The Secretary-General Meeting of the China Regional Branch of the World Rural Tourism Council was held in the second quarter of 2025, jointly mapping out a new blueprint for rural tourism.   
  
  
On April 18, 2025, the second-quarter China regional branch secretary-general meeting of the World Rural Tourism Council was successfully held online. This meeting focused on clarifying the responsibilities of secretaries-general in various provinces, municipalities, and autonomous regions and activating their leading role in member operations to promote the joint development of the rural tourism market and achieve mutual benefit and win-win results. The main venue of the meeting was attended by many distinguished guests including Gan Yongfu, Executive Chairman and Secretary-General of the World Rural Tourism Council, Shen Xiaohong, Deputy Secretary-General, and Zhong Tingting, Deputy Secretary-General and Director of the Secretariat. Online participants included He Li, Executive Deputy Secretary-General of the Secretariat of the World Rural Tourism Council, secretaries-general of various branches in the China region, and relevant responsible persons of the World Rural Tourism (Town) Travel Agency Win-Win Alliance. The meeting was also attended by many important guests and representatives of the World Rural Tourism Council. The meeting was chaired by Tao Peihong, Deputy Secretary-General of the World Rural Tourism Council.  
  
  
During the meeting, Zhong Tingting, Deputy Secretary-General and Director of the Secretariat of the World Rural Tourism Council, made a comprehensive deployment of the work. She emphasized the critical significance of the current development of the rural tourism market and provided clear guidance for the work of each branch based on the overall strategic planning of the council.  
  
  
Gan Yongfu, Executive Chairman and Secretary-General of the World Rural Tourism Council, highly affirmed the work of each branch in the first quarter and expressed higher expectations for their future development. He pointed out that rural tourism, as an important force for promoting rural revitalization, has huge development potential. The council will fully support the work of each branch, provide more resources and platforms, and help them achieve greater breakthroughs in the field of rural tourism. He emphasized that each branch should closely follow the strategic deployment of the council, actively innovate, continuously improve the quality and influence of rural tourism, make full use of the council's incentive policies, actively expand business, enhance the comprehensive benefits of projects, promote each branch to seek long-term stable cooperative relationships, jointly cultivate high-quality projects, and at the same time actively explore innovation and breakthroughs in rural tourism projects, strengthen cooperation among regions and member units, and jointly promote the development of the World Rural Tourism Council.  
  
  
The successful holding of this meeting has pointed out the direction for the development of the World Rural Tourism Council in the China region. The World Rural Tourism Council will take the "World Rural Tourism Council Incentive Policy Compilation" as the core, continuously activate the market vitality of each branch, deepen project cooperation, explore characteristic resources, innovate rural tourism products, improve the functions of the win-win platform, and assist in the vigorous development of the rural tourism industry. It will play a greater role in the rural revitalization strategy and promote the development of the world rural tourism industry to a new height.