

presentation transcript

‘path to breakthrough in global rural tourism operations’

《全球乡村旅游运营的突破路径》——克里斯·弗林（Chris Flynn）

introduction

- good afternoon, ladies and gentlemen
- greetings from sydney australia
- my name is chris flynn
- I am the executive chairman of the world tourism association for culture and heritage.
- I am delighted to make this presentation today.
- indeed, it is an honour to share my thoughts, INSIGHTS, and suggestions on how we can progress rural tourism and share it with the world.

大家下午好！

我来自澳大利亚悉尼，今天非常荣幸能够在这里与大家见面并做这场演讲。我叫 克里斯·弗林（chris flynn），是 世界文化与遗产旅游协会（WTACH）的执行主席。

我非常高兴能有机会与大家分享我对全球乡村旅游未来发展的观察、思考与建议。这是一个非常重要的话题，也是我们共同面对的新课题。

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path to breakthrough in global rural tourism operations

全球乡村旅游运营的突破路径

presentation slide 2

- rural tourism is one of the major sectors of cultural heritage tourism

乡村旅游是文化遗产旅游的主要板块之一

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- it is the celebration of unique rural communities, agricultural practices, and traditions.

它彰显并庆祝独特的乡村社区、农业实践和传统文化

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- globally cultural and rural tourism has caught the imagination of the new type of traveller who seeks more authentic, immersive and enlightening experiences.

全球范围内，文化与乡村旅游正受到新一代游客的高度关注，他们更加追求真实、沉浸式、富有启发性的旅游体验。

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- this new focus has made cultural heritage the fastest growing tourism sector for global markets

正因为这一转变，文化遗产旅游已成为全球市场中增长最快的旅游板块。

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- in 2019, which is consider the golden year for tourism, the world produced 1.5 billion international tourist arrivals. this was pre-COVID19 and we have yet to reach this volume of tourists again.

- according to united nation tourism, 47% of these tourists had a cultural component.

2019 年被誉为旅游业的“黄金年”，全球国际游客数量达到了 15 亿人次。

那是在新冠疫情之前，我们至今仍未恢复到这一游客规模。

根据联合国旅游组织的数据显示，其中有 47% 的游客行程中包含文化旅游内容。

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- that equates to an estimated number of 705 million cultural tourists that generated USD605 billion or ¥4,442 billion. (source: UNESCO)

- or 40% of all international tourist revenues

这相当于大约 7.05 亿名文化旅游者，

他们共创造了约**6,050 亿美元(或人民币 4.44 万亿元)**的旅游收入。(数据来源: UNESCO)

也就是说，文化旅游占全球国际旅游总收入的 40%。

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- as we look forward to 2033, it is predicted that international tourism arrivals will grow by 3.3% year on year.

- cultural heritage tourism, however, is estimated to grow at 14.4% year on year. (source: FUTURE MARKET INSIGHTS)

展望 2033 年，预计国际游客总量将以每年 3.3% 的速度增长。

而文化遗产旅游的年增长率预计将高达 14.4%。（数据来源: Future Market Insights）

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- it is predicted that 2024 will generated approximately us\$679 billion or ¥4,970 billion.

- however, revenue is anticipated to grow to USD2.2 trillion by 2033. I am not sure what that amount equates to in yuan. (source: FUTURE MARKET INSIGHTS)

有预测显示, 2024 年全球文化旅游相关收入将达到约 6,790 亿美元(人民币约 4.97 万亿元)。到 2033 年, 这一收入有望增长至 2.2 万亿美元。
我不确定这个金额折合人民币是多少。(数据来源: Future Market Insights)

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- what we know is authenticity, exclusivity, and sustainability, are now key motivators and drivers for global travellers.

我们可以确认的是:

真实性、独特性和可持续性,
正在成为全球游客**最核心的出行动机和选择驱动力。**

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- this is shaping the FUTURE of tourism as travel demand and opportunities are changing.
- we are seeing a significant move towards travellers seeking more authentic, meaningful, and rewarding experiences.
- sustainability is now a key decisions maker for many travellers.
- travellers who are willing to pay more for these features.

