



www.lmtd.org

2023 国际山地旅游日（老挝）

会刊

2023.05.29



连接山地精彩，共享美丽生活，共促旅游振兴  
Enjoy the Wonder of Mountains, Share the Beauty of Life, Revitalize the Tourism Industry

# 2023 国际山地旅游日 INTERNATIONAL MOUNTAIN TOURISM DAY 2023

老挝·万象  
Vientiane, Lao PDR



会刊  
Conference Proceedings



# 目录 Contents

---

一、2023“国际山地旅游日”主题活动简介 .....	02
I. Event Introduction of 2023 “International Mountain Tourism Day” Theme Events	
二、《共促旅游振兴 共创美好未来——2023“国际山地旅游日”万象共识》 .....	04
II. Revitalizing tourism and creating a bright future together—Vientiane Consensus for International Mountain Tourism Day 2023	
三、2023国际山地旅游日开幕式 .....	07
III. Opening Session of 2023 International Mountain Tourism Day	
四、2023国际山地旅游日主题论坛 .....	27
IV. Theme Forum of 2023 International Mountain Tourism Day	
五、亚洲山地旅游推广大会 .....	53
V. Asian Mountain Tourism Promotion Conference	
● 致辞 .....	54
Address	
● 推介 .....	59
Promotion	
六、世界名山系列推荐——亚洲山地旅游摄影展暨传统民间手工艺展 .....	74
VI. World Famous Mountain Series Recommendation - Asian Mountain Tourism Photography Exhibition and Traditional Folk Crafts Exhibition	
七、“老挝之夜”交流晚宴 .....	78
VII. “Night at Laos” Exchange Dinner	
八、分项交流活动 .....	81
VIII. Sub-Communication Activities	
(一) 山地民宿(琅勃拉邦)合作交流会 .....	82
(i) Mountain Homestay (Lang Prabang) Cooperation and Exchange Meeting	
(二) 山地旅游产业(巴厘岛)交流会 .....	84
(ii) Mountain Tourism Industry (Bali) Exchange Meeting	
(三) 山地旅游市场(吉隆坡)交流座谈会 .....	87
(iii) The Mountain Tourism Marketing (Kuala Lumpur) Exchange Symposium	
(四) 5·29上海汽车文化节联盟展出 .....	91
(IV) 5·29 Shanghai Auto Culture Festival Alliance Exhibition	
九、综述 .....	93
IX. Overview	
十、花絮 .....	117
X. Highlights	



# 共促旅游振兴 共创美好未来

## ——2023“国际山地旅游日”万象共识

2023年是全球旅游业重塑之年，在世界各国陆续放开旅行限制，旅游者的消费意愿不断升温，旅游市场加速复苏的背景下，山地旅游作为一种绿色健康的生活方式愈加深入人心，多样化的山地旅游消费品备受喜爱和追捧，山地旅游注定扮演引领旅游复兴的重要角色。顺应趋势，把握机遇，凝聚共识，积极参与疫后旅游重塑治理，携手促进旅游业复苏和市场全面开放，共建可持续山地旅游发展新未来，是我们共同肩负的使命和责任，值此“2023国际山地旅游日”之际，我们相聚老挝万象达成如下共识：

**1. 实现旅游业的全面复苏需要弘扬合作精神。**我们应该紧紧抓住旅游业加速回暖的机遇期，制定和出台有利于市场互动和供给保障的政策措施。用旅游业界特有的智慧和协作优势，积极推动山地旅游国际交流合作，促进国与国之间人员往来，便利和优化旅行开放，互通共享客源市场，以平等、开放、包容的态度，构建多样化协作机制、多层次对话平台，持续推动山地旅游文明互鉴和产业发展，共同探索新形势下山地旅游治理体系建设的思路、方法和路径。

**2. 坚坚持以市场为导向，走创新发展之路。**经过三年疫情的洗礼，旅游市场发生了深刻变化，需求与供给、产品与消费市场环境发生了极大转变。在当前全球旅游业重拾增长，调整与重塑的现实背景下，应务实有效恢复山地旅游产品供给能力的保障，抓好管理水平和服务质量的提升，做好山地旅游业态的推陈出新，发展满足和符合消费需求的多元业态，推动旅游产业进入高质量发展的轨道，

为迎接旅游市场的全面开放和客源的持续增长提供有力支撑。

### 3. 探索区域合作框架下山地旅游发展新途径。

旅游业作为新兴产业，在区域合作中日益显现出不可替代的作用。当前我们应基于区域全面经济伙伴关系协定（RCEP）即将全面生效的契机，充分发掘基于RCEP相关政策的山地旅游合作共建的潜力，探讨该框架下亚太地区山地旅游发展趋势与合作模式，以RCEP的全面生效为切入点，形成有助于合作方共助可持续山地旅游发展的理念和要素创新，优化区域合作背景下的产品供给链保障，不断推出符合市场需求变化的山地旅游消费品，共同为区域内旅游产业链的重构和优化创造有利条件，营造面向国际山地旅游合作共享愿景的环境和机制。

### 4. 倡导健康、生态、低碳旅游。

山地旅游作为绿色健康的生活方式，符合人与自然和谐相处和可持续发展的愿景，基于安全、环保、健康的旅游方式是高品质旅游的标志，是疫后消费的基本趋势，在旅游业加速复苏的背景下，我们一方面要抓住时机促进旅游市场持续升温，一方面要坚持生态优先，绿色发展的理念，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，始终致力于可持续山地旅游发展的道路，在共商、共建、共享的目标下，探索和践行更多有助于生态环境保护，有助于供给和消费创新，有助于区域经济合作，有助于民生福祉建设的国际化山地旅游发展新模式，为全球旅游业可持续发展作出贡献。

## Revitalizing tourism and creating a bright future together

### ——Vientiane Consensus for International Mountain Tourism Day 2023

The year 2023 marks the reshaping of world tourism – countries are lifting up travel restrictions, tourists are more willing to spend, and the market is picking up the pace of recovery. Against such backdrop, mountain tourism, as a healthy lifestyle, gets more popular, and the diversified mountain tourism products are favored and welcomed by tourists. Mountain tourism is destined to be the bellwether of tourism revitalization. So, it is our mission and responsibility to grasp the trend and opportunity, reach a consensus, engage in post-pandemic tourism reshaping and governing, work hand in hand in facilitating the full recovery of tourism sector and full opening of tourism market, and jointly create a new future for mountain tourism. On the International Mountain Tourism Day 2023, we gather together in Vientiane of Laos and reach the following consensus:

1. The full recovery of tourism requires promoting team spirit. As the world tourism speeds up in revitalization, we ought to grab this opportunity, formulate and implement policies favorable to market interaction and supply guarantee, give full play to the wisdom and cooperation edges of this industry, to promote the global communication and cooperation of mountain tourism. In addition, we must facilitate the talent exchange among countries, make tours more convenient, share customer markets, and establish diversified partnership mechanisms and communication platforms in an equal, open and inclusive manner. In doing so, we strive to keep driving the mutual-learning among civilizations and the progress of the mountain tourism sector, to jointly explore ideas, methods and paths of mountain tourism governance system under new circumstances.

2. Stick to the path of innovative development oriented by the market. The three years of life with the pandemic drastically changed the market, the supply-demand balance, and the product consumption environment. Now, as the world tourism finally gets on the track of reshaping and recovering, it is our responsibility to restore the product supply capacity,

improve management and service quality, innovate new business patterns that meet consumer's diversified demands, usher the tourism sector into the era of high-quality development, to welcome the full opening of the tourism market and more and more tourists.

3. Explore new development paths of mountain tourism within the Regional Comprehensive Economic Partnership (RCEP) framework. Tourism, as an emerging industry, plays an indispensable part in the regional partnership. Now, as RCEP comes into full effect, we ought to tap into the potential of cooperation and co-building based on RCEP policies, explore the overall development trend and partnership patterns within the RCEP framework, innovate thoughts and elements beneficial to the sustainable development of mountain tourism, optimize supply chain guarantee in regional cooperation, keep launching products that meet the varying demands, create a sound environment for the restructuring and optimizing of the industry chain based on the spirit of cooperating and sharing.

4. Advocate for healthy, ecological and low-carbon tourism. Mountain tourism, as a green and healthy lifestyle, is in line with the vision of harmonious man-nature co-existence and sustainable development. Safety, environmental protection, and health are also symbols of high-quality tourism, and the fundamental tourism trend in the post-pandemic world. So, as world tourism picks up the pace of recovery, we should take the opportunity to activate the market. Additionally, oriented by the concept of ecology first and green development, we must stick to the mission of “protecting mountain resources, preserving mountain civilization, and promoting mountain economy to the benefit of the people living in mountainous regions” and the path of sustainable tourism. Targeted at the goal of discussing, co-building and sharing, we must implement more new patterns beneficial to ecological preservation, supply and consumption innovation, regional cooperation, and the well-being of the people, thus making contributions to the sustainable development of world tourism.



International  
Mountain Tourism Day  
国际山地旅游日

ມອນສິ້ນໃນຄວາມມະຫັດສະຈັນຂອງພູເຂົາ, ແບ່ງປັນ  
连接山地精彩，共享美  
Enjoy the Wonder of Mountains, Share the B

# ວັນທ່ອງທ່ຽວພູເຂົາລະ 2023 国际 INTERNATIONAL MOUNTAIN TOURISM DAY

Organizers: Ministry of Information and Culture of Laos, International Mountain Tourism Day, Pacific Asia Travel Association, Global Tourism Economy Institute

In Collaboration with: ASEAN-China Center

Co-organizers: Guizhou Provincial People's Government, Ministry of Foreign Affairs of the People's Republic of China

2023  
Vientiane, Laos

## 2023 “国际山地旅游日” 主题活动简介

“国际山地旅游日”是国际山地旅游联盟于2018年发起设立的全球性纪念日，是山地旅游爱好者、从业者的节日，是全球山地旅游业界和联盟会员共同培育、共同参与、共同受益的共享平台，已经成为联盟积极参与全球旅游治理体系，构建最具知名度和影响力的机制性品牌。

2023年是全球旅游业重塑之年，国际山地旅游联盟抓住第五个“国际山地旅游日”最佳时间节点，于5月29日联合老挝新闻文化旅游部、世界旅游经济论坛、亚太旅游协会等机构在老挝共同举办以“连接山地精彩，共享美丽生活，共促旅游振兴”为主题的“国际山地旅游日”主题活动及市场推广，5月30日至6月4日举办多个分项交流活动，携手旅游目的地政府、非营利机构、涉旅企业、联盟会员等，共同对话面向新消费需求的山地旅游供给、市场开发及解决方案，协力共促旅游市场全面复苏和开放互动，并积极探究RCEP框架下山地旅游合作与治理体系建设。





ຂອງ ຊົວດີທີ່ສອບກຸມ, ຫັນພຸດສະຫະກໍາການທ່ອງທ່ຽວ  
美丽生活, 共促旅游振兴  
Beauty of Life, Revitalize the Tourism Industry

# ມາກິນ ປະຈຳປີ 2023

# 山地旅游日

## INTERNATIONAL MOUNTAIN TOURISM DAY 2023

Ministry of Information, Culture and Tourism of Lao PDR

International Mountain Tourism Alliance

Global Tourism Economy Forum

Department of Culture and Tourism  
of Guizhou Province

May 29

Lao PDR

## Event Introduction of 2023 “International Mountain Tourism Day” Theme Events

International Mountain Tourism Day is a global commemorative day initiated by the International Mountain Tourism Alliance (IMTA) in 2018, a holiday for mountain tourism enthusiasts and practitioners, as well as a sharing platform that benefits and is jointly developed and participated by the global mountain tourism industry and IMTA members. It has now evolved into the most influential and renowned mechanism-based brand that demonstrates how IMTA proactively participates in the global tourism governance.

The year 2023 marks the reshaping of world tourism. At the fifth “International Mountain Tourism Day” themed on “Enjoy the Wonder of Mountains, Share the Beauty of Life, Revitalize the Tourism Industry,” IMTA is scheduled to hold the theme events and marketing activities in Laos with Ministry of Information, Culture and Tourism of Lao PDR, Global Tourism Economy Forum (GTEF), and Pacific Asia Travel Association (PATA). From 30 May to 4 June, we will carry out exchanges for governments of tourism destinations, non-governmental organizations, tourism enterprises and IMTA members to discuss the supply, market development, and solutions of mountain tourism facing the new consumer demands, explore the system of mountain tourism cooperation and governance within the Regional Comprehensive Economic Partnership (RCEP) framework, and jointly facilitate the full recovery, opening and interaction of the tourism market.



# 共促旅游振兴 共创美好未来

## ——2023“国际山地旅游日”万象共识

2023年是全球旅游业重塑之年，在世界各国陆续放开旅行限制，旅游者的消费意愿不断升温，旅游市场加速复苏的背景下，山地旅游作为一种绿色健康的生活方式愈加深入人心，多样化的山地旅游消费品备受喜爱和追捧，山地旅游注定扮演引领旅游复兴的重要角色。顺应趋势，把握机遇，凝聚共识，积极参与疫后旅游重塑治理，携手促进旅游业复苏和市场全面开放，共建可持续山地旅游发展新未来，是我们共同肩负的使命和责任，值此“2023国际山地旅游日”之际，我们相聚老挝万象达成如下共识：

**1. 实现旅游业的全面复苏需要弘扬合作精神。**我们应该紧紧抓住旅游业加速回暖的机遇期，制定和出台有利于市场互动和供给保障的政策措施。用旅游业界特有的智慧和协作优势，积极推动山地旅游国际交流合作，促进国与国之间人员往来，便利和优化旅行开放，互通共享客源市场，以平等、开放、包容的态度，构建多样化协作机制、多层次对话平台，持续推动山地旅游文明互鉴和产业发展，共同探索新形势下山地旅游治理体系建设的思路、方法和路径。

**2. 坚持以市场为导向，走创新发展之路。**经过三年疫情的洗礼，旅游市场发生了深刻变化，需求与供给、产品与消费市场环境发生了极大转变。在当前全球旅游业重拾增长，调整与重塑的现实背景下，应务实有效恢复山地旅游产品供给能力的保障，抓好管理水平和服务质量的提升，做好山地旅游业态的推陈出新，发展满足和符合消费需求的多元业态，推动旅游产业进入高质量发展的轨道，

为迎接旅游市场的全面开放和客源的持续增长提供有力支撑。

### 3. 探索区域合作框架下山地旅游发展新途径。

旅游业作为新兴产业，在区域合作中日益显现出不可替代的作用。当前我们应基于区域全面经济伙伴关系协定（RCEP）即将全面生效的契机，充分发掘基于RCEP相关政策的山地旅游合作共建的潜力，探讨该框架下亚太地区山地旅游发展趋势与合作模式，以RCEP的全面生效为切入点，形成有助于合作方共助可持续山地旅游发展的理念和要素创新，优化区域合作背景下的产品供给链保障，不断推出符合市场需求变化的山地旅游消费品，共同为区域内旅游产业链的重构和优化创造有利条件，营造面向国际山地旅游合作共享愿景的环境和机制。

### 4. 倡导健康、生态、低碳旅游。

山地旅游作为绿色健康的生活方式，符合人与自然和谐相处和可持续发展的愿景，基于安全、环保、健康的旅游方式是高品质旅游的标志，是疫后消费的基本趋势，在旅游业加速复苏的背景下，我们一方面要抓住时机促进旅游市场持续升温，一方面要坚持生态优先，绿色发展的理念，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，始终致力于可持续山地旅游发展的道路，在共商、共建、共享的目标下，探索和践行更多有助于生态环境保护，有助于供给和消费创新，有助于区域经济合作，有助于民生福祉建设的国际化山地旅游发展新模式，为全球旅游业可持续发展作出贡献。

## Revitalizing tourism and creating a bright future together

### ——Vientiane Consensus for International Mountain Tourism Day 2023

The year 2023 marks the reshaping of world tourism – countries are lifting up travel restrictions, tourists are more willing to spend, and the market is picking up the pace of recovery. Against such backdrop, mountain tourism, as a healthy lifestyle, gets more popular, and the diversified mountain tourism products are favored and welcomed by tourists. Mountain tourism is destined to be the bellwether of tourism revitalization. So, it is our mission and responsibility to grasp the trend and opportunity, reach a consensus, engage in post-pandemic tourism reshaping and governing, work hand in hand in facilitating the full recovery of tourism sector and full opening of tourism market, and jointly create a new future for mountain tourism. On the International Mountain Tourism Day 2023, we gather together in Vientiane of Laos and reach the following consensus:

1. The full recovery of tourism requires promoting team spirit. As the world tourism speeds up in revitalization, we ought to grab this opportunity, formulate and implement policies favorable to market interaction and supply guarantee, give full play to the wisdom and cooperation edges of this industry, to promote the global communication and cooperation of mountain tourism. In addition, we must facilitate the talent exchange among countries, make tours more convenient, share customer markets, and establish diversified partnership mechanisms and communication platforms in an equal, open and inclusive manner. In doing so, we strive to keep driving the mutual-learning among civilizations and the progress of the mountain tourism sector, to jointly explore ideas, methods and paths of mountain tourism governance system under new circumstances.

2. Stick to the path of innovative development oriented by the market. The three years of life with the pandemic drastically changed the market, the supply-demand balance, and the product consumption environment. Now, as the world tourism finally gets on the track of reshaping and recovering, it is our responsibility to restore the product supply capacity,

improve management and service quality, innovate new business patterns that meet consumer's diversified demands, usher the tourism sector into the era of high-quality development, to welcome the full opening of the tourism market and more and more tourists.

3. Explore new development paths of mountain tourism within the Regional Comprehensive Economic Partnership (RCEP) framework. Tourism, as an emerging industry, plays an indispensable part in the regional partnership. Now, as RCEP comes into full effect, we ought to tap into the potential of cooperation and co-building based on RCEP policies, explore the overall development trend and partnership patterns within the RCEP framework, innovate thoughts and elements beneficial to the sustainable development of mountain tourism, optimize supply chain guarantee in regional cooperation, keep launching products that meet the varying demands, create a sound environment for the restructuring and optimizing of the industry chain based on the spirit of cooperating and sharing.

4. Advocate for healthy, ecological and low-carbon tourism. Mountain tourism, as a green and healthy lifestyle, is in line with the vision of harmonious man-nature co-existence and sustainable development. Safety, environmental protection, and health are also symbols of high-quality tourism, and the fundamental tourism trend in the post-pandemic world. So, as world tourism picks up the pace of recovery, we should take the opportunity to activate the market. Additionally, oriented by the concept of ecology first and green development, we must stick to the mission of “protecting mountain resources, preserving mountain civilization, and promoting mountain economy to the benefit of the people living in mountainous regions” and the path of sustainable tourism. Targeted at the goal of discussing, co-building and sharing, we must implement more new patterns beneficial to ecological preservation, supply and consumption innovation, regional cooperation, and the well-being of the people, thus making contributions to the sustainable development of world tourism.



# 2023 国际山地旅游日开幕式

## Opening Session of 2023 International Mountain Tourism Day



## 温吞·考潘：欢迎世界各地的朋友 来感受老挝的独特魅力



老挝新闻文化旅游部副部长温吞·考潘  
Vice Minister of Ministry of Information, Culture and  
Tourism of Lao PDR Ounethouang Khaaphanh

以“连接山地精彩，共享美丽生活，共促旅游振兴”为主题的2023“国际山地旅游日”主题活动在老挝万象举办。作为老挝新闻文化旅游部代表发言人，能够与国际山地旅游联盟共同主办本次活动，我感到很荣幸！

首个“国际山地旅游日”活动于2019年5月29日在尼泊尔举行，这是国际山地旅游活动合作的重要一步，其共同目标是通过“国际山地旅游日”活动，建立相互理解、团结互助、平等合作、互惠互利的合作交流平台。老挝将在2024年开启旅游年（访问老挝年），同时也将在2024年轮值东盟主席国。今年“国际山地旅游日”主题活动以“连

接山地精彩，共享美丽生活，共促旅游振兴”为主题，这是一个能够促进旅游业发展的重要活动，我们希望能够吸引世界各地的游客来到老挝体验自然、文化和历史遗迹。在此，我谨代表老挝政府新闻文化旅游部，对国际山地旅游联盟表示感谢。

目前，全球旅游业在受到新冠疫情爆发的影响后加速复苏，老中铁路的开通被认为是促进多边旅行的主要趋势之一，从老挝到中国昆明的老中铁路使游客有更多的选择访问两国，老中铁路成为中国与老挝的经济纽带，为老挝的经济发展做出贡献，帮助老挝吸引越来越多的区域和国际游客，以及促进国际旅游，鼓励运输服务，促进老挝旅游业连接中国和世界各国，把老挝变成世界旅游目的地。基于这些趋势，我欢迎来自世界各地的朋友们来感受属于老挝的独特魅力。我相信传统而丰富的文化和优越的自然资源，将吸引更多世界各地的游客来到老挝。

在这次活动中，我们还举办了“连接山地精彩，共享美丽生活，共促旅游振兴”主题论坛和亚洲山地旅游推广大会，供大家交流信息，推广旅游产品。活动还推出了多款旅游产品，邀请嘉宾、媒体通过展区了解老挝旅游景区，触摸中老手工艺品、文化和旅游产品，帮助推广老挝的文化和旅游。

我谨再次代表老挝新闻文化和旅游部向国际山地旅游联盟表示最深切的感谢，感谢它选择老挝作为2023“国际山地旅游日”主题活动的举办地和主办方。

## Ounethouang Khaophanh: Welcome Friends from all over the World to Experience the Unique Charm of Lao

The "International Mountain Tourism Day 2023" theme events, with the theme of "Enjoy the Wonder of Mountains, Share the Beauty of Life, Revitalize the Tourism Industry", was held in Vientiane, Laos. As the spokesperson of the Ministry of Information, Culture and Tourism of Laos (MICT), I am honored to co-host this event with the International Mountain Tourism Alliance!

The first "International Mountain Tourism Day" event was held in Nepal on May 29, 2019, which is an important step in the cooperation of international mountain tourism activities. The common goal is to establish a cooperation and exchange platform for mutual understanding, solidarity, equal cooperation, reciprocity and mutual benefit through the "International Mountain Tourism Day" event. Laos will start the Tourism Year (Year of Visiting Laos) in 2024, and will take the rotating presidency of ASEAN in 2024. The "International Mountain Tourism Day" this year, with the theme of "Enjoy the Wonder of Mountains, Share the Beauty of Life, Revitalize the Tourism Industry", is an important event to promote the development of tourism. We hope to attract tourists from all over the world to Laos to experience natural, cultural, and historical sites. Here, on behalf of the Ministry of Information, Culture and Tourism of Laos (MICT), I would like to express my gratitude to the International Mountain Tourism Alliance.

At present, the global tourism industry has accelerated its recovery after the outbreak of COVID-19. The opening of the Laos-China Railway is considered as one of the main trends to promote

multilateral travel. The Laos-China Railway from Laos to Kunming, China has given tourists more choices to visit the two countries. The Railway has become an economic link between China and Laos, contributing to the economic development of Laos, helping Laos attract more and more regional and international tourists, as well as promoting international tourism, encouraging transport services, promoting Laos' tourism to connect China and the rest of the world, and turning Laos into a world tourist destination. Based on these trends, friends from all over the world are welcome to experience the unique charm of Laos. I firmly believe that traditional and rich culture and superior natural resources will attract more tourists from all over the world to Laos.

In this event, we also held the theme forum of "Enjoy the Wonder of Mountains, Share the Beauty of Life, Revitalize the Tourism Industry" and the Asian Mountain Tourism Promotion Conference for everyone to exchange information and promote tourism products. The event also launched a variety of tourism products, invited guests and media to learn about Laos' tourist attractions through the exhibition area, to feel Chinese and Lao handicrafts, culture and tourism products, and helped promote Laos' culture and tourism.

Once again, on behalf of the Ministry of Information, Culture and Tourism of Laos, I would like to express our sincere gratitude to the International Mountain Tourism Alliance for choosing Laos as the host and organizer of the International Mountain Tourism Day 2023 themed events.

# 傅迎春：山地旅游将迎来超乎想象的发展空间



国际山地旅游联盟副主席、执行秘书长傅迎春  
Vice Chairman and Executive Secretary-General of  
IMTA Fu Yingchun

各位来宾、女士们、先生们、朋友们

大家上午好！

今天是第五个国际山地旅游日，我们相聚在美丽的湄公河畔，围绕“连接山地精彩、共享美丽生活、共促旅游振兴”的主题，共话山地旅游复苏与发展大计，各主办方、国际旅游组织、目的地机构、文旅企业及研究机构代表，将从不同视角为新阶段山地旅游创新与区域发展提出建设性、前瞻性研判和思考，这将是一次在特定背景、关键时点、美丽之地的一次智慧旅游的碰撞，在此，我谨代表国际山地旅游联盟向莅临大会的各位贵宾、各位同仁、各界人士表示热烈的欢迎，对老挝新闻文化旅游部给予本次活动的协助和大力支持表示衷心的感谢！

“山地精彩”是大自然的造化。山地作为一种地表形态，覆盖全球陆地面积的30%，世界上每一片大陆都有山地，连绵不断的山脉造就了无

数名山大川、自然和文化遗产，馈赠给人类取之不尽宝贵财富。正是这些承载着无限价值的“山地精彩”，为旅游业创造了超乎想象的发展空间，而山地旅游凭借着贴近自然、追逐健康、环境友好的特性，既呼应了生态旅游的发展趋势，又为旅游供给结构优化，激发消费潜力，营造“美丽生存”提供了强大支撑。

“旅游振兴”是我们要共同破解的课题。当前，疫情的阴霾已经散去，旅游业正迎来曙光再现。据世界旅游组织发布的《世界旅游晴雨表》统计，2023年第一季度，全球旅游已经恢复到疫情前同期水平的80%，国际游客人数达到2.35亿人次，同比2022年一季度增加了一倍多。亚太地区复苏速度也明显加快，第一季度已恢复至疫情前同期50%以上。WTTC发布的《2023年经济研究影响报告》，预计全球旅游总产值对GDP的贡献将接近于2019年的水平。中国旅游研究院预测，2023年中国国内旅游人数和收入将同比分别增长80%和95%。旅游业稳步复苏并走向振兴的利好态势已无可置疑。在此背景下，山地旅游与生俱来的独特性和不断展现出的未来性，将对激活消费需求，提振业界信心起到催化作用，加强国际合作将成为旅游振兴的必然选择。区域合作旅游有许多选项：“一带一路”倡议、RCEP区域全面经济伙伴关系协定，澜湄合作、中老铁路开通，大湾区建设等，针对这些重大区域合作举措，旅游业凭借以人流促消费流、经济流的独特优势，无一不能找到机会和切入点。为旅游业开展多领域，跨区域合作赋能，为推动国际客源市场互动提供智力和实践支持，也是本次活动的主要议题。

在联合国世界旅游组织的协力下，2018年国

际山地旅游联盟年会成功发起设立“国际山地旅游日”，至此，全球山地旅游界和山地旅游爱好者有了属于自己的节日。5.29 可能不是唯一的纪念日，但一定是有着非凡意义的国际纪念日，它以人类首次登顶珠峰日为标志，意味着山地旅游有一个至高无上的愿景，以追求更好更优更强为动力，不畏艰险，勇毅向前，直到登上可持续山地旅游的“珠峰”。今天，当我们迎来第五个国际山地旅游日的时候，心存感恩也倍感骄傲。感恩所有关心支持国际山地旅游联盟的朋友，推动着联盟成长进步。骄傲是联盟不负众望，逐步把“国际山地旅游日”建设成为连接各会员和山旅业界的共享平台；逐步形成推动可持续旅游发展及治理体系共建的合作机制；成为致力于山地旅游文明互鉴和友好交往的桥梁，成为山地旅游业界有认可度和影响力名片。

2019 首届旅游日从尼泊尔起航，到 2023 落地老挝，目标只有一个：保护山地资源，传承山地文明，促进山地经济，造福山地民众，携手筑就可持续山地旅游发展愿景，把美丽资源变成美丽供给、美丽消费，把“人类疲惫心灵栖息的最后家园”变成旅游者梦寐以求的“诗与远方”，趋之若鹜的度假天堂。或许，这也是我们选择让大家相聚老挝的一个理由。相信在大家的共同努力下，本次活动将与时俱进，把握新时代背景下的旅游趋势，探索并展现新理念、新思路、新方法，

使“国际山地旅游日”的品牌价值得到进一步提升。

“共享美丽生活”，是主题词之一。要共享首先要创造，要创造必须有遵循，在旅游业高速发展的今天，遵循尤为重要。走生态优先，绿色低碳发展之路，守护好大自然赋予人类的自然和人文生态系统，保护好人与自然和谐共生的生物多样性，构建“亲诚惠容”的文明互鉴关系，始终以生态文明引领旅游业的发展，才能使我们赖以生存的家园更加美好，这是让旅游者共享美丽生活的前提，是旅游业可持续发展的基本遵循。

最后，我想说几句感受。老挝是中国的友好邻邦，澜湄合作的重要伙伴，也是湄公河流域面积最大的国家，区位优越，资源富饶，生态环境优美、人文底蕴深厚、旅游资源独特，尽管目前旅游业规模不大，但发展前景不可限量。我到万象的第一天就得出了几点印象：一是自然环境优美，二是食材口感一流，三是生活习惯健康，四是人们温和友善。我们经常谈论旅游要素，我感觉这才是旅游者真正需要的旅游要素，游客的需求就是我们的遵循，如果能把这些要素持续的保护发展下去，这里的旅游一定会是人们向往的“诗和远方”，在这里，我也鼓励到会的企业家，赶紧擦亮你的眼睛去拥抱这片净土，再次感谢老挝新闻文化旅游部和各有关单位对大会的支持，祝福各位身体健康、万事如意！

## Fu Yingchun: Mountain Tourism Will Meet an Unimaginable Development Prospect

Distinguished guests, ladies, gentlemen and friends  
Good morning!

On this fifth "International Mountain Tourism Day", we, gathering on the riverside of the beautiful Mekong River in Vientiane, discuss the recovery and development of mountain tourism under the theme of "Enjoy the Wonder of Mountains, Share the Beauty of Life, Revitalize the Tourism Industry". In the conference, the representatives of the sponsors, international tourism organizations, destination organizations, culture and tourism enterprises and research institutes will propose constructive and forward-looking judgements and ideas for the innovation and regional development of the mountain tourism in the new stage from several perspectives, which is a collision of tourism intelligence under the special background in the important time at the beautiful place. Hereon, on behalf of the International Mountain Tourism Alliance, I would like to extend a warm welcome to all the distinguished guests, colleagues and people from all walks of life attending the conference, and especially express my sincere gratitude to the Ministry of Culture and Tourism of PRC and the Laos Ministry of Information, Culture and Tourism for their assistance and support to the event.

"Enjoy the wonder of mountains" is a gift from the nature. Mountain, as a surface configuration, cover 30% of the land area of the earth. Mountains grow in every continent of the world. The multipeaked mountains present not only countless famous mountains, rivers and natural and cultural heritages, which are also the "Wonder of Mountains" carrying infinite value and bringing an incredible future to the tourism. The mountain tourism, with the characteristics of being close to nature, pursuing healthiness and being environmentally friendly, stimulates consumption potential and gives a strong support to the service quality while responding to the development trend of the ecological tourism by the structural optimization to the tourism supply chain.

"Sharing the beauty of life" is the essence of

the tourism development. To share, it must create first. To create, it must follow. Nowadays, as the tourism is reshaped in a rapid speed, to follow is especially important. So, we must, according to the new development concept, take the road of ecological priority and green low-carbon development, protect the natural and humanistic ecosystem gifted by nature to human beings, conserve the biodiversity and the harmony between human and nature, and build a system of "Amity, Sincerity, Mutual Benefit, Inclusiveness" based on civilization, mutual learning and sharing. Only if insisting on leading the development of cultural and tourism industry with ecological civilization, can we make our home better, which is also the premise for tourists to share the beauty of life and the essential principle of the sustainable development of tourism. Here, it would be systematically described in the "Vientiane Consensus" introduced by the sponsors of the event.

"Revitalize the tourism industry" is a topic we have to break hand by hand. Now, with the elimination of the COVID-19 epidemic, tourism is ushering in the dawn. The "World Tourism Barometer" issued by the UN World Tourism Organization indicates that, in the first quarter of 2023, global tourism has recovered 80% of the pre-pandemic level at the same period, with the quantity of international tourists reaching 235 million which is more than doubled of the first quarter of 2022. The tourism in the Asia-Pacific region also recovers at a remarkably quick speed, having reached to more than 50% of the pre-epidemic level at the corresponding period. WTTC predicts in the Economic Research Impact Report 2023 that the contribution of global tourism output to GDP will be close to the one in 2019. The China Tourism Research Institute forecasts that number of domestic tourists and revenues of the domestic tourism will respectively grow by 80% and 95% year-on-year in 2023. The tourism will be steadily recovering and even revitalizing, which is undoubtedly. Against this backdrop, the innate uniqueness and developing future of mountain tourism

will play a catalytic role in activating consumer demand and boosting industry confidence, so strengthening international cooperation will be inevitable for tourism revitalization. In the context, many options are available for regional cooperation in tourism, such as the "Belt and Road" initiative, Regional Comprehensive Economic Partnership (RCEP), Lancang-Mekong cooperation, China-ASEAN dialogue, the China-Lao railway and the construction of the Greater Bay Area, etc. Relying on these major regional cooperation initiatives, the tourism industry characterized by promoting consumer and economic flows with people flows will discover its own opportunities and entry points. In addition, the main topics of this event also concern empowering the tourism industry to carry out multi-disciplinary and cross-city cooperation as well as providing intellectual and practical support to promote the interaction of international markets.

