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## 国际山地旅游联盟首届年会论坛

## The First Annual Conference and Forum of IMTA

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Martine Feny, IMTA group member representative, Vice President of World Association for Hospitality and Tourism Education and Training
- P83/ · 国际山地旅游联盟理事、中国著名旅游专家魏小安  
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- P88/ · 国际山地旅游联盟机构会员代表、捷克前国家旅游局局长、前地区发展部部长罗斯季斯拉夫  
Rostislav Vondruska, IMTA group member representative, Former Chairman of Czech National Tourism Administration and Former Czech Minister of Regional Development



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Brenda Tahī, IMTA group member representative, General Manager of Manawa NZ Ltd.
- P99/ · 国际山地旅游联盟机构会员代表、国际扁带协会赛事委员会主席伊西德罗·马特奥·罗德里格斯·夸德拉  
Isidro Mateo Rodir guez Cuadra, IMTA group member representative, President of Game Committee of International Slackline Association
- P101/ · 国际山地旅游联盟机构会员代表、韩国大学山岳联盟主席金元中  
Jung Won Kim, IMTA group member representative, President of Korea Student Alpine Federation
- P103/ · 国际山地旅游联盟机构理事代表、尼泊尔旅游旅行协会主席马杜·苏丹·阿查里亚  
Madhu Sudan Acharya, IMTA group council member representative, President of Nepal Association of Tour & Travel Agents
- P105/ · 国际山地旅游联盟机构会员代表、开元旅业集团创始人、中国旅游协会副会长、浙江省旅游联合会会长陈妙林  
Chen Miaolin, IMTA group member representative, Founder of New Century Tourism Group, Vice President of China Tourism Association, President of Zhejiang Provincial Tourism Federation
- P108/ · 国际山地旅游联盟机构会员代表，日中平和観光株式会社社长守屋卓  
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- P110/ · 国际山地旅游联盟机构会员代表，中青旅控股股份有限公司董事、副总裁，中青博联整合营销顾问股份有限公司董事长袁浩  
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- P114/ · 国际山地旅游联盟机构理事代表、华侨城旅游投资管理有限公司董事长曾辉  
Zeng Hui, IMTA group council member representative, President of OCT Tourism Investment and Management Co. Ltd.

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# 国际山地旅游联盟成立仪式

## Inauguration Ceremony of IMTA

**名 称：**国际山地旅游联盟成立仪式

**时 间：**2017年8月15日

**地 点：**兴义富康国际会议中心兴义厅

**主持人：**国际山地旅游联盟秘书长何亚非

**Event Name:** Inauguration Ceremony of IMTA

**Time:** August, 15, 2017

**Place:** Xingyi Hall, Falcon International Conference and Exhibition Center, Xingyi City

**Moderator:** He Yafei, IMTA Secretary-General

**主持人：**很荣幸主持国际山地旅游联盟的成立仪式。

尊敬的志刚书记、省长，各位领导，各位来宾，女士们、先生们：

今天，我们相聚在美丽多彩的贵州，共同见证期待已久的国际山地旅游联盟的成立。在贵州省委省政府、民政部、国家旅游局、外交学会等有关部委的大力支持推动下，在国际山地旅游联盟筹委会高效运作及国内外发起会员的共同努力下，国际山地旅游联盟依法依规完成了各项筹备工作。今天，这个由中国发起、在贵州成立、得到众多山地旅游国家积极响应的国际旅游组织今天正式成立了！这个时刻令人激动，它将载入世界旅游和中国旅游的史册。

首先，请允许我介绍出席成立仪式的各位嘉宾：

贵州省委书记、省长孙志刚先生，

贵州省政协主席王富玉先生，

贵州省委副书记谌贻琴女士，

民政部党组成员、国家社会组织管理局局长詹成付先生，

国家旅游局副局长杜江先生，

中国人民外交学会会长吴海龙先生，

中国国家旅游局原局长、国际山地旅游联盟副主席邵琪伟先生。

贵州省政府副省长卢雍政先生，

贵州省政协副主席陈敏先生，

出席仪式的还有贵州省有关部门的领导；国际山地旅游联盟会员、理事和嘉宾；国际山地旅游联盟筹委会成员；旅游业界及媒体界的朋友。

让我们以热烈的掌声对各位的到来表示热烈的欢迎和衷心的感谢！

国际山地旅游联盟是遵照中华人民共和国有关法律法规，在中国依法发起成立的国际组织。在筹建过程中，从始至终得到了民政部的悉心指导和不遗余力的支持帮助。现在有请民政部党组成员、国家社会组织管理局局长詹成付先生向国际山地旅游联盟颁发社会团体法人登记证书，我是联盟秘书长、法人代表，由我代表联盟领取证书。

感谢詹成付先生向我们颁发证书，这就是“准生证”。法国前总理德维尔潘先生，是国际山地旅游联盟理事会的主席，他是一位熟悉国际事务和国际组织运营的原领导人，但是因为时间安排的原因，他本人很遗憾不能到会，但特地发来了视频，表达了对联盟成立的祝贺和期望，现在我们播放德维尔潘先生的致辞。

**Moderator:** It's my privilege to moderate the inauguration ceremony of International Mountain Tourism Alliance, or IMTA for short.

Respectable Mr. Sun Zhigang, Secretary of Party Committee and Governor, dear leaders, all distinguished guests, ladies and gentlemen:

Today, we gather here in Guizhou, a beautiful and colorful place to jointly witness the long-awaited establishment of the International Mountain Tourism Alliance. With the strong support from the Guizhou Party Committee and Government, Ministry of Civil Affairs, or MCA, China National Tourism Administration, or CNTA, Chinese People's Institute of Foreign Affairs, or CPIFA and other relevant ministries and commissions, as well as the efficient operation of the Preparatory Committee for IMTA and the joint efforts of the founding members at home and abroad, IMTA has completed all the preparatory work in accordance with the laws and regulations. Today, IMTA, an international tourism organization initiated by China, established here in Guizhou with the active participation of numerous states and countries developing mountain tourism, is officially established. This is an exciting moment. It will be remembered in the world's and Chinese history of tourism.

First of all, please allow me to introduce to you the guests attending the inauguration ceremony:

Mr. Sun Zhigang, Secretary of CPC Guizhou Provincial Committee and Governor of Guizhou Province,

Mr. Wang Fuyu, Chairman of Guizhou Committee of the Chinese People's Political Consultative Conference (CPPCC),

Ms. Shen Yiqin, Deputy Secretary of CPC Guizhou Provincial Committee,

Mr. Zhan Chengfu, Member of the Party Group of the Ministry of Civil Affairs and Administrator of the State Administration of Social Organization Management,

Mr. Du Jiang, Vice Chairman of China National Tourism Administration,

Mr. Wu Hailong, President of Chinese People's Institute of Foreign Affairs,

Mr. Shao Qiwei, Former Chairman of China National Tourism Administration and Vice Chairman of IMTA,

Mr. Lu Yongzheng, Vice Governor of Guizhou Province,

Mr. Chen Min, Vice Chairman of Guizhou Committee of the Chinese People's Political Consultative Conference.

We also have leaders from relevant authorities of Guizhou; members, Council members and guests of IMTA; members of the Preparatory Committee for IMTA and representatives from the tourism sector as well as the media present here today.

Let's give a warm applause to show our warm welcome to and heartfelt appreciation for the presence of all of you.

IMTA is an international organization initiated and founded by law in China subject to relevant laws and regulations of the People's Republic of China. During the preparation process, the Ministry of Civil Affairs has provided careful guidance and spared no effort to give support and help along the way. Now, we will invite Mr. Zhan Chengfu, Member of the Party Group of the Ministry of Civil Affairs and Administrator of the State Administration of Social Organization Management to award the registration certificate for social organization as legal person to IMTA. As the Secretary-General and Legal Representative, I will receive the registration certificate on behalf of IMTA.

I'd like to express our gratitude to Mr. Zhan Chengfu for awarding the registration certificate. This is our "birth approval certificate". Mr. de Villepin, former Prime Minister of France, serves as the Chairman of IMTA Council. Mr. de Villepin is an experienced former leader in charge of international affairs and operation of international organizations. But due to a scheduling conflict, we regret that he cannot attend the meeting in person. However, he specifically sent a video to convey his congratulations to and expectation for IMTA. Now we will play the address video from Mr. de Villepin.

**国际山地旅游联盟主席多米尼克·德维尔潘视频致辞：**女士们、先生们，尊敬的官方机构代表们，首先没有与会我感到深深的遗憾。尽管如此作为联盟主席我要为本次开幕式向各位致以诚挚的问候与热烈的祝贺。我们知道在去年论坛得到了主办方的精心筹办，吸引了众多的人才，富有激情的企业家以及业界知名的专家济济一堂，盛况非凡，目前全体会员大会状况良好，相信本次会议将取得更大成功。

2016年是具有决定意义的一年，我们当前所处的时代充满了政治不确定性，我们不但面临着经济风险的威胁，还要应对安全问题和环境挑战，恢复共同发展的条件日益紧迫，跨文化关系和跨境交流具有坚守未来的重要性。在这样的背景下，我们应当将旅游业作为开放、发展、对话、交叉的核心点，高度重视。

尽管全球经济面临增长乏力，全球经济波动频繁的窘况，但自2009年以来，旅游业在不断地发展，2016年全球旅游人数增长了4%，而亚洲一地的增长率则达到了8%。中国已经成为国际旅游业的一个佼佼者，这归功于中国的独特生活方式，多姿多彩的景观和现代化的基础设施。去年，中国的旅游顺差创出了历史新纪录，达到了1200亿美元。另一方面，欧洲目前仍然是全球旅游的主要目的地，欧洲长期以来在酒店、度假村、交通运输领域积累了专业经验，为其扮演旅游主要目的地的角色奠定了有利基础，法国仍然是当之无愧的全球第一的旅游目的地，尤其是法国的山地旅游和充满特色的旅游活动，例如滑雪、自然风光等等，对游客构成了极强的吸引力。在未来几年跨界合作和全球创意将成为日益增长的旅游需求和环境保护的关键。

当前正处于不断扩张的中国旅游经济将会进一步提升国际的旅游标准，国际山地旅游联盟主导的行动，将应对全球经济速度放缓，全球文化主要挑战的理解，提高经济放缓的主要挑战，全球理解不同的文化和气候变化等等。作为联盟主席，我很高兴中国和贵州省已经决定在国际山地旅游联盟框架内将旅游认定为一种安全经济的活动合作。我坚信联盟将在未来和现在发挥越来越重要的作用。

中国公司可以和欧洲公司进一步展开合作，比如说双方可以在非洲加强协作。更频繁的金融、文化和技术合作，也能够使不少的主要经济部门获益匪浅。比如说，电子商务企业在新技术的推动下，与连锁酒店建立更紧密联系的合作关系，又比如，像乡村旅游或者是绿色旅游，特别是沿海地区、山区地带这些地方具备高保障标准的环境友好型的旅游业务。在文化奢侈品领域也是如此，将涌现新丝绸之路和葡萄酒旅游等高端的细分市场。

女士们、先生们，我想对这个具有规则突破性的创意表示祝贺，推动旅游的发展壮大，有助于培育包容心态，促进广大人民的福祉。旅游业不仅仅是与休闲和商务相关，还有维护国家与文明之间的和谐关系，促进繁荣发展。正如我们今天所言，旅游业首先是与分享密切相关的，预祝本次年会圆满成功！硕果累累！谢谢！

### **Address Video from IMTA Chairman Dominique de Villepin:**

Ladies and Gentlemen,

Dear officials,

Dear Friends,

First of all, let me tell you that I deeply regret I'm not able to be among you today, in the beautiful city of Xingyi. Still, as President of the IMTA, it was very important to me to send you my greetings and congratulations for this opening ceremony. I know the General Assembly is in very good hands. Last year, the Forum was set up by highly reliable hosts in presence of people of quality, respected officials, passionate entrepreneurs and recognized experts. I am sure that this session will be even more successful.

2016 has been a decisive year of change. It has been a time of political uncertainties, economic risks, security troubles and environmental challenges. Never before have intercultural connections and cross-border exchanges been so necessary to restore the conditions of a shared development. In such a context, tourism must be considered a key sector at the crossroads of openness, growth and dialogue.

While global economy has faced weak growth and international volatility, tourism has continuously expanded since 2009. On the one hand, we have witnessed a gradual shift of tourism drivers from Europe to Asia: In 2016, the global number of tourists increased by 4 %, and by 8 % in Asia only; China has become an international leader of tourism thanks to unique ways of life, outstanding landscapes and modern infrastructures. Last year, your country recorded an historic tourism surplus generating 120 billion dollars ; On the other hand, Europe remains a major area of global tourism :Europe has acquired over time economic expertise in hostels, resorts and transports that made the continent a leading destination ;It's particularly true for France that remained the first destination worldwide, especially due to mountainous regions and exciting activities like skiing, hiking and nature-watching. In the coming years, cross-border cooperation and global initiatives will be crucial to match the growing tourism demand and guarantee environment protection.

Today, both expansion and upgrade of Chinese tourism economy will contribute to enhance international standards :The action led by the IMTA will help improve global understanding of major challenges like economic slowdown, cultural divides and climate change ;In the frame of the IMTA I am very proud to chair, China and the province of Guizhou have decided to serve tourism as a safe, clean and cooperative activity.

My conviction is that the IMTA can play an ever growing role today and in the future,

not only in the field of research and environmental practices, but also in investment :There are emerging areas where Chinese and European companies could further cooperate, for example in Africa where the number of global visitors is rapidly rising ;There are also major economic sectors that could benefit from more financial, cultural and technical cooperation: It' s the case of new technologies where ecommerce players are creating close ties with hotel chains;It' s the case of eco-friendly businesses like rural and green tourism that need the best standards of protection, particularly in coastal and mountainous regions ;It' s also the case in culture and luxury offering high-end segments like art and wine tourism along the New Silk Road.

Ladies and Gentlemen, once again, congratulations for such a game changing initiative. Fostering tourism is a way to provide people with openness and well-being.

But tourism is not only about leisure and business. It is about preserving harmony and supporting prosperity between countries and civilizations. As we do today, tourism is above all about sharing. Let me wish you a great Forum.

Thank you.

**主持人：**非常感谢德维尔潘先生的重要致辞。我觉得他讲到了一个很重要的理念，就是今后我们国际山地旅游联盟要通过旅游促进世界各国人民的交流，推动共享这个理念的发展，共享经济、共享发展，这也是中国在全球治理中所倡导的理念。中国国家旅游局原局长邵琪伟先生是中外旅游业界熟悉的知名人士，他当选为国际山地旅游联盟副主席。邵先生十分关心国际山地旅游联盟的创建工作，为联盟的筹备和成立倾注了大量心血，贡献了许多智慧。有请邵琪伟副主席致辞。

**Moderator:** We are very grateful to Mr. de Villepin for his important speech. I think he spoke of a very good point that in the future IMTA will contribute to promoting the exchanges between people of all countries over the world through tourism and boosting the development of the sharing concept, such as shared economy and development, which is also the concept advocated by China in global governance. And Mr. Shao Qiwei, former Chairman of China National Tourism Administration, is a figure of highly regard in China and the world' s tourism industry. He has been elected as Vice Chairman of IMTA. Mr. Shao is very concerned about the preparation work for the creation of IMTA, and he has contributed a lot of efforts and wisdom to the preparation and establishment of IMTA. And now, we invite Vice Chairman Mr. Shao Qiwei to give a speech.



**国际山地旅游联盟副主席邵琪伟致辞：**尊敬的孙志刚书记、省长，尊敬的贵州省委、省人大、省政府、省政协和各有关部门、地区的负责同志，尊敬的杜江副局长等，各位来宾、各位会员，大家上午好！刚才民政部詹成付局长颁发了国际山地旅游联盟社团法人登记证书，标志着国际山地旅游联盟今天正式成为合法的国际组织。这是到目前为止，全球唯一一个以发展山地旅游为宗旨的国际旅游组织。它落户在贵州，也标志着国际组织大家庭又增添了一名新成员，这是国际旅游业界的一件好事情。

刚才德维尔潘主席对联盟首届会议召开表示祝贺，并发表了视频讲话。在此我代表联盟向贵州省委省政府、向外交部、民政部、国家旅游局等相关部门对联盟成立所给予关心和指导表示衷心的感谢，对联盟全体会员和参加联盟筹备工作的全体工作人员表示诚挚的敬意。

国际山地旅游联盟以可持续旅游为目标，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，推动会员间国际交往、经验分享和业务合作为宗旨，这在国际旅游业特别是山地旅游发展进程中具有开创性的意义。2015年12月4日，联合国大会通过决议，将2017年确定为国际可持续旅游发展年，可持续旅游，作为今年全球旅游发展的主题，也是国际山地旅游联盟的发展目标，联盟的宗旨很好地契合并彰显了这一主题的内涵，联盟全体会员都应以此为已任，树立促进山地旅游可持续发展的理念，找准能够实现联盟宗旨目标的方法路径，卓有成效地发挥会员的独特作用。联盟会员要发挥好桥梁纽带作用，积极推动山地旅游国际化产业化进程，应不断总结各自在发展山地旅游过程中形成的好经验、好做法，并将其中可推广、可复制的发展理念和模式介绍给国际旅游业界。同时，结合特色山地旅游资源和旅游者个性化需求，发挥会员优势，推动山地旅游装备制造、服务设施、软性服务等各方面不断发展，以满足各类人群对山地旅游的需求。

联盟会员应深入研究和推动各类山地旅游业态的发展，联盟将鼓励并支持会员从当地丰富的山地旅游资源状况出发，对其中有特色、高品位的资源进行合理规划，开发一批具有吸引力的山地旅游产品，推动一批个性化和差异化显著的国际山地旅游线路，特别是突出世界上的大洲特色、国家特色、地区特色、民族特色、文化特色和目的地特色。不断提升世界各地山地旅游目的地的国际影响力和吸引力。

联盟应加强山地旅游安全和应急体系建设的研究，刚才孙志刚书记我们坐在一起他还专门给我介绍贵州要先行一步。

随着国际山地旅游的不断发展，山地地区以其地形地貌、景色景观、险峻巧奇成为全球各类自驾游、背包客、探险者乃至驴友喜欢的热点，但也要看到山地地区自然环境多样、地质地理复杂，气候条件多变，与非山地地区相比，发展旅游业有着更多的挑战和风险，联盟应围绕山地旅游特点和规律，组织会员在会有安全和应急体系建设等方面广泛开展交流研讨、经验推广，推动国际山地旅游科学发展，安全发展。联盟将积极推动世界各国和地区在发展山地旅游过程中，进

一步正确处理好资源开发和保护的关系，联盟将始终以低碳、生态引领开发发展，正确处理好山地资源的开发与保护的关系，坚持科学、适度、合理开发。在开发中保护、在保护中开发、开发要服从保护的原则，以实际行动践行绿色发展理念，不断探索并推进山地旅游的可持续发展。

女士们、先生们，山地资源遍布全球各地，发展山地旅游潜力巨大、前景广阔，联盟将把握当前世界旅游业蓬勃发展机遇，联合广大会员积极引导国际山地旅游业发展。同时，注重加强与联合国世界旅游组织、世界旅游业理事会、亚太旅游协会、世界旅游城市联合会等各类旅游组织和机构以及学界、业界、山地旅游区域的联系与合作，共同组织智库、专家在山地旅游领域开展专业性研究，发布山地旅游统计数据，行业预测，趋势前瞻和专业报告等，并共同举办各类活动，为推动国际山地旅游业发展做出积极的贡献。

近年来，在贵州省委省政府坚强的领导下，贵州立足自身资源、大力发展旅游业，特别是山地旅游，推动旅游业实现了持续、快速增长。刚才书记给我们介绍，在若干年的阶段，出现了井喷式的发展，成为中国西部地区旅游业发展一道亮丽的风景线，联盟总部所在地，中国贵州省、贵阳市和会议举办地黔西南州兴义市，都以其山地地区特有的景色、资源、特色美食广受海内外游客的欢迎。据介绍，这段时间，贵州很多地方的宾馆饭店一房难求。他们为山地旅游发展做了有益的尝试和探索，也为联盟的组建做了大量的富有成效的工作。我代表联盟向贵州省委省政府、向贵州各级领导表示衷心的感谢！感谢你们为中国、为世界山地旅游业发展富有远见卓识的尝试，感谢你们为中国、为世界旅游业发展所做出的令人钦佩的贡献。谢谢大家！

**Speech by Mr. Shao Qiwei, Vice Chairman of IMTA:** Dear Secretary of Party Committee and Governor Mr. Sun, officials from the Guizhou Government, the Guizhou People's Congress, the Guizhou CPPCC and other relevant departments and regions, Vice Chairman Mr. Du Jiang, all guests and members, Good morning! Just now, Mr. Zhan Chengfu, awarded the certificate of registration as a social organization to IMTA, marking the official inauguration of IMTA as a legal international organization. This is so far the world's one and only international tourism organization with the purpose of developing mountain tourism. Its establishment in Guizhou means that we have a new member to the family of international organizations. This is a good news for the world tourism industry.

Just now, Chairman Mr. de Villepin offered his congratulations on the convocation of the first meeting of IMTA and delivered a video speech. Here, on behalf of IMTA, I would like to express our thanks to Guizhou Party Committee and Government, the Ministry of Foreign Affairs, MCA, CNTA and other departments for their concern for and guidance on inauguration of IMTA. Also, I want to express our sincere respect to all members of IMTA and all staff members taking part in the preparation work for IMTA's creation.

Guided by the goal of sustainable tourism, the IMTA seeks to protect mountain resources, preserve mountain civilization, and promote mountain economy to the benefit of the people living in mountainous regions, and facilitate international exchanges, experience sharing and business cooperation among its members as its purpose. This is unprecedented in the development progress of international tourism industry, in particular of mountain tourism. On 4 December, 2015, the UN General Assembly adopted the resolution setting the year 2017 as the International Year of Sustainable Tourism for Development. Sustainable tourism, as the theme of world tourism development this year, is also the development goal of IMTA. The purpose of IMTA is well aligned with and showcases this theme. All member of IMTA should take the responsibilities for this, establish the concept of promoting the sustainable development of mountain tourism, find ways and approaches to achieving the purpose and objective of IMTA, and effectively give play to the unique role of members. Members of IMTA should well play the role of a bridge, so as to actively promote the internationalization and industrialization progress of mountain tourism. They should also constantly summarize good experience and practices accumulated in their respective development of mountain tourism, and introduce those development concepts and modes which can be promoted and replicated to the international tourism sector. Meanwhile, they should combine the characteristic mountain tourism resources with the individualized needs of tourists and give play to the member advantages to boost the development of mountain tourism in equipment manufacturing, service facilities and soft services, so as to meet the needs of various kinds of people for mountain tourism.

Members of IMTA should make further research on and promote the development of all sorts of mountain tourism formats. IMTA will encourage and support members to make reasonable planning for those characteristic and high-grade resources based on abundant local mountain tourism resources, to develop a number of attracting mountain tourism products and promote a number of individualized and differentiated international mountain tourism routes, especially highlighting the continental, national, regional, ethnic, cultural and destination-specific features. Efforts should also be made to constantly enhance the international influence and appeal of mountain tourism destinations around the world.

IMTA should strengthen studies on mountain tourism safety, security and emergency response system building. As we were sitting next to each other just now, Mr. Sun Zhigang, Secretary of CPC Guizhou Provincial Committee introduced to me for a special purpose that Guizhou would take the lead to develop such a system.

With the constant development of international mountain tourism, mountainous areas,

with topography and landforms, scenery and landscapes as well as precipitous and marvelous attractions, have attracted all sorts of self-driving tourists, backpackers, adventurers and travelers all over the world. However, in mountainous areas with diversified natural environment, complex geology and geography and changeable climate conditions, there are more challenges and risks facing mountain tourism compared with non-mountain regions. So, in that regard, IMTA should focus on the mountain tourism characteristics and regular patterns, and organize members to carry out extensive exchanges, discussions and experience sharing in the safety, security and emergency response system construction, so as to push forward the international mountain tourism development in a scientific and safe manner. IMTA will actively push all countries and regions to properly address the relationship between tourism resources development and protection in the process of developing mountain tourism. IMTA will always lead the development in a low-carbon and eco-friendly manner, properly address the relationship between mountain resources development and protection, and adhere to the principle of scientific, moderate and reasonable development. IMTA will follow the principle of carrying out the development and protection at the same time and conducting development subject to protection, and take actions to practice the green development concept and continue to explore and drive the sustainable development of mountain tourism.

Ladies and gentlemen, mountain resources are found everywhere in the world. There is a great potential and broad prospect for us to develop mountain tourism. IMTA will grasp the opportunity of the vibrant tourism sector development across the world at present and work together with numerous members to guide the development of international mountain tourism. Meanwhile, we will pay attention to strengthening contacts and cooperation with various kinds of tourism organizations and agencies including the UNWTO, World Travel and Tourism Council, Pacific Asia Travel Association and World Tourism Cities Federation, as well as the academic community, the tourism industry and mountain tourism regions. We will work together to organize the think tanks and experts to conduct professional research in the mountain tourism and release mountain tourism statistics, industry forecasts, trends foresight and professional reports, and also co-organize a variety of events, so as to make positive contributions to the development of mountain tourism across the world.

In recent years, under the firm leadership of the Guizhou Party Committee and Government and leveraging its own resources, Guizhou has vigorously developed its tourism industry, especially mountain tourism, and promoted and realized the sustained and rapid growth of tourism. As introduced by Secretary of Party Committee just now that Guizhou has

seen a spurt of development in tourism over these years. It has become a beautiful landscape in developing its tourism in western China. Both Guiyang, Guizhou where the headquarters of IMTA is located and Xingyi, Southwest Guizhou Autonomous Prefecture where the meeting is held, are popular with tourists from home and abroad with their unique landscapes, resources and specialty delicious food in mountainous areas. It was reported that hotels in many parts of Guizhou have been overbooked recently. They have made beneficial attempts and explorations for the development of mountain tourism, and have done a lot of productive work for the establishment of IMTA. So, on behalf of IMTA, I would like to extend our heartfelt gratitude to Guizhou Party Committee and Government as well as leaders at all levels of Guizhou for your far-sighted attempts in and impressive contributions to the development of mountain tourism in China and the world. Thank you!

**主持人：**非常感谢琪伟副主席精彩重要的致辞，他的讲话中对联盟今后的工作提出了许多希望和要求，秘书处将逐项地进行认真的落实。国际山地旅游联盟是依照中华人民共和国有关法律法规，在中国依法发起成立的第一个以促进国际山地旅游为目的的国际性组织。在联盟的筹建过程中，我们得到了中国政府特别是民政部的重要指导、支持和帮助，现在，有请民政部詹成付先生致辞。

**Moderator:** Thank you, Vice Chairman Mr. Shao for your wonderful and important speech. In his remarks, Mr. Shao has put forward many expectations and requirements for work of IMTA in the future. And the IMTA Secretariat will carefully implement each one of them. IMTA is an international organization initiated and founded by law in China and subject to relevant laws and regulations of the PRC and also the first international organization in China aimed to promoting international mountain tourism. In the preparation process, we received important guidance, support and assistance from the Government of China, especially the MCA. Now, let's have Mr. Zhan Chengfu from the MCA to deliver a speech.

**民政部党组成员、国家社会组织管理局局长詹成付致辞：**尊敬的孙志刚书记、省长，各位国际组织负责人、女士们、先生们、朋友们，大家上午好！

经过前一阶段的精心筹备，国际山地旅游联盟顺利完成了在中国政府的登记注册手续，今天在国际山地旅游联盟的发起地，山川秀丽、人杰地灵的山地旅游省贵州举行成立仪式，值得庆贺！在此，我谨代表中华人民共和国民政部对国际山地旅游联盟的正式成立和开始运作表示热烈地祝贺！

从举办国际山地旅游大会到发布《国际山地旅游宣言》，再到发起成立国际山地旅游联盟这一国际组织，贵州省委省政府紧紧抓住国家对外开放特别是“一带一路”倡议的重要机遇，充分利用贵州得天独厚的资源优势，积极融合和推动国际合作，真抓实干、主动作为，结出了累累硕果。国际山地旅游联盟的诞生，是一件新生事物，不仅标志着一个新的国际组织总部在中国的落户，也意味着中国在旅游领域增加了一个新的通往世界的合作交流平台。我们见证了联盟筹备过程从始至终表现出的创新、务实和高效，也高兴地看到，在这一组织的成立过程中，得到了世界各地的旅游机构、企业、行业组织的积极响应和大力支持，大家对联盟成立后的运作充满期待。

世界给中国一个机会，中国必将还世界一个精彩，我们有理由相信，在中国政府的支持下，在联盟各会员的共同努力下，国际山地旅游联盟将在世界旅游史上不断演出传播文明、交流文化、增进友谊的精彩话句，展现和平互信、包容互鉴、合作互利的生动实践，描绘人类与自然和谐相处、人类实现永续发展的美好画卷。

国际组织是全球治理的重要参与者，在推动全球经济化、促进经济一体化进程中，作用十分突出。中国是经济全球化的受益者，更是贡献者，中国的发展得益于国际社会，也愿为国际社会提供更多的公共产品，贡献更多的中国智慧和中国经济。我们欢迎和支持在中国设立相应的国际性组织，助力国际社会推进开放共赢的合作，加强公正合理的治理，促进平衡普惠的发展。

作为世界上第一个以山地旅游为主题的国际旅游组织，我们期望国际山地旅游联盟秉承“保护山地资源、传承山地文明、发展山地经济、造福山地民众”的宗旨，积极创新、携手共进，逐步发展成为国际山地旅游交流与合作的推动者、行业标准制定的引领者、生态文明建设的促进者和全球可持续发展的参与者。尽早成为一个按照国际组织的理念、标准、效率运作的典范，为国际山地旅游事业的健康发展，做出积极的贡献。

祝大会取得圆满成功！谢谢大家！

**Speech by Mr. Zhan Chengfu, Member of the Party Group of the Ministry of Civil Affairs and Administrator of the State Administration of Social Organization Management:**

Dear Mr. Sun Zhigang, Secretary of CPC Guizhou Provincial Committee and Governor, heads of international organizations, ladies and gentlemen, dear friends, Good morning!

After the preparation work at the previous stage, IMTA has successfully completed the registration procedures with the Chinese Government. Today, the inauguration ceremony is held in the mountain tourism province Guizhou, a beautiful and remarkable place where the IMTA was initiated. This is a great event worth celebrating! Here, on behalf of the Ministry of Civil Affairs of the PRC, I would like to extend congratulations to the official establishment and inauguration of IMTA!



From the convening of the International Conference of Mountain Tourism to issuing the Declaration on International Mountain Tourism, and to initiating and founding the IMTA as an international organization, CPC Guizhou Provincial Committee and Government has firmly captured the opportunities of reform and opening up, in particular the important opportunity presented by the “Belt and Road” initiative, and taken advantage of the unique natural resources here in Guizhou and participate actively in and promote international cooperation, take real actions and make active efforts, which all have achieved many results. The establishment of IMTA is a newly emerging force. It marks that a new international organization locates its headquarters in China and also means that China has a new platform for cooperation and exchange in tourism access to the world. We have witnessed the whole process throughout the preparatory work of the IMTA which has shown innovation, pragmatism and efficiency. And we are delighted to see that the organization has obtained active responses and strong support from travel agencies, enterprises and industrial organizations all over the world in the process of its establishment. And we are holding high expectation for the future operation of IMTA.

Once the world gives China a chance, China will surely return it with amazing results. We have reason to believe that with the support of the Chinese government and the joint efforts of its members, IMTA will surely play an active role in communicating civilizations, culture exchange and promoting friendship in the history of world tourism. It will showcase vivid practice of peace, mutual trust, inclusiveness, mutual learning, cooperation and mutual benefits. IMTA will further help paint a picture of harmony between human and nature and perpetual sustainability.

International organizations are key players in global governance, and play a pivotal role in promoting economic globalization and boosting economic integration. China is a beneficiary of economic globalization with its development benefiting from the international community, and more importantly a contributor. China is willing to provide more public goods and contribute more Chinese wisdom and Chinese experience to the international community. We welcome and support the establishment of international organizations in China to enable the international community to promote win-win cooperation, strengthen fair and sound governance and push forward balanced and inclusive development.

As the first international organization featuring mountain tourism in the world, we hope IMTA will adhere to the purpose of “protecting mountain resources, preserving mountain civilization, and promoting mountain economy to the benefit of the people living in mountainous regions” , actively make innovations and progress together and gradually become a promoter

of exchange and cooperation in international mountain tourism, a leader of industry standard-setting, an enabler of ecological civilization construction and a participant in global sustainable development. We expect IMTA to become a role model operating in accordance with the concepts, standards and efficiency of international organizations, and make active contributions to the healthy development of international mountain tourism cause.

In the end, I wish this Conference a complete success! Thank you!

**主持人：**感谢詹成付先生的重要的讲话，他在讲话中不仅仅是站在中国的层面，而且还站在经济全球化和全球治理的高度对国际山地旅游联盟今后的发展提出了希望和要求。有几个重要的概念值得我们关注，一个就是要平衡、普惠地发展，国际山地旅游联盟要为全球治理、经济全球化的平衡普惠发展做出贡献，就是要让发展的成果惠及各国人民，我相信我们今后的工作会继续得到民政部的强有力的支持。

中国国家旅游局是中国政府主管旅游的部门，在我们联盟筹建过程中，国家旅游局为推动中国和世界旅游事业的进一步发展，对国际山地旅游联盟筹建工作、成立工作给予了许多精心的指导和大量的支持，我们非常感谢！下面有请国家旅游局杜江副局长致辞。

**Moderator:** Thanks for Mr. Zhan' s important speech. He has set out his expectations and requirements for the future development of IMTA from the perspective of China and economic globalization and international governance. There are several noteworthy ideas he mentioned in the speech. One of which is the balanced, inclusive development. Specifically, IMTA should contribute to the balanced and inclusive development of global governance and economic globalization, enabling all peoples to share the fruits of development. I believe our future work will continue to be strongly supported by the Ministry of Civil Affairs.

As the competent authority responsible for tourism, China National Tourism Administration has given meticulous instructions and substantial support to the preparation and establishment of IMTA, with a view to further promoting the development of tourism in China and all over the world. We appreciate that a lot! Now, I would like to invite Mr. Du Jiang, the Vice Chairman of CNTA, to deliver his speech.

**国家旅游局副局长杜江致辞：**尊敬的孙志刚书记、省长，尊敬的富玉主席，尊敬的邵琪伟主席，尊敬的亚非秘书长，非常高兴和大家相聚在美丽的贵州兴义，共同出席国际山地旅游联盟的成立仪式，我谨代表中国国家旅游局和李金早局长对联盟的成立表示热烈的祝贺，对来自于海内外的嘉宾表示热烈的欢迎。



众所周知，中国山地旅游资源丰富，拥有众多的山地型自然文化遗产地，山地形国家风景名胜区和山地形的A级景区，贵州在发展山地旅游发展具有得天独厚的优势，近年来取得了令世人瞩目的成绩。山地旅游在中国方兴未艾，在此背景下，国际山地旅游联盟在中国的贵州应运而生，可谓恰逢其时。作为世界上首家以山地旅游为主题的国际性的组织，国际山地旅游联盟以保护山地资源、传承山地文明、发展山地经济、造福山地民众为宗旨，其会员遍布世界五大洲，覆盖旅游管理部门、非营利组织、旅游企业、旅游院校和旅游咨询机构等，具有广泛的代表性。今天，联盟的会员聚集一堂，共同见证联盟的成立，共商联盟发展大计共议联盟的美好未来，希望国际山地旅游联盟以平等包容合作的精神，努力将联盟打造成为山地旅游国际交流与合作的平台，互学互鉴共同发展，打造成山地旅游发展的研究平台，创造更多山地旅游发展的新理论、新标准和新方法，打造成山地旅游的保护平台，推动山地旅游的健康可持续发展。同时，也衷心地希望，国际山地旅游联盟能够关心支持中国旅游业的发展，与此同时，中国国家旅游局作为国家山地旅游联盟注册国、所在国的行业主管部门，将一如既往地支持联盟的建设与发展。

最后预祝活动圆满成功。谢谢各位！

**The speech by Mr. Du Jiang, Vice Chairman of CNTA:** Dear Secretary and Governor Mr. Sun, Chairman Wang Fuyu, Chairman Shao Qiwei and Secretary-General Mr. He Yafei: It's a great pleasure for me to gather with you in the beautiful Xingyi of Guizhou, for the the inauguration ceremony of IMTA. I would like to, on behalf of CNTA and Chairman Li Jinzao, extend our sincere congratulations to the establishment of IMTA and also our warm welcome to domestic and foreign guests.

It is well known that China has abundant mountains tourism resources, including numerous natural and cultural heritage sites, national scenic spots and A-rated scenic spots that are renowned for their mountains. Furthermore, Guizhou has made remarkable achievements in recent years relying on its unique advantages of developing mountain tourism. Mountain tourism in China is in the ascendance. Under such background, IMTA comes into being in Guizhou, China at the right time. IMTA, as the first international organization featuring mountain tourism in the world, seeks to protect mountain resources, preserve mountain civilization, and promote mountain economy to the benefit of the people living in mountainous regions. With its members spreading all over the five continents and covering many sectors like tourism management, non-profit organizations, tourist enterprises, tourism colleges and travel consultancies, IMTA has broad representation. Today, the members of IMTA gather together to witness the establishment of IMTA, to jointly discuss the development plan of IMTA and to seek a better future for IMTA. It is our hope that, through mutual learning

and joint development and following the principles of equality, inclusiveness and cooperation, IMTA will strive to be a platform for international communication and cooperation on mountain tourism, a platform for studying the development of mountain tourism and creating more relevant new theories, new standards and new methods and a platform for protecting mountain tourism and promoting its healthy and sustainable development. I also sincerely hope that IMTA can give attention and support to the development of Chinese tourism. Besides, as the competent authority of the tourism industry of the country where IMTA has registered and located, CNTA will support the construction and development of IMTA as we did before.

Finally, I wish this event a complete success. Thank you!

**主持人：**感谢杜局长简短而重要的讲话。他在讲话中提到希望国际山地旅游联盟能够以平等、包容、合作的精神打造成交流平台、研究平台、保护环境的平台，完成三个平台的建设，我们会铭记在心。谢谢杜江。贵州省是国际山地旅游联盟的重要发起方，将来联盟的总部也要设在贵州，贵州省委省政府以超乎寻常的眼光和魄力、决心发展成立山地旅游联盟这个国际性组织，现在在国内外各方支持下终于取得了成功。我相信我们联盟能够为贵州、为中国、为世界的山地旅游业的发展提供一个有效的平台。现在有请贵州省副省长卢雍政先生致辞。

**Moderator:** Thanks for Mr. Du' s brief but important speech. He expected that IMTA could follow the principles of equality, inclusiveness and cooperation and become the platform for communication, research and environmental protection. We will keep the mission of completing these three functions in mind. Thank you again, Mr. Du Jiang. As an essential founder of IMTA, Guizhou Province will be the place where the headquarters sits. With extraordinary insight and courage, Guizhou provincial Party committee and government determined to conceive and establish an international organization called International Mountain Tourism Alliance. Now we finally pull it off with support from domestic and foreign parties. I believe our IMTA can provide an effective platform for the development of mountain tourism in Guizhou, China and all over the world. Now, I would like to invite Mr. Lu Yongzheng, Vice Governor of Guizhou Province, to deliver his speech.

**贵州省政府副省长卢雍政致辞：**尊敬的志刚书记省长、会议主席、尊敬的杜江副局长、各位嘉宾、女士们先生们、朋友们大家上午好！

在秋高气爽收获希望的美好季节，非常高兴和大家再次相聚在美丽的兴义，共同见证国际山地旅游联盟正式成立，这是国际旅游业界的一件盛事，也是贵州旅游发展史上的一件大事和喜

事。在此，受贵州省委书记、省长孙志刚先生的委托，我代表贵州省人民政府向国际山地旅游联盟的成立表示热烈的祝贺，向远道而来的各位嘉宾表示诚挚的欢迎，向长期以来致力于推动国际山地旅游事业发展的各界人士表示崇高的敬意，向关心贵州发展的各界朋友表示衷心的感谢！

顺应时代发展和旅游发展的趋势，贵州省在2015年提出了成立国际山地旅游联盟的设想，并在去年9月在这里发起召开了国际山地旅游联盟的首届会员大会，此后，我们带着联盟会员和社会各界的期待，全力以赴推进后续登记注册和秘书处的筹备工作，在今年6月，完成了所有的登记注册手续。国际山地旅游联盟正式成为中国第一家总部设在京外的国际旅游组织，也是世界第一家以山地旅游为主题的国际组织。

山地旅游联盟能够在较短的时间内完成筹建工作，离不开民政部、国家旅游局、中国人民外交学会等国家有关部门和单位的悉心指导，离不开有关国际组织和社会各界人士的热情帮助，离不开联盟筹委会成员和发起会员的艰苦努力。在此，我也代表联盟筹委会向国家有关部门、相关国际组织、全体会员以及筹委会办公室所有的工作人员表示衷心的感谢！

国际山地旅游联盟提出以生态文明为引领，保护山地资源、传承山地文明、发展山地经济、造福山地民众为宗旨，致力于把联盟建设成为国际山地旅游标准制定发布的平台，山地旅游投资合作的平台，山地产品拓展推广的平台，山地旅游产业发展研究的平台和国际人文交流、服务会员的平台。我们相信，在多米尼克·德维尔潘主席的带领下，在秘书处的努力下，在中外各方的大力支持下，在会员单位积极参与下，国际山地旅游联盟必将为推动国际山地旅游可持续发展，共享山地经济蓬勃发展的商机，促进世界旅游经济繁荣做出积极的贡献。

作为联盟总部和秘书处所在地，贵州将不遗余力为联盟做好服务工作，加强与联盟和各会员单位之间的合作与交流，共同推进国际山地之舟，扬帆远行、破浪前行。最后预祝本届山地旅游联盟年会取得圆满成功，祝各位朋友在贵州度过一段愉快而美好的时光。谢谢各位！

**Speech by Mr. Lu Yongzheng, Vice Governor of Guizhou Province:** Good afternoon!  
Dear Secretary and Governor Mr. Sun Zhigang, the Chair of the conference, Vice Chairman Mr. Du Jiang, guests, friends, ladies and gentlemen.

