



**MTOS**  
International Mountain Tourism and Outdoor Sports Conference

国际山地旅游暨户外运动大会



# 目录 Contents

4

## 构建人与自然和谐共生的山地旅游——2021 世界名山对话梵净山倡议

Constructing a Mountain Tourism where Man and Nature Co-exist Harmoniously  
—— Fanjing Mountain Initiative for 2021 Dialogue among Famous Mountains in the World

6

## 2021 世界名山对话

2021 Dialogue among Famous Mountains in the World

(一) 嘉宾致辞 ..... 08

Address

(二) 议题一：携手共筑人与自然和谐共生的山地旅游新格局 ..... 31

Topic I: Jointly Constructing a New Pattern of Mountain Tourism where  
Man and Nature Co-exist Harmoniously

(三) 议题二：名山伴名泉 名泉必康养——论道山地温泉康养旅游新境界 ..... 60

Topic II: Where there is a Famous Mountain, there is a Famous Spring for Health  
—— New Level of Mountain Hot Spring Wellness Tourism

(一)《世界旅游名山分类与评价体系研究报告》	80
<i>Classification and Evaluation System of World Famous Tourism Mountains</i>	
(二)《国际山地徒步旅游指南》(中文版)	84
<i>International Mountain Hiking Tourism Guide (Chinese Version)</i>	
(三)首批IMTA国际山地徒步旅游示范点	86
<i>The First Batch of IMTA International Mountain Hiking Tourism Demonstration Sites</i>	
(四)《国际山地旅游康养旅游项目建设与评定标准》框架	88
<i>The Framework of Construction and Rating-Standards for International Mountain Hot-Spring Health &amp; Wellness Projects</i>	
(五)签署国际山地温泉康养旅游合作备忘录	90
<i>Signing Memorandum of Cooperation on World Mountain Hot Spring Wellness Tourism</i>	



# 构建人与自然和谐共生的山地旅游

## ——2021 世界名山对话梵净山倡议

构建人与自然和谐共生的命运共同体，是当今世界的主旋律，探寻后疫情时代山地旅游的趋势与规律，是我们共同面对的现实挑战。2021世界名山（梵净山）对话在中国贵州省铜仁市举办，来自联合国教科文组织、人与生物圈保护网、相关国际组织、旅游机构和联盟会员的代表通过线上线下方式，围绕“携手共筑人与自然和谐共生的山地旅游”主题，就山地旅游发展理念、实践经验、方法路径进行深入交流研讨。与会者认为人与自然和谐相处、生物多样性保护、绿色低碳发展是构建生态文明和可持续山地旅游的必由之路，共同发出如下倡议：

1. 山地旅游发展应牢固树立人与自然和谐共生的核心理念。山地旅游赖以生存和发展的山地自然、人文资源，都源于大自然千百年来的孕育和孵化。山地旅游发展要始终保有对自然的敬意，以自然为根，尊重自然、顺应自然、保护自

然。对于生态环境更为敏感和脆弱的区域，如“人与生物圈”和世界遗产地等，更要做到严格保护，减少对自然生态系统和环境的影响和伤害。

2. 山地旅游应坚持绿色发展，摒弃盲目、无序，甚至破坏生态系统和环境的发展模式。统筹考虑生态效益、社会效益和经济效益，严格遵守相关保护条例，节约资源、爱护环境，充分考虑资源环境的承载力，做到适度、合理、科学建设开发。抓住绿色转型带来的新机遇，顺应科技发展大趋势，以创新为驱动，利用新理念、新科技、新模式开发山地旅游优质生态产品，构建人与自然和谐共生的友好山地旅游。

3. 山地旅游发展要坚持系统治理。山地旅游业态多样，本次活动重点研讨的名山旅游、山地徒步、山地温泉等代表业态与其他业态一同构成山地旅游体系。我们要遵循自然法则，把握山地旅游发展的内在规律，建设可衡量、可评估、可执行的山地旅游标准体系，努力实现构建人与自然和谐共生的可持续山地旅游目标。本次“对话”发布的《世界旅游名山分类与评价体系》、《国际山地徒步旅游指南》及介绍的《国际山地温泉康养旅游项目建设与评定标准》框架，将为山地旅游系统治理和发展提供专业指导和技术指引。山地旅游业界同仁，应以为保护山地资源、传承山地文明、促进山地经济、造福山地民众为己任，共同实现山地旅游发展的美好未来做出贡献。

中国·贵州·铜仁

2021年9月27日

# Constructing a Mountain Tourism where Man and Nature Co-exist Harmoniously

—Fanjing Mountain Initiative for 2021 Dialogue among Famous Mountains in the World

“Constructing a mountain tourism where man and nature co-exist harmoniously” is the theme of the current times, while exploring the development trends and patterns of mountain tourism in the post-COVID world is a practical challenge that we all face. The 2021 Dialogue among Famous Mountains (Fanjing Mountain) in the World is held in Tongren city, Guizhou province, China. Representatives of UNESCO, Biosphere Reserves, relevant international organizations, travel agencies, and IMTA members have an in-depth discussion on the development approaches, practical experience, and methods of mountain tourism via both online livestreaming and offline gathering, around the theme of “constructing a mountain tourism where man and nature co-exist harmoniously.” Participants believe that the harmonious co-existence between man and nature, the protection of biodiversity, and green and low-carbon development are foundations of building an ecological civilization and a sustainable mountain tourism. Therefore, they proposed the following initiatives together:

1. To develop mountain tourism, we must consolidate the core idea that man and nature should co-exist harmoniously. Everything that mountain tourism relies on—natural and culture resources—comes from thousands of years of breeding and cultivating by nature. Therefore, we must always respect, comply with, and protect nature, and be rooted in nothing but nature. Areas with a more sensitive and weaker ecological environment, such as biosphere reserves and world heritages, must be better protected from influence and harm imposed on natural ecosystem.

2. Mountain tourism should stick to green development, and abandon development patterns that are blind, out-of-order, and harmful to ecosystem and environment. To do that, we need to take ecological, social, and economic benefits into consideration, follow relevant protection rules and regulations to save resources and protect

the environment, and never pass the bearing capacity, so as to reasonably and scientifically build and tap into the natural settings. Next, we should grasp new opportunities brought by green transformation, follow the general trend of scientific advance, and use novel concepts, technologies, and patterns to develop premium ecological products of mountain tourism driven by innovation, in a bid to build an environmental-friendly mountain tourism where man and nature co-exist harmoniously.

3. To develop mountain tourism, we must adhere to systemic governance. Mountain tourism enjoys multiple business patterns, so our job is to combine the key ones that we focused on at the Dialogue—famous mountain tourism, mountain hiking, and mountain hot spring—with other patterns into a consolidated system. In addition, we need to follow the law of nature and the inherent law of mountain tourism development, to build a standard system that is measurable, appreciable, and executable, so as to achieve the goal of “constructing a mountain tourism where man and nature co-exist harmoniously.” *Classification and Evaluation System of World Famous Tourism Mountains, International Mountain Hiking Tourism Guide, and Introduce the Framework of Construction and Rating-Standards for International Mountain Hot-Spring Health & Wellness Projects* released at the Dialogue will offer professional and technical guidance on the systemic governance and development of mountain tourism. All mountain tourism practitioners should shoulder the responsibility of “protecting mountain resources, preserving mountain civilization, and promoting mountain economy to the benefit of the people living in mountainous regions,” jointly contributing to building a better future for mountain tourism.

Tongren · Guizhou · China  
27th September, 2021



# 2021世界名山（梵净山）对话

## ——携手共筑人与自然和谐共生的山地旅游

“世界名山对话”是国际山地旅游联盟自创品牌的高端对话平台，已成功举办两届。届在搭建世界山地旅游界的交流合作平台，加强不同山地文化之间的对话，促进相互协作，展示山地旅游目的地的形象，探索名山间多元化协同发展模式，挖掘创造一个健康、绿色、可持续的山地旅游业。

第三届“2021世界名山（梵净山）对话”，在中国贵州省铜仁市举办。对话以“携手共筑人与自然和谐共生的山地旅游”为主题，共同探索后疫情时代构建人与自然和谐共生的山地旅游新未来，助力世界和贵州的山地旅游产业化高质量发展。



# 2021 Dialogue among Famous Mountains (Fanjing Mountain) in the World

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

The "Dialogue among Famous Mountains in the World" is a high-end dialogue platform of the International Mountain Tourism Alliance's independent brand which had successfully held two sessions. It aims to build an exchange and cooperation platform for world mountain tourism circles, strengthen dialogues between different mountain cultures, promote collaboration, show the image of mountain tourism destinations, explore diversified models for the collaborative development of famous mountains, and create a healthy, green and sustainable mountain tourism

ecosystem.

The 3rd session of "2021 Dialogue among Famous Mountains (Fanjing Mountain) in the World" was held in Tongren city, Guizhou province, China. With the theme of "Constructing a Mountain Tourism where Man and Nature Co-exist Harmoniously", jointly explore the building of a new future of mountain tourism in which man and nature coexist in harmony in the post COVID era, and help the high-quality development of mountain tourism industrialization in the world and Guizhou.



## 嘉宾致辞 Address

### 推动形成人与自然和谐共生

邵琪伟 / 国际山地旅游联盟副主席

女士们、先生们、朋友们

大家好！

首先，我谨代表国际山地旅游联盟，对2021国际山地旅游暨户外运动大会和第十六届贵州旅游产业发展大会的召开表示热烈祝贺！

在金秋时光这样一个美好的时刻，“2021世界名山（梵净山）对话”在贵州省铜仁市举办，我代表国际山地旅游联盟，向给予联盟关心、支持和帮助的各界朋友表示衷心感谢！

“世界名山对话”是国际山地旅游联盟2018年创建的一个富有实践性的平台，旨在搭建世界名山旅游合作交流平台，探索世界名山旅游多元化发展模式，共享山地旅游可持续发展的经验与成果。

2021年4月22日习近平主席在全球“领导人气候峰会”上的讲话中指出：“人类应该以自然为根，尊重自然、顺应自然、保护自然。我们要像保护眼睛一样保护自然和生态环境，推动形成人与自然和谐共生新格局。”在全球高度重视生态环境保护的大背景下，以“携手共筑人与自然和谐共生的山地旅游”为主题举办的本次世界名山对话，具有特别的意义。



良好的山地生态系统对山地国家和地区的经济、社会与环境的可持续发展，有着深刻影响和重要作用。但是我们都知道，在全球大规模的工业化推动生产力发展、创造物质财富的同时，山地生态系统的保护与可持续发展面临气候变化、自然灾害、人口增长、自然资源过度开发等威胁和挑战，人与山地环境的和谐友好关系也受到严峻挑战，这为全球山地治理提出了更高要求。加强山地环境保护，维系山地生态系统，促进人与自然环境和谐共生、可持续发展已经刻不容缓。我们呼吁全球各界，一定要像珍惜生命一样珍惜宝贵的世界山地环境。

作为以保护山地资源、传承山地文明、促进山地经济、造福山地民众为宗旨的国际组织，国际山地旅游联盟有责任促进山地旅游业界形成共识，引领山地旅游领域坚持走与自然和谐共生、

可持续发展之路，这也正是本次活动主题定位为“构建人与自然和谐共生的山地旅游”的初衷。

今天我们将探讨山地旅游如何积极响应和参与“人与生物圈计划”战略，在尊重自然、保护自然、顺应自然的前提下，实现可持续发展，推动构建起“山地旅游人与自然生命共同体”。我们已经认识到人类共同的未来和人类与自然的相互作用，我们将采取负责任的行动，与世界生物圈保护区网络开展合作，在保护中发展，探索可持续的山地旅游发展模式；我们将以联盟为平台，在旅游经营者与自然保护区之间搭建桥梁，相互交流经验，促进成功模式的应用；我们将探索更多联合开展专业评价及质量管理的研究、为制定可持续发展的政策和战略规划提供依据；我们还将支持负责任的旅游企业和具有影响力的专业机构，积极探索旅游业推进建立人与自然命运共同体的政策、方式和路径创新，实现可持续发展目标。本次活动我们将发布的几项成果表明，联盟正在朝着这个正确的方向前行。

山地旅游的可持续发展需要有力的智力支撑，需要汇聚政府、商界、学界、媒体、民间及其他各界领导者、参与者开展交流与合作，以传

播山地旅游先进理念，分享山地旅游成功案例，汇集山地旅游实践经验，促进山地旅游政策完善。

让我们欣慰的是，贵州省以及铜仁市坚持倡导尊崇自然、顺应自然、保护自然的生态文明理念，在念好山字经、做好水文章、打好生态牌，创建绿色发展先行示范区，坚定不移实施大扶贫、大数据、大生态三大战略行动，以及山地旅游发展的实践中，创造了可供借鉴和推广的经验。

我们希望通过“世界名山对话”平台，唤起各界对世界旅游名山保护与发展的重视，积极献计献策，建立长效机制，共享经验和商机，共守生态和底线，让山地旅游成为保护山水、传承文化、造福民众、推动发展的重要载体。

我们希望通过本次对话，推动全球山地领域和各利益相关方，加强跨文化对话和跨学科能力建设，推动各个国家和地区、各相关国际组织和管理机构，发挥积极引导作用，根据山地的特点和发展需求，更好地保护其突出的普遍价值，实现和谐共生、永续利用的可持续发展目标。

最后，祝“2021世界名山（梵净山）对话”活动取得圆满成功！

谢谢大家！



# Helping Man and Nature coexist Harmoniously

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

Ladies and gentlemen:

Friends:

Hello everyone! On behalf of IMTA, I'd like to extend my warm congratulations on the convening of the International Conference of Mountain Tourism and Outdoor Sports 2021 and the 16th Guizhou Tourism Industry Development Conference.

At such a nice moment in deep autumn, the "2021 Dialogue among Famous Mountains (Fanjing Mountain) in the World" is taking place in Tongren City, Guizhou Province. On behalf of the International Mountain Tourism Alliance, I would like to express my heartfelt thanks to friends from all walks for the care, support and help to the IMTA.

"World Famous Mountains Dialogue" is a platform created by the International Mountain Tourism Alliance in 2018. It aims to build a platform for cooperation and exchange among stakeholders of famous mountain tourism, explore the diversified tourism development model for famous mountains in the world, and share the experience in and achievements of sustainable development of mountain tourism.

In April 22 this year, during the "Leaders Summit on Climate", Xi Jinping – general secretary of the Communist Party of China Central Committee, pointed out that "Humanity beings should take nature as the root, respect nature, conform to nature, and protect nature. We must protect nature and the ecological environment as we protect our eyes. In order to promote the formation of a new pattern of harmonious coexistence between man and nature." It is of special significance to hold this dialogue among famous mountains in the world with the theme of "Constructing a Mountain Tourism where Man and Nature Co-exist Harmoniously" under the background of worldwide attention to ecological and environmental protection.

A good mountain ecosystem can profoundly impact and play an important role in the sustainable development of the economy, society and environment in the countries and regions where the mountain is located. However, we all know that while large-scale industrialization across the globe drives the development of productive forces and creates material wealth, it is presenting numerous challenges such as climate change, natural disasters, population growth, and natural resources depletion to the protection and sustainable development of mountain ecosystems. As the global mountain governance puts forward higher requirements are being raised for global mountain governance, it is imperative that we strengthen mountain environmental protection, maintain mountain ecosystem, and promote the harmonious coexistence between and sustainable development of human and the natural environment. Taking this opportunity, we call on all sectors of the world to cherish the precious world mountain environment as much as we cherish life.

Guided by the concept of ecological civilization and the principle of protecting mountain resources, preserving mountain civilization, and promoting mountain economy to the benefit of the people living in mountainous regions, IMTA is duty-bound to build a consensus across the mountain tourism industry and lead the tourism field to the road of harmonious coexistence and sustainable development between man and nature. This is why we have chosen the theme of "Constructing a Mountain Tourism where Man and Nature Co-exist Harmoniously" for this conference.

Today, we will explore how mountain tourism can actively respond to and participate in the man and biosphere initiative, and achieve sustainable development on the premise of respecting, protecting, and conforming to nature. In building

a community of life for mankind and nature in our mountain tourism sector, we have realized that, for the common future of mankind and to facilitate the interactions between mankind and nature, we will take a responsible actions to work with the world nature reserve network to explore a sustainable development model for mountain tourism. We will utilize IMTA as a platform to build a bridge between tourism operators and nature reserves, for them to share experience and adopt successful models. We will explore more joint research on professional evaluation and quality management, so as to provide support for the formulation of policies and strategic plans on sustainable development. We will vigorously support responsible tourism enterprises and influential professional institutions in their effort to explore innovative policies, methods and paths for building a community of life for mankind and nature in the tourism industry and achieving the goal of sustainable development. Several measures to be announced at the conference later will prove that IMTA is moving in the right direction.

The sustainable development of mountain tourism needs strong intellectual support, requires leaders and other participants from government, business, academia, media, and civil society to communicate and collaborate with each other, so as to spread the concept of mountain tourism, share successful cases, build up mountain tourism experience and keep improving policies on mountain tourism.

It is gratifying to see that Guizhou Province and Tongren City adhere to the ecological civilization concept of respecting nature,

conforming to nature and protecting nature. What they have provided experience for reference and promotion in doing well in protecting mountains, water and ecological environment; creating the Green Development Demonstration Zone; implementing the three major strategic actions of big poverty alleviation, big data and big ecology as well as the practice of mountain tourism development unswervingly.

Through the platform for “dialogue famous mountains in the world”, we hope to let people from all walks of life to recognize the importance to protect and develop famous tourism mountains around the world by offering suggestions, establishing mechanisms, and sharing best practices and business opportunities. We will jointly keep the bottom line of ecological security, and make mountain tourism an important vehicle to protect mountains and rivers, pass on culture, benefit the people and promote relevant laws.

We hope that through this dialogue, we will promote more frequent cross-cultural dialogues and cross regional construction efforts among all stakeholders in the global mountain field, and encourage all countries and regions, relevant NGOs and management institutions to play an active guiding role, so as to better protect the distinctive common values of mountains in line with their characteristics and development needs and realize our goal of harmonious coexistence and sustainable utilization.

Finally, I wish the “2021 Dialogue among Famous Mountains (Fanjing Mountain) in the World” a complete success.

Thank you!



## 牢固树立“两山”理念 携手共谋山旅融合

于杰 / 贵州省人大常委会党组成员

尊敬的各位领导、各位嘉宾，女士们、先生们、朋友们：

金秋送爽、丹桂飘香！在这收获的季节里，我们相聚在世界名山——梵净山下，共享山地旅游可持续发展的经验与成果，共谋人与自然和谐共生的山地旅游新未来。在此，向“世界名山对话”活动的举办表示热烈祝贺！向出席活动的各位领导和嘉宾表示热烈欢迎！向长期以来关心支持贵州旅游业发展的各界朋友表示衷心感谢！

绿水青山是发展旅游的资源条件，是旅游业的“聚宝盆”。习近平总书记视察贵州时深刻指出“人不负青山，青山定不负人”“要抓住乡村旅游兴起的时机，把资源变资产，实践好绿水青山就是金山银山的理念。”党的十八大以来，贵州深入学习贯彻习近平生态文明思想和习近平总书记视察贵州重要讲话精神，牢固树立绿水青山就是金山银山的理念，牢牢守好发展和生态两条底线，加快推进国家生态文明试验区建设，全力打造“山地公园省·多彩贵州风”山旅融合品牌，旅游业蓬勃发展，是“两山”理论的生动实践。

贵州因山而名、因山而美。江南千条水、云贵万重山。作为全国唯一一个没有平原支撑的省份，山是贵州独特的符号和标志。东有神秘梵净，一峰独秀、俯瞰潇湘。西有磅礴乌蒙，峻美形胜、绵延千里。南有奔放苗岭，横亘东南、连



接两江。北有雄关大娄，苍山如海、残阳如血。贵州独特的喀斯特地形地貌，无山不水、无山不洞、无山不景，梵净山“梵净山峰耸碧霄，武陵钟秀独高标”，黄果树“白水瀑布信奇绝，占断黔中山水窟”，织金洞“天生奇景妙无穷，曲折逶迤地脉通”，万峰林“天下山峰何其多，惟有此处峰成林”……，大自然鬼斧神工，造就了贵州山水洞相伴、山水洞相依，山水洞共生、山水洞共美，这既是自然的恩赐，也是人类的福祉。

贵州因山而秀、因山而灵。仁者乐山、智者乐水。贵州的山，是薪火相传的山。远古炎黄大战蚩尤，九黎部落战败历经数次迁徙，最终落脚贵州，在贵州山水的庇护下休养生息。贵州世居的苗、侗、布依等17个少数民族，傍山而居、世代繁衍，创造了浓郁的少数民族文化，苗家吊脚楼、侗寨风雨桥别具风格，侗族大歌、苗族飞歌、布依族好花红享誉海内外。贵州的山，是文化包容的山。明成化年间，王阳明谪贬在贵州龙场，在贵州山水间潜心悟道，创立心学，开启了

儒学发展新境界。明朝初年，朱元璋调兵镇南，江南大批汉族士兵、工匠迁徙贵州，历经岁月沧桑，在贵州山水间传承着独树一帜的屯堡文化。贵州的山，是绝处逢生的山。中央红军长征一年多，在贵州活动时间最长、活动范围最广，创下了强渡乌江、激战娄山关、四渡赤水等经典战例，遵义会议确立了毛泽东同志在党中央和红军的领导地位，在最危急关头挽救了党、挽救了红军、挽救了中国革命，实现了中国革命伟大的转折。

贵州因山而变、因山而兴。天堑变通途、旧貌换新颜。经过“黄金十年”快速发展，贵州基础设施建设突飞猛进，高铁通车里程超过1500公里，高速公路通车里程超过7600公里，建成农村“组组通”硬化路7.87万公里。今天的贵州，冲破山峦叠嶂，率先在西部地区实现县县通高速，村村通硬化路，世界前100名的桥梁，47座在贵州的高山峡谷间，是中国的“桥梁博物馆”，行路难、用电难、通信难等问题得到历史性解决，山乡面貌发生历史性巨变。今天的贵州，生物多

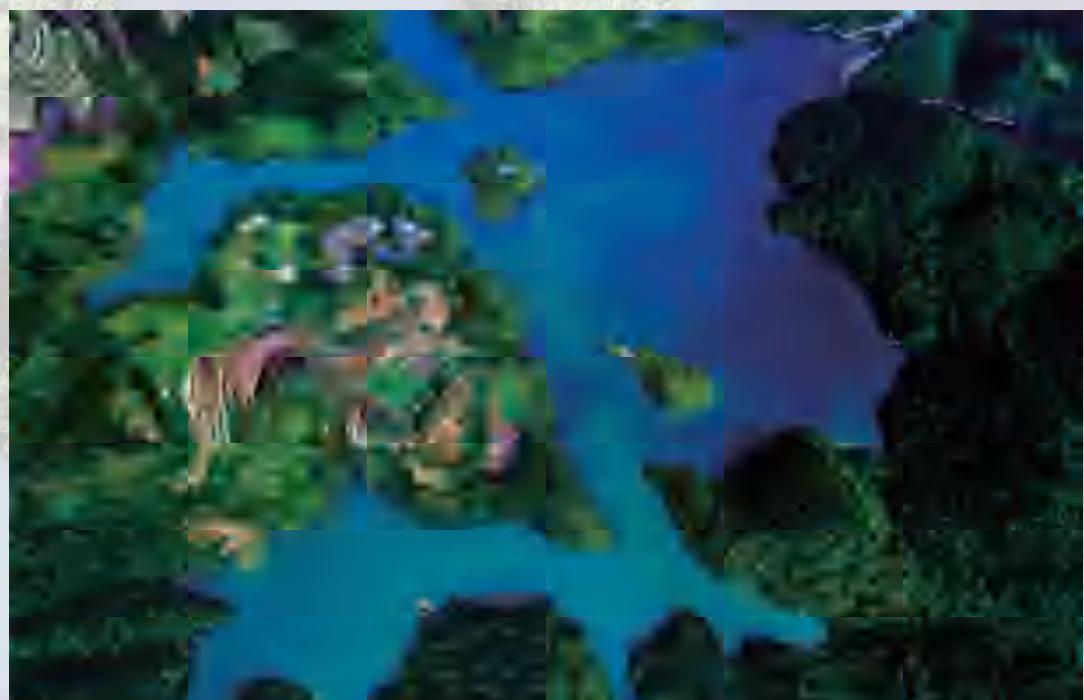
样性位居全国前列，到处是“江从白鹭飞边转，云在青山缺处生”的美丽景象，遍地是望得见山、看得见水、记得住乡愁的美丽画卷，绿水青山永远成为贵州人民的“幸福不动产”“绿色提款机”。

各位嘉宾，绿水青山既是自然财富、生态财富，又是社会财富、经济财富，进入新时代，人们更加重视生态安全、生命健康、生活质量。

“人与自然和谐共生”是国际山地旅游发展的主旋律，也是贵州打造山地旅游强省坚定不移的方向。今天，我们依托国际山地旅游联盟平台，积极开展世界名山对话，推动山地旅游国际合作，助推全球山地旅游高质量发展。衷心希望与会的各位领导、各位专家、各位嘉宾多给贵州山地旅游发展建言献策，积极参与贵州山地旅游的高质量发展，在发展进程中实现互惠互利、合作共赢。

最后，祝本次世界名山对话活动取得圆满成功，祝各位嘉宾身体健康，工作顺利，生活幸福！

谢谢大家！





# Sticking to the Conviction “Lucid Waters and Lush Mountains are Invaluable Assets”

## Combining Mountain with Tourism

——Yu Jie, Party Member of Standing Committee of Guizhou Provincial People's Congress

Distinguished guests, ladies, gentlemen and friends:

In this beautiful autumn, the season of harvest, we gather together at the foot of the world famous Fanjing Mountain to share the experience and results of the sustainable development of mountain tourism, and seek the new future of mountain tourism in which man and nature co-exist in harmony. I'd like to express my congratulation to the event of "Dialogue among Famous Mountains in the world", my warm welcome to leaders and guests attending this occasion, and my sincere thanks to friends from all circles who have been supporting the tourism industry of Guizhou for a long time!

