

连接山地精彩 共享美丽生存
ENJOY THE WONDERS OF MOUNTAINS SHARE
THE NATURAL BEAUTY





C 目录 Content

02	联盟简介	IMTA Introduction
06	联盟宗旨	IMTA Purpose
12	组织架构	Organizational Structure
14	联盟领导	Leadership
16	机构职责	Institutional Responsibilities
20	合作交流与服务	Cooperation and Service
32	发展研究与评价	Development Research and Evaluation
35	投资合作与创新	Investment Cooperation and Innovation
40	会员名单	Membership List
48	专家委员会成员	Expert Committee Members
54	联盟总部	IMTA Headquarter
56	加入我们	Join Us
57	联盟之窗	Information Channel



国际山地旅游联盟是经中国国务院批准成立，由山地旅游相关的组织、团体、个人组成的非政府、非营利性国际组织。国际山地旅游联盟登记管理机关是中国民政部，业务主管单位是中国文化和旅游部。联盟总部的永久所在地是中国贵州省贵阳市，北京设联络处。

国际山地旅游联盟于 2017 年 8 月 15 日正式成立，以可持续旅游为目标，保护山地资源、传承山地文明、促进山地经济、造福山地民众为宗旨，致力于山地旅游资源的保护与利用，参与山地旅游治理体系的构建，促进旅游业界国际交往和业务合作，推广交流山地旅游发展的成功经验，促进山地经济繁荣和可持续发展。

国际山地旅游联盟设立会员大会、理事会和秘书处。会员大会由全体会员组成，是联盟议事和决策机构；理事会是联盟决策和执行机构；秘书处是联盟日常行政管理机构，下设相关分支机构。联盟官方语言为中、英文。

在 2016 年 9 月 21 日国际山地旅游联盟会员筹备大会上，法国前总理多米尼克·德维尔潘当选为联盟主席；原中国国家旅游局局长邵琪伟当选联盟副主席；原中国国务院侨办副主任何亚非当选为联盟秘书长（法人代表），首届理事会由 32 个机构和个人组成。2022 年 12 月 27 日，国际山地旅游联盟第二届会员大会选举产生了联盟第二届理事会和领导成员。多米尼克德维尔潘连任联盟主席，何亚非任联盟副主席兼秘书长，何超琼任联盟副主席，傅迎春任联盟副主席兼执行秘书长（法人代表）。第二届理事会由来自三大洲 22 个国家和地区的 41 个会员组成。

目前，国际山地旅游联盟会员来自五大洲 36 个国家和地区共 193 个团体和个人，包括 110 家中国会员、73 家国际会员、10 名个人会员。团体会员包括世界山地旅游国家和地区的旅游机构、非盈利组织、文旅企业、金融咨询机构、旅游院校、航空公司、旅游装备制造企业、户外组织等，个人会员包括旅游领域知名管理者、专家、学者、企业家等。

国际山地旅游联盟始终按照《章程》赋予的使命，在构建山地旅游产业发展研究与评价平台，研究、制定、发布和推广与山地旅游相关的国际标准，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方面进行了不懈的探索；在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旅游化利用，研发特色山地旅游产品，开展市场推广，引导和促进投融资合作，构建会员对话交流平台，塑造联盟自创品牌，提供会员咨询、培训服务，不断提升和扩大联盟国际影响力、话语权等方面取得了积极成效。

国际山地旅游联盟将坚持以平台塑品牌，以品牌促影响，以影响强地位的发展策略，携手全球旅游业界，以平等、包容、合作的精神，共商共建共享山地旅游高质量发展成果，让生态文明引领山地旅游走向美好未来。



The International Mountain Tourism Alliance (IMTA) is a non-government, non-profit international organization established with the approval of the State Council of the People's Republic of China, and voluntarily formed by mountain tourism related organizations, groups and individuals. The IMTA is registered with the Ministry of Civil Affairs of the People's Republic of China, and administered by Ministry of Culture and Tourism of the People's Republic of China. Established upon the initiative of the International Mountain Tourism Development Center in China's Guizhou Province, the IMTA has its permanent headquarters (Secretariat) in Guiyang City, Guizhou Province, and a liaison office in Beijing.

The IMTA was formally established on August 15, 2017, with the goal of sustainable tourism. the vision of protecting mountain resources, preserving mountain civilization, promoting mountain economy and benefiting mountain people. It is committed to the protection and utilization of mountain tourism resources, acilitating international tourism exchanges and business cooperation, viewing and promoting the positive experience of mountain tourism development, enhancing the prosperity of mountain economy and promoting the sustainable development of mountain and eco-tourism.

The organizational structure of the IMTA includes the General Assembly, the Council and the Secretariat. The General Assembly, which is the deliberation and decision-making body of the Alliance, consists of all IMTA members. The Council is the decision-making and executive organ of the Alliance. The Secretariat is the day-to-day administrative body of the Alliance. The official languages of the IMTA are Chinese and English.

On September 21, 2016, Mr. Dominique de Villepin, former Prime Minister of France, was elected the Chairman of the IMTA; Mr. Shao Qiwei, former director of the China National Tourism Administration, was elected the Vice Chairman; Mr. He Yafei, Vice Minister of Foreign Affairs of China, was elected the Secretary-General (legal person representative). The first Council consists of 32 institutions and individuals. On December 27, 2022, the second General Assembly of the IMTA elected its second Council and leading members. Mr. Dominique de Villepin was re-elected as Chairman of the IMTA; Mr. He Yafei as Vice Chairman and Secretary-General; Ms. Pansy Ho Chiu-king as Vice Chairman, and Mr. Fu Yingchun as Vice Chairman and Executive Secretary-General (legal person representative). The second Council consists of 41 members from 22 countries and regions on three continents.

Currently, members of the IMTA include 193 groups and individuals from 36 countries and regions in all five continents, including 110 Chinese institutions, 73 overseas institutions and 10 individuals. The group members include tourism institutions, non-profit organizations, tourism businesses, tourism-related consulting agencies, tourism colleges, airlines, tourism equipment manufacturers and outdoor sports organizations from countries and regions involved in mountain tourism. The individual members include well-known managers, experts, scholars and entrepreneurs on mountain tourism-related businesses.

Following the mandate of the Statutes, the IMTA is committed to building a research and evaluation platform for the development of mountain tourism industry, studying, formulating, releasing and promoting international standards related to mountain tourism, carrying out mountain tourism resource assessment, market survey, climate index prediction, and studying the ways and methods of predicting the development of world mountain tourism. In building a platform for investment cooperation and innovation in mountain tourism, focusing on the protection and tourism utilization of mountain resources, developing characteristic mountain tourism products, carrying out market promotion, guiding and promoting investment and financing cooperation, building a dialogue platform for members, shaping the alliance's self-created brand, and providing member information and training services. Positive results have been achieved in enhancing and expanding the IMTA's international influence and voice.

The International Mountain Tourism Alliance will adhere to the development strategy of shaping the brand with the platform, promoting the influence with the brand, and strengthening the status with the influence, join hands with the global tourism industry in the spirit of equality, inclusiveness and cooperation to discuss, build and share the high-quality development results of mountain tourism, so that the ecological civilization will lead mountain tourism to a better future.





PROTECTING MOUNTAIN RESOURCES

保护山地资源

山地资源类型多样，造就了独特的自然和人文生态资源。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。积极倡导节约自然资源和保护生态系统，不断提高自然资本在发展中的比重。



A variety of mountain resources have created unique natural, cultural and ecological resources. Ecological environment is closely related to people's life quality. Favorable ecological environment is the fairest public product, as well as the most inclusive well-being. Actively advocate the conservation of natural resources and the protection of ecosystems, and continuously increase the share of natural capital in development.

PRESERVING MOUNTAIN CIVILIZATION

传承山地文明

独特的山地环境创造了璀璨的山地文明，是人类弥足珍贵的文化遗产，也是极富独特性的旅游资源。山地旅游通过对山地文化、民俗、艺术等的体验，唤起人们对山地人文生态环境的关注，在人与自然和谐共生中焕发生机、代代传承。



Unique mountain environment has created brilliant mountain civilization which is the precious cultural heritage of mankind and unique tourism resources. Mountain tourism arouses attention to the cultural and ecological environment of mountainous regions through experiences of mountain culture, folk customs and arts, in the harmonious coexistence of man and nature, it is full of vitality and passed down from generation to generation.



PROMOTING MOUNTAIN ECONOMY

促进山地经济

山地旅游依托山地自然文化资源，通过山地观光、山地体验、山地疗养、山地运动等多样化旅游产品的开发，推动山地旅游与关联产业的融合发展，有效提升山地经济的附加值，对于促进区域经济可持续发展发展和劳动就业与减贫有着积极作用。

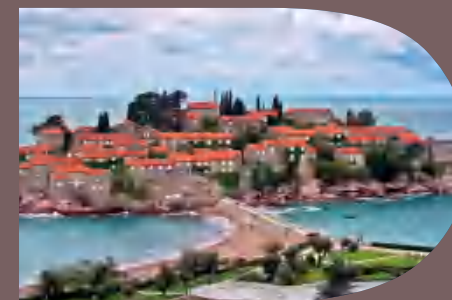


Based on natural and cultural resources of mountainous regions, through the development of diverse tourism products such as mountain sightseeing, mountain experience, mountain rehabilitation and mountain sports. Mountain tourism promotes the integrated development of mountain tourism and related industries, effectively enhances the added value of the mountain economy, and plays a positive role in promoting the sustainable development of the regional economy, employment and poverty alleviation.

BENEFITING MOUNTAIN COMMUNITIES

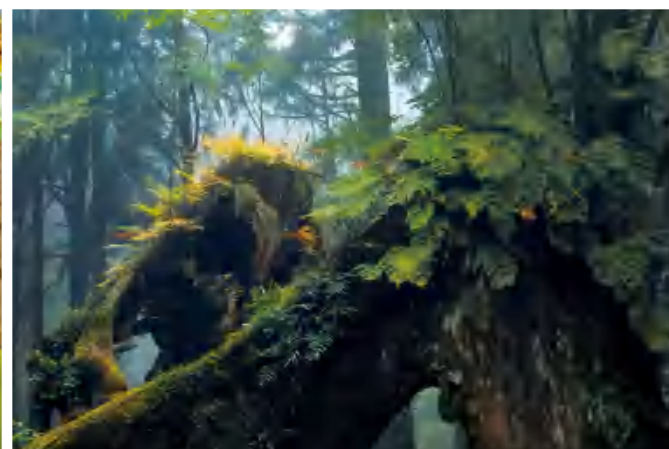
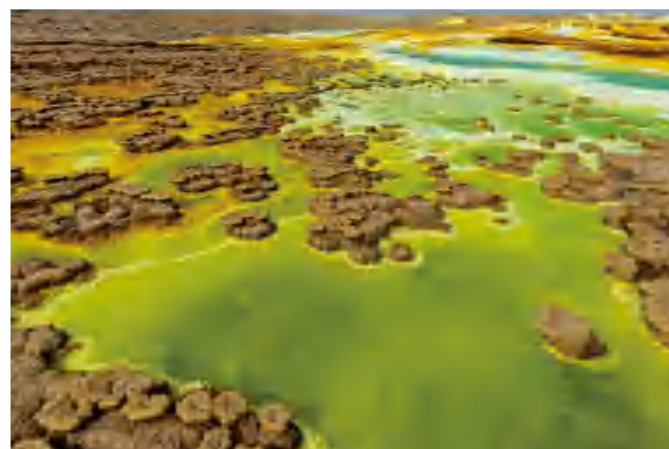
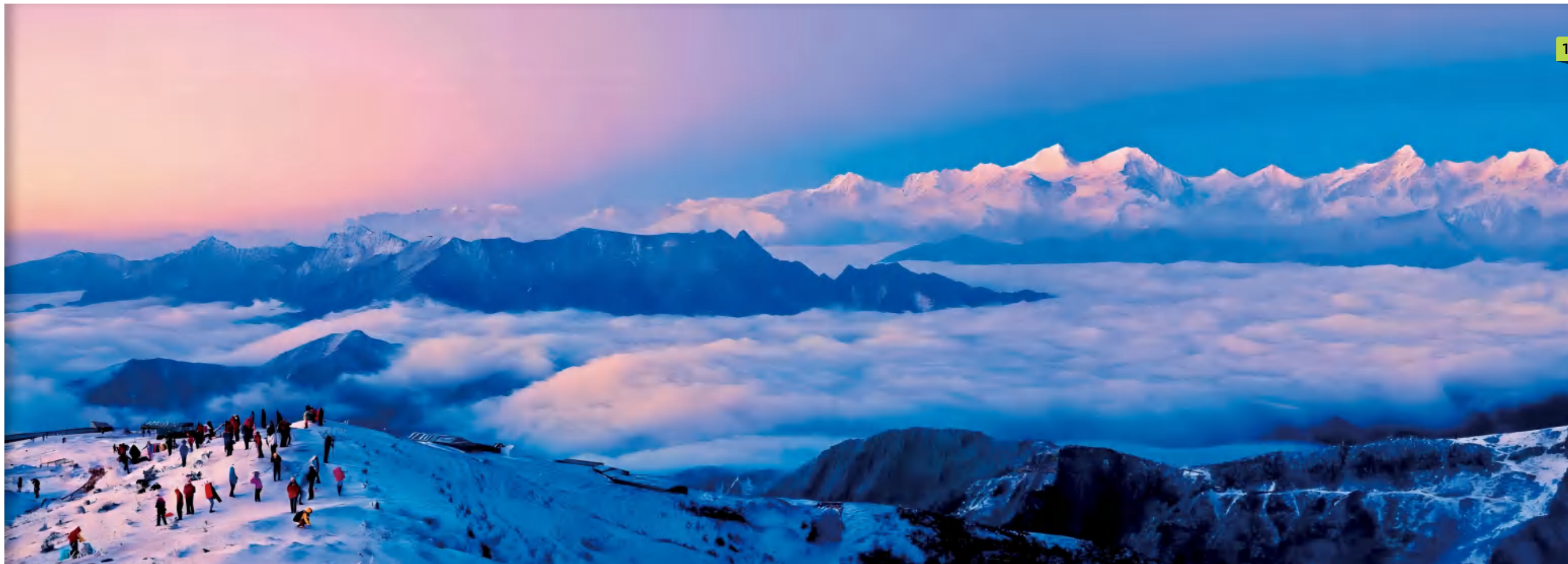
造福山地民众