In this beautiful autumn of harvesting hope, it's glad to meet you again in Xingyi to witness the formal establishment of IMTA. This event is very important for the international tourism community and a big, joyous occasion in the history of Guizhou tourism. Entrusted by Mr. Sun Zhigang, the Secretary of CPC Guizhou Provincial Committee and the Governor of Guizhou Province, I would like to, on behalf of People's Government of Guizhou Province, extend warm congratulations to the establishment of IMTA and sincere welcome to the guests who have travelled so far, pay my highest tribute to those who have been devoted to promoting

the development of international mountain tourism all these years, and express our heartfelt gratitude to the friends in different sectors of the society who care about the development of Guizhou Province.

To adapt to the trends and developments of the time and tourism, Guizhou Province proposed the idea of establishing International Mountain Tourism Alliance in 2015 and held the 1st General Assembly of the Alliance in last September here. Since then, with the expectation of our members and all sectors of society, we went all out to promote subsequent registration and preparatory work at the Secretariat. In this June, we completed all the registration procedures. IMTA has officially become the first international organization in China whose headquarters is not in Beijing, and also the world's first international organization featuring mountain tourism.

The preparations for establishment of IMTA cannot be completed in such short time without the careful guidance of relevant government departments and units, including Ministry of Civil Affairs, CNTA and Chinese People's Institute of Foreign Affairs. It would also be impossible without the industrious efforts made by members of Preparatory Committee for IMTA and founding members. I would also like to, on behalf of the Preparatory Committee for IMTA, express heartfelt thanks to relevant national departments, international organizations, all our members and all staff of Preparatory Committee Office.

Guided by ecological civilization, IMTA aims to protect mountain resources, preserve mountain civilization, and develop mountain economy to the benefit of the people living in mountainous regions. It is committed to building IMTA into a platform for setting and publishing international mountain tourism standards, for attracting investment in and cooperation on mountain tourism, for developing and promoting mountain products, for research on the mountain tourism industry and for facilitating international cultural exchange and serving its members. With the guidance of Chairman Dominique de Villepin, the efforts made by the Secretariat, the support from domestic and foreign parties and the active participation by all members, we believe that IMTA will make a positive contribution to promoting the sustainable development of mountain tourism, sharing the thriving business opportunities presented by mountain economy and boosting the global tourism economy.

Guizhou, as the location of IMTA's headquarters and the Secretariat, will spare no efforts to serve IMTA by strengthening the collaboration and communication between IMTA and its members, so that the ship of international mountain tourism can ride the waves and forge ahead, heading for a better future. In the end, I wish the Annual Conference a complete

success. I wish all friends an enjoyable and wonderful time in Guizhou. Thank you!

**主持人：**谢谢雍政副省长的致辞，他一直说他是联盟筹建的操盘手，确实他在联盟筹建过程中，跟我们联系最多，给予的指导也是最多的。在这里我们要特别感谢贵州省委原书记陈敏尔先生，感谢孙志刚书记、省长，感谢省委省政府、省人大、省政协。贵州省的各位领导一直以来给予我们的强有力的指导和帮助，才使国际山地旅游联盟这个国际组织有了今天的开端。在此，我要代表联盟秘书处感谢各位领导和在座的各位嘉宾给予国际山地旅游联盟的美好祝愿和殷切的期望，我们不会辜负你们的期望。

下面我们进入今天成立仪式下一个环节，给国际山地旅游联盟揭牌，有请以下贵宾上台：

贵州省委书记、省长孙志刚先生，贵州省政协主席王富玉先生，民政部国家社会组织管理局局长詹成付先生，国家旅游局副局长杜江先生，中国人民外交学会会长吴海龙先生，国际山地旅游联盟副主席邵琪伟先生共同为国际山地旅游联盟揭牌。

**Moderator:** Thanks for the speech of Vice Governor Mr. Lu Yongzheng. He has always compared himself to an operator of preparation for establishment of IMTA. Indeed, he had the most frequent contacts with us in the preparation stage of IMTA and gave us the most beneficial advices. Also, we would like to extend our special thanks to Mr. Chen Min'er, former Secretary of CPC Guizhou Provincial Committee, Secretary of CPC Guizhou Provincial Committee and Governor Mr. Sun Zhigang, and relevant provincial authorities including Guizhou Provincial Committee, People's Government of Guizhou Province, Guizhou Provincial People's Congress and Guizhou Consultative Conference. Thanks the leadership of Guizhou government. It is your strong guidance and assistance along the way that has helped shape the good start IMTA has achieved today as an international organization. Therefore, I would like to, on behalf of IMTA Secretariat, appreciate you, leaders and guests present here, for all of your best wishes to and great expectations for us. You will not be disappointed.

Now, let's proceed to the next session of the ceremony. I would like to invite the following guests of honor to go on stage to unveil the International Mountain Tourism Alliance:

Mr. Sun Zhigang, Secretary of CPC Guizhou Provincial Committee and Governor of Guizhou Province, Mr. Wang Fuyu, Chairman of Guizhou Committee of the Chinese People's Political Consultative Conference, Mr. Zhan Chengfu, Administrator of the State Administration of Social Organization Management, Mr. Du Jiang, Vice Chairman of CNTA, Mr. Wu Hailong, President of Chinese People's Institute of Foreign Affairs and Mr. Shao Qiwei, Vice President of IMTA.

**主持人：**请各位领导就坐，最后由国际山地旅游联盟的领导，琪伟副主席，我陪他为联盟的理事会会员代表颁发会员证书。因为时间的关系，我们的会员很多，100多位不可能在这里一一颁证，今天我们安排了8位会员、理事的代表来领证，其他的会员、理事的证件由联盟在会后分别发给大家，有请这八位代表上台，他们是：

国际山地旅游联盟个人会员、理事，世界旅游组织荣誉秘书长，贵州旅游发展顾问弗朗西斯科·弗朗加利先生，国际山地旅游联盟个人会员、理事，中国著名旅游经济专家魏小安先生，国际山地旅游联盟机构会员代表、世界酒店与旅游教育培训协会副主席马丁·菲力女士，国际山地旅游联盟机构会员代表、国际扁带协会赛事委员会主席伊西德罗·马特奥·罗德里格斯·夸德拉先生，国际山地旅游联盟机构理事代表、克罗地亚泰尔梅塞尔西健康体育中心总经理瓦拉斯塔女士，国际山地旅游联盟机构理事代表、凯恩戈姆斯国家公园总经理马克·泰特先生，国际山地旅游联盟机构理事代表，中青旅控股股份有限公司董事、副总裁，中青博联整合营销顾问股份有限公司董事长袁浩先生，国际山地旅游联盟机构理事代表、华侨城旅游投资管理有限公司董事长曾辉先生。请琪伟副主席上台。

**Moderator:** Please take a seat, dear leaders. Finally, Mr. Shao Qiwei, Vice Chairman of IMTA, and I will award the certificates to Council members. Since the time is limited, it's impossible to award certificates for over 100 members one by one. So, there are eight arranged members and Council members as representatives to come on the stage and receive their certificates, and the rest will be distributed to you after the Conference. Now, I would like to welcome these eight representatives on to stage:

Mr. Francesco Frangialli, individual member of IMTA, Council member, Honorary Secretary-General of UNWTO and Adviser to Guizhou for Tourism Development, Mr. Wei Xiao'an, individual member of IMTA, Council member, a well-known Chinese expert in tourism economy, Ms. Martine Feny, representative member of IMTA and Vice President of World Association for Hospitality and Tourism Education and Training, Mr. Isidro Mateo Rodríguez Cuadra, representative member of IMTA and President of the Competition Committee of International Slackline Association, Ms. Vlasta Brozicevic, representative of Council members and General Manager of Croatia Terme Selce Health and Sports Center, Mr. Mark Tate, representative of Council members and General Manager of Cairngorms National Park, Mr. Yuan Hao, representative of Council members and Director and Vice President of CYTS, President of Bravolinks Integrated Marketing Co., Ltd and Mr. Zeng Hui, representative of Council members and President of OCT Tourism Investment and Management Co., Ltd .

Vice Chairman Shao Qiwei, please come on to the stage.

**主持人：**谢谢琪伟主席，因为我们会员在不断的壮大，今天只能发给有关的代表。

今天我们这个仪式代表着国际山地旅游联盟的正式成立，开启了一个全新的进程。我们将志存高远、努力工作，在国内外各位理事会员的支持下，开创国际山地旅游发展的一个新局面、新水平。我们欢迎国内外更多的与旅游有关的组织、企业、个人参加我们的联盟和联盟的各项活动，共同推动世界山地旅游走向更加美好的未来！

今天的成立仪式到此结束，谢谢大家，谢谢各位贵宾！

**Moderator:** Thank you! Vice Chairman Shao Qiwei. Today, only relevant representatives can come on to the stage to receive their certificates as our community of members is growing.

This ceremony marks the formal establishment of IMTA, and opens a completely new process. Supported by the Council members both at home and abroad, we will create a new landscape of international mountain tourism with high aspirations and industrious efforts. We welcome more tourism-related organizations, enterprises and individuals to join IMTA and engage in our activities. Let's join hands to create a better future for international mountain tourism!

That's all for today's inauguration ceremony. Thank you all!



# 国际山地旅游联盟理事会会议

## Council Meeting of IMTA

**名 称：**国际山地旅游联盟理事会会议

**时 间：**2017年8月15日上午

**地 点：**贵州兴义会展中心三层国际厅

**主持人：**国际山地旅游联盟副主席邵琪伟

**Event Name:** Council Meeting of IMTA

**Time:** August, 15, 2017

**Place:** 3rd Floor, International Hall, Xingyi Falcon International Conference and Exhibition Center, Xingyi City

**Moderator:** Shao Qiwei ,Vice Chairman of IMTA

**主持人：**各位理事，秘书长，上午好！

国际山地旅游联盟首届理事会现在开始，由于德维尔潘主席因事不能参加今天会议，按照联盟理事会章程规定，今天会议由我主持。

去年9月21日我们在这里召开国际山地旅游联盟首届会员大会，今天我们再次相聚在贵州，首先，我要代表联盟，代表德维尔潘主席对各位理事代表百忙中专程前来参加会议表示欢迎和感谢，还有个别理事带着病来参加会议，我们确实很感动。

过去一段时间，联盟筹委会的各位同仁，通过不懈地努力和紧张工作，依照中华人民共和国对成立国际性组织的相关法规和要求，在中国外交部、民政部、国家旅游局和贵州省委省政府以及联盟会员大力支持下，圆满完成了成立国际山地旅游联盟后续登记注册事项，刚刚举行的国际山地旅游联盟成立仪式，正式宣告国际山地旅游联盟成立，完成国际山地旅游联盟成立的阶段性工作后，联盟将开始日常工作。秘书处也将在理事会领导下，按照联盟章程和年度计划推进各项工作。

本次理事会会议主要有四项议题：一是向各位理事通报自去年9月联盟会员大会后的后续筹建情况；二是审议联盟秘书处组建方案；三是审查联盟三年工作计划；四是审核新申请入会会员。

国际山地旅游联盟理事会成员共有35个，其中机构理事成员30家，个人理事5名。万达旅游控股有限公司因整体出让给另外一个机构，自然退出。所以联盟理事会成员实际为34个。今天



出席会议的机构理事成员19人，个人理事4人，共23人，达到2/3以上符合《国际山地旅游联盟章程》的规定。

下面按照议程举行，首先进行第一项，请联盟筹委会办公室执行主任傅迎春先生向联盟理事会报告联盟后续筹备工作情况。有请！

**Moderator:** Good morning, Council members and Secretary-General!

Now I call the First Council Meeting of IMTA to order. Chairman Mr. de Villepin is unable to be present at the meeting due to a scheduling conflict. According to the Statutes of IMTA Council, I will be chairing this Council Meeting.

Last 21 September, the First General Assembly of the International Mountain Tourism Alliance was convened here. Today, we meet here again in Guizhou. On behalf of IMTA and Chairman Mr. de Villepin, I'd like to extend our deep appreciation and welcome to all the Council members for attending this Council Meeting despite of your busy schedule. Some Council members even come here in spite of illness, which impressed us a lot.

Over the past period of time, through tireless efforts and intense work, all the colleagues in the Preparatory Committee for IMTA have worked hard in accordance with the laws and regulations of PRC on the establishment of international organizations and completed all the follow-up registration proceedings for IMTA with the support of Ministry of Foreign Affairs, Ministry of Civil Affairs, China National Tourism Administration, CPC Guizhou Province Committee and Guizhou Provincial Government as well as the generous support from all the members of IMTA. The inauguration ceremony of IMTA held just recently officially declared the establishment of the IMTA. Upon the completion of the pre-stage work for establishment, IMTA is now going to proceed with its routine work. The Secretariat, under the leadership of the Council, will also push forward the work according to the Statutes of IMTA as well as the annual plan.

There are four agenda items for this Council Meeting: First, we are going to brief you on the subsequent preparatory work of the IMTA since the General Assembly of IMTA in last September; secondly, we are going to deliberate the Plan for the Establishment of IMTA Secretariat; thirdly, we are going to review the three-year work plan of IMTA; and fourthly, we are going to review new applicants for accession to IMTA.

The Council of International Mountain Tourism Alliance comprises of 35 Council members, including 30 institutional Council members and 5 individual Council members. Wanda Tourism Holding Company naturally withdrew from the membership since it was sold

to another institution as a whole. Therefore IMTA Council effectively has 34 Council members. Today, totally 23 Council members are present at the meeting, including 19 institutional Council members and four individual Council members, which is above the two-thirds threshold of a quorum required by the Statutes of the International Mountain Tourism Alliance.

Next, we' ll proceed with the meeting according to the agenda. First, let' s proceed with the first item on the agenda. Please welcome Mr. Fu Yingchun, Executive Director of Preparatory Committee Office for IMTA, to report on the follow-up preparation of IMTA to the IMTA Council.

### 国际山地旅游联盟筹委办执行主任傅迎春：

各位理事：

根据国际山地旅游联盟筹委会的安排，我向理事会作国际山地旅游联盟后续筹备情况的报告。

#### 一、成立登记事项

2016年9月21日召开的“国际山地旅游联盟会员大会”，顺利完成了联盟筹建的主要议程，取得了重要的阶段性成果。此后，联盟筹建进入到国家审核及登记注册后续阶段。

2017年2月7日，国际山地旅游联盟获得中华人民共和国国务院批准成立。根据中国政府对设立国际性社会组织的相关规定，国家民政部、国家旅游局要求联盟筹委会在联盟获准成立后需要召开会员大会履行有关表决程序。鉴于去年9月召开的“首届国际山地旅游联盟会员大会”已经履行了前置表决选举程序，因此，同意采取通讯方式完成会员大会及理事会对联盟章程、理事会成员、联盟领导的表决事项。联盟筹委会于2月24日-3月24日，用一个月的时间，以通讯的方式向联盟111个会员发出意见函，共收到70家机构和个人会员的反馈表决意见；联盟理事会35个成员中，共有26个反馈了表决意见，均符合法定人数。受联盟筹委会的委托，中创联律师事务所对本次以通讯方式召开联盟会员大会及理事会的规范性、真实性进行了全程跟踪监督，并审核确认表决事项有效。3月31日筹委会向国家民政部提交了《贵州中创联律师事务所关于国际山地旅游联盟筹委会以通讯方式召开国际山地旅游联盟成立大会及理事会全体会议之法律意见书》，经审核同意，国家民政部、国家旅游局启动办理联盟登记注册程序。

2017年5月9日，国家民政部下达了《关于国际山地旅游联盟成立登记的批复》（民函〔2017〕100号），6月26日国际山地旅游联盟完成了所有登记注册手续，6月30日民政部向国际山地旅游联盟筹委会发放了《社会团体法人登记证书》。至此，国际山地旅游联盟经过九个月的努力，也就是去年9月份，首届会员大会以后，顺利完成了各项后续筹备工作，正式成为在中国注册成立的合法性国际组织。

#### 二、秘书处筹备工作

根据《国际山地旅游联盟章程》，秘书处为联盟的日常行政管理机构。为确保联盟正式成

立后各项工作有序运转，按照国际化标准，借鉴相关国际组织的运作模式，筹委会草拟了《国际山地旅游联盟秘书处组建方案》（送审稿），就内设机构的架构、职能、编制、职责等作了细化明确。《国际山地旅游联盟秘书处组建方案》（送审稿）提交联盟领导及相关部门审定，征求意见。按照国际组织运行规范和相关法律规定，筹委会草拟了《国际山地旅游联盟秘书处工作规则》，委托普华永道商务咨询（上海）有限公司草拟了《国际山地旅游联盟财务管理和薪酬管理制度》，对联盟秘书处运行规则和内控机制作了明确。按照国际山地旅游联盟的宗旨，结合联盟建设与发展的实际，在征询国际组织专家意见的基础上，草拟了以创新构建联盟合作发展平台为目标的《国际山地旅游联盟三年工作计划》（建议稿），提出了联盟近三年的工作思路和任务目标。围绕组建联盟秘书处以及其他的工作运行，开展必要的调研和对外联络工作。

### 三、联盟年会筹备情况

依照成立国际组织惯例及联盟章程，国际山地旅游联盟成立大会和首届年会定于2017年8月15-16日在贵州省兴义市召开。筹委会办公室根据筹委会和联盟领导的要求，一是细化工作方案。做好收集会员信息，拟定各类文稿，整理会议资料、报批联络等基础工作。二是对接会员参会及接待事项。当时在没有确定具体会议时间之前，5月18日先期向各理事会员单位发出预通知，并积极追踪确认会员信息反馈工作。三是做好会议议题设计。会前将联盟理事会议题、年会论坛主题、活动内容等进行了酝酿，与理事会员进行沟通协商，听取意见和建议，同时做好联盟成立仪式的方案设计，力求使首届年会开出成效。四是做好发展新会员工作。以优化结构、提层次、扩空间为标准，向部分海内外涉旅的团体发出了入会邀请函，借助各种有效渠道挖掘会员资源，逐步扩充会员队伍。（这次有15位新入会的会员，他们提交了申请，这次也是提到理事会来审议。）

需要说明的是，根据有关法律规定，联盟在未完成成立注册登记手续之前，不能开展筹备工作之外的活动。因此，在首届会员大会后的一段时间里，联盟筹委会的工作重心主要放在完善手续登记注册及秘书处组建上。筹建国际组织是一项复杂而系统的工程，国家对发起成立国际组织有严格的规定和审批程序，筹建国际山地旅游联盟是一项开创性的工作，层次高、涉及面广、细节要求高，尽管在这过程中有不少困难和问题，但在各发起会员的通力配合下，特别是在国家民政部、国家旅游局的大力支持和悉心指导下，联盟筹委会圆满完成了登记注册的所有手续，使国际山地旅游联盟成功登上世界舞台，成为全球唯一的以山地旅游为定位的国际组织，也是在中国成立的第二个国际旅游组织。至此，联盟筹委会已完成了其历史使命。对于我们，创建国际组织是一项全新的开创性工作，没有可参照的样本和可复制的模式可循，加之受时间、人力和经验所限，在筹备过程中，工作难免有疏漏和不足之处，希望得到各位理事的理解、谅解；更要感谢各位在联盟整个筹建过程中自始至终给予我们的悉心帮助和有力支持。

汇报完毕。谢谢大家！

**Fu Yingchun, Executive Director of the Preparatory Committee of IMTA:**

Dear Council members,

Entrusted by the Preparatory Committee for IMTA, I'd like to report on the follow-up preparation of the IMTA to the IMTA Council.

**I. Registration proceedings for establishment of IMTA**

The “General Assembly of the International Mountain Tourism Alliance” held on 21 September, 2016 successfully wrapped up all the main agenda items for IMTA's establishment and achieved significant milestones. Following this, the preparation for the establishment of IMTA entered into the follow-up stage for state approval and registration.

On 7 February, 2017, IMTA was approved for establishment by the State Council of the PRC. In accordance with the relevant provisions of the Chinese government on the establishment of international social organizations, the Ministry of Civil Affairs and the China National Tourism Administration required the Preparatory Committee for IMTA to hold a General Assembly after obtaining approval for establishment to perform relevant voting procedures. As “the First General Assembly of the International Mountain Tourism Alliance” held in September last year had completed the pre-voting and electoral procedures. It was then agreed that the voting of the General Assembly and Council on the IMTA Statutes, Council membership and leadership of the IMTA would be conducted by correspondence. From 24 February to 24 March, the Preparatory Committee for IMTA spent one month sending letters of opinions to 111 members of IMTA by correspondence and received voting opinions returned by 70 institutional and individual members; out of the 35 members of the Council, 26 members returned their voting opinions, both of which met the quorum for voting. Engaged by the Preparatory Committee for IMTA, Zhongchuanglian Law Firm monitored and supervised the whole process of the IMTA General Assembly and Council meeting conducted by correspondence to ensure standardization and authenticity, and confirmed the voting was effective after review. On 31 March, the IMTA Preparatory Committee submitted the Legal Opinion of Guizhou Zhongchuanglian Law Firm on Holding the Inauguration Assembly and General Assembly of the Council of the International Mountain Tourism Alliance (IMTA) by the Preparatory Committee for IMTA through Correspondence to the Ministry of Civil Affairs. Upon review and approval, the Ministry of Civil Affairs and China National Tourism Administration initiated the registration process of IMTA.

On 9 May 2017, the Ministry of Civil Affairs issued the Reply on the Establishment and Registration of the International Mountain Tourism Alliance (MH [2017] No.100). On 26 June,

the IMTA completed all the registration procedures. On 30 June, the Ministry of Civil Affairs issued the Registration Certificate of Social Organization Legal Person to the Preparatory Committee for IMTA. By this time, over nine months of efforts since the First General Assembly of IMTA in last September, IMTA successfully concluded all the follow-up preparations and officially became a legal international organization registered and established in China.

## **II. Preparation for the establishment of the Secretariat**

According to the Statutes of the International Mountain Tourism Alliance, the Secretariat is the routine administrative body of the IMTA. To ensure orderly operation of the Secretariat after the official establishment of the IMTA, the Preparatory Committee has drafted the Plan for the Establishment of the IMTA Secretariat (draft for review) based on international standards and with reference to the operation models of the relevant international organizations. The plan includes detailed provisions on the structure, functions, staffing and responsibilities of its in-house organs. The Plan for the Establishment of the IMTA Secretariat (draft for review) has been submitted to the IMTA leadership and the relevant authorities for approval and opinion solicitation. In accordance with the operation rules of international organizations and the relevant legal provisions, the Preparatory Committee has drafted the Rules for the Work of the Secretariat of the International Mountain Tourism Alliance, and engaged PricewaterhouseCoopers Information Technologies (Shanghai) Co., Ltd. to draft the Fiscal and Remuneration Management Policy of the International Mountain Tourism Alliance, which specifies the operation rules and internal control mechanisms for the IMTA Secretariat. Consistent with the purposes of the IMTA and in light of the practical needs for construction and development of the Alliance, we have drafted the Three-year Work Plan of the International Mountain Tourism Alliance (proposed draft) with the aim of building the IMTA into a platform for cooperation and development through innovation based on the opinions of the experts of international organizations, putting forward the general approach to and objectives for the work of the IMTA in the next three years. We have also conducted necessary study and made liaison efforts to facilitate the establishment of the Secretariat and operation of other work.

## **III. Preparation for the annual meeting**

According to the norms for the establishment of international organizations and the IMTA Statutes, the Inauguration Assembly and First Annual Meeting of the IMTA is scheduled to be held in Xingyi, Guizhou Province on 15 and 16 August, 2017. Upon the instructions of the Preparatory Committee and IMTA leadership, Preparatory Committee Office will firstly work

out a detailed plan, collect the required member information, prepare various documents and meeting material, and complete the basic reporting and liaison tasks. Secondly, Preparatory Committee Office will deal with matters relating to meeting participation and reception of members. Before the time of this Meeting was confirmed, we sent pre-notices to Council members on 18 May in advance and have actively followed up and confirmed with members and information feedback. Thirdly, Preparatory Committee Office will work on the design of agenda items. Before the Meeting, we were designing the agenda of the IMTA Council as well as forum topics and content of the annual meeting. We have also communicated and consulted with Council members for their opinions and feedback to ensure productive results of the first annual meeting while working on the design of plan for the inauguration ceremony of IMTA. Fourthly, we will bring in new members. Aiming at structural improvement, level enhancement and space expansion, we sent invitations to some of the major Chinese and overseas tourism groups, leveraged all possible channels to explore member resources, so as to gradually expand the IMTA membership. (There are 15 new members who have submitted their applications for Council members to deliberate.)

It needs to be noted that according to the law, before IMTA completes the registration, it is not allowed to engage in any activity other than the preparatory work. Therefore, for some period of time after the first General Assembly, the Preparatory Committee for IMTA's main task has been improving and completing the registration and the establishment of the Secretariat. The preparation and establishment of an international organization is a complex and systematic project. China has strict requirements and examination and approval procedures on the establishment of international organization. The preparation and establishment of IMTA is a groundbreaking endeavor that requires a high level of expertise, involves a wide range of factors, and has demanding requirements on details. Thanks to the concerted cooperation of our founding members, especially the strong support and meticulous guidance from the Ministry of Civil Affairs and China National Tourism Administration, the Preparatory Committee for IMTA have successfully completed all the registration procedures and ushered the IMTA into the world stage despite the difficulties and problems, making IMTA the only international organization dedicated to mountain tourism and the second international tourism organization established in China. At this point, the Preparatory Committee for IMTA has fulfilled its historic mission. To us, the creation of an international organization is a brand new pioneering enterprise with no example for reference or model to replicate. Moreover, due to the constraint of time, manpower and experience, errors and mistakes in the course of preparation



are inevitable, which we hope can be understood by all the Council members. We'd also like to thank you all for your meticulous assistance and strong support throughout the whole preparation process.

That's all for my report. Thank you!

**主持人：**筹建一个国际组织是个比较复杂的系统工程，中华人民共和国包括其他国家都有严格的规定、严密的程序，联盟从筹备工作启动到现在获得批准，除了得到中国相关部门、贵州省委省政府、各位理事、各位会员给予的悉心指导和大力支持之外，联盟筹委会及办公室的全体同仁，做了大量的、细致的甚至是艰苦的工作，他们的工作是卓有成效的，可以说是已经圆满胜利地完成了筹委会及办公室的工作，我提议让我们以热烈的掌声对傅迎春以及筹委会的全体同志表示衷心的感谢！

下面进行第二项议题，审议联盟秘书处组建方案。请联盟秘书长何亚非先生就联盟秘书处组建方案作说明。

**Moderator:** The preparation and establishment of an international organization is a complex and systematic project. China, as with other countries, has strict rules and procedures for the establishment of an international organization. Since the start of IMTA's preparatory work, in addition to meticulous guidance and strong support from relevant Chinese authorities, Guizhou Party Committee and provincial government, Council members and the membership, all colleagues of Preparatory Committee for IMTA and Preparatory Committee Office have also done a good deal of meticulous and even difficult work, which is highly effective. It can be said that the work of Preparatory Committee for IMTA and Preparatory Committee Office has been completed successfully. I propose we express heartfelt thanks to Mr. Fu Yingchun and all the staff at the Preparation Committee Office with warm applause.

Now we move to the second item on agenda, which is the deliberation of the Plan for the Establishment of the IMTA Secretariat. Mr. He Yafei, Secretary-General of IMTA will report on this proposal to you.

**国际山地旅游联盟秘书长何亚非：**谢谢邵琪伟副主席

各位理事：

今天上午正式成立了国际山地旅游联盟，作为联盟的办事处机构秘书处也要即日开始正常运营，为了确保联盟秘书处尽快开展工作，根据联盟的章程和秘书处内设机构和运转需要，我们已经拟定了一个秘书处的组建方案，在一本册子里面已经发给大家了，中英文的。这个组建方案不

需要作太多说明，我想做一个补充的提名，请大家审议。

因为现在秘书处已经从筹备阶段进入正式工作阶段，今天就是分界线。目前只有秘书长一个人，我是秘书长，所以必须得有助手，必须得有得力的工作人员，所以从实际工作考虑，我们建议在目前这个阶段，国际山地旅游联盟秘书处除了秘书长以外，我们设执行秘书长一人，执行秘书长是副秘书长级别，负责秘书处的常务工作，另外再设副秘书长两人，就秘书处来说，这四位是一个领导集体。

从工作能力和在筹备工作中的实践表现来看，我们也考察了一些人员，今天作为联盟的秘书长，我正式提名傅迎春先生，作为联盟秘书处的执行秘书长，就是刚才给大家汇报筹备工作的傅迎春先生。

傅先生原来任贵州省旅游局的局长，现在担任贵州旅游协会的会长，也是联盟筹备委员会办公室的执行主任，他在旅游界很有声望，工作能力很强，人脉关系也很好。我相信他能够担当起联盟秘书处日常工作负责人的职位。

第二，我提名吴迈先生为副秘书长，吴先生现在任贵州省旅游发展委员会的副巡视员，相当于副局长，贵州旅游协会副会长兼秘书长，他是联盟筹备委员会办公室的副主任，同样吴先生与傅先生两个人为筹备工作做了很多工作，吴先生是在傅先生的领导下开展工作的，做了很多工作，也非常能干。所以从各个方面来看，都是执行秘书长、副秘书长非常好的人选，所以我把这两个人提名给理事会。

同时，我要说明一下，傅先生和吴先生在联盟秘书长任职，不领取报酬。

还有一位副秘书长的人选，现在暂时空缺，秘书处将根据以后工作的需要，再进行提名，并且履行程序，报告理事会。

这个组建方案以及我所做的提名，请理事会审议。谢谢大家！

**Mr. He Yafei, Secretary-General of IMTA:** Thank you, Vice President Shao Qiwei.

Dear Council members,

This morning, we officially inaugurated IMTA. As the executive office of IMTA, the Secretariat also needs to start its operation today. To ensure that the Secretariat starts its work as soon as possible according to the Statutes of IMTA as well as the operation needs of the Secretariat's internal organs, we have already prepared a proposal for the creation of the Secretariat, which can be found in a booklet which has been distributed to you in both Chinese and English. I suppose not much explanation is needed here for this proposal. Here I want to make an additional nomination for you to deliberate.

Since the Secretariat has moved from the preparatory stage to the officially operational stage and today is the watershed. But we only have the Secretary-General appointed so far.



That's me. So, I need aides. I need capable staff to support me. Based on practical needs of our work, I propose, for the time being, to add an Executive Secretary-General for IMTA Secretariat at the Deputy Secretary-General level to take charge of the routine work of IMTA Secretariat and two Deputy Secretaries-General. That means the Secretariat's leadership have four officers.

We looked through the profiles of a number of candidates in terms of competence and the performance during the preparation of IMTA. As the Secretary-General of IMTA Secretariat, I officially nominate Mr. Fu Yingchun, who just now reported to you on the preparation work, as the Executive Secretary-General.

Mr. Fu is the former Director-General of Tourism Administration of Guizhou Province and now serves as President of Guizhou Tourism Association and Executive Director of IMTA Preparatory Committee Office. He is highly regarded in the tourism sector, has strong capacity for his work and a lot of connections. I believe he is competent for the position of Executive Secretary-General of IMTA Secretariat.

And I also nominate Mr. Wu Mai as Deputy Secretary-General. Wu Mai currently serves as Associate Counselor of Guizhou Tourism Development Committee, equivalent to the Deputy Director-General Level, as well as Vice President and Secretary-General of Guizhou Tourism Association. He is Deputy Director-General of IMTA Preparatory Committee. Mr. Wu Mai and Mr. Fu both have done a lot for the preparation of IMTA. Mr. Wu Mai is very capable and has done a lot of good work under the leadership of Mr. Fu. On almost every measure, I think Mr. Fu and Mr. Wu Mai are good candidates for Executive Secretary-General and Vice Secretary-General. So that's my two nominations for the Council to consider.

In the meantime, I should note that Mr. Fu and Mr. Wu will not receive any compensation for their position as Secretary-General.

And there is a vacancy for another Deputy Secretary-General. The Secretariat will later make the nomination based on the needs arising from future work, perform the relevant procedures, and report to the Council.

This is the proposal and nominations I've put forward for your review. Thank you!

**主持人：**国际山地旅游联盟秘书处组建方案，已经发给各位理事。大家有什么意见请发表，同时对秘书长刚才对秘书处组建的人选，尤其是副秘书长级的执行秘书长一人，另外再设两位副秘书长，具体人选，执行秘书长提名是傅迎春先生，刚才他做了介绍，副秘书长的人选是吴迈先生。请大家一并审议，还有一位副秘书长暂时空缺，根据工作需要实时增补。请诸位发表意见。

**Moderator:** The Plan for the Establishment of the IMTA Secretariat has already been distributed to the Council members. Do you have any comments? And please consider the candidates for positions at the Secretariat that Secretaries-General nominated just now, especially one Executive Secretary-General at the Deputy Secretary-General level and two Deputy Secretaries-General. Mr. He Yafei nominated Mr. Fu Yingchun as the Executive Secretary-General and Mr. Wu Mai as Deputy Secretary-General. Another Deputy Secretary-General has not been nominated for the time being. But it's going to be added as we go forward based on the needs of the practical work. Please make your comments.

**弗朗西斯科·弗朗加利:** 我想祝贺秘书长先生，也要祝贺傅先生，祝贺你们完成所有的手续并且现在联盟已经正式成立了。但是我还是有一些问题，去年我们在这里开会的时候，我已经看到有很多的工作得以完成，因为有各方面的支持以及中国中央政府的支持。我也知道在中国还有其他一些国家，这些手续是十分复杂的，但是仍然用了一年多的时间来完成所有的事情。现在我希望我们可以展望未来，继续推进工作。在今后工作当中，前进的方向不是在程序上，不是在法律上，也不是在秘书处的组建上，虽然它们都很重要。我们需要更加关注的是具体的活动和具体的工作，待会儿还会有关于联盟的具体工作的一些探讨，包括今天下午也有。

关于秘书处，主席先生刚才也请我们审议提名和建议，我非常欢迎傅迎春先生的提名，这个岗位非常重要，而且他在联盟目前为止的工作当中发挥了非常重要的作用，是一个关键的人物。秘书长，我支持您的这个提名。

我也非常支持您就吴先生的提名。秘书处应该专业化和国际化。所谓的专业化，我不太赞成这样一个建议，就是副秘书长不领工资，免费在秘书处工作。在我的国家法国，所有的工作都是应该有报酬的，可能报酬不见得很多，但是既然是请他们做专业的工作，应该付出报酬，是一种等价交换。所以，我想看看人们的选择。

这个组织需要真正的国际化。我在开幕式的时候，觉得很喧闹，我很不自在。好像中国代表特别多，但是国际代表不是很多。我觉得作为一个国际化组织，至少是一个非政府组织，我们一定要传达出国际化的信号和感觉。这是我目前的一些建议。

以上就是我的意见，我还想听听其他人在活动方面的想法，因为这是最根本的。如果你们想吸引更多的会员，如果你们想留住现有的会员，你们应该提供服务给会员。所以这是一个更重要的想法，我们必须在这里还有以后的会议中讨论。

**Francesco Frangialli:** I would like to congratulate the Secretary General and Mr. Fu for all the work you have done to complete the formalities and to have announced the IMTA

becoming operational. However, I have some other opinions. When we were together last year here, I saw that that work has been done already because IMTA already received the support from the Central Government of China. And I know this in China as in many countries. But still it has taken one more year to finalize everything. And here, I hope that now we can move forward. Moving forward is not on procedures even it's important, not on the legal text, not even on the organism of the Secretariat, but on the activities. Maybe I should make another intervention. Later on the activities, in any case, I will speak about that this afternoon during the Forum.

Concerning the Secretariat, Chairman asked for filling an election. I really welcome the nomination of Mr. Fu Yingchun as the key person for the creation of the organization. He has been the central person. And even the existence of IMTA is because of him. So I support your suggestion Mr. Secretary-General and I welcome also your proposal concerning Mr. Wu.

Now it seems that the Secretariat should be professional and should be international. Professional, I am not in favor of your suggestion that the Deputy Secretary-General should not be paid, I think he should be paid. We say in my country in France that every work deserves a salary; they should be paid not in huge amount. But still, if you want them to do professional work, you should pay something in exchange. Consequently, I would like to see the choice of people.

This organization has to become real international. I felt uneasy at the opening ceremony when I see the noisy inauguration of the break. If you want to be an international organization, even at least non-governmental, you have to have this international feelings and attitude. And this is to be effective, I think, within the structure of this Secretariat. So these are the comments I would like to make on the stage. And I hope to listen to the opinions of others about the activities because it is fundamental. If you want to attract your members and if you want keep relation with the existing members, you have to provide services in exchange. So this is a more important thought that we have to discuss here and in the other events of the Conference.

Thank you!

**主持人：**谢谢弗朗加利先生，他是前联合国世界旅游组织的秘书长，现在还是名誉秘书长，他是很经验的。谢谢他。各位还有什么需要发表的意见。

**Moderator:** Thank you, Mr. Frangialli. Mr. Frangialli is the former Secretary-General and currently the Honorary Secretary-General of UNWTO. He is very experienced. Thanks for

his advice. Any other comment?

**泰国旅游协会：**我是泰国旅游协会前会长，现在是顾问，这次参加会议非常荣幸。世界各地不同国家的山地旅游是非常不同的。例如，泰国北部过去非常贫穷，所以在泰国的那部分人，他们中的很多人都是少数民族。他们过去过着艰苦的生活。因此，他们主要依赖于海洛因和其他毒品的交易来维持生计。泰国国王来到泰国北部地区。他要求当地居民停止种植毒品，因为这真的是有害的。于是，泰国国王告诉他们要改变生计，并让他们种植水果。他还建造了很多花园，包括泰国北部的一个皇家宫殿。现在泰国北部的鲜花、花园、宫殿、寺庙都非常美丽。甚至茶园也成为了旅游胜地。许多中国游客到那里去。我们做了很多促销活动。因此，我真的希望我们能充分了解山区不同地区的不同地方环境，以便我们能够交流经验和信息。谢谢！

**Thai Travel Agents Association (Anake Srishevachart):** I am the former president of Thailand Tourism Association. And now I am the Chief Adviser. I' m very happy to have this opportunity to participate in this discussion. Mountain tourism in different countries and different parts of the world is very different. For example, the northern part of Thailand used to be very poor, so people in that part of Thailand, many of whom are ethnic minorities. They used to have a very hard life. So they primarily depend on the trade of heroin and other drugs for livelihood. The King of Thailand came to the northern region of Thailand. And he asked the local residents to stop growing drug plants because it' s really damaging. So the King of Thailand told them to change a livelihood and he told them to grow fruits. And also he built a lot of gardens including one of the royal palaces in northern Thailand. Now the northern part of Thailand is really beautiful with flowers, gardens, palaces, temples. Even the tea plantation has become a tourist attraction. Many of Chinese tourists go there. And we did a lot of promotions. So I really hope that we have full knowledge of the different local contexts in different parts of the mountain regions so that we can exchange our experiences and information.

**主持人：**谢谢会长，我去过那里。

**Moderator:** Thank you. I' ve been there myself.

**尼泊尔旅游旅行协会：**我来自尼泊尔，代表尼泊尔旅游推广局。尼泊尔是一个山地国家，一直都是以山地旅游著称的，我们也是在这方面积极地推动山地旅游，实际上有很多的这样一些山地旅游，都是从尼泊尔发起，很多山地运动从尼泊尔兴起。我们经验非常丰富，我们推行山地旅

游确实很多经验可以分享，感谢这次国际山地旅游联盟的成立，在中国政府和贵州政府的支持，感谢把尼泊尔作为理事成员接纳到理事会，所以我非常期待未来跟大家一起工作。

**Nepal Association of Tour & Travel Agents (Madhu Sudan Acharya):** I'm from Nepal representing Nepal Association of Tour & Travel Agents. It is known to all that Nepal is a typically mountainous country. Tourism of Nepal has really initiated by the mountain tourism. And we have been set up a good example of tourism, of promoting mountain tourism in Nepal. Seeing that many areas are mountainous areas, we started tourism in Nepal. Although we have to do a lot more, we have much experience in how to promote mountain tourism. And I would like to thank IMTA, and Chinese Government and the Government of Guizhou Province for including Nepal as a Council member. And we can do a lot for the days to come.

Thank you.

**主持人：**尼泊尔确实是山地旅游起步很早，很有经验。这个议程是审议秘书处组建方案和秘书处刚才提议的执行秘书长和副秘书长人员，待会还有工作性质的意见和建议，在下一个议程，讨论三年工作计划的时候发表。

**Moderator:** Thank you. Indeed, Nepal starts early and has a lot of experience in mountain tourism. This agenda item is to discuss the plan for the establishment of the Secretariat as well as the nomination of its Executive Secretary-General and Deputy Secretaries-General. In the next agenda item, opinions and suggestions on the nature of work can be put forward when we discuss the three-year plan.

