

连接山地精彩 · 共享美丽生存

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国际山地旅游联盟  
International Mountain Tourism Alliance

# 山

## 联盟简介

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

在全球可持续发展浪潮的推动下，旅游业的贡献将向经济、社会和环境三大支柱领域不断延伸，其声誉、地位和价值亦将持续提升。2017 年 8 月 15 日，由中国发起的全球首个以山地旅游为定位的国际组织——国际山地旅游联盟正式成立。联盟会员来自世界五大洲 29 个国家和地区共 142 个团体和个人，其中境外机构会员 62 家，境内机构会员 71 家，个人会员 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、装备制造企业、户外运动组织等，个人会员包括旅游领域的知名专家、学者、企业家等。

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

合作、交流、共享是联盟发展的立足之本。生态环境与民众的生活质量息息相关，良好的生态环境是最公平的公共产品，也是最普惠的民生福祉。山地民众依山而居、伴水而栖，在与自然生态相依相存中形成朴素的情怀，为生态保护与利用提供了宝贵的人文基础；山地旅游持续创造良好的生产生活生态环境，让人们从中分享“绿色福利”。

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

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



# INTRODUCTION

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

Driven by the global trend of sustainable development, the contribution of tourism will continuously extend to economy, society and environment, and its reputation, status and value will also continue to rise. International Mountain Tourism Alliance (IMTA), the first international organization focusing on mountain tourism, was formally established on August 15, 2017 in China. Members of IMTA come from 29 countries and regions and the number of groups and people totals 142, including 62 overseas institutions, 71 domestic institutions and 9 individual members. The group members include tourism institutions, non-profit organizations, tourism businesses, tourism-related consulting agencies, tourism colleges, airlines, equipment manufactures and outdoor sports organizations from countries and regions involved in mountain tourism. The individual members include experts, scholars, and entrepreneurs on tourism-related businesses.

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

Cooperation, communication and sharing are the foundation of the IMTA's development. The eco-environment and the quality of people's life are closely connected. A sound eco-environment is the fairest public product, as well as the most inclusive well-being. The people of mountainous regions live by the mountains and rivers, and they have formed an emotional attachment to the Mother Nature through their harmonious co-existence with the natural environment they live in. This provides a positive cultural atmosphere and foundation for the conservation and development of the eco-environment. As such, mountain tourism not only generates a sound production, living and ecological environment, but also allows people to share more "green benefits" from ecological protection.

With the advent of the era of mass tourism, mountain tourism is gaining stronger momentum. The IMTA is committed to building the IMTA into a platform for the research and evaluation of the mountain tourism industry with the aim of studying, formulating, publishing and promoting mountain tourism-related international standards, conducting evaluation, market survey and outlook index forecast of mountain



tourism resources, and exploring the ways and means for building the evaluation system on the development of world mountain tourism industry. We should build the IMTA into a platform for investment cooperation and innovation on mountain tourism with the aim of promoting the protection and effective utilization of mountain resources, pursuing innovative development of mountain tourism, developing specialty mountain tourism products, promoting mountain tourism marketing, and guiding and facilitating investment and cooperation. We should also build the IMTA into a platform for dialogue, exchanges 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 to realize the vision of sustainable development in the field of mountain tourism.