这一趋势正在重塑旅游业的未来, 因为旅游需求和发展机遇正在发生变化。
我们明显看到, 越来越多游客倾向于寻找更真实、更有意义、更有价值的旅行体验。
可持续性已经成为许多游客做出决策时的重要因素。
而且, 这类游客愿意为这些特质支付更高的价格。

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- a recent report by EUROMONITOR international surveyed travellers on whether they were willing to pay more for sustainable options as part of their itineraries.
- the two highest categories for travellers willing to pay between 30% and 50%+ were:
 - o sustainable travel features
 - o immersion in local culture

欧睿国际 (Euromonitor International) 近期发布的一项报告调查了游客:
是否愿意为行程中包含的可持续选项支付更高的费用。

调查中, 有两个选项被最多游客表示愿意支付 30%至 50%以上额外费用, 分别是:
具备可持续特征的旅游方式
深入体验当地文化的旅行活动

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- it is not only european traveller who are seeking to be

more sustainable and experience more authentic, immersive, and meaningful experiences.

- asia pacific traveller are willing to spend an average of 41% for more sustainable travel options.

不仅仅是欧洲游客在追求更可持续的旅行方式，或更真实、沉浸式、有意义的旅游体验。亚太地区的游客同样展现出强烈意愿，平均愿意为可持续旅游选项多支付 41% 的费用

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- what we are seeking is a rapid change in traveller sentiment as tourists seek to visit destinations that offer more types of experiences.
- experiences that transport people into a completely different environment from their usual daily lives.
- we call this: conscious tourism and refer to tourists seeking these types of experience as conscious travellers.
- when we look at asia pacific you can see that this type of tourism is escalating at a rapid rate.

我们正在见证一种游客心态的快速转变，越来越多的人希望前往能够提供多样化体验的目的地。他们渴望的，是能将自己完全带入与日常生活截然不同的环境中的旅行体验。我们将这类趋势称为：“自觉旅游（Conscious Tourism）”，而选择这类体验的游客，则被称为“自觉型游客（Conscious Travellers）”。当我们聚焦亚太地区时，会发现这一类型的旅游正在迅速增长。

- a recent study by economist impact shows just how quickly this is happening.
- it shows that 99% of philippine travellers feel that sustainability is important when they travel.
- but it is not just the philippines.
- it seem like just about every asia source MARKET has the same sentiment.

一项由《经济学人影响力研究（Economist Impact）》发布的最新研究表明：99%的菲律宾游客认为可持续性在旅行中非常重要。而且，这一趋势不仅仅体现在菲律宾，几乎整个亚洲的主要客源市场都展现出相同的态度和意识。

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- another key trend that is emerging is traveller seeking micro neighbourhoods
- that is travellers seeking more remote, soulful, and culturally rich destinations and experiences.
- what they seek to find are:
 - o unique lifestyle

- o local heritage, customs and traditions
- o local food and cuisine
- o the uniqueness of people and the place where they live.
- o unspoiled environments
- o adventure

另一个正在迅速兴起的重要趋势是：

游客开始追寻“小型微邻里（Micro-Neighbourhood）”式的旅行体验。

也就是说，他们更倾向于探索那些偏远、富有灵魂、文化底蕴深厚的目的地与体验。

他们希望在旅途中获得以下元素：

独特的生活方式

本地的文化遗产、风俗与传统

地道的美食与地方菜系

人与地方之间独特的关系与氛围

未被破坏的自然环境

富有挑战与探索感的冒险体验

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- therefore, destinations who offer these type of experiences can now capitalise on this growing trend

因此，那些能够提供这类体验的目的地，

正好可以抓住这一快速增长的市场趋势，脱颖而出。

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- to succeed, however, you must expand your products & experiences to meet the demands of global tourist.

- but how do you do that?

- you do it by understanding the key desires of these travellers and developing products and experiences accordingly.

- I will show you what I mean.

