地而提供各种服务。

在任何情况下，这都不是没有真正协调性随机产生的活动目录，而是经过深思熟虑的选择，旨在未来的数十年为我们的山地度假村打造新的身份。

Mountain destinations of Alpes Maritimes mitigating the impact of climate change and diversifying their tourism supply

IMTA Conference on 29 May, 2024

The Southern Alps host nearly 13% of ski lifts in France, with most of them located in the Hautes-Alpes department.

Speaking of the experiences of mountain resorts in the Alpes-Maritimes, we must highlight the huge changes that some small resorts have gone through over the past decade under global climate change.

The two highest-altitude resorts, Isola 2000 and Auron, still focus on skiing and winter sports, with summer revenue accounting for only 1% of their annual total. At present, these two resorts generate the highest revenue in the province, and due to their advantageous locations, they will continue to offer winter sports activities for a long time.

Valberg, a resort with excellent ski slopes and varied terrain, has now developed into a year-round mountain resort, with summer revenue increasing to 10% of the annual total.

As a four-season resort, it offers a variety of outdoor activities such as hiking, mountain biking, running, golf, summer sledding, forest trail walks, swimming, and fishing.

Of course, the ski areas have also evolved. Besides offering high-quality skiing experiences, they now host summer activities while trying to reduce environmental impact. For example, they use new snowmaking machines to reduce water usage by 30%, reshape the network to reduce losses, and upgrade public lighting to decrease energy consumption and protect biodiversity by reducing light pollution.

In 2006, the resort was awarded the “Label Famille Plus” for being family-friendly. In 2009, it opened a daycare center. It is also exploring sustainable development, especially in waste management and electric vehicle sharing.

In 2012 and 2019, under the initiative of Charles Ange Ginesy, the Prefect of the Alpes-Maritimes, new

development directions were determined after the establishment of the Gorges de Daluis Nature Reserve and the International Dark Sky Reserve.

Development based on environmental protection has become a top priority.

In 2020, to further promote sustainable development in the resorts, a new theme was introduced: observation.

Observing the earth and the sky... appreciating nature’s treasures requires learning.

People often overlook the beauty around them. Therefore, Valberg Resort designed an Observation and Environment Center, which will open a year later. This center will bring together the Mercantour National Park, the departmental multimedia library of the environment, mountain, and astronomy, the Gorges de Daluis Nature Reserve, the International Dark Sky Reserve, a cinema, several meditation rooms, and an immersive dome over 100 square meters, offering visitors a unique experience.

Besides being a planetarium, the center will also promote artistic creation and foster international relations.

The goal is to give visitors and local residents an opportunity to observe and discover their surroundings.

In the future, people can experience life and appreciate nature in mountain resorts.

To support this new project, the resort has been hosting the “Astro-Valberg” festival since 2020. Every summer, families learn astronomy through games, making Valberg a must-visit destination for observation enthusiasts.

For over a decade, the Vesubie Valley has been developing diverse activities to address the urgent needs brought by climate change.

Developing tourism in the Alpine valleys is not an easy task in the 21st century.

The Vésubie Valley has long been a destination for weekend getaways and a “green lung” for the people of Nice. Since the 19th century, it has been a top choice for holidays and the first choice for mountain sports. Mountaineering and skiing pioneer Victor de Cessole made the Vésubie Valley a must-visit place. The Ski Resort La Colmiane was built in the early 1930s.

For a long time, the Vésubie Valley lacked a prominent ski resort like the nearby Isola 2000. Therefore, in 2010, leveraging its history and aiming to turn its weaknesses into strengths, the Vésubie Valley decided to develop a new project.

By diversifying outdoor activities, Ski Resort La Colmiane now generates 20% more revenue in summer than in winter.

The region’s advantages have become increasingly evident through the development of its known tourism potential, welcoming visitors year-round, and enriching activities throughout the valley. The goal is to offer multi-site outdoor activities.

To achieve this, the three mixed unions should be merged into one and play a key role. So, a legal and financial institution was established, and plans for facilities and projects were drawn up to build or renovate all facilities within six years.

As a member and major financial contributor to the union, the Alpes-Maritimes department provided the necessary support to back these unprecedented efforts in the valley.

After six years, two major facilities were built: the Vésubia Mountain Park and the Berthemont Thermal Baths. Additionally, the Ski Resort La Colmiane and Parc Alpha (Wolf Park) were renovated and expanded, marking a new era of management for the mixed unions.

In 2013, the union introduced the Vibrer Vésubie “Pass” for access to all sites. However, it wasn’t until 2018, with the creation of the brand “Pure Montagne,” that the services began to be consistent. It also made all associations in the valley hoping to join in.

Under the visionary leadership of the Alpes-

Maritimes department prefect and the local elected officials of Vésubie and Valdeblore, the valley has incorporated a pursuit of diversity and innovation into its DNA for over a decade. This aims to develop complementary projects to address climate change across all seasons.

It is the constant innovation of all activities, rather than any single activity, that has maintained economic balance.

It is important to recognize the need to constantly invest in well-known projects because without considering the impact on other activities, it is challenging to profit.

For example, the opening of the giant zip line at Ski Resort La Colmiane (2.1 million euros) led to a 60% increase in summer sledding visitors and a 40% increase in visitors to Colmiane Forest (an outdoor physical activity).

During this period, due to the ripple effects of other activities, the number of visitors to Parc Alpha increased by 25%. Unfortunately, the facilities were damaged by the Storm “Alex” in 2020, and the park is still under reconstruction.

In Vésubie Valley, activities that spread across 8 locations are managed by a mixed union. With strong support from the departmental government, the Vésubie Valley, just an hour away from Nice, offers innovative, modern indoor and outdoor leisure activities for people of all ages, regardless of the weather, throughout the year.

This regional project addresses climate change and coordinates the development of tourism and sustainability.

In summary, for over a decade, the mid-altitude resorts in the Alpes-Maritimes have been committed to developing diverse activities to address climate change and help develop distinct local themed destinations.

In any case, this is not a random plan, but a carefully considered selection. It aims to form a new identity for our mountain resorts in the decades to come.

法国和中国的地中海俱乐部度假村 如何应对全球变暖

非常感谢大会的邀请。

Club Med 地中海俱乐部经营山地度假村已有 60 多年的历史，首家俱乐部于 1956 年在瑞士阿尔卑斯山的莱森运营。因此，它不仅是山地冬季运动的先驱，同样也是山地夏季运动的先驱。

因此，我们参与了山地旅游所有主要的发展阶段，在法国，有大家耳熟能详的我们的总统亨利·吉斯卡尔·德斯坦的雪计划，同样也在瑞士、意大利、美国、日本参与了发展，而从 21 世纪初期，我们就开始在中国和加拿大布局。

如今，Club Med 地中海俱乐部在 6 个国家运营着 22 个山地度假村，拥有超过 16000 个床位。它们共接待了超过 35 万顾客，入住 180 万晚，其中绝大多数是家庭旅游，住客完全国际化，因为在法国，我们超过 65% 的顾客都是国际游客。我们的山地业务在世界各地都从未表现得如此出色，以至于我们去年冬天在北海道开设了第四个度假村，并在今年夏天对在法国塞尔切瓦利尔的度假村进行彻底翻新。

但我们显然是各大洲气候变化的见证者。我们的研究汇集了许多地方的滑雪运动可持续性，事实上我们所有度假村的选址决定都建立在它们特别优秀的雪况的基础上。但对于雪况不佳的星期或年份的增加，我们必须集体做好准备。

我们在这方面有一个信念：我们必须尽一切努力确保雪况不佳的几个星期对游客来说仍然是一个愉快的假期，即使滑雪体验非常一般；对于



Vice President of Development Europe & Club Med Property
at Club Med
Mathieu Sauvestre

法国地中海俱乐部欧洲地区发展副总裁
马蒂厄·索维斯特

家庭游客来说，这意味着度假村要照顾好孩子，无论天气好坏，都要提供多种多样的活动。这正是我们所做的。

我最后要说的是，这些冬季活动使我们能够在任何情况下提供优质的假期，我们在夏季同样也提供这些活动，它们使夏季旅游季游客接待量得到增长，并会在我们的经营中占到更大的比重。我们本季度将开放 12 个度假村，迎接 95000 名客户，希望将其打造成亚洲、欧洲或美洲炎热国家的异国情调目的地。这很有效！我们今年夏天法国度假村来自欧洲和北美的预订量比去年同期增加了 6 个百分点，来自亚洲的预定量则增加了 10 个百分点以上。

谢谢大家。

Club Med French and Chinese villages responding to global warming

Thank you very much for the invitation.

Club Med has been managing mountain resorts for over six decades, with the first club opened in 1956 in Leysin, Switzerland, in the Swiss Alps. We are also a pioneer in mountain winter and summer sports.

We have been involved in all stages of mountain tourism development. In France, we have the well-known Snow Plan of President Henry Giscard d'Estaing (to be confirmed), and we have also been involved in mountain tourism in Switzerland, Italy, the United States, and Japan. Since the early 21st century, we have been expanding our presence in China and Canada.

Today, Club Med operates 22 mountain resorts in 6 countries, with over 16,000 beds. We have welcomed over 350,000 guests, totaling 1.8 million nights, with the majority being family travelers. Our guests come from all over the world. In France, over 65% of our guests are international tourists. Our mountain resorts have never been more profitable worldwide, to the extent that last winter we opened our fourth resort in Hokkaido, and this summer we completely renovated our resort in Serre-Chevalier, France.

However, we are also witness to global climate change. We have studied the sustainability of skiing

across continents, and in fact, we selected the sites of our resorts based on the local excellent snow conditions. Yet, now that we are having longer weeks or years of poor snow conditions, we must prepare for what's next together.

We firmly believe that we must make every effort to ensure that weeks with poor skiing experiences are still enjoyable for our guests. For family travelers, we need to help take care of their children and offer various activities regardless of the weather. This is exactly what we are doing.

Finally, I want to say that the winter activities together offer our guests a premium winter holiday in any situation. It's the same in summer. Our summer activities lead to an increase in the number of visitors, making up an increasingly larger portion. This season, we will open 12 resorts and welcome 95,000 guests, in the hopes of making them exotic destinations for visitors from hot countries in Asia, Europe, or the Americas. It's proving to be effective! This summer, bookings from Europe and North America for our resorts in France have increased by 6 percent to last year, while bookings from Asia have increased by over 10 percent.

Thank you all!

气候变化背景下山地旅游与健康生活

我很荣幸来到尼斯这座美丽的城市，与各位进行交流。来到尼斯，我们有一个共同的目标，那就是美丽、友谊和未来。这是我昨天在尼斯拍的照片，我们体验了非常愉快的休闲方式，也感受到了温暖的友谊，我还参观了很多地方。下面我讲三点，从一个基本方向，三个基本点来谈旅游发展的方向。

首先是方向，青山就是金山，在中国最近召开的世界旅游合作与发展大会上，确定了一个目标，即通过旅游发展国家，通过旅游发展地方经济，通过旅游发展互鉴文明。今天的中国非常重视生态和低碳发展。中国力争 2030 年达到碳达峰，2060 年达到碳中和。这两个碳目标将对中国的生活方式和生产方式产生重大影响。第二，中国从上到下，从下到上，有一个共识，即青山和低碳山是经济的发动机。在农业时代，平原更有价值。在工业时代，沿海和港口更有价值。如今，在生态时代，山地的价值越来越大。这两个原因。

首先是资源，然后是市场。就资源而言，中国是一个多山的国家。在中国 1000 万平方公里的国土上，山地面积占 69%。有许多山非常有名，正在积极发展山地旅游。这些山有几个特点。第一，地形和植被很有特色。然后，在生态方面，有一个良好的休息和娱乐的环境。在功能方面，海拔 1000 至 2000 米之间有许多不同的功能。这里有很多体育训练。夏季活动则在 800 米以上。山上的每一层都有综合活动和功能。特别是在贵州省，自然生态、民族文化和生活体验构成了该地的特色活动。在市场方面，中国是世界上最大的国内和出国旅游市场，中国人均出游次数为 4.3 次。未来的人均出游次数将达到 10 次。中国的人均 GDP 已超过 1 万美元，这就产生了对旅游业的需求。而且，中国人对幸福的要求越来越高，即 "



Founder of Beijing Davost Tourism & Cultural Creativity Co., Ltd. and IMTA expert

Liu Feng

北京巅峰智业旅游文化创意股份有限公司创始人国际山地旅游联盟专家

刘 锋

双 H", 健康和快乐。因此，城市工业化促使越来越多的人寻求山区环境，年轻人也越来越多地走进大山。因此，中国的山地旅游和康养旅游都蕴藏着巨大的市场机遇。第三部分是三个要点，保护、产品和服务。首先是保护。近年来，环境保护越来越受到重视。过去，山区经济就是卖树，现在我们要补种树木，吸引游客。以黄山为例，黄山在这方面有很多探索：有观测气候变化的，有补种的，有开发湿地的，等等，以此来应对气候变化。当地政府在这方面投资了 2 亿元人民币。

然后是产品。如何提供丰富的产品和服务呢？山地游览和居住。越来越多的人来山区避暑，对于想要避暑的游客来说，这方面还有很大发展空间。因此，山地旅游不局限于滑雪，还可以有很多不同的体验。国际山地旅游联盟副主席傅迎春在贵州打造了该模式。同时发展文化和康养项目，让游客在此处驻足，去发现贵州的美。贵州在探索活动上做的特别好。然后，在服务方面，法国是我们学习的榜样。我坚信山地旅游前途一片光明，谢谢大家。

Mountain tourism and healthy life in the context of climate change

I'm honored to come to this beautiful city of Nice with you all. We share a purpose: beauty, friendship, and the future. Here's a photo I took yesterday. We had a wonderful time and were well-treated. I also visited many places. I'd like to talk about three points regarding the direction of tourism development.

First, the direction. "Green mountains are gold mountains." At the recent World Conference on Tourism Cooperation and Development held in China, a goal was set: to develop the country through tourism, boost local economy through tourism, and foster cultural exchange through tourism. Today, China values ecological and low-carbon development and aims to peak carbon emissions by 2030 and achieve carbon neutrality by 2060. These two carbon goals will significantly affect Chinese lifestyles and means of production. Second, the Chinese people have a consensus that green and low-carbon mountains are the engine of the economy. In the agricultural era, plains were more valuable. In the industrial era, coasts and ports were more valuable. Now, in the ecological era, mountains are more valuable, due to two major reasons.

First, resources, followed by market. In terms of resources, China boasts plenty of mountains. Of its 10 million square kilometers, 69% is mountains. Many of these famous mountains are developing mountain tourism, and they boast distinct features. First, they have unique terrain and vegetation. Ecologically, they offer great environments for rest and recreation. Functionally, they offer various features between 1,000 and 2,000 meters in elevation. In addition, they offer lots of sports training activities, with summer activities at above 800 meters. Each level of the mountains offers unique activities and functions. For instance, in Guizhou Province, natural ecology, ethnic culture,

and living experiences make up its special activities. From a market perspective, China is the world's largest domestic and outbound tourism market, with an average of 4.3 trips per person annually, which is expected to reach 10 in the future. China's per capita GDP has exceeded \$10,000, creating a growing demand for tourism. Moreover, Chinese people are seeking what we call "Double H" – health and happiness. Urban industrialization drives more people to seek mountain environments, and more young people are heading into the mountains. Therefore, mountain tourism and health tourism in China present huge market opportunities. The third part involves protection, products, and services. First, protection. More and more people care about environmental protection in recent years. In the past, the mountain economy relied on selling trees, but now we need to replant trees to attract tourists. Take Mount Huangshan as an example. It has areas for climate change observation, reforestation, and wetland development, to address climate change. The local government has invested 200 million yuan in these efforts.

Next, products. How do we provide a variety of products and services? The answer is mountain tourism and accommodation. More people are coming to the mountains to escape the summer heat, and there's still great growth potential. So, mountains are not just for skiing. Mr. Fu Yingchun, IMTA Vice Chairman, has made it happen in Guizhou, with cultural and wellness projects attracting visitors to stay longer and discover the beauty of the province. Guizhou has done a great job in exploration. When it comes to services, we look to France as our model. I believe that mountain tourism will have a bright future. Thank you all!

圆桌论坛 Panel



应对全球变暖的法国山地旅游界

5月29日，2024“国际山地旅游日”主题活动在法国滨海阿尔卑斯省尼斯市成功举办。在“气候变化与山地旅游应对之策”主题论坛圆桌对话环节，联合国世界旅游组织（UNWTO）荣誉秘书长、国际山地旅游联盟个人理事弗朗西斯科·弗朗加利（Francesco Frangialli），法国上阿尔卑斯省议会议员帕斯卡尔·博耶（Pascale Boyer），法国滑雪俱乐部主席亚历山大·莫林（Alexandre Maulin），法国国民议会山地研究小组负责人泽维尔·罗森（Xavier Roseren），旅游业未来负责任解决方案国际专家、旅游促进和平国际联合会全球大使菲利普·弗朗索瓦（Philippe Francois）围绕“应对全球变暖的法国山地旅游界”展开讨论。

弗朗西斯科·弗朗加利
联合国世界旅游组织(UNWTO)荣誉秘书长、
国际山地旅游联盟个人理事：

接下来将进入“圆桌论坛”环节。各位嘉宾将以“应对全球变暖的法国山地旅游界”为议题展开深入探讨。在谈到今天会议的主题之前，我不得不提到这几个要素。我们的主题不是重复已确立且被广泛接受的科学真理。也不是为我们自己的命运感到难过。而是研究法国、中国和其它地方的山区旅游目的地对这种新环境的反应。它们如何面对这些。它们如何延长游客光顾的季节。



它们如何更新和提供多样化的产品，并征服新市场。简而言之，它们如何降低自己的脆弱性并使旅游业发展更加可持续？

● 帕斯卡尔·博耶

法国上阿尔卑斯省议会议员：



当前，气候变化正在发生，法国山地正面临着双重影响。因此，官员们必须处理自然灾害造成的问题。我们当地的民选官员、市长和省议员正面临着更多的泥石流、洪水和山体滑坡等灾害，并且需要迅速采取行动恢复受灾地区的功能。这种情况在山地越来越普遍。它们至关重要，因为我们必须保护我们的滑雪胜地和旅游季节，无论是夏季还是冬季。

当然，这并不全是坏消息。山地具有显著的优势，特别是在环境和气候方面。山地森林是生物多样性的储存库和碳汇，有助于防止山体滑坡。农业和畜牧业可以防止雪崩，维护滑雪场，增加碳储存，扑灭森林火灾，也是生物多样性保护区。现在，随着客户需求的变化和降雪量的减少，一些滑雪场不得不关闭低海拔的雪场。然而，寻找其他解决方案并不容易，但我们多年来一直在努力使旅游业多样化，滑雪必须作为山地旅游的旗舰产品。我们谈到了法国南部山地旅游的主要滑雪胜地塞尔谢瓦利埃，我们必须支持他们，包括在雪灾中挣扎的度假村和其他山地社区。要做到这一点，我们需要帮助当地民选官员和旅游实体利用遗产，恢复温泉旅游以促进健康和康复。

我们还可以开展夏令营和绿色课堂来促进旅游业。所有这些只能通过新技术和人工智能来实现，我们通过分析山地，帮助当地官员确定其地区的优势和劣势。官员和私营企业需要共同努力

解决与土地、住房和流动性有关的问题。除了滑雪产业外，上阿尔卑斯省还有其他绿色产业需要适当的规划。

作为全国山地议员协会的成员，我们呼吁制定一项国家战略，以解决与山地经济发展有关的所有问题，设定目标，动员利益相关者。我们还应该制定关于“山地未来”的第二个计划，为国家战略中的所有内容制定预算，组织所有地区将其影响力扩展到滑雪胜地以外，并提供多样化的活动。我们需要为当地和季节性工人提供培训，以提高他们的技能。

总之，必须为旅游业的多样性提供服务和活动。这种发展将发生在旅游业、工业和可再生能源生产中，这样我们就可以实现能源的自给自足。我们还必须促进当地文化，使山地一年四季都充满活力，吸引新来者。一个地区的未来是由其居民塑造的，因此我们必须相信当地人民和利益相关者能够为我们的山地创造美好的未来。

● 泽维尔·罗森

法国国民议会山地研究小组负责人：



我是上萨瓦省的代表，住在勃朗峰脚下，出生在霞慕尼地区。我亲眼目睹了我们的冰川正在缩小，无论是冰川海还是博森冰川，塔科纳冰川，气候变化给冰川地区带来的影响要大很多。在上萨瓦省，旅游业是一个季节性活动，主要集中在夏季和冬季。

首先，关于全球变暖，在未来很长一段时间内我们还是可以滑雪的，虽然不是在所有地方，我们

仍然可以在未来几年在霞慕尼山谷等地滑雪。政府间气候变化专门委员会在其第六次报告中指出，需要注意气候适应不良。因此，如有必要，我们应该继续投资于滑雪度假区以满足需求。今天，我们有 Climsnow 气候服务公司之类的工具，将告诉我们将到 2030 年、2040 年及以后，每个度假区的哪个具体位置，我们可以或者不可以滑雪。另外我想谈谈你的另一个观点，“人造雪”。我不喜欢“人造”这个词，因为它具有误导性，当温度不够低时，我们使用消耗能量利用水来制造雪。虽然我知道造雪可以让我们提前开始滑雪季节，没有它，我们就无法享受圣诞节或者新年假期。我们用水和消耗能源来制造雪，最终，它会回到自然环境中。我只想适应环境的计划必须是量身定制的，有点像高级时装，所以在法国，这意味着我们今天做不到。这就是我不太满意的一点，报告是审计法院起草的，目前我们不能了解所有地方真正的情况，地方民选官员必须有依据来决定，来做出决定，在可以进行滑雪运动的地方继续投资滑雪产业和造雪，然后，提供多样化的其它活动。我的祖父母经常说：“在山地，我们会在天气好的时候修屋顶。”多亏了我们的滑雪活动，我们今天才有资金实现能源和经济转型。所以，让我们在天气好的时候修屋顶，用今天的资金来重写我们山地夏季和冬季的未来，开展多样化的活动。

总之，我认为改造我们山地的三个优先事项是：第一，为居民提供住房。山地度假区在主要住宅和第二居所之间存在着不平衡的现象，在霞慕尼地区，70% 的住房是第二居所，这意味着在 100 套住房中，有 70 套属于来享受山地但并不在此生活的人。我们决不能让我们的山地长时间少有人烟，我们的儿童必须能够继续在山地生活。第二，经济多样化是当今市长和地方官员的共同问题。我们需要利用我们的两个旅游季节。第三，减少山地的碳足迹和度假胜地。我们已经在这方面取得了很大进展，它包括改善住房隔热和减少交通的碳影响。我们需要

支持软交通，包括火车，连接里昂和都灵的铁路非常好，使我们与意大利的朋友更近了一步。一旦建成，它将使公路上的卡车数量每年减少 100 万辆，游客数量每年减少 500 万人。

● 亚历山大·莫林
法国滑雪俱乐部主席：



在法国，我们在预测积雪和山地气候方面拥有世界上最顶尖的科学家，他们也为政府间气候变化专门委员会的报告做出了贡献。我们指责山地是全球变暖的罪魁祸首，而实际上它们是受害者。

气候问题是我们的首要关注点。今天，度假村正在关闭，到 2050 年，我们有可能失去 5% 的业务量。你了解这个行业吗？它一直在适应，因此它在 30 年内将保留 95% 的业务。因此，我同意我们应该停止投资；我们必须停止投资“雷诺”和许多其他十年后前景不确定的技术。是的，我们必须适应现实。今天，山地和滑雪度假区的城市发展模式只占山地总面积的不到 1%。因此，我们尽管只占用了不到 1% 的地方，却成功地维持了山谷、辖区的活力。

是的，我们很好地利用了水资源，但当人们在游泳池里游泳或修建人工沙滩时，没有人会感到震惊。我们没有污染水，而是将其归还给大自然。我只是希望人们像对待法国其他地区一样对待我们的山地。新冠肺炎教会了我们一些重要的东西，利用好人造“泡沫”空间，也就是在不到 1% 的人造空间里，我们迎来了 100 万游客。在疫情期

间，尽管游客数量下降了 50% 以上，但生物多样性受到了严重破坏。公园管理人员注意到，当滑雪场关闭时，人们绕着山走，造成了更多的生物多样性问题。人类活动并不总是生物多样性的敌人，我听到人们说“我们正在塑造山脉”，是的，我们正在塑造山脉，但我们不再像 70 年代那样开发滑雪场。那时，我们用推土机把一切都压垮了，但现在情况不同了。作为当地的一份子，我们需要与当选的地方官员合作，为居民创造未来。

有两个主要的排放源：交通和住房。我希望我们能大幅减少这些排放。旅游是世界上第一个致力于在 15 年内实现零碳排放的行业。这是一个复杂的挑战，我们不确定我们能否应对。作为受害者，我们想证明人类活动可以脱碳并与自然和谐相处。关于温室气体，冬季游客在山上或海滩滑雪的碳足迹比夏季游客好。我们总是受到批评，因为 98% 的游客是欧洲人，他们乘汽车旅行。这不是最好的方式，但比乘飞机好。最好的方式是乘火车或公共交通工具。我们很自豪，我们可以让我们的山脉充满活力和繁荣。滑雪仍然是支持当地生计和创造财富的好方法。

今天早上，有人谈到了农业和滑雪活动。这是一个值得讨论的话题。滑雪是农业和畜牧业的主要合作伙伴。我们需要农民来维护土地，他们需要我们的活动来赚取额外的收入，因为农业本身可能不足以满足他们的生活需求，特别是在山地。因此，我们为成为合作伙伴而感到自豪。我还听到了很多关于多样化、两个甚至四个旅游季节的消息。但是相信我，如果有什么公众喜欢的东西，资本家们早就已经从中赚钱了。但他们没有。如果有办法赚钱，我们早就已经贪婪地去做这件事了。所以，我们不能只是等待国家计划。国家可以帮助城市思考他们的未来，但不能代表他们投资。如果有什么可行的方法，我向你保证，山地居民足够聪明，已经开始赚钱了。

● 菲利普·弗朗索瓦

旅游业未来负责任解决方案国际专家、旅游促进和平国际联合会全球大使：



首先，一切始于教育。你想成为变革的一部分，无论是气候变化还是其他变革，你都要从儿童或学生那里传递这些信息。我希望这份备忘录能够以多种语言和形式出版，我想提供我的帮助。这是我的第一点。

其次，早在 1996 年，联合国环境规划署就邀请我召开一次关于旅游和环境的会议。当时我们没有谈论可持续发展，只谈环境。在会议结束时，一些人来找我，说：“如果我们能写一些文章并提出解决方案，那就太好了。”所以，我为联合国环境规划署写了第一本书，名为《播种变革的种子》，这本书在 2000 年对酒店和旅游业产生了直接影响。我很自豪地提到在场的一家公司：地中海俱乐部。亨利·季斯卡·德斯坦和安妮·阿斯维尔打电话给我说：“我们能做什么？我们能采取什么具体行动？”我告诉他们，“我不知道，但有很多工具可用。”所以，我们继续与地中海俱乐部合作。私营运营商和地方政府也有许多类似的例子。25 年来，我们取得了重大进展。所以，我希望我们不要再为难自己，这是一个挑战，我们需要采取行动并适应，并且需要知道如何适应。我们有学者、工程师和政治家真正想要改变。所以，让我们不要再强调脱碳和环境问题，因为它们不是唯一的问题。你知道，很长一段时间以来，我认为旅游业最重要的条件是水。其实不是的，是安全。安全包括污染、地缘政治和其他问题。没有安全，就没有旅游业。

French mountain tourism responding to global warming

On May 29, the "International Mountain Tourism Day (IMTD) 2024" Theme Events were successfully held in Nice, the capital city of the French department of Alpes-Maritimes, France. During the dialogue on "Mountain Tourism Destinations Responding to Climate Change", Francesco Frangialli, UNWTO Honorary Secretary-general and IMTA Council member; Pascale Boyer, MP for Hautes-Alpes, President of the Association Nationale des Elus de la Montagne; Alexandre Maulin, President of Domaines Skiabiles de France; Xavier Roseren, President of the Montagne Study Group at the French National Assembly; Philippe Francois, International Expert in Responsible Solutions for the Future of Tourism, Global Ambassador to International Institute for Peace through Tourism discussed on "French public and private mountain tourism stakeholders responding to the effects of global warming".

• Francesco Frangialli

UNWTO Honorary Secretary-general and IMTA Council member :

The next part is the Panel. Guests will have an in-depth discussion on the topic "French mountain tourism responding to global warming." Before we dive into the topic today, I need to point out something first. We are not here to repeat widely accepted truths or to lament our own fate. We are here to explore how mountain tourism destinations in France, China, and other countries and regions respond to this new environment. How are they dealing with these changes. How are they extending the tourist season. How are they renewing and diversifying products and capturing new markets. In short, how are they reducing their vulnerability and making tourism development more sustainable?

• Pascale Boyer

MP for Hautes-Alpes, President of the Association Nationale des Elus de la Montagne :

Climate change is happening, and the mountainous areas in France are facing double the impact. Therefore, elected officials have to deal with issues caused by natural disasters. Our local elected officials, mayors, and provincial councilors are facing more disasters like mudslides, floods, and landslides, and act quickly to recover the functions of affected areas. Such cases have become more and

more common in mountainous areas. They are crucial because we must save our resorts and tourism seasons, whether in summer or winter.

Of course, it's not all bad news. Mountains have significant advantages, especially in environmental and climate aspects. Mountain forests are biodiversity reservoirs and carbon sinks and help prevent landslides. Agriculture and animal husbandry can prevent avalanches, maintain ski slopes, store carbon, and fight forest fires, and they are also biodiversity reserves. Now, with changing customer demands and decreasing snowfall, as we discussed this morning, some ski resorts have to close low-altitude slopes. Others have to diversify their activities. However, finding other solutions is not easy, but we've been diversifying tourism for years, while skiing has to be kept as the flagship product of mountain tourism. We talked about Serre Chevalier, a leading ski resort in mountain tourism in Southern France, but we must support other areas, including resorts struggling with snow issues and other mountainous areas. To do that, we need to help local elected officials and tourism entities take advantage of heritages and revive hot springs for wellness and recovery.

