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The Second International Rural Tourism Conference

Anji County, Huzhou, Zhejiang, China

July 16-18, 2017

Preliminary Programme

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| July 16, 2017 (Sunday) | Registration (Anji Spring Festival Scenery Town) |
| 18:00-19:30 | Welcome Buffet Dinner with Rural Music |
| July 17, 2017 (Monday) | Main Activity (Anji Spring Festival Scenery Town) |
| 09:00 – 09:40 | Opening Ceremony (Host: Leader from Zhejiang Tourism Administration) |
| | <ul style="list-style-type: none">➤ Mr. Xu Jing, Executive Secretary and Director, Regional Programme for Asia and the Pacific, World Tourism Organization (UNWTO) |
| Opening | <ul style="list-style-type: none">➤ Mr. Dale Lawrence, Chief Operating Officer of the Pacific Asia Travel Association (PATA) |
| Remarks | <ul style="list-style-type: none">➤ Mr. Janaka Sugathadasa, Secretary, Ministry of Tourism Development and Christian Religious Affairs, Sri Lanka➤ Leader of Huzhou City➤ Leader of Zhejiang Province |
| Plaque Awarding | “International Rural Life Demonstration Place” “PATA College” |
| 09:40 – 10:00 | Special |
| Release of | <ul style="list-style-type: none">➤ <i>UNWTO Report on International Rural Tourism Development</i> (by: Mr. Peter Semone, specially-invited expert of the World Tourism Organization (UNWTO) / chairman of the Pacific Asia Travel Association (PATA) Foundation) |
| Technical Reports | <ul style="list-style-type: none">➤ <i>Standard for Appraisal of International Rural Tourism Resorts</i> (by: Mr. Dale Lawrence, Chief Operating Officer of the Pacific Asia Travel Association (PATA) Foundation) |



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Association (PATA))

- Huzhou Declaration (Announced by: Leader of Huzhou City)
- *China Rural Tourism Development Monitoring Report and China Rural Tourism Poverty Alleviation Monitoring Report* (Written)

Inauguration of the Conference The leader from China National Tourism Administration inaugurates the Second International Rural Tourism Conference

10:00 – 11:30

Asia-Pacific Huzhou Summit

Theme: “Building Integrated Tourism Together: Sharing the Beautiful Life”

Host: CCTV Famous Host Bai Yansong

10:00 – 10:20

Keynote

- Mr. Shen Mingquan, Secretary , CPC Anji County Committee

Speech

- Mr. Xu Jing, Executive Secretary and Director, Regional Programme for Asia and the Pacific, World Tourism Organization (UNWTO) (“International Tourism Trends and Rural Tourism”)
- Dr. Ong Hong Peng, former Secretary General, Ministry of Tourism and Culture, Malaysia (“Maximizing Benefits of Integrated Rural Tourism: Beyond Malaysia and ASEAN”).

10:20 – 10:30

Coffee/Tea Break (Video on Huzhou Tourism)

10:30 – 11:30

Panel

- Madam Xu Fan, member of the Expert Committee of the World Tourism Organization (UNWTO)

Discussions

- Mr. Peter Semone, specially-invited expert of the World Tourism Organization (UNWTO) / Chairman , Pacific Asia Travel Association (PATA) Foundation
- Dr. Ong Hong Peng, former Secretary General, Ministry of Tourism



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and Culture, Malaysia

- Mr. Chris Bottrill, Vice President , Pacific Asia Travel Association (PATA)
- Mr. Dale Lawrence, Chief Operating Officer, Pacific Asia Travel Association (PATA)
- Mr. Omar Nawaz, Project Research Coordinator, Regional Programme for Asia and the Pacific, World Tourism Organization (UNWTO)
- Dr. Liu Feng, Chief Advisor of Beijing Davost Group
- Dr. Zheng Jianxiong, Honorary President, Association for Agro and Rural Tourism, Taiwan

11:30 Announcement of the closure of the summit.. Leaders and guests take group photos.

11:30 – 13:30 **Lunch**

13:30 – 16:00 **China Rural Tourism Industry Summit Meeting**

13:30 – 13:40 **Admission and sign-in**

13:40 – 13:55 **Address by the Leader**

- Address by the leader of Huzhou City
- Address by the leader of Beijing Davost Tourism & Cultural Creativity Co., Ltd.

13:55 – 14:55 **Keynote Speech (15 minutes/ person)**

- Theme: *How to Launch the All-to-one Tourism in the Countryside* (Planned)
Speaker: Chen Yao, former inspector of Hainan Tourism Committee
- Theme: *Yuanjia Village - Miracle of China Rural Tourism* (Planned)
Speaker: Guo Zhanwu, party branch secretary of Yuanjia Village, Liquan County, Shaanxi
- Theme: *Featured Town PPP Project Operation and Typical Case Analysis* (Planned)



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Speaker: Song Weiping, president of Bluetown Group

- Theme: *Countryside Complex – New Measure to Solve Three Rural Issues* (Planned)

