

2025 年世界乡村旅游理事会暨亚太乡村旅游联盟

二季度业务（学术）互动会工作报告

Q2 Work Report of the World Rural Tourism Council & Asia-Pacific Rural Tourism Alliance, 2025

世界乡村旅游理事会执行秘书长 何力

He Li, Executive Secretary General of the World Rural Tourism Council

尊敬的马西奥主席、干永福执行主席、各位副主席、各位正副秘书长、中国大区各分会正副会长、正副秘书长、各位专家和各位会员：
Dear Chairman Marcio, Executive Chairman Gan Yongfu, Vice
Chairpersons, Secretaries-General and Deputy Secretaries-General,
Presidents and Vice Presidents of the China Regional Sub-committees,
experts, and all members:

大家好！下面我代表世界乡村旅游理事会主席团向大家报告工作，
主要报告两件事：一是总结一季度工作；二是布置二季度工作。

Greetings to all of you!

On behalf of the Presidium of the World Rural Tourism Council, I
would like to present a report covering two main aspects:

- 1) A summary of our work in the first quarter of 2025; and
- 2) Key tasks and plans for the second quarter of the year.

一、总结世界乡村旅游理事会 2025 年一季度工作

I. Summary of Q1 Work by the World Rural Tourism Council

一季度在主席团的领导下，在全体会员的共同努力下，秘书处主要抓了三件事。

Under the leadership of the Presidium and with the active participation of all our members, the Secretariat focused on three major areas in Q1:

一是进一步深化了组织机构运行体系。会员进一步调整，在理事会原有会员和委员的基础上进行了充实调整，截至目前已有 33 个国家的 176 名会员，其中中国大区 131 名会员，亚太大区 9 个国家的 15 名会员，欧洲大区 12 个国家的 18 名会员，非洲大区 6 个国家的 6 名会员，美洲大区 5 个国家的 6 名会员，

1. Further refining our organizational structure and operational system.

Membership has been reviewed and expanded. Based on the original membership structure, we now have 176 members from 33 countries:

131 members from the China region

15 from 9 countries in the Asia-Pacific region

18 from 12 European countries

6 members from 6 African countries

6 members from 5 countries in the Americas

世界乡村旅游学术委员会全体委员 60 名，其中中国大区 48 名，其他大区 12 名；

The World Rural Tourism Academic Committee currently includes **60 members**, of which 48 are from the China region and 12 from other regions.

组织进一步完善，对主席团、秘书处和五大区领导成员进行了完善，世界乡村旅游理事会主席团正副主席为 8 名、秘书处全体成员为 26 名，总部秘书处有正副秘书长 13 名，五个大区分别设立代表大区和总部的秘书长 10 名，副秘书长兼大区秘书 5 名，副秘书长兼运营秘书 5 名，大区联络秘书 5 名；

The structure of the Presidium, the Secretariat, and the five global regions has been further optimized:

The Presidium includes 8 Chairs and Vice Chairs.

The Secretariat has 26 members in total, including 13 Secretary-Generals and Deputy Secretary-Generals at the headquarters. Each of the five regions has:

- 1 Secretary-General representing both region and HQ,
- 1 Deputy Secretary-General serving as regional secretary,
- 1 Deputy Secretary-General serving as operations secretary, and
- 1 liaison secretary, for a total of 5 each.

运行进一步规范，规范了会员间的日常、月度沟通交流机制以及秘书长季度互动和理事会的年度大会等工作运行机制，理事会组织机构及运行体系更加规范。

Operational norms have also been established:

We now have standardized monthly and daily communication among members, quarterly meetings among Secretaries General, and an annual

General Assembly. The organization is becoming more professional, systematic, and coordinated.

二是进一步提升了交流平台运行体系。

2. Enhancing the operation of our communication platforms.

平台进一步完善，以理事会网站、公众号、微信、抖音、国际会员电子邮件等多元一体化交流平台；直播进一步提升，充分用好两大直播平台，加大了对会员的宣传推广力度，

We have enhanced our integrated communication system, which now includes:

the Council's official website,

WeChat official account,

Douyin (TikTok China),

email communications with international members,

and our public WeChat channels.