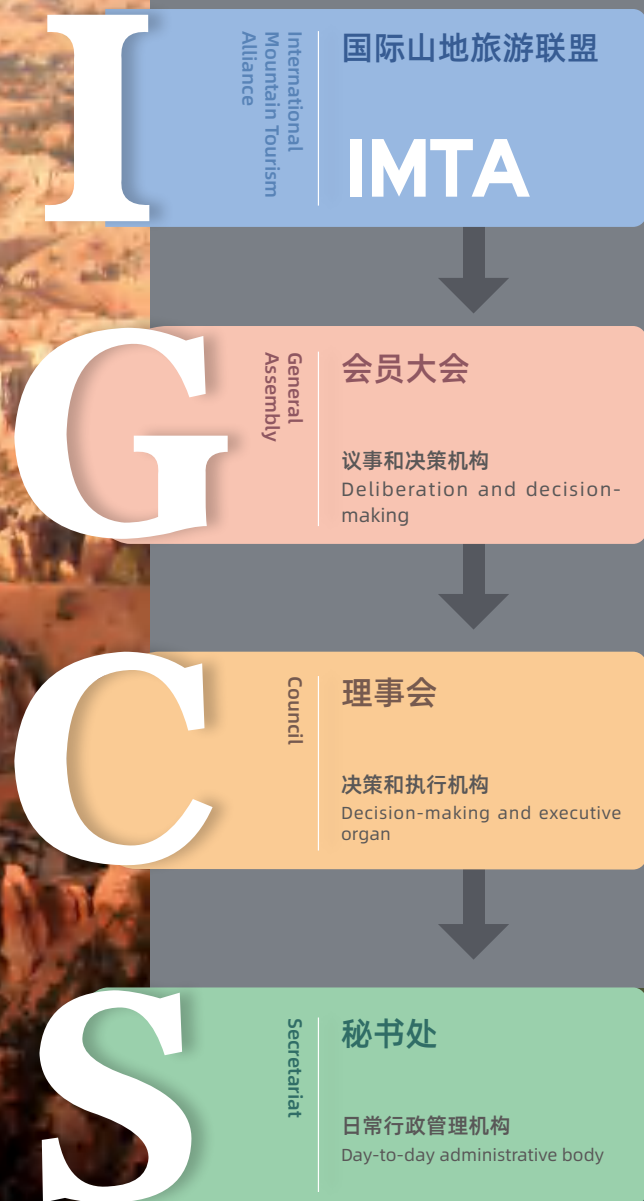
山地旅游对于保护环境、促进山地振兴及消除贫困具有积极意义。山地旅游越发达，山地民众的幸福感越高。山地民众依山而居，伴水而栖，山地旅游不仅能持续地创造良好的生产生活生态环境，又能让人们从生态保护与资源利用中分享更多的“绿色福利”。



Mountain tourism is of positive significance to protecting environment, promoting the rejuvenation of mountainous regions and eliminating poverty. More developed mountain tourism can enhance the happiness of mountainous people. Mountainous people reside by the mountains and along rivers. Mountain tourism can not only continuously create favorable production, living, and ecological environment, but also make people share more "green benefits" from ecological protection and resources utilization.









多米尼克·德维尔潘

Dominique de Villepin

国际山地旅游联盟主席 Chairman of IMTA

曾任法兰西第五共和国总理，亚太总裁协会全球主席，法国“团结共和”运动的新政党主席，巴黎律师公会注册律师，2017年8月至今，出任国际山地旅游联盟主席。

Dominique de Villepin served as minister of the French Fifth Republic, President of APCEO Worldwide, President of the new political party in France's "Solidary Republic" movement, From August 2017 to present, he has been the Chairman of IMTA.



邵琪伟 Shao Qiwei

首届国际山地旅游联盟副主席

The very First Vice Chairman of IMTA

曾任中国云南省人民政府省长助理、副省长、国家旅游局局长、中国旅游协会会长等职；现任中国人民政治协商会议全国委员会常委、海峡两岸旅游交流协会名誉会长，南开大学兼职教授；2017年8月至2022年12月任国际山地旅游联盟副主席。

He held posts such as Assistant Governor and Vice Governor of the People's Government of Yunnan Province, Chairman of the China National Tourism Administration (CNTA) and President of the China Tourism Association; Is currently a member of the Standing Committee of the National Committee of the Chinese People's Political Consultative Conference, Honorary President of the Association for Tourism Exchange across the Taiwan Straits and a part-time professor at Nankai University. Vice Chairman of IMTA from August 2017 to December 2022.

何亚非 He Yafei

国际山地旅游联盟副主席兼秘书长

Vice Chairman & Secretary-General of IMTA

曾任外交部副部长，常驻联合国日内瓦办事处和瑞士其他国际组织代表，大使，中国国务院侨务办公室副主任；2017年8月至2022年12月，出任国际山地旅游联盟秘书长（法人代表），2022年12月至今出任国际山地旅游联盟副主席兼秘书长。

He Yafei served as Chinese Vice Foreign Minister, Representative and Ambassador of China to the United Nations Office at Geneva and Other International Organizations in Switzerland, Deputy Director of the Overseas Chinese Affairs Office of the State Council, From August 2017 to December 2022, he has been the Secretary-General of IMTA (legal representative), and Chairman & Secretary-General of IMTA December 2022 to present.



何超琼 Pansy Ho

国际山地旅游联盟副主席

Vice Chairman of IMTA

世界旅游经济论坛副主席兼秘书长，信德集团有限公司集团行政主席及董事总经理，美高梅中国控股有限公司的联席董事长及执行董事。2022年12月至今出任国际山地旅游联盟副主席。

Pansy Ho Chiu-king serves as Vice Chairman and Secretary General of GTEF, Group Executive Chairman and Managing Director, Shun Tak Holdings Limited, Co-Chairperson and Executive Director of MGM China Holdings Limited. Vice Chairman of IMTA December 2022 to present.



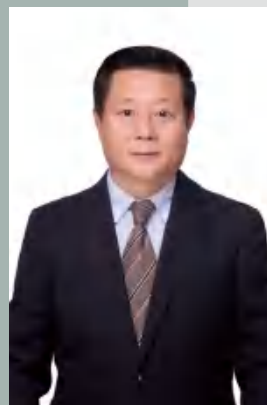
傅迎春 Fu Yingchun

国际山地旅游联盟副主席兼执行秘书长（法人代表）

Vice Chairman & Executive Secretary-General of IMTA (Legal Representative)

曾任中国贵州省旅游局局长，贵州省旅游协会会长，国际山地旅游联盟筹委会办公室执行主任；2017年8月至2022年12月，出任国际山地旅游联盟执行秘书长，2022年12月至今出任国际山地旅游联盟副主席兼执行秘书长（法人代表）。

Fu Yingchun served as Head of Guizhou Tourism Bureau, Director of Guizhou Tourism Association, Executive Director of IMTA Preparatory Committee Office, From August 2017 to December 2022, he has been the Executive Secretary-General of IMTA, and Vice Chairman & Executive Secretary-General of IMTA (Legal Representative) December 2022 to present.



G 会员大会 General Assembly

会员大会为本联盟的最高权力机构，由全体会员组成。

会员大会的职权：审议本联盟章程或章程修正案议案；选举或更换理事会理事；审议由秘书处提交并经理事会审查的工作报告、计划及预决算财务报告；讨论会员提出的提案；制定和修改会费标准；决定终止事宜；决定其它重大事项。

The General Assembly is the highest authority of the IMTA and consists of all members.

The powers and functions of the General Assembly: Deliberating on the Statutes of IMTA or proposals for amendments to the Statutes of IMTA; Electing or replacing the members of the Council; Deliberating on the work reports, plans, and budget and final financial reports submitted by the Secretariat and reviewed by the Council; Discussing proposals submitted by members; Establishing and revising the standard of membership dues; Deciding on matters of termination; Deciding on other major matters.

C 理事会 Council

理事会是会员大会的执行机构，在会员大会闭会期间领导联盟开展日常工作，对会员大会负责；理事会理事由会员在会员大会上以简单多数公开表决方式产生。理事会每年举行一次会议，理事会会议可在会员大会召开地点、年度国际山地旅游大会举办地或总部所在地城市召开。联盟主席或半数以上理事提议可召开临时理事会，效力与定期理事会相同。特殊情况时，理事会可采取通讯形式召开。

The Council is the executive body of the General Assembly, leading the daily work of the IMTA during the intersession period of the General Assembly, and is responsible to the General Assembly; the members of the Council shall be elected by the members at the General Assembly in the way of simple majority and open voting. The Council shall hold a meeting once a year, and it may be held in the place where the General Assembly is held, the place where the annual International Mountain Tourism Conference is held, or the city where the headquarters is located. An interim council may be convened at the proposal of the Chairman of the IMTA or more than half of the Council members, and shall have the same effect as a regular council. In special cases, the Council may be convened by correspondence.

T 秘书处 The Secretariat

秘书处设秘书长（法人代表）1名，专职执行秘书长1名，副秘书长2名，兼职副秘书长若干名。秘书长人选由理事会选举产生。执行秘书长、副秘书长由秘书长提名，理事会任命；秘书处设职员若干名，经公开招聘遴选录用。秘书处职员的聘用及其服务条件，应以其效率、才干及忠诚的最高标准为首要考虑；根据工作需要，秘书处下设若干工作部门和分支机构。

The Secretariat consists of 1 secretary-general (legal representative), 1 full-time executive secretary-general, 2 deputy secretaries-generals and several part-time deputy secretaries-generals. The secretary-general shall be elected by the Council. The executive secretary-general and deputy secretaries-general shall be nominated by the secretary-general and appointed by the Council; the Secretariat shall have a number of employees selected and employed through open recruitment. The top priorities in the recruitment of employees of the Secretariat and their service conditions shall be subject to the highest standards of efficiency, competence, and integrity; based on the operational needs, the Secretariat shall have a number of working departments and branches.

G 办公室

General Office



工作职责：负责秘书处日常行政事务的运作与管理，与政府、业务主管部门的联络协调；负责秘书处各项内控工作制度的制定和实施监督；负责秘书处年度工作计划的实施跟踪、重要事项的督办及工作目标考核；负责秘书处公文、档案及人事管理；负责秘书处业务经费的筹措及管理；负责秘书处财务及固定资产的管理；向理事会提交联盟年度预决算报告和财务执行审计报告；负责秘书处保密、应急及安全保障管理；协调处理涉及本联盟的法律事务；承担联盟会员大会、理事会委托或授权的其它事务。

Duties and responsibilities: Responsible for the operation and management of day-to-day administrative affairs of the Secretariat, and liaison and coordination with the competent governmental and operational departments; Responsible for the development, implementation, and supervision of the Secretariat's internal control systems; Responsible for tracking the implementation of the Secretariat's annual work plans, supervising important matters, and assessing work objectives; Responsible for the Secretariat's official documents, archives, and personnel management; Responsible for the financing and management of the Secretariat's operating funds; Responsible for the management of the Secretariat's finances and fixed assets; Submitting the IMTA's annual budget and final settlement reports and financial execution audit reports to the Council; Responsible for the Secretariat's confidentiality, emergency, and security management; Coordinating and handling legal affairs involving the IMTA; Undertaking other matters entrusted or authorized by the General Assembly and the Council of the IMTA.

C 综合业务部

Comprehensive Business Department



工作职责：执行联盟会员大会和理事会的决议；起草联盟的规章制度，按程序报批；向理事会提交联盟年度工作计划、工作报告；研究提出联盟发展战略，制定研究计划，协调组织开展研究工作；策划和组织联盟牵头主办的大型活动、机制性会议、重点业界交流合作及整体宣传推广；组织拟定与联盟建设发展相关的行动计划，并统筹组织实施；负责联盟工作网络、信息交流和对外宣传平台的建设和管理；负责对接联盟专家委员会、山地温泉专业委员会，并联系协调开展相关工作；承担联盟会员大会、理事会委托或授权的其它事务。

Duties and responsibilities: Implementing the resolutions of the General Assembly and the Council of the IMTA; Drafting up the rules and regulations of the IMTA and submitting the same for approval according to procedures; Submitting the annual work plan and work report of the IMTA to the Council; Working out the development strategy for the IMTA, formulating research plans, and coordinating and organizing research work; Orchestrating and organizing large IMTA-led activities, mechanism meetings, industry exchanges and cooperation, as well as publicity and promotion; Organizing the formulation of working plans related to the construction and development of the IMTA, and coordinating the implementation; Responsible for the construction and management of the IMTA's work network and its information exchange and publicity platforms; Responsible for communicating with the IMTA Expert Committee and the Professional Committee for Mountain Hot Springs, and for coordinating the related work; Undertaking other matters entrusted or authorized by the General Assembly and the Council of the IMTA.

