

浙江和安徽的两个村入选世界旅游组织首批“世界最佳旅游乡村”名单

12月2日,正在西班牙首都马德里举行的联合国世界旅游组织第24届大会(the 24th General Assembly of the World Tourism Organization)公布了首批“世界最佳旅游乡村”名单,中国浙江省安吉县的余村和安徽省黟县的西递村入选。

The "Best Tourism Villages" initiative aims to promote the role of tourism in protecting rural villages, along with their landscapes, natural and cultural diversity, local values and activities.

“世界最佳旅游乡村”评选倡议旨在促进旅游业在保护乡村自然资源、景观和文化多样性,以及当地价值观念和特色活动等方面发挥作用。

2021年首批联合国世界旅游组织“世界最佳旅游乡村”评选工作于5月开始,全球174个村庄参加这次评选。

The villages were evaluated by an independent Advisory Board based on a set of criteria, including cultural and natural

resources, promotion and conservation of cultural resources,
and economic and social sustainability.

参选的村庄由一个独立的评委会按照一系列标准进行评价，指标包括文化和自然资源，文化资源的推广和保护以及经济和社会发展的可持续性。

最终，来自 32 个国家的 44 个村庄入选“世界最佳旅游乡村”名单。

浙江省安吉县余村



浙江省安吉县天荒坪镇余村

The village of Yucun is often referred to as the "beautiful town" as its environmentally conscious local authorities treasure the area's clear waters and green mountains to benefit the locals. 余村通常被称为“美丽小镇”，当地政府重视环保，对当地的绿水青山的保护也造福了百姓。

Back in the 1980s and 1990s, the village based its economy on the area's high-quality mineral resources and became the "richest" community in Anji -- but it also paid a high price for pollution.

上世纪 8、90 年代，余村的经济发展主要依托当地的高质量矿物资源，成为安吉县最富乡村，但同时当地也因污染付出了高昂的代价。

In recent years, Yucun has made great efforts to improve its environment and by now it has become a popular tourist destination. In 2017, it welcomed 400,000 domestic and international visitors and was awarded the title of National Ecological Cultural Village.

近几年，余村大力改善环境，如今已成为热门旅游景点。2017 年，余村共接待国内外游客 40 万人次，并被授予“全国生态文化村”称号。

安徽省黟县西递村



安徽省黟县西递村

Xidi is located just 40 km from the Huangshan (Yellow Mountain) tourist attraction. The history of the village dates back around 1,000 years. It is surrounded by mountains and known for its unique, elegant black tile roof wooden houses and decorative gate towers.

西递村距离黄山只有 40 公里，有 1000 多年的历史。那里群山环绕，以其独特精巧的青瓦、木屋及装饰性门楼（即徽派建筑）为人熟知。

Xidi ranks among China's ten most important historic and cultural settlements. It became a UNESCO (United Nations Educational, Scientific and Cultural Organization) World Heritage Site in 2000 and was named a national 5A-class scenic spot in 2011.

西递村位列中国十大历史文化名村，2000 年被联合国教科文组织列入世界文化遗产名录，2011 年被正式授予“国家 5A 级旅游景区”称号。

【相关词汇】

生态文明 ecological civilization

非物质文化遗产保护 protection of intangible cultural heritage

文化多样性 cultural diversity

国家级非物质文化遗产继承人 inheritor of national intangible cultural heritage

文化资源整合 integration of cultural resources