With the assistance of the UNWTO, the International Mountain Tourism Alliance (IMTA) successfully launched and established the International Mountain Tourism Day in 2018. Since then, the global mountain tourism community and mountain tourism enthusiasts have their own holiday. The International Mountain Tourism Day on 29 May of each year may be not the only day of commemoration, but certainly an international day of extraordinary significance. Marked by the day of the first human landing on the summit of Mount Everest, it stands for the supreme vision of the mountain tourism, the power to be better and stronger, the fearlessness of danger and difficulty and the braveness of going forth, aiming at landing on the summit of Mount Everest, the place of long-term mountain tourism. Today, we are here to celebrate the fifth International Mountain Tourism Day, which makes us feel so grateful and proud. We are grateful to all the friends who care about and support the International Mountain Tourism Alliance for its growth and progress. We are proud that the Alliance, living up to expectations, gradually makes the International Mountain Tourism Day become a shared platform connecting members and the mountain tourism industry; builds a cooperation mechanism to promote the development of the sustainable tourism and the co-establishment of the governance system step by step; develops into a bridge dedicated to the mutual

learning and friendly interaction of mountain tourism civilization, and becomes a recognized and influential "business card" in the mountain tourism industry.

Sailing from Nepal in 2019 and landing in Laos in 2023, the International Mountain Tourism Day has only one goal which is to protect mountain resources, inherit mountain civilization, promote mountain economy, benefit mountain people, join hands to build a vision of sustainable mountain tourism development, turn beautiful resources into beautiful supply and consumption and develop "the last home for the tired human mind" into the "poetry and distance" dreamed and the vacation paradise favored by the tourists. Perhaps, this is one of the reasons why we bring everyone in Laos. We believe that, with our joint efforts, this event will advance with the times, recognize the tourism trends in the context of the new era and explore and show new ideas, new thoughts and new methods, so that the brand value of "International Mountain Tourism Day" can be improved further.

Finally, I wish to say something about my expression to Laos. Laos is a friendly neighbor of China, an important partner in the Lancang-Mekong cooperation and the country with the largest area in the Mekong River basin, taking the advantage of location as well as owning rich resources, beautiful ecological environment, profound humanistic heritage and unique tourism resources. Although the tourism here is still underdeveloped at present, the future holds limitless promise. On my first day in Vientiane, I was impressed by the beautiful natural environment and then was conquered by the very tasteful cuisines, healthy diets and gentle and friendly people here. We often talk about the elements of tourism, but I consider those are the tourism elements that tourists really need. Meanwhile, the needs of tourists are the key we have to follow. If such elements can be always protected and developed, the tourism here will be definitely the "poetry and distance" that people aspire to. Additionally, I would also like to encourage the entrepreneurs attending this conference to keep your eyes open and throw yourselves into this beautiful pure land. Again, thank the Laos Ministry of Information, Culture and Tourism and all relevant units for their support to the conference, and wish you all good health and all the best!

# 彼得·西蒙：旅游业促进可持续发展须行业共同努力



亚太旅游协会主席彼得·西蒙  
Pacific Asia Travel Association  
Chairman Peter Semone

女士们、先生们：

作为亚太旅游协会主席，我很荣幸今天受邀在这里发表演讲，庆祝国际山地旅游日，今天的主题是“连接山地精彩，共享美丽生活，共促旅游振兴”。你们中的有些人可能不熟悉亚太旅游协会，亚太旅游协会是一个非营利性会员协会，它的责任是发挥作用促进亚太地区旅游业的发展。亚太旅游协会通过将私营和公共部门的会员聚集在一起，促进有意义的合作伙伴关系，以提升该地区旅游业的价值、品质和可持续增长。我们与国际山地旅游联盟的密切沟通与合作就是我们为实现这一使命所付出努力的一个示例。国际山地旅游联盟是全球唯一一个以山地旅游为主题的国际组织，致力于促进山地旅游的可持续发展，并秉持“保护山地资源，传承山地文明，促进山地

经济，造福山地民众”的美好愿景。

如何吸引更多人关注山地旅游，走进更多人的生活，并实现生态的可持续发展，一直是国际山地旅游联盟思考和探索的重要课题。国际山地旅游联盟的宗旨与我们的使命高度契合，尤其是我们相信旅游业是促进包容性经济增长、就业机会增加和跨越国界的文化共鸣及理解力量。众所周知，疫情对旅游业造成了毁灭性影响，并且彻底改变了整个旅游业。根据我们的数据，2019年亚太地区的国际入境旅客人数超过7.3亿。到2020年，这一切都随着疫情导致的旅游实际停止而改变。然而，我们看到目前该地区的旅游业正在复苏。而且，根据我们今年早些时候发布的国际入境旅客人数预测，我们预计在乐观的情况下，国际入境旅客人数将在2023年恢复到新冠疫情前的水平；并且在正常的情景下，预计在2024年将会实现这一点。然而，在严峻的情况下，即使到2025年底，预计入境人数仍将比2019年的基准数落后约12%。最新的预测数据非常乐观，但未来仍存在严峻挑战，特别是当涉及到可持续发展问题时，消费者和企业的高度关注更是推动了这一问题。这对我们行业来说是一项关键问题，是我们复苏的主要驱动力。因此，我们必须考虑当地经济的可持续发展与山地旅游之间的密切相关性。这一点尤其重要，当我们看到旅游态度和行为向可持续发展、环境影响以及文化和遗产的保护转变时会发现，世界上许多山地社区都在寻求可持续发展，以解决环境退化和发展不足的问题。

这反过来将促进负责任的旅游行为、重要野生动物栖息地的保护、对当地文化和遗产的珍视，

并为生活在这些偏远地区的人们提供一种可持续的生计形式。这一点加上旅游行为的转变，则更加凸显了山地旅游的机会众多。因而，各利益相关方需要以更具包容性、可持续性和适应性的方式重新思考发展的问题。

通过重视山地旅游的可持续发展，该行业可以帮助确保更公平地将旅游业的利益分配给当地社区。这继而将使这些地区变得更加便利，并通过保护其自然资源和文化遗产来为当地社区和整个目的地提供更高质量的生活。因此，展望复苏，我们必须团结一致，致力于使旅游业在未来的建设中始终发挥促进可持续发展和包容性经济增长的积极作用。提到该行业的复苏和发展，至关重要的是，所有人都能普遍、公平地享受到由此带

来的益处。在这方面，协调合作的必要性尤为突出，特别是对旅游业而言。通过与国际山地旅游联盟等组织合作，我们可以借助各种活动和交流，帮助促进山地旅游的责任感和可持续发展。亚太旅游协会将一如既往地致力于帮助我们的会员和全球行业同仁建立更具韧性、更负责任和可持续的全球旅游业。要实现这一点，我们必须共同努力，并重点关注负责任的发展计划，全面考虑促进包容性增长的各种因素。我希望在座的各位能够帮助我们完成这一使命。

本着合作的精神，我向国际山地旅游联盟今日的活动表示祝贺，并感谢他们让我可以有机会在这里代表亚太旅游协会发言。谢谢大家。

## Peter Semone: Promoting Sustainable Development of Tourism Requires Joint Efforts of the Industry

Ladies and gentlemen,

As the Chairman of the Pacific Asia Travel Association (PATA), I am honoured to be invited to speak here today to celebrate International Mountain Tourism Day under the theme “Enjoy the Wonder of Mountains, Share the Natural Beauty, Promote the Tourism Revitalization”.

For those of you who are unfamiliar with PATA, the Pacific Asia Travel Association is a not-for-profit membership association that acts as a catalyst for the responsible development of travel and tourism to, from and within the Asia Pacific region.

By bringing together our private and public sector members, PATA facilitates meaningful partnerships to enhance the value, quality and sustainable growth of travel and tourism in the region. Our close communication and cooperation with the International Mountain Tourism Alliance is just one example of our work towards this mission.

The International Mountain Tourism Alliance, as the only international organization in the world with a thematic positioning of mountain tourism, is committed to promoting the sustainable development of mountain tourism with the beautiful vision of "protecting mountain resources, preserving mountain civilization, promoting mountain economy, and benefiting mountain communities". How to attract more attention to mountain tourism, enter more people's lives, and achieve ecological sustainable development has been an important topic that the IMTA has been thinking and exploring.

The goals of the IMTA are perfectly aligned with our mission, and in particular our belief that the travel industry is truly a force for inclusive economic growth, job creation and cultural empathy and understanding across borders.

As we all know, the pandemic has had a devastating effect on the travel industry and has drastically changed the entire tourism landscape. According to our data, the Asia Pacific region saw

over 730 million international visitor arrivals in 2019. By 2020, that all changed with the virtual cessation of travel due to the pandemic.

However, we are now seeing the recovery of travel in the region and according to our international visitor arrivals (IVAs) forecast released earlier this year, we predict that under the mild scenario, the return to pre-COVID levels of IVAs will occur in 2023; while under the medium scenario that is projected to occur in 2024. Nevertheless, under a severe scenario, even by the end of 2025, arrival numbers are predicted to still lag the 2019 benchmark by around 12%.

These latest forecasts are extremely positive, however there are still significant challenges ahead, particularly when it comes to the issue of sustainability, which is now propelled by heightened consumer and corporate interest. It is a critical issue for our industry and should be the main driver of our recovery.

Therefore, we must consider the strong correlation between sustainable development of the local economy and mountain tourism. This is especially relevant when we see the shift in travel attitudes and behaviour towards sustainability, environmental impact, and the preservation of culture and heritage.

Many mountain communities around the world have looked towards sustainable development to address the issues of environmental degradation and underdevelopment. This in turn will foster responsible tourist behaviour, conservation of important wildlife habitats, appreciation of local cultures and heritage, and a sustainable form of livelihood for people living in these remote areas.

This coupled with the shift in travel behaviour highlights the many opportunities for mountain tourism, where stakeholders need to rethink development in a way that is more inclusive, sustainable, and resilient. By focusing on sustainable development in mountain tourism, the industry can

help ensure a fairer distribution of the benefits from tourism to local communities. This in turn will allow these areas to become more accessible and provide a higher quality of life for local communities and the overall destination by protecting its natural resources and cultural heritage.

Therefore, as we look towards recovery, we must be unified in our commitment to building a future where tourism remains a positive tool in fuelling sustainable development and inclusive economic growth. To discuss the recovery and growth of the industry, it is essential that the benefits are enjoyed widely and fairly by all.

In this regard, the need for coordinated cooperation has never been more critical, particularly for the travel and tourism industry. Working with organisations like IMTA, we can help promote the

responsible and sustainable development of mountain tourism through various events and communications.

As always PATA remains committed to supporting our members and global industry colleagues to build a more resilient, responsible, and sustainable global travel and tourism industry. This can only be done by working together and focusing on plans for responsible development that take into consideration elements for generating inclusive growth. I hope that many of you can support us in this mission.

In this spirit of cooperation, I would like to congratulate the International Mountain Tourism Alliance on today's event and thank them for opportunity to speak here today.

Thank you.



# 何超琼：山地作为人类共享的自然财富， 具有巨大的探索潜力



世界旅游经济论坛副主席兼秘书  
长、国际山地旅游联盟副主席  
**何超琼**

Vice Chairman and Secretary-General of GTEF  
Vice Chairman of IMTA  
**Pansy Ho**

女士们、先生们

早上好，我很高兴今天能与你们连线，向秘书长何亚非和国际山地旅游联盟成功举办第五个年度国际山地旅游日表示祝贺。在老挝举行这一重要活动展示了该国壮丽山地资源的巨大潜力。

全球旅游经济论坛——简称 GTEF，很荣幸成为本次活动的组织者之一。GTEF 和 IMTA 多年来一直合作，共同追求促进全球旅游可持续发展的愿景。

自 10 多年前成立以来，GTEF 一直作为备受赞誉的国际交流和合作平台，汇聚了来自公

共和私营部门的优秀人才探讨全球旅游经济最为紧迫的问题，在国际山地旅游联盟的长期支持下，GTEF 非常重视全球文化和自然资产的保存和保护。

响应习主席“绿水青山就是金山银山”的指导，我们认为山地是全人类共享的自然馈赠，具有巨大的探索潜力。自 2017 年以来将山地旅游作为中国“乡村振兴战略”的组成部分，该战略不仅旨在发展商业繁荣和宜居环境的农村地区，而且高度重视社会礼仪、文明、有效治理。

事实上，山地旅游正在全球范围内日益流行，占全球旅游业的五分之一。在中国，山地旅游正在兴起并有望在疫情后推动旅游业的复苏，其成功的一部分原因在于将当地社区纳入规划和管理方面确保考虑到当地需求。

中国政府一直保持着环境保护和绿色旅游之间的平衡，因为它认为保护生态环境本身就有利于经济发展。事实上，如果我们不保护我们独特的自然资源山地旅游就不会像现在这样成功。

5 月 29 日的国际山地旅游日是对我们宝贵环境和独特遗产的致敬，感谢大家今天的积极参与，你们的专业精神和真知灼见将推动山地旅游的“高质量发展”和可持续发展的未来。

特别感谢 IMTA 为实现这一有意义的活动所做的贡献，我期待着大家的伟大想法和持续支持，希望你们今天的讨论能够愉快且富有成效。

谢谢。

## Pansy Ho: Mountains are a Natural Gift Shared by All Humankind With Immense Potential to Explore

Ladies and Gentlemen,

Good morning, I am delighted to join you virtually today, offering my congratulations to Secretary-General He Yafei and the IMTA for successfully organizing the fifth annual International Mountain Tourism Day. Holding this momentous event in Laos showcases the great potential of the country's spectacular mountain resources.

The Global Tourism Economy Forum — or GTEF for short — is pleased to be one of the organizers of this event. The GTEF and the IMTA have collaborated for years, holding a shared vision to promote sustainable development of global tourism.

Since its inception over 10 years ago, the GTEF has served as an acclaimed international exchange and collaboration platform, gathering great minds from the public and private sectors to shed light on the most pressing issues of the global tourism economy. With the long-standing support of the IMTA, our platform has attached great importance to the conservation and protection of global cultural and natural assets.

Echoing President Xi's guidance that "lucid waters and lush mountains are invaluable assets", we believe mountains are a natural gift shared by all humankind with immense potential to explore, including mountain tourism as part of China's "strategy of rural vitalization" since 2017. The strategy not only aims to develop rural areas with thriving businesses and a pleasant living environment, but it also places high value on social etiquette, civility, effective

governance.

In fact, mountain tourism is gaining popularity worldwide, accounting for one-fifth of the global tourism sector. In China, mountain tourism has been on the rise and is expected to ramp up tourism recovery in the post-pandemic era. Part of its success lies in its engagement of the local communities in the planning and management aspects, which ensure that local needs are taken into consideration.

The Chinese government has been always maintaining a balance between environment conservation and green tourism, as it believes protecting the ecological environment is in itself benefiting the economy. Indeed, mountain tourism would have not been as successful as it is now, if we do not preserve our unique natural resources.

Thank you all for your keen participation today. The International Mountain Tourism Day on May 29th is a tribute to our precious environment and unique heritages. Your professionalism and insights will be impetus for the "high-quality development" of mountain tourism and a sustainable future.

Special thanks are also devoted to the IMTA for actualizing this meaning event. I look forward to all of your great ideas and continued support, and hope that you would have some cheerful and fruitful discussion today.

Thank you.

## 祝善忠：山地旅游引领旅游业 走向更可持续发展之路



联合国世界旅游组织旅游大使 **祝善忠**  
UNWTO Tourism Ambassador  
**Zhu Shanzhong**

尊敬的各位来宾，女士们、先生们：

很荣幸能够应国际山地旅游联盟的邀请在这个隆重的场合发言。我们今天相聚在老挝这个美丽的国家，共同庆祝 2023 年国际山地旅游日。

世界各地喜报频传。根据世界旅游组织的最新数据，国际旅游业正在恢复到疫情前的水平：2023 年第一季度的旅游人数是 2022 年同期的两倍。2023 年第一季度，国际入境旅客人数达到疫情前

水平的 80%。旅游业继续彰显出其强大的韧性。

在这个回暖的过程中，山地旅游发挥着重要的作用。我们的山地不仅仅是令人赞叹的风景。它们是约 11 亿人口的家园。凭借其独特的生物多样性、本土文化和户外活动，这些山地每年都会吸引大量的游客。根据国际山地旅游联盟的数据，2019 年，全球山地旅游人数达到 12.2 亿，全球山地旅游业的收入达到 1.36 万亿美元。

山地旅游在后疫情时代的作用怎么强调都不为过。随着我们渡过疫情，全世界都在寻找户外的、自然旅游目的地。山地旅游满足了这一需求，并同时为当地经济提供了急需的支持，促进了生物多样性保护，以及文化交流和理解。它在我们迈向更可持续、更具韧性和包容性的全球旅游业之路的过程中发挥着重要作用。

因此，值此国际山地旅游日到来之际，我们不仅要颂赞令人惊叹的山地之美，更要肯定它们引领我们走向更光明、更可持续的旅游业未来的巨大潜力。感谢你们所有人的投入、热情和奉献精神。你们的努力将影响深远，为此，我深表感谢。

谢谢大家。

## Zhu Shanzhong: Mountain Tourism is Leading the Way to a More Sustainable Development of Tourism

Dear guests, ladies, and gentlemen,

It's a great honor to be invited by the International Mountain Tourism Alliance to speak on this occasion. We gather today in the beautiful country of Laos to celebrate International Mountain Tourism Day, 2023.

Good news is coming from around the world. According to the latest data of UNWTO, International tourism is well on its way to returning to pre-pandemic levels, with twice as many people travelling during the first quarter of 2023 than in the same period of 2022. International arrivals reached 80% of pre-pandemic levels in the first quarter of 2023. Tourism has continued to show its resilience.

And in this upward journey, mountain tourism has played, and will continue to play, an important role. Our mountains are more than just inspiring landscapes. They are home to around 1.1 billion people. Yet, these same mountains draw in big numbers of tourists each year, attracted by their unique biodiversity, local cultures, and outdoor activities. According to data from the International Mountain Tourism Alliance, in 2019, the number of mountain

tourists worldwide reached 1.22 billion, generating a global income from mountain tourism of 1.36 trillion US dollars.

The role of mountain tourism in our post-pandemic world cannot be overstated. As we are getting over the pandemic, the world is seeking open-air, nature-based destinations. Mountain tourism caters to this demand, while also providing much-needed support to local economies, promoting biodiversity conservation, and fostering cultural exchange and understanding. It is a crucial component of our path to a more sustainable, resilient, and inclusive global tourism sector.

So, on this International Mountain Tourism Day, let us celebrate not only the incredible beauty of our world's mountains, but also their potential to lead us towards a brighter, more sustainable future in tourism. Thank you all for your commitment, your passion, and your dedication. Your efforts are making a profound difference, and for this, I express my deepest gratitude.

Thank you.

## 窦恩勇：共同构建高质量民心相通的中老命运共同体



中国民间组织国际交流促进会副会长窦恩勇  
Vice President of China NGO Network for International Exchanges Dou Enyong

大家好！

非常高兴应邀参加 2023 “国际山地旅游日”主题活动。我谨代表中国民间组织国际交流促进会，向论坛的召开表示热烈的祝贺！

山地不仅是重要的旅游资源，更是人类身心健康可依托的生态资源。随着旅游业的蓬勃发展，越来越多的国家通过大力发展旅游业来推动本国经济的增长。山地旅游的发展增进了山地地区居民的福祉，深化了不同地域之间的互信与交流，为山地地区的就业和经济发展带来了更多机会。

旅游是增进民心相通的重要手段和途径，通过促进各国文化、经济和人员交流，可加深各国民众的相互理解和友谊。山地旅游更是促进文化多样性、领略自然文化之美、增强文化融合的重要途径。发展山地旅游能够深入了解当地的历史、文化、习俗，对于深化文明交流互鉴、增进民心相通具有重要意

义。我们应鼓励更多的人参与山地旅游活动。

国际山地旅游联盟自 2017 年成立以来，为国际山地旅游的发展积极搭建交流平台，为促进各国文明对话、增进人民友好交流作出了积极努力和突出贡献。很高兴看到疫情后的 2023 “国际山地旅游日” 主题活动在老挝成功举办。习近平总书记去年 11 月同来访的通伦总书记会晤，为推进中老命运共同体建设擘画了宏伟蓝图。中老两国都站在新的历史起点上，两国关系迎来新的发展机遇。我们视老挝为中国式现代化道路的优先合作伙伴，中方已将老挝列入出境团队旅游首批试点国家，我们愿密切两国旅游合作和人员往来，不断丰富中老命运共同体的人文内涵。

推动中国—老挝、中国—东盟国家民间交流合作是我所在的中促会的重要职责。中促会成立于 2005 年，现有 310 家团体会员，是中国最大的国际交流类社会组织联合体。自成立以来，中促会推动中国社会组织积极参加联合国系统活动，主办中国—东南亚民间高端对话会、中非民间论坛、亚欧人民论坛等重要国际多边活动。发起实施“丝路一家亲”行动，支持国内社会组织、企业等在老挝等国家开展卫生、教育、减贫等民生项目，为增进各国人民福祉、深化中外民心相通作出了重要贡献。

在此全球旅游业重塑之际，中促会愿意支持国际山地旅游联盟及旅游业界结伴“走出去”，共促旅游市场全面复苏和开放互动，为推动构建高标准、高质量、高水平的中老命运共同体、增进各国民心相通作出新的贡献。

最后，预祝本次论坛取得圆满成功！

## Dou Enyong: Jointly Build a China-Laos Community of Shared Future Featuring High-Quality People-to-People Exchanges

Good morning, everyone!

I am glad to be invited to the “International Mountain Tourism Day” 2023 theme events. On behalf of China NGO Network for International Exchanges (CNIE for short), I hereby extend my sincere congratulation to the event!

Mountain is not only a critical tourism resource but also an ecological resource that benefits our physical and mental health. As the tourism industry prospers, more and more countries choose tourism to be the new economic engine and mountain tourism also improves the wellbeing of mountain residents deepens the mutual-trust and communication among different areas and brings more jobs and chances of economic development for mountainous areas.

Tourism, as a pivotal way to connect peoples promotes the cultural, economic and talent exchange among countries, and deepens their mutual understanding and friendships. Mountain tourism is a way to improve cultural diversity present the beauty of nature and culture and enhance cultural integration. Mountain tourism gives people a deeper image of local history, culture and customs promotes cultural exchange and connect peoples. We must encourage more people to get involved.

Since founding in 2017, IMTA has been building communication platforms for global mountain tourism promoting cultural exchanges among countries and making contributions to the friendly communication among peoples. We are glad to see the opening of “International Mountain Tourism Day” 2023 theme events in Laos after the pandemic

In November last year, President Xi of China met with President Thongloun Sisoulith of Laos

writing a blueprint for the China-Laos community of shared future. Both countries are now standing at a new starting point embracing new opportunities to further develop the bilateral tie China treats Laos as a preferred partner on the Chinese path to modernization and we have listed Laos as one of the first pilot destinations of outbound group travel. We are looking forward to closely working with Lao people enriching the cultural foundation of China-Laos community of shared future.

It is our important responsibility to promote the NGO exchange and communication between China and Laos and other ASEAN countries CNIE was founded in 2005. Now it has 310 group members It is China's largest social association of international exchange. Since founding, we have been organizing and participating in UN events holding China-Southeast Asia High-Level People-to-People Dialogue China-Africa People's Forum, Asia-Europe People's Forum, and other international multilateral activities and “Silk Road Family” supporting social organizations and enterprises in China. We also held public well-being projects in public health, education, and poverty reduction making contributions to the wellbeing of people and people-to-people connection.

At the time of world tourism reshaping CNIE looks forward to helping IMTA and tourism organizations to “go global” promoting the full recovery, opening and interaction of the tourism market building a high-standard, high-quality and high-level China-Laos community of shared future and trying our best to keep connecting peoples all over the world.

Last, I wish the events a grand success!

## 史忠俊：旅游合作为东盟与中国关系的可持续发展创造了有利条件



中国 - 东盟中心秘书长 **史忠俊**  
ASEAN-China Secretary-General  
**Shi Zhongjun**

很高兴在国际山地旅游日与大家在线上见面。首先，我谨代表中国 - 东盟中心，向国际山地旅游联盟秘书处和老挝人民民主共和国新闻文化旅游部的盛情邀请表示衷心的感谢。请接受我对 2023 年国际山地旅游日主题活动召开的热烈祝贺。

中国和东盟山水相连、人文相通，是好邻居、好朋友和好伙伴。旅游合作是东盟与中国民间交流的重要组成部分。旅游业的务实合作给双方人民带来了实实在在的利益，为东盟与中国关系的可持续发展创造了有利条件。

地球上约有 11 亿人口居住在山地。东盟国家和中国都有丰富的山地旅游资源，拥有广受欢迎的山地旅游目的地。山地旅游的发展不仅带来经济效益，为当地社区创造机会，而且有助于保护其自然资源，成为减贫和乡村振兴的重要手段。老挝国际山地旅游日的庆祝活动将提高公众对山地旅游的社会经济重要性的认识，呼吁各利益相关方更加协同努力，发展负责任的山地旅游，为我们的家园建设更美好的未来。

中国 - 东盟中心是由中国和东盟 10 个成员国政府共同成立的政府间组织，致力于加强中国与东盟在贸易和投资、教育、文化和旅游、信息和公共关系等领域的务实合作和交流。在后疫情时代，中国和东盟国家在加快区域经济复苏和推进可持续发展方面肩负着重大责任。为此，中国 - 东盟中心愿与国际山地旅游联盟等各方密切合作，打造并推广山地旅游品牌，更好地发挥旅游业在改善民生和生态环境方面的重要作用，为加强民心相通，为继续建设中国 - 东盟全面战略伙伴关系作出贡献。

最后，我祝愿 2023 年国际山地旅游日主题活动圆满成功。

谢谢大家！

## Shi Zhongjun: Tourism cooperation has created favorable conditions for the sustainable development of ASEAN-China relations

It is my great pleasure to meet you online on the International Mountain Tourism Day. First of all, on behalf of the ASEAN-China Centre, I would like to express my heartfelt thanks to the Secretariat of the International Mountain Tourism Alliance and the Ministry of Information, Culture and Tourism of Lao PDR for the kind invitation. Please accept my warm congratulations to the Theme Events at International Mountain Tourism Day 2023.

Connected by mountains and rivers, ASEAN and China are good neighbors, good friends and good partners sharing cultural affinity. Tourism cooperation is an essential part of ASEAN-China people-to-people exchanges. The practical cooperation in tourism have brought tangible benefits to the peoples on two sides, creating favorable conditions for the sustainable development of ASEAN-China relations.

Mountains are home to around 1.1 billion people on earth. ASEAN countries and China are both rich in mountain tourism resources and boast popular mountain tourism destinations. The boosting of mountain tourism has not only generated economic benefits, created opportunities for local communities, but also helped preserve their natural resources, becoming an important means of poverty reduction and rural revitalization. The celebration of International Mountain Tourism Day in Lao PDR will

raise more public understanding of the socio-economic importance of tourism in mountains and call upon more concerted efforts of stakeholders to develop responsible mountain tourism and build a better future for our homeland.

The ASEAN-China Centre is an inter-governmental organization jointly established by the governments of 10 ASEAN member states and China, dedicated to enhancing ASEAN-China practical cooperation and exchanges in the areas of trade and investment, education, culture and tourism, information and public relations. In the post-pandemic era, ASEAN countries and China are shouldering great responsibilities to accelerate regional economic recovery and advance sustainable development. To this end, the ASEAN-China Centre is willing to work closely with parties like the International Mountain Tourism Alliance to brand and promote mountain tourism and to better play the important role of tourism in improving people's well-being and ecological environment, serving to strengthen people-to-people ties, and contributing to the continued building of the ASEAN-China Comprehensive Strategic Partnership.

To conclude, I wish the Theme Events at International Mountain Tourism Day 2023 a great success.

Thank you!





# 2023 国际山地旅游日主题论坛

Theme Forum of 2023 International Mountain Tourism Day

# 山地旅游可持续发展的挑战与机遇



联合国世界旅游组织前秘书长  
弗朗西斯科·弗朗加利

Former Secretary-General of UNWTO  
**Francesco Frangialli**

祝贺国际山地旅游联盟及其合作伙伴成功组织了2023“国际山地旅游日”主题活动。近年来，山地旅游业面临着双重挑战：新冠肺炎疫情和全球变暖加速。新冠肺炎疫情严重影响了一些山地旅游目的地的发展，由于边境关闭和旅行限制，这些山地旅游目的地失去了国际游客，在许多度假村里，缆车、滑雪索道、酒吧以及餐馆都被迫关闭。

第二重挑战是全球变暖加速。旅游业在气候变化中既是胜利者也是受害者。它是胜利者，因为其造成了约5%的温室气体排放，但它同时也是空气和海洋温度升高的受害者。2003年，世界旅游组织在吉尔巴举行了第一届世界经济论坛，研究全球变暖和旅游业之间的关系；2007年底，我在巴厘岛举行的2007年《联合国气候变化框架公约》第十三次缔约方会议上发表了相关的结论。

新冠疫情和气候问题的解决方向是一致的，都需要我们以更可持续的方式发展山地旅游。

毫无疑问，气候变化影响着旅游业的各个细分行业，只不过程度和方式不同。其中山地旅游业和

滑雪业是气候变化的头号受害者。正如联合国政府间气候变化专门委员会（IPCC）所阐明的那样，在高海拔地区平均气温的上升幅度要大得多。根据目前的情况来看，我们无法达到2015年《巴黎协定》提出的目标，即将全球升温控制在1.5摄氏度以内，这种趋势是不可逆转的。

在高海拔地区，寒冷季节缩短；冰川和永冻土层融化；积雪也将逐渐减少。中海拔地区的社区和村庄的淡水资源将变得更加稀缺。森林和湿地以及其独特的生态系统和极其特殊的植物种群和野生动物种群也正面临严重威胁。这些变化都将降低山地地区的旅游吸引力，影响其旅游业发展。

简言之，全球变暖造成的制约和变化将迫使山区的旅游经营者和目的地管理组织放弃某些活动，或实施代价高昂的缓解和适应措施。他们将不得不寻找更加多样化的旅游发展方式。

然而，气候改变并不是唯一的环境问题，另一个问题是承载过重。如果山区旅游业的利益相关者试图走得太远、太快，试图接待人数过多的游客，超过景点的承载能力，那么旅游业将变成一种危险而不是资产，最终将会适得其反。那些人口有限的村庄和村落无法为数千名游客提供良好的接待条件，它们并不适合大众旅游。

这个对可持续发展本质的理解最早在1986年联合国的《波特兰报告》里提出，在1992年的里约热内卢会议上被联合国成员采纳，并与《21世纪议程》和《气候变化框架公约》一起提交。十年后的2002年，旅游业被纳入世贸组织所提交的文件中。从那时起，世界旅游组织和联合国开始携手合作，为决策者提供战略性的决定和政策。

女士们、先生们，可持续性发展是维持旅游业的关键词。谢谢大家！

## Challenges and opportunities for sustainable development of mountain tourismt

Congratulations to IMTA and its partners for having organized this celebration of the International Mountain Tourism Day. I express my gratitude to the government of the Lao People's Democratic Republic for hosting this major event. I would like to recall that my last visit to a country member of UNWTO, as its Secretary-general, took place in 2009, when I discovered the gorgeous city of Luang Prabang. I deeply regret that, unwillingly, I have been unable to join you and to meet my friends of mountain tourism in Vientiane.

Over the recent years, mountain tourism has been facing a double challenge: the Covid pandemic and the acceleration of the global warming. The impact of the pandemic has been especially severe for some mountain tourism destinations which have lost their international visitors as borders were closed and travels restricted. The ski industry has been particularly affected since in many resorts, cable cars and ski-lifts, but also bars and restaurants, had to close.

Tourism is both a vector of climate change, since it contributes to some 5 per cent of the emissions of gas with a greenhouse effect, and a victim of the elevation of the temperature of the air and the oceans. The major steps in understanding this interrelation were UNWTO Djerba: 2003; Davos with WEF, and Bali UN 13th COP: 2007.

Both, the pandemic and the climate, go in the same direction. They call for a more sustainable way for developing mountain tourism.

Climate change is an undisputable phenomenon which impacts all the segments of the tourism

industry, but not in the same proportions and manner. Mountain tourism and the ski industry are among the first victims of that upheaval. As demonstrated by the UN Intergovernmental Panel on Climate Change (IPCC), the increase in the average temperatures is much higher in altitude.

