World Rural Tourism Council

Regarding the convening of the second quarter of the 2025 World Rural Tourism Council

Notice of Preparation for Business (Academic) Interaction Meeting

To all regions, branches of the China region, and members:

In order to strengthen the business interaction and communication between the World Rural Tourism Council and the Asia Pacific Rural Tourism Alliance, jointly cultivate brands, win markets, and seek common development, with the approval of the Bureau of the World Rural Tourism Council, the Secretariat has decided to hold the 2025 World Rural Tourism Council Second Quarter Business (Academic) Interactive Meeting.

1、 Conference theme

1. Work theme: Review of rural tourism work in the first quarter of 2025 and work arrangement for the second quarter of 2025

2. Academic Topic: Breakthrough in Global Rural Tourism Operations

2、 Time and location

Meeting time: 15:00-16:30 on May 9, 2025 (Beijing time)

Venue: International Conference Hall of World Rural Tourism Town (Permanent Site of World Rural Tourism Forum in Lucun)

2、 Attendees

1. All members of the World Rural Tourism Council (Asia Pacific Rural Tourism Alliance)

2. All members of the Academic Committee on World Rural Tourism

3. All members of the Secretariat of the World Rural Tourism Council (Asia Pacific Rural Tourism Alliance)

4、 Meeting agenda

1. Phase 1: Work Exchange

Business communication mainly includes work reports and work exchanges.

2. Phase 2: Academic Interaction

Academic interaction mainly involves academic discussions.

5、 Precautions

1. Work communication:

The work exchange is mainly conducted by the secretaries general of each region of the council, who will summarize the work for the first quarter and plan for the second quarter. Each person will have 5-8 minutes to prepare the exchange materials.

2. Academic Interaction:

Academic interaction is mainly conducted by the chairpersons or academic members of each region of the council (self declaration and agreement by the secretariat), mainly focusing on the quarterly academic exchange theme to express their own views. Each person has 5-8 minutes, and the speaking chairpersons and members are requested to prepare communication materials.

3. Contact information:

Please send the work exchange materials and academic exchange materials to the email address of the Council Secretariat by April 30, 2025, for representatives of regional chairpersons, committee members, and Secretary General sjxclydh@wrtc.net .

4. Participation method:

Offline+Online (via Tencent Meeting software) (TBD)

(Click on the link to join or add to the meeting list:)

https://meeting.tencent.com/dm/pqbFKFG2gvrs #Tencent Meeting: 348-964-167)

If you have any questions, please communicate and contact:

Wangkai:+ 86-19857259980 (China Region);

Zhong Tingting (Rita):+ 86-13732365906 (Asia Pacific region, Europe region, Africa region, Americas region).

Secretariat of the World Rural Tourism Council

Secretariat of the Asia Pacific Rural Tourism Alliance

April 24, 2025