

世界乡村旅游大会

(简报)

World Rural Tourism Conference (Brief)

Secretariat of the World Rural Tourism Conference

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【High Level Sound】

President He Guangwei: Lighting up Rural Light to boost rural tourism

On October 23, 2021, the First Plenary of the World Rural Tourism Conference was held at the headquarters of the World Rural Tourism Conference (Rural Light International Conference Center) in the world rural tourism town of Wuxing district, Huzhou City, Zhejiang Province, China. At the main venue, He Guangwei, President of the World Rural Tourism Conference, attended the meeting and delivered a speech.

President He Proposed that, first, the opening of the plenary session marks the official formation of the service platform through which I hope all all personnel can perform your own duties to develop the five work areas, contribute your wisdom and strength to build it into a first-rate platform. Second, we hope that the WRTC secretariat could take a lead in helping members give full play to the biennial conference offline and the yearly video conference. Third, the WRTC secretariat should work with all members to foster a batch of major projects including WRTC gold city, demonstration city, and excellent city, incubating prestigious brands and markets for our members, so as to advance the global poverty reduction through rural tourism and achieve common prosperity in a rapid and effective manner.。 Finally, President He extended an invitation to all members to welcome them to “Rural Light” to participate in the World Rural Tourism Conference in the best season of 2022!

(Correspondent Yu Haigang)

【Conference Performance】

WRTC Rural Light Opens for Business

November 9, 2021, the permanent site of the World Rural Tourism Conference, the International Conference Center – Rural Light, formally opens for business. Leaders and distinguished guests attended the opening ceremony, including Gan Yongfu, stationed vice-chairman and secretary-general of WRTC and level-two inspector of Huzhou Bureau of Culture, Broadcast-TV and Tourism; Zhu Jianzhong, member of the standing committee of Wuxing District, Huzhou City, Director of the Publicity Department Wuxing District; Zhong Junying, board chairman and party secretary of Wuxing District Transportation and Tourism Industry Development Group Co. Ltd; Lu Qinfeng, vice-president of Huzhou Vocation and Technical College; Ye Jianghua, member of standing committee of Badidian Town and director of People’ s Armed Forces Department of Balidian Town; Zhang Zhengrui, CFO of Banyan Tree Hotels and Resorts; Wang Jianwei, vice-president of Banyan Tree Hotels and Resorts; Liang Yujuan, general manager of Banyan Tree Lucun Branch. Also attending were representatives of Lucun Village and other business partners..

(Correspondent Yu Haigang)

Town Event and the Second Phase of Investment

Promotion Held in WRTT

On January 18, World Rural Tourism Town’s event “One City in One Month, Thousands of Tourists in the Town--The town is

prosperous every month” and the launching ceremony of the second phase of investment promotion was held in Lu Village, Bailidian town, Wuxing District, Huzhou City. Related leaders attended the ceremony and gave speeches, including Mr. Yang Bin, member of Wuxing District Standing Committee, district special class commander, the CPC Secretary of Bailidian Town Committee, Mr. Gan Yongfu, Huzhou City World Rural Tourism Town (Conference) special class commander, the Second-level Inspector of Huzhou City Culture, Radio, Television and Tourism Bureau, Ms. Jin Binbin, Wuxing District Vice Mayor. Also attended were Mr. Cai Binbin, the Secretary and Director of Wuxing District Culture, Radio, Television, Tourism and Sports Bureau Party; Ms. Shen Xiaohong, World Rural Tourism Conference Office Director, the Deputy Secretary and Associate Dean of Zhejiang Rural Tourism Academy; Mr. Yan Xiao Cheng, the Deputy Secretary of the Party Committee of Wuxing District Transportation Tourism Investment Group Co., Ltd.; Mr. Shen Zhenhua, the Deputy Secretary of the Party Committee of the Bailidian Town; Mr. Ye Jianghua, Member of Bailidian Town Party Committee, Secretary of South Piece of Bailidian Town Party Working Committee, Minister of the People's Armed Forces and other leaders. Ms. Lu Yi, member of the Party Committee of the Bailidian Town, presided over the meeting. The representatives of signed projects and tourism enterprises from all over the country gathered together to seek common development.