一季度“乡村之光品牌网红直播”的“石洲之光”“友联之光”“田黄之光”三家会员单位均吸引破万人次参与互动，“乡旅学堂品牌教学直播”第 143-148 讲，也累计吸引超 12 万人次收听收看，两大直播平台影响力越来越大；

We fully leveraged our two livestream platforms and increased member visibility.

In Q1, the "Rural Light Brand Influencer Livestream Series" featured:

Shizhou Light,

Youlian Light,

and Tianhuang Light,

Each drew over 10,000 participants for interactive engagement. Meanwhile, the **“Rural Tourism Academy” Livestream** delivered lectures **#143 to #148**, with over **120,000 total views**. Both livestream platforms are seeing growing influence and reach.

运行进一步规范，强化了理事会网站、公众号、微信、抖音、国际会员电子邮件等定期更新制度，同时优化了“乡村之光品牌网红直播”每月一次和“乡旅学堂品牌教学直播”每月双周三的直播运行制度，理事会交流平台及运行体系更加成熟。

We implemented a regular update schedule for the website, WeChat, Douyin, and email lists.

We also formalized:

a monthly livestream for “Rural Light”

and a biweekly (Wednesday) livestream for “Rural Tourism Academy”.

Our communication platform is now more mature and standardized.

三是进一步强化了市场开发运行体系。项目进一步重视，启动了对会员项目的策划包装和推介宣传工作；

3. Further strengthening of the market development and operational system.

Greater emphasis has been placed on project development.

We have launched planning, packaging, and promotional efforts for member-led projects.

机制进一步激活，理事会发布了《世乡工委市场开发项目合作指南》和《世乡工委市场开发运行和激励考核管理办法》，

In terms of mechanisms, we have activated internal momentum by issuing two key documents:

the WRTC Market Development Project Cooperation Guide, and
the WRTC Operational Management and Incentive Evaluation Measures for Market Development

不仅为市场开发项目合作提供清晰的指引，还激活了会员市场开发的活力，理事会市场开发及运行体系更加活跃。

These documents not only provide clear guidelines for collaborative project development but also enhance the enthusiasm of members in participating in market-building efforts.

As a result, the Council's market development and operational system has become more vibrant and dynamic.

二、布置世界乡村旅游理事会 2025 年二季度工作

II. Key Tasks for the World Rural Tourism Council in Q2 of 2025

为更加高效发挥好世界乡村旅游理事会在推动全球乡村可持续高质量发展中的牵引作用，我们将加大在理事会组织机构、特色品牌、互动平台三个方面的体系化建设力度。

In order to more effectively play a leading role in promoting sustainable and high-quality rural development worldwide,

we will intensify systematic efforts in three key areas:

Organizational structure,

Signature branding, and

Interactive platforms.

一是以会秘书处为牵引，不断激活世界乡村旅游理事会组织机构运行体系。

1. Driving the activation of the Council's organizational structure with the Secretariat as the core engine.

组织好二季度秘书长会议，明确秘书处和秘书长职责，在此基础上，完善主席团和主席职责以及会员的工作职责和权利义务，

We will organize the **Q2 Meeting of Secretaries-General**, clearly defining the responsibilities of the Secretariat and its Secretaries-General.

On this basis, we will further clarify the roles of the Presidium and its Chairs, as well as the work responsibilities, rights, and obligations of our members.

理事会秘书处二季度将会进一步加强主席团、秘书处、五大区和全体会员之间的沟通联络力度，

The Secretariat will focus on strengthening communication and coordination among the Presidium, the Secretariat, the five regional branches, and the entire membership.

