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An Easy
English-Chinese Reading
of Zhejiang Tourism Culture



浙江旅游文化
英汉普及读本

主 编 郭兰英 李元江 张 园
副主编 张丽萍 蔡立予 阮 箐
主 审 阮 敏 应卓禾



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前言

浙江不仅是一个经济发展迅猛、综合实力突出的省份，同时也是一个风景如画、历史悠久、文人辈出、物产丰富的旅游大省，吸引着越来越多的海外游客前来游览。省会杭州继续保持各项指标均居全省第一的地位，与此同时，宁波、嘉兴等其他省市也正在异军突起，成为海外游客日益青睐的旅游目的地。庞大的入境旅游市场和海外客源，迫切呼唤着一本通俗易懂、精简实用的英汉口译指导读本，系统地梳理、编撰、传播和普及浙江旅游文化知识，切实指导和进一步规范涉外导游服务。然而目前浙江旅游文化类的出版物中，虽然对浙江全省的旅游文化资源有所介绍，但基本都用中文写成，缺少英文对照，不利于海外游客自行了解浙江旅游文化，也不利于涉外人员用英语准确传播浙江的旅游文化；虽然有一些用英文编撰的旅游介绍，但往往只侧重于杭州地区，而很少涵盖浙江省的其他地市，无法满足浙江省其他地区快速发展的涉外旅游对指导用书的需求；目前已有的英文旅游指导用书中，基本侧重于介绍杭州市的经典传统旅游资源，而很少对新兴风景名胜区块和旅游节庆活动进行及时更新和介绍，不利于从业人员和普通大众了解浙江旅游发展的最新动态，也不利于这些资源的对外传播；目前市场上关于浙江旅游的书籍基本以单一语言为主，缺乏以中英对照的翻译形式编撰的书籍，这给非专业人士和英语水平欠佳的读者造成了一定的阅读障碍，不利于知识的理解、吸收和传播；已有的英文版旅游书籍，往往篇幅较长、专业性强、难度较高，更适合于海外游客阅读，而对那些希望通过阅读进行正式或非正式的涉外导游或普通中国读者来说，有一定的难度。

针对入境旅游市场蓬勃发展和大众化指导用书较为匮乏之间的矛盾，本书采



用中英对照的口译方式进行编撰,言简意赅地介绍浙江省各地区的重要旅游景点、文化历史、民俗风情、特色产品和节庆活动等,试图为涉外导游提供借鉴,从而推动浙江旅游的对外传播,和浙江旅游品牌的对外推广,促进浙江旅游经济强省目标的早日实现。

本书以杭州旅游资源的介绍为核心,兼顾宁波、温州、嘉兴、湖州、绍兴、金华、丽水、台州、衢州、舟山等浙江其他十个地市重点旅游资源的介绍。每个城市的介绍都包含旅游景点、文化场所、文化典故、特色食品、特色产品、民间习俗和节庆活动等七大方面,侧重最具代表性的经典旅游资源,兼顾新兴旅游区块和节庆活动。本书在内容上选择贴近百姓日常生活的旅游文化常识,在编撰方式上中英对照、图文并茂、通俗易懂,力图成为一本既适合于涉外行业业内人士和大专院校师生提高业务水平,也适用于普通百姓增进对浙江旅游文化资源的进一步了解的通俗读本。本书旨在深入挖掘浙江旅游文化资源,普及浙江历史文化常识,以便业内人士和普通大众用优美精炼的中文、准确地道的英文向海外游客介绍浙江旅游资源,从而形成建立和优化浙江形象、推广和提升浙江旅游品牌的公众力量。

对浙江省政府而言,本书有利于传播和普及人文社科知识;有利于培养对浙江文化的认同感、自豪感和归属感,从而促进和谐社会的建设;有利于对外传播浙江的旅游文化、人文历史等资源,扩大浙江在国际舞台上的影响力,打响有浙江特色的旅游品牌;有利于切实贯彻省委“创业富民、创新强省”的发展总战略,从而推动浙江打造旅游经济强省战略目标的早日实现。

