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2020 国际山地旅游联盟年会
2020 Annual Conference of International Mountain Tourism Alliance (IMTA)

会刊
Conference Proceedings

中国·贵州·贵阳
Guiyang · Guizhou · China



2020国际山地旅游联盟年会

2020 Annual Conference of International Mountain Tourism Alliance (IMTA)

后疫情时代国际山地旅游发展之路

The Path of Mountain Tourism Development in the post-COVID World

会刊

Conference Proceedings

2020年11月17-22日 中国·贵州·贵阳

17th-22th.November.2020 Guiyang · Guizhou · China



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国际山地旅游联盟简介

山地是重要的地表形态、生态系统和生活空间。山地约占全球陆地面积的 1/4,世界 75% 的国家拥有山地,山地自然与人文资源是人类共有的宝贵财富,也是重要的旅游资源,在全球旅游发展格局中占有十分重要的地位。山地旅游体验丰富多彩的山地生活,感受和谐共荣的山地历史,共创辉煌灿烂的山地文明。

在全球可持续发展浪潮的推动下,旅游业的贡献将向经济、社会和环境三大支柱领域不断延伸,其声誉、地位和价值亦将持续提升。国际山地旅游联盟是由中国发起的非营利性国际组织,于 2017 年 8 月 15 日正式成立。国际山地旅游联盟会员来自世界五大洲 32 个国家和地区共 181 个团体和个人。会员包括世界山地旅游国家和地区的旅游机构、非营利组织、涉旅企业、相关咨询机构、旅游专业院校、航空公司、装备制造企业、户外运动组织等。

国际山地旅游联盟以生态文明为引领,以保护山地资源、传承山地文明、促进山地经济、造福山地民众为核心理念,积极促进旅游业的国际交往和业务合作,总结推广山地旅游发展经验,致力于可持续山地旅游发展。

合作、交流、共享是联盟发展的立足之本。生态环境与民众的生活质量息息相关,良好的生态环境是最公平

的公共产品,也是最普惠的民生福祉。山地民众依山而居、伴水而栖,在与自然生态相依相存中形成朴素的情怀,为生态保护与利用提供了宝贵的人文基础;山地旅游持续创造良好的生产生活生态环境,让人们从中分享“绿色福利”。

随着大众旅游的兴起,山地旅游方兴日盛。国际山地旅游联盟推动构建山地旅游产业发展研究与评价平台,研究、制定、发布和推广相关山地旅游国际标准,开展山地旅游资源评估、市场调查、景气指数预测,研究预测世界山地旅游业发展的路径方法;推动构建山地旅游投资合作与创新平台,着眼于山地资源的保护和有效利用,研发特色山地旅游产品,开展市场推广,引导和促成投资与合作,促进山地旅游创新发展;推动构建会员之间对话交流与服务平台,探索并不断拓展业务交流合作共享空间,为会员和经营主体提供咨询、培训服务等业务领域,促进资源、资本、人才有效流动,创造优良的山地旅游品质、内涵和环境。

国际山地旅游联盟愿与其他国际组织一道,以平等、包容、合作的精神,共创共享山地旅游发展的新理论、新经验和新方法,让可持续发展的理念在山地旅游领域开花结果。

Introduction of International Mountain Tourism Alliance

Mountain land is an important landform, ecological system, and living space on the earth. Mountain land accounts for about 1/4 of the global land area and 75% of the countries around the world possess mountainous area. The natural and humanistic resources in the mountain environment are precious wealth of mankind, as well as important tourism resource, which plays a very important role in the development of global tourism. Mountain tourism, helps experience the rich and colorful mountain life, feel the coexisting prosperous mountain history, and finally create the splendid and brilliant mountain civilization.

Driven by the global trend of sustainable development, the contribution of tourism will continuously extend to economy, society and environment, and its reputation, status and value will also continue to rise. International Mountain Tourism Alliance (IMTA) is a non-profit international organization established with the approval of the State Council of the People's Republic of China, was formally established on August 15, 2017 in China. Members of IMTA come from 32 countries and regions and the number of groups and people totals 181. The members include tourism institutions, nonprofit organizations, tourism businesses, tourism-related consulting agencies, tourism colleges, airlines, equipment manufactures and outdoor sports organizations from countries and regions involved in mountain tourism.

Guided by the concept of ecological civilization and the principle of protecting mountain resources, preserving mountain civilization, and promoting mountain economy to the benefit of the people living in mountainous regions, the IMTA is dedicated to facilitating international exchanges, experience sharing and business cooperation to promote the sustainable development of ecological mountain tourism.

Cooperation, communication and sharing are the foundation of the IMTA's development. The eco-environment and the quality of people's life are closely connected. A sound eco-environment is the most equitable public good, and the most inclusive livelihood benefit. The people of mountainous regions live by the mountains and rivers, and they have formed an

emotional attachment to the Mother Nature through their harmonious co-existence with the natural environment they live in. This provides a positive cultural atmosphere and foundation for the conservation and development of the eco-environment. As such, mountain tourism not only generates a sound production, living and ecological environment, but also allows people to share more "green benefits" from ecological protection.

With the advent of the era of mass tourism, mountain tourism is gaining stronger momentum. The IMTA is committed to building the IMTA into a platform for the research and evaluation of the mountain tourism industry with the aim of studying, formulating, publishing and promoting mountain tourism-related international standards, conducting evaluation, market survey and outlook index forecast of mountain tourism resources, and exploring the ways and means for building the evaluation system on the development of world mountain tourism industry. We should build the IMTA into a platform for investment cooperation and innovation on mountain tourism with the aim of promoting the protection and effective utilization of mountain resources, pursuing innovative development of mountain tourism, developing specialty mountain tourism products, promoting mountain tourism marketing, and guiding and facilitating investment and cooperation. We should also build the IMTA into a platform for dialogue, exchanges the space for cooperation, exchange and sharing, providing consulting and training services for members and relevant business entities, promoting the efficient movement of resources, capital and skilled professionals, and enhancing the quality, content and environment of mountain tourism.

The IMTA is ready to work with other international organizations to build and share the platform for cooperation, and develop new theories, experience and methods in the spirit of equality, inclusiveness and cooperation to realize the vision of sustainable development in the field of mountain tourism.



贵州省主要领导会见联盟领导

11月17日，时任贵州省长谔贻琴在贵阳会见前来出席2020国际山地旅游联盟年会的联盟副主席邵琪伟、秘书长何亚非一行，卢雍政部长、胡忠雄副省长参加会见。

谔贻琴省长介绍了贵州经济社会发展情况。她说，贵州始终把发展旅游业作为守好发展和生态两条底线的战略举措，推动旅游业持续“井喷式”增长，为经济持续快速健康发展提供了强有力支撑。国际山地旅游联盟是总部落户贵州、由中国发起、全球第一个以山地旅游为定位的国际组织，贵州将一如既往大力支持联盟发展。希望联盟不断提升影响力和知名度，加快成为促进山地旅游发展的世界著名平台，为世界、中国和贵州旅游业高质量发展作出积极贡献。

邵琪伟副主席、何亚非秘书长感谢贵州对国际山地旅游联盟的大力支持。他们表示，新冠肺炎疫情对全球旅游业发展产生深度影响，作为在贵州创立的非政府国际组织，国际山地旅游联盟将坚持服务世界、服务中国、服务贵州，对危机下全球旅游业发展进行再认识，积极促进旅游业理念创新、政策创新、科技创新，为全球旅游业复苏发展贡献力量。



Main Leaders of Guizhou Province Meet IMTA Leaders

On 17th November, Shen Yiqin—acting Governor of Guizhou province met with IMTA Vice—Chairman Shao Qiwei and Secretary —General He Yafei in Guiyang who were present at 2020 IMTA Annual Conference, along with Director Lu Yongzheng and Vice Governor Hu Zhongxiong.

Governor Shen briefed them the status quo of economic and social progress in Guizhou. She said that Guizhou sticks to tourism as a strategic measure to defend two bottom lines—development and ecology, in a bid to facilitate the constant and explosive growth of tourism, and add a strong momentum to the rapid and healthy economic growth. The Guizhou—based IMTA is the world's first international organization initiated by China, and targeted at mountain tourism. Guizhou has been and will remain helping IMTA grow into a prestigious platform with international influence and reputation so as to contribute to the high—quality development of tourism in Guizhou province and China, and the world at large.

After that, Vice—Chairman Shao and Secretary—General He expressed gratitude to Guizhou for its generous support to IMTA. They said that when world tourism is hit hard by COVID—19, IMTA, as a non—governmental international organization founded in Guizhou, sticks to the principle of serving Guizhou, China, and even the world, by reviewing the world tourism under crisis, making innovations in concept, policy, and technology, thereby contributing to the revitalization of world tourism.



主体活动 / Main Events

2020 国际山地旅游联盟年会开幕式暨主题论坛

The Opening Ceremony & Theme Forum of 2020 IMTA Annual Conference

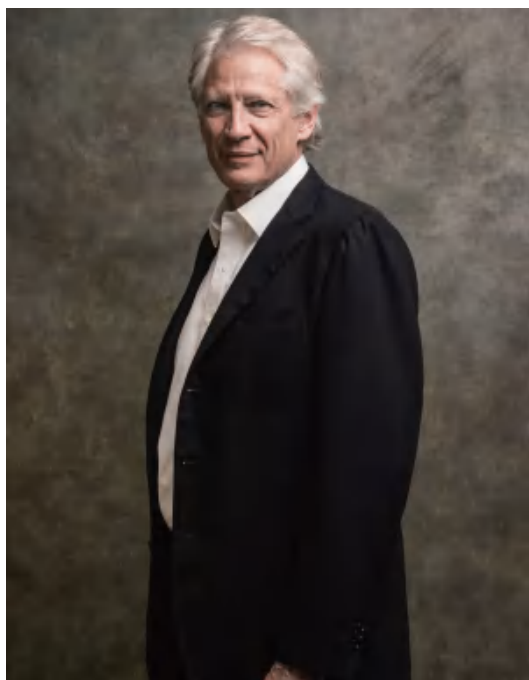
11月18日上午,2020国际山地旅游联盟年会在贵阳开幕。在开幕式上,国际山地旅游联盟主席多米尼克·德维尔潘、世界旅游组织(UNWTO)执行主任祝善忠、中国文化和旅游部国际交流与合作局局长谢金英、贵州省委常委、宣传部部长卢雍政、世界旅游及旅行业理事会(WTTC)总裁格洛丽亚·格瓦拉、尼泊尔驻华大使马亨德拉·巴哈杜尔·潘迪、中国-东盟中心秘书长陈德海致辞、联盟秘书长何亚非作联盟2020年度工作情况及2021年度工作计划报告。在主题论坛上,国际山地旅游联盟副主席邵琪伟、德国巴伐利亚州中国代表处首席代表曼丽博士、中国旅游协会休闲分会会长魏小安、华侨城旅游投资管理集团总裁张树民,围绕疫后旅游业复苏振兴展开深入探讨,通过线上线下,共议“后疫情时代”国际山地旅游发展之路。

On the morning of 18th November, the 2020 IMTA Annual Conference kicked off in Guiyang city. At the Opening Ceremony, Dominique de Villepin—Chairman of IMTA, Zhu Shanzhong—Executive Director of UNWTO, Xie Jinying—Chairman of the Bureau for International Exchange and Cooperation, Ministry of Culture and Tourism of China, Lu Yongzheng—Member of the Standing Committee and Director of Publicity Department of the CPC Guizhou Provincial Committee, Gloria Guevara—CEO and President of World Travel & Tourism Council (WTTC), Mahendra Bahadur Pandey—Nepalese Ambassador to China, and Chen Dehai—Secretary-General of ASEAN-China Center, delivered speeches. He Yafei—IMTA Secretary-general summarized the work we have done in 2020 and reported the plan for 2021. At the Theme Forum, IMTA Vice-Chairman Shao Qiwei, Doctor Lucie Merkle—Chief Representative of State of Bavaria China Office, Wei Xiao'an—Secretary-General of China Tourism Leisure Association, and Zhang Shumin—Chairman of OCT Tourism Investment & Management Co., Ltd., conducted in-depth discussion on revitalizing tourism in the post-COVID world and explored “the path of mountain tourism development in the post-COVID world” through online livestreaming and offline gathering.



未来旅游业的两个主要变化

国际山地旅游联盟主席多米尼克·德维尔潘



▲ 国际山地旅游联盟主席多米尼克·德维尔潘

尊敬的各位阁下、会员，以及亲爱的朋友们：

很遗憾不能和你们一起共聚在美丽的贵州贵阳。因为新冠肺炎，在过去几个月间世界发生了翻天覆地的变化。在这样的时刻，我们所有人都必须就新形势进行评估。而这次国际山地旅游联盟会议就是一个很好的机会。

我们正面临一次极大的挑战。在今年上半年，游客减少了 3 亿人次，收入减少了 3200 亿美元，是 2009 年世界危机期间损失的三倍多。这对公共健康和就业都造成了巨大的影响，并加剧了未来的不确定性。在接下来的几个月会发生什么？各国的边境会关闭多久？航空旅行恢复正常的可能性如何？我们应该考虑至少在未来几年内的两个主要变化。

首先，游客将优先选择在自己国家的当地旅游。

这已经是我们在过去几年中观察到的一个增长趋势。我们应该继续推进并发展。第二，乡村和山地应该从这一趋势中受益，这也符合广大民众对回归自然、更多地了解野生动物、当地文化以及保护环境的需求。在这种新趋势的基础上，我们应该更加重视山地旅游创新的必要性，将发展新的基础设施和服务模式与管控下的游客流量相结合。基础设施的模式应符合山地的限制，不破坏这些地区的景观与和谐，这意味着小规模建设，尊重当地传统，接近自然。

同时，重要的是要避免大众旅游的后果，噪音和污染。因此，第二次发展应该是可持续发展，与前一次发展紧密相连，并将农业、自然活动、地方文化、户外娱乐和与保护自然和生物多样性有关的体育活动结合起来。这样一来，山地旅游将为社会变革和经济增长作出更大的贡献，成为当地社区的优势。在一个越来越被大城市和城市化的重要性所主导的世界里，山地旅游有着强烈的需求和互补性。城市生活是由几何、理性和复杂的组织构成的，而山地旅游则相反，是一个充满惊喜和冒险的世界。生活方式的差异，活动方式的差异，人与自然关系的差异，自由感的差异，以及摆脱日常生活约束的机会。山地旅游对于我们每一个人来说，都是自由的礼物，是自然的礼物，与个人和家庭的需求是如此的符合。这就是为什么在今天让每个人都能够享受到它是如此重要，通过为大量不同的客户提供包括不同可能性的多种手段和方案。我们应该通过在大城市建立或发展当地的山地旅游局来鼓励这样的政策，不管是在中国、亚洲，甚至是欧洲，以确保人们能够获得正确的信息，来准备他们的旅行和度假。我们应该将当地旅游的偏爱纳入我们的战略，不仅是出于健康的原因，也是



出于环境和文化的需要。

我们的世界在未来的几年里,对全球化发展的关注度会低于我们各个国家自身的关注度。所以在世界的每一个地区,人们将更多地自己的地理和文化环境中寻找选择和解决方案。这对于中国和亚洲来说是一笔重要的财富,因为在乡村旅游和山地旅游中,当地游客数量大,目的地选择余地大。

这方面的发展可能性是巨大的,但同时我们也要避免只从经济回报的角度出发而采取错误的措施。过去,我们看到在发展旅游业的过程中,走捷径浪费了自然景观,破坏了大片土地。我们看到欧洲、法国南部、西班牙或意大利的许多海边度假区都犯了这样的错误,他们崇尚速度,无节制地发展旅游业。当作出了错误的选择之后,往往不可能再重新开始。这就是为什么发展必须有组织、有准备,并且在强有力的地方管理下进行。

一个国家,以及一个由数个拥有相同文化和地理的国家组成的地区内政策和良好实践的交流是必需的。互补性和互惠性不应该被竞争规则所取代。国际山地旅游联盟建立的一个在线平台,对于地方和州政府的联系有很大的帮助。就山地旅游而言,在这个后疫情时代,亚洲地区有着令人难以置信的潜力足以媲美欧洲与南美地区,这个竞争市场日趋激烈拥有着全球最高的毛利率。这就是为什么“丝绸之路倡议”代表了旅游业的强烈兴趣,尤其是对整个地区的山地旅游而言。

今天我们正在经历的世界转型是另一个推动变革的因素,鼓励亚洲朝着更团结、更主动的方向前进。中国在气候变化的环境转型、5G 和人工智能兴起的技术转型,都将发挥越来越大的作用。这种变化带来的社会影响是深远的,不平等现象将越来越严重。全球 80% 的财富掌握在 1% 的富人手上,地理分化、政治关系紧张、经济差异也随之增加在这样的背景下,我们要如何适应和利用新的形势。

对于山地旅游来说,我们看到过去几年旅游业出现的集中化、国际化、创新化的新模式,在我看来并不是最好的答案。相反,我们应该寻找有创意的本土解决方案和举措考虑到每个地区的特殊性,并能够为不同的人群

和旅游类型提供不同的服务。我们应该考虑到当地的情况来达到这个目标,比如考虑到文化或健康范畴,我们可以提供户外运动或家庭度假。选择的丰富性和多样性将成为有益的优势。多样化的选择、完善的基本设施和高品质服务、可持续发展的措施应该是将来几年新山地政策的三大支柱。

我相信,国际山地旅游联盟将充分发挥其领导作用,造福全社会。但要做到这一点,我们必须充分衡量旅游业在后疫情时代中的关键重要性。当然,目前对全世界许多人来说,旅游似乎是一个不可能实现的梦想。由于出行的困难、航空旅行的限制、还有隔离的措施。但在明天,当世界将再次开放,旅游业会复苏,成为不一样的旅游业。更多的是基于安全上的服务质量,以及人类范围内的组织质量。

所以我们应该事先努力去适应这个新的世界,去预估人们的需求,主要是预估人们的恐惧,他们因为害怕风险和困难,而选择不去旅游,呆在家里。在这方面,山地旅游有很多优势。因为正如我们所看到的,它代表了健康、家庭生活、运动和娱乐的多样性,也代表了文化方面的强大附加值。它帮助我们更好地了解这个世界,发现全新的自己,和全新的生活方式。最重要的是,在一个确定和危险的世界里,它有助于打击偏狭和恐惧。

我们逐步进入了一个新时代,继 1991 年苏联解体、911 恐怖袭击、2008 年金融危机、2011 年“阿拉伯之春”和 2020 年新冠疫情之后。

伴随着这些重要事件,我们看到了人口的增加,中美之间的紧张关系日益加剧,以及多边主义的衰落。在这种情况下,国际社会比以往任何时候都更加脆弱,更加分裂,缺乏找到必要答案的精神和政治工具。我们必须认识到,我们正面临一场巨大的革命,正如 16 世纪或 18 世纪的西方世界所经历的那样重要。

全球革命,意味着全球化的危机、民族国家的危机,但首先是文明的危机。我们的全球化正面临着巨大的转型,政治方面,权力正从西部向东部转移,人口结构方面,到 2050 年世界人口将达到 100 亿,生态环境方面,全球变暖、自然灾害不断增加,而在技术方面,出现了中美

技术竞争和数字空间被分割的风险。在这种情况下,民族国家仍然是世界稳定的关键。但是,面对有利于民族主义、民粹主义和孤立主义的错位和颠覆的风险,除了这些问题之外,我们还面临着传统模式的危机。国际体系正在混合糅杂,有每一个体系中最糟糕的有利于最强者的权利,最具有破坏性国家的主张,无论国家大小,就像我们在朝鲜的案例中看到的那样。但更重要的是,我们的社会在 1945 年后提出的关于和平与稳定的期望后,因许多未实现的承诺而变得不稳定。世界各地的生产力缺乏、不平等现象日益严重,更令人担忧的是,我们缺乏面对这种情况的有效工具。由于联合国在安全理事会以及在货币基金组织或世界银行的效率低下,缺乏合法性和效率,国际社会常常陷入瘫痪。这样的情况下,生活在恐惧、谣言和不受控制的激情的暴政之下,为不受控制的危险冒险打开了大门。面对这样的混乱局面,我们不应低估风险。首先我们面临着伊斯兰激进主义、恐怖主义的威胁还有歇斯底里的身份认同,以及孤立主义和保护主义的螺旋式上升。第二是全球化碎片化的风险,可能使我们掉进修昔底的陷阱,很大可能会导致战争。但最主要的风险是我们的文明将受到双重挑战,即

自私全球化与技术被征用的情况下,为小部分人和国家谋取利益,以确保统治权。并且随着无节制的全球变暖,威胁到地球上的生命本身。

在这种情况下,我想提出些建议。第一,我认为迫切需要建立一个共同外交,基于普遍利益和一些关键原则,老人的平等,每个国家的主权,以及所有文明的尊严。第一个共同当然是和平,这意味着安全理事会的深刻改革。第二个共同应该是保护环境,建立一个世界碳市场和打击砍伐森林的共同工具。第三个共同是文化,让世界人民更好地相互了解。第四个共同那就是旅游。因为没有什么更好的方式能够让人们在自己的环境中探索所有国家和不同的人。旅游是一种独特的体验,可以帮助我们对抗误解、仇恨和褊狭。这样的共同外交应该与多边主义的振兴同步进行,以解决核扩散、军备控制、生物多样性、5G、人工智能、健康数据或物联网等关键技术的共享等问题这样的共同政策也可以鼓励大家更好地理解“一带一路”等重要的全球倡议,使我们的人在相互信任和尊重的基础上共同努力。

非常感谢!



Two Major Changes For future Tourism

Dominique de Villepin

Chairman of International Mountain Tourism Alliance (IMTA)

Excellencies, distinguished guests, and dear friends.

I'm deeply sorry not to be able to be with you in this beautiful place of Guiyang in the Guizhou Province. Because of the COVID-19, the world has been turned upside down in the last months. In such a moment, it is important for all of us to assess the new situation and this IMTA meeting is a good occasion.

We are facing a fantastic challenge. In the first part of the year, we have seen a drop with 300 million tourists and a loss of \$320 billion dollars in revenue, more than three times the losses registered during the world crisis in 2009. The consequences are huge in terms of public health and of course unemployment which is aggravated with the uncertainty waiting in the coming future. What will happen in the next months? How long the borders are going to stay closed? What about the possibilities of air travels to be back to normal? We should consider at least for the next years two main evolutions.

First, the tourists will privilege local tourism in their own countries. This is already a growing trend that we have observed in the last years. It should continue and develop. Second, rural and mountain areas should benefit from this trend which corresponds also to a need felt by the general population to go back to nature and learn more about the wildlife, local cultures, and protecting the environment. Building up on such new trends, we should care more and more about the necessity of innovation in mountain tourism, combining the development of a new model of infrastructures and services with a regulated flow of tourists. The model of infrastructure should be adapted to the constraint of mountain areas in order not to destroy the landscapes and the harmony of those areas which means small constructions, respect of local traditions, proximity with nature.

At the same time, it is important to avoid the consequences, noise and pollutions of mass tourism. So the second evolution should be sustainability, very much linked to the previous one and integrating agriculture, nature-based activities, local cultures, outdoor pleasures, and sport activities connected with the protection of nature and biodiversity. In this way, mountain tourism will contribute even more to social change and economic growth are the advantage of local communities. There is a strong need and complementarity of mountain tourism in a world more and more dominated by the importance of big cities

and urbanization. While the urban life is made of geometry, rationality, and sophisticated organization, mountain tourism is on the contrary, a world of surprise and adventure. Differences in lifestyles, differences in activities, differences in the relationship with nature and people, differences in the feeling of freedom, and a chance to override the constraints of daily life. Mountain tourism is for each one of us the gift of freedom, the gift of nature that corresponds so much to personal and family needs. That's why it is so important today to make it accessible to everyone by multiplying tools and formulas for a large variety of clients including different possibilities. Such a policy should be encouraged by the creation or development of local mountain tourism bureau in the big cities, whether in China, Asia, or even Europe to make sure people will have access to the right information in order to prepare their travels and vacations. The preference for local tourism is something that we should integrate in our strategies, not only for health reasons but also for environment and cultural needs.

Our world is going to be less focused in the coming years on the development of globalization than of each of our nation-state. So in each region of the world, people will be looking more for options and solutions within their own geographic and cultural environment. This is an important asset for China and Asia because of the big number of local tourists and the large choice of destination in rural and mountain tourism.

The possibilities of development in this regard are huge but at the same time, we should avoid to take the wrong steps based only on the vision of financial return. In the past, we have seen that shortcuts in the development of tourism have wasted natural sites and spoiled large areas. We have seen such mistakes in many sea resorts in Europe, south of France, or in Spain or Italy privileging speed and uncontrolled development of tourism. When wrong choices have been made, it is often almost impossible to go back in order to take a fresh start. That's why an organized and well-prepared proliferation is needed with strong local governance.

The exchange of policies and good practice is absolutely needed within one country but also within one region, including several countries sharing the same culture and geography. Complementarity and reciprocal benefits should not be replaced

by the rule of competition. An online platform put in place by IMTA could be of a great help in connection with local and state governments. For mountain tourism, the Asian region has an incredible potential to be compared with Europe and South America but with the advantage today of a more and more competitive market and the highest gross rate of the planet in the post-COVID 19 era. That's why the Silk Road Initiative represent a strong interest in the tourist sector and particularly for mountain tourism in the whole region.

The world transition we are going through is today another factor, pushing for change and encouraging Asia to move forward towards more unity and initiatives. As well as the environmental transition with climate change or the technological transition with the rise of the 5G and Artificial Intelligence are going to play an increasing role in china. The social consequences of such changes are huge with growing inequalities. The 1% riches of the population concentrating 80% of global wealth, increasing also geographic divisions, political tensions, and economic discrepancies, in such a context, how to adapt and take advantage of the new situation.

For mountain tourism, the new model we have seen emerge in the tourism industry in the last years made of concentration, internationalization, and innovation does not constitute in my mind the best answer. On the contrary, we should be looking for creative local solution and initiative to take into account the specificity of each region and also be able to differentiate the offer for different group of people and type of tourism. We should take into account the local situations to address this target, here in culture or health scale there are outdoor sports or family vacations. The variety and diversity of choices will constitute a helpful advantage. Diversity of choices, quality of infrastructures and services, sustainability of the approach should be the three pillars of the new mountain policy for the next years.

I'm confident that IMTA will fully use its leadership to make it possible for the benefit of the whole community. But in order to do so, we must fully measure the key importance of tourism in our post-COVID world. Of course, right now, tourism seems for many people around the world as an impossible dream because of the difficulty of traveling, because of the limitations on air travel, because of the health constraints. But tomorrow, when the world is going to open again, tourism will be back, a different tourism. More based on the quality of services on the safety and the quality of the organization at a human scale.

That's why we should try to adapt to this new world beforehand to anticipate the needs of the people, to anticipate mainly the fear of the people who might be tempted to stay home rather than to travel, afraid of the risks and difficulties. In this

regard, mountain tourism has many assets. Because as we have seen, it represents a strong added value for health, for family life, for the diversity of sports and entertainment, but also for cultural reasons. It helps understand better our world. It helps discover new people, a new way of life. Most of all, it helps combat intolerance and fear in a more certain and dangerous world.

We have progressively entered a new area, following the fall of the Soviet Union in 1991, the attack of 9/11, the Financial Crisis of 2008, the Arab Spring in 2011, and the COVID 19 in 2020.

Along with these important events, we have seen the rise of population, the growing tensions between the US and China, as well as the decline of multilateralism, as a result, the world community is more fragile and more divided than ever, lacking the spirit and the political tools to find the necessary answer. We have to understand that we are facing a huge revolution as important as the one we have seen in the western world in the 16th or 18th century.

A global revolution meaning a crisis of globalization, a crisis of nation-state but above all, a crisis of civilization. Our globalization is facing a huge transition, political with the shifting of power from the west to the east, demographic with the world population heading to 10 billion in 2050, ecological with global warming and growing natural disasters, technological with the competition between the US and China and the risk of partition of the digital space. In this context, the nation-state remains the key of world's stability. But facing the risk of dislocation and uprootedness that plays in favor of nationalism, populism, and isolationism, beyond those issues, we are threatened by a crisis of our traditional models. The international system is becoming hybrid with having the worst of every system favoring the right of the strongest, the claims of the most disruptive state, whether big or small as we have seen in the case of North Korea. But more than that, our societies are destabilized by the number of unfulfilled promises following the hope raised after 1945 concerning peace and stability. But also lack of productivity and growing inequalities around the world, even more worrying is the lack of effective tools to face the situation. The world community is too often paralyzed because of the inefficiency of the United Nations blocked at the level of the security council but also in the IMF or in the World Bank, lacking legitimacy and efficiency. Such a situation lives the floor to the tyranny of fear, rumors, and uncontrolled passions, opening the door to uncontrolled and hazardous adventures. Facing such a confusion, we should not underestimate the risks. The first one is confrontation with the threat of radical Islam, terrorism, but also identity hysteria and the spiral of isolationism and protectionism. The second is the risk of fragmentation of globalization that can make us fall into the



Thucydides trap that leads to war in most of the cases. But the main risk will be a severe blow to our civilization with the double challenge of a selfish globalization with the scenario of technology being confiscated to the benefit of a limited group of people and countries to ensure domination. Along with an uncontrolled global warming threatening life itself in our planet.

In this context, I would like to make some proposals. First, I believe urgent to put in place a common diplomacy based on the general interest and some key principles, equality of old people, sovereignty of each state, and dignity of all civilization. The first common is of course peace, that implies a profound reform of the security council. The second common should be the defense of the environment with the creation of a world carbon market and a common tool to fight deforestation. The third common is culture which allows the people of the world to get to

know each other better. The fourth common is of course tourism. Because nothing better can facilitate the discovery of all the countries and different people in their own environment. Tourism is a unique experience that can help us fight against misunderstandings, hate, and intolerance. Such a common diplomacy should go along a renewal of multilateralism to address for example, nuclear proliferation, arms control, biodiversity, the sharing of key technologies like 5G, Artificial Intelligence, health data, or the Internet of Things. Such a common policy could encourage also a better understanding of important global initiatives such as One Belt One Road to make our people work together on a reciprocal basis based on trust and respect.

Thank you very much.



中国为全球旅游产业复苏做出表率

世界旅游组织(UNWTO)执行主任祝善忠



▲ 世界旅游组织(UNWTO)执行主任祝善忠

尊敬的联盟主席德维尔潘先生,尊敬的贵州省委常委、宣传部卢雍政部长,尊敬的胡忠雄副省长,各位领导,女士们、先生们,旅游业界的同仁们:

非常高兴能够通过线上的方式参加2020国际山地旅游联盟年会的开幕式。我谨代表联合国世界旅游组织向各位与会代表致以最诚挚的祝愿。

作为联合国的专门机构,世界旅游组织提倡将旅游业作为经济增长、包容性发展和环境可持续发展的驱动力,为全球旅游业的发展政策提供领导和支持。2019年,全球国际旅客突破15亿人次,旅游业收入占全球GDP的10%,全球每10个就业岗位中就有1个与旅游相关。旅游业已为全球经济发展作出了重要的贡献。

自今年年初以来,受新冠疫情的影响,全球旅游业遭受了前所未有的冲击。根据世界旅游组织的预测,今年1月至8月,全球国际游客总人数下降70%,接近7亿人次,经济损失高达7300亿美元,2020年全球国际游客总人数将减少8.5亿至11亿,造成9100亿至12000亿美元的经济损失,这将是全球旅游业所经历的最严重的一次危机。在此艰难时刻,世界旅游组织呼吁,全球旅游业携起手来,共克时艰,在疫情防控新常态下,提振信心,攻坚克难,重启与振兴旅游业,在促进社会就业、助力经济上升等方面做出我们的努力和贡献。

世界旅游组织高度赞赏中国政府在统筹推进疫情防控和经济社会发展方面卓有成效的工作。在中国政府的坚强领导下,各级文化和旅游部门积极落实国家各项扶持政策,为文旅企业争取扶持资金,使中国的国内旅游得到了快速恢复,为全球旅游产业的复苏做出了表率。

在新冠病毒疫情带来挑战的同时,我们也看到了机遇。过去的半个世纪以来,世界旅游业得到了高速发展,成为拉动世界经济发展的重要引擎。但高速发展也带来了诸多问题,如环境污染加剧,过度商业化破坏了传统的风貌和生态,使旅游业发展面临着巨大挑战。新冠疫情让我们冷静下来,直面问题,从而有更多的机会达成共识。同时,在疫情之下,也迫使我们重塑旅游业的新思想,推动新科技的广泛开发和利用,为世界旅游业的长远发展提供新动能。我们可喜的看到,现在有些国家和地区,已经取得了积极成效。因此在这个特殊时期,更多的探讨问题、分享经验、携手共促旅游业的重启与复苏尤为重要。

山地旅游作为全球旅游业发展中的重要组成部分,已为社会经济发展,助力减贫脱贫做出了重要贡献。世界山地旅游形式多样,各具特色。中国山地旅游虽起步较晚,但发展迅速,山地旅游已同文化、康养、体育相结合,并逐步向休闲度假转变,已经培育出了一批中国模式的山地旅游目的地,受到了广大游客的青睐。

国际山地旅游联盟自2017年成立以来,面向全球山地旅游业,为国际山地旅游的发展搭建了良好的平台。世界旅游组织同国际山地旅游联盟近年来也开展了密切的合作,为推动山地旅游的可持续发展作出了努力和贡献。

“2020国际山地旅游联盟年会”以“后疫情时代国际山地旅游发展之路”为主题,结合山地旅游资源的特点,产业现状和疫后变化趋势,深入探寻后疫情时代全球山地旅游发展方向,势必对增加就业、启动市场、拉动消费、促进经济有着积极的意义和作用。

最后,我谨代表世界旅游组织对本次年会的召开表示祝贺!并预祝圆满成功,取得丰硕成果!

谢谢大家。



China Takes the Lead in Revitalizing World Tourism

Zhu Shanzhong

Executive director at the World Tourism Organization(UNWTO)

Distinguished Mr. Dominique de Villepin, Chairman of the International Mountain Tourism Alliance (IMTA);

Mr. Lu Yongzheng, Member of the Standing Committee and Director of the Publicity Department of the CPC Guizhou Provincial Committee;

Mr. Hu Zhongxiong, Vice Governor of the Guizhou Provincial People's Government,

Honorable leaders, ladies and gentlemen, dear friends,

I am pleased to attend the opening ceremony of the 2020 Annual Conference of International Mountain Tourism Alliance (IMTA) online. On behalf of the United Nations World Tourism Organization (UNWTO), I would like to extend the sincerest wishes for you.

As a specialized agency of the United Nations (UN), UNWTO calls for taking tourism as a driver for economic growth, inclusive development and environmental sustainability, and providing leadership and support for global tourism development. In 2019, the total number of international tourists exceeded 1.5 billion, tourism revenues accounted for 10% of global GDP, and 1 out of 10 jobs was tourism-related. Tourism has made remarkable contributions to global economic development.

Global tourism has been hit hard by the COVID-19 outbreak since the beginning of this year. According to UNWTO's prediction, the total number of international tourists decreased by 70% to nearly 700 million in the first eight months of this year, causing economic losses of 730 billion U.S. dollars; the total number of international tourism will reduce by 850 million to 1.1 billion in 2020, causing economic losses of 910 billion to 1.2 trillion U.S. dollars. This will be the gravest crisis ever for global tourism. In the hard times, UNWTO calls on global tourism circles to team up to tide over the hardships, shore up confidence, overcome difficulties and revitalize tourism under the new normal of pandemic prevention and control, thus promoting social employment and economic recovery.

UNWTO highly appreciates the Chinese government's effective efforts in advancing pandemic prevention and control and

economic and social development in a coordinated manner. Under the strong leadership of the Chinese government, Chinese culture and tourism departments at all levels have implemented national support policies, and helped culture and tourism enterprises get financial support, to promote the fast recovery of tourism in China and set a good example for the recovery of global tourism.

The COVID-19 outbreak has brought opportunities while posing challenges. Over the 50 years, tourism has developed rapidly in the world and become an important global economic engine. However, rapid development has brought along a lot of problems, such as worsening environmental pollution and excessive commercialization that have destroyed traditional looks and ecology to confront tourism with huge challenges. Because of the COVID-19 outbreak, we cool down, face up to problems and have more opportunities to reach consensus. Amid the pandemic, we have been compelled to reshape ideas of tourism, promoted the extensive development and use of new technologies, and created new driving forces for the permanent development of world tourism. We are delighted to see that some countries and regions have achieved positive results in this respect. In the special period, it is particularly important to discuss and share more to jointly promote the recovery of tourism.

As an integral part of global tourism development, mountain tourism has made significant contributions to social and economic development and anti-poverty efforts. World mountain tourism is in various forms which have distinct features. In spite of starting late, China's mountain tourism has developed rapidly. Mountain tourism has integrated with culture, health preservation and sports, progressively switched to leisure holiday, and cultivated a multitude of Chinese-style mountain tourism destinations favored by tourists.

Since its founding in 2017, IMTA has built a good platform for the development of global mountain tourism. UNWTO has worked closely with IMTA in recent years to promote the sustainability of mountain tourism.

With the theme "The Path of Mountain Tourism Development in the Post-COVID World", based on the



characteristics of mountain tourism resources, the current situation of the industry and post-COVID changes, the 2020 Annual Conference of IMTA will probe into the direction of mountain tourism development in the post-COVID world. The conference will play a positive role in creating jobs, starting the market, fueling consumption and promoting economic

development.

At last, on behalf of UNWTO, I would like to extend congratulations on the opening of the conference, and wish it a complete success and fruitful results!

Thank you.



共谋疫后山地旅游复苏之路

中国文化和旅游部国际交流与合作局局长谢金英



▲ 中国文化和旅游部国际交流与合作局局长谢金英

尊敬的德维尔潘主席、卢雍政部长、胡忠雄副省长，
尊敬的邵琪伟副主席、何亚非秘书长，
女士们、先生们、朋友们：

上午好！

很高兴和大家相聚在 2020 国际山地旅游联盟年会。受中华人民共和国文化和旅游部委托，我在此谨对年会的召开表示热烈祝贺，向参会的中外嘉宾致以诚挚问候，向长期致力于全球山地旅游事业发展的各界人士致以崇高敬意！

旅游业是全球经济中发展势头最强劲、规模最大的产业之一。旅游业对经济发展的拉动、对社会就业的带动、对文化与环境的促进有着重要作用。同时，旅游也是人们追求美好生活的需要，是人们不可或缺的精神层面需求，是人们生活水平提高的一个重要指标。

中国山区面积占全国陆地面积的 2/3，自然旅游资

源大部分集中于山区。近年来，依托丰富的山地旅游资源，山地观光、户外运动、探险考察等山地特色旅游项目和业态取得了长足发展，山地旅游正成为一种新的生活方式、一种具有代表性的旅游休闲度假业态。

新冠肺炎疫情是百年来全球发生的最严重的公共卫生突发事件，给全球社会经济发展造成重大影响。面对突如其来的疫情，习近平主席统揽全局、亲自指挥，中国政府高度重视，积极推进疫情防控和经济社会复工复产，取得抗击新冠肺炎疫情斗争重大战略成果。中国文化和旅游部在中央政府的统一领导下，按照统筹疫情防控和经济社会发展的决策部署，扎实做好疫情防控、稳妥推进复工复产，旅游行业恢复发展呈现积极向好态势。中国旅游市场经历了团队旅游活动全面停滞、统筹疫情防控及有序复工、疫情防控常态化情境下国内旅游全面复业等三个阶段。

当前，新冠肺炎疫情在包括中国在内的一些国家得到有效控制，但从世界范围看，疫情仍在蔓延，世界经济社会受到巨大冲击，全球旅游业未来发展仍然面临严峻挑战和不确定性。国际山地旅游联盟作为旅游领域的一个重要交流合作平台，在疫后这个需要旅游业齐心协力共渡难关的关键时期，以“后疫情时代国际山地旅游发展之路”为题，凝聚行业力量，谋求疫后山地旅游复苏发展之路，具有重要的现实意义。相信处于特殊时期召开的联盟年会，将为全球山地旅游业的复苏和振兴注入信心和力量，取得积极的影响。

最后，祝 2020 国际山地旅游联盟年会取得圆满成功！

谢谢！



Jointly Chart the Course of Mountain Tourism Recovery in the post-COVID World

Xie Jinying

**Director of the Bureau for International Exchange and Cooperation,
Ministry of Culture and Tourism of China**

Distinguished Chairman Dominique de Villepin,
Director Lu Yongzheng, Vice Governor Hu
Zhongxiong, Vice Chairman Shao Qiwei and
Secretary General He Yafei,

Ladies and gentlemen, dear friends,

Good morning!

I am delighted to meet you here at the 2020 Annual Conference of International Mountain Tourism Alliance (IMTA). Entrusted by the Ministry of Culture and Tourism of the People's Republic of China, I would like to express warm congratulations on the opening of the conference, extend sincere greetings to Chinese and foreign guests, and pay high respect to personages of all circles who have been committed to the development of global mountain tourism!

As one of the fastest-growing and largest industries in the world, tourism plays a significant role in fueling economy, driving employment and promoting culture and environment. Tourism is the demand for a good life, an indispensable spiritual need, as well as an important indicator of improved living standards.

Mountains account for two thirds of China's total land areas, and most natural tourism resources are in mountains. Based on rich mountain tourism resources, China has made great strides in characteristic mountain tourism business such as mountain sightseeing, outdoor sports and expedition. Mountain tourism is becoming a new lifestyle and a representative tourism leisure & holiday business type.

As the world's most serious public health emergency in a century, COVID-19 has made a huge impact on global social and economic development. Facing the sudden COVID-19 outbreak, President Xi Jinping conducted overall planning and directed the

anti-pandemic fight, the Chinese government attached great importance to the fight, and China advanced pandemic prevention and control and work and production resumption in parallel to achieve major strategic outcomes in the fight. Under the unified leadership of the Central Government, China's Ministry of Culture and Tourism has advanced pandemic prevention and control and work and production resumption steadily according to relevant decisions and arrangements, to achieve positive results in tourism recovery. The Chinese tourism market has gone through the full stagnation of group tours, coordinated pandemic prevention and control and orderly work resumption, as well as the full resumption of domestic tourism in the context of normalized pandemic prevention and control

COVID-19 has been kept under good control in some countries including China, but the virus is still spreading across the world and hitting the international economy and community hard, and global tourism will still face grim challenges and uncertainties ahead. As an important tourism exchange and cooperation platform, it is of great realistic significance for IMTA to pool industrial strengths to seek the recovery of mountain tourism after the pandemic under the theme of "The Path of Mountain Tourism Development in the Post-COVID World" in the critical post-COVID period when the whole industry needs to tide over the hardships together. I believe the conference that comes at a special time will inject confidence and power for the recovery of global tourism, and produce positive impact.

To conclude, I wish the 2020 Annual Conference of International Mountain Tourism Alliance a complete success!

Thank you!



疫后旅游业振兴是面向未来的转型和升级

贵州省委常委、宣传部部长卢雍政



▲ 贵州省委常委、宣传部部长卢雍政

尊敬的德维尔潘主席、邵琪伟副主席、祝善忠主任，何亚非秘书长、谢金英局长，各位来宾，女士们、先生们，

在国际社会共同抗击新冠肺炎疫情、加快经济社会恢复发展的特殊时期，非常高兴迎来了出席 2020 年国际山地旅游联盟年会的各位领导和嘉宾！首先，我谨代表贵州省委、省政府向各位来宾表示热烈欢迎，向致力于国际山地旅游发展的新老朋友致以崇高敬意，向关心贵州发展的各界人士表示衷心感谢！

本届年会以线上线下相结合的方式，以“后疫情时代国际山地旅游发展之路”为主题，回应关切、关照现实，汇聚业界精英，深入探讨山地旅游发展大计，对促进世界旅游恢复、振兴、繁荣具有重要意义。联盟成立 4 年来，国际影响力持续提升，日益成为山地旅游标准制订发布平台，不断推动国际山地旅游标准化建设；日益成为山地旅游资源投资合作平台，助力资源资本在全球范围内合理配置；日益成为国际山地旅游产品拓展平台，

在供给侧和需求端之间构筑互联互通桥梁；日益成为国际山地旅游产业发展研究平台，不断增进共识、分享经验、碰撞观点；日益成为中外人文交流合作平台，不断优化产业发展的政治生态和人文环境。

新冠肺炎疫情是二战以来最严重的全球公共卫生突发事件，对世界经济运行和世界形势造成了巨大冲击，对各国治理能力提出了严峻的挑战。疫情发生以来，全球范围内的大规模人员流动按下了“暂停键”，旅游业作为对外界环境高度敏感的产业，受疫情影响冲击首当其冲，全球旅游人数和收入呈现断崖式下降。据经合组织估计，2020 年国际旅游收入将下降 60%—80%；根据世界旅游组织估计，2020 年全球旅游业产值将下跌 70%。面对疫情，贵州省委省政府高度重视、沉着应对，采取最及时、最彻底、最严格的防控举措，推出有速度、有力度、有温度的政策措施。我们在 2 月 17 号以后就再也没有发生过新增的本土病例，我们以最快的速度、最大的力度，最有温度的推出了一些缓解疫情的措施，统筹推进疫情防控和经济社会发展。前三季度全省地区生产总值同比增长 3.2%，连续 39 个季度增速位居全国前列。加快推动旅游业复苏振兴，在全国率先全域有序开放全省旅游景区，出台系列政策措施帮助旅游业特别是旅游企业纾难解困，发放文旅消费券，既有效防止了疫情经由旅游活动传播扩散，又推动旅游行业恢复发展，10 月份，全省接待游客 8609.6 万人次，实现旅游收入 867.3 亿元，分别恢复到去年同期水平的 90.6%、80.5%，充分展现了贵州旅游的强大韧劲和巨大潜力。

后疫情时代，人们将更加珍惜健康之贵、生命之贵、安全之贵，更加重视生态安全、生命健康、生活品质。贵州是山的王国，优良的山地生态、独特的山地气候、丰富的山地资源、多彩的山地文化将使疫后贵州旅游发展优势日益凸显，贵州始终围绕打造世界一流的山地旅游目

的地和国内一流的度假康养目的地目标,加速推进贵州旅游的国际化水平,让更多的游客来分享贵州山地旅游的精彩和美丽,安全与健康。

作为联盟的发起方,我们将与联盟一道共同推动山地旅游复苏振兴。全球旅游是世界经济复苏的风向标和晴雨表,旅游已成为衡量现代生活水平的重要指标,成为人们美好生活的刚性需求和常态化生活方式,疫情等不可抗力风险暂时抑制旅游需求,虽然使得旅游业短期内遭受重创,但阻挡不了人们探索远方的脚步和对自由的渴望。我们欣喜地看到,旅游消费信心正在恢复,产业创新动能正在积聚,政策支持效应正在显现,国际合作新格局正在形成。我们希望联盟成员在加快建立多边信息交流和对接机制、探索全球旅游业合作及治理创新、加强风险管控、推动入境便利化等方面共同努力,加快构建国内、国际相互促进的旅游业发展新格局。

我们将与联盟一道共同推动山地旅游高质量发展。艰难困苦,玉汝于成。纵观历史,旅游业一直与危机相伴,但从未倒下,每一次成功的应对都是经验的累积,每一次经验的积累都会推动产业迭代升级。疫后旅游业的振兴不是回到过去,而是面向未来的转型和升级;不是简单的从头再来,而是产业模式的创新和重构。我们希望联盟成员准确识变、科学应变、主动求变,在危机中育先机、于变局中开新局,积极倡导绿色健康的旅游方式,规划打造契合民众愿望、顺应时代潮流、彰显山地优势

的康养产品业态,以文旅、科技、金融、创意融合发展,引领旅游业高质量可持续发展。我们将与联盟一道共同推动山地旅游联盟创新发展。全球旅游行业遭遇寒冬,也正是国际性组织发挥集众智、汇共识、聚合力的作用之时。疫情对联盟自身的运转和建设也是一种新的考验和挑战,山地旅游联盟汇集了相关的政府、旅游部门、行业协会、旅游企业、专家学者各方智慧、经验和力量,必将成为全球山地旅游治理、助推全球旅游业繁荣振兴提供思想引领和实践支撑。中国文化和旅游部胡和平部长高度关注联盟发展,希望联盟在创新运行机制、提升国际影响力等方面迈出新的步伐。

作为山地旅游大省和联盟成立发起者,贵州将竭尽全力为联盟发展创造良好环境,推进联盟年会、国际山地旅游暨户外运动大会、贵州旅游产业发展大会等活动高效整合,支持联盟更好地服务会员、凝聚会员、发展会员,积极维护联盟权威和声誉。也希望联盟在疫情之下不断提升国际山地旅游日、世界名山对话等品牌活动的影响力,在山地旅游标准制定、项目合作开发和联盟总部创意产业孵化基地的构建等方面继续深化合作。

寒冬将过,未来已来。我们相信经过疫情和消费升级双重洗礼的旅游业必将走出“至暗时刻”,迎来一个生态的、健康的、可持续、高质量的新发展格局。

最后,预祝年会取得圆满成功,祝各位嘉宾在贵州度过一段愉快的时光!谢谢大家!



Revitalizing post-COVID Tourism is a Far-Sighted Strategy of Transforming and Upgrading in the Future

Lu Yongzheng

Member of the Standing Committee of the CPC Guizhou Provincial Committee, and head of the Publicity Department of the CPC Guizhou Provincial Committee

Distinguished Chairman Dominique de Villepin, Vice Chairman Shao Qiwei, Director Zhu Shanzhong, Secretary –General He Yafei, and Director Xie Jinying.

Ladies and gentlemen:

We're glad to present 2020 IMTA Annual Conference with leaders and guests from all walks of life in this special time when the international community fights against COVID-19 and strives to recover economy. First, on behalf of the CPC Guizhou Committee and Guizhou Provincial Government, I hereby send my sincere respect and gratitude to our friends, old and new, who are dedicated to promoting international mountain tourism, and to those who are concerned with Guizhou's progress in tourism.

This annual conference themed "The Path of Mountain Tourism Development in the Post-COVIDWorld" combines actual meeting and online livestreaming. Being with us are specialists of the tourism sector who will probe into the future direction of mountain tourism by responding to practical concerns, and contribute to the revitalization of world tourism. Four years have passed since founding, IMTA has still been expanding its international presence, and becoming a setter of mountain tourism benchmark that takes the lead in building industry standards; an intermediary of resource investment and cooperation that facilitates reasonable resource deploy worldwide; a platform for product expansion that bridges supply and demand; an institute for tourism development research that shares opinions and experience; as well as a platform of cultural communication between China and the west that helps optimize the political and cultural context of the tourism sector.

COVID-19 is the most severe challenge to global public health since World War II, rocking the way how global economy runs and how the world operates, and posing a grim threat to each country's governance capacity. Since the advent of the outbreak, people have been temporarily forbidden to gather and travel. Tourism, as an industry extremely sensitive to external factors, stands among the first victims to COVID-19 as both the number of tourists and total revenue of tourism plummeted

worldwide. According to APEC, world tourism revenue in 2020 will drop by 60 to 80 percent; and the UNWTO estimates a 70 percent drop in world tourism output value. Facing such a tremendous situation, Guizhou Province and the CPC Guizhou Committee paid close attention, and took the most timely, thorough and strict measures of prevention and control, and also implemented stronger yet humane policies. As a result, we have had zero new local case since February 17, and the actions we took helped coordinate and promote both pandemic control as well as economic and social recovery. From Q1 to Q3 this year, Guizhou's GDP enjoyed a 3.2 percent of year-on-year growth, ranking among the top in China for 39 quarters in a row. On top of that, we facilitated the revitalization of tourism by taking the lead in China to orderly open scenic areas to the public, initiating policies and measures on bailing out relevant organizations, especially travel enterprises, and issuing coupons on cultural tourism consumption. By doing so, we received a total of 86.096 million visitors in October, reaping 86.73 billion yuan of revenue, accounting for 90.6 percent and 80.5 percent of performance last year, respectively, a solid proof of how strong and full of potential tourism in Guizhou is.

In the post-COVID world, everyone would value their life, health, and safety more, and pay closer attention to making their ecological environment safer, making their life healthier with higher life quality. Guizhou province, as a kingdom of mountains, enjoys an outstanding mountain ecological circle, unique mountainous climate, profuse resources and profound culture. And these edges will surely stand out after the pandemic. On top of that, Guizhou will center around building itself into a world-class mountain tourism destination and an apex domestic destination for wellness holiday, in a bid to make local tourism better geared to international standards and attract more visitors to enjoy the beautiful, safe and healthy mountain tourism here.

As the initiator of IMTA, Guizhou will join hands with IMTA in promoting the revitalization of mountain tourism. World tourism can be referred as the wind vane for global economic



recovery, and tourism itself has become a key index to measure people's life quality, as well as a life worth pursuing and even a normal lifestyle. Force majeure like COVID-19 may temporarily curb people's need to travel, and greatly damage the tourism sector, but could never stop people from exploring and pursuing freedom. We're so glad to see consumers' confidence is picking up again, the innovative momentum is gathering, preferential policies are showing effect, and a new international framework of cooperation is forming up. We hope IMTA members join hands in building a multilateral mechanism for information exchange and matching, innovating how to cooperate and coordinate in world tourism, enhancing risk control, and making inbound tourism more convenient. In a word, we should build up a new reciprocal framework for domestic and international tourism development.

We will promote high-quality development of mountain tourism with IMTA. Just as jade needs to be polished, one needs to go through trials and tribulations to be strong. Throughout the history of mankind, tourism sits alongside with risks yet never falls in the grips of failure; in each success experience is accumulated, triggering iteration and upgrade of the industry. Revitalizing tourism after pandemic is by no means moving the industry back to the good old time, but upgrading and transforming towards the future, as well as innovating or reconstructing the industry structure. We hope IMTA members recognize the tendency and proactively embrace changes, and forge new opportunities amid risks. For that, we must advertise for green and healthy tour, initiate wellness products and services that meet consumer demands, market tendency, and mountain tourism edges, and lead high-quality and sustainable development of tourism via combining culture, technology, finance, and creativity. In short, we will help promote the innovative

development of IMTA. The chilly winter of world tourism is also when international organizations pool intelligence, reach consensus, and join hands. The COVID-19, at the same time, poses a challenge to how IMTA operates. For that, IMTA has pooled intelligence, experience and strength from government agencies, tourism departments, guilds, tourism enterprises, experts and scholars, bound to providing leading concepts and practices for the management of global mountain tourism, and even the prosperity of world tourism. Mr. Hu Heping, Minister of Cultural and Tourism, pays great attention to the IMTA, and hopes IMTA could march ahead even further in innovating operation mechanism and expanding international influence.

As a major mountain tourism province and the initiator of IMTA, Guizhou will spare no efforts in creating a sound environment for development, efficiently combine IMTA annual conference with International Mountain Tourism & Outdoor Sports Conference, Guizhou Tourism Industry Development Conference, and other events, so as to better attract and serve members, and to make IMTA even more reputed and authoritative. We also hope IMTA could expand the influence of its brand events like "International Mountain Tourism Day" and "Dialogue among Famous Mountains in the World," seek in-depth cooperation in setting standards for mountain tourism, project development, and building creativity base in IMTA headquarters.