但要想真正实现成功，

你必须拓展自己的产品与体验内容，以满足全球游客不断变化的需求。

那么，问题来了：

我们应该如何做到这一点？

答案是：

你需要深入理解这些游客的核心需求与渴望，

并据此打造相应的产品和旅游体验。

接下来，我将通过一些示例向大家具体展示我的意思

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- rural tourism needs to be more than just planting and growing crops.

- of course this is important.
- but it needs to be more than travellers venturing into the fields to watch and experiences how these historic agricultural and farming techniques take place.

乡村旅游不能只是“种田”或“种植农作物”。

当然，农业活动本身非常重要，

但旅游体验也应超越“游客走进田间地头看看怎么耕种”的层面，要将传统农业技术转化为更深入、更有参与感的体验

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- people want to know not just how we grow our crops and foodstuff
- they also want to know how we catch it.

游客不只是想知道我们是如何种植农作物的，

他们还想了解：我们是怎么捕捞食材的

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- how we cook it

他们还想知道：我们是如何烹饪这些食材的。

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- how we celebrate our local food

他们也想了解：我们是如何庆祝本地食物与饮食文化的。

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- how we package and sell our produce

甚至，他们还关心：我们是如何包装和销售本地农产品的。

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- they then want to learn local techniques on how to gather, prepare, cook, and serve our local food and cuisine.

在这一系列了解之后，游客还希望能够亲自学习：

如何采集、准备、烹饪并呈现本地食物与地方菜肴。

presentation slide 24

- they want to attend food festivals that celebrate local produce and offer a unique INSIGHTS into the rural or agricultural sector.
- these festivals provide a unique regional or local experience
- we see more and more people are wanting to experience these types of events.
- they are viewed as places of discovery, adventure, and

fun

游客也非常希望参与那些以本地食材为主题的美食节庆，
这些节日不仅庆祝农产品本身，
还为游客提供了了解乡村与农业产业的独特窗口。
这种节庆活动带来了极具地域特色的体验。
如今，越来越多的游客开始主动寻找并参与这类活动，
因为它们被视为探索、冒险与享乐的完美结合

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- more than anything.... people want to taste the food that you grow.
- it is important, therefore, that tour guides are properly trained and equipped with local knowledge and the ability to engage and interact with visitors from overseas.
- like most things I am mentioning, this requires specialist knowledge and training.

最重要的是——人们想亲口尝一尝你们种出来的食物。
因此，旅游从业者、尤其是导游，必须接受良好的培训，
掌握本地知识，具备与国际游客互动和沟通的能力。
就像我前面提到的许多方面一样，
这些都需要专业的知识与系统的培训

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- the expansion of rural tourism related products and experiences will motivate and drive international trade and support.
- they create new business opportunities and partnership that deliver new distribution channels.
- this eliminates risk by providing multiple revenue channels
- helping to establish a 365 day rural tourism program not just during peak or high season

乡村旅游产品与体验的拓展，
不仅可以推动国际贸易与跨境合作，
也能创造新的商业机会与渠道合作伙伴，
带来更广泛的产品分销路径。
多渠道收入来源还能有效降低经营风险，
有助于建立覆盖全年 365 天的乡村旅游体系，
而不仅仅局限于旅游旺季或节假日

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rural tourism development

- protects and preserves traditional ways of life by creating sustainable local economies

- this improves the lives, livelihoods, and wellbeing of local communities.
- it drives profit and increases prosperity.
- it builds community pride not just today, but for FUTURE generations.

乡村旅游的发展意义

乡村旅游的发展能够保护和传承传统的生活方式，同时打造可持续的本地经济体系；

它有助于改善当地社区居民的生活、生计与整体福祉；

它能够带来利润，提升地区繁荣水平；

更重要的是，它能激发社区的认同感和自豪感——不仅是现在，更是为未来一代打下基础

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- to achieve this requires a co-ordinated approach to responsible tourism development.
- in requires investing in capacity building and training for local businesses and communities on how to identify, manage, and succeed in a rural tourism business.
- it requires ensuring you meet and exceed international standards on how and what you develop.
- this is particularly important when dealing with food and meeting health, safety, and hygiene standards.
- this may take some time, but it is an investment that can and will yield positive results for all stakeholders.