The IPCC sixth Assessment Report shows unequivocally that global warming is unfolding more quickly than feared. The 2015 Paris agreement target of a rapid limitation to a 1.5 degrees Celsius increase appears now as unreachable.

The trend is irreversible. In high altitude regions, cold seasons will be shrinking; glaciers and permafrost melting; and snow cover depleting. Consequently, fresh water resources will become scarcer at lower altitudes. All these dramatic changes will affect the potential for tourism in these areas. Forests and wetlands, with their remarkable ecosystems and their very specific flora and wildlife, are seriously endangered, reducing their interest for tourism purposes.

In short, constraints and changes resulting from the global warming will force tourism operators and destination management organizations in mountain regions to renounce to some activities, or to implement costly mitigation and adaptation measures. They will have to look for more diversified way of developing tourism.

However, climate disorder is not the only environmental concern. All mountain tourism stakeholders have to be extremely careful: if they try to go too far and too fast, if they intent to accommodate an exaggerated number of visitors

overpassing the carrying capacity of the site, the model will not be sustainable. At the end, the strategy will reveal itself as being counter-productive. Villages or hamlets with limited populations cannot accommodate in good conditions thousands of visitors. They are not suitable for mass tourism.

This understanding of the nature of sustainability? was put forward by the Portland Report? for the UN in 1986, then adopted by the UN family in 1992, in the RIO Conference, as submitted

with the Agenda 21, and with the Framework Convention on Climate Change. And then, in 2002, ten years later, tourism was put into the picture to WTO in the book submitted. Since that time, UNWTO and UN have been working hands in hands to provide strategical decisions and policies to the policy makers.

Ladies and gentlemen, sustainability is the keyword to maintain tourism. Thank you.



## 全球山地旅游市场供需变化与应对

2020年,在阅读《世界山地旅游发展趋势报告》时,我了解到一些有趣的数据,2019年全球山地游客(过夜游客,包括国内和国际游客)达12.2亿人次,全球山地旅游收入达1.6万亿美元。这显示了山地旅游的巨大潜力,并引发了关于山地旅游不同管理模式之间的对话。

但我们都应该知道,新冠疫情对全球旅游业造成了巨大影响,进而影响了消费者的需求和行为。从这个意义上说,贴上“安全”标签的旅游活动开始兴起,这些活动注重“健康安全”,同时让人们亲近自然,享受与运动、冒险或医疗旅游相关的各种体验,从而形成了一种新的时尚生活方式。

2020年至2022年期间,我大部分时间都在中国度过,见证了这些新趋势的发展以及乡村度假旅游的兴起,更确切地说,我越来越认识到山地旅游的重要性。与此同时,新的发展趋势也在社交媒体上树立了一些新的生活方式潮流,而过去这些生活方式在这个以山地地区而闻名,以文化、遗产和休闲为主要旅游方式的国家并不常见。

作为克罗地亚旅游业的代表,作为欧洲人,我也可以证实,在疫情期间,特别是2020年间,欧洲也出现了类似的趋势。传统上以山地旅游闻名的国家,如瑞士、意大利、法国、奥地利、德国、斯洛文尼亚等,与前几年相比,出现了额外的山地旅游增长。我们还必须注意到,即使在疫情之前,其中一些国家也非常依赖山地旅游。

此外,需要额外强调的是,我亲眼见证了世界两端,即欧洲和中国的需求激增,创造了新设施、运输解决方案和就业岗位的需求,同时也创造了新的机会,并对环保实践提出了越来越多的问题。



欧洲旅游委员会中国分会主席  
**古兰兰**  
European Travel Commission China Chapter  
Chairwoman  
**Franka Gulin**

在疫情后的几年里,这一趋势预计将继续在全球范围内增长,因此我们需要为与其增长和潜力有关的所有讨论做好准备,同时解决相关问题并最大限度地减少可能发生的潜在负面影响。

从这个意义上说,可持续发展是一个重要的话题,也是我们在欧洲国家之间的行业交流中经常使用的术语,例如,欧洲旅游委员会将可持续性作为未来旅游业各个方面的关键词之一。

我可以自豪地向你们简要展示一个例子,说明生物学和自然保护领域的科学家与旅游管理专家如何携手应对国家公园面临需求激增时的挑战。在21世纪之初,克罗地亚最古老的国家公园,我国山区的喀斯特明珠普利特维采湖泊(Plitvice Lakes)的专家们意识到,有必要更加重视游客管理,以保护和维护自然价值观,而这些自然价值观与不断增加的游客数量及相关需求产生了越来越多的冲突。在他们的努力下,普利特维采湖国家公园管理部门获得了萨格勒布大学科学学院专家的帮助,这些专家在保护国家公园方面投入了

很多精力，同时就如何应对需求激增带来的潜在危险提出了建议。

通过政府的合作，萨格勒布大学科学学院已经与成都生物研究所建立了良好的合作关系，成都生物研究所拥有一支优秀的科学家团队，他们有着相同的想法，即在旅游需求激增的情况下，如何保持完整性，最大限度减少旅游对四川省自然奇观的影响。2014年，两个机构针对克罗地亚的普利特维采湖和中国的九寨沟，在萨格勒布和成都开设联合研究中心。双方将他们的合作提升到了一个新的水平，同时邀请科学家、环保专家和旅游管理专家进行对话，共同达成一个目标：保护自然并以可持续的方式管理需求激增的旅游业。

此次合作包括两国团队在克罗地亚和中国进行交流访问、会议和教学活动。双向交流促使克罗地亚的克尔卡国家公园和中国的黄龙国家公园建立了同样的合作关系。即使在新冠疫情期间，

当中国边境关闭且无法进行交流学习和会面时，双方仍在继续工作，更加关注本次主题演讲中提到的旅行和旅游相关的新趋势，以及山地旅游的具体方面。

从我的旅游业角度来看，我坚信我们都需要更多地参与这样的合作，将可持续和环保的做法落实到位，并认真听取各方的意见，以正确应对山地旅游行业的供需变化。

公开诚实的对话与信息交流是我们在寻找应对新趋势的方法并尊重大自然馈赠的第一步。2023“国际山地旅游日”主题活动为我们提供了很好的机会，让我们能够进行有意义的交流，为未来的实践树立良好榜样。我们的良好做法和趋势可以吸引更多行业相关和有价值的伙伴加入，这无疑会让我们在这个行业的地位更加稳固，带来更多的能量，并最终将我们团结起来，更加坚定地应对可能出现的挑战和变化。



## Ways to Deal With Supply-Demand Changes in the World Mountain Tourism Market

Distinguished guests, ladies and gentleman, it is my utmost honor and pleasure to be able to join this event, be with you in person and also deliver the keynote speech on this occasion.

In 2020 while reading the Report on World Mountain Tourism Development Tendency I have learnt some interesting data including some 1.22 billion mountain tourists recorded and extraordinary revenue of some 1.36 trillion USD reached during the previous year. This definitely showed a huge potential this type of tourism has and opened dialogues on different modes of its proper management as well.

But we all know that COVID-19 dramatically changed tourism industry worldwide and subsequently affected consumers demands and behavior. In this sense tours labeled 'safe', having in mind 'health safety' while being close to nature and enjoying different aspects related to sports, adventure or a medical tourism kicked off some new and fashionable lifestyles worldwide.

Since I have spent majority of 2020-22 in China I was able to witness these new trends unfolding and demonstrating how rural getaway aspect of tourism and more precisely mountain tourism gained great importance. While also setting some new lifestyle trends especially on social media that were not heavily present in the past in the country that was famous for its mountainous regions and significance they represent to its citizens in terms of culture, heritage and of course leisure.

As a Croatian tourism industry representative, as European I can also confirm that similar trends did occur in Europe during the pandemic, especially during 2020. Traditionally mountain tourism famous countries such are per example Switzerland, Italy, France, Austria, Germany, Slovenia did see extra surge in this type of tourism comparing to trends recorded previous years. We also have to note that some of these countries do rely a lot on this industry aspect

heavily no matter season even pre-COVID.

What needs to be additionally highlighted is the fact that surge in demand on both ends of the world, namely Europe and China, as those are the cases I had opportunity to observe first hand, created need for new facilities, transportation solutions and new jobs, while both creating new opportunities and raising more and more questions over environmental practices.

Since in the years post pandemic we can also expect that this trend will continue to be on its high worldwide we do need to be ready for every discussion that might arise related to its growth and potential while addressing and minimizing potential negative affects that might occur.

In this sense sustainability is a great topic and often term that we do use a lot in industry exchange among European countries and its per example one of European Travel Commission's keyword for future practices when it comes to every single aspect of tourism.

I can proudly showcase you briefly an example of how scientists from field of biology and nature conservation joined hands with tourism management experts in effort to navigate challenges when national parks meet with surge of demands.

In 2000s experts from Croatian oldest National Park - Plitvice Lakes, karst pearl of mountainous stretch of my country, realized there is an urge to pay more attention to a visitors management in order to safeguard and preserve natural values that started clashing with constant surge in number of visitors and related demand.

In their said efforts Plitvice Lakes National Park management relied on University of Zagreb's Faculty of Science whose experts were heavily invested in protecting the national park while giving suggestions how to navigate potential dangers that surge in demand brings.

Through the governmental cooperation, Zagreb

Faculty of Science already had a great cooperation with Chengdu Institute of Biology which had a great team of scientist which had the same ideas in mind - how to navigate surges and tourism demands when it comes to keep intact and minimize impact on natural wonders namely of Sichuan Province.

Cooperation between two institutions brought together Plitvice Lakes and Jiuzhaigou with opening Joint Research Center in both Zagreb and Chengdu in 2014. Both sides lifted their cooperation on new level while including scientists, environmentalists and tourism management experts in a dialogue with a same goal - protect nature and manage tourism demand surge tourism in a sustainable way.

This cooperation included teams from both countries doing exchange trips, meetings, conferences and teaching sessions in both Croatia and China. Two way exchange was prompted setting up cooperation between two other national parks - Croatia's Krka and China's Huanglong with the same aim.

Even during the COVID years while Chinese borders remained closed and exchange study trips and meet ups were not possible, two sides continued with their work paying more attention to these new travel and tourism related trends mentioned earlier in this keynote speech and specific aspects mountain tourism

has as well.

From my tourism industry perspective I strongly believe we need to all engage in more corporations like this, put sustainable and environmentally practices in place and carefully listen what every side can say in order to properly navigate changes in supply and demand in mountain tourism sector.

Open and honest dialogue with exchange of information it is one of the first steps in our search for ways to navigate new trends while honoring what nature gifted to us. Our meeting in Vientiane and our Laos visit really provides great opportunity to engage in meaningful communication to set good example for future practices. Our good practices and tendencies can bring even more relevant and valuable partners to this association and mechanism. This definitely leads to a stronger positioning in the sector, brings more energy and in the end unites us and makes more stronger while we are tackling possible obstacles and navigating changes such is one highlighted in my keynote.

I would one more time like to thank you for the invitation, and your kind attention today. I am sincerely looking forward our talks and exchanges while in Laos.

## RCEP 框架下山地旅游合作与可持续发展

很高兴应国际山地旅游联盟的邀请，专程来到万象参加“国际山地旅游日”主题论坛，就“RCEP 框架下山地旅游合作与发展”与大家作分享，共同探讨区域经济合作背景下旅游业发展的新趋势。

2022 年，《区域全面经济伙伴关系协定》(Regional Comprehensive Economic Partnership, RCEP) 正式生效，这意味着世界上最大的旅游经济共同体成型。这个最大的旅游经济共同体，是当今世界覆盖人口最多、经贸关系对旅游支撑性最强、覆盖最多国际旅游客流，旅游产业规模最大、同时也最具共同协作、共同开放、共同开发、共创前沿潜能的跨境、跨市场、跨文化的旅游经济共同体。

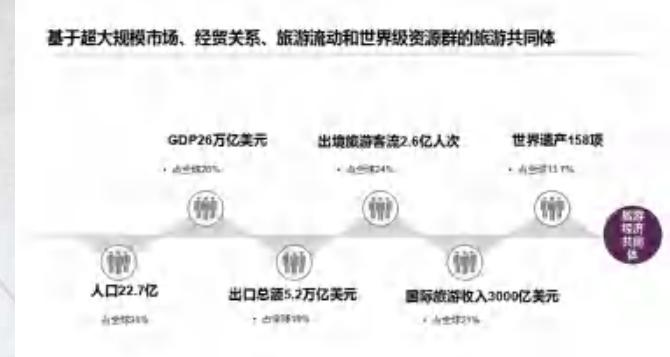
在这个市场上，覆盖了 22.7 亿人口，年产出 26 万亿美元 GDP，出口总额达 5.2 万亿美元，全球 24% 的国际旅游客流产生于这个区域，全球 21% 的国际旅游产业在此发展。国际旅游最稳定的支撑，来自于国际经贸关系，不断开放发展的国际经贸，带来了内生的经济、文化交往，放活了区域的市场环境，带来国家旅游业发展的国际化生产要素，并将跨国跨文化的国家旅游供给和需求，紧密地铆接在一起。

区域贸易协定，对旅游业的推动力是巨大的，世界上平均每年签署 2000 多项区域贸易协定，研究这些协定，可以发现对国际旅游业起到了普遍的推动作用。例如北美自由贸易协定(NAFTA)，签订于 1994 年，包括美国、加拿大和墨西哥，三年内，加拿大到墨西哥游客增长到 1.6 倍，墨西哥到加拿大增长到 1.71 倍。澳新自由贸易区(ANZFTA)，



中国社会科学院旅游研究中心秘书长 **金准**  
Tourism Research Center,  
Chinese Academy of Social Science (CASS)  
Secretary-General  
**Jin Zhun**

签订于 2009 年，包括澳大利亚、新西兰以及东南亚国家联盟的四个成员国(文莱、缅甸、柬埔寨、越南)，三年内，缅甸到新西兰增长到 6 倍，越南到新西兰增长到 1.43 倍。欧洲经济区(EEA)签订于 1994 年，包括欧盟成员国和摩纳哥、挪威、列支敦士登三个国家，签订三年内，南欧到摩纳





哥增长到 1.44 倍，南欧到挪威增长到 1.89 倍。而 RCEP 相对于众多的贸易协定，具有明显的规模性和超前性，基于这样的原因，RCEP 在超大规模的跨境市场上建立起来的开放式的经贸关系，将对这个巨大区域的旅游业，带来强力的推动作用，一个世界级的旅游经济共同体将从中生出。

这个巨大的旅游经济共同体，不仅是由巨大的人口和经贸规模带来的，同时是由旅游业自身的打破壁垒，开拓创新所支撑的。我们认识到这样的进程，就会认识到山地旅游对于这种局面的巨大开拓性和支撑性。山地旅游，往往是一个国家经济走向开放和革新的重要标志，我们回顾中国的改革开放的历程，就会发现山地旅游发展的巨大作用，1979 年，中国的邓小平同志在改革开放的起点上，在中国著名的黄山上发表《黄山讲话》，启动了中国的现代旅游业，以山岳旅游为推动，集成推进改革开放，中国改革开放的前沿，有特区，还有特业。小平同志为什么要做这番讲话，首先，改革开放需要新的思想，他说，“旅游事业大有文章可做。在这里，你们的资本就是山。”改革开放需要外汇，他说，“旅游收入实际上是‘风景出口’，而且可以年年有收入，一年比一年多。”改革开放需要市场，他说，“黄山是个发展旅游的好地方，是你们发财的地方！”

一个旅行者花费一千美元，一年接待一千万旅行者，就可以赚一百亿美元，就算接待一半，也可以赚五十亿美元。”改革开放需要企业，他说，“全国要搞若干个旅游公司”，“旅游公司要独立，公司之间可以相互竞赛”，改革开放需要基础设施，他说，“外国人到中国旅游，有时花钱少了还不满意。你们要很好地创造条件，把交通、住宿、设备搞好。还要搞好城市建设，搞好服务行业，千方百计赚取外汇。”小平同志为什么要选择黄山这样的山岳上发表这样重要的讲话，因为旅游业的市场化，需要一系列的条件，以黄山为代表的中国乃至东亚山岳的典型特点，包括——1. 城岳相接：山岳近城，设施和内容合一。2. 典型文化：人文山水，代表性强，看山岳知中国。3. 有历史基底：旅游文化绵延，有旅游基础。4. 有集聚基础：非遗、手工艺、农业基础，具有充足产业集聚性。小平同志为什么要选择旅游业来牵引改革开放，因为：1. 旅游业内部制约相对较少，能争取最大公约数，带动市场化改革。2. 旅游业是天生的开放行业，能推动中国开放发展的大格局。3. 旅游业是关联性极强的产业，能撬动社会经济的综合改革。我们从中国山地旅游的发展过程中，能够发现山地旅游的发展，对于 RCEP 的发展，具有巨大的牵引和推动作用，世界上著名的山地旅游

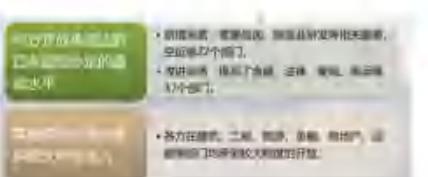
### 拥有共同协作、共同开放、共同开发、共创前沿的巨大潜能

- 亚洲地区规模最大的投资协定。
- 采用负面清单模式。
- 我国首次在国际协定中对制造业、农业、林业、渔业、采矿业 5 个领域作出高水平自由化承诺。
- 制造业方面，日本、澳大利亚和新西兰除少数敏感领域外，基本全面开放。农、林、渔和采矿业方面，各方总体开放。
- 只能越来越开放、不能再回撤。

90%以上的货物贸易将最终实现零关税。



国家/地区	2017		2023		变化量
	GDP	货物贸易	货物贸易	货物贸易	
中国	10.7	3.1	3.4	4.6	1.8
澳大利亚	1.8	1.8	1.9	2.0	0.2
新西兰	2.0	2.0	2.0	2.0	0.0
日本	4.0	4.7	5.0	5.4	1.4
韩国	2.0	2.0	2.0	2.0	0.0
印度	1.7	1.7	1.7	1.7	0.0
东盟	1.0	1.0	1.0	1.0	0.0
其他国家	1.0	1.0	1.0	1.0	0.0
总计	26.0	26.0	26.0	26.0	0.0



区，往往立于国家改革开放的前沿，我们看阿尔卑斯山山区的“前瞻性策略”（proactive strategies），看加拿大山地型国家公园群的可持续旅游开发，山地旅游的发展往往是以更大程度的改革和开放推动的，并将推动国家和区域更大程度的改革和开放。

我们以澜沧江－湄公河走廊为例，能够看到在 RCEP 框架下，旅游业的开放发展正在启程，从图中可以

看到，沿走廊的国家，如中国、柬埔寨、老挝、缅甸、泰国、越南，都在按照自身的条件开放旅游业，在这条走廊上，旅游业相关的市场准入和国民待遇限制正在放开，走廊上的投资、产业、旅游流动以及规划、协作正在交融起来，一条世界级的旅游走廊正走向成型。

山地是人类文明的摇篮，是人通过旅游探索人从何处来，往何处去的重要载体，山地地区约占全球旅游市场的 15%—20%，每年新生 700 至 900 亿美元，山地和海岸被认为是全球最重要的两大旅游类型。山地更是 RCEP 国家的核心地理形态。在 RCEP 的推动下，在山岳旅游的支撑下，一个世界级旅游目的地群和通道织就的旅游网络正在形成。在这个网络上，有 158 项世界遗产，占世界遗产总数的 13.7%，中国的长城故宫，老挝的琅勃拉邦、越南的下龙湾、柬埔寨的吴哥窟、缅甸的蒲甘，马来西亚的马六甲名城，印度尼西亚的科莫多国家公园、澳大利亚的卡卡杜国家公园，新西兰的次南极区群岛，被同一张旅游网络织在一起，在这个网络上，有一系列充满活力的通道，澜沧江－湄公河走廊、中老经济走廊、孟中印缅经济走廊、磨憨－磨丁跨境经济合作区，在这个网络上，还有一系列新的交通工程，雅万高铁、中老铁路、中越国际铁路、中缅、中缅印国际铁路，极大地拓宽了旅游网络的通达性，拓展了旅游流

#### RCEP 国家的核心议题，是山地文明的存续和发展，山地旅游的开拓和创新



动的维度。世界级的旅游网络会产生世界级的山地旅游目的地，世界级的山地旅游目的地将支撑世界级的网络。山地是人类文明的摇篮，世界级的山地旅游目的地，将是国家和区域的山岳文明的集中体现，从山岳旅游目的地，能够看出山岳文明是否深厚，是否有活力，能否高效转化为经济绩效，能否有能力走向未来，世界级的山地旅游目的地，是国家山地文明的传承地，是山地生活的集聚地，是山地旅游经济效能的放大器，是山地文明前沿的试验田。在 RCEP 框架下发展山地旅游目的地，要构建嵌入集成式的前沿目的地开发模式，以绿色现代化、绿色城镇化、绿色国际化构建增长的基石，要立足三个发展前沿，分别是世界创新和科技的前沿、可持续发展的前沿、改革和开放的前沿，形成高质量的国际旅游消费循环，并以这种模式创新立足 RCEP 网络，推动开拓性的国家形象、现代化国民意识、开放性的国际交换和探索性的发展模式。

在 RCEP 所赋予的区域发展契机下，以世界级山地旅游目的地为支点，国际旅游通道为支撑，世界上最大的旅游经济共同体正在形成，在这个网络上，各国可以协作起来，将经贸开放带来的动能充分导入到旅游业中，以开放合作与可持续发展引领亚太旅游经济新形态。

## Mountain Tourism and Sustainable Development Under the Regional Comprehensive Economic Partnership Framework

2022 has seen the official implementation of the Regional Comprehensive Economic Partnership (RCEP), signaling the founding of the largest tourism economic community in the world. This cross-border, cross-market, and intercultural community, in which economic development has played the most important role, boasts of covering the largest number of people in the world, including international tourists and the largest tourism industry in scale. Meanwhile, it also pursues cooperation, openness, and development to realize its cutting-edge potential.

This tourism market covers 2.27 billion people and yields 26000 billion dollars worth of annual GDP, with an overall export worth of 5200 billion dollars. About 24% of international tourists come from this community, and 21% of the global tourism sector relies on it for development. International economic and trade development is the most stable support for tourism growth as more and more open economic and trade will produce endogenous growth, and cultural interactions, which in turn will promote the regional market environment, provide production elements for national tourism development, and establish a close relationship between tourism demand and supply for cross-border nations.

Regional trade agreements play a vital role in tourism development. Every year, over 2000 agreements are signed around the world. Analyzing such agreements can generally promote global tourism development. For example, the NAFTA (North America Free Trade Area) initially signed in 1994 includes America, Canada and Mexico. Within three years, the number of Canadian tourists to Mexico has increased by 1.6 fold, while Mexican tourists to Canada have risen by 1.71 fold. The ANZFTA (the ASEAN-Australia-New Zealand free trade agreement) signed in 2009 is an agreement between New Zealand and Australia and members of the Association of Southeast Asian Nations, including Brunei, Myanmar,

Cambodia, and Vietnam. After three years, tourists from Myanmar to New Zealand increased by sixfold, and tourists from Vietnam to New Zealand have grown 1.43 fold. In 1994, the EEA (European Economic Area) was signed. It includes the European Union, Monaco, Norway, and Liechtenstein. Three years later, tourists from southern Europe to Monaco have risen 1.44 fold, and to Norway 1.89 fold. Compared with other pacts, the RCEP has enjoyed an unprecedented scale and stays ahead of time. As a result, an open economic and trade environment fostered by the RCEP under the large-scale market system will further boost international tourism development, thus forming a global tourism and economic community.

This enormous tourism economic community is not only brought together by a large number of people and unprecedented economic and trade scale but also is supported by the fact that tourism has broken free of its own barriers to make innovations. Once we realize such progress, we will understand the importance of mountain tourism amid such a process. Mountain tourism often marks an important milestone towards economic openness and innovation for a country. Looking back on Chinese reform and opening-up, it is not hard to notice the major role of mountain tourism. In 1979, when China first launched the reform and opening-up initiative, Deng Xiaoping delivered a speech titled the Yellow Mountain Talk at the famous Yellow Mountain, which represents the beginning of modern Chinese tourism pushing towards reform through mountain tourism development. Both special administrations and industries characterize Chinese reform. Why did Xiaoping deliver such a speech? Firstly, reform craves new ideas. He said, "Tourism has so much potential. Here, mountains are your assets." Reform needs foreign capital. He said, "Tourism is, in fact, the export of scenery. Its income will increase annually." Reform demands market. He said, "Yellow Mountain is where tourism can grow,

and money can be made. Let's suppose each visitors spend a thousand dollars, and each year, we have one million visitors; that equals ten billion dollars or 5 billion dollars if receiving half the visitors." Reform needs corporations. He said, "We could set up multiple tourism companies with each one being independent and engaging in competitions." Reform needs infrastructure. He said, "Sometimes, foreign tourists have doubts when they spend less money. We need to take advantage of such opportunities to ensure sound transportation, accommodation, and facilities. On the other hand, we should strive to develop our city and tourism industry so that we can attract maximum foreign capital." The reason why Xiaoping delivered such a speech on Yellow Mountain was that the marketization of tourism requires a series of conditions. The typical features of mountains in China and East Asia represented by the Yellow Mountain include: 1. The geographical location of cities and mountains: mountains are situated near cities, thus enjoying their infrastructure and services. 2. Typical culture: mountains are typical symbols of Chinese culture. Seeing the mountains will make one understand Chinese culture. 3. Rich history: the deep tourism culture dated back a long time ago. 4. Industrial clusters: including intangible cultural heritages, handicrafts, and agricultural infrastructure. The reasons why Xiaoping would choose tourism as the drive for reform and opening up can be summarized as follows: 1. With few internal restrictions, tourism attracts the largest common interest and promotes market reform. 2. As a naturally open business, it can boost the process of Chinese opening up. 3. The deeply interrelated tourism sector can mobilize comprehensive reform for social and economic development. We can conclude from the Chinese mountain tourism experience that its development has played a huge part in leveraging and enhancing RCEP. Most famous mountain tourism sites stand at the forefront of their national reform and opening up. For example, the proactive strategies of the Alpes and the sustainability of the Canadian Rocky Mountain Parks. Pushed by broad reform and opening-up policies, mountain tourism will stimulate national reform to a larger degree.

Taking the Lancang-Mekong Corridor as an example, it is clear that tourism has embarked on a journey of open development under the framework of RCEP. From the chart, countries along the corridor, such as China, Cambodia, Laos, Myanmar, Thailand, and Vietnam, are all pursuing tourism development according to their own national conditions. They have eased the restrictions on market access and citizen treatment. Investments, industries, tourism flow, regulations, and cooperation are increasingly integrated among these countries, thus forming a world-level tourism corridor.

Mountains are the birthplace of human civilizations and an important carrier for exploring their origins and destinations. Mountain tourism accounts for about 15% to 20% of the global tourism market, producing 70 to 90 billion dollars in avenues every year. Mountains and coasts are regarded as the two most important forms of tourism all over the world, with the former being the core geographical pattern for RCEP countries. With the help of RCEP and mountain tourism, a tourism network is gradually becoming woven together by world-level tourism destinations and corridors. There are 158 world heritages in the network, amounting to 13.7% of the world's total. The Great Wall and Palace Museum from China, the Luang Prabang from Laos, the Ha Long Bay from Vietnam, the Angkor Wat from Cambodia, the Bagan from Myanmar, the city of Melaka from Malaysia, Komodo National Park in Indonesia, the Kakadu National Park in Australia, the New Zealand Sub-Antarctic Islands are all included in this network. There are also a series of vibrant corridors in this network, including the Lancang-Mekong Corridor, the China-Laos Economic Corridor, the Bangladesh-China-India-Myanmar Economic Corridor, and the China-Laos Mohan-Boten Economic Cooperation Zone. In addition, the Jakarta-Bandung High-Speed Railway, China-Laos Railway, China-Vietnam International Railway, China-Myanmar, and China-Myanmar-India International Railway have dramatically expanded tourism accessibility and flow. World-level tourism networks will produce more mountain tourism destinations around the world, which in turn will enhance the network. Mountains

are the birthplace of human civilizations, and international mountain tourism destinations are the key embodiment of national and regional mountain civilizations. They can reflect the deepness, vigour, economic performance, and future potential of mountain civilizations. These global sites are where mountain culture is passed on, where mountain life converges, and where mountain tourism achieves the utmost economic performance. They are also the testing fields for mountain civilizations. Developing mountain tourism destinations under the RCEP framework requires exploring embedded destinations, with green modernization, green urbanization, and green globalization as the main driving forces for growth. Based on global innovation and technology, sustainable development, and reform and opening

up, a high-quality international circular tourism consumption mode will be formed. Together with the RCEP network, this mode will strive to improve the national image, promote modern ideology, enhance open international exchange, and stimulate exploratory development.

Thanks to the opportunity provided by RCEP, the single largest global mountain tourism economic community is taking place with international tourism destinations and corridors as support. Countries in the network should join hands to channel more impetus from economic and trade development into the tourism industry and lead Asia-Pacific tourism and economy towards a new form of development through open cooperation and sustainable development.