As winter passes, the future looms on the horizon. We believe after the baptism of both COVID-19 and consumption upgrade, tourism will eventually go through the "darkest hours," and into a new stage of ecological, healthy, sustainable and high-level development.

Finally, I wish the annual conference a success. And wish all of you have a great time in Guizhou.



共克挑战·共同复苏

世界旅游及旅行业理事会(WTTC)总裁格洛丽亚·格瓦拉



▲ 世界旅游及旅行业理事会(WTTC)总裁格洛丽亚·格瓦拉

早上好!

感谢邀请世界旅游及旅行业理事会(WTTC)参加这次意义非凡的国际山地旅游联盟年会。很高兴能借此机会在伦敦向你们问好。请允许我以全球视角开始。

在此之前,我要特别感谢大会组织者,感谢联盟主席多米尼克·德维尔潘,我的朋友副主席邵琪伟先生以及秘书长何亚非先生。在目前的困难局面下把大家聚集在一起是非常重要的,我们可以共同克服挑战,同时也让我们共同恢复。请允许我向你们介绍全球数据。

在此之前,我想先介绍一下世界旅游及旅行业理事会(WTTC)。正如你们所知,世界旅游及旅行业理事会(WTTC)代表着全球的私营企业,来自世界各地的200多位首席执行官是我们的会员。他们代表了航空公司、机场、酒店、在线旅行社、旅游公司等行业,全世界各个行业。

目前,我们的主席是希尔顿全球酒店集团的首席执

行官克里斯·纳塞塔,我们的中国区副主席是来自携程的孙洁。我们在所有地区设立副主席,其中包括北美地区嘉年华集团的阿诺德·唐纳德等。

现在,请让我为您介绍一些全球视野的数据。

30年来,世界旅游业理事会做了许多研究。我们在全球185个国家做了经济影响研究,并据此了解到我们旅游业对全球GDP的贡献率为10%。可以从这看到,10%是去年的贡献,而当全球经济平均增长2.5%时,旅行和旅游业的GDP增长为3.5%。在下图中,灰色线代表全球经济在过去9年的增长情况,绿线代表旅行和旅游业GDP的增长情况。可以看到,在9年中,我们的增长速度超过了经济的增长速度。2019年,全球3.3亿个工作岗位中,或者说每10个工作岗位中就有1个是我们所贡献的。

而世界各地所创造的工作岗位,所有产业和部门,在过去5年,每年所创造的新工作岗位中,每4个新工作岗位中就有1个是由旅行和旅游业所创造,这一数据是惊人的。

现在让我们继续往下看,由于目前的不确定性,给全球旅行和旅游业带来的影响,这是我们刚刚公布的数据。不幸的是,截至目前,有1.42亿人受到了影响。没错,全球有1.42亿人失去了工作。到今年年底,这个数字还会增加到1.74亿。我们之前的预测认为,到今年年底,这个数字将超过1.9亿,1.91亿人将失去工作。而好消息是这一数字降到了1.74亿。

其中一个原因是像中国等一些国家,国内的经济情况已经恢复正常。国内经济的复苏令人印象深刻。而世界各地其他国家也正在恢复,比如德国、法国、希腊等等。这帮助我们降低了失业率,从过去的经验中吸取教训是非常重要的。



让我为你们介绍世界旅游及旅行业理事会(WTTC)在过去20年间根据90个不同情况所分析的三个重点案例。请大家看左上角图片。在左上角图片中,你可以看到过去20年全球情况。白线代表经济,全球经济,绿线代表旅行和旅游行业GDP,蓝色柱状代表工作。你可以看到,有两个情况下全

球经济受到了影响。一次是911事件。在图的左上部分。另一次则是金融危机。在这些情况下,旅行和旅游行业也遭受了严重影响。但是,之后的反应不同,恢复情况也有所不同。请看左边,恢复情况是一个U型。我们花了好几年的时间来恢复,非常痛苦。再看2008年的金融危机,我们在18个月内快速地恢复,因为我们共同协作的举措。公共和私营部门合作是关键所在,让我们在18个月内快速恢复。现在,请看右上角。这是G20期间。无论发生什么,G20给全球带来直接的影响。最后让我们重点关注右下角的这次经验,这是中国。这是20年来的中国经济,令人不可思议。白线代表经济,绿线代表旅行和旅游。看2003年发生了什么。非典爆发,这里的恢复曲线是V型的。这令人印象深刻,因为我们没有疫苗。但尽管没有疫苗,他们恢复得非常之快,因为他们将感染人群隔离起来并及时采取了正确的措施。这告诉我们,如果我们方法得当,我们也可以从这次疫情中恢复。

如果公共和私营部门共同协作并采取正确的措施和标准。这就是为什么在G20平台上,关键是要保持一致。而在10月7日,我们创造了历史,我们有史以来第



一次让私营部门参与了由沙特阿拉伯发起和主办的部长级会议。沙特作为G20的主席国,让世界旅游及旅行业理事会(WTTC)和私营部门制定计划,让1亿人重返工作岗位。这个计划包括私营部门的12项承诺,也包括我们需要政府配合的一些需求。非常重要,要从单纯地试图控制病毒的蔓延,到控制病毒的蔓延,同时也要试图以安全的方式与病毒共存。恢复国际旅行是至关重要的,为此,我们必须共同努力。采取协作措施重新开放边界非常重要。我们需要实施一个国际检测协议。这样在下次旅行时,我可以在出发时进行检测,如果检测结果为阴性,我就可以登机。然后当我到达目的地的时候,我不需要再次检测,因为我没有感染新冠肺炎。所以出发时的检测是非常重要的,可以避免病毒的输出。

再次感谢你们的邀请,期待与国际山地旅游联盟合作,我们要继续举办像今天这样的活动,这非常重要,我们可以更快恢复,并让受到影响的数百万人重新获得工作。

非常感谢。

Stay Together to Overcome Challenges and Strive for Recovery

Gloria Guevara

CEO and President of World Travel & Tourism Council (WTTC)

Good morning!

Thank you for inviting WTTC to this very important International Mountain Tourism Annual Conference. I'm delighted to be here, greetings from London. But before that, I'll start by bringing a global perspective.

I want to thank especially the organizers and I would like to thank Dominique de Villepin, Chairman of IMTA, my friend, Mr. Shao Qiwei, Vice Chairman, and also Mr. He Yafei, Secretary-General which is very important to bring everyone together during these difficult situations so that we can overcome the challenge together and at the same time, to recover. Let me walk you to the global view and our global data.

But before I do that, I would like to share who we are. WTTC as you know represents the global private sector. A little bit over 200 CEOs from around the world are our members. We represent all industries from airlines, airports, hotels, OTAs, travel companies, all industries around the world. Currently, our chairman is Chris Nassetta, CEO of Hilton Worldwide, our Vice Chair for China, Jane Sun from Trip.com. And we have vice chairs in all the regions including of course North America with Carnival Corporation with Arnold Donald and many others.

Now, let me tell you a little bit about the numbers and the global view.

For 30 years, WTTC has done a lot of research. We have done economic impact research in 185 countries around the world and that's how we know that we contribute to 10% of the global GDP. As you will see here, 10%, that was the contribution from last year. And while the economy grew 2.5 average globally, the growth of travel & tourism GDP was 3.5%. In the chart below, the gray line shows the economy, the growth in

the world in the last 9 years and the green lines shows travel & tourism GDP. For 9 years, we have outpaced the growth of the economy as you will see there. 330 million jobs around the world or 1 in 10 were our contribution in 2019.

And all the jobs created from around the world, in all, the industries and all the sectors, new jobs in the last 5 years in every single year, 1 in 4 new jobs were contributed by travel & tourism which is amazing.

Now moving on the impact of travel & tourism globally as we are living an unprecedented time, let me share with you the data, the data we just released. Unfortunately, as of now, a 142 million people have been impacted. Yes, 142 million jobs have been lost globally and by the end of the year, this number is going to be 174. Our previous forecast say that by the end of the year, we are going to reach a number higher than 190 which was 191 million jobs. And the good news is that this number had decreased to 174.

One of the reasons is because couple of countries have recovered domestic such as China. That is impressive how domestic has been recovering. Other countries around the world also have been recovering domestic in Germany, France, Greece, and many others and that has helped us to reduce the loss of jobs.

It is very important to learn from the past and let me



highlight three lessons that we at WTTC have analyzed with 90 different situations in the last 20 years. Let me get your attention in the top left graph, please. In the top left graph, you have the world, the last 20 years. The white line is the economy, the global economy. The green line is GDP for travel & tourism. The blue bars are job. As you will see there, there were two situations where the global economy was impacted. One was 9/11. That's the top left. And the other one was the financial crisis. In those situations, there was a significant impact to travel & tourism. However, the reaction was different and the recovery was different. As you will see on the left, the recovery was a u-shape form. It took us years to recover and it was very painful. Then in the financial crisis in 2008, it was a pretty fast recovery in 18 months because we had a coordinated approach. Public and private collaboration was key and that allowed us to recovery in 18 months. Now, let me get your attention to the top right. That's the G20. Whatever happens, the G20 has a direct impact in the world. Let me highlight the last lesson learned which is the bottom right. That's China. It's the last 20 years of the economy in China, unbelievable. The white line as I say is the economy. The green line is travel & tourism. Look what happened in 2003. That's the outbreak of SARS. I look at how that was V-shaped recovery. That was very impressive because we didn't have a vaccine. And despite that we didn't have a vaccine, they were able to recover pretty fast because they were able to isolate the people infected and have the right protocols in place. And that tells us that we can recover from this outbreak if we do the right thing.

If we were together, public and private and also if we

implement the right protocols and standards. That's why in the G20 platform, it is crucial to get aligned. And on October 7, we made history when we had for the first time ever the private sector involved in the ministerial meeting that happened and hosted by Saudi Arabia. Saudi Arabia also, as the chair of the G20 asked us, asked WTTC and the private sector to put together a plan to bring back 100 million jobs. This plan includes 12 commitments from the private sector and it also includes some needs that we need from governments. Very important to move from just trying to contain the spread to contain the spread and also to try to coexist with the virus in a safe way. It is crucial, very important to resume international travel and for that, we have to work together. A coordinated approach to reopen borders is very important. We need to implement an international testing protocol. So that the next time that I traveled, I can have a test on departure and if that test is negative, I can board a plane. And then when I arrive in my destination, I don't need quarantine because I am COVID free. That's why testing is very important in departure to avoid exporting the virus.

Thank again for having me. Look forward to working with you and in our partnership. It is very important to continue having events like the one that you're have today so that we can recover faster and we can bring back that millions of livelihoods that have been impacted.

Thank you.



发展山地旅游应保护山地生态

尼泊尔驻华大使马亨德拉·巴哈杜尔·潘迪



▲ 尼泊尔驻华大使马亨德拉·巴哈杜尔·潘迪

女士们、先生们：

首先，我对于来到贵州省贵阳这个美丽的城市参加2020国际山地旅游联盟年会感到非常地荣幸。在面临新冠肺炎疫情带来的诸多挑战之际，能够来到山地乐土贵州参加这次会议显得尤为特别。我对主办方主办这次活动表示衷心的感谢和赞赏，并向在座的各位致以亲切的问候和良好的祝愿。

亲爱的朋友们，在尼泊尔147181平方公里的陆地总面积中，有四分之三以上是山地景观，其中就包括喜马拉雅山脉。如大家所知，喜马拉雅山有着原始的自然和文化景观。在3500平方公里的兴都库什山脉中，尼泊尔的喜马拉雅山脉占地面积约800平方公里，包括约1800座山峰。其中1300多座山峰海拔高度达6000米以上。除了喜马拉雅山脉，尼泊尔境内还有一些其他山脉：西瓦利克山脉、摩诃婆罗多山脉和中部山区（Mid hills）。在这些山脉之间，岭谷纵横交错，居住着种群众多的居民。

原始的喜马拉雅山脉是世界著名的山地旅游胜地。尼泊尔境内被联合国教科文组织列为世界遗产的7处

文化遗产和1处自然遗产均位于山地地区。这些山地旅游景观是宝贵的世界财富，我们需要竭尽全力为子孙后代保护它们。

尼泊尔有很多山地旅游景观：白雪皑皑的喜马拉雅山脉、深邃的峡谷、优美的乡村风光、森林、野生动物和鸟类、凉爽的气候条件、传统文化、节日和宗教场所。山地地区是河流、溪流和湖泊的淡水来源，同时也是可再生能源的来源，事实上，还被当地居民奉为神明。

这些景观使尼泊尔成为吸引世界各地游客的山地旅游胜地。而反过来，到尼泊尔旅游的游客也会在山地地区尝试各种各样的活动，包括徒步旅行和远足、生态旅游，以及各种探险活动。其中包括陆地旅游（徒步旅行、登山、骑马、极限跳伞、攀岩、观鸟）、空中旅游（蹦极、热气球、滑翔伞、超轻型飞机、山地飞行、缆车）和水上旅游（漂流、皮划艇、划船、钓鱼、游泳）。前往尼泊尔旅游的游客定然会带着与大自然亲密融合的美好回忆回到家中。

因此，尼泊尔的山地地区拥有巨大的山地旅游潜力，并且吸引了来自世界各地的人们。此外，旅游业还通过为当地居民提供就业机会和为政府储备外币收入，为山地经济作出了宝贵贡献。同样，旅游业也促进了各经济部门之间的生产开发和供应联系。然而，旅游业也面临着诸多挑战：我们需要加强山地旅游与社区旅游的联系，利用当地资源和当地产品，并增进山地人民的就业。

近年来，气候变化对山地地区脆弱的生态系统以及薄弱的基础设施造成越来越大的影响，因此，我们需要共同努力以应对其不利影响。由于山地地区人口的快速增长和经济机会的匮乏，自然环境正在迅速恶化。气候是山地旅游的一项重要属性，气候变化将通过影响各项设施和旅游目的地的整体可持续性直接对旅游业造成

损害。这些影响可能表现为自然灾害增加,对当地人和游客健康的不利影响,以及对当地生态系统生物多样性的破坏。消除对于能源和交通类基础设施的破坏,并扭转自然资源的损耗和枯竭需要时间和大量的资源。在尼泊尔,一些不利影响可能表现为高山雪崩、冰川湖溃决、暴雪和山体滑坡,以及随之而来的一系列问题,如公路和徒步路线阻塞。

气候变化将对山地地区居民的生计产生重大影响,因此,我们必须强化缓解和适应措施。由于旅游业贯穿着经济的诸多层面,因此,将缓解和适应战略视为一项涵盖各个利益相关方的协作项目是非常重要的。这些利益相关方包括当地企业家以及卫生、交通运输和防灾备灾类非旅游机构等。

要缓解气候变化的不利影响,不仅要在山地地区周围,而且要在全球范围内,进行深刻的系统性改革。值得庆幸的是,国际社会已经意识到了气候变化的威胁,包括《巴黎气候协定》在内的联合国框架下的多项倡议都已处于各个实施阶段。而对于山地地区这个特殊的环境,则应毫不延迟地采取一些适应性措施。

这些适应性措施包括将旅游活动尽可能转移到低风险地区,安装防护措施(尤其是在陡峭地区和降雪量较大地区),通过预警系统培养对突发性灾难事件的响应能力,并建立完善的搜救站。同样,建立救助救援机制、保护缓冲林和其他保护性土地使用功能将有助于当地居民适应不断变化的环境。

尊敬的各位来宾,女士们、先生们,与尼泊尔一样,贵州也是一个有着悠久历史的山地地区,且以其传统的乡村生态友好型生活方式而闻名。迷人的黄果树瀑布和安顺龙宫洞是大自然馈赠给贵州的珍贵礼物。而贵州人民与自然的和谐相处则是现代文明建设的典范。毫无疑问,贵州是举办山地旅游年会的理想地点。我相信这次年会将为我们所有人提供一次绝佳的机会,来共同讨论如何在我们各自的国家进一步推广山地旅游和户外运动。

正如我们所看到的,尼泊尔和中国的贵州省在山地

旅游方面有着相似的潜力,并吸引着世界各地喜爱亲近自然且与自然和谐相处的游客。然而,尼泊尔和中国的贵州省在保护脆弱的山地生态系统和维护旅游产品的可持续性方面也面临着相似的挑战。我们在这里可以与其他山地国家携手并行,加强知识和技术分享方面的协调合作,以确保我们所有人都能够拥有光明的未来。我向各位保证,尼泊尔愿意成为这项联合倡议的一份子。

尊敬的各位来宾,女士们、先生们,尼泊尔和中国是彼此信赖的朋友、近邻和可靠的发展伙伴。多年来,尼中两国关系在共同关心的各个领域不断加强,这令人十分满意。过去一年,我们在进一步加强互利关系方面取得了重要成果。总统级互访以及双边关系向战略合作伙伴关系的提升巩固和深化了两国关系。我们期待着进一步加强两国合作,共同抗击疫情,并进一步促进尼中两国在共同关心的各个领域的友好合作。

新冠肺炎疫情突显了各国,尤其是发展中国家在卫生、信息、通信和技术基础设施方面的严重缺陷和广泛差距。在此次疫情期间,建立各国之间的互联互通显然非常重要,这不仅有助于释放合作潜力,而且有助于共同应对全球性挑战。“一带一路”倡议是促进互利合作的一个良好范例。我相信,“一带一路”倡议可以将世界各国人民联系起来,从而在解决这些差距方面发挥重要作用。“健康丝绸之路”和“数字丝绸之路”计划等硬性基础设施和软性基础设施建设倡议,是如何利用“一带一路”倡议实现互利共赢,尤其是在应对全球性共同威胁方面的范例。

最后,我要再次向主办方主办这次有益的年会表示祝贺。这次会议使山地旅游业的重要利益相关方和参与者能够汇聚一堂,并为我们提供了一次绝佳的机会来分享我们在促进各自国家的山地旅游方面,尤其是在应对气候变化的影响方面的经验。我还要向贵州和本次会议的主办方致以最美好的祝愿,祝贺贵州努力发展成为著名的山地旅游胜地,并预祝本次会议圆满成功。

谢谢大家!



Protect Mountain Ecosystem to Develop Mountain Tourism

Mahendra Bahadur Pandey
Nepalese Ambassador to China

Ladies and Gentlemen:

Let me first express my great happiness to be here at this beautiful city of Guiyang in the Province of Guizhou to attend the 2020 Annual Conference of the International Mountain Tourism Alliance. It is even more special to come to Guizhou, a mountain paradise, to participate in this conference amidst the challenges wrought by the coronavirus pandemic. I express my sincere thanks and appreciation to the organizers for hosting this event, and express my warm greetings and good wishes to all those present here.

Dear Friends:

More than three-fourth of Nepal's total landmass of 1,47,181 sq. km is covered with mountain landscapes, including the Himalayas. As you know, the Himalayan mountain range is endowed with pristine nature and culture. Of the 3500 sq. km Hindu-Kush range, Nepal's Himalayas cover around 800 sq. km, with around 1800 mountain peaks. More than 1300 of these mountain peaks are above 6000 meters. Apart from the Himalayas, there are other mountain ranges in Nepal: the Sivaliks, Mahabharata, and mid hills. These mountain ranges are crisscrossed by valleys in between and are inhabited by various communities of people.

The pristine Himalayan range is a world famous destination for mountain tourism. The seven cultural heritage sites and one natural heritage site listed in UNESCO's world heritage sites in Nepal are all located in the mountains. These mountain tourism sites are valuable world assets, and we need to do all we can to preserve and protect them for posterity.

The attractions of mountain tourism in Nepal are many: snowcapped great Himalayan ranges, deep gorges, beautiful landscapes, forests, wild animals and birds, cool climatic conditions, traditional culture, festivals, and religious places of worship. The mountains are sources of fresh water in the form of rivers, streams and lakes, as well as of renewable energy, and are in fact revered by the local communities as gods.

Such attractions make Nepal a fascinating mountain tourism destination for people from around the world. The tourists visiting Nepal, in turn, find a great variety of things to do in the mountains in the fields of trekking and expedition,

ecotourism, and adventure sports. These include terrestrial tourism (trekking, mountaineering, pony trekking, ski diving, rock climbing, bird watching), aerial tourism (bungee jumping, hot air ballooning, paragliding, ultra-light aircraft, mountain flight, cable car), and aquatic tourism (rafting, kayaking, boating, fishing, swimming). Truly, a tourist visiting Nepal returns home with fond memories of his deep intimacy and immersion with nature.

Thus, Nepal's mountains have immense mountain tourism potentials, and attracted people from far and wide. In addition, tourism has also made valuable contribution to the mountain economy by providing employment to the local people and foreign currency earnings to the government's reserves. Similarly, it has induced production development and supply linkages across various sectors of the economy. However, there are challenges: we need to enhance the linkages of mountain tourism with community tourism, using local resources and making use of local products and enhancing employment for the people living in the mountains.

In recent years, climate change is exerting an increasingly greater impact on the fragile ecosystems of the mountains and their weak infrastructures, necessitating collective efforts to combat its adverse effects. With the rapid growth of population and lack of economic opportunities in the mountains, the natural environment is deteriorating rapidly. Since climate is an important attribute of mountain tourism, climate change can hit tourism directly by affecting the overall sustainability of facilities and destinations. These impacts may take the form of an increase in natural hazards, adverse impacts on health of the local and visiting people, and damage in the bio-diversity of the local ecologies. It takes time and resources to reverse the disruptions in energy and transport related infrastructures, and damage and depletion of the natural resource base. In Nepal, some of these impacts could take the form of high mountain avalanches, glacial lake outbursts, heavy snowfalls and landslides, with an array of attendant problems such as blockages of highways and trekking routes.

Thus, climate change will have major impacts on the livelihoods of the mountain populations, and it is essential for us to emphasize mitigation and adaptation measures. Since tourism



transcends many aspects of the economy, it is important to view mitigation and adaptation strategies as a collaborative effort encompassing the relevant stakeholders, such as local entrepreneurs, non-tourism agencies related to health, transportation and disaster preparedness.

Mitigation of the adverse impacts of climate change will require a deep systemic overhaul, not just around the locations of the mountains but across the globe. Thankfully, the world community is aware of its dangers, and several initiatives under the UN, including the Paris Climate Agreement, are under various phases of implementation. In the specific context of mountains, however, there are several adaptive measures that should be taken up without any further delay.

Adaptive measures include relocation of tourism activities, where possible, to low-risk areas, installing protection measures especially in steep locations and high snowfall areas, and developing capacity to respond to sudden catastrophic events through early warning systems, and instituting robust search and rescue stations. Similarly, relief and rescue mechanisms, and preservation of buffer forests and other protective land use features will help the local population to adapt to changing conditions.

Excellencies, Ladies and Gentlemen: Like Nepal, Guizhou is a mountainous terrain with rich ancient history, and is well-known for its traditional rural villages and an eco-friendly way of life. While the mesmerizing Huangguoshu Waterfall and the Anshun Dragon Palace Cave are nature's precious gift to Guizhou, its people living in perfect harmony with nature is a good example of how modern civilization should build itself on. No doubt, Guizhou is a perfect location where the conference on mountain tourism should have been held, and I am sure this conference will provide us all an excellent opportunity to discuss how to further promote mountain tourism and outdoor sports in our respective countries.

As we have seen, Nepal and China's Guizhou Province possess similar potentials in mountain tourism, and attract tourists world-wide fascinated by their proximity and harmony with nature. However, Nepal and China's Guizhou also face similar challenges in preserving their fragile mountain ecosystems and in maintaining the sustainability of their tourism products. It is here that we can work together, and with other mountainous countries, and enhance co-operation and collaboration in sharing our

knowledge and technologies for ensuring a prosperous future for all of us. Let me assure you that Nepal is ready to be a part of this joint initiative.

Nepal and China are trusted friends, close neighbours and reliable partners in development. It is a matter of great satisfaction that the bilateral relations between Nepal and China have been expanding in various fields of mutual interests over the years. Important achievements have been made in further strengthening the mutually beneficial relations in the past year. The exchange of Presidential Visits and the elevation of bilateral relations to strategic partnership of cooperation have contributed in cementing and deepening our ties. We look forward to further strengthening bilateral cooperation in jointly combating the epidemic, and in further promoting Nepal-China friendship and cooperation in all fields of mutual interest.

The Covid-19 pandemic has highlighted the acute deficiencies and wide disparities in health and information, communication and technology infrastructures, especially in developing countries. The importance of building connectivity linkages among countries for not only unleashing the potentials of co-operation but also for jointly combating common global challenges has been quite visible during the pandemic. The Belt and Road Initiative is a good example of promoting mutually beneficial co-operation. I believe that BRI can play an instrumental role in addressing these gaps in connecting the peoples around the world. The initiatives in building both hard and soft infrastructures, such as through the Health Silk Road and the Digital Silk Road schemes, are examples regarding how BRI can be leveraged for mutual gains, especially for combating common global threats.

Finally, I would once again like to congratulate the organizers for hosting this useful conference, which has brought together the important stakeholders and participants in mountain tourism. It has provided us an excellent opportunity to share our experiences in promoting mountain tourism in our respective countries, particularly with respect to combating the impacts of climate change. Let me also express my best wishes to Guizhou for its efforts to develop itself as a prominent mountain tourism destination, and to the organizers for the success of this conference.

Thank you!



贵州与东盟中心交流合作成果丰硕

中国·东盟中心秘书长陈德海



▲ 中国·东盟中心秘书长陈德海

尊敬的国际山地旅游联盟主席德维尔潘先生、世界旅游组织领导祝善忠主任、世界旅游及旅行行业理事会总裁兼首席执行官格洛丽亚·格瓦拉总裁、尊敬的尼泊尔驻华大使马亨德拉·巴哈杜尔·潘迪阁下。

尊敬的卢雍政先生、尊敬的中国文化和旅游部领导谢金英局长、尊敬的国际山地旅游联盟邵琪伟副主席、何亚非秘书长、各位嘉宾、女士们、先生们，

上午好！

在这多彩的深秋时节，很高兴同大家相聚在贵阳，共同出席 2020 国际山地旅游联盟年会。首先，我谨代表本届年会的支持单位之一，中国—东盟中心，衷心祝贺 2020 国际山地旅游联盟年会隆重开幕！向精心筹备此次活动的有关各方表示崇高敬意，对与会的各位嘉宾、各位朋友表示热烈欢迎！

2020 年非同寻常，新冠肺炎疫情对各国生产生活秩序造成了严重冲击和影响，旅游业首当其冲。面对新挑

战，全球旅游业界团结协作，努力探索旅游业复苏发展之道，成效显著。新形势下，各界人士齐聚贵阳，围绕山地旅游疫后重塑的思路、目标和途径，凝聚各方智慧和行业力量，同心助力疫后旅游复苏与振兴，很有意义。

各位嘉宾，中国和东盟山水相连，是好邻居、好朋友、好伙伴，我们也是好亲戚，自 1991 年建立对话关系以来，双方各领域合作成果丰硕，人文交流成为中国东盟关系的第三支柱。中国与东盟互为彼此最大贸易伙伴，重要旅游客源国和目的地。2019 年双方人员往来突破 6500 万人次大关。面对疫情，中国和东盟国家携手合作、共克时艰，在全球疫情防控和经济社会复苏方面走在了前列。

贵州省旅游资源得天独厚，与东盟国家在文化、旅游、教育、科技等领域的交流合作成果日益深化。历年在这里举办的中国—东盟（贵阳）“一带一路”文化旅游交流周、中国—东盟教育交流周等已成为中国与东盟开展合作的重要平台。期待通过此次年会，特别是中国东盟中心与国际山地旅游联盟签署合作备忘录，为中国与东盟国家山地旅游可持续发展注入新动力，带来新机遇。

各位嘉宾，中国—东盟中心是中国政府和东盟十国政府共同成立的政府间国际组织。自成立以来，中心致力于落实双方领导人所达成的重要共识，推动双方在贸易、投资、教育、文化、旅游、新闻媒体等领域的务实合作。中心愿与国际山地旅游联盟合作伙伴一道发展旅游，中心也将继续关注贵州、宣传贵州、支持贵州，为推动贵州省与东盟十国友好交流与务实合作，牵针引线，铺路搭桥。

最后，祝 2020 国际山地旅游联盟年会圆满成功！祝各位在贵阳工作顺利、万事如意！谢谢！



Exchange and Cooperation between Guizhou and ASEAN-China Center Bore Fruits

Chen Dehai

Secretary-General of ASEAN-CHINA Center

Your Excellency Mr. Dominique de Villepin, Chairman of IMTA; Mr. Zhu Shanzhong, Executive director of UNWTO; Ms. Gloria Guevara, CEO and President of WTTC; Mr. Mahendra Bahadur Pandey, Ambassador of Nepal to China. Your Excellency Mr. Lu Yongzheng, Member of the Standing Committee and Director of Publicity Department of the CPC Guizhou Committee; Mr. Hu Zhongxiong, Vice Governor of Guizhou Province.; Mr. Xie Jinying, Director-General of the International Exchanges and Cooperation Bureau of the Ministry of Culture and Tourism of China. Your Excellency Mr. Shao Qiwei, Vice Chairman of IMTA; Mr. He Yafei, Secretary-General of IMTA.

Distinguished guests, ladies and gentlemen,

Good morning!

In this lovely season tinted with deep autumn hues, it gives me great pleasure to attend the 2020 International Mountain Tourism Alliance Annual Conference in Guiyang. On behalf of ASEAN-China Centre (ACC), the supporter of the event, I would like to extend my congratulations on the opening of the annual conference. I also wish to express my sincere gratitude to all relevant partners, and my heartfelt welcome to all the guests and friends present here.

The year 2020 is very different for all of us. COVID-19 has inflicted severe impacts to our life and work, and the tourism industry is bearing the brunt of such an unprecedented pandemic. Facing the new challenges, the global tourism sector has made concerted efforts to explore ways to revitalize and develop tourism, and has achieved initial outcomes. Under the new scenario, we gather here in Guiyang, put forward constructive ideas on mountain tourism, share valuable experiences and work together to promote the recovery and revitalization of the tourism industry. All these have made today's event all the more relevant and significant.

ASEAN and China are good neighbors, good friends and good partners, linked by mountains and rivers. Ever since the launch of ASEAN-China dialogue relations in 1991, the two sides have reaped rich fruits in practical cooperation across the board, and people-to-people

exchanges have grown to be the third pillar of ASEAN-China relations. ASEAN and China are each other's largest trading partner, important source of inbound tourists and travel destination. In 2019, the mutual visits exceeded 65 million in total. ASEAN and China have joined hands in battling COVID-19 and secured an early victory.

It is well-known that Guizhou abounds with unique mountain tourism resources. The exchanges and cooperation between Guizhou and ASEAN in the areas of culture, tourism, education, science and technology have yielded fruitful results. ASEAN-China (Guiyang) Belt and Road Culture and Tourism Exchange Week, ASEAN-China Education Exchange Week held in Guizhou have become important platforms for cooperation among China and ASEAN and other countries and regions along the Belt and Road. I'm confident that by attending the conference, especially by signing of the MOU between ACC and IMTA, the mountain tourism industry of ASEAN Member States and China will be injected with new energy and vitality, and the tourism cooperation between ASEAN and China will be upgraded to a new level.

As an inter-governmental organization co-founded by 10 ASEAN Member States and China, since its establishment in 2011, ACC has committed itself to implementing the important consensus reached by the leaders of ASEAN and China, and to promoting the practical cooperation between both sides in trade, investment, education, culture, tourism as well as information and media. Facing new conditions and challenges, ACC will join hands with all parties to create opportunities through exchanges, tackle difficult problems through cooperation, and foster a brighter future for humanity.

In conclusion, I wish a full success for the 2020 IMTA Annual Conference, and wish everyone a pleasant stay in Guiyang!

Thank you!



国际山地旅游联盟 2020 年度工作报告

国际山地旅游联盟秘书长何亚非



▲ 国际山地旅游联盟秘书长何亚非

尊敬的邵琪伟副主席、卢雍政部长、胡忠雄副省长、各位来宾：

今天的情况比较特殊。

今年以来新冠疫情是我们最大的挑战，前面几位已经说得非常清楚了，新冠疫情确实改变了世界，颠覆了人们的生活方式和生产方式，世界经济受到了重创，特别是国际旅游业受到的打击是最大的，这些数字刚才几位都一一列举了，我就不说了。同时今年以来也是地缘政治矛盾加剧，大国关系紧张的一年，所以在这些传统安全威胁和非传统威胁同时袭击人类，我们面临的风险很困难，比以往任何时期都要大，这也是习近平总书记所说的我们正处在百年未有之历史大变局。在这个非常的时期，联盟秘书处团结一致，在理事会的领导下，我们克服了许多困难，调整了工作思路，积极地应对，向大家汇报的是今年的工作我们基本上已经完成，具体的我列举了几项工作。

一、2020 年工作情况

(一) 了解会员诉求，积极应对疫情影响

新型冠状病毒疫情肆虐全球，使包括山地旅游在内

的全球旅游业陷入了艰难的困境，旅游业的未来充满变数和不确定性。联盟作为以山地旅游为主题定位的国际组织，联盟秘书处主动与会员及业界相关机构保持密切联系，及时了解掌握有关情况和诉求。4 月 17 日，联盟秘书处向所有会员发出了《阳光总在风雨后》的慰问信，致以最深切诚挚的慰问，并表明联盟将认真遵循宗旨和履行服务会员义务，积极助推疫后山地旅游的复苏与振兴。

通过深入沟通，梳理出当下会员及业界在联系和交流、产业创新升级、行业组织指导、持续宣传发声等 4 个方面的需求。在此基础上，结合联盟自身情况，联盟秘书处调整了下一步的工作重心和方向，助力山地旅游疫后恢复。4 月以来，联盟秘书处克服医疗物资短缺、国际货运停滞等不利因素，尽其所能向十多个疫情严重国家和地区的会员捐赠一次性医用口罩。同时，为帮助会员更好地应对疫情，共渡难关，联盟对所有会员减免了 2020 年度会费。

(二) 创新模式，巩固交流合作基础

1. 创新举办 2020“国际山地旅游日”活动

因受疫情在全球蔓延影响，原定在中国重庆市举办的“2020 国际山地旅游日”活动被迫取消。为持续做好“国际山地旅游日”纪念活动，做实做优联盟发展平台，组织会员和业界人士共谋疫后山地旅游的发展新思路、新方式、新途径，联盟与携程集团（联盟会员）共同主办“5.29 国际山地旅游日”活动，以“疫后世界山地旅游面临的机遇与挑战”为主题举办线上论坛，举行线上连线讨论，发布《世界山地旅游发展趋势报告（2020）》，发出《山地旅游与健康同行》倡议，在特殊时期为会员和业界搭建高效高质的线上交流平台。在“国际山地旅游日”活动当天通过推特（猫途鹰）、微信小程序（携程）、腾讯新闻、网易和联盟官网等平台，在海内外进行了广泛传播，

100.5 万人次观看了线上直播，5.5 万人在线上直播结束后回看了直播视频，联盟这次活动成为疫后率先采用线上论坛方式在全球发声的国际组织，起到了积极的引领作用。得到业界人士、社会各界的广泛关注和高度评价。

除线上活动，为呼应疫后旅游重振的趋势和山地旅游与健康同行的理念，联盟联合贵州省体育局、贵州省文旅厅、贵州双龙航空港经济区管委会，在联盟总部所在的双龙中央生态公园同步举办了“国际山地旅游日”户外健身徒步活动，让“国际山地旅游日”倡导的理念得到广泛的传播，更加深入人心。

2. 筹划联盟年会，持续扩大参与面、提振业界信心

2020 联盟年会定于 11 月中旬在贵阳召开，正值全球旅游业受新冠病毒疫情冲击，从停滞走向重启复苏的关键时点。为提振业界信心，在总结 5.29 成功办会的基础上，对办会方式、大会主题、论坛议题、配套活动等进行精心谋划设计，拟定了现场与线上直播、主体与配套相结合办会方案举办。为扩大参与面，在技术进行探索创新，对于不能到场的境内外嘉宾，采取提前录制视频或现场连线的方式参与各项活动。本届年会以“后疫情时代国际山地旅游发展之路”为主题，围绕山地旅游疫后重塑的思路、目标和途径，凝聚会员智慧和行业力量，同心助力疫后山地旅游复苏与振兴。年会将回顾总结联盟 2020 年工作，对 2021 年重点工作作出部署，围绕年会主题进行深入研讨，举办 2020 “世界名山对话”、“IMTA 山地旅游奖”颁奖、战略合作协议签署、山地旅游投资合作对接会等活动。值得一提的是，从将举办的第二届“世界名山对话”筹备情况可以看出国际社会对中国疫后快速复苏积极影响全球旅游恢复重建的期待，目前已有来自瑞士、印尼、尼泊尔、日本、智利和中国的十多个名山代表和专家报名参会，并将围绕年会主题，探索后疫情时代名山旅游复苏与振兴之路，分享以名山为代表山地资源保护与可持续发展的案例和经验。

3. 设立“IMTA 山地旅游奖”，创新打造专业品牌

针对产业创新升级的需求，为积极搭建联盟业务交流合作平台，扩大科技创新、绿色生态、可持续山地旅游

的示范效应，推动疫后山地旅游遵循生态文明、可持续发展的理念，实现产业的优化升级和高质量发展，经联盟秘书处征询部分联盟会员及业界专家学者意见后，确定设立“山地旅游可持续发展奖”、“最佳山地旅游目的地奖”、“最佳山地旅游户外运动奖”、“最佳山地旅游营地奖”、“最佳山地旅游徒步线路奖”，以此突出“创新、科技、绿色、节能减排、可持续”的核心理念。“IMTA 山地旅游奖”征集评选活动已在 9 月正式启动，2020 联盟年会期间进行展示和颁奖，开展市场推广和商务对接，引导和促成会员产业创新投资与交流合作。

4. 筹建投融资委员会

为了拓展联盟会员及山地旅游产业的融资渠道，提高配置效率，助推山地旅游资源开发与建设，经前期调研和准备工作，将在今年年会上成立投融资委员会。成员包括山地旅游企业、联盟会员、投资机构、金融机构、投资促进机构、相关研究机构、企业家、投资人、投资领域专家学者等。主要开展信息交流、项目孵化、咨询评审、实地考察和投融资政策研究等业务，汇聚山地旅游资源和资本，引导金融资本在山地旅游产业的市场运作。

5. 筹建专家委员会

根据去年理事会对山地旅游联盟专家委员会工作规则草案，以及首批专家委员会推荐名单，通过整合意见，经秘书处完善，理事会同意通过以后，正式成立了联盟专家委员会，作为联盟的智库和咨询机构。

6. 启动了《山地旅游徒步指南》编制工作

这是山地旅游指南系列的一个部分——国际山地徒步指南。联盟联合了法国徒步协会、法国体育部、自然户外运动中心、萨瓦勃朗峰大学、中国黄山风景区等会员和专门学者共同制定国际山地徒步指南，为全球山岳型景区、山地旅游目的地规划、运营、管理徒步旅游产品提供决策依据、理论指导和操作方式。这是我们的工作。

二、2021 年工作计划

明年的新冠疫情还会继续，现在第二波正在袭击欧洲、美国和一些国家，大家都在期待新冠疫情的疫苗能够在年底或者明年上半年正式落地，但是明年的形势依



工作报告

Annual
Work Report

然不容乐观，那么我们的工作还是要以这个为背景，要继续有同舟共济的精神，努力克服困难，完成会员和理事会交给秘书处的各项工作。

2021 年联盟将强化对会员的服务，团结会员的力量，助推山地旅游的复苏和振兴，为旅游业的复苏做好储备和准备，有以下几项工作：

(一)以服务会员为中心，引导会员积极参与各项活动。就像其他世界国际组织一样，会员是我们的真正决策者、真正的服务对象，所以联盟的会议展览、投资合作、课题研究、专题培训、宣传推介、奖项评选等各项工作都要以服务会员为核心，积极引导会员参与。我们会整合联盟的资源和服务项目，推出联盟会员服务项目手册，这样会员可以根据自身的情况和诉求，选择定制化的服务。

(二)做优做实交流平台，塑造行业品牌。说到底，国际山地旅游联盟是一个交流合作的平台，我们有几个想法来做好做实这个平台。

1.创新活动举办模式，以国际山地旅游日、世界名山对话和联盟年会为主要平台，优化活动形式、丰富内容，提高有效性。明年可能还是继续采取线上和线下合并的方式来举办活动，在特殊的时期为会员搭建高效的线上交流平台和线下交流平台，为山地旅游企业的复工复产，为整个行业的重新启动做好准备。

2.创新活动内容，打造新的 IP。2021 年，联盟将立足于平台优势，持续地探索创新打造新的活动 IP，一是与中国风景名胜区协会联合举办中国名山峰会，德维尔潘主席刚才讲明年的旅游趋势很明显，肯定要举行一个国家或者一个地区内活动。二是我们要利用联盟总部的会展功能，在总部和其他地方策划举办形式多样的标志性的山地主题活动。让联盟总部成为连接山地旅游新的地标。

3.开展专题培训服务，以讲座的形式组织面向行业

和会员的线上线下主题培训活动。我们要参照中国政府正在制定的“十四五”经济发展规划和 2035 年远景社会发展规划，传递山地旅游行业 and 产业发展的新的信息，为山地旅游产业的发展注入智力和管理资源。

(三)发挥联盟的渠道优势，促进项目的投资与合作

1.构建对接的合作平台，我们通过联盟投融资委员会组织山地旅游产业的对接，打造企业家的沙龙、商务洽谈等，扩大业界和跨业界的合作，昨天我们推动举办了贵州省和有关旅游产业的活动的对接，效果很好。

2.服务对象的山地经济发展。我们要选择合适而且有意愿的山地旅游资源，从战略规划、投资运营等方面开展顶层设计与项目开发，我们会联合山地旅游地区打造契合可持续山地旅游需求的产业引领性和示范型项目。

(四)整合智力资源，助力产业的转型升级

1.加强大趋势的研究，为山地旅游的复苏提供指引。我们要充分发挥联盟专家委员会的作用，研究疫情后山地旅游复苏的趋势，山地旅游模式的变化，各界特别是各国人民对山地旅游的需求，来探索疫后山地旅游复苏的思路、方法和路径，昨天邵琪伟副主席特别提到我们要做好储备，要为山地旅游复苏做好储备工作，我想智力方面的储备、思路方面的储备也是非常重要的。

2.开展《山地旅游指南》系列的编制工作。刚才讲的徒步指南我们已经开始启动了，同时要选择合适的山地旅游目的地，推动国际山地徒步示范项目的落地。由于疫情后自驾游、房车营地民宿这些能够提供相对独立空间的旅游方式会逐步兴起，有些我们还没有想到，因为人们会根据疫情寻求适合他们健康生活的山地旅游方式，所以我们会在 2021 年启动主体性山地旅游营地相关的指南和标准研究工作。

这是我们今年的工作和对明年工作的规划，希望大家批评指正，谢谢大家！



2020 IMTA Annual Work Report

He Yafei, Secretary-General of IMTA

Distinguished Vice Chairman Shao Qiwei, Director Lu Yongzheng, Vice Governor Hu Zhongxiong.

Ladies and gentlemen,

This year is a very unique year.

The COVID-19 pandemic is our biggest challenge this year. As the previous speakers have made it very clear, the COVID-19 pandemic has indeed changed the world, subverted people's lifestyles and production methods, and hammered the world economy, especially the international tourism industry. As for the detailed figures, I would like to not repeat them anymore. At the same time, the year 2020 also marks heightened geopolitical contradictions and tensions between major powers, so that in the midst of these traditional security threats and non-traditional threats attacking mankind at the same time, we are facing a very high risk, greater than ever before, that is why General Secretary Xi Jinping said that we are witnessing major changes unfolding in our world. In this extraordinary period, the Secretariat of the IMTA has united as one, and under the leadership of the Council, we have overcome many difficulties, adjusted our working methods, and taken many positive response measures. Now therefore, I would like to announce that we have basically completed our missions this year, and I will just mention a few.

I. Work Report of 2020

1. Keep abreast of the members' appeals, and actively cope with the pandemic's influence

Worldwide spread of the Covid-19 pandemic edged the global tourism industry (including the mountain tourism) to a real predicament, and the future of the tourism industry is full of variables and uncertainties. Since the IMTA is an international organization themed on mountain tourism, the IMTA Secretariat took the initiative to maintain close contact with IMTA members and relevant organs in the industry, in order to keep abreast of relevant information and the appeals. On April 17, the IMTA Secretariat sent all members a greeting letter titled "Sunshine comes after the storm", expressing the most sincere solicitude for all

members, and it pointed out that the IMTA will earnestly observe the alliance motto, fulfill the obligation of serving members, and actively boost recovery and revitalization of the mountain tourism after the pandemic.

Through further communication, the IMTA Secretariat sorted out the members and the industry's demands in four aspects, including contact and communication, industrial innovation upgrading, industry organization and direction, and continuous promotion and advocacy. On the basis of this, the IMTA Secretariat, by taking into account the IMTA's own situation, adjusted the follow-up work priorities and direction, and assisted in the mountain tourism's recovery in the wake of the pandemic. Over the past four months, the IMTA Secretariat overcame a series of unfavorable factors like shortage of medical resources and stagnation of international freight, and went all out to donate disposable medical masks to more than 10 countries and regions seriously stricken by the pandemic. To assist its members in better coping with the pandemic and tiding over the difficulties, the IMTA provided that all members were exempted from the membership fees of 2020.

2. Make innovations in model, and consolidate the foundation for communication and cooperation

(1) Innovatively organize 2020 "International Mountain Tourism Day" event

Under the influence of the worldwide spread of the pandemic, the "2020 International Mountain Tourism Day", which was set to take place in Chongqing City of China, had to be cancelled. To keep on improving the "International Mountain Tourism Day" commemorative event, consolidate and optimize the IMTA development platform, and organize all members and insiders to discuss new ideology, new approach, and new channel for development of the mountain tourism after the pandemic, the IMTA and Trip.com Group (member of the IMTA) jointly sponsored the "International Mountain Tourism Day on 29 May" event, during which both sides organized the online forum themed on "Pandemic Crisis and Challenges



& Opportunities for Mountain Tourism” and the online panel, issued the Report on World Mountain Tourism Development Tendency (2020), and launched the initiative Mountain Tourism for A Healthy Life. Such a move set up a high-efficiency and high-quality online communication platform from all members and the industry in the special period. On that day when the “International Mountain Tourism Day” took place, the event was extensively reported at home and abroad through different platforms like Twitter (TripAdvisor), WeChat Mini Program (Trip.com), Tencent News, NetEase, and official website of the IMTA. All told, 1.005 million person-times of people watched the live streaming, and 55,000 people watched the live streaming replay after the live streaming ended. Through this event, the IMTA became the first international organization that adopted the online forum to make its voice globally after the pandemic, which played a positive leading role and received extensive attention and high praise from insiders and people of all walks of life.

Apart from the online event, to adapt to the tourism rejuvenation trend after the pandemic and fulfill the “Mountain Tourism for a Healthy Life” philosophy, the IMTA worked with the Sport Administration of Guizhou Province, the Department of Culture and Tourism of Guizhou Province, and the Administrative Committee of Guizhou Shuanglong Airport Economic Zone to organize the “International Mountain Tourism Day” Outdoor Fitness and Hiking activity in Shuanglong Central Ecological Park where the IMTA is headquartered, in order to extensively spread the philosophy advocated by the “International Mountain Tourism Day”, and make it win more supports from the people.

(2) Plan the IMTA Annual Conference, keep on expanding the scope of participation, and boost the industry’s confidence.

2020 IMTA Annual Conference is set to take place in Guiyang in the middle of November when the pandemic-stricken world tourism industry is transforming from stagnation to rebooting and recovery. To boost the industry’s confidence, the IMTA Secretariat elaborately and meticulously planned and designed the conference organization mode, conference theme, forum topics, and ancillary activities, etc. On the basis of its success in organizing the 29 May Event, the IMTA Secretariat determined the conference organization plan “Integration of on-site and online live streaming, and combination of main event and ancillary activities”. To expand the scope of participation and make explorations and innovations in technology, the IMTA Secretariat permits that those guests at home and abroad who are

inconvenient to arrive at the conference site may take part in the event by recording a video in advance or taking a live call. This annual conference, themed on “The Path of Mountain Tourism Development in the Post-COVID World”, focuses on the ideology, goal, and approach for reshuffling of the mountain tourism after the pandemic to pool the members’ wisdoms and the industry’s resources, and work with all members and insiders to boost recover and rejuvenation of the mountain tourism after the pandemic. In light of the plan, the annual conference will review and sum up the work of 2020 of the IMTA, deploy the work priorities of 2021, carry out in-depth discussion on the annual conference theme, and organize ancillary activities like 2020 “Dialogue among Famous Mountains in the World”, “IMTA Mountain Tourism Awards” Prize-giving Ceremony, Signing Ceremony for Strategic Cooperation Agreements, and the Docking Meeting for Mountain Tourism Investment Cooperation, etc. It is worth pointing out that the preparatory work for the upcoming Second Dialogue among Famous Mountains in the World mirrors the international community’s anticipation to China’s positive influence on revival and reshuffling of the world tourism industry after its rapid recovery from the pandemic. So far, more than 10 famous mountains’ representatives and experts from Swiss, Indonesia, Nepal, Japan, Chile, and China registered for the conference, and they will focus on the conference theme to explore the path for tourism recovery and rejuvenation of famous mountains in the post-pandemic world, and share their cases and experience on protection and sustainable development of mountain resources typified by famous mountains.

(3) Set up “IMTA Mountain Tourism Awards” and creatively foster professional brand

To meet the industry’s needs for innovation and upgrading, actively set up the IMTA’s platform for business exchange and cooperation, expand the exemplary effect of technically innovative, green, ecological, and sustainable mountain tourism, and boost the post-pandemic mountain tourism to observe the “Ecological Civilization, Sustainable Development” philosophy, and realize the industry’s optimization, upgrading, and high-quality development, the IMTA Secretariat, by soliciting opinions from some IMTA members and industry experts and academicians, decided to set up “Mountain Tourism Sustainable Development Award”, “Best Mountain Tourism Destination Award”, “Best Mountain Tourism Outdoor Sport Award”, “Best Mountain Tourism Camping Award”, and “Best Mountain Hiking Route Award”, as a way to highlight the core philosophy “Innovative, Sci-tech, Green,



Energy-saving and Emission-reduction, and Sustainable". The solicitation and assessment activity for "IMTA Mountain Tourism Awards" was officially launched in September, and presentation and prize-giving ceremony will take place during the 2020 IMTA Annual Conference, which will help boost the market promotion and business docking, and guide and facilitate the members to make investment in industry innovations and carry out communication and cooperation.

(4) Plan to set up the Investment & Financing Committee

Thanks to preliminary survey and preparation, the Investment & Financing Committee will be set up at the 2020 Annual Conference, in order to diversify the IMTA members and the mountain tourism industry's financing channels, raise the allocation efficiency, and boost the mountain tourism resources development and construction. Members of the Investment & Financing Committee include mountain tourism enterprises, IMTA members, investment institutions, financial institutions, investment promotion institutions, associated research institutions, entrepreneurs, investors, and experts and academicians in the field of investment, etc. The Investment & Financing Committee is mainly responsible for carrying out information exchange, project incubation, advisory review, on-the-spot investigation, and investment & financing policy research, etc. It brings together mountain tourism resources and capital, and guides the financial capital's market-oriented running in the mountain tourism industry.

(5) Prepare to set up the P36 Expert Committee

At the Plenary Meeting of 2019 IMTA Annual Conference Council, preliminary deliberation was made to The Work Rules of the Committee of Experts of the IMTA (Draft) and List of the First Experts for Recommendation, and the Committee of Experts will be set up according to procedures when time permits. According to the deliberation opinions, the IMTA Secretariat made further study and improvement on the basis of original work, so that there are preliminary conditions for setup of the Committee of Experts. In light of the plan, the Committee of Experts will be officially set up at the 2020 IMTA Annual Conference as IMTA's think-tank and consultancy organization.

(6) Launch the Mountain Tourism Hiking Guide preparation work

Mountain Tourism Hiking Guide is a part of the series of mountain tourism guides. IMTA Secretariat, officially launched the "Mountain Tourism Guide Series" International Mountain Hiking Guide preparation work, and it will work with the IMTA

members (like France Walking Association, Natural Outdoor Sports Center of the Ministry of Sports of France, University Savoie Mont Blanc, Chamonix City, and Huangshan Scenic Area, etc.) and experts & academicians to formulate the internationalized mountain hiking guide. That will provide decision references for the worldwide mountain scenic areas and mountain tourism destinations in planning, operation, and management of the hiking tourism products. These are what we have done so far.

II. Work Plan of 2021

The COVID-19 pandemic will not end this year as the contagion has spread in Europe, the United States, and some other countries. All countries and regions are expecting the vaccine for the COVID-19 coronavirus to be officially launched by the end of 2020 or the first half of 2021, but the situation next year is still not optimistic, so our work should still take the pandemic as the background. We should continue to work together for the same goal, spare no efforts in overcoming difficulties, and complete the missions assigned by the members and the Council to the Secretariat.

In 2021, IMTA will provide better services to its members, unite their efforts to promote the recovery and revitalization of mountain tourism, and maintain options and make preparations for the recovery of the tourism industry by doing the following:

1. Focus on member services, and guide the members' active participation

Like other international organizations, members are the true decision makers and services targets of IMTA. All of secretariat's work should insist on taking "Member Service" as the core, guiding the members' active participation, such as conference & exhibition, investment cooperation, topic research, special training, news propaganda, and award & assessment. We will integrate IMTA resources and service projects, and release IMTA Member Service Manual in time, in order to facilitate the members to choose the customized services according to their own needs and appeals.

2. Consolidate and improve the exchange platform and cultivate the industry brand

In the final analysis, the IMTA is a platform for exchange and cooperation, and we have several ideas to make it work properly and in a more efficient way.

(1) Make innovations in the event organization model

Take "International Mountain Tourism Day", "Dialogue among Famous Mountains in the World", and the IMTA Annual



Conference as the major platforms to optimize and improve the event contents, forms and efficiency. Next year, we will continue to adopt the mode of "Online plus Offline" to organize the IMTA-related events, and set up high-efficiency and high-quality online exchange platform for members in the special period. We will also make good preparation for the resumption of mountain tourism businesses and the rebooting of the whole industry.

(2) Innovatively design the event contents and cultivate new Event IP

In 2021, By taking root in the advantages of the IMTA as a large platform, the IMTA keeps on making explorations and innovations to cultivate new Event IP. First, work with China Association of National Parks and Scenic Sites to organize "Summit for Famous Mountains of China". Chairman Dominique de Villepin just said that the tourism trend next year is very clear, and there will definitely be a national or intra-regional event. Second, take good advantage of the IMTA headquarters' conference & exhibition function to organize diverse forms of representative mountain theme events, making the IMTA Headquarters become a new landmark and for mountain tourism.

(3) Provide thematic training services

Organize to carry out online/offline thematic training activities by means of lecture for the tourism practitioners and IMTA members. We would like to refer to the "14th Five-Year Plan" for National Economic and Social Development and the Vision 2035 Social Development Plan that the Chinese government is working on, convey the up-to-the-minute industry development information and bring intellectual and managerial resources for development of the mountain tourism industry.