L 对外联络部

Liaison Department



工作职责：负责联盟会员日常联络，会员入（退）会等服务与管理及会员发展相关事务；负责联盟参与举办或参加的展览、会议及活动的对接、协调落实；负责协调组织会员和其它合作方提供山地旅游相关业务培训；负责联络国际山地旅游联盟投融资委员会，并协调开展相关业务；负责联盟设立区域代表处相关事务和日常联络管理工作；负责统筹与联盟战略合作伙伴的关系维系和交流合作工作；承担联盟会员大会、理事会委托或授权的其它事务。

Duties and responsibilities: Responsible for the daily liaison of the IMTA members, member admission (withdrawal) and other services and management, and other matters related to member development; Responsible for connections, coordination, and implementation of exhibitions, conferences, and activities organized or attended by the IMTA; Responsible for coordinating and organizing members and other partners to provide business training related to mountain tourism; Responsible for communicating with the Investment and Financing Committee of the International Mountain Tourism Alliance and coordinating and carrying out related business; Responsible for establishing regional representative offices of the IMTA and their daily liaison and management; Responsible for coordinating and maintaining the relationship, exchange, and cooperation with the strategic partners of the IMTA; Undertaking other matters entrusted or authorized by the General Assembly and the Council of the IMTA.



B 北京联络处

Beijing Liaison Office



工作职责：为联盟在北京提供窗口服务，负责联盟在京领导日常公务活动，处理秘书处在京的重要业务工作，协调配合联盟秘书处总部人员赴京期间相关工作；对接中国国家各部委及在京机构、组织的政务联络工作，向秘书处报送政务信息并协助处理相关事务；负责对接联盟秘书处在京的重要活动、接待、联络及服务性工作；负责联络处公共资产的监督管理；协助对外联络部联络国际事务，会员服务及管理，联盟战略合作伙伴的关系维系和交流合作工作；承担联盟会员大会、理事会委托或授权的其它事务，完成秘书处领导安排的其他工作事项。

Duties and responsibilities: Providing window services for the IMTA in Beijing; responsible for the daily business activities of the leaders of the IMTA in Beijing; handling the Secretariat's important business in Beijing, coordinating and cooperating with the headquarters personnel's work during their visit to Beijing; Responsible for the political liaisons with Chinese ministries and commissions as well as institutions and organizations in Beijing, reporting the political information to the Secretariat, and assisting in dealing with related matters; responsible for important activities, receptions, liaisons and services of the Secretariat of the IMTA in Beijing; Responsible for the supervision and management of public assets of the Liaison Office; Assisting the Liaison Department in communicating with international affairs, member services and management, and in maintaining relationship, exchange, and cooperation with strategic partners of the IMTA; Undertaking other matters entrusted or authorized by the General Assembly and the Council of the IMTA.

E 专家委员会

Expert Committee



为联盟的建设与发展规划提出咨询和建议，为联盟制定重大战略、组织实施重大活动提供专业指导和技术咨询。了解、掌握和研究世界山地旅游业发展动态和趋势，开展专题调研或课题研究，提出研究报告。对联盟秘书处组织编写的山地旅游相关规则、规范、标准提供咨询，接受联盟委托的专业咨询、业务培训和评价认证工作。参与联盟组织的相关评定、评审、监测、评估、工作，或受联盟委托参与其他组织机构的课题研究工作。参加联盟与其他组织机构间的学术交流和技术合作活动。受联盟委托开展的专题调研、课题研究，申请开展项目或委派参加专题性会议。

Giving advice and suggestions for the construction and development planning of the IMTA, and providing professional guidance and technical advice for the IMTA in formulating major strategies and organizing and implementing major activities; Understanding, comprehending, and studying the dynamics and trends of the global development of mountain tourism, conducting special investigations or research projects, and developing research reports; Providing consultation on the rules, norms, and standards related to mountain tourism organized and prepared by the Secretariat of the IMTA, and accepting professional consultation, business training, evaluation and certification work commissioned by the IMTA; Participating in the relevant assessment, evaluation, monitoring, assessment, and work organized by the IMTA, or being entrusted by the IMTA to participate in the research projects of other organizations and institutions; Participating in academic exchanges and technical cooperation activities between the IMTA and other organizations and institutions; and Being entrusted by the IMTA to carry out special investigations and research projects, apply for carrying out projects, or be assigned to participate in thematic conferences.

P 专业委员会

Professional Committee

投融资委员会 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建设开发及市场运作，拓展联盟会员及山地旅游产业的融资渠道，整合资源，优化配置，助推山地旅游资源建设与发展。

Investment and Financing Committee, gathering mountain tourism resources and funds, providing guidance for the construction, development, and market operation of financial capitals in the mountain tourism industry, developing the IMTA members and expanding the financing channels of the mountain tourism industry, integrating the resources and optimizing their allocation, and thus boosting the construction and development of the mountain tourism resources.

山地温泉专业委员会 作为联盟的专业工作机构之一，应与相关的政府机构、行业组织、头部企业及联盟会员建立良好联系，拓展联盟在山地温泉的业务范围和空间，加强专业研究和技术推广，推动山地温泉旅游的技术创新和可持续高质量发展。

Mountain Hot Spring Professional Committee, as one of the professional organizations of the IMTA, should establish good contacts with relevant government agencies, industrial organizations, leading enterprises, and members of the IMTA, expand the business scope and space of the IMTA in mountain hot springs, strengthen professional research and technology promotion, and promote technological innovation and sustainable and high-quality development of mountain hot spring tourism.

R 代表机构

Representative Organization



旨在发挥“窗口、桥梁、辐射、服务、带动”的作用，建立与驻在地、政府、行业组织、企业及联盟会员的良好合作关系，在联盟对外宣传、扩大影响、服务会员、促进交流、加强合作、推动发展等方面发挥积极作用。

Aiming to play the role of "window, bridge, radiation, service, drive", establish a good relationship with the place of residence, the government, industry organizations, enterprises and members of the Union, and play an active role in the Union's external publicity, expanding influence, serving members, promoting exchanges, strengthening cooperation, and promoting the development of the Union.

C 国际山地旅游联盟年会暨主题论坛 Annual Meeting and Theme Forum

一年一度的联盟年会是国际山地旅游业界的盛会，不仅为会员提供合作交流对话的服务平台，也为产业发展提供最新的资讯和动态。从 2017 年开始，联盟年会已成功举办 6 届。每届年会都聚焦山地旅游最新热点和产业发展趋势，汇集行业精英和业界领袖，共同探讨山地旅游的发展方向和未来。

The annual conference of IMTA is a grand event for the international mountain tourism industry. It not only provides members with a service platform for cooperation, exchange and dialogue, but also the latest information and trends for industry development. Since 2017, the annual conference of the IMTA has been successfully held for 6 consecutive years. Each annual conference focuses on the latest hot spots and industry development trends in mountain tourism, and gathers together elites and leaders of the industry to discuss the development direction and future of mountain tourism.

2016

9月21日 中国 贵州 兴义 September 21, 2016, Xingyi, Guizhou, China

国际山地旅游联盟首届会员大会
The First General Assembly of the International Mountain Tourism Alliance

主题：旅游 绿色运动 同向发展

Theme: Mountain Tourism, Green Sports, Mutual Development

倡议：《共建面向未来的合作与创新平台》

Initiative: Building a Platform for Future-Oriented Cooperation and Innovation



2017

8月15日-16日 中国 贵州 兴义 August 15-16, 2017, Xingyi, Guizhou, China

国际山地旅游联盟首届年会论坛

The First International Mountain Tourism Alliance Annual Forum

主题：山地旅游可持续发展的新机遇与平台构建

Theme: New Opportunity for IMTA Development and Platform Building



2018

10月12日-13日 中国 贵州 贵阳 October 12-13, 2018, Guiyang, Guizhou, China

国际山地旅游联盟 2018 年年会

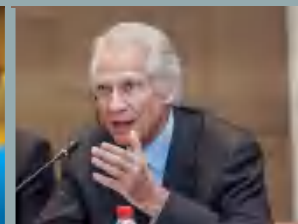
2018 Annual Conference of International Mountain Tourism Alliance

主题：新科技时代 - 世界山地旅游创新发展新机遇

Theme: New Era of Science and Technology—New Opportunities for the Innovation and Development of the World Mountain Tourism

《发起设立“国际山地旅游日”的倡议》

The Proposal for Initiating the “International Mountain Tourism Day”



2019

10月27日-29日 中国 贵州 贵阳 October 27-29, 2019, Guiyang, Guizhou, China

2019 国际山地旅游联盟年会

2019 Annual Conference of International Tourism Alliance

主题：携手构筑可持续山地旅游命运共同体

Theme: Working Together To Build a Community With a Shared Future in Mountain Tourism



2020

10月17日-19日 中国 贵州 贵阳 November 17-19, 2020, Guiyang, Guizhou, China

2020 国际山地旅游联盟年会

2020 Annual Conference of International Mountain Tourism Alliance

主题：后疫情时代国际山地旅游发展之路

Theme: The path of mountain tourism development in the post-covid19 world



2021

12月21日 中国 贵州 贵阳 Dec 21, 2021, Guiyang, Guizhou, China
2021 国际山地旅游联盟年会
2021 Annual Conference of International Mountain Tourism Alliance
主题：国际组织如何在全球旅游复苏与重塑治理中发挥引领作用
Theme: How Can International Organizations Play a Leading Role in Global Tourism Recovery and Reshaping Governance



2022

12月27日 中国 贵州 贵阳 Dec 27, 2022, Guiyang, Guizhou, China
主题：国际山地旅游联盟第二届会员大会
Theme: The 2nd General Assembly of the International Mountain Tourism Alliance
《让山地旅游的明天更美好——国际山地旅游联盟第二届会员大会倡议》
Create a better future for mountain tourism -- Initiative at the 2nd IMTA General Assembly



2023

9月15日 中国 贵州 兴义 September 15, 2023, Xingyi, Guizhou, China
2023 国际山地旅游联盟年会暨“世界名山对话”
IMTA Annual Conference and “Dialogue among World Famous Mountains” 2023
主题：山地旅游资源创新与目的地构建
Theme: Mountain Tourism Resource Innovation and Destination Construction
《携手共建世界名山旅游目的地——“2023 世界名山对话”倡议》
Jointly Building World-Famous Mountain Tourism Destinations - Initiative of Dialogue among World Famous Mountains 2023



在 2018 年联盟年会上，联盟理事会审议通过《发起设立“国际山地旅游日”的倡议》。在开幕式上，联盟副主席邵琪伟代表联盟发布倡议，标志着“国际山地旅游日”的诞生。以人类首次成功登上世界最高峰——珠穆朗玛峰为标志，确定 5 月 29 日为“国际山地旅游日”。通过这一全球性纪念日，加快构建国际山地领域合作交流发展平台，指引会员及业界践行“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。2019 年首届国际山地旅游日主题活动在尼泊尔加德满都举办。

At the 2018 IMTA Annual Conference, the Council of the International Mountain Tourism Alliance reviewed and approved the resolution on "Initiative to Initiate and Set Up 'International Mountain Tourism Day' ". At the opening ceremony, Shao Qiwei, vice chairman of the IMTA, announced the launch of the initiative on behalf of the IMTA, which marked the birth of "International Mountain Tourism Day", which is set at May 29th to commemorate the first successful ascent of mankind of Mount Everest, the highest peak of the world. Through setting up this international memorial day, our alliance will speed up the construction of an international platform for cooperation, exchange and development in the mountain field, and guide the alliance members and the industry to practice the purpose of "protecting mountain resources, preserving mountain civilization, promoting mountain economy and benefiting mountain communities". First International Mountain Tourism Day 2019 theme event held in Kathmandu, Nepal.

2019

5月29日 尼泊尔 加德满都 May 29, 2019, Kathmandu, Nepal
“国际山地旅游日”启动仪式暨山地旅游（尼泊尔）国际论坛
Launching Ceremony of International Mountain Tourism Day and Mountain Tourism International Forum (Nepal)
主题：生态、绿色、科技引领山地旅游高质量发展
Theme: Ecology, green, science & technology lead the high-quality development of mountain tourism



2020

5月29日 线上 29 May, 2020, Online
2020 “国际山地旅游日”线上论坛
International Mountain Tourism Day Online Forum 2020
主题：疫情危机与山地旅游面临的挑战和机遇
Theme: Pandemic Crisis and Challenges & Opportunities for Mountain Tourism



5月29日 中国 重庆 南川

May 29, 2021, Nan Chuan, Chongqing, China

2021 国际山地旅游日 - 世界遗产名山(金佛山)峰会

International Mountain Tourism Day 2021 - World Heritage Mountain (Jinfo Mountain) Summit

主题: 世界遗产保护与山地旅游绿色发展

Theme: World Heritage Protection and Green Development of Mountain Tourism

《连接山地精彩, 共享美丽生存——2021 国际山地旅游日金佛山倡议》

“Enjoy the Wonder of Mountains, Share the Natural Beauty” — Jinfo Mountain Initiative of International Mountain



5月29日 中国 贵州 贵阳

May 29, 2022, Guiyang, Guizhou, China

2022 国际山地旅游日

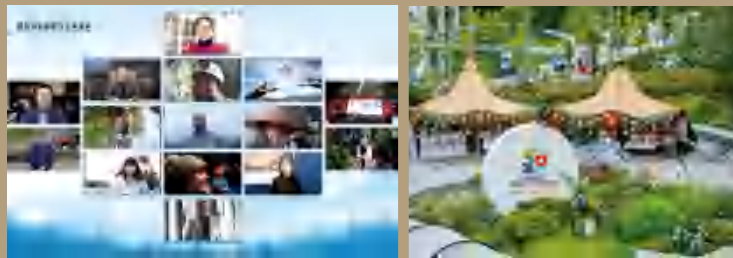
International Mountain Tourism Day 2022

主题: 山地旅游倡导健康生活与文明交流

Theme: Mountain Tourism Promotes Healthy Life and Cultural Exchange

《2022 国际山地旅游日倡议——共促山地旅游健康生活与文明交流》

Initiative of International Mountain Tourism Day 2022 -- Mountain Tourism Promotes Healthy Life and Cultural Exchange



5月29日 老挝 万象

May 29, 2023, Vientiane, Lao PDR

2023 国际山地旅游日暨亚洲山地旅游推广大会

International Mountain Tourism Day and Asian Mountain Tourism Promotion Conference 2023

主题: 连接山地精彩, 共享美丽生活, 共促旅游振兴

Theme: Enjoy the Wonder of Mountains, Share the Beauty of Life, Revitalize the Tourism Industry

《共促旅游振兴 共创美好未来——2023 “国际山地旅游日” 万象共识》

Revitalize the Tourism Industry, Share the Beauty Life—Vientiane Consensus for IMTD 2023



“世界名山对话”是国际山地旅游联盟的自创品牌,旨在搭建世界山地旅游界的交流合作平台,加强不同山地文化之间的对话,促进相互协作,展示山地旅游目的地的形象,探索名山区间多元化协同发展模式,挖掘创造一个健康、绿色、可持续的山地旅游业。

2018 年国际山地旅游联盟年会暨首届世界名山对话在贵州省贵阳市举办。

The "Dialogue among Famous Mountains in the World" is an independent brand of the International Mountain Tourism Alliance (IMTA). It aims to build an exchange and cooperation platform for world mountain tourism circles, strengthen dialogues between different mountain cultures, promote collaboration, show the image of mountain tourism destinations, explore diversified models for the collaborative development of famous mountains, and create a healthy, green and sustainable mountain tourism ecosystem. The 2018 Annual meeting of IMTA and the first "Dialogue Among World Famous Mountains in the World" were held in Guiyang, Guizhou Province.