对浙江省普通民众而言,本书坚持“三贴近”原则,通俗易懂、贴近生活、实用性强,有利于普通民众了解浙江旅游文化知识,有利于培养和提高普通民众用英文对外宣传浙江旅游资源的能力。

对浙江大专院校相关专业师生而言,本书适用于浙江省大专院校中英语、导游、旅游管理、对外汉语、营销等专业的师生,并可作为涉外导游或口译课程的辅助读物和练习用书,有利于学生们拓展浙江旅游人文知识,熟悉这些知识的双

语表达，为今后的涉外工作打下坚实基础。

对浙江省涉外行业的从业人员而言，本书有利于旅游及涉外行业从业人员增强自身文化底蕴，提高涉外工作的业务水平，有利于这些人员积极主动、精炼明了地传播和推广浙江旅游文化知识。

对其他省市而言，本书是一次在双语旅游实用读本编撰上的大胆尝试，更是在旅游资源推广、本土文化传播、地方形象提升方面的探索，其经验及教训将对其他省市在这方面的努力产生一定的借鉴作用。

本书特点：

- (1) 覆盖面广，知识性强：本书涵盖浙江全省范围内杭州、宁波、温州、嘉兴、湖州、绍兴、金华、丽水、台州、衢州、舟山等十一个地市的重点旅游资源介绍，其中涉及：旅游景点、历史古迹、文化名人、民间习俗、节庆活动、特色产品等方面的介绍。
- (2) 内容新颖，时代性强：本书不仅包括经典风景名胜区的介绍，还容纳了浙江范围内新增景点、新兴景区、新创节庆活动等的介绍，紧跟时代步伐，缩小新亮点的呈现与专业介绍的到位之间的时间差。
- (3) 口译模式，精炼实用：本书以汉英对照的口译模式编撰，并在保持英文译文准确地道的基础上，力求语言的精炼明了，从而有利于业内人士和相关专业师生在较短时间内，以较高的效率掌握浙江旅游资源的基本口译方法，同时更方便普通民众和非专业人士阅读使用。
- (4) 图文并茂，通俗易懂：本书配有大量精美图片，方便读者对所述内容产生更直观的感受。一定量的图片还能起到缓解阅读压力，保持和激发阅读兴趣的重要作用。

主要内容：

第一部分为浙江省旅游概况的汉英口译介绍，包括浙江省简介及浙江省旅游资源简介两大部分。

第二部分为杭州市旅游资源的汉英口译介绍，包括旅游景区、文化场所、文



化典故、民间美食、特色产品、传统习俗、旅游节庆活动的介绍。

第三部分为宁波市旅游资源的汉英口译介绍，包括旅游景区、文化场所、文化典故、民间美食、特色产品、传统习俗、旅游节庆活动的介绍。

第四部分为温州市旅游资源的汉英口译介绍，包括旅游景区、文化场所、民间美食、特色产品、传统习俗、旅游节庆活动的介绍。

第五部分为绍兴市旅游资源的汉英口译介绍，包括旅游景区、文化场所、文化典故、民间美食、特色产品、传统习俗、旅游节庆活动的介绍。

第六部分为嘉兴市旅游资源的汉英口译介绍，包括旅游景区、文化场所、文化典故、民间美食、特色产品、传统习俗、旅游节庆活动的介绍。

第七部分为金华市旅游资源的汉英口译介绍，包括旅游景区、文化场所、民间美食、特色产品、传统习俗、旅游节庆活动的介绍。

第八部分为浙江省其他地市旅游概况的汉英口译介绍，包括湖州、衢州、舟山、台州、丽水的城市简介、旅游资源简介、旅游景区介绍、民间美食及特色产品介绍、传统习俗及旅游节庆活动的介绍等。

特别说明：

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郭兰英

2011年8月于杭州下沙



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浙江省旅游概况

A Brief Introduction of Zhejiang Tourism



1.1 浙江省简介 Zhejiang in Brief



地理概况 Geographical Location

浙江省地处中国东南沿海长江三角洲南翼，东临东海，南接福建，西与江西、安徽相连，北与上海、江苏接壤。境内最大的河流钱塘江，因江流曲折，称之江，又称浙江，省以江名，简称“浙”，省会杭州。