**国际民间艺术组织：**我叫陈平，我是国际民间艺术组织的全球副主席，我想就弗朗加利先生刚才提出的问题进行商榷。我本人是在一个国际NGO组织里工作，秘书处的工作确实非常重要，我们机构170多个分会国，秘书处工作非常强大，但是由于NGO有着它的自身缺陷，比如经费问题，比如每个人都是志愿者问题，就导致了，由于大家这种信息沟通，影响了工作质量。刚才弗朗加利先生说到了国际性问题，我个人认为秘书处的工作，我们IOV的工作方式，秘书处由秘书长指定工作人员，我们的秘书处曾经在奥地利，便于它的工作方式，秘书处指定所有工作人员，这样便于日常构成。如何凸显它的国际性，就是在理事会里面，我们在每个项目和每个议程的时候，我们根据互联网时代这样一个便捷，召开互联网的会议，这样也能够突出它的国际性。

所以我想还要考虑到它的实操性，因为我相信我跟贵州省政府已经合作了六年，特别是对傅迎春先生和吴迈先生的工作能力和强大的运营能力，我是有所了解的，所以我希望这个机构如果

能够作为一个国际性未来强有力的，在山地旅游上面有所建树的机构，还是需要有一个强大的运营团队，就是秘书处，我本人认同和同意刚才何秘书长的提议，秘书长让傅迎春先生在这样一个专业团队领导下负责日常工作。

体现它的国际性就是在理事会上面，还有项目运营上面的时候，是不是可以成立一些专家顾问小组，我们也是有经验的。这个方面突出它的国际性，因为我们必须考虑到将来大家的工作困难性，因为每个人都有自己的工作，不会把所有时间投入到运营当中去，所以秘书处工作非常重要。这是我以上的意见。谢谢大家！

**International Organization of Folk Art (Chen Ping):** I am Chen Ping, Vice President of International Organization of Folk Art (IOV). I'd like to discuss the question raised by Mr. Frangialli just now. I'm working for an international NGO. Indeed, the Secretariat is very important in an organization. We have more than 170 country members at present and the Secretariat is a very important role. However, an NGO has its own deficiencies, such as short of funding and all staff working as a volunteer. Therefore, quality of work may be compromised due to insufficient information exchange. Just now Mr. Frangialli talked about being international. IOV works in a way that Secretary-General appoints its own staff. For the convenience of work, the Secretariat used to be situated in Austria. The Secretary-General appoints their entire team for its routine composition. So how do we highlight the international side? At the Council level, when we are deliberating on every project or agenda item, we can leverage the convenience of Internet era to hold teleconference. This is also a way to highlight the international nature.

So I think we should also taking practicality into account. I've been cooperating with Guizhou Provincial Government for six years and I've been impressed by the capabilities of Mr. Fu and Mr. Wu, so I do have my faith in them. If this organization hopes to become an international and powerful one that makes a real difference in mountain tourism, it certainly needs a strong operation team, which is the Secretariat. So, I agree and concur with Mr. He's nomination of Mr. Fu Yingchun as the Executive Secretary-General to take charge of routine work under the leadership of a professional team.

Its international nature is reflected on the Council Meeting level. As for project operation, I suggest we set up some expert panels. In our organization, we do have some experience in it. I propose to reflect internationality in this way because we have to consider the difficulties of everyone. Everyone would have his or her own job and would not devote all their time to the operation, so the work of the Secretariat is very important. These are my opinions. Thank you!

**主持人：**秘书长就刚才几位发表的意见做一个回应。

**Moderator:** Now Secretary-General would like to reply to the comments made just now.

**何亚非：**非常感谢各位的意见，感谢各位理事提出的意见，我的回应，首先是回应一下弗朗加利和其他几位提出的一些疑虑。首先就是专业性，要专业性的话，我们秘书处必须要建立在国际组织的标准上来成立。我们相信弗朗加利刚才提出的担心，可能主要是在薪酬、工资的安排上面，傅先生和吴先生两位也提出不授薪，我本人也是不领薪的。这个阶段，秘书处的领导层是不授薪的，也是志愿工作，我们三位都是志愿工作。我们自愿选择不领取任何秘书处发出的薪酬，目前来说是这么一个安排，并不意味着其他的秘书处工作人员同样是无薪工作。我们只是说标准程序或者标准操作程序上来说，秘书处的工作人员是领薪的，也是跟其他国际组织的做法一致，但是只是讲我们三位目前来说不领薪酬。这是我想回应的第一点。

第二点，您讲到的国际性，您说的没错，陈平女士刚才也讲到了，秘书处可以跟理事会稍有区别，我同意，但是我也希望我们联盟秘书处，尽量做到跟我们理事会同样的国际性，但不幸的是因为是在贵州发起、在中国发起，所以目前来说，我们的员工还是全部中国本地的员工。

同样，我还是要补充，我的想法是希望能够有更多的国际员工在后续加入，稍后的人员招聘，将会开放给来自其他国家的人员，我们希望能够有一个国际化的秘书处，尽量达到高度的国际化。

我个人的意见，目前来说，我们还有另外一个副秘书长的职位空缺，我个人是希望这个职位由一位中国以外的人士来担当。谢谢！

**He Yafei:** Thank you for your comments. Let me respond to some concerns expressed by Mr. Frangialli and other members. The first is about being professional. To be professional, our Secretariat must be established based on the standards of international organization. I believe Mr. Frangialli is mainly concerned about the remuneration and wage arrangements. Mr. Fu and Mr. Wu have proposed not to receive any compensation themselves. I will do the same. For the time being, the leadership of the Secretariat does not receive any salary, and we all work voluntarily. We have voluntarily opted not to receive any compensation from the Secretariat, for the time being. That does not mean that other staff of the Secretariat will not be paid. It's not the standard procedure or standard operating procedure of the Secretariat. The Secretariat staff will be paid on a par with other international organizations. This is just referring to the three of us. That's the first point to which I want to respond.



The second is about being international. You are right about it. As Ms. Chen Ping said, the Secretariat may be slightly different from the Council. I agree with that. But I also hope our IMTA Secretariat can be as international as the Council. Unfortunately, it is initiated in Guizhou, China so the staffs are all Chinese for the time being.

Again, I want to add that my intention is to have more international staff. So the recruitment later on will be open to people from other countries. We hope to have a highly international Secretariat to the greatest extent.

Currently, we have a vacancy for another Deputy Secretary-General. In my personal opinion, I hope that vacancy can be filled by someone other than Chinese. Thank you!

**主持人：**刚才何亚非秘书长对弗朗加利先生提出的一些意见，做了一个回应。我建议关于第一个组建方案，如果没有不同的意见，我们就原则性同意和通过，如果有什么新的意见，可以用书面形式发给秘书长或者执行秘书长。

**Moderator:** Secretary-General He Yafei has responded to some of Mr. Frangialli's concerns. Regarding the plan for the establishment of Secretariat, may I suggest we just agree and adopt this plan in principle? If you have any other opinions, please send your opinion to the Secretary-General or Executive Secretary-General in writing.

**弗朗加利：**我并不是太赞成这样一种程序，我们现在有理事会，已经在场开会了，我们也表达了自己的各位理事的个人意见，我知道95%都完全同意秘书长的意见。但是如果我们有一些意见，我们现在就应该把意见提出来，不要再后续把意见用邮件的方式提交，今天就是理事会的会议，我们也同意秘书处组建的一个方案和结构，但是我并不希望以后再把一些例外意见用邮件提交。一般来说在我们理事会会议上就应该决定下来。

**Frangialli :** I am not so much in favor of such a procedure. We have a Council here and we expressed our opinions. 95% of us are in a completely shared point of view of the Secretary-General. But if we have some comments, I think we should make these comments now and not to send by mail afterward. We decide as the members of the Council today and we agree with the proposal which is made to us about the structure of the Secretariat. But I don't like the idea of sending exceptional opinions to afterwards. Nobody should be doing the meeting without decision.

主持人：同意你的意见。

**Moderator:** I agree with you.

**魏小安：**搞国际组织，我们已经积累了一些经验，所以实际上这个问题涉及到两个方面，一个方面就是国际山地旅游联盟经费问题，这是一个绕不开的问题，这也是一个阶段性的问题，第一个阶段肯定是贵州省人民政府支持，不支持的话也做不起来。但是省政府长期支持也是问题，不在于有钱没钱，在于这个钱花的合理不合理。现在来说就有难度，我们的经费列入到省政府的预算，就得进入省人民代表大会的审查，人民代表就会说，贵州省人民为什么要给世界做贡献，这是一个现实问题，北京就碰到这个问题。当然这是第一个阶段。所以第一阶段的时候，我觉得秘书长、执行秘书长不领薪这是对的，因为我们是艰苦创业的。但是越是这样，越能逼着大家奋斗，所以这个过程当中，我们会有一系列的活动开展起来，其中也有一些商业性的收入。

第二阶段可以考虑领薪，领薪不领薪不完全是姿态问题，是一个现实问题。第一步，因为我们相当于在伸手要饭吃，我还说伸手要好饭吃没有道理，但是我做出一碗饭来，做得很好，这可以。所以要靠国际上、世界上的资源整合和支持，这就是一个阶段性问题。

**Wei Xiao' an:** For running an international organization, we have accumulated some experience and it actually involves two aspects. First of all, it's about the funding issue of IMTA which is an inevitable and stage-specific issue. At the first stage, it shall be funded by the People's Government of Guizhou as IMTA can not get started without the funding of Guizhou. However, the long-term support from the provincial government is also a problem. It is not about how much we get but about whether we use money reasonably. As for now, it is difficult to some degree. If our funding is included in the budget of the provincial government, it will be subject to review by the provincial people's congress, and the people's deputies may question why Guizhou people have to make such contribution to the world. This is a practical issue that Beijing has encountered before. Of course, this is the first stage. Thus, I think it is right for Secretary-General and Executive Secretary-General to receive no salary. A cause like this requires painstaking efforts. However, the harder the conditions are, the more efforts we are forced to make. Thus in this process, we will get started a series of activities, including some which can generate commercial revenue.

In the second stage, salary can be considered as receiving salary or not is not totally about attitude but about reality. For the first step, it is not reasonable to impose requirements on the funding we get as we are effectively begging for money. But it is feasible if we can do it well and

make money. Thus, the dependence on integration and support of international and worldwide resources is stage-specific.

**主持人：**我们现在是第一阶段初创时期，中国有一句话是万事开头难，下一步第二阶段、乃至第三阶段，希望更好发挥各位理事和各位会员的作用。如果对组建方案没有新的意见，就通过。对秘书长提议的秘书处的执行秘书长、副秘书长的人选也赞成和通过。

下面进行会议第三项议程，审查联盟三年工作计划。请联盟秘书长何亚非先生报告就《国际山地旅游联盟三年工作计划（审议稿）》，做简要说明。

**Moderator:** We are in the initial stage. Although a Chinese saying goes like “the first step is the hardest”, the role of each Council member and each IMTA member can be given a better play going forward into the second or even the third stage. If you have no further suggestion on the establishment plan, it will be adopted. The nominations of Executive Secretary-General and Deputy Secretaries-General of the Secretariat by the Secretary-General will also be approved and adopted.

Let's move to the third agenda item, reviewing IMTA's three-year work plan. Let us invite Mr. He Yafei, Secretary-General of IMTA to brief the Three-year Work Plan of International Mountain Tourism Alliance (Draft).

**何亚非：**各位理事，下面我就国际山地旅游联盟三年工作计划，已经发给大家，中英文都有，审查稿或者审核稿，做一个简单的说明。

刚才已经有理事说，我们因为种种原因，很多工作拖了一年，现在不管怎么说，我们正式成立了，工作就要开展起来。我完全同意。所以秘书处筹委会工作的基础上，制定了这么一个三年的工作计划审核稿。

原则、目标都已经在审核稿里面了，不重复了。我想讲一讲我们对下一阶段工作的考虑。主要的任务有四项，或者说四个方面的工作。

首先就是要完善组织机构的建设，因为这个都是全新的，在成立仪式上，邵琪伟副主席和几位嘉宾也说了，我们是国际上第一个专门在山地旅游领域成立的国际组织，也是中国创造的第一个这样的组织，万事开头难，开头就是把我们的机构，特别是秘书处要尽快地成立起来、健全起来，这个要按照国际组织的要求和规范来做，我想理事会会同意我的意见，联盟其他领导在以前的场合当中也跟我反复强调过，国际组织成立以后，一定要按照国际的规则来运营。要借鉴其他国际组织的经验，建立规范的运行管理体系，要吸收国际的人才。

组织机构建设方面，我们还想建立相关的专家委员会，刚才陈平女士也提到了，专家委员会

各个行业的分会，以及我们在境外可能还要设立代表处，我们的分支机构，这样就可以搭建有效的平台，促进会员之间的国际交流与合作，促进山地旅游有关国家之间的交流与合作。

我们联盟组织机构还有很重要的一项就是对外传播，一成立就得让人家知道，电话往哪打，有信息往哪发，有申请往哪递。所以我们想要很快建立联盟的中英文网站、微信公众号、办公地点、联系电话等等，要有一套联盟的传播体系，这是第一项工作。

第二项工作，我们要努力搭建会员对话、交流、合作的平台，我们计划除了召开联盟的年会以外，联盟应该有一个机制，要举办或者参与山地旅游的相关会议、论坛、博览会这样的活动，搭建会员间对话、交流、合作的平台，也扩大联盟的影响力。我们希望通过研究，通过专家能够制定和推广山地旅游的国际标准，为我们的会员提供资讯培训等服务，促进山地旅游领域的资本、人才各种资源的全球流动。

第三项工作，建设山地旅游产业发展的研究与评价平台，我们计划建立联盟自己的一个智库，因为联盟需要有智力的支撑，这个智库名称初步想叫“国际山地旅游研究院”，用来研究、制定、发布、推广与山地旅游相关的国际标准，开展山地旅游资源的评估、市场调查、指数预测、年度报告发布，并且研究预测山地旅游业世界范围的评价体系等等。

第四项工作，打造一个山地旅游投资合作与创新的平台。我们计划根据山地旅游的具体情况、市场需求，组织联盟的企业家俱乐部，这个名称理事会也可以帮我们把关，联盟的企业家俱乐部，或者联盟的企业家沙龙，就是为旅游有关的产业开展交流与合作，提供一个平台。有效利用旅游投资、融资的资源，也可以向会员推荐优质的项目。开拓投融资合作的渠道，从投资、融资方面，我们想适当的时候推动建立山地旅游投资的基金，这也是一个考虑。

总的来说，所有这些产业的活动，都要有利于山地资源的保护和有效利用，有利于山地旅游的创新发展。这是要做的简单的一个说明。请各位理事审议。谢谢大家！

**He Yafei:** Dear Council members, I will brief the draft of three-year work plan of International Mountain Tourism Alliance that has been distributed to you both in Chinese and English versions.

Some Council members has expressed that a lot of work has been delayed for one year for some reasons, but now that IMTA is established, such work should be done in any case. I totally agree. Thus the Secretariat prepared this draft the three-year work plan on the basis of the work of Preparatory Committee.

As the principles and purposes have been set out in the draft, I will not repeat them again. What I want to talk about is the considerations for the work in the next stage. There are mainly four tasks or work in four aspects.

First of all, we will improve the organizational framework as it is totally new and given the

fact Vice-chairman Shao Qiwei and some other guests indicated at the inauguration ceremony that we are the first international organization dedicated to mountain tourism in the world and headquartered in China. As the old saying goes “the first step is the hardest” . The first step is to set up and improve our institution, especially the Secretariat, as soon as possible in accordance with the requirements and standards for international organizations. I think the Council will agree with me. Other leaders of the IMTA have emphasized in several occasions that the IMTA must operate according to the international rules after establishment. Meanwhile, IMTA should also learn from other international organizations to build a standardized system for operation and management and a diverse workforce.

In terms of the construction of organizational structure, we propose to establish some relevant expert committees which Ms. Chen Ping has talked about, and set up representative offices overseas, our branches, so that we can establish an effective platform to promote international exchange and cooperation among members and advance the exchange and cooperation on mountain tourism among countries.

The other important issue for our organizational structure is external publicity, which means we have to make ourselves to be known, let people know how to contact us, obtain or send information, and how to file their application. Therefore, we want to establish the IMTA’ s website in both English and Chinese, WeChat official account, office locations, contact numbers etc. We will establish a set of publicity systems for the IMTA. This is the first task.

The second priority is that we have to strive to build a platform for conversation, exchange and cooperation among members. Thus, except for the annual meeting of IMTA, we also should hold or attend meetings, forums and expos relevant to mountain tourism as well as other events like the above mentioned under an established mechanism, so as to build a platform for conversation, exchange and cooperation among members and strengthen the influence of the Alliance. We hope to develop and promote the international standards for mountain tourism through research and experts, so as to provide our members with information, training and other services and promote the global flow of capital, talents and varied resources in the field of mountain tourism.

The third priority is to build a platform for studying and assessing the development of mountain tourism industry. Thus, we plan to build a think tank of our own as IMTA needs to be supported by brains. This think tank may be preliminarily named “International Mountain Tourism Research Institute” . It is designed to study, develop, issue and promote

the international standards relevant to mountain tourism, conduct the assessment on mountain tourism resources, market investigation, index prediction and issuance of annual report, and study and predict the assessment system of mountain tourism worldwide etc.

The fourth priority is to create a platform for the investment cooperation and innovation of mountain tourism. We plan to organize an entrepreneur club according to the specific circumstances and market demand of mountain tourism. In terms of the name, entrepreneur club or entrepreneur salon of IMTA, the Council can make a check. In fact, it is for the purpose of providing a platform for industries relevant to tourism to conduct exchange and cooperation. We can also recommend high-quality projects to members through effectively utilizing tourism investment and financing resources. In terms of investment and financing, we propose to promote the establishment of a mountain tourism investment fund at a proper time, so as to expand the channels for investment and financing cooperation.

To sum up, all such industrial activities should be in favor of the protection and effective utilization of mountain resources and the innovation and development of mountain tourism. The foregoing is just a brief explanation for what we propose to do for your deliberation. Thanks!

**弗朗加利：**因为我也讲到，我们需要成为一个国际化的组织，也需要很高质量的翻译，笔译和口译都很重要，所以我需要用法文讲。一个大会的翻译，在贵州这里的话，因为现在我们也是一个正式的机构，我们联盟成立之前，已经开始有翻译工作了，不仅仅是这方面的翻译，我想说从98年以来，已经很长时间了，当时我的倡议，每年或者有的时候两年一次，世界旅游组织在安道尔举办的山地旅游国际会议，已经有这样的传统，这些会议有一些概要，有一个ONT，就是我们的世界旅游组织里面也有这样一些文献，也可以翻译成中文，我带来的这些小册子是英文的，建议秘书处和团队，和ONT，和安道尔政府一起合作，做一些协调工作，我们做了相似工作。安道尔是非常小的国家，但是已经有经验了，他们是欧洲的国家，是世界的另外一端，我们可以有一些协同工作的作用，秘书长先生可以一个月之后参加世界旅游组织大会，在成都也有一个会议，可以参加，建立起这样的合作关系，也许是这样一个关系，和安道尔可以建立起合作关系。

关于其他业务，我有很多想法，关于山地旅游方面的经济方面的问题，我觉得这个很重要，因为在某些地区旅游，把山地经济做了很大的改观，泰国的同事也说到，泰国北部已经发生了这样的改变。在阿尔卑斯体系，非常穷的山民，非常孤立，突然非常富有，因为高山旅游，当然有一些冬季运动、滑雪等等，这些机制都要了解，因为旅游会创建很多附加岗位，不仅仅是核心岗位，附加一些链条上面，怎么样的一种机制，ONT有这样一个机制，联合国也有一个统计机构，有一个统计，可以运用到山地旅游当中。是不是有些服务可以付费的，比如有些地区需要了解山地旅游对于经济的影响，可以给他们提供一些付费服务。所以我特别赞成，要创建一种研究



院，当然这是名称问题，就是山地旅游研究院，我非常赞成。

今年是国际可持续旅游年，联合国大会通过决定的，环境是至关重要的。今天下午论坛的时候，我会谈到。山地旅游有一个大的威胁，就是气候变暖，巴黎气候协定已经签定一年多了，我们三年的时间要履行。经合组织做了一些评价、评估，比如德国，如果升温两度，德国山地旅游一半就会消失，如果升高四度，德国所有冬季山地旅游都会消失，这个至关重要，不仅仅对滑雪来讲，不光冬季运动，同时对于远足、登山，还有高山夏天旅游，也会有影响。

另外文化旅游，在山地旅游也是非常重要的，因为山地居民很多是孤立的，与世隔绝，一个山谷有自己的特色文化，风俗不一样，对于我们来说是一种财富，是一种资源，当然又是非常脆弱的资源，在经济、环境、文化方面，希望秘书处特别关注我们这几个方面的内容。谢谢！

**Frangialli :** For us, being international needs a good translation and interpretation. I shall speak in my own language French. So you can take on your earphones. The first thing is about the translation. I mean interpretation, translation services for the conference in a place like Guizhou because we are now an official organization. Actually, before IMTA was created, there was a lot of work in translation and interpretation that was needed. My point is, since 1998, actually that was a long time ago. But in 1998, I made a proposal which is that each year or once every two years, that's about the UNWTO. Actually, during that time, we had a conference of mountain tourism in a small country, the country of Andorra, very small. So there is already a tradition for discussing issues relating to mountain tourism on the international stage. So, for that conference, they had lots of outputs and lots of documents that were published. All these could be translated into Chinese. The booklet have here is in English, but I think maybe we can try translating it into Chinese. So I think, for the Secretariat and its team, maybe they can have discussions with the Government of Andorra to think about how this can be done. Andorra is a very small country. It's a country in Europe. But still, there can be a lot of good cooperation and coordination. So for the Secretary-General, I suggest that you take part in World Tourism Conference. And also your team, maybe you can go to these conferences. But there is another conference in Chengdu. Going to these conferences is a good way to establish exchanges. And also establishing ties and relations with Andorra is a good way to go forward regarding other issues of interest concerning the economics of mountain tourism. That's also very important.

For some regions, they already changed the economic landscape through mountain tourism. Just now the representative of Thailand spoke of that experience. And also the Alps, it used to be very poor. It's a mountain region. But nowadays, it has become extremely rich. They have a lot of offerings like skiing in winter. This is one part of the economics. It's



creating jobs. The jobs are directly related to tourism. But there are also some related sectors where you see a lot of jobs created. The United Nations has an organization which releases the statistics about tourism economics. It can be applied to mountain tourism too for some of their services regarding information. For example, maybe we can charge a fee for providing them such information. For example, if a country wants to get statistics and analytical reports regarding mountain tourism development, maybe we can provide them with such information but charge a fee. I also echo the suggestion to create a research institute for mountain tourism. This year is the United Nations' Year of Sustainable Development of Tourism. Sustainability is really critical. For this afternoon, actually at the Forum, I will also speak about a major threat we faced in mountain tourism which is the climate change. About a year or more ago, the Paris Accord was signed. We have about three years to implement responsibilities under the Paris Accord. OECD did an evaluation. For example, for Germany, if the temperature rises for 2 degrees, half of the mountain tourism in Germany will be wiped out. If the temperature goes up by 4 degrees, the totality of German mountain tourism will be wiped out. It's not just about skiing, hiking and mountaineering and also other summer sports that relate to mountain tourism can be affected.

A lot of cultural events in the mountains will also be affected. Many of the mountain villages are quite isolated. They have their unique culture, unique way of life. This is an asset but it is also very fragile. So speaking of the economics, speaking of the environment and also the culture and origin, the Secretariat needs to really pay attention to these important issues. Thank you. Thank you for your suggestions and thank you for the well information you passed on to us.

**主持人：**谢谢弗朗加利先生提出很多建议和设想，也传达了很多信息。

**Moderator:** Thanks so much for Mr. Frangialli's suggestions and ideas. It's really informative.

**俄罗斯阿尔卑斯产业旅游公司：**各位好，我代表俄罗斯，来自于莫斯科，感谢你们邀请我们的组织参加这里的活动。我们公司是一个专门做山地旅游的公司，从1988年成立就一直从事这方面的业务，我想代表我们的公司衷心地，今年我们的公司的总经理登上了珠穆朗玛峰，这是他第四次攀登珠穆朗玛峰，他花了两个月时间进行准备和进行这次探险，看天气预报，研究天气、路线。他曾经发过脸书上的一些信息，他说中国的这些公司或者是培训机构，在珠穆朗玛北坡建

立了非常好的营地。我们现在讨论三年工作计划，借此感谢中国在山地旅游发展方面做出贡献，也希望以后我们两国之间的企业，俄罗斯和中国企业进行进一步合作。因为俄罗斯的生态旅游也是享有盛誉，而且俄罗斯也有大片的山地，比如在俄罗斯有一个山地，它的野生动物非常有名，在那里钓鱼、捕鱼也是很有吸引力的项目。我来自西伯利亚，西伯利亚的确非常美丽，我想中国游客也会很感兴趣。

还有高加索地区的山脉，很多也是阿尔泰山脉的延伸，希望能够吸引到中国和其他国家的游客，俄罗斯有欧洲最高的山峰之一，5642米，希望和联盟进行合作，吸引很多游客来俄罗斯进行山地旅游。谢谢！

**Alpindustria adventure team of Russia:** Hello, I represent Russia. I come from Moscow. And I just would like to say thank you for inviting our organization to participate here. Our Company is very specific in alpine tourism and we've been in operating since 1988. And I would really like to speak a word from the Company and from my heart because this year, our Head Director of our Tour Agency, he has climbed Mount Everest for the first time, really. And for two months, I've been just looking after this expedition and checking the forecasts. And I just remember one boast. He boasted on Facebook. He said that the Chinese organizations, they built a perfect base camp from the north side of the Everest. And now he has been listening to this three-year work plan. And I would like to say thank you. You've been doing this. And in the future, I hope that our Company of Russia in China, we will cooperate even more. Because, you know, Russia is famous for Eco-tourism. And so it's really huge for a mountain region. So you can start from contacting company salon which is famous for, you know, even wild animals, bird watching and fishing. Then you come to Siberia. I originally come from Siberia. And there is a great lake Baikal which is very famous also for Chinese tourists. And then we go east far in the mountains. And we have a lot of, again, Chinese and other international people coming and climbing the highest Elbrus every year in Russia. It's 5,642 meters. So, in the future, we would really like to participate and work hard with International Mountain Tourism Alliance.

Thank you.

**主持人：**你谈到了山地旅游企业之间的合作，包括地区之间的合作，国家之间的合作。你们公司的经理四次登上珠穆朗玛，他年龄多大？

**Moderator:** You've talked about the cooperation between mountain tourism enterprises, including cooperation between regions and countries. You mentioned that your manager has

reached to top of Mount Everest for four times. May I ask at what age?

**俄罗斯阿尔卑斯产业旅游公司：**50多岁吧，具体不记得了。

**Alpindustria adventure team of Russia:** He is fifty something, I am sorry. I don't remember.

**华侨城旅游管理有限公司：**做山地旅游有一个东西很火，户外运动的用具和服装，贵州省既然是联盟的所在地的省，能不能引进国际知名或者自己培育这样的企业，攀爬器具尤其现在服装，现在所谓时尚人士，或者享受生活的人士，走出户外，服装不穿全棉、全羊毛，现在纺织品技术非常好，防水、抗风、透气、轻薄、没有静电，贵州想办法大力引进这样的企业，相辅相成。

**OCT Tourism Management Co., Ltd.:** One thing popular in mountain tourism is outdoor gears and apparels. Since Guizhou is where IMTA headquartered, Guizhou perhaps can bring in or cultivate some internationally known enterprises specializing in climbing gears and costumes, particularly, the costumes. Today, the so-called fashionistas or fashionable people who like to go outdoors always go out with waterproof, wind-resistant, light and static-free costumes instead of costumes made from all cotton and wool. Textile-making technology nowadays is quite great. Thus, Guizhou should strive to bring in such enterprises, so as to supplement mountain tourism.

**弗朗加利：**如果我们设法进口，在山上所有的冬季服装上使用IMTA的LOGO，很多问题都能解决。

**Frangialli:** We take your idea. If we manage to import, the use of the logo IMTA on all the winter clothes in the mountain, the funding issue is to be solved.

**华侨城旅游管理有限公司：**包括贵州少数民族风情LOGO都可以，做出时尚品来。提给贵州，也是提给联盟。

**OCT Tourism Management Co., Ltd.:** Many items including the minority logos and folk custom in Guizhou can be translated to fashion items. This proposal is for Guizhou and also IMTA.

**国际民间艺术组织：**我们不光是贵州，我们是国际性的，虽然我们注册在贵州，我们眼光应该放远一点，今后联盟要在全球扩大影响，每个理事要发挥你们的作用，比如现有活动和会议当中，我们理事机构其实可以使用我们的LOGO，给予各个活动支持，虽然才诞生一天，将来每个国家的联盟，因为你们不是协会，我们是一个联盟，在各个国家，已经是成熟的协会组织了，你们一定有很多的活动，将来要推广我们的机构的话，可以使用我们的LOGO，我们秘书处也好，我们负责人也好，可以参加各种各样的活动，让更多的人看到我们是合作共赢的，不要老想到带资源到贵州，我是介于德国和中国之间的，希望国际合作共赢的态度。今后网站可以介绍各个国家、各个联盟和协会，给网站有一个链接，当大家打开网站，看到全世界各国，此起彼伏的活动，在非常活跃当中，这样可以带动新的联盟知名度。联盟各个理事会的成员单位，可以有办公地点，我们这里是总部，你们可以设置办事处，这样真正起到世界联盟作用。

推广非常重要，我们IOV曾经想过向汉莎、国航等等完全可以推广我们的品牌，今后合作共赢前提下，共建这个机构，这样凸显它的积极性。刚才我觉得非常好的，网站里面有脸书、推特等等各种各样的现在手段，包括官方微信，需要在座每个理事发挥我们手中的作用，因为我自己知道国际性很难，有的时候开一次会，由于过于民主，开一整天，没有集中，大家要发挥自己的特点，最后行动非常重要。知名度推广需要大家共同的努力。

LOGO使用，开发自己联盟未来产品，甚至可以把全世界产品，推广到不同的国家和活动当中去，这才是国际性联盟作用。最后争取不要让秘书处老让贵州筹资，将来自己的联盟有钱。这个会议是我开的所有国际会议当中，感觉到物质条件最丰富的会议，希望坚持这种等级，但是也靠大家的努力，我很愿意为这个努力做一些工作。

现在我们要成立研究院，还需要更多的智库机构，大家在提供建议和经验的时候，更多地提供一些旅游山地联盟在未来的全球经济化，还有互联网时代如何能给联盟的经济发展带来一个真正实用价值的智库型的话题。我也希望在座的能配合秘书处的工作，能够把这个话题建立起来。所以现在我觉得大家可能更关注于各自的区域的一个话题，能不能够大家为这个联盟发展共同地提出一些建设性的意见。

**International Organization of Folk Art:** We are not only for Guizhou, but also for the world. Although we are registered in Guizhou, we should really look beyond the border. If the IMTA wants to expand its influence worldwide, each Council member should play a part in, for example, the existing events and meetings. Our Council institutions can use our logo to support each event. Although we are just one day old, but in the future, we are an alliance, not an association. So in your country, you have established yourself for some time already and must have many events. In terms of promoting us in the future, our logo can be used. Meanwhile, our Secretariat and our heads can take part in varied events, so as to enable more people know that

we hold a cooperation and win-win attitude. It is not about bringing more resources to Guizhou. I work between Germany and China, and look forward to international cooperation and win-win results. From now on, the website can provide introductions of each country, alliance and association. Meanwhile, we can provide a link to show the active activities worldwide, so as to drive the awareness of the Alliance. The Council members can have their own office space. And you can set up an office in here the headquarters, so that we can really work as a world alliance.

Promotion is quite important. Our IOV once considered to promote our brand to Lufthansa, Air China and others, so as to jointly develop the institution in the premise of win-win cooperation and highlight its enthusiasm. I found it positive that on the website we have links including Facebook, Twitter and varied popular means including official WeChat. These require each Council member present to give a full play to the resources. I myself know that going international is quite difficult. For one meeting, if you want to be democratic, you may spend the whole day talking about one issue without concentration. We should exert our own characteristics as final action is very important. The promotion of brand awareness requires our joint efforts.

The utilization of logo, the development of the IMTA's products and the promotion of products worldwide to different countries and activities are the functions of an international alliance. Finally, we should strive to operate without the funding of Guizhou required by the Secretariat, and should go on with our own funds. Among all the international meetings I attended, I think this meeting is best supported in terms of physical resources. I hope you can maintain this level of input. However, it can not go on without our efforts. I am willing to make some contributions.

To establish a research institute, we need more think tanks. Therefore, we can put forward some suggestions and experience on the topic how the IMTA can provide itself with a think tank with real practical value in the global economy and internet era in the future. In addition, I hope fellow members can cooperate with the Secretariat to set up this topic. Thus, I think you may pay more attention on your own regional topics, but I hope you can jointly put forward some constructive suggestions on the development of the IMTA.

**携程商务（上海）有限公司：**刚才各位介绍了一些信息，有一个方面的建议，不知道是否合适。刚才各位提到国际化这一块，作为国内旅游企业的代表，我在思考一个问题，这是国际性的联盟理事，但是中国还有很多山地旅游省，比如西藏、湖北、新疆等等，是否可以吸纳他们参与

到理事联盟来，以贵州为代表的中国山地旅游联盟在国际上这样一个会议，能够更多地发声。会员这一块建议，不知道是否合适，有这样一个想法。

在年度一些活动上，国际性的一些会议，一些企业等等，我们也会对国际山地旅游联盟品牌进行推广，是否可以制定一些系列的年度主题，比如我们今年在贵州，或者明年山地旅游加非物质文化遗产的主题，这样山地旅游联盟相关的其他一些省，以及国外的一些国家、城市，联合为这个主题定制一些系列活动。同时在这个期间，可以在对外推广的布展也好，还有推介会，国际的论坛也好，我们各个理事会的成员，相信国内很多省都会非常支持这样一个活动。

另外还有市场化，携程现在是国际化的平台，也在推广国际化的策略。刚才有提到旅游产品，是否是我联盟下面可以成立一个类似旅游协会、旅行商代表，今年在贵州举办联盟，要包装出贵州山地旅游产品，除了会议举办以外，还有旅游投资、旅游考察，能够到当地以外，我在想能给当地老百姓、游客、市场带来发展，每年都会定制一些山地旅游的主题旅游产品，通过旅游协会对接，今天我们也到了很多旅行商，新加坡、中青旅等等，还有国外的旅行商代表，通过这个平台，能够把我们旅游产品对接给旅游服务商，向全世界推广我们的旅游产品。

**Ctrip Commerce (Shanghai) Co., Ltd.:** The Council members have introduced some information. Here I want to put forward some suggestions on one aspect for your deliberation. As you have talked about going international, as a representative of Chinese tourism enterprises, I am thinking about one question: This is an international council, but there are still many provinces suitable for mountain tourism in China such as Tibet, Hubei and Xinjiang. So I wonder whether it is appropriate to bring them on board the Council or our Alliance, so that China's mountain tourism alliances represented by Guizhou can be better represented at international meetings like this. For my suggestion on membership, I do not know whether it is appropriate.

As we will promote the brand of International Mountain Tourism Alliance at some annual events, international meetings and among some enterprises, IMTA perhaps can develop some series annual themes such as our theme of mountain tourism plus intangible cultural heritage in Guizhou this year or next year, so that some other provinces, foreign countries and cities relevant to the IMTA can jointly conduct some series activities for such themes. Meanwhile, during such period, I believe that our Council members and many domestic provinces will support such activities such as exhibitions for external promotion, presentations and marketing campaigns and international forums.

In addition, it is about marketization, Ctrip is an international platform and also pursues an international strategy. In terms of the tourism products, IMTA perhaps can set up an



organization like tourism association and representative of travel agencies. As IMTA is set up in Guizhou this year, we will package the mountain tourism products in Guizhou through tourism investment and tourism inspection besides holding meetings. In addition to site tours, I am looking forward to bringing some business opportunities to the local residents, tourists and market. We will customize some themed tourism products for mountain tourism every year. Through the connection with tourism association, today we got some travel agencies, even some from Singapore, such as China CYTS, and some representatives of foreign travel agencies. Through this platform, our tourism products can be introduced to tourism service providers and promoted worldwide.

**世界旅游经济研究中心：**我们希望建立起更多的会员之间的对话，鼓励交流，形成一个交流合作平台，我相信这个平台是一种方法，是不是可以为我们自己建立起平台，同时可以利用现有的一些平台，利用自有平台鼓励和推广，我代表GTEF（世界旅游经济论坛），在澳门的一个组织，我们最重要的一个活动就是GTEF（世界旅游经济论坛），全球最重要的旅游经济论坛之一，我们每年有上千名与会代表参加论坛。更重要的是，我们还有最高规格，部长、副部长级参加会议，以及国际旅游局的局长、副局长级，包括主席本人都参加了我们往年的论坛活动。

因为贵州今年成为我们论坛的合作伙伴，跟贵州的联系在今年特别有相关性，特别是我们还有两个机会，提供给大家，我们会聚了最重要的国际组织到澳门，包括WTO、WTC，在论坛的组织，还有PATA（曼谷的），还有ETC（欧洲的委员会），布鲁塞尔的组织，联合国教科文组织，WETF全球旅游基金会理事长出席。还有在平台上可以广结人脉，我们还有更多的组织参加论坛。

在今年的论坛当中，贵州是主题省份，李局长2015年讲过了，为什么中东欧16国不参加呢？把他们全部邀请过来，历史上第一次，我们也请来了中东欧16个国家，全部请来了，他们由部长、副部长级代表出席，所以这是一个很好的机会，让我们贵州和我们联盟去推广。因为16个国家基本都是山国，国家级一些代表，包括城市的级别代表和本地代表，所以贵州在这个机会，可以去跟16个国家进行一个联谊，而且扩大我们的会员。我相信很多国家，都会有兴趣加入我们联盟和加入我们的活动。

除了何主席已经受邀到大会发言，也邀请在座所有人参加论坛，特别要邀请傅先生和吴迈先生出席，跟刚才讲过邀请的嘉宾见面。这是我的一个小建议，给刚刚成立的国际山地旅游联盟，同时再次祝贺联盟的成立。

**Global Tourism Economy Research Centre:** We hope to establish more conversations among members, so as to encourage exchange and form a platform for exchange and cooperation. I believe that this platform is an effective approach. Perhaps, we can establish our



own platform and make use of the existing platforms to incentivize and promote on the basis of our own platform. As the representative of GTEF, an organization in Macao, we have the Global Tourism Economy Forum, our most important event and also one of the most important tourism economy forums worldwide. Thousands of representatives attend our forum every year. But above all, we also have some highest level meetings, ministerial meetings, deputy ministerial meetings and meetings attended by the Director and Deputy Director of International Tourism Bureau. In addition, the Chairman also attended our forums in previous years.

As Guizhou has become a partner of our forum this year, the relation with Guizhou is strengthened especially in this year. Particularly, we have two opportunities for you. We gathered the most important international organizations in Macao, including WTO, WTC, PATA (Bangkok), ETC, organizations from Brussels, UNESCO and WETF Global Tourism Foundation, which are at the level having Director-general present. It is possible to expand connections via the platform as there are more organizations who attend the forum.

At the forum this year, Guizhou is the theme province, but Director General Li asked in 2015 why the 16 countries in Central and Eastern Europe were not invited? So, this time we invited them, this is unprecedented. Such countries sent their minister-level and deputy minister-level representatives to the forum. Therefore it is a sound opportunity for Guizhou and IMTA to make promotion. As the 16 countries are almost mountainous countries and they've send some national level representatives including city-level and local representatives, Guizhou can make use of this opportunity to establish relations with such countries and expand our membership. I believe there must be many countries that are interested in joining IMTA and taking part in our events.

Besides Chairman He who was invited to deliver a speech at the meeting, all persons present at the meeting are also invited to attend the forum, especially Mr. Fu and Mr. Wu Mai, so as to meet the guests we've invited. This is just my small piece of advice to the IMTA. Meanwhile, I'd like to express my congratulation to IMTA for its establishment.

**主持人：**这是很好的主意，旅游经济论坛什么时间举办？

**Moderator:** This is a good idea. When will the GTEF be held?

**世界旅游经济研究中心：**今年10月16日、17日两天在澳门举办。

**Global Tourism Economy Research Centre:** 16 and 17 October this year in Macao, a two-day event.

**法国洞穴联盟:** 我们第一次来到中国地质公园，可以建立全球性的地质公园协会，可以联系或者接触到大量的现有的地质名胜，当然还有很多非常有意思的一些实践活动，有些问题在其他地方已经有很多人提出来了，他们已经想到过这些问题了，可以利用他们的经验，汲取他们的经验，今年9月份的时候，全球地质公园亚洲峰会在中国召开，在贵州，这是很好的机会，争取成立一个地质公园协会。

**French Federation of Speleology:** It's our first time to China's ecological park. We are a network of global ecological parks. So this is an opportunity for us to be in contact with a lot of ecological tourist sites. Of course, there are many interesting programs and activities. I think many have proposed similar ideas. We can leverage on their experience. In September this year, in Ziyindong of Guizhou, we are going to have the next Global Ecological Park Asia Summit. I think this is a great opportunity to build contacts. And I know Xingyi is trying to establish an ecological park. That's my point.

Thank you.