10月12日-13日 中国 贵州 贵阳

October 12-13, 2018, Guiyang, Guizhou, China

2018 年第一届“世界名山对话”

First "Dialogue Among World Famous Mountains in the World" 2018

主题: 山地生态保护与合理利用、造福山地民众与可持续发展

Theme: Protection and rational use of mountain areas, Benefiting local communities and sustainable development



10月18日 中国 贵州 贵阳

November 18, 2020, Guiyang, Guizhou, China

2020 年第二届“世界名山对话”

Second "Dialogue among Famous Mountains in the World" 2020

主题: 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

Theme: Prospects for Sustainable Tourism in World Famous Mountains Post-Pandemic, Building Mountain Tourism Destinations for New Consumer Demands



2021

9月27日 中国 | 贵州 | 铜仁 September 27, 2021, Tongren, Guizhou, China

2021 世界名山 (梵净山) 对话
2021 Dialogue among Famous Mountains (Mount Fanjing) in the World

主题: 构建人与自然和谐共生的山地旅游
Theme: Constructing a Mountain Tourism where Man and Nature Co-exist Harmoniously

《构建人与自然和谐共生的山地旅游——2021 世界名山对话梵净山倡议》

Constructing a Mountain Tourism where Man and Nature Co-exist Harmoniously—Fanjing Mountain Initiative



2023

9月15日 中国 | 贵州 | 兴义 September 15, 2023, Xingyi, Guizhou, China

2023 国际山地旅游暨户外运动大会主题活动——世界名山对话
Main Event of 2023 International Mountain Tourism & Outdoor Sports Conference - Dialogue among World Famous Mountains

主题: 生态优先赋能名山旅游绿色发展、世界名山赋能山地旅游健康福祉

Theme: Ecological Priority Empowers the Green Development of Famous Mountains Tourism, World Famous Mountains Empower the Wellness of Mountain Tourism

《携手共建世界名山旅游目的地——“2023 世界名山对话”倡议》

Issuing Jointly Building World Famous Mountain Tourism Destinations Initiative of 2023 “Dialogue among World Famous Mountains”



2022

2022 年 8 月 18 日, 以“亲诚惠容合作共赢——携手共筑亚洲山地旅游发展新未来”为主题的 2022 亚洲山地旅游推广大会在贵州省贵阳市启幕。8 月 18 日至 21 日, “山地生活消费与非遗传承展”、“亚洲山地旅游摄影展”、“山地及乡村旅游特色产品展”、“山地艺术空间展”同步开展。

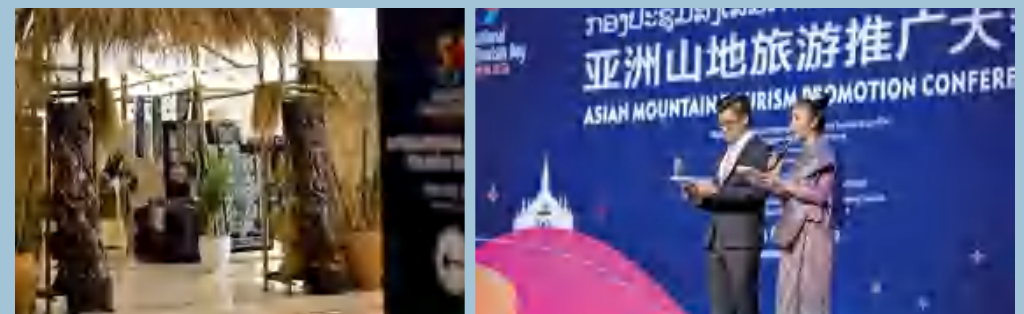
On 18 August of 2022, the 2022 Asian Mountain Tourism Promotion Conference themed on “Amity, sincerity, mutual benefit, inclusiveness, cooperation, and sharing—Jointly building a new future for Asian mountain tourism” kicked off in Guiyang City of Guizhou Province. During 18-21 of August, the Conference were held along with “Mountain Life Consumption Show & Intangible Cultural Heritage Show,” “Asian Mountain Tourism Photography Exhibition,” “Mountain & Rural Tourism Featured Product Show,” and “Mountain Art Space Exhibition.”



2023

2023 年 5 月 29 日, “亚洲山地旅游推广大会”在老挝万象再启帷幕, 聚集了山地旅游相关领域的知名机构、企业代表, 老挝各省文旅局局长, 围绕重塑之年旅游消费变化趋势、供给创新、市场开发等寻求旅游重塑的规律和路径, 推介有助于引领新消费需求的新业态、新产品。

On 29 May of 2023, “Asian Mountain Tourism Promotion Conference” was held in Vientiane of Laos, participated by representatives of renowned mountain tourism organizations and enterprises, and directors of provincial departments of culture and tourism in Laos to explore patterns and ways to deal with the changing consumption trends, supply innovation, and market development in 2023 - the year of tourism reshaping, and to promote new business patterns and products that lead the new consumer demands.

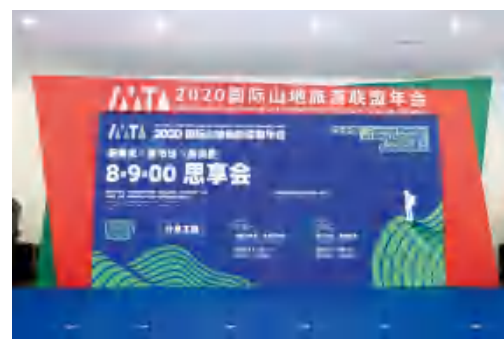


80、90、00 是未来社会的主力群体，他们在文化、旅游、体育等方面同样是主力生产、消费群体。“8-9-00 思享会”是由国际山地旅游联盟主办的为有志青年量身定制的对话交流平台。旨在通过思想的碰撞与交流，观点的探讨与分享，山地文旅产业的场景化展示，对山地生活新兴消费、山地经济创新发展进行多元、多维度的交流。



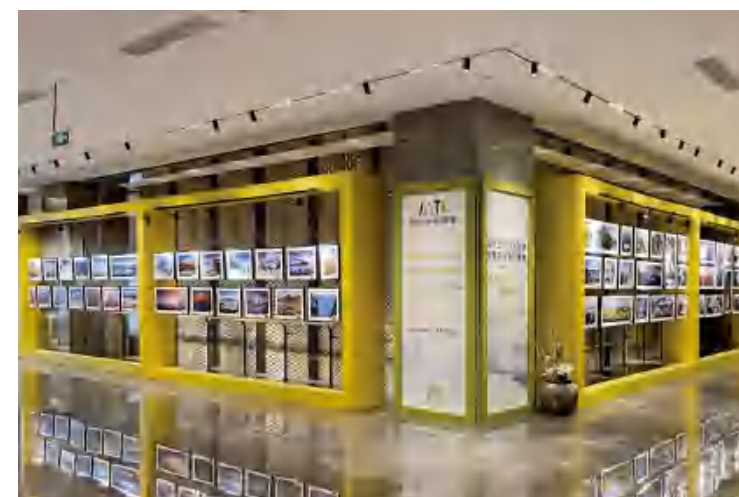
80, 90, 00 is the main group of the future society, they are also the main production and consumption group in culture, tourism, sports and other aspects. The "8-9-00 Concept Meeting" is a customized dialogue and exchange platform for aspiring young people

organized by the IMTA. It aims to conduct diversified and multi-dimensional exchanges on the emerging consumption of mountain life and the innovative development of mountain economy through the collision and exchange of ideas, discussion and sharing of viewpoints, and scenario-based display of mountain culture and tourism industry.



“世界名山摄影展”是由国际山地旅游联盟主办的品牌摄影展，旨在倡导保护山地资源，传承山地文明的理念，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。在摄影师独特的视角和奇妙的光影变换中，身临其境地畅游在世界名山之巅。

"World Famous Mountain Photography Exhibition" is a brand-oriented photography show held by IMTA, designed not only to spread the idea of protecting mountain resources and preserving mountain civilizations, but also to trigger our awe and respect for nature, advocate civilization and our pursuit of a good life when we appreciate the charm of mountain views. From the unique perspectives and marvelous light-shadow shift created by photographers, the viewer is immersed in an immersive journey to the top of the world's most famous mountain.



基于对疫后山地旅游将从传统观光进阶到产品业态模式优化新周期的判断，国际山地旅游联盟设立“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。并以此为契机，整合当前山地旅游资源及产品，借助资本、科技赋能，推动旅游投资及消费产业升级，树立领域标杆，引领行业发展。

2020 “IMTA 山地旅游奖”共设置“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”、“最佳山地旅游房车营地奖”、“最佳山地旅游徒步线路奖”5个奖项，每个奖项设置5个入围名额，最终评选出前3名获奖。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。



As mountain tourism transforms from traditional sightseeing to optimized products and business patterns in the post-pandemic era, IMTA sets up “IMTA Mountain Tourism Awards” to convey the social responsibilities and values that practitioners of the mountain tourism sector ought to shoulder while sticking to the concept of innovation, green, ecology and sustainable development. With the awards as an opportunity, IMTA strives to integrate the current industry resources and products, to facilitate tourism investment and consumption upgrade based on capital- and technology-empowerment, and to set a benchmark to lead the overall progress of the mountain tourism industry.

2020 “IMTA Mountain Tourism Awards” come with five awards – “Mountain Tourism Sustainable Development Award,” “Best Mountain Tourism Destination Award”, “Best Mountain Tourism Outdoor Sport Award”, “Best Mountain Recreational Vehicle Camping Award” and “Best Mountain Hiking Route Award.” Each award will be presented to the top three of a total of five nominees. A total of 12 institutions from China, Japan, Switzerland, France, Nepal, Tajikistan, Tanzania and other countries were granted the award.



国际山地旅游联盟依托研究院智库和成果，就山地旅游规划、标准化认证、市场营销、旅游投资、山地旅游业态培育、旅游外语人才、户外救援等开展培训。

Based on the think tank and results of research institutes, IMTA carries out professional training on mountain tourism planning, standardized certification, marketing, tourism investment, mountain tourism business pattern development, tourism foreign language talents, and outdoor rescue.

2022

| 1月

“后疫情时代山地旅游发展之路”分享专栏

January 2022

“The Development of Mountain Tourism in the Post-pandemic Era” sharing column

以“后疫情时代山地旅游市场需求与供给创新”为题，邀请世界旅游组织、教科文组织等权威机构的旅游专家，以视频直播形式对山地旅游发展利好政策、市场机遇、行业需求、项目提升和营运技巧进行解读、分析、研判和分享。

Themed on “Market Demand and Supply Innovation of Mountain Tourism in the Post-pandemic Era,” IMTA invites tourism experts from authoritative organizations like the UNWTO and UNESCO, to analyze, dissect and share the preferential policies, market opportunities, industry demands, project improvement, management and operation skills in mountain tourism development via live video streaming.

2022

| 9月

“构建山地旅游发展新格局”培训分享专栏

September 2022

“Constructing New Patterns for Mountain Tourism” training and sharing column

后疫情时代，旅游行业发展形势依然严峻，而山地旅游却已逐渐成为疫后旅游复苏与振兴的重要引擎。国际山地旅游联盟以“保护山地资源、传承山地文明、促进山地经济、造福山地民众”为宗旨，以推广山地旅游发展经验和致力于推动山地旅游可持续发展为己任。以服务联盟会员和引领山地旅游发展为目标，推出“构建山地旅游发展新格局”分享专栏。

Facing the severe challenges in the post-pandemic era, mountain tourism has gradually become a key engine for the tourism sector to recover and revitalize. With the mission of promoting sustainable development of mountain tourism and based on the principle of “protecting mountain resources, preserving mountain civilization, promoting mountain economy, and benefiting mountain communities,” IMTA pools its experience in mountain tourism and releases a sharing column called “Constructing New Patterns for Mountain Tourism” to serve IMTA members and lead the development of mountain tourism.