Speaker: Zhang Cheng, CEO of Countryside & Orient

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| 14:55 – 15:05 | Coffee/Tea Break | |
| 15:05 – 15:40 | Conversation | ➤ Chen Yao, former inspector of Hainan Tourism Committee |
| | Theme: <i>Rural Tourism's Development and Influence Under the Background of All-for-one Tourism Development</i> | <ul style="list-style-type: none"> ➤ Guo Zhanwu, party branch secretary of Yuanjia Village, Liquan County, Shaanxi ➤ Song Weiping, president of Bluetown Group ➤ Zhang Cheng, CEO of Countryside & Orient |
| 15:40 – 16:00 | Award Presentation | <p>Award: Top 10 Most Popular Rural Guesthouses</p> <p>Assessed by: SMART Holiday Real Estate Committee</p> <p>Presented by: Wang Xu, secretary general of SMART Holiday Real Estate Committee, director of ZNA Associates and chairman of the Organizing Committee of the AIM International Design Competition</p> |
| 16:00 | The Meeting IS Over | Announcement of the closure of the summit. Distinguished guests and leaders take group photos. |
| 16:15 – 17:30 | The Second International Rural Tourism Union Annual Meeting & Seminar for <i>Huzhou Rural Tourism Regulations</i> | |
| | (Host: Mr. Peter Semone, specially-invited expert of the World Tourism Organization (UNWTO) / chairman of the Pacific Asia Travel Association (PATA) Foundation) | |
| 16:15 – 16:25 | Admission and sign-in | |



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| 16:25 – 16:40 | Address by the Leader | <ul style="list-style-type: none"> ➤ Address by the leader of Anji County ➤ Address by the leader of Huzhou City |
| 16:40 – 16:50 | Work Report | 2017 work thought reported by the executive president of the International Rural Tourism Union |
| 16:50 – 17:05 | Interpretation for the Regulations | Interpretation for <i>Huzhou Rural Tourism Regulations</i> (Exposure Draft) and <i>Standard for Appraisal of International Rural Tourism Resorts</i> by Gan Yongfu as the director of Huzhou Tourism Committee |
| 17:05 – 17:20 | Interaction | Interaction of distinguished guests attending the meeting |
| 17:20 – 17:30 | Speech by the Leader | Speech by the leader from Zhejiang Tourism Administration |
| 17:30 | | Announce that the annual meeting is over. Distinguished guests and leaders take group photos. |

July 18, 2017 (Tuesday) 2017 International Rural Tourism Traveling Salesmen Conference & Kicking-off Ceremony of “China Parent-child Tourism Festival”(Anji Town)

Option 1

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| 09:30 – 09:45 | Address by the Leader | <ul style="list-style-type: none"> ➤ Address by the leader of Anji County ➤ Address by the leader of Huzhou City |
| 09:45 – 10:00 | New Product Release | <ul style="list-style-type: none"> ➤ New products of Zhejiang Rural Tourism ➤ New products of Huzhou Rural Tourism (Lake Resort) ➤ Anji “Parent-child Tourism” products and preferential policies |
| 10:00 – 10:05 | | The leaders of both parties appear on the stage and sign a contract |
| 10:05 – 10:15 | | Speech by the leader from Zhejiang Tourism Administration |
| 10:15 – 17:00 | | Technical Tour -International Rural Tourism (Lake Resort) Selected Routes Observation Tour |

Option 2

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| 08:30 – 17:00 | Summit Activities in | China “Two Mountains” Rural Tourism Lecture (Ceremony for the First Publication of <i>An Introduction to Rural Tourism</i>, and Anji Model of Rural |
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| | Anji | Tourism) & Human Resource Training Class of the PATA College (Anji Lingfeng Tourist Resort) |
| 08:30– 08:40 | Inauguration | Zhejiang Rural Tourism Research Institute Practical Base China “Two Mountains” Rural Tourism Lecture and Education Base |
| 08:40 – 09:00 | | Ceremony for the First Publication |
| 09:00 – 17:00 | Training & Interaction | |
| 09:00 – 10:30 | | Dr. Liu Feng, chief advisor of Beijing Davost Group |
| 10:30 – 12:00 | | Mr. Chris Bottrill, vice president of the Pacific Asia Travel Association (PATA) |
| 14:00 – 15:30 | | Mr. Dale Lawrence, chief operating officer of the Pacific Asia Travel Association (PATA) |
| 15:30 – 17:00 | | Dr. Qiu Yongzhong, Taiwan Beautiful Countryside Development Association |

Related Events

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| July, 2017 | Wuxing Branch: Butterfly Yuanxiang Cultural Festival |
| | Venue: Butterfly Yuanxiang Town, Xisai Mountain Tourist Resort, Wuxing District |
| July, 2017 | Nanxun Branch: Silk Charm Nanxun Cultural Tourism Festival |
| | Venue: Nanxun District |
| | Main Content: Hand reeling and making, cheongsam show, China Famous-brand Cheongsam Nanxun Special Exhibition; experience of ancient town water tour routes, wedding ceremony and other water experience activities; Nanxun Characteristic Snack Sales Exhibition, mulberry picking, Nanxun Intangible Cultural Heritage Stunts Exhibition. |
| July, 2017 | Deqing Branch: Moganshan Leisure & Summer Resort Festival |
| | Venue: Moganshan Scenic Area and Moganshan Folk Town with the Characteristics of the Republic of China |
| June – August, 2017 | Changxing Branch: Tourism & People-benefiting Carnival |
| | Venue: Xianshanhu Scenic Area, Taihu Tuying Wetland Cultural Park, Lushan Lotus Expo Garden, Chengshangou Scenic Area, Shanbobo Four-season Magic Fruit Garden, etc. |
| July, 2017 | South Taihu Lake Branch: The 2nd Taihu Lake Self-driving Camping Festival |



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Venue: Huzhou Taihu Lake Tourist Resort