We can also carry out summer camps and green classrooms to boost tourism. All these can only be realized through new technologies and artificial intelligence, as we mentioned earlier. We must analyze mountainous areas to help local officials identify the strengths and weaknesses of their regions. Officials and private businesses need to work together to address issues related to land, housing, and mobility. Besides the ski industry, there are other green industries in the Hautes-Alpes that need proper planning.

As members of the National Association of Mountain Councilors, we call for a national strategy to address all issues related to economic development in the mountains, set goals, and mobilize stakeholders. We should also make a second plan about the "future of mountains" to budget for everything in the national strategy, organize all regions to extend their influence beyond ski resorts and offer diverse activities. We need to provide training for local and seasonal workers to improve their skills.

In a word, services and activities must be offered for tourism diversity. Such development will occur in tourism, industry, and renewable energy production, so we can be self-sufficient in energy. We must also

promote local cultures to keep the mountains vibrant all year round, making them attractive to newcomers. A region's future is shaped by its residents, so we must trust the local people and stakeholders to create a bright future for our mountains.

● **Xavier Roseren**

President of the Montagne Study Group at the French National Assembly:

I'm a deputy from Haute-Savoie, living at the foot of Mont Blanc, and was born in Chamonix. I've seen firsthand that our glaciers are shrinking, like Mer de Glaces, Bossons Glacier, and Tacconnaz Glacier. They are experiencing climate change more than other places. In my region, tourism is a major seasonal activity, summer and winter. I'd like to respond to the professor who spoke earlier and mention a few points.

First, regarding global warming, it's important to note that we'll still be able to ski for years ahead in places like the Chamonix or Foehn, even if not everywhere. The IPCC's Sixth Assessment Report warns us about maladaptation, so if necessary, we should keep on investing in ski resorts to meet the demand. Today, we have tools like Climsnow, a climate service that tells us where we can and cannot ski in each resort by 2030, 2040, and beyond. Professor, I'd like to address another of your points, "artificial snow." I dislike the term "artificial" because it's misleading. We use high-pressure energy-consuming water to create snow when it's not cold enough. As the former mayor of Les Houches at the foot of Mont Blanc, I know that snowmaking allows us to start the ski season earlier. Without it, we couldn't have enjoyed the Christmas/New Year holidays. We take water and consume energy to turn it into snow, and eventually, it goes back to the natural environment. This is crucial because while presenting both sides of the argument, I prefer focusing on the positive. I believe adaptation is essential. To avoid taking too much time, I'll briefly say that adaptation must be tailored, like haute couture. In France, we can't make it happen. I'm not happy about that. The report by the Court of Accounts indicates we don't get the whole picture, and local elected officials need specific information to make decisions, invest in skiing and snowmaking where possible, and offer diversified activities. My grandparents often said, "In the mountains, we fix the roof when the weather is good." Thanks to our skiing activities, we have the funds today to enable energy and economic

transformation. So, let's fix the roof while the weather is good, using today's funds to rewrite the future of our mountains, both in summer and winter, with diversified activities.

To conclude, I think the three priorities for transforming our mountains are: first, providing housing for residents. There's an imbalance between primary residences and secondary homes in mountain resorts. In my region, Chamonix, 70% of homes are second homes, meaning 70 out of 100 houses belong to people who just come here to enjoy the mountains. We must keep our mountains populated, making it possible for our children to continue living in the mountains. Second, diversifying our economy is a common issue for mayors and local officials today. We need to take advantage of our two tourism seasons. Third, reducing the carbon footprint of mountains and resorts. We have already made great progress in this. It contains improving housing insulation and reducing the carbon impact of transportation. We need to support soft transportation, including trains. The railway connecting Lyon and Turin is excellent, bringing us closer to our friends in Italy. Once completed, it will reduce the number of trucks on the roads by 1 million and tourists by 5 million annually. That's all. Thank you again for inviting me.

● **Alexandre Maulin**

President of Domaines Skiabiles de France:

Today, thanks to the work of scientists, France has some of the world's best experts in predicting snow and mountain climate. I think we're blaming mountains as the culprits of global warming while they're actually the victims.

The climate issue is our primary concern. But don't misunderstand the time scales we're talking about. Today, resorts are closing, and we're studying why because it's our job. By 2050, we might lose 5% of resort business. Do you understand this industry? It's constantly adapting, so it will retain 95% of business over 30 years. So, I agree we should stop investing; we must stop investing in "Renault" and many other technologies whose future is uncertain ten years later. Yes, we must adapt to the reality. I'm also shocked that we mentioned "bubble" in the mountains. Today, the urban development model for mountain and ski areas takes less than 1% of the total mountain area. Despite taking less than 1% of the space, we've maintained the vitality of valleys.

Yes, we make good use of water, but no one is

shocked when people swim in pools or when artificial beaches are built. We don't pollute the water; we give it back to nature. I just hope people treat our mountains like the rest of France because I'm shocked at how people discriminate. COVID-19 taught us something important, "bubble." Within less than 1% of manmade space, we welcomed a million visitors. During the pandemic, despite an over 50% drop in tourist numbers, biodiversity was hugely damaged. Park managers noticed that when ski areas closed, people went around the mountains, causing more biodiversity issues. Human activity isn't always the enemy of biodiversity. I heard people say "We're shaping the mountains." Yes, we are, but we no longer develop ski areas like in the 70s. Back then, we used bulldozers to crush down everything, but now, things are different. Hearing all these criticisms this morning offends what I represent. As a society, we're a part of the territories, so we need to work with elected local officials to create a future for residents. Residents give us the destiny of the region, the future, the entities, and everyone in the region.

There are two main emitters: transportation and housing. I hope we can significantly reduce these emissions. We are the first industry in the world committed to achieving zero carbon emissions within 15 years. It's a complex challenge, and we're not sure if we can handle it. Being victims, we want to prove human activity can decarbonize and live in harmony with nature. About greenhouse gas, do you know that winter tourists who come to ski have a better carbon footprint than summer tourists in the mountains or at the beach? We're always criticized because 98% of our tourists are European who travel by road. It's not the best way but better than flying. The best way is by train or public transport. We are proud that we can keep our mountains vibrant and thriving. Skiing remains a great way to support local livelihoods and create wealth.

This morning, someone spoke about agriculture and skiing activities. This is a topic worth discussing. Skiing is the primary partner of agriculture and animal husbandry. We need farmers to maintain the land, and they need our activities to earn additional income because agriculture alone may not be enough to meet their living needs, especially in the mountains. Therefore, we're proud that we are partners. I also heard a lot about diversification, two or even four tourist seasons. But believe me, if there's anything that the public loves, capitalists would already be making

money from it. But they haven't. If there's a way to make money, we would've done it already with our greedy nature. So, we cannot just wait for national plans. Countries can help cities think about their future, but cannot invest on their behalf. If something can work, I assure you that mountain residents are smart enough to start making money already.

• **Philippe Francois**

International Expert in Responsible Solutions for the Future of Tourism, Global Ambassador to International Institute for Peace through Tourism:

Firstly, everything starts with education. You want to be part of the change, whether it's climate change or other transformations, you pass on this information from children or students. I hope the memorandum can be published in multiple languages and forms, and I'd like to offer my help. That's my first point.

Secondly, back in 1996, the United Nations Environment Programme asked me to hold a conference on tourism and the environment. We didn't talk about sustainable development then, just the environment. At the end of the conference, some people came to me and said, "It would be great if we could write some articles and start proposing solutions." So, I wrote my first book for UNEP, titled "Sowing the Seeds of Change." I can tell you that this book in 2000 had an immediate impact on the hotel and tourism industry. I'm very proud to mention a company present here: Club Med. Henri Giscard D'Estaing and (Annie Asvel) called me saying, "What can we do? What exact actions can we take?" I told them, "I don't know, but there are many tools available." So, we continued working with Club Med on Ringle. There are many similar examples with private operators and local authorities. Over 25 years, we've made significant changes and progress. So, I hope we stop making it difficult for ourselves. Yes, it's a challenge, and we need to act and adapt, but we understand it and know how to adapt. We have scholars, engineers, and politicians genuinely wanting to change. So, let's stop stressing about decarbonization and environmental issues, as they're not the only problems. You know, for a long time, I thought the most important condition for tourism was water. But no, it's safety. Safety includes pollution, geopolitics, and other issues we won't discuss today but are nearly unsolvable. Without safety, there is no tourism.



山地旅游推介与中欧企业家交流

Mountain Tourism Promotion & Sino-European
Entrepreneurs Exchange Conference



嘉宾开场 Opening Remark



国际山地旅游联盟副主席、执行秘书长
傅迎春

Vice Chairman and Executive Secretary-General
of IMTA
Fu Yingchun

今天上午，2024“国际山地旅游日”主题活动在尼斯成功启幕，我们从各位嘉宾的精彩演讲中，分享到前瞻性和指引性的山地旅游发展理念、时代信息和实践经验；从山地旅游应对气候变化挑战的对话中，我们看见解决方案和可行路径。今天下午的旅游推介和企业家交流会，来自许多国家的旅游目的地机构、组织、协会、企业、院校代表及联盟会员，将围绕“文明互鉴的山地旅游”主题，从另一个视角推介、分享、研讨可持续山地旅游资源、业态、产品创新模式，这将是一次国际山地旅游文明互鉴的务实交流会、合作共享会。

本届“国际山地旅游日”主题活动选定在法国举办，有着不同寻常的意义，首先，法国旅游业历史悠久，为世界旅游经济和人文交流做出了重要贡献，成为可持续旅游理论与实践的创新高地。第二，法国山地旅游资源独具魅力，是久负盛名的山地旅游目的地，为世界山地旅游发展创造了宝贵经验。“山地旅游拥抱文明互鉴的世界”，需要借鉴法国经验。第三，今年是法国“奥运年”、

中法建交 60 周年、中法文化旅游年，在这个富有深意和充满喜悦的年份，“文明互鉴”体现了新的价值，我们在这里发出“文明互鉴的山地旅游全球倡议”，还通过中法登山队携 IMTD 会旗登顶勃朗峰的壮举，彰显山地旅游勇往直前的精神，满怀憧憬“连接山地精彩，共享美丽生存”的美好未来。

山地旅游拥抱文明互鉴的世界，是本次活动的主旋律，很可能是山地旅游永续存在的主题。如果让我给“文明互鉴”定义，文明互鉴就是在和谐包容的氛围中共商共建共享先进的理念、经验和成果。旅游发展如何践行文明互鉴？首先应从宏观角度找出答案。联合国可持续发展议程就是为文明互鉴作出的顶层设计，所涉及的各项目标，包括消除贫困、可持续农业、健康生活方式、人类福祉、持久包容的经济增长、促进充分就业、可持续消费和生产模式、应对气候变化、保护利用海洋资源、保护陆地生态系统、遏制生物多样性丧失等等，揭示了以人为本的经济社会发展规律，无一不与旅游业发展息息相关，积极参与和

推动可持续发展目标的实施，旅游业不仅不能缺席，而要在互鉴互助中扮演重要角色，找准契合点，深度融入其中。

事实上，在旅游业目标治理体系的改革与建设中，各国都进行了卓有成效的探索，创造了大量可资借鉴的经验，如果各类旅游主体都能以此为遵循，并融汇贯通到各自的领域，旅游业就能成为实施全球可持续目标的典范，山地旅游也将在互鉴共融中行稳致远。如果我们在推动发展的过程中，不能牢固确立文明互鉴思维，发展就难以为继。

国际山地旅游联盟从诞生之日就把“保护山地资源、传承山地文明、促进山地经济、造福山地民众”作为自己的宗旨，肩负起参与和推动全球山地旅游文明互鉴的使命。保护山地资源、传承山地文明是山地旅游文明互鉴的基础，因为山地自然与人文生态是人类共同拥有的财富，是弥足珍贵的旅游资源，在旅游业发展格局中占有十分重要的地位。促进山地经济、造福山地民众是山地旅游治理体系的重要内涵，是文明互鉴的必由之路和最终落脚点。

IMTA 作为全球唯一以山地旅游定位的国际组织，作为为会员、业界搭建跨领域业务合作的共享平台，先后构建起国际山地旅游日、世界名山对话、世界遗产名山峰会、亚洲山地旅游推广大会等活动机制，为山地旅游交流互动提供了有效的平台支持，得到了国际旅游业界和社会层面的广泛认可，联盟从实践中走来，基本经验就是把平台建设作为联盟运行的首要策略，坚持以平台塑品牌，以品牌塑形象，以形象扩影响的运作模式，注重思想引领，把握前沿趋势，通过会员的共同参与，在山地旅游趋势报告、世界旅游名山、

RCEP 区域合作、生态、温泉、徒步等山地旅游专项研究、评价体系、标准化建设、专题培训等业务拓展层面，平台价值的未来性得到实践的验证，从这个侧面表明“文明互鉴”对高质量旅游业发展的至强引领性。

在旅游业加快复苏今天，特别是在包容性经济增长模式的趋动下，山地自然和人文资源正受到前所未有的关注，山地资源旅游化利用、产业化开发、市场化带动显示出巨大潜力，山地旅游展现出客群规模扩大、业态结构优化，热门产品涌现，整体品质提升的新格局。

全球化背景下的旅游治理充满机遇和挑战，机遇是迅速扩大的市场格局为旅游供需营造了新的空间，各国政府不断推出支持文旅业发展的举措。比如新近中国多部门联动出台了“推动文旅设备更新实施方”，计划在未来三年引导推动文化旅游领域更新一批设备设施，重要的是保持投资规模持续稳定增长。毫无疑问，这是促进文旅供需结构性改变的重大利好，不仅是中国业界面临的机遇，也为世界提供了共同参与的机会。

当然，机遇总是与挑战结伴而行，目前的挑战，是能否抓住政策窗口期和迭代转型期，把握利好政策的意图，选准转型升级的融合点。这是个系统工程，关联政府、市场、资本、民众等各个层面，融汇贯通利益攸关方的诉求，需要先进理念的指引，科学实践的支撑，创新模式的整合，而这一切都将在“文明互鉴”的“加持”下取得效果。

文明因交流而多彩，因互鉴而丰盈，相信今天的推介交流，将凝聚来自不同领域的经验，希望大家从中得到启迪和借鉴。

谢谢大家！

This morning, the theme event of International Mountain Tourism Day 2024 successfully kicked off in Nice. From the impressive speeches of our distinguished guests, we shared insightful and guiding concepts for the development of mountain tourism, along with contemporary information and practical experience. At the dialogue on how mountain tourism addresses the challenges of climate change, we saw solutions and viable paths. This afternoon's Mountain Tourism Promotion Conference & China-Europe Entrepreneur Symposium will feature representatives from tourism destination institutions, organizations, associations, companies and universities of many countries, as well as IMTA's members. They will focus on the theme of "Mutual Understanding among People through Mountain Tourism", showcasing and discussing sustainable mountain tourism resources, business forms and product innovation models from another perspective. This promises to be a practical international exchange for mutual learning among civilizations through mountain tourism.

The choice of France, as the host for the theme event of this year's International Mountain Tourism Day, holds an extraordinary significance. Firstly, France boasts a long tourism history, and has made significant contributions to the global tourism economy and people-to-people exchanges, emerging as a hub for innovations in sustainable tourism theories and practices. Secondly, France's mountain tourism resources are uniquely enchanting, and it stands as a prestigious destination for mountain tourism, creating valuable experience for the development of world mountain tourism. Mountain tourism embraces a world of mutual learning among civilizations, and France's experience is particularly instructive. Lastly, this year marks France's "Olympic Year", the 60th anniversary of the establishment of diplomatic ties between China and France, alongside the China-France Year of Culture and Tourism. In this meaningful

and joyful year, the theme of "mutual learning among civilizations" takes on new value. Here, we launch the "Global Initiative for Mutual Learning among Civilizations through Mountain Tourism". Additionally, the China-France Mountaineering Team's ascent to Mont Blanc with the IMTD flag symbolizes the forward-moving spirit of mountain tourism, as we envision a future of "enjoying the wonder of mountains and sharing the natural beauty".

"Mountain tourism embraces a world of mutual learning among civilizations" is the main theme of this event and is likely to be the eternal theme of sustainable mountain tourism. If I were to define "mutual learning among civilizations", it is about jointly discussing, constructing and sharing advanced concepts, experience and outcomes in a harmonious and inclusive environment. How should tourism development embody this principle? The answer should first be sought from a macro perspective. The United Nations' sustainable development agenda provides the overarching framework for mutual learning among civilizations, involving goals such as poverty eradication, sustainable agriculture, healthy lifestyles, human well-being, lasting and inclusive economic growth, full employment, sustainable consumption and production, addressing climate change, protecting and utilizing marine resources, protecting terrestrial ecosystems, curbing the loss of biodiversity, etc. These goals reveal the human-centered principles of economic and social development, all of which are closely linked to the development of the tourism industry. The tourism industry must not only actively participate in and promote the sustainable development goals, but also play a vital role in mutual learning and assistance, identifying points of integration and deeply engaging in the process.

In fact, in the reform and development of the tourism industry's governance framework, various

countries have conducted effective explorations, generating a wealth of experience that can be emulated. Should various tourism entities follow the experience and integrate it into their respective fields, the tourism industry can become a model in achieving global sustainable goals, and mountain tourism can achieve stability and long-term success through mutual learning and integration. If we fail to solidify the mindset of mutual learning among civilizations in our development endeavor, sustainability will be at risk.

Since its founding, the International Mountain Tourism Alliance (IMTA) has been dedicated to "protecting mountain resources, preserving mountain civilizations, and promoting the mountain economy to the benefit of the people living in mountainous areas". It has embraced the mission of engaging in and promoting mutual learning among civilizations through mountain tourism. Protecting mountain resources and preserving mountain civilizations is the foundation of mutual learning among civilizations through mountain tourism, as the natural and cultural heritage of mountains is a shared treasure of mankind and a valuable tourism resource, holding a significant place in the development of the tourism industry. Promoting the mountain economy to the benefit of the people living in mountainous areas represents the essence of mountain tourism governance, and is the inevitable path and ultimate objective of mutual learning among civilizations.

As the only international organization dedicated to mountain tourism in the world, IMTA has established itself as a shared platform for members and the industry to forge cross-field cooperation. It has initiated events such as International Mountain Tourism Day, Dialogue among World Famous Mountains, World Heritage Famous Mountain Summit and Asian Mountain Tourism Promotion Conference, providing effective platform support for mountain tourism exchanges and interactions,

and gaining wide recognition from the international tourism community. IMTA's foundational experience lies in prioritizing platform development in its operational strategy, focusing on building the brand through the platform, shaping the image with the brand, and extending influence through a strong image. It emphasizes thought leadership, keeps abreast of cutting-edge trends, and through the collective participation of members, has expanded its reach in areas such as reports on development trends of mountain tourism, research on world famous mountains, RCEP regional cooperation, specialized studies on ecology, hot springs and hiking, evaluation systems, standardization and specialized training. The platform's future value has been validated by practice, showing the strong guiding influence of "mutual learning among civilizations" on high-quality tourism development.

As the tourism industry quickens its pace of recovery today, especially driven by the inclusive economic growth model, the natural and cultural resources of mountains are garnering attention like never before. The potential for the tourism-oriented utilization, industrial development and market-driven development of mountain resources is immense, with mountain tourism revealing a new paradigm characterized by an expanding tourist base, an enhanced business structure, emerging popular products and improved overall quality.

In the global context, tourism governance presents a mix of opportunities and challenges. The opportunity lies in the rapidly expanding market that creates new spaces for tourism supply and demand, with governments worldwide continuously introducing initiatives to support the cultural and tourism industry. For instance, recently, multiple departments in China have jointly launched the Plan for Promoting the Renewal of Cultural and Tourism Equipment and Facilities, aiming to guide and facilitate the renewal of cultural and tourism equipment and facilities over the

next three years. Crucially, this plan emphasizes the sustained and stable growth of investment. Without a doubt, this represents a significant advantage for expanding domestic demand and driving structural changes in the supply and demand of culture and tourism. It is not only an opportunity for China's tourism industry but also an invitation for global participation.

Opportunities, of course, are always accompanied by challenges. The current challenge lies in seizing the policy opportunity and the period of iterative transformation, understanding the intent behind favorable policies, and identifying the integration points for upgrading and transformation. This is

a complex, multi-faceted project that involves the government, the market, capital and the public, requiring the integration of stakeholders' interests. It calls for the guidance of advanced concepts, the support of scientific practices and the integration of innovative models. All of these efforts will yield fruitful results under the influence of "mutual learning among civilizations".

Civilizations flourish in diversity through exchanges and are enriched through mutual learning. I believe that today's promotion and exchange will draw upon experience from various fields, providing inspiration and valuable lessons for us all.

Thank you!



山地旅游推介 Mountain Tourism Promotion

5月29日，2024“国际山地旅游日”主题活动在法国滨海阿尔卑斯省尼斯市成功举办。在“山地旅游推广与中欧企业家交流会”山地旅游推介环节，Maxi-events创始人劳伦特·布伦迪（Laurent Blondeel），法国比利牛斯山南比戈尔峰景区市场商务营销总监文森特·杜特尔（Vincent Doutres），法国蔚蓝海岸大区旅游委员会市场推广部门任务官员蒂博特·穆勒（Thibaut Muller），中国贵州省文化和旅游厅代表、贵州省国际山地旅游发展中心主任文薇亚，法国尼斯蔚蓝海岸旅游局可持续旅游和企业社会责任总监索菲·普杜（Sophie Poudou），湖南省宜章县文化旅游广电体育局局长成丽霞分别作推介。

● 劳伦特·布伦迪 Maxi-events 创始人：



刚才的短片里展示了 Maxi-events 在户外运动实践方面超过 20 年的专业经验积累。

在享有国际盛誉的 MaXi-Race 安纳西环湖越野跑的山顶上，这些最优秀的“精英”跑步者在户外赛道上创造了多项纪录，并产生了以下这些非常荣耀的时刻：2015 年世界越野锦标赛、2022

年欧洲大师赛、2023 年 U18 世界越野锦标赛，以及即将举行欧洲越野锦标赛。

这一切能够实现，得益于与各国际体育联合会之间紧密的联系与合作，而且我们有一个共同的目标：通过运动，以及通过分享尊重、参与、超越和团结的价值观，将最美丽的世界展现在人们的眼前。如果不能为基础大众的参与服务，那么安纳西环湖越野跑的精英模式又有什么意义呢？分享、超越、参与以及对愉悦的追求，将“自己”和“团队”动员起来以增强共同协作的凝聚力。

在这个指导思想下，10 年来，我们与中国地方政府、体育协会和社团合作，开展所有人都能参加的越野跑。无论是在：广西省的 MaXi-Race 阳朔国际山地越野跑、浙江省的 MaXi-Race 江山国际山地越野跑以及即将在湖北省宜昌市举世闻名的三峡水电大坝附近举行的越野跑。

我们努力创建持久的友谊联系，与众多议员、政治领导、当地导游在实地携手合作，以激发欧洲跑步运动员对这个大国的文化和体育运动探索的愿望，同时我们也努力成为中国跑步运动员的灵感源泉，以便他们能够在努力和自我超越的过程中重新发现自己。

这只是开始，我说的是“对自己的认知”。在个人、职业或体育生活中，您是否曾经与自己产生碰撞？您如何找到解决该问题所需的资源和答案？或者您可能是唯一一个能给出答案的人吧？体育运动可以追随个人实现自我认知的脚步，而“你所处的世界会成为你的样子”。请允许我引用圣人和哲学家圣奥古斯丁的话结束今天的发言：“如果我了解自己，我就了解了你。”这优美的语句可以证明我们通过 MaXi-Race 国际山地

越野跑强化了我们之间的友谊，特别是中国和法国之间的友谊。

● 文森特·杜特尔 法国比利牛斯山南比戈尔峰景区市场商务营销总监：



我将向你们介绍我们在比利牛斯山脉的标志性山峰，它虽然小但非常有名。首先向你们介绍比利牛斯山，以及它的各种旅游业王牌，因为比利牛斯山脉非常大。比利牛斯山脉位于法国南部，在法国和西班牙共享的一条山脉中间。而比利牛斯山拥有一个强大的文化，一个悠久的旅游历史，因为它的旅游历史诞生于水疗以及第一座比利牛斯山峰的攀登。比利牛斯山脉构成了大西洋和地中海之间的桥梁。今天，法属比利牛斯山脉有 34 个山地度假区，西班牙一侧有 20 多个。比利牛斯山脉通常意味着环境保护，正如人们常对我们说的，这是比利牛斯山脉的野生一面。大家应该知道，我们有很大一部分领土通过比利牛斯国家公园被保护和维持。我们还有西班牙一侧的奥德萨国家公园。自然保护区，如加泰罗尼亚比利牛斯公园。因此，这片土地因为其独特的文化和它的雄心壮志而具有旅游的可持续性。

比利牛斯山也是一个自行车圣地。人们经常提到我们，许多人是通过环法自行车赛的各个阶段知道了我们。图尔马莱或图尔马莱山口肯定是环法自行车赛最著名的山口之一，而在西班牙一

侧也是一样。此外，在此我还要提一下，我们两周前也是在图尔马莱山口接待了法国总统和中国国家主席。

比利牛斯山脉几乎全年都有旅游活动，在多样化方面已经取得一定成果。我们经常谈论不同的季节性。大家要知道的是，所谓的夏季占比利牛斯山旅游过夜数的 30% 到 50%。这是一个平均值，但事实上，就是通常的情况，这是不可忽视的一点，是一个山地旅游活动的重要特点。在我们所拥有的不同王牌中，我最后将和大家聊聊温泉的利用。关于温泉的利用，我们刚才谈到了休养，这可以作为一个论点。的确，比利牛斯山脉及其所涉及的大区，如奥克西塔尼或阿基坦，大部分温泉度假区都集中在这里，就温泉目的地而言，我们无疑是法国最密集的区域。因此，这是一块看起来相当不错的土地或辖区，正在发展或影响新的国际游客。现在情况已经如此，因为国际游客占我们全年前往比利牛斯山各山地度假区的总人数的 15% 至 20%。

那么，我将特别向各位介绍日中峰，它是比利牛斯山脉的象征之一，也许是主要的象征之一。因此，对于那些了解该地点或法国西南部的人来说，他们通常可以从高速公路或不同的山谷观察到我们。日中峰的旅游历史悠久，尤其是近 150 年的科学历史。这是一座建于 19 世纪末的科学和天文观测站，是一个与旅游业相连的科学场所。我们总在谈论旅游活动的多样化，但在这里，却是一个由科学场所向旅游业多样化的例子。这里的旅游业发展始于 2000 年代，为了确保科学和学术研究的平衡，旅游活动已经成为一个调节器，或者至少有助于平衡科学活动，使其持续至今，因为在日中峰景点，这个科学基地全年都存在。现在，我们可以快速地了解一下细节。日中峰，我们将在最后有一个小视频。我们位于法国西南部。大家可以看到这个缆车，人们可以通过缆车到达

海拔 2877 米处，它的主要王牌是从东到西的全景。因此，大家要知道的是，在晚上，你们可以看到比亚里茨灯塔，也可以看到图卢兹或巴塞罗那市的灯光。因此，不同的游客，每年有 140000 名游客加入我们，来这里参观，近 7000 人会在那里过夜，因为我们也是一家小型高山酒店，有一个旅游和科学观察的体验项目，包括休息时间的一餐美食品鉴，我们将在之后为大家介绍。

今天，正如大家所看到的，我们有可以吸引和接待不同国际游客的设备。我们当然有一些沉浸式游玩项目，例如浮桥、在真空中行走，还有一个寓教于乐的实验室，让天文台的科学家能向广大家庭游客提供教育的视角，同时它也可以有适用于社会精英的项目，例如全年都有图卢兹大学的不同学生来我们这里参观并加入我们。我们刚才谈到了保护区和星空。好像是瓦尔堡的例子。10 年前，日中峰是法国乃至欧洲第一个获得认证的星空保护区。的确，这是一个由日中峰发起的项目，但它使我们能够辐射到整个辖区，因为今天，我们陪伴大区的城市层面提供协商和提高认知的方法，这使得短短 10 年内，本辖区的光影响减少了 30%，并使我们能够保持夜间观察的固有品质。

在星空保护区，我们有一个天文馆，海拔 2877 米，是欧洲最高，当然也有利用穹顶开展的不同活动。我们还致力于与当地供应商开展可持续发展活动，在峰顶为游客提供丰盛的美食。因此，我们确实试图联合本大区的不同生产商。我们有比戈尔的北港，这无疑是最著名的产品之一。我们与农业商会就认证进行了沟通，重点介绍了本省或大区的米其林星级厨师，以及各种美食项目。

在旅游项目方面，我们有多个高山自由滑雪的滑雪点和图尔马莱之家，它于去年开放，是一个用于展览、体现夜间游览即星空保护区价值的场馆，同时也是一个接待从图尔马莱山口骑自行车而来的游客的基地。图尔马莱山口接待了国家

元首的访问，因此，15 天前，我们有机会在这些建筑中接待了这次国事外交访问的所有官员。我们可以看到图尔马莱之家，我邀请大家去看看。我们之前谈到了瓦尔堡的实验穹顶。我们也全年为游客提供一个实验穹顶。

