

“The Path to Breakthrough in Global Rural Tourism Operations.”

“全球乡村旅游运营的突破路径”——迪米特里·莫罗佐（Dzmitry Marozau）

Good afternoon, dear colleagues! Thank you for this opportunity to discuss some ideas about passes to Breakthrough in Global Rural Tourism Operations.

亲爱的同仁们，大家下午好！

非常感谢主办方给予我这个机会，在这里与大家交流，分享关于全球乡村旅游如何实现突破发展的一些思考。

In our turbulent times Rural tourism gives a wonderful opportunity to discover and learn local cultures worldwide, escaping overstressed urban areas and enjoying peaceful village life in a comfortable way. From wonderful Chinese landscapes of Different Provinces to European pristine forests of Belarus and North American Rocky Mountains. This unique type of tourism provides people the best opportunity to learn diversity of different countries and teach how to understand each other and it so much necessary these days.

在当今这个节奏加快、变化不断的时代，乡村旅游为人们提供了一种全新的生活方式与心灵慰藉。

它让人们得以走出压力山大的城市，舒适地享受宁静的乡村生活，同时深入了解世界各地的本土文化。从中国各省的秀美风景，到白俄罗斯的原始森林，再到北美的落基山脉，乡村旅游既丰富了我们的文化体验，也促进了人与人之间的相互理解——而这种理解在当下尤为重要。

In our rapidly urbanizing world Rural tourism gives people more reasons to stay in rural areas and even to move there, quitting their jobs in big cities. According to the UNWTO Rural tourism has a high potential to stimulate local economic growth and social change because of its complementarity with other economic activities, its contribution to GDP and job creation, and its capacity to promote the dispersal of demand in time (fight seasonality) and along a wider territory. Today it is getting only more and more important.

随着城市化进程不断加快，乡村旅游也正在成为吸引人们留在乡村、甚至回流乡村的重要力量。

根据联合国世界旅游组织的研究，乡村旅游由于能与其他经济活动互补、提升 GDP、带动就业，并缓解旅游季节性等问题，具备极高的发展潜力。这些优势，在今天显得愈发重要。

Due to the various troubles in global economy, we are facing decrease of middle budget travel, with the simultaneous rise of low budget trips (between young people especially) and luxury travels. Rural tourism can and should cover these segments, both for local travelers and international. Most of Rural tourism consumers are local people, but there are some exceptions. In Belarus, for instance, we see many students from China travelling around Belarusian rural estates, enjoying direct contacts with animals, countryside life and local culture.

当前，受全球经济形势不确定性影响，中等预算旅行有所减少，而低预算旅行（特别是在年轻人中）和高端定制旅游却日益增长。乡村旅游完全有能力，也应当覆盖这两个消费层级，既服务本地居民，也吸引国际游客

虽然乡村旅游的主要消费群体仍以本地人为主，但也有例外。比如在白俄罗斯，许多中国留学生喜欢到乡村庄园旅行，亲自体验动物互动、乡村生活和地方文化

There are approximately 12 000 Chinese students in Belarus staying from 1 to 5 years and traveling a lot during this time. To show them and local people opportunities to travel around rural estates we invite them every year to visit our annual spring tourism exhibition where Rural tourism of every region of the country is represented.

目前在白俄罗斯约有 12,000 名中国学生，他们通常停留 1 至 5 年，这段时间里经常旅行。

为了向他们和本地游客展示各地乡村旅游的机会，我们每年都会邀请他们参加全国春季旅游展览会，届时全国各地的乡村旅游资源都会集中展示

It is very important for us as for a state institution to establish direct contacts between rural tourism suppliers and consumers which are mostly clients but not business. We see that rural tourism products are used by tour operators only in a small scale, mostly some thematic day tours or meals in traditional style. We see a great importance in teaching owners of rural estates how to sell their product in B2C format using modern digital marketplaces to reach their consumers it the most effective way as well as to digitalize their business models.

作为一个国家机构，我们非常重视搭建乡村旅游供需双方之间的直接联系，尤其在面对的是终端客户而不是企业客户的情况下。

目前我们观察到，旅行社对乡村旅游产品的整合仍较少，大多只是使用一些主题日游或传统餐饮产品。

我们认为，帮助乡村庄园经营者学会使用现代数字平台进行 B2C 销售、推动商业模式数字化，是当前工作的重点之一。

We understand, that some of them will never use this model due to their preferences to run business in more conservative way, but most of owners we can connect with digital platforms which can definitely help to find clients not only in a high season which is not a problem usually but in low seasons as well.

我们也理解，并非所有人都会选择数字化方式，一些庄园主仍偏好保守运营；但大多数人可以通过数字平台在淡季拓展客户资源，而不仅仅依赖旺季客流。

It is also quite important to explain which products beside accommodation and meals can be sold through digital marketplaces and how to create them in proper way: tours, transfers, different extra activities. Proper itineraries building usually requires special trainings for rural tourism suppliers.