2023

| 4月

《国际山地生态旅游目的地指标体系》专题培训

April 2023

Special Training on International Criteria System for Mountain Eco-tourism Destination

为使相关从业人员能够清楚明晰旅游业生态可持续发展的基本概念，了解指标体系的编制背景和基本构成，国际山地旅游联盟邀请联盟专家委员会成员、德国特里尔应用科技大学环境学院土地研究中心中国部门负责人周丽进行专题培训。

To enable practitioners to clearly understand the basic concepts of ecologically sustainable development in tourism, understanding the context and basic components of the criteria system, IMTA invites Ms. Zhou Li, member of the IMTA Expert Committee and Director of Chinese Office of Land Research Center, Faculty of Environmental and Regional Sciences, Trier University of Applied Sciences, to carry out special training.

2023

| 12月

IMTA 山地旅游业态创新与社区共建专题培训

December 2023

IMTA Mountain Tourism Innovation and Community Co-Construction Thematic Training Workshop

为把握山地旅游新变化新趋势，提高山地旅游产业创新共建能力，本次培训以“山地旅游业态创新与社区共建”为主题，邀请了8位旅游界专家从山地旅游业态创新战略与趋势、社区共建的理念和实践、山地旅游与社区共建的融合模式、案例分享与实地考察几个方面对联盟会员及相关行业从业人员等进行培训。

In order to grasp the new changes and trends of mountain tourism and improve the capacity of innovation and co-construction of mountain tourism industry, this training is themed with “Mountain Tourism Innovation and Community Co-Construction”, and 8 experts in the tourism industry have been invited to train the members of IMTA and related industry practitioners in several aspects, including the strategy and trend of mountain tourism innovation, the concept and practice of community co-construction, the integration mode of mountain tourism and community co-construction, case sharing and field trip.

国际山地旅游联盟致力于为会员和业界提供智力支持和决策参考，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，正陆续开展《世界山地旅游发展趋势报告》等课题研究与国际山地旅游标准体系建设。

The International Mountain Tourism Alliance is committed to providing intellectual support and decision-making reference for its members and the mountain tourism industry, condensing the wisdom of industry experts and scholars, and grasping the trend and direction of mountain tourism from a scientific standpoint. Currently, the IMTA is continuing to conduct research projects such as the "Report on World Mountain Tourism Development Tendency" and is dedicated to constructing a standard system of international mountain tourism.

《世界山地旅游发展趋势报告》

Report on World Mountain Tourism Development Tendency



《报告》是首个关于世界山地旅游发展趋势的全面报告，综合了全球范围内山地旅游目的地和旅游服务平台的数据资料，通过大量的案例与数据分析，对世界山地旅游市场游客量及旅游总收入进行了测算；还定义了山地旅游、山地旅游目的地及山地旅游者；详尽分析了亚、欧、非、北美、南美、大洋洲六大地区山地旅游近二十年发展历史及现状；预测了未来世界山地旅游发展趋势。目前，联盟已发布《世界山地旅游发展趋势报告》2020版、2023版。

The Report is the first comprehensive report on the global development trend of mountain tourism. Synthesized data from mountain destinations and travel service platforms worldwide, through a large number of case studies and data analysis, visitor arrivals and gross tourism receipts were measured for the world's mountain tourism market. In addition, the Report defines mountain tourism, mountain tourism destination, and mountain tourist. The development history and present situation of mountain tourism in Asia, Europe, Africa, North America, South America and Oceania in the past 20 years are analyzed in detail. Currently, IMTA has released the 2020 and 2023 editions of Report on World Mountain Tourism Development Tendency.

《国际山地旅游徒步指南》

International Mountain Hiking Tourism Guide

是首个为山地旅游目的地发展徒步旅游产品提供实用参考和指导意义的技术型指南，分为发展篇和建设篇，每一章围绕一个主题展开探讨。《指南》是国际山地旅游联盟“山地旅游标准化”体系的首发内容，介绍国际上有参考价值的案例，并研究如何在发展与保护之间寻求平衡，从而为步道建设项目提供实用建议。

The Guidebook is the first technical guidebook that offers practical reference and instructions for mountain tourism destinations to develop trekking products. It has two chapters – Development and Construction, each focusing on one topic. It is IMTA's first attempt to "standardize mountain tourism," introducing global cases of referential significance, studying on how to find a balance between development and conservation, and offering practical advice on developing footpath construction projects.



《世界旅游名山分类与评价体系》

Classification and Evaluation System of World Famous Tourism Mountains

该研究报告是北京大学地理科学研究中心和旅研中心，与国际山地旅游联盟联合发布。既可以弥补世界山地旅游研究中的空白，加强不同山地文化之间的对话，也可以为世界名山的开发与发展贡献力量，探索名山之间多元化协同发展模式，同时具有学术意义和社会意义。《世界旅游名山分类与评价体系》放置在联盟官网供会员和国内外业界人士使用，目的在于搭建世界名山旅游的交流合作平台，促进共同友好发展。

The Report is jointly published by IMTA and Research Center of Geographical Sciences and Tourism Research Center, Peking University. It can not only make up for the gaps in the world mountain tourism research and strengthen the dialog between different mountain cultures, but also contribute to the development of the world's famous mountains and explore the diversified synergistic development mode among the famous mountains, as well as having both academic and social significance. The Report is placed on the official website of the Alliance for the use of members and domestic and international industry players, to help established platforms for exchange and cooperation in tourism among world-famous mountains and promote friendship and partnership.



《国际山地生态旅游目的地指标体系》

International Criteria System for Mountain Eco-tourism Destination

本项目以国际公认的生态旅游概念为基础，深入解读，并结合山地的特征，采用物质流管理方法，转化成一套适用于山地目的地的生态旅游指标体系，以试图填补国际上暂无针对山地生态旅游标准的空白。这套指标的目标受众是山地旅游目的地的管理主体，它们既可能是所在地的地方政府，也可能是当地社区。然而，由于生态旅游的发展需要所有相关方的参与，政策制定者、旅游代理、研究机构 and 游客也能从中获得有用的信息。

This project probes into the recognized concept of ecological tourism, and based on the mountain features, adoption of a material flow management approach, translation into a set of ecotourism indicators for mountain destinations, trying to fill the vacancy of mountain ecological tourism standard. It is targeted at administrators of mountain tourism destinations – local governments or communities. Nonetheless, the development of ecological tourism needs all parties to participate in, and policy makers, tourism agents, research institutes, and tourists can also obtain valuable information from it.



《国际山地温泉康养旅游地建设与评定》

Construction and Rating on International Mountain Hot Spring Wellness Tourism Destination

本文件规定了山地温泉康养旅游地的术语和定义、必备条件、基本要求和评定要求。对国际山地旅游业界山地温泉康养旅游地的开发建设和运营管理提供指导，适用于山地温泉康养旅游地、适用于所有类型和规模的山地温泉康养旅游设施的建设与评定。

This file stipulates the terms, definition, essential conditions, basic requirements, and evaluation requirements of mountain hot spring wellness tourism destinations, offering guidance on the development, construction, operation and management of such destinations worldwide. It is suitable for the construction and evaluation of mountain hot spring health tourism sites and all types and scales of mountain hot spring health tourism facilities.



RCEP 框架下山地旅游合作与发展报告

Report on Mountain Tourism Cooperation and Development under the RCEP Framework



2020 年 11 月 15 日, 东盟十国与中国、日本、韩国、澳大利亚、新西兰等共 15 个国家正式签署《区域全面经济伙伴关系协定》(Regional Comprehensive Economic Partnership, 简称 RCEP)。国际山地旅游联盟将携手专业机构积极推动在 RCEP 经济体中产生世界级山地旅游目的地集群和世界级的旅游弧线, 构成一个具有世界影响力的旅游网络。这将为 RCEP 经济体旅游发展提供重要契机。

On 15 November, 2020, the ten ASEAN members officially signed the Regional Comprehensive Economic Partnership (RCEP) with 15 countries, including China, Japan, South Korea, Australia and New Zealand, the International Mountain Tourism Alliance (IMTA) will work with professional organizations to create world-class mountain tourism destination clusters and tourism arcs among RCEP economies, thus developing a tourism network with global influence. This will create an important opportunity for tourism development in RCEP economies.

国际山地徒步旅游示范线路

International Mountain Hiking Tourism Demonstration Route

2021 年, 国际山地旅游联盟组织专家在欧洲徒步协会、法国徒步协会等专业机构的协力支持下编制完成山地徒步旅游技术型标准——《国际山地徒步旅游指南》, 并征选公布了首批“IMTA 国际山地徒步旅游示范点”, 旨在依据指南, 引导徒步旅游目的地地高起点、高标准、国际化设计和建设具有标杆意义的徒步旅游产品, 为徒步旅游高质量发展树立典范。

In 2021, supported by the European Ramblers Association, the French Ramblers Association and other professional bodies, IMTA organized experts to compile the International Mountain Hiking Tourism Guide, a technical standard for mountain hiking tourism, collected and announced the first group of "IMTA International Mountain Hiking Tourism Demonstration Route", aiming to guide hiking tourism destinations in designing and developing model products up to high international standards, and to set examples for the high-quality development of hiking tourism.



国际山地温泉康养旅游先行示范点

International Mountain Hot Spring Wellness Tourism Pilot Demonstration Site



2022 年, 国际山地旅游联盟联合世界温泉与气候养生联合会、亚太温泉与气候养生旅游研究院、海南省旅游投资发展有限公司、中国林学会森林疗养专业委员会等机构的国际专家, 借鉴、引进国际相关技术规则, 编制了全球首部结合“山地旅游”“温泉康养”“气候康养”“森林康养”的《国际山地温泉康养旅游地建设与评定》标准, 旨在引导、规范国际山地旅游领域内山地温泉康养旅游项目的开发建设和运营管理, 促进山地温泉康养旅游消费有序发展。

In 2022, supported by international experts from the World Federation of Hydrotherapy and Climatotherapy Tourism, the Asia-Pacific Institute of Hydrotherapy and Climatotherapy Tourism, Hainan Tourism Investment & Development Co., Ltd., the Forest Therapy Committee of the Chinese Society of Forestry and other organizations, the international Mountain Tourism Alliance (IMTA) introduced relevant international technical rules to compile Construction and Rating on International Mountain Hot Spring Wellness Tourism Destination, the world's first standard covering mountain tourism, hot spring wellness, climatotherapy and forestry therapy, aiming to standardize the development and operation management of international mountain hot spring wellness tourism projects, and to promote the sound development of mountain hot spring wellness tourism consumption.

M 山地旅游商务洽谈会 Mountain Tourism Business Meeting

通过项目推介加自由洽谈的形式, 联盟会员及非会员、旅游企业、投资机构等与会者就感兴趣的项目进行深度对接、合作探讨, 有效促成项目合作。从 2018 年开始, 通过“联盟年会”、“国际山地旅游日”等活动载体已同期成功举办不同主题的多场商务洽谈会。

Through the form of project promotion plus free negotiation, IMTA participants, tourism destinations, scenic spots and investors freely negotiate on projects of interest, and discuss about how mountain tourism should be developed and business cooperation be conducted to effectively promote project cooperation. Since 2018, a number of business meetings on different topics have been successfully held through the event carriers of "IMTA Annual Conference", "International Mountain Tourism Day" and other forms.



L 山地旅游项目库 Mountain Tourism Project Library



基于“IMTA 山地旅游奖”申报项目、投融资委员会推荐项目及其他相关渠道来源项目, 梳理一批具有投资价值和潜力的高质量山地旅游项目作为联盟山地旅游项目库, 聚焦文化、旅游服务业和康养产业资源禀赋, 突出产业链、供应链精准招商, 以此为平台推动山地旅游产业的投资和发展。

Based on the "IMTA Mountain Tourism Awards" project proposal, the recommended projects by the Investment and Financing Committee, and the projects from other related channels, IMTA sorts out a batch of high-quality mountain tourism projects with high investment value and huge potential to be included in the Mountain Tourism Project Library of IMTA, focus on culture, tourism services and recreation industry resource endowment, highlighting the industry chain, supply chain to attract investment accurately.

E 展览 / 展会活动 Exhibitions



联盟总部大楼先后举办了形式多样、内容丰富的展览展会活动,如:联盟年会展、山地旅游文化空间展、山地生活消费展、非遗传承展等等。旨在推动山地旅游新兴业态与消费市场的联动发展,扩大联盟总部经济圈引领和带动效应。



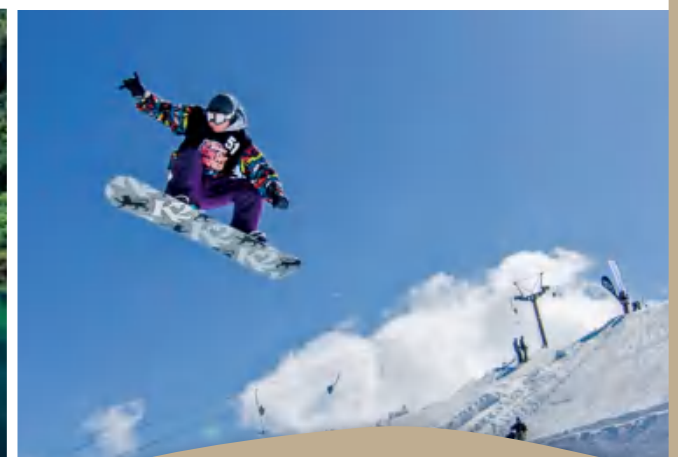
同时,联盟也充分利用各种展会机会,如:中国文化旅游博览会、中国西部文化产业博览会、中国-东盟博览会、中国国际旅游交易会等等。把不断参加大型专业展作为联盟筑平台、强品牌、塑形象、强影响的重要策略,通过不断亮相持续提升联盟的影响力,为联盟参与全球旅游治理体系建设,为服务中国、服务贵州探索新的实践支撑。



The headquarter building has organized a variety of forms, rich in content of the exhibition activities, such as: IMTA annual meeting exhibition, mountain tourism cultural space exhibition, mountain life consumption exhibition, non-genetic inheritance exhibition and so on. The aim is to promote the joint development of the emerging business forms of mountain tourism and the consumer market, and expand the leading and driving effect of the economic circle of the IMTA headquarter.