# 山地民间手工艺的传承与资源化利用文化 ——传统手工艺的传承与创新

各位与会者大家好！

很荣幸受国际山地旅游联盟邀请来到老挝参加2023“国际山地旅游日”主题活动，非常高兴能到现场与各位一同为促进国际山地旅游全面复苏、市场的可持续发展以及具体解决方案进行讨论与分享。

根据此次活动“连接山地精彩，共享美丽生活，共促旅游振兴”的主题，在这里我想与大家分享的是关于“山地民间手工艺的传承与资源化利用”，这个内容也是我多年思考、研究与探索的一个领域。

人类的文明来源于思想与双手的共同创造。山地生态是大自然赋予我们取之不尽的资源。山地民间传统手工艺作为山地文化的重要构成，是祖先留给后世的宝贵财富。它们承载了不同时期文明发展的内涵，记录着不同国家各山地区域多元化的风俗人情、民族文化、生活方式、宗教信仰等。

传统手工艺作为人类智慧的结晶与体现，千百年来，生生不息，代代相传，世界上现存手工技艺的发展与演变历程正是人类发展历程的见证。在大量传统手工艺中，蕴含着工匠文化和工匠精神，例如，曼尼里的木雕工艺、意大利的彩陶、巴拉圭的七彩蛛网蕾丝刺绣等。这些珍贵的文化内涵，在当代旅游业中，仍然散发着独特的光芒。许多旅游景点将传统手工艺作为当地旅游业的一部分进行



国际民间艺术组织全球副主席陈平

Internationale Organisation Für Volkskunst (IOV)  
Global Vice President  
Chen Ping

宣传和推广，特色鲜明、种类繁多的传统手工艺构成了山地旅游产业的多样性文化特色，也是地方旅游收入的重要支柱。

随着现代经济的迅猛发展，人们的生活方式和消费习惯随之改变，手工技艺被工业化、低成本、大批量的生产取代，不少国家的手工业已转型为机械工业，造成大量传统手工艺因产业的衰退而渐渐消失，人类历史上曾经蕴含高度智慧的高超





ວັນທີອາງຸວຍເຂົ້າສົກົນ ປະຈຸບັນ 2023  
2023 International Mountain Tourism Day  
INTERNATIONAL MOUNTAIN TOURISM DAY 2023

手工技艺，因为生存环境的恶化而失传。随着社会市场经济的崛起，现代人们的生活节奏越来越快，对物质生活的需求也在增加。在高效工业生产的挤压下，传统手工业被冷漠和取代。这是全人类共有财富所面临的无法挽回的巨大损失。

根据中国 2008 年第一次全国手工业普查结果表明，在普查的 1881 种手工艺品中，988 种 (52.53%) 处于正常发展状态，535 种挣扎求生，244 种濒临灭绝，114 种彻底停产。十几年后的今天，情况更是令人堪忧。

据统计，20 世纪中期，在中国的中华老字号有近万家之多，主要集中在食品餐饮、服饰布料、中医药、丝织品、工艺美术和文物古玩等行业，但在 20 世纪 90 年代之后就只剩下了不足两千家，骤减到五分之一，而其中仅存的老字号企业中一大半都是在勉强维持现状，还有很多则处于长期亏损，面临着倒闭破产，差不多只有百分之十的老字号企业生存效益良好。

放眼世界，情况一样不容乐观。特别是在过去三年，由于疫情的影响，旅游业受到了重创，也导致很多的手工艺从业者失业，生活举步维艰。在我们今天讨论山地旅游事振兴与恢复的同时，也应该关注这些手工艺人群体以及正在受到严重危害的手工艺技术。

所以，尽管世界各地逐步从疫情影响中恢复，

国际交通重新接轨，旅游经济陆续复苏，我仍感觉国际山地旅游联盟的重任，重视和倡导保护传统手工艺的重要价值，并再次呼吁成立“山地手工艺保护与创新专业委员会”的必要性。通过其影响力和规范原则，提高人们对山地手工艺社会价值的认识。

山地民间手工艺的传承与资源化利用是一项重要的文化保护和经济发展任务。针对国际山地民间传统手工艺的可持续发展，我认为我们可采取的具体措施如下：

### 一、组织专业人员参与传统手工艺的创新与现代化研发与设计

为传统手工艺人与当代设计师创造联动机会，共同探讨传统技术与现代设计的合作。通过创新的设计理念和工艺技术为传统山地手工艺注入新的元素和风格，包括改变材料选择、运用新的图案和色彩、结合现代元素等使其更加符合现代市场需求。

二、发挥互联网新媒体优势拓展销售渠道、提升市场推广 通过 YouTube、抖音、推特等社交媒体平台和数字营销手段，介绍与传播传统手工艺，吸引青年观众在线观看，在全球范围增强手工艺的传播力度，提升其知名度与美誉度。

### 三、建立有效的传承机制和教育培训体系

鼓励传统手工艺人通过设立传统手工艺培训中心、学院、工作坊等，传授传统技艺和知识，培养年轻人对传统手工艺的兴趣与热爱。通过组织学徒制度或师徒传承的方式，培养年轻一代，并确保技艺得以延续。此外，还可以与学校合作，将手工艺纳入课程中，通过传授提高学生对传统手工艺的认知和欣赏。

Lao Textiles 融合 推广 经营  
Integration Promotion Operation



#### 四、呼吁各国制定法律法规、出台相关产业政策支持

利用国际联盟优势与影响力，呼吁各国政府相关部门出台相关政策，支持传统手工艺的发展与传承，具体支持性政策包括提供资金支持、减免税收、设立专门的手工艺保护区域等。同时，各国家还可通过制定专属于传统手工艺的知识产权法律法规，保护其文化遗产地位，防止侵权或不正当竞争。

#### 五、将山地民间手工艺融合至山地旅游发展的关键一环

通过组织手工艺工作坊、展示手工艺制作过程，将传统手工艺作为旅游景点的一部分进行宣传与推广，吸引游客参观和购买传统手工艺品。不仅如此，通过开展手工艺体验活动，让游客亲身参与和深入了解山地民间手工艺的魅力与价值。

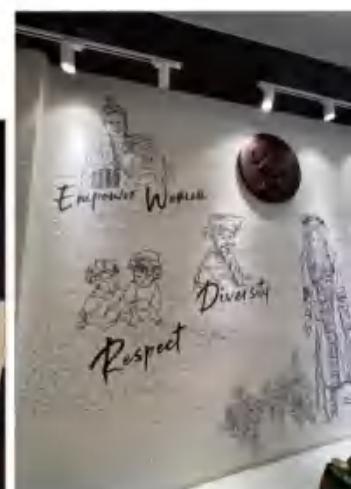
我认为传统手工艺与大工业生产之间并非格格不入，而是存在着一种必然的互补关系，这种互补不仅是对经济发展的助推，同时也是一种文化的弥补，将传统文化中最美的寓意予以展示，使产品具备更高的附加值和影响力。

作为山地民间文化重要组成部分，古老、质朴却又精湛、妙趣横生的传统手工艺总是不经意间传递着一个国家和地区的文化信息，诉说着来自民间的表达和创造，地域色彩、生活习俗以及对生活、对美的理解和表达，诉说着与商品消费完全不同的生活体验和情怀，是世界各民族宝贵的文化财富，积极研究山地文化，自觉、自信地去挖掘和认识传统手工艺的价值，创造性地传承和发展，人类的文化生态才会更加健康更加蓬勃

有力，山地社会经济才更加健康和可持续发展。

正是对于世界传统手工艺的专业聚焦与研究，暨南大学在中国政府的高度重视、联合国教科文组织全国委员会的大力支持下，于2022年10月获得联合国教科文组织“世界传统手工艺：传承

Lao Textiles 创意 创新 设计 产品  
Creativity, Innovation, Design Products



与创新”教席地位。这也是目前全球唯一以世界传统手工艺的传承与创新为核心的教席计划。教席和暨南大学期待能与老挝及各国政府代表、国际组织代表、科研机构等合作，联合制定山地文化传承的发展计划，积极响应联合国《2030年可持续发展议程》及联合国教科文组织的文化公约，促进全世界传统手工艺的传承与创新，推动尤其是青年和妇女手工艺人就业及创业。

在此感谢国际山地旅游联盟从国际视角和多维度拓展开放共享空间，使不同国度、不同民族之间能够共同分享山地文化的精髓与内容。通过持续地举办“国际山地旅游日”的主题活动，传承山地文明的意识，唤起人们更多的关注与参与；促进对山地经济、造福山地民众的责任，营造优良的山地旅游环境，推进山地文化可持续发展，共创国际山地旅游日美好未来。

## Heritage and Resource Utilization of Mountain Folk Handicrafts

### —Inheritance and innovation of traditional craftsmanship

Hello, everyone!

It is a great honor to be invited by the International Mountain Tourism Alliance (IMTA) to Vientiane, Laos to participate in the theme event "International Mountain Tourism Day 2023". I'm really glad to discuss and share with all of you for the promotion of the full recovery of international mountain tourism, the sustainable development of the market and concrete solutions.

According to the theme of this event, "Enjoy the Wonder of Mountains, Share the Beauty of Life, Revitalize the Tourism Industry", I would like to share with you about "the inheritance and resource utilization of mountain folk crafts", which is also a direction I have been thinking and studying for many years.

Human civilization comes from the joint creation of ideas and hands. Mountain ecology is an inexhaustible resource given to us by nature, while mountain folk traditional handicrafts, as an important component of mountain culture, are valuable treasures left to us by our ancestors. They carry the connotation of civilization development in different periods, and record the diversified ethnic cultures, customs, lifestyles and religious beliefs of different countries and regions.

As the crystallization and embodiment of human wisdom, traditional handicrafts have been handed down from generation to generation for thousands of years. The development and evolution of existing handicrafts in the world is a testimony to the development of human beings. A large number of traditional handicrafts contain artisan culture and artisan spirit. There are different styles of handicrafts in different countries around the world. Many of these unique products still shine in contemporary tourism, and many tourist attractions produce and sell them as an important part of local tourism, as well as being part of a tourist tour. They not only improve the living standard of local aborigines and bring them

considerable income, but also allow cultural heritage to be well inherited and utilized. These distinctive and diverse traditional handicrafts are important carriers of the diverse culture of the mountain tourism industry, and moreover, they are an important pillar of local tourism income.

With the rapid development of modern economy, handicraft skills have been replaced by industrialized, low-cost and high-volume production. Many handicraft products have been transformed into machine production, causing a large number of traditional handicrafts to gradually disappear due to the decline of the industry. The handicraft skills that once contained a high degree of wisdom in human history have been lost due to the deterioration of the living environment. As the pace of life accelerates and changes, modern people's demand for material life and consumption habits have also changed. It is a problem that must be taken seriously that traditional handicrafts are being left out and replaced in such an environment.

More regrettably, the tourism industry has been hit hard by the epidemic in the past three years, which has also resulted in many craftspeople losing their jobs and struggling to make ends meet. While talking about the revitalization and recovery of the mountain tourism business today, we should also concern ourselves with these craftsmen groups and the craft skills being badly hit.

We are pleased to see that the world's tourism economy is gradually recovering. As a professional international organization, the International Mountain Tourism Alliance has a heavy responsibility. We should value and advocate the importance of preserving traditional handicrafts, and through its influence and appeal, call on the international community to protect and value mountain handicraft resources, recognizing their value and role.

The inheritance and resource utilization of mountain folk handicrafts is an important task for cultural preservation and economic development. For

the sustainable development of international mountain folk traditional handicrafts, we need to consider the following points:

I. Organize professionals to participate in the innovation and modernized R&D and design of traditional handicrafts

Create linkage opportunities for traditional craftsmen and contemporary designers, so that they can empower each other, thus combining traditional techniques with modern designs. Through innovative design concepts, modern high-tech craft techniques inject new energy into traditional mountain crafts, including the selection of new materials, the use of new patterns and colors, the incorporation of modern elements and conformity to contemporary aesthetic concepts and lifestyles, to make them more in line with the needs of the modern market, especially consumers.

II. Utilize the advantages of new Internet media to expand sales channels and enhance marketing

Introduce and disseminate traditional handicrafts through social media platforms such as YouTube, TikTok, Twitter and other digital marketing means, attract young viewers to watch online, enhance the dissemination of handicrafts globally, to improve their visibility and reputation.

III. Establish an effective transmission mechanism and education and training system

Encourage traditional craftsmen to teach traditional skills and knowledge by setting up traditional crafts training centers, colleges, workshops, etc., to cultivate young people's interest and love for traditional crafts. Cultivate the younger generation of craftsmen by organizing an apprenticeship system or master-apprentice succession to ensure the continuation of traditional crafts. In addition, it is possible to work with schools to incorporate handicrafts into the curriculum and improve students' knowledge and appreciation of traditional handicrafts through impartation.

IV. Call on countries to formulate relevant laws and regulations and introduce relevant industrial support policies

By leveraging the advantages and influence of the International Mountain Tourism Alliance, call on

relevant government departments of each country to issue relevant policies to support the development and inheritance of traditional handicrafts, including specific supportive policies such as providing financial support, tax exemptions, and setting up special handicraft protection zones. Also, countries can protect the status of traditional handicrafts as cultural heritage and prevent infringement or unfair competition by formulating exclusive laws and regulations on intellectual property rights.

V. Integrate mountain folk crafts into the key aspects of mountain tourism development

By organizing handicraft workshops and demonstrating the process of handicraft making, traditional handicrafts are promoted and publicized as part of the tourist attractions to attract tourists to visit and buy traditional handicrafts. In addition, it is also possible to conduct handicraft experience activities to allow tourists to participate and gain a deeper understanding of the charm and value of mountain folk handicrafts.

As an important part of mountain folk culture, ancient, rustic yet exquisite and fabulous traditional handicrafts always inadvertently convey the cultural message of a country and region, expressions and creativity from the folklore. With strong regional color, they express local living customs, people's understanding and expression of life and beauty. They speak of a completely different life experience and sentiment from commodity consumption, and are a valuable cultural treasure for all peoples of the world. Actively study mountain culture, consciously and confidently explore and recognize the value of traditional handicrafts, so that they can be creatively inherited and developed. Only in this way will the cultural ecology of human beings be healthier and more vigorous and powerful, thus allowing for a healthier and more sustainable socio-economic development in the mountains.

Thanks to this dedication to the study of the world's traditional handicrafts, Jinan University, with the support of UNESCO, was awarded the UNESCO Chair in "World Traditional Handicraft: Heritage and Innovation" in October 2022. This is currently the only Chair in the world that focuses on the heritage

and innovation of the world's traditional handicrafts. Its goal is to enhance the creativity, viability and innovative design capabilities of craftspeople (especially women craftspeople) in today's society, and to explore the contemporary application and transformation of traditional handicrafts.

We look forward to working with Lao and national governments, international organizations, communities, universities and educational institutions to respond to the UN 2030 Agenda for Sustainable Development and UNESCO Conventions on Culture Protection, and to promote the heritage and innovation of traditional handicrafts around the world.

We would like to thank the International Mountain Tourism Alliance for opening up a shared

space from an international perspective, enabling practitioners from different regions to jointly share the essence and content of mountain culture, and for persistently organizing the theme of International Mountain Tourism Day to pass on the consciousness of mountain civilization and arouse more attention and participation; to strengthen people's awareness towards the protection of mountain cultural heritage, to raise the living standards of traditional craftsmen, especially to improve the status and employability of women craftsmen, to work together to create an excellent mountain tourism environment, to promote the sustainable development of mountain culture, and to create a bright future for international mountain tourism!



## 赋能山地旅游 共启精彩旅程

很荣幸受国际山地旅游联盟邀请，与大家相聚老挝万象，共同见证“国际山地旅游日”主题活动的召开，在此，我谨代表携程集团对此次活动的举办表示衷心的祝贺！也向长期以来支持携程集团发展的各位领导、来宾、媒体和各界朋友们，表示诚挚的感谢！

2023 年是旅游行业真正拨云见日的一年，随着世界各国陆续放松旅行限制，全球旅游市场进入稳步复苏阶段。从全球数据来看，近期世界旅游组织发布的《世界旅游晴雨表》中提到，今年第一季度全球旅游已恢复到疫情前的 80%。从携程国际平台数据也可看出，全球旅游复苏比预期更为强劲，旅游行业重新焕发活力。

从中国地区数据来看，经历三年低谷，2023 年旅游市场迎来了一波强劲复苏。

从文旅部五一假期数据来看，中国国民旅游需求正在持续释放。假期期间中国国内旅游人次达到 2.74 亿，已经超过疫前水平，恢复至 2019 年同期的 119%。从携程平台数据来看，国内景区门票票量同比 2022 年增长 9 倍，较疫前 2019 年的五一假期增长超 2 倍。同时旅游市场的供给侧也在有序恢复中，携程集团旗下 FlightAi 市场洞察平台数据显示，今年“五一”期间，国内航班架



携程集团战略合作部总经理宋利国  
Strategic Cooperation Department of  
Trip.com Group General Manager  
**Song Ligu**

次超过 8 万，日均水平较 2019 年同期增长 15% 左右。4 月 28 日，五一假期前一天，上海虹桥高铁站当日发往全国的高铁票售罄。5 月 1 日长三角地区铁路发送旅客 371.1 万人次，创下单日旅客发送量新高。

中国境内游恢复良好，出入境游同样增长迅猛。其中 2023 年 1、2 月份，出境机票和酒店订单量，同比增长达 200% 和 140%。与此同时，沉寂已久的入境旅游市场也迎来了复苏的曙光，携程数据显示，今年 1-3 月，入境游整体订单预

订量同比增长 46%，其中入境机票预订量同比增长 168%，入境游酒店预订量同比增长 27%。

携程平台有着数百个旅行标签，将目的地旅行产品做了详细的分类梳理，我们调取了平台近万个主要的山地旅游景区数据看到，在旅游大盘市场持续向好的局面下，山地旅游的趋势热度攀





升同样明显。2023年1—5月山地旅游产品订单量较2019年同期增长60%以上，山地旅游产品交易金额较2019年同期增长53.2%，山岳型景区旅游订单人次较2019年同期增长约279%。

今年1—5月，携程平台山地旅游订单数据显示，山地旅游用户群体中80后依旧是主力客群，占比超过34%，其次为90后，00后年轻化群体居第三，增长最为明显。性别来看，男性游客更青睐山地旅游，占比超过65%。

我们还对比了携程平台上，度假休闲类、户外运动类、生态观光类、文化探索类山地旅游订单及用户的情况。其中文化探索类产品订单增长最快，增长率超过66%，且年轻化趋势明显，00后旅行用户占比由2019年的不足5%，变化为占比超过28%。度假休闲类山地旅游用户对高星酒店的需求提升最快，订单间夜量增长率超55%。滑雪、登山、滑翔伞等户外运动类山地主题游产品供给多样开花，迎来主题游线路产品订单200%+的增长。而传统的生态观光类山地旅游目的地，如安徽黄山，贵州黄果树等，正朝着综合型方向发展。整体来看，山地旅游出行动机正从目的地观光打卡到兴趣出游方向转变。越来越多用户愿意为目的地内容、为情绪价值体验买单。

从新场景、新理念、新动能三个方面，依托携程集团三大核心战略有效赋能山地旅游发展。首先，通过乡村振兴战略切入山地旅游的重要场

景，拓展乡村旅游市场增量空间；然后，结合携程集团可持续旅游Less计划，传递山地旅游自然保护、生态环保等新理念；最后，旅游振兴A计划，通过系列举措开展旅游目的地品牌营销，推动文旅产业结构优化，赋能山地旅游的持续发展。

山地地区有着独特的生态环境与多样的人文风貌，构筑了独有的集生态农业、居住生活、文化休闲于一体的美丽乡村。现在，山地乡村因为有了旅游业态的植入，在一定程度上拓展了生产空间，为乡村振兴找到了可操作的新型路径

为了积极践行国家乡村振兴战略，2019年起，携程集团考察全国多个市县，经过一系列探索后于2021年3月，正式推出“乡村旅游振兴”战略，计划在五年内，打造10个高端乡村住宿标杆产品、规模化赋能100个旅游村、培养10000名乡村旅游振兴人才。

截至目前，携程已经在中国11省布局23座农庄。在目的地周边民宿品质提升方面，带动周边民宿软硬件改造，民宿售卖价格最高增长30%。同时，为所在地带来更多关联订单增长。在富民方面，带动本地员工人均年增收7000元以上。

高端乡村民宿，正在从乡村旅游的补充性产品转变为核心吸引力，在山地旅游生态的发展中发挥明显的带动作用，在促进山区农村一二三产业融合发展上的作用也日益凸显。

未来，以携程度假农庄为代表的高端乡村民宿，将不断探索实现自身价值的道路，与乡村振兴的伟大目标一起前行，真正成为推动山区乡村振兴的一把金钥匙。

2023年3月，携程集团联合麦肯锡咨询、雅高集团联合发布《探寻中国可持续性旅行之道》白皮书，中国的可持续旅行正在高速发展，并有机会在未来引领全球可持续旅行的发展。

在此之前，携程集团作为一家社会型企业，一直在践行低碳和环保理念，积极引领行业风尚，助力可持续旅行理念传递。2022年7月，携程集团发布“LESS·可持续旅行计划”，承诺将逐步实现企业的全面可持续运营，也计划与携程的全球生态合作伙伴联合推出至少一万个低碳旅行产品。这些产品覆盖了酒店、机票、用车、租车、商旅、度假等几乎全线业务线，在发布后的一年时间里，已经覆盖了数千万全球游客。

由携程集团、蔚来与美国国家地理联合打造的生态旅游微纪录片《行走的绿色》，与当地环保专家和旅游达人一起寻找可持续的旅行和生活方式，探索中国都市和乡野山村之美。

近期，我们也将与优秀的生态伙伴携手探索多座中国国家公园，传递国家公园在生态景观与生物物种保护等方面的价值，倡导自然环保的旅行生活方式，打造更多生态旅游先锋目的地。

去年年底，携程集团正式推出“2023旅游振兴A计划”，宣布将推出“三重战略”助力行业和目的地与旅行者“重逢”。

一是通过千名当地向导打造千种目的地“重逢”体验，“重塑品牌价值”。重点采取“人找人”策略，充分整合携程平台优质供应链资源，通过经验丰富的旅游从业者快速结合旅行用户需求打造一批“重逢”体验产品，覆盖文化人文、主题深度体验等。

二是通过四季营销促进万亿旅游消费“重

振消费信心”。发挥海内外营销优势，通过Ctrip、Trip.com、Skyscanner、MakeMyTrip、Tripadvisor、Google、Facebook等极具影响力的平台，形成旅游全球营销矩阵，通过私域流量阵地搭建、全球广告投放策划、社媒平台矩阵推广等多种品牌营销策略，打造亿级曝光流量，塑造目的地形象，提高目的地国际化影响力。

三是通过建设10个文旅产业孵化中心，“重构产业生态”。通过联盟化手段整合赋能目的地，改善产业链底层生态，恢复自我造血功能，在带动文旅发展与人才培养的基础上，助力目的地走向生态运营，从而实现旅游品质和收入的双提升。

三重战略，助力行业振兴与发展，创造文旅经济发展高峰。

山有万象，旅而不同。山地旅游的发展，具有广阔的想象和实践空间，未来，携程集团也将持续发挥自身优势，为世界山地旅游目的地与全球游客搭起互动的桥梁，并与全球旅游同仁共同发力，共推山地旅游向着多元化、品质化方向可持续发展，让山地旅游受到越来越多游客青睐。



## Empower Mountain Tourism for A Wonderful Journey Together

It is a great honor to be gathered here in Vientiane, Laos, to witness the opening of the "International Mountain Tourism Day" theme events. On behalf of Trip.com Group, I would like to express my heartfelt congratulations and extend sincere thanks to all the leaders, guests, media, and friends from all walks of life who have long supported the development of Trip.com.

2023 is a year of breakthrough for the tourism industry. With countries around the world easing travel restrictions, the global tourism market has entered a stage of steady recovery. According to the global data and the recently released UNWTO World Tourism Barometer, world tourism has recovered to 80% of pre-pandemic levels in the first quarter of this year. Our data also reveals that world tourism is even stronger than expected, with the industry reinvigorating itself.

Looking at the data on China, after three years of decline, the tourism market in 2023 experiences a strong rebound.

Ministry of Culture and Tourism data on the May Day holiday shows that the demand of domestic tourism keeps climbing up. In detail, the number of domestic tourists in China reached 274 million, surpassing pre-pandemic levels to the 119% of 2019. Our data on ticket sales for domestic scenic spots increased by 9 times compared to 2022, more than doubling the figures from the May Day holiday in 2019. Meanwhile, the supply side is also recovering in an orderly manner. In addition, our FlightAi market insights show, this year's May Day holiday witnessed over 80,000 domestic flights, an average daily increase of around 15% compared to 2019. On April 28th, the day before the holiday, all high-speed train tickets departing from Shanghai Hongqiao Railway Station were sold out. On May 1st, the Yangtze River Delta saw a record-breaking single-day passenger volume of 3.711 million people traveling by rail.

Inbound and outbound tourism of China have also seen rapid growth. In particular, during January and February this year, outbound flight tickets and hotel bookings increased by 200% and 140% respectively than the last year. The long-dormant inbound tourism market has also seen the dawn of recovery. Our data reveals that from January to March this year, overall inbound tourism bookings increased by 46% compared to the previous year, with inbound flight tickets showing a remarkable growth of 168% and hotel bookings increasing by 27%.

On Trip.com, we have hundreds of travel tags that

clearly classify tourism products of destinations. We have accessed data from nearly 10,000 major mountain tourism scenic areas and found that, amidst the overall improvement of the market, there is a significant surge in the popularity of mountain tourism. From January to May of 2023, mountain tourism product bookings increased by over 60% than 2019, trading volume of mountain tourism products by 53.2%, and the orders for mountainous scenic areas by approximately 279%.

During January to May this year, our data on orders for mountain tourism shows that the post-80s generation remains the main customer group, accounting for over 34% of the total, followed by the post-90s generation and then the younger post-2000 generation that shows the most significant growth. In terms of gender, male tourists show a greater preference for mountain tourism, accounting for over 65%.

We also compared the orders and user information on mountain tourism products, including vacation and leisure, outdoor sport, ecological sightseeing, and cultural exploration. Among them, cultural-exploration products showed the fastest growth – exceeding 66% with a clear trend of being younger, as the proportion of post-2000 generation travelers climbed from less than 5% in 2019 to over 28%. Vacation and leisure tourists are the most demanding for premium hotels, with a growth rate of over 55% in room nights. Outdoor-sport products such as skiing, mountain climbing, and paragliding come with diversified types, with an over 200% growth in route bookings. Meanwhile, traditional ecological sightseeing mountain tourism destinations like Huangshan in Anhui and Huangguoshu Waterfall in Guizhou are progressing in an all-round way. Generally speaking, people come to mountain tourism destinations, not for merely sightseeing anymore, but for interest-based trips, and more are willing to pay for destination content and value-based experiences.

From three aspects: new scenarios, new concepts and new driving forces, we effectively empower the development of mountain tourism. First, through rural revitalization, we tap into the key scenarios of mountain tourism, and expand the inventory space for rural tourism. Second, with LESS, our sustainable tourism program, we promote new concepts like natural conservation and ecological protection. Last, through the Tourism Revitalization Plan A, we carry out brand marketing for destinations, optimize the structure of cultural and tourism industry, and empower the sustainable development of

mountain tourism.

Mountainous areas boast unique ecological environments and diverse cultural landscapes which constitute beautiful villages with ecological agriculture, residence, culture and leisure. Now, with more business patterns, villages in mountains enjoy a larger space for production and for new ways of revitalization.

To implement China's national rural revitalization strategy, since 2019, Trip.com Group has investigated many cities and counties across the country. Later, in March of 2021, we officially launched the "Rural Tourism Revitalization" strategy. Our plan was to create 10 benchmark products of high-end rural accommodation, empower 100 tourism villages, and train 10,000 talents and experts within five years.

Up to now, we have branched out to 23 farmhouses in 11 provinces across China. In terms of improving the quality of surrounding B&B, we took the lead in upgrading facilities and the environment, resulting in a maximum increase of 30% in price and more orders. In terms of benefiting the people, we brought an annual increase of over 7,000 yuan per capita in income for local employees.

High-end rural B&B is transforming from complementary products to core attraction of rural tourism, driving the development of the mountain tourism ecosystem and the integration of the primary, secondary, and tertiary industries in mountainous rural areas.

In the future, high-end rural B&B represented by our farmhouse resorts will continue to explore their own value, reach for the goal of rural revitalization, and become a key driver of rural revitalization in mountainous areas.

In March 2023, Trip.com Group, in collaboration with McKinsey & Company and Accor Group, released The Path toward Eco-friendly Travel in China. The white paper highlights the rapid development of sustainable travel in China and the future opportunity for the country to take the lead worldwide.

Prior to this, Trip.com Group, as a socially responsible corporation, had been practicing the concepts of low-carbon and environmental protection, leading the industry trends, and advocating the idea of sustainable travel. In July of 2022, we launched the "LESS · Sustainable Travel Program," pledging to gradually achieve comprehensive sustainable operation and launch at least 10,000 low-carbon tourism products with our global ecological partners. These products cover nearly all our services – hotel, air ticket, car rental, business travel, and vacation. Within one year, the products covered millions of global tourists.

The eco-tourism micro-documentary "Walking Green", jointly created by Trip.com Group, NIO and

National Geographic, explores sustainable travel and lifestyle with local environmental and tourism experts. It showcases the beauty of urban and rural areas in China.

Recently, together with outstanding ecological partners, we have explored national parks in China, to help promote the critical role the national parks play in ecological landscapes and biodiversity conservation. Additionally, we advocate for a travel lifestyle that prioritizes natural conservation and try to create more pioneer destinations of ecotourism.

At the end of last year, we officially launched the "2023 Travel Revitalization Plan A" and announced a "triple strategy" to reunite the industry, destinations, and travelers.

First, by working with thousands of local guides, we aim to create 1,000 destination "reunion" experiences and "reshape brand value." We focus on a "people-to-people" strategy, leverage our high-quality supply chain resources, and, with the help from experienced tourism experts, rapidly develop a series of "reunion" products that cater to the needs of travelers, covering cultural, thematic, and immersive experiences.

Second, we promote trillion-yuan tourism consumption project and "restore consumer confidence" through year-round marketing. Based on our advantages in domestic and international marketing, we form a global matrix through influential platforms like Ctrip, Trip.com, Skyscanner, MakeMyTrip, TripAdvisor, Google, and Facebook. In addition, we employ various brand marketing strategies, including private traffic platforms, global advertising, and social media, for brand image, exposure and international presence of destinations.

Third, we establish ten culture & tourism incubation centers to "reconstruct the industry ecosystem." Via IMTA, we integrate and empower destinations, improve the underlying ecosystem of the supply chain, and restore self-regeneration capability. What's more, by promoting cultural and tourism development and talent cultivation, we help destinations master ecological operations, thereby progressing in tourism quality and revenue.

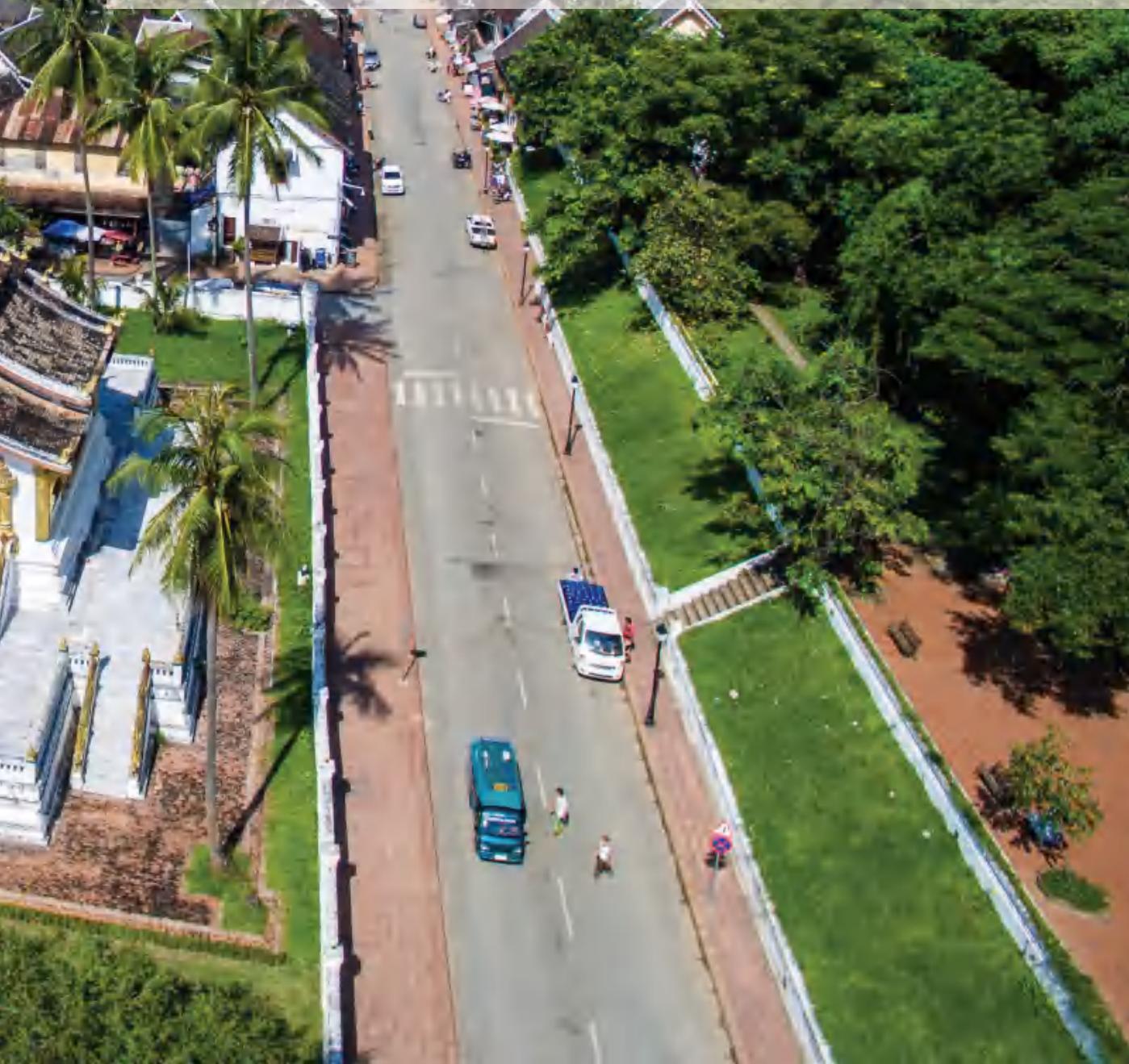
The triple strategy helps the tourism sector to revitalize and cultural and tourism economic to peak.

Mountains are full of wonders and unique experiences for travelers to explore. And the development of mountain tourism allows for vast space of imagination and practice. In the future, Trip.com Group will continue to leverage its edges, bridge mountain destinations and tourists around the world, work with tourism experts to make mountain tourism diversified and high-quality, making it more popular among tourists.



# 亚洲山地旅游推广大会

Asian Mountain Tourism Promotion Conference



# 致辞 Address



老挝新闻文化旅游部副部长

## 温吞·考潘致辞

Vice Minister of Ministry of Information, Culture and Tourism of Lao PDR  
**Ounethouang Khaophanh**

各位尊敬的、亲爱的来宾们：

在 2013 年，老挝被欧洲旅游联合会评选为全球最具吸引力的国家，使老挝在国际舞台上享有盛誉。

正如在座各位所知晓的，新冠疫情的蔓延对国内乃至全球的社会经济和旅游业造成了巨大影响，而且对老挝人民民主共和国目前和日后的经济也产生了巨大影响，对国内和国际的旅游业有着直接影响。与 2019 年相比，2020 年来自各国的国际游客数量减少了 74% 以上，尽管如此，各国还是依据本国国情严格落实疫情的防控、管理和缓解疫情蔓延的措施。与此同时，许多国家制定了促进国内旅游的政策，旨在创造就业机会和增加社会收入，促进各国社会经济的恢复和发展。

自 2021 年 5 月政府宣布开放以来，有关老挝人民民主共和国开放欢迎游客的相关政策已通过

国内外各大社交媒体进行广泛宣传。在老挝工作和经商的旅游专家、老挝各大旅游公司已向其国外合作伙伴公司通报，并在许多国际旅游杂志上发表有关老挝人民民主共和国开放的规定的相关文章。目前，可以看出，越来越多的国内外游客已经知晓老挝人民民主共和国的开放政策，外国的各家合作公司已经向国内的合作公司预订旅游项目，预计 2023 这一年，越来越多的来自国内和国际的游客们将逐渐前往老挝旅游。

为了向国际社会推广老挝旅游业，老挝政府宣布 2024 年为老挝旅游年，此举将对促进旅游业的发展做出贡献，将推动平安往来和舒适便利旅行的业务发展，包括来自老挝政府、工商界和各族人民在内的所有相关部门的大力支持，使老挝旅游年的举办得以正式实施并取得良好的效果，目前，正在筹备 2024 年老挝旅游年和承担东盟轮

值主席国的相关工作。

我谨代表老挝人民民主共和国政府，谨借此机会邀请各位贵宾、来自国内和国际社会的游客，特别是来自中华人民共和国的游客，前往老挝人民民主共和国旅游，请各位媒体朋友帮助广泛传播有关老挝人民民主共和国的公众关系，激发更多的游客来老挝旅游，我谨呼吁所有政府和私人旅游经营者、国际组织之间相互支持和鼓励，为接待将通过老中铁路前往老挝旅游的国际游客做

Laos is located at the connection of neighboring countries in the Mekong belt. Through socio-economic development over the years, our economy has grown and is widely interconnected due to its location in the center of the region and its rich natural resources, which have made it a regional and international tourist destination.