At the ceremony, Bailidian Town and Joyu Group Co., Ltd., Joyu Huzhou Operation Company and Travel Agencies, Joyu Huzhou Operation Company and the representatives of the second phase of

investment projects Signed uniformly. Mr. Ye Jianghua, Member of Bailidian Town Party Committee, Secretary of South Piece of Bailidian Town Party Working Committee, Minister of the People's Armed Forces released the investment policy. Mr. Cai Binbin, the Secretary and Director of Wuxing District Culture, Radio, Television, Tourism and Sports Bureau Party, Mr. Yan Xiao Cheng, the Deputy Secretary of the Party Committee of Wuxing District Transportation Tourism Investment Group Co., Ltd. awarded the flags on the activities. The representatives of Joyu Group Co., Ltd., the first and second phase of the investment projects made exchange statements to discuss the development of the town, promote the rural revitalization and build a green sample town for common prosperity. The relevant person in charge of Joyu Group Co., Ltd. said: “In the operation of the world rural tourism town and other services, we hope to fully explore the silk source culture, local culture, ecological resources, etc. on the basis of the use of Internet thinking and youthful expression, develop more new industries, new products, new ways to play, for the majority of tourists to travel here to continue to create sufficient reasons. ”

Next, the WRTT will be fully operational and meet the World Rural Tourism Conference in its best state, which is to fully play the brand of "the first town of the world rural tourism, the first choice of international conference resort", and to build the “International Town”, “Headquarters Town”, “Industry Town” and “Sample Town” of the world rural tourism.

(Correspondent Jin Di Shen Linhao)

In 2021, the Rural Tourism School gave 25 lectures, and the number of listeners exceeded 1 million

Since the opening of the live classroom of Rural Tourism School, it has been widely recognized and praised by the industry. In 2021, the Rural Tourism School held 25 lectures every two weeks, listening to and watching more than 1 million students. In particular, the Rural Tourism School base has been fully completed and put into normal operation, which will better serve the high-quality and sustainable development of rural tourism in the world and contribute more to the Revitalization Strategy of villages and the awareness of a community with a shared future for mankind.

(Correspondent You Wenhao)

【Membership】

GAININGEDGE: Advising the world's associations, destination promoters and convention centre developers

Founded in 2004, GainingEdge operates from seven cities worldwide and has successfully delivered over 100 engagements across the globe. We have an excellent track record in association management consulting, establishment of new convention & visitor bureaus, capability development of existing bureaus, destination strategy, convention centre feasibility studies and in-market convention and incentive sales representation.

As a leader in the international business events market, we offer access to benchmark performance data and best practices from

around the world. We bring the expertise of a diverse group of professionals comprising association management expertise, business events market expertise, convention bureau operational expertise, business development expertise as well as convention centre expertise. Our professionals are frequent speakers at industry conferences, serve on advisory bodies and participate in industry initiatives on an international basis.

OUR MISSION:

To provide specialist consulting services globally that deliver competitive advantage and sustainable business to our clients.

OUR VISION:

GainingEdge will be seen as the leading consulting company that powers the success of the global association and business events industry.

OUR CSR:

Since our inception in 2004 we've made corporate social responsibility and community engagement a priority, encouraging all of our team members to get involved. We also work with our clients where possible, for example in our GainingWheels programme, to identify individuals/organisations who are in need of assistance but unable to afford this.

Our Scholar Programme reaches out to the young and deserving future leaders of our industry, offering them work experience and a chance to network with trade colleagues. Our Scholars are students who wish to pursue careers in the business events industry and who demonstrate outstanding potential for future industry leadership.

In addition, we offer Industry Support – our consulting services, either pro-bono or at a reduced fee – for developing/emerging destinations which meet our criteria. We have been privileged to have worked with IMEX during their Wild Card programme, and our industry support continues through various projects.

Last but certainly not least, Community Engagement is very important to us. These can be the local communities where our projects take us, or global NGO organisations working to make the world a better place.

(Correspondent Xing Dongyi)

Jiaozuo, Henan: High energy cultural tourism in Zhongzhan District leads Rural Revitalization

Zhouyao shibafang is located in Zhouyao village, Longxiang street, zhongzhan district. It is a phase I project of Longxiang mountain residential cluster in South Taihang built by zhongzhan district and Henan sushi culture and Tourism Development Co., Ltd. with the theme of "mountain house aesthetics and Shanyang poetry", it carries the beautiful hopes of villagers and the pastoral dreams of tourists, It is also the essence of the new pattern of rural tourism in the central station area. The project was implemented in April last year and officially opened for trial operation in early October. As a key home stay project started and implemented and opened in Jiaozuo that year, the number of daily visitors can reach up to 2000. It

is gradually becoming a popular rural tourist spot in the suburbs of Jiaozuo.

Rural tourism helps rural revitalization. In 2021, centering on the goal of building high-energy cultural tourism, the Central Railway Station District gave full play to the advantages of mountain ecological resources, historical celebrities and culture, the tradition of the red revolution and rural farming culture, and introduced the residential accommodation cluster project of Longxiang mountain in South Taihang, with a total investment of 5 billion yuan, to build a home stay, art settlement, research and education A multi industry cultural tourism integration industrial zone integrating comprehensive recreation.