At the same time, IMTA also makes full use of various exhibition opportunities, such as: China Culture and Tourism Expo, Western China Culture Industry Expo, China-ASEAN Expo, China International Tourism Expo and so on. Take the continuous participation in large-scale professional exhibitions as an important strategy for IMTA to build platforms, strengthen brands, shape images and influence, and continuously enhance the influence of IMTA through continuous appearances, so as to participate in the construction of the global tourism governance system for the Union, and explore new practical support for serving China and Guizhou.







理事成员（个人）Council Members (Individual)

多米尼克·德维尔潘	Dominique de Villepin	法 国	France
何亚非	He Yafei	中 国	China
何超琼	Pansy Ho	中国香港	Hong Kong, China
傅迎春	Fu Yingchun	中 国	China
弗朗加利	Francesco Frangialli	法 国	France
魏小安	Wei Xiaolan	中 国	China
徐 京	Xu Jing	中 国	China
吴小莉	Wu Xiaoli	中国香港	Hong Kong, China
陈 平	Chen Ping	中 国	China

理事成员（机构）Council Members (Agencies)

奥地利多贝玛亚索道有限公司	Doppelmayr Seilbahnen GmbH	奥地利	Austria
特里尔应用科技大学环境学院	Environment Campus Birkenfeld, Trier University of Applied Sciences	德 国	Germany
加拿大耐力越野跑	Endurance Aventure	加拿大	Canada
世界旅游经济研究中心	Global Tourism Economy Research Centre	澳 门	Macao, China
泰尔梅塞尔西健康体育中心	Polyclinic Terme Selce, Croatia	克罗地亚	Croatia
法国洞穴联盟	French Federation of Speleology	法 国	France
印度特瑞大学	Teri University	印 度	India
亚洲洞穴联合会	Asia Union of Speleology	印度尼西亚	Indonesia
葡萄牙农村发展协会	RU.DE - Rural Development Agency	葡萄牙	Portugal
尼泊尔旅游旅行协会	Nepal Association of Tour&Travel Agents(NATTA)	尼泊尔	Nepal
新加坡金航旅游业有限公司	Golden Travel Services Pte Ltd.	新加坡	Singapore
国际酒店和餐饮协会	International Hotel & Restaurant Association	瑞 士	Switzerland
泰国旅行商协会	Thai Travel Agents Association	泰 国	Thailand
凯恩戈姆斯国家公园	Cairngorms Business Partnership LTD	英 国	United Kingdom
美国房车工业协会	The Recreation Vehicle Industry Association	美 国	United States
（社）韩中友好文化协会	Korea China Association for Cultural Exchange	韩 国	South Korea
世界酒店与旅游教育培训协会	World Assocaiton for Hospitality and Tourism Education and Training	法 国	France
日本中国友好摄影家协会	Japan-China Friendship Photographers Society	日 本	Japan
俄罗斯叶卡捷琳堡旅游公司	RuTravel Company	俄罗斯	Russia
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
国际持杖健走联合会	International Nordic Walking Federation	芬 兰	Finland

中国旅游集团	China Tourism Group Co.,Ltd.	中 国	China
广东长隆集团有限公司	Guangdong Chimelong Group Co., Ltd.	中 国	China
中国旅游研究院	China Tourism Academy	中 国	China
中青旅控股股份有限公司	China CYTS Tours Holding Co., Ltd	中 国	China
华侨城集团有限公司	Overseas Chinese Town Group co.,Ltd	中 国	China
华住集团有限公司	H World Group Limited	中 国	China
上海携程商务有限公司	Shanghai Ctrip Business Co., Ltd.	中 国	China
贵州省国际山地旅游发展中心	Guizhou International Mountain Tourism Development Center	中 国	China
海南旅游投资发展有限公司	Hainan Tourism Investment & Development 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 Co., Ltd.	中 国	China
贵州旅游投资控股（集团）有限责任公司	GuiZhou Tourism Investment Holding(Group) Co., Ltd.	中 国	China

个人会员 Individual

多米尼克·德维尔潘	Dominique de Villepin	法 国	France
何亚非	He Yafei	中 国	China
何超琼	Pansy Ho	中国香港	Hong Kong, China
傅迎春	Fu Yingchun	中 国	China
章新胜	Zhang Xincheng	中 国	China
弗朗加利	Francesco Frangialli	法 国	France
徐 京	Xu Jing	中 国	China
魏小安	Wei Xiaolan	中 国	China
吴小莉	Wu Xiaoli	中国香港	Hong Kong, China
陈 平	Chen Ping	中 国	China

机构会员名单（国际）Group Membership List (international)

欧洲 Europe	奥地利 Austria	奥地利多贝玛亚索道有限公司	Doppelmayr Seilbahnen GmbH
	德国 Germany	特里尔应用科技大学环境学院	Environment Campus Birkenfeld, Trier University of Applied Sciences
	俄罗斯 Russia	奥泰克旅游公司	OTKRYTIE Travels
		“阿尔卑斯产业”旅游公司	Alpindustria Adventure Team
		俄罗斯叶卡捷琳堡旅游公司	RuTravel Company
	法国 France	法国洞穴联盟	French Federation of Speleology
		世界酒店与旅游教育培训协会	World Assocaiton for Hospitality and Tourism Education and Training
		法国地中海俱乐部	Club Med
		瑞赖户外体育产品公司	Raidlight(Vimtech Ltd.)
		法国霞慕尼勃朗峰旅游局	Chamonix-Mont-Blanc Valley Tourist Office

		萨瓦大学 Universite Savoie Mont Blanc
		国际扁带发展联盟 International Slackline Development Organization (ISDO)
	捷克 Czech Republic	捷克共和国民俗协会 The Folklore Association of the Czech Republic
	克罗地亚 Croatia	海山地区旅游理事会 Kvarner Region Tourism Board
		泰尔梅塞尔西健康体育中心 Polyclinic Terme Selce, Croatia
	葡萄牙 Portugal	葡萄牙农村发展协会 RU.DE - Rural Development Agency
	瑞士 Switzerland	国际酒店和餐饮协会 International Hotel & Restaurant Association
		尚佩里旅游 Champéry Tourism SA
		太阳之门旅游联盟 Portes du Soleil (Swiss side)
	意大利 Italy	国际民间艺术组织 Internationale Organisation Für VOLKSKUNST(IOV)
	英国 Britain	凯恩戈姆斯国家公园 Cairngorms Business Partnership Ltd
	丹麦 Denmark	丹中旅游文化交流协会 Danish Chinese Tourism & Cultural Exchange Association
	芬兰 Finland	国际持杖健走联合会 International Nordic Walking Federation
	西班牙 Spain	西班牙大加纳利岛旅游局 Gran Canaria Tourism Board
	希腊 Greece	希腊华人旅游业联合会 Hellenic Union Of Professionals of the Overseas Chinese Tourism
北美洲 North America	美国 America	美国房车工业协会 The Recreation Vehicle Industry Association
		美国脸谱旅游营销有限公司 Mask Club Inc.
		美国旅行顾问协会中国分会 American Society of Travel Advisors China Branch
	加拿大 Canada	加拿大耐力越野跑 Endurance Aventure
南美洲 South America	厄瓜多尔 Ecuador	厄瓜多尔皮钦查省政府 Government of Pichincha Province, Ecuador
亚洲 除中国境内 Asia (excluding China)	韩国 Korea	韩国大学山岳联盟 Korea Student Alpine Federation
		韩国旅行业协会 Korea Association of Travel Agents
		(社)韩中文化友好协会 Korea-China Association for Cultural Exchange
		韩国东西大学 Dongseo University
		韩国旅游文化研究所 Travel Cultural Laboratory
		哈拿多乐旅游公司 Hanatour Service Inc
		模德旅游公司 ModeTour Network
	马来西亚 Malaysia	马来西亚华人旅游业公会 Malaysian Chinese Tourism Association
	尼泊尔 Nepal	尼泊尔旅游旅行协会 Nepal Association of Tour&Travel Agents(Natta)
		拉里玛旅游有限公司 Lalima Travels Pvt. Ltd.
		阿尼可国际旅游公司 Arniko International Travels & Tours Pvt. Ltd.
		尼泊尔国家旅游局 Nepal Tourism Board
		尼泊尔达尔彻市 Dharche Rural Municipality
		尼泊尔登山协会 Nepal Mountaineering Association
		尼泊尔峡谷协会 Nepal Canyoning Association

	日本 Japan	东京洞穴协会 Tokyo Speleo Club
		新闻旅业股份有限公司 Travelnews Co., Ltd.
		山地图株式会社 Sefuri Inc
		日本中国友好写真家协会 Japan-China Friendship Photographers Society
	泰国 Thailand	泰国旅行商协会 Thai Travel Agents Association
		泰国华人青年商会 Thai Young Chinese Chamber of Commerce
		美诺酒店集团 Minor Hotel Group
	新加坡 Singapore	新加坡旅游代理商协会 Singapore Outbound Travel Agent Association
		新加坡华运旅游有限公司 China Express Travels PTE Ltd.
		金航旅游业有限公司 Golden Travel Services Pte. Ltd
	印度 India	特瑞大学 Teri University
	印度尼西亚 Indonesia	亚洲洞穴联合会 Asia Union of Speleology
		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
		巴图尔联合国教科文组织全球地质公园旅游发展局 Batur UNESCO Global Geopark Tourism Development Board
	缅甸 Burma	缅中文化旅游促进会 Myanmar-China Culture and Tourism Promotion Society
	塔吉克斯坦 Tajikistan	塔吉克斯坦阿勒途奇登山旅游有限责任公司 Mountaineering & Tourism Base Artuch, LLC
	柬埔寨 Cambodia	七星海城市发展集团有限公司 Coastal City Development Group Co., Ltd
	亚美尼亚 Armenia	亚美尼亚徒步和登山联合会 Armenian Hiking and Mountaineering Federation
	菲律宾 Philippines	阿尔拜省旅游文化和艺术办公室 Albay Provincial Tourism, Culture and Arts Office
	中国 香港特别行政区 Hong Kong Special Administrative Region, China	世界华人摄影联盟 The International Union of Chinese Photography
	中国 澳门特别行政区 Macao Special Administrative Region, China	世界旅游经济研究中心(世界旅游经济论坛) Global Tourism Economy Research Centre
		澳门中国旅行社股份有限公司 China Travel Service (Macao)Ltd
		澳门文化创意产业发展协会 Macao Cultural and Creative Industry Development Association
	非洲 Africa	肯尼亚 Kenya
		坦桑尼亚 Tanzania
大洋洲 Oceania	新西兰 New Zealand	肯尼亚国家旅游理事会 Kenya Tourism Board
		汉玛科普旅游公司 Hammercop Tours Ltd.
		坦桑尼亚国家公园 Tanzania National Parks
		新西兰玛腊瓦旅游公司 Manawa Honey NZ



机构会员名单（中国境内）Group Membership List（within China）

华北 North China	北京市 Beijing	中国旅游研究院 China Tourism Academy	
		中青旅控股股份有限公司 China CYTS Tours Holding Co., Ltd	
		全联旅游业商会 China Chamber of Tourism	
		北京巅峰智业旅游文化创意股份有限公司 Beijing Davost Tourism & Cultural Creativity Co., Ltd.	
		北京辉煌逸达实业集团有限公司 Beijing Splendid Yida Industrial Group Co., Ltd.	
		中睿资产管理有限公司 Zhongrui Asset Management Co., Ltd.	
		《中国国家地理》杂志社 Chinese National Geography	
		越野 e 族（北京）传媒科技有限公司 FBLIFE (Beijing)Media Co.Ltd	
		北京穷游天下科技发展有限公司 QiongYouTianXia Technology Co., Ltd.	
		北京山岳时代文化发展有限公司 Mountain journey co., Ltd.	
		北京中联航旅文化发展有限公司 Beijing Zhong Lian Hang Lv Cultural Development Company	
		北京民生智库科技信息咨询有限公司 Beijing Minsheng Consultation Technology & Information co.Ltd.	
		中国林业产业联合会森林康养分会 Forest Healing Branch of China Forestry Industry Federation	
		北京三夫户外运动管理有限公司 Beiing Sanfo Outdoor Sports Co. LTD	
		北京兴旅国际会展有限公司 Beiiing Sunny International Convention & Exhibition co., Ltd.	
		中传环球（北京）新媒体科技有限公司 Zhongchuan Huanqiu (Beijing) New Media Technology Co., Ltd.	
	河北省 Hebei	中景信旅游投资开发集团有限公司 Zhongjingxin Tourism Development & Investment Group Co., LTD	
东北 Northeast	吉林省 Jilin	吉林省松花湖国际度假区开发有限公司 Vanke Lake Songhua Resort Jilin Co. Ltd	
		长白山保护开发区管理委员会旅游管理局 Changbai Mountain Protection and Development District Management Committee Tourism Bureau	
		吉林省旅游发展研究会 Jilin Province Tourism Development Society	
华东 East China	上海市 Shang hai	上海锦江国际旅游股份有限公司 Shanghai Jinjiang International Travel Co.,Ltd	
		上海春秋国际旅行社（集团）有限公司 Shanghai Spring International Travel Service (Group) CO.,LTD.	
		上海携程商务有限公司 Shanghai Ctrip Business Co. , Ltd.	
		蓝峪商贸（上海）有限公司 Blue Ice Trading (Shanghai) Co.,Ltd	
		中国银联股份有限公司 China Unionpay Co.,Ltd.	
		上海爱驾文化传媒有限公司 iDriver Media(Shanghai) Co., Ltd.	
		乐百年康旅小镇 Long Live Town	
		上海阅香管理咨询有限责任公司 Shanghai Yuexiang Management Consultant Co., Ltd	
		上海陈卫中视觉艺术中心 Shanghai Frank Chen Visual Art Center	
		慕尼黑展览（上海）有限公司-ISPO 项目组 Messe Muenchen Shanghai Co., Ltd-ISPO Team	
	江苏省 Jiang su	上海复星旅文酒店管理有限公司 Casa Cook International (Shanghai Fosun Tourism Hotel Management Co.,Ltd)	
		同程网络科技股份有限公司 Tongcheng Network Technology Co., Ltd	
		中华户外网（南京七加二网络科技有限公司） Huway.com (Nanjing Seven Summits And Two Poles Network Technology Co.,Ltd.	