With the Government's focus, tourism will be one of the Government's 11 blueprints to establish a colorful natural, cultural and historical development strategy, to develop green tourism and to ensure sustainability by attracting people to adapt to the tourism and other services that have been developed. In addition, my Government is focused on developing infrastructure by creating a communication route that connects the entire country and connects neighboring countries, leading from the entire south to the north. Tourism efforts are linked to all areas of the economy, allowing tourism to play an important role in the country's economic and social development, especially in the development of civil tourism cooperation.

In 2013, Laos was chosen by the European Tourism Federation as the most visited country in the world, which puts Laos on the international stage.

The outbreak of COVID-19 has had a significant impact on the economy and social and economic industries of China and the world, and directly affected tourism. The number of international tourists in 2020 fell by more than 74% compared to 2019. In any case, our country has been implementing measures to prevent, control and address the spread of such diseases in strict accordance with national

好准备，包括将开通茂林航班的计划也纳入其中，以便继续推动两国旅游业使之重新繁荣起来。

我相信，本届亚洲山地旅游推广论坛将为所有代表提供一个讨论、发展和促进旅游业的机会，为恢复山地旅游和可持续发展提供一个机会。

向百忙之中参加今天论坛的各位专家学者、各位政府和商业界的代表们表示感谢。

预祝亚洲山地旅游推广大会取得圆满成功。

circumstances. Similarly, many countries have adopted policies to promote domestic tourism aimed at generating jobs and social income, contributing to the recovery and economic and social development of each country.

Since the Government announced the opening of the country in May 2021, information about its tourism welcome policy has been publicized through a fairly wide range of social media, both domestic and foreign, and articles about our country's liberalization have been published in several international travel magazines. Today, tourists from all regions and the international community are more aware of our country's liberalization, and overseas partners are actively booking travel lists with domestic partner companies. It is expected that by 2023, tourists from all regions and countries will gradually come to Laos more and more.

In 2024, the government will declare it the Year of Tourism in Laos to promote its tourism industry to the international community, which will help promote the development of tourism and help encourage the development of safe and convenient transportation facilities. All relevant sectors are encouraged to contribute, including the state, businesses and ethnic minorities.

I am confident that this platform for the promotion of mountain tourism in Asia will provide an opportunity for all to jointly negotiate, develop, encourage and promote tourism, and the recovery and sustainable development of mountain tourism.



## 国际山地旅游联盟副主席、执行秘书长 傅迎春致辞

Vice Chairman and Executive Secretary-General of IMTA  
**Fu Yingchun**

作为 5.29 主题活动的重要组成部分，“亚洲山地旅游推广大会”聚集了中国和东盟国家，联盟会员所在国山地旅游相关领域的知名机构、企业、专家和媒体代表，还有老挝各省的文旅局局长，将围绕旅游重塑之年消费变化趋势，供给创新，市场运营等，探究旅游治理的规律和路径，推出有助于形成市场开放互动局面的解决方案，推介有利于引领新消费需求的新业态、新产品。值得一提的是，这是继去年由中国文旅部、贵州省人民政府和国际山地旅游联盟共同在贵阳举办首届“亚洲山地旅游推广大会”后的又一届推广大会，本次大会的特点，一是首次在中国以外国家举办，并与 2023 “国际山地旅游日”主题活动形成联动，对应了市场回暖的机遇窗口。二是以万象为主会场，线下线上，会前会中会后整合式宣传推广，文旅中国和老挝合作方联手开展宣推执行，希望与会各方利用好这个平台，分享推广好山地旅游

As important part of the theme event on 29 May, the conference brought together representatives from renowned mountain tourism-related institutions, enterprises, experts and media outlets in China, ASEAN and member countries of IMTA, as well as director generals of culture and tourism administrations of Lao provinces, to discuss the trends of consumption changes, supply innovations and

产品创新、营销策略和服务保障等经验，开成一次互学互鉴的盛会。

亚洲山地生态系统在全球举足轻重，75% 的山地和高原，造就了神奇壮阔、各美其美的名山大川。世界遗产、人与生物圈、世界地质公园、自然保护区等山地景观资源，为世界级旅游目的地和度假区开发提供了不竭资源，成为促进亚洲经济发展的重要支点。

作为全球唯一以山地旅游定位的国际组织，国际山地旅游联盟秉持共商共建共享的理念，依靠会员和业界力量，把握机遇、应对挑战、积极探索山地旅游理论与实践创新，协力构建互利共享的山地旅游命运共同体，在机制创新、平台运作、品牌塑造等方面积累了一定经验，希望借本次活动契机，联盟与参会各方建立起新的合作关系，联盟也愿意为大家提供力所能及的服务，以期共同为旅游振兴和可持续山地旅游发展作出贡献。

market operations in the year of tourism reshaping. The event will also explore the laws and paths of tourism governance, introduce solutions that help to form an open and interactive market, and promote new business models and products that meet new consumption needs. Notably, it is another promotion conference after the 1st Asian Mountain Tourism Promotion Conference delivered by the Ministry

of Culture and Tourism of the People's Republic of China, the Guizhou Provincial People's Government and IMTA in Guiyang last year. One feature of this year's conference is that the conference was hosted by a country other than China and held concurrently with the theme event of International Mountain Tourism Day 2023 amid the recovery of the tourism market. The other feature is that the conference took place online and offline, with the main venue in Vientiane, and integrated promotion was conducted by Culture & Tourism China in collaboration with its Lao partners before, during and after the conference. Hopefully, the participating sides will make good use of this platform, to share and promote the experience of mountain tourism product innovation, marketing strategies and service support, thus delivering an event of mutual learning and mutual understanding.

Asia's mountain ecosystem is vital in the world. Mountains and plateaus accounting for 75% of Asia's total area gave birth to magical and magnificent mountains and rivers bringing out the best in each

other. World heritage sites, man and biosphere, world geoparks, nature reserves and other mountain landscape resources provide inexhaustible resources for the development of world-class tourist destinations and resorts, and become important drivers for the economic development of Asia.

As the world's only international mountain tourism organization, IMTA has upheld the concept of extensive consultation, joint contribution and shared benefits, relied on its members and the industry, seized opportunities, addressed challenges and explored innovations in mountain tourism theories and practices, pooled efforts to build a community with a shared future for mountain tourism, and accumulated some experience in mechanism innovation, platform operation and brand building. Hopefully, through this event, IMTA will establish new cooperative relations with other participating sides. And IMTA is willing to provide services to the best of its ability, to contribute to tourism revitalization and the sustainable development of mountain tourism.





世界旅游及旅行业理事会高级副总裁

## 玛丽贝尔·罗德里格致辞

Senior Vice President of WTTC

**Maribel Rodriguez**

大家好，我叫玛丽贝尔·罗德里格，是世界旅游及旅行业理事会的高级副总裁。如今，旅游业的大门又重新敞开了。

我再次对国际山地旅游联盟致以诚挚的问候。国际山地旅游联盟是一个非常重要的组织，而且，此次活动“2023年国际山地旅游日主题活动”与世界旅游及旅行业理事会的目标非常契合。旅游业是一个非常重要的行业，贡献了全球就业岗位的1/11，并且在未来10年内其在全球经济中所占

Hello, my name is Maribel Rodriguez, I'm the Senior Vice President of WTTC, the World Travel & Tourism Council. Now the doors are again open for tourism.

I'm welcoming again the International Mountain Tourism Alliance is a very important association and the events (2023 IMTD themed events) that is very in line with WTTC objectives. Travel and tourism is a very important sector represents 1/11 jobs in the planet and will be growing 5.1% in the next 10 years occupancy the global economy.

的比重将增长5.1%。

我们祝贺第五届国际山地旅游日的到来，并希望我们能够继续前进，继续旅行，接触他人，并接待游客。我们代表着卓越，我们代表着财富，我们代表着力量。旅游业是世界上最大的行业之一，同时也是为社会和经济带来较多益处的行业之一。

祝万事如意，感谢邀请我们。

We are wishing you today the 5th International Mountain Tourism Day and we hope that we keep on moving, keep on traveling, meeting people and receiving tourists because we represent the best, we represent the wealth, we represent, the powerment. The travel and tourism sector is one of the biggest sector in the world to work, at the same time is one of the sector that brings more to the society and to the companies.

Enjoy the day and thanks for inviting us.

# 分享推介 Sharing and Promotion

老挝新闻文化旅游部旅游发展司副司长  
**奥格恩·潘杨努旺**

Deputy Director of Tourism Development  
Department of the Ministry of Information, Culture  
and Tourism of Lao PDR  
**Ogeun Panyanouvong**



老挝发展以高速为重点，高效、现代、环保的产业是潜在优势，门票是老挝国民经济的命脉，而门票竞争力是旅游业、服务业和零售业的强大源动力，老挝旅游业的发展主要从以下几个方面展开：

1. 加强保护传统文化、自然和历史有关的旅游工作，以促进山地旅游可持续发展；
2. 鼓励人们从事旅游业，补充旅游产品和提高行业服务；
3. 通过创造有利的环境来补充国内外所有商业部门的投资，根据国民经济和社会发展计划提供各种投资便利和投资服务；

开发、补充和管理自然、文化、历史，同时提高农业质量，创造可持续的健康绿色发展，与各国际组织和国际部门一起，成为带头发展的经济部门并为人们提供帮助，人们根据政府的政策正逐渐摆脱贫困。

老挝人民民主共和国共有 23.68 万平方公里的土地，老挝的地形多为山区，海拔较高，既有山区，也有高原，北部地区为海拔平均 1500 以上的高海拔地区。

发展山地旅游有助于保护森林和自然环境。总的来说，老挝人民民主共和国的旅游业发展潜力很大，仍有很大的进步空间，我们在投资各种设施方面也有技术和预算限制。对此，我有以下几点建议：

1. 提议老挝加强与联合国公共商业部门技术合作山区旅游开发与管理的交流；
2. 建议政府帮助吸引来自中国的有经验、有能力、有资金的投资者来讨论老挝山地旅游的发展；
3. 建议通过知识和经验的交流加强双方的团结。

Laos' development focuses on high-speed. Efficient, modern and environmentally friendly industries are potential advantages. Tickets are the lifeblood of the Lao national economy, and ticket competitiveness is a powerful source of tourism, service and retail industries. The development of Lao tourism mainly starts from the following aspects:

1. Strengthen tourism related to the protection of traditional culture, nature and history to promote the sustainable development of mountain tourism;
2. Encourage people to engage in tourism, supplement tourism products and improve industrial services;
3. Supplement investment in all business sectors at home and abroad by creating an enabling environment, and provide various investment facilitation and investment services in accordance with national economic and social development plans;

Develop, supplement and manage nature, culture and history, while improving the quality of agriculture and creating sustainable, healthy and green development. Together with international organizations and international sectors, it has become a leading economic sector and helps people. People are gradually emerging from poverty in accordance with government policies.

The Lao People's Democratic Republic has a total of 236,800 square kilometers of land. The topography of Laos is mostly mountainous, with high altitudes, both mountainous areas and plateaus. The northern region is a high-altitude area with an average altitude of more than 1,500.

The development of mountain tourism helps to protect forests and the natural environment. Generally speaking, the tourism development potential of the Lao People's Democratic Republic is great, there is still a lot of room for progress, and we also have technical and budgetary constraints in investing in various facilities. In this regard, I have the following suggestions:

1. It is proposed that Laos strengthen exchanges with the United Nations public and commercial sector technical cooperation in mountain tourism development and management;
2. It is recommended that the government help attract experienced, capable and financial investors from China to discuss the development of mountain tourism in Laos;
3. It is recommended to strengthen the unity of the two sides through the exchange of knowledge and experience.



老中铁路总公司副总经理  
**阿农德思·佩特凯松**

Vice General Manager of LCRC  
Anongdeth Phetkaysone



尊敬的来宾们，尊敬的女士们，先生们，大家好！

今天非常荣幸代表老中铁路总公司发表意见，我衷心感谢所有主办方组织这次推动亚洲山地旅游的有意义和重要活动。

大家都知道，我们老挝人民民主共和国开辟了一个新的国内轨道交通枢纽，并通过老中铁路与中国相连，这是经济网络的一条重要通道，融合老挝和中国两国人民的文化和社会交流以及贸易投资。

老挝是一个以旅游而闻名的国家，是以丰富的自然景观而广受欢迎的国家。南北依山傍水，是热爱大自然的游客的好去处；还有古朴民俗、民族风情文化等独特瑰丽又丰富的历史旅游黄金资源。

我们老中铁路总公司非常自豪能够为国内和国际旅游的便利化做出积极贡献，这从我们铁路线路使用的乘客统计数据中可以看出，铁路的流

Dear guests, distinguished ladies and gentlemen, hello everyone!

It is a great honor to express my opinions on behalf of the LCRC today. I sincerely thank all the organizers for organizing this meaningful and important event to promote mountain tourism in Asia.

As we all know, our Lao People's Democratic

量非常大，超过了开通初期我们所设定的目标。自 2021 年 12 月 3 日正式开通运营之日至 2023 年 5 月 18 日（1 年零 5 个月），老中铁路累计发送旅客 245 万余人次，日均发送旅客 4600 余人次；其中，单日最大客运量为 10197 人次，老中铁路现有 10 个客运站，日开行（次）列车共 5 列，其中动车组 3 列，普速列车 1 列；此外，从 2023 年 4 月 13 日开始，我们又开通了一趟动车组列车，即从老挝万象到昆明南（中国）的跨境客运列车，这是方便人们和游客旅行的另一种选择，旨在刺激旅游业态，改善两国人民之间的关系，并有效推动周边各领域的经济创收。

我坚信并期待，此次具有重要意义的交流论坛将推动老挝人民民主共和国政府与中国政府合作迈上新台阶，挖掘这条铁路的潜力，无论是旅游业，还是双方经济社会文化的发展都将日益成熟，硕果累累。

Republic has opened a new domestic rail transit hub and connected it to China through the Lao-China Railway, which is an important channel for the economic network, integrating cultural and social exchanges and trade and investment between the Laos and Chinese people.

When it comes to tourism, Laos is a country

famous for tourism and is popular with its rich natural landscape. The north and south are surrounded by mountains and rivers, which is a good place for tourists who love nature. There are also unique, magnificent and rich historical tourism gold resources such as simple folklore and national customs and culture.

LCRC is very proud to make a positive contribution to the convenience of domestic and international tourism. This can be seen from the passenger statistics used in our railway lines that the flow of the railway is very large, exceeding the goals we set in the early stage of operation. From the official opening of operation on December 3, 2021 to May 18, 2023 (1 year and 5 months), the Lao-China Railway has transported more than 2.45 million passengers, with an average daily passenger capacity of more than 4,600 passengers per day. Among them, the maximum

passenger traffic in a single day is 10,197. There are 10 passenger stations on the Lao-China Railway, with a total of 5 daily trains, including 3 trains and 1 general-speed train. In addition, since April 13, 2023, we have opened another train, that is a cross-border passenger train from Vientiane, Laos to Kunming South (China), which is another option to facilitate people and tourists to travel. It aims to stimulate the tourism industry, improve relations between the people of the two countries, and effectively promote economic income in various fields.

I firmly believe and expect that this important exchange forum will push the cooperation between the Government of the Lao People's Democratic Republic and the Chinese government to a new level and tap the potential of this railway. Tourism, the economic, social and cultural development of both sides will be increasingly mature and fruitful.



国际山地旅游联盟专家委员会成员、  
国际山地旅游专家

## 高宁

Member of IMTA Expert Committee,  
International Mountain Tourism Expert  
**Serge Koenig**



我生活在法国阿尔卑斯山脉勃朗峰山脚下的小镇霞慕尼。霞慕尼有着得天独厚的自然资源。霞慕尼的旅游基础设施很早就得到了开发。1910年建造了通往蒙特维的山间列车，1950年建造了通往南针峰的缆车，这两个景点和巴黎的埃菲尔铁塔一样，一直都是法国接待游客最多的地方。

1965年勃朗峰隧道建成，连接起了法国和意大利，为霞慕尼接待国际游客增添了一大助力。2020年的新冠疫情并没有对霞慕尼普通旅游消费人流产生任何影响，霞慕尼地区的国际游客人数甚至还有上升。

每年有250万游客直接从高速公路抵达霞慕尼，而勃朗峰隧道每年约有70万辆货运卡车通过，这些都对山谷的空气质量产生了影响：霞慕尼成为了法国空气污染最严重的城市之一。

政府部门尝试放慢城市的节奏。霞慕尼不再做各种推广，不想再接待更多的游客，而是寻求将优待还给当地原住民。然而，挑战逆转发展的

轨迹难度非常高。

除此之外，还有因为人类活动而造成的气候变化也是一大挑战。我们知道，全球旅游产业产生的温室气体占全球排放总量的10%。气候变暖的结果也影响了山区，使得山上的雪越来越少，越来越危险（岩石滑坡，冰川消失等等），因此对游客的吸引力也逐渐降低。更严重的是会减少上游平原和下游山谷里的水资源，从而影响各种生命存活。

一个旅游热点出现后，应该对其进行长期的规划，特别是适度和公平的分配经济，要与严格的环境保护充分结合，并应保证当地居民能够正常生活，因为他们才应该是该地区发展的主要角色。

山地旅游应该基于质量而非数量进行考量，联合国可持续发展的17个目标是一份很好的路线图。非常感谢大家，祝大家都能享受山地对我们的馈赠。

I live in Chamonix at the foot of Mont Blanc in the French Alps. This valley has become a must in terms of mountain tourism, which has developed here since the 18th century. The natural resources

of Chamonix are exceptional. Very early on, tourist infrastructures were developed. The Montenvers mountain train was built in 1910, the Aiguille du Midi cable car in 1950: the 2 sites are still among the most

visited in France with the Eiffel Tower.

The Mont Blanc tunnel, built in 1965, linking France to Italy, will promote international visits to Chamonix. The Covid in 2020 has not changed anything in the consumer affluence of mass tourism. The number of international visitors to Chamonix has even increased.

The motorway bringing directly to Chamonix 2.5 million annual visitors and the Mont Blanc tunnel (also used each year by 700,000 heavy goods vehicles) affect the air quality of the valley: Chamonix is one of the most polluted cities in France.

The authorities are trying to slow down the movement. Chamonix no longer promotes, no longer wants to welcome more visitors, and seeks to give priority to the locals. The challenge of reversing the spiral is complicated.

Added to this is the challenge of anthropogenic climate change. We know that the tourism industry globally produces 10% of global greenhouse gas

emissions. And the consequences of global warming affect the mountains which are less and less snow-covered, more and more dangerous (landslides, disappearance of glaciers, etc.) and therefore less attractive. Not to mention the prospects of diminishing water resources necessary for all life in the valleys and plains downstream...

I am not going to expand, but a tourism development project must be planned over the long term, in particular with a moderate and equitably distributed economy, reconciled with rigorous preservation of the environment, and the maintenance of the local population, which must remain there as the central actor.

Mountain tourism must be thought out on the fundamentals of quality and not quantity. The 17 Sustainable Development Goals of the United Nations are a good roadmap.

Thank you all warmly. And enjoy the mountains.



文旅中国总经理

李 霞

General Manager of Culture & Tourism China  
Li Xia



尊敬的各位领导、各位来宾，很高兴和大家一起出席此次活动，今年春节以来，国内旅游业持续复苏。劳动节五天假期，中国国内旅游市场迎来了活跃的氛围，入出境旅游也持续复苏。根据文化和旅游部统计数据，劳动节五天，中国国内旅游出游 2.74 亿人次，同比增长 70.83%，实现中国国内旅游收入 1480.56 亿元，同比增长 128.90%。有些地方公布的数据，甚至是 2019 年的几倍，可见，旅游产业已开启新的阶段。据国家移民局数据，中国边检机关共查验出入境人员 626.5 万人次，日均 125.3 万人次，比起去年“五一”同期增长约 2.2 倍，是 2019 年“五一”同期的

59.2%。

从各景区爆火的情况看，世界旅游已进入明显复苏期。

关于山地旅游这个话题，要看山地旅游所依托的资源本质、优势，利用这些优势发展的山地旅游形态，所对应的主要人群，哪些人关注和参加山地旅游，或者有到山地旅游的意愿和计划。

在山地环境中，人们感受愉悦、放松和独特的体验。山地户外运动，由于具有丰富的有氧运动条件，滑翔伞、山地自行车、攀岩、高原运动等众多运动方式被专业体育或体育爱好者青睐，同样对于游客来说，山地旅游是一种健康生活方式。

凭借其景观美学形态、康养生态环境和深厚文化内涵，成为备受青睐的旅游目的地，山地旅游是人们健康多彩的生活方式之一。中国山地旅游市场活力涌动、创新不断、未来可期。

中国 318 家 5A 级景区中，有 102 个是以山命名的。山地旅游就是发挥自有的独特资源，发展独特的业态。



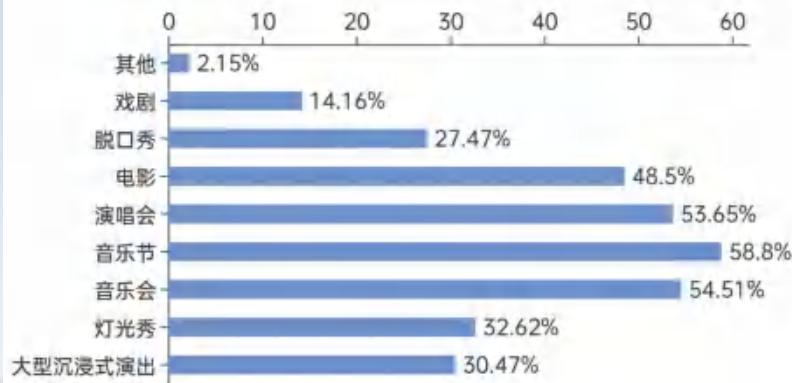
贵州是山地旅游资源大省，奇峰、异谷、溶洞、湿地、温泉遍布全域，独特的喀斯特地貌孕育了雄奇秀美的景色，为发展山地旅游提供了绝佳的条件。这几年，贵州省加快建设国际一流山地旅游目的地，完善山地旅游设施，发展自行车、越野、攀岩、

徒步、洞穴探险、低空飞行、滑雪滑草等山地旅游户外产品，成为贵州一张闪亮的旅游名片。相信大家都看过贵州台江村 BA 的视频，一个山地乡村的篮球比赛把现场氛围拉满，竟然有粉丝驱车 200 公里来观看比赛，后来我们知道，旅游也自然带动了起来。

更进一步分析，山地旅游的人群是怎么样的？我们通过对互联网数据分析，发现对山地这类关键词感兴趣的人群，70% 以上在 20–39 岁之间。

因此从业态上来说，发现市场需求变化，以多种业态来满足这些用户的需求，是当前景区尤其是山地旅游需要更多关注的方向。

Distinguished leaders and guests, it is a great pleasure to attend this event with you all. Since the Spring Festival this year, the domestic tourism industry has continued to recover. The five-day Labor Day holiday ushered in a vibrant atmosphere in the tourism market in China, with inbound and outbound tourism continuing to recover. According to statistics from the Ministry of Culture and Tourism, during the five days of Labor Day, there were 274 million domestic tourism trips in China, a year-on-year increase of 70.83%, achieving a domestic tourism revenue of RMB 148.056 billion, a year-on-year increase of 128.90%. The data released in some places, even several times that of 2019, indicates that the tourism industry has entered a new stage. According to the data of the National Migration



今年，文旅中国推出了可以快速响应游客对新科技需求的元宇宙文化舱，利用沉浸式的科技演绎，将本地文化进行讲述，把风光用新奇的视角展现，极大地提高山地旅游运营能力。

元宇宙内容需求是最大的，从产业上提升内容制作能力，把原有的场景升级，落地元宇宙制作基地，还能为当地提供一个新业态产业链，抓住科技升级的机遇，形成本地数字文化的优势。

总之，山地旅游迎来了新的发展机遇，我们愿与大家一起，共同讲述诗和远方故事，以创意赋能产业发展。

Administration, the border inspection authorities in China have inspected 6.265 million people entering and leaving the country, with a daily average of 1.253 million people, an increase of 2.2 times over the same period of the May Day holiday last year and 59.2% over the same period of the May Day holiday in 2019.

From the boom situation of various scenic spots, it can be seen that world tourism has entered a period of obvious recovery.

On the topic of mountain tourism, it depends on the nature and advantages of the resources that mountain tourism relies on, the forms of mountain tourism developed by using these advantages, the corresponding groups, who are concerned about

and participate in mountain tourism, or have the willingness and plan for mountain tourism.

In mountainous environments, people enjoy pleasure, relaxation, and unique experiences. Mountain outdoor sports, due to the rich aerobic exercise conditions, such as paragliding, mountain biking, rock climbing, and plateau sports are favored by professional sports or sports enthusiasts. Similarly, for tourists, mountain tourism is a healthy lifestyle. With its landscape aesthetics, healthy ecological environment and profound cultural connotation, it has become a popular tourist destination, and mountain tourism is one of people's healthy and colorful lifestyles. China's mountain tourism market is featured great vitality, constant innovation and a promising future.

Out of 318 5A-level scenic spots in China, 102 are named after mountains. Mountain tourism is a unique business format by taking advantage of its own unique resources.

Guizhou is a province rich in mountain tourism resources, with unique peaks, valleys, karst caves, wetlands, and hot springs all over the region. The unique karst landforms have nurtured magnificent scenery, providing excellent conditions for the development of mountain tourism. In the past few years, Guizhou Province has accelerated the construction of international first-class mountain tourism destinations, improved mountain tourism facilities, and developed mountain tourism outdoor products such as cycling, off-road, rock climbing, hiking, cave exploration, low-altitude flight, skiing and grass skiing, which have become a shining tourism card of Guizhou. I believe everyone has watched the video of BA in Chongqing Village. A basketball game

in a mountainous village ignited the atmosphere, and fans even drove 200 kilometers to watch the game. Later we learned that tourism has been naturally driven up.

Then, let's make further analysis, what is the population of mountain tourism? Through the analysis of Internet data, we found that more than 70% of the people who are interested in keywords such as mountains are between the ages of 20 and 39.

Therefore, in terms of business formats, discovering changes in market demand and meeting the needs of these users with various business formats is the direction that current scenic spots, especially mountain tourism, need to pay more attention to.

This year, Culture & Tourism China launched Metaverse Culture Cabins that can quickly respond to tourists' demand for new technology. By using immersive technological interpretation, it tells the stories of local culture and showcases scenery from a novel perspective, greatly improving the operational capabilities of mountain tourism.

The demand for metaverse content is the greatest. By enhancing content production capabilities in the industry, upgrading existing scenes and landing in metaverse production bases, we can also provide a new industry chain for the local area, seize the opportunities of technological upgrading, and form the advantages of local digital culture.

In short, mountain tourism has ushered in new development opportunities, and we are looking forward to sharing poems and dreams with friends from afar and empowering the development of the industry with creativity.

缅中文化旅游促进会会长

## 刘伟

President of Myanmar-China Culture and  
 Tourism Promotion Society

Liu Wei



缅甸，是东南亚的一个国家，也是东南亚国家联盟的成员国。西南临缅甸海，西北与印度和孟加拉国为邻，东北靠中国，东南接泰国与老挝，首都为内比都，人口 5417 万（2022 年），共有 135 个民族，全国 85% 以上的人信奉佛教，全国分 7 个省、7 个邦和联邦区。

缅甸面积约 67.85 万平方公里，海岸线长 3200 公里。地势北高南低。北、西、东为山脉环绕。北部为高山区，西部有那加丘陵和若开山脉，东部为掸邦高原。靠近中国边境的开卡博峰海拔 5881 米，为全国最高峰。西部山地和东部高原间为伊洛瓦底江冲积平原，地势低平。

接下来我来为大家介绍一下缅甸的名胜风景：

仰光大金寺（英语：Shwedagon Pagoda）又称“瑞德宫大金塔”。世界上独一无二，缅甸最神



圣的佛塔。金碧辉煌的缅甸仰光大金塔，与印度尼西亚的婆罗浮屠塔和柬埔寨的吴哥窟一起被称为东方艺术的瑰宝，是驰名世界的佛塔，也是缅甸国家的象征。

万塔之城 – 蒲甘是缅甸的一座历史名城，它的文化历史地位相当于吴哥窟。在这里，人们不仅可以感受到缅甸佛教文化的灿烂辉煌，而且可以看到象征中缅“胞波”友谊的蒲甘凉亭。

蒲甘中部，伊洛瓦底江中游左岸，曼德勒西南 150 多公里处，这里曾是古代缅甸第一个统一



的封建王朝。蒲甘王朝（十一世纪至十三世纪）的首都。

纳布利海滩位于实兑市附近的若开海岸，

是缅甸西海岸最负盛名的沙滩旅游胜地，也是缅甸最美丽的银色海滩之一。这里的沙滩全由贝壳蚀化而成，洁白细软，不夹杂一点泥沙。在夕阳西下、落潮之时的红金潮蟹在沙滩上的穴中进出忙碌。

纳布利海滩海水清澈见底，难怪陈毅元帅在此留下“冬日海浴山道威，细沙如银碧波催”的诗句。

亚热带气候造就了高尔夫球场得天独厚的自然优势，阳光，氧气，绿植。英国人把优雅的高尔夫球运动留在这里，得到缅甸人完整保留和传

Myanmar, a country in Southeast Asia and a member of the Association of Southeast Asian Nations. It is bordered by the Burma Sea in the southwest, India and Bangladesh in the northwest, China in the northeast and Thailand and Laos in the southeast, with Naypyidaw as its capital, a population of 54.17 million (2022), a total of 135 ethnic groups, and more than 85% of the country's people practicing Buddhism, with the country divided into seven divisions, seven states and the Union Territory.

Myanmar covers an area of about 678,500 square kilometers, with a coastline of 3,200 kilometers. The terrain is high in the north and low in the south. It is surrounded by mountain ranges in the north, west and east. In the north are high mountainous areas, in the west are the Naga Hills and the Rakhine Mountains, and in the east are the Shan plateau. Near the border with China, Kay Kabo Peak, at 5,881 meters above sea level, is the highest peak in the country. Between the mountains in the west and the plateau in the east is the Ayeyarwaddy River alluvial plain, with a low and flat terrain.

Next I will introduce you to the famous scenery of Myanmar:

The Great Golden Temple of Yangon (Shwedagon Pagoda), also known as the "Shwedagon Pagoda", is unique in the world and the holiest temple in Myanmar. It is unique in the world and the holiest pagoda in Myanmar. The splendid Golden Pagoda of Yangon, Myanmar, along with the Borobudur Pagoda in Indonesia and Angkor Wat in Cambodia, are known as the jewels of oriental art, the world-famous pagodas, and the national symbol of Myanmar.



承，有别于泰国的高球夸张的性情，性情温和的缅甸人形成了独特的缅甸高尔夫文化，让我们一起去探索吧。

Bagan, the City of Ten Thousand Pagodas, is a historical city in Myanmar, whose cultural and historical status is equivalent to that of Angkor Wat. Here, people can not only feel the splendor of Myanmar Buddhist culture, but also see the Bagan Pavilion, which symbolizes the friendship between China and Myanmar.

Bagan is located in central Myanmar, on the left bank of the middle reaches of the Ayeyarwaddy River, more than 150 kilometers southwest of Mandalay, which was once the first unified feudal dynasty in ancient Myanmar. It was the capital of the Bagan Dynasty (11th to 13th centuries).

Located on the Rakhine coast near Sittwe city, Nabuli Beach is the most prestigious beach destination on the west coast of Myanmar and one of the most beautiful silver-colored beaches in the country. The beach is made of shells, white and soft, without any sand. At sunset and low tide, watch the red and gold tidal crabs move in and out of their holes on the beach.

The sea water of Nabuli Beach is so clear that it is no wonder that Marshal Chen Yi left his poem "Winter sea bathing in Shandaowei, fine sand like silver and blue waves" here.

The subtropical climate creates a unique natural advantages of golf courses, sunshine, oxygen, green plants. The British left the elegant golf game here, which has been completely preserved and inherited by the Burmese. Unlike the exaggerated nature of golf in Thailand, the gentle nature of the Burmese people has formed a unique Burmese golf culture, so let's go together to explore it.