Now, in zhongzhan District, the new pattern of rural tourism of "beiwenlv Kangyang" has begun to take shape, and the new model of Jiaozuo Tourism of "day trip to Yuntai and night stay in Longxiang" has gradually sprung up. Meanwhile, in order to accelerate the construction of the "southern urban agriculture" pattern, zhongzhan district will sign a contract with sushi cultural tourism in the near future. The Jiaozuo Fucheng urban agricultural industrial park project with a total investment of 200 million yuan centered on Fucheng village in the south of zhongzhan district is expected to be launched and implemented this year.

(Correspondent Yang Jingpeng)

【Honor List】

Announcement of the Shortlist for World Rural Tourism RL Cup (Rural Light) Brand

1. Top Brand Projects:

Kazakhstan-State Park "KolsaiKolderi" and Saty Village,
Zhangjiajie City, Dunhuang City, Yu Village, YuanjiaVillage;

Candidate: Ulu Ai Tourist Area, Malaysia, Shenlu Peak Tourist
Resort.

2. Sub-brand projects:

① Innovative Brand Project:

Miyun District, Changjiang·Wangxia Township Flood Village,
Gaoling·China Village;

Candidate: Guangdong Village, Hailan Riverside Rural Complex.

② Popular Brand Project:

Hunan Dongjiang Lake Scenic Area, Laigu Village, Basu County,
Bangladesh-Arunima Resort Golf Club (ARGC);

Candidate: Huangjiagou Tourist Resort, Fuxin City.

③ Contribution Brand Project:

Guizhou Tourism Investment, Huangling Ancient Village in
Wuyuan, Aisijia Agricultural Carnival in Henan Province;

Candidate: Mo Fan

④ Special Honor Brand Project:

Balidian Town;

Candidate: Philippines-Alokin Sanboho Eco-Tourism Project.

Awards List of WRTC Brand Projects

1. Gold Medal City

(1) Gold Medal City: Zhangjiajie City

(2) Gold Medal District: Dunhuang City

(3) Gold Medal Village: Yuanjia Village, Yu Village

(4) Gold Medal Firm: Kazakhstan--National Park "Kolsai Kolderi"

and Saty Village

2. Model City

(1) Model City: Tongren City, Zhenjiang City, Nyingchi City

(2) Model District: Deqing County, Lujiang County, Wulan

County

(3) Model Town: Miaoxi Town, Shuikou Town, Tianwang Town,

Jurong City

(4) Model Village: Lujia Village, Samoa--Poutasi Village,

Dongshan Village

(5) Model Firm: Tengzhou City Tourism Development Co. LTD,

Baodi hot spring health resort division of Fuxin Tianzong

Agricultural Technology Development Co., Ltd, Huzhou Giraffe

Manor

3. Excellent City

1. Excellent City: Huanggang City, Yichun City

2. Excellent District: Hanshan County, Anhui Province, Miyun

District, Beijing

3. Excellent Town : Jiuzihe Town, Luotian County, the Philippines--Bojo, Aloguinsan

4. Excellent Village: Greece—Village Asklepieion, Beixishang village, Jiaozuo City

5. Excellent Firm : WenxianChenjiagou Scenic area Administration, Malaysia—Borneo Adventure

CC: Huzhou municipal Party committee office, municipal government office, municipal Party Committee Organization Department, municipal Party Committee Publicity Department, Wuxing district Party committee office, district government office, district Party Committee Organization Department, district Party Committee Publicity Department, District Finance Bureau, district housing and Urban Rural Development Bureau, District Transportation Bureau, district Overseas Chinese office, district culture, broadcasting, tourism and Sports Bureau, district transportation, tourism and investment, district urban investment, balidian Town, members of the WRTC, top 100 cities, Wang Gang, Secretary of the municipal Party committee, Hong hupeng, mayor, member of the Standing Committee of the municipal Party committee Xu Zhongyi, director of organization, Shen Zhonghua, member of the Standing Committee of the municipal Party committee and Minister of publicity, min Yun, vice mayor, Zhao Rulang, Secretary of the district Party committee, pan Yongfeng, district head, Zhu Xiaofang, member of the Standing Committee of the district Party committee and Minister of publicity, Yang Bin, member of the Standing Committee of the district Party committee and Secretary of the Party committee of balidian Town, Jin Binbin, deputy district head, Shen Haiming, mayor of balidian Town, Chairman He Guangwei , Vice Chairmen, Secretary General