3. Bring into play the IMTA's channel advantages, and boost project investment cooperation

(1) Build the project docking cooperation platform

Depending on the investment & financing committee, IMTA organizes the business docking activities like mountain tourism industry docking, entrepreneur salon, and business negotiation, etc., develop the industry and cross-industry cooperation. Yesterday, we facilitated the matchmaking between Guizhou Province and organizers of the events related to the tourism industry, and achieved fruitful results.

(2) Serve development of local mountain economy

Select appropriate and intended mountain regions to integrate the IMTA members and quality resources in the field of mountain tourism, and take an active part in top-level design and project development from different aspects like business analysis, strategic planning, and investment & operation. Work with local governments to build some industry leading and exemplary projects that meet the sustainable mountain tourism's demands, in order to promote development of mountain economy.

4. Integrate the intellectual resources and boost industry transformation and upgrading

(1) Strengthen the tendency research, and provide information for rejuvenation of the mountain tourism

Bring into full play the roles of IMTA Committee of Experts, keep abreast of the pandemic development tendency, research and judge the new trend and new hotspots of the post-pandemic mountain tourism, the change of mountain tourism mode, and the demand on mountain tourism of all walks of life, especially the people of all countries, to explore the post-pandemic mountain tourism recovery ideas, methods, and paths. Yesterday, Vice Chairman Shao Qiwei specially mentioned that we should maintain options and make preparations for the recovery of mountain tourism, and I think it matters equally to maintain options in talent and solutions.

(2) Keep on carrying out the "Mountain Tourism Guide Series" preparation work

As mentioned before, we've started the work of hiking guide. In addition, select appropriate mountain tourism destination, promote implementation of international mountain hiking demonstration project. Against the backdrop that the tourism means (road trip, recreational vehicle camping, and homestay vacation), in which relatively independent space is provided, rise little by little after the pandemic. We have not thought of some of them yet, because people will look for ways for mountain tourism that fit in their healthy lifestyle according to the situation of pandemic prevention and control, and launch the research of guides or standards in relation to thematic mountain tourism camps,

That is all for our work report of 2020 and work plan of 2021. Any criticism is welcome. Thank you!

主题论坛:后疫情时代国际山地旅游发展之路

Theme Forum: The Path of Mountain Tourism Development in the post-COVID World

关于全球及国际山地旅游发展的几点思考

国际山地旅游联盟副主席邵琪伟



▲ 国际山地旅游联盟副主席邵琪伟

尊敬的卢雍政部长、胡忠雄副省长、各位来宾：

大家上午好！

首先我要感谢贵州省委省政府对联盟工作和本次年会的大力支持，感谢文化和旅游部对联盟工作的支持和指导，我们还应该对秘书长和秘书处的工作给予高度评价。在全球新冠肺炎疫情爆发的背景下，他们克服了许多困难，在各位会员的鼎力支持下做了大量富有成效的工作，确保全年各项工作顺利完成，年会如期召开。刚才何亚非秘书长还讲了明年的工作计划，在此我建议我们用热烈的掌声向他们表示深深的谢意。

当今世界正经历百年未有之大变局，加之新冠肺炎疫情，长期变量和短期变量交织，在此背景下我们研究全球旅游业，包括山地旅游发展，我认为应该重点关注和研究以下问题。

第一，针对世界经济发展中的不确定因素和可

能出现的变数，及其对全球旅游业带来的冲击和影响，要深入研究并做好各方面准备。科学应变，善于抓住机遇应对挑战，提前谋划各方面应对措施，及时化解国际旅游业可能面临的重大风险。

第二，针对新冠肺炎疫情可能持续较长时间和可能出现的变数，及其对全球旅游业带来的冲击和影响，要深入研究并做好各方面的准备。目前新冠肺炎疫情的蔓延是全球旅游业发展面临的巨大挑战，从现在的情况看，刚才各位在演讲中都谈到了，这些冲击和影响还将延续相当一段时间，按照最近的统计，截止11月17日，全球新冠肺炎累计确诊病例已超过5500万例，现在欧洲、美国还在蔓延，多国进入了紧急状态，发展趋势还是令人担忧的。各国和地区政府，旅游及相关行业、旅游企业及从业人员对此一定要有充分的准备，因为这意味着在相当长一段时间内，国际旅游会处于相对停滞和半停滞的状态，相当一部分旅游业占经济比重高的国家和地区，相当一部分旅游企业困难会增加，就业岗位会减少，失业人员会增加。联合国世界旅游组织已经介绍了这些数据，疫情正在深刻改变国际旅游环境和游客的旅游心理、出游习惯、安全理念，这是国际旅游业面临的紧迫问题和严峻挑战，短期、中期、长期如何应对？亟需深入探讨研究。

第三，现代科技正在深刻影响、塑造旅游业，对此要深入研究并做好各方面准备。世界正处于数字化、网络化、智能化融合发展的交会期，信息技术的发展已经并将给世界带来新的变革，形成万物互联，人机交互、天地一体的空间网络，这里我仅以交通变革为例。2019年9月发布了《交通强国建设纲要》，



其中明确提出时速 400 公里级高速轮轨（含可变轨距）客运列车系统、低真空管（隧）道高速列车等技术储备研发，我们试想，当时速 1000 公里的“超级高铁”超过音速 24 倍的极超音速空天飞机，载人飞行器等未来场景变为现实的时候，全球旅游产业包括山地旅游将是何种场景。我的体会和预测是将从本质上改变传统的旅游、旅游业以及旅游者的旅游观念、时空观念和出行方式、组织方式等等。

因此，建议超前研究若干问题，一是**重新认识全球旅游业**，要站在新的时代背景和发展阶段，全面、深刻地认识旅游业。要充分认识到旅游业是世界各个国家和地区经济的重要组成部分。总体看，一个国家和地区旅游业发展得好，可以为当地经济社会发展做出很大的贡献，刚才卢雍政部长说我们贵州省旅游对经济的贡献超过 10%，有利于带动和促进一二三产业的发展，并促进三次产业融合，创造更多新的经济形态和产业业态，尤其是带动最终消费以及安排大量就业人口。同时，旅游业又具有相当的脆弱性，容易受到大环境和各类事件的冲击和影响，某些时段和某些特定条件下的不可控因素会给旅游业带来极大的波动。但旅游业同时也是韧劲极强的产业，一旦突发事件过去，反弹也快，对这个问题我们应该全面地辩证地并用中长期发展的观点，来认识旅游业的特性。

这次突如其来的新冠肺炎疫情对全球旅游产业发展是一次能力测试、更是一次制度测试、体制机制测试、管理模式测试、人才培养模式测试、新技术运用能力测试。疫情不仅暴露出全球范围内旅游公共安全治理体系存在的问题，更暴露了旅游政策供给、旅游管理模式、旅游应急机制、旅游保险机制等方面的问题。因此我们必须利用疫情带来的修补调整期，对世界旅游业发展进行反思并形成新的认知。应该借此机会及时总结、思考和研究今后 5-10 年世界旅游业包括国际山地旅游业如何实现更好、更高质量的发展，对这个问题必须要有新思维、新动能、新模式和新选择。我特别建议要进行制度创

新、工作方式创新、运行模式创新、人才培养模式创新。

二是**研究制定和储备各类政策、措施、制度以及相关法律法规**。近期要制定可行的应对措施，包括应急措施。各个国家和地区根据本国国情已经出台了许多措施，旅游业具有脆弱性，建议各国各地区政府从本国本地区的实际出发，在总结以往经验和教训的基础上，制定并储备一批现在和将来可以使用的政策、措施和制度，在条件具备的情况下应该建立相关的法律和法规，用制度方式加以固化。

三是**充分运用现代高新技术，全面提升国际旅游和国际山地旅游的发展水平**。可以预测高新技术的运用水平将在很大程度上决定旅游产业和旅游企业的命运。在新冠肺炎疫情倒逼之下，全球旅游产业发展质量、旅游管理能力、旅游运营水平已经到了转型升级的十字路口。建议联合国世界旅游组织和各国际旅游组织迅速行动起来，组织制定数字技术与旅游产业结合的国际标准，加速国际旅游产业的数字化、智能化水平。国际旅游业界应自觉推进以大数据、互联网+、人工智能+、5G 应用、生命科学等为标志的高新技术应用。在旅游城市、旅游景区、旅行社、宾馆饭店、各类旅游公共服务设施、应急救援设施的建设过程中，以及旅游管理、旅游服务、旅游监管等方面都应该超前运用现代高新技术。各国应将在建和新建的大中型旅游景区和旅游设施应用现代高新技术作为一个刚性规定，让旅游产品真正插上高新技术的翅膀，为游客提供更安全、更便利和更精准的服务。

早上听了各位嘉宾的发言，特别是刚才何亚非秘书长也谈到在现在特殊的国际关系下，我们旅游业要同舟共济，共渡难关。所以我听了各位嘉宾的发言，我也想提一个建议，我们几个旅游类的国际组织要及时呼吁和推动各个国家和政府在科学推动新冠疫情的情况下研究开放国际旅游的途径和方式，这件事情也要早做准备，包括人员出入境的方式怎么推动等等，要早做准备，这是补充一点建议，不当之处，请各位批评指正。

谢谢大家！

Thoughts on the Development of International Mountain Tourism

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

Honorable Director Lu Yongzheng, Vice Governor Hu Zhongxiong, and distinguished guests,

Good morning to you all!

First of all, I would like to thank the Guizhou Provincial People's Government and the CPC Guizhou Provincial Committee for their strong support of the IMTA's work and the annual conference, and the Department of Culture and Tourism for its support and guidance of the work of the IMTA. We should also speak highly of the work of the Secretary-General and the Secretariat. Against the backdrop of the global outbreak of the COVID-19 pandemic, they have overcome many difficulties and, with the full support of all members, done a great deal of fruitful work to ensure that this year's work is completed successfully and the annual conference is held as scheduled. Just now, Secretary-General He Yafei also talked about the work plan for next year, and now, I would like to suggest that we give them a round of applause to express our deepest gratitude.

The world today is experiencing unprecedented changes of a century, coupled with the COVID-19 pandemic, and long-term and short-term variables are intertwined. In this context, when we study the global tourism industry, including the development of mountain tourism, I think we should focus on and study the following issues.

First, it is necessary to study and get well prepared for the uncertainties and possible variables in the development of the world economy and their impacts and implications on the global tourism industry. We should be able to seize opportunities and respond to challenges in a scientific and adaptive manner, and plan in advance to mitigate major risks that the international tourism industry may face.

Second, it is important to conduct in-depth study and get well prepared for the possibility of a prolonged COVID-19 pandemic and the variables that may emerge

out of it, as well as its impacts and implications on the global tourism industry. At present, the spread of the COVID-19 pandemic is the biggest challenge facing the development of global tourism, and from the current situation, as you have just talked about in your speeches, these impacts and implications will continue for quite some time. According to recent statistics, as of November 17, the cumulative number of confirmed cases of COVID-19 worldwide has exceeded 55 million, and now, it is still spreading in Europe and the United States, with many countries having entered a state of emergency. The development trend of the pandemic is still worrisome. National and regional governments, tourism and related industries, tourism enterprises and related employees must be fully prepared for this, because it means that, for a considerable period of time to come, international tourism will be in a relatively stagnant and semi-stagnant state, and a considerable number of countries and regions where tourism accounts for a high proportion of the economy, and a considerable number of tourism enterprises, will face increasing difficulties with fewer employment opportunities and higher unemployment rate. The United Nations World Tourism Organization (UNWTO) has presented these data. The pandemic has been profoundly changing the international tourism environment and the travelers' psychology, travel habits, and safety philosophy. It is an urgent issue and serious challenge for the international tourism industry. How should we deal with it in the short, medium, and long term? It is a question that requires our urgent and in-depth research.

Third, modern technology has been profoundly influencing and shaping the tourism industry, which requires our in-depth study and preparation in all aspects. The world is in the intersection of digitalization, networking, and intelligentization, and the development of information technology has brought and will bring new

changes to the world, forming a spatial network of inter-connectivity of everything, human-computer interaction, and the integration of heaven and earth. Here, I will only take the changes in transportation as an example. In September 2019, the Outline of Building a Strong Country through the Construction of Transportation was released, and it was clearly proposed the technical reserves and R&D of 400 km/h high-speed wheel-rail (including variable track gauge) passenger train system, and low vacuum tube (tunnel) high-speed trains, etc. Let's imagine that when the future scenarios such as 1,000 km/h "super high-speed trains", supersonic airplanes with a speed that exceeds 24 times of sound speed, and manned gliders become a reality, what it will mean for the global tourism industry, including mountain tourism. My experience and prediction are that it will fundamentally change the traditional travel and tourism industry, as well as the sense of tourism, the sense of time and space, and the ways of transportation and organization.

Therefore, I would like to suggest studying several questions in advance. **Firstly, we should redefine global tourism.** We need to review it in an all-round and profound way from the perspective of the new era background and development stage. And we should be well aware that the tourism is an important part of the economy in each country and region around the world. In general, the sound development of the tourism industry in a country or region can greatly contribute to the local economic and social growth. As mentioned by Director Lu Yongzheng, the tourism contributes to 10 % of the economic growth in Guizhou province, which is good for encouraging and promoting the development of the primary industry, secondary industry, and tertiary industry. And it also boosts the integration of three industries, and creates more new economic and industrial patterns, especially in driving final consumption and creating many jobs. Meanwhile, tourism is quite vulnerable to the crash and influence of the social, political, and economic environment and various circumstances. Tourism will suffer extreme fluctuation because of the uncontrollable factors under special conditions and in a special time. However, tourism is also very resilient. Once the emergency is over, it rebounds swiftly. About this question, we should understand the characteristic of tourism comprehensively and dialectically with a view of medium and long-term development.

This unexpected COVID-19 pandemic is a test for global tourism development on its ability, institution, system and mechanism, as well as management mode, talent training mode,

and new technology application. The pandemic has not only revealed the weakness in the global tourism public security management system, but also exposed the problems in tourism policy supply, tourism management mode, tourism emergency system, and tourism insurance system. Therefore, we must review the global tourism and foster a new awareness by taking advantages of this amendment and adjustment period brought by the pandemic. So we should take this chance to summarize, think, and study promptly how to realize a better and higher quality development in global tourism including international mountain tourism in five to ten years. We must react to this problem with new thinking, new drivers, new modes, and new choices. I especially suggest encouraging innovation in the system, work mode, operation mode, and talent training model.

Secondly, we should carry out studies to formulate and enact various policies, measures, systems, and the relevant laws and regulations. Currently, we should make feasible countermeasures, including emergency measures. Each country and region has enacted various measures according to the circumstances. Tourism is vulnerable, so I would like to suggest that governments should learn from the past to formulate and enact policies, measures, and systems that are feasible for the present and the future based on the local actual situations. And they should, as appropriate, enact the relevant law and regulations to consolidate tourism development on the basis of the institutions.

Thirdly, we should boost the development of international tourism and international mountain tourism comprehensively by fully using modern high technologies. It is predicated that the level of the application of high technologies can determine the fate of tourism industry and enterprises to a large extent. Under the pressure of the COVID-19 pandemic, global tourism's development quality, tourism management ability, and operation level are standing at the crossroad of transformation and upgrading. I would like to suggest that the UNWTO and other international tourism organizations take immediate actions to establish international standards with the combination of digital and smart technology and tourism, and accelerate the digitalization and intellectualization of the international tourism industry. The international tourism industry should proactively promote the application of high and new technologies represented by big data, Internet+, artificial intelligence+, 5G applications, life sciences, and so on. We should be ahead of the use of modern high technologies in the construction of tourist cities,

tourist attractions, travel agencies, hotels and restaurants, various types of tourism public service facilities, emergency rescue facilities, as well as tourism management, tourism services, tourism supervision and control, and other aspects. Countries should make it a rigid rule that medium and large tourist attractions and tourism facilities under construction or newly built should apply modern high and new technologies so that tourism products can really take advantage of high and new technologies to provide tourists with safer, more convenient and more accurate services.

After listening to the speeches from the distinguished guests this morning, especially the speech of Secretary-General Mr. He Yafei, who said that under the current special international

relations, all of us in the tourism industry are in the same boat, and should help each other and overcome the difficulties together. Therefore, after listening to the speeches from the distinguished guests, I would like to propose that the international tourism organizations should promptly call on and promote various countries and governments to study paths and means to open up international tourism in the context of scientifically promoting the COVID-19 pandemic prevention and control. This matter should also be prepared early, including the way to promote the entry and exit of people and so on. This is an additional piece of advice from me. Please feel free to correct me if there is any mistake or error.

Thank you.



探索旅游和科技高地 —— 巴伐利亚州

德国巴伐利亚州中国代表处首席代表曼丽博士



▲ 德国巴伐利亚州中国代表处首席代表曼丽博士

尊敬的邵琪伟先生、谢金英先生、卢雍政先生、何亚非先生、胡忠雄先生，
女士们、先生们：

非常感谢你们邀请我在 2020 年贵阳国际山地旅游联盟大会上演讲。今天，我很高兴来到这里。

首先，我很荣幸向你们转达巴伐利亚州副州长休伯特·艾旺格的良好祝愿。艾旺格先生是巴伐利亚州酒店业的坚定支持者。由于旅游业对巴伐利亚州的经济，尤其对巴伐利亚自由州农村地区经济至关重要，因而巴伐利亚政府政策非常支持旅游业。

先生们女士们，中国自 2018 年起就已经是巴伐利亚州最重要的贸易伙伴。到现在为止，我们的经济合作关系已经持续了超 30 年之久。巴伐利亚州和中国的关系越来越密切，同时我们也希望与中国的关系持续发展。

为了确保持续交流，我们在广东、山东和四川等合作省均设有代表处。我们的代表处会协助中国和巴伐利

亚州公司和组织进行市场准入、贸易与协作。同时，我们还为公司组织定制项目，比如代表团参观、参展、网上研讨会等。为深化巴伐利亚州与中国之间的合作，我特此邀请大家使用我们提供的免费服务和优惠。

巴伐利亚州是德国最大的联邦州，居民约 1300 万。位于欧洲中部，与捷克共和国和奥地利接壤。巴伐利亚州是德国的经济强州，GDP 为 6330 亿欧元。但也拥有美丽的乡村。阿尔卑斯山是巴伐利亚州与奥地利的边界，其中的祖格峰，海拔 2962 米，是德国的最高山峰。其中几个较小的山脉，我们的中等山脉，可以为全世界的登山爱好者提供额外的度假选择。

在中国，巴伐利亚州尤以其竞争激烈的产业而闻名。是欧洲未来产业的领先基地之一，比如工业 4.0 和智能制造。巴伐利亚州不仅是全球公司（比如阿迪达斯、宝马和西门子）的总部所在地，而且也是中小创新产业、企业的坚实基础。中国投资者欣赏巴伐利亚州在研发和培训专业技术人才方面的雄厚实力。拥有德国 30.2% 的专利申请使得巴伐利亚州成为欧洲顶尖的高科技和研发基地之一。而这些研发能力和高科技能力也用于旅游产业。

在旅游业方面，巴伐利亚州在德国排名第 1。2019 年，超 4000 万人到巴伐利亚州旅行—其中 20% 是外国人。在巴伐利亚州酒店和宾馆过夜人次近 1.01 亿。酒店行业总营业额近 340 亿欧元，成为了巴伐利亚州经济的支柱。尤其是农村地区和山区的经济支柱。

巴伐利亚州旅游行业可以为游客提供 43,833 家酒店和超 454 家注册营地。产业雇佣近五十万员工。作为巴伐利亚州的特色，约 4,000 家农场为游客提供约 5 万张床位，让他们可以亲身体验农场生活。

巴伐利亚州德国酒店和餐馆协会是巴伐利亚州优秀的网络旅游企业协会，其致力于为酒店经营者和餐厅



经营者的利益服务,并在国内和国际政治对话中作为公认的合作伙伴。

巴伐利亚酒店行业的成功离不开熟练且训练有素的专业人员。巴伐利亚州有大量的酒店和职业院校,他们可以为旅游业和酒店行业提供专业的培训。而且,肯普滕大学、慕尼黑应用技术大学或威索州立职业学校中心也提供培训旅游和酒店管理方面专家的双学位课程。

除此之外,巴伐利亚州还拥有创新和商业友好型环境,这有利于旅游业初创公司的发展,在这里,旅游业年轻的企业家们可以获得许多巴伐利亚组织的支持。

巴伐利亚州政府也采用多种方式支持酒店行业,并于2018年6月在巴伐利亚州启动了“人与自然和谐共生”旅游倡议。下面是政府所提供支持的一些例子:

- (1)我们支持地区、城市和村庄改善旅游基础设施。
- (2)我们为缆车运营商提供支持,对他们的设施进行现代化改进。
- (3)我们支持餐馆现代化。
- (4)除此之外,引入了 Wirtemail 联系平台,使得餐馆业主可以通过邮箱直接联系巴伐利亚州经济事务、区域发展和能源部的专家。
- (5)联合德国旅馆和餐馆协会,中小型餐厅和酒店运营商可以获得免费的咨询服务,并可以获得对其潜力的分析。

在新冠肺炎疫情期间,特别需要对旅游业的支持。由于许多国际和国内旅游突然中止,许多酒店和旅游企业举步维艰。巴伐利亚和德国政府均以贷款和补贴的形式于2020年初春为他们提供了紧急援助。

德国和巴伐利亚现在正经历着第二波新冠疫情大爆发。11月2日,所有酒店和餐厅不得不歇业至少一月之久。外卖订单并不能弥补因此而带来的业务损失。为了支持旅游业,巴伐利亚州将对旅游行业因新冠疫情而所遭受收入损失的75%进行补贴。收入金额以去年收入为基础。

旅游业面临的一个主要挑战是数字化。平板电脑和智能手机已经成为旅游业不可或缺的一部分,客户期望大大增加。客户在收集潜在目的地信息、度假预定和导航时,均希望获得数字服务。

为了支持巴伐利亚州旅游业的数字化,政府向旅游运营商提供了一份数字化市场指导指南。他们也收到了在线和数字营销方面的支持,并且新引进的 BayernCloud 可以为旅游行业提供数据分享服务。

女士们先生们,在山地旅游方面,巴伐利亚州和贵州有许多共同之处。不论是在斐克特高原的徒步旅行,还是在弗兰肯小瑞士的攀岩,还是基姆高的山地自行车,亦或是阿尔卑斯山的滑雪,巴伐利亚州游客们均积极享受与壮丽自然的和谐共处。

上述各项支援计划均适用于山区的旅游运营商。

由于山区生态系统的敏感性,经济事务、区域发展和能源部就山地旅游方面与环境事务部达成了合作。进行了一些自然旅游方面的具体项目,比如,巴伐利亚登山村庄新奖项。

Urlaub auf dem Bauernhof 是一种非常适合山区的旅游形式,翻译为农场度假。一家人在度假的同时可以在农场体验生活,他们还可以参与喂养牲口和放养奶牛等工作。这种形式可以为农场主带来额外的收入。

女士们先生们,巴伐利亚州可以提供许多服务。巴伐利亚不仅是旅游胜地,而且在酒店行业具有广泛的经验和知识。我相信巴伐利亚和贵州之间能够达成合作。

在此,我预祝本次会议圆满成功。谢谢大家!

Experience of Bavaria: Location for Tourism and High Tech

Dr. Lucie Merkle, Chief Representative of State of Bavaria China Office

Mr. Shao Qiwei, Mr. Xie Jinying, Mr. Lu Yongzhen, Mr. He yafei, Mr. Hu Zhongxiong,

Ladies and gentlemen,

Thank you very much for the invitation to speak at 2020 IMTA Conference in Guiyang. It is my pleasure to be here today.

To start, I have the honor of conveying to you the best regards of the Bavarian Deputy Minister President. Hubert Aiwanger. Mr. Aiwanger is a strong supporter of the hospitality industry in Bavaria. The policy of the Bavarian government is supporting the tourism sector due to its utmost importance for the Bavaria's economy and especially the economy of rural parts of the Free State of Bavaria.

Ladies and gentlemen, China has been Bavaria's most important trading partner since 2018. Our economic partnership now spans over more than 30 years. Bavaria and China are growing closer together and we want this to be a lasting development.

To ensure a continuous exchange, we have a representative offices in our partner provinces Guangdong, Shandong and Sichuan. Our offices assist Chinese and Bavarian companies and organizations in all stages of market entry, trade and collaboration. We also organize tailor-made programs for companies like delegation visits, trade show participations or webseminars. I invite you to use the free services and offers we provide to deepen collaboration between Bavaria and China.

Bavaria is the largest federal state in Germany with about 13 Million inhabitants. It is centrally located in Europe bordering the Czech Republic and Austria. Bavaria is an economic powerhouse with a GDP of 633 billion Euros. But it is also a state with a stunning countryside. The Alps with Germany's highest mountain the 2962 m. high Zugspitze mark the border to Austria. Several smaller mountain ranges our Mittelgebirge offer additional vacation choices for mountain lovers from all over the world.

In China, Bavaria is especially known for the competitive industry. It is one of the leading locations in Europe for future industries, such as industry 4.0 and Intelligent Manufacturing.

Bavaria is home to global companies, like ADIDAS, BMW or Siemens but also a strong base for the innovative small and medium sized enterprises. Chinese investors appreciate that Bavaria is strong both in research and in training skilled professionals. With a share of 30.2% of all patent applications in Germany Bavaria is among the top high-tech and R&D locations in Europe. And those R & D capabilities and high-tech capabilities are also used for the tourism industry.

But Bavaria is also number 1 in Germany for tourism. In 2019 more than 40 million people visited Bavaria 20% of them were foreigners. This accounted for almost 101 million overnight stays in Bavarian hotels and hostels. With a total turnover of almost 34 billion Euros the hospitality sector is a cornerstone of the Bavarian economy. This is especially true for rural and mountain areas.

The tourism sector in Bavaria offers guests 43,833 hotels and over 454 registered campground. It employs almost half of a million people. As a Bavarian specialty, about 4,000 working farms offer about 50,000 beds to visitors who like to experience farm life first hand.

An outstanding network association of tourism enterprises is the Bayerische Hotel – und Gastst ttenverband DEHOGA Bayern e.V. which is committed to the interests of hoteliers and restaurant operators and acts as a recognized partner for the political dialogue, nationally and also, internationally.



The success of the Bavarian hospitality sector would not be possible without skilled and highly trained professionals. Bavaria has a large number of hotel and vocational colleges that offer specialized training in the tourism and hospitality sector. Furthermore, the University of Kempten, the Munich University of Applied Science or the State Vocational School Centre Wiesau offer dual study programs to train specialists in tourism and hospitality management.

In addition, the innovation- and business-friendly climate in Bavaria favors the development of start-ups in the tourism sector and young entrepreneurs in the tourism industry can expect support from a range of Bavarian organizations.

The Bavarian government supports the hospitality sector in multiple ways and launched the initiative Tourism in Bavaria In Harmony with Man and Nature in June 2018. Let me just give you some examples:

(1) We support regions, cities and villages in improving their touristic infrastructure.

(2) We offer support to operators of cable cars who modernize their equipment.

(3) And we support the modernization of restaurants.

(4) In addition, a contact platform named Wirtemail was introduced which allows restaurant owners to contact experts in the Bavarian Ministry for Economic Affairs, Regional Development and Energy directly via email.

(5) In cooperation with the association DEHOGA, small and medium sized restaurant and hotel operators can receive free consulting services and get an analysis of their potentials made.

Support of the tourism sector is especially needed in times of the COVID-19 pandemic. Since international and domestic travel came to a sudden halt, many hospitality and tourism enterprises are struggling to survive. The Bavarian and German governments immediately offered emergency help in the form of loans and subsidies already back in the spring 2020.

Germany and Bavaria are now experiencing a second wave of COVID-19 infections. On November 2nd, all hotels and restaurants had to close for at least a month. Take-out orders cannot make up for the business lost. To support the sector the State of Bavaria is reimbursing tourism businesses 75% of the income lost due to COVID-19. The amount received is based on

last year's income.

A major challenge for the tourism sector is digitization. Tablets and smart phones have become a fixed part of tourism and expectations of customers have increased tremendously. Customers expect digital services when gathering information about potential destinations, when making reservations and when navigating while on vacation.

To support the tourism sector in Bavaria with digitization, tourism operators are provided with a guide manual on digital marketing. They also receive support in their online and digital marketing and the newly introduced BayernCloud offers data sharing services for the tourism industry.

Ladies and gentlemen, When it comes to mountain tourism Bavaria and Guizhou have a lot in common. Whether it's hiking in the Fichtelgebirge, rock climbing in Fränkische Schweiz, mountain biking in Chiemgau or skiing in the Alps, Bavaria's tourists enjoy being active in harmony with the splendid nature.

All support programs mentioned apply to tourism operators in mountain areas.

Due to the sensitivity of the mountain ecosystems, the Ministry for Economic Affairs, Regional Development and Energy cooperates with the Ministry for Environmental Affairs when it comes to mountain tourism. There are specific projects for nature tourism like for example a new award for Bavarian Mountaineering Villages.

A tourism format which fits the mountain areas perfectly is Urlaub auf dem Bauernhof which translates as vacation on a farm. Families can experience the life on a working farm while vacationing and participate in jobs like feeding life stock, herding cattle or milking cows. This format also provides additional income for farmers.

Dear ladies and gentlemen, Bavaria has a lot to offer. Bavaria is not only a prime tourism location but has extensive experience and know-how in the hospitality sector. I am convinced that there is potential for a collaboration between Bavaria and Guizhou.

I wish this conference success. Thank you very much for your attention.



常疫情时代：中国经验与国际意义

中国旅游协会休闲度假分会会长魏小安



▲ 中国旅游协会休闲度假分会会长魏小安

各位尊敬的嘉宾：

上午好！

我今天讲的题目是“常疫情时代：中国经验与国际意义”。我们的会议提的是在后疫情时代，我觉得在中国能被称为后疫情时代，但是在世界其他地方只能被称为常疫情时代，这意味着我们的面临的形势不是一个短期的形势，是一个长期的形势。中国经验，疫情这个作业谁也不能抄，只能是自己做好，我觉得这种做法有非常好的意义，尤其是山地旅游领域确实有非常好的意义。

一、病毒无国界，人类共同体

(一) 新冠疫情的 N 个阶段

1. 中国疫情

中国从发现新冠病毒，到疫情爆发，再到中央及时决策，集中全国力量，经全民努力，现在难关已过，复工复产全面启动，经济复苏。

中国做法，国家意志，国力动员。这一点上，中国确实走在前列。

中国经验，全民一心，探索校正。中国也不容易走弯路，弯路走一点马上校正，这两条是我们中国的制度自信，是我们中国的制度优势。

2. 世界疫情

目前，全球确诊病例已经超过 5300 万例，死亡已经超过了 130 万，这个数据目前还在增长中。人类命运共同体这一理念，从另一个方面得到充分佐证。

3. 发展阶段

各个国家的发展阶段不同，公共卫生和公共服务的水平不同，治理体系不同，意味着疫情的不确定性加强。

输入型病例增加，防输出与防输入并重。全球化背景之下，中国人遍布世界，如何在地防控，如何回国，都是难题。如果说世界蔓延是第一个阶段，交织影响就是第二个阶段，乃至第 N 个阶段。

全球共同面对，态度仍有不同，做法大相径庭，交织在一起，关系到每一个人，每一个家庭，每一个社会。

(二) 旅游影响

如果说旅游的影响是雪崩式的垮塌，这种雪崩式的垮塌何时能够恢复？我们看中国旅游的做法，从 5 月份开始中国旅游复苏，到暑期基本符合了 70%，到中秋和国庆已恢复了 80%，这一点看是很乐观的，也应该给国际上带了一个好头，一个好的做法。

按照世界旅游城市联合会的专家研究结果，2019 年全球旅游总人次（包括国内旅游人次和入境旅游人次）123 亿人次，收入 5.8 万亿美元。即使自然增长，2020 年的增速均可以达到 4%。

中国国家统计局数据，2019 年国内游客 60.1 亿人次，同比增长 8.4%。国内旅游收入 5.7 万亿，同比增长 11.7%。入境游客 1.45 亿人次，其中外国人 3188 万人次，国际旅游收入 1313 亿美元。出境 1.6 亿人次，同比增长 4.5%。



新冠疫情使中国旅游业停摆,一季度旅游收入微乎其微,旅游企业的刚性支出持续,而旅游消费全面抑制,历年的高峰只能成为低谷。

另一方面,是疫情的世界蔓延,使旅游影响形成多面多元多样的影响。即使中国疫情过去,中国人敢出国吗?

由此来看,疫情对世界旅游的影响将是全面的长期的。2020年世界旅游大幅度下降将是必然,区域性的波动更是屡见不鲜。世界旅游将伴随着世界疫情的变化而变化,现在还看不出前景,能够看到的只是不确定性进一步加强。

二、中国旅游做法

中国情况不同,随着抗击疫情形势的好转,从5月初开始,中国旅游复苏,到暑期,基本恢复到去年同期的70%,在中秋和国庆的8天长假期间,恢复到80%,现在总体来看,国内旅游已经基本恢复正常。

中国旅游的做法:首先,完全服从抗击疫情需要。救治病人,停止出行,全面隔离。其次,形势有所控制之后,有限度开始旅游。按照疫情分区,分别进行。第三,控制流量,严格防疫,确保安全。第四,产生疫情反复的地区,迅速普查,严密控制。第五,居民心态放松,城市休闲和乡村度假开始火爆。第六,远途旅游开始,形势基本恢复。

秋冬来临,在世界范围内,疫情又开始反复,旅游企业大面积倒闭,前景堪忧。

三、国际意义

中国这些做法有没有国际意义?作业不能抄,但是我想还是有国际意义的。作为一个大国,中国做法很难,但是做到了,有国际意义。

从世界范围看,民众恐惧,希望不要恐慌。中国已经经历了这个过程,曙光在前,讨论后新冠疫情的振兴。中国已经开始讨论了,但是世界旅游还没到这一步,但是各个旅游国际组织已经开始发声,防范,鼓励。我们刚才听了这么多致辞,实际上但是都是在鼓劲,都是在打气,我相信这样点会来到。

旅游已经伤元气,但是生活总要继续,旅游总有追

求。中国的市场表明,自驾车和营地成为亮点,山地旅游成为追求。因为防疫条件好,追求自然,放飞心情,可以在沉重的疫情之下谋求新方式。

疫情缓和之后的反弹,应当是一个过程。从中国的情况来看,先省内,后跨省;先周边,后远途;先东部,后西部;先国内,后国际;先商务,后旅游;先散客,后团队。爆炸性增长可能只是短期,更多的是一厢情愿。但是今年中国市场的特点是什么?我们今天的中国,西部地区变成了亮点,变成了热点,九、十月份西部地区的增长率远远超过了中部地区和东部地区,但是有一个特点,就是基数相对比较少,但是像贵州这样的地方基数已经不小了,今年应该谋求一个好的发展过程,实际上反映的是什么呢?反映的是我们市场的后劲。从企业来说,一安全、二健康、三质量、四创新,这是新的四要素,是基础。

特效药没有产生之前,疫苗没有上市之前,只能靠传统方式防治,所以相信科学,相信医务工作者。但是我们不能认为,我们因为现在病例比较少了,我们就可以放松了,这绝不应该的。

眼前,只有一个字:熬。生存第一,再说温饱,最后谈发展。所以今年的核心就是熬字。但是熬有熬的方法,熬要熬的精神。就要四个字——凝神聚气。凝神,一看国家前景,二看经济基础,三看企业条件。不是每个企业都能熬得下来的,但是今年能熬得下来的企业明年就能活,后年就能火,这是一个过程。所以聚气,一是现在没有现金流可言,但是资金链不能断,节衣缩食。这是今年中国的所有旅游企业都在经历的过程,这些过程之后,比如说旅行社,原来4800万家,现在倒闭了1万多家。现在是全面兴业,比如说酒店行业,合计150多万间客房,从现在来看,大家基本上还都能活,这个形势就不得了。实际上最难过的还是航空企业,中国的航空公司随着我们内部的抗疫的成功,这口气喘过来了,但是全世界有一批航空公司倒闭,包括大航空公司。邮轮这个行业基本上面临全面摧毁,现在有些10万吨级的邮轮已经送到了拆船场拆了,所以我们不能只讲自己,如果只讲自己,那么国际旅游业在这个时候能渡过这个坎,是有点不现



实。二是骨干不能散,这是最宝贵的经验。只要骨干保留,我就随时都有翻身余地。三是客户不能走,旅行企业根本在于客户。但是大家谈什么维护客户,而越是在这个时候我们越要与客户加强联络,所谓抱团取暖实际上是一个产业平等共同抱团取暖,一个上下游和产业链联结在一起,我们渡过难关。四是资源不能乱,航空公司和目的地的资源是竞争利器,乱了就失去下一步。五是合作,上下游合作,本地区合作。六是智能化,通过新技术,争取企业的平台化发展。

就今年的情况来说,中国还有一个特点,这个特点应该还是比较突出的,就是政策的供给,政策供给今年比较给力,有一次我到营地,5月份的时候我说投资多少,投资3千多万,我说影响怎么样?他说原来预计4年收回成本,今年的疫情我预计3年收回城市,我当时傻了,我就问为什么?他说很简单,因为4个部门一共给了我1200万的政策支持,等于光政策支持我一大半的投资收回了,所以三年可以收回。很多东西因为世界各国都在推进政策供给,这种政策供给的各个方面都在起作用,但是政策供给按照我们中国的老话说救急不救穷,如果市场形势不能恢复,靠多的政策也不行,所以这里的观念还是要求我们共同抗击疫情,所以在这个过程中我们需要逐步转换。

我就感觉现在这种情况,全世界第二波疫情又来了,中国已经积累了丰富的经验,迅速隔离、迅速查清源头,迅速形成全民的核酸检测,然后大家就都放心了,全局不受影响。这不是一开始,一开始我们没有这个经验,现在不仅是我们的医务工作者、科学工作者,包括我们旅游工作者都积累了丰富的经验所以在这种情况下,即使有点的疫情反复,实际上对我们来说没有构成根本危险。所以一直到今天,应该说我们旅游的振兴的格局已经产生了,如果论前一个阶段我们还只是一个复苏,就像刚才邵琪伟副主席进的这样,我们要研究政策的储备、要研究工作的储备、要研究制度储备。实际上国际山地旅游联盟包括刚才我们何亚非秘书长谈的今年的工作和明年的工作,都是一种超前的储备工作,我相信有我们这样的一个样板走在前面,我们在国际上实际上在填补一个国际真空。这个真空填补之后,也是我们中国旅游上台阶的一个机会,下一步应该是中国旅游秩序发力,帮助世界旅游全面复苏,我觉得这也是我们大国的责任,也应该是我们应尽的义务。

谢谢大家!



The International Significance of Chinese Experience in the COVID-19 Era

Wei Xiao'an, President of China Tourism Leisure Association

Distinguished guests,

Good morning!

The topic I am talking about today is The International Significance of Chinese Experience in the COVID-19 Era. This conference mentioned the "post-pandemic world" which only could be called in China and it should be called the "regular COVID-19 Era" in other parts of the world. This means that we are facing a long-term situation, not a short-term one. According to China's experience, no one can copy the approach to coping with the pandemic, but only find the way out on one's own account. I think China's practices are of great significance, especially in the field of mountain tourism.

I. Virus Knows No Borders. We Are a Community with a Shared Future

(1) N Stages of the COVID-19

1. Pandemic Situation in China

From the discovery of Novel Coronavirus to the outbreak of the pandemic, and then to the timely decision-making given by the central government, China has concentrated its national strength and the efforts of the whole people to pull through the difficulties. The resumption of work and production has started in full swing, and the economy has recovered.

According to China's practices, national will and national strength are the basis of all power. On this point, China is indeed in the forefront.

As for China's experience, the whole people are united in exploring and correcting. It is not impossible for China to take detours either, because even a slight mistake will be corrected immediately, which lies in China's institutional confidence and institutional advantages.

2. Pandemic Situation in the World

At present, there have been more than 53 million confirmed cases and more than 1.3 million death cases worldwide, and the figures are still increasing. The concept of "a community with a shared future for mankind" is fully supported from another angle.

3. Stages of Development

Each country has different stages of development, different levels of public health and public services, and different governance systems, which means that the uncertainty of the pandemic situation is intensified.

The number of imported cases has increased, so we have to lay equal emphasis on preventing imported and exported cases. Under the background of globalization, Chinese people are all over the world. How to conduct local prevent and control and how to return home are all challenges. If the world spread is the first stage, the interweaving influence is the second stage and even the N stage.

The whole world faces the pandemic situation together. Attitudes are still different and practices are widely divergent, which are intertwined to exert effects on everyone, every family and every society.

(2) Impact on Tourism

If the impact on tourism is an avalanche-type collapse, when will the industry recover. As for China's practice in tourism, from May onwards, the recovery of China's tourism industry basically reached 70% by summer vacation and 80% by Mid-Autumn Festival and National Day. This is very optimistic and China's good practice should also bring a good start to the international community.

According to the experts' research results of the World Tourism Cities Federation, the total number of tourists (including domestic tourists and inbound tourists) in 2019 was 12.3 billion, with an income of 5.8 trillion US dollars. Even if it grows naturally, the growth rate in 2020 can reach 4%.

Statistics from China's National Bureau of Statistics show that there were 6.01 billion domestic tourists in 2019, up 8.4% year on year. Domestic tourism revenue was 5.7 trillion yuan, up 11.7% year on year. There were 145 million inbound tourists, including 31.88 million foreigners, with an international tourism revenue of 131.3 billion US dollars. The outbound tourists amounted to 160 million, up



4.5% year on year.

I. On one hand, the pandemic situation of COVID-19 has suspended China's tourism industry. In the first quarter, tourism revenue was negligible. The fixed expenditure of tourism enterprises continued, while tourism consumption was completely suppressed. The peak season over the years can surprisingly become an off season.

On the other hand, it is the spread of the pandemic in the world that makes the impact on tourism multi-faceted and diversified. Even if the pandemic in China has passed, do Chinese tourists dare to go abroad?

From this point of view, the impact of the pandemic on world tourism will be comprehensive and long-term. It is inevitable that the world tourism drops sharply in 2020, and regional fluctuations are even more common. World tourism will change with the changes of the pandemic situation in the world. At present, no prospect can be seen yet, and what can be seen is that the uncertainty is further intensified.

II. China's Practices in Tourism

The situation in China is different. With the improvement of the situation in the fight against the pandemic, from the early May, China's tourism has recovered to 70% of the same period last year in summer vacation and 80% during the 8-day long holidays of Mid-Autumn Festival and National Day. Overall, domestic tourism has basically been back to normal.

China's Practices in Tourism: First of all, it is fully subject to the need to fight the pandemic. China has tried its utmost to rescue patients, city lockdown, and complete isolation. Second, after the situation is under control, tourism was permitted within certain limits. The tourism areas were partitioned according to the pandemic situation, so that the tourism activities could be carried out separately. Third, China has also made its efforts to control flow rate of tourists, strictly prevent and control pandemic, and ensure public health security. Fourth, areas with reversal of the pandemic should be promptly surveyed and strictly controlled. Fifth, residents have a calm and relaxed mind, and urban leisure and rural vacations are becoming popular. Sixth, long-distance tourism began to recover, and the tourism industry basically recovered.

With the advent of autumn and winter, the outbreak of pandemic has made a comeback around the world. Numerous tourism enterprises have shut down, and the future remains in doubt.

III. International Significance

Do these practices of China have international significance? China's practices cannot be copied, but I think it is still of

international significance. As a big country, China astonished the world for what it has done. Although it is hard to do so, China's practices indeed have international significance.

From a global perspective, people are afraid of the pandemic and we hope Chinese people will be less panicky. China has already gone through the toughest times. The dawn of victory has been around the corner, and we should discuss about the economic revitalization in the post-pandemic era. China has already begun the discussion, but the world tourism has not yet reached this stage. However, various tourism international organizations have begun to preach, prevent, and encourage. We have heard so many speeches just now, but in fact they are all encouraging and cheering you up. I believe the dawn finally will come.

The pandemic has weakened the vitality of tourism, but life has to continue and there are always some pursuits for tourism. China's market shows that self-driving tour and camp travelling have become popular and mountain tourism has become the new favorite of most people. Because we have good conditions for pandemic prevention, people can seek new ways of pursuing nature and releasing one's mood under the serious pandemic situation.

The repeated outbreaks after the pandemic has been alleviated should be a necessary process. Judging from the situation in China, the tourism recovery shall follow this principle: first within the province, then across provinces; first around, then long distance; first east, then west; first domestic, then international; first business trip, then travel; first individual, then group. Explosive growth may only be short-term and more like a wishful thinking. However, what are the characteristics of the Chinese market this year? In China today, the western region has become the favored and popular destination. In September and October, the growth rate of the western region far exceeded that of the central region and the eastern region. Another characteristic is that the base number is relatively small. However, the base number of places like Guizhou is not small. This year, we should seek a good development process, and what actually has been reflected? It has reflected the stamina of our market. From the perspective of enterprises, the safety, health, quality, and innovation are the new four elements and the foundation.

Before specific medicines are produced and vaccines are not put on the market, the COVID-19 virus can only be prevented and treated by traditional methods. Therefore, we should have a faith in science and medical staff. However, we should never think that we can relax our vigilance because there are fewer



cases reported now.

At present, the only thing that we can do is to wait. Survival comes first, then the food and clothing, and finally the development. So the top priority of this year is to get over such a situation. However, there is always a way to get over and win a victory. We shall stay concentrated and maintain our strength. We shall concentrate on the prospect of the country, the economic foundation and the enterprises' conditions. Not every enterprise can survive this year, but the enterprise that can survive this year can live next year and develop well the following year. This is an inevitable process. **Therefore, first, how to maintain our strength lies in conservation and budgeting since the capital chain cannot be broken with the absence of cash flow.** This is the process that all tourism enterprises in China are going through this year. After these processes, for example, more than 10,000 among 48 million travel agencies have now closed down. Now it is a full-scale development. For example, the hotel industry has a total of more than 1.5 million guest rooms. From now on, every hotel can basically survive. This situation can be said to be good. In fact, the toughest industry is the airlines. With the success of our internal anti-pandemic campaign, Chinese airlines have caught their second wind, but a number of airlines (including those dominating airlines) around the world have closed down. The cruise industry is basically facing complete destruction. Now some 100,000-ton cruises have been sent to the ship demolition yard for dismantling. Therefore, we cannot only talk about ourselves. If we only talk about ourselves, international tourism will be out of breath. **Second, the most valuable experience is that we shall retain the backbones.** As long as there are backbones, we'll thoroughly change the backwardness of the situation at any time. **Third, we cannot live without customers, and survival of travel enterprises is fundamentally based on customers.** However, the customer maintenance we talk about requires us to strengthen contact with customers at this time. The so-called "looking to one another for comfort" actually refers to the common and equal survival and development of the industry. As long as the upstream and downstream are linked with the industrial chain, we will definitely tide over the difficulties. **Fourth, resources should be allocated orderly.** The resources of airlines and destinations are powerful weapons for competition. If the resources are allocated disorderly, there will be no next movement. **Fifth, we shall focus on cooperation, including the upstream-downstream cooperation, and the regional cooperation.** **Sixth, we shall eye on intelligence, and strive for the platform development of enterprises through new technologies.**

As far as this year's situation is concerned, China is also prominently characterized by its supply of policies. The supply of policies is relatively strong this year. As for a project of camping area, I learned in May that the amount of investment needed was more than 30 million yuan, so I would like to know how about the ROI. He said that the original estimate was to recover the cost in 4 years, but he expected to recover the cost in 3 years for this year's pandemic. I was astonished at that time and I asked why. He said that the four departments gave him a total of 12 million yuan as the policy support, which is equivalent to the recovery of more than half of his investment, so it can be recovered in three years. All countries in the world are pushing forward the policy supply, which is said to be of value in all aspects. However, as the Chinese saying goes, one may help the starving but not the poor. If the market situation cannot be restored, it does not work no matter how many policies there are. The concept here still requires us to jointly fight against the pandemic, so we need to gradually transform in the process.

I feel that in this situation, the second wave of pandemic outbreak around the world is approaching. China has accumulated rich experience, including quick isolation, quick identification of the source, and quick implementation of nationwide nucleic acid tests. Then everyone will be relieved that the overall situation will not be affected. This is not the case at the beginning. We did not have this experience at the beginning. Now not only our medical workers, scientific workers, but also our tourism workers, have accumulated rich experience. Under such circumstances, even if the outbreak of pandemic situation is repeated, it does not actually pose a fundamental danger to us. Therefore, until today, it should be mentioned that the pattern of our tourism revitalization has come into being, but the previous stage is just a process of recovery. As Vice Chairman Shao Qiwei said just now, we need to study the policy reserve, the work reserve and the system reserve. In fact, the establishment of the International Mountain Tourism Alliance, and the work report of this year and the work plan of next year just mentioned by Secretary General He Yafei are all the advanced reserve work. I believe that there is a model like China going ahead, and we are actually filling an international blank in the world. After this blank is filled, it is also an opportunity for China's tourism industry to take a step forward. The next step should be a chance for the market order of China's tourism to exert its power and help the world tourism to recover in an all-round way. I think this is also the responsibility and obligation of China as a big country.

Thank you for your time!

文旅产业“内循环”逻辑与实践

华侨城旅游投资管理集团总裁张树民



▲ 华侨城旅游投资管理集团总裁张树民

尊敬的各位嘉宾：

上午好！

我今天要谈谈“疫情对需求的影响和供给的应对”，但是刚才很多的嘉宾致辞在演讲的时候都谈到了，说疫情对全球旅游的影响是巨大的。但是对中国来说，中国防控疫情还是做出的巨大的努力，也取得了巨大的成绩。所以我今天就延伸一点，讲一讲中国的旅游产业内循环的逻辑和实践，就是怎么样通过能循环实现一个新的构建。

一、文旅产业的循环“困境”与“契机”

1、文旅产业的国际“外循环”困境与成因

首先，这里有一个循环，大约三十年，长期都是入境的人数占比较大，通过创汇，也就是政策驱动，积累了很多的直接经验，国内建设得以发展，通过国际市场宣传促销推广，形成了这个循环。如 2009 年，我国入境旅游人数约 12647.59 万人次，出境旅游人数约 4765.63 万人次。

第二个就是出境的循环，也就是说最近十年左右，其实是中国通过购物的消费驱动，中国游客的出境也显示了中国经济发展的潜力和速度，多种元素综合（如：消费传递、兑换宽松、长假刺激、信息进步、交通改善），出境的人数超过了入境的人数，形成了一个循环。如 2019 年，我国入境旅游人数约 14531 万人次，出境旅游人数约 15463 万人次。

这两种“循环”都是单向流动（不均衡），且先后出现（并非同时“对流”）；两种“循环”中，旅游业都是被外力驱动（政策驱动力、消费外溢力），循环内部动力欠缺（如服务吸引，对外文化交流或释放货币压力等驱动）；两种“循环”中，旅游业都是被裹挟入国际经济大分工体系中，旅游业自身循环并不明显（先是主动工具/后是被动渠道）。有人会说卷入到大的国内经济循环中不是挺好的吗？但是问题就在于没有使国际游客和国内游客同时受益，另一个本地的旅游业驱动力没有发挥出来。

2、文旅产业的本土“内循环”困境与成因

国内游客出行，提升供给的商业机会（投资驱动力），从而带来投资回报。但是普遍投资回报率低，综合效益不佳。反过来，将影响国内游客出行，更多就业带来更多可支配收入和更大出行动机。

造成这个困境的深层原因有：政策不精准，过于市场化、碎片化、业态化；模式不丰富；产品不创新，存在圈占与抄袭；边界不清晰，没能很好区分哪些能开发、哪些是“资产”、哪些需扶持、哪些要奖励；需求不高端，出国购物、度假等，带走了高端消费人群。

3、文旅产业的“双循环”变化与“内循环”契机（新变化、新契机、新逻辑）

中国要为国际做贡献，长远看，它将为世界，提供新的产品和增长的可能，就是通过中国的内循环为世界做

贡献,同时为中国补上旅游发展的内生动力这一课。

能给世界带来什么?带来入境旅游的增加,新产品不断涌现、国际吸引力上升,内循环带来产业兴旺,内生动力增强。

二、文旅产业内循环的关键要素和商业机会

在中国国内循环的时候出现了一个问题,就是在投资方面的回报不高,所以投资的可持续还是堪忧,投资的回报率不高,有政策的原因、有产品的原因,有边界清晰的原因和需求外溢的原因。

1、关键因素

政策演进推动;商业模式进步;创新能力增强;文旅融合深化。

2、区域的机会(新产品的区域)

一些高端的消费可能会探求新奇的目的地,第二是大型的综合休闲和度假的目的地,第三就是人才聚集的区域。

3、市场机会

传统的市场机会就是需求端、供给端、中介端和智慧端;新的投资机会和互联网平台的一些延伸的机会。

三、山地旅游在“内循环”中的重要地位与发展前景

1、地位提升的必然性

很多人把出国旅游的目的地转到国内的时候,需要寻找新的目的地,国内有很多好的山地,将来都会成为好的目的地。第二个是国内的滨海度假在长远来讲是不如山度假的。第三个是利于利用的逻辑,就是山的普遍性、丰富性和山的本身的意义会呼唤着人去旅游。

2、开发利用的难点和痛点

山地是不一样的旅游目的地,山地风光无限、山地生态优良,山地文化遗产丰富,具有普遍性、丰富性、象征性等特点。但是当前山地旅游开发也存在一些难点与痛点,如限制政策“缺弹性”,土地指标“缺余地”,山地居民“缺界限”,业态构建“缺创新”,投资回报“缺节奏”。

3、更广阔的发展前景。

所以要推动山地旅游开发,就要做到改善交通设施、渐变度假政策、演进社会认知,利用新产品进步吸引游客。做好山地旅游开发,助推文旅产业“内循环”良性发展。

四、打造内循环全产业链的服务商——华侨城的实践

1、“内循环”文旅全产业链服务商的条件

有传统能力积淀,在产品、人才、意识、资金方面都能体现;有品牌带动效应;有空间布局基础;有新能力构建可能;有事业情怀和引领责任感。

2、历史积淀

华侨城的历史积淀我就不详细说了,华侨城一直提出的口号是“优质生活的创想家”。我们的主题公园,华侨城欢乐谷是排在了第三位,超越了华侨影城,未来华侨城也将做一些全产业链服务商的能力构建,比如产品创新的能力、客源输出的能力,目的地营销的能力和目的地投资能力。

总之,作为一个企业,刚才也说在中国的进一步为国际做贡献的过程,我们也希望跟世界的各个旅游企业一起,为疫后的恢复作出自己的贡献,谢谢!



The Logic and Practice of “Internal Cycle” in Cultural Tourism Industry

Zhang Shumin, President of OCT Tourism Investment & Management Co., Ltd.

Distinguished guests,

Good morning!

