

2025 WORLD RURAL TOURISM COUNCIL & ASIA PACIFIC RURAL TOURISM ALLIANCE

ONLINE Q2 BUSINESS & ACADEMIC INTERACTIVE MEETING

Speech by Márcio Favilla – Chairman of the Council (May 9, 2025)

“The Path to Breakthrough in Global Rural Tourism Operations”

Distinguished Vice-Chairs, Secretaries-General and Members of the World Rural Tourism Council, esteemed scholars, experts, and friends from China and around the globe – thank you very much for joining us today.

I particularly want to express our gratitude to Mr. Gang Yongfu, the Executive Chair and Secretary-General of the World Rural Tourism Forum, and to the entire Secretariat team for organizing this online Second Quarter Business and Academic Interactive Meeting.

Additionally, I want to commend all of them for moving forward with the implementation of the “Global Centre 1366 Action Plan” set forth by Mr Gang Yongfu in his Work Report during our First Quarter (Q1) Business and Academic Exchange last January.

Indeed, since the successful Lucun Forum held in November 2024 that brought so many of us together to the beautiful rural tourism town of Lucun a lot of work has been put in place so as to advance our commitments.

Allow me to remind everyone that Lucun is significant for two main reasons: it's both the birthplace of rural tourism and the cradle of the world silk culture, as the Qianshanyang site there unearthed the world's earliest silk fragments, dating back 4,700 years, as we recently learned from the knowledgeable and wise words pronounced in his lecture by the Chairman of our Academic Committee, Professor Lu Lin last January. These fragments not only mark the beginning of craftsmanship but also serve as a bridge connecting world cultures. Therefore, being both the birthplace of the world silk culture and rural tourism, Lucun can rightfully claim to be the “Dual-Origin Town”. Moreover, as the permanent venue for the World Rural Tourism Conference and the Lucun International Forum, it is also a “Dual-Venue Town”.

This is a very solid foundation for building an important, meaningful global platform for rural tourism, thus rising from a local village holding an ancient heritage and a rich culture to an international significant stage. This is the vision that brings us together, a grand ambition of being the headquarters of the Global Center for World Rural Tourism!

In that regard, we are thankful to the fruitful work of the leadership of the Secretariat to have brought together such relevant organizations as the World Rural Tourism Council, the Asia-Pacific Rural Tourism Alliance, the Rural Tourism Sub-Center under the Ministry of Culture and Tourism of China's Data Center, Zhejiang Rural Tourism Research Institute, Huzhou Rural Tourism Academy Training School, Yuanfang Planning and Design Institute, the Party Branch of the World Rural Tourism Town and China's *Art of China Exhibition Hall and Classics of China Exhibition Hall*. We are very fortunate to have their membership in the Global Center and their leadership aligned and supportive in such an important, unique and mutually-beneficial endeavor.

Ladies and Gentlemen,

Since our World Rural Tourism Conference and Lucun Forum we held last November, this is the second Business and Academic Interactive Meeting when we have had the opportunity of hearing and learning from the experience and expertise of the Vice-Presidents and Secretaries-General from around the world as well as from the regional chairpersons and academic committee members. This is an extremely valuable feature of our meetings.

Last January we really had a wealth of professional and institutional experiences presented in our First Quarter (Q1) exchange which has just been repeated in the interventions we have just witnessed in our Second Quarter (Q2) Interactive Meeting. As such we must find a way to make this exchange even more fruitful and interactive for all participants. I am confident that our extremely competent Secretariat, under the capable supervision of our esteemed Mr Gang, will make sure it happens as we evolve in the implementation of our "Global Centre Action Plan" in the months ahead.

In his report intervention summarizing the very extensive work of the World Rural Tourism Council in the first quarter of 2025, Mr Gang focused the developments of the Secretariat on three most relevant issues.

The first issue addressed some necessary improvements on the original membership of the World Rural Tourism Council which has been enhanced with just a few adjustments. Worldwide the expansion has been cautious and productive, which I believe to be a prudent measure for the moment as we build on our programme of work, and we already have 60 members of the Academic Committee on World Rural Tourism. Here is where I believe it is worth conducting some discussions on whether and how we can strengthen and reach out further beyond the present composition of the Academic Committee by identifying additional solid institutions that can effectively contribute with the accomplishment of our grand vision. Besides, it is quite relevant that the presidium of the World Rural Tourism Council now has eight members, the

Secretariat has been expanded to 26 members. This work has been tremendously well done.

I believe the Secretariat is now much better equipped to move ahead with the operations system of the exchange of the platform as it has been further improved. It has been key to keep all interested stakeholders well-informed of the Council's activities, the benefits provided from information sharing, experience exchange and business interactions between major regions. Live streaming has had a tremendous impact but there is still room to grow and outreach.

The third issue successfully focused by the Secretariat has been a much-needed focus on building a Global Center and providing it with operational conditions and a much qualified and diverse team to carry out their high responsibilities. There is much been done there, as we have just been informed by Mr Gang on the recent developments, and I am very convinced we will here much more positive outcomes in the near future and before next year's Conference.

I am absolutely confident that we are opening up and building a clear and strong path to breakthrough in Global Rural Tourism Operations.

Dear Friends,

I would also like to reiterate to you that the Secretariat is extremely engaged to further promote the high-quality development of rural tourism development as envisioned in the "Global Center 1366 Action Plan" during the second and third quarters of 2025, as set forth last January. We are confident that fully activating the organizational structure of the World Rural Tourism Council, with the Secretariat as the driving force, clarifying and delegating more rights and responsibilities to all stakeholders and members will be a major step forward for our Organization.

