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Academic Interaction

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2025 年世界乡村旅游理事会（WRTC）第二季度工作会议学术交流致辞

Dear colleagues and friends,

It is an honor to address you as Secretary of the Americas Region and founding member of the WRTC in China, to share some of the trends and results we have observed in rural tourism throughout Latin America, and especially in Costa Rica.

In recent years, Latin America has seen a resurgence of rural tourism based on two key strategies: pre-Columbian cultural tourism and astrotourism.

亲爱的同事们、朋友们：

作为世界乡村旅游理事会中国区的创始成员及美洲区秘书长，我非常荣幸在此与大家分享我们在拉丁美洲，特别是在哥斯达黎加所观察到的一些乡村旅游发展趋势与成果。

近年来，拉丁美洲的乡村旅游出现了复兴，这一趋势主要基于两项关键战略：前哥伦布时期文化旅游与天文旅游。

Pre-Columbian cultural tourism offers visitors the opportunity to connect with the rich ancestral heritage of the region. The richness of indigenous cultures, their traditions, and ceremonial architecture have become attractive elements for tourists looking for authentic and meaningful experiences.

前哥伦布时期文化旅游为游客提供了与本地区丰富的祖先文化遗产连接的机会。

原住民文化的多样性、传统仪式以及古老的礼仪性建筑，成为追求真实且富有意义的旅行体验的游客的吸引点。

On the other hand, the clarity of our skies and minimal light pollution have opened a window into astrotourism. This phenomenon attracts an avid public for the contemplation of starry skies and the realization of astronomical observations. Numerous communities are creating observatories and camping areas in rural areas, allowing tourists to enjoy astronomical events and connect with nature in a unique way.

与此同时，由于我们天空的清澈度高且光污染极低，天文旅游（Astrotourism）也应运而生。这一新兴形式吸引了大量对星空充满热情的游客前来观测星辰、沉浸于天文探索。

如今，越来越多的乡村社区正在建设小型天文台和露营地，游客可以在这里观测天象、感受自然，以一种独特的方式与宇宙产生联结。

In Costa Rica, recognized worldwide for its biodiversity and commitment to sustainability, innovative strategies have been promoted in the rural sector. My work at the Costa Rican Foreign Trade Promotion Office and with the Costa Rican Film Commission, and my relationship with the

Costa Rican Chamber of Rural Tourism and other related entities, have allowed me to make strategic alliances that promote rural tourism and the local economy, promoting film locations in rural sectors. This has allowed Costa Rica to position itself as a privileged destination for film productions.

在哥斯达黎加，国家以其生物多样性和对可持续发展的承诺而闻名，我们也在乡村地区积极推广了一系列创新发展战略。我在哥斯达黎加对外贸易促进局和哥斯达黎加影视委员会的工作经历，以及与哥斯达黎加乡村旅游协会及其他相关机构的合作，

促成了多个促进乡村旅游和本地经济发展的战略联盟，其中之一就是将乡村地区打造为影视拍摄地。

The strategy not only facilitates the promotion of rural locations and indigenous territories, but also encourages communities to actively participate in the film value chain. Film productions attract investment, tourism and cultural dissemination. And it highlights the authenticity of local landscapes and traditions, promoting tourism based on respect and preservation of regional identity.

这一战略不仅为乡村与原住民地区提供了宣传展示的平台，也鼓励当地社区参与影视产业链的各个环节。影视拍摄带来了投资、游客与文化传播的机会，它不仅突出展示了本地自然风貌与传统文化的独特性，也推动了基于尊重与保护地方认同的旅游模式。

In conclusion, both pre-Columbian cultural tourism and astrotourism are positioned as dynamic and enriching strategies for the development of our communities. In Costa Rica, the collaboration with the film commission demonstrates a genuine commitment to sustainable development and the empowerment of our rural populations. These advances not only benefit the regions involved, but also establish a model that can be replicated for all of Latin America, where the integration of culture, innovation and respect for the territory translates into truly transformative tourism.

总之，无论是前哥伦布文化旅游，还是天文旅游，都是具有活力与价值的社区发展策略。

在哥斯达黎加，与影视委员会的合作体现了我们对可持续发展与农村群体赋能的真诚承诺。这些探索不仅为相关地区带来了实际效益，更构建出一种可以推广至整个拉丁美洲的模式——一种将文化、创新与对土地的尊重融合在一起的、真正具有变革意义的旅游发展路径。

Thank you for your attention and for being part of this path towards a more inclusive, sustainable and enriching rural tourism.

感谢大家的倾听，感谢你们共同参与这段走向更加包容、可持续、富有价值的乡村旅游之路。