华中 South China		江苏熊猫国际旅游发展有限公司 Jiangsu Panda International Tourism Development Co., Ltd	
		华住集团 H World Group Limited	
	浙江省 Zhe jiang	乌镇旅游股份有限公司 Wuzhen Tourism Co.Ltd	
		开元旅业集团有限公司 New Century Tourism Group	
		浙江省旅游联合会 Zhejiang Provincial Tourism Federation	
		杭州华联千岛湖创业有限公司 Hangzhou Hualian Qiandao Lake Developing Co., Ltd.	
		浙江郡安里文旅发展有限公司 Zhejiang J'Lalli Cultural Tourism Development Co., Ltd	
		祥源控股集团有限责任公司 Sunriver Holding Group Co., Ltd.	
		湖州市文化广电旅游局 Huzhou Municipal Culture, Radio, Television and Tourism Bureau	
	安徽省 Anhui	黄山旅游集团有限公司 Huangshan Tourism Guoup Co.,Ltd.	
	江西省 Jiang xi	江西省旅游协会 Jiangxi Provincial Tourism Association	
		萍乡武功山风景名胜區管理委员会 Pingxiang Wugong Mountain Scenic Area Management Committee	
		江西明月山旅游集团有限公司 Jiangxi Mingyue Mountain Tourism Group Co. LTD	
	山东省 Shang dong	山东省旅游行业协会 Shandong Tourism Trade Association	
		泰安东岳泰山旅游集团有限公司 Taian Dongyue Taishan Tourism Group Co.,Ltd	
		青岛市崂山风景名胜區管理局 Qingdao Laoshan Scenic Area Administrative Bureau	
	河南省 Henan	林州市滑翔协会 Linzhou Gliding Association	
		焦作市旅游局 Jiaozuo City Tourism Bureau	
	湖北省 Hubei	武汉三特索道集团股份有限公司 Wuhan Sante Cableways Group Co.,Ltd	
		神农架林区文化和旅游局 Shennongjia Culture and Tourism Bureau	
	湖南省 Hunan	张家界旅游集团股份有限公司 Zhangjiajie Tourism Group Co., Ltd	
		湖南省衡阳市南岳衡山风景名胜區 Nanyue-Hengshan Mountain Scenic Area of Hengyang, Hunan	
		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	
		衡阳市南岳区文化旅游发展有限责任公司 Hengyang Nanyue District Cultural Tourism Development Co., LTD	
华南 South China	广东省 Guang dong	华侨城集团公司 Overseas Chinese Town Group	
		广东长隆集团有限公司 Guangdong Chimelong Group Co., Ltd.	
		中山大学旅游发展与规划中心 Center for Tourism Planning&Research.Sun Yat-sen University	
		BCI 国际盆景协会中国区委员会 Bonsai Club International（BCI）China Committee	
		中国风景园林学会花卉盆景赏石分会 Chinese Society of Landscape Architecture Flower Bonsai and Suiseki Branch	
		广东鸿威国际会展集团有限公司 Guangdong Grandeur International Exhibition Group Co., Ltd.	
		深圳艺立方文创集团有限公司 Shenzhen ELF Cultural and Creative Group Co., Ltd	
		广东微宿文旅发展有限公司 Guangdong VESSEL Tourism Development Co., LTD	
	广西壮族 自治区	Guangxi Zhuang Autonomous Region	广西旅游协会 Guangxi Tourism Association
	海南省 Hainan	天涯社区网络科技股份有限公司 Tianya Community Network Technology Co., Ltd	
		蔚蓝户外运动发展（海南）有限公司 Weland Outdoor Sports Development(Hainan) Co., LTD.	

		中国旅游集团有限公司 China Tourism Group Co. Ltd.
		海南省旅游投资发展有限公司 Hainan Tourism Investment & Development Co. Ltd.
西南 Southwest China	重庆市 Chongqing	重庆市文化和旅游发展委员会 Chongqing Municipal Commission of Culture and Tourism Development
		亚太（重庆）温泉与气候养生旅游研究院 Asia-Pacific Institute for Hydrotherapy and Climatotherapy Tourism Co., Ltd.
		兴茂集团 Xingmao Group
	四川省 Sichuan	峨眉山旅游股份有限公司 Mt. Emei Tourism Co., Ltd
		成都来也旅游发展股份有限公司 Chengdu VENI Tourism Development Co., Ltd
		甘孜藏族自治州旅游发展委员会 Tourism Development Committee of Ganzi Tibetan Autonomous Prefecture
		甘孜藏族自治州稻城亚丁景区管理局 Daocheng Yading Scenic Area Administration Bureau of Ganzi Tibetan Autonomous Prefecture
		成都山地文化传播有限公司 Chengdu Mountain Culture Communication Co., Ltd.
		都江堰市虹口景区 Hongkou Scenic Area
		广元市朝天洞天旅游开发有限公司 ChaoTianDongtian Tourism Development Co., Ltd.
		四姑娘山风景名胜区管理局 Siguniang Mountain Scenic Area Administration Bureau
		都江堰市人民政府 Dujiangyan Municipal People's Government
	贵州省 Guizhou	贵州旅游协会 Guizhou Tourism Association
		贵州省国际山地旅游发展中心 Guizhou International Mountain Tourism Development Center
		中国贵州茅台酒厂（集团）有限责任公司 China Kweichow Moutai Distillery (Group) Co., Ltd.
		贵州旅游投资控股（集团）有限责任公司 GuiZhou Tourism Investment Holding(Group) Co., Ltd.
		多彩贵州文化产业集团有限责任公司 Colorful Guizhou Cultural industry Group
		贵州黄果树旅游集团股份有限公司 Guizhou Huangguoshu Tourism Group Co., Ltd.
		兴义市万峰林旅游集团有限公司 Xingyi Wanfenglin Tourism Group Co., Ltd.
		贵州中投腾达置业有限公司 Guizhou Zhongtou Tengda Property Co., Ltd.
		贵州瑞斯昂体育文化发展有限公司 Guizhou Drive on Sports Culture Development Ltd
		贵州靖翔体育旅游文化传播有限公司 Guizhou Jingxiang Sports Tourism Culture Communication Co., Ltd.
		贵州十二背后旅游集团 Guizhou Twelve Back Tourism Group
		多彩贵州网有限责任公司 Duocaiguizhouwang Co.,Ltd.
		贵州国坛老窖和佳酒业股份有限公司 Guizhou Guotan Laojiao Wine Industry Co., LTD.
		贵州水文化旅游发展有限责任公司 Guizhou Water Culture Tourism Development Co., Ltd.
		贵州吉源产业发展有限公司 Guizhou JERU Estate Development co., LTD.
		贵州旭特商旅发展有限公司 Guizhou Xute Business Travel Development Co, Ltd.
		国际体育集团有限公司 International Sports Group (HK) Limited
		贵州酒店集团 Guizhou Hotel Group Co., Ltd
		贵州师范大学国际旅游文化学院 School of International Tourism and Culture, Guizhou Normal University
		中铁文化旅游投资集团有限公司 China Railway Cultural And Tourism Investment Group Co. LTD
		贵州财经大学 Guizhou University of Finance and Economics

		百里杜鹃管理区管理委员会 Management Committee of Baili Azalea Management Area	
	云南省 Yunnan	云南省旅游业协会 Yunnan Tourism Association	
	西藏自治区	Tibet Autonomous Region	西藏自治区旅游协会 Tibet Autonomous Region Tourism Association
西北 Northwest China	陕西省 Shanxi	华山风景名胜区管理委员会 Huashan Scenic Area Management Committee	
	甘肃省 Gansu	敦煌市鸣沙山月牙泉国家级风景名胜区 Mingsha Mountain Crescent Spring	
	宁夏回族自治区	Ningxia Hui AutonomousRegion	宁夏旅游投资集团有限公司 Ningxia Tourism Investment Group., Ltd
	新疆维吾尔自治区	Xinjiang Uygur AutonomousRegion	新疆丝绸之路国际度假区 Xinjiang Silkroad Ice-snow Winter Sports Co., Ltd

弗朗西斯科·弗朗加利 Francesco Frangialli

世界旅游组织荣誉秘书长，世界旅游组织前秘书长，巴黎大学法律与经济学硕士。曾先后担任法国旅游局局长、世界旅游组织副秘书长、秘书长等职。

Honorary Secretary-General of the World Tourism Organization (UNWTO), master of Law and Economics, University of Paris. He has served as Director of the French Tourist Board, Deputy Secretary-General and Secretary-General of UNWTO.

徐京 Xu Jing

世界旅游组织旅游高级顾问、原亚太部主任。多年来在世界旅游组织秘书处负责亚太旅游行政管理工作，在国际合作与协调方面有着丰富的组织经验。

Senior tourism adviser and former regional director for Asia and the Pacific, UNWTO. He has been responsible for Asia-Pacific tourism administration in the Secretariat of the UNWTO for many years. He has extensive organizational experience in international cooperation and coordination.

魏小安 Wei Xiaohan

中国旅游协会休闲度假分会（CLA）会长，全国休闲标准化技术委员会副主任，著名旅游专家。从事旅游研究与实际工作 35 年，主编及专著 50 余本。

President of the China Leisure Association(CLA), and Deputy Director of the National Technical Committee on Leisure of Standardization Administration of China, famous tourism expert. He engaged in tourism research and practical work for 35 years, published about 50 publications.

高宁 Serge Koenig

法国体育部官员，2022 北京张家口冬奥会体育顾问，前法国驻成都总领馆副领事，中法山地旅游合作处负责人，户外运动专家。

French Sports Ministry official, 2022 Beijing Zhangjiakou Winter Olympics Sports Consultant, former French vice-consul in Chengdu, the head of the Sino-French Mountain Tourism Cooperation Office, the outdoor sports expert.

罗斯季斯拉夫·冯德鲁什卡 Rostislav Vondruska

前捷克共和国旅游局局长，地区发展部长，内阁成员，拥有 30 多年的酒店和营销行业的管理以及执行经验。

Former Head of the Tourism Department of the Czech Republic and the Minister for Regional Development. He has more than 30 years of management and execution experience in the hospitality and marketing industry.

李东勋 Donghoon Lee

韩国大学山岳联盟前主席，首尔大学环境工程学院教授，日本北海道大学环境工程博士。截止 2015 年，已注册 11 项专利，出版编著 6 部。

Former president of the Korean University Mountain Association; Professor of Environmental Engineering, Seoul National University; Ph.D. in Environmental Engineering of Hokkaido University in Japan. As of January 7, 2015, he has registered 11 patents and published 6 books.

陈平 Chen Ping

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。

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).

让·波塔西 Jean Bottazzi

国际著名洞穴探险家，洞穴探险教练，法国洞穴联盟副主席。贵州双河洞国家地质公园及广西乐业凤山世界地质公园技术专家。

Internationally renowned cave explorer, caving instructor, Vice chairman of the French Federation of Speleology. Technical expert of Guizhou Shuanghe Cave National Geopark and Guangxi Leye Fengshan World Geopark.

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，财政部政府和社会资本合作（PPP）专家。2017 中国文旅十大商业领袖。

Chairman of the OCT Tourism Investment & Management Co., Ltd., Founder of Beijing Davost Tourism & Cultural Creativity Co., Ltd. Expert of the China Public Private Partnerships Center(PPP), 2017 China Business Travel Top Ten Business Leaders.

张树民 Zhang Shumin

华侨城旅游投资管理集团有限公司总裁，中国旅游协会旅游营销分会副会长兼秘书长、休闲度假分会副会长。曾任国家旅游局规划财务司副司长。

President of OCT Tourism Investment & Management Co., Ltd., Vice President and Secretary-General of the China Tourism Marketing Association(CTMA), Vice President of the China Leisure Association(CLA). He used to be the Deputy Director of the Planning and Finance Department of China National Tourism Administration.

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。环境经济与绿色生态方面专家。

Head of the China Department of the Land Research Center (CLR), Trier University of Applied Sciences in Germany. She is the expert in environmental economics and green ecology.

安妮·拉斐尔 Annie Rouard

法国萨瓦省勃朗峰大学教授。山地创意旅游中心经理，旅游项目负责人。

Professor of the University Savoie Mont Blanc, France; Manager of the Mountain Creative Tourism Center, the head of tourism projects.

劳伦特·瓦纳特 Laurent Vanat

瑞士日内瓦大学工商科学硕士，劳伦特·瓦纳特咨询机构 (Laurent Vanat Consulting SARL) 主席。市场管理研究及高山旅游专家。
Master of commercial and industrial sciences, University of Geneva, Switzerland; President of Laurent Vanat Consulting SARL, expert in market management research and mountain tourism.

解树江 Xie Shujiang

中央民族大学教授，中国品牌研究院院长，中国文旅品牌集群秘书长，国家标准城市品牌评价起草人。曾任浙江诸暨市副市长，中国城市报总编辑等职。

Professor of Minzu University of China, President of China Brand Research Institute, General-Secretary of Chinese Cultural Tourism Brand Cluster, Drafter of China Brand evaluation—City. Former deputy mayor of Zhuji City, Zhejiang Province, editor-in-chief of China City News.