Lucid waters and lush mountains are valuable resources for the development of tourism. It's a "treasure bowl" for the tourism industry. When Xi Jinping – General Secretary of the Communist Party of China Central Committee inspected Guizhou Province, he profoundly pointed out that "If we humanity do not fail Nature, Nature will not fail us.", "We need to make full use of the opportunities for the rise of rural tourism, convert resources into assets, and practice the idea that lucid waters and lush mountains are invaluable assets." Since the 18th National Congress of the Communist Party of China, Guizhou has thoroughly studied and implemented General Secretary Xi Jinping's thoughts on ecological civilization and the spirit of Xi's important speech on his inspection of Guizhou, firmly established the concept that "lucid waters and lush mountains are invaluable assets", firmly adhered to the two bottom lines of development and ecology, and accelerated the construction of National Ecological Civilization Pilot Zone,

made all strength to build an integrated mountain tourism brand of "Colorful Guizhou, Mountain-park Province" and the vigorous development of the tourism industry are the vivid practice of the "lucid waters and lush mountains" theory.

Guizhou is famous and beautiful for its mountains. While the south of the Yangtze River is featured by diversified waters and rivers, Yunnan and Guizhou boast numerous ranges of mountains. As the only Chinese province without plain, Guizhou is uniquely characterized and symbolized by mountains. In the east of Guizhou, the mysterious Fanjing Mountain outshines others in the neighboring area. In the west, the majestic Wumeng Mountain stretches itself for thousands miles, showing precipitous and magnificent shape. The bold Miao Mountain Range spans in the southeast, connecting two rivers. In the north, the grand Dalou Mountain, manifesting a scene in which green mountains like the tide; the sunken sun blood-dyed. The distinctive karst topography of Guizhou decorates all its mountains with waters, caves and beautiful sceneries. "Fanjing Mountain reaches the sky, while Wuling Mountain outshines others with its appealing scenery."

"The whitewater Huangguoshu Waterfall is a splendid epitome of mountains, waters and caves in central Guizhou." As for the Zhijin Cave,

"The natural wonders in the cave twist under the ground." Regarding Wanfenglin Ranges,

"Though numerous mountains in the world, only here the ranges form a 'forest' of peaks" ... The secret workings of nature create the beautiful sceneries in Guizhou in which mountains, waters and caves accompany, interdepend and accomplish each other. This is the gift of nature, and the blessing for human.



Guizhou is beautiful and spiritual of mountains. The virtuous find pleasure in mountains, while the wise enjoy waters. The mountains of Guizhou are passed from generation to generation. In the ancient Huang Emperor's and Yan Emperor's war against Chiyou, the Jiuli tribe was defeated. After several migrations, they finally settled in Guizhou and rested under the protection of Guizhou's landscape. Seventeen ethnic minorities in Guizhou, including Miao, Dong and Buyi, have created rich ethnic cultures after living along the mountains for generations. Piled dwellings of Miao families and wind-rain bridges of Dong villages have their own styles, and Dong folk songs, Miao flying songs and Buyi's Pretty Red Flowers are well-known at home and abroad. The mountains of Guizhou are culturally inclusive. During the Chenghua period of the Ming Dynasty, Wang Yangming was relegated to Longchang, Guizhou, where he immersed himself in the enlightenment of Taoism and created the Theory of Mind, which opened up a new realm for the development of Confucianism. In the early Ming Dynasty, Zhu Yuanzhang sent troops to suppress the South Part, and a large number of Han soldiers and craftsmen from the south of the Yangtze River migrated to Guizhou. After years of vicissitudes, the unique Tunpu culture has been inherited among the landscapes of Guizhou. The mountains of Guizhou are the ones that can survive in desperate situations. For more than a year during the Long March, the Central Red Army had the longest and widest range of activities in Guizhou, setting classic examples of battles such as Forced Crossing of the Wujiang River, Loushan Pass Battle, and Crossing the Chishui River for Four Times. The Zunyi Meeting established Comrade Mao Zedong's leading position in the CPC Central Committee, and saved the Party, the Red Army and the Chinese revolution at the most critical moment, thus realizing the great turning point of the Chinese revolution.

Guizhou changes and thrives because of the mountains. The deep chasm has turned into a thoroughfare, while the new scenes replace the old. With the rapid development of the "Golden Decade", Guizhou's infrastructure construction has advanced by leaps and bounds, with the mileage of high-speed rail exceeding

1,500 kilometers, and expressway exceeding 7,600 kilometers. 78,700 kilometers of rural "group-to-group" hardened roads have been completed. Today's Guizhou, breaking through the mountains and peaks, has taken the lead in realizing county-to-county expressways and village-to-village hardened roads in west China. Among the top 100 bridges in the world, 47 are located between the mountains and valleys in Guizhou, which is China's "Bridge Museum". The difficulties in travel, electricity utilization and communication have been solved historically, which ensures the great changes in the appearance of rural areas. In Guizhou today, the biodiversity ranks in the forefront of the country, with beautiful scenes that "the egret flies over the turning of the river, and the clouds rise up from the gap of the mountains". People can see mountains and rivers everywhere which deserve to be remembered. Lush mountains and lucid waters will always be the "happy real estate" and "green cash machine" for Guizhou people.

Distinguished guests, lush mountains and lucid waters are not only natural and ecological treasure, but also social and economic wealth. In the new era, people attach greater importance to ecological safety, health and quality of life.

"Harmonious co-existence between man and nature" is the main theme of international mountain tourism development, and also the unwavering direction for Guizhou to build a strong province of mountain tourism. Today, based on the platform of International Mountain Tourism Alliance, we actively carry out the dialogues among world famous mountains, promote international cooperation in mountain tourism, and boost the high-quality development of global mountain tourism. I sincerely hope that all the leaders, experts and guests present at the meeting can offer suggestions for the development of mountain tourism in Guizhou, actively participate in its high-quality development, and achieve mutual benefit and win-win cooperation in the development.

Finally, I wish this Dialogue on World Famous Mountains a complete success, and all the guests good health, success in work and a happy life!

Thank you!

## 共同探索山地类型保护区可持续发展的新路径

张亚平

中国科学院副院长、院士  
中国人与生物圈国家委员会主席

尊敬的于杰先生、邵琪伟副主席、曲星副总干事，  
各位嘉宾、各位朋友：

大家下午好！

非常高兴来到素有“梵天净土、世外桃源”美誉的铜仁参加2021年世界名山（梵净山）对话会。首先，我谨代表中华人民共和国人与生物圈国家委员会对本次对话会的举办表示热烈的祝贺，对贵州省委省政府、国际山地旅游联盟及联合国教科文组织社会各界长期以来对人与生物圈国家委员会工作的支持表示衷心的感谢。

当前，气候变化、生物多样性丧失和污染危机对人类生存和发展带来严峻挑战，也反复提醒我们，人类只有一个地球，人类要找到与自然的和谐相处之道。自去年以来，突如其来的新冠肺炎疫情席卷全球，对人们的生产生活产生巨大影响，使全球经济社会发展陷入了近百年来和平时期最严重的危机。习近平总书记在联合国生物多样性峰会上曾指出，本次疫情使我们更加深刻地认识到，人与自然是命运共同体，我们要推动生态文明建设，推动绿色高质量发展，推动万物和谐共生，增强建设美丽世界的动力。即将在昆明召开的联合国《生物多样性公约》第15次缔约方大会也以“生态文明：共建地球生命共同体”为主题。可以说，坚持生态文明思想，走生态文明之路，是实现“人与自然和谐共处”的2050



年愿景的必由之路。

自1973年我国加入联合国教科文组织人与生物圈计划以来，尤其是自中国人与生物圈国家委员会成立以来，我们在国内外相关部门的积极支持下，将人与生物圈计划所倡导的“人与自然和谐相处和推动可持续发展”的理念与我国自然保护地建设的实践深度融合，取得了很好的进展。比如，我们积极推动和帮助我国34家自然保护地跻身世界生物圈保护区之列，这其中贵州省有两家，分别是梵净山和茂兰。值得一提的是，梵净山早在1986年就被联合国教科文组织批准为世界生物圈保护区，多年来开展了大量卓有成效的探索。此外，我们也初步建成了全球最大的生物圈保护区国家网络——中国生物圈保护区网络，并依托这一网络开展了大量自然保护和可持续发展实践，相关科研、监测和教育项目在支撑自然保护地管理、周边社区发展和我国生态学研究方面产生了深远影响。本次对话会以“构建人与自然和谐共生的山地旅游”为主题，这与人与生物圈国家委员会所倡导的理念高度契合，也代表

了未来生态旅游的方向。实际上，早在 1998 年人与生物圈国家委员会就在保护区实践的基础上提出了生态旅游发展的政策和技术指导，更在 2011 年在贵州发布了《中国生物圈保护区生态旅游荔波宣言》，在国内外产生了较大影响。今年适逢荔波宣言发布 10 周年，本次对话会又在铜仁举办，我相信相关对话成果将对国内外山地型保护区生态旅游的健康发展大有裨益。

征程万里风正劲，重任千钧再出发。中华人民共和国人与生物圈国家委员会愿与与会各方一道，继续以习近平生态文明思想为指引，砥砺奋进，开拓进取，共同探索山地类型保护区可持续发展的新路径，推动人与自然和谐共生，构建万物和谐的地球生命共同体。

最后，预祝本次对话会取得圆满成功！谢谢大家！





# Exploring a New Path for the Sustainable Development of Mountain Reserves

—Zhang Yaping, Vice-President, academician of the Chinese Academy of Sciences (CAS) and President of the Chinese National Committee for Man and the Biosphere Programme, UNESCO

Dear Director Yu Jie, Vice Chairman Shao Qiwei,  
Deputy Director General Qu Xing:  
Distinguished guests and friends:

Good afternoon!

I am very pleased to be here in Tongren City, a place known as the Brahma Pure Land and Taoyuan Tongren, to participate in "2021 Dialogue among Famous Mountains (Fanjing Mountain) in the World". First of all, on behalf of the Chinese National Committee for Man and the Biosphere Program, I give my warm congratulations to the conference. On this occasion, I like to thank Guizhou Provincial Party Committee and Provincial Government, International Mountain Tourism Alliance, UNESCO and all sectors of society for their long-standing support to the committee.

At present, climate change, biodiversity loss and pollution crises have brought severe challenges to human survival and development. These challenges repeatedly remind us that we have only one Earth, we mankind must find a way to live in harmony with the nature. Since last year, COVID-19 epidemic has swept the world, significantly affecting people's production and life, leaving global economic and social development into the most serious crisis in peace time in the past 100 years [a statement of International Monetary Economic Organization + State Council Development Research Center]. Xi Jinping – general secretary of the Communist Party of China Central Committee pointed out at the United Nations Biodiversity Summit that this epidemic enabled us to be aware more deeply that human and the nature are a community

of destiny. We must promote the building of ecological civilization, green and high-quality development and the harmonious coexistence of all things. We must intensify our motivation to build a beautiful world. The theme of COP15 of UN "Convention on Biological Diversity" to be held in Kunming is "Ecological Civilization: Building a Shared Future for All Life on Earth". It might be concluded that adhering to the philosophy of ecological civilization and taking the path of ecological civilization is the only way to realize the 2050 vision of "harmonious coexistence between man and nature".

China joined the UNESCO Man and Biosphere Program in 1973. Since then and in particular since the establishment of the Chinese National Committee for Man and Biosphere, China, under the active support of relevant parties at home and abroad, has integrated deeply the "Man and Nature Program" advocated by the Man and Biosphere Program with the practice of China's nature reserve building and made good progress. For instance, China actively promoted and assisted 34 nature reserves to be among the world's biosphere reserves. Among the reserves, two are in Guizhou Province, Fanjing Mountain and Maolan Reserve. It is worth mentioning that Fanjing Mountain was approved as a World Biosphere Reserve by UNESCO as early as 1986. Much fruitful study was conducted over the years. In addition, China initially established the world's largest national network of biosphere reserves— China Biosphere Reserve Network. Relying on this network, we have taken a lot of actions in nature conservation and sustainable

development. Relevant scientific research, monitoring and education programs have profound roles in supporting nature reserve management, development of surrounding communities and ecological research in China. The theme of this conference, "Constructing a Mountain Tourism where Man and Nature Co-exist Harmoniously" , is highly consistent with the concept advocated by Chinese National Committee of Man and the Biosphere Program. It also represents the trend of future eco-tourism. In fact, as early as 1998, the Chinese National Committee of Man and the Biosphere Program advocated policies and technical guidance for ecotourism development on the basis of the experience of protected area building. In 2011, "China Biosphere Reserve Ecotourism Libo Declaration" was declared in Guizhou, a further action in this regard. This is a great move in China and abroad. This year coincides with the 10th anniversary of the release

of the Libo Declaration, and this conference is held in Tongren City. Given the fact, I believe that the dialogue will be of great benefit to the healthy development of ecological tourism in mountainous reserves in China and abroad.

The journey is in tens of thousands of miles, we have to experience a lot, and we have to set off again with much duty. Chinese National Committee for Man and Biosphere Program is willing to work with all participants to continue to forge ahead and, under the guidance of Xi Jinping's philosophy of ecological civilization, continue the new strive and progress, finding the paths for the sustainable development of mountain-type reserves, promote the harmonious coexistence of man and nature and build a harmonious life community on Earth.

Finally, wish this conference a complete success! Thank you!



## 文化和旅游部将一如既往 为推动国际山地旅游业可持续发展作出贡献

张西龙

文化和旅游部国际交流局副局长

尊敬的于杰主任、邵琪伟副主席、张亚平主席，女士们、先生们、朋友们：

大家下午好！

很高兴与大家相聚在“2021世界名山(梵净山)对话”。受文化和旅游部委托,我在此谨对本届世界名山对话的召开表示热烈祝贺！向参会的中外嘉宾致以诚挚的问候！向长期致力于全球山地旅游事业发展的各界人士致以崇高敬意！

旅游业是当今世界经济发展的一大动力引擎,是不同国家、不同文化交流互鉴的重要渠道,是传播文明、增进友谊和输出软实力的重要桥梁,是实现修身养性和优化人口素质的重要抓手,也是提高人民生活质量水平的重要产业。山地旅游占据世界旅游市场20%左右的份额,在全球旅游发展格局中具有举足轻重的地位和作用,更是依托其亲近自然、休闲康养、净化心灵等属性,逐渐成为大众所青睐的一种旅游方式与度假业态。

自新冠疫情暴发以来,给包括旅游业在内的全球社会经济发展带来了前所未有的巨大影响和冲击。文化和旅游部在党中央、国务院的统一领导下,积极统筹推进疫情防控和旅游业



的重启与复苏。到目前为止,国内旅游市场逐步向好,消费信心进一步恢复,产业动能进一步积聚,产业政策集中释放,旅游经济运行复苏向上的基本面基本稳固。

国际山地旅游联盟作为中国三大国际旅游组织之一,其宗旨和发展理念富有创新和时代特色。其国际化、市场化、专业化得到国内外行业专业人士的广泛认可。近些年在服务会员和山地领域发展取得了长足进步,成为旅游业服务产业发展国家外交的一支新生力量。联盟以“构建人与自然和谐共生的山地旅游”为主题召开“2021世界名山(梵净山)对话”,凝聚行业力量与共识,探索后疫情时代人与自然和谐共生的山地旅游,对增进不同山地文化间的交流、增进相互间的协作,展示山地旅游目的地的形象,探索名山间多元化协同发展模式,挖掘创造健康、绿色、可持续的山地旅游具有重要的现实意义。

当前，贵州省正在以打造“国际一流山地旅游目的地、国内一流度假康养目的地”为目标，加快推进贵州旅游的产业化、高质量发展。相信本届对话的召开，将为正处在特殊时期、正面临严峻挑战、正在艰难前行的全球山地旅游注入信心和力量，产生积极的影响和促进，并助力贵州旅游的产业化高质量发展。

文化和旅游部作为联盟的业务主管部门，将一如既往支持联盟立足国际组织基本定位、山地旅游专业定位，积极发挥自身优势，为推动国际山地旅游业可持续发展作出新的贡献。

最后祝“2021世界名山(梵净山)对话”取得圆满成功！

谢谢大家！





# Ministry of Culture and Tourism will Keep Contributing to the Sustainable Development of World Mountain Tourism

—Zhang Xilong, Deputy Director General of Bureau of International Exchange and Cooperation, Ministry of Culture and Tourism of China

Dear Director Yu Jie, Vice Chairman Shao Qiwei, President Zhang Yaping, ladies and gentlemen, friends:

Good afternoon!

I am very happy to meet you at the "2021 Dialogue among Famous Mountains (Fanjing Mountain) in the World". Appointed by the Ministry of Culture and Tourism, I would like to extend my warm congratulations to the opening of this conference! My sincere greetings to the Chinese and foreign guests participating in the conference! My deep appreciation to people from all walks and who have been committed to the development of global mountain tourism for the long time!

Tourism is a major engine of economic development in the world today. It is an important channel for exchanges and mutual learning among different countries and cultures. The bridge of spreading civilization, enhancing friendship and exporting soft power. The step in achieving self-cultivation and optimizing population quality and also the industry that helps improve people's quality of life. Mountain tourism represents about 20% of the world tourism market. It has a pivotal position and role in the global tourism development. It has the property of allowing people to close to nature, leisure and health and purifying the mind, so it has gradually become a kind of tourism, travel and holiday favored by the public.

The covid-19 has brought unprecedented

impact on and shock to the global social and economic development including the tourism industry since its outbreak. Under the unified leadership of the CPC Central Committee and the State Council, the Ministry of Culture and Tourism is actively planning and promoting the prevention and control of the pandemic and the restart and recovery of the tourism industry. So far, the domestic tourism market has gradually improved, consumer confidence further restored, industrial momentum further accumulated, industrial policies have been concentratedly released and the fundamentals of the recovery of tourism economy basically stable.

Being one of the three major international tourism organizations in China, the International Mountain Tourism Alliance has its objectives and development concepts full of innovation and characteristics of the times. Its internationalization, marketization and specialization are widely accepted by industry professionals at home and abroad. The recent years saw great progress of the alliance in serving members and in mountain tourism area. It is developing new forces in promoting tourism and playing an active role in promoting national diplomacy. The IMTA is now holding the "2021 Dialogue among Famous Mountains (Fanjing Mountain) in the World" themed on "Constructing a Mountain Tourism where Man and Nature Co-exist Harmoniously". It is in an attempt to gather industry strength and consensus, and explore the

harmonious coexistence of human and nature mountain tourism in the post-epidemic era. The dialogue will help to display the image of mountain tourism destinations and explore the diversified and coordinated development model among famous mountains. It is of great practical significance to explore and create healthy, green and sustainable mountain tourism.

At present, the Guizhou Provincial Party Committee and Government is aiming to build "a world-class mountain tourism destination and a domestic first-class holiday and wellness destination" and accelerate the industrialization and high-quality development of Guizhou tourism. I believe that this dialogue will inject confidence and strength into the global mountain

tourism that is facing severe challenges and is advancing difficultly in this special period. It must have a positive effect and role of promotion. It will help the high-quality development of the industrialization of Guizhou tourism.

The Ministry of Culture and Tourism of PRC, a regulatory ministry of the alliance, will continue to support the alliance being positioned as international organizations and the professional in mountain tourism to actively leverage its own advantages, make new contributions to the sustainable development of international mountain tourism.

Wish the success of the conference.

Thank you all!





## 随着全球变暖加剧给山地旅游带来的挑战

曲 星

/ 联合国教科文组织副总干事

我很高兴今天能够代表联合国教科文组织，在美丽铜仁市举行的“2021世界名山（梵净山）对话”上发表讲话。今天，我们相聚在梵净山附近，这座1986年成为联合国教科文组织生物圈保护区，2018年成为世界遗产地的美丽山峰。

梵净山海拔2570米，是佛教圣地，也被认为是中国西南部最早从海洋抬升为陆地的地区之一，并且像岛屿一样，拥有可追溯到数百万年前的独特动植物群。梵净山并不是唯一一座蕴藏着惊人宝藏的山峰，像这样的山地区域覆盖了地球约1/4的土地，是全球1/4人口的家园。山地通过多种生态系统服务，如：饮用淡水、森林、矿产和特有栖息地等，为生命给予支持。山地还造就了丰富多彩的文化和民族语言。

然而，随着全球变暖加剧，山地资源这笔财富变得愈加脆弱。世界自然保护联盟的研究表明，气候变化如今威胁着1/3的世界自然遗产地。山地区域，作为世界上85%以上两栖动物、鸟类和哺乳动物家园，更是深受影响。随着气温上升和冰川融化，濒危物种正在走向灭绝，土地用途发生着不可逆转的变化，这必然对生灵和生计产生灾难性的影响。

鉴此，发展山地旅游既是机遇又是挑战。



旅游业创造了就业和商业机会，但也有可能破坏一个地方独特的自然和文化资源。这就是今天讨论的议题，“构建人与自然和谐共存的山地旅游”，旨在将决策者、民间团体、私营部门和当地社区凝聚在一起，共同引导旅游业走向更可持续的道路。

联合国教科文组织全力致力于实现这一目标。我们的生物圈保护区，世界遗产地和世界地质公园为可持续旅游管理提供了绝佳样板。这些区域不仅帮助适应和缓解气候变化，而且还是学习实验室，可供我们测试创造性策略，并提高对新问题的认识。例如，我们的生物圈保护区可以助力对话，知识分享，减贫和尊重文化价值，同时促进经济可持续发展，从而推动实现《2030年可持续发展议程》。

联合国教科文组织的714个生物圈保护区中有400多个位于山地区域，梵净山就是其中之一。展望未来，我们需要在这些已有成绩的基



础上再接再厉。为实现这一目标，一种方法是重启山地生物圈保护区网络。该网络曾致力于开展研究活动并促进世界遗产地之间的合作。另一种方法是我们要在联合国教科文组织亚太地区科学局 2020 年 10 月组织的可持续旅游网络研讨会上的基础上采取行动。

女士们、先生们，今天，齐聚在梵净山脚

下的我们，虽然面临像梵净山顶峰一样难以跨越的全球性挑战。但是，联合国教科文组织“人与生物圈计划”启动的 50 年来，我们已制定了大量解决方案，推动旅游业进一步可持续发展。现在要靠我们来付诸实践取得成效。祝愿此次会议成果丰硕！

谢谢大家！



# Intensified Global Warming Brings Challenges to Mountain Tourism

—Qu Xing, Deputy Director General of UNESCO

It is my pleasure to be delivering this speech today on behalf of UNESCO, at this ‘Dialogue among Famous Mountains’ in the beautiful city of Tongren. Today we are meeting near Fanjing Mountain, a UNESCO Biosphere Reserve since 1986, and a World Heritage site since 2018.

Standing 2,570 metres above sea level, this mountain range is a sacred site for Buddhists. It is also thought to be one of the first places in south-west China to have emerged from the ocean. And, like an island, it has unique flora and fauna dating back millions of years. Fanjing Mountain is not the only mountain to harbour incredible riches. Mountain regions like these cover around a quarter of all land on Earth, and are home to a quarter of all humanity. They support life through a wide range of ecosystem services – fresh drinking water, forests, minerals and endemic habitats. They also offer incredible cultural and ethno-linguistic diversity.

However, as global warming intensifies, this wealth looks increasingly fragile. According to the IUCN, climate change now threatens one-third of natural World Heritage sites. Mountain regions – home to more than 85 per cent of the world’s amphibian, bird, and mammal species – are particularly sensitive to these impacts. As temperatures rise and glaciers melt, endangered species are dying out. Land uses are being irreversibly changed. This, of course, has disastrous impacts on lives and livelihoods.

In this situation, mountain tourism is an opportunity for development but also a challenge. Tourism creates jobs and business opportunities, but it also risks destroying the very natural and cultural resources which make a place unique. This is where today’s discussion comes in. Our theme ‘constructing a mountain tourism where man and nature co-exist harmoniously’ aims to

bring together policy makers, civil society, the private sector and local communities to steer tourism towards a more sustainable path.

UNESCO is fully committed to this goal. Our Biosphere Reserves, World Heritage sites, and Global Geoparks offer an excellent template for sustainable tourism management. Not only do these sites support climate change adaptation and mitigation, but they are also learning laboratories where we can test innovative strategies and raise awareness on emerging issues. For example, our Biosphere Reserves foster dialogue, knowledge sharing, poverty reduction and respect for cultural values, while contributing to sustainable economic development and thus the 2030 Agenda.

Over 400 of UNESCO’s 714 Biosphere Reserves are in mountain areas – and Fanjing Mountain is one of them. As we look to the future, we need to build on achievements like these. One way we can do this is by reactivating the Network of Mountain Biosphere Reserves, which implemented research activities and supported collaboration between these sites. Another way is by taking steps to build on the conclusions of the sustainable tourism webinar in October 2020, organized by the UNESCO Regional Science Bureau for Asia and the Pacific.

Ladies and gentlemen. Today, as we gather in the shadow of Fanjing Mountain, the global challenges we face may seem as insurmountable as its summit. Yet in the fifty years since UNESCO’s Man and the Biosphere Programme was launched, we have developed a wealth of solutions for more sustainable tourism. It is now up to us to put them to good use. I wish you all very fruitful discussions.

Thank you for your attention.

