

走进亚运  
体验杭州

(中英双语)

*Enjoy Asian Games Explore Hosting City*  
(Bilingual in Chinese and English)



◎叶依群 潘 飞 石教旺 / 编著



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Wang Kang's Vision - Beyond Beijing City  
(Thoughts on Reform and Politics)



王康文集 卷五 杂著·演讲

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## 叶依群

获英语语言文学专业学士学位、比较教育专业硕士学位。现为浙江科技学院外国语学院教授。在国内外刊物上发表论文 30 余篇，出版专著 2 部，主编翻译教材 2 部、听力教材 1 部。研究方向：英语教学、应用翻译、比较教育。

## 潘 飞

获英语语言文学专业学士学位、英语语言文学专业硕士学位。现为浙江科技学院外国语学院副教授、硕士生导师。在国内外刊物上发表论文 20 余篇，参编教材 2 部。研究方向：英语教学、英美文学、英语翻译。

## 石教旺

获英语语言文学专业学士学位、课程与教学论（英语教育学）专业硕士学位。现为浙江科技学院外国语学院讲师。发表论文 8 篇，参编教材 1 部。研究方向：跨文化交际、英语翻译、英语教学。

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# 序

## *Preface*

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2015年11月,在土耳其安塔利亚,习近平主席说:“杭州是历史文化名城,也是创新活力之城,相信2016年峰会将给大家呈现一种历史和现实交汇的独特韵味。”<sup>①</sup>2016年,G20峰会的成功举办,展现了杭州的文化和杭州的韵味,提升了杭州的国际知名度和美誉度,让世界认识了杭州。后G20时代,杭州的国际化步伐加快,推介力度进一步加强。2023年9月,第19届亚运会将在杭州举行,世界的目光将聚焦杭州,这是亚洲规模最大的综合性运动会。亚运会对杭州来说是一个新的机遇,能够让亚洲、让世界更加了解杭州、了解浙江。亚运会不仅是一次大型的体育盛会,也是杭州向世界展示其地域、文化、经济,提振杭州国际知名度乃至中国风范的极佳机会。基于上述思考,我们编写了《走进亚运 体验杭州》(中英双语)。借此盛会,本书将起到两个方面的作用:一方面,可以宣传“中国风范、浙江特色、杭州韵味”,推介主办城市杭州,助力杭州城市形象宣传,让世界了解杭州、认识杭州、喜爱杭州。另一方面,在亚运会举办期间,众多外籍人士将来杭州参加或观赏赛事,语言交流方面的障碍及相关文化背景知识的缺乏等因素势必影响他们对杭州的体验和感受,本书可以为外籍人士读懂杭州提供便捷途径。提升杭州的国际化水平,重视外籍人士的诉求,提高他们对

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<sup>①</sup>转引自:乔雪峰,夏晓伦.打造创新活力之省[EB/OL].(2015-12-15)[2023-02-04].<http://it.people.com.cn/n1/2015/1215/c1009-27932644.html>.

杭州的满意度，也是亚运会宣传工作的重要组成部分。

“Hangzhou is not only a city known for its long history and splendid culture, but also a city of innovation and vitality. We believe the G20 Summit 2016 will present to you a unique charm into which history and reality blend.” said Chinese President Xi Jinping in Antalya, Turkey, in November 2015. The success of this summit in 2016 helps to acquaint the world with the host city of Hangzhou, shows its culture and charm, enhances its international visibility and reputation. In the post-G20 era, Hangzhou has accelerated its internationalization and further strengthened its promotion. In September 2023, the 19th Asian Games, the largest comprehensive games of Asia, will be held in Hangzhou, on which the world will focus, and will know more about this city as well as Zhejiang Province. The Asian Games is not only a grand sports event, but also a great opportunity for Hangzhou to demonstrate to the world its region, culture and economy, and to boost its international popularity. Therefore, the guidebook *Enjoy Asian Games Explore Hosting City (Bilingual in Chinese and English)* has been compiled. The book will serve two purposes: On the one hand, by virtue of this grand event, this guidebook aims to promote “Chinese style, Zhejiang characteristics, Hangzhou charm”, and raise the international profile of the host city so as to help the world learn about it and fall in love with it; on the other hand, it is considerate to provide English introduction to Hangzhou for the foreigners to understand the host city better, because the barrier of language and the lack of relevant background knowledge will inevitably affect their experience in Hangzhou during the Games. And helping to make Hangzhou more internationalized, catering to the demands of foreign visitors and improving their satisfaction with Hangzhou are important parts of the publicity of this grand event.