**泰尔梅塞尔西健康体育中心:** 我来自于克罗地亚，第一次见到各位，我百分之百同意，我们都希望能够把自己最美好的、最漂亮的资源，带到联盟来，这的确是非常重要的，其实不光是滑雪、登山、钓鱼，或者攀登珠穆朗玛峰，关于山地旅游有很多可以创新的产品，很多生态旅游的相关理念也在涌现，可能生态旅游对于很多人来说，还是一个新概念。

我们看到自然遭到破坏，很多地方对植物、水遭受破坏，感到忧心忡忡，人离开了水和氧气无法生存，我从业经验有35年了，我接触了大量的病人，因为我是一名理疗师，我了解成千上万的病人，他们其实最基本的需求是想过一个快乐美好的人生。我们应该如何把山地的自然资源和技术结合起来，保护好空气和水。

因为我来自一个海边的国度，尤其是水的保护怎么做？首先我想到的就是要找到一些新方法，来做生态旅游，而且现在还有一个新概念，不光生态旅游，而是生态健康旅游、生态养生旅游，这样可以调动很多山地的传统知识和资源，需要学术界、政府、产业界，一起开发生态健康养生旅游的标准。这要把理疗和自然元素结合起来，通过生态环境帮助病人实现康复，我们要有效地利用我们的生态遗产，各种各样的生态资源，包括山水、河流、湖泊、树木、空气、冰雪、阳光、土壤、风暴，这样的生态体系给我们带来了大量的元素，能够让我们重新焕发元气。无论一个人生活在哪里，从事什么职业，都可以从生态资源当中享受到健康效益，希望大家可以

这方面加强合作。

生态、健康、养生旅游是值得我们倡导的概念，虽然我来自海边，但是我只要开车20分钟就可以到达山区，无论高山还是低地，都可以利用生态资源，解决养生需求，并且开发生态药物、自然药物。这是有潜力的，值得创新开发。

**Polyclinic TERME Selce:** My name is Vlasta. I’ m coming from Croatia and get to know you for the first time. I was thinking the aim of this Conference. Everybody of us must give the best from where they are coming. For me, this is the most important thing. This is not only skiing, climbing, fishing or to go to mountain areas. We’ ve thought of lots of ideas. I have come up with eco-health tourism. This is a new concept. First, there are people who may have heard this name, eco-health tourism.

But this time we see the nature is in damage. And many places in the world are much concerned about the routes in waters. Human, you know we cannot live without oxygen and water. With my 25 years of experience, I was lucky to make 40,000 people from 86 countries all over the world and I have good feeling of what they need just now for happy life. How would we do it? By applying more science and technology into the combination of nature and health, mainly here in water.

Somebody would say water, and I am living on this sea. How would we do it? Results show that the method I developed to the new concept, the first few words bring new needs: eco-physical medicine and rehabilitation with eco-health tourism. A new concept, eco-health tourism based on TS Clinical Model, indicates academia for medicine change and government for role change businesses to work on highest eco-standard. This new concept is a role model. It integrates physical and natural factor in the physical medicine and rehabilitation. It is a new ecosystem based on eco- natural heritage. By all means, in all eco-nature climate factor of life: mountains, woods, lakes, seas, rivers, cliffs but also rain, snow, ice, sand, soil, sandstorm. The new system creates a new eco-energy system for the more human no matter where they live or what they do for a job. I invite you to cooperate on this field.

So I will conclude eco-health tourism is a fantastic idea. I live on seaside but it only takes 20 minutes for me to go to mountains. And it’ s the only tourist site all year round. The only demand is to develop the place where there are waters and mountains to embrace eco-physical medicine and rehabilitation. This is what I think a very very good news.

**主持人：**大家提出非常好的意见、建议、倡议，可以下一步修改三年工作计划的时候加以吸

纳。原则通过第三项议程。

会议进行第四项，审核新申请入会会员。请联盟筹委会办公室副主任吴迈先生就新申请入会会员情况向会议作出说明，现在已经是副秘书长了。

**Moderator:** The sound suggestions, recommendations and initiatives put forward can be taken into consideration when conducting further modification on the three-year work plan. In principle, the third agenda item is finished.

Deputy Secretary-General and Deputy Director of Preparatory Committee Office for IMTA Wu Mai will brief you on new applications for membership.

**国际山地旅游联盟筹委办副主任吴迈：**

各位理事：

自去年9月我们在这里召开了国际山地旅游联盟会员大会以来，联盟筹委办陆续收到了美国全国旅行协会、法国萨瓦大学、法国霞慕尼山布兰恩峡谷旅游局、《中国国家地理杂志》社、武汉三特索道集团股份有限公司、上海中金国泰文化发展集团有限公司、贵州兴伟集团公司、中睿资产管理有限公司、国际盆景协会中国区委员会、澳门文化创意产业发展协会、越野e族（北京）传媒科技有限公司、天泰集团股份有限公司、杭州华联千岛湖创业有限公司、北京辉煌逸达实业集团有限公司、中科招商集团等15家机构的入会书面申请，并填写提交了入会《机构相关信息》表。现就15家新申请入会机构作一简要的介绍。

15家具体介绍，由于时间关系，不一一介绍了。在我们给大家的资料里，已经做了简要说明，对他们的业务、所在地、经营方向，都做了一个简要的介绍，所以在这里，不做介绍了。

经联盟筹委办，按照章程，对15家新申请入会机构的初审，均符合入会的资质和条件，都有书面的申请和填写表格。按照《国际山地旅游联盟章程》对吸纳新申请会员的规定和程序，特向联盟理事会会议报告，提请联盟理事会审核。

**Deputy Director of Preparatory Committee of IMTA Wu Mai:**

Dear Council members,

Since September last year when we held the General Assembly of International Mountain Tourism Alliance, the IMTA has successively received the membership applications in writing and the Organization Related Information forms filled in and submitted by 15 institutions including National Tour Association, University Savoie Mont Blanc, Chamonix Mont Blanc Valley Tourist Office, Chinese National Geography, Wuhan Sante Cableway Group Co., Ltd., Shanghai Zhongjin Guotai Cultural Development Group Co., Ltd., Guizhou Xingwei

Group Company, Zhongrui Assets Management Co., Ltd., Chinese Committee of Bonsai Club International, Macau Cultural and Creative Industries Development Association, FBLIFE (Beijing) Media Technology Co., Ltd., Tiantai Group Co., Ltd., Hangzhou Hualian Thousand-island Lake Entrepreneurship Co., Ltd., Beijing Splendid Yida Industrial Group Co., Ltd. and China Science & Merchants Capital Management Group. Now, I will make a brief introduction to the 15 institutions applying for membership.

I will not go to details of the 15 institutions one by one due to time constraint. In the materials distributed to you, there is detailed information of the 15 institutions applying for membership, including business scopes and location.

Given the preliminary review by the Office of Preparatory Committee for IMTA on the 15 institutions applying for membership according to the Statutes, such institutions which have submitted applications and forms in writing meet the qualifications and conditions of membership. In accordance with the rules and procedures of the Statutes of International Mountain Tourism Alliance for absorbing new members, we hereby report such applications to the Council meeting and submit those to IMTA Council for review.

**弗朗加利：**以后我们有必要关注吸引滑雪产业的代表参加，作为我们的会员，刚才克罗地亚的女士说到，山地旅游不仅仅是滑雪，但是的确滑雪是很多国家山地旅游的重点，所以我们有必要确保我们吸引到来自于山地旅游的滑雪业的代表，参加我们的联盟。

**Frangiali:** In the future, I think we have to look at more and more tourist key business to winter sport and other key business, this key industry. Of course, as you said, Madam, mountain tourism is not only winter sport but is also the core of the industry not only in Guizhou but in many countries in the world. So we need to have the major operators of this key industry as a member of IMTA in the future. We have already one or two industries which are related to that. We need to get new members in this segment of the mountain tourism activity.

Thank you.

**泰尔梅塞尔西健康体育中心：**这是一个很好的建议，我是一名理疗师，对于我们联盟而言，我也邀请你们来克罗地亚参观访问，和克罗地亚的相关机构进行合作，或者吸引他们作为会员。

**Polyclinic TERME Selce:** A good suggestion. This is fantastic. I'm doctor of the Ski World Federation. I want to invite you to Croatia to make cooperation and co-program. This is

a good idea.

**俄罗斯阿尔卑斯产业旅游公司：**说到滑雪，我们主办了很多的滑雪活动组织俄罗斯滑雪爱好者，因为俄罗斯有这样的条件，有很多的雪山，我们请到欧洲专业的向导，1988年开始我们专门做了滑雪这样的产品，这个方面我想强调，我们公司有很重要的滑雪业务的。

**Alpindustria adventure team of Russia:** Just one of the key businesses you mentioned. So we are going to have a lot of key tourists in Russia. Of course, Russia has many snow mountains. So we do operate with European professional guys. So since 1988, we are professionals in the skiing. So I just really wanted to say that we do this right.

**泰国出境旅游协会：**会员有没有分类，山地旅游就可以叫会员，会不会太广一点，什么人都可以参加。

**Thai Travel Agents Association:** Is there any categories of members? If anyone related with mountain tourism can join IMTA, wouldn't it be too wide-ranged?

**傅迎春：**对于会员的界定，我们章程里表述很清楚的。因为山地旅游是一个很宽泛的概念，而且旅游本身要素很多，所以涉及到的范围很广，实际上国际山地旅游联盟的会员结构也是多元的。我们的概念是与山地相关联的涉旅机构、团体、企业都可以进入到联盟组织。

**Fu Yingchun:** In terms of the definition of member, we've made it clear in the Statutes. As mountain tourism is a broad concept, and tourism itself involves many factors, thus the coverage involved is quite extensive. Actually, the member composition of International Mountain Tourism Alliance is also diverse and broad. Our concept is that the institutions, groups and other mountain tourism-related organizations can be members of IMTA.

**尼泊尔旅游旅行协会：**我们发展山地旅游经验可能有所不同，我来自尼泊尔，好几个协会，包括企业组成的协会，发展山地旅游，但是协会分工很明确，有专门做漂流的协会，有专门做登山协会，有专门做徒步协会，我们应该在联盟下面设专门的委员会、会员委员会，这样的话，由会员委员会设置一些具体的专业的委员会，当然我们需要扩大我们的会员数量，这样才能够壮大联盟，但是我们还是需要有一些类别。

比如滑雪专业委员会，这样有助于吸引那些滑雪的企业，或者是团体参加，像尼泊尔的高山

旅游，更多的是登山、徒步，所以我们希望看到更加细分的专业委员会。

**Nepal Association of Tour and Travel Agents:** We have a different experience of mountain tourism in every country due to cultural divides and climate divides. So if I talk about Nepal, we have a couple of associations and good businesses working on mountain tourism. We have a separate association for rafting. We have a separate association for trekking and climbing. We have a separate association for travel and tours. But I think we should have a Membership Committee in this aspect so that many new members come to notice the country members. Otherwise, we will have a kind of crossing Council members in the future. Of course, we have to increase the number of members in IMTA. But we have to be precise on the category.

Some of the countries, they are focusing on skiing. In other countries, there may be other activities that include more than trekking and climbing. So we should make a decision and what kind of priority we should give.

Thank you.

**主持人:** 如果对于现在申请加入的入会会员，各位理事没有其他意见，建议这次通过了。通过以后，由联盟秘书处办理入会登记手续，并且颁发会员证书。现在一共有126个会员，如果每开一次会议都壮大一次队伍，是一个好事情。

今天按照规定的议程已经完成了。

在此向大家表示感谢，其中表示对我工作的支持。我们已经完成了各项议程，不再重复这些话了。建议在正式成立国际山地旅游联盟的基础上，我们共同携起手来，把我们这一项新开创的事业，不断地向前推进，也请各位充分运用各位的经验，包括你们所在国家、所在地区、所在组织、所在机构，以及个人的经验和作用，来推动我们联盟一年一年向前发展，我们中国也还有一句古话，叫做“众人拾柴火焰高”，把我们的事业烧得越来越红火，尽管我登不上珠穆朗玛峰，但是我会支持诸位登上珠穆朗玛峰。

我们的会议圆满结束！

——结束——

**Moderator:** If Council members have no other recommendations on the membership applications, I propose to pass those applications. After the applications passed, the Secretariat of IMTA will deal with the registration procedures and issue member certificates. Now, we have 126 members. If every time we grow bigger we held a meeting, it would be a great thing.

The agenda items required for deliberation have been finished today.



Here, I want to express my thanks to you and your support to my work. I propose to continue to push ahead this new undertaking hand in hand. Meanwhile, I hope you can leverage your experience, including the experience and roles in your country, your region, your organization and your institution as well as individual experience and roles, to advance the development of IMTA in the coming years. As the old saying in China goes that when everybody adds fuel, the flames rise high. After the applications passed, I hope our business will climb to the mountain Himalayas.

So this Council meeting is now concluded.

## 国际山地旅游联盟理事会会议纪要

(2017年8月15日)

2017年8月15日，国际山地旅游联盟理事会会议在中国贵州省兴义市富康国际会展中心国际厅召开，会议通报了自去年召开联盟会员大会以来联盟筹备后续阶段工作运行情况；审议了联盟秘书处组建方案和联盟三年工作计划；对15家新申请入会会员进行了审核。

联盟理事会成员共35个，其中机构理事成员30家，个人理事5名。万达旅游控股有限公司因整体出让给另一机构，自然退出。联盟理事会成员实际为34个。联盟理事会成员实际到会人数23人，其中机构理事代表19人，个人理事4人，达到2/3以上，符合《国际山地旅游联盟章程》规定。

会议议定事项纪要如下：

一、联盟筹委会办公室执行主任傅迎春通报联盟筹备后续阶段工作运行情况。会议充分肯定和赞赏联盟筹委会及办公室近一年来富有成效的工作，圆满完成了联盟登记注册的各项工作，正式成为在中国注册成立的合法性国际组织。

二、联盟秘书长何亚非就联盟秘书处组建方案作说明。会议认为秘书处机构设置精简科学，人事安排合理均衡，审议通过了联盟秘书处组建方案，同意由贵州旅游协会会长、联盟筹备委员会办公室执行主任傅迎春担任联盟执行秘书长；贵州省旅游发展委员会副巡视员、贵州旅游协会副会长兼秘书长、联盟筹备委员会办公室副主任吴迈担任联盟副秘书长。暂时空缺的一位副秘书长职位，根据工作需要实时增补。

三、联盟秘书长何亚非就《国际山地旅游联盟三年工作计划》（审查稿）作说明。会议认为三年工作计划围绕联盟宗旨，紧跟国际山地旅游发展趋势，合理可行，原则同意《国际山地旅游联盟三年工作计划》（审议稿），根据各位理事意见，会后交由联盟秘书处作进一步的补充、完善、细化后印发执行。

四、联盟筹委会办公室副主任吴迈报告新申请入会会员情况。会议认为，15家新申请入会会员资格合法有效，申请材料齐全，符合联盟章程相关规定，同意吸收为联盟正式会员，会后由联盟秘书处办理入会登记手续，颁发会员证书。

参会：

邵琪伟

国际山地旅游联盟副主席

何亚非	国际山地旅游联盟秘书长
Francesco Frangialli	个人理事
魏小安	个人理事
傅迎春	联盟筹委会办公室执行主任
李艳秋	奥地利多贝马亚索道有限公司
Patricia RaynaultDesagné	加拿大耐力越野跑
王 硕	世界旅游经济研究中心(世界旅游经济论坛)
Vlasta Brozicevic	克罗地亚泰尔梅塞尔西健康体育中心
Jean Bottazzi	法国洞穴联盟
Eko Haryono	亚洲洞穴联合会
陈 平	国际民间艺术组织
Madhu Sudan Acharya	尼泊尔旅游旅行协会
Antonina Kukushkina	俄罗斯阿尔卑斯产业旅游公司
左雪歌	新加坡旅游代理商协会
Denis Baras	国际酒店和餐饮协会
Anake Srishevachart	泰国出境旅游协会
Mark Tate	苏格兰凯恩戈姆斯国家公园
袁 浩	中青旅控股股份有限公司
曾 辉	华侨城旅游投资管理有限公司
葛丽君	上海锦江国际旅游股份有限公司
易 杨	携程商务（上海）有限公司
万自锋	张家界旅游集团股份有限公司
吴 迈	贵州省国际山地旅游发展中心

附件：国际山地旅游联盟新申请入会会员名单

## Minutes of the IMTA Council Meeting

( 15 August 2017 )

On 15 August 2017, the meeting of the Council of the International Mountain Tourism Alliance (IMTA) was held at the International Hall, Falcon International Conference and Exhibition Center of Xingyi City, Guizhou Province, China. The participants of the meeting heard the report on the follow-up work of the preparation of the IMTA since the General Assembly last year; deliberated on the Proposal for the Establishment of the IMTA Secretariat and the Three-Year Work Plan of the IMTA; and examined the applications of the 15 new candidates of IMTA members.

The IMTA Council has 35 members, including 30 institutional members and 5 individual members. Wanda Tourism Holding Co., Ltd. withdrew from the Council as it was sold entirely to another institution. Therefore, the actual number of Council members is now 34. Of the Council members, 23 were present in the meeting, including representatives of 19 institutional members and 4 individual members, which accounts for over 2/3 of the Council membership, meeting the requirement laid out in the IMTA Statutes.

The meeting discussed the following agenda items:

1. Executive Director of the Office of the IMTA Preparatory Committee Fu Yingchun reported on the follow-up work of the preparation for the establishment of the IMTA. The participants of the meeting fully recognized and commended the productive work carried out by the Preparatory Committee and its office over the past year, which has enabled the IMTA to formally become a legally compliant international organization established and registered in China upon the completion of all required registration procedures.

2. Secretary-General He Yafei explained the proposal for the establishment of the IMTA Secretariat and nominated Fu Yingchun, President of Guizhou Tourism Association and Executive Director of the Office of the IMTA Preparatory Committee, as the Executive Secretary-General of the IMTA; Wu Mai, Deputy Inspector of the Guizhou Provincial Commission of Tourism Development, Vice President & Secretary-General of Guizhou Tourism Association and Deputy Director of the Office of the IMTA Preparatory Committee,

as the Deputy Secretary-General of the IMTA. There is one vacancy for the position of Deputy Secretary-General, which will be filled in the future if needed. The participants shared the view that the organizational structure of the Secretariat is streamlined and scientific, and the allocation of staff is reasonable and balanced. They adopted the proposal for the establishment of the IMTA Secretariat made by the Office of the IMTA Preparatory Committee, and expressed the hope that the proposal will be implemented as quickly as possible to start the work of the IMTA. The nominations put forward by Secretary-General He Yafei were approved by the meeting, and became effective immediately.

3. Secretary-General He Yafei briefed the participants about the Three-Year Work Plan of the IMTA (draft for deliberation). The participants shared the view that the Three-Year Work Plan proposed and formulated by the Office of the IMTA Preparatory Committee is in line with the purposes of the IMTA and the global trend of mountain tourism development. It is realistic, reasonable and viable. They agreed in principle to the Three-Year Work Plan of the IMTA (draft for deliberation), and decided to ask the IMTA Secretariat to further substantiate, enrich and specify the work plan after the meeting based on the opinions and suggestions offered by the Council members during the meeting.

4. Upon the examination of the 15 Chinese and foreign applicants including the US National Tour Association, the candidatures of the 15 new members are legal and effective, and their application materials are complete. Having met the requirement in the relevant provisions of the IMTA Statutes, they were admitted to the IMTA as its official members. They were registered with the IMTA Secretariat and received their member certificates after the meeting.

Attendance:

Shao Qiwei	Vice-Chairman of IMTA
He Yafei	Secretary-General of IMTA
Francesco Frangialli	Individual Council Member
Wei Xiaoan	Individual Council Member
Fu Yingchun	Executive Director of the Office of the IMTA Preparatory Committee
Li Yanqiu	Doppelmayr Seilbahnen GmbH
Patricia RaynaultDesgagn é	Endurance Aventure
Jason Wang	Global Tourism Economy Research Centre
Vlasta Brozicevic	Polyclinic TERME Selce
Eko Haryono	Asian Union of Speleology

Emma Chen Hoefler  
Madhu Sudan Acharya  
Antonina Kukushkina  
Zuo Xuege  
Denis Baras  
Anake Srishevachart  
Mark Tate  
Yuan Hao  
Zeng Hui  
Ge Lijun  
Yi Yang  
Wan Zifeng  
Wu Mai

International Organisation F ü r Volkskunst  
Nepal Association of Tour&Tavel Agents  
Alpindustria Adventure Team  
Singapore Outbound Travel Agent Association  
International Hotel & Restaurant Association  
Thai Travel Agents Association  
Cairngorms Business Partnership Ltd  
China CYTS Tours Holding Co.,Ltd  
Overseas Chinese Town  
Shanghai JinJiang Internation Travel Co.,Ltd  
Shanghai Ctrip Business Co., Ltd  
Zhang Jia Jie Tourism Group Co.,Ltd  
Guizhou Mountain Tourism Development Centre

Annex:

List of New Applicants for Accession to the IMTA

附件：

## 国际山地旅游联盟新申请入会会员名单

( 2017年8月15日 )

- 1、美国全国旅行协会
- 2、法国萨瓦大学
- 3、法国霞慕尼山布兰恩峡谷旅游局
- 4、《中国国家地理》杂志社
- 5、武汉三特索道集团股份有限公司
- 6、中金国泰控股集团有限公司
- 7、贵州兴伟集团公司
- 8、中睿资产管理有限公司
- 9、国际盆景协会中国区委员会
- 10、澳门文化创意产业发展协会
- 11、越野e族（北京）传媒科技有限公司
- 12、天泰集团股份有限公司
- 13、杭州华联千岛湖创业有限公司
- 14、北京辉煌逸达实业集团有限公司
- 15、中科招商投资管理集团股份有限公司



## List of New Applicants for Accession to the IMTA

15 August 2017

1. US National Tour Association
2. University Savoie Mont Blanc
3. Chamonix Mont Blanc Valley Tourist Office
4. Chinese National Geography
5. Wuhan Sante Cableways Group Co. Ltd
6. Shanghai Zhongjin-Guotai Culture Group Co., Ltd
7. Guizhou Xingwei Group
8. ZhongRui Asset Management Co. Ltd
9. Bonsai Club International China Committee
10. Macau Cultural and Creative Industries Development Association
11. FBLIFE (Beijing) Media Co. Ltd
12. Tentimes Group
13. Huangzhou Hualian Qiandao Lake Developing Co. Ltd
14. Beijing Splendid Yida Industrial Group Co. Ltd
15. China Science & Merchants Investment Management Group Co. Ltd

# 国际山地旅游联盟首届年会论坛

## The First Annual Conference and Forum of IMTA

**名 称：**国际山地旅游联盟首届年会论坛

**时 间：**2017年8月15日

**地 点：**兴义市富康国际会展中心兴义厅

**主 题：**山地旅游可持续发展的新机遇与平台构建

**主持人：**第一阶段 国际山地旅游联盟秘书长何亚非

第二阶段 亚太旅游协会CEO特别顾问戴龙

**Event Name:** The First Annual Conference and Forum of IMTA

**Time:** August 15, 2017

**Place:** Xingyi Hall, Falcon International Conference and Exhibition Center, Xingyi City

**Theme:** New Opportunity and Platform Construction for Sustainable Development of Mountain Tourism

**Moderator:** Part 1 He Yafei, IMTA Secretary– General

Part 2 Dale Lawrence, Special Advisor of PATA CEO

### 一、第一环节

#### Part One:

主持人

国际山地旅游联盟秘书长何亚非

主讲嘉宾

- 1.国际山地旅游联盟理事、世界旅游组织荣誉秘书长弗朗西斯科·弗朗加利
- 2.国际山地旅游联盟机构理事代表、亚洲洞穴联合会主席艾克·哈利约诺
- 3.国际山地旅游联盟机构会员代表、世界酒店与旅游教育培训协会副主席马丁·菲力女士
- 4.国际山地旅游联盟理事、中国著名旅游专家魏小安

5.国际山地旅游联盟机构会员代表，捷克前国家旅游局局长、前地区发展部长，罗斯季斯拉夫

**Moderator:** He Yafei, IMTA Secretary– General

**Speakers:**

1.Francesco Frangialli, council member of IMTA, Honorary Secretary–General of UNWTO

2.Eko Haryono, IMTA group council member representative, President of Asia Union of Speleology

3.Martine Feny, IMTA group member representative, Vice President of World Association for Hospitality and Tourism Education and Training

4.Wei Xiao’ an, council member of IMTA, famous Chinese tourism expert

5.Rostislav Vondruska, IMTA group council member representative, Former Chairman of Czech National Tourism Administration and Former Czech Minister of Regional Development

**主持人：**女士们，先生们，下午好！非常欢迎联盟各位会员、各位嘉宾出席今天下午国际山地旅游联盟的主题论坛，今天上午大家共同见证了联盟的成立，这是一件具有开创性和里程碑意义的事情。成立仪式后，国际山地旅游联盟召开了理事会会议，审议通过了秘书处组建方案，原则通过了联盟三年工作计划，审核并接受了一些新的会员。现在联盟进入了正式运营状态，这确实是一件好事。

怎么在这个新的起点上，按照我们联盟章程所确定的宗旨、任务和目标，在国际上彰显先进的旅游理念，树立联盟的形象，扩大我们的影响？这是我们需要不断创新解决的课题。为此，这次论坛确立了一个议题“山地旅游可持续发展的新机遇与平台构建”。希望大家能够围绕创新构建国际山地旅游联盟会员交流合作平台，山地旅游的产业研究与发展平台，山地旅游投资合作与创新平台，以及如何实现这些理念的路径开始讨论。

下午论坛分两个阶段，第一个阶段，安排了五位主旨演讲嘉宾，由我来主持。第二阶段，由戴龙先生主持嘉宾讨论。

首先有请世界旅游组织荣誉秘书长弗朗西斯科·弗朗加利先生，请他做主旨演讲，大家欢迎！

**Moderator:** Ladies and gentlemen, good afternoon! I’ d like to welcome all members of IMTA and all guests to attend the IMTA Theme Forum this afternoon. This morning, we have together witnessed the founding of IMTA which is quite ground–breaking. Following the

inauguration ceremony, IMTA held the Council Meeting at which the plan for establishment of the Secretariat was considered and approved, three-year working plan of the IMTA was approved in principle and enrollment of some new members was reviewed. Now, IMTA has stepped into its formal operation, which is indeed a great thing.

How we can follow the purpose, tasks and objectives set out in the IMTA Statutes to reveal our advanced tourism ideas, build up our image and amplify our influence on the international stage? We need solve the task in a continuously innovative manner. For this purpose, the Forum has established a topic for discussion, i.e., “new opportunity and platform construction for sustainable development of mountain tourism”. We encourage all participants to focus discussion on innovation and construction of a platform for exchange and cooperation between members of the IMTA, for research and appraisal on the development of mountain tourism sector, and for investment cooperation and innovation of mountain tourism and the approaches to realizing these ideas.

This afternoon, we will hold two sessions. For the first session chaired by me, we have five keynote speakers. Panel discussion at the second session will be chaired by Mr. Dale Lawrence.

First of all, let's welcome Mr. Francesco Frangialli, the UNWTO Honorary Secretary-General, to make a keynote speech.

**弗朗西斯科·弗朗加利：**秘书长先生，副主席先生，女士们，先生们，我今天发言的题目是《联合国新可持续发展目标下的山地旅游》。联合国大会已在2015年9月通过了2012年“里约+20”峰会上宣布的17个可持续发展目标和169个子目标。它们构成了2030年可持续发展议程的核心支柱内容，在国际社会上确立了在2030年前彻底消除极端贫困，反对社会和文化不平等，保护和改善环境及遏制全球变暖的全球战略。

今年，即2017年，是落实17个可持续发展目标的第二年，也是联合国确立的国际可持续旅游发展年。旅游业有能力以直接或间接方式为所有目标的实现作出贡献。旅游业已特别列入第八项目标和第十二项目标，涵盖在“包容性和可持续经济增长”和“可持续生产与消费”内容下。目标8.9项和12.12项非常相似。它们共同强调了旅游业对创造就业机会和发展当地文化的贡献，以及旅游业推动可持续消费和生产模式转变的能力。

可持续发展目标中并不包含山地旅游的具体目标，这未免令人有点吃惊，乃至失望。第十五项目标下的首个子目标涉及山地作用及所面临挑战的相关表述，提及了陆地生态系统、森林、土地退化、荒漠化与生物多样性，却未曾将旅游业纳入其中。考虑到旅游业在解决上述重大挑战上

所能发挥的有效作用，我认为这一疏漏令人相当遗憾。

此外，在2015年可持续发展目标确立之时，旨在遏制全球气候变暖的巴黎协议也得到了诸多国家的签署。第十三项目标的内容如下：“采取紧急行动以应对气候变化及其影响。”鉴于高海拔地区的气温升高问题比海平面气温更为突出，这一目标对于包括旅游业在内的所有山区活动都带来了巨大的影响。我们要意识到气温的上升对于高海拔地区的影响比在海平面地区的影响要大。

再者，第十四项目标提及“水下生活”，同样牵涉到了旅游业范畴。海洋对我们地球的未来很重要，这一点无需赘述，显而易见。而山区也在人类生活中扮演着同样重要的角色，地球陆地表面48%的面积在海拔500米以上，27%的面积在海拔1000米以上，11%的面积在海拔2000米以上。世界人口的13%—10亿人——居住在高海拔地区，其中一半在亚洲。全球淡水资源的一半以上来自山区。正如2002年国际山地年所强调的：山区的和谐与可持续发展不仅对山区人民的福祉而言至关重要，对低地居民的生活条件也有着重大影响。

很多高海拔的国家和地区，在有的方面可能并不如那些小岛国那么积极主动在国际社会进行游说。AOSIS/小岛国联盟这样一个组织，包括39个国家，都是一些小岛国，这个组织非常具有影响力，非常积极在国际社会尤其在联合国系统内进行游说，是非常有影响力的团体，我们也希望山地旅游联盟也能够达到这样的影响力。

简要回过头谈三个问题，刚才已经简要地提到了，因为这三个问题都凸显在可持续发展目标之中，这三个问题分别是就业、本土文化和气候变化。谈到气候变化的时候，还要谈气候变化对于生态系统和生物多样性的影响。

首先，第一个问题就业，正如其他旅游区域一样，我们不应将游客在山区的一笔支出仅视为独立的消费行为。由于餐厅、酒店、商店等旅游企业在为消费者提供产品或服务需要采购基础生产要素或雇佣人员，游客支付给旅游企业的金钱将为其他旅游企业或相关部门企业带来一系列收入。通过一连串同心圆式的扩散，游客的初始支出最后会对当地整个经济产生影响。由于内陆山区经济循环封闭性较强，山区旅游业的乘数效应尤为显著。毫无疑问，这个机制所带来的最主要的利益是体现在旅游业的上游行业，包括农业、交通、建筑、手工艺品制造，但是这不是唯一的受益行业。联合国贸发大会也有数据证明，旅游业所创造的每一个工作岗位会带动其他行业的两个工作机会的出现。毫无疑问，这样的乘数效应在山区的发展当中意义非常重大，而且规模很可观，创造了财富，让GDP得以增长，带来了就业机会，减少了贫困。我们要强化旅游业和其他的经济体行业的联系，并且要让旅游业所创造财富的外溢或流失最小化。这两点是我们成功地发展山地旅游的关键抓手。

其次是本地文化，山区居民主要生活在山谷之中。百年以来，海拔、气候和出入交通障碍使他们的生活困难重重。由于不利地形，不稳定通讯和低人口密度（许多山区人口都在向外移

出)等种种限制性因素,山区民众零星散落定居在广袤山脉中;其中一些社区长期以来与世隔绝,音讯不通;此外,即使人们拥有相同的起源,但山谷与山谷之间,乃至同一地区的村庄与村庄之间的语言和文化传统都可能迥然相异,差别甚大。所以,因为山区地形,保留了很多文化的特征,以及他们自己的文化元素,包括宗教、传统文化、舞蹈、食物和一些自己的节日,这种文化的多样性,是旅游非常精彩的亮点。在高山自然的环境当中,他们可以有条件进行多种户外活动,由于当地的文化多样性,从这一个外部活动和文化多样性来说,可以带来山地旅游的两大资源,当然也要非常仔细地保护,户外活动,自然环境和文化多样性是非常脆弱的,如果一下子数以百万的游客涌入,这些地区有可能就会遭受到破坏。

最后一点,谈一下气候变化。从历史角度来看,冰雪运动并不是山地旅游的首类活动,登山活动在此之前就纳入了山地旅游的范畴,标志性事件是Jacques Balmat于1786年8月8日登上了欧洲最高峰——勃朗峰顶。今天,这一登山记录每年都被20,000名阿尔卑斯登山爱好者重复:通往山顶的险峻道路已经变得拥挤不堪;同样地,通往珠穆朗玛峰顶的小径也挤满了大量的登山运动员。尼泊尔此类国家或班芙、霞慕尼和策马特等地呈现的旅游业繁荣景象要归功于传统资源。在较低海拔山区,徒步旅行、远足、水上运动和山地自行车广受游客欢迎。讲至于冬季运动,南蒂罗尔博尔扎诺第一辆缆车的历史可追溯到1908年。首辆滑雪缆车于1932年在瑞士达沃斯开始运行。首届冬季奥林匹克运动会于1924年在法国霞慕尼举办。以上所述内容是昔日的辉煌。如今,阿尔卑斯山区和北欧滑雪以及其他冬季运动已经形成了一个巨大的产业,特别是在西欧和北美洲地区,有2000个滑雪场分布在80个国家内,参与高山滑雪运动的人数高达1.15亿,累计滑雪日达到4亿天,带来了500亿欧元的营业额,占到奥地利等国GDP的4.5%。在六十和七十年代,此类大众旅游带来的所谓“白金”繁荣扩展到一些偏远的内陆山谷,取代了当地落后的传统农业,为内陆山地居民带来了新工作和收益。经合组织进行的一项调查表明,如果气温上升2摄氏度(这是巴黎协议所设定的重大目标),阿尔卑斯山脉北部200个度假地中的三分之一,将遭受负面影响;如果气温不幸上升4摄氏度,那么三分之二滑雪度假地将受到打击。如果这一假设成为现实,以德国为代表的国家将丧失全部的滑雪产业。这是一个气候变化的话题,而这种气候变化包括升温带来的影响,不光是滑雪,不光是冰雪运动,它影响到了冰川,本身也是山地资源。影响到永久冻土的消失,未来森林的消失,也包括高山上的生物多样性也将受到摧毁。所以,我认为盟要在气候变化这一块有所作为,因为这个对我们来说非常关键。

山地因为他们对于人类和自然环境独一无二的特性,在现代旅游业转型过程当中,占据着至高无上的地位,有助于形成可持续发展模式。如果能把山地旅游实现更可持续性,可以给我们带来更多的社会资源,比如工作、职位,而且也能够帮助人类更好地适应气候和环境的变化。谢谢大家!

**Francesco Frangialli**

Mr. Secretary-General,

Mr. Vice President of the IMTA,

Ladies and gentlemen,

I have entitled my presentation to be “Mountain Tourism in the New United Nations Sustainable Development Goals” .

Announced in 2012, at a conference, the 17 sustainable development goals (SDGs) and their 169 associated targets have been adopted in 2015 by the General Assembly of the United Nations. They represent the central pillar for the 2030 Agenda for Sustainable Development, which set up a global strategy for the international community to totally eradicate extreme poverty in the world at the end of the period 2030, fight social and cultural inequalities, protect and enhance the environment and limit the global warming process.

This year 2017 is the second year of the implementation of the SDGs. It is also the International Year of Sustainable Tourism for Development declared by the United Nations. Tourism has the potential to contribute to all the goals. But in particular, tourism has been included in targets appearing under Goal 8 and 12 of green, inclusive and sustainable economic goals on the one hand, sustainable production and consumption on the other. These two targets are similar. They underline the contribution of tourism to job creation and local culture. And its capacity to be an agenda of change toward more sustainable consumption and production practices.

You may be surprised and I am sure these are pointed. There is no specific goals in the SDGs devoted to the mountains. Protection of the world’ s mountains and challenge of future it represents is made in Target 1 of all 15, which refers to the history of ecosystem, forest, island degradation, desertification and biodiversity, but not in relation with tourism. It is a mission that is surprising if we consider the role tourism can play in addressing these major topics.

It is said the SDGs were adopted at the end of 2015 more or less at the same moment when we concluded the Paris Agreement to limit the global warming. For 13 of the SDGs listed as follow, I called to take urgent action to tackle climate change and its impact. This is vital for all activities placed in the mountains including tourism, taking into account that the alleviation in the temperatures is more accentuated in high altitude than at the sea level.

Let me say something very particular. You heard one word which refers to the life below water. Of course, for many reasons, the future of the oceans is very important for the future of



the planet. But mountains as well see some changes as was mentioned by Mr. Fu this morning. 48% of the world terrestrial surface is above 5,000 meters, 27% above 1,000 meters and 11% above 2,000 meters. More than half, you know, 15% of the world population lives in magnitude, all of them, by the way, in Asia. More than half of the global fresh water resource comes from the mountain. The harmonious and sustainable development of mountainous regions is essential for the well-being of the communities. But there are also important consequences for the life of people who live in the lowlands. And it was pointed out in 2002 when we celebrated international years of mountains.

I don't know if you are aware of that. But all the countries, the island countries have set up very strong lobby. This lobby is the alliance of small island states concerning 39 countries. And they protect and defend their interest. And they manage to have the peace of the world devoted to them under the 17 SDGs. Mr. Secretary-General, the IMTA would like to fight hard to compete with the group of island countries and to impose our own edge.

Ladies and gentlemen, I would like to come back to brief on three issues I have already mentioned since they are featured the UN SDGs, job creation, local culture and climate change including its impact on ecosystem and biodiversity.

First of all, job creation. As anywhere else, an initial expenditure made by a visitor in a mountain village should not be reduced to a simple act of consumption. You know, the money spent in the tourism enterprise, auto and shop generates a flow of income and other expenditures in other enterprises and in various sectors, especially in sectors which are related to tourism. This multiple-layer effect resulting from tourism is especially high, especially important. It is especially true in landlocked mountainous regions where linkages out of the local economic sector are limited. It does result in the economic sectors which benefit the most from this mechanism, and those related to tourism such as agriculture, transport, manufacturing industry, handicraft production. But these are not the only ones. A UN body has estimated that for one job directly created in the tourism industry by tourism expenditure, there are two other jobs created in related sectors because of tourism. There is no doubt that the multiple-layer effect contributes in mountainous regions on a large scale to the production of works, to the increase of the GDP, to the creation of jobs and to the reduction of poverty. Maximizing the linkages between tourism and its percentage of the local economy, and at the same time, reducing to the minimum the linkages which benefit externally economic items. These are the two key words for a successful mountain tourism development.

My second point is about local culture. Islanders live in valleys. The altitude and the climate and the difficulty of access to combine have made their life difficult and even precarious for centuries. Because of the constant coming of the topography, communication is uneasy. The density of the population is rich in many regions which have been for a long long time in lands of immigration. Human segments are scattered over large territories. And some of these communities have been isolated for a long period. The reason of that is that people are living in their valleys. Even they are very closed, they have developed specific culture. They have their tradition. They have their language even they belong to the same community. Here in Guizhou, many of the minorities people are not only the ones that preserve their original customs and unsophisticated lifestyle, their original languages and religions, their exquisite handicraft, their original foods, songs and dances, festivals and celebration. This cultural and sometimes ethnic diversity is a fantastic resource for tourism. In islands, the natural environment creates the practice of many outdoor activities and the cultural diversities. They are the two pillars for successful mountain tourism on the condition that this has deployed with extreme precaution. If millions and millions of visitors using the newly built infrastructures flock to the same limited areas, specifically the ethnic regions, you are close to the disaster.

And my third and last point is about climate change. You know, snow- and ice-based sport activities have been historically the first component of mountain tourism. Mountaineering and climbing came before historically after an activity appeared in Europe in August 1786. Today, this performance is participated by 2,000 enthusiasts every year. They come to the Summit and it has become something like motorway. People developing tourism in the country which is a new member of IMTA live on this traditional resource. At lower altitude, trekking, hiking, water sport and mountain bike have become gradually popular. Coming to winter sport because winter sport is still the core mountain tourism. I know you are the motivator. I have the privilege. I am the first speaker. So I continue. Winter sports have been developing in a region from the 1908, the first league was inaugurated in Davos. In 1932, the first winter sport activity was listed to the Olympics in Germany in 1924. The huge industry has been built that was called sometimes wild world. Toward this huge skiing industry, there presents especially in Western Europe and in North America, 2,000 skiing resorts in 80 countries, 115 million people practicing skiing, 400 million skiing every day, \$50 billions of turnover. In the countries like Austria, it's 4.5% of the GDP. But now, this skiing industry has been proven to be associated to the climate change. This is very, very impressive, as you just mentioned the example of

Germany. If you have an increase, and this is the minimum that can be predicted, of 2 degrees in the temperature, Germany will lose 50% of its potential for skiing. And you know, 2 degrees, this is the aim of the Paris Agreement of Climate Change. If you have an increase of 4 degrees, Germany will lose all its ski activity. Everything. So this is a major topic and this climate change with the increase of temperature. It's not only about skiing and winter sport. It's also about the glaciers which have important resources, about disappearing of forest, resource in freshwater, the future of forest and mountain biodiversity. I suggest that the IMTA make the aspiration of this issue of climate change one priority of this action that include the mountains because human and natural environment are situated at the core.

This is resulting from the transition from modern tourism to a more sustainable, modern development. If we make the growth more sustainable, mountain tourism will continue to expand its capacity to generate activity, create jobs, foster culture while adapting to the changes in its environment.

Thank you very much!