Today I want to talk about “Changes in Tourist Demands and Solutions from Supply Side after COVID-19”. As many guests mentioned in their speeches, the pandemic has had a huge impact on global tourism. However, as far as China is concerned, it has made great efforts and made great achievements in the prevention and control of the pandemic. So I’m going to extend today to talk about the logic and practice of “internal cycle” internal cycle in China’s tourism industry, that is, how to realize a new structure through internal cycle.

1. The Cycle of “dilemma” and “opportunity” of cultural tourism industry

(1) Dilemma and cause of international “external cycle” of the cultural tourism industry

First of all, there is a cycle. For about 30 years, the proportion of inbound tourists has been even greater. Through foreign exchange earning, that is, policy driven, a lot of direct experience has been accumulated and domestic construction has been developed. This cycle has been formed through publicity and promotion in the international market. For example, in 2009, inbound tourists were about 126,475,900 person-times and outbound tourists were about 47,656,300 person-times.

The second is the cycle of outbound tourism, which has been driven by China’s consumption through shopping in the past decade. The outbound tourism of Chinese tourists has also shown the potential and speed of China’s economic development. Under the comprehensive influence of various elements (such as consumption transmission, easy exchange, long holiday stimulation, information progress and transportation improvement), the number of outbound tourists has exceeded the number of inbound tourists, forming this cycle. For example, in 2019, the inbound tourists in China were about 145.31 million person-times, and the outbound tourists were about 154.63 million. For example, in 2019, the inbound tourists in China were about 145.31 million person-times, and the outbound tourists

were about 154.63 million.

Both of these “cycles” are unidirectional (unbalanced) and occur sequentially (not connect simultaneously); In the two “cycles”, the tourism industry is driven by external forces (policy driving force, consumption spillover force), while the cycles lack internal forces (such as service attraction, cultural exchange with foreign countries or monetary pressure release); In the two “cycles”, the tourism industry is trapped in the international economic division of labor system, and the cycle of the tourism industry itself is not obvious (first as an active tool / then as a passive channel). Some might say isn’t it nice to be involved in a big domestic economic cycle But the problem is that international and domestic tourists are not benefiting at the same time, and the local tourism driving force is not working.

(2) Dilemma and cause of domestic “internal cycle” of the cultural tourism industry

The travel of domestic tourists can increase the supply of business opportunities (investment driving force), thus bringing investment returns. However, the return on investment is generally low and the comprehensive benefits are not good. That, in turn, will affect the travel of domestic tourists, with more jobs leading to more discretionary income and greater motivation to travel.

The underlying reasons for this dilemma are: Policies are not precise and appear to be too market-oriented, fragmented and commercialized; The model types are not rich; Products are not innovative, there is occupation and plagiarism; The boundaries between what can be developed, what is an “asset”, what needs to be supported and what needs to be rewarded are unclear; Demand is not high-end, overseas shopping, vacation and so on take away high-end consumers.

(3) “Double cycle” change and “internal cycle” opportunity (new change, new opportunity and new logic) of cultural tourism industry

China wants to contribute to the world. In the long run, it will provide the world with new products and the possibility of



growth, through contributing to the world through China's internal cycle and helping China make up the lesson of endogenous driving force for tourism development.

What will it bring to the world? It will bring an increase in inbound tourism, the emergence of new products, the rise of international appeal, and the prosperity of industry and the enhancement endogenous driving force.

2. Key elements and business opportunities of the internal cycle of the cultural tourism industry

One problem with China's domestic cycle is that investment returns are not high, so the sustainability of investment is a concern. Investment returns are low due to policy, product, boundary clarity and demand spillover.

(1) Key elements

Promoting effect of policy evolution; Business model progress; Enhanced innovation ability; Deepened cultural and tourism integration.

(2) Area opportunities (Areas for new products)

The first is the fancy destination that high-end consumption might seek, the second is the large integrated leisure and vacation destination, and the third is the area where talents gather.

(3) Market opportunities

Including the traditional market opportunities namely opportunities on the demand side, the supply side, the intermediary side, and the smart side; New investment opportunities and some extension opportunities from Internet platforms.

3. Important status and development prospect of mountain tourism in the "internal cycle"

(1) Inevitability of status promotion

Many people need to find a new destination when they change their destination of traveling abroad to China. There are many good mountains in China, which will become good destinations in the future. The second is that seaside vacation in China is not as good as mountain vacation in the long run. The third is the logic of convenience, that is, the universality and richness of mountains and the meaning of mountains themselves will call people to travel.

(2) Difficulties and pain points of exploitation and utilization

Mountains are different tourist destinations, with infinite

scenery, excellent ecology, rich cultural heritage, universality, richness and symbolism. However, there are some difficulties and pain points in the exploitation of mountain tourism at present, such as the restriction policy is "lack of resilience", the land index is "lack of leeway", the mountain residents are "lack of boundaries", the format construction is "lack of innovation", and the return on investment is "lack of rhythm".

(3) Broader prospects for development

Therefore, to promote the development of mountain tourism, it is necessary to improve traffic facilities, gradually change vacation policies, evolve social cognition, and attract tourists with the progress of new products. We should do a good job in developing mountain tourism and help promote the sound development of the "internal cycle" of the cultural tourism industry.

4. Build the service provider of the whole industrial chain of internal cycle – practice of OCT

(1) Conditions for service providers of the whole cultural tourism industrial chain of internal cycle

They should have the traditional ability accumulation, which can be reflected in the product, talent, consciousness and capital; have the brand driving effect; have the spatial layout foundation; have the possibility of building new capabilities; have feelings for cause and leading sense of responsibility.

(2) Historical accumulation

I won't go into details about the historical accumulation of OCT. The slogan of OCT has always been "creator of quality life". Our theme park, OCT Happy Valley, came in third, overtaking OCT Cinema. In the future, OCT will also build abilities of service providers in the whole industrial chain, such as abilities of product innovation, customer output, destination marketing and destination investment.

To sum up, in response to the above mentioned process of China's further contribution to the international community, as an enterprise, we hope to make our own contribution to the recovery after the COVID-19 pandemic together with other tourism enterprises around the world. Thank you!



2020“世界名山对话”

2020 "Dialogue among Famous Mountains in the World"

“世界名山对话”是国际山地旅游联盟为全球名山旅游目的地搭建的一个交流分享平台。2018 年首届“世界名山对话”活动,引起全球旅游业界广泛关注和热议。“2020 国际山地旅游联盟年会”是一次国际山地旅游联盟走向新征程的开启。为持续打造这一经验交流合作平台,2020“世界名山对话”特邀国际民间艺术组织(IOV)全球副主席、暨南大学文化遗产创意产业研究院院长陈平作为主持人,并邀请到世界旅游组织、世界旅游及旅行行业理事会,以及来自中国、意大利、瑞士、秘鲁、西班牙、智利、日本、尼泊尔、印度尼西亚的专家学者和名山旅游目的地管理者围坐一堂,共同探讨后疫情时代名山旅游复苏与振兴之路,分享山地资源保护与可持续发展的案例和经验。

"Dialogue among Famous Mountains in the World" is a communication and sharing platform established by the IMTA for the world's famous mountain tourism destinations. After the first debut in 2018, it has attracted widespread concern and hot discussion in the global tourism industry. The "2020 Annual Conference of IMTA" is a start of a new journey for the IMTA. In order to build up such a platform for experience exchange and cooperation, in 2020 "Dialogue among Famous Mountains in the World", IMTA specially invited Emma Chen, global vice president and China president of the Internationale Organisation Für Volkskunst (IOV) and Dean of Research Academy of Cultural Heritage and Creative Industry at China's Jinan University as the emcee. The forum also invited the World Tourism Organization, the World Travel & Tourism Council, as well as experts, scholars and managers of famous mountain tourism destinations from China, Italy, Switzerland, Peru, Spain, Chile, Japan, Nepal and Indonesia to sit together and jointly discuss the recovery and revitalization of famous mountain tourism after COVID-19, and share the case and experience of mountain resource protection and sustainable development.



共议山地旅游疫后复苏

国际山地旅游联盟秘书长何亚非



▲ 国际山地旅游联盟秘书长何亚非

很高兴在 2020“世界名山对话”上进行致辞。是时候讨论未来可持续山地旅游的发展前景了，目前新冠疫情为人们带来了巨大的折磨以及痛苦，尤其在全球旅游包括山地旅游带来了巨大收入和就业损失的背景下，我想简单地阐述以下三个方面：

第一，后新冠肺炎疫情时代旅游对全世界旅游提出了新理念、新模式和新服务的要求来推动发展。因为新冠疫情之后，游客对于健康以及生态友好的旅游目的地和服务有了更高的需求。因此，旅游业及相关行业必须迫切地为旅游景点和服务提供创新的想法，使旅游目的地变得更加有吸引力，同时要确保

其旅游行程不存在健康风险。公共卫生应急计划必须到位。从本质上讲，这是一场旅游供给侧的革命，需要对游客真正想要的东西进行大量的研究。

第二，世界各地的名山是当地文化的结晶，帮助来自其他地区和国家的游客开阔眼界，使其更加包容其他文化。并通过特殊的旅游和文化的体验，帮助来自其他地区和国家的游客开阔眼界，使其更加包容其他文化。例如，中国的名山通常是宗教发源地，以著名的道教或佛教寺庙的形式存在。除此之外，大多数少数民族居住在山区，他们有自己的文化身份，并且文化中的独特性已经保留了几个世纪，这再次提供了独特而丰富的文化甚至宗教体验。当人们在寻找不同文化之间的交流方式时，一般来说，几乎没有比山地旅游更好的方式了，尤其名山旅游。

第三，名山是后疫情时代打造“山地旅游+平台”以重振旅游业的最佳场所，包括打造“山地旅游+健康”、“山地旅游+运动”、“山地旅游+养老”等项目。

以上三点就是我今天演讲的主题，希望我分享的内容能抛砖引玉，各位参会嘉宾能各抒己见、畅所欲言，谢谢大家！



Discuss the recovery of mountain tourism after the COVID-19

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

Very happy to speak at 2020 dialogue among famous mountains in the world. It is timely to talk about the future prospects on sustainable mountain tourism, especially in this time of COVID-19 which has brought untold suffering to global tourism including mountain tourism with huge losses in come and job opportunities. I will briefly elaborate on three points to initiate this dialogue.

First one, post COVID calls for new ideas, new models, and new services in tourist sector all over the world as tourists will be more mindful of healthy and eco-friendly tourist destinations and services. It is therefore, imperative for tourism and associated sectors to be able to provide innovative ideas of tourist attractions and services while making sure there will be no health risks in their tour packages. Public health contingency plans must be made. This is in essence a tourist supply side revolution which needs a great deal of research on what tourists in the future really want.

Second point, famous mountains of the world are the crystallization of different local cultures which will help incoming tourists from other regions and other countries, to broaden their minds and be more tolerant of other cultures

through unique tourists/cultural experiences that will be immersed during the stay in the famous mountains. For example in China, famous mountains are usually the source of religious mountains in the form of renowned Buddhist or Taoist temples. In addition most minority nationalities reside in mountains with their cultural identity being kept in tact over centuries which again provides for singular and rich cultural and even religious experiences. When people are searching for ways to communicate among different cultures and civilizations, there is almost no better way than mountain tourism in general and famous mountain tourism in particular.

The third point, famous mountains are the best places to create a mountain tourism plus platforms for the revitalization of tourism after COVID-19 fades away, including mountain tourism plus health, mountain tourism plus sports and mountain tourism plus caring facilities for the aged.

These are the three points I wish to give my thoughts to you in order to initiate this dialogue and I wish all of the experts and the participants will open your minds and speak your mind too to make this dialogue more meaningful and more inclusive, thank you very much!



中国游客赴瑞的旅行模式和消费行为正发生改变

瑞士驻成都总领事高凯琳



▲ 瑞士驻成都总领事高凯琳

尊敬的邵琪伟副主席、何亚非秘书长、在中国的各位外交官，

尊敬的各位来宾、女士们、先生们：

首先请接受来自瑞士的热烈问候！大家好！今天，我很高兴能来到这里。事实上，这是我在成都担任总领事后的第一次旅行。14个月前我到成都任职，在成都和四川度过了非常忙碌的前三个月。本准备待一切都安排妥当，就回瑞士度过中国新年后再回来。

但不幸的是，这个小小的病毒让我去年的计划全部停止了。它也给我们大家带来了相当巨大的影响。这对我们所有人来说都不容易，尤其是对我们今天在座的很多旅游行业人士，尤其是国际旅游行业来说，更为不易。

在我深入探讨这个话题之前，我想提一下，今年瑞士正在庆祝瑞士联邦和中华人民共和国建交 70 周年。我们有一个宏大的计划。整个 2020 年的活动都是以智能和可持续发展为主题的。但不幸的是，尽

管有了创新的技术和智能的交流方式，我们不得不在 2020 年上半年叫停所有的活动。所以，我非常高兴今天能够和山地旅游的专业人士一起在这里，聊一聊全世界一直以来所渴望的自然和山地。新冠肺炎给我们的日常生活、学习和旅游方式带来了很多变化。有些是暂时的，而有些可能是深刻影响的。对于消费者的行为和需求已经发生和正在发生的变化，我们不能视而不见。

从中国人赴瑞士旅游人数的数据来看，除了 2015 年和 2016 年出现短暂的下降外，2008 年以来，中国市场的酒店住宿数量稳步增长。大部分的旅客来自一线城市，包括北京、上海、香港，占比 63%。

游客最多的地区包括我成长的瑞吉山地区，46% 的游客喜欢去山区旅游。如果我今年能回去的话，我会住在那里，度过我的圣诞节。我通常会在我的家乡、我的小屋里度过我的假期，所以我非常想念它。

瑞士的山区风景优美，69.5% 的中国旅客喜欢在夏季去瑞士，但这只是瑞士的一面。随着冬季运动在中国消费者中越来越受欢迎，瑞士冬季旅游可能也会很快发展起来。因为瑞士确实是一个四季皆宜的旅游目的地。

那么我们的客人都有哪些细分人群呢？自然爱好者、滑雪爱好者、景点游客和户外爱好者占到 86%。山区与这些细分市场紧密相关，是瑞士旅游业的核心竞争力。在新冠肺炎疫情之后，我们再来看瑞士旅游的情况，今年 7 月和 8 月大中华区的数据为 -22%，非常惨淡，但这并不奇怪，目前旅游还没有复



苏的可能和迹象。市场的复苏将取决于跨境交通能力和旅行意愿,以及新冠肺炎风险的管理。一些变化已经在发生,可能会影响未来的趋势。例如,在咨询公司进行的一项调查中,自助游自驾市场增长,而团队旅游套餐的受欢迎程度大幅下降,只有 10%的旅行者表示下一次旅行会参加团队旅游。68%的人甚至不再考虑跟团游。

除了休闲和当地文化外,安全、不拥挤、活跃、健康正逐渐成为最吸引中国精明旅行者的地方。我认为对瑞士而言,中国旅客乃至整个山地旅游业都有很大的潜力。

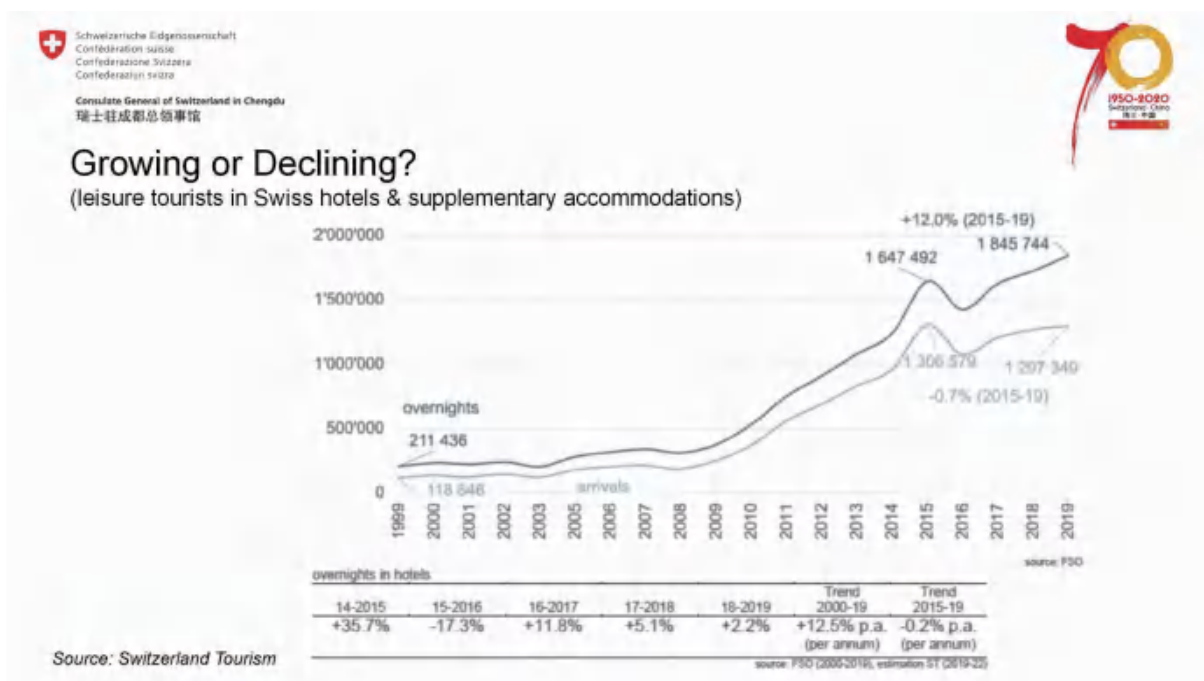
面对当前的形势,我们都不能坐以待毙。瑞士旅游官方已经在其官网上积极推广旅游信息。“明远行计划”(Travel Later) 已经从 2020 年第二季度开始恢复性销售推广,并将逐步延续到 2022 年第一季度。

最后让我来展望一下未来。我看到了中国旅游市场的巨大机遇。瑞士无疑拥有美丽而自然的风景和山地,可以满足各种探索美丽风光,进行山地和滑雪等激烈活动的需求。在这个非常困难的时期,我们正在共同努力应对挑战,我有信心,随着中国人民对冬季运动的日益重视,越来越多的中国旅客将造访瑞士。

瑞士将很乐意分享我们的经验,把我们美丽的山峰变成全世界人民都渴望享受并经常造访的热门场所。瑞士大使馆正在当地为这种交流与合作提供便利。我希望很快国界能够相互开放,人们能够再次像我们大家习惯的那样,自由地旅行、探索世界。

最后,从一个山地国家瑞士,到另一个中国山地省份,我想用一句简短的瑞士旅游口号结束我的演讲。

梦今宵、明远行。瑞士欢迎您再度归来。



Traveling model and consumer behavior of Chinese tourists to Switzerland are changing

Conny Camenzind, Consul General of Consulate of Switzerland in Chengdu

Vice chairman Mr. Shao, Secretary –General Mr. He, distinguished guests from the counselor and diplomatic here in China.

Distinguished guests, ladies and gentlemen.

A warm welcome from Switzerland to you all. It is my great pleasure to be here today. Actually, it is my very first time I have traveled here since I started my position as counselor general in Chengdu. I arrived there pretty much fourteen months ago. I spent the first three months very hectically in Chengdu and Sichuan and then, with everything in order, was ready to get ready to go to Switzerland for the Chinese new year and then come here.

But unfortunately, this tiny little virus has stopped all of my plans for the last year. And it has also, I think, affected all of us quite tremendously. It has not been easy for all of us and especially not easily for many of us present here today that are in the travel business. Particularly in international travel business.

Before I go a bit deeper into the topic, I would like to mention that this year Switzerland, we are celebrating the 70 anniversary of the establishment of diplomatic relations between the Swiss confederation and the people's republic of China. We have an ambitious plan. Our events throughout 2020 under the umbrella of the topic of smart and sustainability. With innovative technology and smart ways of communication available, but unfortunately, we had to call all events off in the first half of 2020. Therefore, I'm very glad to be here today with the mountain tourism professionals and talk about what the world has been longing for. The nature, the mountains. COVID-19 has brought many changes to our everyday life, the way we live, study and travel. And some are temporary and some may be profound. We cannot turn a blind eye to the changes that have already happened and are happening in consumer's behaviors and demands.

Looking at the figures of the Chinese traveling to

Switzerland, the Chinese market experienced a steady growth in terms of overnight hotels since 2008, except for a short drop in 2015 and 2016. Majority of the travels come from tier one cities including Beijing, Shanghai, Hong Kong and acting for about two-thirds, 63 percent.

The most visited regions include Rigi region where I grew up and the SDURic region and 46 percent of the visitors like to go to the mountains. While that is where I would live and spend my Christmas this year if I could leave. This is from my hometown and actually from my house where I usually spend my vacations so I do miss it.

It's in the mountains. Yes, it's beautiful! 69.5 percent of Chinese travelers prefer to go to Switzerland in the summer season but this is only one side of Switzerland. With the growing popularity of winter sports among Chinese consumers, with winter travel to Switzerland, it may also be soon catching up. As Switzerland is indeed, an all seasons destination for all.

Which segments do our guests belong to Nature's lover, snow loves, attraction tourists and out door enthusiasts take up to 86 percent. All mountains are related to these segments and are the core competence of the Swiss tourism industry. Looking at the traveling to Switzerland after COVID-19, it's not surprisingly a dying figure out of minus 22 percent for greater China in July and August this year.

Traveling is not yet possible and no recovery is yet in sight. The recovery of the market will depend on cross border traffic ability and the willingness to travel and how well the COVID-19 risk is managed. Some changes are already happening and may affect future trends. For example, in a survey conducted by the consulting company, the self-guided self-driven market grew while guided packages have fallen dramatically in popularity with only 10 percent of travelers saying they will take a group tour for the next trip. 68 percent don't even consider group travel any longer.

Besides relaxing and local culture, safety, not crowded, active and healthy are on the rise on what attracts the Chinese smart travelers the most. I see great potential in Switzerland in Chinese and mountain tourism in general.

Faced with the current situation, we cannot just sit and wait. Switzerland tourism has been officially actively promoting travel information on its official web sites. A recovery sales promotion "buy now, travel later" has been in place since Q2 2020, and will progressively carry on to Q1, 2022.

Let me close by looking ahead. I see immense opportunities in the Chinese travel market for Switzerland which is in doubt with beautiful and natural sceneries, mountains that can cater to a wide range of needs of sight seeking and vigorous activities of mountain and skiing. We are working together to cope with the challenges in this very difficult times and I am confident that as the growing law among Chinese people for winter sports,

Switzerland will be visited again, by more and more Chinese travelers.

Switzerland will be happy to share our experience in turns our beautiful mountains into heated site that people are all over the world want to enjoy and repeatedly visit. The embassy of Switzerland are on the ground to offer facilitation for such exchanges and cooperation. I hope that soon the national borders open up to each other and that people can travel, and explore the world freely, once again as we are all used to.

I would like to end my presentation with a short message from one mountain country Switzerland, to another mountain province, as well as China with the slogan of Switzerland tourism.

Dream now, travel later. Switzerland will welcome you very soon again.



生态与安全助推旅游业可持续发展

秘鲁驻广州领事馆总领事伊万·席尔瓦



▲ 秘鲁驻广州领事馆总领事伊万·席尔瓦

首先,我要向国际山地旅游联盟(IMTA)的各位领导及本次重要年会的主办方表示祝贺,同时感谢各位的邀请、并给予机会让我能够在今天与大家分享疫情之后的秘鲁及其山地旅游发展。

秘鲁是世界上拥有五千多年历史的文化发展中心之一。在 15 世纪西班牙人到达前,在秘鲁现今的领土上,就已经发展出了文明进程,从卡拉尔文明(发源地被认为是美洲最古老的城市)起,直到领土覆盖如今南美洲邻国的印加文明。

同时,秘鲁也是一个拥有丰富自然资源的国家,被划分为三大自然区域:沿海地区、安第斯山区、亚马逊雨林区,位列世界上最具生物多样性的 12 个国家之一,享有约 158 个自然保护区,并拥有地球 117 个生命地带中的 84 个,以及世界 32 种气候中的 28 种。生态系统的自然生物多样性使秘鲁拥有极其丰富的物种,光是植物群条目下就有大约 2 万 5 千个物种(在世界水平的 10% 左右)。另外,我国被认为是鱼类种类最多的国家之一,同时也是鸟类种类第二多、两栖动物和哺乳动物种类第三多的国家。

如果说有什么东西可以在世界上识别出秘鲁,那就是横跨国境的安第斯山脉的动人风光,白雪皑

皑的尖峰、雄伟壮丽的高山,激发出内心的安宁、崇敬,以及出发探索的强烈愿望。

我们的国家拥有着坐落于安第斯山脉沿线,安第斯山脉盘踞美洲大陆的大部分地区,其中最高的山峰位于秘鲁北方的安卡什地区以及南方的阿雷基帕和库斯科。

在山地旅游的层面上,秘鲁被探访最多的地方之一就是瓦斯卡兰国家公园,位于安卡什地区,是一个覆盖了整个布兰卡山脉的保护区,布兰卡山脉正是秘鲁最高峰瓦斯卡兰雪山的所在地。此外还有其他景色绝佳的旅游目的地,如带有五彩缤纷泻湖的峡谷、上百年历史的森林,以及好几百个冰川。瓦斯卡兰雪山有 3 个峰顶,最高的有 6768 米高。瓦斯卡兰雪山是西半球的第五高山,仅次于阿空加瓜峰、奥霍斯-德尔萨拉多山、皮西斯山和梅塞达里奥山。

另一个重要的山地目的地,同样也在安卡什地区,就是瓦伊瓦斯山脉,被认为是秘鲁安第斯山区最壮观的山脉,一共拥有 20 座山峰,其中包括秘鲁的第二高峰耶鲁帕哈峰。与其他的生态旅游目的地不同,这里受到了最少的人为干涉、保留了非常重要的生态环境平衡。耶鲁帕哈峰高达 6617 米,是攀登难度最高的雪山之一,其气势壮阔的座座雪山、寒气逼人的各个尖峰,也因此而享誉世界,不断受到科学家及研究人员的探访,同时也包括被其迷人景象吸引的各位运动爱好者。

但在秘鲁同样也可以探访到火山起源的山峰,如雪顶火山查查尼峰,是一个非常容易就能到达的奇妙旅游目的地,通过一日游就可以了解它,而不需要有任何的登山经验。查查尼峰靠近我的家乡阿雷基帕市,被认为是秘鲁最美的城市之一。在秘鲁的更



南方,还有乌维纳斯火山,除了是冒险与自然的迷人胜地之外,也保证你绝对会感受到肾上腺激素飙升的刺激,因为这是秘鲁最活跃的活火山。

然而,秘鲁最闻名于世的山峰之一,却是马丘比丘,在印加土语克丘亚语里是“古老之山”的意思。山脚下的马丘比丘历史保护区被联合国科教文组织列为人类文化遗产,同时也是秘鲁的主要旅游胜地。许多游客为了到访这座建于海拔 2430 米高的印加城池,都会选择完成美洲大陆标志性的冒险线路“印加之路”,包括以下 3 个山地冒险旅游的基本要素:

- 1.体力活动(徒步)
- 2.自然风光(马丘比丘古城和印加之路)
- 3.文化沉浸(游玩考古遗迹+与当地人民互动)

亲爱的朋友们,我想强调,秘鲁政府特别重视对文化及自然遗产的照料和保护,旅游业对秘鲁经济有着非常重要的影响,关乎到一百三十万秘鲁人民的就业,推广旅游业是秘鲁国家政策的几大主要优先之一。

秘鲁是一个十分优秀的旅游目的地。仅去年在利马、库斯科、塔克纳、普诺和阿雷基帕就迎接了四百四十万游客。旅游业占了国内生产总值的 3.6%。尽管新冠肺炎疫情对我国的旅游行业造成了非常负面的影响,我们仍希望自今年的最后一个季度起,这个从 20 多年前起就一直持续增长的行业能够复苏。

秘鲁可持续发展旅游业的其中一个基本方面就是生态旅游的推广和强化。值得指出的是,在 2013 年,联合国承认生态旅游作为对抗贫困和保护环境的一项关键活动,秘鲁丰厚的自然资源完美符合生态旅游,让游

客可以拥有更亲身的体验,享受秘鲁美食(近几年获得最多国际奖项的菜系之一)、从我们的宗教及文化节庆中得到学习,进行如冲浪和滑翔伞等体育活动,或仅仅是享受一场神秘又养生的旅游。

必须强调,秘鲁在今年十月份获得了“安全旅游”章,证明秘鲁是一个在新冠肺炎前提下符合卫生及生化安全国际标准的安全旅游目的地,这是一个对我国的大好消息,因此,秘鲁国家已经为旅游业的复苏做好了准备。

“安全旅游”章由世界旅游业理事会授予,是一组根据世界卫生组织标准设计、为了在旅游工业创立卫生统一标准并重建旅客信心的各项协议,旨在在全球范围内重启旅游活动。

要提到的是,通过该认证,秘鲁成为了南美洲自厄瓜多尔和巴西之后第三个获得“安全旅游”章的旅游目的地。同时,秘鲁拥有八项由旅游培训中心(CENFOTUR)制定的旅游行业生化安全协议,这些协议都遵循了各个世界机构的建议。

最后,我想指出,为了能够取得可持续的旅游业复兴,我们都正处于考验我们所有政府和全世界旅游业的艰难时期,无论是公共方面的还是私人方面的。因此,秘鲁政府一直在国家层面与旅游行业的不同从业者一起努力,为了使旅游业复兴能够尽快发展,以造福于人民。

在结束我的讲话前,我想再次向各位表达我的感谢,并祝愿本次活动取得最大成功。非常感谢。



Ecology and safety drive the sustainable development of tourism

Ivan Alexander Silva Rivera

Consul General of the Consulate General of Peru in Guangzhou

First of all, on behalf of the Government of the Republic of Peru, I would like to express my congratulations to the authorities of the International Mountain Tourism Alliance (IMTA) and all organizers of this important Annual Conference. At the same time, I would like to express my special thanks to them for the invitation and have the possibility to talk about Peru and its mountain tourism in a post-pandemic world.

Peru, the land of Incas, is a country with more of 5000 years of history. Before the arrival of the Spanish people in the 15th century, a cultural process developed in Peru throughout its current territory, from the Caral culture (whose city is considered the oldest in America) to the Incas empire that covered many others territories of current countries in South America.

Likewise, Peru is a country with great natural wealth, divided into three natural regions: Coast, Andes Mountains and Amazon Rainforest. It is one of the 12 countries with the greatest biodiversity in the world, privileged with about 158 protected natural areas. It has 84 of the 117 life zones of the planet and 28 of the 32 climates of the world. This natural biodiversity of ecosystems allows to have a very high number of species, only in terms of flora there are about 25000 species (approximately 10% worldwide). In addition, my country is recognized as one of the countries with the greatest diversity of fish, the second with the greatest diversity of birds, and third in amphibians and mammals.

If there is something that identifies Peru around the world is that its territory is crossed by a exciting Andean landscape, in which snow-capped peaks and imposing mountains inspire peace, respect and a great desire to go exploring.

Our country has spectacular mountains located along the Andes mountain range, which runs through much of the American continent, the highest mountains are located in the

regions of Ancash, in the north of the country, and Arequipa and Cusco, in the south.

In terms of of mountain tourism, one of the most visited places in Peru is the Huascarán National Park, located in the Ancash region, which is a protected area that houses the entire Cordillera Blanca, a mountain range where the snow-capped mountain is located. Huscarán, which is the highest mountain in Peru and as well as other moving destinations such as ravines with colored lagoons, centuries-old forests and hundreds of glaciers. The snowy Huscarán has 3 peaks, the highest is 6,768 meters. Huascarán is the fifth highest mountain in the Western Hemisphere after the Aconcagua, Ojos del Salado, Mount Pissis and Cerro Mercedario peaks.

Another important mountain destination, also located in the Ancash region, is the Cordillera Huayhuash, considered the most spectacular of the Peruvian Andes, it is a mountainous set with 20 peaks among which is the second highest mountain in Peru called Yerupajá. Unlike other ecotourism destinations, this mountain has been minimally intervened and maintains an important environmental balance. Yerupajá, at 6,617 meters, is one of the most difficult peaks to climb, which is why it has gained worldwide fame for its imposing snow-capped mountains and chilling peaks. It is constantly visited by scientists and scholars, as well as athletes who are attracted by the fascinating landscape.

But also in Peru you can visit mountains of volcanic origin such as the Chachani snowy Volcano, which is a wonderful destination with easy access, it can be known in just one day without having previous experience in climbing and is located near the city Arequipa, my homeland that is considered one of the most beautiful cities in Peru. Further south of the country is located the Ubinas volcano that, in addition to being a charming attraction for adventure and nature, also guarantees a lot of adrenaline since this volcano

is the most active in Peru.

However, one of the most famous mountains in Peru worldwide is Machu Picchu which means in Quechua, the native language of the Incas, "Old Mountain". At its feet is the Historic Sanctuary of Machu Picchu, which is considered by UNESCO as a World Cultural Heritage and is for Peru the main tourist attraction in the country. Many of the travelers who visit this Inca archeological city, built at 2430 meters above sea level, choose to do the Inca Trail, which is an emblematic adventure of the continent that includes the 3 fundamental factors of mountain tourism that are:

1. Physical activity: walking (trekking)
2. Natural Environment (Archeological city of Machu Picchu and Inca Trail)
3. Cultural immersion (tour of archaeological remains + interaction with local people).

Dear friends, I would like to emphasize at this point that the Government of Peru takes special importance to care and protect of its cultural and natural heritage, and has the promotion of tourism as one of its main priorities of its national policy that has an important impact on the country's economy and employs around 1.3 million Peruvians.

Peru is a one of the most important tourist destination in Latin America. Last year Peru received about 4.4 million tourists in Lima, Cusco, Tacna, Puno and Arequipa. The tourism represents 3.6% of the national GDP. Although the COVID-19 pandemic has had a very negative impact on the tourism sector in my country, it is expected from this last quarter of the year to be able to reactivate the sector after having had a constant growth for more than 20 years.

One of the most important aspects in the development of sustainable tourism in Peru is the promotion and strengthening of Ecotourism. It should be noted that in 2013, the United Nations recognized Ecotourism as a key activity to fight poverty and protect the environment, the natural wealth in Peru is perfect for

ecotourism that allows you to have a most vital experience, enjoy Peruvian cuisine (one of the most internationally awarded in recent years), learn about our religious and cultural festivities, do sports such as surfing and paragliding or simply enjoy a mystical and wellness trip.

Recently, one important news for my country was to receive the "Safe Travels" seal that certifies Peru as a safe tourist destination that complies with international hygiene and biosafety standards against COVID-19, which means the country is already prepared for the reactivation of this sector.

The "Safe travels" seal is endorsed by the World Travel and Tourism Council and is a set of protocols designed under the guidelines of the World Health Organization to create a general health policy in the tourism industry and thus restore trust among travelers, with the aim of restarting tourism activity globally.

It is worth mentioning that, after certification, Peru becomes the third destination in South America to receive the "Safe Travels" seal after Ecuador and Brazil. Likewise, Peru has eight biosafety protocols in the tourism sector prepared by the Tourism Training Center (CENFOTUR), which have followed the recommendations of world entities.

Finally, I want to point out that today we are living in difficult times that are testing all governments and the tourism sector around the world in order to achieve a sustainable reactivation. That is why the Government of Peru has been working very hard with the different actors and institutions in the tourism sector in order to this reactivation can develop as quickly as possible for the benefit of the population.

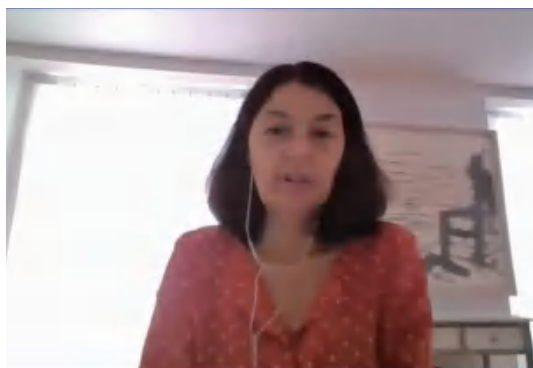
Before concluding with my words, I would like to express my special gratitude to all of you and wish the best of success to this event. Thank so much.

议题一：展望疫后世界名山可持续旅游之路

Topic 1: Prospects of Sustainable Tourism for World-Famous Mountains in the Post-COVID World

打造山地旅游目的地·应以可持续性发展为核心

世界旅游组织旅游市场情报和竞争力主管桑德拉·卡尔沃



▲ 世界旅游组织旅游市场情报和竞争力主管桑德拉·卡尔沃

亲爱的朋友们，今天很高兴你们来到这里，我在马德里的世界旅游组织城市总部向您致意。

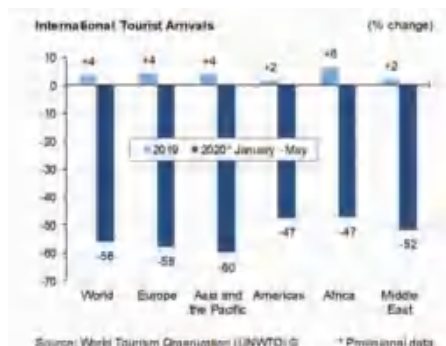
我非常感谢并珍视这次机会，国际山地旅游联盟能够与联合国世界旅游组织达成长期合作伙伴关系。很荣幸今天可以为各位介绍我们目前所面临的挑战，我们正面临着国际旅游史上规模最大的疫情，那么，我们山地旅游行业应该如何切实地应对这些挑战，并把握住这次挑战所带给我们的机遇。

先来介绍一下我们现在看到的最大的数字，今

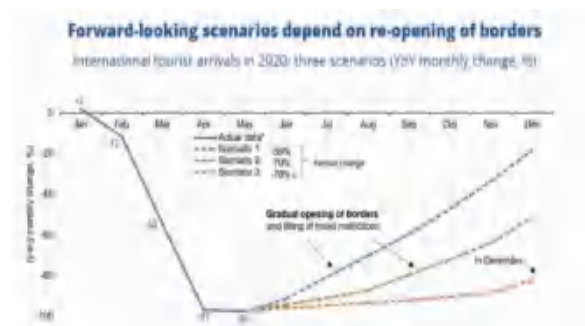
年前五个月，国际游客数量减少了 56%。为了使大家能够加以比较，在整个 2009 年，当时我们面临着全球经济危机，而国际游客数量只减少了 4%。

这就是这次危机对我们行业造成的严重影响。而除了其严重程度，这次危机还具有另一个特点，就是它的全球性规模。能够影响到全世界的旅游业，这种状况是第一次。在之前的 9·11 事件或非典疫情中，我们发现主要影响的都是某些特定的地区。而目前，新冠肺炎疫情使我们第一次面临真正的全球性挑战。

你们可以看到，大多数地区都受到了非常相似的影响。亚洲及太平洋地区遭受的损失最为严重，因为这里显然更早地开始受到此次疫情的影响。而欧洲紧随其后，自 3 月中旬以来，大多数欧洲国家都已经关闭了边境，美洲地区的疫情稍微推迟一些。如果我们进行短期展望，考虑到当前形势所带来的所有挑战，在进行任何方案规划或实际预测时，我们可能只能预见到国际旅游业在年底之前的进展情况。



无论如何,这对国际旅游业的游客数量都将产生巨大的影响。但最重要的是,我们也一直在强调这一点,这对于就业岗位的影响非常巨大。目前,联合国世界旅游组织预测,旅游业可能会面临损失 1 到 1.2 亿个直接就业岗位的风险。而且,这还没有考虑旅游业对其他许多领域的间接影响。因此,为了应对我们所面临的巨大挑战,联合国世界旅游组织一直在与联合国的其他机构、私营部门,及其成员国紧密合作,以切实缓解疫情危机的影响,并加速复苏的进程。



我们规划了一系列当前的重点工作,我们认为所有国家和旅游目的地在寻求复苏时都应予以考虑。

其中第一点就是提供流动性和保障性就业岗位。我们最有价值的劳动者们目前正面临这场危机的威胁。我们需要切实保障他们有收入。这样,他们还会继续留在当前的岗位上,以备行业复苏。我们还需要确保整个行业能够渡过这次危机,因为旅游业是一个主要由中小企业组成的行业。

正如我们所公开的,第二点是,社会协议和卫生法规方面的安全和保障是建立信任的一项关键,而这需要在旅游目的地和整个旅游价值链中得到贯彻。餐饮、交通等所有消费者接触点都需要被重视。而且还需要进行沟通。能够非常明确地沟通我们正在采取哪些安全措施,这是很重要的。

第三点是公私合作,以便实现有效的重新开放。私营部门能够执行公共卫生和旅游部门共同制定的措施,这是至关重要的。因此,他们需要完全接受并支持这些措施。

第四点是一个关键点,正如我前面所提到的,那就

是负责任地开放边境。我们需要确保安全措施到位。这些措施需要以证据为基础,并且能够切实应对当前的风险等级。将保障健康放在首位是非常重要的,同时也要确保我们可以重新启动旅游业。

这就涉及到第五点,即需要履行协议的协调与调控。目前,国际旅行有赖于各国协调旅行限制的能力,以及他们对于构建新系统的重视程度,该系统可以对人们的行程进行追踪,包括从人们离家直至归家的整个旅程。

第六点是在这个充满挑战的时期利用技术来切实提高我们的能力,对旅游业实行管理,与消费者沟通,并在面临诸多挑战之际努力降低成本。

最后一个是,如何使创新和可持续性成为新常态。随着我们重启旅游业,重要的是更好地建设这个行业。从某种意义上讲,即尊重环境,尊重文化价值观,以及尊重我们所参观的社区。我们知道,在疫情之前我们在管理旅游客流和人数方面面临着诸多挑战。

因此,我们应该借此机会进行反思,我们希望该行业在未来 20 年内如何真正地发展。作为对这些重点工作的补充,联合国世界旅游组织还制定了一系列重启旅游业的全球性指南,这些指南涉及边境管理、私营企业如何实际执行安全协议、航空旅行、餐饮服务等问题。我诚邀各位访问联合国世界旅游组织的网站,在那里你们可以找到所有这些措施的详细信息。消费者开始接触旅程的每一项要素,其实是始于他们实际搜索旅行信息的那一刻,从那时起就能够获取到有关卫生法规、取消政策的所有信息是非常重要的。

第二步,当旅行者通过交通网络出行时,他需要怎样做?应该为他提供哪些信息?当他到达旅游目的地时,我们还要确保,比如进行山地旅游时,或游览公园时,非接触式支付和非接触式购票等措施可以就位。在这方面,我认为我们可以从亚洲的实际经验中学到很多东西,因为亚洲的旅游业一直处于技术前沿,我认为这是一个巨大的契机,可以在世界许多地方推动这项议程。

因此,当我们展望未来时,面对新冠肺炎疫情所带

来的挑战和机遇,将其与我们今天相聚的主题——山地旅游具体联系起来,我们可以得出一项要点,那就是以可持续性为导向的细分市场的机遇。乡村旅游、自然旅游和健康旅游等细分市场将是当前的重点工作,我们将在未来数月和数年内迎来更高的增长。因此,我们确实有机会确保山地旅游能够受益于我们所面临的新趋势,并适应我们所面临的挑战。

因此,我想向大家介绍联合国世界旅游组织所倡导的七项原则要点,以确保旅游业的发展,尤其是山地旅游的发展能够真正促进健康和可持续的复苏。

第一点是了解客户的重要性。大数据的使用在旅游利益相关方中变得越来越普遍。但重要的是,这种在私营部门中非常普遍的做法实际上可以扩展到公共部门中。我们需要以消费者为目标,了解他们当前的需求,了解他们所关心的问题。什么对于建立他们的信心很重要?因此,对于数据和数据管理的投资是很重要的。

第二点是如何为当地社区赋能。我们已经了解了旅游业对于当地社区的影响,这让我们相信,这是一个巨大的机会,可以确保社区所拥有的所有好东西都被纳入旅游价值链中。手工艺品、美食、地方风味对于新消费者而言确实是一种机会,他们实际上非常珍视这些有价值的东西。

第三点是建立强有力的管理模式的重要性。我这么说是什么意思呢?我的意思是,重要的是,国家级机构、地方级公共部门以及旅游业的所有参与者能够共同努力,建立一个有助于旅游目的地发展且能够增进未来适应力的体系。我们需要越来越紧密地合作。

这让我想到了第四点,即拥有目的地管理组织的重要性。为了使山地旅游蓬勃发展,我们需要确保有一个机构,来负责旅游业发展的所有要素,包括规划、管理、评估、合作关系、消费者体验,以及质量。我们需要确保有一个固定的组织来管理这些问题,并以可持续的方式展开这些工作。

第五点是地方领导的重要性。如今,我们知道,人们

去到一个旅游目的地往往带有强烈的动机,或者是为了更健康,更亲近自然,或者是了解当地文化。因此,重要的是,根据旅游目的地的优势,我们可以找到谁是当地的领导者和最好的供应商,帮助更好地提供这种体验。如果我们有一种深刻的体验,可以将旅游目的地和某种烙印联系起来,给人们留下一些这样的印象,如我在这里可以亲近自然,这是我一生中獲得最佳运动体验的地方那么,我们的旅游目的地就成功了。

第六点是需要创新。创新产品,在产品中考虑到消费者的新需求。我们可能将看到,下个月的旅行大多是一些情侣游、小型的团队游和周边游。因此,确保产品能够适应这些新趋势是很重要的。

最后,第七点是可持续性。我们需要确定每个山地旅游目的地的成功之处是什么?这与数字无关。与游客数量的增加无关。而是关于合适的游客。合适的游客是那些尊重环境,尊重文化,可以花钱购买当地产品,能够真正造福和尊重他们所游览的社区和大自然的游客。因此,这是促使我们反思的一次重大契机,让我们在重建更完善的旅游业的过程中,思考什么是旅游业的成功。

在山地旅游目的地,树立自己的品牌是这项决策的核心。如果我们不把可持续性作为发展的核心,山地旅游将没有任何未来可言。从这方面来看,世界旅游组织非常愿意继续与大家合作,确保向前推进这一议程,尽管我们面临着各种挑战。我们知道,这是旅游业所面临的一次最大的危机,但它使我们凝聚在了一起,并确实为我们提供了一次机会,促使我们重新思考如何构建旅游业,从而朝向联合国2030年议程而努力奋进。我们有10年的时间来确保旅游业可以为可持续发展目标作出贡献,这是一次机会,将促使大家共同努力,确保山地旅游目的地能够真正参与这次重建之旅。再次感谢大家的关注。我期待着能够尽快和大家见面。我们再次从马德里向各位送去联合国世界旅游组织的问候。非常感谢大家。



Mountain tourism destination should be centered around sustainable development

Sandra Carvao

Chief of Tourism Market Intelligence and Competitiveness of UNWTO

Dear friends, it's a pleasure to welcome you today and greet you from the World Tourism Organization City headquarter here in Madrid.

I very much want to thank you for this opportunity that International Mountain Tourism Alliance has given UNWTO long-term partnership that we value to address you today on what are the challenges that we face currently with the biggest pandemic that we have faced in the history of international travel and how we can actually address those challenges from the mountain tourism side, and also enable the opportunities that actually have been brought up to us by this challenge that we're facing.

Just to start by saying a little bit of what are the biggest numbers that we're seeing at this moment, international tourist arrivals have declined by as much as 56% in the first five months of this year. Just to give you an idea of a comparison term, in the whole 2009, when we were facing the Global Economic Crisis, we had a that was only 4%.

So this is how much the magnitude of this crisis impacting our sector. But another feature of this crisis is not only its magnitude. It's also its global scale. For the first time, this is a situation that's affecting travel and tourism all over the world. In the previous crisis like 9/11 or the SARS epidemic, we have seen that the focus have been on specific regions. But now, with COVID-19 for the first time, we are facing a challenge that is truly global in its nature.

So you can see, most of the regions have been impacted in a very similar way. Asia and the Pacific suffered the most because obviously it started to feel the impact of this pandemic earlier. But Europe followed very closely, since the fact that by mid-March, most of the European countries had closed their borders. The Americas, a little bit slower at this point. If we look a little bit forward and with all the challenges that the situation offers in terms of doing any scenario planning or any actual forecast on where we might see international tourism evolving towards the end of the year.

In any case, this is a total huge impact in terms of international tourism arrivals. But most importantly and we always stress this, it's a very important impact in terms of jobs. At the moment, UNWTO forecast at a hundred to a hundred and twenty million direct tourism jobs could be at risk in the tourism industry. And this is not taking into account all the indirect impacts that the tourism has in so many other areas. So for addressing the challenges that we're facing, UNWTO has been working very strongly with the other UN agencies, with the private sector, and with the countries, its member states to actually try to mitigate the impact of the crisis and accelerate recovery.

We have set up a series of priorities that we think all countries and destination should consider when looking to recovery. Those include, the first one to provide liquidity and protect jobs. The most valuable workers that we have at this moment are jeopardized by this crisis. We need to ensure that they do have income. That they continue to be there for when the sector recovers. We also need to make sure that the sector which is made mostly of small and medium enterprises can actually survive through this situation.

The second point which is as we open, one of the key for confidence-building is safety and security, safety and security in terms of social protocols, in terms of health regulations, both at the destination and throughout the value chain of travel. Hospitality, transport, all the touch points of the consumer need to be taken care of. And they also need to be communicated. It's very important that we are capable of communicating very clearly. What are the safety measures that are being put in place?

The third point is public-private collaboration for an efficient reopening. It is critical that the measures that the public health and tourism sectors put together be implemented by the private sector. So they need to be totally on board with those measures and they need to support them.

The fourth point which is a key point, as I mentioned before is the opening of borders with responsibility. We need to ensure

that the measures are there. They need to be evidence-based and they need to actually address the level of risk. It's very important that we protect health in the first place but also that we assure that we can restart our tourism sector.

That takes me to the 5th point which is the need for harmonization and coordination of travel protocols. International travel depends at this moment on how much countries are capable of coordinating their travel restrictions. How much they care capable of creating systems that allow for tracing of people in terms of the travel from the moment of their departure to the moment they get back home.

The 6th point is to use technology in this challenging time to actually be able to improve our capacity, to manage the sector, to communicate with consumers, and to decrease costs as we face so many challenges.

And finally, the last one, is how can you use innovation and sustainability as the new normal. As we restart tourism, it's very important to build back better. Better in a sense that we respect our environment, our cultural values, but also the communities that we visit.

We know how many challenges we were facing before the crisis in terms of managing tourism flows and numbers. So this is an opportunity to think a little bit how do we want the sector to actually develop in the next 20 years.

To compliment these priorities, UNWTO has also set a series of global guidelines to restart tourism. And those touch issues such as border management, how the private sector can actually implement safety protocols, air travel, hospitality, and I do invite you to come and visit the UNWTO website where you can find all these measures in detail.

They touch upon each of the points of the travel journey, from the moment where the consumer actually searches for the travel, where it is very important that all the information on health regulations, cancellation policies is available. Second step, when the traveler goes through the transport network, how he needs to behave? What kind of information he should be given? And also when he arrives at the destination to make sure that for example when we talk about mountain tourism and we talked about visiting a park that things like contactless payment and contactless buy of tickets can be in place. And in this regard, I think there's a lot that we can learn from actually what is happening in Asia because Asia's been at the front of technology in travel and I think this is a huge opportunity to actually in many parts of the world advance this agenda.

So when we look forward, the challenges and opportunities that we have in face of COVID-19 and linking it to specific to what brings us here today, which is mountain tourism, there is an important point which is the opportunities of the sustainability-oriented segments. Segments like rural tourism, nature tourism, and health tourism will be a priority and we'll see a much higher growth in the months and years to come. So we do have an opportunity to make sure that mountain tourism benefits somehow for this new trends that we are facing and adapts to the challenges that we have.

So I would like to leave you with seven quick ideas of principles that we at UNWTO promote to ensure that the development of tourism specifically in mountain areas can actually contribute to a healthy and sustainable recovery.

The first one is the importance of knowing your customers. The use of big data is more and more common among the tourism stakeholders. But it is important that that view that is very common in the private sector can actually be enlarged to the public sector. We need to be able to target the consumers to understand what they want in this moment, to understand what they are concerned about. What would be important to build their confidence? So it is important to invest in data and in data management.

The second point is how to empower local communities. The fact that we have seen how tourism affects societies takes us to believe that this is a huge opportunity to make sure that all the good things that communities have can be brought into the value chain of travel. Handicrafts, gastronomy, local flavors are really an opportunity for a new consumer who actually will value very much those values.

The third point is the importance of building strong governance models. And what do I mean by this I mean that it is important that public sector at national level institutions, at local level, and all the players in the tourism industry can work together to have a structure that helps the destination to move forward but also to build resilience for the future. We need to work closer and closer together.

And this takes me to the 4th point where it is the importance of having destination management organizations. For mountain tourism to thrive, we need to ensure that there is a structure in place that is responsible for all the components of tourism development, the planning, the management, the evaluation, the partnership, the consumer experience, the quality. We need to make sure that there is a set organization that manages those

points and that it does so in a sustainable way.

The 5th point is the importance of local leaders. Today, we know that people go to a destination with a strong motivation either it is to be healthier, to feel more closer to nature, to know local cultures. So it is important that depending on what is the strong point of the destination, we can find who are the local leaders and who are the best providers that can take that experience forward.

If we have a strong experience that links the destination with a certain brand, with the image of this is the place where I will be able to connect with nature, this is the place where I'll have the best experience of sports in my life, then we will have a winning destination.

The 6th point is the need to innovate. Innovating products, in products that take into account the new needs of consumers. We will see that probably the travel of the next month will be done by couples, will be done by smaller groups, will be done in proximity, so it is important to make sure that products are adopted to those new trends.

And finally, the 7th idea is sustainability. We need to identify in each of the mountain destinations what is tourism success. And it's not about the numbers. It's not about an increasing number of visitors. It's about the right visitors. The right visitors that respect the environment, that respects the culture, that can spend

on local products, and that can actually benefit and respect the communities and the nature that they visit. So this is a huge opportunity for us to rethink as we build back better tourism on what is success in terms of tourism.

In mountain destinations for their own brand are at the core of this decision. They won't be any future for mountain tourism if we don't play sustainability at the core of this development. From this side, UNWTO is totally available to continue working with you to make sure that this agenda is moving forward in spite of the challenges that we face. We know this is one of the biggest crises that the tourism sector has ever faced but it has brought us together and it does provide us with an opportunity to rethink what we want to tourism sector to be as we move forward to the 2030 agenda of the United Nations. We have 10 years to make sure that tourism contributes to sustainable development goals and this is an opportunity to all together make sure that mountain tourism destinations can actually be part of that journey.

Once again, thank you very much for your attention. I look forward for seeing you in presence whenever possible and as soon as possible. And once again, from the World Tourism Organization, we send you greetings from Madrid. Thank you very much.