Zhejiang is located in the southern part of the Yangtze River Delta on the southeast coast of China. It faces the East China Sea on the east and neighbors Fujian on the south. With an extensive hinterland in the rear, it shares borders with Jiangxi and Anhui on the west and Shanghai, the country's largest city, and Jiangsu on the north. The largest river in Zhejiang is Qiantang River. Zhejiang is named by its winding stretch of water, so it's called "Zhe" for short, and its capital city is Hangzhou.



浙江省东西和南北的直线距离均为 450 千米左右，陆域面积 10.18 万平方千米，为全国的 1.06%，是中国面积最小的省份之一。

The straight-line distance of east-west and north-south in Zhejiang Province are both about 450 km, and its land area is 101,800 km², which is 1.06% of the whole area of the country. It's one of the smallest provinces in China.



浙江地形复杂,山地和丘陵占 70.4%,平原和盆地占 23.2%,河流和湖泊占 6.4%,耕地面积仅 208.17 万公顷,故有“七山一水两分田”之说。地势由西南向东北倾斜,大致可分为浙北平原、浙西丘陵、浙东丘陵、中部金衢盆地、浙南山地、东南沿海平原及滨海岛屿等六个地形区。

The terrain of Zhejiang is very varying, in which mountains and hills account for 70.4%, plains and basins 23.2%, rivers and lakes 6.4%, and the land area is only 2,081,700 hectares. So there is a saying that “70% mountains, 10% water and 20% fields in Zhejiang”. Terrain is tilted from southwest to northeast, which can be broadly divided into six terrain districts, named north of Zhejiang plain, west of Zhejiang hill, east of Zhejiang hill, center of Zhejiang basin, south of Zhejiang mountain, south-east coastal plain and the coastal islands.

浙江因其美丽的风景而闻名。它拥有著名的山脉,如雁荡山、雪窦山、天目山、天台山和仙都山,以及著名的湖泊,如杭州西湖、绍兴东湖、嘉兴南湖、宁波东钱湖和海盐南北湖。位于杭州淳安县的千岛湖是我国最大的人工湖。省内主要河流包括钱塘江、甬江和楠溪江。京杭大运河贯穿该省的北部,在杭州融入钱塘江。

Zhejiang is renowned for its picturesque landscapes. It boasts well-known mountains such as Yandang Mountain, Xuedou Mountain, Tianmu Mountain, Tiantai Mountain and Xiandu Mountain, and famous lakes such as the West Lake in Hangzhou, the East Lake in Shaoxing, the South Lake in Jiaxing, the Dongqian Lake in Ningbo and the North-South Lake in Haiyan. The Thousand Islet Lake in Chun'an County of Hangzhou is the largest man-made lake in the country. Major rivers in the province include the Qiantang River, the Ou River, and the Nanxi River. The Beijing-Hangzhou Grand Canal runs through the northern part of the province, and merges into the Qiantang River in Hangzhou.



浙江气候 Climate

浙江属典型的亚热带季风气候,四季分明,日照充足。浙江一直被称为“鱼米之乡、丝绸故乡、游客天堂和有着丰富文化遗产的地方”。它的年平均气温为 15.3—17.9℃,一年中的无霜期有 230—270 天,年平均降水量 1000 至 1900 毫米。浙江有众多的河流,年平均地表水径流量超过 90 亿立方米。

Under sub-tropical and monsoon climates, Zhejiang has four distinct seasons and plentiful sunshine. Zhejiang has long been known as “a region of fish and rice, the home of silk, a paradise for tourists and a land of rich cultural heritage”. It has an average annual temperature of 15.3—17.9℃, 230—270 frost-free days and an average annual rainfall of 1,000—1,900 mm. It has numerous rivers with an average annual surface water runoff of over 9 billion cubic meters.