《走进亚运 体验杭州》(中英双语)共9章,聚焦杭州的历史、名人、风土人情、文化遗产、风景名胜和创新发展等,用中英双语呈现最值得向世界推荐的杭州。本书首先介绍杭州的概况,然后分章节阐述杭州作为“历

史文化之城”“旅游之城”“美食之城”“购物之城”“运动休闲之城”“创新活力之城”“温暖之城”的历史与现实。例如，在“杭州概况”中，“杭州印象”一节围绕古今中外历代名人所描绘的自己心目中的杭州展开叙述，如唐朝白居易的“江南忆，最忆是杭州”，元朝意大利旅行家马可·波罗盛赞杭州是“世界上最美丽华贵之天城”，等等。“历史文化之城”选编“名人故居”一节，在众多资料中选取具有代表性的几位名人，充分说明杭州一直是文人墨客喜欢居住的地方。“旅游之城”按几大旅游景区布局，其中西湖名胜风景区、京杭大运河、良渚古城遗址已被联合国教科文组织正式列入世界遗产名录，彰显了杭州的旅游品质。“民间美食与历史故事”一节讲述美食背后的典故，有助于了解杭州的历史。“购物之城”中，杭州的传统百货与现代购物中心并存。“运动休闲之城”从杭州举办过的各级体育盛会细数到国际博览会，彰显杭州的开放程度。“创新活力之城”推介阿里巴巴等杭州著名企业及创意小镇，展示杭州蓬勃的活力。“温暖之城”描绘了杭州的公共自行车和斑马线前礼让行人等城市的另一道风景。杭州的韵味，不仅在于其 5000 多年的建城史和源远流长的历史文脉、最美的湖山和作为“人间天堂”的深厚底蕴，也在于不断会聚而来的高层次人才挥洒着的创新活力，在于无数温暖的城市细节，在于其自然、人文、历史之美和中国最强劲的经济脉搏与现代精神。杭州，是人们神往的心灵栖息地。

This bilingual book consists of nine chapters, focusing on Hangzhou's history, celebrities, local customs, cultural heritage, scenic spots and innovative development, presenting in both Chinese and English the worthiest of recommending of this city to the world. First, it introduces the overview of Hangzhou, and then elaborates on its history, culture, tourism, food, shopping, sports and leisure, innovation and vitality, and warmth as well. For example, the section of "Hangzhou Impression" in Chapter One focuses on how celebrities in ancient and modern times describe Hangzhou in their minds, such as Bai Juyi in the Tang Dynasty wrote "the memory of Jiangnan is Hangzhou"; Marco Polo, the famous Italian traveler in the Yuan Dynasty, praised Hangzhou as "the most beautiful and magnificent city in the world"; and so on. In Chapter

