

## 在 2025 年世界乡村旅游理事会二季度业务（学术） 互动会上的发言

尊敬的马西奥主席、各位副主席、秘书长、委员以及会员：  
大家好！

我是世界乡村旅游理事会中国大区秘书长兼世界乡村旅游（小镇）旅行商共赢联盟执行会长陶培红。非常荣幸能在此次互动会上和大家分享中国大区的工作规划，我从“三个体系”来汇报。

一是强化产品包装。中国大区各位会员的乡村旅游产品各具特色，我们会加强专业化包装以达到最好的效果，特别是从文化、体验、服务等多维度，为会员产品精心设计宣传文案与视觉形象，提升产品吸引力与市场竞争力，让产品以更好姿态走向市场，从而构建中国大区产品包装体系。

二是加大宣传推介。好产品需要好推介，我们会整合资源，利用网站、微信群、直播、各新兴媒体等渠道全方位多层次地传播信息，扩大会员产品的影响力，吸引更多游客，从而构建中国大区宣传推介体系。

三是搭建交流平台。为促进会员之间交流合作，我们将发挥桥梁作用，定期举办秘书长会议和业务互动会为大家提供沟通学习的平台。同时建立线上交流社区，方便各位秘书长及会员随时共享信息、探讨问题、洽谈合作，实现资源共享、优势互补，充分发挥世界乡村旅游（小镇）旅行商共赢联盟的作用，从而构建中国大区交流平台体系。

各位朋友，乡村旅游是一片充满希望与机遇的蓝海，让我们携手共进，充分发挥旅行商联盟的作用，在产品包装、宣传推介和会员交流等方面共同努力，为世界乡村旅游理事会中国大区的繁荣发展贡献我们的力量！谢谢大家！

Respected Chairman Márcio Favilla, Vice-Chairs, Secretaries-General and Fellow Members,

Good day!

I am Tao Peihong, Secretary-General of the China Region of the World Rural Tourism Council and Executive President of the World Rural Tourism (Town) Travel Alliance for Mutual Benefit. It is a great honor to share the work plan of the China Region at this interactive meeting. Today I will report to you through the lens of "Three Systems."

**First, Strengthening Product Packaging.** The rural tourism products offered by our members in the China Region are uniquely distinctive. We will enhance professional packaging to achieve optimal results, particularly by refining promotional content and visual branding across cultural, experiential, and service dimensions. This will elevate the appeal and market competitiveness of our products, ensuring they are presented to the market in their best form. Through these efforts, we aim to establish a comprehensive Product Packaging System for the China Region.

**Second, Expanding Promotion Efforts.** Excellent products require excellent promotion. We will consolidate resources and leverage websites, WeChat groups, live streaming, and emerging media platforms to disseminate information across multiple channels and levels. This will amplify the influence of our members' products, attract more tourists, and ultimately build a robust Promotion and Marketing System for the China Region.

**Third, Building a Communication Platform.** To foster collaboration and exchange among members, we will serve as a bridge by regularly organizing Secretary-General meetings and business interactive sessions to provide a platform for communication and learning. Additionally, we will establish an online community to enable Secretaries-General and members to share information, discuss challenges, and explore collaborations anytime, anywhere. This will facilitate resource sharing, complementarity of strengths, and fully harness the role of the World Rural Tourism (Town) Travel Alliance for Mutual Benefit, thereby constructing a Communication Platform System for the China Region.

Dear friends,

Rural tourism is a blue ocean brimming with hope and opportunities. Let us join hands, leverage the power of the Travel Alliance, and work together in product packaging, promotion, and member exchange to contribute to the prosperous development of the China Region of the World Rural Tourism Council!

Thank you!