## 山地旅游是当地旅游活动的主要组成部分

帕利塔·科霍纳

斯里兰卡驻华大使

首先，非常感谢主办方提供此次机会，让我可以在这里聊一聊山地旅游。

我为什么认为山地旅游非常重要呢？因为在很多国家，山地旅游是主要旅游活动。在中国，山地旅游，或者说徒步登山活动由来已久。中国人了解山地的作用，了解山地对人类的重要性，不仅仅是为了休闲活动，也是为了农业和人类的生存。

斯里兰卡的情况差别不大。斯里兰卡的中部有着绵延的高山，这些高山的大部分现在都被茶园或原始森林所覆盖。这里生产了世界上最好的红茶品种。这种昂贵的茶叶，受到了全世界人民的追捧。

由于斯里兰卡的许多河流发源于高山，山地拥有众多瀑布，景色迷人。在最近的一次统计中，瀑布的数量在 370 处左右，这是一个令人震惊的数字，其中一处瀑布的高度位居世界第六。

山上有许多美丽的小径，供人们徒步旅行和登山。在众多山地之中，有一处山地是斯里兰卡罕见的黑豹栖息地。它鲜少出现，但人们曾经看到过它的踪迹，这是一种美丽的动物。

在斯里兰卡山地的某些地方还生活着大象，数量稀少，因为它们的栖息地在 150 年前就被人类改造成了茶园。但偶尔，你会在山地的某些地方看到这些大象。



斯里兰卡的山地同时还具有重要的宗教意义。特别是有一座山峰 Sri Pada，在西方也被称为亚当峰，是一座圣山，在它的顶部有一个石头脚印。斯里兰卡是一个佛教国家，佛教徒认为这是佛祖释迦牟尼的脚印。而基督教徒和穆斯林则认为那是亚当的脚印，当亚当因为行为不端被赶出天堂时，就在这个山顶上落脚。这就是基督教徒和穆斯林所相信的。所以信奉这三个宗教的人们都会上山去祭拜这个脚印。每年的特定时间，有成千上万的人爬上这座山。

到达山顶需要跋涉约五六公里。即使是那些无宗教信仰人士，并不相信这个故事的人，也会去爬，因为在山顶上看到的日出非常壮观。所以很多外国人来斯里兰卡只是为了爬那座山。

有意思的是，1400 年前，一位名叫法显的中国僧人登上了那座山。他在回忆录中记载了这一段经历。他的回忆录在中国有普通话版本，所以今天我们得以了解这段历程。他详细解释了与其他朝圣者一起攀登那座山并在山顶上瞻仰脚印的情景。



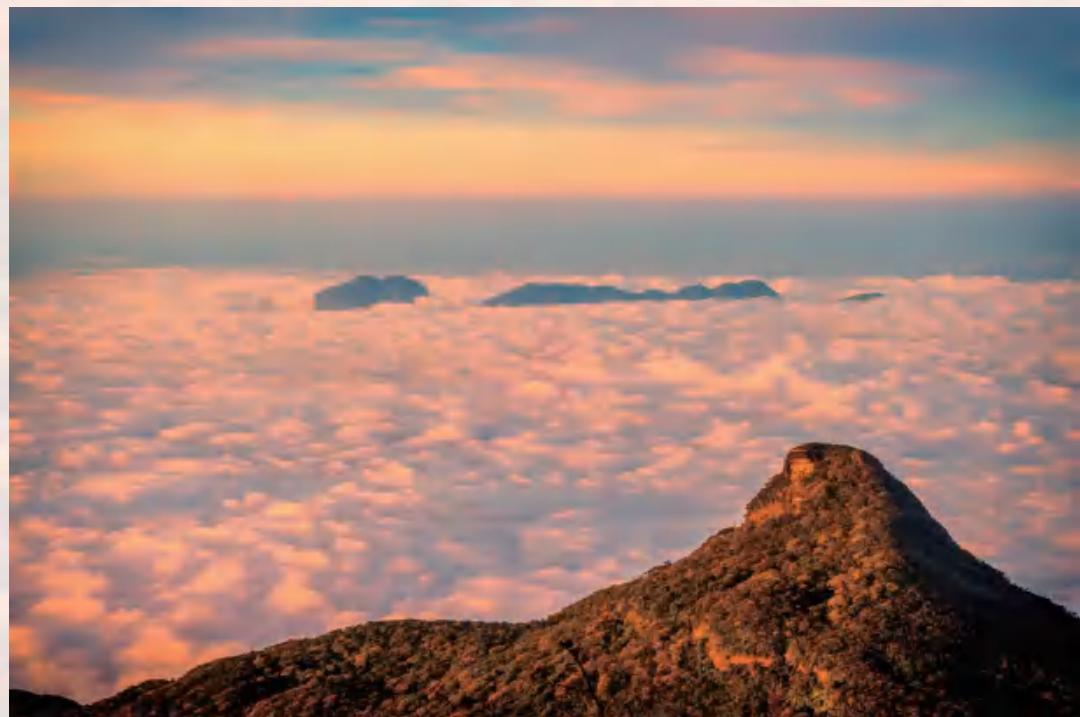
除此之外，斯里兰卡的山地也是众多植物、鸟类和其他小动物的家园，是我们的主要旅游景点。晚上的山地非常凉爽，白天的山地温暖但不至于炎热。

Noralia，我们的一个山区城市，在夏季是一个主要的景点，人们逃离西部平原的炎热，来到 Noralia 避暑。因此，对我们来说，山地是非常重要的。山地上生产的茶叶对国家、经济和人民来说都非常重要。山地也是大量瀑布的所在地，其中一些瀑布非常壮观美丽。山地上还生活着一

些非常罕见的动物，对动物爱好者来说是一大吸引力。

山地本身也提供了驾车穿越美丽的乡村或山腰或徒步旅行的可能性。你可以徒步穿越茶园，徒步穿越原始森林，不经意间或许还能探寻到其他地方看不到的动物足迹。

最后，我要感谢 2021 年世界名山（梵净山）对话主办方邀请我出席今天的会议。祝愿会议取得圆满成功，非常感谢。



图片来源：<https://www.4restlankatours.com/product/sri-pada-trekking-tour/>

# Mountain Tourism is an Integral Part of Local Tourism Events

—Palitha T. B. Kohona, Ambassador of Sri Lanka to China

First of all, let me thank the organizers for giving this opportunity to me to talk about mountain tourism.

And why do I think mountain tourism is important? Because in many countries, it is the major tourist activity that is available. We know that in China, mountain tourism or traveling or trekking in the mountains has been practiced for a very long time. And the Chinese people understand what mountains have to offer and how important mountains are to human beings, not only for leisure activities but for the agriculture and for their very existence.

In Sri Lanka, it is not very different. Sri Lanka has high mountains in the middle of the country. Much of those high mountains are now covered with tea plantations or with virgin forest. Sri Lanka produces some of the best black tea, hong cha in the world. It's an expensive tea and it is also a tea that is highly regarded and desired by people around the world.

Now because of the fact that many of Sri Lanka's rivers begin in the high mountains, there are many waterfalls, very beautiful waterfalls in our mountain areas. In fact, the number of waterfalls at the last count may have been around 370 which is unusual given that Sri Lanka is a very small country. One of our waterfalls is at No. 6 in the world for height.

There are many beautiful trails in the mountains which can be used for trekking and hiking. In fact, in one of the mountain areas is also the habitat for the rare black leopard of Sri Lanka. It's seen very rarely but people have seen it. It's a beautiful animal.

There are also elephants in certain parts of the mountain ranges of Sri Lanka, very small

numbers because their habitats have been cleared largely for tea plantations 150 years ago. But occasionally, you see these elephants in certain parts of the mountains.

Sri Lanka's mountain ranges also are important in a religious sense. One mountain in particular, Sri Pada also known as Adam's Peak in the West is a holy mountain. On top of it is there is a stone footprint. Buddhist of the country and Sri Lanka is a Buddhist country believe to be the footprint of the Buddha, Shakyamuni. Christians believe it's the footprint of Adam, so do the Muslims. When Adam was thrown out of heaven for misbehaving, he landed on that mountain top. That's what the Christians and the Muslims believe. So all 3 religions go up the mountain to venerate this footprint. There are certain times of the year when thousands of people climb this mountain.

The trek is about 5 or 6 kilometers to reach the top. Even those who do not believe in religion, who do not believe in the story still go up the mountain side because the sunrise from that mountaintop is apparently spectacular. So many foreigners come to Sri Lanka simply to climb that mountain.

It is also interesting that 1400 years ago, a Chinese monk by the name of Faxian climbed that mountain. He recorded that in his memoirs, in his memories. And today we know that because his memories, his memoirs, this book is available in China in Mandarin. And he explained in detail what it was like to climb that mountain with other pilgrims and venerate the footprint at the top.

But Sri Lanka's mountains also are a home to many species of plants, bird life, and other small animals also, again a major tourist



attraction in the country. The mountainous areas are cool at night. During the day, they get warm but not hot.

In fact, one of our mountain cities, Noralia is a major attraction during the summer months because people retreat to Noralia to get away from the heat in the western plains. So for us, the mountains are very important. They produce the tea that is so important to the country, its economy, and to the people. The mountains also are the home for a large number of waterfalls, some of them are spectacularly beautiful. The mountains also host some very rare animals

again, an attraction to the animal lover.

The mountains themselves offer possibilities of driving through beautiful countryside or mountainside or trekking also. You can trek through the tea plantations. You can trek through the virgin forests and also occasionally catch a glimpse of an animal that you may not see anywhere else.

Finally, let me thank the Dialogue Among Great Mountain Fanjing for inviting me to be present here today. I also wish them great success, thank you.



## 议题一：携手共筑人与自然和谐共生的 山地旅游新格局

### Topic I: Jointly Constructing a New Pattern of Mountain Tourism where Man and Nature Co-exist Harmoniously

“人与自然和谐共生”是国际社会，也是中国政府积极倡导的时代主题，构建人与自然和谐共生的山地旅游是后疫情时代国际山地旅游发展的主旋律。今天，来自世界名山、国际权威机构及人与生物圈保护网的成员们将从不同领域和角度开展深入探讨，分享经验和典型案例。

“Harmonious co-existence between man and nature” is the theme of the times that the Chinese government keeps advocating, and “building a mountain tourism where man and nature co-exist harmoniously” is the direction of mountain tourism in the post-COVID world. Today, representatives of world famous mountains, international organizations, and the Man and the Biosphere Programme will have an in-depth discussion on various fields from different angles, and share experience and typical cases.



## ▶ 主旨演讲 Keynote Speech

### 以人为本的需求导向与旅游治理现代化

何亚非 / 国际山地旅游联盟秘书长

2021世界名山(梵净山)对话的主题是“构建人与自然和谐共生的山地旅游”，彰显了国际山地旅游联盟一贯倡导的“保护山地资源、传承山地文明、促进山地经济、造福山地民众”的宗旨和目标。

因遭受新冠疫情打击，全球旅游业处于步履维艰的特殊时期，短期困难重重，中长期前景无限。中国正处在“两个一百年”奋斗目标的交汇期，与十四五规划和2035远景目标的开局期。世界则面临前所未有的百年大变局和世纪疫情等非传统安全威胁交织期。

老子曰：“过去未去，未来已来”。新的历史发展阶段，需要我们深刻认识历史发展的大趋势和各行各业错综复杂的巨大变化。在此基础上，提出新的发展思想和理念，新的发展目标及其实现路径，从而重塑全球治理体系，创造新发展格局，推动各国共同建设人类命运共同体。

具体到旅游领域，如何克服历史转折期和各种传统与非传统安全威胁带来的挑战，尽快启动全球旅游业复苏，推动全球旅游治理体系调整与重塑，是摆在国际山地旅游联盟和所有旅游行



业参与者的重大课题。希望今天的名山对话能够就此作出贡献，提供交流与合作的平台。

在新形势下，如何做好旅游业需求侧管理，丰富和创新供给侧内容，加快改革步伐，既满足新时期人民日益增长的美好生活需求，又倡导和坚持人与自然和谐共生，需要我们努力践行“绿水青山就是金山银山”理念，针对山地旅游业的特色、特点，提出新思想、新方案、新点子。核心在于新时期旅游发展需要“以人为本”与“人和自然和谐共存”的绿色发展理念和实践全球旅游治理，也需要根植于新发展理念和实践。

当前，世界面临的挑战空前严峻，全球治理体系分崩离析，国际秩序的不稳定性不确定性显著上升：

一是全球力量平衡持续向以中国为代表的

发展中国家倾斜，西方国家统治世界的时代行将结束，全球治理正从“西方治理”向“东西方共同治理”转变。

二是地缘政治和大国竞争的传统安全威胁与新冠疫情、气候变化、网络安全等非传统安全威胁交替叠加，对人类经济社会发展构成史无前例的重大挑战。由于各国特别是大国缺乏“同舟共济”精神，全球治理体系分崩离析，不堪重负。

三是技术革命风起云涌，正在彻底颠覆人们的生活和生产方式。如何驾驭技术革命的蓬勃发展，同时克服其财富分配严重不平等，贫富差距加大等“创造性破坏”的负面影响是人类持续面临的难题。

四是全球化与反全球化博弈加剧，在民粹主义、民族主义、单边主义、保护主义等思潮推动下，逆全球化势头强劲，许多西方国家应对乏力，把国内矛盾归咎于全球化和其他国家，致使全球化受阻。然而，几十年超级全球化形成的全球市场和供应链不会由此消失，取而代之的很可能适应新发展时期的新全球化，就是全球化2.0版。

面对全球挑战，“全球治理赤字”扩大，以多边主义为原则、以规则为基础的治理体系四分五裂，维护和重新制定国际规则将是未来竞争的焦点。

我们这次名山对话聚焦全球旅游复苏与全球旅游治理，契合形势变化和时代特点。旅游从本质看是人与人、人与自然、文化与文化的接触、沟通、融合。这些基本坐标在新历史阶段依然适用。

在新冠疫情挥之不去、众多挑战集中爆发的困难时期，全球旅游业尤其是山地旅游，有什么样的心态，能够做些什么来迎接挑战？为全球经济向高质量发展、全球供应链适度调整、

全球治理体系重塑，作出贡献？这些难题既恢弘又具体，确实值得我们深入思

我提一些看法供大家参考：

1、坚持生态文明，倡导绿色发展，创造可持续旅游发展新业态。

“绿水青山就是金山银山”理念是中国领导人站在历史发展潮头提出的具有前瞻性的新发展理念，与世界各国坚持人与自然和谐共生的思想非常契合，必定成为各国共同构建人类命运共同体的基本理念之一。坚持生态保护，用蓝天、碧水、净土勾勒出新时代的旅游画卷，让人民在大自然中享受出游的快乐，让人民体会到生活在生态平衡大公园中的幸福，是每一个旅游人的使命，也是旅游业生存发展的基石。

同时，旅游特别是山地旅游要坚持创新发展，在保护中谋发展，在可持续基础上享受生态红利，营造生态资源与人之需求的一致性。

2、坚持科技创新，乘技术革命之东风，建设旅游现代化。

“科技是国家强盛之基，创新是民族进步之魂”。以科技创新驱动旅游业现代化，为旅游业发展提供高质量的新业态、新服务、新体验，是新时代旅游发展的强劲动力。“科技+旅游”可以为旅游业在硬件设施、软件服务、人才培育和资本投入上带来无限可能和机遇。以科技创新为纽带，带动旅游业从传统服务业向农工商结合发展的新型服务业转变。

3、坚持全球旅游治理规则创新，建设开放包容的旅游现代化。

“开放创造机遇、包容成就多元”。面对疫情肆虐、经济衰退、大国竞争的挑战，全球旅游业几乎遭受灭顶之灾。

国际山地旅游联盟愿意与其他国际旅游组织和旅游治理参与者一起改革创新，推动建设开



放包容、互联互通、合作共赢的旅游业新规则。有些规则需要坚持，有些需要调整，还有则要创新重建。

国际山地旅游联盟正在尽己所能参与旅游行业各项标准的调整与制定，研究产业发展的趋势，推动旅游业的规则创新。联合国秘书长最近发布报告，倡议在2025年召开“社会发展全球峰会”，为新时期解决积重难返的全球社会问题，包括缩小贫富差距、落实联合国2030可持续发展目标等。全球旅游治理和新规则制定需要与联合国为代表的多边主义解决方案相契合。

科技创新将深化旅游业供给侧结构性改革，规则创新有助于破除制约旅游业发展的制度障碍，推动旅游业生产要素的循环流转和生产、分配、流通、消费各环节有机衔接，从而提升全球旅游供给体系的韧性。

4、旅游业核心是消费者，其发展要满足人民对美好生活的新需求。同时，旅游业需要把人的需求与自然保护有效统一起来，以人为本与以自然生态为本是“一个硬币的两面”，相辅相成，相得益彰。具体而言：

一要整合社会生产力，充分发挥优势产业集群作用，引导消费分级，优化资源包括资本的有效分配。

旅游业企业包罗万象，既有五星级宾馆、5A级景区，更有众多小企业和个体旅游从业人员，以及星星点点的民宿和富有特色、文化内涵丰富的小型旅游项目。旅游发展模式使得旅游业很少产生超级大企业，目前能够较长期进入《财富》世界500强的旅游企业只有以主题乐园和影视为主的迪士尼、环球，以及以航空、邮轮和旅行社为主的企业。目前消费者对旅游产品的关注高度分散化，越个性化定制产品越能受消费者欢迎。

这些特点告诉我们，旅游企业建设需要优势产业集群，满足和优化消费者的物质与精神需求。可以考虑将小而优企业联合起来，以集群的姿态面向消费者；将大中小企业联合起来，把大企业资本优势与中小企业创意优势相结合，打造更多分级产品满足消费者需求；将研究机构和企业联合起来，构建产学研一体的联合体引领消费者需求导向。

二要加速教科文旅融合，助力消费升级，推动精神文明建设。

“读万卷书行万里路”画龙点睛，说出了旅游者对物质与精神的追求的要义。随着信息化与网络智能时代的发展，新时期消费者对于旅游消费需求越来越复合化、定制化、智能化，对新体验的要求十分强烈，其中包含对人自身和世界的再认识，人类想象空间的无限扩大，对旅游提出了全新的要求。其中对新知识的需求、对了解不同文化的需求、对未知领域探索的需求显得十分突出。

“耳闻之不如目见之，目见之不如足践之”。旅游业的发展需要开放、包容、相互尊重的消费者市场，需要教科文旅的整合和融合。

从世界范围看，美好未来、美美与共的新世界必然以开放、包容、和谐为追求方向。全球旅游业有责任通过教科文旅融合发展，为此崇高目标作出贡献。

国际山地旅游联盟作为全球旅游领域的国际非政府组织，于2017年成立，这两年赶上世纪疫情，旅游业受到重创。联盟深感自身使命和责任，愿意和全球旅游业者共同努力，研究旅游业创新发展之路，推动优势产业集群建设。联盟近年来影响力不断提升，将竭尽全力、不断创新、探索前行，为构建人类命运共同体和人与自然和谐共生的山地旅游而继续努力。

# People-oriented Demand and Modernized Tourism Governance

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

The theme of 2021 Dialogue among Famous Mountains (Fanjing Mountain) in the World is “constructing a mountain tourism where man and nature co-exist harmoniously.” It echoes with IMTA’s mission and purpose of “protecting mountain resources, preserving mountain civilization, and promoting mountain economy to the benefit of the people living in mountainous regions.”

Now, due to the COVID-19, world tourism is in an extremely hard time, difficult in the short term, but prosperous in the long run. China is now in the middle of achieving “the Two Centenary Goals” and starting the 14th Five-Year Plan and the Long-Range Objectives Through the Year 2035. The world is witnessing profound changes unseen in a century and facing both the pandemic and novel threats.

Laozi said: “The past hasn’t gone, but the future has come.” In this new era of development we need to grasp the general trend of the times keep up with the tremendous changes in various industries and on such basis propose new development concepts and philosophies find new goals and paths to achieve them so as to reshape the global governance system create new development patterns and encourage countries to join hands in building a community with a shared future for mankind.

In the field of tourism how to pull through this era of setbacks how to face challenges posed by traditional and novel security threats how to revitalize world tourism as soon as possible and how to adjust and reshape the world tourism governance system are major tasks that IMTA and all tourism practitioners are facing I hope today’s Dialogue can make contributions to that as a platform for communication and cooperation.

Under new circumstances to better manage the demand side of tourism enrich and innovate

the supply side speed up the pace of reform to not only satisfy people’s growing need of a better life but also promote co-existence between human and nature we need to implement the conviction of the conviction of “lucid waters and lush mountains are invaluable assets” and propose new ideas and plans based on the features of mountain tourism to develop tourism in the new era, we must stick to the concept and practice of “people-oriented” and “man and nature co-exist harmoniously”. And the global tourism governance needs to be grounded in new development concepts and practices.

Currently, the world faces unprecedented challenges, global governance system falls apart, and the international order is ever more uncertain and unstable.

First, the balance of global power keeps tilting to developing countries represented by China. The era of western domination is coming to an end. And the world, once administered by the West, is gradually under the governance by both the East and West.

Second, traditional security threats such as geopolitics and competitions among major powers combined with novel threats such as COVID-19, climate change, and cyber security, pose an unprecedented challenge on the development of economy and human society. Worse still, countries, especially major countries, lack the spirit of teamwork. The global governance system gradually falls apart under heavy burdens.

Third, fast-changing technological revolutions keep altering and even overturning our lifestyle and production mode. So, how to control the technological revolutions overcome the negative influences of “creative destruction” such as inequality in wealth allocation, and widened wealth gap, is a problem that keeps haunting us.



Fourth, the competition between globalization and anti-globalization by concepts like populism, nationalism, unilateralism, and protectionism is intensified. But many western countries can't handle it well, so they blame their internal contradictions on the globalization and other countries, curbing the progress of globalization. Nonetheless, the global market and supply chain formed over decades from hyper-globalization won't just disappear. They would probably be replaced by a new globalization that fits current development trend. Namely, globalization 2.0.

Facing global challenges and a larger "deficit in global governance," the governance system based on multilateralism and rules crumbles. Maintaining and reshaping international rules will be at the center of future competition.

So, the Dialogue today focuses on the recovery of world tourism and global tourism governance, based on the changing trends and the characteristics of the times. In nature, tourism is the communication with and integration of men, man and nature, and cultures. Such explanation still works in this new era of history.

In the difficult times of COVID-19 and multiple challenges, how does world tourism, especially mountain tourism, prepare for and embrace the challenges? And how does it contribute to the high-quality development of global economy, and the reshaping of global governance system? These problems are profound yet detailed, and worth pondering over.

So, here are some of my ideas:

First, stick to eco-civilization and green development, and create new business patterns of sustainable tourism development.

The conviction of "lucid waters and lush mountains" "lucid waters and lush mountains are invaluable assets" was a prosperous concept proposed by the Chinese national leader in the face of a new tide of development. It echoes with the world's commitment that "man and nature co-exist harmoniously." So, it will become a basic principle for countries to build a community with a shared future for mankind. Sticking to eco-protection, drawing the tourism blueprint of the new era with a blue sky, clear water, and clean soil, making everyone enjoy travelling in nature, helping them feel how happy it is to live in a park of ecological balance, are the mission of

each tourism practitioner, and the foundation of the tourism industry.

At the same time, tourism, especially mountain tourism, needs to keep innovating and progressing, march ahead while protecting the environment, enjoy the benefits of ecology based on sustainability, and strike a balance between eco-resources and people's needs.

Second, keep innovating science and revolutionizing technologies to modernize the tourism sector.

"Science is the foundation of a country's prosperity, and innovation is the spirit of national progress." A power engine for tourism in the new era is to modernize it via technological innovation, and provide it with new and high-quality business patterns, services, and experiences. "Technology + tourism" brings countless possibilities and opportunities in hardware facilities, software service, talent cultivation, and capital input. Bonded by technological innovation, it can drive tourism to renew as a service sector that integrates agriculture, industry, and commerce.

Third, keep reforming rules of global tourism governance, and construct a modernized tourism that is open and inclusive.

"Openness brings opportunities and inclusiveness ensures diversity." Facing the raging pandemic, economic recession, and competitions among major powers, the world tourism has been nearly destroyed.

IMTA is willing to join hands with other international tourism organizations, and those specializing in tourism governance, to reform and innovate, promote and establish new rules that are based on interdependence, interconnection, cooperation, and win-win principles. Some rules need to be maintained, some adjusted, yet some completely rewritten. So, IMTA is trying its best to participate in adjusting and writing standards and criteria for tourism, probe into the development trend, to promote the innovation of relevant rules and regulations. The UN Secretary General released a report recently, and proposed to initiate "Global summit on social development" in 2025, to solve the difficult and deeply rooted global social issues in the new era, including narrowing the wealth gap, and implementing UN's 2030 sustainable development goals. In general, the global tourism governance and the establishment of new rules,

need to be in line with the multilateralism solutions proposed by international organizations represented by the UN.

Technological innovation will deepen the structural reform of the supply side. And innovation of rules will help shatter the institutional obstacles for tourism development, better connect the circulation, production allocation, and consumption of all production factors of tourism making the supply system of world tourism more resilient.

Fourth, the core of tourism lies in consumers. Its development must meet people's new demand of a better life. In the meantime, tourism needs to combine consumers' need with the protection of nature. Because "people-oriented" and "ecology-based" are "two sides of a coin." In other words, they are beneficial to each other. To be specific:

First, we need to pool the productive forces, give full play to the cluster effect of advantageous industries, guide the classification of consumption, and optimize the allocation of resources, including capital.