Two, City of History and Culture, the section titled “Former Residences of Celebrities” introduces several representative figures from many candidates, fully demonstrating that Hangzhou has always been the habitat loved by literati and personages. Chapter Three, City of Tourism, is about several scenic zones, among which West Lake Scenic Area, Beijing-Hangzhou Grand Canal and Archaeological Ruins of Liangzhu City have been admitted to the World Heritage List by UNESCO, highlighting the quality of tourism in Hangzhou. “Folk Cuisine and Their Historical Stories” in Chapter Four tells the allusions behind the local cuisine, helping to understand the history of Hangzhou. Chapter Five, Paradise for Shopping, introduces traditional department stores along with modern shopping malls. Chapter Six, City of Sports and Leisure, mentions the national and international sports events and expos held in Hangzhou, showing the openness of this city. Chapter Seven, City of Innovation and Vitality, showcases the vitality of Hangzhou with the examples of Alibaba and other famous enterprises as well as creative towns. Chapter Eight, City of Warmth, introduces the public bicycle service and the priority of pedestrians at zebra crossings practised in Hangzhou. The charm of Hangzhou lies not only in its over 5,000 years’ history, in its most beautiful landscapes, in the profound heritage of “Paradise on Earth”; it also lies in the innovation and vitality from the continuous influx of high-level talents, in the numerous warm details, in the blending of its picturesque nature, splendid culture and glorious history, as well as in its booming economy and modern spirit. In a word, Hangzhou is the spiritual habitat desired by many people.

在 2023 年亚运会背景下,《走进亚运 体验杭州》(中英双语)一书涵盖杭州自然、历史、文化、经济和社会,将对杭州特色韵味和现代活力的推介与亚运会盛事的宣传融为一体,符合杭州亚运会“心心相融, @ 未来”的主题口号,使外籍人士在享受杭州亚运会盛事的同时,更好地感受杭州韵味。此次亚运会也是杭州提升知名度,走向世界的又一契机。本书在编写过程中,首先体现其信息功能——不仅介绍杭州悠久的历史、文化、

自然和人文景观，还展现新时代杭州充满活力的形象；其次体现其向导功能，为设定的目标人群提供所需服务；最后体现其宣传功能，通过阅读传播，实现一种动态的宣传。本书将先面向参与2023年杭州亚运会的外籍人士，亚运会闭幕后，将面向所有到杭州旅游、学习和工作的外国友人，实现可持续的动态宣传效果。通过本书，那些来杭州学习、旅游、工作、创业、投资和生活的的外籍人士不仅能看到杭州四季的风景，还能感受到这座城市蓬勃的创新力量、飞速的经济发展和悠久多元的文化遗产。

As mentioned above, this bilingual book covers the nature, history, culture, economy and society of Hangzhou, integrating its characteristics, charm and vitality with the publicity of the Asian Games, which is in line with the Games' slogan of "Heart to Heart, @ Future", so that foreign visitors can feel its charm better while enjoying the Games. The Asian Games is also a good opportunity to enhance the popularity of the city. The three principles underpinning the compiling of this book are informativeness, guide, and publicity. Firstly, it not only presents a comprehensive introduction to the history, culture, natural and cultural landscape of Hangzhou, but also shows its modern image in the new era. Secondly, it provides guide for the target population. And thirdly, it intends to help more foreign visitors to know better about Hangzhou. This book aims at both foreigners who will participate in the 2023 Asian Games and other foreign people who will travel, study and work in this city, so as to achieve prolonged publicity, and to help those foreigners who study, travel, work, start businesses, invest and live in Hangzhou to feel its amazing innovation, booming economy and long and diverse culture when enjoying the breathtaking scenery in this city.

最后，我们引用时任浙江省委书记袁家军于2021年3月在接受中国中央电视台专访时对国际运动员和观众说的一番话：“浙江省拥有最美的山水、丰厚的文化遗产、创新力和活力十足的经济，尤其是数字经济。我们有仁爱、热心的社会，有美丽的乡村、清澈的水域和绿色的群山。我们有充满创造性和干劲的企业家队伍，有务实高效的政府。更重要的是，我们有

聪明、勤劳、友好、美好的人民。在此，我向来自亚洲和世界各地的朋友们表示最热烈的欢迎，欢迎来到杭州，我相信你们的旅行将充实而愉快，非常感谢！”

Finally, we'd like to quote what Yuan Jiajun, Party Secretary of Zhejiang Province at the time, said to international athletes and audiences in an exclusive interview with China International Television in March 2021: "Zhejiang province has the most beautiful landscape, rich cultural heritage, innovative dynamic economy, especially the digital economy. We have loving and warm-hearted society. We have beautiful countryside. We have lucid water and green mountains. We have created a dynamic team of entrepreneurs. We have pragmatic and efficient government, and above all, the intelligent, hardworking, friendly and beautiful people. So I would like to give friends from Asia and the whole world a warmest welcome to the city of Hangzhou. I am certain that you will have a fulfilling trip. Thanks so much."