在此基础上进一步发挥了季度互动会的牵引作用，不断激活世界乡村旅游理事会组织机构体系。

The **quarterly interaction meeting** will continue to serve as a key traction point, ensuring the **progressive activation and optimization of the Council's organizational structure and governance system.**

二是以潞村论坛为牵引，全面激活世界乡村旅游理事会项目品牌运行体系。

2. Activating the Council's signature brand and project system through the Lucun Forum.

二季度重点做好 2025 潞村论坛（线上）方案完善，加强与中国浙商银行和中央媒体等相关单位的沟通对接，同时做好充分发挥全体会员参与潞村论坛的沟通对接工作，

In Q2, we will refine the plan for the **2025 Lucun Forum (to be held online).**

At the same time, we will strengthen communication and coordination with relevant institutions such as **China Zheshang Bank** and **central-level media organizations.**

We will also ensure effective communication to mobilize **full participation from all members** in the Lucun Forum.

做好以《乡村旅游助力共同富裕百强案例样本培育方案》预发布、《乡村金融助力共同富裕百强案例样本培育方案》预发布、《潞村杯 2026 国际乡村艺术品牌大赛培育方案》预发布等的基础性工作，

We will prepare the pre-release of the following major initiatives:

Pilot Plan for the Top 100 Case Studies on Rural Tourism
Supporting Common Prosperity,

Pilot Plan for the Top 100 Case Studies on Rural Finance Supporting
Common Prosperity,

Pilot Plan for the “Lucun Cup” 2026 International Rural Arts Brand
Competition.

同时加大各个会员产品的策划、包装、推介和开发合作的体系建设，本季度每个大区确保有一个会员项目进行重点开发，不断激活世界乡村旅游理事会特色品牌运行体系。

In addition, we will enhance the system for planning, packaging, promoting, and co-developing member products and initiatives.

Each regional branch will be tasked with focusing on at least one member project for key development this quarter, thus further activating the World Rural Tourism Council’s brand project system.

三是以两大直播为牵引，全面激活世界乡村旅游理事会互动平台体系。

3. Activating the Council’s interactive communication system through our two major livestream platforms.

加大“乡村之光品牌网红直播”“乡旅学堂品牌教学直播”两大直播平台在直播技术、主播主讲、每播组织、品牌培育等方面的创新力度，

We will continue to innovate and upgrade our two major livestream

platforms:

“Rural Light” Brand Influencer Livestream, and

“Rural Tourism Academy” Educational Livestream Series.

Enhancements will be made in streaming technology, host training, broadcast organization, and brand incubation.

二季度在重点组织好“兰陵之光”“大埠之光”“家河之光”三场会员单位乡村之光直播以及 147-152 六讲乡旅学堂直播的基础,

In Q2, we will focus on organizing three “Rural Light” livestream events featuring member units:

Lanling Light,

Dabu Light, and

Jiahe Light.

In addition, we will deliver six lectures of the Rural Tourism Academy (#147–152).

Meanwhile, we will begin accepting applications for Q3 livestream slots, and encourage self-organized livestreams by members.

做好三季度两大直播的申请和会员自我组织直播工作,同时发挥好理事会网站、公众号、微信、抖音、国际会员电子邮件在交流及宣传中的积极作用。不断激活世界乡村旅游理事会互动平台体系。

We will also continue to fully leverage our digital communication tools, including:

the Council’s **website, official WeChat account, Douyin, and**

international member email lists,

to strengthen interaction and publicity efforts.

These efforts will further energize the **interactive platform system** of the Council.

凝心聚力再出发，砥砺前行开新篇！我们坚信，在马西奥主席领导下，在各个大区和全体会员的共同努力下，二季度我们将在一季度工作基础上共同做好激活三个体系专项工作，让乡音传得更远、让乡旅走得更实，推动世界乡村旅游理事会在全球乡村旅游发展中发挥更大作用！

United in spirit, we advance together; with courage and resolve, we begin a new chapter!

We firmly believe that under the leadership of **Chairman Marcio**, and with the concerted efforts of all regional branches and members, Q2 will build solidly upon the foundation of Q1. Together, we will focus on activating the three key systems,

letting the voices of our rural communities travel farther, and letting rural tourism walk even more firmly into the future.

We are committed to enabling the World Rural Tourism Council to play an even greater role in the global rural tourism movement.

Thank you!