绿色发现集团主席  
**银缇·莲萨旺**  
President of Greendiscovery  
Inthy Deuansavanh

绿色发现集团是老挝首家以项目开发、产品研发、旅游服务为一体的旅游企业，业务涉及新旅游景点开发、大象保护及繁殖、野生猴子保护与观赏、咖啡种植园体验、漂流探险、林中徒步等产品服务。我们强烈认为，所有旅游都应该是生态旅游，我们希望通过一系列不同的项目，让所有股东都参与进来，带领老挝成为东南亚环保的旅游目的地，支持老挝环境和人民的福利，让游客和当地人参与寻求更绿色的未来。我们非常注重与当地居民的和平共处，积极维护旅游经济与当地生活的平衡发展，通过良好的服务和宣传，吸引更多的游客来老挝进行山地旅游。

老挝 80% 的地域被山脉覆盖，拥有令人惊叹的自然景观，比如壮观的石灰岩山脉、令人惊叹的洞穴景观以及丰富的文化。

我们提倡在自然界中提供清洁饮用水，虽然这仍然是一个挑战。我们让许多当地村庄参与进来，为相关村庄提供过滤和储存机制，以便游客和当地人都能轻松获得清洁饮用水，减少用于净化水的塑料和能源。老挝绿色发现集团是一个旨在促进在老挝旅行可持续发展的公司。塑料是生态系统的主要敌人，我们致力于成为一家无塑料公司。

绿色发现集团开展了几个项目，例如通过在国家公园游览或植树会，帮助有城市背景的老挝学童发现老挝生物的多样性和学习生态系统的构成。通过绿色发现可持续发展基金，我们将继续以可持续的方式改善当地社区的生活。因此，在我们集团每次旅行项目中的一美元将被指定用于基金会，以此帮助该项目基金会每年逐年增长。



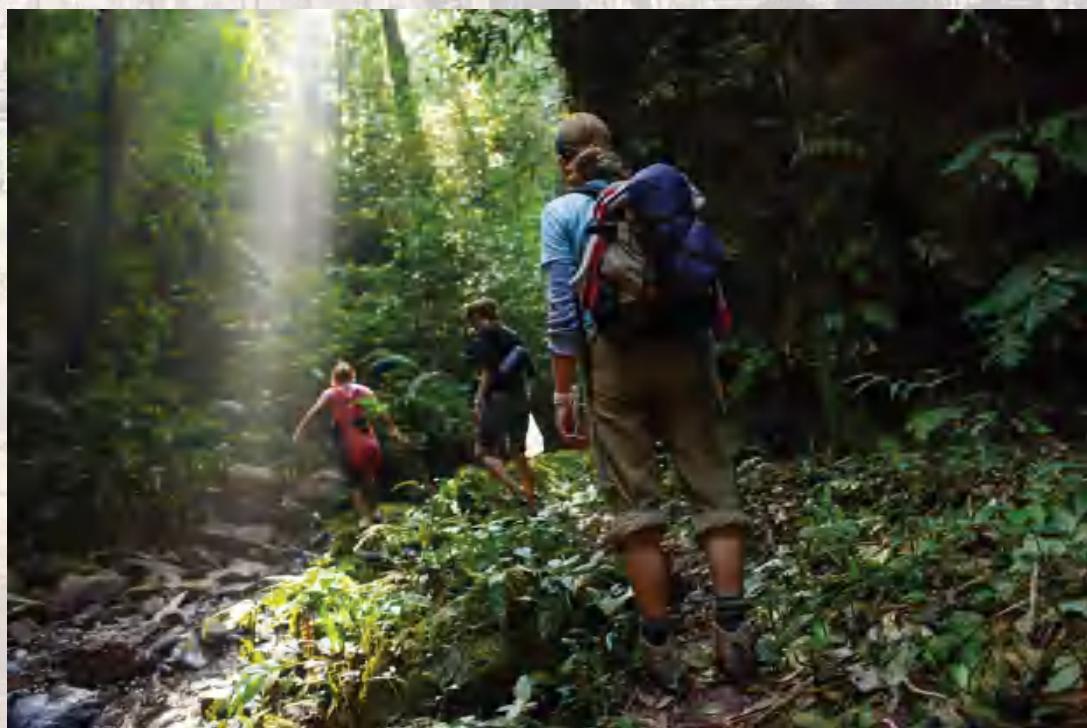
Green Discovery Group is the first tourism enterprise in Laos integrating project development, product research and development, and tourism services. Its business involves the development of new tourist attractions, elephant protection and breeding, wild monkey protection and viewing, coffee plantation experience, drifting exploration, forest hiking and other product services. We strongly believe that all tourism should be ecotourism. We hope to involve all shareholders through a series of different projects, lead Laos to become the most environmentally friendly tourist destination in the southeast, support the environment and the welfare of the people of Laos, and let tourists and locals participate in the search for a greener future. We attach great importance to peaceful coexistence with local residents, actively maintain the balanced development of the tourism economy and local life, and attract more tourists to Laos for mountain tourism through good services and publicity.

80% of the area of Laos is covered by mountains and has amazing natural landscapes, such as spectacular limestone mountains, amazing cave

landscapes and rich culture.

We advocate the provision of clean drinking water in nature, although this is still a challenge. We involve many local villages and provide filtration and storage mechanisms for relevant villages, so that tourists and locals can easily access clean drinking water and reduce plastics and energy used to purify water. Green Discovery Group is a company that aims to promote the sustainable development of travel in Laos. Plastic is the main enemy of the ecosystem, and we are committed to becoming a plastic-free company.

The Green Discovery Group has carried out several projects, such as helping Lao schoolchildren with urban backgrounds discover the biodiversity of Laos and the composition of the learning ecosystem by visiting national parks or planting trees. Through the Green Discovery Sustainable Development Fund, we will continue to improve the lives of local communities in a sustainable way. Therefore, one dollar per travel project in our group will be designated for the foundation to help the foundation's project grow year by year.





2023国际山地旅游日  
INTERNATIONAL MOUNTAIN TOURISM DAY 2023



中国贵州省文化和旅游厅国际山地旅游  
发展中心副主任

## 文薇亚

Deputy Director of the International Mountain  
Tourism Development Center of the Department of  
Culture and Tourism of Guizhou Province, China

Wen Weiya

尊敬的各位领导，各位来宾，女士们，先生们，  
朋友们：

大家，下午好！

今天，非常高兴与大家相聚在美丽的万象，  
共享山地旅游新风采，共谋山地旅游新未来。在此，  
我受贵州省文化和旅游厅委派，向今天参会的各  
位贵宾表示热烈欢迎。

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

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

立足全省资源优势，朝山地旅  
游发力，贵州持续在“山地旅游 +”  
上下足功夫，“公园省”绽放多彩  
魅力：现有世界自然遗产地 4 个，  
5A 级旅游景区 8 个，4A 级旅游景  
区 134 个，省级以上度假区 40 个，  
国家级风景名胜区 18 个，国家级森

林公园 32 个、国家地质公园 10 个、国家级自然  
保护区 11 个。打造了贵阳和安顺“山地旅游 + 集  
散地 + 避暑度假”旅游功能区、黔西南“户外运动 +  
度假康养”旅游功能区、毕节“山地旅游 +  
度假康养”旅游功能区等融合发展的山地旅游新  
业态。“十三五”时期前四年全省接待入黔游客  
人次、旅游总收入均保持 30% 以上的增长速度，  
2021 年贵州旅游及相关产业增加值突破 1000 亿  
元、占 GDP 的比重达 5.2%。贵州正日渐成为山  
地旅游爱好者的理想秘境。

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

最后，预祝本次大会取得圆满成功！

谢谢大家！



Dear leaders, guests, ladies, gentlemen and friends,

Good afternoon, everyone!

Today, I am very glad to meet you all in beautiful Vientiane, witnessing the new look of the mountain tourism and making plans for the new future of the mountain tourism. Hereon, with the delegation of the Department of Culture and Tourism of Guizhou Province, I would like to extend our warm welcome to all of our guests attending the meeting.

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

In this year, No.2 [2023] of the State Council newly issued proposes to "accelerate the construction of international mountain tourism destination", injecting a strong power to the mountain tourism.

Taking the advantage of all of its resources and aiming at the mountain tourism, Guizhou constantly devotes enough time and energy to "mountain

tourism+", which makes the "Mountain Park" shining with a unique charm: there have been 4 World Natural Heritage sites, 8 5A-level tourist attractions, 134 4A-level tourist attractions, 40 resorts at the provincial level or above, 18 national scenic spots, 32 national forest parks, 10 national geological parks and 11 national nature reserves up to now. In addition, it also builds Guiyang and Anshun "mountain tourism + distribution center + summer vacation" tourism function area, Qianxinan "outdoor sports + vacation wellness" tourism function area, Bijie "mountain tourism + vacation wellness" tourism functional area and other new comprehensive mountain tourism industry. In the first four years of the "13th Five-Year Plan", the number of visitors to Guizhou and the total tourism revenue in Guizhou keeps growing at the speed of more than 30%. In 2021, the added value of the tourism products exceeded RMB 100 billion, accounting for 5.2% of GDP. Guizhou is gradually developing into an ideal mysterious place for mountain tourism enthusiasts.

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

Finally, I wish this conference a great success!

Thank you all!



# 世界名山系列推荐 ——亚洲山地旅游摄影展暨传统民间手工艺展

World Famous Mountain Series Recommendation – Asian Mountain Tourism Photography Exhibition and Traditional Folk Crafts Exhibition

山地是全球地貌形态的基本类型，决定了地球表层的格局和演化，也是重要的自然与文化遗产载体，或是为众多动植物提供栖息之所，或是拥有丰富的文化沉积，形成了宝贵的文化遗产。本次展出的亚洲山地摄影展作品是从亚洲各国知名摄影师拍摄的大量知名山岳、山地自然与人文景观中精选的 60 幅作品，涵盖了以亚洲自然遗产和旅游名山为主体的自然风光、名胜古迹、非物质文化遗产等。

而蕴藏在山地之中的传统民间手工艺品是重要的山地民俗与非物质文化遗产的载体，是集手工技能、工具运用和打造实物为一体、凝聚了多元文化的手工艺产品。各种做工精致、富有文化内涵的手工艺产品都是具有良好历史传承意义的宝贵财富。本次传统民间手工艺展主要有木雕、

竹编、织锦、蜡染、刺绣、银饰等来自老挝和中国贵州及西南地区传统民族特色的手工艺制品。

这些摄影作品和手工艺制品无一不展现着人与生态圈的和谐共生，透露出优秀文化的良好传承。它们作为重要的旅游和文化资源，经千百年来的人文积淀，吸引着来自全球各地的游客，为全人类提供了重要的自然教育和各地特色民俗文化体验的机会，有效促进了世界旅游和文化的蓬勃发展。希望通过国际山地旅游联盟的系列推介，向世界传递保护山地资源，传承山地文明的理念，让人们在感受山景及民俗文化神奇魅力的同时，激发了敬畏自然、崇尚文明、向往美好生活的热情，从而进一步促进世界文明成果的互动交流、和谐发展。



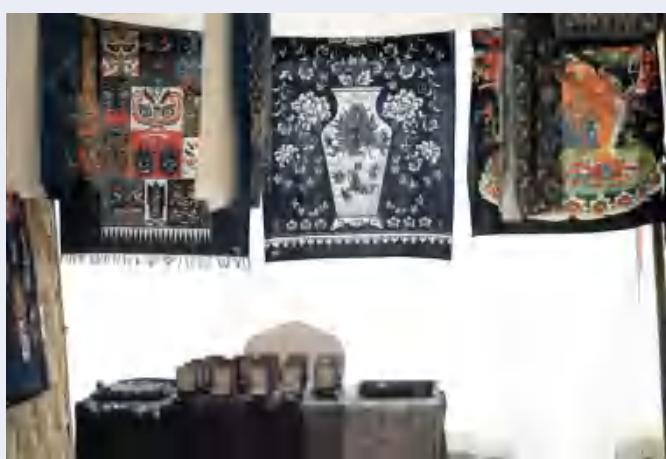


Mountain, as a fundamental part of the Earth's terrain, determines the structure and evolution of the surface, serves as a significant treasury vault of natural and cultural heritages, home to plenty of animals and plants, and the foundation of profuse cultures. The 60 works displayed at the Asian Mountain Tourism Photography Exhibition are selected from the photos taken by reputed photographers in Asia, covering the natural landscapes, historical sites, and intangible cultural heritages in Asian natural heritages and famous tourism mountains.

Traditional folk handicrafts hidden among the mountains bear witness to the magnificent folk cultures and intangible cultural heritages, for they are the crystallization of craftsmanship, tools, artworks, and cultural diversity. Exquisite handicrafts with cultural marks are all precious and historic treasure. Present at the Traditional Folk Handicraft Exhibition are wood carving, bamboo weaving,

brocade, batik, embroidery, silver ornament, and other national handicrafts from Laos and Guizhou Province and southwestern parts of China.

These photography works and handicrafts embody the harmonious co-existence between men and ecosphere, and the sound inheritance of excellent cultures. As wonderful tourism and cultural resources that demonstrate thousands of years of human history and culture, these works and handicrafts attract tourists all over the world, offer opportunities of natural education and experience of folk culture, and drive the world tourism and culture towards prosperity. We hope to, by means of the introduction and promotion by IMTA, spread the concept of preserving the mountain resources and civilizations worldwide, present the grand mountain views and folk cultures to the people and encourage them to respect the nature, admire civilizations and pursue a beautiful life. In doing so, we strive to facilitate the interaction and exchange among world civilizations, and their harmonious progress.





# “老挝之夜” 交流晚宴

## “Night at Laos” Exchange Dinner

老挝新闻文化旅游部为大会组织了一场象征老中友谊的“老挝之夜”晚会，在这里上演了富有地方民族特色的歌舞表演，把活动氛围引向了高潮，各国参会嘉宾在轻松的氛围中就下一步开展业务合作进行了深入交流。

The Ministry of Information, Culture and Tourism of Laos organized a "Night at Laos" party symbolizing the friendship between Laos and China for the conference. There was a song and dance performance full of local ethnic characteristics, which led the atmosphere of the event to a climax. Guests from all over the country had in-depth exchanges on the next step of business cooperation in a relaxed atmosphere.









# 分项交流活动

Sub-Communication Activities

# 山地民宿（琅勃拉邦）合作交流会

## Mountain Homestay (Lang Prabang) Cooperation and Exchange Meeting

老挝琅勃拉邦作为世界文化与自然双重遗产，旅游资源丰富，近年来在山地民宿的建设规划、运营管理等方面积累了丰富经验。国际山地旅游联盟将于2023“国际山地旅游日”主题活动中举办“山地民宿（琅勃拉邦）合作交流会”，携同老挝文旅机构、中国知名民宿经营主体、协会代表，围绕“特色民宿赋能山地旅游产业化”“高品质山地民宿的运营管理”议题座谈交流，共同探索山地民宿发展新方向。

山地民宿作为新兴产业具有蓬勃的生命力，

As a dual cultural and natural heritage of the world, Lao Luang Prabang is rich in tourism resources. In recent years, it has accumulated rich experience in the construction planning, operation and management of mountain homestays. The International Mountain Tourism Alliance will hold a "Mountain Homestay (Luang Prabang) Cooperation and Exchange Meeting" during the theme activity of "International Mountain Tourism Day" in 2023. Together with Lao cultural tourism institutions, well-known homestay operators in China and representatives of associations, we will discuss and exchange on the topics of "Special homestays

本次活动特别策划了在老挝琅勃拉邦举办山地民宿产业交流会，联盟组织了中国优秀的民宿企业代表与老挝民宿企业代表、文旅部门代表等进行座谈，中国民宿行业代表团通过乘坐中老铁路前往老挝，沿途既感受了中老铁路的便捷，又考察了老挝山地旅游发展现状，在座谈中深入了解老挝营商环境和投资政策及当地民宿的运营情况，为未来在老挝和境外投资及山地民宿的发展奠定了基础。

empower mountain tourism industrialization" and "operation and management of high-quality mountain homestays" to jointly explore new directions for the development of mountain homestays.

As an emerging industry, mountain homestays have vigorous vitality. This activity specially planned to hold a mountain homestay industry exchange meeting in Luang Prabang, Laos. The alliance organized a discussion between representatives of China's outstanding homestay enterprises and representatives of Lao homestay enterprises, cultural tourism departments, etc. By taking the China-Lao Railway to Laos, the delegation of the Chinese homestay industry not only felt the convenience of the China-Lao Railway along the way, but also inspected the development status of mountain tourism in Laos. In the symposium, it deeply understood the Laos business environment and investment policies and the operation of local homestays, laying the foundation for future investment and the development of mountain homestays in Laos and abroad.





# 山地旅游产业（巴厘岛）交流会

## Mountain Tourism Industry (Bali) Exchange Meeting

6月1日，2023“国际山地旅游日”主题活动分项交流活动之一的“山地旅游产业（巴厘岛）交流会”在印尼巴厘岛顺利召开。国际山地旅游联盟代表团，联盟会员巴图尔UNESCO世界地质公园及巴厘岛旅游机构、企业和媒体代表出席会议。

国际山地旅游联盟是专注于山地旅游领域的国际性组织，以可持续旅游为目标，秉持保护山地资源，传承山地文明，促进山地经济，造福山地民众的宗旨，推动会员间国际交往、经验分享与业务合作。依靠会员和业界力量，联盟积极探索山地旅游理论与实践创新，协力构建互利共享

的山地旅游命运共同体，在机制创新、平台运作、品牌塑造等方面积累了一定经验。联盟秘书长助理、贵州省国际山地旅游发展中心负责人文薇亚在会上为分享了贵州山地旅游发展情况，她指出：联盟所在地贵州省是有名的山地公园省，92%的国土面积是山地和丘陵，近年来贵州发挥山地资源优势，积极发展以民族和山地为特色的山地旅游业，新业态不断涌现，逐渐成为受到国际旅行者青睐的旅游目的地。

联盟会员巴图尔UNESCO世界地质公园执行官I Gobang Sucipto简要介绍了该地质公园的整体情况和巴厘岛的本土文化，并谈到：山地旅游



参会嘉宾合影



不仅仅是旅游的一种形式，也是保护山区环境、生物文化遗产的一种途径。我们公园的理念与国际山地旅游联盟的宗旨相一致，即应该保护地球、自然，并促进山地社区繁荣。

贵州多彩旅游产业发展研究院院长吴比就山地民宿和度假休闲等内容作了发言。他表示，出境游快速升温，展现了中国经济的巨大活力，为世界经济发展注入了信心和动力。巴厘岛是印尼最受欢迎的旅游目的地，与中国、与贵州旅游产业交流基础深厚。借助国际山地旅游联盟平台，将加快贵州与巴厘岛形成合作新局，有利于促进相关产业高质量发展。

巴厘岛旅游社 d' one Holidays 执行经理

Andi Pranajaya 介绍到：巴厘岛是全球著名的海岛型旅游目的地，有着丰富的山地旅游资源，围绕火山打造的登山、野营、徒步等产品广受大众欢迎。随着全球旅游复苏，巴厘岛的山地旅游发展前景广阔。

新吉澳房车制造有限公司总经理朱善隆表示，随着山地旅游的逐渐火热，房车露营、民宿度假等业态迎来高速发展时期，未来可以相互融合。巴厘岛相关经验丰富，非常值得学习和借鉴。

此外，与会嘉宾就疫后海岛型山地旅游目的地的产品打造进行座谈交流，共话产业发展，共谋合作新篇。

On June 1, the Mountain Tourism Industry (Bali) Exchange Meeting, one of the sub-itemed exchange activities of the 2023 International Mountain Tourism Day, was successfully held in Bali, Indonesia. The delegation of the International Mountain Tourism Alliance, the Alliance member Batur UNESCO World Geopark and representatives of Bali tourism agencies, enterprises and media attended the meeting.

The International Mountain Tourism Alliance is an international organization focusing on the field of mountain tourism. With sustainable tourism as the goal, it adheres to the purpose of protecting mountain resources, preserving mountain civilization, promoting mountain economy and benefiting mountain communities, and promoting international exchanges, experience sharing and business cooperation among members. Relying on the strength of members and the industry, the alliance actively explores the theoretical and practical innovation of mountain tourism, cooperates to build a mutually beneficial and shared community of mountain tourism with a shared destiny, and has accumulated some experience in mechanism innovation, platform operation, brand building and other aspects. Wen Weiya, assistant secretary-general

of the alliance and head of the Guizhou International Mountain Tourism Development Centre, shared the development of mountain tourism in Guizhou at the meeting. She pointed out that Guizhou Province, where the alliance is located, is a famous mountain park province, and 92% of the land area is mountainous and hills. In recent years, Guizhou has given full play to the advantages of mountain resources and actively developed. Mountain tourism, featuring ethnic and mountainous areas, has emerging new forms and has gradually become a tourist destination favored by international travelers.

I Gobang Sucipto, executive officer of UNESCO World Geopark in Batur, a member of the alliance, briefly introduced the overall situation of the geopark and the local culture of Bali, and said that mountain tourism is not only a form of tourism, but also a protection of mountain environment and biological cultural heritage. A variety of ways. The concept of our park is consistent with the purpose of the International Mountain Tourism Alliance, which is to protect the earth, nature, and promote the prosperity of mountain communities.

Wu Bi, president of Guizhou Colorful Tourism

Industry Development Research Institute, made a speech on mountain homestay and vacation and leisure. He said that the rapid warming of outbound travel shows the great vitality of China's economy and injects confidence and motivation into the development of the world economy. Bali is the most popular tourist destination in Indonesia, with a deep foundation for exchanges with China and Guizhou tourism industry. With the help of the International Mountain Tourism Alliance platform, it will accelerate the formation of a new cooperative bureau between Guizhou and Bali, which is conducive to promoting the high-quality development of related industries.

Andi Pranajaya, executive manager of Bali Tourism Agency d'one Holidays, introduced that Bali is a world-famous island-type tourist destination with rich mountain tourism resources. Mountaineering,

camping, hiking and other products built around volcanoes are widely popular with the public. With the recovery of global tourism, Bali's mountain tourism has broad prospects.

Zhu Shanlong, general manager of Xinji'ao RV Manufacturing Co., Ltd., said that with the gradual popularity of mountain tourism, RV camping, homestay vacation and other industries have ushered in a period of rapid development and can be integrated in the future. Bali has rich relevant experience, which is worth learning and learning from.

In addition, the participants held discussions and exchanges on the product creation of post-epidemic island-type mountain tourism destinations, talk about the development of the industry, work together to plan a new chapter of cooperation.



# 山地旅游市场（吉隆坡）交流座谈会

The Mountain Tourism Marketing (Kuala Lumpur) Exchange Symposium

6月3日，2023“国际山地旅游日”主题活动中分项交流活动之一的“山地旅游市场推广交流座谈会”在马来西亚吉隆坡举办。本次座谈会由国际山地旅游联盟主办，国际山地旅游联盟副主席兼执行秘书长傅迎春率领的交流团，马来西亚－中国总商会总会长卢国祥、马来西亚华人旅游业公会总会长包一雄，马来西亚旅游总会署理总会长尤瑟夫、副主席萧钰光、北亚区首席委员涂财，马中旅游文化促进商会理事苏明德，马来西亚旅游行业协会、涉旅企业、媒体代表等出席会议，

聚焦疫后市场新需求，共话亚太旅游重启路径。

国际山地旅游联盟是中国贵州发起成立，以山地旅游为专业定位的非政府、非营利性国际组织，中国的三大国际旅游组织之一，2017年正式成立。联盟以可持续旅游为目标，秉持保护山地资源、传承山地文明、促进山地经济、造福山地民众的宗旨，一直致力于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。目前联盟会员来自五大洲34个国家和地区共194个团体和个人。



参会嘉宾合影



联盟副主席兼执行秘书长傅迎春在座谈会上表示：“以“连接山地精彩，共享美丽生活，共促旅游振兴”为主题的“国际山地旅游日”活动和“亚洲山地旅游推广大会”刚刚在老挝落幕，有关国家山地旅游目的地管理机构、涉旅企业代表围绕山地旅游面临的新趋势、新机遇进行研讨分享，协力探究山地旅游合作新模式，探寻山地旅游国际化、高质量发展新路径。活动一结束，我们就到马来西亚，与马来西亚四大旅游公会共同搭建起交流平台，大家围绕携手推动国际旅游市场复苏，深入交流新市场环境下旅游供给与市场推广所面临的问题和解决方案，共同为旅游市场全面重启献计献策。”

正如马来西亚－中国总商会总会长卢国祥在总结发言中所说：此次座谈会卓有成效，进一步拉近了马来西亚旅游业界和中国之间的距离，希望双方建立更多务实有效的合作机制，加快推动旅游业振兴。马来西亚旅游总会署理总会长尤瑟夫在会上对举办此次座谈会表示由衷的祝贺，介绍了马来西亚旅游总会的整体情况并指出，随着马来西亚边境重开，防疫措施逐步放宽，吸引了大量的外国游客来马旅游，旅游市场呈现一片火热景象。山地旅游作为生态旅游的重要载体，发展前景广阔、潜力巨大，整个马来西亚旅游业界都应予以重视与关注。联盟的宗旨与可持续旅游

的发展理念一脉相承，愿通过此次搭建的平台，进一步增进与行业各方的交流合作，推动山地旅游复苏与繁荣。马来西亚华人旅游业公会总会长包一雄表示，新冠疫情对旅游业造成了巨大冲击，疫后旅游必将迈向自然健康、低碳环保的发展方向。马来西亚是中国旅客首选出游的国家之一，中国贵州的山地旅游也吸引着更多的马来西亚游客前往，希望联盟可以促成马来西亚

吉隆坡至中国贵州贵阳直飞航线的开通。相信未来马中的旅游行业将会蓬勃发展。马中旅游文化促进商会理事赖德伟简要介绍了该协会的整体情况，以老旅游人的视角深度剖析了旅游的新发展方向。

国际山地旅游联盟秘书长助理、贵州省国际山地旅游发展中心负责人文薇亚向与会嘉宾推介了贵州的山地旅游：“山地公园省”贵州自古就有“天下山水之秀汇于黔中”的美名，富集了森林、高原湖泊、瀑布、峡谷等众多山地特殊地貌要素，可谓是山的王国。近年来，贵州大力发展山地旅游，不断丰富山地旅游业态。现在的贵州，因山而自信、因山而发展。她盛情邀请马来西亚业界同仁来贵州参加2023国际山地旅游暨户外运动大会。

贵州多彩旅游产业发展研究院院长吴比就贵州的山地旅游市场服务与民俗产业发展等内容作了发言，新吉澳房车制造有限公司总经理朱善隆谈到了他对山地旅游、房车旅游和民宿产业相互赋能、融合发展的见解。

2023年以来，全球旅游业复苏步伐加快，山地旅游作为其中一大门类倍受关注，成为引领行业振兴的重要支柱。本次交流座谈会搭建起山地旅游国际交流的纽带和桥梁，携手业界共商共建共享可持续山地旅游发展的美好未来。

On June 3, the "Mountain Tourism Market Promotion and Exchange Symposium", one of the sub-item exchange activities of the 2023 "International Mountain Tourism Day" theme activities, was held in Kuala Lumpur, Malaysia. The symposium was hosted by the International Mountain Tourism Alliance and led by Fu Yingchun, Vice Chairman and Executive Secretary-General of IMTA. Lu Guoxiang, President of the Malaysian-China General Chamber of Commerce, Bao Yixiong, President of the Malaysian Chinese Tourism Association, Yousef, Acting President of the Malaysian Tourism Association, Xiao Yuguang, Vice Chairman, Tu Cai, Chief Member of the North Asia Region, Su Mingde, Director of the Malaysian Tourism Culture Promotion Chamber of Commerce, and representatives of the Malaysian Tourism Industry Association, travel-related enterprises, media representatives, etc. attended the meeting to focus on the new needs of the post-epidemic market and talk about the restart of Asia-Pacific tourism.

The International Mountain Tourism Alliance is a non-governmental and non-profit international organization founded in Guizhou, China, with mountain tourism as its professional orientation. It is one of the three major international tourism organizations in China. It was officially established in 2017. With the goal of sustainable tourism, the Alliance adheres to the purpose of protecting mountain resources, preserving mountain civilization, promoting the mountain economy and benefiting mountain communities. It has always been committed to participating in the construction of the mountain tourism governance system, promoting international exchanges and business cooperation among the tourism industry, and promoting and exchanging successful experiences in the development of mountain tourism. At present, the members of the Alliance come from 34 countries and regions on five continents, with a total of 194 groups and individuals. Fu Yingchun, vice chairman and executive secretary-general of the alliance, said at the symposium: "International Mountain Tourism Day" and the "Asian Mountain Tourism Promotion Conference" with the theme of "enjoy the wonder of mountains, share the beauty of life, and revitalize the tourism industry" have just

ended in Laos. Representatives of relevant national mountain tourism destination management agencies and tourism-related enterprises discuss and share new trends and opportunities facing mountain tourism, work together to explore new models of mountain tourism cooperation, and explore new paths for the internationalization and high-quality development of mountain tourism. As soon as the activity was over, we went to Malaysia to build an exchange platform with the four major Malaysian tourism associations. Focusing on working together to promote the recovery of the international tourism market, deeply exchanging the problems and solutions faced by tourism supply and marketing in the new market environment, and jointly providing suggestions for the comprehensive restart of the tourism market.

As Lu Guoxiang, President of the Malaysia-China General Chamber of Commerce, said in his concluding remarks, this symposium was fruitful and further narrowed the distance between the Malaysian tourism industry and China. It is hoped that the two sides will establish more pragmatic and effective cooperation mechanisms to accelerate the revitalization of tourism. Yousef, Acting President of the Malaysian Tourism Association, expressed sincere congratulations on the holding of the symposium at the meeting, introduced the overall situation of the Malaysian Tourism Association and pointed out that with the reopening of Malaysia's borders, epidemic prevention measures have been gradually relaxed, attracting a large number of foreign tourists to Malaysia, and the tourism market has shown a hot scene. As an important carrier of ecotourism, mountain tourism has broad development prospects and great potential. The entire Malaysian tourism industry should pay attention to it. The purpose of the alliance is consistent with the development concept of sustainable tourism. Through this platform, it is willing to further enhance the industry.

Exchanges and cooperation among all parties to promote the recovery and prosperity of mountain tourism. Bao Yixiong, president of the Malaysian Chinese Tourism Association, said that the COVID-19 epidemic has had a huge impact on the tourism industry, and post-epidemic tourism will definitely

move towards the development direction of natural health and low-carbon environmental protection. Malaysia is one of the preferred countries for Chinese tourists to travel. Mountain tourism in Guizhou, China also attracts more Malaysian tourists. It is hoped that the alliance can promote the opening of a direct flight route from Kuala Lumpur, Malaysia to Guiyang, Guizhou, China. I believe that the tourism industry in Malaysia will flourish in the future. Lai Dewei, director of the Mazhong Tourism Culture Promotion Chamber of Commerce, briefly introduced the overall situation of the association and deeply analyzed the new development direction of tourism from the perspective of old tourists.

Wen Weiya, assistant secretary-general of the International Mountain Tourism Alliance and head of the International Mountain Tourism Development Centre of Guizhou Province, recommended Guizhou's mountain tourism to the guests: "Mountain Park Province" Guizhou has had the reputation of "the beauty of the world's mountains and rivers in the middle of Guizhou" since ancient times, enriching forests, plateau lakes, waterfalls, canyons and many other mountain features. The special geomorphological elements can be described as the kingdom of

mountains. In recent years, Guizhou has vigorously developed mountain tourism and continuously enriched mountain tourism. Now in Guizhou, it is confident and developed because of the mountains. She kindly invited Malaysian industry colleagues to Guizhou to participate in the 2023 International Mountain Tourism and Outdoor Sports Conference.

Wu Bi, president of Guizhou Colorful Tourism Industry Development Research Institute, made a speech on Guizhou's mountain tourism market service and folk industry development. Zhu Shanlong, general manager of Xinji'a RV Manufacturing Co., Ltd., talked about his views on the mutual empowerment and integrated development of mountain tourism, RV tourism and homestay industry.

Since 2023, the recovery of global tourism has accelerated, and mountain tourism has attracted much attention as one of the major categories, and has become an important pillar leading the revitalization of the industry. This exchange symposium will build a link and bridge for international exchange of mountain tourism, and work with the industry to build and share a better future for the development of sustainable mountain tourism.



## 2023 国际山地旅游日 | 国民公路 G318 全国巡展

5月29日举办的上海旅游产业博览会上，由国际山地旅游联盟联合主办的国民公路G318全国巡展亮相上海会展中心，在“国际山地旅游日”这个特殊的节日，以推动建设318公路成为世界级山地旅游目的地为目标，展示山地精彩之魅，分享山地生活之美。

文化和旅游部产业发展司司长缪沐阳、上海

市文化和旅游局局长方世忠、文化和旅游部产业发展司一级巡视员蔡萍、上海市文化和旅游局副局长金雷、上海博华国际展览有限公司创始人兼执行董事王明亮一行领导嘉宾出席并指导参展。

国际山地旅游联盟作为本次展览的联合主办方，在这一天正式发布了“助力将318打造成为#世界级山地旅游目的地#”的这一目标。



## 2023 International Mountain Tourism Day | National Highway G318 National Tour Exhibition

At the Shanghai Tourism Industry Expo held on May 29, the National Highway G318 National Tour Exhibition, co-sponsored by the International Mountain Tourism Alliance, was unveiled at the Shanghai Convention and Exhibition Center. On the special festival of International Mountain Tourism Day, it aims to promote the construction of Highway 318 to become a world-class mountain tourism destination. The wonderful charm of the mountain, sharing the beauty of mountain life.