对话 讨论

Dialogue

主持人：国际民间艺术组织(IOV)全球副主席、中国区主席，国际古迹遗址理事会(ICOMOS)咨询专家，联合国教科文组织国际创意与可持续性发展中心(ISSCD)专家委员会委员 陈平

Emcee: Global Vice President and China President of the Internationale Organisation Für Volkskunst (IOV), Expert of International Council on Monuments and Sites (ICOMOS) and International Center for Creativity and Sustainable Development under the Auspices of UNESCO (ISSCD)
Emma Chen



连线嘉宾：尼泊尔国家旅游局长、萨加玛塔(珠峰)国家公园代表 达南杰·雷格米博士

珠峰国家公园作为在尼泊尔的世界著名国家公园之一，有哪些独特的优势和吸引力？

游客前往珠峰国家公园的因素有很多，首先世界最高峰的环境特点和地理位置是主要的吸引因素。珠峰国家公园于1979年被联合国教科文组织列为世界遗产地，珠峰国家公园是世界上海拔差异最大的国家公园，从海拔2845米直至世界之巅。珠峰国家公园拥有世界海拔最高的央波切机场，以及世界海拔最高的五星级酒店——珠峰观景酒店，在酒店就能欣赏到震撼的山景。其次的重要因素是这里拥有环境友好型旅游举措，如提供步道以及对于野生动植物和文化资源的高度重视。珠峰国家公园提供从轻松到最高难度不同类型的步道。沿途可以发现各种众多的冰川和冰川湖。这里还是一些濒危物种，如雪豹、麝鹿、小熊猫和传说中的神秘雪人的家园。除珠穆朗玛峰外，其他主要的热门山峰，如洛子峰、卓奥友峰、唐瑟古峰、努子峰、阿玛达布朗峰也位于这里。同时，美拉峰和岛峰是登山队员们在训练期间最喜欢攀爬的山峰。

疫情过后，尼泊尔山地旅游将如何实现可持续发展？
新冠肺炎疫情的爆发引发了全球经济和卫生危机，对我们的日常生活产生了深刻影响。这种影响在旅游业中体现得最为明显，每天都有人失去工作和收入，且不知道何时才能恢复正常。一些严重依赖旅游业的国家，如今正面临着旅游目的地荒弃、酒店空置的困境。为了应对这种状况，尼泊尔制定了“旅游业新冠肺炎疫情安全卫生协议”。该协议是关于旅游业运营的一份详细指南，且严格遵守健康和安全的原则。因此，随着健康和安全措施采用成为新常态，山地旅游的疫情传播风险因素将减少。



Online Guest;CEO of Nepal Tourism Board, Representative
of Sagarmatha (Mount Qomolangma) National Park
Dr. Dhananjay Regmi

**How dose Nepal's mountain tourism achieve sustainable
development after the epidemic?**

The outbreak of Corona virus disease, COVID -19 has created a global economic and health crisis,that has created a deep impact on global economy and our everyday life. Its impact is most seen in tourism industry and people are losing jobs and income, with no way of knowing when normality will return. Countries heavily dependent on tourism are now facing hard time with deserted destinations and empty hotels.To combat the situation, Nepal has also developed "COVID -19 Safety and Hygiene Protocols for the Tourism Industry"which is a detailed guideline on the operation of tourism industry with strict adherence to health and safety.In this light, with health and safety measures as the new normal, mountain tourism will have lesser risk factors for Corona spread.

**As one of the world -famous national parks in Nepal,
what are the unique advantages and attractions of Mount
Qomolangma National Park?**

In Nepal the driving factor for tourists to Sagarmatha National Park,first thing, it is a national park and it listed in UNESCO World Heritage Site in 1979 and this national park has the highest altitudinal difference from 2845 meters to the top of the world. Sagarmatha National Park has the highest altitude Airport at Syangboche and the highest altitude 5 star hotel, the Qomolangma View Hotel from where you can have a terrific view of the mountains. Besides that, it's completely environment friendly tourism, such as provide different type of trail, high emphasis on wildlife and cultural resources.Sagarmatha National Park provides different type of trail from very easy to the most difficult where tourist can find different types of flora fauna number of glaciers and glacial lakes. It is also the land of endangered species, such as snow leopard, musk deer, red panda and you know the "Yeti", the mythical snowman, is also believed to be found here. Besides Mt. Qomolangma, there are Mt. Lhotse, Cho Oyu, Thamserku, Nuptse, Amadublam and other major popular peaks are also located here.At the same time, Mera Peak and Island Peak are the ones practitioners love to climb during their training period.





连线嘉宾:联合国教科文组织世界遗产瑞士阿尔卑斯山少女峰-阿莱奇遗址
经理、世界自然论坛主任 莱格纳博士

Online Guest; Site manager of UNESCO world heritage Swiss Alps Jungfrau Aletsch
and Director of World Nature Forum Dr. Leiggenger

世界遗产少女峰的独特吸引力有哪些? 瑞士的冬季运动有很多成熟的经验,对 2022 年中国冬奥会有什么建议?

作为联合国教科文组织世界自然遗产,少女峰与阿莱奇冰川是瑞士阿尔卑斯山的心脏。这里冰川面积为 350 平方公里,质地致密,50%的冰川体积均来自于这里。

2001 年,世界遗产瑞士阿尔卑斯山少女峰与阿莱奇冰川被列入世界遗产名录。这是因为它满足了教科文组织的三个标准,即独特性、多样性和美观性。这里交通便利,火车和缆车是主要的通行方式,由于十分便于通行,也有利于实施临时控制。主要目标是希望下一代也拥有一样如此美丽的自然环境,同时也能为后代子孙考虑。

对于 2022 年中国冬奥会,我的建议是贵方或许应该打造滑雪品牌。这非常重要、并且非常独特,不必像美国那样高调,但要像滑雪或其他运动那样深受身居优越的爱好者的欢迎。以劳勃峰速降滑雪赛暨少女峰-阿莱奇世界杯为例。如果能利用好比赛发挥的宣传作用,这也许能让它在中国也成为(受欢迎的赛事)和目的地。

What are the unique attractions of the world natural heritage Swiss Alps Jungfrau -Aletsch? Switzerland's winter sports have a lot of mature experience. What are your suggestions for the 2022 Winter Olympics in China?

The UNESCO world natural heritage Swiss Alps Jungfrau-Aletsch is the heart of the Swiss Alps. There is a glacial surface of 350 square kilometers which is compact, 50% of the glacial volume is in this world natural heritage.

In 2001 the world heritage Swiss Alps Jungfrau-Aletsch has been listed into the world heritage sites. And of course, this has been because of three UNESCO criteria, which are uniqueness, diversity and beauty. It is very easy to access, mostly by train and cable-cars ensure an easy access and also a contingent control. The major target is, that the next generation will have this exciting nature as well as we do. But, we also want that the next generation already think about their next generation.

For the Winter Olympic Games in China in 2022, let's give you the advice that maybe you should give an image to skiing, which is very important, which is very exclusive not as snobby as maybe in the US, but as popular as a ski or sports for well situated people. And maybe take an example of the Lauberhorn downhill race World Cup of Jungfrau -Aletsch. If you can transport a sequence of the mood of this downhill race, in the sense of letting it become such a (popular event) and place in China.



连线嘉宾:瑞士阿尔卑斯山少女峰铁道公司 CEO 乌尔斯·凯斯勒
Online Guest:CEO of Jungfrau Railways, Swiss Urs Kessler

阿尔卑斯少女峰铁道的运营经验有哪些经验? 数字化及新社交软件在旅游业的应用方面带来了哪些变化?

铁路 V 项目是少女峰铁路自建设以来最重要的项目, 该项目能够在未来 30-50 年内成为欧洲顶级品牌。这个耗资 4.7 亿瑞士法郎(相当于 35 亿人民币)项目的主要目标是为世界各地的游客提供快速优质舒适的服务。该项目最独特的一点是 3S 缆车的艾格峰快车, 从格林德瓦枢纽(站点)到艾格峰冰川(站点)只要全程 15 分钟。在那里可以换乘新的少女峰铁路列车, 前往(少女峰)——欧洲之巅。同时也是一个面向未来和尊重保护客户措施和安全举措的项目。我们将免费提供口罩, 如果游客没有口罩或忘戴口罩将定期清洁车厢, 以保证(游览)安全。而且非常重要, 该项目可为 FIT(自由旅行者)预留座位, 未来也可对旅游团进行预留。同时, 在预订方面, 可以为中国游客开放专列预订。

数字化改变了旅行界。人们渴望体验自然、体验真正的产品、体验高山。这意味着需要继续推行数字化, 需要提供在线预订, 需要开放应用程序。我们当前正在创建一个新的“少女峰应用程序”。祝贺中国在这方面遥遥领先, 应用程序在中国市场已经发展得很成熟了! 但在欧洲, 少女峰应用程序将是第一个山地旅游应用程序, 用户可以在上面预订座位、餐厅、门票、还有例如滑雪教练等服务。新少女峰应用程序将于 2020 年 12 月 5 日面世。

What are the operating experiences of the Jungfrau railway? What changes have been brought about by digitalization and new social software applications in the tourism industry?

The V-Project is the most important project of Jungfrau Railways since the construction of Jungfrau Railways. This project enables us to be a brand the Top Brand in Europe for the next 30 to 50 years. The investment of 470 Million Swiss The main goals: quality and comfort for our guests around the world. The most unique part of the project is the Eiger -Express with a 3S gondola (cableway) from Grindelwald Terminal (station) to Eiger Glacier (station) within 15 minutes. where you change to the new trains of Jungfrau Railways to the (Jungfrau) – Top of Europe. The project is a project of the Alps, it's a project for the future and it's a project for our customers. That means, we keep the distance in our company. We give free of charge masks if our guests don't have a mask or forget the mask. We clean the trains regularly, every hour, every two hours, it depends on the number of visitors we have, and we instruct our staff to follow all the instructions to make it (The visit) very safe. And very important is we have reservation for the seats for FIT (Free Independent Travelers) and we hope as well for the future for the groups, they are coming back very soon! And at the same time, for the reservations, if a market like China would like to have a special service, we can even reserve a train just for the Chinese visitors.

Digitization changed the world of travelling. People want to experience the nature, the real product, the mountains. That means we need to go ahead with the digitalization, that means we need to have online bookings, we need to have apps. As we are creating at the moment a new "Jungfrau-App" and congratulations to China, you are far ahead, that's something that is already well established in your market, in China! but we will have, in Europe, as the first mountain, the Jungfrau App where you can reserve the seats, where you can reserve the restaurants, where you can reserve the tickets, where you can book, for example, the ski instructor, etc. so all you will have on our new Jungfrau App from the 5th of December 2020.



连线嘉宾:联合国教科文组织全球地质公园、印度尼西亚林贾尼 - 龙目火山国家公园总经理 法里德·扎伊尼

Online Guest: General Manager of Rinjani -Lombok UNESCO Global Geopark, Indonesia Farid Zaini

印度尼西亚林贾尼-龙目火山国家公园是如何吸引游客?后疫情时代的山地旅游方面有哪些经验和做法?

在13世纪以前,林贾尼火山群由萨马拉斯(或称旧林贾尼)和林贾尼两个火山锥组成。1257年,萨马拉斯火山喷发,这次喷发在龙目岛当地造成了帕玛坦王国的覆灭,并极大地改变了龙目岛的地形地貌。直至今日,游客可以通过参观林贾尼火山,看到过去强烈的火山喷发留下的遗迹。想要攀登林贾尼火山,可以通过网站 www.erinjani.id 或名为“eRinjani”的应用程序在线预订行程。游客需要请当地的徒步旅行组织来安排和负责林贾尼的徒步行程。当地导游和搬运工将在徒步旅行中陪同您,并尽可能地为游客提供所需的一切。

目前,在印度尼西亚,我们正试图制定出最佳的方案,来发展后疫情时代的山地旅游。我们相信林贾尼的山地旅游将会慢慢得以复苏。我们要做的就是制定徒步旅行的标准运营规程,并采纳新冠肺炎疫情协议,对游客数量进行限制,并以虚拟旅游和社交媒体的形式进行推广。

目前,我们正在举办一场摄影摄像比赛,主题是林贾尼火山徒步活动,来向世界宣传林贾尼。可持续旅游最重要的问题就是与人们互动,我们正在尝试吸引每一位来过林贾尼的人,以及所有对林贾尼感兴趣的人,而唤起人们对林贾尼的美好回忆正是我们所采取的方式。

How does Rinjani -Lombok Geopark attract tourists? What are the experiences and practices in mountain tourism in the post-COVID World?

Prior to 13th Century,Rinjani Complex consisted of two volcanic cones,namely Samalas (or Old Rinjani) and Rinjani. In 1257, Samalas erupted and the eruption buried Pamatan Kingdom, and change the landscape of Lombok immensely. Until today, people can see the remains of the powerful eruption in the past by visit Mount Rinjani. To climb Rinjani, traveller should book the trip online through website www.erinjani.id or by an android application named eRinjani.They need a local Trekking Organizer to arrange and responsible to their while trekking to Rinjani.Local guide and porters will accompany and serve almost everything during the trek.

Currently in Indonesia, we try to create the best formula for developing post-pandemic mountain tourism. We believe mountain tourism in Rinjani will slowly recovered. Some of the things to do are to prepare Standard Operational Procedures in trekking, and adopting COVID-19 protocols by limiting the number of visitors. And we trying to optimize promoting through virtual tour and social media.

At the moment we are holding a photo and video competition with the theme of Mount Rinjani Trekking Activity to promote Rinjani to the world. The most important thing about sustainable tourism is engagement with the people, and we are trying to engage everyone who've been visiting Rinjani, and anyone who interested in Rinjani by remind beautiful memories about Rinjani.



现场嘉宾:河南云台山旅游股份有限公司董事长兼总经理 冯进松
Guest: Chairman and General Manager of Henan Yuntai Mountain Tourism Co., Ltd.
Feng Jinsong

云台山在疫后
推动可持续和高
质量旅游方面做了
哪些努力?

一是坚定不移把优质服务作为实现高质量发展的“标志点”。持续深化“感动每一位游客”的服务理念,在线下、线上做好服务。二是坚定不移把市场复苏作为实现高质量发展的“发力点”。三是坚定不移把市场开发作为实现高质量发展的“引爆点”。重点打造云台山音乐节、云台山旅游节、云台山国际马拉松赛等一系列活动,获得了千万次点赞、亿万次曝光。四是坚定不移把项目建设作为实现高质量发展的“突破点”。围绕游客的消费新需求,谋划涵盖休闲度假、互动体验、民宿文化和亲子研学等4大类16个总投资200亿元的“云系列项目”。下一步云台山将以国际化思维和全球视野,围绕山地旅游“亲近自然、注重健康”的本质内涵,加大与文化传播、体育运动、生态环境等领域的跨界融合,针对年轻客群、中产阶级消费客群,推出更多体验性、刺激性、新奇性于一身的山地旅游产品。

What efforts has Yuntai Mountain made to promote sustainable and high-quality tourism after the epidemic?

First, unwaveringly taking high-quality service as the "symbol point" for achieving high-quality development. Continue to deepen the service concept of "moving every tourist", with off-line and on-line service. Second, unwaveringly taking market recovery as the "starting point" for achieving high-quality development. Third, unwaveringly taking market development as the "tipping point" to achieve high-quality development. Focus on creating Yuntai Mountain Music Festival, Yuntai Mountain Tourism Festival, Yuntai Mountain International Marathon and a series of activities, with widely praised. Fourth, unwaveringly taking project construction as the "breakthrough point" to achieve high-quality development. Focusing on the new consumption needs of tourists, 16 "cloud series projects" with a total investment of 20 billion yuan covering 4 categories including leisure and vacation, interactive experience, homestay culture and parent-child research have been planned. In the next step, Yuntai Mountain will use an international mindset and a global perspective, centering on the essential connotation of mountain tourism—"close to nature and focus on health", and increase cross-border integration with cultural communication, sports, ecological environment and other fields. We would target the young customers and the middle-class consumer group to launch more mountain tourism products that integrate experience, excitement and novelty.



现场嘉宾:浙江湖州市德清县人民政府副县长、莫干山国际旅游度假区管委会主任 洪延艳

Guest: Deputy County Mayor of Deqing County, Director of Moganshan International Tourist Resort Management Committee, Huzhou, Zhejiang
Hong Yanyan

莫干山这些年取得了哪些成就、背后的努力以及未来将如何进行可持续开发?

马蜂窝数据显示,五一乡村旅游民宿热搜目的地,莫干山所在的德清,位列第1,国庆前期携程平台热搜榜莫干山景区位列第5。莫干山快速发展的原因:第一,保护和安全是前提。山地旅游有很多新型业态,比如玻璃栈道、热气球等,但在国内还没有非常明确的法律法规和标准,在这种情况下,湖州市首先以立法的形式制定了《湖州市的乡村旅游条例》,来明确各个部门的管理职责。第二,政策扶持是保障。浙江省各市都出台了很多扶持政策,政府拿出真金白银撬动市场,为民宿企业突破最初的冰封期,同时,政府大力推销德清的民宿疗休养产品。第三,人才和产业非常重要。山水当中蕴藏着各式各样的人才,有海归的人才,有从大企业、名牌学校毕业回归本地乡村旅游中的人才,同时也有本地大学生回乡创业的人才,只有年轻人回归,山地旅游和乡村旅游才会有最大的生命力和活力。第四,市场融合发

展,是最关键的。从度假区发展来看,将继续以创新融合为导向,推进“旅游+”的产业联动,大力推动文旅、体旅、农旅融合发展。倡导“民宿+”的空间联营,鼓励民宿推出书画艺术、亲子乐、山居生活等不同主题特色民宿。鼓励“人才+”的创意联合,创优争优,重视人才,开展标准、培训输出,实现民宿源于宿而“不止于宿”。

(主持人:所谓“硬旅游”就是大自然所给予的山与水,旅游项目当中把“软文化”加入其中形成“软实力”,比如当地的民俗、民间舞蹈、民族戏剧乃至一种节庆,增添到给青少年孩子们的旅游中,形成一种知识的传导。文化的传承是在无言当中的,对山地旅游的“软实力”的发展也是非常重要的。)文化“软实力”,莫干山今年夏天也有涉及,通过建立包含非物质和手工艺的文化礼堂。在这个时间段中,只要有游客,莫干山都会免费开放,并请非物质文化遗产人在这里进行授课,传授非物质文化。就是莫干山在尝试的“软”的旅游方式。

What achievements and measures has Moganshan International Tourist Resort achieved in recent years, and how to carry out sustainable development in the future?

According to data from Mafengwo, Deqing, where Mogan Mountain is located, ranked No.1 among the most searched rural tourism B&Bs destinations during the May Day holiday. We can develop in this way, there are the following four points. First, protection and safety are prerequisites. There are many new forms of mountain tourism, such as glass plank roads, hot air balloons, etc. In fact, there are no very clear laws and regulations in China, and there are no very clear standards on how to supervise them. Therefore, in this case, our Huzhou City first published the "Huzhou Rural Tourism Regulations", in the form of human legislation to clarify the management responsibilities of each department. Second, policy support is a guarantee. Various cities in Zhejiang Province have published supporting policies. The government has used real money to leverage the market to break the initial peak period for enterprises. At the same time, the government vigorously promotes Deqing therapy recuperation products. Third, talent and industry are very important. We have all kinds of talents, including returnees, talents who have graduated from large companies and famous schools and returned to local rural tourism, and there are also talents from local college students who return to their hometowns to start businesses. Mountain tourism rural tourism will have the greatest vitality and after young people returned. Fourth, market integration and development are the most critical. From the perspective of resort development, we will

continue to be guided by innovation and integration, promote the "tourism +" industry linkage, and vigorously promote the integrated development of cultural tourism, sports tourism, and agricultural tourism. We should advocate the "homestay +" in the term of "joint space", encourage the themed development of homestays, and introduce different themed homestays, such as calligraphy, parent-child fun, outdoor sports, mountain life, and gourmet dining. In addition, we should encourage the "talent +" in terms of creative combination, create excellence and strive for excellence, focus on talents, carry out standards and train output, to realize that homestays are originated from accommodation, but are not only the accommodation.

(Emcee: We have been talking about the "hard tourism". The so-called "hard tourism" is the mountains and water that nature gives us. I hope that "soft culture", such as local folk customs, folk dances, national dramas and even a kind of festivals, can be added to the tourism for young people in the tourism projects, to form a kind of knowledge transmission. Cultural inheritance is actually in the absence of words, the development of the "soft power" of mountain tourism is also very important.) We have also mentioned the cultural "soft power". For the events Mogan Mountain built some cultural auditoriums and integrated them well with tourism this summer, because every place has immaterial and handicrafts. As long as there are tourists coming during this time, will open it for free. Mogan Mountain invite inheritors of intangible culture to teach them these intangible cultures. I think these are the "soft tourism" methods you talk about. We are also trying this.



现场嘉宾:吉林长白山管委会旅游文体局局长 耿德勇

Guest: Director of Tourism, Culture and Sports Bureau of Changbai Mountain Management Committee Geng Deyong

吉林长白山作为中华十大名山和中国首批国家5A级景区,在疫后将如何推动旅游发展?

首先是信心。回顾整个疫情,长白山以高规格、高标准部署疫情防控工作。疫情新常态下高质量推进疫情防控和旅游复苏,截止到现在长白山依然是疫情下零确诊、零疑似。另一方面,长白山疫情期间相继出台《支持旅游文化企业应对新型冠状病毒肺炎疫情若干政策的通知》、《长白山管委会旅游文化体育产业发展专项资金管理办法》等政策,发放1500万消费券,扶持文旅企业,刺激文旅消费,为重振旅游信心注入一针强心剂。第二,品牌篇。疫情下人们出行出游的趋势和方式都在发生变化。近年来,长白山积极探索全域旅游发展模式,促进旅游产业多元发展,“旅游+”亮点纷呈,让旅游从“到此一游”式的“快餐打卡”,转变为一次深度的文化体验、消费体验,实现由“匆匆来”到“慢慢行”,从“走马观花”到“康养度假”转变。

Changbai Mountain is one of China's top 10 famous mountains and one of China first batch of national 5A scenic spots. Please introduce how Changbai Mountain promoted tourism development after the pandemic?

First, the faith. Looking back to the entire period of pandemic, Changbai Mountain deployed high-level pandemic prevention work, implemented various measures with high standards during the pandemic, and promoted high-quality prevention & control and tourism recovery under the new normal of the pandemic. Up to now, Changbai Mountain is still in the "double zero" state under the pandemic, with zero confirmed cases and zero suspects. On the other hand, during the pandemic, Changbai Mountain has published supportive policy. Changbai Mountain has published supportive policy. Such as issuing 15 million consumer vouchers, supporting cultural and tourism enterprises, stimulating cultural and tourism consumption, and injecting a shot in the heart to restore tourism confidence. The second one is about brands. Through the pandemic, the trends and ways of people traveling has been changed. In recent years, Changbai Mountain has explored the all-for-one tourism development model and promoted the diversified development of the tourism industry. There are many highlights in "Tourism +". This one-trip "fast food check-in" is transformed into an in-depth cultural experience and consumer experience that realize the transition from "coming in a hurry" to "walking slowly".





现场嘉宾:坦桑尼亚驻华大使馆文化旅游参赞 卢塞凯罗·格瓦萨

Guest: Culture and Tourism counselor of Tanzania Embassy in China,
Representative of Kilimanjaro National Park Lusekelo S. Gwassa

乞力马扎罗山公园所在的坦桑尼亚政府将如何给旅游业提供支持?

乞力马扎罗山海拔 5800 多米,是一个非常美丽的山,吸引了很多的游客。游客来到坦桑尼亚,提高了我们当地的收入,增长了坦桑尼亚 15% 的 GDP。今年由于疫情,旅游业遭受到了巨大的影响,整个经济也受到了重创,很多人因此失去了工作。但是政府也做了很多事情,比如坦桑尼亚政府通过和有关单位合作,设立了一系列标准以帮助人们应对新冠肺炎疫情所带来的影响。中国旅游市场发展的潜力巨大,中国用自己方式去重塑旅游业,比如开通两地直航。坦桑尼亚当地也有自己的合作伙伴,比如和当地的运输公司签约,这样就能够进一步促进安全措施的有效执行。

How does the Tanzanian government, where Kilimanjaro Park is located, provide support to the tourism industry?

Kilimanjaro National Park is more than 5,800 meters above sea level. It is a very beautiful mountain that attracts many tourists. Visitors to Tanzania have increased the local income and also increased Tanzania's GDP by 15%. This year, because of COVID-19, the tourism has been hardly hit. So the economy has been hard hit. We will continue to see the impact of COVID-19. So a lot of people have lost their jobs because of COVID-19, but the government didn't stay idle. The government did something, through the cooperation, the government of Tanzania with stakeholders, they form sort of a standard, you know, procedure to combat. China is a potential market and they go there. They have their own culture and their own way of doing it. Like, they would like to go like using one plane, a direct flight. We have our own carrier, which will sign the contract with the local. So we will continue to promote while we're putting the safety measures at the local level.

议题二：构建面向新消费需求的山地旅游目的地

Topic 2: Constructing Mountain Tourism Destinations Targeted at New Consumer Demand

活化山村文化遗产·开发山地度假产品

国际旅游研究院院士、北京大学城环学院

旅游研究与规划中心主任吴必虎



▲ 国际旅游研究院院士、北京大学城环学院 旅游研究与规划中心主任吴必虎

今天分享的主题是“活化山村文化遗产，开发山地度假产品”。中国、贵州乃至全球都有很多种山地旅游产品，山地旅游资源可以开展的旅游活动也非常丰富。今天主要想谈谈山里面的村庄，就是所谓的山村(Mountain Village)。山地的旅游资源、山村的文化遗产如何跟山地度假产品放在一起考虑，这是主要想分享的观点。

以贵州为案例，贵州在中国几千年的文明历史当中长期处于边缘地区。历史上中原地区、江南地区是中国的经济文化中心，而贵州长期作为边疆省份，或者是少数民族集中居住的省份。但是现在社会出现了一种情况——“从边缘区到核心区”。在后工业时代、后城市化时代，原来交通不太方便但是生态条件很好，民族文化

或者是传统文化保留得更好的一些地区，反而变成了旅游发展的关键地区。

贵州把自己定位为“山地公园省”，国家公园更多的是在里面“看”，而不是在里面“住”。我给贵州，或者是很多山区的建议是要把“到山里面看一看”变为“到山里面住一住”，就是从观光旅游转变成休闲度假旅游。休闲度假旅游的优点是游客可以停留更长的时间、花更多的钱、买更多的东西。这比观光旅游更能推动当地山区的经济振兴。

原来很多山区交通不便，但是现在的环境却发生了改变，比如最近几年到贵州来发现晴天越来越多（这可能是因为全球变暖的原因）。总的来说贵州特别适合于度假或者休闲度假。

为什么要强调山村的度假，在山地开展各种旅游产品，比如登山、运动、观光、生态，但是度假是最能够帮助当地取得较大的“目的地摄入”。目的地摄入越多，目的地就越容易发展。贵州是全世界拥有传统村落最多的一个省，此外就是江南丘陵，这是中国的传统村落最集中的两个地方。由于过去的交通不便和较少的外来干预，山里保留了更多的遗产文化要素，可以活化为度假产品。

大家知道，度假并不是找一个好房子住一住，更多的是看房子以外的风景或是体验当地的人文风情，这是



度假最能够让人满意的地方。

要把山地、山村的文化遗产进行活化,活化为“度假体验”,形成一个山村的度假生活。比如说可以做一些山村的遗产酒店,在欧洲就有很多的城堡酒店,贵州也有很多类似的古堡,如安顺的屯堡。

前面提到的交通通达性,贵州以及其它很多的山区现在都拥有了这样的条件。刚才湖州的洪县长所提到的,湖州距长三角的旅游市场非常近,交通的可达性对于旅游发展来说是非常重要的。从大湾区、广东、广西、贵州至云南这条线路的开通,使得山地度假的条件越趋于成熟。

信息化技术的发展。在5G时代,人们可以提前预订,不至于到了目的地会由于拥挤而体验不好。交通和信息技术的发展,使得遥远的山村也可瞬间抵达。

山地的度假产品主要有森林、温泉和山村。这些村落的文化体验才是最能吸引来自上海、大湾区、巴黎、日本东京地区等人口密集地区游客的关键点。

山村如何从以前种水稻、种茶叶改为“种游客”,这个过程当中,需要各个地方的政府提高认识,农地要向着第一、二、三产业融合发展。要调整农村的产业结构,用地方向。首先要为老百姓提供度假的地方,其次要把度假的成本降下来,降成本的最好办法就是增加建设用地。

各个国家的政府部门要向瑞士学习,应该“既保护,又利用”,“既要绿水青山,又要金山银山”,这个“金山银山”就是把山村里的文化转化为度假产品。

我的发言就到这里,谢谢大家!



Vitalize cultural heritage of mountain villages and develop mountain village vacation products

Wu Bihu(Tiger Wu)

Fellow of the International Academy for the Study of Tourism;

Director/Professor of Center for Recreation and Tourism

Research (CRTR) , Peking University

Today, I'd like to talk about "Vitalizing Cultural Heritage of Mountain Villages and Developing Mountain Village Vacation Products." A variety of mountain tourism products, relevant tourism events as well, reside not just in Guizhou, but in China, and even the world at large. My focus today is the segment of Mountain Village, and I want to share with you how to take tourism resources in mountains, cultural heritage of mountain villages, and mountain vacation products into consideration.

Take Guizhou province as an example. Guizhou has been at the fringe place of China's thousands of years of history and progress. As we all know, central China and south of the Yangtze River are home to China's economic and cultural engines. But Guizhou, a border province, houses many ethnic minorities, thus a present tendency "from fringe to core." In the post-industrial and post-urbanization age, regions with relatively inconvenient traffic yet sound ecological environment and well-preserved traditional or national cultures have turned into key areas for tourism development.

Guizhou defines itself as a "Province of Mountain Parks" where people come for a tour, not for settling down. My advice to Guizhou and other mountainous areas is to turn more visitors into dwellers; in other words, turn sightseeing tour into leisure vacation. Because it bears the advantage of making visitors stay longer, spend more, and buy more, and having a stronger push to the local economic growth.

Mountainous areas used to suffer from poor traffic in the past, but things have changed now. In recent years, we have seen more sunny days in Guizhou, probably because of the global warming. But anyway, Guizhou is now perfectly suitable for holiday or leisure vacation.

Why do I highlight the importance of mountain village vacation Among all the mountain tourism products, such as mountaineering, sport, sightseeing and ecological environment, vacation can best evoke a higher "destination involvement." Higher "destination involvement" makes it easier for the destination to progress. Guizhou houses the most traditional villages in China, followed only by the hilly region south of Yangtze River. Inconvenient traffic and less external influence in mountains in turn have preserved many cultural legacies well which can further be adjusted as vacation products.

We know that going on a holiday isn't just spending a few days in a nice house, but rather experiencing the views and local customs. It is the most satisfying part of a vacation.

Therefore, our goal is to vitalize the cultural heritage in mountain villages as a "vacation experience." For example, to build hotels featuring such heritage. Like castle hotels in Europe, we have Chinese-style castles, like Anshun city, in Guizhou province.

Nowadays, many mountainous areas, including Guizhou, have had their local traffic improved. As County Mayor Hong from Huzhou city mentioned just now, traffic convenience is of great significance to the tourism development in Huzhou as the city stands very close to the tourism market of the Yangtze River Delta. Once the route from Guangdong-Hong Kong-Macao Greater Bay Area, GBA in short, and Guangzhou Province, Guangxi Province, Guizhou Province to Yunnan Province is built, the prospect mountain leisure vacation will look quite promising in the future.

Next, I'd like to talk about information technology. As we step into the era of 5G, we can book tickets in



advance, and bid farewell to the poor experience of getting in crowded lines at destinations. Advanced information technology and traffic can bring even the remotest villages close to any tourist.

Mountain vacation products include forests, springs and mountain villages. Such village -featured cultural experience is the key in attracting visitors from populated areas like Shanghai, GBA, Paris and Tokyo.

How do mountain villages evolve from planting rice and tea trees to “planting tourists” For that, local governments need to be aware that agricultural land also needs to be adjusted for industry and service sector by

modifying the industrial structure and land use purpose in rural areas. In detail, we must build holiday resorts, and lower down the travel cost for tourists. And the top choice for reducing cost is to add construction land.

I think governments of all countries need to learn from Switzerland, to “balance protection and development,” and to put the conviction that “lucid waters and lush mountains are invaluable assets” into practice. In other words, we should turn the village culture into vacation products.

That’s all. Thank you for listening!



交流协作并进·构建消费新需求的山地旅游目的地

世界旅游及旅行业理事会资深区域经理安德鲁·布朗



▲ 世界旅游及旅行业理事会资深区域经理安德鲁·布朗

世界旅游及旅行业理事会在全球范围内代表着旅游业界的私营企业，今年迎来成立的第30周年。世界旅游及旅行业理事会的宗旨和使命是帮助私营企业向政府提出统一而有影响力的意见，强调旅游业的重要性，并致力于实现公平的经济政策和助推行业的长期可持续发展。世界旅游及旅行业理事会拥有200多名会员，他们都是来自世界各地的一些大型旅游机构的领导者，如携程的首席执行官孙洁、阿联酋航空公司总裁盖瑞·查普曼，以及希尔顿公司总裁兼首席执行官，同时也是我们的主席克里斯·纳斯塞塔。世界旅游及旅行业理事会是代表整个旅游业的唯一机构，其会员的业务遍布各个行业和地理区域。

全球业绩。自成立以来，一直在量化旅游业对于全球185个国家和25个地区的经济和社会影响。还对其他重要领域以及旅游业面临的各项问题进行研究，如可持续性、签证便利化，以及目前最重要的危机管理。通过这些研究，可以确切地阐释旅游业对一个国家、地区，乃至前面提到的全球经济有何重要意义。这是今年2月发布的一些关键数据，在新冠肺炎疫情产生影响之前。可以看到上端显示了旅游业增长3.5%，而全球总量增长2.5%，事实上，这是旅游业

连续第9年超越全球经济。总体而言，旅游业贡献了全球总量的10.3%，提供了3.3亿个就业岗位，相当于全球所有就业岗位的1/10。值得关注的是，在过去5年新产生的所有就业岗位中，每4个岗位中就有1个属于我们行业（旅游业）。这是相当令人赞叹的！旅游业是帮助全球、地区和国家经济从当前危机中复苏并发展壮大的理想行业。

全球复苏。自新冠肺炎疫情开始以来，世界旅游及旅行业理事会一直在量化其对旅游业和就业机会的潜在影响。关于全球的局势，其中包括两种前景。其中一种前景预测与近期所看到的情况完全一致，特别是中国和欧洲国内旅游和短途旅游的重启。

在基准前景中，预计将损失超过1.21亿个就业岗位，这一数字是基于2019年的3.3亿个就业岗位。同时，旅游行业将损失超过3.4万亿美元，这是一个巨大的损失。假设出现第二波疫情，旅游业的重启将进一步推迟。则需要采取各项隔离措施，且消费者信心将一直处于历史低位。不幸的是，由于旅游限制措施的迅速实施，各国间缺乏相互协调，以及阻碍旅行者出国旅游重大障碍的存在，甚至这种前景的方方面面已经开始浮现。在这种情况下，下行前景将对就业岗位的流失数量产生不利影响。且在这两种前景下，产生的损失都将超过60%。

复苏的四项原则。希望避免之前提到的下行前景，并重新开始刺激消费者需求，世界旅游及旅行业理事会制定了复苏的四项原则，以帮助降低新冠肺炎疫情造成的影响。

首先是政府和私营部门之间协同合作，以重建行业的有效运行。在这一原则下，有两项要点，即需要重新开放边境，以“旅游走廊”或“泡泡式区域旅



游”来取代(现有的)检疫措施,并呼吁取消旅行警告或禁止非必要国际旅行禁令。

第二,呼吁向非接触式、安全、无缝的旅行体验转型,用最新技术来增加健康和卫生设备。从本质上讲,即对旅行者整个旅程中的检测和接触追踪进行整合。如果出现可用的疫苗,则将推行一种公认的旅行者数字健康印章。

第三,需要采用全球健康和安全协议,该协议是由旅游业私营企业、卫生专家和公共部门共同制定的,以重塑旅行者信心和一致性体验。

最后同等重要的是,各国政府应该采取一些措施继续支持旅游业。因为这个行业遭遇了前所未有的重创,且在全球经济复苏中发挥着重要的作用。这些措施包括财政激励、无息贷款、劳动者保护,以及基础设施投资和增加宣传推广的预算。

安全无缝旅行者旅程(SSTJ)。为了帮助重新创造消费者需求,并考虑到复苏的前两项原则,世界旅游及旅行行业理事会的会员们与利益相关的私营企业合作,制定了《安全无缝旅行者旅程指南(SSTJ)》。该指南是由旅游私营企业推荐的最佳做法,着眼于无缝和非接触式旅行,以及对旅行者的检测和追踪。该指南将使旅行者和所有检查站员工的行动更高效、更安全,并有效降低新冠肺炎疫情继续传播的能力。这项成果(指南)允许旅行者以非接触的方式旅行,并旨在帮助旅行者在整个旅程中重建信任和信心,其中包括整个旅游业的各个领域,尤其是山地旅游目的地。

安全旅行协议。为了进一步帮助旅行者建立信心,还制定了行业特定安全旅行协议。到目前为止,该协议涵盖了十个行业,包括航空公司、机场、旅行社、酒店和旅游景区等。我们将很快发布直接针对“探险旅游”的协议。当然,山地旅游也是其中的一个重要部分。这些协议将为重启安全、健康和负责任的全球探险旅游提供支持。

这些协议分为四个主要部分,首先,做好员工和运营管理方面的充分准备,以确保服务质量和交付的一致性,并培训员工执行安全卫生计划。其次,确保员工和游客的安全体验,这将通过强化清洁度和最佳卫生措施以实现。再次,通过透明化和与游客沟通重建信任,可以通过各相关部门的渠道,以数字化和物理化的明确标识向游客提供清晰、一致且最新的健康卫生协议信息。最后,需要在政府一级实施推行政策,以确保所提供服务的 consistency。增加宣传活动预算以拉动消费者需求,提供财政救济和制定激励措施以促进旅游业繁荣。

会员和私营企业的目标是,通过制定这些基准协议重塑游客的信心,以世界领先的健康和卫生标准来保护消费者和行业工作者。这继而也将拉动消费者需求。

在行业特定指南的基础上,应会员的要求,推出了安全旅行印章,为世界各地的旅行者提供一项统一的全球性指标,以查看谁在遵守安全旅行指标。我们发现,这将逐步重新建立旅行者信心、刺激新的消费者需求,并开启全球旅游和山地旅游复苏之路。其中一些旅游目的地都签署了协议,并承诺在其商业运作的各个阶段都会遵守这些协议。目标是让看到“安全旅行印章”的旅行者放心,并确信他们将要体验的服务充分考虑到了他们的健康、卫生和安全。

关于已签署协议并获得安全旅行印章的旅游目的地全球概览及分布情况。现在,旅游目的地本身可以采用安全旅行印章,并将其提供给遵守该特定协议的利益相关方和供应商。如果您的旅游目的地有兴趣签署协议并获得安全旅行印章,请联系我。相信在新冠肺炎疫情期间和疫后一段时间内,这是建立新的消费者需求的最佳方式之一。

再次感谢国际山地旅游联盟邀请世界旅游及旅行业理事会参与今天这个非常重要的会议。

谢谢大家!

Construct a mountain tourism destination for new consumer demands via exchange and cooperation

Andrew Brown

Senior Regional Manager of World Travel & Tourism Council (WTTC)

WTTC represents the global private sector of Travel & Tourism, this year we are celebrating our 30th anniversary. The purpose and mission of WTTC is to provide the private sector with a single powerful voice into governments, highlighting the importance of Travel & Tourism and striving for fair economic policy and the long-term sustainable growth of the sector. We have over 200 Members, who are the leaders of some of the largest Travel & Tourism organizations around the world, including Jane Sun, CEO of Trip.com, Gary Chapman, President at Emirates and Christopher J. Nassetta, President & CEO of Hilton who is also our Chairman. WTTC is the only body who represents the whole sector, and whose Members have operations across every industry and within every geographic region.

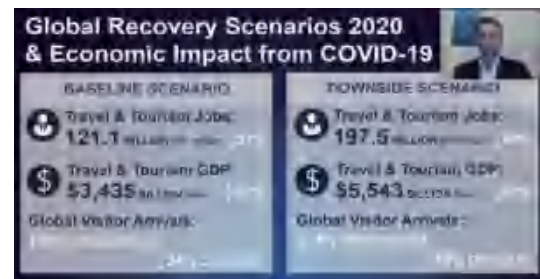
Global Performance



Now since our foundation, we have been quantifying the economic and social impact of Travel & Tourism for 185 countries and 25 regions around the world. We also conduct research into other important area and issues facing the sector such as sustainability, visa facilitation and most important right now crisis management. Using this research, we are able to highlight exactly how significant Travel & Tourism is for a country, region or in the case of

this slide, the global economy. The key data points that we released in February this year, prior to the impact of Covid-19. Travel & Tourism GDP grew at 3.5% compared to the overall global GDP growth of 2.5%. This was in fact the 9th consecutive year that Travel & Tourism had outpaced the global economy. Overall, our sector accounted for 10.3% of total global GDP, and supported 330 million jobs, which is equivalent to 1/10 of all jobs in the world. An interesting point is that of all the new jobs created over the last 5 years, 1 in every 4 was within our sector. Which is fairly impressive! What this slide also highlights is that Travel & Tourism is the perfect sector to help the global, regional and country economies recover and grow stronger out of the current crisis.

Global Recovery Scenarios



Since the start of the pandemic, WTTC has been quantifying the potential impact that COVID-19 will have on GDP and Jobs across the sector. The global picture, with 2 scenarios. Baseline on the left assumed and is in line with exactly what we have been seeing in recent times, especially across China and Europe with the restarting of domestic and short haul travel.

In the baseline scenario, we forecast that there will be over 121million jobs lost, which is from the



original 2019 figure of 330million remember also that over \$3.4 trillion will be removed from our sector. Which is very significant. The downside scenario on the right however is based on there being further delays to the restarting of travel, with the assumption that there might be a potential second wave, quarantines are put in place and consumer confidence remains at an all time low. Unfortunately, we are starting to see aspects of this scenario come to realization, with swift travel restrictions being put in place, a lack of coordination between countries and significant barriers stopping travelers from travelling overseas. In the downside scenario, you can see that it will be detrimental to the number of jobs lost and GDP contribution forgone. Over 60% in each case.

How can we build back Consumer Demand?

Given the impact that we have all felt due to Covid-19, the question or questions you might be asking is how can we start taking the right steps towards recovery? Are there solutions that can help? Can we generate new consumer demand?

Four Principles for Recovery

Specially, as we all want to avoid the downside scenario from the previous slide and begin stimulating new consumer demand once again, WTTC has developed 4 principle of recovery to help reduce the impact of Covid-19.

The first is a coordinated approach between governments and the private sector to re-establish effective operations. Within this principal the key focus is on 2 main points, the need to reopen borders replacing quarantine measures with 'corridors' or 'bubbles' and the call to remove barriers such as travel advisories and bans on non-essential international travel.

Secondly, we are calling for a move to a contactless, safe & seamless traveller experience adding in health & hygiene components with the use of the latest technology. Essentially integrating testing and contact tracing throughout the traveller journey, and if a vaccine becomes available incorporating a digital health stamp that is universally recognized for the traveller.

The third is the need to adopt global health and

safety protocols, which have been defined by the travel & tourism private sector, health experts and the public sector in an effort to rebuild traveller confidence and a consistent experience.

Last but certainly not least and of equal importance is that governments continue to support the sector given how hard we have been hit and the important role we can play in the recovery of the global economy. These measures include fiscal incentives, interest free loans and worker protection as well as investment in infrastructure and increasing promotional budgets.

Safe & Seamless Traveller Journey (SSTJ)



To help regenerate consumer demand and taking into account the first two principals for recovery, WTTC has, in collaboration with our members and relevant private sector stakeholders produced guidelines for a 'Safe & Seamless Traveller Journey'. These guidelines are the best practices recommended by the private sector, focusing on seamless and contactless journeys as well as the testing & tracing of travelers. It will make it more efficient and safer for travelers and employees at all the various checkpoints, in effect reducing the ability for Covid-19 to continue spreading. The outcome of allowing travelers to travel in a contactless manner is designed to help to rebuild traveller confidence and trust throughout their entire journey, whether that be across the whole sector or specifically within mountain tourism destinations.

Safe Travels Protocols

To further help build back the confidence of the traveller, we also developed industry specific Safe Travel Protocols. So far they cover 10 industries ranging from Airlines, Airports, Tour Operators, Hospitality providers and Attractions. We will soon be releasing protocols



focuses directly on 'Adventure Tourism'. Which of course mountain tourism is a big part of. If you would like to have access to these, please let me know as they will support the safe, healthy, and responsible restart of adventure tourism around the world.

These protocols are divided into four pillars, that you see on the slide. The first, operational and staff preparedness ensures consistency in quality and delivery of services and that staff are trained to execute on safe & hygienic plans. Second, ensuring a safe experience for staff and guests through enhanced cleanliness and hygiene best practices. Next, the rebuilding of trust through transparency and communication with guests, by providing clear, consistent, and up-to-date information to customers on new health & hygiene protocols via the organization's channels, both digitally and physically through on site signage. Finally, the need to implement enabling policies at the governmental level to ensure consistency of services being offered as well as enhancing promotional activity budgets to increase consumer demand, providing financial relief and establishing incentives to boost travel & Tourism.

The aim of our members and the private sector is that by establishing these baseline protocols, we can build the traveller confidence through world leading health and hygiene standards for the protection consumers and the employees. This in turn will bring back consumer demand.

Building on from the industry specific guidelines, and

the request from our members we have introduced a Safe Travel Stamp. The Safe Travel Stamp provide a single global indicator for travelers across the world to see who is in the meeting the protocols. We have found that this is a perfect way to start building the confidence of the traveller back, stimulating new consumer demand and start on the road to recovery in global travel and mountain tourism. Here you see just a few of the destinations who have signed up and pledged to uphold the protocols throughout every stage of their business operations. Our aim is that a traveller who sees the Safe Travel Stamp will feel rest assured that the service they are about to experience has their best health, hygiene, and safety in mind.

Here you see the global overview of where those destinations are who have signed up to the Safe Travel Stamp are located. There is now the ability for destinations themselves to adopt the Safe Travel Stamp and provide it to their stakeholders & suppliers who are abiding by the specific protocols. Please let me know if your destination is interested in signing up to the stamp, as we

I'd like once again thank International Mountain Tourism Alliance allowing myself and WTTC to be a part of this very important conference today.

Thank you!





连线嘉宾:日本北海道大雪山国立公园代表,日本北海道探险旅游协会会长 荒井一洋

Online Guest:Chairman of Hokkaido Adventure Travel Association,
Representative of Daisetsuzan National Park Kazuhiro ARAI

北海道大雪山国立公园关于针对新客户需求开发山地旅游有什么建议?

要有真实性,即重建和重新推行游客的山地生活方式。假如中国游客到日本来参观旅游,而导游说:“欢迎来到北海道,我为你们中国客人准备了一些活动,会令你们感到很惬意,但当地人通常不会做这些。”,这会让人开心吗?答案是否定的。这趟旅行也许会很舒适,因为它是量身定制的,根本算不上一次探险之旅,因为没有任何可以获得喜出望外的体验。人们为什么要旅行?因为你们要寻求体验真正的文化,而不是“人造旅游产品”。你们看到的户外活动是他们的日常生活方式,而且你们可以分享这种体验。这与旅行社为你们提供的产品不同,我想把这种“结构”引入我们的旅游目的地。因此,“真实性”,即重建或重新推行我们当地的山地文化,是关键词。而我们正在致力于为孩子和家长们提供机会,总结一下,关于常说 A、B、C 级旅游资源。A 级旅游资源,如著名的滑雪场和风景优美的徒步旅行路线等,早已为人们所熟知,并令游客们会感到满意,所以就不谈了。但有更多的机会去改善 B 级或 C 级资源,这类资源通常是小规模的,但却体现了当地的生活方式,而且,这也是游客想要的“真实体验”。旅游目的地应该在这方面多下功夫,以实现旅游业的可持续发展。

探险旅游在推动大雪山的可持续旅游发展,以及满足年轻旅游爱好者需求方面都有哪些独特的作用?

我觉得探险是青年旅游的可持续发展的一种理念。在大雪山国立公园,我们近 20 年来一直提倡“合理利用”的思想。我认为“合理利用”的意思是“由客户进行管理”,其主要思想是“客户可以获得更深入的了解,从而行为得当”。这项倡议虽然推进缓慢,但确实已经付诸实践。所以,你们根本看不到任何垃圾,那里的环境非常宜人,甚至还很多人在帮忙监督维护。探险之旅可以推进这项倡议的实施,使其成为年轻人的标杆,告诉他们:“你们可以通过自然保护运动来寻求自我实现”,这就是可持续性。DMO 将自己宣传为“山地城市度假村”,因为我们在 1 小时的路程内有 10 多个滑雪场,所以,您可以根据当天早晨的情况选择要去哪里。您在夏天进行徒步旅行时也可以这样。这里有高山徒步、深林徒步、沼泽徒步、湖畔徒步或稻田徒步。您一天可以体验三种以上的环境。我们有各种各样的环境。这提供了多种选择,可以最大限度地拓展游客的体验,这对年轻人来说应该是有趣的,或者说不仅是年轻人喜欢,而且对成年人也很有吸引力。要进一步推进这项工作,“信息”和“交通”的发展是至关重要的,交通也应该是生态的。

Do you have any suggestions for the development in Hokkaido Daisetsuzan National Park to meet the new needs of customers of mountain tourism ?

Authenticity. Another words, re – building, and re – enforcing of our lifestyle with mountains. Let’s say, you visit us in Japan, and if I as a guide say “Welcome to Hokkaido, I prepared activities for you, for Chinese guests, so you will be comfortable, but locals do not normally do this”. Is this exciting The answer is no That tour maybe comfortable because it’s customized to you, but this is not an adventure at all, because the experiences will stay within your expectations. So, why do you travel? You are seeking to experience the real cultures, instead of “the Man –Made Tourism Products”. you will see the outdoor is their daily lifestyle and you are shared their experience.” This is different from a tour operator offering you a product, I would like to make this kind of “structure” into our tourism destination. So, “Authenticity” as re–building or reinforcing our local mountain cultures, is the key word, and we are working on providing learning opportunities of local outdoor skills to kids as well as their parents. To conclude my speech, let’s say A, B, or C grade tourism resources. Grade A resource such as famous skiing resort or beautiful hiking course are already well known, and tourists will get satisfied. So we leave that there. But we have more possibilities to improve on B or C grade resources which are often small, but it is the local lifestyle. And, this is what tourists want, “the authentic experiences”. I think we should work on this for our sustainable tourism development.

What are the unique roles of adventure tourism in promoting the sustainable tourism development of Daxueshan Natural Park and meeting the needs of young travel enthusiasts?

The role of Adventure Tourism is an icon and implementation of sustainable tourism. In Daisetsuzan, the ideas of “wise use” has been promoted since the last 20 years. I think “Wise Use” means “management by users”, and the main idea is “Users behaving properly with better understanding”. It’s been slowly but certainly moving into action. So you don’t see any rubbish at all in the park, and very pleasant environment there, or even, some of the hikers are helping track maintenance as well. So now, adventure tourism can drive it forward as an icon for young people. Saying “You can seek your self –realization with spontaneous movement for conservation”, which is sustainability. Providing variety of choices. Younger generation are rational and good at searching time by time. DMO here promote ourselves a “Mountain city resort” because we have more than 10 ski areas within 1 hour time, so you can actually choose where to go according to conditions in the morning. You can also say the same thing in summer about hiking. There are alpine hiking, deep forest hiking, swamp, lakeside hiking or rice farm area hiking. You can experience more than 3 environments in one day. We have diverse environments. This gives variety of choices to maximize tourists’ experiences, and should be interesting for young people or it’s not only for young people, but also adults. To make it forward, development of “information” and “transportation” is crucial. And transportation should be ecological as well.





连线嘉宾:智利“圣地亚哥世界山地旅游之都”项目总裁 迈克尔·莱瑟比

Online Guest: President of the Strategic Program of "Santiago, a Capital of World Mountain Tourism" in Chile Michael Leatherbee

“圣地亚哥世界山地旅游之都”项目有哪些经验做法?智利推出了哪些政策、措施来吸引世界各地的山地爱好者?

“圣地亚哥山地旅游之都”战略项目是一个位于智利首都圣地亚哥的公私合营计划。智利是一个狭长地形的国家,基本上就是一个很长的山脉。从前哥伦布时代开始,山地就一直是智利文化的重要组成部分,智利曾获世界旅游大奖颁发的“最佳冒险目的地”称号。

当落地智利的首都,距离安第斯山脉的中心地带仅一小时车程。在这里,会发现南半球最好的滑雪胜地以及一些最令人叹为观止的远足和徒步旅行目的地。但是,户外探险并不是智利山地的唯一吸引力,印加人深谙这一点。安第斯山脉的心脏地带存在一种难以描述的神秘主义。在这里,可以寻找自我,更深刻地感受生命。这就是为什么我们努力把山地建设成为一个更具包容性的目的地,让来到这里的每个人都可以享受和发现幸福。

一个重要措施是,去年开始智利历史上第一次由四个社会部门齐心协力,共同推动目的地发展。这些部门包括公共、私人、学术和民间社会。将共同募集社会资本和建设集体的愿景,以在不久的将来推动有效决策的落实。因此,今年年底前,将制定战略路线图,指导发展,使圣地亚哥成为每个人的心愿清

单上必去的目的地。有几个预测:首先是国际旅行的减少,这自然会使国内旅行需求的增加;第二经济衰退,这会削弱购买力;第三是应对焦虑症(因封闭或贫困造成的焦虑)的必要性,这种焦虑可能会迫使人们走向户外。但人们会减少长途旅行,然后把钱花在国内服务上吗?还是他们即使有愿意去户外旅行的意愿,但仍不愿为服务付费,并且可能损害需要维护的基础设施。因此,生活将充满不确定性。

必须学会将商业逻辑从因果逻辑转换为实效逻辑。计划是一种因果逻辑,当能够预测未来时,它会很好地发挥作用。当无法预测未来时,最好转换为以实效为主的逻辑。旅游目的地和旅游服务提供商需要创造性地思考并问自己:我手头有什么资源可以让我充分利用好当前的形势?这不是一个简单的范式转换,但如果是希望在增加面对不确定性的情况下成功的几率,那就有必要这样做。另外,政治家们要意识到山地户外旅游的重要性和脆弱性,这是一个强调环境可持续发展的重要行业,这是一个好的方面。另一方面,也是一个既能为游客也能为服务提供商提供福祉的行业。这个行业绝不能搞砸,否则将需要很长时间才能重建。这就是为什么我们需要共同努力继续保护旅游业。

What are the experiences and practices of the "Santiago, a Capital of World Mountain Tourism" in Chile? What efforts has Chile made in recent years to attract mountain enthusiasts around the world?

"Santiago, a Capital of Mountain Tourism". This is a public-private initiative based in Chile's capital city of Santiago. Chile is a thin country relative to its length. Our country is essentially one long mountain range. The mountains have been an important part of our culture from pre-Columbian times. Chile has been awarded the Best Adventure Destination by the World Travel Awards.