We have been fortunate and thankful to be able to close cooperate with the Zhejiang Commercial Bank and with the Central Media to further improve and implement our Lucun Forum 2025 Plan and hopefully beyond.

I am looking forward to advancing our Plans discussions with Mr Gang and his team at the Secretariat, all members of the Council, the Academic Committee and Presidium members so that we can jointly advance and implement our common vision and start the preparations for next year's Conference so as to make it a remarkable success.

Thank you very much for your kind attention!! Che, Che!!

2025 年世界乡村旅游理事会与亚太乡村旅游联盟

第二季度业务与学术在线互动会议

马尔西奥·法维拉——理事会主席演讲（2025 年 5 月 9 日）

“全球乡村旅游运营的突破之路”

尊敬的世界乡村旅游理事会副主席、秘书长及各位理事，尊敬的学者、专家，来自中国及全球各地的朋友们——非常感谢大家今天的参与。

我特别要向世界乡村旅游论坛执行主席兼秘书长干永福先生，以及整个秘书处团队表示衷心的感谢，感谢他们组织了这次第二季度商业与学术在线互动会议。

此外，干永福先生于一季度交流会的工作报告中提出“全球中心 1366 行动计划”。感谢各位在推进这方面工作所做的努力。

自 2024 年 11 月成功举办潞村论坛以来，我们投入了大量工作来推进承诺的落实。潞村将众多同仁聚集在这座美丽的乡村旅游小镇，意义非凡。

请允许我提醒大家，潞村的重要性体现在两个方面：它既是乡村旅游的发源地，也是世界丝绸文化的摇篮。正如我们学术委员会主席鲁林教授在今年 1 月的讲座中所言，潞村钱山漾遗址出土了距今 4700 年的世界最早丝绸碎片。这些碎片不仅标志着工艺的开端，更是连接世界文化的桥梁。因此，作为世界丝绸文化和乡村旅游的双重发源地，潞村当之无愧地被称为“双源小镇”。同时，作为世界乡村旅游大会和潞村国际论坛的永久会址，它也是一座“双会小镇”。

这是构建一个重要且富有意义的全球乡村旅游平台的坚实基础，让这座承载古老遗产和丰富文化的乡村登上国际舞台。这正是将我们凝聚在一起的愿景——成为世界乡村旅游全球中心的总部！

在此，我们感谢秘书处领导层的卓有成效的工作，汇聚了世界乡村旅游理事会、亚太乡村旅游联盟、中国文旅部数据中心乡村旅游分中心、浙江乡村旅游研究院、湖州乡旅学堂培训学校、远方规划设计院、世界乡村旅游小镇党支部以及中国《艺术中国展馆》和《经典中国展馆》等重要机构。我们非常荣幸他们能加入全球中心，并在这一重要、独特且互利的事业中提供支持与领导。

女士们、先生们，

自去年 11 月举办潞村论坛以来，这是我们第二次举办互动会议。我们有机会聆听和学习来自全球各地的副主席、秘书长以及各大区主席和学术委员会成员的经验与专业知识。这是我们会议极其宝贵的特色。

今年 1 月的一季度（Q1）交流会上，我们分享了丰富的专业经验，而二季度（Q2）互动会议再次延续了这一传统。因此，我们必须找到一种方式，让所有参会者的交流更加富有成效和互动性。我相信，在我们尊敬的干永福先生的领导下，能力卓越的秘书处将确保这一点在“全球中心行动计划”的推进中得以实现。

干永福先生在总结 2025 年一季度世界乡村旅游理事会广泛工作的报告中，重点提到了秘书处在三个关键问题上的进展。

第一个问题涉及对理事会原有成员结构的必要优化，仅进行了少量调整。全球范围内的扩展是谨慎而富有成效的，我认为这是当前推进工作计划的一项审慎举措。目前，世界乡村旅游学术委员会已有 60 名成员。在此，我认为值得探讨如何通过吸纳更多实力机构来进一步扩大学术委员会

的组成，以助力实现我们的宏伟愿景。此外，世界乡村旅游理事会主席团现有 8 名成员，秘书处已扩展至 26 人，这项工作完成得非常出色。

我相信，秘书处现在更有能力推进平台交流运营体系的完善。让所有利益相关方及时了解理事会的活动、信息共享的益处以及主要区域间的经验交流和商业互动。直播已产生了巨大影响，但仍有提升和扩展的空间。

秘书处成功聚焦的第三个问题，是亟需建设的全球中心及其运营条件，并配备一支高素质、多元化的团队以履行其重要职责。正如干永福先生所介绍的，这方面已取得显著进展，我坚信在明年大会之前，我们将看到更多积极成果。

我完全相信，我们正在开辟一条清晰而坚实的道路，以实现全球乡村旅游运营的突破。

亲爱的朋友们，

我还想重申，秘书处正全力推进“全球中心 1366 行动计划”中关于 2025 年第二和第三季度乡村旅游高质量发展的愿景。我们相信，通过充分激活世界乡村旅游理事会的组织结构，以秘书处为驱动力，明确并赋予所有利益相关方和成员更多权利与责任，将是本组织向前迈出的重要一步。

我们非常幸运并感谢能与浙江商业银行和中央媒体紧密合作，进一步完善和实施我们的 2025 年潞村论坛计划，并期待未来更多的合作。

我期待与干永福先生及其秘书处团队、理事会全体成员、学术委员会及主席团成员共同推进计划的讨论与实施，为明年的会议做好准备，使其成为一场非凡的盛会。

非常感谢大家的关注！谢谢，谢谢！