Miao Muyang, Director of the Industrial Development Department of the Ministry of Culture and Tourism, Fang Shizhong, Director of the Shanghai

Municipal Bureau of Culture and Tourism, Cai Ping, First-Class Inspector of the Industrial Development Department of the Ministry of Culture and Tourism, Jin Lei, Deputy Director of the Shanghai Culture and Tourism Bureau, and Wang Mingliang, Founder and Executive Director of Shanghai Bohua International Exhibition Co., Ltd., attended and guided the guests. Participate in the exhibition.

The International Mountain Tourism Alliance as the co-organizer of this exhibition, officially announced the goal of "helping to build 318 into a #world-class mountain tourism destination#" on this day.



冬日黄山



# 综述

Overview

## 连接山地精彩，共享美丽生活，共促旅游振兴 ——2023“国际山地旅游日”主题活动综述

2023“国际山地旅游日”主题活动于5月29日在老挝万象成功举办。活动主题为“连接山地精彩，共享美丽生活，共促旅游振兴”，在全球加快疫后旅游重塑的特殊背景下，结合区域经济合作给旅游业带来的一系列重大机遇，以亚洲国家和地区为切入点，携手旅游目的地机构、市场主体、涉旅研究机构、联盟会员等，积极应对山地旅游面临的新机遇、新挑战，探索面向新消费需求的旅游运行规律，共商旅游供给、产品开发对策及解决方案，共促旅游市场复苏和客流互动，共推可持续山地旅游治理体系建设与发展，成为中国首个在境外举办推动疫后旅游复苏的大型主题活动，向世界发出了携手共促旅游振兴的中国声音，引发国际旅游业界的密切关注和积极评价。

### 一、基本情况

#### （一）活动概况

2023“国际山地旅游日”主题活动由老挝新闻文化旅游部、国际山地旅游联盟、亚太旅游协会、

世界旅游经济论坛联合主办，得到了中国文化和旅游部、联合国世界旅游组织、中国—东盟中心、中国民间组织国际交流促进会、世界旅游及行业理事会、世界旅游联盟等的大力支持，贵州省文化和旅游厅、贵州省外事办公室参与协办。世界有关国际组织、国际山地旅游联盟会员、老挝等国家涉旅机构、企业、专家学者、媒体代表等聚集一堂，围绕RCEP框架下山地旅游国际合作、旅游业复苏与消费趋势、山地传统手工艺与旅游资源化利用、市场重启与宣传推广模式创新、山地民宿与休闲业态构建等热点议题从不同角度建言献策提方案，整个活动引发国际业界广泛关注。

为筹备办好“国际山地旅游日”系列活动，国际山地旅游联盟领导高度重视，副主席兼秘书长何亚非对有序做好筹备，确保活动质量、影响提出了明确要求，副主席兼执行秘书长傅迎春组织秘书处全体人员从举办地选址、活动主题、议题及活动内容设计，嘉宾邀请等各个环节进行精心部署，在各面支持协力配合下圆满完达成了活动既定目标。

5月29日上午举办的2023“国际山地旅游日”主题活动启动仪式及“连接山地精彩，共享美丽生活，共促旅游振兴”主题论坛，从不同角度为新阶段、新形势下山地旅游建设与发展提供了新的研判和思路；下午举办的亚洲山地旅游推广大会，围绕旅游重塑之年消费变化



趋势，供给创新，市场运营等，探究山地旅游治理规律和路径，推介有利于引领新消费需求的新业态、新产品；活动期间举办的世界名山系列推荐——摄影暨传统民间手工艺展，涵盖了以亚洲自然遗产和旅游名山为主体的山地自然风光、名胜古迹和非物质文化遗产，展现了神奇壮美的山地旅游资源以及中老两国丰富的特色传统民族手工艺品和文创产品。

为把“国际山地旅游日”主题活动办成加强国际交流、携手共商共建共享山地旅游业疫后重塑的平台，活动期间还举办了相关配套活动：5月30日，于老挝琅勃拉邦省举办“山地民宿合作交流会”，携同老挝文旅机构、中国知名民宿经营主体、协会代表，围绕“特色民宿赋能山地旅游产业化”“高品质山地民宿的运营管理”议题座谈交流；6月1日，在印度尼西亚巴厘岛举办的“山地旅游产业交流会”，国际山地旅游联盟代表团与联盟会员巴图尔 UNESCO 世界地质公园、巴厘岛旅游机构、旅游行业协会，酒店协会等，就“海岛型山地旅游目的地的市场重塑及会员建造”进行座谈交流；6月3日，在马来西亚吉隆坡举办“山地旅游市场交流座谈会”，国际山地旅游联盟代表团一行、马来西亚－中国总商会总会长卢国祥、马来西亚华人旅游业公会总会长包一雄，马来西亚旅游总会署理总会长尤瑟夫、副主席萧钰光，马中旅游文化促进商会理事苏明德等旅游公协会领导，以及马来西亚旅游行业协会、涉旅企业、媒体代表等出席会议，聚焦疫后市场新需求，共话亚太旅游重启路径，同时，探讨了贵州省与马来西亚尽早恢复旅游市场互动的应对举措。

与此同时，在5月29日举办的上海旅游产业博览会上，国际山地旅游联盟联合主办方亮相上海会展中心，在“国际山地旅游日”这个特殊的节日，以推动建设318公路成为世界级山地旅游

目的地为目标，展示山地精彩之魅，分享山地生活之美。

## （二）层次规模

本次活动有来自16个国家的知名国际旅游组织、涉旅企业、市场主体、旅游智库及媒体机构、国际山地旅游联盟会员代表，老挝新闻文化旅游行政部门及行业代表，外国驻老使节代表等250余人参加。

开幕式上，老挝新闻文化旅游部副部长温吞·考潘（Ounethouang Khaophanh）、国际山地旅游联盟副主席兼执行秘书长傅迎春、亚太旅游协会主席彼得·西蒙（Peter Semone）、世界旅游经济论坛副主席兼秘书长何超琼分别代表主办方在线下线上致辞，世界旅游组织旅游大使祝善忠、中国－东盟中心秘书长史忠俊、中国民间组织国际交流促进会副会长窦恩勇等代表活动支持方致辞。主题论坛上，世界旅游组织前秘书长弗朗西斯科·弗朗加利（Francesco Frangialli）、欧洲旅游委员会中国分会主席古兰兰（Franka Gulin）、中国社会科学院旅游研究中心秘书长金准、国际民间艺术组织（IOV）全球副主席陈平、携程集团战略合作部总经理宋利国分别作了“山地旅游可持续发展的挑战与机遇”“应对世界山地旅游市场供需变化的方法”“RCEP 框架下山地旅游合作与可持续发展”“山地民间手工艺的传承与资源化利用”和“赋能山地旅游 共启精彩旅程”主旨演讲。

活动举办地老挝新闻文化旅游部对本次活动高度重视，新闻文化旅游部副部长温吞·考潘（Ounethouang Khaophanh）率计划和国际合作司司长潘占·潘蒙、经济管理司司长达拉妮·蓬玛翁沙、老挝新闻文化旅游部宣传司副司长玛丽潘（Manisakhone Thammavongxay）和老挝18个省市文旅部门负责人全程参加活动。老挝万象



市副市长普翁·翁坎骚、世界旅游联盟副主席许澎、原中国文化和旅游部一级巡视员张西龙、老挝国家工商会委员银缇·莲萨旺 (Inthy Deuansavan)、亚洲洞穴协会副主席后藤聪 (Goto Satoshi)、马来西亚驻老挝大使馆大使艾迪·尔万·玛曼 (H.E Mr. Edi Irwan Mahmud) 以及中国、文莱、印度尼西亚、韩国、蒙古、缅甸、菲律宾、新加坡、泰国、越南驻老挝大使馆代表等嘉宾应邀莅会，共同探索新机遇下的山地旅游供给、市场开发及解决方案。

### (三) 活动反响

2023年是旅游重塑之年，5.29“国际山地旅游日”恰逢国际旅游市场陆续开放、中国出境游重启的关键时点，国际山地旅游联盟不失时机，凝聚共识，汇聚力量，提振信心，成为疫情之后率先走出国门在境外举办大型主题活动的国际旅游组织，是一次推动国际旅游市场开放合作的积极行动，鲜明的主题、丰富的内容、前沿的理念和互动的方式得到了与会领导、嘉宾和媒体高度评价和赞誉，引发了国际的广泛关注和热烈反响。

与会嘉宾对本次活动精彩的内容和深远立意印象深刻。老挝新闻文化旅游部副部长温吞·考潘 (Ounethouang Khaophanh) 说，目前全球旅游业在受到新冠疫情的影响后逐步复苏，中老高速铁路服务的开通被认为是促进多边旅行的主要趋势之一，连接老挝到中国昆明的中老铁路使游客有更多的选择访问两国。铁路正在成为中国与沿线地区的经济纽带，为经济发展做出贡献，也能够吸引越来越多的区域和国际游客，老挝也得以与国际社会更加紧密联系，成为世界旅游目的地。今年“国际山地旅游日”主题活动是一个促进旅游业发展的重要活动，此次活动的成功举办将积极推动在2024年开启的“访问老挝年”活动，希望通过此次活动吸引世界各地的游客来到老挝体验自然、文化和历史遗迹。

国际山地旅游联盟副主席兼执行秘书长傅迎春在致辞中说：本次活动将围绕主题和多项议题共商山地旅游复苏发展大计，从不同视角为新阶段山地旅游创新与区域合作提出建设性、前瞻性研判和思路，这是在特定背景、关键时点、美丽之地的一次旅游智慧的碰撞、旅游市场重塑的协同对接。承载着无限价值的“山地精彩”为旅游业创造了超乎想象的发展空间，山地旅游凭借沉浸自然、追逐健康、环境友好的特性，既呼应生态旅游的发展趋势，又为优化旅游供给，激发消费潜力，营造服务品质提供强大支撑。在旅游业加快重塑，山地旅游成为健康生活标志的背景下，我们应坚持走生态优先，绿色发展之路，守护好人与自然和谐共生的生态系统，构建好“亲诚惠容”、文明互鉴的共享体系，使山地资源旅游化利用更有价值，满足新消费需求更有可能，让山地旅游与生俱来的独特性和不断展现的未来性得到充分释放。

“我们必须考虑当地经济的可持续发展与山地旅游之间的密切相关性。当我们看到旅游态度和行为向可持续发展、环境影响以及文化和遗产的保护转变时，会发现世界上许多山地社区都在寻求可持续发展，以解决环境退化和发展不足的问题”。亚太旅游协会主席彼得·西蒙 (Peter Semone) 在致辞中谈到，“各利益相关方需要以更具包容性、可持续性和适应性的方式重新思考发展的问题。通过重视山地旅游的可持续发展，该行业可以帮助确保更公平地将旅游业的利益分配给当地社区。这继而将使这些地区可以通过保护其自然资源和文化遗产来为当地百姓提供更高质量的生活”。

“事实上，山地旅游在全球范围内正日益流行，占全球旅游业的五分之一。在中国，山地旅游正在兴起，并有望在疫情后推动旅游业的复苏，其成功的部分原因在于将当地社区纳入规划和管



理，确保考虑到当地需求。中国政府一直保持着环境保护和绿色旅游之间的平衡，因为中国政府认为保护生态环境本身就有利于经济发展。”世界旅游经济论坛副主席兼秘书长何超琼在致辞中给予本次活动极大的肯定和期望，5月29日的国际山地旅游日是对我们宝贵环境和独特遗产的致敬，感谢大家今天的积极参与，你们的专业精神和真知灼见

将推动山地旅游的“高质量发展”和可持续发展的未来。

缅中文化旅游促进会会长刘伟说：活动举办得很成功，各项议题都达到目标，在回缅甸将此次活动盛况汇报给缅甸旅游部部长后，部长表示：希望将来有机会邀请联盟到缅甸举办活动，缅甸从中央到部委都将给予最大的支持。国际民间艺术组织 (IOV) 全球副主席陈平说，感谢国际山地旅游联盟从国际视角和多维度拓展开放共享空间，使不同国度、不同民族之间能够共同分享山地文化的精髓与内容；亚洲洞穴协会副主席后藤聪 (Goto Satoshi) 说，主题活动的论坛和推广大会都有一些非常有趣的内容，通过此次活动了解到了更多亚洲山地旅游的资源，收获很多。

境内外媒体对本次活动给予了充分、深入报道。老挝国家电视台、老挝国家广播电台、人民日报社、万象时报等十余家官方权威媒体对活动进行了多形式的报道。香港凤凰卫视资讯台副台长兼新闻主播吴小莉特地为主题活动发来视频寄语。截至6月9日，共有全球五大洲1209家媒体、直播平台、社交网站对本次活动稿件进行传播，共发布英语、法语、德语、西班牙语、葡萄牙语、日语、韩语、马来语、泰语、汉语（繁体中文）、



汉语（简体中文）十一版新闻稿件，覆盖人群超过18亿；国内媒体平台合计发布稿件700余篇，总阅读量5500万+。文旅中国、学习强国、百度、今日头条等全国性资讯平台建立了2023“国际山地旅游日”专题，众多网友踊跃投稿、评论、转发；在文旅中国平台，发布山地领域专家、企业负责人等视频、文图报道，从各个角度介绍山地旅游，为活动加持赋能，共计30篇，全网阅读量3200万；同时，在微博、抖音等新媒体平台进行话题营销，引起广大网友的关注，维护#国际山地旅游日#话题，微博至活动结束总阅读量447.2W+，抖音共计发布短视频21条，播放量251万。

## 二、特点及成果

### （一）主题鲜明、站位高远、内涵丰富

本次活动以“连接山地精彩，共享美丽生活，共促旅游振兴”为主题，聚焦疫后旅游重塑治理，主题鲜明，站位高远，内涵丰富，嘉宾们从不同视角为新阶段山地旅游创新与区域发展提出建设性、前瞻性研判和思路，为国际山地旅游可持续发展注入了新的思想和动能。

#### 1. 加强国际交流 开展区域合作

在当前旅游业稳步复苏并走向振兴的良好态

势下，加强合作，共享发展经验成为与会嘉宾的共识。

“加强国际合作是旅游振兴的必然选择”。国际山地旅游联盟副主席兼执行秘书长傅迎春在致辞中表示。区域可持续发展旅游合作有许多选项，“一带一路”倡议及其成果、区域全面经济协作伙伴关系关系（RCEP）全面生效、澜湄经济合作、东盟合作对话、中老铁路运行、大湾区建设等重大区域合作举措，旅游业凭借以人流促消费流、经济流的辐射带动优势，无一不能找到机会和切入点，找到共商共建共享的应用载体。本次活动就是为旅游业开展多领域，跨区域合作赋能，为国际客源市场互动提供符合前沿趋势的智力和实践支持。

中国民间组织国际交流促进会副会长窦恩勇表示，在此全球旅游业重塑之际，中促会愿意支持国际山地旅游联盟及旅游业界结伴“走出去”，共促旅游市场全面复苏和开放互动，为推动构建高标准、高质量、高水平的中老命运共同体、增进各国民心相通作出新的贡献。”

中国-东盟中心秘书长史忠俊在致辞中表示，在后疫情时代，中国和东盟国家在加快区域经济复苏和推进可持续发展方面肩负着重大责任。为此，中国-东盟中心愿与国际山地旅游联盟等各方密切合作，打造并推广山地旅游品牌，更好地发挥旅游业在改善民生和生态环境方面的重要作用，为加强民心相通，为继续建设中国-东盟全面战略伙伴关系作出贡献。

欧洲旅游委员会中国分会主席古兰兰（Franka Gulin）在主旨演讲中提到，我们需要更多地参与合作，并认真听取各方的意见，以正确引导山地旅游行业的供需变化，公开和诚实的对话与信息交流，是我们在寻找应对新趋势的方法并尊重大自然馈赠的第一步，本次活动为我们提供了很好

的机会，能够进行有意义的交流，为未来的实践树立良好的榜样。

活动现场，主办方联合发布《共促旅游振兴共创美好未来——2023“国际山地旅游日”万象共识》，呼吁以平等、开放、包容的态度，构建多样化协作机制、多层次对话平台，持续推动山地旅游文明互鉴和产业发展，共同探索新形势下山地旅游治理体系建设的思路、方法和路径。

## 2. 抢抓机遇窗口 促进旅游振兴

2023“国际山地旅游日”主题活动在5月29日举办，是契合国际局势和国家政策的一次重要行动，对应了区域全面经济伙伴关系协定（RCEP）即将全面实施和中老铁路国际客运列车开通的机遇窗口，对于促进RCEP成员国之间的交流互动、合作往来，以及中老客流互动、老挝旅游市场全面开放具有重要作用和意义。

2023“国际山地旅游日”主题活动将RCEP与山地旅游国际合作纳入论坛议题，中国社会科学院旅游研究中心秘书长金准作了“RCEP框架下山地旅游合作与可持续发展”的主旨演讲，深入剖析区域合作框架下的旅游发展新模式。在RCEP所赋予的区域发展契机下，以世界级山地旅游目的地为支点，国际旅游通道为支撑，世界上最大的旅游经济共同体正在形成，在这个网络上，各国可以协作起来，将经贸开放带来的动能充分导入到旅游业中，以开放合作与可持续发展引领亚太旅游经济新形态，对此中国社会科学院将与国际山地旅游联盟合作进行深入研究并于年内提出研究报告。

中老国际列车于4月13日开通，标志着泛亚铁路经济圈的关键节点被打通，RCEP协定生效下，澜沧江-湄公河走廊的旅游业正在提速，一条世界级的旅游走廊正在成型。中老国际列车的开通极大地刺激了老挝出入境游客的增加，参加本次

活动的许多嘉宾就选择乘坐中老铁路前往老挝，沿途的“山地精彩”让他们感到不虚此行，老挝沿线景点热度进一步提升，极大地推动和促进了老挝的经济社会发展和旅游的全面复苏。老中铁路有限公司副总经理 Anongdeth Phetkaysone 在亚洲山地旅游推广大会上说，中老铁路穿越很多老挝名胜古迹，将会给老挝带来大量旅游收入，老挝铁路境内运输和中国连通，成为了一条经济大动脉，尤其让中老文化旅游交流更加频繁。

山地民宿作为新兴产业具有蓬勃的生命力，本次活动特别策划了在老挝琅勃拉邦举办山地民宿产业交流会，联盟组织了中国优秀的民宿企业代表与老挝民宿企业代表、文旅部门代表等进行座谈，中国民宿行业代表团通过乘坐中老铁路前往老挝，沿途既感受了中老铁路的便捷，又考察了老挝山地旅游发展现状，在座谈中深入了解老挝营商环境和投资政策及当地民宿的运营情况，为未来在老挝和境外投资及山地民宿的发展奠定了基础。

“中老铁路将深刻改变老挝现有的交通运输格局，作为陆锁国，高铁的运营还将加快老挝当地经济的发展，提高老挝各省之间的交通联结，使得途径老挝运往中国的货物，降低运输成本。”参会嘉宾一致认为，作为关键节点，中老铁路对加快泛亚铁路建设、实现“一带一路”沿线国家设施联通、加强中国与东盟国家合作意义重大。

### 3. 把握时代主题 助力山旅发展

经历了3年疫情洗礼，山地旅游作为一种绿色健康的生活方式愈加深入人心，多样化的山地旅游消费品备受喜爱和追捧，山地旅游注定扮演引领旅游复兴的重要角色。

国际山地旅游联盟副主席兼执行秘书长傅迎春指出，“随着国际市场陆续开放和客流增长，旅游业加快复苏并走向振兴的利好态势已无可质

疑。在此背景下，山地旅游与生俱来的独特性和不断展现出的未来性，将对激活消费需求，提振业界信心起到催化作用。”世界旅游组织旅游大使祝善忠在致辞中高度评价山地旅游在引领旅游业可持续发展中的重大作用，“在2023‘国际山地旅游日’主题活动举办之际，我们不仅要颂赞令人惊叹的山地之美，更要肯定它引领我们走向更光明、更可持续的旅游业未来的巨大潜力。感谢你们所有人的投入，你们的热情、奉献和努力将影响深远。”世界旅游组织前秘书长、国际山地旅游联盟理事弗朗西斯科·弗朗加利(Francesco Frangialli)在主题演讲中谈到，“对可持续发展本质的理解最早在1986年联合国的《波特兰报告》里提出，在1992年的里约热内卢会议上被联合国成员采纳，并与《21世纪议程》和《气候变化框架公约》一起提交。十年后的2002年，旅游业被纳入世贸组织所提交的有关可持续发展的文件中。可持续发展可以说是维持旅游业的关键词”。

传统手工艺构成了山地旅游产业的多样性文化特色，也是地方旅游收入的重要支柱，在促进山地旅游可持续发展的进程中具有重要作用。活动期间举办的传统民间手工艺展展示了中老两国丰富的特色传统非遗民族手工艺品和特色文创产品，增进了文化之间的交流。国际民间艺术组织(IOV)全球副主席陈平在主题论坛环节作了以“山地民间手工艺的传承与资源化利用”为题的演讲，针对国际山地民间传统手工艺的可持续发展提出诸多新思路、新观点，对推动民间手工艺产品的发展具有借鉴意义。

中国文化传媒集团信息管理部主任、中传环球(北京)新媒体科技有限公司执行董事、总经理李霞在活动发言中谈到，“今年，文旅中国推出了可以快速响应游客对新科技需求的元宇宙文化舱，利用沉浸式的科技演绎，将本地文化进行



讲述，把风光用新奇的视角展现，极大地提高山地旅游运营能力。”携程集团战略合作部总经理宋利国介绍了携程集团如何从新场景、新理念、新动能三个方面赋能山地旅游发展：“通过乡村振兴战略切入山地旅游的重要场景，拓展乡村旅游市场增量空间；结合携程集团可持续旅游 Less 计划，传递山地旅游自然保护、生态环保等新理念；通过携程旅游振兴 A 计划系列举措开展旅游目的地品牌营销，推动文旅产业结构优化，赋能山地旅游的持续发展。”

## （二）配套活动取得积极成效

### 1. 亚洲山地旅游推广大会

去年由国家文旅部、贵州省政府和国际山地旅游联盟共同在贵阳举办首届“亚洲山地旅游推广大会”后，联盟继续在老挝举办了“2023 亚洲山地旅游推广大会”，与 2023“国际山地旅游日”主题活动形成联动，对应了市场回暖的机遇窗口。本次亚洲山地旅游推广大会聚集了山地旅游相关领域的知名机构、企业和老挝各省文旅局，围绕重塑之年旅游消费的变化趋势、供给创新、市场开发等，探索旅游重塑的规律和路径，助力于引领新消费需求的新业态、新产品。

亚洲历史悠久、文明璀璨，拥有丰富多彩的山地旅游资源及产品。老挝位于各邻国在湄公河地带的连接中心，自然资源丰富。老挝新闻文化旅游部副部长温吞·考潘（Ounethouang Khaophanh）在致辞中表示，“2024 年是老挝旅游年，政府将向国际社会大力宣传旅游业。相信国际山地旅游联盟将为大家提供更多的机会，共同协商、发展、鼓励促进包括山地旅游在内的旅游业快速恢复和可持续发展。”国际山地旅游联盟副主席兼执行秘书长傅迎春指出，山地旅游正逐渐成为助推亚洲经济发展的一大重要引擎，潜力巨大，前景可期。“推动世界旅游业特别是山

地旅游业的发展，从而为亚洲乃至全球经济复苏、稳定就业、减少贫困发挥重要作用，努力促进各国之间文明和文化的交流与合作，是‘亚洲山地旅游推广大会’的首要目标”。世界旅游及行业理事会高级副总裁玛丽贝尔·罗德里格 (Maribel Rodriguez) 祝贺第五届国际山地旅游日的到来。旅游业代表着卓越，代表着财富，代表着力量，希望我们继续前进、继续旅行、关心并接待好游客。

老挝新闻文化旅游部宣传司副司长玛丽潘 (Manisakhone Thammavongxay) 从老挝的旅游政策、发展理念和目标、地形地貌特征、山地旅游现状、山地旅游优势与特色景点及未来发展与规划等六个方面阐释了发展老挝现代化生态旅游产业的情况；老中铁路总公司副总经理(Anongdeth Phetkaysone)介绍了中老铁路全线自 2022 年开通运营以来的运营状况，以及中老铁路对老挝经济社会及旅游业的重要作用与变化；国际山地旅游联盟专家委员会成员、国际山地旅游专家高宁 (Serge Koenig) 以法国阿尔卑斯山脉勃朗峰霞慕尼的山地旅游发展为例，强调了可持续山地旅游和提前规划未来山地发展的重要性；中国文化传媒集团信息管理部主任、中传环球（北京）新媒体科技有限公司执行董事、总经理李霞从山地旅游所依托的资源本质、优势，利用这些优势发展的山地旅游形态，所对应的主要人群三个方面阐释了山地旅游发展的新机遇新格局；国际山地旅游联盟秘书长助理文薇亚代表联盟推介了山川秀丽、碧水长流、文化多彩、气候宜人的“山地公园省”贵州，并邀请世界各地游客到贵州欣赏雄奇的山地风光，体验激情的户外运动，领略多彩的山地风情，感受康养的山地惬意，享受投资的政策红利；缅中文化旅游促进会会长刘伟介绍，缅甸有着令人流连忘返的自然美景，悠久灿烂的佛教文明，古老的历史遗迹，淳朴温和的风土人情；绿色发

现集团主席银缇·莲萨旺 (Inthy Deuansavanh) 介绍了该集团的服务内容，并表示，该集团非常注重与当地居民的和平共处，积极维护旅游经济与当地生活的平衡发展，希望通过良好的服务和宣传，吸引更多的游客来老挝进行山地旅游。

## 2. 交流座谈会

借助此次活动契机，国际山地旅游联盟分别在老挝琅勃拉邦、印度尼西亚巴厘岛、马来西亚吉隆坡举办交流座谈会，分别与当地联盟会员、涉旅机构、涉旅企业、主流媒体等交流座谈。交流活动既包括山地旅游座谈，也涵盖公务拜访，还穿插实地考察，活动受到当地业界的热烈欢迎和广泛关注。通过此次出访，进一步强化国际山地旅游联盟平台和品牌建设，增进了联盟与业界、会员的往来和了解，推动了山地旅游业界交流与合作。

通过在老挝、印度尼西亚、马来西亚举办 2023 “国际山地旅游日” 分项交流活动，广泛邀请各国涉旅机构、文旅企业、专家学者、媒体代表等出席，进一步加强亚洲区域山地旅游交流合作，积极搭建起政、企、研三方联动的优质平台，促进项目、人才、资金供需对接，为旅游业开展多领域、跨区域合作赋能，为推动国际客源市场互动提供智力和实践支持。

出访印度尼西亚期间，代表团与联盟会员巴图尔 UNESCO 世界地质公园执行官 I Gobang Sucipto 就巴厘岛山地旅游产业发展情况进行了深度交流，双方达成保护地球、自然，并促进山地社区繁荣合作共识，探讨依托联盟平台力量，在

山地旅游宣传、品牌塑造等方面进一步加强合作；出访马来西亚期间，代表团拜访了马来西亚最大的商会马来西亚 - 中国总商会，以及马来西亚珍珠假期 (M) 旅行社私人有限公司等协会企业，就搭建交流平台，携手推动国际旅游市场复苏的路径与方法进行深入交流，并积极探讨了新市场环境下旅游供给与市场推广所面临的问题和解决方案。为亚洲山地旅游复苏和可持续发展提供新思路和新动能，对山地旅游振兴和市场开放产生积极影响。

## 三、主要收获

(一) 是一次联盟宗旨的践行。“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”这一联盟宗旨，经过多年实践，其理念的内涵和创新性已被联盟会员、国际旅游机构和山地旅游业界高度认可，正是在宗旨的指引下，联盟拥有了一座连接世界旅游的桥梁，本次活动的主题和内容设计是又一次在国际背景下联盟宗旨的成功实践。

(二) 是一次夯实平台的发力。“国际山地

旅游日”是联盟于2018年创立的会员和业界的合作及交流平台，“国际山地旅游日”每年举办一次主题活动，连续五年均以鲜明和富有时代感的主题、务实求真的活动内容赢得了会员和国际山地旅游业界的积极响应。今年是旅游业重塑的首个“国际山地旅游日”，“共促旅游振兴”作为



主题活动的核心要义，彰显了鲜明的时代感、指向性和合作精神，引发了与会者、业界和媒体的关注与共鸣，缅甸等国与有关机构明确表达了来年与联盟共同举办“国际山地旅游日”主题活动的愿望，纷纷表达愿意通过这一平台开展交流合作，共同办成有利于促进全球旅游合作可持续发展的共商共建共享平台。

**(三)是一次合作交流的新起点。**不失时机联手携程等发布最新国际与中国旅游数据及趋势指引，抓住RCEP全面生效的时机，联手中国社会科学院发布了“基于RCEP框架的国际山地旅游合作”，提出在此背景下旅游业积极融入和助力区域合作发展的解决思路；中老铁路开通为中国出境游打开了新的通道，中老铁路部门就中老铁路的开通带来的影响做了全面解读，探讨基于

中老铁路的开通如何开拓创新加强文化旅游交流合作；国际山地旅游联盟副秘书长代表主办方发布了《共促旅游振兴 共创美好未来——2023“国际山地旅游日”万象共识》。共识提出了疫后旅游重塑治理的方向和思路。与会者结合老挝等东盟国家新兴的旅游目的地建设，探讨了如何推动出入境旅游政策的便利化，加快推动旅游专业化的运营；热议民间艺术的资源化利用、市场营销的数字化运用等话题，探讨新时代背景下旅游产品的创新打造；组织中国的民宿协会优秀代表与老挝琅勃拉邦民宿经营者开展特色民宿合作研讨；与马来西亚各大旅游公会深度交流了后疫情时代国际旅游市场互动策略、新业态构建、旅游签证、航线航班的便利化，以及对如何针对不同生活习惯方式提供能够满足需求的服务等业界高度关心的话题，共同努力促成建议的实施达成共识。

**(四)是一次讲好中国故事，服务国家外交的创新。**“5.29国际山地旅游日”是固定的纪念日，正值疫情过后旅游复苏的窗口期，把握机遇走出去做好交流合作是国家大局，在中国文化和旅游部和贵州省的大力支持下，联盟领导层对在老挝联办活动作了精心筹划准备，从主题到内容，从主体活动到分项活动每一个环节都做到精细化制作、有序化实施。今年活动主题赢得了与会者的一致赞誉，主体活动各项议题力求做到高起点、引领性、国际化。老挝新闻文化旅游部特意为大会组织了一场象征老中友谊的“老挝之夜”晚会，富有地方民族特色的歌舞表演把活动氛围

引向了高潮，各国参会嘉宾在轻松的氛围中就下一步开展业务合作进行了深入交流，特别是对从不同地方赶来参会的老挝各省文旅局长更是一次特别的学习交流机会和人生经历，他们希望今后能够多多参加这种活动。整个活动得到共同主办方老挝新闻文化旅游部的积极配合和高度评价，双方就未来密切合作关系达成多项共识，部长表示将组团参加今年九月在贵州兴义举办的国际山地旅游暨户外运动大会、国际山地旅游联盟年会暨2023世界名山对话，届时与贵州省在多领域开展合作，还希望联盟在山地旅游发展理念和可持续治理方面帮助对各省文旅部门开展培训。缅甸旅游部部长也希望联盟明年与缅共同举办山地旅游主题活动。

**（五）是一次助力服务贵州发展的互动。**本次活动从各个方面开展了联盟与贵州的有效互动。国际山地旅游联盟分别在主要活动、分项活动和与老方领导的交流互动中，从不同角度介绍了贵

州的旅游资源人文资源和营商环境，得到了积极的反馈，纷纷希望能够到贵州考察山地资源并与贵州旅游业界开展广泛的接触和业务交流，引发了与会者进一步了解贵州、走进贵州的热情和愿望。通过活动的链接，老方希望促成老挝万象至贵州贵阳直飞航线的开通，同时推动“中国贵州—老挝万象”旅游专列的启动。马来西亚旅游总会署理总会长尤瑟夫也在交流座谈时表示，希望通过联盟促成马来西亚吉隆坡至贵州贵阳直飞航线的开通。

活动期间举办的世界名山系列推荐——摄影暨传统民间手工艺展上，选取了贵州的苗绣、蜡染、银饰等民族传统手工艺品与老挝传统手工艺品共同在老挝万象展出，受到了与会嘉宾的喜爱，纷纷驻足欣赏，了解制作过程及贵州少数民族文化，成为老挝人民及本次活动嘉宾了解贵州的一个窗口。



## Enjoy the Wonder of Mountains, Share the Beauty of Life, Revitalize the Tourism Industry —Overview of “International Mountain Tourism Day 2023” Theme Events

“International Mountain Tourism Day 2023”

Theme Events themed on “Enjoy the Wonder of Mountains, Share the Beauty of Life, Revitalize the Tourism Industry” kicked off in Vientiane of Laos on 29 May. As the reshaping of world tourism picked up speed, the events grasped the great opportunities brought by regional economic cooperation, encouraged Asian countries and regions, and led tourism destination administrations, market entities, tourism institutes, and IMTA members to face the new challenges in the mountain tourism sector, explore the tourism patterns oriented by new consumer needs, jointly facilitate the full recovering and customer interaction of the global tourism market, and probe

into the construction and development of mountain tourism governance system. The events have become China's first major theme event held overseas and aimed at promoting post-pandemic tourism recovery, and have drawn close attention and positive feedback from the world tourism sector.