**主持人：**非常感谢弗兰西斯科·弗朗加利的发言，非常发人深思，您也阐述了我们面对的挑战与机遇，我相信也是所有人类共同面对的问题，国际山地旅游联盟对此也要承担独有的责任和担当，在可持续性发展和可持续旅游概念指导下，同时在气候变化的意义下，我们都需要认真地考虑和对待这些议题，感谢您重要的发言。

下一位演讲者是亚洲洞穴联合会的艾克·哈利约诺，有请！

**Moderator:** Many thanks to the inspiring speech of Mr. Frangialli. You also elaborated the challenges and opportunities we face. I believe we all humanity share them. The IMTA also should assume its sole responsibility for them. Under the guidance of these concepts of sustainable development and sustainable tourism and in the context of climate change, we have to think about these issues seriously. Thank you for your important speech.

Our next speaker is Mr. Eko Haryono from Asia Union of Speleology.

**艾克·哈利约诺：**大家下午好！非常荣幸参会，我要向国际山地旅游联盟首任秘书长以及各位嘉宾表示感谢！

今天下午我代表亚洲洞穴联合会发言，我来自印尼，印尼是东盟当中一个比较有特色和吸引力的国家。我们组织对于山地旅游非常感兴趣，因为喀斯特地形，从最高的高山到热带都会存在

喀斯特地形，我们非常支持国际山地旅游联盟的各项活动。

发言分五个部分：首先介绍一下全球的情况，以及给我们带来的新机遇。第二，喀斯特地区的重要问题。第三，工作方式。第四，工作路径。第五，工作策略。

全球情况如何，给我们带来了怎样的机会？现代化进展、城镇化进展都会影响到很多自然旅游目的地，包括山区和喀斯特地区，现在的自然旅游发展，特别是在亚太区大规模地兴起的自然旅游，都是有经济动力驱动的，主要是休闲旅游业的支持。可以预见到，中国非常积极主动地发起国际山地旅游联盟，希望这能够应对我们的众多挑战，因为中国是亚太地区人口最密集的国家之一。这个是UNWTO的数据，这也是我刚刚收到的信息，我想强调几点。

不同地区的出境旅游市场展望，列出了各个地区出境游的增长比例，都是非常显著的，印尼也是如此。目前，这种自然旅游的比例已经占了35%。这里包括了喀斯特的旅游，也包括海洋旅游。而文化旅游这一块比例还是比较高，占了60%。但是在近期来说，自然旅游可能会跟文化旅游不相上下。人为景观的旅游只占了5%，包括一些会展业的旅游、运动旅游，这种集成的、地区性的、综合性的旅游只占5%。

我们这里讲到全球趋势，必须谈到可持续旅游，因为从数据当中可以显示，一个国家的环境实力跟它的旅游收入直接相关，这个国家的自然资源越纯净无暇，吸引到的游客就越多，环境越纯净，他们的收入就越高，而且他们越愿意去付更高的价钱去访问。所以，随着这种自然资本的缓慢衰竭，这种旅游目的地就会面临重大的困难和挑战。这个是我们的经验，喀斯特地区，包括印尼的喀斯特地区，现在越来越受欢迎了，大部分的山地有很多登山运动爱好者，所以很多人都想去山上旅游，甚至包括一些漂流和攀岩。但是喀斯特有自己独特发展模式，对旅游者有独特的吸引力。

所以我们讲到喀斯特地区有哪些重要问题呢？在喀斯特地区，我们都知道，世界上地表面积的25%都是喀斯特地区，中国比例甚至高达30%。因此，喀斯特地区的旅游业的确是非常重要的一个议题，是我们发展旅游的一个新的非常重要的切入点。那么，喀斯特地区有哪些特点呢？首先，地表地形非常具有特色，别具一格。喀斯特地区的地表景观，可以说是千奇百怪，像桂林，大家如果去过桂林的话，对此应该深有体会，风景非常美。在喀斯特地区，除了地表的奇特景观之外，还有另外一个特色就是岩洞。所以我们也看到喀斯特地区的岩洞吸引到了越来越多的游客。

发展喀斯特地区的旅游有哪些需要特别关注的问题？首先要彰显喀斯特地区的独特景观，包括地表景观和地下景观；第二个需要特别关注的是保护好喀斯特地区脆弱的生态系统；第三个需要关注的是要重视喀斯特地区的扶贫工作，很多东盟国家，尤其是印尼，我想中国也有同样的一个问题，往往喀斯特地区也是贫困比较集中的地区。

如何找到一种有效的方式来可持续发展旅游。首先，我们需要保护好景观，需要有景观保护

的方案规划。第二，需要确保当地的居民收入增长。第三，要更好地保护环境。

所以，旅游可以说是解决喀斯特地区面临挑战的一个出路。要保护好喀斯特的独特景观，需要我们去做好非常好的规划工作，而且要争取让喀斯特地区的这些景观成为世界自然遗产，而且要做好喀斯特地区地表景观和岩洞景观的呈现。不光是做一些肤浅娱乐的东西，要以一种更好的形式进行呈现。我们也需要对环境进行监测，才能更好地对喀斯特地区的环境进行管理。还有一点我们需要地方的这些社区和居民的参与，只有他们参与进来成为合作伙伴，才能更好地管理好喀斯特这些景区。安全也是非常重要的，要有安全流程、要求标准程序，要做好教育培训工作。谢谢！

**Eko Haryono :** Good afternoon. Of course, I will express my gratitude to the IMTA, the Vice Chairman and also all the organizer and also the distinguished guests. In this afternoon, I am representing the Asia Union of Speleology. And I am in direct flight from Indonesia. So, it is one of the presentations that presents Asia as a wonderful destination.

This region now has the ability and it is very interested in mountain tourism because Karst area is from the very high mountain to the coastal area. So that's why for the first time, it was asked to support the initiative of IMTA to agree and support this IMTA initiative. I come up with 4 or 5 things. In this global situation, It is a new opportunity for Karst area. This region put forward the thoughts, approach and strategy. Towards this global situation, it is also our new opportunity. It increases modern tourism in the mountainous regions including Karst area. And the second is relationship of tourism development with the landscape based primarily on the nature. So it is feasible if China takes active measures within the IMTA scheme to face this challenge because, you know, China is the most populated area in the Asia Pacific region.

It's tourism from the UNWTO I just now heard. I just want to highlight that the outbound tourism is quite developing very fast in Indonesia. We have got only the natural tourism, the percentage of which is up to 35% including Karst area. The tourism is also eco-tourism and mountain tourism. The culture has been presented. The future of natural tourism will highlight Karst tourism; this is only 5%, including event tourism, sport tourism and eco-tourism.

This is what we are talking about. We are talking about sustainable tourism because the fundamental of the country is closely related to tourism revenue. The more we find the natural environment of the country, the more tourism inclined to thrive there, and the more they are willing to access. Consequently, this distinctive loss in the future will be a very big problem. This is our experience of the Karst area in Indonesia. Karst area has become more popular now. The mountains are mostly popular with climbing. Because we have many volcanoes. So

many people try to have tourism especially for volcano and climbing. The Karst has also very significant development in terms of tourism.

The Karst area is an important issue. It's because the Karst area now is around 25% of our earth coverage, for China, maybe 50% or 40%. So it is quite reasonable that tourism in the Karst area is very important in the next tourism development. What is the importance of Karst area? First, it's of course the uniqueness of surface morphology. There are many beautiful landscapes of Karst area. In our area, it is also critical. This is the very scenic Karst landscape. There are Karst areas in Indonesia. This is also the beauty of Karst landscape in Indonesia. Karst area also has very unique scenic morphology like here. I take this picture from Nanning of this landscape during my holiday. This is also from Indonesia. Now caves and Karst becomes more popular.

What are the important issues? One is of course the unique scenic and landscapes. It is the most important in the surface and also in other countries. And the second is the fragile ecosystem. China has many experiences on this associating. And the third is poverty. Most of ASEAN tourism is related with that. In China, Karst area is associated with poverty. How to protect this to develop sustainable tourism? Of course, the first is, we have to protect the landscape and value. So we need to have a platform to conserve the landscape. The second is in connecting to local community. The third is get management skill so that tourism can be a solution of this Karst area. This is a key measure for protection of the beauty of the Karst. Of course, we need this. And the second is to develop Karst area's ability to develop cultural scheme and carry out environment assessment and also monitoring protocol and guideline. What assessment are we going to implement? We need more monitoring to better management in Karst region. And last, I think, you need the local community assistance and engagement so as to better balance the relationship of government, community and private sector. The last is the safety. It is also important. And education and medical development in this area is also important.

Thank you.

**主持人：**谢谢艾克·哈利约诺先生，感谢您的精彩发言，您的发言特别提到了旅游业与喀斯特地区之间的密切联系，如何保护好自然环境，与此同时发展旅游业。您也特别有见地地进行了分析。

下面一位发言人是世界酒店与旅游教育培训协会副主席马丁·菲力女士。有请！



**Moderator:** Thank you for your excellent speech, Mr. Eko Haryono. In your speech, you made special mention of the close relationship between tourism sector and the Karst regions, the way to protect natural environment well and development of tourism sector. You also particularly made a knowledgeable analysis.

Let's welcome our next speaker, Ms. Martine Feny, Vice President of World Association for Hospitality & Tourism Training.

**马丁·菲力:** 各位下午好! 各位朋友, 各位来宾, 首先感谢你们邀请我参加这次活动, 感谢你们的盛情接待, 我们的工作已经取得了初步成功, 谨此代表我们协会的主席以及协会的所有成员, 向新成立的国际山地旅游联盟表示祝贺!

世界酒店与旅游教育培训协会, 就是我所在的组织, 有非常悠久的历史, 首先介绍一下我本人, 在我们这个组织, 大家在里面工作都是志愿者的身份。我平常还有自己的工作要做, 在协会做的这些事情都是以志愿者身份来做的, 待会介绍一下我本人的工作。

世界酒店与旅游教育培训协会有悠久的历史, 我是协会的副主席, 我来到这里分享我们的经验。首先强调的一点, 在幻灯片上可以看到, 协会的会员是多种多样的, 有专业人士, 有企业家, 有来自于教育机构的代表, 所以我们的会员构成多种多样。

第二点, 协会的工作实际上与国际山地旅游联盟的价值、使命都是高度一致的。我们都是以志愿者的身份不领薪酬在协会工作, 我们都是志同道合的一群人。这是我们的一些会员, 可以看到真正的是非常多元化, 当然也有理事会成员, 这些成员很重要, 其中包括一些从事旅游酒店管理培训的教育机构。当然, 平常我们是竞争对手, 但是在参加协会活动的时候, 大家精诚合作, 确保共同的价值观得以贯彻, 确保能够形成共识, 从而能够促进和提升旅游业从业人员的福祉, 所有的工作都是以人为本的。

这是协会的组织机构, 在这里有章程, 在章程的规定范围之内, 可以和其他的机构进行合作。我们的非执行主席是弗兰西斯科·弗朗加利, 就是刚才第一位发言嘉宾。

我们也收会员费, 作为一个协会收取会费作为收入。会员只需向协会缴费, 而不需要向协会的工作人员缴费, 这是我们工作的组织机制。如果你和你的同事是朋友的关系, 做起工作来, 当然会更加得心应手。这也是我想强调的一点, 我们协会气氛非常好, 在协会当中, 大家相处得非常融洽, 因为我们都是志同道合的, 都想把旅游业建设得更好。

刚才在前面一张幻灯片上, 我也向大家展示了, 我们有来自各国的代表, 有中国的代表, 是中国一家非常有份量的从事网络教育的企业, 代表协会在中国开展业务。作为协会的会员, 当然有义务参加协会的各种活动、各种大会, 虽然我们平常的工作都非常繁忙, 但还是有必要参加协



会的这些活动，因为参加这些活动可以结识新朋友，可以加深友情，建立起人脉。这样的话，你以后的生意可以做得细水长流，而且在世界各地都有可能涉足。

大家可以在我们协会的网站找到上述信息。这里我想强调的是，我们都是以志愿者身份参加协会的工作，每个国家只有一个代表，以不领薪酬的形式为协会开展工作，推动协会在各个国家的影响力。那么我们的协会会员非常丰富多样，大家也看到，协会的会员来自于世界各地，专业背景也不一样，他们的工作方式、思维方式也非常不一样，这就是为什么我特别强调，有必要参加协会组织的各种会议和活动，才能接触到各种各样的文化和工作理念、方式，协会的历史非常悠久。现在我们也意识到，协会的影响力越来越大，这里列出了15个要加入协会的理由。

上个星期，我们被联合国正式承认为具有咨商地位的非政府组织，这对于协会来说是一种重大的荣誉。因为长期以来，我们都在争取联合国咨商地位身份，经过漫长的工作终于实现了。

这里是协会的缩写AMFORHT，下次协会的重要活动——协会年会将于11月26日-29日在加拿大蒙特利尔举行，12月份在哥斯达黎加、明年1月份在俄罗斯德莫斯可也会各自举行一次大会，下周我们也会组织活动，来庆祝我们刚刚所获得联合国咨商地位身份。

作为一个旅游业的行业协会，我想特别强调一点，一定要广结人脉，就是一定要找到你的支持者，在国际社会上找到那些愿意支持你工作的人，和你做类似工作的兄弟姐妹。所以，这里也非常高兴看到了新成立的国际山地旅游联盟，我们也会尽我们的所能来帮助你们。在法国，我们协会的缩写是AMFORHT，是世界酒店与旅游教育培训协会的法文缩写，但是AMFORHT正好也是个法文单词，意思是“有力量”。希望你们也能够加入进来，让我们的力量进一步壮大。谢谢！

### **Martine Feny:**

Hello, everyone,

Bonjour, distinguished audience,

Dear friends,

Let me first thank you for your kind invitation and warm welcome. The forum is a great success. And on behalf of my President, Phillip Franso and all the members, I wish the best to this new-born International Alliance.

The World Association that I represent here has a long history. Let me, just a few words about myself. Because what I'd like emphasize is the fact that we work as a volunteer in this Association. So that is very important for me to highlight this because I have another activity, a professional activity of course, I would be delighted to talk to you about that later on.

What I would like to say about the Association that I represent is that it has a long history. I would share with you some tips today faithfully. Don't worry. And what I would like

to highlight is the fact that I represent this Association as Vice President. And I am here to share with you about this experience.

The first fact that I would like to highlight as you can see here on that slide, is the important variety of actors involved in the Association. And that is, for us, a very crucial point. We have professionals. We have entrepreneurs involved. We have people from institutions, from education. So we have a wide variety of different people in our organization.

And the second point that I'd like to highlight is the fact that we are here. We are involved in the Association with the same values. We have the same values and we work hard to develop and to implement these values. As I mentioned, we are volunteers and we are not paid for that. And this is important to notice because we believe in our values. Here are some members. Among them, a wide variety of different actors, of course. We have Board members of course are very important one. I don't know if you have heard about Francis Auto Schools that we are competitors. We are competitors in everyday business. And when we are attending our event, we work hard together in order to improve and to implement values, and to such a consensus as well to improve the role of human beings in their tourism sector. We want human beings to be at the center of all activities and operations. Our Association is well structured. With our internet platform we can interact with anyone from the network. So this is really important. And we'd like to highlight in the name of our non-existed Chairman, Fransceco Frangialli.

I want to emphasize that much we have very particular, of course, membership fees. As an Association, we only have fees as a kind of reward. People and members make money in this Association and they only pay fees to the President and of course the organization. We are really well-structured as I mentioned. You need to work with people you want to work with. It is so much easier to be friends. And this is very important for me to highlight this. Again, we work in a very friendly atmosphere. We are competitors as I mentioned. But inside and within the forum, we live very well together. We think and we want to develop the future of tourism. So we have some delegates from each country. We have one Chinese delegate here. It's an very important actor from the online education with many students. So, my advice here is that we need to attend conferences. Of course, we are really busy, but we will do slow business to make sustainable money. That's my point. If you attend a conference, if you meet new people, you have new friends, new strong friends, new important relationships. And then you can do a sustainable business and implement it all over the world.

You will find all this on the website of the platform. I would like to highlight the fact that we are volunteers once more. We have only one general delegate who has a contract. Of course, what is important is to work because we are an international association. We are all quite diverse. We come from various countries. We have various backgrounds, various ways of doing things, thinking. So this is important to meet in order to strengthen the links. What I would like to highlight, here is the fact that with this long history, we have been in a process of being now recognized. And these are the 15 good reason to join us. We have been recognized, last week, as an official NGO from the United Nations with consultative status. So this is a brand new era for our Association. And it has been a long, long process that hopefully it is really now successful. You know, AMFORHT is an acronym. I just mentioned the next event would take place.

We have a national conference in each country. So the next event will take place in November in Canada. This is our annual forum. And then we will have a national conference in Costa Rica. And in January we will have a national conference in Moscow, Russia. Of course, we will celebrate our new NGO status.

What is important for me to notice at that stage is that foreign association. It is really important to have got good fathers and good mothers. And it is important to have strong parents and international relatives and sister associations. From an international point of view, this is very, very relevant. In that sense, we are really optimistic for this new IMTA. On behalf of the all the members, we would be really delighted to help you in many other ways. You know, in France, my Association is called AMFORHT. It' s an acronym, of course, for World Association for Tourism and Education and Training. But in France, AMFORHT means a word which is a strong soul for us. We hope you to join us in order to become yourself as well, a strong soul.

Thank you.

**主持人：**谢谢马丁·菲力女士，讲得非常好，我们有很多学习的地方，我们是婴儿，但是你们已经成年人了，还有很多路要赶上。

下面一位发言人是国际山地旅游联盟理事、中国著名旅游经济专家魏小安先生，有请！

**Moderator:** Ms. Martine Feny, thank you for your excellent speech. We have much to learn and we remain at the early stage while you have been well developed. Therefore, there is

a long way for us to catch up.

The next speaker is Mr. Wei Xiao'an, a council member of the IMTA and a renowned Chinese tourism expert. Please!

**魏小安：**今天的主题是两句话，一句话是世界山地旅游的可持续发展，一句是国际山地旅游联盟的理念发展创新，所以我想重点讲讲这个。因为上午开会的时候谈到了，国际山地旅游联盟要变成交流与合作平台、研究与评价平台、投资与创新平台，我都非常赞成，应该往下，有文化与保护平台、科技与发展平台。现在来看山地旅游发展，文化的特色要求越来越高，随着城市化和工业化发展，这种特色正在泯灭，所以保护的任务更重。但是保护不能单纯地为保护而保护，一定要通过旅游这个平台来强化保护。同样，现在的山地旅游科技含量越来越高，甚至有很多高的科技含量都让我们觉得不可思议。可是恰恰是这些东西拉动了新一代山地旅游的消费者，所以我想组建国际山地旅游联盟，首先是有一个全球一体化的背景，这个一体化是经济一体化为基础，虽然现在发展波折，但是是大势所趋。第二是贸易一体化，全面流动，形成一个巨大的体量。第三是技术一体化，互联互通，达到了一个指数化的增长。第四是旅游一体化，资源挖掘现在已经变成刚性需求，这种刚性需求，在中国这几年体现得非常强烈。中国的人口基数大，将近14亿人，所以我们中国旅游形成了一个海量特征。基本上在旅游旺季，所有的山地大体上都是人满为患，所以中国这么大面积、这么多的山，大家还是感觉我们的山不够用，实际上这只是阶段性的。严格地说，我们利用还不够充分。这是一个方面，国际组织的背景。

第二个方面，旅游国际组织的成长需求。我们现在有世界旅游组织（UNWTO），是官方组织，还有一个亚太旅游协会（PATA），是属于市场化组织，还有世界旅游旅行理事会（WTTC），就是忽悠组织，因为这个组织建立目的，就是要忽悠各个国家的政府来重视旅游。从1990年到现在，已经27年了，接触组织很多，但是社会影响也起来了。还有世界旅游城市联合会（WTCF），这是旅游城市的组织，这些组织在世界上现在已经形成了影响，这样的话，还有各类旅行社组织，比如美国旅游代理商协会（ASTA），酒店组织就更多了，还有会展组织等等。由此看到一个趋势，世界旅游发展需要新型组织，也需要开拓新领域，谋求新发展，可以说国际山地旅游联盟应运而生。

对于中国来说，中国作为一个旅游大国必须国际化。这种国际化，我们不能只满足于话语权，应该进一步研究规则的制定权、秩序的维护权、价格的协调权、市场的影响权。我们多年以来，话语权没有问题了，参加一些国际会议，尤其是一些比较重要会议，如果中国代表团不发声，这个会议很难形成结论。但是现在只满足于这一点已经不够了，需要一步一步推进。我记得当年日本人到中国，大把的旅游者，日本的旅行社到什么程度，规则我定，我说多少钱就是多少钱，三个月之后付款，就是三个月之后付款。所以很多日本的旅行社，就靠这一条养活了自己。

三个月资金周转，光利息就能养活自己。那个时候我们觉得这种事不公平，但是没有办法，因为我们那个时候是弱势，当然今天也不必强化这种强势，因为无论国家大小一律平等。在旅游发展上，我们要追求通过国际组织达到平等的发展权。中国是一个山地大国，所以很自然形成山地旅游大国，这样的话，这个组织对中国的意义是很突出的。

第二是对贵州的利益，贵州两句话“山地公园省、多彩贵州风”，这两句话已经人尽皆知了，这样使得贵州一步可以走向世界高端，应该说这个意义很突出，这样的话，我们需要研究到底怎么国际化，我归纳了一下20个“国际化”。

第一，国际化视野，从地方到世界，横向比较当中看到差距。刚才听了几位嘉宾的发言，感觉视野不同，弗兰西斯科·弗朗加利视野就是国际视野，多年培养出来，女士发言是专业化视角，也会给我们启发。第二，国际化理念，从传统到文明，需要一种高端生态文明。第三，国际化思维，从自身到超越，要具备一种前瞻性。第四，国际化资本，从个别到全面，同样对我们这一个组织而言，本身没有资本运作的问题，要整合资本、推动资本，服务大家。第五，国际化的机制，从引进到创造，其中包含一系列国际化的政策，机制是根本，政策是技术，常常要变。但是我们要把握变化的主动权。第六，国际化运作，从接轨到发展，国际化也在变，我们要研究自身的原生变化，实际我们经常习惯于严格地说，只要还在强调国际化就是不够国际化，真正达到国际化，用不着一天到晚挂在嘴上。第七，国际化规则，从接受到介入。目前发达国家制定规则，发展中国家接受规则。但是随着发展，也需要介入规则的制定。第八，国际化市场。第九，国际化分工，从垂直到水平。我们在发展过程当中，发达国家、发展中国家是垂直分工，发达国家内部是水平分工，山地旅游也是如此。所以我们要逐步改变这种分工体系，直接进入国际水平分工体系，旅游率先进入。第十，国际化组织。第十一，国际化心态。这个问题在中国比较突出，因为我们多年饥贫饥弱，虽然这些年发展，但是我们心里总有一点生怕别人看不起，一有国际活动，领导一句话“万无一失”，我参加不少国际活动，我看了很多万里面多少多少失，大家都觉得很正常，失就失了，错了就调整过来。但是我们不同。第十二，国际化人才。第十三，国际化产品。第十四，国际化设施。第十五，国际化管理。第十六，国际化服务。第十七，国际化语言。第十八，国际化方法。第十九，国际化规划。第二十，国际化标准。这二十个国际化，对于国际山地旅游联盟而言，都需要一个方面一个方面研究、操作，这样做下来，我们这样一个国际组织是真正的国际组织，只不过总部在中国而已。我们今天很隆重的事就是拿到准生证，多少国际组织需要这种准生证，对于中国来说非常重要。各国有各国的管理规则，很多国际组织不需要这些，就需要一条，市场承认、行业承认，你能推动发展，能服务会员，让大家有更大的积极性参加你的活动，这就是我们的成功。所以祝愿国际山地旅游联盟健康成长。谢谢！

**Wei Xiao' an:** Today' s speech focuses on two themes, the first one is sustainable

development of world mountain tourism, and the second one is innovation of idea development of the Alliance. As mentioned at the session this morning, IMTA is expected to become a platform for exchange and cooperation, research and appraisal, and investment and innovation. I quite agree with this. In my opinion, we can go a step further. IMTA should also be a platform for cultures and conservation and for technology and development. Now, mountain tourism is ever demanding on its cultural features. However, with urbanization and industrialization, these cultural features are disappearing. So we have much more to do. But we cannot protect for protection's sake. Protection needs to be enhanced through the platform of mountain tourism. And now, technology is playing a more and more important role in mountain tourism. Many high-tech applications are becoming unimaginable. It is precisely such new application of technology that has been driving a new generation of mountain tourism consumers. Therefore, I think, the establishment of the Alliance needs to be put into perspective under the background of globalization which lays a foundation for economic integration. In despite of existing obstacles to development, I also consider that globalization represents the general trend. The second one is trade integration, the free trade flow with sizable volume. The next is technical integration. The interconnectivity of technology is growing exponentially. And fourth, there is tourism integration. Resources mining has now given rise to strong demand, which is strongly apparent in China in recent years. As China has a huge population of nearly 1.4 billion, Chinese tourism represents a massive market. In peak tourism seasons, all the mountains are basically flooded with people. So, though China has so many mountains as such a big country, we also feel that there are not enough mountains available. In fact, this is only for now. Strictly speaking, we haven't fully utilized all the mountain resources. That's only one side of the story. Well, that's the background of the establishment of the international organization.

Secondly, it's also responding to need of the international organization of tourism. Now, we have UNWTO, an official organization, PATA, a market organization, and WTTC, a sweet-talk organization which is designed to lobby different governments to attach importance to tourism. It has been 27 years since its establishment in 1990. It has made contacts with a great many organizations and now has accumulated a lot of social influence. There is also WTCF, an organization of tourism cities. All these organizations are now making big differences across the world. There are a variety of travel agency organizations including ASTA, more hotel organizations as well as convention & exhibition organizations. Seen from this, we can spot a trend that, world tourism development needs to be supported by a new type of organization. We



also should explore the new space and seek new growth. Therefore, it is at the right moment that IMTA is born.

What does it mean for China? China, such a tourist power, has to be international. As for going international, we can't merely be satisfied to voice opinions on the global stage. In addition, we should further study the rights to set up standards, maintain the order, coordinate prices and influence the market. Over these years, China does have its voice heard through its participation in international conferences, especially some significant conferences. If Chinese delegation does not voice its opinions, these conferences are rarely able to reach consensus. However, it is not just enough to realize this. We should advance this campaign step by step. I remember that, there had been a great many Japanese tourists visiting China then, but the rules and prices were set by Japanese travel agencies. They would say: "We will pay you in three months." So, many Japanese travel agencies survived based on the three-month credit terms. They could support themselves merely with the interest income as they have a three-month payment term. At that time, though we thought it unfair, we could not argue with them as we were disadvantaged. Of course, as all countries in all sizes are equal, we are not necessarily intensifying this strong position. In terms of tourism development, we should leverage international organization to seek for equal development right. China, with abundant big mountains, is naturally gaining the position to be a major power of mountain tourism. So, the Alliance is of prominent importance for China.

Secondly, is it beneficial to Guizhou? As known to all, Guizhou can be described by this phrase, i.e., a province full of mountainous parks and colorful landscapes. Therefore, Guizhou can become a player on the international arena. In this way, we should say that it is of prominent importance. In that case, we have to look deep into the way to go global. And I have summarized 20 aspects of globalization.

First of all, it is global perspective. We have to see the local and global differences through horizontal comparison. I've listened to the previous speakers just now. And I see that we have different perspective. Francesco Frangialli does present from international perspective developed over the years. And the lady's speech is highly professional. This professional angle also provides lots of inspiration. Secondly, it is international ideas. From tradition to civilization, a high-end ecological civilization is particularly required. Third, it is international thought. For ourselves to push limits, we should have a prospective thinking. Fourth, it is international capital. From individual to entirety, though our organization itself is free from



capital operation problem, we also have to integrate and drive capital to serve the public. Fifth, it is international mechanisms including international policies. Mechanisms lay the foundation while policies are techniques. From introduction to creation, mechanisms continue to evolve. However, we should firmly keep the initiative in evolution. Sixth, it is international operation. They have to be in line with international norms and also should evolve. Therefore, internationalization is not static. We have to look at our internal and organic growth. In fact, we used to that, in strict truth, as long as we talk about globalization or internationalization, it means we are not international enough. Once we really realize internationalization, we need not talk about it all the time. Seventh, it is international rules, from, acceptance to involvement. Right now, rules are set by developed countries while the developing countries are passive recipients of these rules. However, as the world evolves, developing countries also need to be involved in the rule-making. Eighth, it is international market. Ninth, it is international labor division, from vertical one to horizontal one. In the course of development, both developed and developing countries have vertical division of labor while within the former it is horizontal, so does mountain tourism. Therefore, we should gradually change this labor division system and directly go into the international labor division system, with tourism taking the lead in doing so. Tenth, it is international organization. Eleventh, it is international mindset. This issue is relatively prominent in China as for all these years, China has been underdeveloped. In spite of many years of development, we have always been afraid that people will look down upon us. Therefore, whenever we hold an international conference or event, the leadership always emphasizes that it is necessary to make sure nothing goes wrong. From the international events I participate in, I found people made a quite lot of mistakes and they all considered it normal. If there is any mistake, they admit it and correct it. But in China, it is a different case. And twelfth one to twentieth one are international talents, international products, international facilities, international management, international service, international languages, international approach, international planning and international standards, respectively. As for the Alliance, we have to look at and work on these 20 aspects of internationalization one by one. In this way, this is truly an international organization, even though it is headquartered in China. Today, this is really a grand event as we now are receiving our birth permit. There are so many international organizations badly in need of this permit. It is very important to get this permit in China. In different countries, we have different regulations. Many other international organizations don't need such a permit. Instead, they merely need to be recognized by the

market and the sector. If you can accelerate the development, serve members and make people participate in your events with more enthusiasm, it is success. In the end, I wish a healthy and bright future for IMTA. Thank you!

**主持人：**谢谢小安，魏先生确实是我们中国旅游方面的专家，我也是有机会几次聆听他的讲话。他对旅游有非常独特、独到的见解，影响深刻。今天重点谈了国际山地旅游联盟在全球化视野下、全球治理框架内，应运而生，怎么发展，然后重点有二十点关于国际化的观点，非常重要，值得学习。国际化心态，我注意到这个问题，经常一些场合碰到这个问题，确实有一些心态调整。中国作为全球性大国，无论在哪个方面心态要适合，不能恃强凌弱，不能以大压小，同时冷静、客观、平静地对待国际上发生的事情，我们全球化过程中，我们应该提倡一个全球公民意识，你是一个全球化条件下的公民，全球公民意识。再次感谢魏小安先生。

最后一位发言的是捷克前国家旅游局局长、前地区发展部长，罗斯季斯拉夫，有请！

**Moderator:** Thank you. Mr. Wei is indeed an expert of tourism in China. And I have the pleasure to listen to several of his presentations. He has unique and impressive insights on tourism. Today, his speech focused on the way to develop the emerging IMTA in the context of globalization and global governance framework and then goes to 20 aspects of internationalization. All of them are very important and worth learning. When it comes to international mindset, I notice that we often bump into this problem in some occasions. We indeed need to change our mindset. China, a global major power, should maintain an appropriate mindset in all aspects and should not bully the weak and the small. Meanwhile, we should be cool-headed and objective in dealing with international affairs. In the course of internationalization, we should advocate the idea of international citizens. We should be aware of this identity in the context of internationalization. We should have such an international mindset. Let's thank Mr. Wei Xiao'an again.

The last speaker for this session is Mr. Rostislav Vondruska, the former Director-General of Tourism Board and the former Minister of the Ministry of Local Development of Czech Republic. Welcome!

**罗斯季斯拉夫：**女士们、先生们，各位嘉宾，首先感谢大会邀请，非常高兴今天早上非常惊喜看到了一些高层的领导莅临支持国际山地旅游联盟的成立和各项活动，我相信这是朝着正确的方向迈出了重要的一步，而且也是和我们去年提出的策略相当契合，特别是中国高层官员的出

席，更是彰显了这一点。

旅游业是自内而外的活动，因为人们把资金带到一个国家，而不需要出口任何东西。数以亿万的金钱都涌入这个国家，这种资金又进一步增强了这个国家在全世界的知名度和国家品牌。

去年，世界旅游游客增幅达到3.8%，但是贵州游客增长了40%，我刚刚才知道这个数据，也是非常钦佩。每年1900亿美元的资金，都是由中国游客带到国外，而中国入境游客又带来了350亿美元资金进入中国。我相信需要改变这种内外不一致的局面，希望能够消除这个差距，这个差距还是挺大的。

今天我想做一个简短的发言，在发言当中，希望能够提出一些可行的方法，请大家参考借鉴。这是我个人的简要介绍，从事旅游工作三十年时间了，基本上涉足了旅游业的方方面面，境内游、境外游等等。刚才我也提到了，国际山地旅游联盟的成立是一个里程碑，可以说是让贵州省成为国际游客青睐的目的地的又一个重要契机。这里我们也可以看一看贵州的发展前景，像有的城市，比如巴塞罗那，他觉得游客太多了，甚至觉得游客不要太多，大部分地区，尤其贵州这样地区，大力发展旅游业，吸引游客会带来方方面面的效应，包括文化和艺术的碰撞，还有教育的提升，生活质量的提高，可持续发展的贯彻。

旅游业发展其实也有助于保护自然、保护文化传统。所有的这些目标最终都有助于维护社会稳定，创造就业机会，让世界各地的专业人员和人才的经验都能够汇集到旅游目的地。我十分支持贵州省发展旅游业，也希望贵州省能够找到一种创新方式，让自己在国际旅游舞台上独具一格。

我们也想介绍一下其他地区发展山地旅游的经验，很多山地发展旅游业的时候，首先想到就是冰雪运动，但是实际上这样的视角是比较狭隘的，而且仅仅是滑雪，建一些室内滑雪馆、滑雪场，已经没有什么新意了，中国有不少的室内滑雪馆，如果以滑雪作为一个卖点，前景不见得会非常好。

北京成功地申办了2022年的冬季奥运会，贵州的特点并不是在冰雪方面，但是贵州的山地旅游也有自己的独特机遇，因为如果不依赖冰雪运动的话，可以一年四季发展山地旅游，这里我们可以看到，如何进行筹备，如何做好基础的准备工作，才能够让山地旅游真的发展起来。当然，有些基本的元素包括自然的美丽景观和资源。

在会场外的走廊上，很多中国少数民族的美丽女士，在向我们展示她们的民族文化，比如说她们的独具民族特色的饮茶文化，我想这也说明丰富的文化传统是发展山地旅游业的重要元素，当然还有其他的基本要素，包括良好的基础设施。当然，也需要确定明确的目标，如果没有明确的目标的话，工作做到什么样程度，是没有办法衡量的。需要确定和界定游客的来源地，尤其是海外游客来自哪里。现在来贵州旅游的游客，80%都是港台游客，对于境外游客，贵州需要做好工作去吸引欧美的游客。还有做好产品开发，当然也离不开市场宣传，这两者并行不悖。

当然做广告、做宣传也受到经费的制约，所以一定要量力而为，让每一分钱都花到刀刃上，还需要做好人才的招聘，也需要做研究、做评估。我们要从宏观的角度，来看待文化经济和民间外交之间的关系，如果普通人对于你想宣传和销售的旅游景点没有任何认知的话，那你的宣传费、广告费就完全打了水漂，所以要培养普通民众对你的景点的了解，可以通过双边和多边的协议和交流来组织科学文化的合作，包括可以在目标市场去做一些用当地的语言来传递的宣传，把贵州省的这些独特的生活方式和文化呈现出来。而且需要去目标市场和当地的意见领袖进行联系，因为意见领袖非常有份量，通过他们可以影响到目标市场的受众对贵州省的看法。也可以在一些目标市场上去设贵州旅游发展中心，或者贵州旅游促进署。

有很多重要的趋势我们都需要加以关注，目前这些趋势包括与基金会加强合作，很多基金会都在大力倡导生态保护、绿色旅游，或者是民间文化的保护，所以可以和这些基金会加强合作，也需要重视和商业企业的合作，这样的话能够筹集到资金，用金融工具为旅游景区的基础设施的建设筹集资金，与其他的面临类似的挑战和机遇的这些地区建立起关系。

有一个很普遍的看法，就是普通民众的意见越来越重要，而且现在的意见、生态体系，不再由少数的几个所谓的意见领袖在把持，所以要抓住社交媒体所带来的机遇，向普通民众进行宣传，打造贵州的品牌，讲好贵州的故事，贵州一大特色就是少数民族聚居，或者呈现贵州历史上的这些名人。这样宣传面向普通民众的宣传，会大大提升目标市场的普通人对贵州的认知，能够形成对贵州的好感。

还有一个做法也可以考虑，就是任命贵州的旅游大使。我认识一个日本的女高音歌唱家，在日本非常有名，但是在欧洲却默默无闻，我们和她签了协议，这名日本的女高音歌唱家在日本市场上成为了我所来自的国家捷克的旅游大使，由于她在日本非常具有知名度，让她作捷克在日本市场上的旅游大使效果非常明显。

讲一下产品的开发，一定要围绕着贵州这样一个品牌来进行，要把贵州不为人知的一面塑造出来，而不是讲一些非常平淡的事情。那么在贵州，有很多的独具特色的东西，比如如果贵州有一些非常有名的超模，国际舞台上都很有名的超级模特，大家可能知道她是中国的模特，不见得知道她是贵州的模特，可以作为一个卖点宣传贵州的品牌。

捷克也有自己的一些经验，比如如何塑造自己的品牌，如何把旅游与文化 and 生活方式加以结合。至于创新、科研和教育，可以吸引优秀人才，并且和教育、科研机构建立合作关系，也可以开展留学贵州这样的项目，吸引外国学生到贵州来学习，开展一些交流项目，通过这样的教育与科研领域的交流，提升贵州的形象。

刚才我讲的主题是文化旅游和民间外交之间关系，发展旅游的时候，可以从这样一个框架入手，通过组织活动、展览等等一系列的方式，来打造一个独特的品牌，做好宣传和营销工作。捷克之前就与南美国家合作组织过类似的活动，五年时间里，游客量增长了500%。以这种汇聚力量

的做法，企业可以实实在在挖掘到金矿。还有一个新事物，大家可以尝试众筹，可以用一些特别项目，整合式的媒体宣传、数字媒体、在线媒体，这也是一种工具，工具有很多。

我其实还准备了一些例子，讲一下针对中国游客，我们在布拉格准备的一些项目，因为项目构成当中，我们做了一个高塔项目，但也许我们可以在会后或者会中其他环节再详细讨论。谢谢大家！

**Rostislav Vondruska:**

Excellencies,

Ladies and gentlemen,

First of all, I would like to thank you for inviting me for the Conference. I was very glad and surprised this morning to see the top officials supporting the IMTA sports and activities. And I think it's a step into a right direction and it fits beautifully into the circle's initiatives that have been started last year. And there are also supports from the top officials of China. Tourism is sometimes described as an inside-out sport because people are spending money to country without having exporting anything. Also, billions of dollars are spent every year in this country to spread out the nation brand all over the world. And at the same time, last year, there was growth in the number of tourists only 3.8%. And I was glad this morning that was 40 in the province of Guizhou, which I only would like to congratulate. Over the year, the flow of \$190 billion out of China through the activities of so called active tourism. While active tourism brings \$35 million back to the country. This is the opposite to be goods exchange figures and there is need to change it so as to close the gap which is not very small. There is a short presentation of one of many possible approaches to the matter. This is brief introduction of me. I've been active in tourism for over 30 years and was active in almost every field of related industry maybe except inbound tourism which I never lead.

We have a proposition here. And, as I said, establishing IMTA is a milestone in tourism development and could be a key step to opening up the province to tourists, and of course, invite all effects that tourism brings. These days, you can bring the unwanted consequences of tourism in Barcelona or other cities that they say they have too much tourism that influences markets and staff. These are side effects. There is no doubt about the good affects of tourism and the national economics. These include regional economic, culture, demographics. You can invite young and creative people, which go to add good education and the good influence on the quality of life and sustainability. Important issues also include preserving nature and resources

which China has the responsibility of both these. And I think the goal behind all these practical goals is meeting the social peace through providing jobs and extending work experience from professionals from all over the world. I think the supporting of the inhabitants of Guizhou Province is being part of the innovative ways of how to present the province. It's a good way of how to promote it.

This is what's going on elsewhere. I just picked one association. They mainly deal with tourism which has to do with snow and snow activities. You can find on their pages all information on mountain tourism potential. But this is from the skiing center's point of view. And they focus solely on the skiing. They don't think about indoor slopes and snow dorms. I'm positive that China has several of these on its territory. Of course, Guizhou Province gets no attention of these people. Although China's ambitions are in this terms high, especially for 2022 Winter Olympic Games. But what's important, these people are focused on the mountain flowers. And they visit mountains all year round. So, Guizhou can attract visitors in all seasons. This is what the opportunity lies. This is what we can call a good point like a preparation stage for other supplementary activities to IMTA. We can more or less know what we need to be successful and what natural beauty associates you have. There is no doubt about that. Culture richness, that's the same thing. I just want to use it as an example. Like in Dubai, the ladies are presenting genuine Chinese tea in a beautifully simple wooden case. And this is just, you know, one example of how to attract the tourists. It has gained importance. Of course infrastructure is crucial. And what is above the infrastructure is sufficient approval. This is of leaders of the province and we saw this morning that this one you have.

Also important is setting the goals. If you have no goals, you have nothing to measure. And you cannot go back and research. Also important is defining the international markets. Because, you know, out of the growth I mentioned at the beginning that 3.8%, 80% of it was the people from Taiwan, Hong Kong and Macao. You need to find a different approach for Europeans, for Latinos, for almost every part of the world.

As for development, we must think of plans according to the budget. This goes hand in hand. And I think it is now necessary to have, you know, high budgets. You can do good things with a moderate budget. You do allocate them wisely. It would be crucial for success. And the bottom line is time, patience, hard work and common sense.