Tourism enterprises are a large category, including five-star hotels, AAAA scenic areas, many small companies, individual practitioners, B&B and homestay hotels scattered everywhere, and many small tourism projects with unique features and cultural content. The development pattern of this sector determines that there are not many big corporations. Now, the only tourism enterprises that can keep a foothold in Fortune 500 are Disney, Universal Studios and Chime-Long that focus on themed parks and movies, and those focused on airline, cruise, and travel agencies. At present, consumers' attention on tourism products are highly decentralized. They prefer products that are customized.

It tells us that to help tourism enterprises, we need to cluster advantageous industries, to satisfy and optimize the material and spiritual needs of consumers. We can unite small yet excellent companies into a cluster for consumers, and further combine small, middle, and large companies, by combining the capital advantage of large ones with the creativity of small and middle ones. In doing so, we can make more classified products to meet the consumer demands. Moreover, we can unite research institutes with companies into a joint venture of industry,

university, and research, to guide the orientation of consumer needs.

Second, we need to integrate education, science, culture, and tourism to help upgrade consumption and promote ethical values.

The phrase "It is better to travel ten thousand miles than to read ten thousand books" demonstrates travelers' material and spiritual pursuits. As information technology, network, and intelligence develop, consumers in the new era have a more complex, customized, and intelligent and personalise demand on tourism. They urgently need brand-new experiences, including recognizing themselves and the world again, and enlarging their imagination capacity. In a word, they have new requirements on tourism, especially in terms of new knowledge, different cultures, and exploration of the unknown.

Seeing is better than hearing, and practicing is better than seeing. Tourism development needs an open, inclusive, and mutual-respect consumer market, and the integration of education, science, culture, and tourism.

The whole world is determined to march ahead towards a better future shared by all and oriented by openness, inclusiveness, and harmony. World tourism is obligated to contribute to such grand goals by combining education, science, culture, and tourism.

IMTA is a non-governmental international organization grounded in world tourism and founded in 2017. The past couple of years, tourism was hit hard by the pandemic. IMTA is dedicated to its mission and responsibility, and willing to work with tourism practitioners worldwide to explore the path of innovative development, and encourage advantageous industries to cluster. IMTA has been picking up influence, and trying its best to keep innovating and exploring to make contributions to building a community with a shared future for mankind and a mountain tourism where man and nature co-exist harmoniously.



## 发挥世界“名山”效应 助推生态旅游腾飞

叶栋棟 / 铜仁市副市长

今天很荣幸代表梵净山世界生物圈保护区在2021世界名山(梵净山)对话作主题演讲,感谢大会提供这个平台,与世界山地旅游同行进行互动交流。我交流的题目是:“发挥世界‘名山’效应,助推生态旅游腾飞”。

梵净山位于中国第二阶梯云贵高原向湘西丘陵的过渡带,是中国武陵山脉的主峰,最高海拔2570.5米,最低海拔500米。梵净山世界自然遗产地的面积是775.14平方公里,核心区的面积是402.75平方公里,缓冲区的面积是372.39平方公里,森林的覆盖率是96%,有动植物是7500余种,国家重点保护的野生动物是56种,重点保护的植物是90种,被誉为“地球的绿色绿洲”、“动植物基因库”、“人类的宝贵遗产”。

1978年梵净山被正式划为贵州省自然保护区,1986年升格为国家级重点自然保护区。同年,被联合国教科文组织接纳为“世界生物圈保护区网络成员”、“世界自然基金会”成员。2018年7月被列入世界自然遗产名录,成为中国第53处世界自然遗产。1978年梵净山被正式划为贵州省自然保护区以来,我们开始对梵净



山进行严格的保护,同时在保护中发展,充分利用梵净山生态资源的优势大力发展生态旅游,以生态旅游反哺生态资源,以生态旅游带动地方经济发展,实现了在保护中发展,在发展中保护,真正守住了发展和生态两条底线。

在保护发展中,我们按照“一条例一规划”对梵净山进行了严格保护和科学发展。“一条例”,就是不折不扣落实《中华人民共和国自然保护区条例》;“一规划”,我们是编制了《梵净山国家级自然保护区总体规划》。依靠“一条例一规划”,梵净山保护走上依法治山、依规治山的快车道。特别是申遗成功后,铜仁市人大常委会出台了《铜仁市梵净山保护条例》和《铜仁市锦江流域保护条例》,创新建立梵净山区域的执法协作机制和资源管理联动机制,把保护推向更高的高度。

为了调动周边社区老百姓参与梵净山保护的主动性和积极性，我们建立了社区共管共建机制，梵净山下的寨沙侗寨就是一个典型的案例：

“靠山吃山”是寨沙村民族老百姓祖祖辈辈的一个传统。近些年来，依托梵净山生态旅游优质资源，打造梵净山精品旅游小区，吃上了生态旅游饭，解决了长期以来困扰地方政府和自然保护区管理局如何让为环境保护作出牺牲的农民享受到生态保护带来好处的难题。

近年来，我们坚持“绿水青山就是金山银山”理念，按照省委对铜仁“念好山字经、做好水文章、打好生态牌，奋力创建绿色发展先行示范区”的发展定位，像保护眼睛一样爱护梵净山的一草一木，像对待生命一样对待梵净山的一池一水，始终坚持“区内做减法、区外做加法”“山上做吸引力、山下做生产力”的保护管理思路，为山地旅游发展开辟新路径，为铜仁乃至贵州开展全域旅游贡献了一定的力量。“梵净山世界自然遗产保护管理机制”被列入《国家生态文明试验区改革举措和经验做法推广清单》；梵净山在长江经济带120处国家级自然保护区管理评估结果中名列前十位，2019年获国家5A级旅游景区称号；2019年美国《国家地理》杂志评选2019年全球最值得到访的28个旅游目的地，梵净山位列第三，成为中国唯一入选名单；2019年国际天文学联合会小行星命名委员会正式向国际社

会发布公告，将一颗国际编号为“215021”号的小行星永久命名为“梵净山星”。

发展人与自然和谐共生的山地旅游，顺应了新时代人民群众向往美好生活的新期待、新要求。山地是梵净山重要的地表形态、生态系统，其本身就是极其重要的旅游资源，几乎满足了集观光、休闲、度假、康体、娱乐、教育为一体的现代山地旅游形式所需要的一切元素，不仅有丰富的自然景观，拥有蘑菇石、金顶等多项世界级名片，还包含独特的文化、历史、民族特色，是发展山地旅游的首选之地。只要我们道法自然、尊重自然，就一定能各美其美、美美与共、人与自然和谐共生的山地旅游新画卷一定会展现在世人面前。

梵净山是开放、包容的梵净山。我们将以山地旅游为载体，积极开展国内国际交流与合作，力争将梵净山纳入国际山地旅游战略合作伙伴，共享人与自然和谐共生的山地旅游发展经验，共同守好发展和生态两条底线，让梵净山山地旅游真正成为保护青山绿水、传承民族文化、造福社会民众、助推高质量发展的重要载体，助力建设国际国内一流山地旅游目的地、一流度假康养旅游目的地，让梵净山这张珍贵的世界名片走向更加绿色美好的未来。

最后一个祝愿：拜游梵净山，回报吉祥平安。



# Give Full Play to the Effect of 'World Famous Mountains' to Boost the Development of Ecotourism

—Ye Dongkang, Deputy Mayor of the Tongren Municipal People's Government

I'm very honored to speak at the "2021 Dialogue among Famous Mountains(Fanjing Mountain) in the World" on behalf of Fanjing Mountain World Nature Reserve. Thanks to this platform I can talk to you about mountain tourism. The title of my speech is "Give Full Play to the Effect of 'World Famous Mountains' to Boost the Development of Ecotourism."

Fanjing Mountain is located between the Yunnan-Guizhou Plateau, China's second step ladder, and the hill is in western Hunan Province. It is the main peak of the Wuling Mountains, with a maximum altitude of 2,570.5 meters and a minimum altitude of 500 meters. Fanjing Mountain World Natural Heritage Site covers an area of 775.14 square kilometers, its core area is 402.75 square kilometers, and has a buffer area of 372.39 square kilometers. The forest coverage rate is 96%. There are more than 7,500 species of animals and plants, 56 species of national key protected wild animals, and 90 species national protected plants. And it is considered as a green oasis and also a gene database for animals and plants, and a precious heritage of mankind.

Fanjing Mountain was officially designated as a nature reserve in Guizhou Province in 1978 and was promoted to a national key nature reserve in 1986. In the same year, it was admitted into the "UNESCO World Network of Biosphere Reserves" and "the World Wide Fund for Nature." In July 2018, it became the 53rd world natural heritage site in China. It was just in 1978 when Fanjing Mountain was officially designated as a nature reserve in Guizhou Province that our effort to protect and develop it began. We have been taking advantage of ecological resources

to boost ecotourism in the area. Ecotourism also helps maintain ecological resources and promote local development. We prioritize both development and protection, the two bottom lines of development and ecology.

For the strict protection and scientific development of Fanjing Mountain, we adhere to "a set of regulations and a plan." The set of regulations refers to The Regulations of the People's Republic of China on Natural Reserves, and the plan refers to The Master Plan of Fanjing Mountain National Nature Reserve. Fanjing Mountain is protected according to the regulations and the plan. After the mountain was listed as a world heritage site, the Standing Committee of Tongren Municipal People's Congress issued The Regulations of Tongren City on the Protection of Fanjing Mountain and The Regulations of Tongren City on the Protection of the Jinjiang River Basin and innovatively established a law enforcement mechanism and a resource governance mechanism for the area, bringing the work of protection to a higher level.

In order to mobilize the initiative and enthusiasm of the people in the surrounding communities to participate in the protection of Fanjing Mountain, we have established a co-governance & co-creation mechanism to involve more locals in the protection of Fanjing Mountain. This can be well reflected by the Zhaisha Dong Village, which is located at the foot of Fanjing Mountain. The livelihood of the villagers relied on the natural resources for generations. In recent years, the superb ecotourism resources of Fanjing Mountain have benefited the villagers, helping the local government and the nature reserve

administration solve the perennial problem about how to bring the benefits of ecological protection to the farmers who have made sacrifices for environmental protection.

In recent years, we believe in the concept that “lucid waters and lush mountains are invaluable assets” and focus on the Guizhou Provincial Party Committee’s goal of “becoming a demonstration area for green development by protecting mountains and rivers and building superb ecosystems”. Cherished the natural resources of Fanjing Mountain as our own eyes and lives and treat the water of Fanjing Mountain as if they were lives. By adhering to the idea of maximizing both attraction and productivity, we have struck out on new paths for the development of mountain tourism and made significant contributions to the development of tourism in Tongren City and even Guizhou Province.

“Fanjing Mountain World Natural Heritage Protection and Governance Mechanism” has been enrolled in the “National Ecological Civilization Pilot Zone Reform Measures and Experiences and Practices Promotion List.” Fanjing Mountain ranks among the top 10 of the 120 national nature reserves in the Yangtze River Economic Belt in terms of protection and governance efforts. In 2019, Fanjing Mountain was designated as a national AAAA-level scenic spot. Among the 28 most popular tourist destinations around the world selected by National Geographic in 2019, Fanjing Mountain ranked in third and became the only Chinese destination on the list. In 2019, the Asteroid Naming Committee of the International Astronomical Union officially announced to the international community that an asteroid internationally numbered “215021” would be permanently named the “Fanjingshan Star.”

Developing mountain tourism in which man and nature coexist in harmonious is an new

expectation and demand in our pursuit of better lives in the new era. Fanjing Mountain features mountainous terrain, which is the most important form and ecosystem of most mountainous resource in the world. It integrates all the elements required by modern mountain tourism, including sightseeing, leisure, vacationing, fitness, entertainment, and education. The mountain not only boasts abundant natural landscapes, such as mushroom stones and the Golden Peak, but also shows unique cultural, historical, and ethnic characteristics. It is the scenic spot most suitable for the development of mountain tourism. As long as we follow the law of nature and show respect for nature, a new picture of mountain tourism that highlights the harmonious coexistence between man and nature will be unveiled before the rest of the world.

Fanjing Mountain is open and inclusive to all. By focusing on mountain tourism, we will take the initiative to carry out exchanges and collaborations at home and abroad, strive to make Fanjing Mountain a strategic partner of international mountain tourism, share the experience of developing mountain tourism that highlights the harmonious coexistence between man and nature, and maintain the two bottom lines — development and ecology. We are aiming to make Fanjing Mountain serve as a perfect example in protecting natural resources, inheriting ethnic cultures, benefiting the society, and boosting high-quality development, and build it into a world-class tourist destination for mountain tourism, vacationing, and health rehabilitation. We believe that the world-famous Mount Fanjing is moving towards a greener, better future.

My last wish: Have a trip in Fanjing Mountain for peace and good luck.

Thank you!



## 国际山地旅游联盟研究成果发布

傅迎春

/ 国际山地旅游联盟执行秘书长

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”是国际山地旅游联盟的核心理念，契合生态文明和可持续发展两大主题。以此为遵循，联盟致力于构建山地旅游发展研究与评价体系，推动国际山地旅游标准化体系建设，为山地旅游产业健康发展提供理论依据、技术指导和实操指南，以形成山地旅游高质量成长的重要支点。在联盟秘书处、各相关专业技术团队及专家的同心协力下，经过一年多时间的努力，在一些重点领域取得了阶段性研究成果，现予发布：

### 一、《世界旅游名山分类与评价体系》。

此项研究由国际山地旅游联盟主导，联盟专家委员会成员、北京大学城市与环境学院旅游研究中心、地理科学研究中心主任吴必虎教授领衔执行。此项研究的背景是：后疫情时代山地旅游面临新的机遇和挑战，构建人与自然和谐共生的山地旅游，提升世界名山资源化、旅游化利用程度，满足可持续文化和生态消费需求，是山地旅游高质量转型的必由之路。而目前世界范围内，旅游名山尚无清晰的定义，缺乏权威性的资源分类和评价标准。《世界旅游名山分类与评价体系》研究报告，从旅游视角界定了世界名山的概念和定义，根据核心旅游资源的差异，将旅游名山作了自然名山、国家名山、文化名山等划分，有利于清晰把握了世界级旅游名山目的地的形成



机制、性质特征及核心资源价值，充分利用其提供的游憩、文化与自然教育机会，丰富山地旅游发展的基础研究，构建具有国际和创新意义的山地旅游标准和评价体系，不断提升国际山地旅游联盟的平台和品牌价值。

### 二、《国际山地徒步旅游指南》。

该项成果由国际山地旅游联盟主导，联盟专家委员会成员，著名国际户外运动专家高宁先生领衔，欧洲徒步协会、意大利徒步联合会、法国远足联合会、尼泊尔国家旅游局等权威机构专家共同完成。徒步旅游是可持续旅游的最佳方式之一，在全球范围内创造了可观的经济和社会效益，后疫情时代展现出巨大潜力。该指南对徒步运动的历史沿革、徒步旅游的演变与发展作了深入研究和思考，以资源保护和绿色发展为准则，借鉴徒步旅游先进国家成功经验、案例，从科学规划和可操作层面，对路线规划、步道设计、施工建设、人员培训、运营管理、安全救援等提供了详细的技术指南和具体参照，同时提出了寻求保护与发展平衡的专业性指导意见。

此外，还有一项涉及山地温泉康养旅游标

准化的成果，也是联盟正着手系列标准之一，王捷院长将在温泉议题给大家做介绍。下一步，国际山地旅游联盟将继续凝聚会员、专家和行业力量，进一步完善提升已有成果，务实推进山地旅游前沿课题研究、标准体系建设及认证工作，为国际山地旅游发展提供智力支持和科学指引。

为推动研究成果落地实施，经过公开征集比选，联盟首期在境内选定七家作为“国际山地徒步旅游示范点”，现予公布：清远长隆投资有

限公司 - 清远长隆国际山地旅游优质步道；黄山市体育局 - 黄山市齐云山霞客古道徒步项目；莫干山国际旅游度假区管委会 - 莫干山登山古道；安吉云上草原高山四季旅游度假区 - 山川步道；贵阳市花溪区文体广电旅游局 - 花溪高坡山地徒步游线路；保山市文化和旅游局 - 高黎贡山山地徒步旅游线路；四川省旅游学会 - 都江堰赵公山徒步旅游示范点。



# Releasing of IMTA Research Achievements

—Fu Yingchun, Executive Secretary-general of IMTA

With target of sustainable tourism and mission of “protecting mountain resources, preserving mountain civilization, and promoting mountain economy to the benefit of the people living in mountainous regions,” IMTA sticks to the two major themes of the current time—ecological civilization and sustainable development. On this basis, IMTA dedicates itself to constructing a mechanism for studying and evaluating mountain tourism development, helping set world mountain tourism standard, offering theoretical, technical, and practical support for the sound and high-quality development of the mountain tourism industry. With over a year of concerted efforts from IMTA Secretariat, technical groups, and experts, we have made the following research achievements in some key areas, and they are:

## 1. Classification and Evaluation System of World Famous Tourism Mountains

*Classification and Evaluation System of World Famous Tourism Mountains* was led by IMTA, and written by Professor Tiger Wu, member of IMTA Expert Committee, Director of the International Center for Recreation and Tourism Research and Center for Geographical Science at College of Urban and Environmental Sciences, Peking University. World mountain tourism faces new opportunities and challenges in the post-COVID world. Building a mountain tourism where man and nature co-exist harmoniously, making better use of the natural and tourism resources of world-famous mountains, and meeting the needs of sustainable cultural and ecological consumption, are critical

for mountain tourism to get on the path of high-quality development. However, now, the world hasn’t had a clear definition of famous tourism mountains, or an authoritative standard for resource classification and evaluation. Research report defines world famous mountains from the perspective of tourism, divides them into natural famous mountains, national famous mountains, and cultural famous mountains based on their difference in core resources. In this way, it helps us make clear of how these mountains were formed, what unique features they have, and what core resources and value they possess. Therefore, we can give full play to the leisure and recreation, and cultural and natural education opportunities that these mountains give us, to enrich our basic research on mountain tourism development, bestow more creativity and international influence upon the Mechanism, and keep improving IMTA’s value as a platform and a brand.

## 2. International Mountain Hiking Tourism Guide

*International Mountain Hiking Tourism Guide* was led by Mr. Serge Koenig, member of IMTA Expert Committee and a famous expert on outdoor sport, with the help from European Hiking Association, Federazione Italiana Escursionismo, French Hiking Federation, and Nepal Tourism Board. Hiking, as one of the best ways of sustainable tourism, has created tremendous economic and social benefits, showing great potential in the post-COVID world. The Guide digs deep into the history of hiking and the evolution of hiking tours. With

resource protection and green development as the principle, the Guide draws on experience and cases from developed countries, and provides detailed technical guidance on route planning, trail design, construction, personnel training, operation and management, and security and rescue, in a scientific and feasible manner. It also gives professional guidance on seeking a balance between protection and development.

Another achievement is standardizing mountain hot spring wellness tourism. We are also working to further improving it. President Jeff Wang will brief you in the hot spring topic. Next, IMTA will pool the strength of its members, experts, and industry insiders, to further improve what we have done, to promote the research on cutting-edge projects, and the construction and certification of the standard system, offering intellectual support and scientific guidance for world mountain tourism.

To put our research findings into practice,

IMTA, after public collection and selection, decided on seven units in China as the first “International Mountain Hiking Tourism Demonstration Sites.” They are: Qingyuan Chimelong Investment Co. Ltd – The Tourism Demonstration Site of Qingyuan Chimelong International Mountain Quality Hiking Trail, Huangshan City Sports Bureau – Mount Qiyun Xiake, Huangshan City, Moganshan International Tourist Resort Management Committee – Moganshan Ancient Hiking Trail, Anji Skyland Alpine Four Seasons Resort – Shanchuan Trail, The Culture, Sports, Radio, Television and Tourism Bureau of Guiyang Huaxi – Huaxi Gaopo Mountain Hiking Line, Culture and Tourism Bureau of Baoshan City – Mount Gaoligong Mountain Hiking Tourism Trail, Sichuan Provincial Tourism Society – Dujiangyan Zhaogong Mountain Hiking Tourism Demonstration Site.



## 世界旅游名山分类与评价体系的构建概要

吴必虎

北京大学城市与环境学院旅游研究中心  
地理科学研究中心主任

非常高兴有机会跟大家汇报一下。我们受国际山地旅游联盟委托，对世界旅游名山的分类与评价标准体系做了一个初步研究。这个研究开展的时间很紧迫，所以只形成了一个初步成果。应该说这样一个标准体系跟全球山地旅游蓬勃发展的大趋势密切相关。

作为一个游客，他会选择哪些名山作为旅游目的地呢？从游客的角度出发，或者就山地旅游目的地所在国家或者城市来讲，都需要一个身份识别，所以我们首先对世界旅游名山进行一个定义。

全球范围内，关于自然和文化遗产的分类非常多。针对山地旅游这个维度，更多是从自然遗产（比如说生物多样性）或者国家的宗教意义、政治意义等等来进行分类的。首先，旅游名山应该拥有山地旅游资源，这个资源当然会有很多细分门类；其次，旅游名山的形成要经历长时间的人类活动、文化沉积等，不是二十年前进行开发就能变成旅游名山；再次，旅游名山作为一个旅游目的地，它必须有完善的旅游接待设施，为游客能够提供比较优质的服务；此外，旅游名山在全世界范围内要具有较大的知名度和影响力。这些都是我们对“旅游名山”的基本定义。

那么这些名山是如何形成的？旅游学有一个基本框架叫作“游历理论”。人类有史以来进



行出门旅行有很多种动机、推动力，最基本的动机是为了生存发展所进行的自然探索；其次是远距离贸易；然后是审美、科学考察；等到以休闲度假为主的现代旅游业出现时，基本上是以愉悦为目的了。而山地旅游仍然保留了最初的、最原始的一种探索，这种挑战困难、挑战自我的过程既有“游历学理论”当中早期的探索的功能，又有愉悦的功能或者教育的功能，所以名山的形成有一个复杂的动机和机制。

世界上有很多与旅游业相关的分类与评价标准体系。比如说世界遗产体系分类与评价标准，有自然遗产、有文化遗产、有双遗产、还有文化景观等等；“人类与生物圈计划”；美国、法国、日本，包括我们中国过去几十年推行的国家级风景名胜区，以及最近提出来的“以国家公园为核心的自然保护地”的这样一个体系。大家可以发现，这些分类基本上是从资源属性出发，对象是自然或者文化遗产，很少从旅游者的角度来考虑。我们参考了这些以自然或者文化遗产为对象的分

类，同时考虑了旅游设施和旅游服务，这样才能将其和“世界旅游名山”相挂钩。

通过参考这些国际标准，我们提出一个框架，这个框架是基于资源与文化沉积、旅游服务设施、在世界上的影响力等因素所制定的。我们分了三个大类：第一类叫“国家名山”。比如中国的泰山、日本的富士山等。第二类叫“文化名山”。第三类叫“自然名山”。对于每一类名山，比如说国家名山，它凭什么能够被公认为国家名山，或者如何通过调查评估后被国际山地旅游联盟认定为“国家名山”，都应该有相应标准，进行定量和定性的研究后才能给出结论。

我们的世界旅游名山标准主要由两个部分组成：第一个叫做基础标准。不管你是哪一类名山，首先要符合我们的基础标准，包括以下两项：

第一，山地旅游资源丰富；

第二，具有世界范围内的影响力和旅游吸引力。

我们接下来讨论一下“国家名山”、“文化名山”和“自然名山”的分类标准。

首先是“国家名山”的分类标准，主要分为两个标准：第一，得到官方认定、认可或批准。比如说能够获得政府相关部门的认可，与国家形象相呼应；或是获得广泛国民认同，契合民族精神。这种情况不是特别多，在全球来说，能数得上的国家名山也就那么十来个。目前我们还没有进入具体的评选过程，但是可以预测到这一类型的旅游名山不会很多。

“文化名山”和“自然名山”则应该是数量较为丰富的两类旅游名山。

“文化名山”有六项评价标准。

第一，世界性或者古老的宗教信仰的发源地、见证地或者某种圣地、圣迹；

第二，它是影响国家或者世界历史发展的重大事件的起源地、见证地或者纪念地；

第三，是人类文明的起源地或者人类发展重要历史阶段的见证地；

第四，与世界文明的艺术或者文学作品相联系。

第五，能代表某一时期人与山地环境互动的创造性成果，具有科研、科普、科教价值。

第六，拥有丰富的文化多样性，是独特山地文化的载体。

“自然名山”则有四项评价标准。

第一，拥有独特的地质地貌资源。大家知道梵净山除了有生物以外，地质地貌特别独特。

第二，拥有世界独特的气象气候资源，是世界闻名的避暑气候地或日月星辰、光现象观察地。

第三，自然风景类型典型或多样，保持了原真性和美学重要性。

第四，拥有丰富的生物多样性，代表了持续进行中的生态学及生物学过程。

非常感谢国际山地旅游联盟给我们这样一个机会。目前初步的成果已经呈现给大家，还请多多指教。



# Summary of the Classification and Evaluation System of World Famous Tourism Mountains

—Tiger Wu, Expert of IMTA Expert Committee, Director of the International Academy for the Study of Tourism (IAST), and International Center for Recreation and Tourism Research at Peking University

I'm so glad to have this opportunity to report to you. In order to prepare this conference, we were recently commissioned by the International Mountain Tourism Alliance (IMTA) to conduct the preliminary research on the standard for famous tourism mountains in the world. The time is tight on the research, so this is just an initial achievement. We should say that this standard is related to the main development trend of booming mountain tourism worldwide.

Regarding the development of mountain tourism, as a tourist, which famous mountains he wishes to climb when choosing destinations? As a matter of fact, from the perspective of tourists or countries/cities where mountain tourism destinations are located, they all need an identity understanding or recognition, so we should first define famous tourism mountains in the world.