## S 组织架构 Structure

国际山地旅游联盟  
IMTA

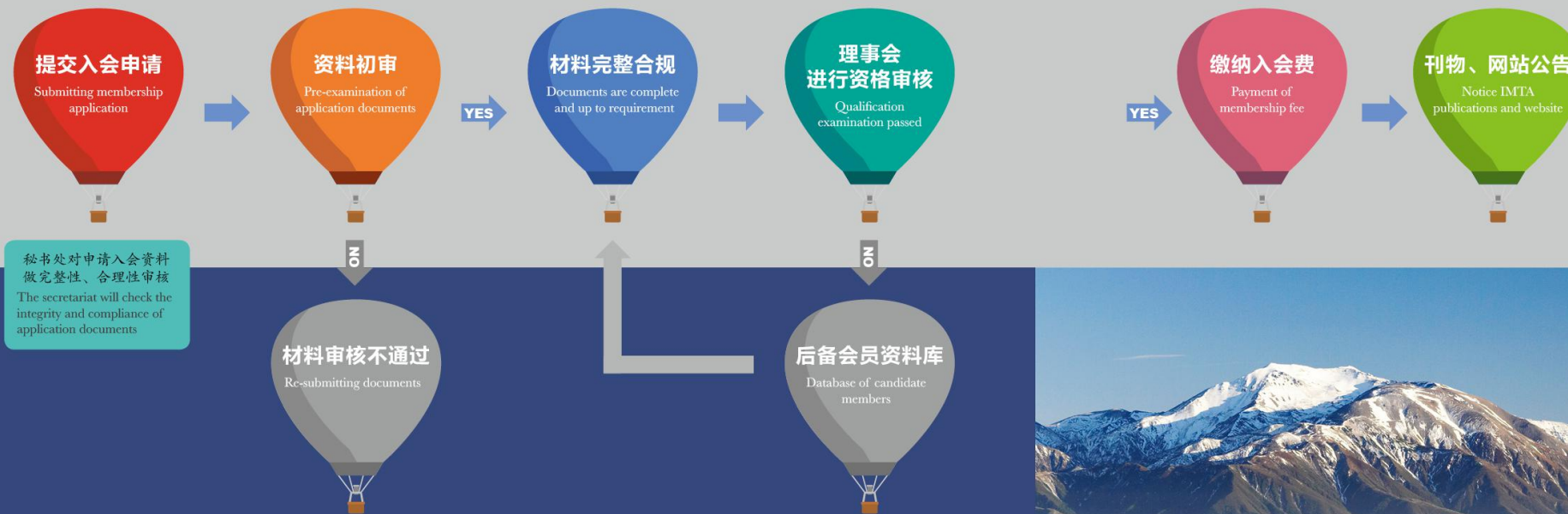
G 会员大会  
General Assembly  
议事和决策机构  
Deliberation and decision-making

T 理事会  
The Council  
决策和执行机构  
Decision-making and executive organ

T 秘书处  
The Secretariat  
日常行政管理机构  
Day-to-day administrative body



# M 成为会员 Membership



秘书处对申请入会资料  
做完整性、合理性审核  
The secretariat will check the  
integrity and compliance of  
application documents

材料审核不通过  
Re-submitting documents

后备会员资料库  
Database of candidate  
members





# T 国际山地旅游联盟的使命 The mandate of international Mountain Tourism Alliance

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。

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.

# PROTECTING 保护山地资源 MOUNTAIN RESOURCES

山地资源类型多样，造就了独特的自然和人文生态资源。生态环境与民众的生活质量息息相关，良好的生态环境是最公平的公共产品，也是最普惠的民生福祉。联盟倡导以节约自然资源和保护环境为基础，不断提高自然资本在发展中的比重。

A variety of mountain resources have created unique natural, cultural and ecological resources. Ecological environment is closely related to people's life quality. Favorable ecological environment is the fairest public product, as well as the most inclusive well-being. IMTA calls for persistent efforts to increase the proportion of natural capital in development on the basis of conserving natural resources and protecting ecological environment.







# PRESERVING

## 传承山地文明

### MOUNTAIN CIVILIZATION

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

Unique mountain environment has created brilliant mountain civilization which is the precious cultural heritage of mankind and unique tourism resources. Mountain tourism arouses attention to the cultural and ecological environment of mountainous regions through experiences of mountain culture, folk customs and arts, to rejuvenate mountain civilization and hand it down from generation to generation.





# PROMOTE

## 促进山地经济

### MOUNTAIN ECONOMY

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

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





# BENEFIT

## 造福山地民众

THE PEOPLE LIVING IN MOUNTAINOUS REGIONS

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

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





# PROMOTE

## 促进可持续山地旅游

SUSTAINABLE MOUNTAIN TOURISM

联盟的发展目标是以“保护山地资源、传承山地文明、促进山地经济、造福山地民众”为宗旨，致力于建设会员交流与合作平台、山地旅游产业发展研究与评价平台、山地旅游投资合作与创新平台，制定与山地旅游相关的国际标准，为推动世界山地旅游可持续发展作出积极努力。

With the goal of "protect mountain resources, preserve mountain civilization, and promote mountain economy to the benefit of the people living in mountainous regions", IMTA is committed to building a platform for member exchange and cooperation, a platform for mountain tourism development research and evaluation, as well as a platform for mountain tourism investment cooperation and innovation, setting international standards related to mountain tourism, and promoting the sustainable development of world mountain tourism.