叶依群 潘 飞 石教旺

浙江科技学院

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Ye Yiqun Pan Fei Shi Jiaowang

Zhejiang University of Science and Technology

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# 目 录

## *Contents*

### 第一章 杭州概况

---

第一节 历史变迁	03
第二节 自然地理	04
第三节 行政区域	05
第四节 杭州印象	06

### 第二章 历史文化之城

---

第一节 博物馆和美术馆	11
第二节 名人故居	25
第三节 名家诗作	40
第四节 商业老字号	52
第五节 知名品牌	64

### *Chapter One*

#### *Hangzhou Overview*

---

I History	03
II Geography	04
III Administrative Divisions	05
IV Impression of Hangzhou	06

### *Chapter Two*

#### *City of History and Culture*

---

I Museums and Art Galleries	11
II Former Residences of Celebrities	25
III Poems by Celebrities	40
IV Time-honored Commercial Enterprises	52
V Famous Brands	64

### 第三章 旅游之城

---

第一节	西湖风景名胜区	80
第二节	京杭大运河杭州景区	107
第三节	良渚古城遗址公园	110
第四节	西溪国家湿地公园	113

### 第四章 美食之城

---

第一节	民间美食与历史故事	125
第二节	风味美食	133
第三节	知名餐馆	145
第四节	美食街	156

### Chapter Three City of Tourism

---

I	West Lake Scenic Area	80
II	Hangzhou Scenic Spot of Beijing- Hangzhou Grand Canal	108
III	Liangzhu National Archaeological Site Park	111
IV	Xixi National Wetland Park	113

### Chapter Four City of Gastronomy

---

I	Folk Cuisine and Their Historical Stories	125
II	Special Delicacies	133
III	Famous Restaurants	145
IV	Famous Food Streets	157

---

## 第五章 购物之城

---

第一节 传统百货	169
第二节 购物中心	173
第三节 特色购物街	175

## 第六章 运动休闲之城

---

第一节 体育盛会	183
第二节 城市体育休闲活动	196

## 第七章 创新活力之城

---

第一节 G20 峰会	207
第二节 创新型企业	208
第三节 创意产业园	217
第四节 特色小镇	228
第五节 杭州城市大脑	238

## *Chapter Five Paradise for Shopping*

---

I Traditional Department Stores	169
II Shopping Malls	174
III Specialty Commercial Streets	175

## *Chapter Six City of Sports and Leisure*

---

I Large-scale Sports Events	183
II Sports and Leisure Activities	196

## *Chapter Seven City of Innovation and Vitality*

---

I G20 Summit	207
II Innovative Enterprises	209
III Cultural and Creative Industry Parks	217
IV Characteristic Towns	228
V Hangzhou City Brain	240

## 第八章 温暖之城

---

第一节 公共自行车	245
第二节 斑马线前礼让行人	247
第三节 志愿者活动	249
第四节 公羊队	251
第五节 春风行动	254

## 第九章 最忆是杭州

---

第一节 《印象西湖》	259
第二节 《宋城千古情》	261
第三节 钱江新城灯光秀	263
第四节 西湖音乐喷泉	265
第五节 杭州韵味	268

## Chapter Eight City of Warmth

---

I Hangzhou Public Bicycle Service	246
II Give way to Pedestrians at a Zebra Crossing	248
III Volunteer Activities	250
IV Rescue Team of Ramunion	252
V The Spring Breeze Campaign	255