When you land in Chile's capital city, you are a one hour drive from the heart of the Andean range. You can find some of the finest skiing in the southern hemisphere, and some of the most breathtaking hikes and excursions. But outdoor adventure is not the only appealing attribute of our mountains. And the Incas knew this well. There is a mysticism about being in the heart of the Andes that is hard to describe. It is a place where you can find yourself and make a deeper connection with life. This is why we are working hard to make the mountains more inclusive, where there is a place for everyone to enjoy and find well-being.

Last year there was an important point of inflection. As far as I know, for the first time in the country history, four sectors of society have come together to work on the development of this destination: these sectors are the public, private, academic and civil society. Together, we are building the social capital and also a collective vision that will drive effective decision-making in the near future. As a result, by the end of this year we will have a strategic road map that will guide our development towards becoming a unmissable destination on

everyone's bucket list. There are a couple forecasts that I think we all need to keep in mind. The first is a reduction in international travel, which will naturally increase domestic demand. The second is the recession, which will decrease purchasing power. The third is the need to deal with anxiety (either from confinement or poverty), which may push people towards being in the outdoors, but without much income to pay for services in those locations. So, we live in a scenario of uncertainty. Will people spend less in long-distance travel and use their money to pay for domestic services? That will be a good thing, or will people be reluctant to pay for services despite visiting the outdoors, at the detriment of the infrastructure that requires upkeep? That will be a bad thing.

We must learn to change our business logic from a causal to an effectual one. Planning, which is a causal logic, works well when you can predict the future. When you can't predict the future, it is better to work with effectuation. Touristic destinations and tourism providers need to think creatively, and ask themselves, what resources do I have at hand to make the best of the situation we currently face? It is not an easy paradigm shift, but one that is needed if you wish to increase your chances of success in the face of uncertainty. Also, politicians need to realize the importance and fragility of outdoor tourism. It is an industry that emphasizes the importance of environmental sustainability. That's a good thing. It is an industry that provides well-being to visitors and service providers. That's also a good thing. It is an industry that must not break down, because if it does, it will take a long time to rebuild. And that's why we all need to work together to continue to protect this industry.





现场嘉宾：贵州十二背后旅游集团董事长 陈进
Guest: Chairman of Guizhou Shierbeihou Tourism Group Chen Jin

在后疫情时代，
您如何吸引更多的
年轻人前往十二背
后以满足不断变化
的新消费需求？

十二背后分为两种游玩形式，一是主要面向中老年人的普通游，以观光游览为主；另一是面向青年人的精品游，以户外休闲运动为主。十二背后把户外休闲运动放在最重要的地位。

户外休闲，意味着人们在忙碌而又紧张的生活中抽出一定的时间进行室外的休息与放松，以便调节心情、保持身心愉悦、维护生命保健、定期恢复体能。作为产业来讲，户外休闲第一是要有一定的娱乐性，第二是休闲性，第三是具有文化性，第四则是要有成熟的服务体系。通过对市场进行细分，贵州十二背后将青年人作为的户外休闲主力（消费群体）。经过多年的探索，贵州十二背后也取得了一定的成绩，在今年疫情之后的旅游旺季，十二背后酒店的房间需要提前一个月预定，对此我感到很欣慰。

How can you attract more young people to travel to your scenic spots for consumption in the post COVID-19 era and what kinds of changes or reforms would you want to do?

We would like to have different categories of the tourism including the common tourism for middle-aged and elderly people—sightseeing tours, and the special tourism for young people—outdoor leisure sports. We put outdoor leisure sports tourism in the most important position. People take outdoor leisure activities means that they could take a certain time to rest and relax in a busy and tense life in order to adjust their mood, relieve physical and mental pleasure, maintain life and health care, and restore physical fitness regularly.

As an industry, outdoor leisure need to be with a certain entertainment, the second is for leisure, the third is with cultural connotation, and the fourth is to contribute a mature service system. By subdividing the market, young people is the main consumptive force of outdoor leisure for our scenic spots. After years of exploration, Guizhou Twelve Back Tourism Group has also achieved certain results. In the tourist season after the pandemic, our hotel rooms need to be booked one month in advance. I am very pleased with this.



现场嘉宾:四川四姑娘山户外运动管理中心主任 杨伟太
Guest: Director of Outdoor Sports Center, Siguniang "Four Girls" Mountain in Sichuan province, China Yang Weitai

后疫情时代四姑娘山应如何经营面向新消费需求的山地旅游目的地?

四姑娘山是四川山地旅游目的地的代表,位于阿坝州,距离成都只有 175 公里,它的山地户外运动资源特别丰富。目前已经开发了登山、攀冰、攀岩、自行车、漂流等户外项目。

四姑娘山的运营模式是利用山地户外运动爱好者带动整个大众人群。目前也正在申报全国首个以山地户外运动为特色的 5A 景区。四姑娘山的山地户外运动开发和建设是从上世纪八十年代开始,到现在已经初具规模。现在,整个小镇已经有 30 家专业的户外运动俱乐部,还有近 300 名的从业人员。

(主持人:很多人对于山地旅游或者文化遗产开发都比较担忧。如果不进行开发,山地原住民的经济生活是比较落后的,当地风景也不能被人们所欣赏;开发的话又会造成一定的破坏。在这种矛盾下,四姑娘山景区是如何进行平衡的?)随着人们的生活水平提高,山地户外运动以一种势不可挡的状态进入到人们的生活当中。景区形成了一个共识,那就是以有效的管理、疏通,代替粗暴地阻挡。

How did Siguniang Mountain construct mountain tourism destinations targeted at new consumer demand after this pandemic?

Siguniang Mountain is a representative of mountainous tourism destinations in Sichuan Province. It is located in Aba Tibetan and Qiang Autonomous Prefecture, only 175 kilometers away from Chengdu City, particularly with rich mountain outdoor sports resources. At present, we have developed outdoor projects such as ice climbing, rock climbing, biking, rafting and so on.

Our model is to use mountain outdoor sports enthusiasts to drive the common people to join in this activity. Currently we are applying for the country's first AAAA scenic spot featuring with mountain outdoor sports. The development and construction of outdoor sports in Siguniang Mountain started in the 1980s and has now begun to take shape. The whole town has 30 professional outdoor sports clubs with nearly 300 employees.

(Emcee: The outdoor sports in Siguniang Mountain is well-known all over the country. We want to know after this pandemic, how did Siguniang Mountain construct mountain tourism destinations targeted at new consumer demand?) As people's living standards improved, mountain outdoor sports came into people's lives in an irresistibly state. scenic area has formed a consensus, that is, taking effective management and persuasion instead of "rough" control.





现场嘉宾:西班牙驻广州总领馆旅游参赞,西班牙泰德峰国家公园代表 安娜
Guest: Representative of Parque nacional del Teide, Tourism counselor of
Consulate General of Spain in Guangzhou Ana Lafuente

请分享泰德峰国家公园的经验和做法分享。

泰德峰是西班牙的最高峰,是世界第三大火山,泰德峰国家公园是欧洲游客最多、全球游客数排名第二的国家公园。对于国家公园来说,有丰富的内容是非常的重要,而且必须是高质量的,能够吸引消费者的,能够让消费者看到丰富的内涵的。不得不说,泰德峰国家公园所在的加那利群岛现在是欧洲最火爆的旅游目的地,因为在新冠肺炎疫情大流行情况下,其风险非常低。

在欧洲,目前正试图确定一些风险较低的地区以便开展旅游业,而加那利群岛就是其中之一。欧洲疫情恢复虽然缓慢,但是未来前景很好。短期内,将专注于吸引欧洲等附近地区的游客;中期,将会更加重视互联互通。西班牙旅游相关部门也希望能够重新开起国际航班,以尽快恢复互联互通;长期而言,正在制定从2021年到2024年的战略营销计划,该计划将重点放在疫情之后,将在数字化和可持续性等方面逐步改进。目前中国的旅游团到西班牙更喜欢去马德里或是西班牙西南部的其他城市。我们正致力于向中国游客展示一个不为人知的新西班牙。西班牙拥有15个国家公园、生物多样性、丰富多彩的文化历史和自然生态景观,这将会吸引到更多的中国游客。

What are the experiences and practices of Parque nacional del Teide?

Parque nacional del Teide is the highest peak in Spain and the third highest volcano in the world, it's the most visited national park in Spain and Europe and the second most visited national park in the world. I think destinations need to be enriched with content with high quality, attractive to tourists see the rich connotations. I have to say that the Canary Islands, it's a set of islands where the Parque nacional del Teide is located, is one of the regions in Europe right now where tourism is taking place because the risk is very low.

In Europe, the policy right now is trying to identify the regions with low risk, so the tourism can take place and the Canary Islands is one of these regions. The recovery (in Europe) is starting slowly but it's starting now, and the prospects are quite good. In the short term, we are focused on nearby tourism in Europe. In the middle term, we're going to be focused on connectivity, because connectivity is really important for us. Our organization which is related to tourism, hopes to open international flights again to reactivate connectivity soon. And in the longer term, we are working on a strategic marketing plan from 2021 to 2024 which will be focused on the post pandemic period and we want to improve the things, such as digitalization and sustainability. Chinese tourism groups do like, visiting Madrid and other cities in southwest Spain. We're focusing on presenting a new Spain that is unknown in China. Spain has 15 national parks. And it is a country with rich biodiversity, rich cultural history and natural ecological landscapes, which will attract more Chinese tourists.



现场嘉宾:意大利驻重庆总领事馆科技参赞
兼商务处负责人 龚卓龙

Guest: Scientific Counselor & Head of Commercial Office, Consulate General of Italy in Chongqing Lorenzo Gonzo

意大利山区旅游的特点和受疫情的影响如何?

在意大利,旅游业是非常重要的,它约占国内生产总值的 6%到 10%。意大利坐拥 4000 公里的海岸线,同时也是一个艺术中心。很多人到此追求艺术和文化,或是体验山地旅游。推动意大利山地旅游发展的主要动力一直以来都是酒店和度假村,但最近几年出现的共享经济成为了新的动力。游客们可以选择民宿居住并体验乡村旅游。这些民宿大都是由当地居民经营,因此,游客可以获得在山间村落中的沉浸式体验。

冬季,意大利因冰雪和登山产业著称,我们在和瑞士接壤的地区设有 1,500 多个滑雪场。意大利也为 2022 年北京冬奥会作出了贡献。我们已经举办过三届冬奥会,2026 年冬奥会也将会在意大利举办。我们还为游客提供像是登山、漂流、山地自行车、滑雪等山地旅游项目,希望能够为游客提供丰富多样的山地旅游体验。当然,可持续发展也是非常重要的一个方面。

What are features of the Italy mountain tourism?

How was it affected by COVID-19?

Italy tourism is very important sector. It accounts for nearly, 6 to 10 percent of GDP. And we has nearly 4 thousand kilometers of coast, people going for art and culture and mountain tourism. The industry which drives the mountain tourism in Italy, we have of course, the resorts and the hotel. But what is coming out in the last few years is some sort of shared economy that you have a B&B accommodation or even agricultural tourism. More infrastructure are led by local families, so you could have an immersive experience by living in the country side and near the mountain.

For winter time, Italy is also quite strong for ski industry and mounting. We have over 1,500 ski facilities which are nearby Switzerland. Italy is contributing also for Beijing 2022. Italy has been hosting three times the Olympics and the next time is in 2026. There are a lot of other activities like climbing, rafting, canyoning, mountain biking, ski touring and snow shoring and we try to offer all of these things to the tourist with a full immersive experience in the mountain tourism. Of course, sustainability, it has been an award which has been used all along this conference is the kind of behavior.



“助力贵州山地旅游高质量发展”企业家座谈会 Entrepreneur Forum on “Facilitating Mountain Tourism in Guizhou Province”

11月17日,贵州省人民政府与国际山地旅游联盟共同主办了“助力贵州山地旅游高质量发展企业家座谈会”。

新冠疫情爆发以来,全球旅游业遭受巨大冲击,然而在旅游业元气大伤之时,中国的市场却表明,山地旅游成为广大民众的旅行追求。贵州拥有的丰富山地旅游资源,越来越成为更多山地旅游爱好者的选择。但是如何发展好山地旅游,探索贵州山地旅游发展的新路径、新模式,仍值得探究。

当前,贵州在经济发展、交通建设、生态文明建设以及民生福祉上大步向前,贵州的旅游业要朝着高质量发展、融合发展和绿色发展的方向前进。今后贵州旅游发展在坚守生态的同时,也要利用“旅游+”,旅游+体育、旅游+教育、旅游+乡村振兴、旅游+文化……,推动贵州旅游高质量发展。

On 17th November, Guizhou provincial government and IMTA jointly sponsored the Entrepreneur Forum on “Facilitating Mountain Tourism in Guizhou Province.”

Since the COVID-19 outbreak, world tourism has been hit hard. But in China, mountain tourism becomes a new growth point favored by the public. Guizhou province enjoys profuse mountain tourism resources, increasingly making it the top choice for mountain tourism fans. But how to give full play to the new method and pattern of mountain tourism development in Guizhou remains a task worth exploring.

At present, Guizhou keeps striding ahead in economy, traffic infrastructure, ecological civilization, and people's well-being. And the goal for Guizhou's tourism is high-quality, integrated, and green development. In the future, while preserving ecological environment, Guizhou's tourism also needs to promote high-quality progress by advertising for new forms, including “tourism +,” tourism + sport, tourism + education, tourism + rural revitalization, and tourism + culture.



贵州省副省长胡忠雄讲话



▲ 贵州省副省长胡忠雄

尊敬的各位专家、各位企业家：

大家下午好！首先代表省人民政府向各位专家、各位企业家长期以来对贵州旅游业的发展给予的关爱、关心和支持表示衷心的感谢。

在今天的座谈会上，我将从三个方面介绍贵州。第一，多彩贵州。中国走到今天确实不容易，2020年注定是一个非常不平凡的年份，不管是黑天鹅还是黑犀牛，一招接着一招。同时，2020年又是两个百年奋斗目标的交汇点，站在这个交汇点上怎么看贵州？回到总书记对贵州工作的评价上：贵州这些年的发展是党和国家各项事业大踏步前进的一个缩影。关键词是缩影，核心词是大踏步。怎么理解贵州在大踏步前进的呢？贵州作为全国脱贫攻坚的主战场，在脱贫攻坚上大踏步前进、大踏步发展。贵州省由全国贫困人口最多的省变为全国脱贫人口最多的省，撕掉了千百年来贴在贵州身上的绝对贫困的标签，这是来之不易的，所以总书记点赞；贵州是国家经济发展大踏步前进的一个缩影。贵州创建了“黄金十年”，连

续十年经济增长的速度位于全国前三位，2017、2018、2019 在全国排名第一位。2020 年的前三季度，增速为 3.2%，排在全国第二位。从全国 GDP 看，贵州省 2015 年排在全国的第 25 位，今年不出意外，按照现在发展速度即将连超黑龙江、吉林、天津、内蒙古、山西，进入到全国的前 20 位，所以是经济发展大踏步前进；交通建设大踏步前进。贵州的高铁、机场、高速公路、通乡通村的公路里程，大家都有目共睹；生态文明建设大踏步前进。我来自中国中部，曾经在多个城市工作过，原来的城市都追求空气优良率的指标，最多只能到 80%。但是今年，贵州空气优良指数是 99.3%，基本上没有轻度污染的天气，都是优或者是良，这在全国都是排在前一、二位。并且，在国家和省里的监控站点，显示水质优良率是百分之百，这在全国都十分罕见，所以生态文明大踏步前进；民生福祉大踏步前进。贵州有 200 万人从深山里面搬出来了，这是几千年来，没有中国共产党的领导、没有中国社会主义制度的支撑，是做不到的。一个省搬



200 万人出来,在原来是不敢想的,但是贵州人不仅想到了,而且做到了,现在搬出来的这 200 万人还非常稳定,搬得出,稳得住,能致富,达到总书记的要求。

第二,旅游贵州。我将谈谈旅游和贵州的关系,在这里从“三个位”来说明。从站位上讲,贵州的旅游业走向何方?高质量发展、融合发展,绿色发展,这是贵州旅游业今后发展的一条必由之路。贵州的旅游业定位是两个目的地。第一个目的地是国际一流山地旅游目的地,第二个是国内一流休闲度假目的地。这两个目的地定位非常精准,是在吃透贵州的旅游资源和省情下决定的;点位:空间布局。正因为贵州旅游的生态地域特色是贵州发展的底色,生态是贵州省情的底板,无论发展任何产业,生态是必须守住的。目前,贵州有 8 万多个资源点,但现在只开发了 1 万多个;优良级旅游资源接近 8000 处,现在只开发了 2000 多处。就是说贵州旅游资源还有很大一部分是封存在这儿,并不是马上抛出来。从空间布局、点位来看,一个点与另外一个点不能是鸡犬之声相闻,老死不相往来,必须要有衔接。

第三,投资贵州。从旅游业的角度来讲,我作为分管的副省长,我渴望什么样的旅游项目进入贵州呢?产业化。一个旅游项目进来,不是仅仅简单地增加一个旅游

景点,而是能发展成为旅游产业集群和产业生态。这个旅游项目处在什么位置?要求围绕着吃、住、行、游、购、娱六要素,在整个贵州旅游的旅游产业生态中间,这个项目是不是非常重要的,能不能成为贵州旅游的头部企业和龙头企业。贵州现在产业化程度低,是因为有满天星斗,但是缺乏新的能源,缺乏龙头企业和头部企业对产业生态的整合、带动、示范、带动作用;融合化,是指旅游+,旅游+体育、旅游+教育、旅游+乡村振兴、旅游+文化。不是单纯地住一晚、吃一顿饭。旅游项目要讲究多业态融合,这是“十四五”发展规划其中的一个基本的把控;智慧化。智慧产品的打造,运用新型的信息化技术。大数据、云计算、区块链、AI,将这些信息技术整合到旅行项目中没有?项目信息化程度越低,智慧化水越低,可能这些项目就不一定是急于吸纳的项目。

再一次代表省人民政府对各位专家和各位企业家表示欢迎、表示感谢!请各位已经投资的企业家放心,政府一定竭尽全力为大家搞好服务。今天来的这些企业家都是产业中的龙头,有什么事可以直接找我,会后我们交换一下名片。我就说这些,不对之处,请大家批评指正,谢谢!



Speech by Hu Zhongxiong, Vice Governor of Guizhou Province

Distinguished experts and entrepreneurs,

Good afternoon, everyone! First of all, on behalf of the Guizhou Provincial People's Government, I'd like to extend my sincere appreciation to all experts and entrepreneurs for your long-standing care, concern and support for the development of tourism in Guizhou.

At today's symposium, I will introduce Guizhou from three aspects.

First, colorful Guizhou. The year 2020 is destined to be a very extraordinary year, with black swans or gray rhinos coming one after another. Meanwhile, the year 2020 is also the intersection of two centenary goals. So, how do we view Guizhou standing at this intersection? Back to the General Secretary Xi Jinping's evaluation of Guizhou: the development of Guizhou over the years is a microcosm of the Party and State's great strides forward. The key word is "microcosm" and the core word is "great stride". How do we understand that Guizhou is making significant strides? As the main battlefield of poverty eradication in China, Guizhou has made giant strides in poverty alleviation and development. Guizhou Province has changed from the province with the largest poverty population to the one with the highest number of people out of poverty, tearing off the label of absolute poverty that has been affixed to it for thousands of years. Its achievements in poverty reduction is not easy to come by, so it has been praised by the General Secretary. The development of Guizhou is just a microcosm of China's substantial strides in economic growth. Guizhou has created the "golden decade", with the third highest economic growth rate in China for ten consecutive years, and ranking first in China in 2017, 2018 and 2019 respectively. In top three quarters of 2020, its growth rate was 3.2%, ranking second in China. In terms of GDP, Guizhou ranked 25th in the country in 2015. If everything goes well this year, according to its current development speed, Guizhou will overtake Heilongjiang, Jilin, Tianjin, Inner Mongolia and Shanxi continuously, entering the top 20 in the country. That's why we say Guizhou makes giant strides in its economic development. So is its transportation construction:

the mileages of high-speed rail, airport expressways, expressways, rural roads in Guizhou are obvious to all. The construction of ecological civilization has made enormous strides. I come from central China and have worked in several cities. In the past, the city governments of Guizhou had been aiming to improve the percentage of good air quality days, with only 80% reached at most. But this year, with 99.3% of good air quality days and free of light pollution basically, Guizhou has excellent or good air quality, which ranks first or second in the country. In addition, the data by the national and provincial monitoring sites show that the proportion of good-quality water is 100 percent, which is very rare in the country. That's why we say the ecological civilization has made huge strides. So is Guizhou people's well-being. In Guizhou, 2 million people have been moved from their isolated mountain homes, which could not have been done without the leadership of the CPC and the support of the Chinese socialist system over thousands of years. But Guizhou people have not only thought of it, but also achieved it. Now the 2 million people who have relocated are enjoying lives of stability. Those people's relocation, stable living and achieving prosperity live up to the requirements of our General Secretary.

Second, tourism in Guizhou. I will explain the relationship between tourism and Guizhou from three perspectives. Where is Guizhou's tourism industry heading from the perspective of development orientation? High-quality, integrated and green development is a necessary path for the future development of tourism in Guizhou. Guizhou aims to build two destinations from the perspective of the positioning of its tourism industry. The first destination is a world-class mountain tourism destination, and the other is a top-ranking domestic leisure resort destination. These two destinations are positioned very precisely, determined following a thorough grasp of Guizhou's tourism resources and provincial situations. The third perspective is site position: spatial distribution. It is precisely because the ecological regional characteristics of tourism in Guizhou is the "base color" of Guizhou's development, ecology is the



"base plate" of Guizhou's provincial situations. In terms of the development of any industry, we must preserve the ecosystem. At present, Guizhou has more than 80,000 resource sites, with only more than 10,000 developed now. Among the excellent and good tourism resources close to 8,000, only over 2,000 have been developed. That is, a large part of Guizhou's tourism resources are not known to the world, instead of being immediately unveiled. In terms of the spatial distribution and site position, the sites must be interconnected, rather than be completely isolated from each other within hearing distance.

Third, investment in Guizhou. As the vice governor in charge of tourism, what kind of tourism projects do I desire to invite into Guizhou Industrialization. As a tourism project comes in, it's not simply to add a tourist attraction, but to develop into a tourism industry cluster and industrial ecology. What is the location of this tourism project It should focus around the six elements of food, accommodation, travel, sightseeing, shopping and entertainment. We must consider whether this project is very important, whether it will become one of the leading enterprises and corporate champions in the entire tourism industrial ecology of Guizhou. With a sky full of stars, Guizhou still has a low level of industrialization, due to the lack of new energy, as well as the driving effect of leading enterprises and corporate champions on the guiding, integration and demonstration of the industrial ecology. Integration refers to tourism + , including tourism +

sports, tourism + education, tourism + rural revitalization, tourism + culture. Tourism is more than providing food or accommodation. The integration of multiple industries, a basic control in the Fourteenth Five-Year Plan, must be included in tourism projects. Smartness refers to the creation of smart products and the application of emerging information technologies. Have the information technologies like big data, cloud computing, blockchain and AI been integrated into the travel project The lower the level of a project's informatization, the lower the level of its smartness. Then these projects may not necessarily be the ones worthy of immediate accepting.

Once again, on behalf of the Guizhou Provincial People's Government, I'd like to extend a warm welcome and express our heartfelt gratitude to all the experts and entrepreneurs! For the entrepreneurs who have already invested in Guizhou, please rest assured that we will make every endeavour to provide good services. All of the entrepreneurs who are present today are the leaders in corporate champions, so feel free to contact me directly, and we will exchange business cards after the Forum. That's all I have to say. Please correct me if I'm wrong. Thank you!



贵州旅游资源及投资环境



傅迎春 (主持人) / 国际山地旅游联盟执行秘书长

今天到会的各位专家、企业家,大多是联盟的委员或者理事,有的是带着建设发展贵州的意见、建议而来,有的是带着投资意愿和期待而来,有的已经在贵州有成功的投资,带着进一步合作的意愿而来,相信还有带着资本意图寻找合作伙伴而来。总之大家有一个共同点,看好贵州的好资源、好环境、好前景,相信接下来在胡忠雄副省长和其他领导与大家的互动当中可以获取所需要的信息。希望通过国际山地旅游联盟搭建起贵州与国际国内产业、学界之间,助力贵州山地旅游高质量发展的优质投资平台。



张玉广 / 贵州省文化和旅游厅厅长

贵州拥有丰富的山地旅游资源,是联结华南华中的枢纽,气候条件优越,生态环境优异,人文气息浓厚。与山水为伴的贵州人,在节庆习俗、建筑风格、生活习惯等方面都浸润着独特的山地文化。在新的历史起点下,贵州将着力文旅融合发展,高质量开发贵州山地旅游业态、培育康养养生旅游、山地探险旅游、山地运动旅游等。



马雷 / 贵州省投资促进局局长

贵州一直把旅游业列为重点支持产业,“山地公园省”的可开发价值越来越高,山地旅游资源全面、丰富、奇特。此外,交通设施的逐渐完善,研学旅行的发展,都为贵州旅游投资创造了良好条件。贵州的旅游投资机遇有三个方面,旅游核心业态、旅游配套业态以及旅游关联业态。



Guizhou Tourism Resources and Investment Environment

Fu Yingchun(Host) / Executive Secretary-General of IMTA

Most of the experts and entrepreneurs present today are committee members or directors of IMTA. Some of you come with opinions and suggestions on the construction and development of Guizhou, some are here with investment intentions and expectations, some have already made successful investments in Guizhou and are willing to cooperate further, and I believe some are here with capital intentions to seek partners as well. In short, we all have one thing in common: we are optimistic about Guizhou's rich resources, good environment and bright prospect, and we are convinced that we can get the information we need from the interaction between you and Vice Governor Hu Zhongxiong as well as other leaders. We hope that IMTA will build a high-quality investment platform, between Guizhou and international and domestic industries and academia, to assist Guizhou in developing its mountain tourism.

Zhang Yuguang / Director of Department of Culture and Tourism of Guizhou Province

Guizhou, a hub connecting Southern and Central China, enjoys profuse mountain tourism resources, such as comfortable weather, excellent ecological environment, and profound culture. The unique mountain culture is embodied in how local people, who live amid mountains and along rivers, celebrate festivals, build houses, and enjoy their lives. In this brand-new chapter of times, Guizhou will focus on integrating culture and tourism to develop high-quality business forms of mountain tourism, including wellness, adventure, and sport.

Ma Lei / Director of Investment Promotion Bureau in Guizhou Province

Guizhou has always treated tourism as a key industry to support. Now, Guizhou, "province of mountain parks," enjoys a higher and higher exploitation value, thanks to its comprehensive, profuse and peculiar mountain tourism resources. In addition, the improving traffic infrastructure and education tour experience have created a great investment environment. There are three great opportunities for tourism investment in Guizhou—core business forms, supporting business forms, and related business forms of tourism.



企业家谈贵州山地旅游的创新发展

Entrepreneurs discuss the innovative development of Guizhou mountain tourism



魏小安 / 世界旅游城市联合会首席专家

贵州发展山地旅游有三点，其一是做好软开发，更新观念与认识，将现有的旅游资源进行活化，同时举办相应的配套活动。其二，要利用投资商跟进，引进人才，发挥人才的智慧助力贵州山地旅游发展。其三，要落实好机制，优化营商环境，做好招商引资，打造头部旅游企业、顶级旅游产品，做好发展规划。

Wei Xiao'an

Chief expert of WTCF

Guizhou to develop mountain tourism needs to do the following three point: First, Guizhou needs to prioritize "soft development" by updating concept, giving full play to its tourism resources, and carrying out supporting events. Second, Guizhou must attract more investors to pool wisdom from talents, to further facilitate mountain tourism. Last, Guizhou needs to implement preferential policies, optimize business environment, attract more investors, build up leading tourism enterprises and top -ranking tourism products, as well as make well-designed plans.



吴必虎 / 北京大学旅游研究与规划中心主任

贵州发展不断变化，贵州的山地旅游也在不断创新。贵州山地旅游要做到三个转变：从边缘区到核心区、从观光旅游到度假旅游、从高速度发展转变为高质量体验发展。在贵州发展山地旅游的同时，还可以利用科技等手段突破，将浅显的观光旅行变成深度体验，做好用地、投资、政策等方面的规划，才能真正引来投资，引来游客。

Tiger Wu

Director of Center for Recreation and Tourism Research

Guizhou province keeps marching ahead, so does its mountain tourism. Three changes must be made in Guizhou mountain tourism: from fringe to core; from sightseeing tour to leisure vacation; from high -speed development to high -quality experiential development. According to Tiger Wu, while propping up mountain tourism. Guizhou can turn the rather simple sighting tour into in-depth experience by means of science, make sound plans in land use, investment and policy-making, in a bid to attract promising investment and more visitors.





唐鸣 / 世茂集团副总裁

贵州有非常好的大自然景观,少数民族原生态建筑、美食,还有深厚的历史渊源,是观光旅游和深度文化的旅游目的地。而山地旅游能够将贵州的这三点优势结合起来,带动贵州旅游发展。世茂集团希望能够到贵州省发展,发挥自身优势,结合贵州本土旅游资源,打造具有新颖内容的地区作品。

Tang Ming

Vice President of Shimao Group

Guizhou enjoys profuse natural landscapes, original architecture and food of local ethnic nationalities, and a long history, making it a perfect destination for sightseeing tour and cultural experience. Mountain tourism, on the other hand, can combine all three together to prompt tourism in Guizhou. Shimao Group hopes to branch out to Guizhou, capitalize on its own advantages and the local tourism resources, to create innovative tourism products.



张树民 / 华侨城旅游投资管理集团总裁

贵州资源华贵、政策金贵、契机宝贵,对于企业投资来说是一个好机会。但是也要看到山地旅游存在竞争,游客不一定按照项目慕名而来,而是根据好服务、好产品、好口碑前来旅游。作为山地旅游省,有大众化的自驾游和团队游对于贵州来说是很重要的,同时贵州也有必要开发一些高端产品,提升人均消费水平。

Zhang Shumin

President of Overseas Chinese Town Tourism Investment Management Group

Guizhou now possesses valuable resources, policies and opportunities, making it a top choice for enterprises to invest. But competition in the mountain tourism sector cannot be ignored, because visitors won't come here just for tourism projects; they come for good services, products, and reputation. As a province of mountain tourism, Guizhou must have popular self-driving tours and group tours, as well as some high-end products to increase the average consumption level.



陈进 / 江苏银河投资集团董事长
十二背后旅游集团董事长

世界上有很多山地旅游景区把旅游项目复杂化、专业化,只能吸引一部分人群。十二背后目前的游客都是消费能力强的中青年,游客的格局取决于景区的产品,产品要适度,投资要在文化、服务上做好文章。

Chen Jin

Ceo of Jiangsu Yinhe Investment Group
Ceo of Guizhou Shierbeihou Tourism Group

Many mountain tourism scenic areas across the globe make their projects too complicated and professional, so they can only attract a small number of visitors. But the target customers of Twelve Back are mostly young and middle-aged people with a strong spending power. Visitors' preference is decided by tourism products. So, products should be rather moderate, and investment should be concentrated on culture and service.



蔡孟珂 / 贵州国坛酒业发展有限公司创始人董事长

中华国坛从传承生态山地文明的国际化视角出发,构建项目的核心竞争力,打造成为中国山地酒旅和养生的标杆项目,并成为贵州乃至中国生态山地旅游的游学基地和研学基地。确保实现用产业把人引进来,用康养把人留下来,用生态把贵州传出去的发展目标。

Cai Mengke

Founder and Chairman of Guizhou Guotan LaoJiao Wine Industry Co., Ltd.

From the international perspective of inheriting the ecological mountain civilization, Guizhou Guotan Liquor will build up core competence to forge a benchmark project of mountain liquor tourism and wellness in China, and become a study and education tour base for ecological mountain tourism in Guizhou and even the entire China. In doing so, Guizhou Guotan Liquor aims to achieve the goal of pooling talents with industry, keeping tourists with wellness, and promoting Guizhou with ecology.





王亦磊 / 慕尼黑展览(上海)有限公司首席战略顾问

山地旅游中包含了大量体育项目,在进行山地旅游发展的时候要思考如何将休闲户外运动项目与山地旅游相结合,如贵州的雷公山越野跑赛,把山地运动作为山地旅游的一部分,以山地运动项目推动山地旅游发展。

Wang Yilei

Chief strategic consultant of Messe Muenchen Shanghai Co., Ltd.

Mountain tourism contains plenty of sports events, leisure and outdoor sports events, such as Tour of Lei Gong Mountain cross-country race, must be taken into consideration while promoting mountain tourism, to make mountain sport a part of mountain tourism for a more promising future.



王捷 / 重庆箱根集团董事长

除了山地运动,贵州也有发展其他业态的条件,比如说温泉贵州温泉的发展过于重视硬件而忽视了软件,未来贵州发展温泉产业,可以从康养方面入手,打造属于贵州的精品温泉产品。

Wang Jie

Chairman of Chongqing Hakone Group

Besides mountain sport, Guizhou has the potential to develop other business forms, such as hot spring. Guizhou's hot spring industry pays way too much attention to hardware infrastructure over software facilities. So, in the future, Guizhou can start from wellness services to form up its own competitive hot spring products.

国际山地旅游联盟专家委员会和投融资委员会正式成立 IMTA Expert Committee and Investment & Financing Committee are officially established

11 月 18 日上午,在 2020 国际山地旅游联盟年会开幕式上,国际山地旅游联盟专家委员会和投融资委员会正式成立。两个委员会的成立,将作为“山地旅游产业发展研究与评价平台”和“山地旅游投资合作与创新平台”,助力联盟研究评价、标准制定、投资合作等工作的开展。

国际山地旅游联盟专家委员会由弗朗西斯科·弗朗加利(Francesco Frangialli)、魏小安(Wei Xiao'an)、吴必虎(Tiger Wu)、高宁(Serge Koenig)等 23 位专家组成。

国际山地旅游联盟投融资委员会由华侨城旅游投资管理有限公司、世茂喜达酒店集团、多彩贵州文化产业集团有限责任公司、寒树资本(北京)有限公司、宏立城文旅集团等 11 家单位组成。

On the morning of 18th November, at the Opening Ceremony of 2020 IMTA Annual Conference, Expert Committee and Investment & Financing Committee were officially established. The two committees shall take care of reviewing remarks, setting criteria, & seeking investment and cooperation for “a platform for mountain tourism development research and evaluation, a platform for member communication, exchange and cooperation, as well as a platform for investment cooperation and innovation.”

IMTA Expert Committee consists of 23 experts, including Francesco Frangialli, Wei Xiao'an, Tiger Wu and Serge Koenig.

IMTA Investment & Financing Committee is composed of 11 organizations, such as OCT Tourism Investment & Management Co., Ltd., Shimao Star Hotels, Colorful Guizhou Cultural Industry Group Co., Ltd., HANS CAPITAL (Beijing) Co., Ltd., and HLC Group.





专家委员会 Expert Committee

为凝聚行业专家、学者的智慧,科学把握山地旅游的趋势与方向,为联盟发展提供智力支持和技术保障,运用山地旅游发展先进经验,推动世界山地旅游可持续发展,决定成立联盟专家委员会。主要负责研讨联盟的建设与发展规划,研究世界山地旅游业发展动态和趋势,组织实施重大项目提供专业技术咨询,组织开展专题调研和课题研究并提出研究报告。

The Expert Committee of IMTA is established in order to bring expertise of industrial experts and scholars together, scientifically understand trend and direction of mountain tourism, provide intellectual and technical support for development of the IMTA, apply advanced experience in mountain tourism development, and drive sustainable development of global mountain tourism. The Expert Committee is intended to discuss construction and development planning of the IMTA; review development dynamics and trends in global mountain tourism; organize implementation of major projects and provide professional and technical consultation; organize special research and subject study and provide research reports.

投融资委员会 Investment & Financing Committee

遵循联盟宗旨,为务实有效地推动“三个平台”建设,做实做强“山地旅游投资合作与创新平台”,根据国际山地旅游发展趋势和建设需求,决定成立联盟投融资委员会。为联盟会员及山地旅游产业开拓投融资渠道、实现资源与资本市场对接的引导和促成投资与合作创造条件、提供支持与服务。

With a view to fulfilling the purpose of the International Mountain Tourism Alliance (IMTA), practically and effectively promoting the building of "three platforms", and enhancing the status of "mountain tourism investment cooperation and innovation platform", based on the trend and need of international mountain tourism development, IMTA establishes the Investment & Financing Committee, to create conditions and provide support for IMTA's members and mountain tourism enterprises to develop investment & financing channels, integrate resources with capital, and facilitate investment and cooperation.



签署战略合作协议

11月18日,在2020国际山地旅游联盟年会开幕式上,国际山地旅游联盟分别与世界旅游及旅行业议会(WTTC)、亚太旅游协会(PATA)、世界旅游城市联合会(WTCF)、世界旅游联盟(WTA)、中国-东盟中心(ACC)、世界运河历史文化城市合作组织(WCCO)以及中国风景名胜区协会(CNPA)七个国内外国际组织、协会、机构签署战略合作协议。

签约仪式上,国际山地旅游联盟副主席邵琪伟,国际山地旅游联盟秘书长何亚非,贵州省委常委、宣传部部长卢雍政,贵州省副省长胡忠雄,文化和旅游部国际交流与合作局局长谢金英,尼泊尔驻华大使马亨德拉·巴哈杜尔·潘迪,菲律宾驻华大使馆旅游参赞白艾文,坦桑尼亚驻华大使馆文化旅游参赞卢塞凯罗·格瓦萨,秘鲁驻广州领事馆总领事伊万·席尔瓦,日本驻重庆总领事馆副总领事斋藤宪二,德国巴伐利亚州中国代表处首席代表曼丽,西班牙驻广州总领事馆旅游领事安娜,共同见证签约仪式。

这是联盟首次与国际国内权威旅游组织、协会、机构签署战略协议,旨在通过加深国际化合作助推山地旅游发展。根据战略合作协议,各权威旅游组织、协会、机构将利用各自平台资源和专业影响力,发挥各自的优势和特长,通过联手举办涉及山地旅游及相关领域的会议、论坛、峰会、会展活动、创建平台品牌等形式,助推山地旅游发展,为全球旅游业的恢复贡献力量。



Signing agreements of strategic cooperation

On 18th November, at the Opening Ceremony of 2020 IMTA Annual Conference, seven international organizations / associations / institutions at home and abroad—World Travel & Tourism Council (WTTC), Pacific Asia Travel Association (PATA), World Tourism Cities Federation (WTCF), World Tourism Alliance (WTC), ASEAN—China Center (ACC), World History and Cultural Canal Cities Cooperation Organization (WCCO), and China Association of National Parks and Scenic Sites (CNPA)—signed agreements of strategic cooperation with IMTA.

At the signing ceremony, IMTA Vice—Chairman Shao Qiwei, IMTA Secretary—General He Yafei, Lu Yongzheng—member of the Standing Committee of the CPC Guizhou Provincial Committee, and head of the Publicity Department of the CPC Guizhou Provincial Committee. Hu Zhongxiong—Vice—Governor of Guizhou Province, Xie Jinying—Director of the Bureau for International Exchange and Cooperation under Ministry of Culture and Tourism of China, Mahendra Bahadur Pandey—Nepal’s ambassador to China, Erwin Balane—Tourism Counsellor of Philippine Embassy in

China, Lusekelo Solomon Gwassa—Culture and Tourism Counsellor of Embassy of Tanzania in China, Ivan Alexander Silva Rivera—Consul General of the Consulate General of Peru in Guangzhou, Saito Kenji—Deputy Consul General of Consulate of Japan in Chongqing, Lucie Eleonore Merkle—Chief Representative of State of Bavaria China Office, and Ana María Lafuente Córdoba—Counselor for Tourism of Consulate of Spain in Guangzhou, witnessed the signing ceremony.

It was the first time for IMTA to sign agreements of strategic cooperation with authoritative tourism organizations / associations / institutions at home and abroad, aiming at deepening international cooperation to promote mountain tourism. According to the agreements, each organization shall capitalize on their advantage in platform resources and professional influence, jointly hold meetings, forums, summits and exhibitions, and create platforms and brands, in a bid to prop up mountain tourism and contribute to the recovery of world tourism.





国际山地旅游联盟(IMTA)执行秘书长傅迎春(中)分别与世界旅游联盟(WTA)秘书长刘士军(左)、世界旅游城市联合会(WTCF)常务副秘书长李宝春(右)正式签署战略合作协议,进一步加深相互合作深度,促进资源优势互补,携手共创世界旅游业繁荣发展的崭新未来。

Fu Yingchun (middle), IMTA Executive Secretary-General, Liu Shijun (left), Secretary-General of the WTA, and Li Baochun (right), Deputy Secretary-General of WTCF formally signed strategic cooperation. In doing so, they are aimed at deepening partnership, capitalizing on each other's advantage in resources, to jointly create a brand-new future where world tourism marches ahead in prosperity.



国际山地旅游联盟(IMTA)执行秘书长傅迎春(中)分别与中国-东盟中心(ACC)秘书长陈德海(左)、世界运河历史文化城市合作组织(WCCO)副秘书长徐洪喜(右)签署战略合作协议。为一起推动中国与东盟在山地旅游领域的合作,与世界运河历史文化城市合作组织共同推动山地文化与运河文化的交流合作。

Fu Yingchun (middle), IMTA Executive Secretary-General, signed an agreement of strategic cooperation with Chen Dehai (left), ACC Secretary-General, and Xu Hongxi (right), WCCO Deputy Secretary-General, to promote cooperation between China and ASEAN in mountain tourism, as well as to strengthen exchanges and cooperation between IMTA and WCCO to advertise for mountain and canal culture.



在年会前,国际山地旅游联盟(IMTA)分别与世界旅游及旅行业理事会(WTTC)、亚太旅游协会(PATA)、中国风景名胜区协会(CNPA)主要负责人完成了合作协议文本签署,现场由各组织代表交换协议文本。

IMTA has already completed agreement signing in written form with WTTC, PATA and CNPA before the conference. The text of the agreements exchanged by the representatives of their organizations.

新入盟会员颁证仪式

Issuing certificates to new members

11月18日上午，在2020国际山地旅游联盟年会开幕式上，国际山地旅游联盟向新入盟会员颁发证书。2020年，国际山地旅游联盟继续多渠道开展外联对接，共有来自俄罗斯、塔吉克斯坦、印度尼西亚、尼泊尔、缅甸和中国等6个国家26个机构的新会员加入联盟，总数目前达到181个(包括境外会员101家，境内会员71家，个人会员9名)。会员所在国家数量进一步增加，会员结构和分布进一步合理优化，联盟的“朋友圈”也进一步壮大。

On the morning of 18th November, at the Opening Ceremony of 2020 IMTA Annual Conference, IMTA issued certificates to new members. In 2020, IMTA continued to extend its partnership via multiple channels. As a result, a total of 26 organizations from six countries—Russia, Tajikistan, Indonesia, Nepal, Myanmar and China—joined us, expanding the number of members to 181 (including 101 overseas members, 71 domestic ones, and nine individual ones). As more members from different countries join us, the membership structure and distribution get further optimized, resulting in an even more complete “friend circle” of IMTA.



2020 IMTA 山地旅游奖

2020 "IMTA Mountain Tourism Awards"

国际山地旅游联盟设立 2020“IMTA 山地旅游奖”，旨在坚持创新、绿色、生态和可持续理念引领山地旅游发展，传递山地旅游从业者所应秉持的社会责任和价值观。通过对较好平衡旅游开发和资源保护的产业机构的梳理，提炼全球山地旅游发展精髓，寻求可借鉴的建设发展模式，探索运营服务管理创新的方法，坚定可持续发展的目标，为山地旅游的长远发展构建互利共赢的合作平台。

International Mountain Tourism Alliance (IMTA) sets up 2020 "IMTA Mountain Tourism Awards", aiming to convey the social responsibility and values that practitioners of the mountain tourism sector ought to shoulder while sticking to the concept of innovation, green, ecology and sustainable development. Through sorting from the industrial institutions that better balance tourism development and resource protection, refining the essence of global mountain tourism development, seeking the construction and development model that can be used for reference, exploring the innovative methods of operation service management, and strengthening the goal of sustainable development, to build a mutually beneficial and win-win cooperation platform for the long-term development of mountain tourism.

奖项设置

Awards setting

2020“IMTA 山地旅游奖”设“山地旅游可持续发展奖”、“最佳山地旅游目的地奖”、“最佳山地旅游户外运动奖”、“最佳山地旅游营地奖”、“最佳山地旅游徒步线路奖”5个奖项。

The 2020 "IMTA Mountain Tourism Awards" plan to include five awards "Mountain Tourism Sustainable Development Award", "Best Mountain Tourism Destination Award", "Best Mountain Tourism Outdoor Sport Award", "Best Mountain Tourism Camping Award" and "Best Mountain Tourism Hiking Route Award."



山地旅游可持续发展奖设立结合了联合国世界旅游组织 (UNWTO) 对于可持续旅游的定义和目标, 以及国际山地旅游联盟“以山地旅游可持续发展为目标, 保护山地资源、传承山地文明、促进山地经济、造福山地民众”的宗旨, 目的是推动可持续旅游的理念在行业内得到认可, 为行业树立标杆和范例。

The establishment of "Mountain Tourism Sustainable Development Award" combines the definition and goals of the United Nations World Tourism Organization (UNWTO) for the sustainable development of tourism, as well as the International Mountain Tourism Alliance, which aims at the sustainable development of mountain and eco-tourism, protecting mountain resources, preserving mountain civilization, promoting mountain economy and benefiting mountain communities. And the purpose of it is promoting the concept of sustainable tourism to be recognized in the industry and to set a benchmark and example.

最佳山地旅游目的地奖旨在推动文旅产业结构升级优化, 寻找山地旅游产业发展新的突破点, 带动山地旅游目的地投资及产品业态升级。

The establishment of the "Best Mountain Tourism Destination Award" aims to promote the upgrading and optimization of the cultural and tourism industry structure, finding new breakthroughs in the development of the mountain tourism industry, and promoting the investment of mountain tourism destination and the upgrading of product format.

最佳山地旅游户外运动奖旨在进一步推动后疫情时代文旅产业山地旅游行业的复苏、完善山地户外运动相关细分领域的标准体系, 以及带动山地户外运动产品升级和业态创新。

"Best Mountain Tourism Outdoor Sport Award" aims to further promoting the recovery of the mountain tourism industry in the cultural and tourism industry in the post-epidemic period, improving the standard system of mountain outdoor sports related sub-fields, promoting the upgrade of mountain outdoor sport products and business innovation.

疫后恢复过程中, 在全球范围内, 以房车、汽车、帐篷等为代表的露营行业迎来大幅增长, 成为疫情下旅游行业的新焦点。为吸收国内外各种露营企业发展新理念与新成果, 促进中国与世界营地行业互动发展, 助力中国营地行业实现从生活方式到产业升级的转变, 特设立“**最佳山地旅游营地奖**”。

In the process of recovery after the epidemic, the camping industry represented by RVs, cars, tents and so on, has ushered in a significant growth, becoming a new focus of the tourism industry under the epidemic situation. In order to absorb the new ideas and achievements of various camping enterprises at home and abroad, promote the interactive development of the camp industry in China and the world, help the camping industry in China to transform from lifestyle to industrial upgrading, sets up the "Best Mountain Tourism Camping Award".

最佳山地旅游徒步线路奖旨在推动徒步线路活动标准制定与完善、提升徒步线路活动运营管理水平以及促进徒步相关产业的进一步发展。

"Best Mountain Tourism Hiking Route Award." Hiking is an important part of mountain tourism and the most widely participated outdoor mountain sports. This award is established to promote the establishment and improvement of hiking activity standards, improve the operation and management level of hiking activities and promote the further development of hiking related industries .



2020“IMTA 山地旅游奖”获奖名单

Awards List of 2020 IMTA Mountain Tourism Awards



山地旅游可持续发展奖

Mountain Tourism Sustainable Development Award

贵州省文化和旅游厅——贵州山地旅游样板

Guizhou Provincial Department of Culture and Tourism——Guizhou Mountain Tourism Flagship Projects

瑞士阿尔卑斯少女峰-阿拉奇 & 少女峰铁路公司
——少女峰 V 型索道缆车项目

Swiss Alps Jungfrau-Aletsch & Jungfrau Railways

— The V Cableway

浙江郡安里文旅发展有限公司——莫干山郡安里度假区

Zhejiang J.Lalli Cultural Tourism Development Co., Ltd.——J.Lalli Valley



最佳山地旅游目的地奖

Best Mountain Tourism Destination Award

大雪山踪林 DMO——大雪山国立公园

Taisetsu Kamuimintara DMO——Daisetsuzan National Park

焦作云台山旅游发展有限公司——云台山景区

Jiaozuo Yuntai Mountain Tourism Development Co.,Ltd.——Yuntai Mountain Scenic Area

宜春莽山景区旅游开发有限公司——莽山五指峰景区

Zhangyi Mangshan Attraction Tourism Development Co.,Ltd.——Mangshan Wuzhifeng Scenic Area



最佳山地旅游户外运动奖

Best Mountain Tourism Outdoor Sport Award

贵州清溪湖旅游开发有限公司——贵州十二背后

Guizhou Shierbeihou Tourism Development Co.Ltd——Shierbeihou Scenic Area

叶卡捷琳堡旅行社——俄罗斯厄尔布鲁士山徒步线路

LLC RuTravel——Russian Mount Elbrus Trekking Route



最佳山地旅游徒步线路奖 Best Mountain Tourism Hiking Route Award

尼泊尔珠格爾假期旅游——安娜普納登山大本營徒步线路
Jugal Holidays Pvt. Limited ——Annapurna Base Camp Trek
Zara Tours 旅行社——非洲乞力馬扎羅馬拉古徒步线路
Zara Tours——Kilimanjaro Marangu Hiking Route



最佳山地旅游营地奖 Best Mountain Tourism Camping Award

法国户乐——上帝之城营地
Huttopia——Glamping Dieulefit
塔吉克斯坦阿勒途奇登山旅游有限公司——阿勒途奇山地旅游营地
Mountaineering & Tourist Base Artuch LLC——Tourist Base Artuch Project

2020 IMTA 山地旅游奖路演暨商务交流 2020 “IMTA Mountain Tourism Awards” Road Show & Business Communication

11月19日上午,“IMTA 山地旅游奖”路演暨商务交流在国际山地旅游联盟总部召开。来自吉林省长白山景区、上海爱驾文化传媒有限公司、神农架神农云寨旅游有限公司、贵州海龙屯景区等13家“IMTA 山地旅游奖”入围奖代表上台领奖,并分享思路、交流想法、汇报成果,旅游业界专家学者、知名企业家从多角度、多方面进行点评,与会嘉宾深入探讨、互相学习,共议推动山地旅游重振和提质升级的路径与方法,借助联盟平台将山地旅游优质资源展现。

On the morning of 19th November, the 2020 “IMTA Mountain Tourism Awards” Road Show & Business Communication kicked off in IMTA headquarters. Representatives of 13 candidates, including Changbai Mountain Scenic Area of Jilin province, Shanghai iDriver Media Co., Ltd., Shennong Yunzhai Tourism Co., Ltd., and Guizhou Hailongtun Scenic Area, came on the stage and accepted the awards. They shared ideas and reported what they had achieved. Then, tourism experts, scholars and reputed entrepreneurs shared comments from various perspectives. In a word, guests learned from each other and had an in-depth conversation on how to revitalize and improve the quality of mountain tourism, and how to better present high-quality resources of mountain tourism via IMTA’s platforms.



“山地旅游可持续发展奖”获奖单位： 浙江郡安里文旅发展有限公司——莫干山郡安里度假区

“Mountain Tourism Sustainable Development Award” Winner:

Zhejiang J.Lalli Cultural Tourism Development Co., Ltd.—J.Lalli Valley



莫干山郡安里度假区执行副总裁王芳作“莫干山目的地文旅运营模式探索”主题分享

Wang Fang, Executive Vice-President of J'Lalli Resort, shared on “how to operate Mount Mogan as a cultural tourism destination.”

莫干山郡安里 J'Lalli Resort 位于浙江省首批运动休闲小镇——莫干山漫运动小镇的核心区,是莫干山体规模最大的山地旅游综合体。郡安里集合了度假酒店、蓝城社区、Discovery 探索极限主题公园、iCA 爱宝莉骑士院等多元生活场景,为新一代森系美学生活爱好者提供健康旅居、菁英教育、社区成长等先锋内容,领略自然健康美学生活方式。莫干山郡安里度假区的运营,成功地助力地方经济的发展。

Joe Lalli Narada Resort, or J'Lalli Resort, located in the core district of Moganshan Sport Town one of the first sport and leisure towns in Zhejiang province, is the largest mountain tourism complex in Moganshan Scenic Area. The resort contains resort hotels, Bluetown community, Discovery Adventures Park, iCA IPONY International Youth Cavaliers Academy, and other daily-life facilities, providing Mori-lifestyle lovers with avant-garde concepts like healthy sojourn, elite education, and community growth, so that people will enjoy a natural, healthy lifestyle. J'Lalli Resort has successfully driven the local economy ahead.

专家点评 Expert comments

陈平

IOV 全球副主席、暨南大学创意产业研究院院长

Emma Chen

Global Vice President of IOV and Professor of Academy of Cultural Heritage and Creativity of Jinan University

“莫干山的成就有目共睹,一是在建筑设计上和丰富多样的活动中了解当代人对心灵和精神的诉求;二是旅游内容应展现出当地文化,让游客不仅能宾至如归的感受,还有一种安心的感觉。”

“Mount Mogan has, obviously, made countless achievements. It integrates modern people's spiritual pursuit into its architecture design and profuse activities; it presents the local culture in tourism projects, making tourists feel at home and contented.”

刘勇

四川大学户外运动研究所秘书长,山地旅游与休闲运动开发研究中心首席专家、日本横断山研究会会员

Liu Yong

Secretary-General of Outdoor Sports Institute of Sichuan University, chief expert at Mountain Tourism & Recreational Sport R&D Center, and member of Hengduan Mountains Club

“莫干山的重心应放在文体旅结合,文化遗产包括物质和非物质文化遗产的活化。”

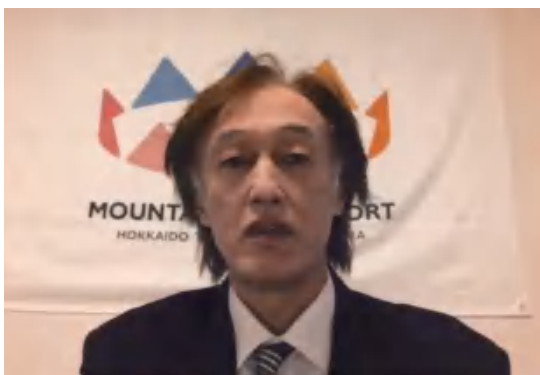
“The focus of Mount Mogan should be placed on combining culture, sport and tourism, and on vitalizing cultural heritages, both tangible and intangible.”