The classification of natural and cultural heritage is diverse around the globe. For the dimension of mountain tourism, it is more classified from natural heritage (such as biodiversity) or the religious and political significance of the country. First of all, a famous tourist mountain should have mountain tourism resources, which of course have many sub-categories; secondly, the formation of a famous tourist mountain requires a long period of human activities, cultural deposition, etc., and it will not be developed twenty years ago. Famous Mountains; Thirdly, as a tourist destination, a famous tourist mountain must have complete tourism reception facilities to provide tourists with relatively high-quality services; in addition,

a famous tourist mountain must have greater popularity and influence around the world. These are the basic definitions of "tourist mountain".

So how were these famous mountains formed? There is a basic framework in tourism studies which we call the "theory of travel". In human history, people had many motivations and impulses to travel outdoors, and the most fundamental motivation is the exploration of nature for survival and development, followed by long-distance trade, aesthetic appreciation and scientific investigation. With the rise of the modern tourism, in which leisure and recreation dominate, the motivation is basically to delight oneself. However, mountain tourism still retains the original and most primitive exploration when most of the world's tourist destinations are focused on joy. No matter challenging difficulties and oneself, or making up for the regret that

"there are still many people who have not yet climbed a mountain", mountain tourism boasts the function of early exploration in the "theory of travel" as well as the functions of fun and education. Therefore, the formation of a famous mountain requires a complex motivation.

As far as we know, many organizations in the world, particularly international organizations, have established various classification systems, such as world heritage classification systems, which involve natural heritage, cultural heritage, both natural and cultural heritage, cultural landscapes, etc. In the evolution of mankind and biospheres, there is also a classification system. In the meantime, there are an abundance of case

studies for classification in the U.S., France, Japan, and even China, which has promoted national scenic areas in the past few decades, and proposed a natural reserve system with national parks at its core recently. But you may have noticed that these classification systems are basically based on resource attributes, or they are the object of natural conservation and cultural heritage, but are rarely considered from the perspective of tourists. Therefore, we have referred to classification systems with a focus on natural or cultural heritage, and taken into account tourist facilities and services so that we can categorize famous tourism mountains in the world.

By referring to these international standards, we propose a framework based on factors such as resource and cultural deposits, tourism service facilities, and influence in the world. We divide it into three categories: The first category is called "National Famous Mountains". For example, Mount Tai in China and Mount Fuji in Japan. The second category is called "Cultural Famous Mountains". The third category is called "Natural Famous Mountains". For each type of famous mountain, we have evaluation standards and scoring and quantitative and qualitative research and combination. Among the three categories, every famous mountain can be assessed or rated by our classification standard, in combination with quantitative and qualitative research.

So in this standard, no matter it is a famous national mountain, a famous cultural mountain, or a famous natural mountain, it should consist of two parts: The first part is called basic standards, which should be met by a famous mountain, no matter which category it belongs to. There are two basic standards:

First: Boasting abundant mountain tourism resources.

Second: Having influence and tourist attraction worldwide.

Next, we will discuss the classification criteria of "national famous mountains", "cultural famous mountains" and "natural famous mountains".

The first is the classification standard of "National Famous Mountains", which is mainly divided into two standards: First, it is officially recognized, recognized or approved. For example, it can be recognized by relevant government

departments, which echoes the national image; or it can be widely recognized by the people, which is in line with the national spirit. This situation is not particularly large. In the world, there are only a dozen or so famous mountains in countries that can be counted. At present, we have not entered the specific selection process, but it can be predicted that there will not be many famous tourist mountains of this type. "Cultural Famous Mountains" and "Natural Famous Mountains" should be the two types of famous tourist mountains in abundance.

There are six evaluation criteria for "Cultural Famous Mountain".

First: The origin, witness or holy place of a worldwide or ancient religious belief.

Second: The origin, witness or memorial place of a major historical event that has influenced the development of a country or the world.

Third: The origin place of human civilization or the witness place of an important historical stage of human development.

Fourth: Having close association with world-famous works of art or literature.

Fifth: Capable of representing the creative achievements in the interaction between people and the mountain environment in a certain period, and having the value of science popularization and nature education.

Sixth: A unique carrier of mountain culture with abundant cultural diversity.

The famous cultural mountains, which boast four standards.

First: Having unique geological and landform resources. As far as we know, the Fanjing Mountain boasts biodiversity as well as unique landforms, which can be compared to those of world geological parks.

Second: Climate. The mountains in many places have a unique climate, making them a famous summer resort or seasonal resorts.

Third: Boasting beautiful natural landscapes, which are suitable for taking pictures, or look very beautiful from an aesthetic perspective.

Fourth: Biodiversity, which responds to our natural conservation of rare plants or wild animals.

I really appreciate the opportunity that IMTA has given me. I'll show you the preliminary results so far, and more advice is welcomed. Thank you!



## 5G 物联网赋能山地旅游高质量成长

张海峰

/ 中华户外网 CEO

我今天跟大家分享的主题是如何通过 5G 物联网技术来赋能山地旅游高质量成长。

我有很多年旅游目的地服务经验，也有幸参与了一些贵州旅游目的地的推广活动。2013 年在铜仁有一个“美丽梵净山、铜仁过大年”活动，我们负责组织执行。大年初四晚上活动结束后寨沙侗寨的老板跟我说这个活动非常好，但能不能每周都组织一次，我笑而不语。四年以前，我们在赤水河将长征精神与企业家精神相结合，把赤水河的全域旅游要素串接起来，国际化、时尚化的重塑打造了传统的红色旅游。两岸三地的商学院群体一起在赤水河中流击水、浪遏飞舟，不亦乐乎。活动结束后大家纷纷给我反馈，认为这是他们参加最好的赛事活动，说这个活动很好，也很有吸引力，能不能把这个活动变成常态化，让每个游客都来参与。今天我负责任地说这个技术已经成熟了。

首先，5G 技术高带宽、低延时的特性使我们可以迅速地获取并反馈信息。从大数据的视角来看，旅游的参与者好比是一系列 DNA 碱基对信息，人旅游的过程就是空间和位置不断位移的一个集合。物联网技术今天也非常成熟，我们知道在铜仁江口已经有一条绿道，就是物联网的具体应用场景之一。当然物联网可以做更多的事情。



过去互联网是人与人之间的连接，今天物联网使我们的信息能够快速地获取、快速的决策，而且它可以自动地进行，不需要人工去干预，这可以不断扩展我们的控制边界。

一些国际上的旅游目的地主要讲究两个事情，一个是“how to stay”，一个是“things to do”，山地旅游就是一系列“things to do”的集合，包含各种各样的观光、休闲、活动、节庆。那么怎么把这一系列的“things to do”组合好，对于山地旅游的发展至关重要。

我们完全可以基于现代化游客的视角，结合物联网技术，引导旅游者制定整个旅游行程，去重构他们的“things to do”。一个目的地的“天赋异禀”固然很重要——像梵净山已经形成了 10 多亿年了。如果想要更进一步，可能需要进行一系列活动 IP 的包装和策划。这些完全可以依托于梵净山周边的资源，将其变成可玩项目，打造“主题旅游”。游客可以在出行之前或是行

程中选择他想要参与的旅游项目，比如说到底是到目的地登山，参加越野赛或是溯溪；游客也可以自定义参与程度，可以只是去目的地打个卡，或是深度旅游。我们的物联网设备在整个过程中可以与游客感知互动，通过物联网平台实现游客指引、行程组合等功能。在整个旅游过程中，信息往往是不对称的，比如说很多人可能不知道梵净山旁边还有个寨沙侗寨。物联网平台可以及时向游客推送相关行程，也可以协助游客进行主题定制。

同样我们也要兼顾目的地的诉求。首先，目的地要能提升产品体验、创新产品供给，从而延长游客停留时间、带来二次消费，通过提升运营能力来增加收入、带动外部循环，比如说带动周边的乡村振兴与消费循环。此外还要在疫情防控常态化下实现游客无接触、非聚集，自助化等功能。

过去我们积累了大量信息，目的地告诉游客“我有什么”，现在由我们来告诉游客可以“怎么去玩”，游客也可以选择怎么去玩。比如说在景区的入口处设置一个智能柜，与手机小程序结合来完成物料组合发放、线路制定规划等功能。游客可以在出行前选择既定的玩法和线路，到达目的地后找到智能柜输入密码获取行李牌，激活之后会形成一个专属行程；我们会提供一系列的物联网设备，为每位游客指示并规划线路，与游客进行个性互动，显示游客的完成进度；行程完成还可以提供不同奖励，把整个旅游过程游戏化，重组“things to do”。我们已经做过100多个品类的产品，从全民健身到各种山地旅游，都有标准化的操作和流程。

参与的各个主体也可以通过这样的平台来

进行投资、管理、运营并获取收益。比如说，就景区管理方来说，需要向我们（南京七加二网络科技有限公司及乐去智跑运营中心）采购设备、购买芯片并支付年费，而我们相应要做好路线规划、活动策划等服务；客源渠道的组织者则需要向景区的管理方、场地方或者运营方等提供场地及活动管理、芯片以及竞赛物资领取服务，支付场地及平台的使用分成；终端客源像是市民、游客、运动休闲者等又需要向客源渠道组织者缴纳报名费用；而我们以终端客源为对象，需要做好体育旅游人群大数据的计算，创建积分体系并完善赛事等级分级；最后会形成一个消费闭环。

我们在安吉通过这样的物联网技术来完善文旅新业态，提升场地应用效率，使得活动的运营成本可以节省九成以上，效率提升几十倍以上，实现几百场活动在同一个绿道上运行。

我们在贵阳的花溪公园也进行了新的尝试，通过物联网系统联动全民健身，从而带动周边产业。

总的来说，山地赛事活动可以通过物联网平台实现常态化举办，无论是旅行社还是企事业单位都可以自助化组织营销活动。你可以开展各种各样千人千面的营销活动，进行自主化运营，每个游客也可以选择自己喜欢的方式来参与这样一个旅游过程，定制他们专属的应用场景。当然它也能够产生多样的运营收益，面向C端的收益，面向组织者的收益，面向主题活动的收益。政府也会提供相关补贴。

最后我们希望借助这样的物联网技术来重构旅游活动，去构建一个全新的体育旅游的场景，为山地旅游目的地的高质量发展赋能。

# 5G Internet of Things Empowers High-quality Progress of Mountain Tourism

—Zhang Haifeng, CEO of huway.com

The topic I share with you today is “5G Internet of Things Empowers High-quality Progress of Mountain Tourism”.

I have service experience in tourist destinations for many years and also have the honor to participate in the promotion activities amid the growth of Guizhou tourism development. In 2013, I also participated in such an event named

“Beautiful Fanjing Mountain, Celebrating Chinese Lunar New Year in Tongren”. We were responsible for the organization and executive works. On the evening of the fourth day of the Lunar New Year in Zhaisha Dong Village, the boss of the Village said that the event was very good, could it be held once a week? At that time, I only smiled and didn’t say a word. Four years ago, the spirit of the Long March was endowed with entrepreneurship in Chishui River, we then chained traditional red tourism with international and fashion expression. People from business schools from all over the country had a great time together. They hit streaming waters, drove boats etc. After that, they told me that it was the best event they participated in, the best, not one of the best. After the end of the event, some said to me, the event was good and attractive, should it be normalized so that every tourist can participate in. Now, I can say, it is mature from the point of technology.

First of all, 5G technology enables high-bandwidth and presentation very fast, it allows quick feedback and extensive application of big data. Tourism contains a series of information about people (participants) and the process of constant displacement. Similarly, the Internet of Things (IoT) technology becomes very mature today. There is a green road at the estuary in

Tongren. It is a perfect location of the application of the Internet of Things. Indeed, Internet of Things can do many other things. Internet used to connect people only. Today, the IoT enables us to quickly obtain information, make decisions. These could be proceeded with automatically. The IoT continuously expands the boundaries of control.

In international mountain tourism, people take care of two things about destination, which are “how to stay” and “things to do”. Mountain tourism contains a series of “things to do”. It is not well developed until various sightseeing, leisure, activities and festivals are well combined.

Based on the perspective of modern tourists, combined with the Internet of Things technology, tourists can be guided to formulate the entire travel itinerary to reconstruct their “things to do”. The “unique talent” of a destination is no doubt important. For example, Fanjing Mountain has been formed for more than 1 billion years. To go further, it need to package and plan a series of event IPs. These must rely on the resources around Fanjing Mountain to become playable projects and create “themed tourism”. Tourists can choose the tourism projects they want to participate in before or during the trip, such as climbing to the destination or participating in cross-country races and river trekking; tourists can also choose the level of participation, they can go to the destination to see or in-depth tourism. IoT devices can interact with tourists in the whole process, and realize functions such as tourist guidance and itinerary combination through the IoT platform. In the whole travel process, information is often asymmetric. For

example, many people may not know that there is a Zhaisha Dongzhai next to Fanjing Mountain. The IoT platform can push relevant itineraries to tourists in a timely manner, and can also assist tourists to customize themes.

Likewise, we must also take into account the demands of the destination. First of all, the destination must be able to improve product experience and innovate product supply, so as to prolong the stay of tourists, bring about secondary consumption, increase revenue and drive external circulation by improving operational capabilities, such as driving the revitalization of surrounding villages and consumption cycles. In addition, under the normalization of epidemic prevention and control, the functions of non-contact, non-aggregation and self-service of tourists should be realized.

In the past, we accumulated a lot of information. Destinations told visitors "what do I have". Now we tell visitors how to play, and visitors can also choose how to play. For example, set up a smart cabinet at the entrance of the scenic spot, which can be combined with a mobile phone applet to complete the distribution of materials, route planning and other functions. Visitors can choose the established gameplay and route before traveling. After arriving at the destination, find the smart locker and enter the password to obtain the luggage tag. After activation, an exclusive itinerary will be formed; we will provide a series of IoT devices to instruct and plan for each visitor Route, interact with tourists in personality, show the progress of the tourists; the completion of the itinerary can also provide different rewards, gamification of the entire travel process, reorganization of "things to do". We have made more than 100 categories of products, from national fitness to all kinds of mountain tourism, all have standardized operations and procedures.

Participating entities can also use such a platform to invest, manage, operate and obtain income. For example, as for the management of the scenic spot, it is necessary to purchase equipment, buy chips and pay the annual fee from us (Nanjing Seven Plus Two Network Technology Co., Ltd. and Lego Smart Running Operation Center), and we need to plan the

route and activities accordingly. Planning and other services; the organizer of the customer source channel needs to provide venue and event management, chip and competition material collection services to the management party, venue or operator of the scenic spot, and pay for the use of the venue and platform; the end customer source is like Citizens, tourists, sports and leisure people, etc. need to pay registration fees to the source channel organizers; and we target the terminal source of tourists, we need to do a good job of calculating the big data of the sports tourism crowd, create a point system and improve the level of competition; finally; Will form a closed loop of consumption.

In Anji, we use this kind of Internet of Things technology to improve the new cultural and tourism business, improve the efficiency of the venue application, so that the operating cost of the event can be saved by more than 90%, the efficiency has been increased by dozens of times, and hundreds of events can be run on the same greenway.

We have also made a new attempt at Huaxi Park in Guiyang, linking national fitness through the IoT system, thereby driving the surrounding industries.

In general, mountain sport events can be held on a regular basis through the Internet of Things platform, and both travel agencies and enterprises & institutions can self-organize marketing activities. Carry out various marketing activities and conduct autonomous operations. Each tourist can also choose their favorite way to participate and customize their own application scenarios. Of course, it can also generate a variety of operational benefits, including Customer-side benefits, organizer-oriented benefits, and theme-oriented activities. The government will also provide related subsidies.

Finally, I hope the IoT technology is applied to re-structure the participation and operation of tourism activities, improve new sports, leisure and sports scenes, fostering the development of mountain tourism destinations will help and empower the destinations.



## ➤ 嘉宾互动 Guest Interaction

2021世界名山(梵净山)对话  
“议题一：携手共筑人与自然和谐共生的山地旅游新格局”环节，浙江天目山国家级自然保护区管理局局长俞建明、孤独星球(北京)文化发展有限公司总经理关媛媛、Xcity总裁老法(Frederic Moal)、朴语品牌创始人宋英等嘉宾在现场参与对话互动，深入探讨如何利用新理念、新科技、新模式推动山地旅游消费需求与供给创新，开发更多具有山地资源特色的优质生态旅游消费品，实现和谐共生、永续利用的可持续发展目标。

Topic one of 2021 Dialogue among Famous Mountains (Fanjing Mountain) in the World: Jointly Constructing a New Pattern of Mountain Tourism where Man and Nature Co-exist Harmoniously. Yu Jianming—Director of Tianmu Mountain National Nature Reserve Administration in Zhejiang province, Guan Yuanyuan—General Manager of Lonely Planet (Beijing) Culture Development Co., Ltd., Frederic Moal—President of Xcity, Song Ying—founder of Chengdu Puyu Hotel Management, and many other guests joined the Dialogue, explored how to innovate the consumption demand and supply chain of mountain tourism via new concepts, technologies, and patterns, and how to develop more premium ecological consumer goods with unique characteristics of mountain tourism, so as to achieve the sustainable development of mountain tourism where man and nature co-exist harmoniously and where resources are utilized in a sustainable manner.





**主持人：张莉** | 亚洲数据集团副总裁  
Host: Zhang Li | Vice President of IDG Asia

我们中国的旅游业，讲究天时、地利、人和。疫情给旅游业带来冲击，但也增强了人们的健康意识，给国内旅游业带来一些发展的机遇。在中国，具有发展山地旅游的地理条件，同时有越来越多的专业户外运动俱乐部诞生，还有很多旅行社开始从事体育旅游、山地旅游，所以在中国，我们具有发展山地旅游的优势。接下来，进行嘉宾对话互动，讨论人与自然和谐共生的山地旅游新格局下，如何开发特色优质山地旅游产品，实现和谐共生、永续利用的可持续发展目标。

The tourism industry in China depends on opportune time, geographic advantage, and the unity of people. The COVID-19 brought huge impact on the industry, yet it also strengthened people's health consciousness and created opportunities of development. China enjoys a huge geographic advantage in developing mountain tourism, and we have been seeing more and more new clubs specialized in outdoor sport, and agencies working on sports tourism and mountain tourism. So, it is clear that China has a tremendous edge in mountain tourism. Next, our distinguished guests will have a conversation on how to develop special and premium mountain tourism products in a mountain tourism where man and nature co-exist harmoniously, and how to utilize resources in a sustainable manner.



主持人：天目山是我国著名的自然保护区，也是浙江省唯一加入国际生物圈保护区网络的自然保护区。在促进人与和谐共生方面，天目山有什么做法？

Host: Tianmu Mountain is a famous nature reserve in China, and the only one in Zhejiang province that was included in the international biosphere network. So, how does Tianmu Mountain help man and nature co-exist harmoniously?

俞建明

Yu Jianming

浙江天目山国家级自然保护区管理局局长

Director of Tianmu Mountain National Nature Reserve Administration in Zhejiang province



这些年来，我们抓住浙江省委省政府提出的建设浙江大花园，打造浙江文化公园的契机，在践行美丽经济跟美丽生态，实行良性互动方面做了一些优异的探索和尝试，主要体现在三个方面。

1. 规划引领。通过高级别策划、高标准规划，高标准建设跟发展，围绕着保护地周边三个乡镇编制了区域发展规划，结合当地的产业、空间、文化、群众期盼，编制了300多平方公里发展规划，用来指导整个发展趋势和发展设想。

2. 指导理念。天目山是自然名山，但首先是国家级自然保护区，保护区内突出保护优先，通过保护促进发展，通过发展促进保护。保护区外通过科学规划来明确它的功能布局，产业定位、产业培育、基础设施配套等等。

3. 制定三年行动计划。规划是一个方向，保护是一种理念，那么行动计划就是落地的推动路径。我们围绕产业基础、产业发展空间、群众期盼，分门别类地实施，动态增补。这些年来，我们有效招引、落地、推动了一批项目。总而言之，推动资源整合，整个区域发展呈现良好态势，通过这些年的努力，周边社区环境更美了，老百姓的保护意识更强了，农民的收入也更高了。我们比较过几组数据，保护区周边的居民的收入远远高于全省、全市的平均水平。

In recent years, with the project of “Zhejiang Big Garden” and “Zhejiang Cultural Garden” proposed by the CPC Zhejiang Provincial Committee and Zhejiang provincial government, we have been trying to let the beauty economy combine and interact with ecology. We made three achievements.

First, planning and guiding. Based on the principle of high-level, high-standard planning, construction, and development, and based on the local industries, spatial layout, culture and customs, as well as people's expectations, we made a development plan for three villages and towns around the reserve, covering over 300 square kilometers of space, to guide the entire development direction and put concepts into practice.

Second, guiding philosophy. Tianmu Mountain is a natural famous mountain, but it comes after a bigger title—National Nature Reserve. So, protection comes before everything else, and we must form a reciprocal link between protection and development. Around the reserve, we made a scientific planning, including the functional layout, industry positioning, industry cultivation, and infrastructure and supporting facilities.

Last, three-year action plan. If planning is the future direction and protection is a basic principle, then an action plan is what makes everything come true. Based on the local industrial base, development potential, and people's expectations, we filled vacancies and met needs, and attracted and implemented a large number of projects. In a word, we integrated resources and refreshed the whole area. After years of efforts, people have a stronger sense of environmental protection, live in a more beautiful community, and make higher incomes. Statistics show that the income of residents around the reserve is much higher than the municipal and even provincial average level.

主持人：关于“人与自然和谐共生”这个主题孤独星球是怎么看待的？可以跟大家分享一下在这方面你们都做了哪些努力吗？

Host: How does the “Lonely Planet” view the topic “man and nature co-exist harmoniously” ? Can you share with us what efforts you have done?

关媛媛  
Guan Yuanyuan

孤独星球（北京）文化发展有限公司总经理  
General Manager of Lonely Planet (Beijing) Culture Development



人与自然和谐共生是时代主题。这些年来，环境问题日益凸显，实现人与自然的和谐共生，迫切而且必要。联合国秘书长曾经说过，应对全球性的环境挑战，唯一的答案就是可持续发展，因为它能改善人与地球的福祉。

孤独星球自创立以来，一直在推行一个与可持续发展相关的核心理念——“负责任的旅行”。这是一个重要的品牌价值，贯穿于孤独星球出版的所有旅行读物中。作者进行旅行内容调研、产品和品牌宣传推广、市场活动时，都会向读者宣传“负责任的旅行”这个理念。其中提到对环境负责，建议大家旅行时带走自己的随身垃圾，出行时尽量选择低碳环保的方式，比如步行、骑行（自行车）等。

此外，孤独星球也关注人文环境。旅行者深入体验当地的人文环境是旅行中重要的组成部分，但是过多游客数量会对当地生活的人造成一定冲击和影响，尤其对那些本来生活方式比较传统封闭的人来说，冲击会更大。我们建议旅行者去当地造访时更多光顾当地人的生意，购买手工艺品时避免讨价还价，这样来促进当地经济发展、造福当地民众。

“Man and nature co-exist harmoniously” is the theme of the times. In the past years, the environmental problem loomed large, making it urgent and necessary for us to co-exist with nature. The UN Secretary-General once said, the only way to tackle worldwide environmental challenge is sustainable development, for it improves the wellbeing of both human race and mother Earth.

Since founding, Lonely Planet has been promoting a concept related to sustainable development—“responsible tourism.” It’s a brand value integrated into all the readings we published. Authors would spread this concept when they make surveys, promote products and brands, and carry out marketing activities. We would especially tell readers to be responsible to the environment. For example, taking away our rubbish when travelling, choosing low-carbon travel methods, such as going on foot and riding a bicycle.

In Lonely Planet, we also care about the cultural environment. Experiencing the local cultural environment is an integral part of a tour, but a too large number of visitors would affect the normal life of local residents, especially to those who have a relatively traditional or closed lifestyle. So, we advise visitors go to local stalls and markets, and try to avoid bargaining while shopping handicrafts. In this way, we can promote the local economic growth and help the local residents.



主持人：您认为未来的旅游业应怎样可持续、和谐的发展呢？

Host: How do you think the future tourism could maintain a sustainable and harmonious development path?

**老法**  
**Frederic Moal**

Xcity总裁  
President of Xcity



我们现代人经常出游，但是不愿意去“深入体验”，所以说人与自然之间是不和谐的。旅游应该从“宏观”到“微观”，比如说去法国或者在中国玩十天，这个概念是“宏观”的旅游。但是如果你去一个公园待几天，花时间去慢慢欣赏，在公园里开展一些活动，这就是一种亲近自然的“微观”的旅游，是人与自然本身的一个交互机会，能够让你与自然相连。

中国政府启动的乡村振兴计划，给了我们一个巨大的机会，能够跟少数民族乡间的居民区合作。当地的农民对每一平方米的山川、林地、田地都是非常的熟悉，他们知道自己村寨的历史、一草一木，所有的动物等等他们都知道，他们能够帮助我们探究自然。

另一方面，比如说极限运动、户外运动都是非常有意思的方式，能够以可持续的方法去亲近自然。在水中、空中、地上、雪上去运动的话，就可以利用不同的自然要素跟自然和谐共生。并通过不断的学习运动技能，让我们从游客变成常客，形成可持续。这样的和谐共生并不是让旅游成为一种观看，而是参与到实践。

Modern people often go travel, but they are unwilling to go on a "deep experience", which results in a disharmonious coexistence between man and nature. The travel should from "macro" to "micro", such as going to France or China for ten days, this concept is "macro". But if you go to a park for a few days, take the time to appreciate it slowly, and carry out some activities in the park, this is a kind of "micro" tourism close to nature, an interaction opportunity between man and nature itself, which can make people and nature linked together.