至于日中峰与本辖区及与其它景点的旅游协同效应，它距离名列联合国教科文组织世界遗产名录之一的加瓦尔尼仅一箭之遥，后者是法国和西班牙之间的真正边界。联合国教科文组织，我向大家提到它，因为我们也在它的名单上，我们是未来几年教科文组织认证名单的候选人。我们已经开始了这个项目，所以我希望在下次访问时，能告诉大家我们被选中了并已正式备注在案。加瓦尔尼山是一个矿物丰富的地方，有一个壮丽的自然马戏团。我们还与比利牛斯国家公园形成了旅游协同效应，例如科特雷的西班牙桥，这是一个有湖泊和溪流的天然小伊甸园。而且，日中峰距离卢尔德朝圣地不到一个小时车程，因此每年都有游览卢尔德朝圣地的国际游客（来游览日中峰）。因此，在一个小旅游区的小基础上，我们有不同的重要景点，如今使我们的比利牛斯山和日中峰影响辐射深远。

● 蒂博特·穆勒法国蔚蓝海岸大区旅游委员会市场推广部门任务官员：



蔚蓝海岸旅游局是负责监督法国蔚蓝海岸品牌的官方实体，也是负责在国内和国际市场执行目的地推广战略的地区营销机构。我们与滨海阿尔卑斯省议会密切合作，每年部署约 100 项行动，旨在提高目的地的知名度。我就不展开详细介绍了。我们参加了在法国和国外的许多贸易展和协同推广活动。我们还组织入境媒体和专业考察团旅行，并参与工作组和网络活动，同时越来越重视数字化。

正如今天上午的讨论中所提到的，阿尔卑斯滨海省议会启动了绿色协议政策，通过支持优秀倡议和协助当地利益相关方进行生态转型，推进可持续发展行动。法国蔚蓝海岸旅游局的行动计划整合了这项任务，以推动我们地区更可持续、更负责任的旅游业，重点工作包括以下几项：

- 提高伙伴社区在国内和国际层面的地位，支持旅游业的全年发展，特别是在淡季。
- 围绕法国蔚蓝海岸品牌，通过共享和协调的沟通方法召集所有当地的利益相关方。
- 维护周边游，同时寻求吸引新的首次游客。
- 通过鼓励消费和支出，整合、激活和升级当地生态系统。
- 应用测量和分析工具，以了解、确定和量化游客流量（旅游观察站）。

事实上，我们的目的地面临的主要挑战之一是更好地实现旅游交通的时空分布。蔚蓝海岸，也被称为“法国里维埃拉”，是法国仅次于巴黎的第二大热门旅游目的地。这里每年约有 100 万居民和 1100 万游客。蔚蓝海岸以其海岸线而闻名，沿岸点缀着尼斯、昂蒂布、戛纳、摩纳哥和芒通等不容错过的海滨度假胜地。在这里，您可以享受到毋庸置疑的生活质量，每年拥有超过 300 天的阳光且冬季气温非常温和。

然而，本次介绍的重点是详述蔚蓝海岸不仅是一个沿海目的地。位于大海和山地之间的独

特地理位置使得该目的地充满强烈的反差。我们受益于优越的地理位置和多样的景观，拥有许多令人羡慕的宝贵资产。这种丰富性所带来的最深刻的印象是，您可以在海边享用早餐，之后仅两个小时，就可以去山地度假区徒步旅行或滑雪。事实上，这里 80% 的领地是山地。阿尔卑斯山的第一座山峰距离海岸不到 40 公里。我喜欢这幅蔚蓝海岸地图的插图，因为它突出了该地区丰富的多样性。从阳光明媚的海滩到真正的山地村庄，不同的环境纷至沓来，穿插着众多卓越的自然景观。

正如你们所看到的，蔚蓝海岸是一个美妙的度假胜地！这就是我通过探险旅游、户外活动和体育运动等主题推广履行职责、发光发热的地方。我热衷于鼓励游客通过鲜为人知但真实环保的体验来认识和重新认识目的地。这对游客和居民都有利。今年，我正在设计一份关于蔚蓝海岸可持续旅游的旅行指南。该指南将重点介绍所有关于可持续旅游的体验和利益相关方（户外活动、农业旅游和手工艺品、生态旅游、低碳出行以及在惬意舒缓的大自然中沉浸享受）。共同努力仍然是非常重要的。

在这里，大海和山地近在咫尺，四季怡人。作为该项目的核心，梅康图尔国家公园是一个生态旅游目的地，全年均可提供各种户外活动。这些小径可供徒步旅行，直到第一场雪为止。然后，这里将变成雪鞋健步或越野滑雪的路线。在该公园的核心区域之外，可以练习一些激流运动、登山或山地自行车。该国家公园在维护生物多样性和保护自然遗产方面发挥着重要作用。自 2005 年以来，梅康图尔国家公园一直遵循《欧洲保护区可持续旅游宪章》，致力于与当地合作伙伴一起在其境内创建生态旅游。我建议你们看一段视频，沉浸体验梅康图尔国家公园独特的自然环境。

蔚蓝海岸有 15 个与山谷相连的滑雪场，冬季

的雪坡长度可达 600 公里。即使您不住在度假区里，您仍然可以从海岸出发享受一两天的高海拔地区之旅。绝大多数山地地区全年开放，交通通畅，而且有许多商店一直营业。冬季，阿尔卑斯滨海地区的主要度假区与尼斯圣奥古斯丁机场 100% 通过雪地巴士相连，以促进舒适低碳出行。一年四季，火车、公共汽车和旅游班车网络助力实现无车度假。

在此，我要提及一项倡议，该倡议彰显了发展更可持续的全年山地旅游以协调旅游活动和环境保护的愿望。瓦尔堡 (Valberg) 和阿隆 (Auron) 的度假区被标识为 “Flocon Vert (绿雪花) ”。该倡议通过一套严格的规范来保证山地旅游目的地的可持续投入：自然资源管理、交通便利性、负责任的采购和活动多样性。在瓦尔堡，节能举措使得电力消耗减少了 30%。阿隆通过以审慎的方式将其领地城市化，成功地升级了产品。

在蔚蓝海岸，总有一种体验和活动可以满足每一个愿望：高山滑雪、越野滑雪、徒步、雪鞋健步、绳索滑索 无论是与家人、情侣还是朋友一起都可以，山地度假有助于实现法国蔚蓝海岸目的地的游客多样化。从阿隆、伊索拉 2000 (Isola 2000) 或瓦尔堡等国际车站，到伯伊雷劳内斯 (Beuil Les Launes)、拉科尔米安瓦尔德布洛尔 (La Colmiane Valdeblore)、鲁比翁雷比斯 (Roubion-Les Buisses)、格雷奥利埃莱斯内格斯 (Gréolières Les Neiges)、图里尼坎博达根 (Turini Camp d' Argent)、瓦尔佩伦斯 (Val Pelens) 和劳迪贝尔格 - 拉穆里埃 (L' Audibergue-La Moulière) 等乡村度假区，更不用说博尔恩 (Boréon)、卡斯特里诺 (Casterino)、圣达尔马莱塞尔瓦格 (Saint-Delmas-le-Selvage)、恩斯坦克昂特罗内 (Enstenc-Entraunes) 或佩拉卡瓦 (Peïra Cava) 等北欧活动中心了，每个度假区都凭借自己的特色和资源吸引着雪上运动爱好者、新手或

经验丰富的游客，或只是寻求逃离和新鲜空气的游客。欢迎来到我们的度假区和壮丽的山地！

● 文薇亚 中国贵州省文化和旅游厅代表、贵州省国际山地旅游发展中心主任：



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

贵州是全国唯一一个没有平原支撑的省份，全省 92.5% 的面积都是山地和丘陵，山川秀丽、碧水长流、文化多彩、气候宜人。习近平总书记十分关心贵州旅游业发展，赞誉贵州是 “公园省”，精辟地揭示了贵州旅游的内涵和气质，为进一步提升贵州旅游的知名度和美誉度提供了战略指引。

立足全省资源优势，朝山地旅游发力，贵州持续在 “山地旅游 +” 上下足功夫，“公园省” 绽放多彩魅力：现有世界自然遗产地 5 个，世界地质公园 2 个，5A 级旅游景区 9 个，省级以上度假区 40 个，国家级风景名胜区 18 个，国家级森林公园 32 个、国家地质公园 10 个、国家级自然保护区 11 个。我们打造了贵阳和安顺 “山地旅游 +

集散地+避暑度假”旅游功能区、黔西南“户外运动+度假康养”旅游功能区、毕节“山地旅游+度假康养”旅游功能区等融合发展的山地旅游新业态。2023年,全省旅游接待总人数6.36亿人次,旅游总收入7404.56亿元。贵州正日渐成为山地旅游爱好者的理想秘境。

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

贵州是游览山水的唯美公园。奇特的喀斯特地貌,造就贵州成为山的王国、水的世界,铸就了贵州心醉神迷的自然风光,是中国世界自然遗产地最多的省份。这里奇峰磅礴、别有洞天。梵净山、万峰林、赤水丹霞佛光岩。贵州是世界上喀斯特溶洞分布最广、发育最典型的地区。织金洞位列“中国最美六大旅游洞穴之首”,素有“黄山归来不看岳,织金洞外无洞天”的美誉;绥阳双河洞探测长度排名世界第四、亚洲第一,被称为“中国地心之门”。这里是“千瀑之省”。黄果树大瀑布、荔波小七孔拉雅瀑布、马岭河瀑布。

贵州是玩转山地的运动天堂。喀斯特地貌造就全省数不胜数的溶洞、湖泊、瀑布、峡谷、天坑。世界前100名高桥有50座在贵州,被称为“世界桥梁博物馆”。贵州平均海拔1100米左右,非常适合开展马拉松、滑翔伞、攀岩、低空飞行、高桥蹦极等户外运动,全年330天以上可进行户外运动,还有8大滑雪场,被称为“户外运动的天堂”。国际山地旅游联盟永久落户贵州,国际山地旅游暨户外运动大会成功举办第五届,已成为国际山地旅游和户外运动交流合作的知名品牌、著名平台。贵州体育赛事丰富多彩。晴隆“二十四道拐”中国汽车拉力赛、六盘水夏季国际马拉松赛、“翱翔贵州”国际滑翔伞赛、紫云格凸河国际攀岩节等享誉中外。环梵净山骑行线路、“奔跑贵州”山地跑系列赛等先后入选国家体育产业基地、国家体育旅游精品赛事、黄金周体育旅游精品线

路。贵州体育旅游形态多样。贵州是首批国家体育旅游示范区。目前已建成生态体育公园104个、汽车露营基地100个;获评国家体育旅游精品项目95项(次),数量居全国第一;全省累计评选出体育旅游精品线路106条,培育体育旅游黄金线路4条,涵盖洞穴探险、酷玩森林、水上运动、路跑健身、山地骑行等特色业态。

贵州是醉美多彩的人文胜境。贵山贵水创造了多姿多彩的山地文明,多元的文化在贵州深度交融、生生不息。这里民族文化绚丽多彩。17个世居少数民族在这片土地上留下数目众多的特色民族文化和非物质文化遗产,享有“文化千岛”之美誉。丰富多彩的民族节日,芦笙舞、木鼓舞等民族舞蹈,鼓楼、吊脚楼、风雨桥等特色建筑,以及苗绣、蜡染、贵银等工艺产品,都极具民族风情。去年贵州黔东南极具民族特色的贵州村BA、村超出圈,把这里变成了火爆的旅游目的地,法国电视台也于2016年到黔东南拍摄节目。

贵州是休闲度假的康养福地。得天独厚的生态环境,冬暖夏凉的宜人气候,丰富优质的旅游资源,让贵州成为适宜人居的康养福地。这里是避暑度假的公园。贵州平均海拔1100米,夏季平均气温23℃,全域约有3/4的地方适合避暑旅游,贵阳、六盘水被评为“中国十大避暑旅游城市”,毕节、安顺、黔南州、黔西南州等中国避暑名城久负盛名。贵州森林覆盖率达62.12%,全年PM2.5平均值在50以下,负氧离子浓度高,是“天然大氧吧”。这里是温泉滋养的乐园。全省88个县基本都有温泉资源,有温泉(地热)单体203处,优良级资源77处,水量大、水质好,山地温泉资源面积和丰富性超过世界上山地温泉康养旅游做得最好的奥地利和瑞士,是名副其实的“温泉省”。这里是茶旅休闲的游园。贵州是中国唯一兼具低纬度、高海拔、多云雾、无污染的全境高原的茶区,是中国最大的产茶大省,贵州茶园面积已连续8

年排名全国第一，700 万亩茶园遍布黔中大地。湄潭万亩茶海、凤冈茶海之心、余庆松烟茶场、都匀螺蛳壳茶园、开阳云山茶海等，都是洗眼、洗心、洗肺的打卡地。这里是舒适宜居的家园。贵州被誉为美丽乡村建设的中国样板，724 个村寨列入中国传统村落保护名录、数量居全国第一。这里有世界上最大的苗族聚居村寨“西江千户苗寨”，有全国最大侗族村寨之一的“肇兴侗寨”；此外，遵义花茂、黔西化屋、江口云舍、乌当偏坡、雷山郎德、兴义纳灰等美丽乡村，村村有美景、处处可闲游。

当前，我们坚持以高质量发展统揽全局推动旅游业高质量发展，着力打造国际一流山地旅游目的地、国内一流度假康养目的地，建设多彩贵州文化旅游强省。

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

● 索菲·普杜 法国尼斯蔚蓝海岸旅游局可持续旅游和企业社会责任总监：



旅游是极为美好的体验之一，但在推广和宣传一个旅游目的地时，我们也肩负着应对气候变

化的重大责任。在座的每个人都知道，2023 年是有气象记录以来最热的一年。对法国而言，旅游相关的温室气体排放占全国总排放量的 11%，其中 70% 源自交通运输。因此，在尼斯 – 蔚蓝海岸地区，我们的责任尤为重大。

尼斯 – 蔚蓝海岸大都会是由 51 个市镇组成的一个跨市镇联合体，我们现在位于它的中心——尼斯市，它延伸至梅康图尔山脉。这 51 个市镇围绕一片极受欢迎的沿海地区分布，每年接待约 600 万游客。此外，这里还包括一个中山地带和高地地区。现在我们要讨论的是两个山谷——韦叙比河谷和蒂内河谷。关于法国常提到的山脉，我们指的是南阿尔卑斯山。尽管它们位于南部，但我们的阿尔卑斯山不逊色于其他山脉，因为它的最高峰达到了 3143 米，这在今早已经宣布过了。作为一个跨市镇旅游办公室，我们最大的优势是作为该地区推广机构，隶属于大都会。我们的强项在于在整个地区分布有多个信息办公室，覆盖了这 51 个市镇。

我们拥有 22 到 28 个旅游信息办公室，主要用于接待和向游客提供信息服务，但更重要的是，服务本地居民群体。长期以来，居民在旅游政策中有些被忽视，我们曾仅关注外来游客，而长年居住在这里的居民并不在我们服务的范围内，这部分应由其他机构负责。如今，在尼斯 – 蔚蓝海岸地区，我们希望继续吸引世界各地的游客来这个旅游胜地，一个虽然美丽，却也极为脆弱的地方。同时，我们致力于与当地居民合作共同发展，为居民服务。这体现了我们大都会旅游局今时今日的旅游政策，即继续为多年来让尼斯闻名的外国游客提供服务，同时吸引其他类型的客户，并通过更合理的时间和空间客流分布来推广我们的地区。当今旅游业面临的挑战是什么？很明显，在于如何在同一时间和同一地点接待大量游客。这些游客在高峰期来访，但一旦他们离开，我们可

能一整年都会面临活动不足的情况。当然，在大都市地区不会出现这种情况，但我们必须努力解决这些问题，其中我们的首要任务是减少地区旅游活动的季节性波动。在大都会旅游局，我们为实现这些目标设定了三项任务。首先，作为旅游局，我们要做出表率。作为一家起带头作用的小企业，我们有责任评估我们的温室气体排放情况，以了解我们旅游局对碳排放的影响。

我们如何才能改进这一点？在与旅游运营商讨论合作应对气候变化之前，我们自身应如何作出表率？

第一，我们需要通过采购政策和一系列计算来衡量我们的碳足迹。为了促进山地旅游，第二个非常重要的措施是与所有从事旅游业的社会职业者合作，包括整个旅游行业的各个参与者。如今，旅游业不仅涉及客户和接待人员，还有公共机构，它们塑造并资助旅游业，并通过税收、法律等手段对其进行约束管理。因此，与所有这些社会职业者合作，引导他们提升自身的资质，尤为重要。如今，旅游局的重要任务之一是通过经济、环境和社会三个方面的考量来提升我们的旅游服务质量。例如，您可能会在一家获得绿色钥匙认证的酒店，所有这些服务提供商也积极参与到关注气候变化的进程中，并向客户传达这些信息。我们作为旅游局将进行宣传和推广，但没有比酒店业主更能有效地向客户介绍他们的酒店以及酒店所实施的各种环保措施。因此，我们还将与这些社会职业者合作。目前，我们大约有 12,000 间客房，其中约有 40% 已获得了绿色认证或正处于认证过程中，这也在高山地区实施，让客户更放心。最后，我想要讨论的第三点是有效提高游客的意识。今天，当您化身游客，来到这个您并不熟悉的地方时，尼斯 - 蔚蓝海岸往往会诚挚欢迎您。我们是一个旅游胜地，毫不夸张地说，旅游业源于尼斯，尼斯的发展也与旅游业密不可分，这是不争的事

实。我们这里因为与冬季度假胜地的历史相关，被联合国教科文组织列为世界遗产。人们会因为宜人的气候在冬季前往尼斯避寒。因此，我们要提醒游客，无论是在山地还是沿海，他们来到了一个特别的地区。我们竭尽全力让这片土地变得与众不同。在您返回之时，请以身作则。帮助我们，与我们共同承担社会责任，因为这是我们所有人的责任，无论是游客还是居民，在这里都可以通过一些简单的行动，参与到地区的保护工作中。因此，这基本上是我们今天战略的基础。当然，我们还要继续吸引那些造就了蔚蓝海岸辉煌的外国游客，同时与当地居民合作。

当前，来山地旅游的主要是居民和本地及地区客户群体。从统计数据来看，旅游客流量较低。因此，我们需要与居民合作，让他们参与到我们的行动中来，努力营造一个既适合居民居住，又具备接待游客一切设施和条件的和谐旅游环境。时间有限，我不会说得太多，总之，尼斯 - 蔚蓝海岸的优势在于我们拥有 132 名工作人员，包括市长克里斯蒂安·埃斯特罗西、今天早上出席的副主席鲁迪·萨尔，以及我们的主任让·塞巴斯蒂安·马丁内斯。我们的优势在于这 132 名服务于这一特殊地区的工作人员，我们希望能够与这片美丽的土地相匹配，成为与之同样卓越的存在。这一地区生态脆弱，我们正在加大力度改进某些宣传形式和信息获取途径，以提升游客的环境保护意识。

最后，我想告诉大家的是，对于地方发展而言，我们认为在现场的实际行动和网络合作至关重要。今天在这里的每一位都明白这一点。我们汇聚在一起，与来自全球的代表们相互交流、学习。在尼斯 - 蔚蓝海岸，我们也是如此。不论是大型酒店经营者还是高山庇护所的看守者，每个人都让我们受益匪浅。这种信息共享和情感共鸣使我们能够更好地理解彼此的行动动机。我会设身处地

地理解他们的立场，探讨我们能够共同实现的事情。最终的结果可能不同于最初设想，但对于气候、社会和经济来说都是有利的。在尼斯－蔚蓝海岸，我们整个经济系统都围绕这些核心理念展开。

● 成丽霞 湖南省宜章县文化旅游广电体育局局长：



莽山，位于中国湖南省郴州市宜章县，这是一座充满灵气和仙气的大美之山，这是一座充满人文与人本的大爱之山，这是一座充满自信和自强的有魂之山。

莽山之美，美在绿水青山，这里是世界动植物天堂。莽山被喻为中国原始生态第一山、世界动植物基因库，森林覆盖率达99.6%，负氧离子最高达10万个每立方厘米，拥有地球同纬度面积最大、保存最完好的原生型常绿阔叶林。莽山作为恐龙灭绝时代的“生物避难所”，庇护了2400余种高等植物，300余种脊椎动物。如今，依旧茂盛的莽山野橘，是世界上已知的最古老的柑橘物种；这里还有“蛇中大熊猫”——莽山烙铁头蛇，全世界唯莽山独有，仅有约300-500条。

莽山，历经时光洗礼、沧海桑田，是大自然给予我们最慷慨的馈赠。这里，地质奇美。金鞭神柱雄伟神奇，胜似天神法宝；将军岩形神兼备，正欲沙场点兵。这里，山水秀美。极目远眺，五岭逶迤如黛，奇俊险峭；临水而驻，悬崖飞瀑如练，

心旷神怡。这里，风景优美。夕阳西照，火染天际；星汉灿烂，银河当空；苍茫云海，波涛汹涌；雾凇皑皑，如梦如幻。

莽山之爱，爱在和谐共享，这里是中国山岳型景区全程无障碍旅游首创地。习近平主席指出：

“无障碍设施建设问题，是一个国家和社会文明的标志”。2017年来，我们尝试将无障碍理念贯穿莽山景区旅游开发全过程，率先在中国打造了首个全程无障碍山岳型旅游景区，让残障人士、老年人等群体，都能享有平等而有尊严的旅游权利。自2020年无障碍系统运营以来，莽山已累计接待残障人士2.7万人次，其中重度肢残人士5200余人次，接待65岁以上老年人48万人次。

在莽山景区开发建设过程中，我们注重“四个无障碍”：

全域开发无障碍。坚持以人为本，着力打造世界级、国际范、人性化的全程无障碍旅游系统。建成一套中国单线最长的高山索道（3700米）、垂直提升超100米的两座天梯、11公里长的云间栈道、12台自动扶梯，让天堑变为通途。特别是140米垂直电梯，是中国科幻巨作《流浪地球2》“太空电梯”的现实版，49秒可直达云霄。游客惊叹：不来莽山很遗憾，来了莽山很震撼！

全民旅游无障碍。匠心独造人类全生命周期无障碍旅游，无论老人还是小孩，都能在悬崖绝壁上“胜似闲庭信步”；借力爬楼机、提升机等，肢残人士可以全程不下轮椅“坐游”莽山。2023年10月，一位刘姓老人，携五代同堂，老老小小共60余人同登莽山，共庆104岁生日。在当地传为佳话。

全景观光无障碍。在悬崖峭壁上打造“上中下”三层悬空平缓型游步道，形成网红景点22处，让莽山大美其美，美美与共。游客能从多个角度、不同方位欣赏莽山美丽风光。春赏千年杜鹃，夏望浩瀚星空，秋观梦幻云海，冬享雾凇雪景。不

由感叹：“走着走着就到了，玩着玩着就爱了”。

全程保护无障碍。我们积极践行“绿水青山就是金山银山”的理念，共抓大保护、不搞大开发，遵循自然、爱护自然。对每一棵树木、每一块石头，能保留就保留，能修复就修复。并建成无障碍信息传递系统、智慧标识系统、生态观测系统、消防救援系统，对游客提供全方位智慧型旅游导引、常态化志愿服务、人性化医疗保障等。

莽山之魂，魂在文化自信，这里是自信自强守正创新的传承地。莽山是一座古老的瑶山，有着深厚的革命文化、悠久的历史文化、多彩的民俗文化、独特的美食文化，其散发的人文之光、人性之光，赋予了莽山人民生生不息的文化自信自强。在这里，莽山集日月之精华、纳物华之天宝，形成了“宜章夜故事”、莽山瑶族盘王节等文化

活动，百花齐放，百态千姿。在这里，莽山吸天地之灵气、聚人杰之地灵，孕育了一群自强不息、自信不馁、永不向命运低头的人。这里，我想向大家介绍两个人：一个是“莽山蛇博士”——陈远辉。40多年来，为了研究和保护莽山烙铁头蛇，曾经九次被毒蛇咬伤，九死一生。虽九死而犹未悔。可以说，他的这一生，都在用生命保护生命。另一个是“感动中国人物”——江梦南。她是莽山瑶族姑娘，半岁时完全丧失听力，通过自己的不懈努力，学会了听、说、读、写，一路逆袭考上清华大学博士。早几天，她结婚了。她，如鲜花般怒放，从无声中突围，展示了“人人都有人生出彩机会”的中国青年形象。

攀登天下山，大爱在莽山，莽山无障碍，点点滴滴都是爱！



On May 29, the "International Mountain Tourism Day (IMTD) 2024" Theme Events were successfully held in Nice, the capital city of the French department of Alpes-Maritimes, France. During the "Mountain Tourism Promotion & Sino-European Entrepreneurs Exchange Conference", Laurent Blondeel, Founder of Maxi-events; Vincent Doutres, Director of Marketing Commercial of Pic du Midi, France; Thibaut Muller, Chargé de Mission Pôle Marketing Offer Département, Comité Régional du Tourisme CÔTE d'AZUR FRANCE; Wen Weiya, representative of Guizhou Provincial Department of Culture and Tourism, Director of Guizhou International Mountain Tourism Development Center, China; Sophie Poudou, Director of Tourisme Responsable & RSE of the Office de Tourisme Métropolitain Nice Côte d'Azur, France; Cheng Lixia, representative of Wuzhifeng Scenic Area in Mangshan, China delivered speeches.

• **Laurent Blondeel**
Founder of Maxi-events :

The short film shows over 20 years of professional experience in outdoor sports.

At the top of the world-renowned MaXi-Race in Annecy, these elite runners have set numerous records on the outdoor trails, creating many glorious moments: 2015 Trail World Championships, 2022 European Master Championship, 2023 U18 World Mountain and Trail Running Championships, European Off-road Running Championships a few days later.

All of this has been made possible thanks to our close ties and cooperation with various international sports federations. We share a common goal: To demonstrate the most beautiful parts of the world through sports, and by promoting the values of respect, participation, excellence, and unity. What is the point of the elite model if it doesn't serve the participation of the broader public? Sharing, excelling, participating, and the pursuit of enjoyment are what mobilize both individuals and teams to fight together.

Guided by these principles, we have collaborated with Chinese local governments, sports associations,

and communities for the past decade to organize trail runs that everyone can participate in. Whether it's: Maxi-Race China Yangshuo Station in Guangxi Province, Maxi-Race China Jiangshan Station in Zhejiang Province, and the upcoming race near the world-famous Three Gorges Dam in Yichang City, Hubei Province.

We strive to create lasting friendships and work with numerous representatives, political leaders, and local guides. We aim to inspire European runners to explore the rich culture and sports of China and serve as a source of inspiration for Chinese runners. Therefore, they, through their efforts and self-discovery, can achieve personal excellence.

Now, we're still at the beginning of this original story—what I call "self-discovery." In your personal, professional, or athletic life, have you ever collided with yourself? How did you find the resources and answers you needed to solve the problem? Or were you the only one who had the answer? Sport helps you follow in the footsteps of personal self-discovery, where "the world you inhabit becomes a reflection of who you are." Allow me to quote the sage and philosopher Saint Augustine to end up my speech: "If I know myself, I know you." This beautiful statement shows how we strengthen our friendships through the MaXi-Race, especially the bond between China and France.

• **Vincent Doutres**
Director of Marketing Commercial of Pic du Midi, France :

I will introduce our iconic peak in the Pyrenees, which is small but very famous. I will first introduce the Pyrenees, and its various tourism trump cards, because the Pyrenees Mountains are huge. We are in the south of France, in the middle of a mountain range shared by France and Spain. The Pyrenees have a strong culture, and a long history of tourism originating from spas and the climbing of the first Pyrenean peaks. Therefore, our trump card remains our inherent DNA. The Pyrenees Mountains thus

form a bridge between the Atlantic Ocean and the Mediterranean Sea. Today, there are 34 mountain resorts in the French Pyrenees and over 20 on the Spanish side. The Pyrenees mountain range usually means environmental protection, and as we are often told, this is the wild side of the Pyrenees mountain range. As you should know, a large part of our territory is protected and maintained through the Pyrenees National Park. We also have Odessa National Park on the Spanish side. Nature reserves such as the Catalan Pyrenees Park. Therefore, this land is sustainable for tourism because of its unique culture and its ambitions.

The Pyrenees is also an ideal place for cycling. People often mention us, and many people learn about us through various stages of the Tour de France. The Tourmalet or Tourmalet Pass is one of the most famous passes in the Tour de France, and the same is true on the Spanish side. It is also one of the most famous passes in the Tour of Spain, which reached the Pyrenees last year. In addition, I would like to remind everyone that we also received the President of France and the President of China at Tourmalai Pass two weeks ago.

The Pyrenees Mountains offer tourism activities almost all year round, and have achieved certain results in terms of diversification. We talk a lot about the different seasons. What you should know is that the so-called summer season accounts for 30% to 50% of the number of overnight stays in the Pyrenees. This is an average, but the fact is that is usually the case, it is a point that can not be ignored and is an important feature of a mountain tourism activity. Among the different trumps we have, I will finally talk to you about the utilization of hot springs. Regarding the utilization of hot springs, we just talked about recuperation, which can serve as an argument. Indeed, the Pyrenees mountain range and its surrounding regions, such as Occitanie or Aquitaine, have most hot spring resorts concentrated here. As far as hot spring destinations are concerned, we are undoubtedly the most densely populated region in France. Therefore, this is a land or jurisdiction that looks quite good and

is developing or influencing new international tourists. This is already the case, as international tourists account for 15 to 20% of our total year-round arrivals to the various mountain resorts in the Pyrenees.