### I Background

#### 1. Overview

“International Mountain Tourism Day 2023” theme events were organized by the Ministry of Information, Culture and Tourism of Laos (MICT), International Mountain Tourism Alliance (IMTA), Pacific Asia Travel Association (PATA), and Global



Tourism Economy Forum (GTEF), supported by Ministry of Culture and Tourism of China, World Tourism Organization (UNWTO), ASEAN-China Center (ACC), China NGO Network for International Exchanges (CNIE), World Travel & Tourism Council (WTTC), and World Tourism Alliance (WTA), and co-organized by Guizhou Provincial Department of Culture and Tourism and Foreign Affairs Office. Tourism-related organizations and enterprise representatives, experts, scholars, and media workers from international organizations, IMTA members, Laos, and many other countries gathered together. Guests, from various perspectives, offered insights on mountain tourism cooperation within the Regional Comprehensive Economic Partnership (RCEP) framework, tourism recovery and consumption trends, utilization of traditional handicrafts and mountain tourism resources, market reboot and innovation in promotion patterns, and mountain B&B and leisure business structure, drawing the attention of the entire world tourism sector.

To prepare for the events, IMTA leaders attached great importance. Vice Chairman and Secretary-General Mr. He Yafei made clear claims to ensure the quality and influence of the events. Vice Chairman and Executive Secretary-General Mr. Fu Yingchun organized all IMTA Secretariat staff to carefully and elaborately prepare all procedures, including choosing the host city, setting the event theme, designing topics and contents, and inviting guests. With the pooled strength and support, they successfully reached all the goals and targets.

The launching ceremony of "International Mountain Tourism Day 2023" Theme Events and Theme Forum on "Enjoy the Wonder of Mountains, Share the Beauty of Life, Revitalize the Tourism Industry" held on the morning of 29 May proposed new judgment and thoughts on the construction and development of new-stage mountain tourism under new circumstances. Asian Mountain Tourism

Promotion Conference held in the afternoon explored 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 paths of mountain tourism governance as well as products that lead the new consumer demands. World-famous Mountains Recommendation — Exhibition of Asian Mountain Tourism Photography & Traditional Folk Handicraft covered natural views, historical sites, and intangible cultural heritages centered on Asian natural heritages and famous tourism mountains, showcased the marvelous and magnificent mountain tourism resources, and profuse traditional folk handicrafts and cultural and creative products of China and Laos.

To build the "International Mountain Tourism Day" Theme Events into a platform for strengthening global exchange and jointly discussing, building and sharing the reshaping of mountain tourism in the post-COVID era, supporting events were also held alongside. In detail, on 30 May, the "Mountain B&B Cooperative Exchange" was held in Luang Prabang of Laos. Culture and tourism organizations in Laos, reputed B&B business entities in China, and association representatives gathered and had a seminar on "Special local B&B drives the industrialization of mountain tourism" and "High-quality operation and management of mountain B&B." On 1 June, the "Mountain Tourism Exchange" was held in Bali of Indonesia. IMTA delegation, Batur UNESCO Global Geopark (IMTA member), tourism enterprises and associations, and hotel associations in Bali discussed "Market reshaping and membership building of island-type mountain tourism destinations." On 3 June, the "Mountain Tourism Market Interactive Exchange" was held in Kuala Lumpur of Malaysia. IMTA delegation, Mr. Lu Guoxiang, President of Malaysia-China Chamber of Commerce (MCCC), Mr. Bao Yixiong, President of Malaysian Chinese Tourism Association (MCTA), Chairman Youssef and Vice Chairman

Xiao Yuguang of Malaysian Association of Tour & Travel Agencies (MATTA), Mr. Su Mingde – council member of Malaysian Inbound Chinese Association (MICA), and other association leaders, as well as representatives of Malaysian tourism associations, tourism enterprises, and media, attended the Exchange, to discuss the new consumer demands in the post-pandemic tourism market, paths to reboot tourism in Asia-Pacific, and explore methods for Guizhou Province and Malaysia to recover their interaction in the tourism market as soon as possible.

In the meantime, at Tourism Plus Shanghai on 29 May, organizers and IMTA were present at the National Exhibition and Convention Center (NECC) Shanghai, to celebrate the special festival of "International Mountain Tourism Day," targeted at building G318 into a world-class mountain tourism destination, to demonstrate the charm of mountains and the beauty of mountain life.

## 2. Scale

Over 250 guests from 16 countries, including representatives of reputed international tourism organizations, tourism enterprises, market entities, think tanks, media, IMTA members, departments of news, culture and tourism in Laos, and ambassadors and envoys in Laos were present.

At the opening ceremony, Mr. Ounethouang Khaophanh – Vice Minister of MICT, Mr. Fu Yingchun – Vice Chairman and Executive Secretary-General of IMTA, Mr. Peter Semone – President of PATA, and Ms. Pansy Ho – Vice Chairwoman and Secretary General of GTEF delivered online and offline speeches on behalf of the organizers; Mr. Zhu Shanzhong – UNWTO Ambassador for Tourism, Mr. Shi Zhongjun – Secretary General of ACC, and Mr. Dou Enyong – Vice President of CNIE delivered speeches on behalf of the supporters. At the theme forum, Mr. Francesco Frangialli – former Secretary General of UNWTO, Ms. Franka Gulin – European Travel Commission China Chapter Chairwoman, Mr.

Jin Zhun – Secretary-General of the Tourism Research Center, Chinese Academy of Social Science, Ms. Emma Chen – Global Vice President of Internationale Organisation Für Volkskunst (IOV), and Mr. Song Liguo – General Manager of Strategic Cooperation Department of Trip.com Group delivered keynote speeches titled "Challenges and Opportunities for Sustainable Development of Mountain Tourism," "Changes and Responses to Supply and Demand in the Global Mountain Tourism Market," "Mountain Tourism Cooperation and Development under RCEP Framework," "Heritage and Resource Utilization of Mountain Folk Handicrafts," and "Empowering Mountain Tourism for an Exciting Journey" respectively.

MICT attached great importance to the events. Mr. Ounethouang Khaophanh – Vice Minister of MICT, led Ms. Phengchanh Phengmeuang – Director of the Department of Planning and International Cooperation, MICT, Ms. Darany Phommavongsa – Director General of Tourism Management Department, MICT, and Ms. Manisakhone Thammavongxay – Deputy Director of Public Relations Division, Tourism Marketing Department, MICT, as well as the directors of culture and tourism departments of 18 cities and provinces in Laos participated in. In addition, Mr. Phouvong Vongkhamsao – Deputy Mayor of Vientiane, Mr. Xu Peng – Vice Chair of WTA, Mr. Zhang Xilong – former First Class Counsel at the Ministry of Culture and Tourism of China, Mr. Inthy Deuansavanh – member of Lao National Chamber of Commerce and Industry (LNCCI), Mr. Goto Satoshi – Vice President of the Asian Union of Speleology, Mr. Edi Irwan Mahmud – Malaysian Ambassador to Vietnam, and representatives of embassies of China, Brunei, Indonesia, Korea, Mongolia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam to Laos were present, to jointly discuss the supply, market development, and solutions of mountain tourism facing new opportunities.

### 3. Feedback

The year 2023 marks the reshaping of the tourism industry. The "International Mountain Tourism Day 2023" was held on 29 May, a critical time when the global tourism market keeps opening up and China reboots outbound tourism. IMTA grasped the opportunity, reached a consensus, pooled strength, built up confidence, and pioneered in China in holding major theme events overseas as an international organization. It was a proactive project that facilitated the opening and cooperation of the global tourism market, and the clear theme, profuse content, advanced concepts, and interaction have been highly regarded and praised by the leaders, guests, and media present, and have won extensive attention and positive feedback from all walks of life.

The profuse contents and profound significance of the events left a deep impression on all the guests. Vice Minister Ounethouang Khaophanh mentioned that right now, world tourism is recovering from the pandemic hit, and the China-Laos Railway is, many hold, a major engine for multilateral tourism, as the railway connecting Laos and Kunming of China offers more transport options for two peoples. Railways are becoming an economic tie that bridges China and its surrounding areas, an engine that drives the economy, and an attraction to more and more local and international tourists. Laos, as a result, is becoming more geared toward the international community and becoming a tourism destination. This year's "International Mountain Tourism Day" Theme Events are a major event aimed at promoting the development of tourism. The success of the events will advertise the "Year of Visit in Laos" in 2024. We hope the events will attract tourists from all over the world to come to Laos to enjoy the local natural, cultural, and historical views and sites.

Mr. Fu Yingchun, Vice Chairman and Executive Secretary-General of IMTA, said in the speech that the events will center around the recovery plan

of mountain tourism with the theme and multiple topics, propose constructive and forward-looking judgment and ideas for the innovation and regional development of mountain tourism in the new stage from several perspectives, which is a collision of tourism intelligence under the special background in the important time at the beautiful place, as well as the collaboration that reshapes the tourism market. The "Wonder of Mountains" carries infinite value and brings an incredible future to tourism. And mountain tourism, with the characteristics of being close to nature, pursuing healthiness, and being environmentally friendly, stimulates consumption potential and gives strong support to the service quality while responding to the development trend of ecological tourism by the structural optimization of the tourism supply chain. As tourism is reshaped at a rapid speed and mountain tourism is becoming a symbol of a healthy lifestyle, we must take the road of ecological priority and green low-carbon development, conserve the ecosystem where humans and nature co-exist in harmony, build a system of "Amity, Sincerity, Mutual Benefit, Inclusiveness" based on civilization, mutual learning and sharing, to increase the value of mountain tourism resource utilization and the possibility of meeting new consumer demands, and help demonstrate and release the intrinsic uniqueness and the ever-unfolding futurism of mountain tourism.

"We must consider the close relationship between the sustainable development of the local economy and mountain tourism. We are noticing that the tourism sector is turning to sustainable development, environmental influence, and culture and heritage protection. In particular, many mountain communities are on the path towards sustainable development to solve the problem of environmental degradation and underdevelopment," said Mr. Peter Semone, Chairman of PATA, in his speech, "stakeholders need to think about development issues in a more inclusive, sustainable and adaptable manner.

By highlighting the sustainable development of mountain tourism, we can distribute the benefits from tourism to the local communities more evenly, and better protect the local natural resources and cultural heritages to provide residents with a better life."

"Mountain tourism is gaining popularity worldwide, accounting for one-fifth of the global tourism sector. In China, mountain tourism has been on the rise and is expected to ramp up tourism recovery in the post-pandemic era. Part of its success lies in its engagement of the local communities in the planning and management aspects, which ensures that local needs are taken into consideration. The Chinese government has been always maintaining a balance between environmental conservation and green tourism, as it believes protecting the ecological environment is in itself benefiting the economy." Ms. Pansy Ho, Vice Chairwoman and Secretary General of GTEF, gave the events high recognition and expectations in the speech. The International Mountain Tourism Day on May 29th is a tribute to our precious environment and unique heritages. Thank you all for your keen participation today. Your professionalism and insights will be an impetus for the "high-quality development" of mountain tourism and a sustainable future.

Mr. Liu Wei, Head of the Myanmar-China Culture and Tourism Promotion Society, said that the events were a grand success, and each target for the topics has been reached. After getting the report of the events, the Minister of Hotels & Tourism Myanmar said: We hope we could invite IMTA to hold events in Myanmar, and the central government, ministries and departments will give the utmost support. Ms. Emma Chen, Global Vice President of IOV, thanked IMTA for opening up a shared space from an international perspective, enabling different countries and nations to jointly share the essence and content of mountain culture. Mr. Goto Satoshi, Vice President of the Asian Union of Speleology, said the forum and promotion

conference contained interesting content, and he learned about more mountain tourism resources in Asia.

Both domestic and overseas media made thorough reports on the events. A dozen of authoritative media, including Lao National Television, Lao National Radio, Passasson, and Vientiane Times covered and advertised the events in various forms. Ms. Wu Xiaoli, Deputy Director and anchor of Phoenix TV News, sent her video wishes. As of 9 June, a total of 1209 media, live streaming platforms, and social websites across the globe covered the events, and published 11 versions of reports – English, French, German, Spanish, Portuguese, Japanese, Korean, Malay, Thai, and China (simplified and traditional), covering over 1.8 billion of viewers. In China, more than 700 reports were released with over 55 million views. China's national news platforms, including CULTURAL&TOURISM, xuexi.cn, Baidu, and Toutiao initiated the "International Mountain Tourism Day 2023" column, and a large number of people submitted articles, commented, and forwarded them. The CULTURAL&TOURISM App made 30 publications, including videos, images, and text on experts and entrepreneurs in the field of mountain tourism, and reports on mountain tourism from multiple angles to further advertise for the events, with 32 million views. In the meantime, new media platforms like Weibo and Douyin published hot topics on mountain tourism and gained enormous popularity online. The topic #InternationalMountainTourismDay# gained a total of 4.472 million views on Weibo, and 21 clips released on Douyin were played 2.51 million times.

## II Features and achievements

### 1. Clear theme, forward-looking perspective, profuse contents

Themed "Enjoy the Wonder of Mountains, Share

the Beauty of Life, Revitalize the Tourism Industry," the events focused on the reshaping and governance of post-pandemic tourism, with a clear theme, forward-looking perspective, and profuse content. Guests proposed constructive and forward-looking judgments and ideas and injected new inspiration and motivation into the sustainable development of world mountain tourism.

#### (1) Enhancing global exchange and regional cooperation

As the tourism sector is steadily recovering and revitalizing, guests reached a consensus of enhancing cooperation and sharing experiences on development.

"Strengthening international cooperation will be inevitable for tourism revitalization," said Mr. Fu Yingchun, Vice Chairman and Executive Secretary-General of IMTA, in the speech. Many options are available for regional cooperation in tourism, such as the "Belt and Road" initiative, RCEP, Mekong-Lancang Cooperation, ASEAN cooperative dialogue, China-Laos Railway, and the construction of the Greater Bay Area. Relying on these major regional cooperation initiatives, the tourism industry, characterized by promoting consumer and economic flows with people flows will discover its opportunities and entry points, and find the application and carrier of joint discussion, construction, and sharing. In addition, the events were aimed at empowering the tourism industry to carry out multi-disciplinary and cross-city cooperation as well as providing intellectual and practical support to promote the interaction of international markets.

According to Mr. Dou Enyong, Vice President of CNIE, as the world tourism is reshaping, CNIE looks forward to helping IMTA and tourism organizations to "go global," promoting the full recovery, opening, and interaction of the tourism market, building a high-standard, high-quality and high-level China-Laos community of shared future, and trying our best to keep connecting peoples all over the world.

Mr. Shi Zhongjun, Secretary General of ACC, said in the speech that in the post-pandemic era, ASEAN countries and China are shouldering great responsibilities to accelerate regional economic recovery and advance sustainable development. To this end, ACC is willing to work closely with parties like IMTA to brand and promote mountain tourism and to better play the important role of tourism in improving people's well-being and ecological environment, serving to strengthen people-to-people ties, and contributing to the continued building of the ASEAN-China Comprehensive Strategic Partnership.

Ms. Franka Gulin, European Travel Commission China Chapter Chairwoman, said in the keynote speech that we need to all engage in more cooperation like this and carefully listen to what every side can say to properly navigate changes in supply and demand in the mountain tourism sector. Open and honest dialogue with the exchange of information is one of the first steps in our search for ways to navigate new trends while honoring what nature gifted to us. The events provide a great opportunity to engage in meaningful communication and set a good example for future practices.

At the events, the organizers released the "Revitalizing tourism and creating a bright future together----Vientiane Consensus for International Mountain Tourism Day 2023", calling to establish diversified partnership mechanisms and communication platforms in an equal, open, and inclusive manner, strive to keep driving the mutual-learning among civilizations and the progress of the mountain tourism sector, to jointly explore ideas, methods, and paths of mountain tourism governance system under new circumstances.

#### (2) Grasping the opportunities

The "International Mountain Tourism Day 2023" theme events held on 29 May are a major event that meets the national policies and the international political landscape, a response to the opportunities

brought by RCEP and the operation of China-Laos Railway international passenger train, significant in promoting the exchange, interaction, and cooperation among RCEP member countries, and the interaction between Chinese and Lao passengers and the full opening of the Lao tourism market.

The events included RCEP and international partnerships in mountain tourism in its forum topics. Mr. Jin Zhun, Secretary-General of the Tourism Research Center, Chinese Academy of Social Science, made a keynote titled "Mountain Tourism Cooperation and Development under RCEP Framework," and probed into new patterns for tourism development. Thanks to the opportunity provided by RCEP, the single largest global mountain tourism economic community is taking place with international tourism destinations and corridors as support. Countries in the network should join hands to channel more impetus from economic and trade development into the tourism industry and lead Asia-Pacific tourism and economy towards a new form of development through open cooperation and sustainable development. For that, the Chinese Academy of Social Science will release a research report within the year together with IMTA.

China-Laos Railway came into operation on 13 April, breaking through the bottleneck of the Pan-Asia railway economic circle. As RCEP comes into effect, tourism along the Lancang-Mekong Corridor is accelerating and transforming into a world-class tourism corridor. China-Laos Railway hugely increased the number of inbound and outbound Lao tourists. Many guests present visited Laos by China-Laos Railway, and were awed by the "Wonder of Mountains". Along the way, the scenic areas of Laos gained more popularity and greatly promoted the full recovery of the economy, tourism, and society of Laos. Mr. Anongdeth Phetkaysone, Vice General Manager of Laos-China Railway Company Limited, introduced at the Asian Mountain Tourism Promotion Conference that the China-Laos Railway passes many

historical sites of Laos, bringing huge tourism revenue for Laos, and connects the domestic transportation of both countries into an economic artery, especially driving the culture and tourism exchange between the two countries.

Mountain B&B, as an emerging industry, is full of vigor. The Mountain B&B Cooperative Exchange was held in Luang Prabang of Laos, and IMTA organized a seminar for outstanding representatives of the B&B industry and culture and tourism departments from China and Laos. The Chinese delegation took the China-Laos Railway to Laos, enjoyed the convenience and took in the status quo of mountain tourism in Laos, shared the business environment, investment policies, and the operation of local B&B industry in the seminar, laying a foundation for domestic and overseas investment and the development of mountain B&B in the future.

"China-Laos Railway will restructure the traffic and transportation of Laos, a land-locked country, speed up the local economy, further connect provinces, and lower the cost of goods shipped via Laos to China." Guests unanimously agreed that China-Laos Railway is significant in accelerating the construction of the Pan-Asia Railway, connecting the facilities of countries along the "Belt and Road," and enhancing partnership between China and ASEAN countries.

(3) Upholding the theme of the times to promote mountain tourism development

After three years of the pandemic, mountain tourism, as a healthy lifestyle, has become more popular, and diversified mountain tourism products are favored and welcomed by tourists. Mountain tourism is destined to be the bellwether of tourism revitalization.

Mr. Fu Yingchun, Vice Chairman and Executive Secretary-General of IMTA, pointed out, "As the global market keeps opening and the number of tourists keeps increasing, there is no doubt that tourism is now steadily recovering and revitalizing.

Against such backdrop, the innate uniqueness and developing future of mountain tourism will play a catalytic role in activating consumer demand and boosting industry confidence." Mr. Zhu Shanzhong, UNWTO Ambassador for Tourism, highly regarded the significant role that mountain tourism plays in leading the sustainable development of tourism, "let us celebrate not only the incredible beauty of our world's mountains but also their potential to lead us towards a brighter, more sustainable future in tourism. Thank you all for your commitment, your passion, and your dedication. Your efforts are making a profound difference." Mr. Francesco Frangialli, former Secretary General of UNWTO, said in the keynote speech, "This understanding of the nature of sustainability was put forward by the Portland Report for the UN in 1986, then adopted by the UN family in 1992, in the RIO Conference, as submitted with the Agenda 21 and Framework Convention on Climate Change. And then, in 2002, ten years later, tourism was put into the picture by UNWTO in the book submitted. Sustainability is the keyword to maintain tourism."

Traditional handicraft constitutes the diversity of mountain tourism, the pillar of local tourism income, and critical in promoting the sustainable development of mountain tourism. The Traditional Folk Handicraft Exhibition demonstrated the profuse traditional intangible handicrafts and cultural and creative products of China and Laos, enhancing cultural exchange. Ms. Emma Chen, Global Vice President of IOV, made a speech titled "Heritage and Resource Utilization of Mountain Folk Handicrafts" in the theme forum, and proposed many original ideas and opinions with referential significance on the sustainable development of traditional mountain handicrafts.

Ms. Li Xia, Director of the Information Management Department of China Culture and Media Group, Executive Director and General Manager of CCMIT, said in her speech, "This year, Culture &

Tourism China launched Metaverse Culture Cabins that can quickly respond to tourists' demand for new technology. By using immersive technological interpretation, it tells the stories of local culture and showcases scenery from a novel perspective, greatly improving the operational capabilities of mountain tourism." Mr. Song Liguo, General Manager of the Strategic Cooperation Department of Trip.com Group, introduced how Trip.com Group effectively empowers the development of mountain tourism in three aspects: new scenarios, new concepts, and new driving forces. "Through rural revitalization, we tap into the key scenarios of mountain tourism, and expand the inventory space for rural tourism; With LESS, our sustainable tourism program, we promote new concepts like nature conservation and ecological protection; Through the Tourism Revitalization Plan A, we carry out brand marketing for destinations, optimize the structure of cultural and tourism industry, and empower the sustainable development of mountain tourism."

## 2. Achievements of the supporting events

### (1) Asian Mountain Tourism Promotion Conference

After holding the first "Asian Mountain Tourism Promotion Conference" in Guiyang City with the Ministry of Culture and Tourism of China and Guizhou Provincial People's Government, IMTA held the "Asian Mountain Tourism Promotion Conference 2023" in Laos as a supporting event for "International Mountain Tourism Day 2023" Theme Events, as a response to the opportunity of the recovering market. The Conference gathered 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, and to promote new business patterns and products that lead the new consumer demands.

Asia boasts a long history, colorful cultures, and profuse and diversified resources and products related to mountain tourism. Laos, as an Asian country that bridges the neighboring countries along the Mekong River, also enjoys abundant natural resources. Minister Ounethouang Khaophanh said in his speech: "The year 2024 is the Lao Tourism Year, and our government will try its best to advertise for the tourism industry. I believe IMTA will provide more opportunities for the international community to jointly discuss, develop, and drive the fast recovery and sustainable development of tourism, especially mountain tourism." In the eyes of Mr. Fu Yingchun, mountain tourism is an engine with great potential and prospects for the Asian economy. "Promoting world tourism, especially mountain tourism, to make it an important engine to help recover Asian and global economy, stabilize employment, reduce poverty, facilitate communication and cooperation among cultures and civilizations, is a major goal of Asian Mountain Tourism Promotion Conference." In addition, Ms. Maribel Rodriguez, Senior Vice President of WTTC, highlighted in her speech: "Congratulations to the fifth International Mountain Tourism Day! The tourism industry represents excellence, wealth, and strength. I hope we can continue to march ahead, travel around, get to know more people, and serve more tourists."

Ms. Manisakhone Thammavongxay, Deputy Director of the Public Relations Division, Tourism Marketing Department, MICT, illustrated the status quo of Laos to embrace modernized ecological tourism from six aspects – tourism policies, concept and goal of mountain tourism, Lao landform and terrain, status quo of mountain tourism in Laos, edges and scenic spots of mountain tourism, and future development and plan for Laos. Mr. Anongdeth Phetkaysone, Vice General Manager of Laos-China Railway Company Limited, introduced the operation of the China-Laos Railway since coming into operation in 2022, and the important influence and changes it brought to the

socioeconomic development and tourism progress of Laos. Mr. Serge Koenig, a member of the IMTA Expert Committee and an international mountain tourism expert, introduced the status quo of mountain tourism in Chamonix at the foot of Mont Blanc in the French Alps and highlighted the imperative need to anticipate the mountains of tomorrow. Ms. Li Xia, Director of the Information Management Department of China Culture and Media Group, Executive Director and General Manager of CCMIT, stated her visions on the new development opportunities of mountain tourism from three aspects – the nature and advantages of the resources that mountain tourism relies on, the forms of mountain tourism developed by using these advantages, and the corresponding groups. Ms. Wen Weiya, IMTA Secretary-General Assistant, introduced the beautiful landscapes, everlasting clear water, colorful cultures, and pleasant climate in Guizhou province, a "Mountain Park," and invited tourists around the world to Guizhou to admire the majestic mountain scenery, experience the passionate outdoor sports, appreciating the colorful mountain landscapes, feeling the mountain coziness of recreation and enjoying the policy dividends of investment. Mr. Liu Wei, Head of the Myanmar-China Culture and Tourism Promotion Society, introduced the natural landscapes that make visitors linger, the long-lasting and brilliant Buddhist culture, historical sites and relics, and the simple and peaceable customs of Myanmar. Mr. Inthy Deuansavanh, Chairman of Green Discovery, highlighted that they try their best to live peacefully with residents and the balanced development of tourism economy and local life, in the hope of providing high-quality advertisement and services to attract more visitors for mountain tourism in Laos.

#### (2) Exchange

During the events, IMTA held exchanges in Luang Prabang of Laos, Bali of Indonesia, and Kuala Lumpur of Malaysia, with local IMTA members,

tourism organizations and enterprises, and mainstream media. The exchange included mountain tourism seminars, business visits, and field visits, which were highly and extensively welcomed by the local tourism industries. The exchanges further built the platform and brand of IMTA, strengthened the ties between IMTA and its members and the tourism industry, and promoted the exchange and cooperation in mountain tourism.

Through the International Mountain Tourism Day 2023 sub-exchange events in Laos, Indonesia, and Malaysia, we invited tourism organizations and enterprises, experts and scholars, and media workers to attend the exchanges, to further enhance regional exchange and cooperation in Asian mountain tourism, build a high-quality platform for government-enterprise-research partnership, facilitate the supply-demand balance of projects, talents, and funds, empower the tourism industry to carry out multi-disciplinary and cross-city cooperation as well as provide intellectual and practical support to promote the interaction of international markets.

During the visit to Indonesia, the IMTA delegation and Mr. Gobang Sucipto, executive officer at Batur UNESCO Global Geopark, had an in-depth conversation on the status quo of mountain tourism in Bali and reached a consensus of protecting the Earth and nature and promoting the prosperity and cooperation in mountainous communities, and IMTA would pool its strength as a platform to enhance partnership in advertising and branding. During the visit to Malaysia, the delegation visited MCCC, the largest chamber of commerce in Malaysia, and other enterprises like Pearl Holiday (M) Travel & Tour, and had an in-depth conversation on jointly exploring methods and paths towards the recovery of the global tourism market, probed into the problems and solutions of tourism supply and marketing under new circumstances. In general, the exchanges provided new ideas and motivations for the recovery and sustainable

development of Asian mountain tourism and exerted a positive influence on the revitalization of mountain tourism and the opening of the market.

### III. Major achievements

(1) A practice of IMTA mission. IMTA's mission of "Guided by the goal of sustainable tourism, the IMTA seeks to protect mountain resources, preserve mountain civilization, and promote mountain economy to the benefit of the people living in mountainous regions" has been tested by time and put into practice. The profundity and originality have been recognized by IMTA members, international tourism organizations, and the mountain tourism industry. Guided by this mission, IMTA serves as a bridge that links world tourism. The theme and content of the events are another successful practice of the mission.

(2) An endeavor to consolidate the IMTA platform. "International Mountain Tourism Day" is a platform for member cooperation and exchange initiated by IMTA in 2018. For five years, the annual "International Mountain Tourism Day" Theme Events have been widely accepted and highly regarded by IMTA members and the global mountain tourism sector with clear and time-oriented themes and practical content. This year marks the reshaping of world tourism. The theme "Revitalize the Tourism Industry" manifests the theme of the time, points the direction ahead, and highlights teamwork, echoed among participants, the tourism industry, and media workers. Organizations and countries like Myanmar expressed their hopes of jointly holding the "International Mountain Tourism Day" Theme Events with IMTA next year, to carry out exchanges and cooperation, and build the events into a platform of joint discussion, construction, and sharing that promotes the sustainable development of world tourism.

(3) A new starting point for cooperation and exchange. IMTA took the opportunity to release the



latest data and trends of Chinese and international tourism with Trip.com, published "International Mountain Tourism Cooperation based on RCEP Framework" as RCEP comes into effect with the Chinese Academy of Social Science, and proposed ideas and solutions for tourism to fit in and help regional cooperation and development. The operation of the China-Laos Railway opens new channels for China's outbound tourism. For that, the railway department made a thorough introduction to the benefits it brings and explored how the railway helps to expand cultural and tourism exchange and cooperation. On behalf of the organizers, IMTA Deputy Secretary-General released Vientiane Consensus on Promoting Tourism Revitalization for a Better Future - "International Mountain Tourism Day 2023," pointing out directions and thoughts on post-pandemic tourism reshaping and governance. Guests, based on the construction of new tourism destinations in Laos and other ASEAN countries, explored how to implement more convenient inbound tourism policies, how to make tourism operations more professional, and how to develop innovative tourism products in the new era, and discussed the utilization of folk art resources and the digitalization of marketing. Additionally, we organized representatives of Chinese B&B associations and B&B operators in Laos to have a seminar on special B&B cooperation. We had in-depth conversations with the tourism association in Malaysia on market interaction strategies, new business patterns, tourist visas, the convenience of routes and airlines, how to provide services targeted at various living habits, and other hot topics, in a bid to reach a consensus.

(4) An opportunity to tell the China Story and an innovation of national diplomacy. "5.29 International Mountain Tourism Day," as a fixed festive day, was held at a critical time of recovering tourism in the post-COVID world, and it was China's national strategy to take this opportunity for global exchange

and cooperation. Therefore, supported by the Ministry of Culture and Tourism of China and Guizhou Province, IMTA leaders made full preparations and orderly implementations from theme to content, as well as major events to support events for the events in Laos. This year's theme was highly praised by all the guests, and the topics managed to be highly demanding, leading, and globalized. In particular, MICT organized the "Night at Laos" to represent the relationship between China and Laos. The local songs and dances pushed the dinner to its climax, and guests had in-depth conversations about their future business partnership in a cozy and relaxed manner. Directors of culture and tourism departments of provinces in Laos traveled from afar to attend the dinner and appreciated this special opportunity and life experience to exchange with and learn from each other, and they hoped to participate in more events like it. The whole event received full support and positive feedback from the co-organizer, MICT. IMTA and MICT reached multiple consenses on their future partnership. The minister said that they will send delegations to attend the International Mountain Tourism & Outdoor Sports Conference, IMTA Annual Conference, and Dialogue among Famous Mountains in the World 2023 held in Xingyi City of Guizhou Province in September. They looked forward to working with IMTA in other fields and invited IMTA to train the culture and tourism departments in the development concept and sustainable governance of mountain tourism. Minister of Hotels & Tourism Myanmar also hoped to jointly hold mountain tourism theme events with IMTA next year.

(5) An interaction that drives development in Guizhou Province. The events included effective interactions between IMTA and Guizhou Province. To be specific, IMTA carried out major events, supporting events, and exchanges with Lao officials, introduced the tourism and cultural resources and the business environment of Guizhou from various angles, and

won positive feedback and inspired guests to come to Guizhou to visit the local mountain resources and conduct extensive business exchanges with the local tourism sector. Via the events, Laos hoped to facilitate the construction of airlines directly from Vientiane to Guiyang City in Guizhou, and the special tourism train of "Guizhou of China – Vientiane of Laos." Chairman Youssef of MATTA also hoped to work with IMTA to build direct airlines between Kuala Lumpur of Malaysia and Guiyang City.

#### At the World-famous Mountains

Recommendation — Exhibition of Asian Mountain Tourism Photography & Traditional Folk Handicraft, traditional folk handicrafts of Guizhou (Miao embroidery, batik, and silver jewelry) and Laos were presented in Vientiane of Laos. Many guests liked the handicrafts and stopped to appreciate and learn about the production process and the culture of ethnic groups in Guizhou. The Exhibition served as a window for Lao people and guests to deepen their understanding of Guizhou Province.







# 花 紊

## Highlights