行政区划 Administrative Jurisdictions

浙江省共有杭州、宁波、温州、嘉兴、湖州、绍兴、金华、衢州、舟山、台州和丽水 11 个地级市,其中有 36 个县,22 个县级市和 32 个市辖区市。杭州是省会城市,宁波是一

个单独的规划城市。

There are 11 cities under the direct jurisdiction of Zhejiang provincial government, including Hangzhou, Ningbo, Wenzhou, Jiaxing, Huzhou, Shaoxing, Jinhua, Quzhou, Zhoushan, Taizhou and Lishui, under which there are 36 counties, 22 town-level cities and 32 county-level districts. The provincial capital city is Hangzhou. Ningbo is a separate planning city in terms of economic development.



土地面积和人口 Land Area and Population

浙江省土地总面积为 10.18 万平方千米，其中丘陵山地就占全省土地总面积的 70.4%。平原、盆地占 23.2%，而剩下的 6.4% 是河流和湖泊。在浙江岛屿有 3061 座，总面积达 1670 平方千米。浙江是中国岛屿最多的省份，其中舟山群岛是最大的岛屿。

The province covers a total land area of 101,800 km². Hills and mountains account for 70.4% of the total area in the province. Plains and basins make up 23.2% while the rest 6.4% is water area composed of rivers and lakes. The number of islands in Zhejiang amounts to 3,061 with a total area of 1,670 km². It is a province with the most islands in China, among which Zhoushan Archipelago is the largest.

浙江还拥有海岸线延伸 6486 千米的海岸线和总面积达 22 万平方千米海洋区域。此外，该省有 60 多个大小不一的天然港口，构成了一个港口群，其中宁波港、温州港、舟山港、嘉兴港、台州港是最重要的。根据浙江省 2010 年第六次全国人口普查的主要数据公报，全省常住人口达到 5442 万人，与 2000 年第五次全国人口普查相比，十年增长 16.37%。

Zhejiang also boasts a coastline extending 6,486 km and a total ocean area of 220,000 km². In addition, the province has a large number of bays with over 60 natural ports of different sizes, constituting a port-cluster among which Ningbo Port, Wenzhou Port, Zhoushan Port, Jiaxing Port and Taizhou Port are the most important. According to the Zhejiang 2010 Sixth National population census data Gazette, the permanent population of Zhejiang Province reached 54.42 million, an increase of 16.37% compared with the data in the 2000 Fifth National population census.



自然资源 Natural Resources

浙江省平均水资源总量达 990 亿立方米，单位面积资源量在中国排名第四。

Zhejiang has 99 billion m³ of water resources in total, ranking the fourth in China per unit area.

浙江林业占全省总面积的 59.4%，有着丰富的经济森林和竹林。茶叶、桑树和柑橘是该省有名的地方特产。象山核桃和香榧这些坚果的产量占全国坚果总产量的 70%。该省也是乌桕树、厚朴和山茱萸的产出地。此外，竹子的产量也在全国名列前茅。

Forestry covers 59.4% of the province's total area with rich resources of economic forests



and bamboo groves. Famous local special products include tea, mulberries, oranges and tangerines. The output of nuts like hickory and Chinese torreyia accounts for more than 70% of that of the country. The province is also a major producer of Chinese tallow trees, *Magnolia officinalis* and *Fructus Corni*. In addition, the output of bamboo is in the front ranks in the country.

浙江数目繁多的植被为其赢得了“中国东南部植物宝库”的美誉。该省有超过 50 种野生植物，如被称为“活化石”的银杏就是国家珍惜保护植物。此外，在浙江有 1900 种野生动物，其中超过 120 种是国家保护动物，占国家保护野生动物总数的三分之一。

Zhejiang has varied vegetation, winning the reputation of “a treasure house of plants in southeast China”. More than fifty species of wild plants such as ginkgo, commonly referred to as a “living fossil”, are listed in the Directory of Rare Plants under State Protection. Besides, in Zhejiang there are 1,900 species of wild animals, among which over 120 are under the state protection, making up one-third of those in the Directory of Wild Animals under State Protection.