So, I would like to introduce to you in particular Pic-du-Midi, which is one of the symbols of the Pyrenees, perhaps one of the main symbols. Therefore, for those who are familiar with the location or southwestern France, they can usually observe us from highways or different valleys. Pic-du-Midi has a long history of tourism, especially the scientific history of nearly 150 years. This is a scientific and astronomical observatory built in the late 19th century, which is a scientific place connected with tourism. We always talk about the diversification of tourism activities, but here, it is an example of the diversification from scientific venues to the tourism industry. The development of tourism here started in the 2000s, and to ensure a balance between scientific and academic research, tourism activities have become a regulator, or at least help balance scientific activities, making it sustainable to this day, as this scientific base exists year-round at Pic-du-Midi. Now, we can quickly learn the details. Pic-du-Midi, we will have a short video at the end. It is located in southwest France. You can see this cable car, through which people can reach an altitude of 2877 meters. Its highlight is the panoramic view from east to west. Therefore, it should be noted that at night, you can see the Biarritz Lighthouse, as well as the lights of Toulouse or Barcelona. Therefore, 140,000 tourists join us every year to visit here, and nearly 7,000 people stay there overnight because we also have a small alpine hotel with an experience program of tourism and scientific observation, including a meal of delicious food during our break time, which we will introduce to you later.

Today, as you can see, we have facilities that can attract and receive different international tourists. We certainly have some immersive amusement programs, such as pontoons, walking in a vacuum, and an edutainment laboratory that allows observatory scientists to provide educational perspectives to family visitors. At the same time, it also has projects suitable

for social elites. For example, different students from the University of Toulouse visit and join us all year round. We just talked about the reserve and the stars. Here is an example of Walburg. Ten years ago, Pic-du-Midi was the first certified starry sky reserve in France and even Europe. Indeed, this is a program initiated by Pic-du-Midi, but it enables us to radiate to the whole jurisdiction, because today, we accompany the city level of the region to provide consultation and awareness-raising methods, which has reduced the light impact in this jurisdiction by 30% in just 10 years and enabled us to maintain the inherent quality of night observation.

In the Star Reserve, we have a planetarium at an altitude of 2877 meters, which is the highest in Europe. Of course, there are also different activities carried out using the dome. We are also committed to sustainable development with local suppliers to provide visitors with abundant cuisine at the peak. So we try to unite different producers in the region. We have Nordport in Bigor, which is undoubtedly one of the most famous products. We have communicated with the Agricultural Chamber of Commerce regarding certification, highlighting Michelin-starred chefs in the province or region, as well as various gastronomic projects.

In terms of tourist programs, you can see that we have several alpine freeride skiing spots and the Tourmalai House, which opened last year as a venue for exhibitions, for demonstrating the value of nighttime excursions, i.e., the Star Sanctuary, and as a base for receiving tourists who come from the Tourmalai Pass on bicycles. The Toulmalai Pass received the visit of the head of state, so 15 days ago, we had the opportunity to receive all the officials of this state diplomatic visit in these buildings. We can see the House of Tourmalet and I invite all of you to have a look. We talked earlier about the Experimental Dome in Warburg. We also offer an experimental dome to visitors throughout the year.

As for the tourism synergy between Pic-du-Midi and its jurisdiction and other scenic spots, it is only a stone's throw away from Gavarni, one of the UNESCO World Heritage List, which is the real border between France and Spain. UNESCO, which I mention to you because we are also on its list, we are candidates for the UNESCO accreditation list in the coming years. We've already started the program, so I hope to be able to tell you that we've been selected and officially docketed on our next visit. Monte Gavarni is a mineral-rich place with a magnificent natural circus. We have also formed a tourism synergy with the



Pyrenees National Park, such as the Spanish Bridge in Cottray, which is a natural little Eden with lakes and streams. Moreover, Pic-du-Midi is less than an hour's drive from Lourdes' pilgrimage site, so international tourists visit Lourdes' pilgrimage site and spiritual infrastructure every year. So, on the small basis of a small tourist area, we have different important attractions that today make our Pyrenees and Pic-du-Midi radiate far-reaching influence.

• **Thibaut Muller**

**Chargé de Mission Pôle Marketing Offer
Département, Comité Régional du Tourisme CÔTE
d'AZUR FRANCE:**

The Côte d'Azur Tourism board is the official entity responsible for overseeing the Côte d'Azur France brand and functioning as the territorial marketing agency tasked with executing the promotional strategy for the destination across national and international markets. In close collaboration with the Conseil Départemental des Alpes-Maritimes, we deploy around a hundred actions each year aimed at enhancing and increasing the visibility of the destination. I will not go into detail but we participate in trade shows and coordinated promotional operations in France and abroad. We organize also inbound press and professional fam trips, we are engage in working groups and network activities, with an increasingly strong digital focus.

As mentioned in the discussions this morning, the Conseil Départemental des Alpes-Maritimes initiated the GREEN Deal policy to implement sustainable development actions, by supporting virtuous initiatives and assisting local stakeholders in their ecological transition. The Côte d'Azur France Tourism Board's action plan integrates this commitment to promote more sustainable and responsible tourism for our region, focusing on the following points:

·Advancing the position of partner communities at both national and international levels, and supporting year-round tourism development,

especially during the shoulder seasons.

·Bringing together all local stakeholders within a shared and coordinated communication approach around the Côte d'Azur France brand.

·Retaining nearby tourism while seeking to attract new first-time visitors.

·Unifying, animating, and promoting the local ecosystem by encouraging consumption and spending.

·Implementing measurement and analysis tools to understand, qualify, and quantify visitor flows (Tourism Observatory).

Indeed, one of the main challenges for our destination is a better spatial and temporal distribution of tourist traffic. The Côte d'Azur, also known as the "French Riviera," is the second most popular tourist destination in France after Paris, with around 1 million inhabitants and 11 million visitors each year. The Côte d'Azur is world-renowned for its coastline, dotted with must-see seaside resorts such as Nice, Antibes, Cannes, Monaco, and Menton. Here, you can enjoy an undeniable quality of life, over 300 days of sunshine per year, and very mild winter temperatures.

However, the key point of this presentation is to consider that the Côte d'Azur is not only a coastal destination. The destination is full of contrast with a unique positioning between the sea and the mountains. We benefit from an exceptional location and a diversity of landscapes with assets that many envy. The most meaningful image of this richness is that you can enjoy breakfast by the sea and then, just two hours later, go hiking or skiing in the mountain resorts. In fact, 80% of the territory is mountainous. The first Alpine peak is less than 40 km from the coast. I love this illustration of the Côte d'Azur map because it highlights the rich diversity of the territory. Different atmospheres follow one another, from sunny beaches to authentic perched villages, passing through exceptional natural sites.

As you can see, the Côte d'Azur is an incredible playground! This is where my role takes on full meaning, through the promotion of themes such as adventure tourism, outdoor activities, and sports. I am

passionate about encouraging visitors to discover or rediscover the destination through lesser-known but authentic and environmentally friendly experiences that benefit both visitors and residents. This year, I am working on the design of a travel guide dedicated to sustainable tourism on the Côte d'Azur, which will highlight all the experiences and stakeholders working for sustainable tourism (outdoor activities, agritourism and crafts, ecotourism, low-carbon mobility, and immersion in welcoming and soothing nature). The importance of collective effort, once again.

Between the sea and the mountains, there is only a step and four seasons to enjoy them. At the heart of the project, the Mercantour National Park is an ecotourism destination offering a variety of outdoor activities all year round. The trails are accessible for hiking until the first snowfalls, and then turn into snowshoeing or cross-country skiing routes. Outside the park's core, some white-water sports, climbing, or mountain biking can be practiced. The National Park plays an essential role in maintaining biodiversity and preserving natural heritage. Through the European Charter for Sustainable Tourism (CETS) in Protected Areas, the Mercantour National Park has been committed since 2005 to creating an ecotourism offer in its territory alongside its various local partners. I suggest watching a video that will immerse you in the exceptional natural setting of the Mercantour National Park.

The Côte d'Azur has 15 ski resorts connected to the valleys, offering 600 km of ski slopes in winter. Even if you don't stay in a resort, you can still enjoy a day or two at high altitude starting from the coast. The vast majority of mountain sites are open year-round, the connections remain, and many shops stay open. In winter, the major resorts in the Alpes-Maritimes are connected from Nice Saint-Augustin Airport by 100% Snow buses to promote soft and low-carbon mobility. All year round, the network of trains, buses, and tourist shuttles allows for car-free getaways.

I will conclude this presentation by mentioning an initiative that illustrates the desire to develop more

sustainable year-round mountain tourism to reconcile tourist activities and environmental preservation. The resorts of Valberg and Auron are labeled "Flocon Vert". This initiative guarantees the sustainable commitment of mountain tourist destinations through a demanding set of specifications: natural resource management, accessibility, responsible purchasing, and diversification of activities. In Valberg, energy-saving initiatives have reduced electricity consumption by 30%. Auron has successfully upgraded its offerings by urbanizing its territory in a measured manner.

On the Côte d'Azur, there is an experience and activities to fulfil every desire: alpine skiing, Nordic skiing, hiking, snowshoeing, zip-lining... Whether with family, as a couple, or with friends, mountain vacations help to diversify the visitor profiles of the Côte d'Azur France destination. From international stations like Auron, Isola 2000, or Valberg, to village resorts like Beuil Les Launes, La Colmiane Valdeblorre, Roubion – Les Buisses, Gréolières-Les-Neiges, Turini Camp d'Argent, Val Pelens, and L'Audoubert – La Moulière, not to mention the Nordic areas of Boréon, Casterino, Saint-Delmas-le-Selvage, Enstenc-Entraunes, or Peïra Cava, each resort has its own identity and assets to attract snow sports enthusiasts, novices or experienced, or simply visitors looking for escape and fresh air. Welcome to our resorts and magnificent mountains!

• **Wen Weiya**

**Representative of Guizhou Provincial
Department of Culture and Tourism, Director
of Guizhou International Mountain Tourism
Development Center, China :**

Due to the outbreak of COVID-9 pandemic, the ecological safety, life health and life quality attract more and more interests. Relying on its landscape aesthetic form, scientific research value, wellness ecological environment and profound cultural deposits, the mountains provide life support through multiple ecological system services to create time-

honored regional cultures, colorful customs and practices and healthy travel experience. Up to now, the mountain tourism has been very important in bridging different cultures in the world, playing an irreplaceable role in the construction of global ecology.

Guizhou is the only province in China that has no plain, 92.5% of which are mountains and hills, with beautiful landscapes, everlasting clear water, colorful cultures and pleasant climate. General Secretary Xi Jinping is very concerned about the tourism development in Guizhou, praising Guizhou as a "Mountain Park" which incisively reveals the connotation and temperament of Guizhou tourism and provides strategic guidelines and further enhances the popularity and reputation of Guizhou tourism.

Taking the advantage of all of its resources and aiming at the mountain tourism, Guizhou constantly devotes enough time and energy to "mountain tourism+", which makes the "Mountain Park" shining with a unique charm: there have been 5 World Natural Heritage sites, 9 5A-level tourist attractions, 40 resorts at the provincial level or above, 18 national scenic spots, 32 national forest parks, 10 national geological parks and 11 national nature reserves up to now. In addition, it also builds Guiyang and Anshun "mountain tourism + distribution center + summer vacation" tourism function area, Qianxinan "outdoor sports + vacation wellness" tourism function area, Bijie "mountain tourism + vacation wellness" tourism functional area and other new comprehensive mountain tourism industry. In 2023, the total number of tourists in the province was 636 million, and the total tourism revenue was 74,456 billion yuan. Guizhou is increasingly becoming an ideal secret for mountain tourism enthusiasts.

In Guizhou, the large park, you can travel in the beautiful landscapes, cultivate your body and soul, exercise and relax, to make your life better!

Guizhou is a beautiful park full of mountains and waters. The unique Karst landscape has created the enchanting natural scenery of Guizhou while making Guizhou a kingdom of mountains and a world of

water. Guizhou is the province with the most World Natural Heritage Sites in China, being of majestic peaks and hidden but amazing spots, like Fanjing Mountain, Wanfeng Forest and Chishui Danxia Buddha Light Rock. Guizhou is the region with the most widely distributed and typically developed Karst cave. Zhijin Cave, ranking at "the first of the six most beautiful tourist caves in China", is known as "No mountain is worthy of visiting if you have travelled in Huangshan, no landscape can be on the par with Zhijin Cave"; Suiyang Shuanghe Cave ranks the fourth in the world and the first in Asia in terms of detection length, which is called "China's Gate to the Center of the Earth". Guizhou is also a "province with thousands of waterfalls". There are Huangguoshu Waterfall, Libo Xiaoqikong Laya Waterfall and Maling River Waterfall.

Guizhou is a paradise for mountain sports. Karst landscape has created countless caves, lakes, waterfalls, canyons and sinkholes in the province. Besides, as 50 of 100 high bridges in the world locate in Guizhou, Guizhou is known as the "Museum of World Bridges". With an average altitude of about 1,100 meters, Guizhou is ideal for outdoor sports such as marathon, paragliding, rock climbing, low-altitude flying and bungee jumping from a high bridge, etc. Outdoor sports can be carried out more than 330 days a year. In addition, there are 8 major ski resorts as well, so it is called "the paradise of outdoor sports". The International Mountain Tourism Alliance permanently settles in Guizhou. Meanwhile, the International Mountain Tourism and Outdoor Sports Conference has been successfully held for the successive five years in Guizhou, becoming a famous brand and platform for international mountain tourism and outdoor sports exchange and cooperation. Guizhou has a wide variety of sports events. The Qinglong "24 Road Turning" China Auto Rally, Liupanshui Summer International Marathon, "Flying Guizhou" International Paragliding Competition and Ziyun Getu River International Rock-Climbing Festival are well known at home and abroad. The cycling route around Fanjing Mountain and the

"Run Guizhou" mountain running series have been selected as national sports industry bases, national sports tourism top-quality events and Golden Week sports tourism top-quality routes. Guizhou sports tourism is of various forms. Guizhou is one of the first National Sports Tourism Demonstration Zones. By present, it has 104 ecological sports parks and 100 car camping bases built and 95 national sports tourism top-quality projects awarded, the quantity of which ranks first in the country; additionally, 106 routes have been selected as the sports tourism top-quality routes in Guizhou, while 4 sports tourism golden routes have been cultivated, including cave exploration, coldplay forest, water sports, road running and fitness, mountain biking and other remarkable items.

Guizhou is fantastic and colorful in terms of its culture landscape. Guizhou's mountains and waters breeds its colorful mountain civilization, and diversified cultures are deeply communicated and growing endlessly there. Guizhou has a gorgeous culture of ethnic groups. 17 hereditary minority groups living there have created a large number of unique

ethnic cultures and intangible cultural heritages on the land, which is known as the "Culture of Thousand Islands". The rich and colorful ethnic festivals, ethnic dances such as the Lusheng Dance and the Wooden Drum Dance, distinct buildings such as Drum Towers, Hanging Foot Towers and Wind and Rain Bridges as well as craft products such as Miao embroidery, batik and silver are full of ethic customs. Last year, the BA and village of Guizhou Village, which has great national characteristics in southeast Guizhou, exceeded the circle, turning this place into a hot tourist destination. French TV also went to southeast Guizhou to shoot programs in 2016.

Guizhou is a blessed place for recreation and relaxation. The unique ecological environment, the pleasant climate with warm winters and cool summers and the rich and high-quality tourism resources make Guizhou a blessed place for recreation and relaxation. It is a "park" for summer vacation. With the average altitude of 1,100 meters and the average temperature of 23°C in summer, about 3/4 of places in Guizhou can be resorts for summer vacation, especially, Guiyang



and Liupanshui which have been named as "China's Top 10 Summer Vacation Cities" and Bijie, Anshun, Qiannan and Qianxinan being known as summer vacation cities in China. With 62.12% of a forest coverage rate, the annual average value of PM2.5 of below 50 and a high concentration of negative oxygen ions, Guizhou is the worthy of "natural oxygen bar". It is a paradise of hot spring. There are 88 counties having hot spring resources in Guizhou, including 203 hot springs (geothermal) monomer and 77 top-quality resources with large water and good water quality. The area and richness of mountain hot spring resources is more than the one in Austria and Switzerland which has the best mountain hot spring tourism projects in the world, so Guizhou is a veritable "Hot Spring Province". Besides, Guizhou is also the garden of tea culture tourism and leisure. Guizhou is the only tea growing region in China with low latitude, high altitude, cloudy weather and non-polluted plateau as well as the largest tea-producing province in China. Its tea plantation area constantly ranks first in China for 8 years, with 7 million mu of tea plantations all over Qianzhong. Meitan 10,000 mu Tea Sea, the Heart of Tea Sea in Fenggang, Yuqing Songyan Tea Farm, Duyun Luoshike Tea Farm, Kaiyang Yunshan Tea Sea

and others are popular to purify your eyes, heart and lungs. Guizhou can be your comfortable and livable "home".Guizhou is praised as a model for "Beautiful Countryside" construction in China, including 724 villages listed in the Protection List of Chinese Traditional Villages, with its number ranking first in China. There are the largest Miao village in the world, Xijiang Thousand-House Miao Village, and one of the largest Dong villages in China, Zhao Xing Dong Village; in addition, there are also other beautiful villages such as Zunyi Huamao Village, Qianxi Huawu Village, Jiangkou Yunshe Village, Wudang Pianpo Village, Leishan Langde Village and Xingyi Nahui Village. Every village has its distinguished landscapes for you to visit.

At present, adhering to promoting the high-quality development of the tourism based on a big picture thinking, we commit to building a world-class mountain tourism destination and the domestic first-class vacation and wellness destination, while constructing Guizhou to be a strong culture and tourism province.

Our mountain park is ready for you. Relying on the mountain tourism, Guizhou continuously improves and perfects its traffic, communication and



other infrastructures. At the same time, with various landscapes gathering in Guizhou, lots of opportunities comes to Guizhou, kinds of "stages" are erected in Guizhou...Guizhou has to be "popular" because of you!

• **Sophie Poudou**

Director of Tourisme Responsable & RSE of the Office de Tourisme Métropolitain Nice Côte d'Azur, France:

Tourism is indeed one of the most wonderful experiences. But when promoting a destination, we also shoulder the great responsibility to address climate change. 2023 was the hottest year on record. For France, greenhouse gas emissions by tourism account for 11% of the national total, with 70% coming from transportation. So, this responsibility is the most obvious in the Nice-Côte d'Azur region.

Métropole Nice Côte d'Azur is an inter-municipal region consisting of 51 municipalities. We are now in its center — the city of Nice that extends to the Mercantour Mountains. The 51 municipalities surround a very popular coastal area, receiving about 6 million tourists every year. In addition, there are mid-mountain and highland areas here. Now, let's discuss two valleys — Vésubie and Tinée. When we talk about mountains in France, we often refer to the Southern Alps. Despite being in the south, the Alps are as outstanding as any other mountain ranges, with the highest peak reaching 3,143 meters. The figure was mentioned earlier today. As a cross-municipal tourism office, we are the promotional body for this region, affiliated with the Métropole Nice Côte d'Azur. We have multiple information offices throughout the entire region, covering the 51 municipalities.

We have between 22 to 28 tourist information offices that receive tourists and provide information services, but more importantly, serve the local communities. For long, residents have been neglected in tourism policies. We only cared about non-resident tourists, overlooking those who have lived here for

years, as they are supposed to be taken care of by other organizations. Today, in the Nice-Côte d'Azur region, we aim to attract more tourists from around the world to this beautiful yet fragile destination. At the same time, we work with local communities to offer services and help with development. This reflects our latest policy of serving the foreign tourists who have made Nice famous over the years while also attracting other types of customers and promoting the region by making more rational schedules and routes. The challenges facing the tourism industry today are clear: how to accommodate large numbers of tourists in one place at the same time. They come during peak periods, but after they leave, we may face an off-season that lasts for the rest of the year. It may not happen in metropolitan areas, but we must strive to address it. Our primary task is to reduce seasonal fluctuations in tourism activities. At the metropolitan tourism office, we have set three tasks. First, we must set an example. As a leading small business, we're obligated to assess greenhouse gas emissions to understand the office's impact on carbon emissions.

How can we improve on this? Before discussing partnerships with tourism operators to address climate change, how can we set an example?

First, we need to measure our carbon footprint through procurement policies and calculations. Second, to promote mountain tourism, we must work with all practitioners engaged in the tourism industry. Today, tourism involves not only customers and receptionists but also public institutions that shape and fund tourism through taxation and legal means. So, we must collaborate with them and help them be more qualified. Today, an important task of the tourism office is to improve the service quality in economic, environmental, and social aspects. For example, you may find a hotel with Green Key certification. All these service providers are engaged in dealing with climate change and conveying this information to customers. As a tourism office, it's our job to promote and publicize. But no one can effectively introduce the hotels and environmental protection measures to

customers than hotel groups themselves. Currently, we have about 12,000 rooms, with 40% either already or about to be green-certified. This also extends to our mountain areas. Last, I'd like to discuss how to raise awareness among tourists. Today, when you visit an unfamiliar place like the Nice Côte d'Azur, you are always warmly welcomed. Nice is a major tourist destination, and it's no exaggeration to say that the city's development is closely tied to tourism. UNESCO has listed it as a World Heritage site due to its history as a winter resort destination. People come to Nice to enjoy its pleasant winter climate. We want to remind tourists that they are visiting a special place, whether it's the mountains or the coast. We do everything we can to make this land unique. When you leave, we ask you to set a positive example. Help us by sharing our social responsibility, as it belongs to all of us—both tourists and residents alike. Simple actions can help protect our region. This is basically the foundation of our strategies and policies. Of course, we will continue to attract international visitors who have contributed to the Côte d'Azur and work with local residents.

At present, visitors to our mountains are mostly residents and local customers. Statistics show that the tourist number is relatively small. Therefore, we need to involve residents in our actions to create a harmonious environment suitable for residents to live in and for tourists to enjoy. I won't speak for too long. In summary, the advantage of the Nice Côte d'Azur lies in our 132 employees, including Mayor Christian Estrosi, Deputy Chairman Rudy Salles present this morning, and our Director Jean-Sébastien Martinez. We hope our services match the beauty of this land and become equally outstanding. This region is ecologically fragile, and we are making more efforts to improve promotion and information access to raise tourists' awareness of environmental protection.

Finally, I'd like to say that for local development, we believe that on-the-spot actions and online cooperation are both crucial. Everyone is aware of it. We gather together to exchange and learn from representatives around the world, and we do the

same thing in Nice Côte d'Azur. I've learned a lot from everyone, large hotel operators or mountain administrators. This sharing of information and emotional resonance enables us to better understand each other's motivations and stances so that we can make things happen together. The results may not be what we expected, but they are beneficial for climate, society, and the economy. The entire economic system of the Nice Côte d'Azur centers around these core principles.

• **Cheng Lixia**

Director of Culture, Tourism, Radio, Television and Sports Bureau, Yizhang County, Hunan Province:

Mang Mountain is located in Yizhang County, Hunan Province, China. It is a scenic mountain full of mystery and mist. It is an inclusive mountain full of humanity and human nature. It is a soulful mountain full of self-confidence and self-improvement.

The beauty of Mang Mountain lies in the lucid waters and lush mountains. It is a paradise for animals and plants. Mang Mountain was known as China's First Primitive and Ecological Mountain, the World's Animal and Plant Gene Bank, with the forest coverage as high as 99.6%, the negative oxygen ion content as high as 100,000 per square centimeter, and the largest and most well-preserved indigenous evergreen broad-leaf forest at the same latitude on earth. Mang Mountain, as the "biological refuge" during the dinosaur extinction era, protected more than 2,400 kinds of high-level plants and more than 300 kinds of vertebrates. Mang Mountain wild oranges still flourishing are the oldest known orange species in the world; There are *Protobothrops mangshanensis* here, a rare snake species, which is unique to Mang Mountain in the world, only about 300-500.

Mang Mountain, which experienced the baptism of time and the vicissitudes of life, is the nature's most generous gift to us. There is miraculous and wonderful geology. The Golden Whip Divine Pillar is magnificent and miraculous, like a magic weapon

of gods; General Cliff provides the unity of form and spirit, as if it is about to summon troops on the battlefield. There are beautiful mountains and rivers. When you look far into the distance, five precipitous ridges wind like eyebrows; When you stop near the water, the relaxing waterfall on the cliff flies like white silks. There is wonderful landscape. The sun is setting, as if the fire is dyeing the sky; The stars are bright, and the Milky Way is in the sky; The sea of clouds are vast, like roaring waves; The soft rime gleams white, like a dream.

The love of Mang Mountain lies in harmonious sharing. It is the first fully barrier-free mountainous tourist area in China. President Xi Jinping pointed out, "The construction of barrier-free facilities is a symbol of the civilization of a country and a society." Since 2017, we have tried to spread the barrier-free concept throughout the tourism development of Mang Mountain scenic spot. We have taken the lead in building the first whole-process barrier-free mountainous tourist area in China, so that the disabled, the elderly and other vulnerable groups can enjoy equal and dignified tourism rights. Since the operation of the barrier-free system in 2020, Mang Mountain had received 27,000 disabled person times including more than 5,200 severely disabled person times, and more than 480,000 over-65 elderly person times.

During the development and construction process of Mang Mountain scenic spot, we focused on "four barrier-free concepts".

Barrier-free in whole-area development. We insisted on putting people first and strove to create a world-class, international-style, and humanized barrier-free tourism system. A set of high-mountain ropeway with the longest single line in China (3,700 meters), two high ladders with a vertical lift of more than 100 meters, a plank road along the face of the cliff with a length of 11 kilometers, and 12 escalators were built, turning the natural moat into a thoroughfare. In particular, the 140-meter-high vertical elevator connected to the downstream footpath is a realistic version of the space elevator in the *The Wandering Earth 2*, a Chinese sci-fi masterpiece, which can reach

the sky in 59 seconds. They exclaimed, "It's a pity if I doesn't visit Mang Mountain and I felt very shocked after I arrived at Mang Mountain!"

Barrier-free for whole-people tourism. We originally created the barrier-free tourism for the whole-life cycle of human, so that the elderly and children can stroll idly along steep precipices and cliffs as if they walk in a courtyard; With the help of the stair climbing carts and the elevators, the disabled can sit to tour Mang Mountain without getting out of the wheelchair. In 2023 National Day, a centenarian surnamed Liu reached the summit of the Mang Mountain together with more than 60 persons from five generations to celebrate his 104th birthday.

Barrier-free for panoramic tour. "Upper, middle and lower" three-level overhead gentle footpaths were created along cliffs, There are 22 barrier-free internet-famous scenic spots, allowing tourists to enjoy the beautiful scenery of the Mang Mountain from different angles. Tourists can admire the thousand-year-old azaleas in spring, look at the vast starry sky in summer, admire the dreamy sea of clouds in autumn, and enjoy the snow in winter. The tourists sighed and said, "We quickly reached the summit, and we gradually fell in love with this mountain".

Barrier-free for whole-process protection. We actively practiced the concept of "lucid waters and lush mountains are invaluable assets". We worked together to protect but not to develop the scenic spot on a large scale. We abide by nature, cherish nature. We made our best efforts to reserve or repair every tree and every stone. which are fully equipped with a barrier-free information transfer system, intelligence marking system, ecological observation system, and fire rescue system. Comprehensive intelligence tourism guidance, regular volunteering services and humanized medical security are provided to tourists.

The soul of the Mang Mountain lies in the cultural confidence. It is an inheritance place of self-confidence, self-improvement, integrity and innovation spirits. Mang Mountain is an ancient Yao Mountain, It possesses a profound and heavy revolutionary culture, a brilliant and ancient historic

culture, a mysterious and colorful folk culture, and a food culture with peculiar flavor. It emits the light of human nature and humanity, endowing the people of Mang Mountain a strong sense of self-confidence. Here, Mang Mountain gathers the essence of the sun and moon and contained the treasures of nature, forming the Yizhang Night Story, the Panwang Festival of Mang Mountain Yao Nationality, and other cultural activities. Various activities bloomed here. Here, Mang Mountain absorbs the spiritual essence of heaven and earth and gathers the spirits of heroes, giving birth to a group of people who constantly strive to become stronger, never feel discouraged, and never bow down to fate. Here, I want to introduce two persons to you: Professor Chen Yuanhui, "Mang Mountain Snake Doctor". In the past 40 years, In order to study and protect the Protobothrops

mangshanensis, he was bitten by poisonous snakes for nine times and narrowly escaped death. It can be said that he had been protecting the life with his life. The other person is Jiang Mengnan, who was awarded a "China's Inspirational Role Model". She is a girl from the Yao nationality of Mang Mountain. When she was half a year old, she completely lost her hearing, but she did not give up. She learned to listen, talk, study, and write. She learned and lived like a normal person and went all the way to get the Ph.D. degree of Tsinghua University. She blooms like a flower and breaks out of the encirclement silently. She displays the image of a Chinese youth that everyone has an opportunity to shine.

After you climb many mountains in the world, you can feel the big love in Mang Mountain from its barrier-free concepts!