The rural revitalization program launched by the Chinese government has given a huge opportunity to cooperate with the residential areas in the rural areas of ethnic minorities. The local residents are very familiar with the mountains, forests and fields they live. They know the history of their village, every grass and tree, all the animals, etc. They know, and they can help us explore nature.

On the other hand, extreme sports and outdoor sports are very interesting that will get close to nature in a sustainable way. By exercising in the water, in the air, on the ground and in the snow, you can use different natural elements to live in a harmonious way with nature. And through continuous learning of sports skills, people can change from ordinary visitors to frequent visitors, and develop in a sustainable way. Such harmonious coexistence is not only make tourism a kind of viewing, but to participate in practice.



主持人：作为驻扎西南的“朴语”品牌创始人，2018年就已经在贵州省独山县创建朴语升级的野奢产品—朴语山居。您觉得用新理念、新科技、新模式推动山地旅游消费需求这一点，酒店和住宿在这其中会起到怎样的作用？

Host: “Puyu” is a brand based in southwestern China. And you created an upgraded wild luxury product, Puyu Mountain Lodge, in Dushan County, Guizhou province, back in 2018. So, what role do hotels play in upgrading the consumption demand of mountain tourism via new concepts, technologies, and patterns?

宋英  
Song Ying

朴语品牌创始人  
Originator of Puyu



山地旅游不只是观光，重要的是感受。想象一下，我们住进民宿，睁开眼就能看到星空，周围鸟语花香。在山地旅游里创建短暂的停留之后才能与周围环境产生联动。但是怎么和环境和谐相处呢，这是我们一直在摸索的课题。我们现在基本上可以做到零排放、垃圾分类，也在提醒客人尽力不制造垃圾。

朴语山居民宿原址是一个村庄，我们在附近的山地开发了一些探险、徒步项目，还有定期的森林种植，我们希望附近一些落后的村寨能够共同参与进来。乡村的改变不仅仅是“数字”上的改变，更多的是一种思维。所以我希望朴语这个平台能够带动当地老百姓从思维、精神、物质等方面脱贫。

民宿的建筑都是依山而建，我们尽可能还原当地村寨的原始风貌，我们会控制人流量，鼓励低碳旅行。我们希望住宿者来到以后既是山地的守卫者，又是人与自然和谐相处的推动者。在尊重环境的前提下，我认为住宿行为可以起到抛砖引玉的效果，它会带来联动的、有保护性的消费性行为。

Mountain tourism is not just about sightseeing; it's more about feeling. Imagine when we live in a lodge, we see the starry sky when we open our eyes, and we find ourselves surrounded by fragrant flowers and beautiful birdsongs. In a word, only by staying in the mountains can we really interact with the surroundings. But another problem we have been working on is how to make such interaction harmonious. We have made some progress so far. For example, we tell visitors not to produce too much rubbish, sort garbage, and achieve zero emission.

Puyu Mountain Lodge was originally a village. We created some adventure and hiking projects in the nearby mountains, and planted trees every now and then. We hope some underdeveloped villages nearby could join us. But these improvements are not just about larger numbers; it's more about a mindset. I hope, through our Puyu platform, we can help local residents shake off poverty in both spiritual and material life.

Loges and B&Bs are mostly built by hills and mountains. We tried our best to reproduce the original view of the local villages, and we would control the number of visitors and encourage people to go on low-carbon trips. We hope visitors, once they choose to live in our lodges, could protect the mountain environment and help everyone co-exist harmoniously with nature. Based on respecting the natural environment, I think accommodation could help us achieve that because it brings environmental-friendly consumption behaviors.



## 议题二：名山伴名泉 名泉必康养 ——论道山地温泉康养旅游新境界

### Topic II: Where there is a Famous Mountain, there is a Famous Spring for Health —— New Level of Mountain Hot Spring Wellness Tourism

在 2021 “国际山地旅游日” 举办的国际山地温泉康养旅游研讨会上，国际山地旅游联盟首次提出了“山地温泉康养”概念，并形成了一定的研究成果，山地温泉康养旅游将成为山地旅游热点产业，2021 世界名山（梵净山）对话与会嘉宾深入探讨山地温泉康养旅游的标准体系建设和开发模式，为贵州温泉产业化发展助力，为贵州温泉省建设赋能。

At the International Seminar on Mountain and Hot Spring Wellness Tourism held on 2021 “International Mountain Tourism Day,” IMTA proposed the concept of “mountain hot spring wellness” for the first time, concluded some research findings, and anticipated that mountain hot spring wellness tourism would be a popular section of mountain tourism. At the 2021 Dialogue among Famous Mountains (Fanjing Mountain) in the World, guests probed into how to set and develop a standard system for mountain hot spring wellness tourism, to promote the hot spring industry in Guizhou province, and build it into a hot spring province.



## 打造山地温泉康养旅游新名片

李 芳 / 贵州省文化和旅游厅副厅长

在这秋高气爽的美好时节，很荣幸能代表贵州省文化和旅游厅出席本次活动，与大家相聚在梵天净土、桃园铜仁，在2021世界名山(梵净山)对话议题中，共同探讨山地温泉康养旅游新境界、打造山地温泉康养旅游新名片的发展方向及创新路径。也借此机会，向与会嘉宾及关心支持贵州文旅事业发展的朋友们，推介贵州独特山地温泉康养旅游资源。

在2021“国际山地旅游日”举办的国际山地温泉康养旅游研讨会上，国际山地旅游联盟首次提出了“山地温泉康养”概念，并形成了一定的研究成果，山地温泉康养旅游成为山地旅游热点产业。贵州作为山地公园省，同时也是国际山地旅游联盟的发起方及总部所在地，一直积极探索发展建设山地旅游，并奋力打造国际一流山地旅游目的地、国内一流度假康养目的地，以高质量发展为统揽，全面推进多彩贵州民族特色文化强省和多彩贵州旅游强省建设，推动旅游业持续“井喷式”增长。

后疫情时代，山地户外、健康养生的旅行方式逐渐受到游客追捧。温泉作为山地旅游康养环节中的最佳选择之一，正从休闲娱乐型向康养度假复合型转变，以低碳环保、疗养保健、适宜多次消费等特点，成为大健康产业中的“新宠儿”。以喀斯特地貌为典型代表的贵州，是名副其实的“温泉省”，也是发展山地温泉康养旅游的绝佳



宝地。

贵州温泉泉水普遍富含氡、硒等珍稀物质，是流淌着的药浴液。省会贵阳是一座“温泉之城”，有全国著名八大温泉之一的息烽温泉，生态富硒养生温泉“白马峪”，融合苗侗风情的“贵御温泉”，五星级设施的“保利温泉”等；铜仁石阡温泉是中国最古老的温泉之一，是全国唯有、世界少有的既可洗浴，又能直接饮用的天然矿泉温泉；黔东南剑河温泉被称为“苗乡圣水”，从江瑶族药浴养生独到、被列入国家级非物质文化遗产保护目录；遵义枫香温泉尽显田野情趣，绥阳水晶温泉发源于亚洲第一长洞双河洞；黔南、黔西南溶洞温泉别具特色、各有奥妙。

当前，贵州温泉开发逐渐迈向高端化、国际化水平。围绕省委、省政府建设“温泉省”的战略部署，按照全省温泉产业的“一核、四组团、六带、十板块”空间布局，突出山地特色的单体小型化、集群化发展理念，遵循做精、做特、做强原则，加快打造温泉文化浓郁、品味较高的温泉旅游产品体系，完善形成康养特色鲜明、发展



规范的温泉旅游产业体系，构建温泉旅游产业发展新格局。

在全省温泉旅游重点工作创建中，贵州将积极提升温泉旅游产业发展质量及品牌营销。发展以温泉疗养保健为特色的温泉康养业态，推进医疗护理、养生保健、康复疗养深度融合，形成健康、养生、休闲娱乐、运动相结合的贵州温泉康养特色模式；同时，在打造山地温泉康养旅游新名片方面，将温泉文化、温泉旅游品牌融入旅游形象宣传，加快形成具有地域特色的贵州温泉旅游品牌体系。

在贵州温泉产业发展进程中，希望对标国际一流体系，借鉴优秀成果和经验，创新发展思路及管理模式，开展更多国际国内交流与合作，推动“温泉+多产业”融合发展，结合多彩贵州民族医疗、医养文化特色，挖掘温泉文化，丰富多彩贵州的温泉文化。

最后，希望通过此次议题研讨，各界朋友都能关注支持贵州山地温泉康养产业融合发展，更进一步探索温泉旅游产业发展创新举措，为赋能贵州温泉省建设出谋划策。



图片来源：<https://thejbeautycollection.com/blogs/news/5-beauty-benefits-of-japans-hot-springs>

# Creating a New Symbol of Mountain and Hot Spring Wellness

—Li Fang, Deputy Director of the Department of Culture and Tourism of Guizhou Province

On behalf of the Department of Culture and Tourism of Guizhou Province, I am honored to be here with you in the pure and idyllic land of Tongren, for the “2021 Dialogue among Famous Mountains (Fanjing Mountain) in the World” in this agreeable autumn, to open up a new prospect for mountain and hot spring wellness, explore the direction of creating a new symbol of mountain and hot spring wellness tourism and seek a path of innovation. Also, I would like to take this opportunity to express my sincere thanks to you for your permanent attention and support to Guizhou's culture & tourism development, and introduce Guizhou's unique mountain and hot spring wellness tourism resources.

At the International Seminar on Mountain and Hot Spring Wellness Tourism during the "International Mountain Tourism Day 2021", the International Mountain Tourism Alliance (IMTA) came up with the concept of "mountain and hot spring wellness" and formed certain research findings. Mountain and hot spring wellness has become a hot sector of mountain tourism. As a province of mountain parks, the initiator of IMTA and the place where IMTA is headquartered, Guizhou has been exploring and developing mountain tourism, endeavored to build a world top mountain tourism destination and a domestic first-class holiday & rehabilitation destination, taken high-quality development as the primary task, advanced the building of a province with diversified ethnic and cultural features, as well as a strong tourism province known as "Colorful Guizhou" in an all-round way, and promoted the sustainable and massive development of tourism.

In the post-COVID era, mountain and wellness tourism has enjoyed growing popularity

among tourists. As one of the best choices for mountain wellness tourism, hot spring is transforming from a way of leisure & recreation into a way of wellness & holiday. Featuring low carbon, environmental friendliness, health preservation and frequent consumption, it is becoming a new favorite in the health industry. With Karst as its typical landform, Guizhou is a real "hot spring province", as well as a treasure land for mountain and hot spring wellness tourism.

Hot spring water in Guizhou is generally rich in radon, selenium and other rare substances, and it is dubbed a flowing medicinal bath. Guiyang, the provincial capital, is a "hot spring city". Guiyang has many different hot springs, including, Xifeng Hot Spring, one of the eight famous hot springs in China, Baimayu Hot Spring, an ecological selenium-rich wellness hot spring, Guiyu Hot Spring, which integrates Miao and Dong folk customs, and Poly Hot Spring with five-star facilities; Shiqian Hot Spring in Tongren City is one of the oldest hot springs in China, and it is the only natural mineral spring hot spring in China that can be used for both bathing and drinking directly, even in the world such hot spring is rarely seen; Jianhe Hot Spring in the southeast Guizhou is called the "Holy Water of Miao Township. The unique health-preserving Congjiang Yao nationality medicinal bathing is listed in the National Intangible Cultural Heritage Protection Catalogue; Fengxiang Hot Spring has its own rustic charm, and Suiyang Crystal Hot Spring originated from Shuanghe Dragon Cave, the longest cave in Asia; the karst cave hot springs in southern Guizhou and southwestern Guizhou have their own characteristics and wonders.



At present, the development of hot springs in Guizhou is gradually moving towards higher end and international level. Focusing on the strategic planning of building a "hot spring province" by the provincial party Committee and the provincial government, based on the spatial layout of "one core, four groups, six belts and ten sectors" of hot spring industry in the province, we will highlight the development concept of small scale individual operation and cluster development with mountain characteristics, follow the principle of being refined, special and strong, speed up the creation of a hot spring tourism product system with rich hot spring culture and high quality, improve and form a hot spring tourism industry system with distinctive wellness characteristics and development norm, and build a new development pattern of hot spring tourism industry.

Guizhou will actively improve the development quality and brand marketing of hot spring tourism industry in the establishment of key work of hot spring tourism in the province. Develop a hot spring wellness business featuring hot spring rehabilitation and health care, promote the deep integration of medical care, health preservation and rehabilitation, and form a Guizhou hot spring wellness characteristic model combining health, health preservation, leisure and entertainment, and sports experience; at the

same time, in creating a new symbol of mountain and hot spring wellness tourism, the hot spring culture and hot spring tourism brand will be integrated into the image publicity of Guizhou tourism, to speed up the formation of Guizhou hot spring tourism brand system with regional characteristics.

In the development of hot spring industry in Guizhou, I hope to build the hot spring industry in line with the international first-class system, learn from outstanding achievements and experiences, innovate development ideas and management modes, develop more international and domestic exchanges and cooperation, promote the integration and development of

"hot springs + multi-industries", combine the characteristics of ethnic medicine and medical care culture of "Colorful Guizhou", explore the hot spring culture, and enrich the type of business of hot spring industry in Guizhou.

Finally, I hope through this discussion on the topic, friends from all walks of life can pay attention to and support the integration and development of mountain and hot spring wellness industry in Guizhou, further explore innovative measures for the development of hot spring tourism industry, and make suggestions for empowering the construction of Guizhou Hot Spring Province.



图片来源: <https://www.gq.com/story/best-hot-springs-in-the-world>

## 全球视野下的山地与温泉康养旅游

查尔斯·戴维森

全球康养研究院  
温泉专业委员会主席

我是全球康养研究院温泉专业委员会主席查尔斯·戴维森，也是澳大利亚维多利亚州半岛温泉集团的创始人兼董事长。很高兴今天能够在国际山地旅游联盟举办的“世界名山对话”上与在座的各位交流。我将和大家谈一谈温泉，温泉对山地旅游的重要性，以及全球范围内有哪些代表性的山地温泉。

我先讲讲日本，然后是中国，跨过印度、中东、欧洲、美洲，然后穿过太平洋到新西兰，最后回到我的祖国澳大利亚。我想谈谈如何利用温泉增强和改善旅游体验，以及温泉所在地区的生活，现在我将开始我的分享。

我的世界温泉之旅从日本开始，我总共在那里的时间累积起来有6年。

温泉与自然环境融为一体。日本温泉资源丰富，有12,000多个温泉小镇。温泉是整个旅游业的重要组成部分。事实上，大部分温泉都是在山地被发现的。

接下来到了中国，和日本一样，中国也有很多温泉。很多温泉都在山区。我们注意到，以温泉为核心的产业在不断发展，尤其是旅游业。

尼泊尔是一个山地国家，徒步旅游很受欢迎，有很多温泉。这个叫作它托帕尼的小镇坐落在河岸边，是一个围绕温泉体验而发展起来的小镇。

印度喜马偕尔邦，分别是卡索尔镇和达马



尼卡兰。寺庙很有趣，温泉是可以免费体验的。印度大多数温泉是免费进入的。

我是1992年去的也门，当时，其实现在也是一个非常贫穷的国家，但是他们很多地方都有温泉。这里有一个叫达姆斯的小镇，群山环绕。这些山是火山，死火山，小镇本身以水的治疗功效而闻名。

伊朗很多地方也有温泉。有个叫Sharbil的地方，是在山上。有温泉泡池，还有4°C的降温池，你可以在冷热之间来回，做交替疗法，这让人精力充沛，对健康很有益。

在以色列，我们在很多地方都发现了温泉，包括死海边缘和马萨达山脚下。马萨达是一个闻名遐迩的历史旅游景点，是几千年远古时代的遗址。

在谈论山地温泉以及它们的影响时，如果不讲讲土耳其的棉花堡，那就是不完整的。棉花堡有著名的石灰岩“梯田”，所有的池子人们都可以体验，长期以来一直是土耳其最大的旅游景点。围绕棉花堡的产业也应运而生，这是一个规



避了过度开发的重要案例。有一段时期，他们在温泉周围建了太多酒店，对温泉环境造成了破坏，导致他们不得不关闭酒店。所以游客和参观者可以进去参观泡池。现在棉花堡运营得更好，更具可持续性，可再生，从长远看是有益的。

这是捷克的一个小镇，卡罗维发利，距离捷克首都布拉格仅仅几个小时的车程。

奥地利温泉众多，整个奥地利几乎都是山区，这个温泉叫作阿夸多姆，属于奥美德集团，该集团在奥地利各地的城镇拥有许多酒店和温泉。

加拿大也有很多温泉，费尔蒙特酒店集团拥有其中的一些。值得一提的是，哈里森温泉小镇就是一个以温泉来命名的小镇，整个小镇围绕温泉所建。

美国的温泉遍布全国，这是位于加利福利亚州的威尔伯温泉。在这里，康养与温泉融合，打造了与温泉康养相关的全方位项目。

在南美的秘鲁，阿瓜斯卡连特斯（意为“热水”）小镇是一个温泉小镇，是通往知名的马丘比丘古城的门户，一座山城的遗址。小镇靠旅游业兴起。温泉就是这座小镇的代名词。科尔卡是秘鲁另一个非常有名的地方。在科尔卡大峡谷有一个科尔卡温泉旅馆，那里有世界上翼幅最大的秃鹰，在温泉的附近翱翔。在这里可以去骑马，观秃鹰，徒步旅行和许多其他活动。

接下来到了新西兰。这是马鲁亚温泉，位于新西兰南部，坐落在路易斯山口上，两侧有海拔1,800米的山脉。马鲁亚温泉有很多精彩的康养项目，四周都有步道，有泥疗，藻类，冷热疗法、桑拿、温泉泡池。事实上，在疫情时期，这里生意非常好。

回到我的祖国，澳大利亚，这是一个刚刚成为温泉景点的地方，叫作梅顿温泉，从泡池可

以眺望远处的湖景。澳大利亚没有很多很大的山，所以对于山地温泉旅游来说，规模不大，但是天然温泉发展得很迅猛。

接下来我想聊一聊关于温泉设施的一些想法。温泉融入山地旅游对游客很有吸引力。人们在外出参观和进行其他活动后可以停下来放松一下，回到这些美丽的休闲场所，有助于吸引大量的人前往温泉目的地。这里我想举一个蒸桑拿的例子。有些（蒸桑拿的）景点可以俯瞰整个自然环境，尤其是在山区。如果你有机会到照片中的这个地方体验桑拿或者沐浴，在山地的自然环境中，将会是一次美妙的体验。其他项目还包括按摩、盐浴等，也有疗愈功效。

温泉还有一个优势是能够创建当地特色产品体系，让温泉为当地社会和经济作出贡献的方式。以我们的项目“半岛温泉”为例，我们有160多个包含本地产品的产品系列，包括高尔夫+温泉浴，单车骑行+温泉浴，小住+温泉浴，帆船+温泉浴，海豚游泳+温泉浴等等。

我们鼓励温泉经营者分享智慧，与当地特色产品融为一体，使整个体验更有吸引力。温泉是广义康养产业的一部分，我们相信温泉和美丽山地提供的体验对人们有吸引力，能够让人们养成健康习惯，建设健康的社区环境。有了温泉，目的地就可以把自己视为康养目的地。温泉应与该地区的其他产品合作，共同提供康养体验。通过提供康养体验，可以培育起由地方到整个国家层面的康养文化。

我谨代表全球康养研究院温泉专业委员会，感谢有这个机会与大家交流，介绍世界各地的山地温泉。我们的目标是在全球范围内加强对温泉的理解，让温泉成为旅游业和社会生活的重要组成部分。

# Global Mountain Hot Springs

—Charles Davidson, Chairman of Global Wellness Institute Hot Springs Initiative

I am Charles Davidson, Chairman of the Global Wellness Institute Hot Springs Initiative, and founder & chairman of the Peninsula Hot Springs Group in Victoria, Australia. I'm going to speak to you about hot springs and how hot springs are important to mountain tourism, and how they are represented right across the globe in mountain areas.

I start in Japan and then move to China, and crossed India, the Middle East, Europe, the Americas, and back through the Asia-Pacific to New Zealand, and my home country, Australia. And after that, I'd like to present my ideas of how hot springs can be used to enhance and improve the tourism experience, and the lives of the communities around where they are located. So I'm going to now share my screen and start my presentation.

My tour around the world starts in Japan, where I've actually lived for a total of 6 years over the last 29 years. I want to show include the top three from the town of Hakuba.

Hot springs are integrated in the natural environment. They are prolific. In Japan, there are over 12,000 hot spring towns. And hot springs are a massive part of the whole tourism industry. Many of the hot springs, in fact, most of the hot springs are found in mountainous areas.

Now moving to China. Like Japan, China has many many hot springs. And many of them are in mountainous areas. The ones up the top left hand side are in the town of Shangri-La in the Tibetan part of China.

The whole country is mountainous and hiking is very popular, there are quite a lot of hot springs. This one, which is called Tatopani,

sits on the banks of the river, and there is a whole town which has evolved around the hot spring experience. In India, this is a photo from the state of Himachal Pradesh.

The one on the left is the town of Kasol, located on the banks of the river. And then you can go up to Manikaran, in which is the image of the temple on the right. That temple is very interesting because the hot spring experiences are free. Most of Indian hot springs are actually free to enter.

Across to Yemen where I visited in 1992. It was and still is a very poor country, but they do have hot springs in various locations. And in this place is a town called Damth. It has some mountains around it. They're volcanoes, extinct, but they're volcanoes. But the town itself is known for the healing properties of the water.

In Iran, there are hot springs in many locations. This is a place called Sharbil that is up in the mountains. And they have hot pools as well as an ice cold plunge pool of about 4 °C. You move between the hot and the cold, doing hot cold therapies and it's very invigorating and very good for your health. In Israel, we had hot springs in various locations as well.

On the edge of the Dead Sea are hot springs which are located near the base of Masada, which is a very famous historic tourism ruin, from ancient biblical times several thousand years ago.

A talk about hot springs in mountains and their impacts and their potential impact wouldn't be complete without talking about Pamukkale in Turkey. Pamukkale has the famous limestone terraces and all the pools people can jump in. It has been the largest tourism attraction in Turkey



for a long time. There is great industry that's been built around it. It is an example of where it's very important not to over develop. They went through a stage where there were too many hotels being built up around the hot springs and they were causing damage to the hot springs. So they ended up having to close down hotels and move them down off the terraces and off the top of the area. So that tourists and visitors could visit the pools. Now it is working a lot better and it's a lot more sustainable, and more regenerative and good for the long term. The Czech Republic.

This is the town of Karlovy Vary. It is a couple of hours out of Prague, the capital city of the Czech Republic.

In Austria, we have many hot springs. Nearly all of Austria is in mountainous areas. This pool is called Aquadome. It is owned by the Vamed Hospitality Group, which has many hotels and hot springs in towns right across Austria.

Now we move across to Canada, and here we have a number of hot springs. The Fairmont Hotel Group has some hot springs. Harrison hot springs is a town which is named after the hot springs. The whole town has been built around the thermal springs.

In the United States, there are also many hot springs, right throughout the country. Include Wilbur Hot Springs in the middle and left photos from California. The one on the right is the Esilan Institute, a location where wellness and hot springs have been built together to create whole programs on hot springs, health and well being.

In South America, in Peru, the town of Aguas Calientes, which means hot water, and it is a hot spring town, is the gateway town to go to the famous Machu Picchu, the mountain city ruins. That town is built out of tourism. And the hot springs is the name of the town. In the Colca Valley is a hot spring called Colca Lodge. The Colca Valley is another Peruvian very famous location, where the Condor, which is the bird with largest wing span in the world flies and the hot springs are just nearby. At Colca Lodge, you are able to go horse riding and visiting the condor

and hiking and many other activities that they offer.

This photo from New Zealand, is a place called Maruia Hot Springs in the South Island. It sits on a mountain pass called the Lewis Pass, and has 1,800 meter mountains on either side of it. Maruia Hot Springs has introduced some wonderful wellness programs where they offer customers walks around the local area. They have clays and muds, algae. They do hot, cold therapies with saunas and hot pools. Throughout this Covid period that have boomed, the business has gone very very well.

In Australia, my country, this is from a site which is just beginning as a hot spring site. It's called Metung Hot Springs, and has hot spring pools that look out over lakes. There aren't many, very big mountains in Australia. So for mountain hot spring tourism, it is not huge. But nature based hot springs are growing very quickly.

I would like to introduce some ideas that at the hot spring facilities. They are able to offer a whole series of other services, which can enhance the experience on site. In a moment, I'll also talk about other offsite experiences. Hot springs are particularly good because they act as an attractor to mountain areas. They enable people to stop and relax after going out to visit and do other activities. They can come back to these beautiful relaxing locations. It helps drawing large numbers of people to the destination. Examples of things that I'd like to point out include the sauna. Some beautiful saunas that look out over the natural environment and particularly mountainous areas. If you can have a sauna or a shower which is in one of the other photos here, out in the natural environment, in the mountain areas. It is a wonderful experience. Other things are using clays, massages and salt for scrubs, and for healing. There are also Hammams(steam rooms), particularly in the Middle East, where people can have a Turkish style, but also Moroccan style of treatment.

This is a way to enable hot springs to contribute to the society and the economy of the

local area. In my business case, Peninsula Hot Springs, we have over 160 packages with our local products. There include things like Golf +Bathe, Ride and Bathe, Stay and Bathe, Sail and Bathe, Dolphin Swim and Bathe and many other experiences.