该省还含有丰富的非金属矿产，其中有 12 种的储量在全国位居前三位。石煤、明矾石、叶蜡石和凝灰岩（用于水泥或建筑）的储量在中国排名第一，萤石储量排名第二。此外，大陆架丰富的矿藏石油和天然气正有待开发。

The province is also rich in non-metallic mineral reserves with 12 of them taking the first three places in the country. Its reserves of stone coal, alunite, pyrophyllite, and tuff (used in cement or construction) rank the first in China and the reserves of fluorite rank the second. In addition, rich deposits of oil and natural gas in the continental shelf are awaiting exploitation.

该省还拥有丰富的渔业资源。舟山群岛是中国最大的海洋渔业基地。

The province is also abundant in fishery resources. Zhoushan Archipelago is the largest base for marine fishery in China.



历史文化 History and Culture

浙江拥有丰富的文化遗产。可追溯到 7000 年前的河姆渡文化是中华文明的摇篮，河姆渡是世界上水稻种植的发源地。4200—5300 年前位于太湖和钱塘江附近的良渚文化是另一璀璨的中华文明。丝绸和玉石雕刻的发明是良渚人对人类的最重要贡献。

Zhejiang is blessed with rich cultural heritage. Hemudu Culture, which dates back seven thousand years ago, is one of the cradles of Chinese civilization. Hemudu was the world's origin of paddy rice cultivation. Liangzhu Culture of 4,200—5,300 years' history, situated near the Taihu Lake and the Qiantang River, was another major peak of proto-Chinese civilization. The inventions of silk and jade carving were Liangzhu man's most important contributions to mankind.



传说大禹曾冒着风雨去治理洪水。他去世后，他的遗体被安葬在绍兴。清代以来，大禹的陵墓和庙宇已成为一种人们崇拜的庇护人和传奇英雄。

In remote antiquity the legendary Emperor Yu braved wind and rain and tamed the flooding rivers. After his death, his remains were buried in Shaoxing. Since Qing Dynasty, the mausoleum and temple of Emperor Yu have become a popular sanctuary for people to worship the legendary hero.

佛教在浙江也享有极高的声誉。在公元 4 世纪，新昌大佛寺、宁波天童寺、天台国清寺和杭州灵隐寺都是非常有名的。国庆寺后来成为坦达格鲁派的发祥地，天童寺成为日本佛教格鲁派的发祥地。即使是在一千多年之后的今天，他们仍然是佛教文化的杰出代表。

In terms of Buddhism, Zhejiang also enjoys high reputation. During the fourth century, Dafo Temple in Xinchang, Tiantong Temple in Ningbo, Guoqing Temple in Tiantai, and Lingyin Temple in Hangzhou were very famous. Guoqing Temple later became the cradle of the Tendai Sect, and Tiantong Temple the cradle of the Soto-shu Sect of Japanese Buddhism. Today, more than one millennium later, they remain outstanding representatives of Buddhism culture.

中国是瓷器的故乡。浙江是青瓷（半透明、带有淡绿色釉的瓷器）的发源地。在 11 和 12 世纪，五大主要瓷窑中，有两个是在浙江。正是这些著名的瓷窑推进我国陶瓷行业达到顶峰，使瓷器或成为实用的器皿，或成为艺术作品。它是古老的中华文明的一个主要标志。

China is the home of chinaware. Zhejiang is the origin of celadon (chinaware with a translucent, pale green glaze). During the 11th and 12th centuries, among five major porcelain-making kilns, two—the Longquan Kiln and Guan Kiln (the imperial kiln)—were in Zhejiang. It is these famous kilns that propelled the Chinese porcelain-making industry to its pinnacle, making porcelain both practical utensils and works of art, and a major hallmark of ancient Chinese civilization.