中欧企业家交流 Sino-European Entrepreneurs Exchange

绿色低碳的山地旅游目的地投资



全联旅游业商会会长
大理漾濞苍山石门关旅游开发集团有限公司
董事长
吉小冬

The Chairman of China Chamber of Tourism The
Chairman of Daycash Tourism Development
Group Co., Ltd.
Ji Xiaodong

大家下午好！

非常高兴和大家相聚在尼斯参加本次“国际山地旅游日”主题活动，与来自世界各地的文旅行业翘楚共同探讨山地旅游目的地投资的相关议题。今天我有两个身份，首先是中国全联旅游商会（China Chamber of Tourism）的会长，同时，我也是山地旅游的投资和山地旅游景区的创建者。

今年是中法建交 60 周年。5 月初，中国国家主席习近平对法国进行国事访问，并发表了题为《传承中法建交精神 共促世界和平发展》的署名文章，鼓励加强两国间企业投资，为法中深化与扩展务实合作带来新契机。2024 年也是“中法文化旅游年”，各项活动正在全面展开，法中旅游合作与发展也迎来新机遇。本次活动的举办，也代表了中国旅游业界对于法中旅游交往的积极态度与信心。希望我们充分利用这一机遇，加强互信互利，共同推动绿色低碳的山地旅游目的地建设，实现“文明互鉴的山地旅游”，通过多样、

奇特、包容的山地文明，带来身体与心灵的平和、自然与人文的碰撞、多元与大同的统一。

我本次交流的主题是“绿色低碳的山地旅游目的地投资”。“绿色”与“低碳”是旅游业诞生以来就伴随着的标签，也是旅游业区别于其他产业的重要属性，决定了这一产业以“环境友好”和“可持续”，适应未来经济社会发展趋势。欧美国国家践行绿色低碳旅游建设和投资起步较早，处于领先地位。如法国的阿尔卑斯山区，通过加强山区生态环境保护、推广绿色交通等方式，实现了旅游业的低碳发展；加拿大的落基山脉，通过严格的环保政策、高效的环保教育，走上可持续发展之路；挪威在推广生态旅游和极地旅游的同时，实行可再生能源的使用、积极减少旅游业的碳排放，将绿色低碳旅游打造成了经济的重要支柱之一。

中国政府十分重视绿色低碳发展，2009 年发布的《关于加快发展旅游业的意见》中就提出倡

导低碳旅游方式; 2020 年 9 月, 中国提出“碳达峰”和“碳中和”的“双碳政策”, 降碳减碳成为各个行业的重要目标。2021 年, 中国在《关于加快建立健全绿色低碳循环发展经济体系的指导意见》中将推进农业和旅游等产业深度融合作为重要举措。中国旅游业处于转型升级的关键时期, 在旅游项目的投资和建设中, 践行绿色低碳发展的方式已经成为旅游业的基本要求。

下面, 针对绿色低碳的山地旅游目的地投资, 我分享几点建议:

一、结合地方资源打造特色山地旅游目的地。

我正在运营和同步开发的大理漾濞苍山石门关, 是集合了乡村振兴、文旅康养、户外运动和商业零售的旅游综合体项目。其另一个特色是将康养与旅游相结合, 利用温泉特色资源, 发展康养文旅业态。康养旅游作为旅游与健康产业的结合体, 正逐渐成为新的旅游热点。在绿色低碳的山地旅游目的地投资中, 山地旅游投资应注重与康养的深度融合, 将山地旅游的自然生态优势与康养产业的专业服务相结合, 打造具有独特吸引力的健康养生地。不仅有助于提升山地旅游目的地的吸引力, 还能促进当地康养产业的发展, 实现旅游与健康的双赢。

二、打造“长红”的山地旅游项目。

在世界范围内, 旅游产业不乏红极一时的优秀案例, 但也无法避免昙花一现的短暂热度, 山地旅游的发展既需要“网红”, 更需要可持续的“长红”。

一方面, 要注重旅游项目的长期规划和可持续发展。一个好的旅游项目, 应从历史、文化、故事、体验、娱乐和产品等多方面考量, 打造令人难忘的旅游体验和爆款项目, 将文化的真谛和吸引力放大, 为旅游业注入强大灵魂, 产生可持续的冲击力。

另一方面, 要注重旅游项目的品牌建设。在品牌 IP 的打造、目的地营销、优化管理模式等方面, 通过提升旅游服务质量和文化内涵、加强宣传和

推广等方式, 打造具有独特魅力和吸引力的旅游品牌, 通过开展文化活动、举办节庆活动等方式提高旅游项目的知名度和影响力。

此外, 要注重旅游项目的经济效益和社会效益的平衡。在追求经济效益的同时要充分考虑当地社区和环境的利益, 实现旅游业的可持续发展 and 共赢。

三、将绿色低碳技术与产品创新融入山地旅游新发展。

绿色低碳的环保技术正大行其道, 对于很多产业都带来了革命性的变革。而随着 AR、云计算、5G、元宇宙、人工智能、物联网等新技术的应用, 富有科技感、信息化、数字化的文旅项目和产品纷纷出现, 为旅游业从业态到服务的升级带来了新的理念和可能性。

中国在这一方面正在践行诸多尝试。2021 年, 首个中国国家 5A 级旅游景区双碳规划《湄洲岛“碳达峰、碳中和”规划》通过评审。根据规划, “十四五”期间, 湄洲岛将以“零碳”+ 文旅、交通、民生、数字、新型电力系统五大路径为抓手, 通过实施可再生能源发电、厨房及交通电气化、建筑能效提升、特色旅游线路建造等重点工程, 着力打造生态文明旅游岛。2022 年, 《瘦西湖景区碳排放白皮书》指出, 通过植树造林、广泛采用清洁能源技术、降低能源消费、购买碳减排额等措施抵消碳排放的数量, 实现景区碳排放。

无论中国还是世界各国, 都在绿色低碳发展中产生了丰富且具有借鉴意义的优秀经验, 环境保护和低碳发展是全球政府和企业的共同使命。希望全联旅游业商会、国际山地旅游联盟与国际旅游组织、旅游企业及相关机构加强沟通交流, 分享先进理念和技术, 开展山地生态保护和修复项目, 保护山地生态系统的完整性和稳定性, 共同研究制定绿色低碳的山地旅游标准和规范, 开发跨国山地旅游线路和产品, 共同提升国际山地旅游的品质和水平, 迈向新的高度!

谢谢大家!

Green and low-carbon investment in mountain tourism destinations

Good afternoon!

It is a great pleasure to meet you here in Nice for the theme event of “International Mountain Tourism Day 2024”, to discuss with leaders of the cultural and tourism industry from around the world the issues concerning investment in mountain tourism destinations. Today I have two identities, first, I am President of the China Chamber of Tourism (CCT), and at the same time, I am an investor in mountain tourism and a creator of mountain tourism attractions.

This year marks the 60th anniversary of the establishment of diplomatic ties between China and France. During a state visit to France in early May, Chinese President Xi Jinping published a signed article titled Carrying Forward the Spirit that Guided the Establishment of China-France Diplomatic Relations, Working Together for Global Peace and Development, encouraging the intensification of investment between the two countries and creating a new opportunity for them to deepen and expand pragmatic cooperation. The year 2024 is also the China-France Year of Culture and Tourism with various events in full swing, bringing a new opportunity for tourism cooperation and development between China and France. The theme event represents the positive attitude and confidence of China's tourism industry towards Sino-French tourism exchanges. Hopefully, we will fully leverage the opportunity to enhance mutual trust and mutual benefit, jointly promote the building of green and low-carbon mountain tourism destinations, realize mutual learning among mountain civilizations, and achieve peace of body and mind, a collision between nature and humanities, and the unity of diversity and commonality through diverse, unique and inclusive mountain civilizations.

The theme of my speech is "Green and low-carbon investment in mountain tourism destinations " and "low carbon" have been labels associated with the tourism industry since its birth, and they are also important attributes that differentiate it from other industries. These attributes determine that the industry is environmentally friendly and sustainable, adapting to the future trend of economic and social development. Having started practicing green low-carbon tourism development and investment earlier,

European and American countries are in a leading position in this respect. For example, the French Alps have achieved low-carbon development of tourism through strengthening ecological and environmental protection in mountainous areas, promoting green transportation and other means. The Canadian Rockies have embarked on a path of sustainable development through strict environmental protection policies and efficient environmental education; Norway, while promoting eco-tourism and polar tourism, has used renewable energy and actively reduced carbon emissions from tourism, making green and low-carbon tourism an important pillar of its economy.

The Chinese government has attached great importance to green and low-carbon development. The Opinions on Accelerating the Development of the Tourism Industry, released in 2009, advocated for low-carbon tourism; in September 2020, China proposed the policy of "carbon peaking" and "carbon neutrality", making carbon reduction an important goal for various industries. In 2021, China's Guiding Opinions on Accelerating the Establishment of a Sound Green, Low-Carbon and Cyclic Economic System took promoting the in-depth integration of agriculture, tourism and other industries as an important initiative. China's tourism industry is in a critical period of transformation and upgrading, and practicing green and low-carbon development in tourism investment and development has become a basic requirement for the tourism industry.

Now, I would like to share my suggestions for investment in green and low-carbon mountain tourism destinations,

Firstly, building unique mountain tourism destinations based on local resources

Shimen Pass of Mount Cangshan in Yangbi, Dali, which I am operating and developing, is a tourism complex that integrates rural revitalization, cultural tourism wellness, outdoor sports and commercial retail. Another distinctive feature of the Shimen Pass project is integrating wellness with tourism, and developing the wellness cultural tourism industry with unique hot spring resources. Wellness tourism, as a combination of tourism and healthcare, is gradually becoming a new hot spot for travel. In investing in

green and low-carbon mountain tourism destinations, we should focus on the deep integration of tourism and wellness, and combine the natural ecological advantages of mountain tourism with the professional services of the wellness industry to create health resorts with unique appeal. This not only enhances the appeal of mountain tourism destinations, but also promotes the development of the local wellness industry and achieves a win-win between tourism and health.

Secondly, delivering enduringly popular mountain tourism projects

Globally, the tourism industry has witnessed highly successful cases that were popular for an instant, but only to fade away quickly. The development of mountain tourism hinges on not only "internet sensations" but also "sustained popularity."

On the one hand, we should focus on the long-term planning and sustainable development of tourism projects. To develop a compelling tourism project, we should take into account various aspects such as history, culture, storytelling, experience, entertainment and products, aiming to deliver an impressive travel experience and hit project, enhance the essence and appeal of culture, infuse the tourism industry with strong vitality and create a lasting impact.

On the other hand, we should focus on the brand building of tourism projects. To build unique and captivating tourism brands, we should concentrate on building brand IPs, marketing destinations and refining management models. This can be achieved by improving tourism services, enriching their cultural content and stepping up promotional efforts, as well as by organizing cultural and festival events to enhance the popularity and impact of our tourism offerings.

Besides, we should focus on balancing the economic and social benefits of tourism projects. While pursuing economic benefits, we should take into full account the interests of the local community and the environment to achieve sustainable and win-win development of tourism.

Lastly, integrating green and low-carbon technology and product innovation into the new development of mountain tourism

Green and low-carbon environmental technologies are taking center stage, bringing about revolutionary changes across industries. With the

application of AR, cloud computing, 5G, metaverse, AI, IoT and other new technologies, tech-driven, information-based and digital cultural and tourism projects and products have emerged, creating new concepts and possibilities for the upgrading of the tourism industry from business forms to services.

China is making numerous attempts in this regard. In 2021, the Plan for Carbon Peaking and Carbon Neutrality of Meizhou Island was approved as China's first carbon peaking and carbon neutrality plan for national 5A-level tourist attractions. According to the plan, during the "14th Five-Year Plan" period, Meizhou Island will focus on integrating the zero carbon initiative with culture and tourism, transportation, livelihood, digital technology and new power systems. Key projects, such as renewable energy power generation, electrification of kitchens and transportation, improvement of building energy efficiency and construction of distinctive tourism routes, will be implemented to create an eco-civilization tourism island. The White Paper on Carbon Emissions of Shouxihu Scenic Area, released in 2022, called for efforts to offset carbon emissions and achieve carbon neutrality in the scenic area through afforestation, widespread use of clean energy technologies, reduction of energy consumption, purchase of carbon quotas and other measures.

Whether it is in China or other countries, a wealth of excellent experiences has been accumulated in green and low-carbon development, offering valuable lessons for reference. Environmental protection and low-carbon development is a common mission for governments and companies globally. It is hoped that CCT and IMTA will strengthen communication and exchanges with international tourism organizations, tourism companies and related institutions. Together, they can share advanced concepts and technologies, implement mountain ecological protection and restoration projects, and preserve the integrity and stability of mountain ecosystems. They can also jointly develop green and low-carbon mountain tourism standards and regulations, create transnational mountain tourism routes and products, and improve the quality and level of international mountain tourism to reach new heights!

Thank you!

绿色低碳的户外骑行设施建设

ECOLOAD 公司创始人
西尔万·林登

Founder of ECOLOAD Solar Charging Station
Manufacturing Company
Sylvaine Linden



我是西尔万·林登，ECOLOAD 户外运动装备太阳能充电站制造公司联合创始人，负责开发和设计。 我们公司生产电动两轮车，尤其是电动自行车，设计、制造和安装太阳能充电站。众所周知，电动自行车的数量在最近几年的时间里呈现了爆炸式增长。越来越多的人希望骑车出行，无论工作还是休闲。与此同时，山地度假区希望提供多样化的活动来吸引新客户、巩固现有客户以及支持自行车旅行。这就是 2017 年 ECOLOAD 建立的基础。我曾亲身经历，在山区的电动自行车旅行就因为电池耗尽太快而被迫缩短了旅程！因此，本着对户外电动自行车的热情、为保护环境做出贡献的愿望以及为我们旅行中的每个人提供帮助的强烈意愿，无论他们是为了工作还是为了休闲，三位专业背景截然不同的朋友共同创建了这家公司。

我们是谁？

ECOLOAD 首先设计了一个样品，我们在所有气候条件下对它进行了一年的高海拔测试，这使我们能够完善该项目，使其成为高性能太阳能自动充电站。然后我们于 2018 年开始对它进

行营销，并开发了该系列。我们公司立足于强大的价值观：我们产品的坚固性和可靠性，当然是法国制造，通过选择良性的材料和合作伙伴保证对环境和生态系统的尊重，但最重要的是倾听和支持我们客户的个性化和持久的项目。我们所有的电站都是可以完全自主的，即 100% 光伏发电，或混合发电，也就是说既采用太阳能又连接到电网。这保证了它们在所有天气条件下都能提供能量。这还可以通过将电动自行车未消耗的能量重新分配用于其他用途来节省成本，例如停车场照明。我们很自豪能够获得“法国制造”和 Coq Vert 绿色公鸡社区的标签。每天，我们都在格勒诺布尔附近的车间继续开发新的太阳能充电站，以适应今天的变化并预测明天的需求。

我们的解决方案

如今，ECOLOAD 拥有两大系列太阳能充电站：一方面是运动和休闲，另一方面是企业 and 社区，这使我们开发的产品能够满足所有两轮车用户在任何条件下的出行需求。

运动和休闲太阳能充电站：

它们可以被安装在任何地方，甚至是偏僻的

地点，无需土木工程，只需要平坦的地面。只需要注意不要将其置于树枝或建筑物的阴影之下，以便太阳能电池板能够有效运行。

La Cabanavélo：这个太阳能充电站可以同时为 3 辆电动自行车充电，并提供 USB 插座为手机充电。它还提供一个为 3 到 4 人准备的舒适座椅，让游客在为电动自行车充电的同时，能在美丽的全景前放松身心。它特别适合山区环境或卓越的观景点。



La Teepee：它能同时为 4 辆电动自行车充电，另有手机充电设备。其木质座椅可让游客在充电的同时放松等待。它用途广泛，可安装在自行车道、山野小路沿线或村庄中心位置。

企业和社区太阳能充电站（La Teepee 也适用于此类情况。）：



La Canopée：这个太阳能充电站以模块的形式工作。每个模块可让您同时为 6 辆电动自行车或电动滑板车充电。这些模块可以组装在一起形成一个可容纳数十辆自行车的结构。这些模块可以是开放式、半开放式或封闭式，带



有全遮挡或可透视的栅栏。

Biklean 服务终端可以：通过打气筒或充气泵给几乎所有标准阀门进行充气，最高可达 6 巴。使用一套 3 把专用刷子、一支喷水枪以及低压水清洗自行车以尊重其维护条件（高压清洗会损坏自行车的机械结构）。是否添加此功能到 Biklean 服务终端由客户决定，同时使用专业人士推荐的工具对自行车进行日常维护。

通过以下几方面进行生态责任型制造：

木材是来自可持续管理森林的当地木材。我们用天然油对其进行处理。

我们的光伏板在法国制造，电气设备尽可能是法国的或欧洲的。

我们的结构钢材是法国制造的，由当地有合作关系的冷做工加工

粉末涂装也由当地合作伙伴进行

我们公司进行木料加工，所有结构均在我们的车间组装

在设计上旨在和谐地融入自然，使用环保材

料。Teepee 和 Cabanavélo 太阳能充电站的设计不会对动植物造成任何影响，因为它们的安装无需土木工程。我们还拥有一个设计工作室，可以为个性化项目量身定制充电站。我们所有的电站都可以是完全自主的（100% 光伏）或混合的，也就是说既使用太阳能又连接到电网。这样可以始终保证提供能源，同时还可以通过将电动自行车未消耗的能源重新分配用于其他用途（照明等）来节省资金。我们的太阳能充电站可以安装在山区、城镇、自行车道沿线、海边或企业内。所有的站点均由我们公司交付和安装，即刻可以投入使用。为了避免用户携带充电器，充电站里可以安装品牌充电器（博世、雅马哈等）。我们还与生产带有 3 个不同品牌的 3 个端点的充电器的 Ongeer 公司是合作伙伴，充电站也可以安装他们的充电器。同时我们的充电站支持联网，可让您了解已进行的充电次数、二氧化碳增益、电池充电状态等。连接到电网的充电站，实现太阳能 + 网络能源组合。我们的设计工作室可以与您合作设计满足您需求的个性化标牌

我们的服务：

支持和建议：我们的目标不是像热面包一样销售太阳能充电站，而是支持我们的客户实现无处不在、适合所有人的新能源出行。我们共同打造一个适合您并真正满足您期望的项目，从最初的思考到现场解决方案的实施，再到维护。

在充电站维护上，如果出现问题，我们的售后服务人员可以为您解答。大多数时候，这些都是简单的干预措施（例如重置断路器）。首先，您可以通过电话联系我们，我们将指导您采取行动。如果故障需要到场维修，我们的团队也可以去现场。每次安装时，我们都会对您的技术人员进行现场培训，向他们解释充电站的正常运行、要实施的操作以及日常维护。还可以提供更全面的培训，以便您的技术人员可以得到授权自行对工作站进行干预。

以上是我们可以提供的解决方案。感谢大家的关注，如有任何问题或需要更详细的解释，请随时与我联系。

Green and Low-Carbon Outdoor Cycling Facility Construction

Ladies and gentlemen, hello everyone,

I am Sylvaine Linden, co-founder of ECOLOAD, a company specializing in making solar charging stations for outdoor sports equipment. I am responsible for development and design. ECOLOAD designs, manufactures, and installs solar charging stations for electric two-wheelers, especially electric bicycles. As we all know, the number of electric bicycles has rocketed in recent years. More and more people are opting to cycle, whether for work or leisure. At the same time, mountain resorts aim to diversify activities to attract new visitors, retain existing ones, and support bicycle tourism. This is the foundation upon which ECOLOAD was founded in 2017. I've personally experienced the frustration of having to cut short a trip in the mountains because of quickly depleted batteries! So, driven by a passion for outdoor electric biking, a desire to contribute to environmental protection, and a strong commitment to helping everyone—whether for work or leisure, three friends with vastly different backgrounds came together to create this company.

Who are we?

ECOLOAD started by designing a prototype and tested it at high altitudes for a year in all weather conditions. This allowed us to refine the project into a high-performance solar-powered automatic charging station. We began marketing it in 2018 and expanded the product line.

ECOLOAD is built on strong values: the robustness and reliability of our products, proudly made in France. We respect the environment and ecosystem by choosing sustainable materials and partners. Most importantly, we listen to and support our customers with personalized and lasting projects.

All our charging stations are fully autonomous, powered 100% by solar energy, or hybrid, meaning

they use both solar energy and grid electricity. So, they can provide power regardless of the weather. The unused energy from electric bikes can also be redistributed to other uses, such as parking lot lighting.

We are proud to have received the “Made in France” label and to be part of the Coq Vert community.

Every day, we are developing new solar charging stations in our workshop near Grenoble, adapting to present changes and anticipating future needs.

Our Solutions

Today, ECOLOAD offers two main series of solar charging stations: one for sports and leisure, and the other for businesses and communities. This allows our products to meet the travel needs of all two-wheel users under any conditions.

Sports and Leisure Solar Charging Stations:

These stations can be installed anywhere, even in remote locations, without the need for civil engineering. All they need is a flat surface. Just make sure not to place them in the shadow of branches or buildings.

La Cabanavélo: This solar charging station can charge up to 3 electric bikes simultaneously and provides USB outlets for phone charging. It also offers comfortable seating for 3 to 4 people, allowing visitors to relax and enjoy the scenic views while waiting for their bikes to charge. It is particularly suitable for mountain environments or exceptional views.

La Teepee: This station can charge up to 4 electric bikes at once and provide USB outlets for phone charging. It provides wooden seating for visitors to relax while waiting for their bikes to charge. It is versatile and can be installed along bike paths, trails, or in village centers.

Business and Community Solar Charging Stations (La Teepee applies too) :

La Canopée: This solar charging station works as modules. Each module can charge up to 6 electric bikes or electric scooters simultaneously. These modules can be assembled together to accommodate dozens of bikes. The modules can be open, semi-open, or closed, with full cover or transparent fencing.

Biklean Multifunction Service Terminal offers: Inflation function, via a manual or electric pump, for nearly all standard valves, up to 6 bars. Bike cleaning with a set of three specialized brushes, a spray gun, and low-pressure water to maintain the bike properly (high-pressure washing may damage the mechanical structure of bikes). Adding this feature to the Biklean terminal is optional for customers. Daily maintenance of bikes using tools recommended by professionals.

Eco-Responsible Manufacturing:

We use local wood from sustainably managed forests, treated with natural oils. Our solar panels are manufactured in France, and we source our electrical equipment from France or Europe whenever possible. The steel we use is produced in France and processed by local partners specializing in cold working. Powder Coating also done by local partners. All wood processing and assembly of structures are done in our own workshop.

Design:

Our designs are intended to blend with nature, using environmentally friendly materials. The designs of the Teepee and Cabanavélo solar charging stations do not harm flora and fauna, as their installation requires no civil engineering. We also have a design studio capable of customizing charging stations for personalized projects. All our stations are fully autonomous (100% solar-powered) or hybrid, meaning they use both solar energy and grid electricity. This allows for a constant energy supply and saves costs by redistributing unused energy from e-bikes for other uses, such as lighting.

Our solar charging stations can be installed in mountainous areas, towns, along bike paths, by the

seaside, or within company premises. Each station is delivered and installed by our team, ready for immediate use.

Options:

Chargers: To save users from carrying their chargers, our stations can be equipped with brand-specific chargers (Bosch, Yamaha, etc.). We also partner with Ongeener, a company that produces chargers with three different brand endpoints, which can be installed in our stations.

Connected Stations: This option allows you to track the number of charges, CO2 savings, battery charge status, and more.

Grid-Linked Stations: These stations combine solar and grid energy.

Signage: Our design studio can work with you to create personalized signage that meets your needs.

Our Services:

Support and Consultation: Our goal is not just to sell solar charging stations but to support our customers with widespread, accessible new energy transportation solutions. We work with you to meet your expectations, from initial planning to on-site implementation and maintenance.

Maintenance of Charging Stations:

Our after-sales service team is ready to help you with any problem. Most issues are simple to resolve (e.g., resetting a circuit breaker). You can call us first, and we'll guide you through the necessary steps. We can also visit you if on-site repair is needed.

Technician Training:

With every installation, we provide on-site training for your technicians, explaining the operation, necessary procedures, and daily maintenance of our charging stations.

We also provide more extensive training so that your technicians are authorized to perform interventions on the stations independently.

These are the solutions we offer. Thank you for your attention. If you have any questions or need further clarification, please feel free to contact me.

教育和培训是旅游业发展的基本要素



President & Founder of MALYAN SAS
Djibril Fofana

MALYAN SAS 总裁兼创始人
吉布里尔·福法纳

我是旅游业和整个酒店业的专家。我有 25 年以上的工作经验，目前在酒店和教育领域工作，因此我的日常工作是为专家们提供支持，帮助他们思考如何推出产品、品牌、酒店，的确这是培训和支持部分。

在 Malyan 简易股份有限公司，我们还与机构合作，帮助他们思考如何建立一个项目。例如，我们目前有许多项目，特别是在墨西哥，我们有投资者或项目开发商希望开发这些产品。他们是这个策划思考的核心，我们将他们领域的许多专家和许多公司聚集在一起，我们的工作就是确保合作成功。

所以，关于教育，因为这是我特别关心的一个主题。我想你们已经理解。下面，我将向大家介绍一下我的愿景，以及我对山地旅游业正在发生的一切和我们现在所处的位置的看法。

今天上午，我们听到了很多关于发展的话题。无论是专家、委员会、科学家、政治家还是商界领袖，都进行了大量研究。总之，所有这些人、所有这些机构、所有这些研究都一致认为，归根

结底，山地旅游业有一个光明的未来。

一些旅游胜地在适应气候变化之前就变得越来越受欢迎。这是不可避免的。一旦我们明白了这一点，我们就接受了它。现在，我们必须适应。我们过去使用的一些做法今时今日必须改变。有些事情将被细分。我们的客户会越来越关注气候变化。但这不会单独发生。我想明确这一点。在 Malyan 简易股份有限公司，我们的做法是让品牌和企业明白，服务质量是他们的主题。

他们保证了服务质量。另一方面，目的地、参观地点则是客户体验的保证，这是不同的。事实上，产品会达到一定的质量水平。但另一方面，产品确实是应该达到最高品质的。但另一方面，目的地的存在是为了确保整个体验，从思考我们想去哪里，到亲身获取这种体验，都是选择目的地责任的一部分。

我认为，就山地旅游而言，正如你们所清楚了解的那样，这是我们真正依赖的东西。就我而言，我深信旅游产品和经营者的多样化是一种成功手段。它们不仅是推广者的成功手段，还是旅

游目的地的成功手段，也是人们的王牌。也就是说，当我说人们时，这些人正是将经历这种体验的人。

关于山区目的地和挑战的一切都已经说过了，我不会重复所有这些。另一方面，人们还指出，尽管受到气候变化的影响及其对我们习惯的影响，但旅行、旅游业几乎已恢复到 2019 年的水平，也就是说，在新冠大流行之前以及联合国世界旅游组织（OMT）今天上午公布的数字表示，2024 年第一季度，我们已经恢复了 97%，因此与 2019 年相比，我们的旅行数量处于同步状态。因此，我们谈论了基础设施，我们谈论了产品，我们谈论了服务，我坚持想谈谈人。我了解到这也许是对国际山地旅游联盟组织者的呼吁。提醒一下，我们有一个与旅游业相关的百年小镇，有一所学校，距离这里 400 米、300 米，叫做 Paul Augier 高中，正在庆祝 110 年的校庆，110 多年的酒店业培训经验。我想呼吁国际山地旅游联盟的组织者或许可以向学生开放此类会议，以便他们能够立即传达有关气候变化和行为改变的信息。

因此，关于这一切，我想说的是，就教育和培训这个不能分离的二元任务而言，我们必须立即明白，培训将是此后伴随我们的范式中的一个基本要素。例如，法国不仅因其旅游吸引力，也因其培训质量而闻名遐迩。今天，我们希望在世界各地继续提供这种培训和优质服务。作为企业家，我们的职责也是支持这些机构做出这样的选择。

我们合作了很多项目。我真的要谈谈教育项目。大约十年前，我们发起了学生竞赛，这些竞

赛至今仍然使某些酒店集团取得了成功。我不会在这里提及他们。这些学生竞赛不仅可以发现未来的潜力和才能，而且最重要的是提高他们对可持续发展、创新和数字问题的认识。很多主题都是山地旅游业固有的。因此，现在，如果我们赌一把，支持所有这些年轻人参加培训，提高他们的认识，那么几乎可以肯定的是，五年后，至少十年后，我们就会看到关于选择这些目的地的行为发生变化。

当然，我们还有整个个人支持部分，因此还有辅导部分。教练部分将是一个重要因素，因为我们既针对个人层面，又针对集体层面。最后，我们之前已经说过很多，所以我就以此作为结束，并就今天早上所说的一切、已经说过的一切传递出了希望的信息。今天。我个人来说，我参与过很多酒店开发主题的工作。我研究过很多课题，尤其是旅游业、零售业和零售旅游业。我认为山地旅游业的前景非常非常光明。我个人认为，前途非常光明。现在，我们必须坦率地谈谈，我们绝不能推卸责任，我们必须面对现实，面对气候变化，它是固有的，它就在这里。

现在，我们首先不能忘记，这就是我想传达的信息，我们首先不能忘记正在进行这场革命的男男女女，他们所做正是确保事情成为现实。

因此，我诚挚地邀请各位在这些问题上共同努力，确保“责任”和“诚实地面对现实”成为本次会议的结束语。非常感谢各位，祝大家下午愉快，希望实现目标的时间不会太长。

Education and training are fundamental elements for the development of the tourism industry

I'm an expert in the tourism and hospitality industry with over 25 years of experience. I currently work in the hotel and education sectors. My daily job involves supporting experts and helping them think about how to launch products, brands, and hotels. It's all about training and support.

At Malyan SAS, we also work with organizations, helping them brainstorm project development. For example, we have many projects for investors or project developers to develop products, especially in Mexico. They are at the heart of the planning. We bring together experts and companies to ensure successful collaboration.

Now, education is a topic I particularly care about. I think you get the idea. Let me share my vision and my thoughts on what's happening in mountain tourism and where we stand now.

This morning, we heard a lot about development. Experts, committees, scientists, politicians, and business leaders have all done extensive research. In short, all these people, organizations, and studies agree that mountain tourism will have a bright future.

Some tourist spots have become increasingly popular even before adapting to climate change. This is inevitable. Once we understand it, we accept it and we must adapt to it. Some of the old practices must be changed and refined. Our customers will care more about climate change. I want to make it clear that it won't be an isolated event. At Malyan SAS, we make brands and entrepreneurs understand that service quality is the core.

As a result, they ensure service quality. On the other hand, destinations guarantee the customer experience, which is different. The products will

reach a certain quality level, but they are supposed to have the highest quality. Destinations are supposed to ensure the whole experience, from thinking about where we want to go to actually getting that experience. It is part of the destination's responsibility.

Regarding mountain tourism, as you well know, this is something we truly rely on. Personally, I believe that diversifying tourism products and operators is the key to success. It's not only a success for promoters but also for tourism destinations and people. When I say people, I mean those who will actually have this experience.