I'd like to say that as you see tourism in a wider and bigger frame, it's about the culture, economical and public diplomacy. Because if you don't have general public knowing



about what you to present and so you can spend all money you wish to. It will be in vain. So, the good thing is above all deciding tourism campaigns. It's to fulfill multilateral and bilateral agreement, exchanges, organized cultures, scientific collaborations, foreign programs and projects in the native languages of the feeling market.

These can include getting familiar with culture and lifestyle of the province, increasing popularity of the province and enthusiasm offers and engaging in cultural communication with opinion leaders in the feeling markets. Of course it influences public opinions in favor of IMTA goals and objectives. At the end of the day, you should create a model that includes a multitude of subjects on both sides of this province and markets in order to communicate with.

There are different trends and identifications of tourism that can be used. Currently, so the most modern trends are in close collaboration with the foundations that are focusing on green tourism, focusing on preserving natural heritage and local organization. As you can see the common projects of private sector, you can combine financial forces and funding, using them for the infrastructure projects for instance. It is in fine relations with other municipalities in the region that faced with same problems, same opportunities as you do. And then finally worked with specialized agencies. These are targeted groups. These days, the common belief is that the role of general public is ever growing. It's not so much the opinion leaders that can create the fame of products of a region.

So you can only combine these approaches and targeted groups in the province among them. I think there is creativity of people in the province using the stories and culture. In the morning, we've mentioned that this province is famous by having a lot of minorities here. They all have, I'm sure, the history and their famous people throughout the history. In the future, it will be easier for you to use the knowledge of the province to attract investments and people. Well, it is very good thing from my personal experience to have a good ambassador or ambassadors if you know. I worked with a Japanese soprano 6 years ago. She was a very famous pop singer in Japan, but almost unknown in Europe. She acted for three years in Japanese market in favor of not only general public but others of the countries. We had surprisingly good results from that cooperation. It really works.

This is a little stage. You have done almost everything you can to do product development and form the brand of the province which should consist of attractive, not very widely known and surprising history of the province. What's the current role of the province? Technologically, in this province, you have super modern dish. This is, I think, you need to



show because this is amazing. They know Guizhou in China, but they don't communicate with the province. And this is also opportunity. That's unique, I think. And that can support your international position and context.

Culture and lifestyle, these are things that work with the general public, and also with opinion leaders. And you can involve it in presence. You can organize the lifestyle sport of tourism to show your life in the province. And it could be very effective. In terms of innovation, science and education, you can present yourself famous people such as individuals you have attracted in the past to the province. You can do academic partnerships study for province students and bring in foreign studies to the students here. This all can create the conditions for so much embraced mass tourism all over the world. There is already a big detail after you fix your priorities with the culture, economic and public diplomacy among this tourism. These are some of the tools that are probably not really good available from this instance. These are practical tools for promoting the region's exhibitions, practical prints and also BI. These are the tips, partnerships and pools. Especially pools, they have very good effect on the private sector. My experience with the pools is that we formed the pools with the South American Alliance in the past. It brought 500% more interest during over 5 years, which was really compared to the investment. It was gold mine for the entrepreneurs. One new thing that can be tested is funding for special projects. And of course, media campaigns, digital online media of TV and many more are getting close. So this is conclusion. I also picked up an example of what we did for Chinese tourists by doing a project. Maybe we can talk about it later during the program of the conference.

Thank you for your attention.

**主持人：**谢谢罗斯季斯拉夫部长，对于贵州来说您也是贵州的亲善大使。我们现在听五位主讲嘉宾分享了他们的经验，分享了一些宝贵的洞察，以及分享了他们对国际山地旅游与人文的这种联系，以及我们从哪些观点去视察和观察，讲了很多话题，给了我们很多思考空间。

接下来戴龙将会主持下一个互动环节。接下来首先有一个10-15分钟的茶歇。回来之后进入下一个互动环节。

（茶歇）

**Moderator:** Thank you for your speech, Mr. Vondruska. You are not only a representative of IMTA but also a goodwill ambassador for Guizhou. We have just heard five speakers share

their own experiences, very valuable insights, thoughts on international mountain tourism and its relationship with culture, as well as observation and inspection perspectives with us. They talk about many topics, leaving us so much to think about.

Mr. Dale Lawrence will be chairing the next interactive session. Next, we will have a 10-to-15-minute break. Please come back here for the next session.

(Tea break)

## 二、第二环节

### Part 2

主持人

亚太旅游协会CEO特别顾问戴龙

互动嘉宾

- 1.国际山地旅游联盟机构会员代表， 新西兰玛蜡瓦旅游公司总经理布伦达·陶希女士；
- 2.国际山地旅游联盟机构会员代表，国际扁带协会赛事委员会主席伊西德罗·马特奥·罗德里格斯·夸德拉先生；
- 3.国际山地旅游联盟机构会员代表，韩国大学山岳联盟主席金元中先生。
- 4.国际山地旅游联盟机构理事代表， 尼泊尔旅游旅行协会主席马杜·苏丹·阿查里亚先生；
- 5.国际山地旅游联盟机构会员代表，开元旅业集团创始人、中国旅游协会副会长、浙江省旅游联合会会长陈妙林；
- 6.国际山地旅游联盟机构会员代表，日中平和观光株式会社社长守屋卓先生；
- 7.国际山地旅游联盟机构会员代表，中青旅控股股份有限公司董事、副总裁，中青博联整合营销顾问股份有限公司董事长袁浩先生；
- 8.国际山地旅游联盟机构理事代表，华侨城旅游投资管理有限公司董事长曾辉先生

**Moderator:** Dale Lawrence, Special Advisor of PATA CEO

**Panelists**

- 1.Brenda Tahi, IMTA group member representative, General Manager of Manawa NZ Ltd.
- 2.Isidro Mateo Rodir guez Cuadra, IMTA group member representative, President of Game Committee of International Slackline Association
- 3.Jung Won Kim, IMTA group member representative, President of Korea Student Alpine Federation

4.Madhu Sudan Acharya, IMTA group council member representative, President of Nepal Association of Tour & Travel Agents

5.Chen Miaolin, IMTA group member representative, Founder of New Century Tourism Group, Vice President of China Tourism Association, President of Zhejiang Provincial Tourism Federation

6.Moriya Takashi, IMTA group member representative, President of Nicchu Peace Travel Service Co. Ltd.

7.Yuan Hao, IMTA group member representative, Board Member and Vice President of China CYTS Tours Holding Co., Ltd., President of Bravolinks Integrated Marketing Co., Ltd

8.Zeng Hui, IMTA group council member representative, President of OCT Tourism Investment and Management Co. Ltd.

**主持人：**女士们、先生们，请大家入座。欢迎大家，我叫戴龙，来自亚太旅游协会，在曼谷工作，我的中文名字叫戴龙，大家说戴龙的名字是很有中国意味的。这个环节是互动的形式，我们在茶歇之前的环节听了五位精彩的发言，这是第一次听洞穴学家的报告。什么叫洞穴学家，就是从拉丁学来的，就是一个洞穴的学家，大家学拉丁文的时候可能学过这个词。我们的联盟是一个新生儿，刚刚诞生，需要很好地喂养、照顾，给他们良好的教育，这样一来，联盟慢慢地茁壮成长。所以，今天是一个大日子，因为经过了漫长的“妊娠期”，完成了这么多程序之后，终于到了这一天，现在才是工作的开始。

茶歇前五位谈了他们的看法，谈到了当前的形势以及未来要做什么，未来要如何发展。这个环节我们的台上又请来了一些杰出的互动嘉宾，我很快地介绍一遍，请大家被介绍到的时候举一手。来自尼泊尔的马杜·苏丹·阿查里亚，他是尼泊尔旅游旅行协会的主席；布伦达·陶希来自于新西兰；守屋卓先生是日中平和观光会社社长；还有一位先生的名字很长，叫伊希德罗·马特奥·罗德里格斯·夸德拉，名字很长听起来像一支非常昂贵的南美足球队；还有来自韩国的金元中先生，他是韩国大学山岳联盟主席；还有陈妙林先生，浙江旅游联合会的会长；袁浩先生，中青旅控股股份有限公司副总裁；还有曾辉先生，华侨城旅游投资管理有限公司董事长。

现在是不是可以准备几只麦克风？因为我知道台下已经有一些迫不及待想提问的代表，但我还是想过一下我们今天的发言中提出的热门词，可持续性、负责任、研究、会员交流，特别是捷克这位代表讲的品牌尤其重要，我们稍后也会讲这个话题。还有弗兰西斯科也讲到了我们旅游业跟经济发展消除贫困的作用，他特别讲到了跟山地旅游的关系，也许在联合国复审新可持续发展目标的时候，国际山地旅游联盟会提出把山地旅游也加进去。

我的角色很简单，如果要提问的话可以举手向我示意，大家的提问简短一些，我们只有4-5

分钟，没有时间听取长篇大论。我已经跟我们的演讲嘉宾说了，他们的回答尽量简短到位，这样我们可以讨论尽量更多的话题。从女士开始吧，布伦达女士来自新西兰，这是成熟的山地旅游国家，非常出名，因为新西兰就是一个全球闻名的电影拍摄地，新西兰有哪些成熟的经验可以供我们借鉴呢？

**Moderator:** Ladies and gentlemen, please take your seats. Welcome you all. My name is Dale Lawrence and I work for the Pacific Asia Travelers Association based in Bangkok, or PATA in short. My Chinese name is Dai Long. They all say Dai Long is very Chinese. This session will take an interactive format. We have heard fascinating presentations made by five speakers before the tea break. It's the first time I have listened to a presentation from a speleologist. What is speleologist? It derives from a Latin word and stands for scholar engaged in speleology. You may learn this word when you are studying Latin in school. IMTA, a newborn baby, is at its infancy stage, so we have to nurture, take care and feed them. We have to give them the right education. In this way, we will find the opportunity to adopt the right and successful policy for slowly growing organizations like the IMTA. So, this is a very significant day, because after a very long gestation period and completion of procedures, we get here in the end and now it's time to get our work started.

Before the tea break, we have heard from the five speakers about their thoughts on current situations, where we are going and what we need to do in the future. At this session, we have invited some other distinguished guest speakers. I will introduce our speakers very quickly. When I call your name, please raise your hand. Mr. Madhu Sudan Acharya, from Nepal, the President of Nepal Association Tour & Travel Agents; Mr. Brenda Tahi, from New Zealand; Mr. Suguru Moriya, the President of Nicchu Peace Travel Service Co., Ltd.; now this gentleman wins the prize of a longest name on stage, Isidro Mateo Rodríguez Cuadra, and it sounds like a name of very extensive football club in South America; Mr. Jung Won Kim from South Korea, the Chairman of Korean Student Alpine Federation; Mr. Chen Miaolin, Chairman of Zhejiang Provincial Tourism Federation; Mr. Yuan Hao, the Vice President of CYTS; and Mr. Zeng Hui, the Chairman of OCT Tourism Investment Management Co., Ltd.

Now, can we have some ready? Because I know some of you couldn't wait to ask questions. However, I would like to run through some of the key words that came out of those presentations made today: sustainability, responsible tourism, research, and exchanges between members, particularly the word of “brand” mentioned by the gentleman from the Czech Republic.

We will talk about this later on. And Francesco also talked about how tourism and economic development contribute to poverty alleviation. He made special mention of the relationship of poverty relief with mountain tourism. Perhaps, when sustainable development goals are reviewed by UN, the Alliance will propose to include mountain tourism into such goals.

I play a quite simple role. If you are going to ask a question, you can raise your hand to inform me. Ladies and gentlemen, as we just get four to five minutes and don't have time for big speech, so, please keep your questions short. I've already briefed our guest speakers to try to keep their answers to the point, so as to cover more topics. Let's get started with a lady, Ms. Brenda from New Zealand. New Zealand, a world-famous place for movie filming, is a very mature and famous market in terms of mountain tourism. So, what lessons can we learn from it?

**布伦达·陶希：**大家好，我来自新西兰。新西兰确实有非常发达的山地旅游业，从我自身的经历和背景来看，这是非常重要的。新西兰的北岛是一个以山地为主的岛，当地的原住民就是毛利人，他们发展的经验对贵州也是很有借鉴的。因为原住民有很多本地的文化，他们在山地居住，创造了很多山地旅游的特色。新西兰有一点没有做到位，就是没有仔细地征求这些原住民的意见，没有好好跟他们去沟通，他们会觉得我们在殖民他们的国家。所以我们需要的发展，包括联盟在未来要注意的一点是一定要谨慎对待，要跟原住民合作，获得他们的首肯和意见。因为他们是会受到影响的，这是他们的家园，他们是会亲身感受到这种影响的，山地旅游是他们生活中重要的部分。从新西兰的角度，我向国际山地旅游联盟提供这样的意见，这是一个很重要的意见，一定要尊重、帮助和保护本地的少数民族。

**Brenda Tahi:** Hello, everybody. This is Brenda from New Zealand. New Zealand does have an amazing adventure tourism industry, one of the key things that New Zealand has failed to do. We feel very strongly from where I am from, which is in the north island of New Zealand mountainous area there with indigenous people, Maori. This applies to considerations of Guizhou potentially as well. And we these indigenous people own special cultures and local cultures more than the mountain areas in which we might aspire to develop mountain tourism. And New Zealand was actually failed to add adequately consult or engage the indigenous peoples of New Zealand and their development. It has been taken very strongly by those who colorize their country. The development we are looking forward to in the future is one that the IMTA could perhaps look to, which is to very carefully and cautiously work with and engage and consult very deeply. The people will be affected. This is their homeland. This is not just a

place for others to enjoy in leisure tourism or adventure tourism. So that would be the key listen the I would offer from New Zealand to the IMTA.

**主持人：**我相信贵州省一定会借鉴的，感谢布伦达给我们的建议。伊希德罗·马特奥·罗德里格斯·夸德拉先生，如果你整个的名字都叫一遍的话，今天下午就不用发言了。您来自哪个国家？

**Moderator:** I think Guizhou is bound to draw upon New Zealand's lessons. Brenda, thank you very much for your suggestions. Let me go to Mr. Isidro Mateo Rodríguez Cuadra. If I call your full name here, there would be no time for our discussion. Where are you from? Which country?

**伊希德罗·马特奥·罗德里格斯·夸德拉：**我来自南美洲的智利。

**International Slackline Association:** I am from Chile.

**主持人：**智利的风光很著名，你们整个国家都在山上，可以给我们分享一下智利的探险旅游和山地旅游发展吗？您对我们有哪些经验的分享呢？

**Moderator:** Chile is famous for its beautiful landscape and the entire country is located on mountains. Could you share the developments of adventure tourism and mountain tourism in Chile? And what knowledge and experience do you want to share with us?

**伊希德罗·马特奥·罗德里格斯·夸德拉：**谢谢，首先很荣幸能参加这次的论坛，我简短一些。我代表的是国际扁带协会，这是一种有平衡感的运动，大家可能不知道扁带这个运动，它确实是一种创新。智利的地理特征是国土狭长、面积很大，你可以上午坐滑雪板，下午就可以冲浪了，所以我们的旅游潜力还是很大的。以我代表的领域来说，我们确实是需要带来一些叹为观止的体验。同时要在高空和高海拔保持身体的平衡，我带来的几张照片大家都看到了，但还有几个基本教育的元素，因为扁带这项运动不是说是高空走钢丝，它其实有一些初步的步骤，需要一步一步来学的，小孩可以慢慢地学，从早期的年龄段就可以来练了，没有任何年龄段的限制，从小就可以学身体的平衡。我们的协会给联盟带来的经验是，怎么样能给各种年龄段的人带来平衡感的体验，让不同年龄段的人都可以学习，而他们也不会担心安全的问题，也许这个可以在山区应

用起来，在城市也同样可以练扁带，这种运动的潜力还是非常大的。当然，有了平衡感以后，很多人都可以做更多的挑战。

**International Slackline Association:** Thank you very much. First of all, it's an honor to be here and I would try to be as brief as I can. I'm representing the International Slackline Association. I have gathered together some photograph because maybe not all of you know that sport because it's an innovation. So Chile has geographic characteristic of a very thin country but very large. So you can snowboarding in the morning and doing surf in the afternoon. So it's a country that has a lot of tourism potential. Well, my approach from the discipline that I'm representing here is the need of arranging some spectacular experience of balance in high altitudes as you can saw in the images here a few minutes ago. But from a basic level of education, what does that mean that the slack lining is not you are going and doing high lining immediately. But there are initial steps. As you can see, kids can do it from very early stages and there is not a limit for learning, learning about that balance. What I can offer to IMTA community and alliance is the old knowledge of how to transmit and produce this experience of balance for old ages to achieve finally the major experience of high lining without the measure of sub security. This is a sport that could be applied in mountains at the same time in wooden context. So it's a lot of potential for its big gift. It's a gift of balance. Thanks.

**主持人:** 看起来挺危险的，有人说探险旅游就是一种极端运动，我看您带来的照片觉得还是挺极端的。

**Moderator:** It seems quite dangerous. Some people consider adventure tourism as extreme sports. After seeing the pictures you bring to us, I think it is indeed extreme.

**伊希德罗·马特奥·罗德里格斯·夸德拉:** 我们协会有一整套研究的方案，就是安全流程的操作，让大家一步一步地了解扁带运动，需要哪些安全措施，我们也会推动一些国际的标准，我相信关键还是要怎么走出第一步，让大家相信自己能做得好，相信自己能平衡起来。

**International Slackline Association:** I think our Organization has developed a whole process of research for creating the safety protocols to achieve the learning of the slack lining with all the safety measures that I needed and for producing international standards. So, I



think, the real difficult is just the first step and believes in your balance.

**主持人：**我觉得你研究再多我也不可能踩上这条扁带的。我想请韩国山岳联盟主席金先生来谈一下，显然你代表着年轻一代，有很多的00后，在亚太地区，他们是旅游业发展的动力。我做过研究，00后是很富冒险精神的，他们不是去一个国家看看首都，他们真的想到乡村地带见见风景，您觉得是否可以在韩国把年轻人带到像贵州省这样的山区来探索大山和户外活动，有这样的潜力吗？

**Moderator:** Well, I think I won' t stand on this slack line despite you have done much research on it. May I invite Mr. Jung Won Kim, President of Korean Student Alpine Association, to share your opinions? Apparently, Mr. Kim represents a younger generation, the Millennial juvenile group, who are driving so much the tourism growth in Asian-Pacific region. According to my research, the Millennials are very adventurous. They are not interested in just visiting a capital city. Instead, they really want to get out into the countryside. Do you see a market in your homeland for bringing young people into a place like Guizhou Province and getting them to explore the mountains and take part in outdoor activities?

**金元中：**我们韩国山岳联盟包括了韩国70所高校，成立于1971年，我们是推动成员互相交流技术的协会。我们协会也积极地推广山地攀岩和登山运动，推广山地文化，让年轻人包括韩国的年轻人了解山地文化。因为山地运动的发展，很多韩国的运动员在登山运动上取得了优异成就。我们是一个非营利性组织，支持各种山岳的相关活动，包括文化和一些娱乐项目。我们的团体包含了韩国70所高校，有1万多名会员，目前我们的山岳活动中只包含韩国国内的大学，但我们这些大学生还是在不断地发展他们的圈子，发展他们的研究范围，不断地扩大相关的登山活动。如果有机会的话，我也非常愿意去好好看一下贵州的几座大山，带着我的韩国学生一起来看一下。同时我也非常感谢，再次祝贺国际山地旅游联盟的成立。

**Korean Student Alpine Association (Jung Won Kim):** The Association' s members are from 17 Universities of Korea. It was founded in 1971 with the aim of the promotion among the members of technology exchanging. Obviously, it has accurately carried out the mountain climbing in domestic and overseas and contributed to the development of mountain climbing technology. Also we promoted mountain culture to universities, to the young, to pupils in Korea. As deserved outstanding mountaineers, we have been influencing many kinds of people

including the mountain climbing society. It is a non-profit organization that has developed mountain activity and mountain culture in Korea. This group has allowed the 17 universities in Korea and more than 10,000 members to create mountain activity not only the domestic universities but also other college students with this organization and continues to develop researching and expanding mountain climbing activity. If I have a chance, I would like to enjoy the nature of every continent as Guizhou Province together my members. Once again, I would like to express my gratitude to the IMTA held in this very place. OK, thank you.

**主持人：**谢谢金元中先生，我想回顾一下五位演讲嘉宾之前讲到的，也就是来自捷克的这位先生，他给我们提出了几个成功的步骤，他说有基础设施、产品开发，又讲到了有清晰的目标，怎么样推广、打品牌和进入不同的市场，怎么样保持耐心的态度。当然，要有常识。我们今天也听到了邵先生说贵州的酒店都已经订满了，听到魏先生讲到了山上一到旺季山头都是中国人，那么怎么样管好人流呢？怎么样推广和宣传，鼓励他们去旅游的时候避开高峰，怎么做还是不知道的。这的确是一个问题，酒店的房间不够，是否需要建新的酒店？在建新的酒店的时候，如何确保环境不受到破坏，我想请我们来自于尼泊尔的朋友马杜·苏丹·阿查里亚先生发表高见，我见过您很多次了，最近一次是在今年的5月份。尼泊尔克服了很多的困难，包括不久前发生的地震。尼泊尔的旅游市场非常具有抗击冲击的能力，而且已经成为引人注目的山地旅游目的地，从您的角度来看，基于您在尼泊尔的经验，您觉得国际山地旅游联盟以及其合作伙伴怎么才不会重复以前的错误？

**Moderator:** Thank you very much, Mr. Kim. Now, I want to recap what these five guest speakers talked about. The representative from the Czech Republic put forward some steps to success. He talked about the infrastructure, product development and setting clear goals as well as multiple ways to build up and promote brands and have access to different markets. And he also talked about how to be patient. Of course, we should have common sense. Today, we've already heard from Mr. Shao that, all the hotels in Guizhou have been booked. We heard from Mr. Wei that the mountains were overcrowded and full of Chinese people in peak seasons. So how should we manage tourism flows and conduct marketing in such ways that we encourage people to avoid peak season. However, as for this question, we still have no answer. This is a question indeed. Should we build new hotels due to shortage of hotel accommodation? And how should we construct these new hotels in a way that doesn't compromise the environment. And I would like to turn to a good friend of us from Nepal, Mr., to share his opinions with us. I

have the pleasure to meet you on a number of occasions, mostly recently in this May. Nepal has overcome many difficulties including the earthquake not long ago. With its extremely resilient tourism market, Nepal has become a compelling destination of mountain tourism. So, from your point of view and based on your experience in Nepal, how can we make sure that the Alliance and all its partners will not repeat their previous mistakes?

**马杜·苏丹·阿查里亚：**的确，尼泊尔经历了很多的挑战，在最近几年受到了（很多的）冲击。在我看来今天旅游业的发展，对于所有人都是有挑战的。发展中国家要解决旅游的可持续性的问题，发达国家也需要应对旅游业的过度发展问题。尼泊尔为了推动旅游的发展，破坏了很多的资源，破坏了很多的高山，（因为）尼泊尔80%的领土都是山地。这带来了很多后果。但我们不能以行政手段限制山地旅游的游客，我们应该用其他的一些方式来进行调节。所以，从尼泊尔的东部到西部，我们推出了一条170多公里的徒步路线，大徒步可以走三天或者是走十几天。由于这样的旅行产品是需要长距离徒步很多天，很多游客就打了退堂鼓，但也有一些游客坚持下来了，这样他们可以深度体验沿途的景观，真正地融入到自然景色中。对国际山地旅游联盟而言，我觉得就探险游而言，我们不应该以牺牲自然环境作为代价，因为这样不具有可持续性。今天有生意做，明天就没有了。

**Nepal Association of Tour & Travel Agents (Madhu Sudan Acharya):**

Thank you. Nepal has grown to several challenges in a couple of years. But to my understanding, tourism today is a challenge for everyone. For developing countries, they have a challenge of sustainability and the challenge of retention of business. On developed countries, they have the challenge of restoration and expansion. We are talking about the exploration and expansion under the IMTA. What Nepal has been doing in the past that on the name of promotion of tourism and development of tourism? We have not destructed natural resources, natural areas, and mountains. Almost 80% of Nepal's land is still virgin. We have tolerance of climbing peaks. We've just not open for sport. We've just not been open for the climbing. So while we cannot limit the mode of tourism in this area, but we can limit the infrastructure we have built up in that area. So considering this, Nepal has initiated no sport travel from east part to west connecting the whole country's northern region that 150,000 traveling trail. But if we could have made a role of protector, it would have been traveling with benefit. Of course, with this mode of recipient, we realize the preservation of the nature and the person who have fascination about mountain tourism. They can have a real benefit of the mountain tourism

and experience. Because no matter how many times we watch the video, we will not have that experience unless we are in that area. To IMTA, I would like to suggest, on the name of the exploration, we should not destruct our nature. This is not sustainable. Thank you.

**主持人：**谢谢，我想再讲一点，尼泊尔在以前也是面临着登山游客留下垃圾这样令人头疼的问题，尼泊尔是如何解决这个问题的？因为尼泊尔不是一个富裕的国家，你们是怎么解决减少固体垃圾这个难题的？

**Moderator:** Thank you very much. Can I just add another point? Nepal had troublesome problems in the past, like dealing with wastes left behind by climbers. How did it solve this problem? Nepal is not a rich nation. How did you solve the problem of solid waste reduction?

**马杜·苏丹·阿查里亚：**这是另外一个尼泊尔的经验，登山和探险游的发展，最开始的时候是没有政策限制垃圾的产生的，登山队、探险队带了很多东西到尼泊尔来，回去的时候是空手而回的，当时尼泊尔是没有相应的政策的。后来我们有了这样的政策，你不能把任何东西留在尼泊尔，你们带什么东西来，就带什么东西走，我们会清点他们的行李数量，他们会把垃圾带到首都或者是其他指定的地点进行处理，不能留在山地。

有一些垃圾扔在尼泊尔的山顶，三四十年都没有处理，很多国际组织都非常热爱高山（运动），他们也非常支持尼泊尔的这项事业，为我们提供了资金来处理垃圾。如果我们不能妥善地处理山地垃圾，这对我们来说应该是另外一场灾难。

**Madhu Sudan Acharya:**

This is another very point. At the beginning when we intervened with expedition and climbing business, at that time, there were not any such policies related to those climbing area. They left all the garbage what they have taken and they come back in empty hand. But recently, after a couple of years, we have adopted the policy that wherever they throw up things, they should bring back and submit it . All of the garbage was brought to the garbage bin. In some other delicate area, they should hand over to the local community people so that for the mountain, there has no garbage. It' s not small figures. Hundreds of tons of rubbish were solved since this. I believe in 10 years, we apply this initiative. And many members of those who love the mountain support this. It requires the fund of the government. So that is equally important. If we are not able to manage the garbage of the particular area, then there would be

another disaster created by the tourism.

**主持人：**谢谢！女士们、先生们，我们不能够容忍这样的局面，就是我们努力工作吸引了很多的游客，无论是国内的游客还是海外的游客来到这里（旅游），之后他们把垃圾就留在了当地，这是不能容忍的，这会对当地社区的居民造成深重的影响。我们也谈到了要保护好当地社区的生活方式，垃圾就是一个需要重视的问题。陈妙林先生，接下来我们想听取中国的经验，假设你只有30秒钟的时间来向海外游客做广告宣传推销贵州省的话，你会怎么讲？

**Moderator:** Thank you! Ladies and gentlemen, we can't stand a situation where we all work very hard to attract more people to visit this region, whether they are domestic tourists or international, and then they leave all that garbage behind. We can't stand that. It will exert great adverse impact on residents of local communities. We also talked about protection of lifestyles of local communities and garbage is also an issue to which we should take seriously. Mr. Chen Miaolin, could you share China's experience in this regard with us? Imagine you've only got 30 seconds to market Guizhou to international visitors. How are you going to persuade them to come here?

**陈妙林：**我们是以酒店为主而不是以旅游景点为主的，推销贵州的山水之美，贵州的纯朴之美，贵州的民风之美，这就差不多了，但我还是想留一点时间提一点建议。我是一个旅游投资人，特别是休闲度假旅游的投资人，更是一个休闲度假旅游的实践者，我十多年前就骑车到川藏线又去了青藏线，又去了环法，19天时间完成了3700多公里的骑行，我们在山地要求每天骑行200公里。对一个65岁的老人来说，是一个很大的挑战，我现在还在跑马拉松，特别是山地马拉松，以及铁人三项，前两天在贵州省贵阳市参加了一个铁人三项赛，我得到了年龄组的第三。6月份我在凯恩斯参加了一个超级铁人三项赛，以14小时08分取得了总成绩第七，亚洲第一的成绩。所以作为一个实践者我今天想提几个建议，我们现在也在贵州和其他地方谈很多的项目，我们也正想跟华侨城的曾总一起合作投资和管理一些项目。我觉得政府现在在旅游投资方面尽了很大的心、费了很大的力，也花了很多的钱。我认为政府去做一些基础设施建设是非常有必要的，但自己直接去投我认为完全没有必要，不如给企业一些政策和支持，让企业来进行，可能效果会更好。

第二，我建议投资商不要盲目地投资，中国的旅游业发展非常好，平均以15%的增长速度在增长，远远超过国民收入的增长速度，这个发展的速度应该说对我们旅游投资人来说是信心大增，但要提醒投资人注意防范风险，特别是一些大型主题公园的投资，现在一些国有企业的投资

我认为太大了，动辄上百亿，这些投资还是有很大的风险。

第三，我认为我们的民风要得到很大的改善，这次我到凯恩斯参加一个超级铁人三项赛，感受是非常好的，国内我参加了无数次，几乎一年我一个月要参加两个比赛，去年我参加了11个马拉松、8个铁人三项赛，今年会超过这个数字，但我到国外去还是第一次，到凯恩斯参加超级铁人三项我感受非常深刻的是感觉非常好。为什么感觉非常好？我们从早上7点钟开始一直到晚上，最晚到12点，我是10点钟跑到终点，还有很多人为你加油，这在中国是办不到的，这个不仅仅是为你欢呼为你加油，他更是懂得比赛。我们比赛完了以后，最后都饿了，到咖啡厅喝一杯咖啡，吃一点点心，我套着的手环还没有拿掉，手臂上的号码还没有洗掉，他们觉得我们很了不起，这个感觉是很好的，不像我们这里跑到这里是就没有人了，听说12点40分是关门的时间，组委会等到最后一个人跑到，关门时间已经到了，最后一个人跑到还给他颁一个鼓励奖，这个是感觉非常好的。

我的建议时间长了一点，大家相聚在一起非常难得，所以我抢先提几点建议。谢谢！

**Chen Miaolin:** We are specialized in hospitality instead of tourism attractions. For me to promote Guizhou, I would like to highlight its beautiful landscape, unique lifestyle and folk customs. That's all about it. But, I have some suggestions to make at this occasion. I'm an investor in tourism, especially in recreational tourism. More importantly, I'm also a practitioner of recreational tourism. More than 10 years ago, I rode my bicycle and traveled to Tibet and Qinghai. And I also took part in Le Tour de France and covered more than 3,700 kilometers in 19 days. We were required to ride 200 kilometers a day in mountainous regions. That's a dire challenge for someone at the age of 65. I'm also a Marathon runner, especially Marathon in mountain areas and triathlon. Two weeks ago, I took part in a triathlon competition in Guiyang, Guizhou. And I won the third place in my age group. In June, I participated in a super triathlon in Cairns and took 14 hours and eight seconds to compete it and win the seventh place by total score and the first place among Asian contestants. Therefore, as a practitioner, today, I want to give some suggestions. We are now in negotiation with Guizhou and other places for several projects. And we are also in discussion with General Manager Zeng from OCT regarding co-investment and management of some tourism projects. I think, the government has taken a lot of efforts and allocated a lot of money to tourism investment. I think, it is quite necessary for the government to develop the infrastructure. But I don't think it's advisable for the government to invest directly. Actually, it's better for the government to provide policies and support to enterprises and enable them to invest in tourism. This approach

may be more effective.

Secondly, I also caution the investors from making blind investment. Tourism sector in China is growing well at an average rate of 15%, much faster than that of GDP. So, that boosts investor confidence. However, they should be reminded to need to take precautions against risks, especially investment in large-scale theme parks. In my opinion, some state-owned enterprises are making investments at high stakes like hundreds of billions. Such investments are very risky.

Thirdly, I think we need to substantially improve our civil practices. When I was participating in the super triathlon in Cairns, I really felt very good. I have participated in tremendous events at home, almost two events a month on average. But last year, I took part in 11 Marathon events and eight triathlon events. I think I will do more than that. Even though my trip to Cairns was the first one I did abroad, I really felt very good, which left a deep impression on me. Why did I feel so good? The event lasted from 7 A.M. to the night, all the way to 12 P.M. I finished the race at 10 P.M. However, there remained a lot of people who cheered you on, which would be possible in China. They not only cheer for you but also demonstrate that they know the event better. After the contest, we all were hungry. So we went to a café to drink a cup of coffee and have some deserts. I still wore my bracelet and had my contest number. People in the café thought we were so great. I felt very good. However, in China, no one is waiting for you at the end point. People told me that the café was ought to be closed at 12:40 P.M. When the last athlete finished the route, it was already time to close the door. However, the Organizing Committee waited for the last one and conferred him an award of encouragement. That really makes me feel good.

Sorry I take too much time. But this is a rare opportunity for us to gather here. So I precede you to offer some suggestions. Thank you!

**主持人：**我提出这样的一个问题，就是完全没有想到我们在座的这位嘉宾是一个超级运动员，他介绍了他参加环法自行车比赛，你通过了尿检了吗？你应该通过了。

**Moderator:** The question I put forward is that we never thought that this guest is a super sportsman. He introduced his experience in taking part in Tour de France. Have you passed the urinalysis? You must have passed that.



陈妙林：是的，通过了。

**Chen Miaolin:** Yes, I' ve passed.

**主持人：**干得好。刚才你讲到了要用企业的力量来进行旅游业的开发投资，我完全同意，贵州省政府确定的是一个基本框架，可是如果不动调企业的话，我想一切都不会有任何进展。接下来请日本日中平和观光株式会社社长守屋卓先生讲一下，对国际山地旅游联盟这样一个新成立的组织您有什么期望？

**Moderator:** Great. You talked about conducting development and investment of tourism industry by engaging in enterprises. I totally agree with you. The provincial government of Guizhou has defined a basic framework. Everything, in my opinion, will be at a standstill without mobilizing enterprises. Next, let' s welcome Mr. Suguru Moriya, President of Japan Nicchu Pace Travel Service Co., Ltd., to talk about his expectations for the International Mountain Tourism Alliance as a newly established organization.

**守屋卓：**日中平和观光旅行社已经有54年历史了，是唯一一个以中国旅游为主业开发的旅行社。因此我们公司应该说对中国是最了解的，从6年前我们就与贵州旅游发展委合作，我们是贵州在日本的营销中心。今天我们谈两点，一个是跟山地旅游搭界的，有悠久文化历史的，另一个是比较新的观点。

大家知道日本是火山大国，处于火山带，山地面积占国土面积的73%，因此山地旅游有比较悠久的历史。与之伴随的是日本的温泉产业，形成了温泉文化，在1300年前的古书籍就有记载温泉文化。日本有温泉的源泉数近3万个，温泉不光是一个娱乐设施，还有身心健康和医疗保健的作用。在日本，山地文化可以说是跟温泉产业结合在一起的。贵州也是有很多的温泉，请把山地旅游发展跟温泉旅游发展结合起来。

接下来介绍第二个观点，这是一个稍微新的观点，在日本有一种公路驿站的设施，公路驿站是相对于铁路的一个上下站的区分，是设置在主要的公路干线上的，在人流比较多的地方，交通的汇流点设置一个站，再推动发展地方的产业。现在中国已经发展成为一个汽车大国，汽车多了以后公路完善之后，可以考虑公路驿站产业的发展，有很大的发展前途。就是在人集中的地方使地区的文化产业得到繁荣的发展，日本主要的干线上有1114处公路驿站，对地方产业的发展起到了很大的作用。之后我们国际山地旅游联盟来自于各个国家和各个地区的会员，各个信息汇总在这里，在贵州有大数据中心可以进行分析，对我们的产品开发可以起到很好的作用。

贵州有丰富的观光资源，在贵阳新区发展了信息产业，我们国际山地旅游联盟可以把这两方面结合起来，作为更大的发展（机会）。谢谢！

**Nicchu Pace Travel Service Co., Ltd.:** Nicchu Peace Travel Service Corporation is a company in Japan that has 54 years of experience, specializing in developing tourism products for Japan and China. So the Company knows China very well. Six years ago, we partnered up with travel authorities of Guizhou and set up a marketing center for Guizhou Province. So we are the distributor of Guizhou. I talk about two things. The first is related to mountain tourism. It also has some cultural elements. The other point is quite innovative.

Japan, as you know, is a country located in the volcano belt with 73% of its territory being mountains. So mountain tourism also enjoys a long history in Japan. Corresponding to that, hot spring is also a feature in tour in Japan. And it also has a long history. Ancient classics date back to 1,300 years ago. Have records of people enjoying a bath in the hot spring. There are close to 30,000 hot springs in Japan. Hot springs is not just for recreation. It's also for health and well-being. So mountain culture is so closely linked to hot spring. Guizhou also has a lot of hot springs. So perhaps mountain tourism could go hand in hand with hot springs.

Now I'd like to talk about the second point which is something of new idea. In Japan, we call this road shuts. Actually this is stopover at the highways. These stations by the road are really stations that were sent by the trunk highways. Where you have a high traffic flow, the interjunctions does going to be a station set at the interjunctions. And the station will then lead the development of the neighborhood and community. Now China is also growing to be a major automobile country with more cars in the road and better infrastructure of roads. You might consider the development of posts or stations along the highways. A lot can be done in that area. Where population is denser, the local culture can prosper. In Japan, along the main trunk roads, we have 1,114 stations along the highways. We should go a long way in promoting the growth of local communities. The IMTA consists of members from different countries and regions. And information was pulled together in Guizhou. We can analyze the big data which support our product development.

In Guizhou, we have rich information on sightseeing and tourism. In a Japanese city, there is tourism and cultural industries. These could be going hand in hand with IMTA in connection with these database resources.

Thank you.

**主持人：**谢谢守屋卓先生，谢谢各位的耐心，贵州显然在中国是非常出名的，但贵州在其他的国家和其他的大洲未必这么有名了，早上联盟的会员几乎是遍及了世界六大洲，但如果在大部分的城市和国家去问一下街上的市民，他很难在地图上找到贵州，所以如何在其他地区提升贵州的形象和知名度呢？我觉得联盟也有一个可以扮演的角色。

我想问一下中青旅控股的袁浩先生，作为中国的运营公司我相信您有很多的经验可以跟国外的旅行或者是旅游公司分享。因为很多人都想在中国体验不同的旅游目的地，我们怎么样能够让贵州脱颖而出呢？

**Moderator:** Thanks Mr. Suguru Moriya. Thanks for your patience as our translation process is a little lengthy. Obviously, Guizhou is quite famous in China, but it may be not the case for other countries and other continents. Although the members of the Alliance almost extend all over the six continents, it is difficult for the citizens in most cities and countries to find out Guizhou on the map. Therefore, in terms of how to improve Guizhou's brand image and awareness in other regions, the Alliance in my opinion should play a role.

I want to ask Mr. Yuan Hao from China CYTS Tours Holding a question. I believe that your company, as an operator in China, must have some experience to share with the foreign travel agencies or companies. As many people want to experience different destinations in China, how can we make Guizhou stand out?

**袁浩：**首先今天听了一天各位专家的分享，其实我觉得中国是一个旅游大国，人口多，山地旅游是旅游产品中的高端产品，现在中国在自发地进行各种各样的户外和山地活动的人员越来越多，但问题也越来越多，今天上午没有时间跟理事会探讨，我首先有一个建议，就是其实在中国应该有一个对三类群体的培训，这至关重要。我简明扼要地说：

第一，针对组织山地户外活动的这些机构，不一定是旅行社，实际上我们这次来参加这个会是各种类型的机构都有，有从事体育相关的，都是跨界的机构来做的，尤其是去创意地设计一些户外产品，提供给我们的消费者，其实对这一类人群的培训至关重要。在设计产品的时候要考虑到安全的因素，比如说我们经常在黄金周的时候看到新闻会看到在哪里，或者是旅游旺季的时候，哪里的人员又失踪了，失联了，尤其是户外山地运动的爱好者，我觉得还是缺乏一些基础的教育，未来是不是可以从山地联盟的角度，整合一些国内的专家，包括跟国际的一些专家进行交流，能有教材和知识能传播，通过各种渠道更大范围地传播给我们的山地和户外运动爱好者，以及山地户外运动的产品设计者、研发者、供应者，我觉得这是第一类人群。

第二类人群是消费者。中国国家旅游局一直在倡导文明旅游，山地旅游其实对文明旅游、对环保旅游、对环境的要求可能更高，因为这里面有很多的垃圾，一旦你丢出去以后，污染了环境处理的时间更长，付出的代价更大。昨天我走了周围的一些地方，整个城市还是不错的，可是看到了万峰林等一些很不容易到达的景区里，还是能看到丢弃的很多垃圾。其实看了以后非常扎眼，我想这同样对我们的消费者和山地旅游的爱好者进行环保意识的培训，这非常重要。

第三类人群是山地旅游目的地老百姓以及居民，刚才陈总说在凯恩斯的体验给我们的体会非常深刻。实际上在来到兴义的时候，我们这次来参加会议，有博览会、有论坛、有联盟成立的大会，世界各地来的嘉宾是不是能够享受到恰当的服务？服务有时候可能不到位，但有时候是服务过度，这都是需要去调整的，需要去改进的，所以我觉得可能对当地老百姓来说，对当地所有参与大会的组织接待工作，以及我们未来在兴义有可能落地的一些各种各样的山地户外比赛（来说），这些参与者是不是能提供更加人性化、更加准确和高效率的服务，这也是一种氛围和文化的营造。我认为这三个群体至关重要，就是组织者、产品供应者、爱好者、消费者以及目的地服务的提供者，这些理念和文化的转变至关重要。

还有我们品牌的营销，包括贵州自身的营销，我想中青旅在这方面还是可以做很多的工作，今天我们不一定有很多的探讨，国际山地旅游联盟，国际旅游目的地营销，包括贵州山地特色的营销和传播，实际上是可以有很多自身资源和经验来创意、策划，借助各类渠道、各个媒体把它传播出去。

国际组织很多，但国际组织如何真正从贵州走向全国，从全国走向世界，真正成为世界旅游组织很重要的一部分，很重要的一个成员，这是一个漫长的过程，我相信我们秘书处是有这个决心和能力来逐步提升我们的品牌的。谢谢！

**Yuan Hao:** First, having listened to what shared by experts today, I think that China is a great country for tourism given its abundant population. Mountain tourism is among the high-end of tourist products. With increasing number of people spontaneously organize varied outdoor and mountain activities in China, there are more and more problems, for which I have no time to discuss with the Council this morning due to the time constraint. I'd like to put forward one suggestion first, that is China should conduct training for three groups of people. It is crucial. Briefly speaking:

First, the institutions which organize mountain outdoor activities are not always travel agencies. In fact, the institutions taking part in this meeting fall in varied kinds of institutions including those engaged in sports. Particularly, the innovative design of some outdoor products for our customers is done by crossover institutions. Actually, training for this group is crucial.

