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前言 FOREWORD

香港今時今日的繁榮盛世，和旅遊業積極迅速的發展有密切關係。過去十年間，香港面臨雙重挑戰：既要吸引外地旅客在港逗留更長時間來觀光購物，又要增加本土旅遊景點，希望令喜愛短線旅遊的港人捨澳門深圳，留港度周末及一日遊。雖然香港的大都會形象深入人心，政府卻有不同的策略鼓勵文化旅遊，其中包括有效利用本地社區的各種文化資源。在柏林、巴黎等城市，遊客可以參加規劃完善的步行導賞團，遊走並探索市內的各個地標。我們的「知識轉移項目」會以上環的街區為例，從人類學角度探討由社區居民傳承知識予遊客的可行性，讓遊客更深入地了解香港。換句話說，透過民族誌式實地研究中的「整體概念法」，參觀者能夠徹底了解現代化與全球化背景下的本地社區。在二零一二年六月，我們將會設立一個簡單易用的網站，網羅詳盡資訊，向參觀者介紹海味、中草藥、鹹魚等多種商品的相關歷史和製造過程。我們相信參觀者在導賞團中的所見所感，能增進他們對香港的認識，亦令他們對香港和亞洲之間的社會歷史關係有進一步的概念。

The prosperity of Hong Kong is paralleled by the active and rapid development of its tourism industry. In the last decade, Hong Kong has been facing with a dual challenge: it needs to attract international tourists to stay longer, to shop more and to do more sightseeing, and it also has to provide local attractions for domestic excursionists so that they can enjoy weekend breaks and day-trips at home instead of travelling to Macau or Shenzhen. Despite the dominant metropolitan image of Hong Kong, the government has devised different strategies to encourage cultural tourism, one of which is through the efficient utilization of cultural resources of the local community. In cities such as Berlin and Paris, tourists can enjoy the well-planned walking tours to explore the various landmarks. **With our Knowledge Transfer Project based on the local Sheung Wan neighborhood, we are exploring, from an anthropological angle, the possibility of knowledge transfer from community people to visitors for their better understanding of Hong Kong.** In other words, making use the holistic approach in ethnographic field research, visitors will experience an in-depth understanding of a local neighborhood in the context of modernization and globalization. Through the establishment of the user friendly website with comprehensive information in June 2012, we expect to educate our visitor relevant history and production of a wide range of commodities such as dried marine products, Chinese herbal medicine, and salty fish. It is believed that the experiences gained in those tours can enrich the visitors' knowledge of Hong Kong and its socio-historical relations with Asia in general.

香港有許多本土社區蘊含著有趣的歷史和文化故事，值得市民和遊客細味探索。香港在過去的一個世紀發展為成功且重要的貿易樞紐，我們所選的社區——上環——一直擔當著關鍵角色。今時今日，當我們來到上環，依然能夠一窺當年的傳統貿易面貌。南北行自十九世紀中成立，借助泰國的海外華僑網絡，促進各式海味入口香港，再與亞洲各地的華人社會進行海味貿易。當香港仍是一條小小的漁村，上環已經憑得天獨厚的地利成為非常活躍的貿易中心，它的傳統商業活動仍以某種形式保留至今。我們現在所認識的上環依然是「海味街」的集中地，隨處可見海味入口、批發、零售商，以及新式的小型海味超市。首次到訪上環的旅客必會感到這個地方的與眾不同，甚至能嗅到一絲異國氣息。和當年一樣，這裡的海味商買賣來自世界各地的海味產品，例如日本鮑魚、印尼海參、孟加拉鹹魚、中國大陸的中藥材、本地出產的蝦醬、陳皮、魚肚、人蔘、燕窩等等。他們見證著上環的時代變遷；他們的故事也會組成這個社區的口述歷史。由於這些食品都是中華飲食文化的一部份，我們認為不論外地旅客或本地遊人，只要熱衷於香港的歷史文化，探索上環社區都會是他們的一個獨特體驗。即使是年輕一代的中國人，這種經驗也會令他們更加欣賞自身的文化。



Many neighborhoods in Hong Kong are full of histories and cultural aspects that are worthwhile for citizens and tourists to explore. The neighborhood that we choose, Sheung Wan is the one that made Hong Kong a successful and important trading hub over the last century, in which the traditional trade characters are still visible today. Since the mid 19th century, through the network of overseas Chinese in Thailand, Nam Pak Hong was established to facilitate the importation of various dried products into Hong Kong for the purposes of trading throughout Chinese societies in Asia. When Hong Kong was still a fishing village, the geographic location had made Sheung Wan a very active center in trading, and its traditional businesses practices has somehow preserved and remained this way since. Nowadays, Sheung Wan is still seen as the place with clusters of streets full of dried marine products importers, wholesalers, retailers, and modern mini dried seafood supermarkets. This creates an exotic and unique impression for anyone who visits there for the first time. Again, these traders handle dried food commodities from all over the world, e.g. abalones from Japan, sea cucumbers from Indonesia, salty fish from Bangladesh, herbal medicines from mainland China, local harvested preserved shrimp paste, aged tangerine peels, fish maws, ginseng, birds' nests, etc. They also witness the evolution of the time machine and have stories to share as part of the oral history of the community. As these food items are a part of the Chinese cuisine, we consider this a unique experience for inbound tourists and excursionists looking for culture and history of Hong Kong. Even the younger generation of Chinese can gain from this type of experience to better appreciate own culture.