Everything about mountain destinations and their challenges has already been said, so I won't repeat that. It has also been pointed out that despite the impact of climate change and how it affects our habits, tourism has almost returned to 2019 levels. In other words, according to the numbers released by the UNWTO this morning, in the first quarter of 2024, we've reached 97% of those levels, meaning we're back to where we were pre-COVID. We've talked about infrastructure, products, and services, but I want to focus on people. It is a call to the IMTA organizers. Just a reminder, we are in a centennial town related to tourism, with a school called Paul Augier High School, just 300 to 400 meters from here, celebrating its 110th anniversary with profound experience in hospitality training. I suggest the IMTA organizers open the meetings to students, so they can learn about climate change and how it changes our behaviors.

All in all, I'd like to say that in terms of the dual mission of education and training, we must understand that training will be fundamental to us. For example, France is renowned not only for its tourism but also

for its training quality. ... to pr ... h
high-quality training. ... s
entrepreneurs, it's our duty to support institutions in
making such choices.

We've worked together on many projects. I'd like to focus on education projects. About ten years ago, we started student competitions that have been helping some hotel groups achieve success. I won't name them here. These competitions not only discover future potential and talent but, more importantly, raise students' awareness of sustainability, innovation, and digital issues. Many of the topics are about mountain tourism. So now, if we take a chance and support these young people in their training, it's almost certain that in five, or at least ten years, we'll see changes in how people choose destinations.

Of course, we offer both support and mentoring. Training will be a key factor because we address

both individual and collective levels. Finally, we've already said a lot, so I'll end by sharing a message of hope based on everything discussed this morning and throughout the day. Personally, I've been involved in many hotel development projects. I've studied many topics, especially in tourism, retail, and retail tourism. I believe the future of mountain tourism is very bright. Now, we must frankly address the reality of climate change. It's inherent, and it's here. We can't pass the buck.

We must remember the men and women driving this ... ion. Their work ensures that ... ing co ...

... sincerely invite everyone to welcome, making "responsibility" and "facing reality honestly" the closing remarks of this conference. Thank you very much. Have a great afternoon, and I hope it won't take too long to achieve our goals.





尼斯之夜

Nice Night



2024 年是中法建交 60 周年和“中法文化旅游年”，中法作为东西文明的重要代表，友好交往源远流长，两大文明相互吸引，已成为东西文明交流互鉴的典范，两国人民间的文化艺术交流，也已成为开放合作的一大基石。值此“2024 国际山地旅游日”之际，举办“尼斯之夜”交流餐会，不仅是搭建了一座山地旅游业界合作交流的桥梁，也是一场别开生面的中国贵州苗侗传统艺术与欧法音乐艺术的交流盛会。



多米尼克·德维尔潘：

非常惊喜有这个机会来做这个小小的演讲。真的非常非常开心大家能够来到法国，来到尼斯，来到这个漂亮的酒店里面，一起来参加这么重要的一个活动，那这个活动当然也是非常的有意义的。

我们这个主题活动是从 2017 年就开始了，自那时起，我们得到了不管是政府、政策，还是当地，包括很多参与者的大力支持。当然大山是很重要的，在山里的这些旅行对我们来说也是意义非凡，但是不管怎么说，我们能把这个有意义的活动持续到今天，我想它在之后一定会有一个更加长远的发展。

贵州是一个旅游资源非常丰富的省份，当然，也有山，在贵州我们也可以进行非常有意义的像这种山地旅行的活动，今年是中法建交 60 周年，同时也是中法文化旅游年，所以贵州能够来到法国，来到尼斯，在这个时候，举办这样的一场活动，相信也会让我们国外的朋友能够到贵州去享受他们非常独特的旅游资源，欣赏那里美丽的风光。

其实在过去的这段时间里，国家跟国家之间，地区跟地区之间的沟通交流和旅行是有一点困难的，因为有些地方发生了战争，也因为疫情的影响，但是，我们能够感受到整个旅游业也在一步一步的开始复苏，在这里我想再次表达对于大家能够来到尼斯的欢迎。也希望在之后，包括像我们这样的主题活动，包括在大山里面跟自然所亲近的各项运动，能够越来越多的受到大家的欢迎，也希望大家能够积极的投身到我们享受自然，包括运动的这些项目中，非常感谢大家。

The year 2024 marks the 60th anniversary of diplomatic ties between China and France, and is also the “China-France Culture and Tourism Year”. China and France, as important representatives of Eastern and Western civilizations, have a long history of friendly exchanges. The two countries attract each other and have become a model of exchange and mutual understanding between Eastern and Western civilizations.

Cultural and artistic exchanges between the two peoples have become a major cornerstone of open cooperation. On the occasion of the “International Mountain Tourism Day 2024”, holding the “Nice Night” Dinner not only builds a bridge for cooperation through mountain tourism, but also a unique exchange event between traditional Miao and Dong ethnic art from Guizhou, China and European & French music.

Dominique de Villepin :

I am extremely delighted to have this opportunity to give this brief speech. I am truly, truly happy that everyone has come to France, to Nice, to this beautiful hotel to participate in such an important event, which is, of course, very meaningful.

Our themed event began in 2017, and since then, we have received strong support from governments, policies, locals, and many participants. The mountains are very important, and these mountain travels are also of great significance to us. But no matter what, we have been able to continue this meaningful event to this day, and I believe it will have an even more long-term development in the future.

Guizhou is a province with very rich tourism resources, and of course, it also has mountains. In Guizhou, we can also carry out very meaningful mountain travel activities like this. This year marks the 60th anniversary of the establishment of diplomatic relations between China and France, and it is also the China-France Year of Cultural and Tourism Exchange. Therefore, Guizhou's presence in France, in Nice, at this time, to hold such an event, I believe will also allow more of our foreign friends to visit Guizhou to enjoy their very unique tourism resources and appreciate the beautiful scenery there.

In fact, over the past period, communication, exchange, and travel between countries and regions have been a bit difficult due to wars in some places and the impact of the pandemic. However, we can feel that the tourism industry is also gradually beginning to recover. Here, I would like to express my welcome to everyone again for coming to Nice. I also hope that in the future, themed events like ours, as well as various sports that get close to nature in the mountains, will be more and more popular, and I hope everyone will actively participate in these projects that enjoy nature and sports. Thank you all very much.





The background of the entire image is a high-altitude mountain landscape. In the foreground, a wide, snow-covered slope descends from the right towards the left. A long line of hikers, appearing as small figures, is ascending this slope. The hikers are wearing various colored gear, including red, green, and black. In the mid-ground, there are more snow-covered ridges and valleys. The background features a range of jagged, snow-capped mountain peaks under a clear blue sky with some light clouds. The overall scene conveys a sense of adventure and the beauty of high-altitude environments.

山地人文化艺术展

Mountain Community &
Art Exhibition

山地是重要的地表形态、生态系统和生活空间。纵横隆起的山脉，勾勒出雪峰巍峨、峡谷深邃、江河川流、生物繁多的山地景象，为人类的发展提供宝贵的资源和财富。透过镜头，我们能够领略到山地自然与人文的交融之美，捕捉到山地环境各美其美的壮丽景致，人类文明美美与共的和谐场景；透过代代相继的民间手工技艺传承，可以看见传统民俗民间融合互鉴的历史印记，及其艺术价值的时代新韵。

摄影展聚焦全球山地自然风光、生态环境、人文生活，起伏山地上蜿蜒盘旋的路径、前行的商旅和奇美的自然风光、山路串联起的古朴村庄等构成的生动画卷，讲述着人与自然和谐共生的故事。

蕴藏在山地间的民间手工技艺是非物质文

化遗产的典型代表，做工精致的手工艺品揭示出弥足珍贵的文化内涵与价值。今天我们可以领略到来自中国西南地区和法国山区的传统民族、民间特色手工艺精致作品。积淀千百年的民间艺术如今已经成为重要的旅游资源和广受欢迎的消费品，为民众提供了自然教育和特色文化体验的机会，促进了世界旅游和文化的蓬勃发展。国际山地旅游联盟希望通过本次展示交流活动，向世界传递“保护山地资源，传承山地文明、促进山地经济、造福山地民众”的价值观，让人们感受山地自然与人文文化交融互动的神奇魅力，焕发敬畏自然、崇尚文明、向往美好生活的激情，从而进一步促进世界文明成果的互鉴与和谐发展。





The mountain is an important landform, ecosystem and living space. Undulating mountains outline an earthly landscape with imposing snowy peaks, deep canyons, rivers and streams, and a variety of organisms, providing valuable resources and wealth for human development. Through the lens, we can appreciate the beauty of fusion between mountains and humanities, and capture the magnificence of mountains and the harmony of human civilizations; through the folk handicrafts handed down from generation to generation, we can trace the historical marks of integration and exchanges of traditional folk customs, and experience their new artistic charm in the times.

The photography exhibition will focus on the natural scenery, ecological environment and humanistic life of global mountainous areas. Composed of winding paths on undulating mountains, travelers on the move, marvelous natural scenery, and ancient villages linked by mountain paths, the vivid picture scroll tells a story of harmony between man and nature.

Folk handicrafts in mountains are typical

of intangible cultural heritage, and exquisite handicrafts reveal profound cultural connotations and values. Today, we can feast our eyes on the exquisite works of traditional ethnic and folk handicrafts from southwest China and French mountainous areas. Folk arts passed on for thousands of years have now become important tourism resources and popular consumer goods, creating opportunities for nature education and unique cultural experiences, and promoting the prosperity of world tourism and cultures. Through the exhibition, the International Mountain Tourism Alliance expects to convey the world the values of “protecting mountain resources, preserving mountain civilizations, and promoting the mountain economy to the benefit of the people living in mountainous regions”, to make people feel the magical power of fusion between mountains and humanities, and to arouse their reverence for nature, advocacy for civilization and yearning for a good life, thus further promoting the exchanges and harmony of world civilizations.















分项交流活动

Other Exchange Events

(瑞士 Switzerland、马德里 Madrid)

探寻可持续山地旅游合作发展新路径 ——国际山地旅游联盟访问联合国旅游组织、 世界自然保护联盟

2024“国际山地旅游日”主题活动结束之后，国际山地旅游联盟（IMTA）交流团应邀访问了世界自然保护联盟（IUCN）和联合国旅游组织（UN Tourism）总部，分别与世界自然保护联盟副总书记李顺安（SungAh Lee）、联合国旅游组织旅游市场情报、政策及竞争部主任桑德拉·卡沃（Sandra Carvao）等相关负责人就双方关注的问题进行了座谈交流，共享发展经验成果，共商创新合作路径。

作为两个在各自领域具有引领性的老牌国际组织，联合国旅游组织和世界自然保护联盟一直与国际山地旅游联盟保持着密切的友好合作关系，在联盟筹建和发展过程中给予了鼎力支持。交流团团长江国际山地旅游联盟副主席兼执行秘书

长傅迎春代表联盟对两大组织表示感谢，他表示：联盟自成立以来，立足国际组织的基本定位、山地旅游的专业定位，依靠会员和业界力量，持续夯实运营平台、创建特色IP品牌，构建专业研究与评价体系，以平台塑品牌，以品牌塑形象，以形象扩影响，在国际山地领域发挥了积极作用。希望继续保持与联合国旅游组织、世界自然保护联盟的密切往来，立足于共同关心的业务领域深入开展交流互动，建议在共建合作机制、平台运作、专题研究、示范案例和宣传推广等方面深化合作；参与提升优化“世界旅游名山分类与评价”“世界山地旅游发展趋势报告”，探索共建“世界山地旅游目的地认证体系”“山地旅游与生物多样性保护”“山地旅游应对气候变化”等趋势



国际山地旅游联盟交流团与联合国旅游组织相关负责人座谈交流



国际山地旅游联盟交流团与联合国旅游组织相关负责人合影

性专项研究合作，共同推动山地资源保护和可持续旅游发展。

在听取联盟基本情况与合作建议后，李顺安（SungAh Lee）表示：国际山地旅游联盟的宗旨与世界自然保护联盟的核心价值观相契合，双方可以汇聚国际组织、政府部门、私营企业、专家学者等多方力量，以创新性思维探寻保护山地环境、文化遗产、生物多样性与发展山地旅游间的平衡。世界自然保护联盟保护地及区域保护主任詹姆斯·哈德卡斯尔（James Hardcastle）向联盟代表团分享了世界自然保护联盟绿色名录，他表示，中国在绿色发展之路上取得了一系列成就，已有多个自然保护地入选世界自然保护联盟绿色名录，希望与联盟共同制订推广绿色山地旅游标准，实现全球生物多样性保护的目标。世界自然保护联盟传播经理莎拉·欧维（Sarah Over）介绍了该组织的会员构成、工作重点与未来规划。

联合国旅游组织桑德拉·卡沃（Sandra Carvao）认为国际山地旅游日的设立符合联合国2030可持续发展议程，并已成功连续举办了六届，是主题鲜明、成果丰硕的纪念日活动，并表示：可靠准确的数据收集对于山地旅游发展趋势分析至关重要，双方可以就此开展合作；“世界旅游名山分类与评价”和“世界山地旅游目的地认证”可以参考联合国旅游组织“最佳旅游乡村（Best Tourism Village）”开展有关工作。

此次拜访为国际山地旅游联盟与世界自然保护联盟和联合国旅游组织的未来合作进一步奠定了基础，联盟将与两大组织共同磋商的意见进行深化研究，提出细化建议反馈对方，加强与两大组织的交流往来，持续探寻高质量山地旅游创新路径。相信在与各方协同努力下，可持续山地旅游明天更美好。

Exploring New Paths for Sustainable Mountain Tourism Collaboration---IMTA Visits UN Tourism and IUCN

After the 2024 “International Mountain Tourism Day” theme events, a delegation from the International Mountain Tourism Alliance (IMTA) visited the headquarters of the International Union for Conservation of Nature (IUCN) and the World Tourism Organization (UN Tourism) upon invitation. They held discussions with SungAh Lee, Deputy Director General of IUCN, Sandra Carvao, Director of the Chief of Tourism Market Intelligence and Competitiveness of UN Tourism, and other representatives. They shared development experiences and explored innovative pathways of cooperation.

As two longstanding, leading international organizations leading, UN Tourism and IUCN have maintained a close and friendly partnership with IMTA. They have given strong support during IMTA's founding and development. On behalf of IMTA, Mr. Fu Yingchun, head of the delegation and Vice Chairman and Executive Secretary-General of IMTA, expressed his gratitude to both organizations. He noted that since its founding, IMTA has focused on its role as an international organization of mountain tourism. It has relied on its members and industry strength to solidify its platform, create unique IP brands, and build a professional research and evaluation system. On such basis, IMTA uses its platform to build a brand, a brand to shape an image, and an image to expand the influence, playing an active role in the world mountain tourism sector. We hope to maintain close ties with UN Tourism and IUCN, and deepen our partnership in relevant areas by building cooperation platforms, special research projects, model cases, and promotion. In addition, we should work together to improve the “Mechanism of Categorizing and Evaluating Famous Tourism Mountains in the World” and the “Report on Development Trend of World Mountain Tourism,” create the “Certification System for World Mountain Tourism Destinations,” and engage in joint research on “Mountain Tourism and Biodiversity Conservation” and “Mountain Tourism and Climate Change.” Our goal is to promote the protection of mountain resources

and the sustainable development of tourism.

After listening to the basic situation and cooperation suggestions from the Alliance, SungAh Lee said that the goals of IMTA align with the core values of IUCN. She mentioned that both sides can bring together the strengths of international organizations, government departments, private enterprises, and experts to innovatively balance mountain environment protection, cultural heritage, biodiversity, and mountain tourism development. James Hardcastle, Director of Protected and Conserved Areas at IUCN, shared the IUCN Green List with the IMTA delegation. He highlighted that China has made significant achievements in green development, with several nature reserves included in the List. He hoped to jointly develop and promote green mountain tourism standards with IMTA to preserve global biodiversity. Sarah Over, Communications Manager at IUCN, introduced IUCN's membership, key work areas, and future plans.

Sandra Carvao from the UN Tourism believes that the establishment of International Mountain Tourism Day aligns with the UN's 2030 Agenda for Sustainable Development. Having been held for six consecutive years, it has become a distinctive and fruitful yearly event. She noted that reliable and accurate data are crucial for analyzing mountain tourism development trends and called for partnership in this regard. Additionally, she said that the “Mechanism of Categorizing and Evaluating Famous Tourism Mountains in the World” and the “Certification System for World Mountain Tourism Destinations” could draw on the UN Tourism's “Best Tourism Village.”

This visit has laid the foundation for future cooperation among IMTA, IUCN, and UN Tourism. IMTA will delve into their discussions, offering detailed suggestions and feedback, and enhancing communication and cooperation. Together, they will keep exploring innovative paths for high-quality mountain tourism and create a brighter future for sustainable mountain tourism.

山地架桥 合作共建

——山地旅游合作交流会在马德里顺利举办

山地旅游合作交流座谈会日前在西班牙马德里举办。国际山地旅游联盟副主席兼执行秘书长傅迎春率领的交流团与西班牙登山联合会（FEDME）轮值副主席奥拉雅·塞尔努达（Olalla Cernuda）、睿坡（Rab）品牌西班牙 & 葡萄牙总经销商马克·德·布鲁因（Marc de Bruyn）、阿拉贡旅游局代表徐初楚、荷兰彼端文旅商务咨询公司总经理林勤业等西班牙知名户外体旅机构、协会、企业代表二十余人就优质山地旅游资源共享，建设面向未来的业务合作进行了深入探讨，达成积极共识，为创新山地旅游新动能积蓄

力量。

通过交流互动，与会者对国际山地旅游联盟的组织架构、价值理念、发展历程、及未来愿景有更深入的了解。傅迎春介绍了联盟自 2017 年成立以来的基本情况，他表示：由中国贵州发起的 IMTA 是全球首个以山地旅游定位的非政府、非营利性国际组织，致力于引导和影响会员、业界通过多元渠道参与山地旅游治理体系共建，积极创建和谐包容的合作机制，推动山地旅游文明互鉴，“国际山地旅游日”、联盟年会论坛、世界名山对话、世界遗产名山峰会、山地旅游推广大



座谈会现场



国际山地旅游联盟副主席、执行秘书长傅迎春发言

会等已逐步成为联盟代表性互动交流机制化平台，形成了积极的国际影响力。刚刚在法国尼斯举办的以“文明互鉴的山地旅游”、“气候变化与山地旅游应对之策”为主题的“国际山地旅游日”主题及系列活动，契合了时代发展的主旋律，在业界引起广泛共鸣，是一次国际组织推动人文友好交流的成功实践。傅迎春向与会者介绍了中国及贵州省在促进文旅高质量发展方面的最新举措，这些政策措施不仅对中国或者贵州文旅发展，也是包括在座业界同仁在内的国际业界的机遇，希望抓住利好商机积极开展多领域的合作共建，贵州省正着力打造世界级旅游目的地，将推出更具吸引力的招商引资等政策，满腔热情欢迎各位携手同行，期待彼此在推进山地文旅、体旅等多业态共建中迈出新步伐。

贵州省文旅厅代表、国际山地旅游发展中心主任文薇亚向与会嘉宾推介了贵州的山地旅游资源和优势。她介绍：贵州拥有独特的溶洞、湖泊、瀑布、峡谷、天坑等自然景致，山水相融滋养出了深厚的文化，17个世居少数民族在这片土地上留下数目众多的非物质文化

遗产，为贵州山地旅游注入了更富有吸引力的文化内涵。近年来，贵州依托自身山地资源优势，着力推动旅游业态融合创新。随着贵州的交通、通讯、服务等软硬件设施不断提质升级，各种景致在贵州汇聚，各种机遇在贵州发生，各种舞台在贵州搭建。

西班牙登山联合会（FEDME）轮值副主席奥拉雅·塞尔努达（Olalla Cernuda）介绍：西班牙登山联合会多年来专注于山地相关的商业旅游活动，如登山、攀岩、徒步等，在欧洲有着众多会员。随着山地旅游的影响力不断扩大，不同文明交流互鉴成为了行业发展的重要推动力。未来，希望能够有更多机会和中国的地方和企业开展业务合作，实现优势互补，共同为提升山地旅游品质作出贡献。

作为西班牙最大的户外用品睿坡（Rab）品牌西班牙 & 葡萄牙总经销商，马克·德·布鲁因（Marc de Bruyn）在交流发言时表示，本次座谈会为彼此合作提供了良好的交流平台，品睿坡（Rab）品牌深耕欧洲市场多年，西班牙作为欧洲重要的户外山地旅游的目的地，与中国开展深入合作有利于通过文旅和体

育的融合进一步拓展市场、提高产品竞争力，构建供给需求精准链接、产品与服务持续创新的发展格局。贵州旅游令人心驰神往，希望能够有机会去感受不一样的美景。贵州是一个非常适合发展山地旅游的地方，户外运动产业也有着巨大的挖掘潜力。

傅迎春代表联盟接受了阿拉贡旅游局、荷兰彼端文旅商务咨询公司的入会申请。随着国际会员的增加，联盟会员结构将不断优化，也将进一步延展合作空间。



贵州省文旅厅代表、国际山地旅游发展中心主任文薇亚推介贵州



西班牙登山联合会（FEDME）轮值副主席奥拉拉·塞尔努达（Olalla Cernuda）做交流发言



品睿坡（Rab）品牌西班牙 & 葡萄牙总经销商马克·德·布鲁因（Marc de Bruyn）做交流发言



傅迎春代表联盟接受荷兰彼端文旅商务咨询公司（左）、阿拉贡旅游局（右）的入会申请

Building Bridges for Cooperation in Mountain Tourism --- Mountain Tourism Cooperation Forum Successfully Held in Madrid

The Mountain Tourism Cooperation Forum was recently held in Madrid, Spain. IMTA delegation led by Mr. Fu Yingchun, IMTA Vice Chairman and Executive Secretary-General, discussed with over 20 representatives from renowned Spanish outdoor sports and tourism organizations, associations, and enterprises. Participants included Olalla Cernuda, Acting Vice President of the Spanish Federation for Mountain and Climbing Sports (FEDME); Marc de Bruyn, General Distributor for Spain & Portugal of Rab; Xu Chuchu, representative of the Aragon Tourism Office; and Lin Qinye, General Manager of Netherlands Otherside Travel Consultancy Co., Ltd. The forum focused on sharing high-quality mountain tourism resources and building future-oriented business cooperation, reaching a positive consensus, and gathering strength for the innovation of new driving forces in mountain tourism.

Through interactive exchanges, participants gained a deeper understanding of IMTA's organizational structure, value concepts, development history, and future vision. Mr. Fu Yingchun introduced the background of IMTA since its establishment in 2017. He highlighted that the IMTA, initiated by Guizhou Province of China, is the world's first non-governmental, non-profit international organization focusing on mountain tourism. It aims to guide and influence its members and the industry to jointly build a mountain tourism governance system by various means, create harmonious and inclusive cooperation mechanisms, and promote mutual understanding among civilizations. International Mountain Tourism Day, IMTA Annual Conference, Dialogue among

Famous Mountains in the World, World Heritage Famous Mountain Summit, and Mountain Tourism Promotion Conference have become symbolic platforms of IMTA, forming a positive international influence. The recent "International Mountain Tourism Day 2024" Theme Events in Nice, France, were themed "Mutual Understanding among People through Mountain Tourism" and "Mountain Tourism Destinations Responding to Climate Change." The Events aligned with the theme of the times, and resonated within the industry, marking a successful practice of promoting cultural and friendly exchange by international organizations. Mr. Fu Yingchun also introduced the latest policies of Guizhou and China in promoting high-quality culture and tourism development. These policies not only benefit China's culture and tourism development but also present opportunities for everyone in the tourism industry. He called on everyone to seize the opportunities to carry out multi-field cooperation. Guizhou is striving to build itself into a world-class destination by introducing more favorable investment promotion policies and attracting more people to jointly improve various sectors like mountain cultural tourism and sports tourism.

Olalla Cernuda, Vice President of FEDME, shared that FEDME has long been dedicated to mountain-related tourism activities like mountaineering, rock climbing, and hiking, with a large number of members in Europe. As the influence of mountain tourism keeps expanding, the exchange and mutual understanding among civilizations have been driving the development of tourism. Looking ahead, FEDME



hopes to have more opportunities to work with regions and enterprises in China, learning from each other and jointly improving the quality of mountain tourism.

Wen Weiya, a representative of the Guizhou Provincial Department of Culture and Tourism and Director of Guizhou International Mountain Tourism Development Center, China, introduced the mountain tourism resources of Guizhou. She highlighted that Guizhou boasts unique natural landscapes such as karst caves, lakes, waterfalls, canyons, and sinkholes. Mountains and waters gave birth to rich cultural heritages and 17 ethnic groups left numerous intangible cultural heritages, bestowing profuse cultures into the local mountain tourism. In recent years, Guizhou has been integrating and innovating its tourism sector by leveraging its mountain resources. Guizhou’s transportation, communication, and services are improving and upgrading, and landscapes gathering, creating various opportunities and platforms.

Marc de Bruyn, General Distributor of Rab in Spain and Portugal, Spain’s largest outdoor gear brand,

expressed that this forum offered a great platform for exchange and cooperation. Rab has been deeply rooted in the European market for many years. Spain, as an important destination for outdoor mountain tourism in Europe, will benefit from in-depth cooperation with China to further expand the market and enhance product competitiveness by combining culture and sports tourism, establishing precise links between supply and demand and continuously innovating products and services. In addition, he hopes to one day experience the unique scenery and the captivating tourism in Guizhou, and believes that Guizhou is suitable for mountain tourism development with the vast potential for the outdoor sports industry to be tapped into.

On behalf of IMTA, Mr. Fu Yingchun accepted the membership applications from the Aragon Tourism Office and Netherlands Otherside Travel Consultancy Co., Ltd. As the number of international members grows and the membership structure gets optimized, IMTA aims to further expand cooperation potential.



A full-page background image of a majestic, snow-covered mountain peak under a clear blue sky. In the foreground, a grassy hillside features the ruins of a stone building. A semi-transparent white rectangular box is positioned on the right side of the image, containing the title text.