“最佳山地旅游目的奖”获奖单位： 大雪山踪林 DMO——大雪山国立公园

“Best Mountain Tourism Destination Award” Winner:

Taisetsu Kamuimintara DMO——Daisetsuzan National Park



大雪山踪林 DMO 专务理事林良和作“文旅复苏加快下的目的地竞争,山地旅游如何脱颖而出”主题分享

Yoshikazu Hayashi, Managing Director of Taisetsu Kamui Mintara DMO, shared on “how can mountain tourism stand out in the destination competition while culture and tourism are recovering.”

大雪地区是北海道最大的地区,该地区毗邻被称为“北海道屋顶”的大雪山国立公园,拥有宏伟的自然风光。大雪山踪林 DMO 通过与地方政府和当地居民的合作,积极建立“山城度假村”品牌,努力将大雪地区建设成一个集山脉、美食、历史、文化和运动于一身的旅游度假区。通过“山城度假村”这一旅游品牌的建设,促进了大雪地区旅游相关产业的发展,振兴当地经济,并为当地社区创造更多的财富。

Taisetsu Area is the largest single district in Hokkaido, neighboring Daisetsuzan National Park—also called roof of Hokkaido, and enjoying magnificent natural landscape. Taisetsu Kamui Mintara DMO works with the local government and residents to build up the brand of “mountain city resort,” trying to elevate Taisetsu Area into a holiday resort with mountain views, delicious food, a long history, brilliant culture, and sports events. In doing so, Taisetsu Kamui Mintara DMO aims to facilitate the local tourism-related industries, revitalize the local economy, and create more wealth for local communities.

专家点评 Expert comments

李宇奇

中青旅体育文化发展有限公司总经理

Li Yuqi

General Manager of China Youth Travel Sports and Culture Development Co., Ltd

“在旅游开发里如何做到绿色开发、开发绿色,怎么保持绿色生态,然后又形成商业的可持续的发展,需要在原始生态和开发之间找到平衡。”

“We need to find a balance between preserving and developing primitive ecological environment, to figure out how to economically develop the green resources, preserve the green ecology, and achieve sustainable development in business.”

张海峰

中华户外网 CEO

Zhang Haifeng

CEO of huway.com

“日本在开发旅游的时候,特别尊重整个自然状态,不完全以客户为导向。立足于现有条件,合理开发,形成有特色风格的模式,这是需要中国的文旅产业项目需要借鉴的地方。”

“Japan, during tourism development, extremely respected the nature, instead of putting tourists at the core. So, China’s cultural tourism projects need to learn how Japan gave full play to its present edges to reasonably develop tourism resources and find its own features.”



“最佳山地旅游户外运动”获奖单位： 贵州清溪湖旅游开发有限公司——贵州十二背后

“Best Mountain Tourism Outdoor Sport Award” Winner:

Guizhou Shierbeihou Tourism Development Co., Ltd.—Shierbeihou Scenic Area



贵州清溪湖旅游开发公司十二背后新业态事业部副总经理薛莲作“户外运动对山地旅游发展的促进及催化”主题分享

Xue Lian, Deputy General Manager of Shierbeihou New Business Form Department of Guizhou Qingxi Lake Tourism Development Co., Ltd., shared on “promotion effect of outdoor sport to mountain tourism.”

十二背后旅游区位于贵州省遵义市绥阳县境内。旅游区下辖贵州双河洞景区、贵州清溪峡景区、中国大地缝景区、贵州“山地酷玩探秘”体旅示范基地以及中小学生研学实践教育基地五大板块。依托独特的喀斯特地貌及其全球顶级的洞穴资源条件打造的特色户外体育产品，将专业的户外探险运动创新化、休闲化、大众化，形成多款集体验性、参与性、娱乐性、知识性极强的产品组合。是旅游+体育、旅游+教育、旅游+文化等多产业融合发展落地的成功尝试。

Shierbeihou Scenic Area is located in Suiyang county, Zunyi city, Guizhou province. It contains five sections—Guizhou Shuanghe Cave Scenic Spot, Guizhou Qingxi Gorge Scenic Area, Underground Crack scenic spot, Guizhou “mountain amusement & adventure” sports tourism demonstration base, and study & practice education base for primary and middle school students. Based on the unique karst landform and world-class cave resources, the area has manufactured special outdoor sports products that innovatively turn professional outdoor adventures into a recreational event for the general public. As a result, now the area offers multiple product combinations that are both interesting and informative, and visitors are desperate to participate in and experience. It has been the most successful trial to put industrial integration such as tourism + sport, tourism + education, and tourism + culture into practice.

专家点评 Expert comments

让·波塔西
法国洞穴协会副主席

Jean Bottazzi

Vice President of French Federation of Speleology

“考虑到旅游业局限性，把高质量的旅游服务，结合尊重自然的理念，会给游客不同的一种感受，是很好的一种探索形式。”

“Given the limitations tourism faces, it would be a good way to explore potential possibilities if we try to deliver high-quality tourism services combined with the awareness of respecting the nature, because it would give visitors a different experience.”

周丽

德国特里尔应用科技大学土地研究中心(CLR)中国部门负责人

Zhou Li

Head of the China Department of Center for Land Research (CLR)

“十二背后应通过可持续发展的原则，建立开发管理和监管制度，并在此框架下开展符合开展生态承载力的户外运动及延伸的自然科普、本土文化体验、休闲养生等项目，成为同类山地户外运动目的地的示范。”

“The Shierbeihou Scenic Area should adopt the principle of sustainable development to establish a development management and supervision system, and develop outdoor sports that conform to the ecological carrying capacity and extend natural science, local cultural experience, leisure and health preservation under this framework, and finally become a demonstration of similar mountain outdoor sports destinations in the future.”



“山地旅游可持续发展奖”入围代表： 上海爱驾文化传媒有限公司——国民公路 G318

Finalists of “Mountain Tourism Sustainable Development Award”:

Shanghai iDriver Culture Media Co., Ltd. --- The China National Highway 318



上海爱驾文化传媒有限公司创始人、国民公路 G318 文化推广发起人李克崎作“一条公路的启示——山地旅游公路的可持续发展”主题分享

Li Keqi, founder of Shanghai iDriver Media Co., Ltd., cultural advocator of The China National Highway 318, shared on “Inspiration from a highway—sustainable development for mountain tourism highways.”

G318 线是一条非常典型的山地旅游公路，它连接了中国东部最旺盛的自驾游市场需求与全球最佳、最独特的景观资源，是牵动沿线地方政府、中国自驾游产业的大 IP。打造 318 公路文化产业经济带势必将推动区域融合与产业合作的新创举。“此生必驾 318”在得到大众认可和喜爱的同时，也为沿线城乡居民带来收益，从而鼓励他们守护住家乡的森林、雪山、星空，积极保护好生态环境。

G318, a typical mountain tourism highway, bridges tourists with the biggest self-driving tour market demand in Eastern China and the most peculiar landscape resources in the whole world. It is a super IP of China's self-driving tourism sector, and an economic engine for the local government. Building the G318 cultural, industrial and economic belt is designated to be a great achievement that drives regional integration and industrial partnership. The project “Must-drive along G318” has not only won public recognition and preference, but also generated higher incomes for urban and rural residents along the way. G318 tour encourages local dwellers to positively protect the ecological environment they live in, including the forests, snow mountains, and the starry sky.

专家点评 Expert comment

姚瑛 大地风景文旅集团总裁

Yao Ying Ceo of BES Culture and Tourism Group

“‘国民公路 G318’是一条中国在自己文化的肌体上诞生的一个世界级 IP。‘此生必驾 318’不仅是一条能够彰公路生活方式和文化的旅游公路，更是对中国文旅产业发展的长远和深度的推动。”

“‘China National Highway 318’ is a world-class IP born in China on the body of its own culture. ‘Must-drive along G318’ is not only a tourist road that can reflect the lifestyle and culture of the highway, but also a long-term and in-depth promotion of the development of China's cultural tourism industry.”



配套活动 / Supporting Events

“山地英雄会、车窗风景线”

首届中国自驾旅游产业联合会会长峰会暨贵州经典自驾旅游线路推展会

11月17日上午,“山地英雄会、车窗风景线”中国自驾旅游产业联合会会长峰会暨贵州经典自驾旅游线路推展会在国际山地旅游联盟总部召开。本次峰会以“‘山地英雄会、车窗风景线’,打造面向未来的自驾游产业”为主题。峰会上,来自25个省、市、自治区自驾旅游协会的会长齐聚一堂。从山地旅游和自驾游产业发展现状、存在问题、未来发展趋势,以及如何完善推动自驾游这一旅游新业态,让更多的游客体会到高品质自驾游体验服务做了精彩发言,共话山地旅游和自驾游产业实现高质量发展的新思路、新方法和新举措。畅谈国内山地旅游及自驾游发展之道,为贵州乃至中国山地旅游、自驾游产业的高质量发展建言献策、贡献智慧。

国际山地旅游联盟执行秘书长傅迎春主持了本次会议。会上,他指出:“之所以在中国旅游业加快复苏的重要时期举办这次峰会,是希望能够借助国际山地联盟这一平台,凝聚行业力量,共同谋划和助力疫后山地旅游的复苏与振兴,并助推中国自驾游产业与贵州省山地

旅游的创新发展。”

中国旅游车船协会自驾游与房车露营分会秘书长刘汉奇在致辞中提出:“在国内疫情得到有效控制之后,市民出游对‘小聚集、大空间’的高品质旅游的需求不断增加,房车旅游快速兴起,房车销售、房车租赁市场均有较大幅度增长。自驾游产业和房车旅游迎来了难得的机遇期,同时由于该产业具有旅游、汽车消费的叠加效应,各地政府应加大对自驾游产业和房车旅游的重视,积极挖掘自驾游市场,进而推动地方经济发展。”

贵州省文化和旅游厅副厅长袁伟在介绍贵州自驾游产业发展情况时说:“后疫情时代,关注自驾游、服务自驾游、保障自驾游、挖掘自驾游市场,是政府有关部门职责所在,也是推动旅游业高质量发展的必然选择。下一步,贵州将以国际一流山地旅游目的地、国内一流度假康养目的地为引领,推动整合部门及地方资源力量,学习借鉴先进经验,彰显贵州山地特色,致力于打造“山地英雄会”国际品牌,力争形成媲美沙漠自驾游和雨



林自驾游的山地自驾游特色产业体系,助推山地旅游高质量发展。”

贵州省体育局副局长牟勇以“拥抱新时代,扬帆新蓝海,开启全国体育旅游示范区创建新征程”为主题,从“赛事活动贯穿全年,体旅融合聚人气”“户外设施遍布全省,体旅融合有支撑”“体育产业扬帆起航,体旅融合前景广”三个方面,向来自全国各地的自驾协会嘉宾介绍了体育旅游示范区创建情况,并诚邀八方宾朋畅游多彩贵州,期待有识之士来贵州投资体育旅游这片沃土,共同参与并见证贵州体育旅游高质量发展。

重庆市自驾旅游协会副会长邱一波作为全国各省、市、自治区自驾旅游协会会长单位发言时表示:希望能与全国各协会加强联动,进一步研发和挖掘更多优质自驾游旅游产品,在全国协会平台推广,为车主提供最准

确,最贴心的出行旅游服务。

贵州旅游协会自驾分会会长徐宁,在会上就原生态穿越之行、最美乡村游、温泉康养之旅、红色文化之旅、深度民族风情游、山地运动之旅,六条贵州自驾游旅游精品线路做重点推介。

与会各方在现场还发布了《共推“山地英雄会、车窗风景线”倡议》,号召各方加入“山地英雄会”,共同打造自驾联盟的“车窗风景线”,并以“联盟+产品”的合作形式,整合各省优质文旅体资源,打造集自然风光、乡村体验、旅游扶贫、休闲露营、户外运动于一体的自驾游精品线路,推动山地英雄会体旅融合品牌建设,集各省之力助力脱贫攻坚工作,将贵州省打造成为全国自驾旅游产业的示范区。





"Mountain Hero Club, Marvelous Roadside Scenery" The First Summit of China Self-Driving Tourism Industry Association Provincial Presidents and the Promotion of Guizhou Classic Self-Driving Tour Routes

On the morning of 17th November, the First Summit of China Self-Driving Tourism Industry Association Provincial Presidents and the Promotion of Guizhou Classic Self-Driving Tour Routes kicked off in IMTA headquarters. The summit is themed on "'Mountain Hero Club, Marvelous Roadside Scenery', To Build a Future-Oriented Self-Driving Tourism Industry." At the summit, a total of 25 self-driving tourism industry association provincial presidents across China gathered together, delivered extraordinary speeches on the status quo, potential problems, and future directions of self-driving tourism, and discussed how to improve such a new business form of tourism, and to promote high-quality self-driving experience and supporting services for more visitors. In addition, they shared new concepts, methods and measures, as well as principles to achieve high-quality development, offered advices and suggestions and contributed their wisdom to the high-quality development of mountain tourism and self-driving tourism in Guizhou and even China.

Fu Yingchun (host), Executive Secretary-General of IMTA presided over the Summit. He pointed out: "The reason we hold this summit while China's tourism is speeding up the recovery is that we hope through this platform of IMTA, pooling the strength of the industry, discuss how to facilitate the revitalization of mountain tourism in the post-COVID world, and propping up the innovative development of China's self-driving tourism and Guizhou's mountain tourism."

Liu Hanqi, Secretary-General of Self-driving Tour and Camping & Caravanning Association (STCCA) of China Tourism Automobile and Cruise Association (CTACA). He putted forward: "After China achieved efficient pandemic control, citizens increasingly craved for high-quality tours featuring 'small gathering in large space'. Thus, recreational vehicle (RV) tourism booms, along with the sales and rental of RVs. At present, both self-driving tourism and RV tourism face an optimal opportunity and the piled-up effect from tourism and automobile consumption. Therefore, local governments must attach greater importance to self-driving and RV tourism, and promote self-driving tourism market, to drive the local economy."

Yuan Wei, Deputy Director of Department of Culture and Tourism of Guizhou Province, introduced the development of Guizhou self-driving tourism industry: "It is the governments' responsibility to pay attention to, serve, safeguard, and support self-driving tourism in the post-COVID world, which is also an inevitable tendency of high-quality progress of tourism. The next step is that Guizhou will build it into a world-class mountain tourism destination and China's top-ranking wellness tourism destination, by pooling government and private resources, learning advanced experience, and advertising for the unique local mountain features. In doing so, Guizhou aims to build up an international brand of 'Mountain Hero Club' form up a special industrial system of desert, rain forest, and mountain self-driving tours, thereby promoting the high-quality mountain tourism in the province."

With the theme of "Embracing the New Era, Sailing in a New Blue Ocean, and Starting a New Journey of National Sports Tourism Demonstration Zone", Mu Yong, Deputy Director of Sport Administration of Guizhou Province, started from "Events Throughout the Year, Sports and Tourism Integration Gather Popularity" and "Outdoor Facilities are All Over the Province, Sports and Tourism Integration are Supported", "The Sports Industry Sets Sail, Sports and Tourism Integration Prospects" those three aspects, introduced to the self-driving association guests from all over the country the establishment of the sports tourism demonstration zone, and sincerely invited guests to Colorful Guizhou, It is expected that far-sighted personage will come to Guizhou to invest the fertile soil of sports tourism, participate in and witness the high-quality development of sports tourism in Guizhou.

Qiu Yibo, Deputy Director of Chongqing Self-Driving Travel Association, as the president unit of the self-driving tourism associations of various provinces, cities, and autonomous regions across the country, he said: "We hope to enhance cooperation with tourism associations all over the country, to create more high-quality self-driving tourism products, and advertise for them on powerful platforms, to provide RV drivers with the most precise and caring tourism service."



Xu Ning, Director of Self-Driving Branch of Guizhou Tourism Association, launched six boutique self-driving routes at the Summit. "Route to Across the Virgin Area", "Route to the Most Beautiful VillageS", "Route to Wellness of Spring", "Route to Red Culture", "Route to the Deep Ethnic Customsthe", and "Route to Mountain Sports".

Furthermore, "the Initiative to Jointly Promote 'Mountain Hero Club, Marvelous Roadside Scenery'" was released at the summit, encouraged everyone to join the "Mountain Hero Club" and builded the "Marvelous Roadside Scenery" together. The

Initiative also proposes to pool the high-quality culture, tourism, and sport resources of all provinces based on the cooperation model of "association + product", to forge boutique self-driving routes that integrate natural landscape, rural experience, poverty alleviation through tourism, leisure camping, and outdoor sport. By combining sport and tourism to promote the brand of "Mountain Hero Club", and to pool strength from other provinces to help citizens shaking off poverty, and building Guizhou province into a demonstrate zone for self-driving tourism industry.



“世界名山与贵州山地旅游对话”摄影展

Photography Exhibition of "Dialogue Between Guizhou Mountain Tourism and Famous Mountains in the World"

本次摄影展以“世界名山与贵州山地旅游对话”为主题，摄影作品由国际著名摄影家和贵州省知名摄影师从不同的角度，拍摄大量山岳、名山、山地自然与人文景观中精选而成。摄影展得到了来自中国、日本、俄罗斯、英国、新西兰、印度尼西亚、南非等国际国内知名摄影家的积极响应。这是一场来自世界与贵州山地旅游文化的光影碰撞和对话，更是一股助推山地旅游向着创新、协调、绿色、开放、共享和可持续发展新目标前行的力量。联盟副主席邵琪伟，联盟秘书长何亚非，贵州省委常委、宣传部部长卢雍政，贵州省副省长胡忠雄，尼泊尔驻华大使马亨德拉·巴哈杜尔·潘迪，中国文化和旅游部国际交流与合作局局长谢金英等主要领导和嘉宾参加了“世界名山与贵州山地旅游对话”摄影展、山地旅游文化空间展的剪彩仪式。

Themed with "Dialogue between Guizhou Mountain Tourism and Famous Mountains in the World", the photography exhibition showed works featuring mountains, as well as natural and human landscape photographed by world-famous photographers and renowned photographers in Guizhou. The exhibition has received positive response from renowned photographers in China, Japan, Russia, the UK, New Zealand, Indonesia, South Africa and other countries. This is a light & shadow collision and dialogue on mountain tourism culture between Guizhou and the world, as well as a driver for the innovative, coordinated, green, open, shared and sustainable development of mountain tourism. Shao Qiwei – IMTA Vice Chairman, He Yafei – IMTA Secretary General, Lu Yongzheng – member of the Standing Committee of the CPC Guizhou Provincial Committee, and head of the Publicity Department of the CPC Guizhou Provincial Committee, Mahendra Bahadur Pandey – Nepalese Ambassador to China, Xie Jinying – Director –General of the International Exchanges and Cooperation Bureau of the Ministry of Culture and Tourism of China, and other leaders and important guests jointly cutting the ribbon for the opening ceremony on the Photography Exhibition of "Dialogue between Guizhou Mountain Tourism and Famous Mountains in the World", Mountain Tourism & Culture Exhibition.



▲ 剪彩嘉宾合影

Photograph of Guizhou Province leaders, Guiyang City leaders, IMTA leaders jointly cut the ribbon for the opening ceremony of the Photography Exhibition "Dialogue between Guizhou Mountain Tourism and Famous Mountains in the World" and "Mountain Tourism & Culture Exhibition"



摄影展

Photography
Exhibition



山地旅游文化空间展 Mountain Tourism & Culture Exhibition

山地旅游文化空间展综合山地旅游的特点,将山地旅游文化的丰富性和体验性进行展现,并汇集 80、90、00 后时代青年,通过新青年们对山地物产的挖掘和开发、文创产品的创新设计、地域文化符号的提炼升华、手工造物的传承推广和对新生活态度的理解和表达,引领人们探寻美好的生活方式,学习尊重和保护自然,尊重世界各民族文化的传承与交融。

The "Mountain Tourism & Culture Exhibition" integrates the characteristics of mountain tourism to show the richness and experience of mountain tourism culture. Through the excavation and development of mountain products, innovative design of cultural and creative products, refinement and sublimation of regional cultural symbols, promotion of handmade objects and understanding and expression of new attitudes to life, the youth of the post-80s, 90s and 00s express their creativity in mountain tourism culture, leading people to explore a better way of life, learn to respect and protect nature, and respect the cultural heritage and integration of various nationalities around the world.



▲领导及主礼嘉宾巡馆

Leaders and important guests visit the Photography Exhibition of "Dialogue between Guizhou Mountain Tourism and Famous Mountains in the World" and "Mountain Tourism & Culture Exhibition"

空间展
Space
Exhibition



新需求、新市场、新消费“8·9·00”思享会

一场时代青年的思维“碰撞秀”

"8·9·00" Concept Meeting on New Demands, Market and Consumption

A youth's brainstorm show

2020年11月19日-20日,为期两天的新需求、新市场、新消费“8·9·00”思享会在国际山地旅游联盟总部举办。国际山地旅游联盟执行秘书长傅迎春出席会议并作致辞。

80、90、00是未来社会的主力群体,他们在文化、旅游、体育等方面同样是主力生产、消费群体。傅迎春执行秘书长表示:“年轻人是智慧和生产力的宝库,他们思想活跃、观念超前、敢于创新,是文旅体产业可持续发展的有生力量。国际山地旅游联盟举办“8·9·00”思享会,就是要为年轻群体提供一个展示的舞台,让他们谈思想、谈创造、谈需求、谈未来,也给旅游企业提供一个市场对接需求的互动空间,共同推动山地旅游的发展。”

During 19-20 November, a two-day activity themed on "8·9·00 Concept Meeting on New Demands, Market and Consumption" was initiated at IMTA headquarters. Fu Yingchun—Executive Secretary-General of IMTA, attended the meeting and delivered a speech.

The post 80, 90, and 00 generations will be the main force in the future, and dominating in both production and consumption markets of culture, tourism, and sport. Executive Secretary-General Fu Yingchun said “Young people are treasure resource of wisdom and productivity. They are active in thinking, advanced in concepts, and daring to innovate. They are the viable force for the sustainable development of the cultural, tourism and sports industry. This Meeting aims to set up a stage for them to present themselves, talk about ideas, creations, need and future in a bid to provides an interactive space for tourism companies to meet the needs of the market and to drive the growth of mountain tourism.”



主题一：与挑战共生，与美丽共存

Theme 1: Brave to embrace challenge along with beauty



张 兮 / 文化的新衣
文旅商业品牌设计师
Zhang Xi / New Face of Culture
Commercial brand designer for culture and tourism



林智成 / 疫情下的英国体育节
英国领事馆英国运动节首席代表
Frankie / British Sports Events during COVID - 19
Chief representative of British sports event
at British Consulate

“要做好中国山地旅游文化 IP 的塑造和传播，首先要讲好故事，然后用娱乐的精神具象化外壳，让故事具备传播性；其次，在迎合时代发展的浪潮下，去满足社交场景化的需求；最终，形成一套中国山地旅游文化独有的商业生态。这其中，文化传播的战略和包装至关重要。”

“To create and spread the cultural intellectual property (IP) of mountain tourism in China, we need to tell a good story first, and then flesh it out with entertainment content. Second, we need to respond to the call of the times by satisfying the needs for social scene. Finally, cultural transmission strategy and packaging are vital to form a distinct commercial ecology of mountain tourism culture in China.”

“第二届英国体育节将园林设计、生活美学、全民阅读、时尚运动等元素深度融合，以‘花园奇想’‘天府美学’‘悦动成渝’为主题，构建三大展示场景，并引入马术、球类训练、户外瑜伽、摄影等‘体育+文化’体验项目，为中英两国的青年在体育领域互相学习和分享提供了交流平台，助力成渝打造户外文化联合 IP。”

“The Second Sports Event deeply integrates landscape design, life aesthetics, nationwide reading, fashionable sports, and other elements, and constructs three exhibitions themed with ‘gardens of imagination’, ‘Tianfu aesthetics’, and ‘delightful Chengdu-Chongqing sports’. Besides, the Event also offers horseback-riding, ball games, outdoor yoga, photography and other ‘sports + culture’ experience projects, providing a communication platform for young people between China and Britain to share with and learn from each other, and helping Chengdu and Chongqing build united IP of outdoor culture.”



舒 钢 / 体育赛事 IP 在山地旅游发展中的价值
Drive-on 赛事运动机构总经理
Shu Gang / Value of Sports Event IP in Facilitating Mountain Tourism
General Manager of Drive-on Race Institution

“赛事 IP 已经成为一个旅行的理由。如今,追赛事如追星般火热,通过举办 IP 赛事,带动游客量增长,已经成为“体育+旅游”融合发展的生动实践。”

“Value of Sports Event IP event has become a reason to travel. Now, people's passion for sports events are the same as for idols. IP sports events can increase the number of tourists, and serves as a demonstration of “sports + tourism” integration.”



魏 衡 / 新需求 新市场 新消费,山地旅游+教育的融合
游你营地教育创始人
Wei Heng / New Demand, Market and Consumption in the Combination of Mountain Tourism and Education
Founder of Playpro Camping Education

“营地是新时代优质教育的发展需要,能够让孩子们养成积极的生活和学习态度,培养决断力、毅力和更强的解决问题能力,并将这种能力带进自己的生活、实践。研发特色山地+素质教育产品,促进山地旅游创新发展,将成为朝阳产业,市场广阔。”

“Camp is a requisite for high-quality education in the new era. Camp enables children to develop positive attitude towards life and learning, and help them be determined, persistent and able. Researching and developing characteristic mountains + quality education products contribute to the innovative development of mountain tourism as a sunrise industry with expansive market.”

“8·9·00”
思享会

“8·9·00”
Concept Meeting



夏研 / 第三维度视角下跳伞运动及商业前景
美国跳伞协会 (USPA) 中国区唯一教练考官
Xia Yan / Commercial Prospect of Skydiving from A
Third Perspective
Sole instructor of United States Parachute
Association (USPA), China



周元杰 / 极氪行——解码神奇的喀斯特世界
冒险家、主播、摄影师
X-Sports - Decoding the Mysterious Karst
World
Zhou Yuanjie / Adventurer, live streamer, and photographer

“跳伞运动是一项欣赏风景、融入风景的项目，国际上跳伞运动和商业跳伞发展得更早、更成熟，而国内商业跳伞处于缓慢发展状态，所以跳伞市场潜力巨大。依托旅游胜地的优势，打造城市旅游新名片，前景无限。”

“Skydiving is an event to be close to nature and enjoy the scenery. International commercial skydiving is developed early and well established whereas Chinese commercial skydiving is growing at a slow speed. So, China enjoys great market potential for skydiving. There is a bright prospect for cities to build a new name card of tourism by using advantages of tourist attraction.”

“贵州隐藏了很多鲜为人知的地质环境，并活跃着一群户外探险者。《极氪行》以滑翔伞飞行、攀岩、洞穴探险、山地潜水为方向，记录知名户外运动员和探险家们探索高空、峭壁、地心、深水的过程，用全新的视角和语言，改变大众对山地省的固有印象。”

“Guizhou boasts little-known geological environment and a cluster of outdoor adventures. X-Sports directs at paragliding flight, climbing, cave exploring and mountain diving, and records the process of famous outdoor athletes and adventures exploring high sky, cliff, earth's center, and deep water in order to break the stereotype towards mountain provinces from a brand-new perspective and language.”





海 东 / 后疫情时代回归乡野、户外运动或成新趋势
Birdlife 博德莱孚营地创始人

Hai Dong / New trends of returning to rural and outdoor sport in the post-COVID world
Founder of Birdlife Camp

“对我而言，白水桨板能够让我与家乡的山水融为一体，桨起桨落，随波逐流，我都在接受生命力的洗礼，它已成为我生活中很重要的部分，也是因为它，我变得更加坚定。”

“For me, whitewater paddles allow me to get close to the landscape of mountains and rivers in my hometown. When paddles go up and down, I sail with the waves, feeling the vitality of nature. The whitewater paddles compose as an important part of my life. Because of it, I become more strong-willed.”



任 鹏 / 体旅项目创业分享
“猴耳天坑极限酷玩公园”创始人，全国知名高端户外订制旅行机构（出发吧）创始人

Ren Peng / Entrepreneurship sharing on sports tourism project
Founder of “Hou'er Tiankeng (a naturally formed pit) Extreme Sports Park,” and initiator of a famous high-end customized outdoor travel agency “chufaba.”

“未来的山地旅游目的地不仅是探险公园，也不仅是主题景区，应该是更酷的社交场景，让热爱生活并富有冒险精神的年轻人们在舒适的空间里，与来自世界各地的陌生人分享他们各自有趣的故事和体验，并得到更多的情绪释放。”

“Mountain tourism attraction in the future should not be confined to adventure park, theme park, but a magnificent social environment where life-loving young adventurers can share with strangers from all over the world about their stories and life experiences, and release emotions.”



瞿 唯 / 中泰自驾游适合贵州旅游发展借鉴的经验
中泰自驾游专家

Qu Wei / Experience of Self-driving Tour from China to Thailand for tourism development in Guizhou
Self-driving Travel Expert of China to Thailand

结合旅行泰国 10 年的独到体验，瞿唯将泰国自驾产品的优势融入到贵州自驾游中，打造集自然风光、民族风情、美食人文于一体的贵州自驾游线路，让贵州的魅力无限绽放。

Combined with his unique trip experience in Thailand for 10 years, he integrates the advantages of Thailand's self-driving products into Guizhou self-driving in a bid to build a boutique self-driving route combining natural scenery, ethnic customs, delicious food, and culture are included in the route to appreciate the charm of Guizhou.

主题二：多元文化，蓬勃共生

Theme 2: Mutual growth of multi-culture



郭 敏 / 贵州的滑雪推广与普及
滑雪经营主理人前携程 MT

Guo Min / Promotion and Publicity of Skiing in Guizhou
Owner-principal of skiing operation; former MT of Trip.com

每周在贵州关岭举办滑雪活动，不定期开展主题分享会，并带领会员到新疆、日本、格鲁吉亚等地区和国家进行滑雪体验。此外，俱乐部还开展滑雪讲座和培训比赛，培养青少年的滑雪热情和知识，以持续推广和普及贵州滑雪，推动体育旅游的健康发展。

Holds ski-related activities in Guanling County, Anshun City, Guizhou Province every week and unscheduled sharing meetings. The Club also arranges members to go skiing in Xinjiang, Japan, Georgia and other areas and countries. Besides, the Club carries out ski lectures and training competitions to cultivate teenagers' passion for ski, popularize ski activities, and facilitate the health development of sports tourism.



马晨曦 / 新青年体育业态发展的多元视角
黑蚊篮球公园创始人

Ma Chenxi / Multi-dimensional perspectives in business pattern
development of youth sport
Founder of Heaven Park

贵阳在打造体育场馆品牌上有很大的潜力。以门店吸引流量进而刺激二次消费，打造虎扑路人王贵阳站、青年挑战赛、3V3 城市挑战赛等本土 IP 赛事，人气造节、音乐派对、潮玩周边等多元文化跨界融合，成就了黑蚊“新青年文化发展的前沿阵地”的标签。

Taps the potential of Guiyang in building a new brand of sports venue. He attracts more customers to the outlets to stimulate consumptions, holds Hupu the King of Underdogs (Guiyang), Youth Challenge, 3V3 Urban Challenge and other local IP matches, and accelerates the cross-border integration of multi-culture of gaining popularity by creating festival, musical party, and art peripheral products. In doing so, he builds Heaven into "the forefront of youth sports development."





胡颖 / 15 年的咖啡旅程, 让我生活的城市多了一丝咖啡香
世界咖啡大师赛中国区冠军
Hu Ying / 15 years of coffee trip adds a scent of coffee aroma to the cities I live in
Champion of China Barista Championship

咖啡存在的场景拥有无限可能,除了咖啡馆,还可以在露营时,在滑浆板时,在自驾游时。无数咖啡爱好者在旅途中都期待一杯好咖啡,这让探索之旅意义非凡。

Coffee exists beyond the Cafe. When paddling, or going on a self-drive tour, may need coffee. Exploration in travel becomes extraordinary for the fact that Coffee-lovers to world expect a cup of good coffee.



齐苗苗 / 如何搭上网红经济的快车
齐莎莎 / 抖音旅游大 V、内容创作者、推介人
Qi Miaomiao & Qi Shasha / How to board on the "express of internet celebrity economy"
Travel celebrities, content producers and advocates on Tik Tok

互联网改变了人们的生活和旅行方式,也让喜欢深度游的这对姐妹能够更好的去了解旅行目的地的民俗文化、特色美食和语言精髓,以创新性的思维,将旅游景区景点和产品通过各种视频平台推荐给粉丝群体,让更多人欣赏到世界的美。

Internet has changed people's methods of lives and travelling. Meanwhile, it allows the twin sisters fond of in-depth travel to better understand the folk culture, characteristic food and languages of tourist destinations. Positioned as content producers, and advocates, they make innovations and introduce scenic spots and tourist products via recording videos to the fans and to spread the beauty of the world while relaxing themselves.

IMTA 会员主题沙龙

助推山地旅游创新化发展,探索山地旅游市场化未来

Themed Salon of IMTA Members

Promoting innovative development & exploring the future marketization of mountain tourism

国际山地旅游联盟专家委员会和投融资委员会在本届年会开幕式上正式成立,并配套举办了形式轻松自由的 IMTA 会员主题沙龙。邀请联盟专家委员会与投融资委员会,召集专家学者、投融资机构代表,汇集各方智慧,进一步推动后疫情时代山地旅游的重塑与发展。

IMTA Expert Committee and Investment & Financing Committee were officially established at the Opening Ceremony of 2020 IMTA Annual Conference, along with a rather free and relaxed Themed Salon of IMTA Members. At the salon, we pooled intelligence by inviting the above two committees, experts and scholars, investment and financing institution representatives, to further reshape and revitalize mountain tourism in the post-COVID world.



主题一：山地旅游的创新化空间

Topic I: Innovation for mountain tourism

邀请专家委员会成员及联盟会员共商未来工作方向,围绕疫情常态化下山地旅游的“创新化”展开交流与讨论。

We invited members of IMTA Expert Committee and Investment & Financing Committee to discuss the future tendency, and exchange ideas on the “innovation” of mountain tourism under the normalization of the epidemic.

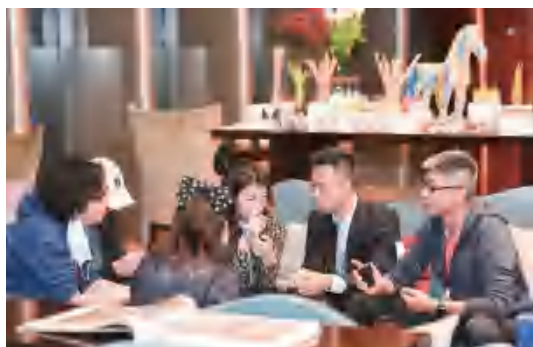


主题二：山地旅游的的市场化未来

Topic II: Future of marketization for mountain tourism

在疫后文旅产业复苏的“十字路口”,邀请国际山地旅游联盟投融资委员会成员单位及有关山地旅游项目方、投资方,共商山地文旅项目如何逆势复苏,重现朝气蓬勃之势。

We invited member units of IMTA Investment & Financing Committee, initiators and investors of relevant mountain tourism projects, to discuss how mountain and cultural tourism projects recover and thrive again at the “junction” of the post-COVID world.



主题三：山地民宿的新消费场景

Topic III: New consumption scenes of guest house in mountainous region

邀请山地旅游专家学者、投融资机构代表，共同探讨如何重新定义山地民宿“后疫情时代”新消费场景。

We invited mountain tourism experts and scholars, and investment and financing institution representatives, to discuss how to redefine the new consumption scenes of mountain B&B in the post-COVID world.



年度总结 / Summary of Annual Conference

2020 国际山地旅游联盟年会总结

在全球旅游业遭受新冠病毒疫情严重冲击,业界携手应对挑战,共促旅游复苏的背景下,2020 国际山地旅游联盟年会于 11 月 17-19 日在贵阳举办。本届年会以线上线下相结合方式,围绕山地旅游疫后重塑的思路、目标和路径,凝聚会员智慧和行业力量,同心助力疫后山地旅游复苏与振兴,向世界发出了后疫情时代旅游业重塑与发展的最强音,成功举办了一场具有影响力的国际盛会。

一、基本情况

(一)年会活动。本届年会以“后疫情时代国际山地旅游发展之路”为主题,采取现场与线上直播、场内与场外互动、主体与配套活动结合的办会方式,内容丰富、丰富多彩。

在全球旅游业从寒冬逐步走向复苏的关键节点上,联盟发挥国际组织集众智、汇共识、聚合力的作用,11 月 18 日上午举办的 2020 国际山地旅游联盟年会开幕暨主题论坛,为全球疫后山地旅游复苏、振兴提供了前沿思想引领和实践支撑;2020“世界名山对话”的“展望疫后世界名山可持续旅游之路”和“构建面向新消费需求的山地旅游目的地”两大议题与年会主题形成有力呼应;年会首次设立的“IMTA 山地旅游奖”评奖活动,传递山地旅游从业者所应秉持的社会责任和价值观,树立领域标杆。

为进一步做实国际山地旅游联盟创新发展平台,本次年会正式成立了国际山地旅游联盟专家委员会和投融资委员会,为联盟研究评价、标准制定、投资合作等业务拓展创建了新的机制;为加强与国际国内各大旅游组织的交流合作,为全球旅游业建设与发展携手献力,联盟与国际知名旅游组织机构签署战略合作协议是本次

年会的一大亮点。在友好磋商、反复酝酿的基础上,联盟与世界旅游及旅行业理事会(WTTC)、亚太旅游协会(PATA)、世界旅游联盟(WTA)、世界旅游城市联合会(WTCF)、中国-东盟中心(ACC)、世界运河历史文化城市合作组织(WCCO)以及中国风景名胜区协会(CNPA)正式签署战略合作协议或谅解备忘录,标志着联盟在探索构建国际合作机制上取得新的突破。

本次年会在新会员发展及会员结构优化方面也取得新突破。联盟会员国籍增至 32 个,会员数增至 181 家。新会员来自缅甸、印尼、俄罗斯、塔吉克斯坦、尼泊尔等国,包括公关咨询企业、传媒企业、会展公司、大型旅游开发投资集团、文化艺术等类别,会员结构不断优化升级。

本次年会还新增了联盟与贵州互动同谱山地旅游发展的重要内容。11 月 17 日举办的“助力贵州山地旅游高质量发展”企业家座谈会,以贵州省政府领导与会员企业家对话的形式,对投资贵州、合作贵州、发展贵州的话题进行了富有成效的互动;借助年会平台,以“山地英雄会、车窗风景线”为主题的首届中国自驾游产业联合会会长峰会暨贵州经典自驾游线路推展会,引来各省(市、区)行业领导者共享共推贵州连接各省的山地景点旅游线路产品;18-22 日“世界名山与贵州山地旅游对话”摄影展是把贵州的山地资源融入和推向国际的高起点宣传推广形式;19 日-20 日举办的“8·9·00 思享会”从新消费、新需求角度展示了面向年轻群体思想与实践、创业与创新的互动;“山地旅游文化空间展”,则向社会大众传递了山地旅游健康绿色的理念和积极向上的生活方式;18 日晚“IMTA 会员主题沙龙”,为会员提供了在轻松氛围中开展业务讨论的互动空间。



(二) 层次规模。作为疫情以来在贵州省举办的首个国际性会议,年会得到了贵州省领导的高度重视和全力支持,卢雍政部长、胡忠雄副省长对支持办好年会亲自过问部署,对会务、外事、防控等给予积极协调支持。各相关部门积极配合,克服了大量因疫情影响造成的不利因素,确保会议顺利进行。本次年会的嘉宾层次、参会规模、国际化水平都达到了新的高度。

11月17日,时任贵州省长谌贻琴热情会见了邵琪伟副主席、何亚非秘书长及参加联盟年会的重要嘉宾,卢雍政部长、胡忠雄副省长参加会见。时任贵州省长谌贻琴介绍了贵州经济社会发展情况。她说,贵州始终把发展旅游业作为守好发展和生态两条底线的战略举措,推动旅游业持续“井喷式”增长,为经济持续快速健康发展提供了强有力支撑。国际山地旅游联盟是总部落户贵州、由中国发起、全球第一个以山地旅游为定位的国际组织,贵州将一如既往大力支持联盟发展。希望联盟不断提升影响力和知名度,加快成为促进山地旅游发展的世界著名平台,为世界、中国和贵州旅游业高质量发展作出积极贡献。邵琪伟副主席、何亚非秘书长感谢贵州对国际山地旅游联盟的大力支持。他们表示,新冠肺炎疫情对全球旅游业发展产生深度影响,作为在贵州创立的非政府国际组织,国际山地旅游联盟将坚持服务世界、服务中国、服务贵州,对危机下全球旅游业发展进行再认识,积极促进旅游业理念创新、政策创新、科技创新,为全球旅游业复苏发展贡献力量。

本届年会得到了世界旅游组织(UNWTO)、世界旅游及旅行业理事会(WTTC)、亚太旅游协会(PATA)、世界旅游经济论坛(GTEF)、世界旅游联盟(WTA)、世界旅游城市联合会(WTCF)、中国-东盟中心(ACC)、世界运河历史文化城市合作组织(WCCO)等国际组织的鼎力支持。联盟主席多米尼克·德维尔潘、副主席邵琪伟、秘书长何亚非,世界旅游组织执行主任祝善忠,中国文化和旅游部国际交流与合作局局长谢金英,贵州省委常委、宣传部部长卢雍政、副省长胡忠雄,世界旅游及旅行业理事会总裁格洛丽亚·格瓦拉,尼泊尔驻华大使馆大使亨德拉·巴哈杜尔·潘迪,中国-东盟中心秘书长陈德海,

印尼驻华使馆公使衔参赞苏裕,坦桑尼亚驻华大使馆文化旅游参赞卢塞凯罗·格瓦萨,秘鲁驻广州领事馆总领事伊万·席尔瓦,瑞士驻成都总领事高凯琳,日本驻重庆领事馆副总领事斋藤宪二,德国巴伐利亚州中国代表处首席代表曼丽,西班牙驻广州总领馆旅游参赞安娜,意大利驻重庆总领事馆科技参赞兼商务处负责人龚卓龙,俄罗斯驻华大使馆新闻官叶戈罗夫等众多中外嘉宾在开幕式和主题论坛上发表了富有指导性、建设性的致辞和主题演讲,与联盟会员、专家学者、业界精英等分享疫后山地旅游重塑与振兴之策。

本届年会吸引了知名山岳景区、投融资机构、专家学者等400余名嘉宾现场参会,其中有来自尼泊尔、印尼、菲律宾、坦桑尼亚、秘鲁、瑞士、日本、德国、西班牙、俄罗斯、意大利、老挝等12个国家的驻华使节和机构代表20余人,另有英国、法国、奥地利、塔吉克斯坦等十多名境外嘉宾通过视频连线方式参加。

(三) 活动反响。本届年会正值新冠病毒肆虐全球,疫情尚未得到完全有效控制,旅游业前景充满变数和不确定性的困难时刻。年会克服多种制约和不利因素,凝聚智慧,汇聚力量,提振信心,攻坚克难,让山地旅游在面对前所未有的挑战时勇气十足,得到了与会者的高度评价和广泛赞誉。

与会嘉宾普遍反映此次年会国际化程度高、内容干货多。世界旅游组织执行主任祝善忠在致辞中表示,2020国际山地旅游联盟年会以“后疫情时代国际山地旅游发展之路”为主题,结合山地旅游资源的特点、旅游业现状与疫后变化趋势,深入探寻后疫情时代全球山地旅游发展方向,必对启动市场、拉动消费、促进经济、增加就业有着积极的意义和作用;中国文化和旅游部国际交流与合作局局长谢金英表示,国际山地旅游联盟作为旅游领域的一个重要交流合作平台,在疫后这个需要旅游业齐心协力共渡难关的关键时期,以“后疫情时代国际山地旅游发展之路”为题,凝聚行业力量,谋求疫后山地旅游复苏发展之路,具有重要的现实意义。

联盟理事、著名旅游专家魏小安评价说活动内容越来越丰富,花小钱办大事,活动形式不断翻新;德国巴伐



利亚州中国代表处首席代表曼丽博士认为本次年会活动非常有趣,这次年会让她对于国际山地旅游联盟和相关领域有了全新的认识;中青旅体育文化公司总经理李宇奇说活动的策划非常成功,这是今年以来参加的唯一名副其实的国际性论坛,没想到在疫情下还能在线下邀请这么多中外嘉宾,下午的名山对话线上外籍嘉宾都是充分准备讨论议题,而不只是礼节性的发言;全球化智库副秘书长刘宇对论坛的成功举办表示祝贺,这次论坛办得非常好,内容非常丰富,请到了方方面面有代表性的国际组织和各路嘉宾,对促进山地旅游发展有很大帮助;四川师范大学历史文化和旅游学院院长李小波表示活动档次和层次非常高,嘉宾的发言非常专业,受益很大,希望以后能多参加联盟活动;四川旅游学会会长陈加林表示,此次大会规格极高,以山地旅游为引领的国际化旅游发展特色鲜明,在国内外取得了重大社会影响,提高了中国旅游业的世界地位和国家地位;文化和旅游部武瑞在线收看活动直播后表示,年会国际范很足,嘉宾发言质量都很高,外宾也很给力,点赞!鸿威会展集团董事长王照云表示,今年以来公司承接和参加了若干展会,像联盟年会水平的国际性会议确实很难见到;贵州师范大学瑞士研究中心吴潭认为这是在贵州参加过最有收获的、最专业的论坛,不愿错过任何嘉宾的发言,收获满满。

(四)媒体宣传。年会新闻中心延续历次国际大会做法,为媒体记者提供全方位“24小时”服务。在媒体统筹及服务、活动预热、稿件撰写、嘉宾访谈、现场直播、跟踪报道、产创设计等方面做足准备,并从年会的国际性、专业性、系统性、创新性等优势出发,挖掘亮点,圆满完成年会整体宣传工作。

国内媒体方面联动了人民日报、新华社、经济日报、中国日报、中国网等央级媒体,贵州新闻联播、贵州日报、多彩贵州网等省级主流媒体,新浪、搜狐、腾讯新闻等重点商业媒体到场对年会的各项活动展开报道。光明网、中国网、浙江在线、信网、澎湃、中国日报网、深圳新闻网、国际在线、云视网、中国山东网、红网等30多家全国重点网络媒体单位同步转发了本次活动新闻稿件。法

新社、路透社、雅虎等境外知名媒体,以及秘鲁、智利、中东、日本、韩国、俄罗斯、泰国等当地主流媒体用小语种同步进行报道。

年会前后共撰写原创稿件54篇,包括:新闻背景稿、嘉宾发言亮点侧记、花絮稿、综述稿、视频专访稿、评论稿等。各家媒体积极转发,形成联动,对国际山地旅游联盟年会动态、疫后国际山地旅游发展、贵州山地旅游资源,以及山地旅游扶贫路径、可持续发展之道等话题都进行了深入、持续性报道。另外,年会期间在会场专门开辟了专访室,安排中英双语主持人团队现场跟踪报道。

与往年传统报道基础相比,今年创新融合开通抖音、微视、众望等短视频直播间。开幕式当天,“主播带你逛2020国际山地旅游联盟年会现场”,引爆广大网友一起围观年会盛况及各项配套活动。通过制作小视频、海报长图、H5等多角度介绍国际山地旅游联盟年会,进一步对联盟发展、会场探班等进行了实地实景报道。

截至12月1日,共有近600多家媒体发布本届年会新闻约1000余条。其中,境外媒体约500家,发布新闻稿件500多条、境内媒体100余家,发布新闻稿件400多条。年会新闻在电视、报纸、广播、网站、APP、短视频、微信、微博等平台得到广泛传播。在多彩贵州网、众望客户端、新浪首页、新浪微博、新浪客户端等端屏对年会开幕式暨主题论坛进行同步图文、视频直播。当天,多彩贵州网直播播放量达301.9万次;新浪直播综合播放量达562万次。

二、特点及成果

(一)主题鲜明,前沿引领

在新冠疫情给全球旅游业造成了严重冲击的艰难时刻,国际山地旅游联盟审时度势,以“后疫情时代国际山地旅游发展之路”为主题,聚焦山地旅游疫后发展,与会员一道携手共克时艰,力推全球山地旅游的复苏与振兴,既体现了联盟的责任感、使命感,又体现会员和业界的关切。围绕主题,年会为困境中的旅游业如何应对危机、转型升级、重塑振兴发出最强音。

1.坚定信心,旅游业的重要性不会改变



当前全球旅游业陷入停滞,但其重要性不会改变。联盟主席德维尔潘指出,旅游是一种独特的体验,可以帮助我们对抗误解、仇恨和偏狭。必须充分衡量旅游业在后疫情时代的关键性和重要性。当世界再次开放,旅游业会复苏,成为不一样的旅游业;联盟副主席邵琪伟提出,要站在新的时代背景和发展阶段,全面、深刻地认识旅游业。要充分认识到旅游业是世界各个国家和地区经济的重要组成部分。旅游业又具有相当的脆弱性,但同时也是韧劲极强的产业,应该全面地辩证地并用中长期发展的观点,来认识旅游业的特性;世界旅游组织执行主任祝善忠表示,过去半个世纪以来,世界旅游业得到了高速发展,成为拉动世界经济发展的重要引擎。山地旅游作为全球旅游业发展中的重要组成部分,已为社会经济发展,助力减贫脱贫做出了重要贡献。世界旅游组织呼吁全球旅游业携起手来,重启与振兴旅游业,在促进社会就业、助力经济上升等方面做出努力和贡献。

2.加强国际合作,应对挑战是共同责任

疫后山地旅游的复苏和重塑离不开国际及区域间合作。多位嘉宾呼吁建立新常态下国际旅游合作新机制。贵州省委常委、宣传部部长卢雍政表示,希望联盟成员在加快建立多边信息交流和对接机制、探索全球旅游合作及治理创新、加强风险管控、推动入境便利化等方面共同努力,加快构建国内、国际相互促进的旅游业发展新格局;世界旅游及旅行业理事会总裁格洛丽亚·格瓦拉呼吁公共和私营部门共同协作,采取正确的措施和标准,实施国际检测协议,重新开放边界,恢复国际旅游;尼泊尔驻华大使马亨德拉·巴哈杜尔·潘迪认为,疫情期间各国间的互联互通非常重要,这不仅有助于释放合作潜力,而且有助于共同应对全球性挑战,“一带一路”倡议是促进互利合作的一个良好范例;中国-东盟中心秘书长陈德海指出,全球旅游业界团结协作,努力探索旅游业复苏发展之道,成效显著。面对疫情,中国和东盟国家携手合作、共克时艰,在全球疫情防控和社会复苏方面走在了前列。

中国作为境内旅游业率先复苏的国家,积累了可供国际借鉴的经验。中国文化和旅游部国际交流与合作局

局长谢金英表示:中国文化和旅游部扎实做好疫情防控、稳妥推进复工复产,旅游行业恢复发展呈现积极向好态势。旅游市场经历了团队旅游活动全面停滞、统筹疫情防控及有序复工、疫情防控常态化情境下国内旅游全面复业三个阶段;著名旅游专家魏小安表示,相信有我们这样的样板走在前面,实际上在填补一个国际真空,也是我们中国旅游上台阶的一个机会,下一步应该是中国旅游持续发力,帮助世界旅游全面复苏。这也是我们大国的责任,是我们应尽的义务。

3.探索创新,走好疫后旅游发展之路

联盟主席德维尔潘认为,山地旅游代表了健康、家庭生活、运动和娱乐的多样性,也代表了文化方面的强大附加值。山地旅游对于我们每一个人来说,都是自由的礼物,是自然的礼物;贵州省委常委、宣传部部长卢雍政认为,后疫情时代,人们将更加重视生态安全、生命健康、生活品质。优良的山地生态、独特的山地气候、丰富的山地资源、多彩的山地文化将使疫后贵州旅游发展优势日益突显。疫后旅游业的振兴不是回到过去,而是面向未来的转型和升级,不是简单的从头再来,而是产业模式的创新和重构;旅游专家魏小安认为,中国的市场表明,因为防疫条件好,可以追求自然、放飞心情,自驾游和营地成为亮点,山地旅游成为追求。

联盟副主席邵琪伟认为应该更加重视科技对于旅游业的深刻影响,他表示:在新冠疫情倒逼之下,全球旅游产业发展质量、旅游管理能力、旅游运营水平已经到了转型升级的十字路口,要充分运用现代高新技术,全面提升国际旅游和国际山地旅游的发展水平。联盟秘书长何亚非指出:后疫情时代对世界旅游业提出了新理念、新模式和新服务的要求,因此旅游业及相关行业必须提供创新想法,同时确保旅游行程不存在健康风险。从本质上讲,这是一场旅游供给侧的革命,需要对游客真正想要的东西进行大量的研究。德国巴伐利亚州中国代表处首席代表曼丽博士指出:旅游业面临的一个主要挑战是数字化。客户在收集潜在目的地信息、度假预定和导航时,均希望获得数字服务。华侨城旅游投资管理集团有限公司总裁张树民从文旅产业的内、外循环“困



境”与“契机”中,为文旅转型升级提出思路,他认为要从改善交通设施、渐变度假政策、演进社会认知、开发新产品几个方面着手,做好山地旅游开发,从而助推文旅产业“内循环”良性发展。

(二) 打造联盟 IP, 树立山旅典范

坚持原创,持续打造联盟 IP,充分发挥品牌效应,创建山地旅游国际交流平台是联盟业务的重要抓手。继 2018 联盟年会首次举办“世界名山对话”后,2020“世界名山对话”再次举办,本次活动旨在进一步夯实创新联盟 IP。本次邀请世界旅游组织、世界旅游及旅行理事会国际顶级专家参与对话,来自中国、意大利、瑞士、秘鲁、西班牙、智利、日本、尼泊尔、印度尼西亚等十多个国家的名山代表、专家,通过“双线”并行互动,结合山地旅游资源的特点、产业现状和疫后变化趋势,就“展望疫后世界名山可持续旅游之路”、“构建面向新消费需求的山地旅游目的地”两大议题进行深入探讨,各路对话嘉宾十分珍惜对话机会,都作了充分详实的准备。

联盟秘书长何亚非在 2020“世界名山对话”致辞中表示:世界各地的名山是当地文化的结晶,帮助来自其他地区和国家的游客开阔眼界,使其更加包容其他文化。名山是新冠病毒疫情消退后打造山地旅游+平台以振兴旅游业的最佳场所。在议题“展望疫后世界名山可持续旅游之路”中,世界旅游组织旅游市场情报和竞争力主管桑德拉·卡尔沃指出,如果不把可持续性作为发展的核心,山地旅游将没有任何未来可言。围绕“构建面向新消费需求的山地旅游目的地”议题,世界旅游及旅行理事会资深区域经理安德鲁·布朗表示,旅游业是帮助全球、地区和国家经济从当前危机中复苏并发展壮大的理想行业。全球旅游受疫情肆虐,如何重建消费者需求是当务之急。北京大学城市与环境学院教授、著名旅游专家吴必虎分享了“活化山村文化遗产、开发山地度假产品”,提出山地旅游资源可以开展的旅游活动非常丰富且集中在山地度假产品方面,山地遗产应和山地度假放在一起考虑。