米歇尔·鲍瓦德 Michel Bouvard

法国议会名誉会员，萨瓦省公共滑雪缆车公司主席，滑雪度假旅游工程公司总裁。萨瓦省议会副议长（负责财政、山区政策及欧洲合作部门），原法国阿尔卑斯山公共事务委员会主席。

Honorary member of the French Parliament, Chairman of the Public Ski Lift Company of Savoie, President of the Ski Resort Tourism Engineering Company. Vice-President of the Savoie Provincial Council (in charge of Finance, mountain policy and European cooperation departments), former President of the French Alps Public Affairs Committee.

唐 鸣 Tyrone Tang

世茂集团副总裁，世茂酒店管理公司董事长兼总裁。在北京 2008 年奥运会期间，担任奥运会组委会住宿副经理，全面负责奥运媒体村的运营。

Vice President of Shimao Group, Chairman and CEO of Shimao Hotel Company. During the Beijing 2008 Olympic Games, he served as the deputy manager appointed by the Olympic Organizing Committee and was fully responsible for the operation of the Olympic Media Village.

王 冲 Wang Chong

中国旅游协会副会长。曾任云南世博旅游控股集团有限公司董事长，云南工业投资集团外部董事，云南机场集团有限责任公司专职外部董事，云南旅游产业集团有限公司董事长。

Vice President of China Tourism Association. He used to be the chairman of Yunnan Expo Tourism Holding Group Co., Ltd., outside director of Yunnan Industrial Investment Group and Yunnan Airport Group Co., Ltd., chairman of Yunnan Tourism Industry Group Co., Ltd.

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，国家社会科学基金、教育部社科基金通讯评审专家，文旅部黄河文化专家，四川省文旅厅 A 级旅游景区、度假区评定专家。

Deputy Dean and Chief Planner of Sichuan Normal University Tourism and Urban-Rural Planning Research Institute; Evaluation Expert of National Social Science Foundation & Ministry of Education Social Science Fund, China; Expert of Yellow River Culture, Ministry of Culture and Tourism; Evaluation Expert of A-class tourist attractions and resorts, Sichuan Provincial Department of Culture and Tourism.

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。曾先后在北京东城区旅游局挂职副局长。提出生态脆弱性旅游资源开发的三圈层理论。

Director Assistant of Centre for Tourism Research, Planning & Design, Institute of Geographic and Natural Resources Research, CAS. He successively served as deputy director of Beijing Dongcheng District Tourism Bureau. Proposed the three-layer theory of ecological fragility of tourism resource development.

李宇奇 Li Yuqi

中青旅体育文化发展有限公司总经理，2020 冬奥会特聘专家，第七届武汉世界军人运动会专家，2008 年北京奥运会火炬手。

President of CYTS Sports Culture Development Co., Ltd., expert of 7th CISM Military World Games 2020 Winter Olympic Games, Torch Bearer of 2008 Beijing Olympic Games.

莫兹·卡切姆 Moez Kacem

世界酒店与旅游教育及培训协会 (AMFORHT) 副主席，突尼斯高等教育和科学研究部研究员，国际旅游合作伙伴联盟 (ICTP) 会员，旅游营销策略专家。

Vice President of World Association for Hospitality and Tourism Education and Training (AMFORHT), lecturer of Ministry of Higher Education and Scientific Research & Development of Republic of Tunisia, member of International Coalition of Tourism Partners (ICTP), tourism marketing strategy expert.

丘巴梅拉·贾米尔 Chubamenla Jamir

印度泰瑞高等研究院 (TERISAS) 助理教授，英国约克大学斯德哥尔摩环境研究所 (SEI) 前研究员。主要研究方向为气候变化，空气污染，粮食安全以及可持续发展。

Assistant Professor, TERISAS Institute of Advanced Studies, India, and former Research Fellow, Stockholm Environment Institute (SEI), York University, UK. Her key research direction is climate change adaptation, air pollution, food security and sustainable development.

郝霄虹 Haybina Hao

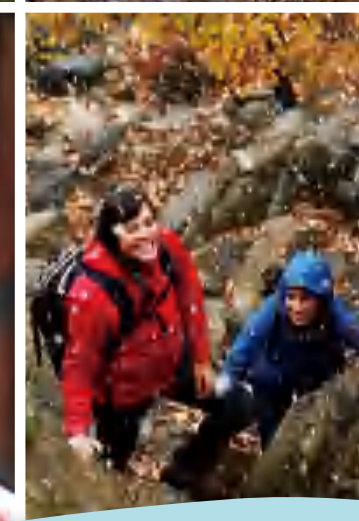
前美国全国旅游协会副总裁，前世界旅游及旅行业理事会 (WTTC) 大中华区总监，现为旅游业媒体人。

Former Vice President of the National Tourism Association (NTA), former Greater China Director of the World Travel & Tourism Council (WTTC), and now a media personality in the travel industry.

守屋卓 Shou Wuzhuo

2010 年至 2021 年为日中平和观光株式会社董事总经理，2013 年开始接受贵州日本观光营销中心工作的委托，就任贵州日本营销中心负责人。

He was the Managing Director of Nicchu Peace Travel Service Co., LTD from 2010 to 2021, and appointed as the Head of Guizhou Japan Tourism Marketing Center in 2013.





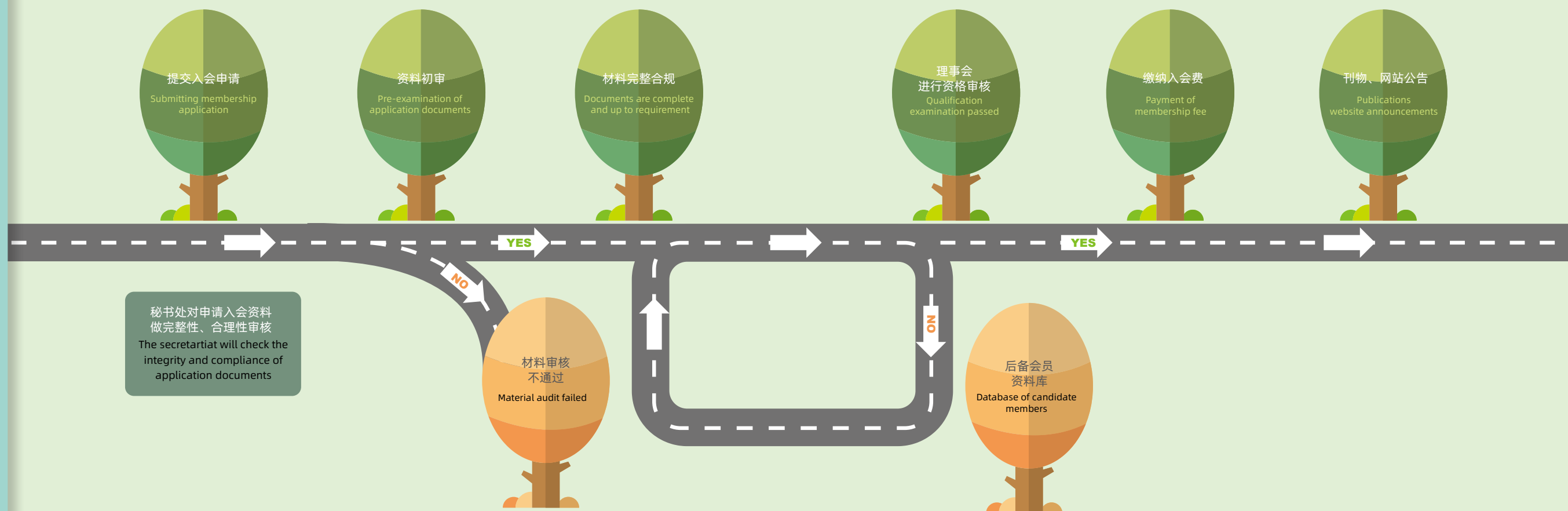
联盟总部（秘书处）永久设在中国贵州省贵阳市双龙航空港经济区。总部大楼于 2019 年 10 月竣工落成，总建筑面积约 24000 平方米，地面建筑分为南北两栋，其中北区建筑面积约 9000 平方米，主要功能为会议和展示等，南区建筑面积约 8000 平方米，主要功能为办公。

联盟总部大楼内有可容纳 1500 人同时参会的大报告厅、圆桌会议厅、新闻发布厅、新闻转播厅、多功能培训教室等。整栋大楼的设计理念融入了“双峰”、“风景窗”和“眼瞳”等山地旅游文化的元素，蕴含着山地旅游勇攀高峰，瞭望世界，构筑精彩的美好寓意。



The IMTA Headquarter (Secretariat) is permanently located in Shuanglong Airport Economic Zone, Guiyang City, southwest China's Guizhou Province. The headquarter building was completed in October 2019 and has a total construction area of about 24,000 square meters. The ground floor building is divided into two buildings, north and south. The north area has a construction area of about 9,000 square meters, with main functions of holding conferences and exhibitions. The south area is constituted with an office building and has a construction area of about 8,000 square meters.

The Headquarter Building of the International Mountain Tourism Alliance contains a large lecture hall that can accommodate 1,500 people, a round-table conference hall, a press conference hall, a news broadcasting room, a multi-functional training classroom, etc. The design concept of the whole building incorporates elements of the mountain tourism culture such as "double peaks", "scenery window" and "eye pupil" to deliver the good message that mountain tourism will bravely scale new heights, maintain an international horizon, and make glorious achievements.



申请加入联盟会员，必须具备下列条件

Apply for membership, the following conditions must be met

1. 拥护联盟章程；

Endorse the IMTA Statute;

2. 有加入本联盟的意愿；

Intention to join the IMTA;

3. 团体会员应当具有民事权利能力和民事行为能力，依法独立享有民事权利和承担民事责任的组织。个人会员应当年满十八周岁，具有完全民事行为能力，可以独立进行民事活动；

Group members must be organizations that have the capacity for civil rights and civil conduct, enjoy independent civil rights and undertake civil responsibilities in accordance with law. Individual members must be at least 18 years of age, with full capacity for civil conduct and able to independently engage in civil activities;

4. 在国际山地旅游业界具有一定影响力。

Command adequate influence in the international mountain tourism sector.

会员履行的义务 Obligations performed by members

1. 遵守联盟章程及大会、理事会决议；

Abide by the IMTA Statutes and resolutions of the General Assembly and Council;

2. 维护联盟合法利益；

Safeguard the lawful rights and interests of the IMTA;

3. 依据联盟有关规定缴纳会员会费；

Pay membership dues according to the relevant IMTA regulations;

4. 向联盟提供真实可靠的资料与信息。

Submit to the IMTA valid and reliable materials and information;

5. 联盟规定的其它相关义务。

Other relevant obligations prescribed by the IMTA.

会 费 Membership fees

会费：联盟会费按照理事会 2000 美金 / 年，普通会员 1000 美金 / 年的标准收取。

The average member pays US\$1,000 per year and the Council member pays US\$2,000 per year.

R 会员权益 Rights of Members

1. 会员大会出席权、发言权、表决权和提案权;
Right to attend, address, vote and make proposals at the General Assembly;
2. 理事会理事的选举权和被选举权;
Right to elect and stand for election for the Council members;
3. 参加会员大会及联盟相关活动;
Take part in the General Assembly and other IMTA activities;
4. 对联盟年会及其它活动的建议权、监督权;
Right to make suggestions on and supervise the annual conference and other activities of the IMTA;
5. 经授权, 有权使用联盟提供的行业数据信息;
Right to use the trade data information provided by the IMTA upon authorization;
6. 优先享有联盟举办各类活动的承办权或赞助权;
Priority right to apply for organizing or supporting IMTA activities;
7. 以会员的名义使用“国际山地旅游联盟”的标志;
Right to use the logo of “International Mountain Tourism Alliance” in the capacity of IMTA member;
8. 享有联盟给予的各种优惠待遇;
Entitlement to the preferential treatments of the IMTA;
9. 享有联盟理事会赋予的其它待遇。
Other rights granted by the Council.

C 合作机会 Cooperation opportunities

国际山地旅游联盟平台向全体会员开放, 目前开放的合作机会包括:

The IMTA platform is open to all members. The currently available cooperation opportunities include:

1. 赞助联盟活动的部分或全部;
Partial or full sponsorship of the IMTA activities;
2. 与联盟合作举办国际山地旅游产业相关的主题论坛、纪念活动、高端对话、展览展会、联合营销推介等;
Cooperate with IMTA to organize theme forums, commemorative activities, high-end dialogues, exhibitions and fairs, and joint marketing and promotion related to the international mountain tourism industry;
3. 与联盟合作开展行业研究并举办发布活动等。
Collaborate with IMTA to conduct industry research and organize release events, etc.

我们欢迎会员与联盟一道研究探索新的合作领域和方式!

We sincerely welcome IMTA members to work with us on exploring new areas and ways of cooperation!

IMTA
联盟之窗
Information Channel

视频号
Wechat Channel



微信公众号
Wechat public account



照片墙
Instagram



拼趣
Pinterest



官网 Official website
<http://www.imtaweb.net/>



微博 MicroBlog



抖音 Tiktok
21848338450



推特 X



油管 YouTube



脸书 Facebook



会员信息报送渠道 Member information submission channels

Phone: 0851- 85557227

Fax: +86- 851- 85558225

E-mail: info@imtaweb.org

Website: <http://www.imtaweb.net/>

地址: 中国贵州省贵阳市南明区贵州双龙航空港经济区龙腾路西侧国际山地旅游联盟总部大楼南三楼, 550005

Address: South 3rd Floor, International Mountain Tourism Alliance Headquarters Building, west of Longteng Road, Guiyang, Guizhou, Shuanglong Airport Economic Zone, Nanming District, Guiyang, Guizhou, China, 550005