When conducting product design, we should take safety into consideration. For instance, we always know through TV news about persons missing and loss of communication during golden week or peak tourist season. Especially for enthusiasts of outdoor mountain sports, they are short of some basic education to some degree in my opinion. Perhaps, we can pool together some domestic experts in the view of the Alliance to make exchanges including exchanges with some international experts, so that we can generate educational materials and knowledge to spread, and even widely spread to our mountain and outdoor sports enthusiasts and designers, developers and suppliers of mountain outdoor products through varied channels. This is the first group we should target for training.

The second group of people is consumers. With the emphasis of civilized travel initiated by China National Tourism Administration, mountain tourism actually imposes much higher requirements on civilized travel, environmentally-friendly travel and environment. If you litter carelessly, the time paid for treatment of environmental pollution is longer and the cost paid is higher. Yesterday, I've visited some places. The whole city is quite great but when visiting not easily accessible parts of Wanfenglin and some other scenic areas, rubbish still can be found. In fact, such litter and rubbish are quite unpleasant to the eyes, so I think it is very important to conduct training on environmental awareness for our consumers and mountain tourism enthusiasts.

The third group of people is the ordinary residents and citizens in the mountain tourism destinations. I was impressed by General Manager Chen's experience in Cairns. In fact, when we come to Xingyi to attend this meeting with an expo, forums and the inauguration of the Alliance, are the guests from all around the world can enjoy appropriate services? Where guests are under-served or over-served, some adjustments and improvement are needed. Therefore, in terms of the local ordinary people, the local organization and reception for all events and some varied mountain outdoor matches that may be carried out in Xingyi in the future, whether such participants can enjoy services that are more humanized, accurate and effective? It is also a part of creating the atmosphere and culture. In my opinion, it is crucial for such three groups of people, namely organizers, product suppliers, enthusiasts, consumers and service providers in destinations, to change their attitudes and culture.

In terms of our brand marketing including the marketing of Guizhou itself, I think China CYTS Tours can play a role in many aspects. Today, we do not have to further our discussions. Actually, for the marketing of international destinations including the marketing and publicity

of Guizhou's mountain characteristics, International Mountain Tourism Alliance boasts many self-owned resources and experience to generate ideas and make planning and spread them via varied channels and media.

There are many international organizations, but how can an international organization like us really go beyond Guizhou and be known by the whole country and by the whole world, and then become an important part and member of world tourism organizations as well as become an organization for real mountain outdoor enthusiasts? This will be a long process. However, I believe that our Secretariat has the resolution and ability to gradually improve our brand. Thank you!

**主持人：**非常感谢袁浩先生，我想明年也许可以让教育界也参与进来，是不是可以把教育界带到这个会议呢？学生在学习可持续旅游之后，进入到社会就不需要从零开始教育了，我们把这些原则纳入到学生的课程中，这些学生在未来会成为旅游业的领导者。他们将会承担责任，成为未来的领袖，所以我们或许可以放松年龄的限制，虽然我们这里的嘉宾都挺年轻的，但是如果以后的旅游界的领袖是今天的学生的话，我也希望像这样的论坛或许在挑选嘉宾的时候可以把年龄放得低一点，让一些学生也参与到讨论的进程中。

这里我想宣读《世界旅游报告》的其中一个段落，是去年发布的，讲的是冰岛。冰岛现在是一个热门的旅游目的地，很多国家的游客都对冰岛感兴趣，现在冰岛的旅游业正在蓬勃地发展，当然这也带来了一些后果，对自然和环境的破坏。冰岛的旅游主管部门已经对旅游目的地进行管理，也就是说每个旅游目的地都有单独的一套管理体系来对旅游行为进行管理，这贯穿于规划、贯穿于宣传（之中），从而对冰岛的每一个旅游景点进行良好的管理，目的是为了维持旅游发展的可持续性。

旅游目的地管理计划，这个词的意思是不言而喻的，华侨城的曾辉先生，我想您作为一家旅游企业的董事长，您对可持续性的重要性是深有认知的，您觉得贵州在这方面、联盟在这方面可以做哪些事情呢？

**Moderator:** Thank you very much, Mr. Yuan. May I make a request for next year? Can we engage the academic community in this conference? After learning about the sustainable tourism, students will not start education again from scratch when they go into the workplace. If we can incorporate these principles into university courses, these students will become tourism leaders of tomorrow. They will assume the responsibility and become leaders in the years to come. So, we may lower the age limit. Guests present here are all very young, but if



these students today will become tourism leaders in the future, I hope forums like this may lower slightly the age threshold when selecting guests, so as to have some students' voices in discussion.

I would like to read one paragraph of the World Tourism Report published last year. It's about Iceland. Iceland is now a popular tourist destination. Tourists from many countries are interested in Iceland. Currently, Iceland is experiencing a rapid growth of tourism and consequently suffering from destruction and damage to nature and environment. Icelandic tourism authorities have started destination management where a separate management system will be structured for each destination to manage tourism behaviors. This works through planning and promotion, so as to properly manage each tourist attraction in Iceland with the aim of maintaining sustainable tourism development.

The destination management plan sounds quite straightforward. I know, Mr. Zeng, as the Chairman of Overseas Chinese Town, a tourism enterprise, you know very well about the importance of sustainability. So, what do you think Guizhou and IMTA can do in this respect?

**曾辉：**今天来了很受启发，我先回答戴龙先生的问题，怎么样来营销贵州，怎么样营销国际山地旅游联盟。今天的嘉宾发言有一位说要通过知名的模特，可以是贵州的也可以不是贵州的，我突然受启发，我们为什么一定要找漂亮的模特呢？我们现成的陈妙林先生难道不能做一个代言人吗？我们今天给联盟建议，一个65岁的向全世界挑战极限的铁人？这不是现成的代言人吗？昨天魏小安先生讲了，原来中国的石油界出了一个铁人叫王进喜，中国的旅游界也出了一个铁人叫陈妙林，万一你做代言人，我就做你的经纪人。当然为了平衡，比如说这位智利做扁带运动的先生，如果是全世界平衡感最好的人我也觉得可以做贵州的代言人是吗？谢谢！这不是开玩笑。我觉得一个企业、一个省一定要人出来代言，一定比“物”要好，因为喀斯特地貌、民族风情很少有独特性了，至少西南四省都是这样的情况，我还是挺佩服贵州的，为什么？贵州在一个旅游高原上树起了一个旅游的高峰，抢了国际山地旅游联盟。这是我第一个感想。

第二个感想，刚才陈妙林董事长讲他是得了世界第七，亚洲第一，那是他个人的荣誉也是中国人的荣誉，我们这个企业叫华侨城，这不是华侨投资的，其实我们是一个央企，是一个国家的企业，我们也有一个第四，也有一个第一，我们去年的游客是3300万，全世界的主题公园我们排名第四，亚洲第一，我们是一个这样的企业。但我们做的旅游是无中生有，是做主题公园的，我们荣幸作为联盟的理事单位，作为联盟单位的代表，我除了刚才灵机一动的建议，还想提一个建议，我觉得山地旅游一定要立足于健康，身体的健康和精神的健康，那就要做好三件事：

第一是要好玩，肯定旅游是要好玩，贵州的资源很丰富，当然全世界的资源都很丰富，因此



一定要立足于好玩。我有一个启发，旅游是一件最让人快乐的事，也是一个崇高的事业，它让全世界的各民族、不同的种族、不同的文化背景能够交流，是向往和平的，是要立足于给人类带来幸福的。

第二，我今天上午提到要做好“用”，因为户外运动和旅游带来的产业太多了，至少有一个例子，至少户外运动的户外用品，全世界的时尚是摒除羊毛，用棉花和纯棉，很好的石油制品是可以做出很好的户外服装和用具的。我建议国际山地旅游联盟一定要扩大到户外用品的生产商，不知道他们有没有协会，至少今后要把他们纳入联盟，如果兴义是一个国际山地联盟组织的永久会址，至少今后要举行户外用品博览会，像美国的盐湖城一样，一年开两次，开了30年。

第三，立足于“养”，要从风光游、风情游上升到精神游，一定要通过山地运动、山地旅游，使人的身心得到疗养。

谢谢！

**Zeng Hui:** I am very much inspired being present here today. I would like to first answer a question mentioned by Mr. Dai Long regarding how we could market Guizhou and IMTA. One speaker mentioned today that we could invite super models, whether or not they are from Guizhou, to market Guizhou. I was suddenly inspired. Why do we have to invite beautiful models? Why don't we have Mr. Chen Miaolin be an ambassador? We today recommend Mr. Chen to the Alliance. He is a 65-year old iron man who challenges extremes in the world. He is a ready ambassador, isn't he? Mr. Wei Xiaolan said yesterday that once there was an iron man named Wang Jinxi in the Chinese oil industry, and today there is an iron man named Chen Miaolin in China's tourism sector. Mr. Chen, if you are going to be the ambassador for Guizhou, I would like to be your agent. Of course, in order to strike a balance, for example, if the speaker from Chile engaging in slackline has the best sense of balance, I think maybe he can also be an ambassador for Guizhou. Thank you! I am not joking. For an enterprise and a province, I think we must have someone to speak for it. The influence of a spokesman must be better than material objects. Because Karst landform and national customs are not unique, at least four provinces in southwestern China have Karst landform and national customs. But I still admire Guizhou. Why? Because Guizhou has built a tourist peak on a tourist plateau, taking the advantage to house the headquarters of IMTA. This is my first reflection.

And I will talk about my second reflection. Chairman Mr. Chen Miaolin said just now that he won the seventh place in the world and the first place in Asia. It is an honor of himself as well as for China. Our company is named Overseas Chinese Town. It's not a company

invested by overseas Chinese. Actually, our company is a state-owned enterprise, owned by the Central Government. We also won a fourth place and one first place. We received 33 million tourists last year and ranked fourth in the world and first in Asia in terms of theme park. Our company is such a company. We are a company in the tourist sector, but we focus on man-made landscapes. We invest in theme parks. And we are honored to be a Council member of IMTA. As a representative of IMTA Council members, in addition to the suggestion with a sudden inspiration just now, I have another suggestion that mountain tourism must be based on health, both physical and mental. Therefore, we must do three things well:

Firstly, tourism must be fun. Guizhou boasts abundant resources. Of course, there are rich resources all over the world. So tourism must be based on fun. I have an idea that tourism is something that makes us happiest. It's also a noble cause, because tourism allows people from different nations, ethnicities and cultural backgrounds to meet and communicate with each other. So tourism contributes to peace and keeps a foothold on bringing happiness to people.

Secondly, this morning, I said that we need to factor in tourism "articles", because outdoor sports and tourism bring about so many related industries. For example, at least for outdoor items of outdoor sports, the world fashion is to use cotton and purified cotton, getting rid of sheep's wool. Good petroleum products can be used to make good outdoor clothing and appliances. I suggest that IMTA expand to producers of outdoor sports items. I have no idea whether or not they have associations. From now on, the Alliance should at least include them as part of IMTA. If Xingyi is set as the permanent conference site of IMTA, it should at least host the exhibitions of outdoor sports items, just like Salt Lake City in the U.S., twice a year for 30 years.

Thirdly, tourism should be based on "wellness". Tourism should sublimate from sightseeing and custom tour to spirit tour. Efforts must be made to enable tourists to recuperate their physical and mental health via mountain sports and mountain tourism.

Thank you!

**主持人:** 谢谢您刚才找到了一位偶像人物来宣传贵州, 陈妙林先生当然是一个很好的人选, 您运动方面的能力让我钦佩不已, 但还是倾向于超模来做贵州的代言人, 因为是美丽的女人。还有多少的时间呢? 还有一分钟的时间, 大家可以提问了。

**Moderator:** Thank you for finding an icon to promote Guizhou. Mr. Chen is of

course a good candidate. For you, Mr. Chen, I have nothing but admiration for your athletic achievements. But I still prefer to invite a super model to be spokesperson of Guizhou, because a super model is usually a beautiful woman. Now, how much time we' ve got? One minute. Time for questions.

**提问：**这个问题是问布伦达·陶希的，我特别欣赏您刚才热情的发言，新西兰有很多的高山，有的高山是游客无法前往的，这个问题引发了很多争议，就是说有的山被视为是禁地不能前去攀登，新西兰是如何处理这个问题的？也就是说新西兰如何妥善地处理这个问题？是不是这种限制性的开发反而让一个旅游目的地变得更加地稀缺、更有吸引力。

**Question:** This is a question for Brenda Tahi. Brenda, I especially appreciate your enthusiastic statement just now. In New Zealand, there are many high mountains, some of which are not accessible to tourists. That is, there are some mountains considered to be off-limits areas that tourists can' t climb. This issue has caused a lot of controversies. So how does New Zealand deal with this issue? I mean, how does New Zealand handle it in a proper manner? Does this kind of restricted development then actually make a destination rarer and much more attractive?

**马杜·苏丹·阿查里亚：**我先讲讲尼泊尔的问题吧，尼泊尔有很多旅游目的地，在这方面大部分的旅游目的地还没有开放。还有另外一个情况，就是如果我们无限制地开发，把所有可以攀登的高峰都向游客开放，这会超过尼泊尔当地监管部门的监管承受能力，可以说监管不过来，而且会给当地社区带来很大的负担。当然，如果是有选择的话，如果进行妥善管理，在这个前提下我觉得是可以完全开放的，有这样的能力，管理好的话，可以完全开放，我们也在考虑这个问题。我所在的协会，尼泊尔旅游协会、尼泊尔登山协会，也正在对尼泊尔政府进行游说，让尼泊尔政府考虑开放更多的高山。因为对登山者而言，他们不想重复攀登一座高山，他们每攀登完一座高山，就想寻找下一个对象。

这还牵扯到当地的基础设施，我也知道你为什么问这个问题，但尼泊尔的确面临好几个制约的因素，比如说基础设施的不足和薄弱，监管能力不够，所以让尼泊尔没有办法全面开放。

**Madhu Sudan Acharya:** In Nepal, so we have many other destinations. They are similar and of course they are different. So most of the destinations are not opened to the public. This year, if we open widely in all possible peaks that can be climbed, so, somehow, that will be not in the capacity of the local community for everybody to monitor it. There are so many

other disadvantages that may impact other areas. So I believe that would be one reason. The other reason you said the other option is given if it can be managed properly. Why not to open? So to some extent, that is under consideration. My Association along with the Mountaineering Association in Nepal, we are requesting government to explore for more places to visit because we have been already in 60 years of mountain tourism and those who have already climbed one peak, it is unnecessary to repeat that. Instead of that, they want to go for a new one or a new area. So, that is the forces. Thank you.

Again, that is connected with the infrastructure of the area that we have visualized. I understand why this question came in your mind. There are several solutions we can supply properly in that area with the infrastructure. So I think that we should not open that area. Thank you.

**布伦达·陶希：**新西兰这方面的处理的方式是新西兰的土著人毛利人所在的地方，在旅游开发方面是有所限制的，这是因为在之前开发的过程中，毛利人没有充分地享受旅游开发所带来的效益，在以后他们希望能够更多地参与进来，参与到新西兰旅游业的规划和管理之中，确保自己的意见和声音在这些自然资源开发的过程中能够被听到。有的地方的确是不能够前往的，但新西兰向游客开放的地方还是很广大的。现在有的地方限制开发，主要是因为毛利人之前在开发过程中没有充分地参与进来，他们现在希望能够给自己留出一些时间。这些高山有的对新西兰的毛利人而言是有精神意义的，在那里突然开一家度假村可能会破坏他们的精神承载。所以，我们也要把这方面的经验和教训跟国际山地旅游联盟分享，就是要重视当地山地居民的观点，他们的诉求，要关注这些山地对当地居民的意见。

**Brenda Tahi:** I'm from the New Zealand perspective, from Maori. There are areas that are now being restricted. You really raised a good point. That's because Maori have not had a part in the development of this point in time. Going into the future, Maori are trying to find a place, not just the government but the management, the initial operations of tourism in their country. And when we do have this place, there will be reasons why we improve our values and the way in which the resources managed. And there will be places that may be out bounds. Many places will be opened up for development. Some of the restrictions may come from the way in which things have been handled in the past. As a result, Maori have been excluded from the process of management and governance. So what's really important in the future is that it can actually build the values of the indigenous people, the people of the mountains. This actually gets the spirit and meaningfulness and a way of enjoying it. And you wouldn't hear

that they would just blame the method of opening up the resource to the world. We believe as Maori, this is really important responsibility that we have in relation to our lands, to our resources and to our mountains. We just want to share their perspective with the IMTA because we are sure that the peoples of have a perspective that can actually influence you too and make more special and wonderful place for these tourists to visit. Thank you for the question.

**主持人：**谢谢你的问题和回答。

**Moderator:** Thank you for your question and answer.

**提问：**我有一个简短的问题，现在有没有什么国家和地区的锦标赛，或者是区域的扁带锦标赛呢？一般来说谁是比较厉害的选手呢？

**Question:** I just have a quick question. Is there nowadays any national, regional or even local championship of slack lining? If there is, who are good players in general?

**伊希德罗·马特奥·罗德里格斯·夸德拉：**扁带还是一种新兴的运动，所以很多比赛能够找到让人叹为观止的场地。我知道在智利的阿劳卡尼亚地区，有一个冰川，你可以在任何的地方做扁带运动。它是一座冰山，是第一座脱离大陆漂到海中的冰山。之后法国一直在这方面做得不错，打破了高空走扁带的记录。2010年的时候记录差不多是1600米，也就是说在空中走1600米的扁带，是从一个悬崖走到另一个悬崖，离地面500米。你可以想像一下，1600米的距离、离地500米，在下面是整个山谷，你都很难想像有人能走这么长的距离。你可以看到要走的扁带，它的自重都很沉，而且这个山谷的风使它左右摇摆，如果从一端走向另一端的话是很难的。这种场景，包括地理位置，会限制你的想象力。也就是你练习得多，就一切都有可能。总的来说，这种运动是无限可能的，我相信未来亚洲、中国都可能成为发展这种古老的运动的新场所。

### **International Slackline Association:**

Since the slack lining is an emerging sport, there have been many projects to achieve a spectacular scenario. One of the first that I knew was in a place of Chile. It's an iceberg. You can do slack lining in pretty more challenging place. This experience in 2007 was an historical moment because it was the first time that they really enter into water, frozen water. After that, France has been pioneer in the slack lining development, breaking the world record of high

ling. High lining used to select the height, at the beginning, 2010 was nearly 100 meters long. That was record. That means you need to work 100 meters from cliff to cliff. Actually, in this moment, the world record is 1.6km long and 500 meters high. So just imagine, the whole space, a huge line going beyond whole body. When you imagine that, you can imagine someone walking in it. In that point, you can see that the line that you walk in is not a straight line because it's so heavy in its own weight and it's so windy in this place that the line goes down and turns to the left. So if you want to really achieve to cross to one point to each other, you need to really walk in the other direction correctly. So I think the limits of the scenarios and geographical positions for slack lining is only limited by the imagination and capacity of the persons that practice this sport. So, I don't know if there is one specific place but there is an infinite possibility for this sport. I hope China and the rest of Asia would be a nice host for the development of this ancient practice vitalized by this new technology. Thank you very much.

**主持人：**特别好地推广了扁带运动，花了30秒，没错，你推广得太棒了，如果是电梯广告你有10秒钟的时间，但你花了半分钟。还有一个问题在座谁走过扁带？有多少人听过了扁带的介绍想去尝试一下？请大家举手吧，拜托请捧捧场。

**Moderator:** A wonderful promotion for slack lining. You take 30 seconds. Actually, it is all right. You can take 10 seconds if it is an elevator pitch, but you take half a minute. Just a quick question. Who has done slack lining in this audience? How many people want to do it after listening to the introduction about the slack lining? Please raise your hand. Please.

**伊希德罗·马特奥·罗德里格斯·夸德拉：**我有一个感受体感的办法可以分享给大家，你自己在椅子上就可以实现，大家想不想感受一下？大家不用站起来，这是你的意识控制，把你的手指一个往上、一个往下，大家看上去都像流行明星，现在该怎么做呢？把注意力放在你的指尖上，眼睛要闭起来，把手指刚好在脸前对碰，闭上眼睛三秒钟把手指在脸前相碰，可以吗？做得很棒，有一些人闭着眼睛刚刚好能把两个手指在脸前互相接触，有一些刚好碰错了，到另外一个方向，关键是怎么做到的呢？是靠哪个感官呢？因为闭着眼睛看不到，你也没有触觉、味觉、嗅觉、听觉，可是有一个感官在发生作用，就是身体的体感，我们叫怎么样唤醒你的第六或第七体感，也就是说感受身体器官的唤醒。

**International Slackline Association:**

OK, Now, I have a very small exercise for you to feel, similar feeling that we feel when we try slick lining. It's an experience that you can do in your seats. You want to try it? OK, if you are going to do so, stand up. Because it's a mind consciousness experience. OK, it's like this. You need to put your fingers, one up and one down. All right. Don't worry about how they look. Just try to do it. OK. So, now I think that you need to do is to in for cross in top of your fingers and with your eyes closed. You need to match your fingers just in front of your faces and count three. One, two, three. Excellent. Some of you achieve the touch the two fingers in front of your faces. Some of you just touch in another position. How did you do it? Which senses was working at that moment? Because you were seeing, you were touching, not hearing, not smiling. But there was something working on you. That's your body consciousness. So that's what we call the awareness of the six on seven senses.

**主持人:** 好, 做得太好了。我相信明年我们会在会场拉一条扁带。

**Moderator:** Well done. I believe we will set up a slack lining on the conference venue next year.

**伊希德罗·马特奥·罗德里格斯·夸德拉:** 其实我带了器材来, 明天大家可以看一下, 我明天有一个专门的讲座。

**International Slackline Association:**

Do we do an experience tomorrow? My formal presentation is tomorrow.

**主持人:** 你是第一个走扁带的人, 我上去肯定是动都不敢动。

**Moderator:** You are the first one to do slack lining. I definitely can't even move on it.

**伊希德罗·马特奥·罗德里格斯·夸德拉:** 我的祖母都敢走, 她年龄还要更大一些。

**International Slackline Association:**

Even my grandmother goes like this likely. I think she is older.



**主持人：**还有没有其他的问题，这位先生。

**Moderator:** More questions? The gentleman over there, please.

**提问：**我的问题是问台上的嘉宾，现在年轻一代特别是年轻小孩真的喜欢玩游戏、互联网、网游，在家里宅着，每天都玩手机，你怎么样把他们吸引到户外呢？怎么样让他们走出户外，走到大山，来确保下一代能够有可持续性的山地旅游发展呢？

**Question:** My question is for the speakers on the stage. Nowadays, the young generation, especially the young kids, really like playing video games on the Internet and online games. They stay home and spend all day on their phones. So, how will you draw them out of their doors? How will you attract them to go outside to mountain areas to ensure that our next generation will have sustainable mountain tourism development?

**主持人：**这个问题很好，相信没有时间让八位一一回答了，谁想回答？怎么让小孩走出去呢？

**Moderator:** Very good question. We haven't got enough time for all of your answers. So who want to answer this question? How to make young kids go outdoors?

**马杜·苏丹·阿查里亚：**这个问题非常有意义，对未来也是至关重要的，作为父母我们需要让小孩走自己的道路，因为父母他们不要让子女什么都依赖于他们，太依赖于父母，他们就不愿意走出家门了，所以要走出山区，走到山上的时候，父母不要背着小孩，让他自己走，这样的话可以培养出这样的一些精神。甚至他摔倒的时候我们也不要扶，也就是说我们的父母必须要以这样的观念来让他们形成一种独立的意识，让他们自己觉得自己可以征服这个高山。这要来自于一个人对高山的热爱，因为他到了山上，有的人想去山上，有一些人想去高原，想去不同的地方体验，我们作为父母、组织者、学术界应该承担起这样的责任，给他们灌输这样的观念，我觉得您提的问题非常好，谢谢您！

**Madhu Sudan Acharya:** A really good question, it is really important for future development. It's serious to leave children to walk themselves. They would not like to go out. To put the responsibility of sustainable tourism development on the children's shoulder,

you need to let them walk on their own. But we never let them walking themselves. He has the capability of walking. So, we must be aware and make others to aware to leave their children the way they want to the mountain tourism. It's connected to the passion inside because everyone wishes to rush on the seaside. Walking on the mountains or visiting the mountains to is a different experience. So, we must work with institution, education or academia and we are responsible to solve these issues. I appreciate. Thank you very much.

**主持人：**是的，小孩一天到晚都在玩电脑和平板，要么就投其所好，开发一个App，用App来吸引他的注意力，他会从房间里走出来，说老爸我在APP看到一个地方特别好，能带我去吗？这也是大数据营销的一部分，怎样用他的方法跟他沟通呢？现在00后不看报纸和电视，一切信息都是从网上获取的，你要用他惯用的渠道把信息灌输到他的耳朵里。

女士们，先生们，最后想请大家用热烈的掌声，感谢台上的讨论嘉宾，谢谢各位！也感谢所有的听众从茶歇回到我们的会场，并提出了这么多的问题。请大家先回酒店，晚上还有活动，如果不确定的话可以问会议的工作人员。谢谢大家！

**Moderator:** Yes, kids spend all day on PCs and tablets. Or, we can just cater to them by developing an App to attract their attention. Then he will go out of his room and says to his dad "I have seen an especially good place on an App, can you take me there, dad?" This is also a part of big data marketing. How to communicate with kids in their way? Nowadays, the post-2000s won't read newspapers anymore or watch TV. They get everything online. So you should get the message across via the channels that they usually use.

Ladies and gentlemen, with that final word, I'd like you to give our panelists a big, warm applause. Thank you all very much today! And also, I'd like to thank you all audience for coming back after the tea break and raising so many valuable questions. Please go back to the hotel, and then attend events in the evening. If you are not sure, you can just ask staff members of the conference. Thank you!



# 国际山地旅游联盟成立仪式

Inauguration Ceremony of IMTA



国际山地旅游联盟成立仪式

Inauguration Ceremony of IMTA



国际山地旅游联盟成立仪式主会场

Main Meeting Place of IMTA Inauguration Ceremony





联盟秘书长何亚非主持仪式  
Ceremony Moderator: IMTA Secretary-General He Yafei



联盟副主席邵琪伟致辞  
Address by IMTA Vice Chairman Shao Qiwei





民政部党组成员、国家社会组织管理局局长詹成付致辞

Address by Administrator of the State Administration of Social Organization Management Zhan Chengfu



中国国家旅游局副局长杜江致辞

Address by Vice Chairman of China National Tourism Administration Du Jiang





贵州省人民政府副省长卢雍政致辞  
Address by Vice Governor of Guizhou Province Lu Yongzheng



揭牌仪式  
左起：国家社会组织管理局局长詹成付，国家旅游局副局长杜江，联盟副主席邵琪伟，贵州省委书  
记、省长孙志刚，贵州省政协主席王富玉，中国人民外交学会会长吴海龙

Unveiling Ceremony  
From Left: Zhan Chengfu, Du Jiang, Shao Qiwei, Sun Zhigang, Wang Fuyu, Wu HaiLong





联盟领导向部分理事和会员颁发证书  
 IMTA Leaders Issue Certificates to Member Representatives



## 国际山地旅游联盟理事会会议 Council Meeting of IMTA



与会理事会成员合影  
Group Photo With Council Members



理事会会议  
Council Meeting





联盟副主席邵琪伟、秘书长何亚非、理事弗朗加利在理事会上

IMTA Vice Chairman Shao Qiwei, Secretary-General He Yafei and Council Member Francesco Frangialli at the Council Meeting



泰国出境旅游协会代表发言

Representative of Thai Travel Agents  
Association speaking at the Council Meeting



华侨城旅游投资管理有限公司代表发言

Representative of OCT Tourism Investment and Management Co., Ltd.  
Speaking at the Council Meeting

# 国际山地旅游联盟首届年会论坛

The First Annual Conference and Forum of IMTA



世界旅游组织荣誉秘书长，联盟理事弗朗西斯科·弗朗加利  
Honorary Secretary-General of UNWTO, IMTA  
Council Member Francesco Frangilli



联盟理事，中国著名旅游专家魏小安  
IMTA Council Member, famous Chinese  
tourism expert Wei Xiao'an



联盟机构会员代表，捷克前国家旅游局长、前地区发展部长罗斯季斯拉夫  
IMTA Group Member Representative, Former Chairman  
of Czech National Tourism Administration and Former Czech  
Minister of Regional Development Rostislav Vondruska



联盟机构理事代表、亚洲洞穴联合会主席艾克·哈利约诺  
IMTA Group Council Member Representative, President  
of Asia Union of Speleology Eko Haryono





联盟机构会员代表、世界酒店与旅游教育培训协会副主席马丁·菲力

IMTA Group Member Representative, Vice President of World Association for Hospitality and Tourism Education and Training Martine Fenyl



论坛主持人，亚太旅游协会首席执行官特别顾问戴龙

Forum Moderator, Special Advisor of PATA CEO Dale Lawrence



联盟机构会员代表，日中平和観光株式会社社长守屋卓先生

IMTA Group Member Representative, President of Nicchu Peace Travel Service Co.Ltd Suguru Moriya



联盟机构会员代表，中青旅控股股份有限公司董事、副总裁袁浩先生

IMTA Group Member Representative, Board Member and Vice President of China CYTS Tours Holding Co.Ltd. Yuan Hao



联盟机构理事代表，尼泊尔旅游旅行协会主席马杜·苏丹·阿查里亚先生

IMTA Group Council Member Representative, President of Nepal Association of Tour & Travel Agents Madhu Sudan Acharya



联盟机构会员代表，韩国大学山岳联盟主席金元中先生

IMTA Group Member Representative, President of Korea Student Alpine Federation Jung Won Kim



联盟机构会员代表，开元旅业集团创始人、中国旅游协会副会长陈妙林

IMTA Group Member Representative, Founder of New Century Tourism Group, Vice President of China Tourism Association Chen Miaolin



联盟机构会员代表，新西兰玛蜡瓦旅游公司总经理布伦达·陶希女士

IMTA Group Member Representative, General Manager of Manawa NZ Ltd. Brenda Tah





与会嘉宾  
Participants



年会论坛会场  
Forum Meeting Place





会员代表

Representative of IMTA Member



专题研讨

Panel Discussion



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1st International Mountain Tourism Alliance Annual Conference

# 国际山地旅游联盟首届年会

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2017.08 中国·贵州  
CHINA·GUIZHOU

## 会议指南

CONFERENCE GUIDE

国际山地旅游联盟秘书处  
INTERNATIONAL MOUNTAIN TOURISM ALLIANCE SECRETARIAT



## 国际山地旅游联盟简介

“国际山地旅游联盟”，英文名称为International Mountain Tourism Alliance (缩写为IMTA)，是经中华人民共和国国务院批准成立的非政府、非营利性国际组织。会员由世界主要山地国家和地区的目的地管理机构、民间旅游机构、团体、企业和个人自愿组成。国际山地旅游联盟登记机关是中华人民共和国民政部，业务主管单位是中华人民共和国国家旅游局，发起人是中国贵州省国际山地旅游发展中心，总部（秘书处）的永久所在地贵州省贵阳市，北京设联络处。

国际山地旅游联盟以保护山地资源、传承山地文明、发展山地经济、造福山地民众为宗旨，致力于山地旅游资源的保护与利用，促进旅游业的国际交往和业务合作，总结推广发展山地旅游的成功经验，促进山地经济繁荣，推动山地和生态旅游可持续发展。

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

在2016年9月21日国际山地旅游联盟会员筹备大会上，推举法国前总理多米尼克·德维尔潘先生当选为联盟主席；原中国国家旅游局局长邵琪伟先生为联盟副主席；原中国国务院侨办副主任何亚非先生当选为联盟秘书长（法人代表）。选举了由32个机构和个人组成的理事会。首届国际山地旅游联盟会员来自世界五大洲26个国家和地区共111个团体和个人，其中境外机构56家，境内机构46家，个人9名。团体会员包括世界山地旅游国家和地区的旅游机构、非盈利组织、涉旅企业、旅游相关咨询机构、旅游专业院校、航空公司、涉旅装备制造企业、户外运动组织等，个人会员有从事与山地旅游有关业务的专家、学者、企业家等。

国际山地旅游联盟遵循《章程》赋予的使命，致力于为全体会员提供专业服务，搭建会员间对话、交流与合作平台。联盟将按照既定发展目标充分调动和发挥会员的资源、智慧、能力和积极性，组织开展山地旅游发展理论研究，促进山地旅游发展的经验分享；建立会员间旅游市场互惠机制，促进跨界跨业资源、资本、市场、人才要素共享；交流山地资源旅游化管理经验，提升会员服务能力和水平；组织举办与山地旅游有关的会展、论坛、户外运动等专业性活动；组建高层次旅游经济研究和咨询机构，开展业务培训和认证工作，为旅游业发展提供智力支持和咨询服务；组织开展旅游市场调查、景气指数预测，发布山地旅游综合或专项旅游指标信息；推广与山地旅游相关的国际标准，建立山地旅游资源信息数据库，为旅游经营者提供信息服务；联盟将与世界旅游组织等重要国际性组织在发展山地旅游方面建立广泛的合作关系，共同推动实现可持续旅游发展目标。

## About the International Mountain Tourism Alliance

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

Guided by the vision of protecting mountain resources, preserving mountain civilization, promoting mountain economy and benefiting mountain communities, the IMTA is committed to improving the protection and utilization of mountain tourism resources, facilitating international tourism exchanges and business cooperation, reviewing and promoting the positive experience of mountain tourism development, enhancing the prosperity of mountain economy and promoting the sustainable development of mountain and eco-tourism.

The organizational structure of the IMTA includes the General Assembly, the Council and the Secretariat. The General Assembly, which is the deliberation and decision-making body of the Alliance, consists of all IMTA members. The Council is the decision-making and executive organ of the Alliance. The Secretariat is the day-to-day administrative body of the Alliance. The official languages of the IMTA are Chinese and English. A number of branch institutions have been set up under the Alliance.

During the IMTA General Assembly, Mr. Dominique De Villepin, former Prime Minister of France, was elected the Chairman of the IMTA; Mr. Shao Qiwei, former Chairman of China National Tourism Administration, was elected the Vice Chairman; and Mr. He Yafei, former Vice Minister of Foreign Affairs of China, was elected the Secretary-General (legal person representative). The General Assembly also elected the Council composed of 32 institutions and individuals. The inaugural members of the IMTA include 111 groups and individuals from 26 countries and regions in all five continents, including 56 overseas institutions, 46 domestic institutions and 9 individuals. The group members include tourism institutions, non-profit organizations, tourism businesses, tourism-related consulting agencies, tourism colleges, airlines, tourism equipment manufacturers and outdoor sports organizations from countries and regions involved in mountain tourism. The individual members include experts, scholars and entrepreneurs on mountain tourism-related businesses.

Following the mandate of the Statutes, the IMTA is committed to providing professional services to all its members and building a platform for dialogue, exchange and cooperation among members. The Alliance will fully mobilize and leverage the resources, wisdom, ability and initiative of its members in keeping with the established goals of development, conduct research on the theories of mountain tourism development, and promote the sharing of experience in the development of mountain tourism; establish reciprocal tourism markets among members, and promote the sharing of resources, capital, market and talents across industries; exchange experience in the tourism management of mountain resources, and improve the ability and performance of member services; organize mountain tourism-related professional activities such as exhibitions, forums and outdoor sports programs; set up high-level research and consulting agencies on tourism economy, conduct tourism business training and certification, and provide intellectual support and advisory services for tourism development; organize tourism market surveys and outlook index forecasts, and publish information on comprehensive or specific mountain tourism indicators; promote mountain tourism-related international standards, build information database of mountain tourism resources, and provide information services to tourism operators. The IMTA will work with UNWTO and other important international organizations to establish broadly-based cooperative relations in mountain tourism development, and jointly promote the realization of sustainable tourism development goals.



## 国际山地旅游联盟大会倡议

(2016年9月21日通过)

在秋高气爽的美好季节，来自世界26个国家和地区的目的地管理机构、旅游组织、团体、企业代表及专家学者相聚中国贵州省兴义市，共商国际山地旅游联盟创建发展大计，顺应旅游业发展大势，必将载入史册。

联合国将2017年确定为国际可持续发展年，旅游业的贡献将延伸至经济、社会和环境等可持续发展的三大支柱领域。旅游业的声誉、地位和价值也将在可持续发展中不断提升。作为一个具有开创性和前瞻性的国际组织，国际山地旅游联盟的诞生，契合了可持续发展的理念和精神，这是每个联盟成员的荣誉。

今天，全球经济正迎来绿色发展新模式，其民本性、生态性、和谐性、可持续性的突出特征，体现了人与自然的共生共荣。国际山地旅游联盟倡导全体会员以生态文明为引领，以保护山地资源、传承山地文明、发展山地经济、造福广大民众为核心理念，积极促进旅游业的国际交往和业务合作，总结推广发展山地旅游的成功经验，推动山地和生态旅游可持续发展。国际山地旅游联盟的理念和宗旨，彰显了这一组织的时代特征。对山地资源国家和地区彼此间的旅游交流合作，实现共同发展意义重大，影响深远。

合作，交流，共享，是联盟促进山地经济、造福广大民众和推动可持续旅游发展的立足之本。联盟倡导全体会员及业界人士以节约自然资源和保护生态环境为基础，不断提高自然资本在发展中的比重。生态环境与民众的生活质量息息相关，良好的生态环境是最公平的公共产品，也是最普惠的民生福祉。山地民众依山而居，伴水而栖，在与自然生态相依相存中形成朴素的自然情怀，为生态保护、建设，提供了良好的文化氛围和人文基础，山地旅游不仅能持续地创造良好的生产生活生态环境，又能让人们从生态保护中分享更多的“绿色福利”。

负责任的旅游注重近期目标与长远目标、近期利益与长远利益的统一，既满足当代人健康生活的需要，并公平的满足世代在环境与发展方面的需要。随着大众旅游时代的到来，山地旅游方兴未艾。联盟倡导全体会员，努力把国际山地旅游联盟打造成为山地旅游产业发展研究与评价平台。致力于研究、制定、发布和推广与山地旅游相关的国际标准，开展山地旅游资源评估、市场调查、景气指数预测，研究探索山地旅游业发展评价体系的路径方法。努力把国际山地旅游联盟打造成为山地旅游投资合作与创新平台。致力于山地资源的保护和有效利用，着眼于山地旅游的创新发 展，研发特色山地旅游产品，开展市场推广，引导和促进投资与合作；努力把国际山地旅游联盟打造成为会员之间对话交流与服务平台。探索并不断拓展联盟交流合作共享机制，为会员和经营主体创造咨询、培训服务等业务发展空间，促进资源、资本、人才合理流动，营造优良的山地旅游品质、内涵和环境。

国际山地旅游联盟愿与其他国际组织一道，以平等、包容、合作的精神，共建、共享合作平台，创造新的理论、新的经验和新的方法，使合作呈现新的生机，让保护资源、传承文明、造福民众、促进繁荣及可持续发展的理念在全球山地旅游领域开花结果。



# General Assembly Initiative of the International Mountain Tourism Alliance

(Adopted on Sep 21st, 2016)

In this beautiful autumn season of clear sky and crisp air, the representatives of destination management agencies, tourism organizations and groups, tourism enterprises as well as mountain tourism experts and scholars from 26 countries and regions have gathered in Xingyi city, Guizhou province, China, and formally declared the establishment of the International Mountain Tourism Alliance (IMTA), which is consistent with the prevailing trend of tourism development today. Undoubtedly, the launch of the organization will leave its mark on history.

The United Nations has designated 2017 as the Year of Sustainable Tourism for Development, which will help expand tourism's contribution to the three pillars of sustainable development, namely, economy, society and environment. The reputation, stature and value of the tourism industry will also be enhanced in the course of sustainable development. The creation of the IMTA, which is a ground-breaking and forward-looking international organization, is in line with the idea and spirit of sustainable development. As such, it is an honor for all IMTA members.