## Chapter Nine Hangzhou—The Most Memorable City

---

I The Impression of the West Lake Show	260
II The Romance of the Song Dynasty Show	262
III Qianjiang New CBD Light Show	264
IV Musical Fountain of the West Lake	266
V Charm of Hangzhou	269

# 第一章 杭州概况

杭州是浙江省省会城市，位于中国东南沿海，钱塘江下游，京杭大运河南端，是浙江省的政治、经济、文化、教育、交通和金融中心。得益于长江三角洲的区位优势、京杭大运河和通商口岸的便利，杭州自古以来就是重要的商业、贸易中心，已成为中国最重要的电子商务中心之一。

杭州钟灵毓秀，历史悠久，文化底蕴深厚，是古代文人墨客旅居、创作的理想之地，也是当今中国最受欢迎的旅游目的地之一。近年来，随着杭州在经济、城市建设、社会事业等方面的发展，越来越多的年轻人选择来杭就业和生活。从 2007 年起，杭州连续 15 年被评为“中国最具幸福感城市”。2016 年 G20 峰会在杭州举办，2023 年第 19 届亚运会将在杭州举办。立足于“后峰会、新亚运、现代化”历史机遇，杭州向城市国际化迈出了坚实步伐。杭州被认为是未来 10 年中国最具发展潜力的十大城市之一。

# *Chapter One*

## *Hangzhou Overview*

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Hangzhou, the capital city of Zhejiang Province, is the political, economic, cultural, educational, transportation and financial center of Zhejiang Province. Thanks to the location advantages of the Yangtze River Delta and the convenience of the Beijing-Hangzhou Grand Canal and trading ports, it has been an important commercial and trade center since ancient times. At present, it has become one of the most important centers of e-commerce in China.

With beautiful sceneries and humanities treasure, a long history and profound culture, Hangzhou is an ideal place for ancient literati to live and create. It is also one of the most popular tourist destinations in China today. In recent years, with the development of economy, urban construction and social utilities, more and more young talents choose to work and live in Hangzhou. Since 2007, Hangzhou has been rated as “the happiest city in China” for 15 consecutive years. G20 summit was held in Hangzhou in 2016, and the 19th Asian Games will be held in Hangzhou in 2023. Based on the historical opportunity of “Post G20 Summit, New Asian Games and Modernization”, Hangzhou takes solid steps towards city internationalization. Hangzhou is considered one of the top 10 cities in China with the best potential in development in the next decade.

## 第一节 历史变迁

杭州历史悠久，是中国七大古都之一。萧山跨湖桥遗址的发掘证实，早在 8000 多年前就有人类在此繁衍生息。5000 多年的余杭良渚文化被誉为“文明的曙光”。公元前 222 年，秦于今杭州地域置钱唐县、余杭县。五代十国时期，吴越国（907—978）定都杭州。1129 年（南宋建炎三年），宋室南迁至杭州，并改“杭州”为“临安府”。1138 年（绍兴八年），南宋正式定都临安。1927 年，杭州置市。1949 年 5 月 3 日，杭州解放，杭州市人民政府成立。

### I History

Hangzhou, one of the seven ancient capitals in China, enjoys a long history. The excavation of the Kuahu Bridge site in Xiaoshan confirms that as early as 8,000 years ago, the place already saw thriving human activities. The Liangzhu culture in Yuhang, which dates back over 5,000 years, is hailed by historians as “the dawn of civilization”. In 222 BC, during the Qin Dynasty, Qiantang County and Yuhang County were established in the current location of Hangzhou. During the Five Dynasties and Ten Kingdoms Period, the Wuyue State (907—978) established its capital in Hangzhou. In 1129 (the third year of the Jianyan Reign Period of the Southern Song Dynasty), the Song court moved south to Hangzhou and renamed “Hangzhou” as “Lin’an Prefecture”.