从 2018 到 2020,“世界名山对话”已成为不同山地目的地和不同文化对话交流的平台和品牌,把世界名山紧密联系在一起,促进名山财富的科学保护和有序利

用,为山地旅游可持续发展助力赋能。

本届年会联盟首次设立评选“IMTA 山地旅游奖”,共设立“山地旅游可持续发展奖”、“最佳山地旅游目的地奖”、“最佳山地旅游户外运动奖”、“最佳山地旅游徒步线路奖”和“最佳山地旅游营地奖”5 个奖项,评奖目的在于坚持创新、绿色、生态和可持续理念引领山地旅游发展,传递山地旅游从业者所应秉持的社会责任和价值观,借助资本、科技赋能,推动旅游投资及消费产业升级。评奖成立了以魏小安为主任的评奖专家委员会,制定了严格的评奖规则,共收到 93 个参选单位申报的 120 个申报项目,经评奖委员会评选,共有 37 个项目入围,共有来自中国、日本、瑞士、法国、尼泊尔、塔吉克斯坦、坦桑尼亚等国的 12 家机构获奖。开幕式上为获得 2020“IMTA 山地旅游奖”单位颁奖,19 日上午举办了 2020“IMTA 山地旅游奖”路演暨商务交流,邀请获奖及入围机构代表进行宣推,评奖委员会专家、行业投资人作专业点评,就如何更好助推山地旅游发展、深化自然资源、人文资源以及可持续山地旅游等议题提出有针对、有见地的意见和建议,引发与会者及行业的思考、共鸣、启发、借鉴。

(三) 搭建平台,联盟与贵州携手互动

利用联盟年会平台,开展与联盟发起省贵州的交流互动已成为年会的一大特色。今年年会在新形势下加强联盟与贵州省的良性互动,在共推山地旅游高质量发展等方面形成一些新亮点。11 月 17 日下午,联盟与贵州省政府共同主办了“助力贵州山地旅游高质量发展企业家座谈会”,会议由联盟执行秘书长傅迎春主持,贵州省文化和旅游厅、贵州省投促局主要领导介绍了贵州旅游业发展和投资政策环境情况。著名旅游专家魏小安,上海世茂酒店集团董事长、世茂集团副总裁唐鸣,华侨城旅游投资管理集团总裁张树民,十二背后旅游集团董事长陈进等 30 余位会员企业家、机构负责人参与座谈,大家围绕助力贵州,探索山地旅游新模式、走出山地旅游新路径、构建山地旅游“双一流”目的地和高质量发展建言献策,表达了投资贵州、合作贵州的积极意愿。胡忠雄副省长认真倾听企业家的发言,与大家进行了富有深意的互动交流,他介绍了贵州在脱贫攻坚、经济发展、高速建



设、生态文明、民生福祉方面取得的大踏步前进业绩。他指出,高质量发展、融合发展,绿色发展是贵州发展的必由之路。贵州的旅游业的定位是两个目的地,一是国际一流山地旅游目的地,二是国内一流休闲度假康养目的地。胡忠雄副省长对投资贵州旅游提出了新期待:一是产业化。目前我们产业化程度低,缺乏龙头企业,需要头部企业起到产业生态的整合带动和示范作用;二是融合化。推进旅游+体育、旅游+教育、旅游+乡村振兴、旅游+文化的深度融合;三是智慧化。我们需要高水平的智慧产品和项目,完善管理机制。参与座谈的企业家表示,贵州山地旅游资源丰富,希望能发挥企业的优势,结合贵州本土旅游资源,助力贵州“双一流”目的地建设。

11月17日还举办了首届中国自驾旅游产业联合会会长峰会暨贵州经典自驾游线路推展会,会议联合国内25个省(市、区)自驾游协会发布了《共推“山地英雄会、车窗风景线”倡议》,号召各方加入“山地英雄会”,共同打造“车窗风景线”。推动贵州自驾旅游产业的发展,夯实“旅游+”的行业基础,优化旅游环境,推动体育+旅游等产品多元化发展,整合贵州优质文旅体资源,打造集自然风光、乡村体验、旅游扶贫、休闲露营、户外运动于一体的自驾游精品线路。

(四)搭建供给与需求创新舞台

本届年会活动设计体现出有活力、有创新、有突破的特点,采取现场与线上直播、场内与场外互动、主体与配套相结合的方式。会议、论坛、展览、沙龙等多种形式并举,搭建供给与需求创新舞台,关注青年一代山地旅游消费需求。

11月19日-20日,来自不同领域、行业的时代青年来到“新需求、新市场、新消费‘8·9·00’思享会”,围绕“连接山地精彩,共享美丽生存”,从文旅商业创意营销、体育文化推广、地心探险等角度,分享自己的创意、思想和观点,与参会者零距离交流互动。80后、90后、00后是未来社会的主力群体,他们在文化、旅游、体育等方面同样是主力生产、消费群体。本次思享会的举办,为年轻群体提供一个展现的舞台,从不同的视角给旅游从业者带来一些新的观点、新的理念和新的启发。

11月18日-22日,“世界名山与贵州山地旅游对话”摄影展的170余幅精彩绝伦的摄影作品为到场的嘉宾和观众带来一场视觉上的饕餮盛宴,让人们从中感受山景神奇魅力的同时,激发起敬畏自然、崇尚文明、向往美好生活的热情,形成世界与贵州的文化互动对话。

年会配套活动“山地旅游文化空间展”吸引了广大市民前来观展。“山地旅游文化空间展”设有四个展区,以青年创业者的视角,从文化体验、环境保护、文青思潮、文创手作、美食品鉴等方面,展示了山地文化的多样性及趣味性。

三、启示和建议

(一)顶层设计必须做到与时代同行

联盟自2017年正式成立以来,已连续举办了四届年会,成功创办了“国际山地旅游日”、“世界名山对话”等品牌IP活动,国际影响逐步扩大,行业权威不断彰显,地位和声誉节节攀升,这一切离不开持续的创新和好的顶层设计。一是紧跟国际旅游发展形势,在主题、话题和议题等顶层设计上要充分体现国际化,跟上时代步伐,始终坚持创新引领、平台推进的原则,始终聚焦山地旅游行业发展趋势和前沿热点,为行业发展提供指引作用。二是坚持国际化、高标准,提高活动的档次和层次。受疫情影响,多数国际组织或机制性会议都选择了闭会或者举办区域性国内会议。而本届年会迎难而上、勇于创新,精心选择演讲嘉宾和邀请参会人员,首次采取线上视频远程参与和线下邀请驻华使节及机构代表参会的模式。国际性、高标准的办会规格,使得本届年会参会和演讲嘉宾阵容以及合作单位都达到了新的层次和高度。充分说明疫情爆发后,业界和公众对于国际化高端交流平台的需求,也为联盟未来的活动树立了标杆和方向。三是丰富活动内容和形式。新冠病毒疫情将给旅游市场主体和业态带来极大的影响和改变,面对疫后健康、自然、安全等新需求和新兴消费增长主体,需要不断推陈出新,为各个层次的参会者提供交流和分享的平台。

(二)落实落细是检验会议成果的关键

本届年会成果丰硕,在国际合作、组织构建和服务地方等方面都取得了重大进展,要把落实年会任务作为



2021 年联盟工作重点。一是抓好年会、理事会对明年联盟工作总体安排意见的落实,做好各项任务分解,在服务会员、平台构建、IP 打造、模式创新等方面取得新的突破。二是跟踪落实“助力贵州山地旅游高质量发展企业家座谈会”企业家投资意向,及时反馈各方意愿诉求,发挥好纽带桥梁作用,积极推动投资贵州落地。三是跟进联盟与七个国际国内权威旅游组织、协会、机构签署的战略协议,加强联络沟通,确定 2021 年度合作事项,联合打造“中国名山峰会”等新的 IP 活动,持续推动山地旅游业恢复振兴。四是发挥联盟专家委员会和投融资委员会作用,积极开展疫后市场调研、课题研究、企业家座谈会、优质旅游项目评选等,为联盟发展和各项活动开展提供智库支持,为山地旅游行业疫后重塑与振兴提供行业指导和资源导入。五是推动和参与“山地英雄会”品牌构建,整合会员及山地旅游领域优良资源,从业态分析、战略规划和投资运营等方面积极参与顶层设计及项目开发。

(三)科技赋能是模式创新必由之路

本届年会采取线上线下相结合的互动方式举办,一方面使得在疫情影响下,境外重要嘉宾仍然可以采取视

频线上参会,既节约了嘉宾参会的时间成本,也节约了主办方的办会成本。另一方面线上线下结合连线 and 全网直播的方式也让与会者耳目一新,扩大了活动的参与面、覆盖面、受众面。下一步要加大联盟各项活动的科技应用:一是积极探索 5G、虚拟现实、增强现实、人工智能、云会议等新技术在活动举办上的应用,不断优化线上线下活动的参与感,实现活动网络化、数字化和智能化。二是扩展线上+线下模式的应用场景,未来在国际会议、讲座培训、对话论坛、展览展示等方面推广这一模式,依托互联网平台实现以开放、共享为特征的活动举办新模式。

(四)提早选定年会举办的季节时点

本届年会恰逢“小阳春”,黔中大地阳光普照、气候宜人,得到了与会嘉宾的一致赞誉,纷纷表示与想象中贵州阴冷潮湿的天气大相径庭,起到了良好办会效果和宣传作用。今后可以此为借鉴,会期选择应把气候节点作为重要考量,对年会活动提早谋划,有利于提前做好国内外嘉宾邀请,便于参会嘉宾作好出行参会计划,符合国际惯例。



Summary of 2020 International Mountain Tourism Alliance Annual Conference

In the past year, world tourism was hit hard by COVID-19, but the whole industry joined hands for revitalization. Against such backdrop, we held the 2020 IMTA Annual Conference in Guiyang city during 17th–19th of November. The conference, held both online and offline with profound international influence, concentrated on the concept, goal and method of pooling intelligence and strength of the industry, in a bid to jointly thrive mountain tourism back to life in the post-COVID world.

I Background

1. Activities: Themed on "The Path of Mountain Tourism Development in the post-COVID World," the conference was held innovatively with online livestreaming, external interaction, and profuse supporting activities.

At the junction of revitalizing the once bleak world tourism, International Mountain Tourism Alliance (IMTA) pooled the wisdom, consensus and strength of partners by giving full play to its role as an international organization. On the morning of 18th November, the Opening Ceremony and Theme Forum of 2020 IMTA Annual Conference kicked off, bringing a leading concept and practical experience for revitalizing mountain tourism after the pandemic. Two topics of the 2020 Dialogue among Famous Mountains in the World—"Prospects of Sustainable Tourism for World-Famous Mountains in the Post-COVID World" and "Constructing Mountain Tourism Destinations Targeted at New Consumer Demand" echo with the conference theme. In addition, at the 2020 Annual Conference, we initiated the "IMTA Mountain Tourism Awards," to set an example, and pass on the social responsibilities and values that mountain tourism practitioners are supposed to shoulder.

To further facilitate the innovation and development platform of IMTA, IMTA officially set up Expert Committee and Investment & Financing Committee, and established a novel mechanism for business development, such as reviewing remarks, setting criteria, and seeking investment and cooperation. What's more, to deepen partnership with tourism organizations at home and abroad so as to jointly contribute to the development of world tourism, IMTA signed agreements of strategic cooperation with prestigious tourism institutions worldwide—a highlight of

the conference. Based on friendly negotiation, IMTA officially signed agreements of strategic cooperation agreements with World Travel & Tourism Council (WTTC), Pacific Asia Travel Association (PATA), World Tourism Alliance (WTA), World Tourism Cities Federation (WTCF), ASEAN–China Center (ACC), World History and Cultural Canal Cities Cooperation Organization (WCCO), and China Association of National Parks and Scenic Sites (CNPA)—a breakthrough of IMTA in establishing a mechanism for international cooperation.

The conference has also made breakthrough in developing new members and optimizing the membership structure. To be more specific, we increased the member quantity to 181 from up to 32 countries, including PR and consulting enterprises, media companies, convention and exhibition agencies, large tourism development and investment groups, as well as art and culture firms from Myanmar, Indonesia, Russia, Tajikistan, Nepal and other countries. And IMTA will never stop further improving our membership structure.

At the conference, IMTA also discussed how IMTA and Guizhou province promote mountain tourism together. At the Entrepreneur Forum on "Facilitating Mountain Tourism in Guizhou Province" held on 17th November, officials of Guizhou provincial government and member entrepreneurs had a productive conversation. Furthermore, "Mountain Hero Club, Marvelous Roadside Scenery" The First Summit of China Self-Driving Tourism Industry Association Provincial Presidents and the Promotion of Guizhou Classic Self-Driving Tour Routes attracted leading figures of the industry from multiple provinces (cities and districts) to pool efforts in connecting Guizhou with surrounding provinces via mountain tourism routes and scenic spots. During 18th–22nd of November, the Photography Exhibition of "Dialogue between Guizhou Mountain Tourism and Famous Mountains in the World" elevated the mountain resources in Guizhou up to the international level. During 19th–20th, the "8·9·00" Concept Meeting shared how young people combine thought with practice, and entrepreneurship with innovation, from the angle of new consumption and new demands. The Mountain Tourism & Culture Exhibition, on the other hand, passed on the

idea of green, healthy mountain tourism as well as an optimistic lifestyle to the public. Finally, the "Themed Salon of IMTA Members" on the evening of 18th, November, created a cozy environment for our members to talk and interact with each other on business issues.

2. Scale

As the very first international meeting held in Guizhou since the COVID-19 outbreak, the 2020 IMTA Annual Conference received close attention and full support from leading officials of the Guizhou provincial government. To be specific, Director Lu Yongzheng and Vice-Governor Hu Zhongxiong personally asked about the conference arrangement, and offered aid in conference affairs, foreign affairs, and pandemic prevention and control. Relevant authorities also worked with us and overcame many setbacks posed by COVID-19, to guarantee the conference a success. As a result, we created new high in guest number, conference scale, and international level.

On 17th of November, Shen Yiqin—sitting Governor of Guizhou province met with IMTA Vice-Chairman Shao Qiwei, IMTA Secretary-General He Yafei, and other important guests, along with Director Lu and Vice Governor Hu. Guizhou Governor Shen briefed them the status quo of economic and social progress in Guizhou province. She said that Guizhou sticks to tourism as a strategic measure to defend the two bottom lines—development and ecology, in a bid to facilitate the constant and explosive growth of tourism, and lay a solid foundation for the rapid and healthy economic development. IMTA is world's first international organization that is headquartered in Guizhou province, initiated by China, and targeted at mountain tourism. Guizhou has always been and will be aiding IMTA to grow into a prestigious platform with international influence and reputation for mountain tourism, making productive contributions to the high-quality development of tourism in Guizhou province and in China, and the world at large. After that, IMTA Vice-Chairman Shao and Secretary-General He sent gratitude to Guizhou for its support to IMTA. They said that under the profound global influence of COVID-19, IMTA, as a non-governmental international organization founded in Guizhou province, will stick to the principle of serving Guizhou, serving China, and serving the whole world, by reviewing the world tourism in crisis, promoting innovation in concept, policy and technology, thereby making its own contributions to the revitalization of world tourism.

The 2020 IMTA Annual Conference received full support

from multiple international organizations, including World Tourism Organization (UNWTO), WTTC, PATA, Global Tourism Economy Forum (GTEF), WTA, WTCF, ACC, and WCCO. Dominique de Villepin—Chairman of IMTA, Shao Qiwei—Vice-Chairman of IMTA, He Yafei—Secretary-General of IMTA, Zhu Shanzhong—UNWTO Executive Director, Xie Jinying—Director of the Bureau for International Exchange and Cooperation, Ministry of Culture and Tourism of China, Lu Yongzheng—Member of the Standing Committee and Director of Publicity Department of the CPC Guizhou Provincial Committee, Hu Zhongxiong—Vice-Governor, Gloria Guevara—WTTC CEO and President, Mahendra Bahadur Pandey—Nepalese Ambassador to China, Chen Dehai—Secretary-General of ASEAN-China Center, Arianto Surojo—Minister Counsellor of Embassy of Indonesia in China, Lusekelo S. Gwassa—Culture and Tourism counselor of Tanzania Embassy in China, Ivan Alexander Silva Rivera—Consul General of the Consulate General of Peru in Guangzhou, Conny Camenzind—Consul General of Consulate of Switzerland in Chengdu, Saito Kenji—Deputy Consul General of Consulate of Japan in Chongqing, Lucie Eleonore Merkle—Chief Representative of State of Bavaria China Office, Ana Mari a Lafuente Córdoba—Counselor for Tourism of Consulate of Spain in Guangzhou, Lorenzo Gonzo—Scientific Counselor & Head of Commercial Office, Consulate General of Italy in Chongqing, Georgy Egorova—Information Officer of Russian Embassy in China, and many other guests at home and abroad delivered both constructive instructions and keynote speeches at the opening ceremony and themed forum. What's more, they shared strategies on how to reshape and revitalize mountain tourism in the post-COVID world with IMTA members, experts, scholars and tourism elites.

IMTA were honored to have over 400 guests at the conference, including specialists and scholars from mountain scenic spots and investment and financing institutions, as well as over 20 foreign diplomats to China and organization representatives from 12 countries—Nepal, Indonesia, the Philippines, Tanzania, Peru, Switzerland, Japan, Germany, Spain, Russia, Italy, and Laos. Over a dozen guests in Britain, France, Austria, and Tajikistan, also joined us via video call.

3. Feedback

The conference was held in the midst of the COVID-19 outbreak which hasn't been totally contained, and the prospect of tourism is blurred with uncertainty. Nonetheless, IMTA overcame restrictions and obstacles, pooled wisdom and strength, and



eventually guaranteed the conference a success. The conference built on the confidence in the mountain tourism sector to face unprecedented challenges head on, and was spoken highly of and widely praised by attendees.

Most attendees were impressed by how internationalized and substantial the conference was. Zhu Shanzhong, Executive Director of UNWTO, said in his speech that based on the theme forum of "The Path of Mountain Tourism Development in the post-COVID World," the 2020 IMTA Annual Conference covered the features of mountain tourism resources, the status quo of tourism, and the tendency after the pandemic, and probed into to which direction global mountain tourism would march. All in all, the conference would yield a positive influence on the market, consumption, economy, and job opportunity. Xie Jinying, Director of the Bureau for International Exchange and Cooperation, Ministry of Culture and Tourism of China, proposed that IMTA, as a key platform for communication and cooperation in the tourism industry, pools the strength of the whole tourism sector to explore "The Path of Mountain Tourism Development in the post-COVID World," which is of practical significance.

Wei Xiao'an, IMTA Council member and reputed tourism expert, praised that IMTA activities are becoming more and more abundant, cost-efficient, and innovative. Dr. Lucie Merkle, Chief Representative of State of Bavaria China Office, thought the activities were very funny, and the conference presented a brand-new image of IMTA and relevant tourism sections. Li Yuqi, General Manager of China Youth Travel Sports and Culture Development, said the activities were wonderfully planned, making it the one and only international forum in 2020. He didn't expect to see so many Chinese and foreign guests offline, and the foreign guests all participated in the discussion in the 2020 Dialogue among Famous Mountains in the World in the afternoon instead of giving simple speeches. Liu Yu, Deputy Secretary General of Center for China and Globalization, sent congratulations, and said that the conference was a great success with profuse activities, and representative international organization and guests from all walks of life were invited to promote the future progress of mountain tourism. Li Xiaobo, Dean of College of Historical Culture and Tourism, Sichuan Normal University, said the activities were high-level, and he had learned a lot from the professional speeches delivered by guests, and he hopes to participate in more IMTA activities. Chen Jialin, Director at Sichuan Provincial Tourism Society, said the conference was high-standard, demonstrated the development

features of international tourism driven by mountain tourism, had a great social influence in China and the world at large, and even elevated the national and international position of Chinese tourism. Wu Rui from Ministry of Culture and Tourism of China said after watching the livestreaming that the conference was international-standard, and guests at home and abroad delivered constructive speeches—totally worth a thumb-up. Wang Zhaoyun, Chairman of Guangdong Hongwei International Exhibition Group, said the company he serves also hosted and participated in many exhibitions, but few could reach the level of 2020 IMTA Annual Conference. Wu Tan from Switzerland Research Center of Guizhou Normal University thought the conference was the most productive and professional forum that she has never taken part in in Guizhou, so productive that she wouldn't miss any guest speech.

4. Media publicity

"Annual Conference News Center" remained the practices of previous international conference, offering comprehensive 24-hour service for reporters. It made adequate preparations in media coordinating and service, warming-up activities, news release, guest interview, livestreaming, tracking reports, and product designing. Besides, managed to complete the overall publicity work by making use of IMTA's edges of being international, professional, systematic, innovative and dig up highlights.

Supported by central media outlets—People's Daily, Xinhua News Agency, Economic Daily, China Daily, and China.com.cn; provincial-level main media—Guizhou Xinwen Lianbo, Guizhou Daily, gog.cn; and key commercial media such as Sina, Sohu and Tencent were present at the conference and gave extensive reports. Besides, gog.cn employed its influence to repost the conference-related press releases by uniting with over 30 national key online media outlets—gmw.cn, china.com.cn, zjol.com.cn, qdxin.cn, the paper, chinadaily.com.cn, sznews.com, CRI online, yntv.com, sdchina.com, and rednet.com. In the meantime, Agence France Presse, Reuters, Yahoo and other overseas media, and local main media outlets in Peru, Chile, Middle East, Japan, Korea, Russia, and Thailand to give report in minority languages.

Total of 54 original articles were written in annual conference, including conference news, tidbits, highlights and sidelights, exclusive interview videos, reviews, and commentaries. Other media outlets reposted actively and gave in-depth follow-up reports about such topics as the annual conference dynamics, mountain tourism development in the post-COVID world, mountain tourism resources in Guizhou, poverty alleviation



through mountain tourism, and sustainable development. What's more, an exclusive interview was set up equipped with bilingual hosts (English-Chinese).

Based on previous traditional reports, innovative methods of publicity by opening video broadcasting studio on Douyin, WeSee and Zhongwang APP. On the day of ceremony, the activity "anchors show you around the 2020 IMTA Annual Conference venue" attracted plentiful netizens to witness the grand conference as well as supporting activities. We introduced the annual conference through making short videos, long pictures and H5, and gave a live report about the IMTA development and venue.

As of 1st December, a total of 600 media outlets had issued over 1,000 conference-related press releases, including about 500 overseas media outlets have issued more than 500 news articles and over 100 domestic media outlets have issued more than 400 news articles. The conference-related news was spread extensively through TV, radio, internet, APP, short video, WeChat, and Weibo. In particular, gog.cn reached 3.019 million times of view counts, and Sina livestreaming 5.62 million view counts.

II Characteristics and achievements

1. Taking the lead with a clear-cut theme

When the COVID-19 was badly damaging the global tourism, IMTA analyzed and sized up the trend of tourism. Besides, IMTA also focused on the post-pandemic tourism development with the theme of "The Path of Mountain Tourism Development in the post-COVID World," and worked together with members to tackle difficulties in a bid to revive and thrive global mountain tourism. Centered around the theme, the annual conference offered effective measures for tourism as to how to face up to crisis, transform and upgrade in the hard times, demonstrating what IMTA is obliged to do and the major concerns of our members and the tourism industry.

(1) Be confident in the significance of tourism

Despite the stagnation in global tourism due to the international lock-down, its significance will stay put. As IMTA Chairman Dominique de Villepin pointed out, tourism is a unique experience and can help us avoid misunderstanding, hatred, and bias. We must be fully aware of the significance of tourism in the post-COVID world. When the lock-down is lifted, tourism as a special industry will revive. IMTA Vice-Chairman Shao Qiwei put forward that we should understand and develop the tourism from a new ground in the new era. We must know that tourism is

a major part of economy in all countries and areas. We should hold a dialectical and long-term view towards the characteristics of tourism—vulnerable yet resilient. Zhu Shanzhong, UNWTO Executive Director, said that the world tourism has gained a remarkable development for the past 50 years and become a driver for global economic growth. As a main part of global tourism, mountain tourism has contributed a lot to social and economic development and poverty alleviation. UNWTO calls for joint efforts to revive tourism by providing more jobs and boosting the economy.

(2) Strengthening international cooperation and shouldering responsibility to face up to challenges

Tourism sector won't thrive again in the post-pandemic era without international and regional cooperation. That's why many guests asked for an international cooperation mechanism for tourism in the "new normal." Lu Yongzheng, member of the Standing Committee of the Guizhou CPC Provincial Committee, and Director of Publicity Department of the CPC Guizhou Provincial Committee, hoped that IMTA make efforts to build multilateral channels for information exchange, explore the ways of cooperation and governance innovation in the world tourism, and strengthen risk management and convenience of crossing the border. Gloria Guevara, WTTC President, called for cooperation in public and private sectors, by adopting effective measures, conducting international testing agreement, reopening the border, and restoring international tourism. Mahendra Bahadur Pandey, Nepal's ambassador to China, thought that connecting countries during the outbreak increases the potential to cooperate and cope with the challenges. "The Belt and Road Initiative" is an example of mutual benefit and cooperation. Chen Dehai, ACC Secretary-General, pointed out that under the joint efforts of global tourism institutions, we made great achievements in exploring ways to restore tourism. He said ASEAN and China worked closely with each other and took the lead in keeping the COVID-19 under control and restarting economic activities.

As the first country to restart domestic tourism, China has gained rich experience from which the international community can learn. Xie Jinying, Director at the Ministry of Culture and Tourism's Bureau for External Cultural Relations, said that the Ministry of Culture and Tourism should make a solid progress in controlling COVID-19 and resuming work and production to ensure that tourism shows an upward trend. Tourist market has gone through three phases: stagnation of group tourism activities, coordinated prevention and control of COVID-19 and orderly



work resumption, and full-scale resumption of work in domestic tourism in the context of regular prevention and control of COVID-19. Wei Xiao'an, famous tourism expert, believed that we set an example for the international community, and for China's tourism to make advance. What we need to do next is keep marching ahead and make contributions to revitalizing the world tourism. It's our responsibility and duty as a major power.

(3) Exploring innovative measures for tourism development in the post-COVID world

IMTA Chairman Dominique de Villepin thought that as a sign of health, family life, sport, and diversified entertainment, mountain tourism also symbolizes high added value of culture. For each of us, mountain tourism is a gift of freedom, and a gift from nature. Director Lu held that people will pay more attention to ecological safety, health, and life quality in the post-COVID World. Guizhou, endowed with sound mountain ecology, unique climate, rich resources, and colorful culture, has increasingly outstanding advantages to develop post-pandemic tourism. Revival of post-pandemic tourism isn't turning back but embracing transformation and upgrade in the future; nor starting again but innovating and reconstructing the industrial mode. Wei Xiao'an believed the Chinese market shows that people can still be close to nature and relax themselves if we do a good job in controlling the coronavirus. Self-driving and camping will become new bright spots and mountain tourism are gaining popularity.

In IMTA Vice-Chairman Shao Qiwei's opinion, we need to attach greater importance to the impact of science and technology on tourism. He addressed that under the influence of COVID-19, the world tourism must undertake transformation and upgrading in terms of development quality, management, and operation. For that, we should give full play to advanced modern technology to improve global mountain tourism in an all-round way. IMTA Secretary-General He Yafei pointed out the world tourism is required to offer brand-new ideas, pattern, and service in the post-COVID world. As a result, tourism and relevant sectors must come up with innovative ideas to avoid infection risks during travel. In fact, it's a supply-side revolution of tourism and substantial research is needed to figure out what tourists really demand. Dr. Lucie Merkle, Chief Representative of Bavarian Office in China put forward that one challenge tourism will deal with is digitalization. Tourists want to get digital services when they collect information about destination, book tickets and navigate. Zhang Shumin, President of Overseas Chinese Town

Tourism Investment Management Group, gave insights for tourism transformation and upgrading from the perspective of dilemmas and causes facing the internal and external circulation of cultural tourism. He suggested developing mountain tourism by means of improving transportation facility, slowly shifting vocation policies, enhancing social awareness, and designing new products in a bid to facilitate the "internal circulation" of cultural tourism.

2. Serving as a role model of mountain tourism and building IMTA IP

We always stick to originality in building IMTA intellectual property (IP). Besides, we also expanded IMTA business by the important means of giving full play to brand effect and establishing international exchange platform of mountain tourism. "Dialogue among Famous Mountains in the World" was first carried out successfully in 2018 and held again in 2020. The event aimed to further facilitate IMTA IP. Top experts of UNWTO and WTTC were invited to attend the dialogue. Furthermore, representatives of famous mountains, and experts from over ten countries (such as China, Italy, Switzerland, Peru, Spain, Chile, Japan, Nepal, and Indonesia) engaged in interactive discussion through online livestreaming and offline gathering over two topics "Prospects of Sustainable Tourism for World-Famous Mountains in the Post-COVID World" and "Constructing Mountain Tourism Destinations Targeted at New Consumer Demand" according to the characteristics of mountain tourism resources, status quo, and the post-pandemic trend. All guests were well prepared and took active part in the dialogue. IMTA Secretary-General He Yafei delivered a speech at the 2020 "Dialogue among Famous Mountains in the World." He said that famous mountains across the globe are essence of local cultures. Tourists seeing various mountains from other countries and areas will embrace other cultures more easily. Famous mountains serve as the best way to build mountain tourism + platform to revive tourism. On the topic of "Prospects of Sustainable Tourism for World-Famous Mountains in the Post-COVID World", Sandra Carvao, Chief of Market Intelligence and Competitiveness at UNWTO, pointed out that mountain tourism will have no future if we don't take sustainable development as the core concept. Mr. Andrew Brown, Senior Regional Manager of WTTC, said tourism is a booming industry that can help revive and expand the world economy out of the current crisis. When the world tourism is suffering from the impact of COVID-19, what we need to do first is to restore the needs of tourists. Wu Bihu, a famous tourism expert and professor of Department of Urban and



Environmental Sciences at Peking University, talked about "vitalizing cultural heritage of mountain villages and developing mountain village vacation products." He suggested how to take mountain heritage and mountain vacation products into consideration in view of a variety of relevant tourism activities based on mountain vacation products.

From 2018 to 2020, "Dialogue among Famous Mountains in the World," as a platform and brand of cultural exchange among various destinations, closely linked the famous mountains in the world, and promoted the scientific protection and utilization of mountain resources, empowering the sustainable development of mountain tourism.

At the conference, for the first time we set up "IMTA Mountain Tourism Awards," including five sub-awards—"Best Mountain Tourism Sustainable Development Award," "Best Mountain Tourism Destination Award," "Best Mountain Tourism Outdoor Sport Award," "Best Mountain Hiking Route Award" and "Best Mountain Recreational Vehicle Camping Award." The award aimed to stick to the principle of innovation, green and sustainability to develop mountain tourism, and assume social responsibility. As mountain tourism players, we give full play to the empowerment of fund and technology in a bid to promote tourism investment and consumption upgrading. The 2020 "IMTA Mountain Tourism Awards" Expert Jury was established with Wei Xiao'an as Chairman to select awards according to strict rules. A total of 120 projects from 93 application units were received and the Expert Jury selected out 37 projects of 12 institutes from China, Japan, Switzerland, France, Nepal, Tajikistan, and Tanzania and so on. IMTA announced the list of 12 winners at the awarding ceremony. On the morning of 19th November, the Road Show and Commercial Matching Meeting of 2020 "IMTA Mountain Tourism Awards" were held, and winners and candidates are invited for promotion. In addition, Expert Jury and investors gave professional comments and suggestions as to how to boost mountain tourism, utilize natural and cultural resources, and maintain the sustainable development of mountain tourism, which offered insights for and struck a chord with guests.

3. Constructing a platform to join hands with Guizhou

One highlight of the conference is to keep interactive communication with Guizhou, one of the initiators of IMTA. At the conference this year, IMTA strengthened our interaction with Guizhou, and produced new fruits in promoting high-quality development of mountain tourism. On the afternoon of 17th November, IMTA and Guizhou provincial government jointly

held Entrepreneur Forum on "Facilitating Mountain Tourism in Guizhou Province" hosted by Fu Yinchun, Executive Secretary General of IMTA. At the forum, major leaders from Guizhou Provincial Department of Culture and Tourism, and Guizhou Investment Promotion Bureau introduced the tourism development and investment policies in Guizhou. Over 30 entrepreneurs and managers of enterprises attended the forum, including famous tourism expert Wei Xiao'an, Tyrone Tang—vice president of Shimao Group and chairman and CEO of Shimao Hotel Management, Zhang Shumin—President of Overseas Chinese Town Tourism Investment Management Group, and Chen Jin—Chairman of Guizhou Twelve Back Tourism Group. They expressed willingness to invest in and cooperate with Guizhou, and offered suggestions as to how to explore new patterns to facilitate mountain tourism in Guizhou, and how to build a double "top-class" destination and achieve high-quality development. Vice Governor Hu Zhongxiong listened to the advice of entrepreneurs and exchanged ideas with them. The Vice Governor said that Guizhou has made great progress in poverty alleviation, economic growth, ecological civilization, and people's wellbeing. He addressed that high-quality, integrated, and green development is the only development direction for Guizhou. Guizhou defines itself as both international top-class mountain tourism destination and top-class destination for leisure, holiday, and wellness tourism. He also put forward new requirements for investment. First, industrialization. Now, we lag behind in industrialization. We also lack of example enterprises to take the lead in integrate industrial ecology. Second, integrated development. We need to facilitate the deep integration of tourism + sports, tourism + education, tourism + rural revitalization, and tourism + culture. Last, smart management. We need high-level smart products and projects to improve management. Entrepreneurs at the forum suggested the abundant mountain tourism resources can be combined with the advantages of enterprises to facilitate double "top-class" destinations in Guizhou.

On 17th November, the First Summit of China Self-Driving Tourism Industry Association Provincial Presidents and The Promotion of Guizhou Classic Self-Driving Tour Routes was held. The summit worked together with self-driving associations from 25 provinces (cities or districts) to issue "Mountain Hero Club, Marvelous Roadside Scenery" Initiative, calling for joining the Mountain Hero Club to create marvelous roadside scenery. IMTA aimed to promote the self-driving tourism in Guizhou by laying a solid foundation for tourism + industry, optimizing



tourism environment, facilitating the diversity of sports + tourism products. In addition, we would integrate superior cultural and sports resources in Guizhou to build a boutique self-driving route combining natural scenery, rural experience, poverty alleviation through tourism, leisure camping and outdoor sports.

4. Setting an innovative stage for supply and demand

The conference events were designed to be vitalized and innovative with online livestreaming, external interaction, and supporting activities. Meetings, forums, exhibitions and salons set up an innovative stage for supply and demand where young mountain tourists' consumption demand is presented.

During 19th-20th of November, young people from different fields and industries were invited to attend "8·9·00" Concept Meeting on New Demands, Market and Consumption, talk with each other and share their concepts, practices and experience on the theme of "Enjoy the Wonder of Mountains, Share the Natural Beauty." These young people will dominate the future society, and dominate both production and consumption markets in culture, tourism and sport. Therefore, "8·9·00" set up a stage for them to present themselves, bringing new concepts and inspirations for tourism practitioners from multiple perspectives.

During 18th-22nd, Photography Exhibition of "Dialogue between Guizhou Mountain Tourism and Famous Mountains in the World" presented all the guests and audience a visual feast—over 170 photography works. Audience appreciated the magical charm of mountain views, and their passion towards nature, civilization and a better life was inspired, forming up a cultural dialogue and interaction between Guizhou and the world.

Mountain Tourism & Culture Exhibition, a supporting activity, attracted plenty of residents. The exhibition enjoyed four areas—demonstrating how diversified and interesting mountain culture is in terms of cultural experience, environmental protection, ideological trend of youth, cultural and innovative handicrafts from the perspective of young entrepreneurs.

III Inspirations and suggestions

1. Top-level design must keep up with the times

Since the founding in 2017, IMTA has carried out four annual conferences in a row, and has successfully conducted brand events like "International Mountain Tourism Day" and "Dialogue among Famous Mountains in the World." As a result, IMTA has been picking up in international presence and reputation as a benchmark in the tourism industry. All this depends on great and innovative top-level design. First, top-level design must keep up with the development tendency of world tourism, be international in

designing themes, topics and issues, and focus on the development tendency and prospect of mountain tourism while sticking to the principle of constantly improving itself as a platform of innovation. Second, top-level design must be international and high-standard, so as to make conference activities high-end and high-level. Due to the COVID-19, most international organizations or mechanism meetings chose to take some time off or change into regional or domestic meetings. Meanwhile, 2020 IMTA Annual Conference chose to face obstacles head on with courage and creativity, select and invite guests, ambassadors to China, and institution representatives, and apply both online video call and offline gathering. Such an international-level and high-standard operation concept elevated the conference to a record high ground. It shows that during the outbreak, both the tourism industry and the public need more international high-end platform for communication and exchange, so the conference has set a great example and pointed out the way ahead in the future. Last, top-level design must guarantee abundant events and activities. COVID-19 would drastically alter the market entities and business patterns of world tourism. Therefore, to meet the new deeds, such as health, nature and safety, of the emerging consumers, we ought to be always innovative and provide attendees of all levels with a platform for exchange and sharing.

2. Key to a successful meeting lies in the details

The 2020 IMTA Annual Conference has reaped abundant achievements in international cooperation, organization construction, and regional service. And the next priority would be holding the 2021 IMTA Annual Conference. First, IMTA must implement the suggestions on arranging next year's conference, divide labor for each task, and make new breakthroughs in serving the members, constructing the platform, building up IP, and innovating patterns. Second, IMTA need to track the investment intent of entrepreneurs who attended our Entrepreneur Forum on "Facilitating Mountain Tourism in Guizhou Province," follow the needs and demands of related personnel, in a bid to bridge communication and attract more investment in projects in Guizhou province. Third, IMTA ought to enhance communication based on the signed strategic cooperation agreements with seven authoritative domestic and overseas tourism organizations, associations and institutions, to decide on the cooperation projects in 2021, join hands in conducting new IP events like "Summit of Famous Mountains in China", thereby speeding up the pace towards revitalization. Fourth, we must give full play to the role of Expert Committee and Investment and Financing Committee



by carrying out post-COVID market surveys, research projects, entrepreneur forums, and selection of premium tourism projects. By doing so, we could form up a think tank to help advise each project and prop up the development of IMTA, and provide guidance and resources for the revitalization of mountain tourism in the post-COVID world. Last, IMTA need to speed up the building of "Mountain Hero Club," integrate IMTA's membership resources and premium mountain tourism resources, and proactively participate in the top-level design and project development in terms of business pattern analysis, strategic planning, and investment and operation.

3. Technological empowerment is the only route towards pattern innovation

2020 IMTA Annual Conference was held via both online livestreaming and offline gathering. On the one hand, key overseas guests could attend the conference via video call, saving their precious time and our conferencing cost. On the other hand, such a multi-media method made the conference anew to all attendees, and covered even more target audience. Our next move is to apply more technologies. First, IMTA need to explore how to apply cutting-edge technologies like 5G, VR, AR, AI and

cloud meeting in activities, to give attendees of both online and offline activities a better experience, and to make our meetings and activities more internet-based, digitalized, and smarter. Second, IMTA need to use our online-offline pattern in more scenes, to promote it in international meetings, lectures and trainings, dialogues and forums, displays and exhibitions in the future, in a bid to create a new Internet-based conferencing pattern featuring openness and sharing.

4. Scheduling the annual conference in advance

2020 IMTA Annual Conference was held in the balmy, sunny and pleasant weather in the tenth lunar month, highly praised by our guests. They met an unusually sunny and warm Guizhou, opposite to the bleak and wet local weather, so a good schedule also helps the promotion. With that as a reference, IMTA should take the weather into consideration, schedule the conference and activities in advance, making it easier for us to invite guests at home and abroad. In turn, a good schedule also makes it easier for guests, wherever they are from, to make their travel plan and attend our conference.



领导寄语 / Wishes from Guizhou

2020年11月,国际山地旅游联盟年会在全球旅游业受疫情严重影响的特殊背景下在贵阳成功举办,2021年1月7日贵州省委书记谌贻琴,贵州省委常委、宣传部部长卢雍政在研读了年会成果资料后,对本次年会相关工作进行了高度的评价,并对联盟提出了一些希望建议。

In November 2020, the annual conference of the International Mountain Tourism Alliance was successfully held as against the backdrop of world tourism continuously hit hard by the COVID -19. After read the Summary of Annual Conference, on January 7, 2021, Shen Yiqin, Secretary of the Guizhou CPC Provincial Party Committee and Lu Yongzheng, member of the Standing Committee of the CPC Guizhou Provincial Committee, and head of the Publicity Department of the CPC Guizhou Provincial Committee highly evaluated the related work of this event and put forward some hopeful wishes and suggestions to the IMTA.

贵州省委书记谌贻琴

Shen Yiqin

Secretary of the Guizhou CPC Provincial Party Committee

面对新冠肺炎疫情防控的特殊形势,2020国际山地旅游联盟年会成功圆满举办,取得重要成果,十分不易,难能可贵。贵州将继续支持联盟不断发展壮大,希望联盟加快成为促进山地旅游发展的世界著名平台,为世界、中国和贵州旅游业高质量发展多作贡献。

2021年1月7日

Facing the special situation of COVID -19 prevention and control, the 2020 International Mountain Tourism Alliance Annual Conference took place successfully and achieved significant outcomes which do not come easy. Guizhou will continue to support the development of International Mountain Tourism Alliance (IMTA) in the hope that it will develop into a world-renowned mountain tourism platform in an accelerated manner and make more contributions to the high -quality development of tourism in Guizhou, China and the world.

7th January, 2021



贵州省委常委、宣传部部长卢雍政

Lu Yongzheng

Member of the Standing Committee of the CPC Guizhou Provincial Committee,
and head of the Publicity Department of the CPC Guizhou Provincial Committee

2020 国际山地旅游联盟年会以“后疫情时代国际山地旅游发展之路”为主题,采用线上线下相结合的方式,回应关切、关照现实,内容丰满、成果丰硕,对促进世界旅游恢复、振兴、繁荣具有重要意义。希望联盟继续创新运行机制、提升国际影响力等方面迈出新的步伐,为全球山地旅游治理、助推全球旅游业高质量可持续发展提供思想引领和实践支撑。

2021 年 1 月 15 日

Themed on “the path of mountain tourism development in the post-COVID world,” the 2020 IMTA Annual Conference was held with both online livestreaming and offline gathering. The conference responded to practical concerns, achieved fruitful results, and contributed to the recovery and revitalization of world tourism. We hope IMTA could continue to innovate its operation pattern and increasing international influence, providing both theoretical and practical guidance for the world tourism to achieve high-quality, sustainable management and development.

15th January, 2021



附录 / Appendix

专家委员会名单

Expert Committee



弗朗西斯科·弗朗加利
Francesco Frangialli
世界旅游组织荣誉秘书长
Honorary Secretary-General of the
World Tourism Organization (UNWTO)



魏小安
Wei Xiao'an
中国旅游协会休闲度假分会 (CLA)
会长
President of the China Leisure
Association (CLA)



吴必虎
Tiger Wu
国际旅游研究院院士
Fellow of International Academy for
the Study of Tourism



高宁
Serge Koenig
法国体育部官员、户外运动专家
French Sports Ministry official
The outdoor sports expert



徐京
Xu Jing
世界旅游组织旅游高级顾问、原亚太部主任
Senior tourism adviser and former regional
director for Asia and the Pacific, UNWTO



罗斯季斯拉夫·冯德鲁什卡
Rostislav Vondruska
前捷克共和国旅游局局长
Former Managing Director of Czech
Tourism



李东勋
Donghoon Lee
韩国首尔大学环境工程学院教授
Professor of Dept of Environmental Engineering University of Seoul (UOS)



陈平
Emma Chen
国际民间艺术组织(IOV)全球副主席
Global Vice President of the Internationale Organisation F ü r Volkskunst (IOV)



让·波塔西
Jean Bottazzi
法国洞穴联盟副主席
Vice Chairman of the French Federation of Speleology



刘锋 / Liu Feng
华侨城旅游投资管理集团有限公司董事长, 北京巅峰智业旅游文化创意股份有限公司创始人
Chairman of the OCT Tourism Investment & Management Co., Ltd., Founder of Beijing Davost Tourism & Cultural Creativity Co., Ltd.



张树民
Zhang Shumin
华侨城旅游投资管理集团有限公司总裁
President of OCT Tourism Investment & Management Co., Ltd.



周丽
Zhou Li
德国特里尔应用科技大学土地研究中心 (CLR) 中国部门负责人
Head of the China Department of the Land Research Center (CLR)

专 家
委员会

Expert
Committee



安妮·拉斐尔
Annie Rouard
法国萨瓦省勃朗峰大学教授
Professor of the University Savoie
Mont Blanc France



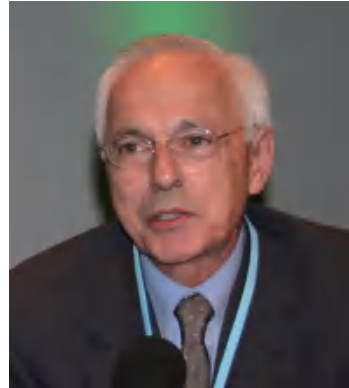
劳伦特·瓦纳特
Laurent Vanat
市场管理研究及高山旅游专家
Expert in Market Research and
Alpine Tourism



解树江
Xie Shujang
中国品牌研究院院长
President of China Brand Research
Institute



米歇尔·鲍瓦德
Michel Bouvard
法国萨瓦省议会副议长
Vice President of the Savoy
Provincial Council, France



米歇尔·里卡德
Michel Ricard
法国波尔多理工学院生物学教授
Professor at the National Polytechnic
Institute in Bordeaux, France



唐鸣
Tyrone Tang
世茂集团副总裁
Vice President of Shimao Group





莫兹·卡切姆
Moez Kacem
世界酒店与旅游教育培训协会
(AMFORHT)副主席
Vice President of Worldwide Association
for Training in Hospitality and Tourism
(AMFORHT)



丘巴梅拉·贾米尔
Chubamenla Jamir
印度泰瑞高等研究学院 (TERISAS)
助理教授
Assistant Professor of TERI School
of Advanced Studies (TERI SAS),
India



李小波 / Li Xiaobo
四川师范大学旅游与城乡规划研究
院副院长兼总规划师
Deputy Dean and Chief Planner of
Sichuan Normal University Tourism and
Urban-Rural Planning Research Institute



齐晓波 / Qi Xiaobo
中国科学院地理科学与资源研究所
旅游研究与规划设计中心主任助理
Director Assistant of Centre for Tourism
Research, Planning & Design, Institute of
Geographic and Natural Resources
Research "CAS"



王冲
Wang Chong
中国旅游协会副会长
Vice President of China Tourism
Association



李宇奇
Li Yuqi
中青旅体育文化发展有限公司总经理
President of CYTS Sports Culture
Development Co., Ltd

投融资委员会名单 Investment & Financing Committee

生态文明贵阳国际论坛秘书处
Secretariat of Eco Forum Global Guiyang



世茂喜达酒店集团
Shimao Star Hotels Group



华侨城旅游投资管理集团有限公司
OCT Tourism Investment Management Group Co., Ltd.



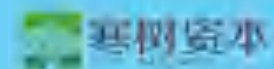
多彩贵州文化产业集团有限责任公司
Colorful Guizhou Cultural Industry Group Co., Ltd.



祥源控股集团
Sunriver Holding Group Co., Ltd.



寒树资本（北京）有限公司
Hans Capital



宏立城文旅集团
HLC Group



兴茂集团
Xingmao Group



亚太（重庆）温泉与气候养生旅游研究院
Asia-Pacific Institute for Hydrotherapy and Climatotherapy Tourism



上海阅香管理咨询有限责任公司
Shanghai Yuexiang Management Consultant Co., Ltd.



贵州旭特商旅发展有限公司
Guizhou Xute Business Travel Development Co., Ltd.





新会员名单 New Application Members

单位名称 Name of Unit	国家/地区 Country/Area
尼泊尔达尔彻市 Dharche Rural Municipality	尼泊尔 Nepal
尼泊尔登山协会 Nepal Mountaineering Association	尼泊尔 Nepal
俄罗斯叶卡捷琳堡旅游公司 RuTravel Company	俄罗斯 Russia
印度尼西亚林贾尼 – 龙目岛联合国教科文组织世界地质公园 Rinjani Lombok UNESCO Global Geopark	印度尼西亚 Indonesia
塔吉克斯坦阿勒途奇登山旅游有限责任公司 Mountaineering & Tourism Base Artuch, LLC	塔吉克斯坦 Tajikistan
缅中文化旅游促进会 Myanmar–China Culture and Tourism Promotion Society	缅甸 Myanmar
慕尼黑展览(上海)有限公司—ISPO 项目组 Messe Muenchen Shanghai Co. Ltd —ISPO Team	中国 China
中景信旅游投资开发集团有限公司 China TopView	中国 China
上海阅香管理咨询有限责任公司 Shanghai Yuexiang Management Consultant Co., Ltd	中国 China
亚太(重庆)温泉与气候养生旅游研究院 Asia–Pacific Institute for Hydrotherapy and Climatotherapy Tourism	中国 China
贵州十二背后旅游集团 Guizhou Shierbeihou Tourism Group	中国 China
广东鸿威国际会展集团有限公司 Guangdong Grandeur International Exhibition Group Co., Ltd.	中国 China
贵州国坛老窖和佳酒业股份有限公司 GuiZhou GuoTan LaoJiao Wine Industry Co., Ltd	中国 China



新会员

New
Members

单位名称 Name of Unit	国家/地区 Country/Area
祥源控股集团有限责任公司 Sunriver Holding Group Co., Ltd	中国 China
神农架林区文化和旅游局 Shennongjia culture and Tourism Bureau	中国 China
蔚蓝户外运动发展(海南)有限公司 Weland outdoor sports development (Hainan)Co.,Ltd	中国 China
贵州吉源产业发展有限公司 Guizhou JERU Estate Development co.,Ltd	中国 China
贵州水文化旅游发展有限责任公司 Guizhou Water Culture Tourism Development Co., Ltd	中国 China
兴茂集团 Xingmao Group	中国 China
湖州市文化广电旅游局 Huzhou Bureau of Culture Radio & Tv,Tourism	中国 China
多彩贵州网有限责任公司 Duocaiguizhouwang Co.,Ltd.	中国 China
上海陈卫中视觉艺术中心 ShangHai Frank Chen Visual Art Center	中国 China
浙江郡安里文旅发展有限公司 J.Lalli Valley	中国 China
国际体育集团有限公司 INTERNATIONAL SPORTS GROUP(HK)LIMITED	中国 China
湖南雪峰山生态文化旅游有限责任公司 Hunan Xuefeng Mountain Ecological culture Tourism Co.,Ltd	中国 China
贵州旭特商旅发展有限公司 Guizhou Xute Business Travel Development Co.,Ltd	中国 China



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PRESS RELEASE

The 2020 International Mountain Tourism Alliance Annual Conference Opened On November 18th

On November 18th, the 2020 International Mountain Tourism Alliance Annual Conference opened in Guilin. More than 300 people from international organizations, IMTA members, tourism industry experts, scholars, and enterprises representative gathered at the headquarters of IMTA to conduct in-depth discussions on the recovery and revitalization of the tourism industry after the pandemic through in-person and online.

SOURCE: Guilin Tourism Development Committee, International Mountain Tourism Alliance

GUANG: China Nov. 19, 2020 /PHNewswire/ - On November 18th, the 2020 International Mountain Tourism Alliance Annual Conference opened in Guilin. More than 300 people from international organizations, IMTA members, tourism industry experts, scholars, and enterprises representative gathered at the headquarters of IMTA to conduct in-depth discussions on the recovery and revitalization of the tourism industry after the pandemic through in-person and online.



The Annual Conference is hosted by the International Mountain Tourism Alliance, UNWTO, WTTC, IATA, GTH, WTA, WTCC, ASEAN-China Council, WCCO, and other well-known international organizations and associations provided powerful support.

Since the outbreak of this year, COVID-19 has caused an unprecedented impact and influence on the global tourism industry. Currently, COVID-19 has been effectively contained in China, and the tourism industry has recovered significantly. However, from a global perspective, the pandemic has not been effectively controlled, and it is still facing in some countries and regions. The global tourism industry is facing many challenges and uncertainties in the future.

The 2020 IMTA Annual Conference is conducted on the theme of "The Path of Mountain Tourism Development in the Post-COVID World". During the annual conference, the participants focused on the major topic and discussed in depth how to promote the revitalization and quality of mountain tourism after the pandemic and provide thoughts guidance and practice support for global mountain tourism management and promotion of global tourism recovery.

The annual conference released a joint of in-person and online, including the combination of online and offline, the combination of on-site and offline, in Facebook, Twitter, Sina Weibo, Weibo, Wechat, Zhongguo News APP and some other Internet and foreign media platforms to spread the grand occasion of this annual conference to the world in time.

The creative activities of the 2020 IMTA Annual Conference included the Mountain Hero Club, Mountain Graduate Ceremony, the First Summit of China Self-Driving Tourism Industry Association Provincial Presidents and the International Golden Classic Self-Driving Tour Route, International Forum on "Fostering Mountain Tourism in Guizhou Province", Themed Salon of IMTA Members, Photography Exhibition of "Dialogue between Chinese Mountain Tourism and Foreign Mountains, World", "WFOO Council Meeting on New Demands, Market and Consumption: Mountain Tourism & Culture Exhibition."

WFMJ-TV NBC-21 [Youngstown, OH]

Noticias

La Conferencia Anual 2020 de la Alianza Internacional para el Turismo de Montaña comenzó el 18 de noviembre

El 18 de noviembre se inauguró la Conferencia Anual 2020 de la Alianza Internacional para el Turismo de Montaña (IMTA) en Guilín, China. Más de 300 personas de organizaciones internacionales, miembros de la IMTA, expertos de la industria turística, académicos y representantes de empresas se reunieron en la sede de la IMTA para discutir en profundidad la recuperación y revitalización de la industria turística después de la pandemia a través de reuniones presenciales y en línea.



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Stratega

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The Saline Courier [Benton, AR]

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Zafigo

TripuraIndia

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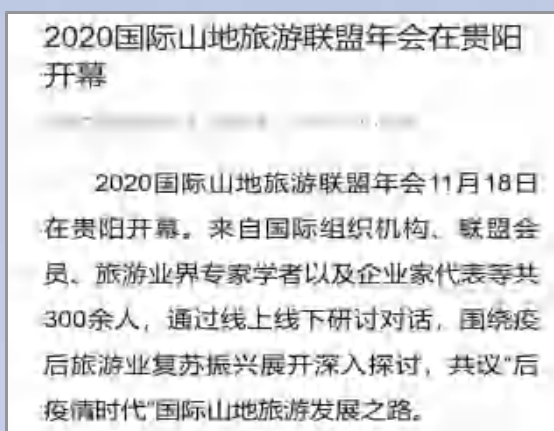
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澎湃新闻[The Paper]



中国新闻网[CHINANEWS]



中国日报网[Chinadaily]



多彩贵州网[GOG]



国家旅游地理[Cn Travel Geography Online]