Today, the model of green development is reshaping the global economy. Green economy emphasizes on the pursuit of people-first, eco-friendly, harmonious and sustainable development, which gives expression to the co-existence and shared prosperity of man and nature. The IMTA calls on all its members to follow the guide of ecological civilization, pursue the goal of protecting mountain resources, inheriting mountain culture, growing mountain economy and benefiting the people, and endeavor to facilitate international exchanges and business cooperation of the tourism industry, take stock of the positive experience of mountain tourism development and promote the sustainable development of mountain and eco-tourism. The vision and purposes of the IMTA are highly relevant to our times, and make a significant and far-reaching impact on the tourism exchanges and cooperation among countries and regions with mountain resources and the realization of common development.

Cooperation, communication and sharing are the foundation of the IMTA's efforts to promote the growth of mountain economy, improve people's livelihood and achieve sustainable tourism development. The IMTA calls on all its members to conserve natural resources and protect the eco-environment, and, on this basis, continuously raise the share of natural capital in development. The eco-environment and the quality of people's life are closely connected. A sound eco-environment is the most equitable public good, and the most inclusive livelihood benefit. The people of mountainous regions live by the mountains and rivers, and they have formed an emotional attachment to the Mother Nature through their harmonious co-existence with the natural environment they live in. This provides a positive cultural atmosphere and foundation for the conservation and development of the eco-environment. As such, mountain tourism not only generates a sound production, living and ecological environment, but also allows people to share more "green benefits" from ecological protection.

Responsible tourism places equal emphasis on near-term and long-term targets and balances near-term and long-term interests. It not just aims to satisfy the needs of the current generation for a healthy life, but also upholds equity in meeting future generations' environment and development needs. With the advent of the era of mass tourism, mountain tourism is gaining stronger momentum. The IMTA calls on its members and all stakeholders of the industry to build the IMTA into a platform for the research and evaluation of the mountain tourism industry with the aim of studying, formulating, publishing and promoting mountain tourism-related international standards, conducting evaluation, market survey and outlook forecast of mountain tourism resources, and exploring the ways and means for building the evaluation system on the development of world mountain tourism industry. We should build the IMTA into a platform for investment cooperation and innovation on mountain tourism with the aim of promoting the protection and effective utilization of mountain resources, pursuing innovative development of mountain tourism, developing specialty mountain tourism products, promoting mountain tourism marketing, and guiding and facilitating investment and cooperation. We should also build the IMTA into a platform for dialogue, exchanges and member services with the aim of exploring and expanding the space for cooperation, exchange and sharing, providing consulting and training services for members and relevant business entities, promoting the efficient movement of resources, capital and skilled professionals, and enhancing the quality, content and environment of mountain tourism.

The IMTA is ready to work with other international organizations to build and share the platform for cooperation, and develop new theories, experience and methods in the spirit of equality, inclusiveness and cooperation, in order to give new strength to cooperation, carry forward the purposes of protecting nature, inheriting culture, benefiting the people and promoting development, and realize the vision of sustainable development in the field of mountain tourism.

## 议程

8月15日 星期二		
09:30—10:00	会见出席国际山地旅游联盟年会嘉宾代表	
10:15-10:55	国际山地旅游联盟成立仪式	
11:10-12:00	国际山地旅游联盟理事会会议	
14:30-17:00	国际山地旅游联盟首届年会论坛	
18:00-19:30	餐叙交流	
20:00-21:00	布依乐舞《山水八音》	
8月16日 星期三		
09:30-11:30	“2017国际山地旅游暨户外运动大会”开幕式	
14:30-16:30	国际山地旅游发展论坛	国际山地户外运动论坛
17:00-17:40	成果发布会	
8月17-19日 星期四-星期六		
	考察活动	

## Agenda

Tuesday August 15		
09:30—10:00	Meeting with The Representatives of Annual Conference Attendences	
10:15-10:55	Inauguration Ceremony of International Mountain Tourism Alliance	
11:10-12:00	Council Meeting of the International Mountain Tourism Alliance (IMTA)	
14:30-17:00	Forum of the 1st Annual Conference of the International Mountain Tourism Alliance (IMTA)	
18:00-19:30	Reception	
20:00-21:00	Shanshui Bayin of Buyi Local Dancing	
Wednesday August 16		
09:30-11:30	Opening Ceremony of the International Mountain Tourism Conference	
14:30-16:30	Forum on the International Mountain Tourism Development	Forum on the International Mountain Outdoor Sports
17:00-17:40	Achievement Release Conference	
Thursday- Saturday August 17-19		
	Inspection activities	

## 1、会见出席国际山地旅游联盟年会嘉宾代表

**时间:**8月15日(星期二)09:30—10:00

**地点:**兴义市富康国际会议中心富康厅

**议程:**(1)孙志刚书记、省长讲话 (2)嘉宾发言 (3)嘉宾离场

## I、Meeting with The Representatives of Annual Conference Attendees

**Time:** 9:30-10:00 15 August (Tuesday)

**Venue:** Fukang Hall, Xingyi Fukang International Conference Center

**Agenda:**(I) Sun Zhigang, Secretary of the CPC Guizhou Provincial Committee and Governor of the People's Government of Guizhou Province, delivers an address

(II) Guest speakers (III) Guest departure

## 2、国际山地旅游联盟成立仪式

**时间:**8月15日(星期二)10:15-10:55

**地点:**兴义市富康国际会展中心兴义厅

**议程:**

- (1)民政部党组成员、社会组织管理局局长詹成付宣读成立国际山地旅游联盟的批复,并向国际山地旅游联盟颁发社会团体法人登记证书
- (2)国际山地旅游联盟主席德维尔潘视频致辞
- (3)国际山地旅游联盟副主席邵琪伟致辞
- (4)国家旅游局副局长杜江致辞
- (5)贵州省人民政府副省长卢雍政致辞
- (6)贵州省委副书记、省长孙志刚,民政部领导,国家旅游局,联盟领导共同为国际山地旅游联盟揭牌
- (7)国际山地旅游联盟副主席邵琪伟、秘书长何亚非向理事、会员代表颁发会员证书

## II、Inauguration Ceremony of International Mountain Tourism Alliance

**Time:** 10:15-10:55 15 August (Tuesday)

**Venue:** Xingyi Hall, Xingyi Fukang International Conference Center

**Agenda:**

- (I) Zhan Chengfu, Chief Director of Social Organization Management Bureau of China Member of the Party Leadership Group of the Ministry of Civil Affairs of China announcing the *Letter of Approval by the Ministry of Civil Affairs for the Establishment and Registration of the International Mountain Tourism Alliance*
- (II) IMTA President delivers a video address
- (III) IMTA Vice President delivers an address
- (IV) Du Jiang, Deputy Director of China National Tourism Administration delivers an address
- (V) Lu Yongzheng, Vice Governor of the People's Government of Guizhou Province, delivers an address
- (VI) Sun Zhigang, Secretary of the CPC Guizhou Provincial Committee and Governor of the People's Government of Guizhou Province, unveils the plaque for IMTA along with leaders from MCA, CNTA and IMTA
- (VII) IMTA Vice President Shao Qiwei and Secretary General He Yafei issue membership certificates to IMTA council members and member representatives.

### 3、国际山地旅游联盟理事会会议

**时间:**8月15日(星期二) 11:10-12:00

**地点:**兴义市富康国际会展中心国际厅

**议程:**

- (1) 通报联盟筹备后续阶段工作运行情况
- (2) 审议联盟秘书处组建方案
- (3) 审查联盟三年工作计划
- (4) 审核新申请入会会员

### III、Council Meeting of the International Mountain Tourism Alliance

**Time:** 11:10-12:00 15 August (Tuesday)

**Venue:** International Hall, Xingyi Fukang International Conference Center

**Agenda:**

- (I) Reports the work at the late stage of preparation
- (II) The meeting deliberates on the scheme for secretariat establishment
- (III) The meeting reviews IMTA's three-year work plan
- (IV) The meeting examines new applicants

### 4、国际山地旅游联盟首届年会论坛

**时间:**8月15日(星期二) 14:30-17:00

**地点:**兴义市富康国际会展中心兴义厅

**议程:**

第一阶段:主旨演讲

主持人:何亚非

主讲嘉宾:

- 1、世界旅游组织荣誉秘书长、贵州旅游发展顾问  
弗兰西斯科·弗朗加利先生
- 2、亚洲洞穴联合会艾克·哈利约诺先生
- 3、世界酒店与旅游教育培训协会副主席马丁·菲力女士
- 4、中国著名旅游经济专家魏小安先生
- 5、捷克前国家旅游局长、前地区发展部长罗斯季斯拉夫先生

### IV、Forum of the 1st Annual Conference of the International Mountain Tourism Alliance (IMTA)

**Time:** 14:30-17:00 15 August (Tuesday)

**Venue:** XingYi Hall Hall, Xingyi Fukang International Conference Center

**Agenda:**

Session 1: speeches

Moderator: He Yafei

Keynote speaker:

- (I) Francesco Frangialli, Honorary Secretary-General of the UNWTO
- (II) Eko Haryono, Asian Union of Speleology
- (III) Martine Ferry, Vice-Presidents for World Association for Hospitality  
and Tourism Education and Training
- (IV) Wei Xiaolan, Veteran Chinese expert on tourism
- (V) Rostislav Vondruska, Ex-minister of the Ministry of Regional Development  
and ex-general director of the Czech Tourism



## 第二阶段:互动交流

主持人:戴龙

互动嘉宾:

1、尼泊尔旅游旅行协会(NATTA)

主席马杜·苏丹·阿查里亚先生

2、新西兰玛蜡瓦旅游公司总经理布伦达·陶希女士

3、日中平和観光株式会社社长守屋卓先生

4、国际扁带协会赛事委员会主席

伊西德罗·马特奥·罗德里格斯·夸德拉先生

5、韩国大学山岳联盟主席金元中先生

6、开元旅业集团创始人、中国旅游协会副会长、

浙江省旅游联合会会长、陈妙林;

7、中青旅控股股份有限公司董事、副总裁,

中青博联整合营销顾问股份有限公司董事长袁浩先生;

8、华侨城旅游投资管理有限公司董事长曾辉先生

## Session 2:interaction

Moderator: Dale Lawrence

Interactive guests:

(I) Madhu Sudan Acharya, Presidents for NEPAL ASSOCIATION OF TOUR&TRAVEL AGENTS(NATTA)

(II) Brenda Tahi, General Manager of Manawa NZ Ltd T/A Manawa Tours NZ

(III) 守屋卓, Proprieter of NICCHU PEACE TRAVEL SERVICE CO.,LTD.

(IV) Isidro Mateo Rodríguez Cuadra, Presidents of International Slackline Association Slackline Contest Comission

(V) Jung Won Kim, Presidents for Korea Student Alpine Federation

(VI) Chen Miao lin, Founder of New Century Tourism Group

(VII) Yuan Hao, Vice President of China CYTS Tours Holding Co.,Ltd.

(VIII) Zeng Hui, Chairman of OCT tourist Cci Capital Ltd.

## 5、餐叙交流

**时间:**8月15日(星期二)下午18:00-19:30

**地点:**兴义市富康国际会展中心

## V、Reception

**Time:** 18:00- 19:30 15 August (Tuesday)

**Venue:** Falcon International Conference and Exhibition Center

## 6、布依乐舞《山水八音》

**时间:**8月15日(星期二)晚上20:00-21:00

**地点:**兴义市富康会展中心一楼大礼堂

## VI、Shanshui Bayin of Buyi Local Dancing

**Time:** 20:00- 21:00 15 August (Tuesday)

**Venue:** 1F, Auditorium, Falcon International Conference and Exhibition Center



## 7、“2017国际山地旅游暨户外运动大会”开幕式

**时间:**8月16日(星期三)上午09:30-11:30

**地点:**兴义市万峰林国际会议中心户外会场

### 议程:

第一阶段:领导、嘉宾致辞

- (1) 贵州省委书记、省长孙志刚致辞
- (2) 国家旅游局领导致辞
- (3) 国家体育总局领导致辞
- (4) 国际山地旅游联盟副主席邵琪伟致辞

第二阶段:主旨演讲

## VII、Opening Ceremony of the International Mountain Tourism Conference

**Time:** 09:30-11:30 16 August (Wednesday)

**Venue:** Xingyi Wanfenglin International Conference Center

### Agenda:

Session 1: Addresses

- (I) Sun Zhigang, Secretary of the CPC Guizhou Provincial Committee and Governor of the People's Government of Guizhou Province, delivers an address
- (II) A leader from CNTA delivers an address
- (III) A leader from the General Administration of Sport of China delivers an address
- (IV) IMTA Vice President Shao Qiwei delivers an address

Session 2: Keynote speeches

## 8、大会主题论坛

### (1) 国际山地旅游发展论坛

**时间:**8月16日(星期三)下午14:30-16:30

**地点:**兴义市万峰林国际会议中心

### (2) 国际山地户外运动论坛

**时间:**8月16日(星期三)下午14:30-16:30

**地点:**兴义市万峰林国际会议中心

## VIII、Theme Forum

### I. Forum on the International Mountain Tourism Development

**Time:** 14:30- 16:30 16 August (Wednesday)

**Venue:** Wanfenglin Convention Center

### II. Forum on the International Mountain Outdoor Sports

**Time:** 14:30- 16:30, Wednesday, August 16

**Venue:** Wanfenglin Convention Center

## 9、成果发布会

**时间:**8月16日(星期三)下午17:00-17:40

**地点:**兴义市万峰林国际会议中心一楼万峰大会堂

## IX、Achievement Release Conference

**Time:** 17:00- 17:40 16 August (Wednesday)

**Venue:** 1F, Wanfeng Auditorium, Wanfenglin Convention Center

## 10、考察活动

**时间:**8月17日-19日

**地点:**兴义-平塘-荔波-贵阳

## X、Inspection activities

**Time:** 17-19 August (Thursday-Saturday)

**Venue:** Xing Yi – Ping Tang – Li Bo – Gui Yang

# 国际山地旅游联盟理事名单

List of Council Members of the IMTA

(2016年9月21日通过)

个人会员 (5名) Individual Members (Five)					
序号 Number	中外文名 Name (Chinese/ English)	类别 Membership Category	国籍 Nationality	职务 Title	联系方式 Contact information
1	多米尼克·德维尔潘 Dominique de Villepin	个人 Individual	法国 France	法国前总理 Former French Prime Minister	sd@villepininternational.com
2	邵琪伟 Shao Qiwei	个人 Individual	中国 China	国家旅游局原局长 Former Director of National Tourism Administration	119828068@qq.com
3	何亚非 He Yafei	个人 Individual	中国 China	国务院侨办原副主任 Former Deputy Director of the Overseas Chinese Affairs Office of the State Council	heyafei@gqb.gov.cn
4	弗朗加利 Francesco Frangialli	个人 Individual	法国 France	世界旅游组织 荣誉秘书长 Honorary Secretary-General of the UNWTO	frangialli@gmail.com
5	魏小安 Wei Xiaolan	个人 Individual	中国 China	著名旅游经济专家 Expert on Tourism Economy and Management	weixiaoan@vip.sina.com

境外机构会员 (20名) Organization Members (Overseas) (Twenty)					
序号 Number	中外文名 Name (Chinese/ English)	类别 Membership Category	机构 (总部) 所在国家 (地区) Country (Region) of the Organization's Headquarters	机构主要业务领域 Main Scope of Business	联系方式 Contact information
6	奥地利多贝马亚索道有限公司 Doppelmayr Seilbahnen GmbH	企业 Enterprise	奥地利 Austria	旅游装备制造 Recreation Vehicle	Alexander.klimmer@doppelmayr.com
7	欧洲山地民选代表会 European Association of Elected Representatives from Mountain Area	协会 Association	比利时 Belgium	山地旅游组织协调 Mountain Tourism Organization and Coordination	nicolas.evrand@promonte-aem.net
8	加拿大耐力越野跑 Endurance Adventure	企业 Enterprise	加拿大 Canada	户外运动赛事 Outdoor sports	jtbaily@enduranceaventure.com

9	香港旅游业议会 Travel Industry Council of Hong Kong	协会 Association	中国香港 China, Hong Kong S.A.R	旅游行业品质管理 Quality Management of Tourism	joseph tung@tichk.org
10	世界旅游经济研究 中心(世界旅游经济论坛) Global Tourism Economy Research Centre	国际间组织 International organization	中国澳门 China, Macao S.A.R	旅游行业品质管理 Tourism Economy Research	jasonwang@geterc.org
11	泰尔梅塞尔西 健康体育中心 Polyclinic TERME Selce, Croatia	企业 Enterprise	克罗地亚 Croatia	医疗、康复、旅游 Medical services, Recuperation, Tourism	vlasta.brozicevic@terme-selce.hr
12	法国洞穴联盟 French Federation of Speleology	国际间组织 International organization	法国 France	洞穴资源开发、 旅游、探险 Speleology, Tourism, Adventure	gael.kaneko@ffspeleo.fr
13	印度特瑞大学 TERI University	教育 Education	印度 India	旅游管理人才培养 Personnel Training of Tourism Management	rseth@teri.res.in
14	亚洲洞穴联合会 Asian Union of Speleology	协会 Association	印度尼西亚 Indonesia	地质、洞穴、探险旅游 Geology, speleology, Adventure Tours	e.haryono@geo.ugm.ac.id
15	国际民间艺术组织 INTERNATIONAL ORGANISATION FUR VOLKSKUNST	国际间组织 International organization	意大利 Italy	非物质文化遗产保护与利用 Protection and Utilization of Intangible Cultural Heritage	Emmacp2012@hotmail.com
16	日本大阪观光大学 Osaka University of Tourism	教育 Education	日本 Japan	旅游人才培养 Tourism Personnel Training	somu@tourism.ac.jp
17	韩国旅行业协会 Korea Association of Travel Agents	协会 Association	韩国 Republic of Korea	旅游行业管理协调 Tourism Management and Coordination	kata@kata.or.ke
18	尼泊尔旅游旅行协会 (NATTA) Nepal Association of Tour & Travel Agents	协会 Association	尼泊尔 Nepal	旅游行业管理 Tourism Management	ceo@natta.org.np
19	“阿尔卑斯产业” 旅游公司 “Alpindustria” adventure team	企业 Enterprise	俄罗斯 Russia	出入境旅游业务、 户外探险旅游 Outbound Tourism Business, Outdoor Adventure Tourism	e.kovaleva@alpindustria-tour.ru
20	新加坡旅游代理商协会 Singapore Outbound Travel Agent Association	协会 Association	新加坡 Singapore	旅游业务经营 Tourism Business Operation	kaysweepin@yahoo.com

21	南非公平交易旅游协会 Fair Trade Tourism	协会 Association	南非 South Africa	旅游服务、管理 Tourism Service, Management	nivashnee@fairtrade.travel
22	国际酒店和餐饮协会 International Hotel & Restaurant Association	协会 Association	瑞士 Switzerland	酒店及餐饮服务管理 Hotel and Restaurant Service Management	ihrapresident@gmail.com
23	泰国出境旅游协会 Thai Travel Agents Association	协会 Association	泰国 Thailand	旅游出境业务管理 Outbound Tourism Business Management	ttaa@ttaa.or.th
24	凯恩戈姆斯 国家公园 Cairngorms Business Partnership	企业 Enterprise	英国 U.K.	国家公园 National Park	mark@visitcairngorms.com
25	美国房车工业协会 Recreation Vehicle Industry Association	协会 Association	美国 U.S.A.	旅游装备制造 Recreation Vehicle	ehan@rvia.org

境内机构会员(10名) Organization Members (Domestic) (Ten)					
序号 Number	中外文名 Name(Chinese/ English)	类别 Membership Category	机构(总部)所在国家(地区) Country (Region) of the Organization's Headquarters	机构主要业务领域 Main Scope of Business	联系方式 Contact information
26	中国旅游研究院 China Tourism Academy	学术机构 Academic research institution	中国 China	旅游经济研究 Tourism Economy Research	nguo@cmta.gov.cn
27	中国旅游集团公司 China National Travel Service Group Corporation	企业 Enterprise	中国 China	旅游投资运营 Tourism Investment and Operation	zhangxw@hkcts.com
28	中青旅控股股 份有限公司 China CYTS Tours Holding Co., Ltd.	企业 Enterprise	中国 China	旅行社、景区投资运营 Investment and Operation for Travel Agency and Attractions	lia@aoyou.com
29	万达旅游控 股有限公司 Wanda Tourism Holdings Company	企业 Enterprise	中国 China	商业、旅游、 文化、金融 Business, Tourism, Culture, Finance	zhangchunyuan@wanda.cn
30	华侨城集团公司 Overseas Chinese Town Co., Ltd.	企业 Enterprise	中国 China	主题公园、旅游投资等 Theme Parks, Tourism Investment	duanxiannian@chinaoct.com

31	广东长隆集团 Guangdong Chimelong Group Co., Ltd	企业 Enterprise	中国 China	景区投资运营、酒店服务 Investment and Operation for Attractions, Hotel Services	liuhy@chimelong.com
32	携程商务(上海)有限公司 Shanghai Ctrip Bussiness Co.,Ltd.	企业 Enterprise	中国 China	互联网旅游服务 Online Tourism Service	wu.jun@Ctrip.com
33	上海锦江国际旅游股份有限公司 Shanghai Jinjiang International Travel Co., Ltd.	企业 Enterprise	中国 China	旅行社、酒店投资经营 Travel Agency Operation and Tourism Investment	shipping@jjtravel.com
34	张家界旅游集团股份有限公司 Zhang Jia Jie Tourism Group Co., Ltd.	企业 Enterprise	中国 China	景区开发、酒店管理等 旅游业务 Attractions Development and Hotel Mangement	1397788838@163.com
35	贵州省国际山地旅游发展中心 Guizhou International Mountain Tourism Development Center	学术机构 Academic research institution	中国 China	联盟发起人 Sponsor of the Alliance	691576177@qq.com



## 国际山地旅游联盟团体会员名单

Group Membership List of International Mountain Tourism Alliance

序号 Number	单位名称 Organization	国家/地区 Country/Area	行业类别 Classification	负责人 Leader's Name	联系方式 Contact information
1	澳大利亚萨伦蒂佩蒂俱乐部 Australia Serendipity Club	澳大利亚 Australia	协会 Association	Margo	mlebrecht@yahoo.co.nz
2	奥地利多贝玛亚索道有限公司 Doppelmayr Seilbahnen GmbH	奥地利 Austria	企业 Enterprise	Alexander Klimmer	Alexander.klimmer@doppelmayr.com
3	欧洲山地民选代表协会 European Association of Elected Representatives from Mountain Area	比利时 Belgium	协会 Association	Carlos Pinto	nicolas.evrard@promonte-aem.net
4	加拿大耐力越野跑 Endurance Aventure	加拿大 Canada	企业 Enterprise	Jean-Thomas Boily	jtboily@enduranceaventure.com
5	香港旅游业议会 Travel Industry Council of Hong Kong	中国香港 China, Hong Kong S.A.R.	协会 Association	董耀中	joseph.tung@tichk.org
6	世界华人摄影联盟 The International Union of Chinese Photograph	中国香港 China, Hong Kong S.A.R.	社团 Society	王苗	hkwangmiao@126.com
7	世界旅游经济研究中心 (世界旅游经济论坛) Global Tourism Economy	中国澳门 China, Macao S.A.R.	机构 Institution	何厚铨	jasonwang@geterc.org
8	澳门中国旅行社股份有限公司 China Travel Service (Macao) Ltd	中国澳门 China, Macao S.A.R.	企业 Enterprise	隋江	domo@cts.com.mo
9	海山地区旅游理事会 KVARNER REGION TOURISM BOARD	克罗地亚 Croatia	协会 Association	IRENA PERSIC ZIVADINOV	irena@kvarner.hr
10	泰尔梅塞尔西健康体育中心 Polyclinic TERME Selce, Croatia	克罗地亚 Croatia	企业 Enterprise	Vlasta Brozicevic	vlasta.brozicevic@terme-selce.hr

序号 Number	单位名称 Organization	国家/地区 Country/Area	行业类别 Classification	负责人 Leader's Name	联系方式 Contact information
11	捷克共和国民俗协会 The Folklore Association of the Czech Republic	捷克 Czech Republic	协会 Association	Zdeněk Pšenica	folklori.sdruzeni.cz@seznam.cz
12	法国洞穴联盟 French Federation of Speleology	法国 France	协会 Association	Gaël KANEKO	gael.kaneko@ffspeleo.fr
13	世界酒店与旅游教育培训协会 World Association for Hospitality and Tourism Education and Training	法国 France	协会 Association	Philippe FRANCOIS	p.francois@francoistourismeconsultants.com
14	法国地中海俱乐部 Shanghai Club Med Travel Agent Co., Ltd.	法国 France	企业 Enterprise	Christian Noret	Christian.noret@clubmed.com
15	瑞赖户外体育产品公司 Raidlight (VIMTECH LTD)	法国 France	企业 Enterprise	Pierre Le Magnan	vimtech@netvigator.com
16	特里尔应用科技大学环境学院 Environment Campus Birkenfeld, Trier University of Applied Sciences	德国 Germany	学术机构 Academic Institution	Dr.Norbert Kuhn	praesident@hochschule-trier.de
17	特瑞大学 Teri University	印度 India	学术机构 Academic Institution	Rajiv Seth	rseth@teri.res.in
18	亚洲洞穴联合会 Asian Union of Speleology	印度尼西亚 Indonesia	协会 Association	Eko Haryono	e.haryono@geogm.ac.id
19	国际民间艺术组织 INTERNATIONALE ORGANISA- TION FÜR VOLKSKUNST (IOV)	意大利 Italy	协会 Association	Carmen Paddila	Emmacp2012@hotmail.com
20	东京洞穴协会 Tokyo Speleo Club	日本 Japan	协会 Association	HIRAI JYUMKO	Info2@tokyospeleo.jp

序号 Number	单位名称 Organization	国家/地区 Country/Area	行业类别 Classification	负责人 Leader's Name	联系方式 Contact information
21	大阪观光大学 Osaka University of Tourism	日本 Japan	学术机构 Academic Institution	赤木 功	somu@tourism.ac.jp
22	日中平和観光株式会社 NICCHU PEACE TRAVEL SERVICE CO.,LTD.	日本 Japan	企业 Enterprise	守屋 卓	moriya@nicchu.co.jp
23	新闻旅业股份有限公司 Travelnews Co.,Ltd.	日本 Japan	企业 Enterprise	奥坊 一広	info@travelnews.co.jp
24	山地图株式会社 SEFURI INC	日本 Japan	企业 Enterprise	春山 慶彦	Harru5586@yamad.co.jp
25	肯尼亚国家旅游理事会 Kenya Tourism Board	肯尼亚 Kenya	协会 Association	Fatuma Hirsi Mohamed	ceo@ktb.go.ke
26	马来西亚华人旅游业公会 Malaysian Chinese Tourism Association	马来西亚 Malaysia	社团 Society	Sam Chia 谢永从	samchiawc@yahoo.com
27	尼泊尔旅游旅行协会 NEPAL ASSOCIATION OF TOUR&TRAVEL AGENTS (NATTA)	尼泊尔 Nepal	协会 Association	Madhu Sudan Acharya	ceo@natta.org.np
28	拉里玛旅游有限公司 Lalima Travels Pvt.Ltd.	尼泊尔 Nepal	企业 Enterprise	Dhruba Narayan Shrestha	Pranav900@hotmail.com
29	阿尼可国际旅游公司 Arniko International Travels&Tours Pvt.Ltd.	尼泊尔 Nepal	企业 Enterprise	高吉山 (Peter Ko)	arnikotv@mos.com.np
30	新西兰玛蜡瓦旅游公司 Manawa NZ Ltd T/A Manawa Tours NZ	新西兰 New Zealand	企业 Enterprise	Brenda Tah	brenda@tuawhenua.biz
31	韩国大学山岳联盟 Korea Student Alpine Federation	韩国 Republic of Korea	组织 Organization	KIM,JUNG WON	jwkim@nokwoneng.co.kr
32	韩国旅行业协会 Korea Association of Travel Agents	韩国 Republic of Korea	协会 Association	梁武承	kata@kata.or.ke

序号 Number	单位名称 Organization	国家/地区 Country/Area	行业类别 Classification	负责人 Leader's Name	联系方式 Contact information
33	韩国(社)韩中友好文化协会 Korea-China Association for Cultural Exchange	韩国 Republic of Korea	协会 Association	曲欢	quhuan@kcfriend.org
34	东西大学校 Dongseo University	韩国 Republic of Korea	学术机构 Academic Institution	张济国 Chang Jekuk	jchang@dongseo.ac.kr
35	韩国旅游文化研究所 Travel Culture Laboratory	韩国 Republic of Korea	学术机构 Academic Institution	LEE JOOHEYONG	leetravel@kgu.ac.kr
36	哈拿多乐旅游公司 HANATOUR SERVICE INC	韩国 Republic of Korea	企业 Enterprise	金镇国	youngchang@hanatour.com
37	模德旅游公司 MODETOUR NETWORK	韩国 Republic of Korea	企业 Enterprise	韩玉敏	Feixue8@modetour.com
38	思索之苑文化公园 Spirited Garden	韩国 Republic of Korea	企业 Enterprise	成范永 Sung Bum Young	sg3703@naver.com
39	奥泰克旅游公司 OTKRTYIE Travels	俄罗斯 Russia	企业 Enterprise	Vassili LEBEDEV	Asia2@otkrytie.ru
40	“阿尔卑斯产业”旅游公司 Alpindustria adventure team	俄罗斯 Russia	企业 Enterprise	Kovalova Olena	e.kovaleva@alpindustria-tour.ru
41	新加坡旅游代理商协会 Singapore Outbound Travel Agent Association	新加坡 Singapore	协会 Association	KaySwee Pin	kaysweepin@yahoo.com
42	新加坡华运旅游有限公司 China Express Travel(s) PTE LTD	新加坡 Singapore	企业 Enterprise	李良义	liangyi@huading.com.sg
43	金航旅游业有限公司 Golden Travel Pte Ltd	新加坡 Singapore	企业 Enterprise	林璿利	dengli@gets.com.sg
44	南非公平交易旅游协会 Fair Trade Tourism	南非 South Africa	协会 Association	Nivashnee Naidoo	nivashnee@fairtrade.travel

序号 Number	单位名称 Organization	国家/地区 Country/Area	行业类别 Classification	负责人 Leader's Name	联系方式 Contact information
45	国际酒店和餐饮协会 International Hotel & Restaurant Association	瑞士 Switzerland	协会 Association	Dr Ghassan AIDI	ihrapresident@gmail.com
46	国际扁带协会 International Slackline Association	瑞士 Switzerland	协会 Association	Sonya Iverson	sonya@slacklineinternational.org
47	尚佩里旅游 Champéry Tourism	瑞士 Switzerland	企业 Enterprise	Jean-Philippe Borgeaud	dminyue@outlook.com
48	太阳之门旅游联盟 Porte du Soleil	瑞士 Switzerland	企业 Enterprise	DUBOSSON Leslie Marie Marguerite	dminyue@outlook.com
49	HAMMERCOP TOURS LTD 汉玛科普旅游公司	坦桑尼亚 Tanzania	企业 Enterprise	JAMES GESIMBA GAMBARES	jamesboniphace@gmail.com
50	泰国出境旅游协会 Thai Travel Agents Association	泰国 Thailand	协会 Association	Suparerk Soorangura	ttaa@ttaa.or.th
51	泰国华人青年商会 THAI YOUNG CHINESE CHAMBER OF COMMERCE	泰国 Thailand	社团 Society	李桂雄	info@tycc.org
52	美诺酒店集团 Minor Hotel Group	泰国 Thailand	企业 Enterprise	Stanley Wang	stwang@minor.com
53	苏格兰阿伯丁大学 University of Aberdeen	英国 U.K.	学术机构 Academic Institution	Ian Diamond	principal@abdn.ac.uk
54	凯恩戈姆斯国家公园 Cairngorms Business Partnership Ltd	英国 U.K.	企业 Enterprise	Mark Tate	mark@visitcairngorms.com
55	美国房车工业协会 The Recreation Vehicle Industry Association	美国 U.S.A.	协会 Association	Frank Hugelmeyer	ehan@rvia.org
56	美国脸谱旅游营销有限公司 Musk Club Inc.	美国 U.S.A.	企业 Enterprise	Qiao Yang	maskclubinc.acc@gmail.com



序号 Number	单位名称 Organization	行业类别 Classification	负责人 Leader's Name	联系方式 Contact information
57	中国旅游集团公司 China National Travel Service Group Corporation	企业 Enterprise	张学武	zhangxw@hkcts.com
58	中青旅控股股份有限公司 China CYTS Tours Holding Co.,Ltd.	企业 Enterprise	张立军	lia@aoyou.com
59	中国国旅集团有限公司 CITS Group Corporation	企业 Enterprise	王为民	gunx@citsgroup.com.cn
60	华侨城集团公司 Overseas Chinese Town	企业 Enterprise	段先念	duanxiannian@chinaoct.com
61	广东长隆集团有限公司 Guangdong Chimelong Group Co.,Ltd.	企业 Enterprise	苏志刚	liuh@chimelong.com
62	乌镇旅游股份有限公司 Wuzhen Tourism Co.,Ltd.	企业 Enterprise	陈向宏	Li_yuan@aoyou.com
63	开元旅业集团有限公司 New Century Tourism Group	企业 Enterprise	陈妙林	gm@kaiyuangroup.com
64	海航旅业集团 HNA Tourism Group	企业 Enterprise	张岭	xingf-ge@hnair.com
65	上海锦江国际旅游股份有限公司 Shanghai JinJiang Internation Travel Co.,Ltd.	企业 Enterprise	邵晓明	shiping@jitravel.com
66	万达旅游控股有限公司 Wanda Tourism Holdings Company	企业 Enterprise	张春远	zhangchunyuan@wanda.cn
67	上海春秋国际旅行社(集团)有限公司 Shanghai Spring International Travel Service (Group) CO.,Ltd.	企业 Enterprise	殷辉	carl.yin@ch.com

序号 Number	单位名称 Organization	行业类别 Classification	负责人 Leader's Name	联系方式 Contact information
68	携程商务(上海)有限公司 Shanghai Ctrip Business Co., Ltd.	企业 Enterprise	范敏	wu.jun@Ctrip.com
69	同程网络科技股份有限公司 Tongcheng Network Technology Co., Ltd.	企业 Enterprise	湛研	zhanyan@ly.com
70	中航爱游客汽车营地有限公司 Avicamper auto campground Co., Ltd.	企业 Enterprise	余霄	156832432@qq.com
71	中国旅游研究院 China Tourism Academy	学术机构 Academic Institution	戴斌	nguo@cmta.gov.cn
72	全联旅游业商会 China Chamber of Tourism	社团 Society	王平	alven-cct@126.com
73	中山大学旅游发展与规划研究中心 Center for Tourism Planning & Research, Sun Yat-sen University	学术机构 Academic Institution	保继刚	eesbjg@mali.sysu.edu.cn
74	北京巅峰智业旅游文化创意股份有限公司 Beijing Davost Tourism & Cultural Creativity Co., Ltd.	企业 Enterprise	束盈	contact@davost.com
75	太极智旅信息技术有限公司 TAIJI SMART-T TECHNOLOGIES Co., Ltd.	企业 Enterprise	姜晓丹	jiangxd@mali.taiji.com.cn
76	天涯社区网络科技股份有限公司 Tianya Community Network Technology Co., Ltd.	企业 Enterprise	邢明	xm@tianya.cn
77	中华户外网(南京七加二网络科技有限公司) Huway (Nanjing Seven Summits and Two Poles Network Technology Co., Ltd.)	企业 Enterprise	张海峰	Admin@huway.com
78	蓝峪商贸(上海)有限公司 Blue Ice Trading (Shanghai) Co., Ltd.	企业 Enterprise	Julian Yang	julian@blueicadventure.com
79	林州市滑翔协会 Linzhou Gliding Association	协会 Association	陈广玉	cgy998@126.com

序号 Number	单位名称 Organization	行业类别 Classification	负责人 Leader's Name	联系方式 Contact information
80	浙江省旅游联合会 Zhejiang provincial Tourism Federation	协会 Association	董捷	1209641724@qq.com
81	西藏自治区旅游协会 Tibetan Autonomous Region Tourism Association	协会 Association	肖传江	19077364@qq.com
82	广西旅游协会 Guangxi Tourism Association	协会 Association	郑晋明	958536149@qq.com
83	江西省旅游协会 Jiangxi Provincial Tourism Association	协会 Association	万恺	jxslyxh@sina.com
84	山东省旅游行业协会 Shandong Tourism Trade Association	协会 Association	王德刚	Lyxh6130@163.com
85	云南省旅游业协会 Tourism Industry Association of Yunan	协会 Association	袁光翰	269531657@qq.com
86	贵州旅游协会 Guizhou Tourism Association	协会 Association	傅迎春	41815844@qq.com
87	贵州省国际山地旅游发展中心 Guizhou Mountain Tourism Development Centre	学术研究机构 Academic Institution	吴迈	691576177@qq.com
88	张家界旅游集团股份有限公司 Zhang Jia Jie Tourism Group Co.,Ltd.	企业 Enterprise	杨晓曦	1397788838@163.com
89	泰山旅游集团有限公司 Taishan Tourism Group Co.,Ltd.	企业 Enterprise	李刚进	taishanlyc@163.com
90	黄山旅游集团有限公司 Huangshan Tourism Guoup Co.,Ltd.	企业 Enterprise	叶正军	hsuwhy@163.com
91	峨眉山旅游股份有限公司 Mt.Emei Tourism Co.,Ltd.	企业 Enterprise	马元祝	86485533@qq.com

序号 Number	单位名称 Organization	行业类别 Classification	负责人 Leader's Name	联系方式 Contact information
92	敦煌鸣沙山月牙泉景区 Mingsha Mountain Crescent Spring	企业 Enterprise	李新民	0937—8882073
93	班夫(北京)文化传播有限公司 Banff China	企业 Enterprise	钱海英	010-85780688
94	东方园林产业集团有限公司 Orient Landscape Industry Group	企业 Enterprise	金健	121341043@qq.com
95	中国银联股份有限公司 China Unionpay Co.,Ltd.	企业 Enterprise	时朝文	huitang1@unionpay.com
96	万科吉林省松花湖国家度假区开发有限公司 Vanke Lake Songhua Resort Jilin Co., Ltd.	企业 Enterprise	李尧	0432-65012001
97	贵州茅台酒厂(集团)有限责任公司 China Kweichow Moutai Distillery(Group) Co.,Ltd.	企业 Enterprise	袁仁国	0851-22387966
98	贵州旅游投资控股(集团)有限责任公司 Guizhou Tourism Investment Holding (Group) Co., Ltd.	企业 Enterprise	余冷	0851-88237599
99	贵州产业投资(集团)有限责任公司 Guizhou Industrial Investment Group	企业 Enterprise	翟彦	0851-85283466
100	多彩贵州文化产业集团有限责任公司 Colorful Guizhou Cultural Industry Group	企业 Enterprise	袁华	121341043@qq.com
101	贵州黄果树旅游集团股份有限公司 Huangguoshu Tourism Group Co.,Ltd.	企业 Enterprise	廖志勇	1215257560@qq.com
102	万峰林旅游开发有限公司 Tourism Development Co.Ltd. of wanfen- glin,xingyi City	企业 Enterprise	徐忠华	0859-3374058

## 国际山地旅游联盟个人会员名单

Individual Member List of International Mountain Tourism Alliance

序号 Number	姓名 Name	性别 Gender	国籍 Nationality	工作单位及职务 Organization and Title	联系方式 Contact information
1	多米尼克·德维尔潘 Dominique de Villepin	男 Male	法国 France	法国前总理 Former Prime Minister of France	sd@villepininternational.com
2	邵琪伟 Shao Qiwei	男 Male	中国 China	全国政协常委、国家旅游局原局长、党组书记 Standing Committee Member of CPPCC National Committee, Former Director of National Tourism Administration, Secretary of Party Committee	119828068@qq.com
3	何亚非 He Yafei	男 Male	中国 China	中国国务院侨办原副主任 Former Deputy Director of Overseas Chinese Affairs Office of the State Council	heyafei@gqb.gov.cn
4	章新胜 Zhang Xinsheng	男 Male	中国 China	世界自然保护联盟主席 President of International Union for Conservation of Nature (IUCN)	chair@efglobal.org
5	弗朗加利 Francesco Frangialli	男 Male	法国 France	前世界旅游组织秘书长 Former Secretary General of the United Nations World Tourism Organization (UNWTO)	frangialli@gmail.com
6	徐京 Xu Jing	男 Male	中国 China	联合国世界旅游组织执行干事兼亚太部主任 Executive Director of United Nations World Tourism Organization (UNWTO) and Head of Pacific Asia Travel Association (PATA)	jxu@unwto.org
7	魏小安 Wei Xiaohan	男 Male	中国 China	世界旅游城市联合会首席专家, 全国休闲标准化技术委员会副主任 中国旅游协会休闲度假分会秘书长 Chief Expert of World Tourism Cities Federation (WTCF), Deputy Director of National Technical Committee on Leisure of Standardization Administration of China (NTCL), Secretary General of China Tourism Leisure Association (CTLA)	weixiaoan@vip.sina.com
8	吴小莉 Wu Xiaoli	女 Female	中国(香港) Hong Kong	凤凰卫视资讯台副台长 Deputy Director of Phoenix InfoNews Channel	angelah@phoenixtv.com
9	陈平 Emma Chen Hoefler	女 Female	德国 Germany	国际民间艺术组织IOV 全球副主席 中国区主席 Vice Chairman of the IOV Global Development, Chairman of the IOV Global Development China	+38-5992725557