综述

Summary

文明互鉴共筑山旅精彩 聚智共商可持续未来 ——2024“国际山地旅游日”主题活动综述

2024“国际山地旅游日”主题活动于5月29日在法国滨海阿尔卑斯省尼斯市成功举办，来自中国、法国、韩国、多米尼加、比利时、美国、秘鲁、瑞士、意大利、阿尔及利亚、芬兰、尼泊尔、葡萄牙等13个国家的国际组织、中国驻法外交及文化旅游部门机构、法国文化旅游部门、地方政府、知名山地旅游目的地国家和地区文旅管理机构等代表，国际山地旅游联盟会员代表，专家学者、艺术家、国际媒体代表等160余人共聚一堂，围绕“文明互鉴的山地旅游”大会主题、“气候变化与山地旅游应对之策”论坛主题和山地旅游推广与企业家交流展开研讨互动。

活动由国际山地旅游联盟主办，得到了中国文化和旅游部、贵州省和尼斯市、中国驻法国大使馆、中国驻马赛总领馆、中国驻巴黎旅游办事处、联合国旅游组织、法国蔚蓝海岸大区旅游委员会、世界旅游经济论坛、中国民间组织国际交流促进会、亚太旅游协会、世界旅游城市联合会、世界

酒店与旅游教育培训协会、国际持杖健走联合会、贵州省文化和旅游厅、贵州省外事办、中国国家地理等机构的协力支持。

2024年是中法建交60周年和中法文化旅游年，今年5月初，习近平主席对法国进行历史性国事访问，开启中法关系新征程。两国元首在比利牛斯山登高望远，纵论天下，续写“高山流水遇知音”的佳话。恰逢此契机举办的2024“国际山地旅游日”主题活动，既是两国友好关系的见证，也是中法旅游合作双向奔赴的成果。此次活动是国际山地旅游联盟首次在欧洲举办的国际性活动，富有时代内涵的主题、丰富的内容、前沿的理念和互动的方式得到了与会领导、嘉宾和媒体高度评价，引发了国际广泛关注，务实推动了旅游业民间交流与文明互鉴，使中法、中欧旅游合作更有热度、更具韧性。

一、山旅盛会 拥抱文明互鉴的世界

中法作为东西方文明的重要代表，友好交往



向十名不同国家游客代表赠送2024“国际山地旅游日”中法纪念封
Presenting the IMTD 2024 Sino-French Commemorative Envelope to 10 international visitor representatives

源远流长，两大文明相互吸引，成为东西方文明交流互鉴的典范，两国间的文化艺术交流更是成为开放合作的象征。2024“国际山地旅游日”主题活动是在“全球文明倡议”新的时代背景下的一次国际山地旅游文明互鉴的友好促进会、务实交流会、合作共享会，为国际山地旅游合作架起了一座希望之桥。主题活动精彩呈现了开幕式、主题论坛、旅游推介与商务对话、艺术文化交流展示等内容，与会嘉宾从不同视角推介、分享、研讨可持续山地旅游资源、业态、产品创新模式，传播文明互鉴的发展理念，推动“山地旅游+”模式的创新。

5月29日上午举办的开幕式上，国际山地旅游联盟主席多米尼克·德维尔潘（Dominique de Villepin）、尼斯副市长克里斯蒂娜·阿米尔（Christiane Amiel）、中国驻马赛总领事董广利、中国驻巴黎旅游办事处主任张郝淼、法国尼斯蔚蓝海岸旅游局荣誉主席鲁迪·萨尔（Rudy Salles）作开幕致辞；联合国教科文组织副总干事曲星、联合国旅游组织亚太部主任黄海国（Harry Hwang）、亚太旅游协会主席彼得·西蒙（Peter Semone）、世界酒店与旅游教育培训协会主席阿卜杜·贝尔加（Abdou Belgat）等国际组织代表作了高级别发言。

“气候变化与山地旅游应对之策”主题论坛是本次活动的重要议题，聚集了来自法国、中国和有关国家在气候变化与可持续旅游研究权威领域的顶级专家，其理念、观点、策略及解决方案引发国际广泛关注。联合国世界旅游组织荣誉秘书长、国际山地旅游联盟资深理事弗朗西斯科·弗朗加利（Francesco Frangialli）主持论坛，世界旅游及旅行业理事会前主席、联合国世界旅游组织前助理秘书长杰弗里·利普曼（Geoffrey Lipman），日内瓦大学社会科学学院前院长伯纳德·德巴尔比厄（Bernard Debarbieux），秘鲁前旅游与文化部

长罗赫尔斯·马丁·巴伦西亚·埃斯皮诺萨（Rogers Martin Valencia Espinosa），中国旅游研究院战略研究所所长吴普，联合国旅游组织旅游市场情报、政策与竞争部高级项目官员米歇尔·胡利安（Michel Julian），法国上阿尔卑斯省议会议员帕斯卡尔·博耶（Pascale Boyer），法国滑雪俱乐部主席亚历山大·莫林（Alexandre Maulin），法国国民议会山地研究小组负责人泽维尔·罗森（Xavier Roseren），旅游业未来负责任解决方案国际专家、旅游促进和平国际联合会全球大使菲利普·弗朗索瓦（Philippe Francois）等就气候变化下的山地旅游发展建言献策，共同探寻应对气候变化的对策和可持续山地旅游发展路径，提供了极富价值的建设性解决方案。

5月29日下午举办的山地旅游推广与中欧企业家交流会上，国际山地旅游联盟、法国蔚蓝海岸大区旅游委员会、法国尼斯蔚蓝海岸旅游局、中国贵州省文化和旅游厅、中国全联旅游业商会、世界酒店与旅游教育培训协会、ECOLOAD户外运动装备太阳能充电站制造公司、法国极限运动协会等机构与企业代表围绕山地旅游目的地新场景、新业态、新趋势，挖掘创造健康、绿色、可持续的山地旅游，促进相互间旅游市场互通、产品互联、客源互动进行了深入交流。大会发布了“文明互鉴的山地旅游全球倡议”，文明互鉴连接山地精彩，依托文明互鉴来激发促进山地文化的创新与发展，为山地文明的传承持续注入新的时代内涵，为增进世界文明与和平相处贡献力量。

特色活动精彩联动。2019年在尼泊尔举办的首届国际山地旅游日主题活动，会旗成功登顶珠穆朗玛峰象征着山地旅游朝着更高更强的目标砥砺前行。本次活动又把登顶西欧最高峰勃朗峰作为勇攀高峰续篇列入活动内容，5月初，由法国国家滑雪与登山学校（ENSA）的教授、国际山地旅游联盟专家高宁（Serge Koenig）和来自中国的登

山教练杨小华组成的国际山地旅游联盟中法登山队成功登顶勃朗峰，在欧洲山地之巅弘扬高山精神，传递高山之美。在登顶成功后背靠壮阔的勃朗峰背景，将“你好，中国”、“国际山地旅游日”和国际山地旅游联盟旗帜展现给世人。这次登顶活动是体育与旅游呼应互动的生动场景，是攻坚克难山地精神的再现。开幕式现场，中法联合登峰代表将国际山地旅游联盟、“国际山地旅游日”旗帜递交给国际山地旅游联盟主席多米尼克德维尔潘。5月28日晚举办的“尼斯之夜”又是一次精致而富有特色的中法文化交流盛宴，备受好评，中国贵州苗侗传统艺术、尚马龙团队的西方管弦乐奏响了感人的美妙乐章，与会嘉宾在跳动的音符中品味中欧文化交融的魅力，感受东西方文明碰撞出的璀璨火花，引发了全场嘉宾对侗族大歌这一“人类非物质文化遗产”的极大兴趣。活动期间举办的山地人文艺术展出全球山地自然风光、生态环境、人文生活摄影作品，以及中国西南地区 and 法国山区的传统民族、特色手工艺作品，让与会嘉宾和参观民众深切地体验、感受山地自然与人文交融之魅。

二、交流互动 聚焦可持续发展主旋律

“在日渐城市化的当今世界，山地是一个稀有资源，它带来了独特的体验，满足了日益增长的爱好者们的需求。”国际山地旅游联盟主席多米尼克·德维尔潘（Dominique de Villepin）表示，当下，可持续山地旅游发展对于中、法两国来说，都是巨大的机遇。“我们需要拥有更加全球化的视野，加强我们的管理体系，通过更加创新的形式加深中法两国之间的合作，包括在尊重环境、保护文化的前提下，通过增加艺术与文化、体育、健康、旅游之间的互动，使旅游也具有更多的包容性和可持续性，本次活动主题‘文明互鉴的山地旅游’就很好的体现了这一点。

“第6个国际山地旅游日是一个良好的契机，来反思旅游业可以支持山地社区的可持续发展和适

应力的方式”。联合国教科文组织（UNESCO）副总干事曲星介绍道，近年来，联合国教科文组织一直致力于支持旅游业的包容、尊重和再生，还与各国政府，非政府组织和私营部门携手合作来制定政策和惯例以确保可持续旅游业真正惠及所有人。他说，感谢国际山地旅游联盟组织了这次国际山地旅游日6周年庆典，携手合作，我们可以共同建设一个美好的世界，使山地旅游成为对自然的礼赞，同时也成为我们共同致力于可持续发展的见证。

尼斯市副市长克里斯蒂娜·阿米尔（Christiane Amiel）介绍了尼斯市地理、气候优势，教育、文化、艺术等产业特色，并对中国作为世界第一人口大国，多年来致力于绿色发展取得的“革命性”成就表示钦佩，盛赞法中关系和地方务实合作丰硕成果，表示着眼明年联合国海洋大会，希望各国相约尼斯，携手应对气候变化给包括山地旅游在内的各领域带来的挑战，实现人类永续发展，造福子孙后代。法国尼斯蔚蓝海岸旅游局荣誉主席鲁迪·萨尔（Rudy Salles）在致辞中表示，尼斯市与中国之间有着源远流长而充满活力的友好情谊，今年尼斯将隆重庆祝中法建交60周年，这一庆祝活动将重点关注人文和文化交流。

“山地旅游融观光度假、健身娱乐、攀登探险、人文教育等为一体，是一种生态文明旅游形式和提升人民幸福度的生活方式。今天山地旅游界、联盟会员和山地旅游爱好者们济济一堂，相信你们在山地旅游与美好生活关系方面深入研讨交流，碰撞出新的火花，让生态文明造福人类，引领山地旅游走向光辉未来。”中国驻马赛总领事董广利表示，古语“仁者乐山，智者乐水”，充分反映了中国人的生活与山地的关系，中法两国人民对山地充满同样的热爱，今年两国人文交流的“双向奔赴”，将给两国人民带来了福祉，也为动荡不安的世界注入了稳定性和正能量，中国愿同包括法国在内的世界各国一道，在相互尊重的基础上发展友好合作关系，

携手前行、共担风雨、共创未来。

中国驻巴黎旅游办事处主任张郝淼主任表示，中国始终将推动旅游业可持续发展作为旅游业高质量发展的优先项和关键驱动力，相信中法两国能够携手合作，与各国共同探索和实施有效的解决方案，进一步推动全球山地旅游的可持续发展。山地旅游是旅游业的重要支柱，同时为许多山地社区带来繁荣和发展。作为第一个专注于山地旅游的国际组织，国际山地旅游联盟在贵州的成立，为中国在旅游领域开展国际合作与交流提供了重要平台，也推动了山地旅游的可持续发展，希望通过更多像“国际山地旅游日”这样的平台，促进山地旅游领域的国际交流与合作，分享保护山地资源、应对气候变化等方面的宝贵经验和解决方案，捍卫“旅游无国界”理念，推动山地旅游快速发展，为中法两国人民带来更大福祉。

国际山地旅游联盟副主席兼执行秘书长傅迎春对“文明互鉴”之于可持续山地旅游的价值作了独到的阐释，他表示：“文明互鉴”是利益攸关方在和谐包容的氛围中共商共建共享先进的理念、经验和成果，而联合国可持续发展议程则是为“文明互鉴”作出的顶层设计，所涉及的各项目标揭示了以人为本的发展规律，无一不与旅游业息息相关，积极参与和推动可持续发展目标的实施，旅游业不仅不能缺席，而应在深度融入互鉴中扮演重要角色。他认为，在旅游业加快复苏和包容性经济增长模式趋动下，山地旅游正展现出客群规模扩大，业态结构优化，迭代产品涌现，整体品质提升的新格局，各国在旅游业治理体系建设方面创造了大量有价值的经验，如果各类旅游主体都能以此为鉴融入各自的领域，相信旅游业就能成为践行可持续发展和“全球文明倡议”的典范，国际山地旅游也将在“文明互鉴”中行稳致远。

联合国旅游组织（UN Tourism）亚太部主任黄海国（Harry Hwang）认为，山地长期以来在人类



国际山地旅游联盟与国际持杖健走联合会、世界酒店与旅游教育培训协会、法国极限运动协会交换合作备忘录（协议）签署文本。IMTA exchanges MOU with INWA, AMFORHT, SAS Maxi Event's FRANCE.

的想象中占具特殊的地位，高耸象征着力量、美丽和神秘。山地壮丽的景观超越了文化、种族和宗教，促成了历史上多种文明的交流互鉴。山地旅游在创造就业机会和刺激当地经济方面具有重要的社会经济作用，除了其外形魅力之外，山地还是文化融合、互动和发展的交互枢纽，山地旅游作为促进跨文化对话和理解的工具具有巨大潜力，它讲述了一个关于跨文化交流、环境管理和可持续发展的精彩纷呈的

故事。通过利用山地的变革力量将人类、文化和景观连接起来，我们可以搭建跨越国界和世代的理解与合作桥梁。

“明确并维持社会发展与自然环境之间的微妙平衡，需要可靠具体的数据支持。”亚太旅游协会（PATA）主席彼得·西蒙（Peter Semone）表示，亚太旅游协会将与国际山地旅游联盟开展合作，以获得可靠数据，就山地旅游开发进行客观决策，同时关注旅游对地方的影响，在促进旅游业负责任和可持续发展的同时，实现利益的公平分配。

世界酒店与旅游教育培训协会（AMFORHT）主席阿布杜·贝尔加（Abdou Belgat）说，我们应尤其警惕气候变化对可持续旅游业、山地旅游业造成的影响。他呼吁，不仅是中、法两个大国，各国各界应该团结一道，借助“教育”和“培训”手段，帮助山地区域发展可持续旅游、帮助当地居民改善生活，最终实现和平发展的愿景。

三、聚焦气候 纵论山地旅游应对之策

以气候变暖为主要特征的全球气候变化，已成为人类面临的严峻挑战，而这一挑战正悄然改变着全球旅游业的格局。尤其对于高度依赖自然禀赋的山地旅游而言，它既是气候危机冲击的最前沿，也是潜在能从气候环境改善中获益最为显著的产业之一。因此，对于整个山地旅游业界而言，深入探究并有效应对气候危机，已显得刻不容缓且至关重要。

2024 国际山地旅游日“气候变化与山地旅游应对之策”论坛主题备受关注，国际组织、中法欧旅游业界和气候、生态专家们围绕山地旅游应对气候变化的策略及解决方案、探索可持续发展提出了一系列真知灼见，论坛凝结了国际旅游业界的权威智慧，聚焦了世界关注的目光。

“今天的气候变化与山地旅游应对之策主题论坛是国际山地旅游联盟践行联合国 2030 可持

发展目标的重要行动。”论坛主持人，联合国世界旅游组织荣誉秘书长、国际山地旅游联盟资深理事弗朗西斯科·弗朗加利（Francesco Frangiali）认为，气候变化并不是影响以旅游业为生的山区社区生活的唯一因素，游客行为的改变、旅游人数的激增以及过度资源消耗等因素已成为山地旅游不可避免的问题。他以专业和富有感染力的表述，引导与会嘉宾畅所欲言、热烈讨论，为“国际山地旅游日”主题活动注入了创新思想和动力。

世界旅游及旅行业理事会（WTTC）前主席、联合国世界旅游组织（UNWTO）前助理秘书长杰弗里·利普曼（Geoffrey Lipman）指出，全球山地旅游面临的不确定雪线、岩石崩塌和冰川融化等挑战，对旅游业和当地社区造成了直接影响。他分享了构建气候友好型旅行（CFT）框架的经验，并计划近年在 50 个世界最不发达国家和小岛屿发展中国家成立 CFT 分会，他认为，这些国家最容易受到气候危机的影响，而旅游业则是他们获得发展的最佳途径。

“大多数为应对气候变化对山地旅游业的影响所采取的战略措施都倾向于经济方法和技术方法，例如大型滑雪场会通过经济手段控制雪况，通过人造雪等手段优化滑雪条件。”日内瓦大学社会科学学院前院长伯纳德·德巴尔比厄（Bernard Debarbieux）提到，这种策略可能带来短期成功，但存在长期的风险和高昂的成本，无法应对更广泛的山地和气候动态变化。他认为，针对气候变化对山地旅游的影响应该采取多样化的策略，除经济因素和资源因素外，当地社区和文化也可以帮助缓解气候变化对山地旅游的影响，如充分调动当地个人和社区的想象力和创造力，为山地旅游提供新的形式。

秘鲁前旅游与文化部长罗赫尔斯·马丁·巴伦西亚·埃斯皮诺萨（Rogers Martin Valencia Espinosa）发言中详细阐述了气候变化对安第斯

地区 4000 万人带来的巨大威胁和挑战。他认为，气候危机的影响无国界，区域合作和跨界治理是管理和保护山地资源的关键。为了应对当前和未来的气候变化风险，山地国家需要团结起来，共享数据和信息，成立联合委员会，制定和实施联合政策，并做出惠及所有国家的公平决定。例如他提到的安第斯山脉倡议，这是一个由安第斯地区七个国家建立的平台，旨在加强区域对话，促进和采取联合行动，以实现安第斯山脉的保护和可持续发展。

中国旅游研究院战略研究所所长吴普在发言中提到，中国政府高度重视气候变化和旅游业，出台了一系列政策指导意见，包括文旅行业的绿色低碳发展标准。他介绍了国家适应气候变化战略 2035 中提出的措施，包括完善旅游目的地极端天气和气候事件应急处置机制，强化区域适应气候变化行动，并特别提到了避暑旅游和冰雪旅游的发展。吴普认为，“虽然旅游业被认为是绿色产业，但随着产业规模的迅速扩张，其整体也产生了大量的碳排放。”他建议大力发展生态旅游，并采取措施减少旅游业的温室气体排放，以实现旅游业的可持续发展。

联合国旅游组织旅游市场情报、政策与竞争部的高级项目官员米歇尔·胡利安（Michel Julian）援引了相关数据，指出在全球市场日益开放、航空及签证政策日益便利的背景下，预计 2024 年国际旅游将迎来普遍增长。而山地旅游以其丰富的生物多样性和独特的文化魅力，展现了其特有的发展韧性和潜力。在此背景下游客活动的集中化、环境污染以及资源的不合理利用等问题，对山地旅游的长期健康发展构成了威胁。为此，他建议积极探索将自然、美食与健康元素融为一体的新型旅游产品，并通过加强国际间的交流合作，推广气候低敏感型山地旅游的新模式。

法国萨瓦省议会前参议员、国际山地旅游联

盟专家米歇尔·鲍瓦德（Michel Bouvard）指出，全球气候变暖对山地旅游的威胁日益显著，可能导致滑雪天数减少、雪质下降，进而影响旅游业的发展和当地经济的繁荣。面对这一挑战，他认为，政府应继续加强政策扶持，推动山地旅游的可持续发展，同时加强气候变化应对措施，如提高雪场设施的气候适应性、推动旅游业多元化发展等。经济行为主体，包括旅游企业和当地社区，也应积极参与，通过创新和服务提升，吸引游客，同时保护自然环境，确保旅游业与当地社区的和谐共生。

法国地中海俱乐部（Club Med）欧洲地区发展副总裁马蒂厄·索维斯特（Mathieu Sauvestre）在发言中阐述了地中海俱乐部在应对气候变化方面的努力和措施。地中海俱乐部自 1956 年在瑞士开设首家俱乐部以来，已经经营山地度假村超过 60 年，成为山地冬季和夏季运动的前驱，并参与了全球多个国家的山地旅游发展。面对气候变化带来的挑战，地中海俱乐部通过研究各地滑雪运动的可持续性，选择了雪况优越地区作为度假村的选址。这些措施显示了地中海俱乐部在全球变暖背景下的应变能力和市场适应策略，通过多样化活动和季节性旅游策略，保持业务增长和游客满意度的成功经验。

法国滨海阿尔卑斯省议会发展部门副主任埃尔夫·莫罗（Hervé Moreau）分享了滨海阿尔卑斯省山区旅游目的地在应对气候变化挑战和推动旅游业可持续发展方面所取得的成果。他提到，在面对气候变化带来的挑战时，滨海阿尔卑斯省并未选择依赖传统的冬季滑雪活动，而是积极寻求多样化发展，采取一系列措施来应对气候变化，其中之一就是实现旅游产品的多样化。比如通过提供全年可参与的户外活动和设施，例如徒步、攀岩、山地自行车、越野跑等，进一步开发了春、夏、秋季的旅游产品，以吸引全年游客。

国际山地旅游联盟专家委员会成员刘锋分享了中国在积极探索“爱山护山”式的科学化发展道路上所做出的努力和成果。并强调了山地健康旅游作为新时代旅游业发展的重要方向。在谈及全球气候问题时，刘锋表示，应通过建立健全的法律和决策机制，加大公共设施和环境保护的资金投入，以及严格管理旅游环境，包括控制建筑数量、构造和风格等，多措并举保护山地资源，确保山地旅游与环境保护的和谐发展。

四、搭建平台 促进中欧山旅交流合作

1. 山地旅游推广与中欧企业家交流

中欧互为重要的旅游目的地和客源市场，开展旅游合作潜力巨大，活动当天举办的山地旅游推广与中欧企业家交流会打造了一个专业对话平台，进一步推动山地旅游民间交流与合作，深化中欧文化和旅游合作，助推中欧之间民心相通。

法国蔚蓝海岸大区旅游委员会市场推广部门任务官员蒂博特·穆勒（Thibaut Muller）推介了法国蔚蓝海岸大区的动人美景，并介绍了他正在设计的关于蔚蓝海岸可持续旅游旅行指南，该指南将重点介绍所有在蔚蓝海岸可进行的可持续旅游体验，如户外活动、农业旅游和手工艺、生态旅游、低碳出行以及沉浸式享受大自然项目等；法国比利牛斯山南比戈峰景区市场商务营销总监文森特·杜特雷斯（Vincent Doutres）介绍了拥有深厚文化和悠久旅游历史的比利牛斯山脉，并邀请世界各地游客前往比利牛斯山脉参加水疗、天文观测、滑雪、骑行、观光等户外山地活动；法国极限运动协会（SAS Maxi Event's FRANCE）总监劳伦特·布伦迪（Laurent Blondeel）分享了国际盛誉的 MaXi-Race 安纳西环湖越野跑在户外运动实践方面的专业经验，并介绍了其在欧洲和中国的发展案例；国际山地旅游联盟秘书长助理、贵州国际山地旅游发展中心主任文薇亚推介了山川秀丽、碧水长流、文化多彩、气候宜人的“山地公园省”

贵州，邀请世界各地游客到贵州欣赏雄奇的山地风光，体验激情的山地运动，领略多彩的山地风情，感受康养的山地惬意，享受投资的政策红利；法国尼斯蔚蓝海岸旅游局可持续旅游和企业社会责任总监索菲·普杜（Sophie Poudou）从采购政策、提高游客意识、与社区居民合作等方面分享了对应气候变化的策略，并谈到，作为知名的国际旅游目的地，如何平衡游客与地方居民的关系。湖南省宜章县文化旅游广电体育局局长成丽霞向嘉宾们推介中国的莽山，介绍了莽山景区正在着力打造世界级、国际范、人性化的全程无障碍旅游系统，其在无障碍建设方面的探索对于国际上其他山岳景区无障碍建设与改造具有重要的借鉴指导意义。

中欧企业家交流环节，中国全联旅游业商会会长吉小冬围绕“绿色低碳的山地旅游目的地投资”做交流发言，他表示，绿色低碳已成为当前中国旅游业实现自我更新换代、驱动产业转型升级、融入世界发展格局的核心关键词之一。而山地旅游因其高度依赖自然资源、包容多种低碳出行方式、契合多种人群出行需求等特点，吸引到众多中国旅游投资者和游客的目光。针对绿色低碳的山地旅游目的地投资，吉小冬建议：要结合地方资源打造特色山地旅游目的地，要打造“长红”的山地旅游项目，要将绿色低碳技术与产品创新融入山地旅游新发展。ECOLOAD 户外运动装备太阳能充电站制造公司创始人西尔文·林登（Sylvaine Linden）分享了 ECOLOAD 生态电站项目发展情况以及广阔前景，吸引了众多山地运动企业的关注。世界酒店与旅游教育培训协会（AMFORHT）秘书长吉布里尔·福法纳（Djibril Fofana）分享了山地旅游教育培训的思路和发展方向。

2. 山旅架桥 共谋合作共赢契机

活动现场，国际山地旅游联盟分别与国际持杖健走联合会、世界酒店与旅游教育培训协会、

法国极限运动协会签署了合作备忘录（协议），就赛事引进、宣传推广、业务合作、会员互动等方面开展深入合作，探索多领域多层次业务合作的模式与路径。

作为主题活动的组成部分，5月31日至6月3日，傅迎春率国际山地旅游联盟交流团应访问联合国旅游组织、世界自然保护联盟总部、瑞士日内瓦旅游局，并在马德里与西班牙文旅机构、企业交流座谈。交流团分别与联合国旅游组织旅游市场情报、政策及竞争部主任桑德拉·卡沃（Sandra Carvao）、世界自然保护联盟副总干事李顺安（SungAh Lee）等相关负责人围绕共办活动、平台共建、课题研究、标准化建设、数据共享、宣传推广等业务合作事项进行了富有成效的会谈，大家一致同意就共同关注的问题保持密切磋商，积极付诸实践，共享发展经验成果，共商创新合作路径。此外，交流团一行参观调研了瑞士日内瓦旅游局，与相关负责人就当地旅游发展情况、旅游局工作重点作了沟通交流。瑞士是全球知名的山地旅游目的地，日内瓦旅游局致力于向国际游客宣传推广多样化的旅游产品，提供高品质的旅游服务，与联盟的合作前景广阔。展望未来，双方可以通过充分激活联动发展潜能，携手推动行业的创新与发展。交流团向与会企业介绍了贵州省旅游业发展情况和促进旅游业对外交流合作和政策措施，邀请大家亲临贵州考察和商讨未来合作。

在西班牙马德里，交流团与西班牙登山联合会轮值副主席奥拉雅·塞尔努达（Olalla Cernuda）、睿坡（Rab）品牌西班牙 & 葡萄牙总经销商马克·德·布鲁因（Marc de Bruyn）、阿拉贡旅游局代表徐初楚等西班牙知名户外体旅机构、协会、企业代表二十余人就优质山地旅游资源共享，建设面向未来的业务合作积极引入山地旅游装备经营主体等进行了深入探讨，达成积极

共识，为创新山地旅游新动能积蓄力量。

五、引发关注 嘉宾媒体盛赞活动成果

本次活动以富有时代感的主题、丰富的内容、前沿的理念和互动的方式得到了与会领导、嘉宾和媒体高度评价和赞誉，引发了国际的广泛关注和热烈反响。“国际山地旅游日”品牌进一步唱响国际，其在旅游合作、文化交融、文明对话等方面发挥的平台作用受到国内外业界人士广泛关注和认可。

境内外媒体对本次活动给予了充分、深入报道。费加罗报表示：“多年来，“国际山地旅游日”已成为旅游行业的一项重要活动，它不仅仅是一项活动，还体现了一种愿景：可持续的山区旅游、促进文化间对话和地区发展。”人民网在报道中说：2024年是中法建交60周年和中法文化旅游年，本届‘国际山地旅游日’主题活动以此为契机在法国尼斯举办，为促进两国山地旅游业界合作搭建了一座桥梁。截至6月10日，法国费加罗报、法国法新社、法新社德国、美国美联社、雅虎全球、道琼斯市场观察、人民网、新华网、凤凰网、国际在线、中国日报等五大洲540余家媒体围绕本次活动开幕式、配套活动等进行了2000余篇次的报道，报道覆盖中文、英语、法语、西班牙语、德语、荷兰语、意大利语等7种语言，覆盖人数/阅读量超过7000万人次。此外，中国外交部官网、中国驻马赛总领事馆官方微信公众号、中国驻巴黎旅游办事处微信公众号、贵州省文化和旅游厅微信公众号以及海外官方Facebook主页等官方平台对本次活动情况进行了推送和转发。

联盟主席多米尼·克德维尔潘认为，2024“国际山地旅游日”主题活动是一次非常成功的国际性活动，并表示对联盟成为最好国际组织充满信心。联合国世界旅游组织荣誉秘书长、国际山地旅游联盟理事弗朗西斯科·弗朗加利评价，本次活动取得了令人满意的成功，论坛中关

于山地旅游未来发展的主题演讲质量非常高，得到了所有与会者的认可，联盟秘书处和时间紧张、情况复杂多变的情况下，克服各种挑战和不利因素出色地完成了各项活动议程，值得称赞。本次活动的时间节点与一系列区域性国际重要活动形成呼应，特别是中法建交 60 周年，中法文化旅游年，奥运年等，大大提升了各界对本次活动的关注度。中国驻马赛总领事董广利在代表卢沙野大使致辞中表示，今天山地旅游界、联盟会员和山地旅游爱好者们济济一堂，相信你们在山地旅游与美好生活关系方面深入研讨交流，碰撞出新的火花，让生态文明造福人类，引领山地旅游走向光辉未来。中国驻巴黎旅游办事处主任张郝淼说，本次活动通过邀请国际组织、政府官员、旅游企业、行业协会、研究机构的嘉宾分享观点，成功打造了一个专业的国际旅游对话平台，进一步推动了中国与欧洲、中国与法国旅游业民间合作与交流，对于促进疫后中国入境游复苏具有积极意义，期待今后与联盟开展更多务实合作，为中法旅游合作注入新活力。秘鲁前文化部旅游部部长罗赫尔斯·马丁·巴伦西亚·埃斯皮诺萨（Rogers Martin Valencia Espinoza）说，国际山地旅游日是一个重要时刻，它充分认识到该行业在全球范围内采取行动的必要性，本次活动非常的国际化，联盟在会务组织方面的工作也非常的高效。

法国蔚蓝海岸大区旅游委员会表示说，中国及世界各地的从事山地旅游机构，协会，企业和个人汇集尼斯，探讨目前大家关心的气候变暖与山地旅游的议题，对山地旅游发展有建设性的指导意义。尼斯市旅游局：很高兴国际山地旅游联盟今年在尼斯召开文明互鉴的山地旅游大会，大会非常的成功，这次大会增强了尼斯与中国的互动，也希望越来越多的中国游客到尼斯来旅游，来滑雪。

葡萄牙农村发展协会会长卡洛斯·品托(Carlos

Pinto) 说：“我和德维尔潘先生沟通达成共识：将全力支持推动国际山地联盟的工作，我们都有信心国际山地联盟会成为最好的国际组织之一”。西班牙大加纳利岛旅游局中国区域代表袁樱盛赞本次活动，希望明年的“国际山地旅游日”主题活动能在西班牙大加纳利岛旅游局举办，大加纳利岛旅游局在会后积极提交申请。国际山地旅游联盟专家委员会成员高宁（Serge Koenig）说，很高兴也很自豪能够与 IMTA 中法联合登山队在勃朗峰顶峰为第 6 届国际山地旅游日的巨大成功做出贡献，活动期间举办的主题论坛特别令人感兴趣，因为它涉及山地旅游业未来的一个重大问题，即全球变暖。专家们的发言都非常契合，辩论也非常精彩和丰富。联合国世界旅游组织专家玛丽·皮埃尔·霍利尔（Marie-Pierre Hollier）说，本次会议取得了巨大成功，有非常高质量的演讲者，他们的发言引起了大家的兴趣。世界酒店与旅游教育培训协会秘书长吉布里尔·福法纳（Djibril Fofana）评价，该活动的组织非常出色，体现了专业精神和对细节的关注，主题演讲和演讲者的水平非常高，专家和热情的演讲者分享了创新和鼓舞人心的想法。国际持杖健走联合会主席阿迪·凯瑞塔拉（Aki Karihtala）说，本次活动与会代表规格高，内容安排紧凑，意义深刻，论坛角度广、观念新，是一次非常成功的国际盛会。

活动结束后，尼斯市政府、比利牛斯南峰景区、西班牙登山联合会、瑞士日内瓦旅游局、西班牙阿拉贡旅游局、英国睿坡（Rab）户外运动品牌、荷兰彼端文旅商务咨询公司表达了希望成为联盟会员的意愿。其中阿拉贡旅游局、荷兰彼端文旅商务咨询公司已向联盟提交了入会申请。随着国际会员的增加，联盟会员结构将不断优化，也将进一步延展合作空间。

Creating Mountain Wonders via Mutual Understanding & Building a Sustainable Future by Pooling Talents

—— Summary of the 2024 “International Mountain Tourism Day” Theme Events

The 2024 “International Mountain Tourism Day” theme events was held on 29 May in Nice, Alpes-Maritimes, France. Over 160 attendees, including representatives of international organizations, Chinese diplomatic and cultural tourism agencies in France, French cultural and tourism authorities, local governments, national and regional cultural, sports, and tourism administrations of renowned mountain tourism destinations, IMTA members, as well as experts, scholars, artists, and international media workers from 13 countries such as China, France, South Korea, the Dominican Republic, Belgium, the United States, Peru, Switzerland, Italy, Algeria, Finland, Nepal, and Portugal, gathered together. The Events featured discussions and exchanges centered on the theme of “Mutual Understanding among People through Mountain Tourism” and the forum theme “Mountain Tourism Destinations Responding to Climate Change,” along with sessions on mountain tourism promotion and entrepreneur networking.