除了住宿和餐饮，我们还要让经营者知道，还有许多产品可以通过线上平台售卖，例如定制旅游线路、接送服务、各类体验活动等，而这些产品的开发往往需要经过专业培训。

Rural tourism clusters development is still a strong resource for increasing of rural tourism numbers. Creation of strong ties between neighbor rural estates with different specialization can help to build better packages interesting for consumers looking attractive on digital marketplace. It can be wine tasting, horseback riding, kayaking, cooking, collecting berries and mushrooms, playing traditional music etc. It is impossible to do everything alone. Together is much easier to create interesting programs for tourists for a long duration.

发展乡村旅游集群依然是提升游客数量的重要方式。通过邻近但特色各异的庄园之间合作，可以打造出更有吸引力、更适合线上销售的套餐产品。像品酒、骑马、皮划艇、烹饪、采摘、民乐表演等项目，单个庄园很难全都实现，但如果抱团发展，就能打造出更丰富、持续时间更长的旅游项目，对游客更具吸引力。

Another task we see as a very important one is to explain rural tourism suppliers the importance and ways of preservation of intangible heritage. Rural tourism helps to save and protect intangible heritage all over the world, but quite often in a very simplified way. Ancient manufacturing methods, customs, rituals and other intangible heritage elements are getting a chance to survive and be transferred to further generations thanks to the public attention generated by its use in Rural tourism.

我们认为另一项非常重要的任务是：让乡村旅游从业者认识到非物质文化遗产保护的重要性，以及如何去保护它们。乡村旅游确实在全球范围内推动了

非物质文化遗产的保护与传承，但很多时候呈现方式过于简化。借助乡村旅游的关注度，许多古老的工艺、习俗、仪式等非遗元素才得以延续并代代相传。

But it is very important to keep a balance between authenticity and commercialization. Sometimes it is required to make a “touristic” version of some ritual element for use in tour products and preserve an authentic version for spiritual purposes of local communities, but it is very important that organizers understanding the difference between these two types and can explain it to guests. It reminds us about the importance of storytelling skills between owners of rural estates, which requires special training for rural estates owners. Anyway, we see that more and more intangible heritage elements originally involved to the rural tourism programs are including to the UNESCO world heritage list.

但我们必须特别注意，在文化的“真实性”与“商业呈现”之间找到平衡点。

有时候，我们可以对某些仪式元素做一个“旅游版本”用于商业展示，同时保留其原始形态供本地社区在精神仪式中使用。关键是从业者要清楚两者的区别，并能向游客做出清晰解释。这也提醒我们，“讲故事”的能力对于乡村庄园经营者而言极其重要，而这本身也是需要专业培训的。我们也欣喜地看到，越来越多最初在乡村旅游中展示的非物质文化遗产项目，如今被列入联合国教科文组织的世界遗产名录。

There are 5 unique elements included in Belarus in this list: Belarusian rite of the Kolyady (Christmas) Tsars, Celebration in Honor of the Budslau Icon of Our Lady (Budslau fest), Spring Rite of Jurauski Karahod, Tree beekeeping culture of Belarus and Poland, Straw weaving of Belarus: Art, craft and skills. These are very important drivers for the further sustainable rural tourism development and strengthen good transborder relations.

以白俄罗斯为例，已有 5 项珍贵的非物质文化遗产被联合国教科文组织列入世界遗产名录，分别是：

圣诞“科利亚达沙皇”仪式；

布德斯拉夫圣母像庆典；

春季仪式“尤拉卡拉霍德”；

白俄罗斯与波兰共有的树蜂养殖文化；

草编艺术与技艺。

这些宝贵的文化资源不仅推动了乡村旅游的可持续发展，也有助于加强跨境交流与合作。

One more detail we see is quite important is a creating of good publications about traditional recipes of local meals in a way that can attract rural estates owners so they use them in menu's in their properties. Such traditional cuisine guide books can help to educate both owners of the rural estates and tourists. It can be a very helpful souvenir to sell in rural tourism areas as well. Educational traditional culinary workshops organization is very helpful for these purposes. We organize such workshops separately in different regions of the country and during tourism exhibitions and conferences.

还有一个细节我们也十分重视，那就是编写关于传统本地菜肴的出版物，通过吸引乡村庄园主在自家菜单中使用这些食谱，来丰富游客体验。这类传统美食指南既可以教育庄园主，也能让游客了解当地饮食文化，同时也是一种非常有价值的旅游纪念品。此外，传统美食教学工作坊在这方面也起到了很大作用。我们在白俄罗斯各地区、以及旅游展览和会议期间，都组织此类活动，以推广乡村美食与文化教育。

Despite all current difficulties in international relations Rural tourism stays as a very effective tool for sustainable development of domestic, inbound and international tourism worldwide. Further international exchange of experience in Rural tourism development is absolutely necessary. That is why the work of the World Rural Tourism Council is extremely important.

尽管当今国际形势面临诸多挑战，乡村旅游依然是推动本地、入境和国际旅游可持续发展的重要工具。继续推进国际乡村旅游经验交流与合作，是我们共同的责任与需要。正因如此，世界乡村旅游理事会的工作显得尤为重要和意义非凡。

Thank you very much for your attention and professionalism. Wish you success in your honorable initiatives.

衷心感谢大家的聆听与专业精神，

祝愿各位在自己光荣的事业中不断取得新的成绩，为全球乡村旅游的发展贡献更多力量！