We encourage hot spring operators to share their gift and be able to package up with the local areas, to make the whole experience more attractive. Hot springs, are really part of the broader wellness industry. And we believe that the experiences that are offered at hot springs and in these beautiful mountain destinations is where people are attracted and able to engage with wellbeing habits and a wellbeing community. Hot springs help destinations to consider themselves as wellbeing locations. Hot springs need to work with other products in the regions to help them deliver well being experiences.

Through delivering well being experiences, we add to the wellness culture of our state and our country. Collectively, hot springs across the globe contribute to developing a world of wellbeing or wellness.

On behalf of the Global Wellness Institute Hot Springs Initiative, I would like to thank you for the opportunity to speak to you and introduce you a little bit about hot springs in mountain regions around the world. It is our purpose to create international understanding through hot springs and to try to involve our industry to be an important part of the broader tourism industry, but also the broader community. Thank you very much. I hope that the rest of the conference goes very well and look forward to seeing some of the presentations.

Thank you! Bye!



图片来源: <https://www.cntraveler.com/gallery/the-best-hot-springs-in-the-world>



## 名山伴名泉，名泉必康养 ——论道山地温泉康养旅游新境界

王 捷

亚太（重庆）温泉与气候养生  
旅游研究院院长

作为一个温泉人，我觉得人在山里泡温泉，与自然充分融合时，便能感受到人与自然的和谐共生。今天我想要更加深入地谈论“山地温泉康养旅游”这个话题。

今年5月29日国际山地旅游日活动上首次提出了“山地温泉康养旅游”这个概念。这是一个非常创新的概念。虽然说温泉是世界上非常古老的行业之一，已经拥有2000多年的历史，“山地温泉”和“山地旅游”也存在了很多年，但把这两者结合在一起，提出一个全新的基于健康的概念，还是首次。

地球陆地面积占地球总面积的29%，其中70%左右是平原，30%是山地，海洋里也有许多海山和海沟，这样复杂的地理环境下孕育出温泉。中国是一个典型的山地国家，山地面积占到了总面积的69%，贵州作为中国最为典型的山地省份之一，平均海拔1100米，92.5%的区域都是山地。

温泉资源是全球性的，温泉文化也是自2000多年前一直延续下来的。世界上最有名的山系都有温泉，从北美的落基山脉，到南美的安第斯山脉，从欧洲的比利牛斯山脉、阿尔卑斯山脉、高加索山脉、喀尔巴阡山脉，到亚洲的喜马拉雅山都是如此。所以我们提出了“名山伴名泉”。

中国的温泉



全球共有25000多处温泉，中国有5000多处，占全球温泉资源的五分之一，这个比例非常大。中国70%的温泉地处山区，西南地区如云南、西藏、贵州、重庆的温泉资源总和占到了全国的一半，而这些温泉基本上都是山地环境中。中国最具代表性的山地温泉在长白山。长白山的天池温泉地处海拔2170米处，借山势形成瀑布后流入海拔2000米处汇为一个聚拢温泉，温度可达82摄氏度，而这个聚拢温泉又可以通过1200米的管道为山下的温泉小镇提供水源，这么一个体系便构成了中国最具代表的山地温泉集群。为了保护温泉资源，通过管道引流是一种可取的方式，这样可以避免过度开发。长白山温泉可以说是打造了一处理想的山地温泉康养旅游模板。

值得一提的是，整个贵州90%左右的县都有温泉，贵州一共有77个县有温泉，共发现了264处温泉点。这是个什么概念？瑞士和奥地利分别有70多处和30多处温泉，整个贵州省拥

有的温泉资源比这两个全球知名温泉康养国家加起来都多。在贵州已经发现的 264 处温泉中，几乎有一半是天然温泉。可惜的是很多天然温泉点都遭到了人为破坏和过度开发。所以发展山地温泉康养旅游首要的任务是保护温泉的原生态和周边自然环境。

### 温泉与山地温泉

我简单介绍一下温泉的定义。关于温泉对人体的健康作用，通过循证医学已经无数次证明，温泉可以说是自然医学的一部分。但是，什么是温泉呢，各国都有定义。狭义上来讲，我国对于温泉的定义是：温度高于 25 摄氏度，含有一种以上对人体有益的矿物质的地下水统称为温泉；温度低于 25 度，但含有达到理疗价值的矿物质，并且对人体无害的山泉水或者地下水则叫作冷泉，冷泉同样属于温泉范畴。广义上来讲，温泉的泉眼、水本身，周边的自然环境以及它的微气候或者叫小气候环境，加上生态、气候、阳光、森林、自然，和当地人文等所形成的一个集合叫作温泉地，温泉和温泉地是密不可分的，构成了一个完整的温泉体系。

国家旅游局在 2016 年就已经制定了国家康养旅游标准，中国旅游协会也做了一个关于温泉康养旅游的标准，我们在此基础上对山地温泉作出明确的定义，即在山地环境中，在海拔高度、小气候环境、气候舒适度、空气质量、森林环境、设施与服务条件都达到特定标准的温泉胜地。我们对山地温泉康养旅游同样进行了定义，即以温泉康养为核心，融合气候康养、森林康养、中医养生、运动、膳食、静心冥想等自然疗法以及现代健康管理体系的康养旅游。这是一个体系，山地旅游者到达山地时的“落脚温泉”，出发前的“起脚温泉”，在山地旅游过程中的“解乏温泉”和“驿站温泉”，以康养为核心吸引物的“山地康养温泉目的地”都包含在这个体系之中。

我们所谈论的山地康养温泉可以说是一个“温泉 +”的概念，即“温泉 + 旅游 + 康养 +

森林康养 + 其他”。最应该对标的对象是瑞士和奥地利的高品质温泉。以瑞士的洛伊克巴德温泉小镇为例，这是一个典型的山地温泉小镇，海拔 1402 米 -3698 米左右，周边是 2000 米到 3600 米的高山，冬季活动以滑雪、温泉为主，夏季则是以登山、徒步旅游为主。这个小镇上有最著名的阿尔卑斯温泉、洛伊克巴德温泉等。奥地利的温泉也很多，其中值得一提的是奥地利白水温泉、奥地利阿夸多姆温泉等。

此外，我想就山地旅游和山地温泉康养旅游做一个对比。山地旅游是一个相对动态、短期、点线结合的活动，具有一般体验、紧张、释放等特性；山地康养旅游则是一个动静结合、短期和中长期结合、点线面结合的活动，具有深度体验、放松解压、身心疗愈等特性。典型的山地温泉康养旅游的周期应该是 21 天。

### 气候康养

山地可以利用相应海拔的气候条件以促进人的身体健康，不利的气候条件也会引发气象病、气候病，所以便有了“气候医学”和“气象病”的概念。

气候康养是什么？实际上是以有利于健康的自然气候条件为依托，以气候疗法为主要手段，辅以森林浴、阳光浴、温泉浴等自然疗法，并配套相关产品和服务，使人的身、心、灵得到有效改善的积极主动的健康活动。气象、地理、宇宙等因素都会决定特定气候的形成，也会对人体健康产生影响。比如宇宙因素，包括太阳射线、太阳风等，都与我们的健康息息相关。有的国家对山地气候分得很细，以意大利为例，从海拔 0 米至 300 米，一直到 2500 米，都进行了不同的分类不同的气候带有不同的康养价值和康养意义。

当然我们也可以利用好的气候来规避气象病。气候的类型各种各样，可以利用其针对不同的适应症。总得来说可以分作缓和保护型、刺激兴奋型和紧张负荷性三种。



### 森林康养

最后要讲的是森林康养对人体的作用。这几年在全世界风行的森林康养和森林疗愈，实际上是来自于2009年日本发布的森林医学研究报告。森林浴+山地，气候康养+山地旅游与山地康养是一个融合发展的过程。李卿是日本东京大学的博士，斯坦福大学的博士后，他通过研究列举了森林浴对人体的五大好处（如下图所示）。

总的来说，山地温泉康养旅游是一个“温泉+”的复合型概念，其核心是“山地旅游+温泉+气候康养+森林康养+运动康养+其他”，各种因素相结合可以为山地旅游短期、中期和长期的发展提供更好的解决方案，为山地旅游提供了新的盈利模式。未来的山地旅游是度假、康养、运动相结合的模式，这种模式在世界上有很多可以参考的案例。



图片来源：<https://www.pexels.com/zh-cn/photo/347137/>

# Where there is a Famous Mountain, there is a Famous Spring for Health

## — Concept and Practice of Mountain Hot Spring Wellness Tourism

—Jeff Wang, Director of Asia-Pacific Institute for Hydrotherapy and Climatotherapy Tourism

As one in the hot spring business, I think the most harmonious coexisting relationship between man and nature is the moment when you're in nature and taking a bath in a hot spring. So, I come here to talk about mountain hot spring wellness tourism.

Actually, the concept of mountain hot spring wellness tourism was first proposed by International Mountain Tourism Day at Jinbo Mountain on May 29, 2021. This is a very innovative concept. Although hot spring is one of the world's oldest industry, dating back to more than 2,000 years ago, and mountain hot spring and mountain tourism have existed for many years, this is the first time we combine mountain tourism with hot springs. It's quite a significant brand new concept based on health.

Earth's land area is about 29% of its total surface, in which around 70% are plains, and 30% are mountains. There are also many seamounts and trenches in the ocean. Hot springs are bred in such a complex geographical environment. China is a typical mountainous country. The mountainous area accounts for 69% of the total area. As one of the most typical mountainous provinces in China, Guizhou has an average elevation of 1,100 meters and 92.5% of the area is mountainous.

Hot spring resources are distributed globally, so this hot spring culture is passed down globally from 2,000 years ago. All the famous mountains in the world have hot springs. From the Rocky

Mountains in the north America, to the Andes Mountains, to Europe's Pyrenees Mountains, the Alps, Caucasus Mountains, Carpathian Mountains, as well as Himalaya Mountain, are no exceptions. That's why we put forward this concept.

### China Hot Springs

There are more than 25,000 hot springs in the world, more than 5,000 are in China, and accounting for one-fifth of the global hot spring resources, which is a very large proportion. 70% of China's hot springs are located in mountainous areas, and the total hot spring resources in southwestern regions such as Yunnan Province, Tibet Autonomous Region, Guizhou Province, and Chongqing City account for half of the country's total, and these hot springs are basically located in mountainous regions. The most representative mountain hot spring in China is in Changbai Mountain. The Tianchi Hot Spring in Changbai Mountain is located at an altitude of 2,170 meters. The water from the Heaven Lake falls down, and then there's a gather hot spring where the altitude drops to 2,000 meters. The temperature can reach 82 degrees Celsius. The town provides water, and such a system constitutes the most representative mountain hot spring cluster in China. In order to protect the hot spring resources, drainage through pipes is a desirable way to avoid over-exploitation. Changbai Mountain Hot Spring can be said to



have created an ideal mountain hot spring health tourism template.

It is worth mentioning that about 90% counties in Guizhou Province have hot springs. A total of 77 counties in Guizhou have hot springs, and a total of 264 hot spring spots have been found. What is this means? Switzerland and Austria have more than 70 and 30 hot springs respectively. The entire Guizhou Province has more hot spring resources than these two world-renowned hot spring wellness countries combined. Of the 264 hot springs discovered in Guizhou, almost half are natural hot springs. It is a pity that many natural hot spring spots have been vandalized and over-exploited. Therefore, the primary task for developing mountain hot spring health tourism is to protect the original ecology of hot springs and the surrounding natural environment.

#### Hot springs and mountain hot springs

Let me briefly explain the definition of hot spring. With regard to the health effects of hot springs on human body, it has been proved countless times through evidence-based medicine that hot springs are part of natural medicine. But what is the hot spring? Every country has its definition. In the narrow sense, our country's definition is that with a temperature of above 25 degrees Celsius, the mountain spring water and groundwater containing more than one mineral beneficial to the human body are collectively referred to as hot springs. With a temperature of less than 25 degrees Celsius, once the mountain spring water or groundwater contains mineral that reaches the value of physiotherapy and is harmless to human body, it can also be called cold spring. Cold spring belongs to the scope of hot spring. In a broad sense, the hot springs, the water itself, the surrounding natural environment and its small or micro-climate environment, plus ecology, climate, sunlight, forests, nature, and local humanities, form a collection called hot spring regions. Hot springs and hot spring regions are inseparable and constitute a complete

hot spring system.

In 2016, the National Tourism Administration has set standard of the national wellness tourism, and the China Tourism Association has also set a standard for hot spring health tourism. Spa resorts that meet specific standards in terms of altitude, microclimate, climate comfort, air quality, forest environment, facilities and services. We also define mountain hot spring wellness tourism, that is, health tourism with hot spring wellness as the core, integrating climate health, forest health, traditional Chinese medicine, sports, meals, meditation and other natural therapies as well as modern health management systems. This is a system. Mountain tourists will use the "settling hot springs" when they arrive in the mountains, the "starting hot springs" before departure, the "relief hot springs" and the "post-station hot springs" during the mountain tourism process. "Mountain wellness hot spring destinations" are all included in this system.

The mountain wellness spring that we are talking about can be described as a concept of "hot spring +", that is, "hot spring + tourism + health care + forest health care + other". The most suitable targets are the high-quality hot springs in Switzerland and Austria. Take the Leukerbad Spa Town in Switzerland as an example. This is a typical mountain spring town with an altitude of 1,402–3,698 meters, surrounded by high mountains ranging from 2,000 meters to 3,600 meters. The winter activities are mainly skiing and hot springs. In summer, it is mainly about mountain climbing and hiking. This town has the most famous Alpine hot springs, Leukerbad hot springs and so on. There are also many hot springs in Austria, among which it is worth mentioning such as Austrian Whitewater Hot Springs, Austrian Aquadome Hot Springs and so on.

I would like to compare the difference between mountain tourism and mountain hot spring wellness tourism. I think the most important thing about mountain tourism is that it

is a relatively dynamic and short-term activity. As a point-and-line activity, it provides general mountain tourism experience, which is not only tense and relaxing, but also fit and sportive. Mountain wellness tourism is a combination of dynamic and static, short-term and medium-long-term activities. We suggest to stay at the mountain wellness tourism site for two or three days, three or five days, or even more than half a month. A typical mountain hot spring wellness tourism cycle should be 21 days, which will be a deep experience, and an activity of relaxation, decompression, healing and even rehabilitation.

#### Climate wellness

Mountains can take advantage of the climatic conditions at the corresponding altitude to promote human health, and unfavorable climatic conditions can also cause meteorological diseases and climatic diseases, so the concepts of "climate medicine" and "meteorological diseases" have emerged.

What is climate wellness? In fact, it is based on natural climatic conditions that are beneficial to health, with climate therapy as the main means, supplemented by natural therapies such as forest bathing, sun bathing, hot spring bathing, and supporting related products and services, so that people's body, mind and spirit can get better. Proactive health activities for effective improvement. Meteorological, geographical, cosmic and other factors will determine the formation of a specific climate, and will also have an impact on human health. For example, cosmic factors, including solar rays, solar wind, etc., are closely related to our health. Some countries classify mountain climates very finely. Take Italy as an example. From 0 meters to 300 meters above

sea level, all the way to 2,500 meters, different classifications have been carried out. Different climates have different health care values and health care meanings.

Of course, we can also make good use of climate to avoid meteorological diseases. There are various types of climates that can be utilized for different indications. Generally speaking, it can be divided into three types: relaxation and protection type, stimulation type and tension load type.

#### Forest wellness

Finally, I want to talk about the effects of forest wellness on the human body. Forest wellness and forest healing, which are popular all over the world in recent years, actually come from the 2009 Japanese research report on the forest medicine. Forest bathing + mountain, climate health care + mountain tourism and mountain health care are a process of integrated development. Dr. Li Qing is a doctor from Tokyo University of Japan, and a post doctor at Stanford University. He stimulates and promotes people's health through the five senses in the forests and mountains (as shown below).

In general, mountain hot spring wellness tourism is a complex concept of "hot spring +", the core of which is "mountain tourism + hot spring + climate wellness + forest wellness + sports wellness + other", a combination of various factors. It can provide better solutions for the short-term, medium-term and long-term development of mountain tourism, and provide a new profit model for mountain tourism. The future mountain tourism will be a combination of vacation, wellness, and sports. There are many examples of this model in the world.



## 日本第一的碳酸泉，长汤温泉街的建设和经营之道 ——山岳温泉旅游发展的挑战

首藤胜次

/ 日本国民保养温泉地协会会长

大家好。我是九州大分县竹田市的首藤胜次。很高兴通过视频方式参与“2021世界名山(梵净山)对话”。

今天，我来到了位于温泉街的最高处丸山公园，从这个居高点可以纵览当地的温泉小镇。这里有风光明媚的九州阿尔卑斯山——九重连山，还能看到涌出温泉的清澈河流——芹川；这里也是“长汤温泉”的所在地。“长汤温泉”是日本排名第一的碳酸温泉，二氧化碳含量丰富。在德国也有和“长汤温泉”类似的珍稀泉质温泉。

环境是温泉地的最重要的一个因素。因风景秀丽而被联合国教科文组织认证的祖母倾国家生态公园，地处雄伟壮观的山岳地带。人们一边快乐地开展体育活动，一边悠闲地享受优质温泉，从而促进健康。当地也是以此为宗旨进行温泉地的开发建设。

经过现代科学的证实，碳酸泉对人体有非常好的效果。接下来给各位介绍的是“御前汤”，是当地一座非常受游客欢迎的三层建筑公共浴场。这里的碳酸温泉会在全身皮肤表面附着小气泡（银色的小气泡），让人感觉非常舒适，被称为Ramune（日式碳酸清凉饮料）温泉。最近当地还建成了全新的温泉利用型健康增进设施，字如其意也就是以温泉为载体开展运动、维持健康的设施。“长汤温泉”已成为了日本国内乃至全世界温泉从业人士的关注地。



截至目前，当地的旅游产品主要是在温泉地停留两天一夜的短期温泉旅游。我们正在致力于温泉旅游升级，将其打造成为除泡温泉外，还能开展山地运动、徒步探险、溪边垂钓等多样化深度体验的可长期逗留的综合性温泉度假地。“长汤温泉”也是被日本政府指定为国民保养温泉地的著名温泉。我本人也由此受到了全国各地民众的关照。

说到这，我们该如何有效地利用特色泉质呢？首先要以当地的历史由来、文化特色为荣，提升温泉地的整体魅力。我认为这是今后温泉地提档升级应该考虑的一个重要因素。“长汤温泉”目前的一个重点是，如何建设成为一个特色鲜明的国际温泉地。并不是仅仅通过扩大温泉地的规模，还要充分利用好当地特色，寻找适合当地发展的路线，打造特点鲜明、具有独创风格的温泉旅游地。

“长汤温泉”受到了因新冠疫情而饱受经营困扰的温泉同行，以及因关注提升抵抗力、重

视健康而到此疗养的人们的关注。这里四周环抱九州最高的九重连山（又被称为九州阿尔卑斯山），山川高原景色美不胜收，还拥有除鲜花公园外被联合国教科文组织认定为生态公园的祖母倾国家公园，整体环境可以说是非常雄伟壮阔。个人认为在此一边享受山地美景一边体验温泉乐趣可以说是“长汤温泉”最独特的魅力。

据统计，每年有近 70 万游客访问此地，海外游客的人数还在逐步增加。“长汤温泉”距离熊本阿苏山仅 1 小时车程，距著名的由布院温泉和黑川温泉也仅 30-40 分钟车程。以“长汤温泉”为旅游中心，您可以尽享周边的九州旅游景点。也希望大家可以来体验九州的旅游乐趣。

如我开篇所说，21 世纪温泉地的发展需要对当地的泉质特点或是环境优势有清醒的认识，利用地方特色独创当地特有的旅游魅力才是根本。此外，亲自体验、感受温泉，通过科学手

段证明温泉对保持健康有极大的促进作用也很重要。从这个意义上来说，（我们竹田市）很早就和专注温泉研究的日本健康开发财团一起携手合作，进行各种各样的科学实验。“长汤温泉”获得了日本健康旅游大奖和日本旅游最高奖等国家级荣誉。今后，我们也将继续推进只有在竹田市“长汤温泉”才能享受的个性温泉地建设。

最后也介绍一下，竹田市是日本著名的水墨画——兰画之乡，兰画起源于中国。市内的冈城址是日本最有名的歌曲之一——荒城之月的作曲者泷廉太郎的因缘之地，冈城也被称为历史最强之城，是著名的名胜古迹。

竹田市有着丰富的旅游资源，请大家有机会一定跨越重洋，亲身来到我们这个到地处九州正中间的小小的安静的温泉地感受、体验当地的文化特色。



图片来源: <https://www.cntraveler.com/gallery/the-best-hot-springs-in-the-world>



# Top 1 carbonated spring in Japan —The development and operation of Nagayu onsen

—Katsuji Shuto, Chairman of the National Recreation Hot Springs  
Association, Japan

It is very nice to speak to you. I am Katsuji Shuto, from Taketa, Oita, Kyushu.

Today, I am at the highest place of the hot spring street, Maruyama Park. From here, we can have the bird view of the local hot spring town, Kuju Mountains-Alps of Kyushu, and Serikawa, the clean river with the natural hot spring. Here is Nagayu Onsen, the No.1 carbonated spring, rich in CO<sub>2</sub>. Similarly precious springs can be found in Germany.

I think the environment is one of the most important factors for the hot spring location. Sobokatamuki National Eco Park, recognized by UNESCO, is surrounded by amazing mountains. People can exercise happily while enjoy the quality spring for their health. It is the aim of the local development as a hot spring destination.

Carbonated spring is beneficial for human, as scientifically proved. Then I will introduce Gozenyu, a very popular 3-floor public bath. Another carbonated spring called Ramune, in which you will find little silver-colored bubble sticking to your body, can make you feel very comfortable. Recently, there are new hot spring utilization facilities specialized at health-enhancement. Thus, Nagayu Onsen has become the focus of national even international industrial players.

Currently, visitors come here mainly for a 1-night short-stay. We are making efforts to upgrade the hot spring tourism, to build a comprehensive long-stay hot spring destination

with mountain sports, hiking, exploring, fishing and other diverse deep experiences. Nagayu Onsen is appointed by the Japanese government as National Health Hot Spring. I Myself has gained much attention nationwide.

So, how should we effectively use the special water quality? Firstly, we should take pride in the local history and culture, to improve the overall charm of the hot spring location. I think it is an key factor for the upgrading. One important aspect of Nagayu Onsen nowadays is how to build a distinctive international hot spring destination? It is not only about the size, but also about making good use of the local features and seek for the proper ways.

Nagayu Onsen is paid attention to by the hot spring industrial insiders, who are seriously affected by COVID-19, and people who come here for immunity and health improvement. Kuju Mountains, called Alps of Kyushu, is the highest mountain locally. Besides the flower park, we also have Sobokatamuki National Eco Park, recognized by UNESCO. Personally, it is very attractive to look at the mountains and experience the hot spring bath.

It is reported nearly 700,000 visitors come here annually with an increasing group of international guests. Nagayu Onsen is only one-hour drive from Mount Aso, Kumamoto, 30 to 40 minutes-drive from Yufuin Onsen and Kurokawa Onsen. With Nagayu Onsen as the heart, your eyes can have a great feast of all the sights in

Kyushu. Look forward to seeing you here.

As I said at the beginning, it is necessary to know the local water quality and environmental advantages for the development of any hot spring destination in the 21st century. The essence is to create ones uniqueness based on locality. Additionally, personal experience, and scientifically proved benefits of hot springs for health also matter. Takeda started its cooperation with Japan Health & Research Institute a long time ago to conduct various scientific experiments. Nagayu Onsen has won numerous

national honors such as Japanese Health Tourism Award and Japan Tourism Award, In the future, we will continue to develop hot springs with uniqueness and feature.

Lastly, Takeda is the hometown of Orchid Painting, which also came from China, and the place where Taki Rentaro created the most famous song koujo no tsuki. Oka jo, the historically strong city, is also a famous tourist site.

Takeda boasts rich tourism resources, welcome everyone to visit this small but quiet hot spring destination, and taste our culture.