Organized by IMTA, the Events received support from Ministry of Culture and Tourism of China, Guizhou Province, Nice of France, China Embassy in France, Consulat Général de Chine à Marseille, Office du Tourisme de Chine Paris, UN Tourism, Comité Régional du Tourisme CÔTE d’AZUR FRANCE, Global Tourism Economy Forum (GTEF), China NGO Network for International Exchanges (CNIE), Pacific Asia Travel Association (PATA), World Tourism Cities Federation (WTCF), World Association for Hospitality and Tourism Education and Training (AMFORHT), International Nordic Walking Federation (INWA), Guizhou provincial department of culture and tourism, Foreign Affairs Office of Guizhou Province, Chinese National Geography, and many other organizations.

The year 2024 marks the 60th anniversary of the establishment of China-France diplomatic relations and the China-France Year of Culture and Tourism.

Earlier in May, President Xi Jinping made a historic state visit to France, opening a new chapter in China-France relations. During the visit, President Xi and French President Emmanuel Macron stood atop the Pyrenees, engaging in broad discussions and renewing the story of “finding kindred spirits among high mountains and flowing water.” The Events, held at this historic moment, not only witnessed the friendship between the two nations but also highlighted the achievements of China-France tourism partnership. The Events, IMTA’s first international activity in Europe, was highly praised by participating leaders, guests, and the media for its timely theme, rich content, cutting-edge ideas, and interactive approach. It attracted global attention, promoting exchanges in tourism and cultures, and making the tourism cooperation between China, France, and Europe more popular and resilient.

1. A Grand Mountain Tourism Event Embracing Worldwide Mutual Understanding

China and France, as key representatives of Eastern and Western civilizations, share a long history of friendship. The mutual attraction between the two nations has set an example of cultural exchange between East and West, with their artistic and cultural interactions symbolizing openness and cooperation. The Events, held against the “Global Civilization Initiative,” served as a platform for fostering friendship, exchanges, and partnership in world mountain tourism, building a bridge of hope for future collaboration. The Events featured the opening ceremony, theme forum, tourism promotions, business dialogues, and artistic and cultural exhibitions. From various perspectives, guests introduced, shared, and discussed sustainable mountain tourism resources, business patterns, and innovative product concepts, while promoting the idea of mutual understanding among people and the innovative “Mountain

Tourism+” model.

At the Opening Ceremony on the morning of 29 May, Dominique de Villepin—IMTA Chairman, Christiane Amiel—Deputy Mayor of Nice, Dong Guangli—Consul Général de Chine à Marseille, Zhang Haomiao—Director of the Office du Tourisme de Chine, Paris, and Rudy Salles—President Delegate of the Office de Tourisme Métropolitain Nice Côte d'Azur delivered opening speeches. In addition, Qu Xing—Deputy Director-General of UNESCO, Harry Hwang—Regional Director for Asia and the Pacific of UN Tourism, Peter Semone—Chairman of PATA, Abdou Belgat, President of AMFORHT, and other representatives of international organizations made high-level addresses.

The theme forum on “Mountain Tourism Destinations Responding to Climate Change” was a key topic. It brought together top experts from France, China, and other countries, specializing in climate change and sustainable tourism research. Their ideas, viewpoints, strategies, and solutions attracted global attention. Francesco Frangialli—Honorary Secretary-General of UN Tourism and a senior member of IMTA Council, hosted the theme forum. Geoffrey Lipman—former CEO of World Travel and Tourism Council (WTTC) and former UNWTO assistant Secretary-General, Bernard Debarbieux—former Dean of the School of Social Science, Université de Genève, Rogers Martin Valencia Espinosa—former Tourism and Culture Minister of Peru, Wu Pu—Director of the Institute of Tourism Policy and Strategy Studies, China Tourism Academy, Michel Julian—Senior Programme Officer at the Tourism Market Intelligence, Policies and Competitiveness Department of UN Tourism, Pascale Boyer—MP for Hautes-Alpes, Alexandre Maulin—President of Domaines Skiabiles de France, Xavier Roseren—President of the Montagne Study Group at the French National Assembly, Philippe Francois—International Expert in Responsible Solutions for the Future of Tourism, Global Ambassador to the International Institute for Peace through Tourism, and other guests offered valuable insights and constructive solutions on addressing climate change and sustainable mountain tourism development.

On the afternoon of 29 May, the Mountain Tourism Promotion & Sino-European Entrepreneurs Exchange Conference was held. Representatives from IMTA, Comité Régional du Tourisme CÔTE d'AZUR FRANCE, Office de Tourisme Métropolitain Nice Côte d'Azur, Guizhou provincial department of culture and tourism, China Chamber of Tourism, AMFORHT, ECOLOAD Solar Charging Station Manufacturing Company, SAS Maxi Event's FRANCE, and other organizations and companies had in-depth discussions. They focused on new scenarios, business patterns, and trends for mountain tourism destinations, exploring ways to create healthy, green, and sustainable mountain tourism, promoting mutual market access, product connectivity, and exchange of visitors. At the Conference, we also launched the Initiative for “Mutual Understanding among People through Mountain Tourism,” highlighting how mutual understanding connects the wonders of mountains, fosters innovation and development in mountain cultures, gives new meaning to the heritage of mountain civilizations, and contributes to global peace and harmonious coexistence.

We held a variety of exciting activities. In 2019, the first “International Mountain Tourism Day” theme events was held in Nepal, where the flag reached the summit of Mount Everest, symbolizing the mountain tourism to aim higher and stronger. This year, the Events featured another achievement—climbing Mont Blanc, the highest peak in Western Europe, as a continuation of this spirit. In early May, a Sino-French mountain climbing team consisting of Serge Koenig, professor at the National School of Mountain Sports (ENSA) of France and IMTA expert, and Yang Xiaohua, a mountaineering coach from China, summited the Mont Blanc, embodying the mountain spirit and celebrating the beauty of mountains. With the majestic Mont Blanc as the background, they displayed the flags of “Hello, China,” “International Mountain Tourism Day,” and IMTA to the world. It illustrated the interaction between sports and tourism and the spirit of overcoming challenges. At the Opening Ceremony, the climbing team presented the flags of IMTA and “International Mountain Tourism Day” to Chairman Dominique de Villepin. On the

evening of 28 May, “Night at Nice” offered a unique and well-regarded China-France cultural exchange banquet. The traditional Miao and Dong ethnic art from Guizhou, China, and the Western orchestra from the Jean-François team played a beautiful symphony. The guests enjoyed the China-Europe cultures through the melodies, sparking great interest in the Dong Chorus, a UNESCO Intangible Cultural Heritage. In addition, the Mountain Community & Art Exhibition showcased photography capturing mountain landscapes, ecological environments, and life from around the world, along with traditional ethnic handicrafts from the mountainous regions of Southwest China and France, allowing the guests and visitors to deeply experience the fusion of nature and culture in mountains.

2. Exchange and Interaction: Focusing on the Theme of Sustainable Development

“In today’s urbanizing world, mountains are a rare resource that offers unique experiences and meets the growing needs of mountain lovers,” said Dominique de Villepin, IMTA Chairman. He emphasized that the sustainable development of mountain tourism presents a great opportunity for both China and France. “We need a global vision, strengthen our management systems, and adopt innovative approaches to deepen cooperation between China and France. This includes interaction in arts, culture, sports, health, and tourism, all while respecting the environment and protecting cultures. It also makes tourism more inclusive and sustainable, as reflected in the theme: ‘Mutual Understanding among People through Mountain Tourism.’”

“The 6th International Mountain Tourism Day is a great opportunity to reflect how tourism supports the sustainable development and resilience of mountain communities,” said Qu Xing, Deputy Director-General of UNESCO. In recent years, UNESCO has been dedicated to promoting inclusivity, respect, and regeneration in tourism, and has been working with governments, non-governmental organizations, and the private sector to develop policies and practices to ensure that sustainable tourism benefits all. He expressed gratitude to IMTA for organizing the 6th anniversary celebration, and noted that through

collaboration, we can build a better world, making mountain tourism a tribute to nature and a testament to our joint commitment to sustainable development.

Christiane Amiel, Deputy Mayor of Nice, introduced the city’s geographical and climatic advantages, as well as its unique features in education, culture, and art. She admired China’s “revolutionary” achievements in green development over the years as world’s most populous country, and praised the fruitful results of both national and regional cooperation between China and France. She looked forward to greeting countries in Nice at the UN Ocean Conference next year, to jointly address the challenges posed by climate change across various fields including mountain tourism, and to achieve sustainable development for the benefit of future generations. Rudy Salles, President Delegate of the Office de Tourisme Métropolitain Nice Côte d’Azur, noted in his speech that Nice and China share a long-standing and vibrant friendship. This year, Nice will celebrate the 60th anniversary of the establishment of China-France diplomatic relations, focusing on their cultural exchanges.

“Mountain tourism integrates sightseeing, recreation, fitness, adventure, and cultural education, representing a tourism method in favor of ecological civilization and a lifestyle that improves people’s well-being. Today, with so many mountain tourism practitioners, IMTA members, and mountain tourism lovers gathered, I believe you will have in-depth and inspiring discussions about the relationship between mountain tourism and a better life, leveraging ecological civilization to benefit humanity and create a brilliant future for mountain tourism,” said Dong Guangli, Consul Général de Chine à Marseille. He noted that the ancient Chinese saying “a true man loves the mountains, a wise man loves the sea” reflects the deep connection between Chinese people and mountains. The shared love for mountains between the people of China and France, along with their cultural exchanges this year, has brought benefits to both nations and given stability and positivity to a turbulent world. China is willing to develop friendly and cooperative relations with all countries, including France, based on mutual respect, moving forward

together, sharing challenges, and creating a better future.

Zhang Haomiao, Director of the Office du Tourisme de Chine, Paris, stated that China has always prioritized promoting the sustainable tourism development as a key driver for high-quality growth. She believes that China and France can collaborate and work with other countries to find solutions to advance the sustainable development of world mountain tourism. Mountain tourism is a pillar of the tourism industry and brings prosperity and development to many mountain communities. As world's first international organization focused on mountain tourism, IMTA's establishment in Guizhou builds a platform for international cooperation and exchange in tourism and promotes the sustainable development of mountain tourism. Zhang hopes to see more platforms like "International Mountain Tourism Day" to foster international exchange and cooperation in mountain tourism, and share valuable experiences and solutions for protecting mountain resources and addressing climate change. In this way, we can uphold the concept of "Tourism Without Borders" and achieve rapid development in mountain tourism for the greater well-being of the people of China and France.

Fu Yingchun, IMTA Vice Chairman and Executive Secretary-General, offered a unique interpretation of the value of "mutual understanding among people" for sustainable mountain tourism. In detail, "mutual understanding among people" means that stakeholders jointly discuss, build, and share advanced concepts, experiences, and achievements in a harmonious and inclusive manner. The UN Sustainable Development Agenda represents the top-level design for "mutual understanding among people," with its goals revealing human-centered development patterns closely related to the tourism industry. To promote the sustainable development goals, the tourism industry is essential and plays a crucial role in in-depth exchanges. He thought that, driven by the accelerated recovery of tourism and inclusive economic growth models, mountain tourism enjoys expanded clientele, optimized industry structure, innovative products, and higher overall quality, and countries have had valuable experiences

in tourism governance. If tourism stakeholders can draw from all these, tourism can become a model for implementing sustainable development and the "Global Civilization Initiative." In this way, world mountain tourism will advance steadily within the framework of "mutual understanding among people."

Harry Hwang, Regional Director for Asia and the Pacific of UN Tourism, believes that mountains have long held a special place in human imagination, symbolizing power, beauty, and mystery. The majestic landscapes of mountains transcend culture, ethnicity, and religion, facilitating the exchange and mutual learning among civilizations. Mountain tourism plays a significant socio-economic role in creating jobs and stimulating local economy. Beyond their visual appeal, mountains are hubs of cultural integration, interaction, and development. Mountain tourism has immense potential for promoting cross-cultural dialogue and understanding, environmental management, and sustainable development. By connecting people, cultures, and landscapes via the transformative power of mountains, we can build bridges of understanding and cooperation that span across borders and generations.

Peter Semone, Chairman of PATA, said, "to define and maintain the delicate balance between social development and the natural environment, reliable and specific data is essential." He highlighted that PATA will work with IMTA to get reliable data to make objective decisions regarding mountain tourism development, while also considering the impact of tourism on local areas, aiming to make tourism more responsible and sustainable and ensure fair distribution of benefits.

Abdou Belgat, President of AMFORHT, highlighted that we need to be particularly cautious about the impact of climate change on sustainable tourism and mountain tourism. He called for a unified effort not only from China and France but from all countries and sectors to use "education" and "training" to help develop sustainable tourism in mountainous regions and improve the lives of local residents, striving for the vision of peaceful development.

3. Focusing on Climate: Response of Mountain Tourism to Climate Change

Global climate change, symbolized by global warming, has become a severe challenge for humanity, quietly reshaping world tourism. Mountain tourism, in particular, as a sector dependent on natural endowments, stands at the forefront of climate crisis and is also one of the industries that could benefit from improved climate conditions. Therefore, for mountain tourism, it is both crucial and urgent to explore solutions to climate crisis.

The theme forum of “Mountain Tourism Destinations Responding to Climate Change” has drawn great attention. International organizations, tourism practitioners from China, France, and Europe, as well as climate and ecological experts offered insightful strategies and solutions for addressing climate change and exploring sustainable development. The forum brought together authoritative wisdom from world tourism and focused the world’s attention.

“Today’s forum on ‘Mountain Tourism Destinations Responding to Climate Change’ is a crucial step of IMTA towards the UN’s 2030 Sustainable Development Goals,” said the moderator, Francesco Frangialli, Honorary Secretary-General of UN Tourism and senior member of IMTA Council. He thought that climate change is not the only factor affecting the lives of mountain communities dependent on tourism. Changes in visitor behavior, surges in tourist numbers, and excessive resource consumption have also become unavoidable issues in mountain tourism. His professional and compelling speech guided attendees in open discussions, infusing the Events with innovative ideas and energy.

Geoffrey Lipman, former CEO of WTTC and former UNWTO assistant Secretary-General, highlighted the challenges that global mountain tourism faces, including unpredictable snow lines, rockfalls, and glacier melt, which directly impact both the tourism industry and local communities. He shared his experience in developing the Climate Friendly Travel (CFT) framework and his plan to establish CFT branches in 50 of the world’s least developed and small-island developing countries. Because these countries are particularly prone to climate crises, and tourism presents an optimal pathway for development.

Bernard Debarbieux, former Dean of the School

of Social Science, Université de Genève, said that most strategies to address the impact of climate change on mountain tourism focus on economic and technical solutions. For instance, large ski resorts may use economic measures, such as artificial snow, to control snow conditions. While these strategies might yield short-term success, they come with long-term risks and high costs and fail to address broader mountain and climate dynamics. He suggested more diversified approaches for the impact of climate change on mountain tourism. Beyond economic and resource factors, local communities and cultures can help mitigate the impact. For example, the imagination and creativity of local individuals and communities could offer new forms of mountain tourism.

Rogers Martin Valencia Espinosa, former Tourism and Culture Minister of Peru, detailed the huge threat and challenge that climate change poses to the 40 million people in the Andean region. He emphasized that the impact of climate crisis is borderless, and the key of managing and protecting mountain resources lies in regional cooperation and cross-border governance. To address current and future climate risks, mountain countries need to unite, share data and information, establish joint committees, make and implement cooperative policies, and make equitable decisions benefiting all nations. For instance, he mentioned the Andean Initiative, a platform established by seven Andean countries aimed at strengthening regional dialogue, promoting joint actions, and ensuring the protection and sustainable development of the Andean Mountains.

Wu Pu, Director of the Institute of Tourism Policy and Strategy Studies, China Tourism Academy, highlighted that the Chinese government attaches great importance to climate change and tourism, and has published several policy guidelines, including standards for green and low-carbon development in the cultural and tourism sector. He introduced measures in the National Climate Change Adaptation Strategy 2035, such as improving emergency response mechanisms for extreme weather and climate events at tourist destinations, enhancing regional climate adaptation actions, and especially developing summer vacation and snow tourism. “Although tourism is

considered a green sector, its rapid expansion has led to significant carbon emissions.” He recommended promoting eco-tourism and reducing greenhouse gas emissions from tourism to achieve sustainable development.

Michel Julian, Senior Programme Officer at the Tourism Market Intelligence, Policies and Competitiveness Department of UN Tourism, cited data that indicates that world tourism is expected to experience widespread growth in 2024, driven by the increasingly open global markets and more accessible air and visa policies. Mountain tourism, with its rich biodiversity and unique cultural appeal, demonstrates significant resilience and potential for development. However, issues like the concentration of tourist activities, environmental pollution, and resource abuse pose threats to the long-term healthy development of mountain tourism. For that, he recommended developing new tourism products that integrate nature, food, and wellness, and enhancing international partnership to promote new models of climate-resilient mountain tourism.

Michel Bouvard, former MP and senator from Département de Savoie and IMTA expert, highlighted the increasing threat of global warming to mountain tourism could lead to fewer skiing days, lower snow quality, affecting both tourism and local economy. To address it, he believes that governments should implement more favorable policies to promote sustainable mountain tourism and enhance climate adaptation measures, such as improving the climate resilience of ski facilities and diversifying the tourism industry. Economic stakeholders, including tourism businesses and local communities, should also innovate and improve services to attract tourists while protecting the natural environment, ensuring a harmonious coexistence between tourism and local communities.

Mathieu Sauvestre, Vice President Development Europe at Club Med (France & Switzerland), discussed Club Med’s efforts and measures to address climate change. Since opening its first club in Switzerland in 1956, Club Med has operated mountain resorts for over 60 years, becoming a pioneer in both winter and summer mountain sports and contributing

to mountain tourism development in various countries. In response to the challenges posed by climate change, Club Med has studied the sustainability of skiing and selected resort locations in areas with favorable snow conditions. It shows that Club Med has the adaptability and market strategies to, in the context of global warming, maintain business growth and high visitor satisfaction by implementing diverse activities and seasonal tourism strategies.

Hervé Moreau, Deputy Director General in Charge of Development at the Département des Alpes Maritimes, shared the achievements of the Alpes-Maritimes region in addressing climate change challenges and promoting sustainable tourism development. He noted that in response to the challenges, Alpes-Maritimes has pursued diversified measures instead of relying solely on traditional winter skiing activities. One such measure is the diversification of tourism products. For example, the region now offers outdoor activities and facilities available year-round, such as hiking, climbing, mountain biking, and trail running. It has also developed spring, summer, and autumn tourism products to attract visitors throughout the year.

Liu Feng, member of IMTA Expert Committee, shared China’s efforts and achievements in exploring a scientific development approach of “Loving and Protecting Mountains.” He emphasized that mountain wellness tourism is a crucial direction for the tourism industry in the new era. Regarding global climate issues, he suggested establishing robust legal and decision-making mechanisms, increasing funding for public facilities and environmental protection, and strictly managing the tourism environment, including controlling the number, structure, and style of buildings, diversifying measures to protect mountain resources, and ensuring the harmonious development of mountain tourism and environmental conservation.

4. Building Platforms to Enhance China-Europe Mountain Tourism Exchange and Cooperation

(1) Mountain Tourism Promotion & Sino-European Entrepreneurs Exchange

China and Europe are both significant tourism destinations and source markets with substantial potential for cooperation. The Mountain Tourism

Promotion & Sino-European Entrepreneurs Exchange Conference held along with the Events created a professional dialogue platform to advance social exchanges and cooperation in mountain tourism, deepen cultural and tourism cooperation between China and Europe, and strengthen mutual understanding between the peoples.

Thibaut Muller, Chargé de Mission Pôle Marketing Offer Département, Comité Régional du Tourisme CÔTE d'AZUR FRANCE, showed the stunning landscapes of Côte d'Azur. He also introduced a sustainable tourism travel guide in development, which focuses on all eco-friendly experiences such as outdoor activities, agritourism, handicrafts, ecological tourism, low-carbon travel, and immersive nature projects. Vincent Doutres, Director of Marketing Commercial for the Pic du Midi in the French Pyrenees, shared the region's rich cultural heritage and longstanding tourism history, and invited visitors worldwide to experience outdoor mountain activities in the Pyrenees, including hydrotherapy, stargazing, skiing, cycling, and sightseeing. Laurent Blondeel, Director General of SAS Maxi Event's FRANCE, shared the experience of the world-renowned MaXi-Race in Annecy in outdoor sports and the development cases in both Europe and China. Wen Weiya, IMTA Secretary-General Assistant and Director of Guizhou International Mountain Tourism Development Center, China, showcased the scenery, culture, and pleasant climate of Guizhou Province, a "Mountain Park Province." She also invited tourists worldwide to explore Guizhou's majestic mountain landscapes, engage in exciting mountain sports, experience diverse mountain cultures, and benefit from favorable investment policies. Sophie Poudou, Director of Tourisme Responsable & RSE of the Office de Tourisme Métropolitain Nice Côte d'Azur, France, shared strategies for addressing climate change through procurement policies, raising visitor awareness, and working with local communities. She also said that world-renowned tourist destinations need to balance the needs of tourists and local residents. Cheng Lixia, Director of the Culture, Radio, Television, Tourism and Sports Bureau of Yizhang County, Hunan Province, introduced that they are

building Mangshan Mountain into a world-class, internationalized, and accessible tourism system, setting an example for mountain destinations globally in accessibility construction and renovation.

During the Sino-European Entrepreneurs Exchange, Ji Xiaodong, President of China Chamber of Tourism, made a speech on "Green and low-carbon investment in mountain tourism destinations." He noted that green and low-carbon have become keywords for transforming and upgrading China's tourism industry and integrating it into the global market. Mountain tourism relies on natural resources, supports low-carbon travel methods, meets diverse travel needs, and hence has attracted many Chinese investors and tourists. Therefore, for green and low-carbon mountain tourism investments, he suggested building unique mountain tourism destinations based on local resources, creating long-lasting mountain tourism projects, and integrating green and low-carbon technology and product innovation into mountain tourism development. Sylvaine Linden, founder of ECOLOAD Solar Charging Station Manufacturing Company, shared the status quo and prospects of the ECOLOAD ecological station project, attracting interest from mountain sports companies. Djibril Fofana, Secretary-General of AMFORHT, shared the development concept and direction of mountain tourism education and training.

(2) Bridging Mountain Tourism: Seeking Opportunities for Win-Win Cooperation

At the Events, IMTA signed memorandums of understanding (MOUs) with INWA, AMFORHT, and SAS Maxi Event's FRANCE, covering cooperation in event introduction, advertising, business cooperation, and member interaction, aiming to explore models and pathways for multi-faceted and multi-level partnership.

As part of the Events, from 31 May to 3 June, Fu Yingchun led an IMTA delegation to visit the UN Tourism, the International Union for Conservation of Nature (IUCN) headquarters, and the Geneva Tourism Office in Switzerland, to discuss with Spanish cultural and tourism organizations and businesses in Madrid. The delegation had productive meetings with representatives such as Sandra Carvao, Director

of the Chief of Tourism Market Intelligence and Competitiveness of UN Tourism, and SungAh Lee, Deputy Director General of IUCN on joint events, platform, research, standardization, data sharing, and advertising. They reached a consensus to maintain close consultation on mutual concerns, carry out practices, share experiences, and explore ways of innovative cooperation. Additionally, the delegation visited the Geneva Tourism Office and talked with officials about local tourism development and work plans. Switzerland, as a renowned mountain tourism destination, is committed to promoting its diverse tourism products and high-quality services to international visitors, showing great prospect of partnership with IMTA to jointly drive industry innovation and development. The delegation also introduced the status quo of Guizhou's tourism development and how the province implements policies on and external exchange and cooperation to the attending enterprises, inviting them to visit Guizhou and discuss future partnership.

In Madrid, Spain, the delegation had in-depth discussions with over 20 representatives from renowned Spanish outdoor sports and tourism organizations, associations, and enterprises, including Olalla Cernuda—Acting Vice President of the Spanish Federation for Mountain and Climbing Sports (FEDME), Marc de Bruyn—General Distributor for Spain & Portugal of Rab, and Xu Chuchu—representative of the Aragon Tourism Office. The discussion focused on sharing high-quality mountain tourism resources and building future-oriented business cooperation, reaching a positive consensus, and gathering strength for the innovation of new driving forces in mountain tourism.

5. Sparking Attention: Guests and Media Praise the Events' Achievements

The Events received high commendation and worldwide attention from attending leaders, guests, and media for its timely theme, rich content, cutting-edge concepts, and interactive approach. The "International Mountain Tourism Day" brand resonates across the globe, with its role in tourism cooperation, cultural integration, and dialogue between civilizations being widely acknowledged by

both Chinese and overseas tourism practitioners.

Media both domestic and international made comprehensive and in-depth coverage of the Events. Le Figaro commented: "Over the years, 'International Mountain Tourism Day' has become not only a significant event in the tourism industry, but a vision of sustainable mountain tourism that promotes cultural exchange and regional development." People's Daily noted: "The year 2024 marks the 60th anniversary of the establishment of China-France diplomatic relations and the China-France Year of Culture and Tourism. The Events was held in Nice, France, taking this opportunity to build a bridge for cooperation between the mountain tourism sectors of both countries." As of June 10, over 540 media outlets worldwide, including Le Figaro, AFP, AFP Germany, AP, Yahoo Global, Dow Jones MarketWatch, People's Daily, Xinhua News Agency, Ifeng.com, China Radio International, and China Daily, had published more than 2,000 reports on the opening ceremony and relevant activities. The coverage was available in seven languages: Chinese, English, French, Spanish, German, Dutch, and Italian, reaching an audience/readership of over 70 million. Additionally, official platforms such as the Chinese Ministry of Foreign Affairs website, the official WeChat account of the Chinese Consulate-General in Marseille, the WeChat account of the China Tourism Office in Paris, the WeChat account and Facebook of Guizhou provincial department of culture and tourism, also shared information about the Events.

Dominique de Villepin, IMTA Chairman, regarded the Events as a highly successful global activity and expressed confidence that IMTA will become a leading international organization. Francesco Frangialli, Honorary Secretary-General of UN Tourism and senior member of IMTA Council, highlighted the success of the Events. He noted that the keynote speeches on the future development of mountain tourism by all attendees were extremely high-quality and well-recognized. Despite the tight schedule and varying challenges, IMTA Secretariat completed the task efficiently. The timing of the Events coincides with other

regional and international events such as the 60th anniversary of China-France diplomatic relations, the China-France Year of Culture and Tourism, and the Olympic Year, making it even more popular. Dong Guangli, Consul Général de Chine à Marseille, spoke on behalf of Ambassador Lu Shaye that today's gathering of mountain tourism practitioners, IMTA members, and mountain tourism lovers would spark new ideas and discussions on how mountain tourism leads to a better life, and how ecological civilization benefits everyone and guides mountain tourism towards a bright future. Zhang Haomiao, Director of the Office du Tourisme de Chine, Paris, said that by inviting international organizations, government officials, tourism enterprises, industry associations, and research institutions to share their views, the Events created an international tourism dialogue platform. It promoted informal cooperation and exchanges between China and France, and between China and Europe in tourism, speeding up the recovery of China's inbound tourism post-pandemic. She looked forward to more cooperation with IMTA to inject new vitality into China-France tourism partnership. Rogers Martin Valencia Espinosa, former Minister of Culture and Tourism of Peru, remarked that the "International Mountain Tourism Day" is a critical occasion that manifests the need for global action, and he commended the Events for its international standard and IMTA's efficient organization.

Comité Régional du Tourisme CÔTE d'AZUR FRANCE stated that the gathering of mountain tourism organizations, associations, enterprises, and individuals from around the world in Nice to discuss the pressing issues of climate change and mountain tourism provides constructive guidance for mountain tourism development. The Nice Tourism Office was glad about holding the Events in Nice this year. The Events strengthened the tie between Nice and China and they expressed hope for more Chinese tourists to visit Nice and enjoy skiing.

Carlos Pinto, Director of Rural Development

Agency, said, "Mr. de Villepin and I reached a consensus that we will fully support the work of IMTA. We are confident that IMTA will become a leading international organization." Yuan Ying, Representative in China of Gran Canaria Tourist Board, praised the Events and hoped that next year's Events could be hosted by the Gran Canaria Tourist Board, and they will submit applications after the Events. Serge Koenig, member of IMTA Expert Committee, said he was pleased and proud to be part of the climbing team to summit Mont Blanc and contribute to the success of the 6th International Mountain Tourism Day. He found the theme forum particularly interesting, as it focused on a major issue for the future of mountain tourism: global warming. The experts' speeches were relevant, and the debates were engaging. Marie-Pierre Hollier, an expert from UN Tourism, stated that the Events was a huge success with high-quality speakers and their interesting presentations. Djibril Fofana, Secretary-General of AMFORHT, said that the organization was excellent, reflecting professionalism and attention to detail. The keynote speeches by passionate experts were very high-level, innovative, and thought-provoking. Aki Karihtala, President of INWA, said the guests were high-level, content well-organized and compact, significance profound, and the forum broad in perspective and innovative in idea. Overall, it was a very successful international gathering.

After the event, the Nice City Council, the French Pyrenees, FEDME, Geneva Tourism Office, Aragon Tourism Office, Rab, and Netherlands Otherside Travel Consultancy Company expressed their interest in becoming members of IMTA. Among them, Aragon Tourism Office and Netherlands Otherside Travel Consultancy Company have already submitted applications. With the increase in international members, IMTA's membership structure will continue to optimize and bring more opportunities for partnership.



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