实现目标的路径

要实现上述目标，必须采取有组织、有责任感的旅游发展路径；必须对当地的企业与社区进行能力建设与培训，教他们如何识别机会、管理业务、并在乡村旅游中取得成功；同时，要确保我们在开发旅游产品时，符合乃至超越国际标准；尤其是在涉及餐饮、健康、安全与卫生标准方面，更应严格把控；这或许需要时间去积累与推动，但这是一项值得投入的事业，未来将为所有相关方带来积极成果

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- I am delighted to inform you that the world tourism association for culture and heritage has been working on these key attributes for more than a year.
- we have established a global team of experts in their specialist fields who have developed and will deliver a ranged of capacity building and training programs to

meet the demands of new and FUTURE travellers.

全球培训与能力建设计划

我非常高兴地告诉大家，世界文化与遗产旅游协会（WTACH）已经在这些关键方向上深耕超过一年。

我们组建了一支由各领域专家组成的国际团队，

他们共同开发了一系列能力建设与培训课程，旨在满足新一代及未来游客的需求。

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- in may (next month) we will launch 'the responsible tourism development academy'.
- this initiative will provide the most comprehensive suite of tourism related capacity building and training programs currently available to the global tourism MARKET.
- it is our commitment to work in conjunction with the world rural tourism council to share these learnings with your local communities and networks to ensure you grow and expand your global reach throughout the world.
- our initial launch will announce a series of in-person and online courses covering the following tourism and related topics and sectors.
- note more courses currently under development will be announced when complete within the coming months.

责任旅游发展学院即将启动

我们将在 5 月（也就是下个月）正式启动“责任旅游发展学院”。

该项目将为全球旅游市场提供目前最全面的旅游能力建设与培训课程体系。

我们郑重承诺，将与世界乡村旅游理事会（WRTC）紧密合作，

把这些学习成果分享给各地的社区与行业伙伴，

帮助大家拓展国际视野与影响力，真正走向全球。

首批发布将包括一系列线下与线上课程，覆盖以下旅游领域及相关行业。

更多课程目前正在开发中，将在未来几个月陆续发布，敬请期待。

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- the responsible tourism development academy' will deliver excellence in tourism development and leadership in the following sectors.

全面覆盖的重点领域

“责任旅游发展学院”将聚焦以下领域，

在旅游发展与行业领导力方面打造卓越标准与实践典范：

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- cultural heritage tourism development

文化遗产旅游发展

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- culinary tourism development

美食旅游发展

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社区参与型旅游发展

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- rural tourism development
- of course we wish to work together with the world

rural tourism council on this.

乡村旅游发展

当然，在这一领域我们非常希望能与世界乡村旅游理事会（WRTC）携手合作

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- cultural heritage tour guiding

文化遗产类导游培训

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- small to medium and micro business development

中小微企业发展支持

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- leadership in business
- because it has to be about creating, developing, and managing a business for sustainable growth

商业领导力培训

因为我们的目标不仅是“创业”，

更是要学会可持续地打造、发展与管理一家成功的企业。

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- these are certificated programs and courses for all participants.
- we advocate that all our material be made available to world rural tourism council so we can work together by offer co-branded courses to local and international industry seeking to expand their programs to capitalise on FUTURE trends as I've outlined in this presentation.
- in this regard, we look forward to developing mutually beneficial programs that will support your expansion into new national and international markets

合作愿景与未来方向

所有课程和培训项目都将为参与者提供正式认证证书。

我们建议，将全部教学资源提供给世界乡村旅游理事会（WRTC），

以便双方合作推出联合品牌课程（Co-branded Courses），

面向那些希望把握未来趋势、拓展本地及国际业务的旅游从业者和机构。
基于这一合作愿景，我们期待与各位共同开发互利共赢的课程项目，
全力支持大家在国内外市场上的持续拓展与提升

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thank you

closing remarks

it just remains for me to wish you all a successful rest of the
meeting and I hope to meet with you all personally in the
near FUTURE.

感谢各位！

最后，祝愿本次会议圆满成功，
也真诚期待在不久的将来，能够与大家线下见面，深入交流。