浙江的丝绸、茶叶和造纸也很发达，它们赋予浙江的丰富文化以独特的东方韵味。这里山明水秀，人才辈出。浙江历史上出现的伟人使得浙江这片土地更加享有盛誉。该省的教育、科技，以及文化和艺术在中国一直名列前茅。浙江省的中国文学、戏剧、绘画、书法和工艺品也极富影响力。浙江有杭州、宁波、绍兴、衢州、临海和金华 6 个国家级历史文化名城。其省会杭州是七朝古都，是一个著名的旅游城市。

Silk, tea and paper-making, too, were so well developed that they endowed the land of Zhejiang with a rich cultural ambience and unique oriental aesthetic flavor. It is also a land of sparkling waters and graceful hills, where talents gather. Great men of past times have filled Zhejiang's history with their deeds, and its land with their renown. The province has always been in the front ranks in education, science and technology, culture and art. It has been a major influence in Chinese literature, theatre, painting, calligraphy, arts and crafts. There are six famous historical and cultural cities at national level in Zhejiang, which are Hangzhou, Ningbo, Shaoxing, Quzhou, Linhai and Jinhua. Hangzhou, the capital city, is one of the seven ancient capital cities in

China, and also a famous tourist city.

由于她悠久的历史、灿烂的文化、独特良好的自然环境，浙江不愧拥有“鱼米之乡、丝绸故乡、游客天堂和有着丰富文化遗产的土地”这些美誉。

Thanks to her long history, splendid culture and uniquely favorable natural environment, Zhejiang is worthy of compliments such as “a region of fish and rice, the home of silk, a paradise for tourists and a land of rich cultural heritage”, which have been lavished upon her since ancient times.



文化艺术 Culture and Arts

越剧是中国戏剧的一个主要流派，在 20 世纪初诞生于嵊县（现嵊州市）。它旋律优美、情节抒怀。流行剧目有《梁山伯与祝英台》（被称为中国的《罗密欧与朱丽叶》）、《红楼梦》、《祥林嫂》、《西厢记》、《五女拜寿》、《陆游与唐婉》（诗人陆游和其表妹唐婉的爱情故事）。浙江是古代南戏的发祥地，有着优良的戏剧传统。此外，浙江还有许多其他类型的地方戏曲，如吴剧、绍剧、瓯剧、甬剧、姚剧和湖剧。

As one of the major genres of Chinese operas, Yue Opera came into being in Shengxian County (now Shengzhou City) in the early 20th century. It is characterized by the beautiful melody and lyrical plot. Popular plays include *Butterflies in Lovers* (known as the Chinese *Romeo and Juliet*), *Dream of the Red Mansion*, *Aunt Xianglin*, *Romance of the Western Chamber*, *Celebrating Mother's Birthday*, *Love Story of Lu You and Tang Wan* (Love between Poet Lu You and His Cousin Tang Wan). With a fine tradition of dramas, Zhejiang is also the birthplace of the ancient South Opera. In addition, there are many other kinds of local operas such as Wu Opera, Shaoxing Opera, Ou Opera, Yong Opera, Yao Opera and Hu Opera.

在浙江，各具风格的绘画和书法流派在中国绘画和书法历史上都占据着重要的地位。公元 12 世纪时，浙江是我国的美术中心。自 19 世纪以来浙江各绘画流派在历史上取得了辉煌成就，而且对中国绘画和书法的发展起到了非常重要的作用。浙江历史上杰出的画家和书法家包括王羲之（321—379 或 303—361 年）、任伯年（1840—1896 年）和吴昌硕（1844—1927 年）等。浙江现当代有名的画家和书法家有黄宾虹（1865—1955 年）、潘天寿（1897—1971 年）等。

In Zhejiang, different schools of painting and calligraphy with varied styles and features hold a significant position in the history of Chinese painting and calligraphy. In the 12th century, Zhejiang was the center of fine arts in the country. Since the 19th century schools of painting in Zhejiang have made splendid achievements and exercised a great influence over the development of Chinese painting and calligraphy. In history, distinguished painters and calligraphers in Zhejiang included Wang Xizhi (321—379 or 303—361), Ren Bonian (1840—1896) and Wu Changshuo (1844—1927) and so on. Contemporary and modern times have seen famous painters and calligraphers like Huang Binhong (1865—1955), Pan Tianshou (1897—1971) and so on.