## 国际山地旅游联盟成果发布 IMTA Research Achievements

### 《世界旅游名山分类与评价体系》

近年来，国际山地旅游发展迅速，后疫情时代山地旅游面临新的机遇和挑战，构建人与自然和谐共生的山地旅游，提升世界名山资源化、旅游化利用程度，满足可持续文化和生态消费需求，是山地旅游高质量转型的必由之路。而目前世界范围内，旅游名山尚无清晰的定义，缺乏权威性的资源分类和评价标准。

《世界旅游名山分类与评价标准》由国际山地旅游联盟主导，联盟专家委员会成员、北京大学城市与环境学院旅游研究中心、地理科学研究中心主任吴必虎教授领衔执行。

按照《世界旅游名山分类与评价体系》，世界旅游名山是指那些基于山地旅游资源形成的，经历了较长时间人类文化沉积，有较为完善的旅游基础设施，为到访者提供优质旅游服务，在世界范围内具有较大影响力的山地旅游目的地。世界旅游名山为全人类的良好发展提供了重要的自然教育、文化体验和休闲游憩机会。

世界旅游名山是用旅游学的基本框架来确定的。人类有史以来对出门旅行有很多种动机和推动力，最基本的动机是为了生存发展进行探索，然后是深层次的科学考察，到度假的时候才是以山地旅游为目的。山地旅游是为了深层次的探索、挑战困难，所以游览名山有一个复杂的动机，要用系统动力学理论进行分析。

名山在世界遗产、人类的生物圈里都有分



类体系，比如在美国、法国、日本。中国过去几十年推行的自然保护地体系也有非常丰富的分类。但这些分类基本上是从资源属性，也就是说它是自然的保护对象和遗产对象，很少从旅游者的角度来考虑。现在国际山地旅游联盟主导发布的《世界旅游名山分类与评价体系》基于文化、旅游服务设施、世界影响力三个方面来分为三个大类：国家名山、文化名山和自然名山。

按照新的评价体系，提名列入世界旅游名山的必须符合以下标准：山地旅游资源丰富，旅

游与游憩活动配套设施和服务体系完善；具有世界范围内的影响力和旅游吸引力。

第一类是国家名山。如果有国家名山，这个国家只能有一个，比如说中国的泰山、日本的富士山，但是很多国家是没有国家名山的。“但是只要有山地，这个国家可能有文化名山或者是自然名山，这个是我们分类的一个基本框架。”吴必虎说。

评价体系要求，提名列入世界旅游名山“国家名山”必须符合下列一项或几项标准：（1）得到官方认定、认可或批准，得到大多数国民的认同，与国民精神相契合。（2）能够展现一个国家的代表性历史或核心民族精神。

旅游资源通常以自然资源和文化资源的标准进行分类。因此，世界旅游名山评价体系对第二类文化名山要求必须符合下列一项或几项标准，方可获得批准：（1）是世界性或古老的宗教信仰的发源地、见证地、圣地。（2）是影响国家或世界发展历程的重大历史事件的起源地、见证地或纪念地。（3）是人类文明的起源地或人类发展重要历史阶段的见证地。（4）与世界

闻名的艺术或文学作品紧密联系。（5）能代表某一时期人与山地环境互动的创造性成果，具有科研、科普、科教价值。（6）拥有丰富的文化多样性，是独特山地文化的载体。

世界旅游名山评价体系对第三类自然名山的评价标准必须符合下列一项或几项标准：（1）拥有独特的地质地貌资源，是地球演化史、生物演化史重要阶段的典型例证。（2）拥有世界独特的气象气候资源，是世界闻名的避暑气候地或日月星辰、光现象观察地。（3）自然风景类型典型或多样，保持了原真性和美学重要性。（4）拥有丰富的生物多样性，代表了持续进行中的生态学及生物学过程。

《世界旅游名山分类与评价体系》研究报告从旅游视角界定了世界名山的概念和定义，有利于清晰把握世界级旅游名山目的地的形成机制、性质特征及核心资源价值，充分利用其提供的游憩、文化与自然教育机会，丰富山地旅游发展的基础研究，构建具有国际和创新意义的山地旅游标准和评价体系。





## *Classification and Evaluation System of World Famous Tourism Mountains*

In recent years, world mountain tourism develops rapidly, and faces new opportunities and challenges in the post-COVID world. Building a mountain tourism where man and nature co-exist harmoniously, making better use of the natural and tourism resources of world-famous mountains, and meeting the needs of sustainable cultural and ecological consumption, are critical for mountain tourism to get on the path of high-quality development. However, now, the world hasn't had a clear definition of famous tourism mountains, or an authoritative standard for resource classification and evaluation.

*Classification and Evaluation System of World Famous Tourism Mountains* was led by IMTA, and written by Professor Tiger Wu, member of IMTA Expert Committee, Director of the International Center for Recreation and Tourism Research and Center for Geographical Science at College of Urban and Environmental Sciences, Peking University.

According to the *Classification and Evaluation System of World Famous Tourism Mountains*, world famous tourism mountains are mountain tourism destinations that are formed upon natural resources and lasting human culture, influential across the globe with sound infrastructure and premium tourism service. These mountains bring human race a critical opportunity of natural education, cultural experience, and leisure and recreation.

The standard for world famous tourism mountains is based on the framework of

tourism science. Even in ancient times, humans had multiple motivations to go out for a trip. A basic driving force was that we go out to explore the world around us for our own survival and development, or go out for in-depth scientific investigation. Mountain tourism became a motivation when we started to go on holidays. So, mountain tourism is to investigate even deeper and embrace harder challenges, and it is a complicated motivation that needs to be analyzed by system dynamics.

Many countries, including the US, France, and Japan, already have ways to categorize famous mountains in terms of world heritage and biosphere. China also categorized famous mountains in its natural reserve system released decades ago. However, only the resources of these mountains, or the targets of natural protection and inheritors of heritage, were taken into account, not the tourists. So, now, based on three factors—culture, tourism service facilities, and world influence, the *Classification and Evaluation System of World Famous Tourism Mountains* led and published by IMTA divides mountains into three categories: national famous mountains, cultural famous mountains, and natural famous mountains.

All the listed mountains must meet the following standards: profuse mountain tourism resources, sound supporting facilities and services for leisure and recreation, and worldwide influence and attraction.

The first category is national famous mountains. Each country can only have one,

such as Mount Tai in China, Mount Fuji in Japan; but sadly, not every country has one.

“But as long as a country has a mountainous area, it may still have a cultural famous mountain or a natural famous mountain. It’s a basic rule.” said Tiger Wu.

The Classification and Evaluation of World Famous Tourism Mountains requires that the “national famous mountains” must meet one or several following standards: (1) Approved, qualified, or recognized by the authorities, recognized by most citizens, and in line with the national spirit; (2) Able to demonstrate a typical part of the nation’s history or a core national spirit.

Tourism resources are mostly divided into natural and cultural resources. Therefore, the Mechanism requires that the “cultural famous mountains” — the second category — must meet one or several following standards: (1) Origin, witness, or shrine of a worldwide or ancient religion or belief; (2) Origin, witness, or monument of a critical historical event that affected the national or international development; (3) Origin of human civilization, or witness of a critical part of the history of human civilization; (4) Closely related to world-famous art or literature work; (5) Able to represent the creative achievements of how human and mountains interacted in a certain period, and

having value of research, popularization, and education of science; (6) Enjoying profound cultural diversity and serving as carrier of a unique mountain culture.

“Natural famous mountains,” the third category, must meet one or several following standards: (1) A typical example of a critical stage of Earth or biological evolution, with unique geological and geomorphic resources; (2) A world-famous summer resort or observation site of celestial bodies or optical phenomena, with unique meteorological or climate resources; (3) Having typical or multiple natural landscapes, and maintaining the authenticity of natural beauty; (4) Enjoying profuse biodiversity, representing the ongoing ecological and biological evolution.

Research report on Classification and Evaluation System of World Famous Tourism Mountains defines world famous mountains from the perspective of tourism, helps make clear of how these mountains were formed, what unique features they have, and what core resources and value they possess. Therefore, we can give full play to the leisure and recreation, and cultural and natural education opportunities that these mountains give us, to enrich our basic research on mountain tourism development, and bestow more creativity and international influence upon the research report.



# 国际山地徒步旅游指南（中文版）

《国际山地徒步旅游指南》。该项成果由国际山地旅游联盟主导，联盟专家委员会成员，著名国际户外运动专家高宁先生领衔，欧洲徒步协会、意大利徒步联合会、法国远足联合会、尼泊尔国家旅游局等权威机构专家共同完成。

徒步是全球参与人群最为广泛的户外活动，也是山地旅游的一项重要内容。徒步的范围可以小到一座村庄、一个城市，大到一个国家、一个大洲，甚至是全世界。徒步被视为地方经济发展、山地旅游扶贫的有力工具，创造着巨大的经济和社会效益。同时，徒步活动还可提升地区吸引力和生活幸福指数，助力构建人与自然和谐发展。新冠疫情全球蔓延，加速了人们对于自然、健康的生活环境的向往，徒步旅游也因此迎来“高光时刻”。

徒步产业在全球范围内发展程度不均，发展水平差异较大。欧美等发达国家经过多年的积累已经形成了一套相对健全的标准体系，拥有广泛的徒步人群。根据《指南》相关数据显示，44% 的瑞士人、47% 的德国人、25% 的法国

人经常参与徒步活动。而在中国，每年徒步出游人次为 6000 万人次，这一数字这仅占中国人口的 4.3%，意味着中国在徒步旅游方面具有巨大的发展空间。

《指南》分为发展篇和建设篇，每一章围绕一个主题展开探讨。《指南》发展篇通过对徒步产业发展、徒步活动类型、徒步者类型的分析，综合美国、日本、法国、瑞典等国家的徒步产业案例研究，探索出了一套可针对不同资源吸引力等级发展徒步项目的规范。《指南》建设篇为全球的山岳型景区、山地旅游目的地规划、运营、管理徒步旅游产品提供决策依据、理论指导与实操方法。

此外，《指南》还创造性地提出了“徒步+”和“步道+”的徒步旅游产业发展理念，其主要内容包括徒步与农业、生态、健康、运动和艺术等诸多领域之间的融合。并研究了徒步培训、步道安全与救援、环境保护与生物多样性等与徒步活动息息相关的领域的内容。



## ***International Mountain Hiking Tourism Guide* ( Chinese Version )**

*International Mountain Hiking Tourism Guide* was led by Mr. Serge Koenig, member of IMTA Expert Committee and a famous expert on outdoor sport, with the help from European Hiking Association, Federazione Italiana Escursionismo, French Hiking Federation, and Nepal Tourism Board.

Hiking is the most popular outdoor sport worldwide, as well as a key part of mountain tourism. People go on hiking across a village, a city, a country, a continent, and even the whole world. So, hiking is a powerful tool to drive local economic growth or poverty alleviation through mountain tourism; it brings huge economic and social benefits. At the same time, hiking uplifts the attraction of a destination, and the happiness and life quality of local residents, and helps man and nature co-exist harmoniously. Now, the wide spread of COVID-19 stimulates people's pursuit of natural settings and a healthy lifestyle, unfolding a chapter of prosperity for hiking tour.

However, the hiking industry differs greatly across the world. Developed countries, including America and European countries, has set a relatively perfect standard after years of experience from a large population of hikers. According to the Guide, 44 percent of Swiss, 47 percent of German, and 25 percent of French

often go on hiking tours. Meanwhile, in China, about 60 million man-time go on hiking each year, which only accounts for 4.3 percent of the Chinese population, indicating a huge space for development for the hiking tourism industry in China.

The Guide has two chapters, each focusing on one topic. The Development Chapter analyzes the progress of the hiking industry, types of hiking events, and different kinds of hikers, with case study from America, Japan, France, Sweden and other countries, and concludes with standards on how to develop hiking projects based on different attraction levels of resources. The Construction Chapter, on the other hand, offers decision-making, theoretical, and practical guidance for planning and running mountain science areas and mountain tourism destinations, and managing hiking products.

What's more, the Guide proposes the innovative concepts of "hiking+" and "trail+", combining hiking with multiple fields like agriculture, ecology, healthcare, sport, and art. The book also looks into many other related areas, including hiking training, trail security and rescue, environmental protection, and biodiversity.



## 首批 IMTA 国际山地徒步旅游示范点

### First Batch of IMTA International Mountain Hiking Tourism Demonstration Sites

综合欧美国家成熟徒步旅游产业开发建设模式和管理模式,《国际山地徒步旅游指南》打造了IMTA国际徒步道难度体系、IMTA国际徒步道标识体系、IMTA国际徒步道路书编制规范等一系列国际徒步道标准化内容。《指南》是国际山地旅游联盟“山地旅游标准化”体系的首发内容,未来将指导徒步道品质化认证工作。联盟本次还在全球范围内征集了“IMTA国际山地徒步旅游指南示范点”,从国际层面推动徒步产业良性发展,推广大众徒步,使其成为可造福所有人终身的健康活动。

Based on how developed countries carry out and run the hiking tourism industry, *International Mountain Hiking Tourism Guide* decides on a set of international standards, including IMTA international trail difficulty system, trail sign system, and book writing and editing. It is IMTA's first attempt to “standardize mountain tourism,” and in the future, we plan to run quality certification on hiking trails. IMTA has also awarded “IMTA International Mountain Hiking Tourism Demonstration Sites” all over the world, so as to promote the sound development of hiking industry worldwide, encourage people to go on hiking, and make hiking a health-oriented sport that benefits everyone.



单位 Organization	项目 Project
清远长隆投资有限公司 Qingyuan Chimelong Investment Co. Ltd	清远长隆国际山地旅游优质步道示范区 The Tourism Demonstration Site of Qingyuan Chimelong International Mountain Quality Hiking Trail
黄山市体育局 Huangshan City Sports Bureau	黄山市齐云山霞客古道徒步项目 Mount Qiyun Xiake, Huangshan City
莫干山国际旅游度假区管理委员会 Moganshan International Tourist Resort Management Committee	莫干山登山古道 Moganshan Ancient Hiking Trail
安吉云上草原高山四季旅游度假区 Anji Skyland Alpine Four Seasons Resort	山川步道 Shanchuan Trail
贵阳市花溪区文体广电旅游局 The Culture, Sports, Radio, Television and Tourism Bureau of Guiyang Huaxi	花溪高坡山地徒步游线 Huaxi Gaopo Mountain Hiking Line
保山市文化和旅游局 Culture and Tourism Bureau of Baoshan City	高黎贡山山地徒步旅游线路 Mount Gaoligong Mountain Hiking Tourism Trail
四川省旅游学会 Sichuan Provincial Tourism Society	都江堰市赵公山国际山地徒步旅游示范点 Dujiangyan Zhaogong Mountain Hiking Tourism Demonstration Site



## 《国际山地旅游康养旅游项目建设与评定标准》框架

会上,《国际山地温泉康养旅游项目建设与评定标准》框架正式发布。该项标准框架是为起草《国际山地温泉康养旅游项目的建设和评定标准》而提供的指导性意见和要求,由国际山地旅游联盟提出并归口,主要起草单位包括国际山地旅游联盟、亚太(重庆)温泉与气候养生旅游研究院、中国林学会森林疗养分会、重庆市气候中心、国际自然与森林医学会、日本森林医学研究会、世界中医药联合会森林康养专门委员会等。

温泉是一种遍布全球的自然资源。人类自古以来就有利用温泉进行清洁、沐浴、休养、疗愈的传统。山地温泉康养旅游是山地康养旅游的一种形态,与山地康养旅游和其他山地旅游形态(山地观光旅游、山地度假旅游、山地运动旅游和山地文化旅游)有机结合、互补互动,可以极大地丰富山地旅游的内涵。世界卫生组织(WHO)明确认可温泉疗法和气候疗法是人类最重要的传统

医学方法之一。山地温泉康养旅游是山地康养旅游的一种形态。如果说山地是重要的地表形态、生态系统和生活空间,那么温泉资源也是山地的一种特殊元素。山地温泉康养是一个全新的康养理念,也是一种新型康养业态,需要一个专门的标准作规范和指引。这将是全球首个面向“山地旅游+温泉康养”融合业态的团体标准,旨在为全球山地温泉康养项目服务,具有开创性和引领性,对于推进山地温泉康养旅游的专业化、标准化、国际化具有重要指导意义。

目前,正式标准正在紧锣密鼓编制中,希望更多行业专家参与进来,建言献策,共同创建一个全球领先的具有创新性的行业团体标准;也希望这项标准能够真正贯彻和落实“构建人与自然和谐共生的山地旅游”的基本初衷,具备指导性和落地性,以推动山地温泉康养旅游高水平高质量发展。



## The Framework of Construction and Rating-Standards for International Mountain Hot-Spring Health & Wellness Projects

At the Conference, a standard framework was officially released, offering instructions and requirements on drafting The Framework of Construction and Rating-Standards for International Mountain Hot-Spring Health & Wellness Projects. It was proposed by IMTA, and will be drafted by IMTA, Asia Pacific (Chongqing) Institute for Hydrotherapy and Climatherapy Tourism, Forest therapy Committee under Chinese Society of Forestry, Chongqing Climate Center, International Society of Nature and Forest Medicine (INFOM), Japanese Society of Forest Medicine, and Forest Therapy Special Committee under World Federation of Chinese Medicine Societies.

Hot spring, as a natural resource spread across the globe, has been used by humans for cleaning, bathing, relaxing, and healing since ancient times. Mountain hot spring wellness tourism, as a type of mountain wellness tourism, greatly enriches and expands mountain tourism once combined with its counterparts (sightseeing, vacation, sports, and cultural tours). World Health Organization (WHO) clearly identified hot spring therapy and climatherapy as two critical traditional medical methods of human

race. If mountains are an important landform, an ecosystem, and a living space, then hot springs are a unique part of mountain resources. Mountain hot spring wellness tourism, as a new type of mountain wellness tourism, is in need of guidance on a specific standard. So, the Project Construction and Evaluation Standard for International Mountain Hot Spring Wellness Tourism will be world's first group standard targeted at "mountain tourism + hot spring wellness" and relevant business patterns. It is designed as an innovative leader, as well as a critical promotor and instructor that makes mountain hot spring wellness tourism professional, standardized, and international.

Now, we are busy editing the formal version, and we hope more tourism experts and insiders could join us and share their valuable opinions, to jointly set an innovative and world-leading group standard. We also hope that the Standard could be instructive and practical enough for us to stick to our mission of "building a mountain tourism where man and nature co-exist harmoniously" and put it into practice, so as to promote the high-level and high-quality development of mountain hot spring wellness tourism.

## 签署国际山地温泉康养旅游合作备忘录

### **Signing Memorandum of Cooperation on World Mountain Hot Spring Wellness Tourism**



为进一步推动山地旅游 + 温泉康养旅游融合发展，促进行业研究成果的转化，实现学术交流、科研互助、资源共享，在全体参会领导与来宾的共同见证下，国际山地旅游联盟与全球康养研究院温泉专业委员会、亚太（重庆）温泉与气候养生旅游研究院签署合作备忘录，旨在共建山地康养温泉度假评定标准。

三方一致认同：共建山地温泉康养度假评定标准。三方将通力协作，借鉴国际先进经验和/or 技术，综合国内山地温泉康养发展现状及未来规划，建立国内首套山地温泉康养度假评定标；资源共享。三方积极探索建立山地温泉康养合作联络机制，共享国内外山地温泉资源、产业动态、项目信息等；专题活动。三方将积极支持及参与各自举办的专题活动；技术支持。对各方开展的温泉项目工作、基础研究工作等，三方应予以支持。积极提供专家、技术、设备等有效讯息。

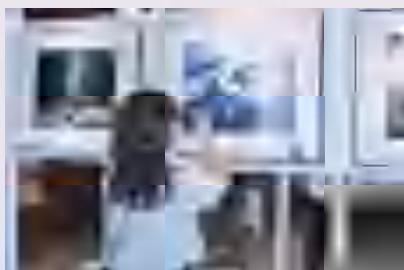
签约仪式采取线上线下同步联动的方式进行。国际山地旅游联盟执行秘书长傅迎春与研究院王捷院长上台现场签约；全球康养研究院温泉专业委员会主席查尔斯·戴维森（Charles Davidson）先生在线签约。

To further promote the combination of mountain tourism + hot spring wellness tourism, put more research achievements into practice, exchange academic and research results, and share resources, IMTA signed memorandums of cooperation with Hot Springs Initiative of Global Wellness Institute and Asia Pacific (Chongqing) Institute for Hydrotherapy and Climatherapy Tourism, witnessed by present leaders and guests, in order to jointly set a standard for mountain hot spring wellness vacation.

The three parties agreed on setting a standard for mountain hot spring wellness vacation. We will work together, draw on advanced experience and technologies worldwide, learn from the current development and future plans of the domestic market, to set China's first standard for mountain hot spring wellness vacation. First, sharing resources. We will establish a cooperation and communication mechanism, to share both domestic and international resources, dynamics of the industry, and project information. Second, thematic events. We will hold and participate in each other's thematic events. Third, technical support. We will help each other's hot spring projects and basic research, and share our experts, technologies, and devices.

The signing ceremony was held both online and offline. IMTA Executive Secretary-General Fu Yingchun and Jeff Wang—Director of Asia-Pacific Institute for Hydrotherapy and Climatherapy Tourism got on the stage to sign the memorandum, and Charles Davidson—Chairman of Global Wellness Institute Hot Springs Initiative signed it via video conferencing.

## ➤ 花絮 Highlights



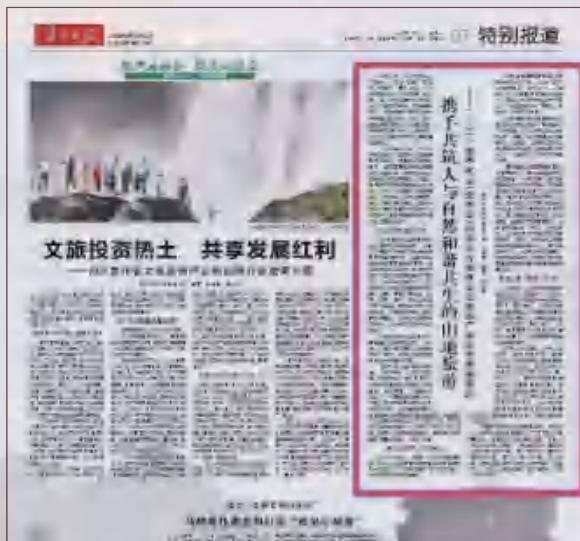


2021 Dialogue among Famous Mountains  
(Fanjing Mountain) in the World  
2021世界名山(梵净山)对话

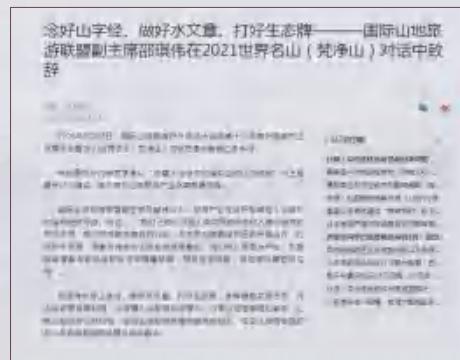




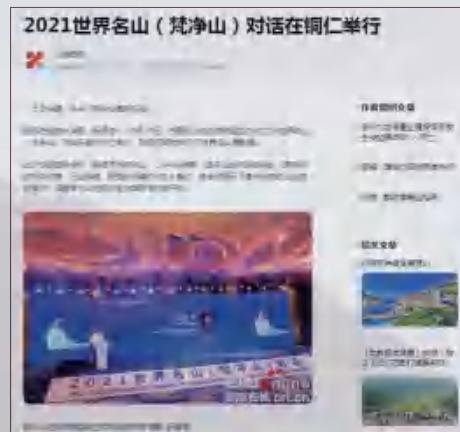
## 媒体报道 (选摘) Media Reports (Selected)



贵州日报 / Guizhou Daily



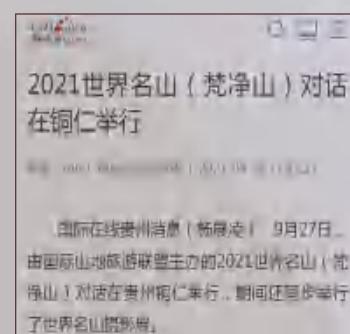
环球网 / Huanqiu



人民资讯 / Newsdata Peopletech



中国新闻网 / Chinanews



国际在线 / ctr.cn



2021 Dialogue among Famous Mountains  
(Fanjing Mountain) in the World

## 2021世界名山(梵净山)对话

### 构建人与自然和谐共生的山地旅游 2021世界名山(梵净山)对话正式启动

2021年9月26日，2021世界名山(梵净山)对话在贵州铜仁举行，标志着“构建人与自然和谐共生的山地旅游”对话正式启动。



央广网 / CNR News

### 2021世界名山(梵净山)对话启动开启

2021年9月26日，2021世界名山(梵净山)对话在贵州铜仁举行，标志着“构建人与自然和谐共生的山地旅游”对话正式启动。



搜狐网 / Souhu

### 2021世界名山(梵净山)对话活动在贵州铜仁举办

中国日报网新闻客户端 2021-09-26 14:30:03

9月27日，2021世界名山(梵净山)对话活动在贵州铜仁市举办，活动以“构建人与自然和谐共生的山地旅游”为主题，旨在探索后疫情时代人与自然和谐共生的山地旅游，助力贵州山地旅游产业化高质量发展。

据了解，“世界名山对话”是由国际山地旅游联盟创办的国际化交流合作平台，自2018年以来已成功举办两届。本届活动以线下为主、线上线下结合的方式举办，邀请了世界名山、著名山地旅游目的地、国际旅游机构代表、行业精英、学者及青年约300人参加，主要围绕“携手共筑人与自然和谐共生的山地旅游新格局”和“名山伴名城，名城以山为伴——打造山地旅游高质量发展新模式”两个议题进行对话研讨，探索后疫情时代山地旅游发展。

中国旅游新闻 / CTNEWS



多彩贵州网 / Gog.cn



澎湃新闻 / The Paper

### 2021世界名山(梵净山)对话启动

#### 研究报告：旅游名山分为国家名山、文化名山和自然名山

21世纪经济报道记者文静 铜仁报道 重庆节期间，世界自然遗产地梵净山举行了丰富多彩的非遗文化节活动；同时在世界自然遗产地梵净山、西文化和景观带、国家体育馆，贵州省人民政府主办的“2021国际山地旅游暨户外运动大会和第十六届贵州旅游产业发展大会”（下称“贵州旅游两会”）也结束了。9月，以“贵州·梵净山·多彩贵州山”为主题的第二届梵净山国际山地旅游暨户外运动大会和第十六届贵州旅游产业发展大会拉开序幕。



各大名山处在走在保护和利用的路上，但目前世界范围内，很多名山尚无清晰的定义，缺乏权属性的资源归属和利用标准。

21财经

21st Century Business Herald





中国经济网  
China Economic Network

天眼新闻 / Eyes News

中国新闻网 / China News

世界初期本土的斗争与“民族解放运动”、“世界民族斗争”“民族与帝国主义”等皆称的民族问题产生于殖民地国家，殖民地国家是可识别政治的母体之一，殖民地政治方面形成了可识别的民族和种族利益。《国际民族运动组织指南》对民族认为是有别开发政治地缘政治的民族和种族地缘政治才构成地缘政治的民族。

贵州广播  
Guizhou Radio TV Station



