




吴风越韵·红船绿城
嘉兴旅游

金琴龙 主编

浙江摄影出版社



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金琴龙 主编

天下游人
品评万水千山
独钟情名府嘉兴
吴越重镇
尽揽八方宾朋
到此城风云际会

吴风越韵·红船绿城—嘉兴旅游

浙江摄影出版社

The tourists in the whole world judge numerous mountains and rivers and only fall in deep love with the famous city of Jiaxing. Wu Yue towns of significant importance have pulled guests and friends from all directions, to this city for gathering of people of the time. The profundity of Jiaxing is rich in history. The Majiabang Site has deeply stored the civilization of the Neolithic Age and has held up the floric twilight of mankind. The red boat in South Lake has set up the first red banner and pursued the revolution in the loyal county of China, and thereby Hua Xia has become a bright land. The beauty of Jiexing lies in its mountains and waters. The tidal bore of Qianjiang River beats up the sky and the banks, unique of itself and rare with the others. The spectacular Jiulong Mountain rests its head on the sea, takes the hold of the narrow pass, embraces the entire land, and lies majestically at the East China Sea. The age-old ancient town has witnessed heroes and wonders as well as flowing charms and dazzling poems in numerous manners. The long Grand Canal carries the surging silver waves from north to south, and has fused a multi culture.

The superiority of Jiaxing lies in its human culture. It has graceful waters and inspiring mountains and has seen people of outstanding abilities come forth in great numbers who have merits recorded in the history and have left their names forever. Mao Dun, the eminent writer had a powerful style of writing that had swept away the haze and eulogized the sunshine. Wang Guowei was profoundly cultivated well learned, devoted to study of history, and has been the pioneer of new historiography. Jiang Baili was skilled in civil administration and military accomplishments and had very lofty moral integrity. Xu Zhimo did not stick to one pattern and had refreshed the style of poetry of a new generation. Shen Junru was fearless to the mighty power and pursued the justice, worthy of the name of the giant of the Chinese science of law...

I am not closehanded to praise Jiaxing with my pen and ink, and it is the heart-felt sincere emotion. Speaking heart to heart, I had been namely very yearning for the massive history, the celebrities coming forth in great numbers, rich and popular ground, and very impressive reputation for the birthplace of the CPC of Jiaxing in my childhood. My reverent feeling has become stronger after I have stepped on this land of Jiaxing. Over years of working practice and thinking, I have realized that no matter it is the social development or the economic growth, its core competitive ability is actually comparison, and it is not exceptional for tourism. I believe that the reason why Jiaxing's tourism industry so impetuously is that it has relied upon prehistorical cultural heritage, religious cultural heritage, historical celebrity cultural heritage, nature cultural heritage, red cultural resources, and other unique core qualities, has innovated the thinking about tourism development, has combined the traditional culture and fashion elements, so as to have walked out a road of success to tourism development of our city, while the "China South Yangtze River Culture Festival" has furthermore inherited and carried forward this culture to the highest achievement.

In recent years, especially since the "11th Five-Year Plan", Jiaxing's tourism has stepped into a mature period for development. When red, ancient, green, blue, and silver colored brand names have gradually won initial success and continuously expanded their influence, and their affinity, radiation force, and shaking force have increasingly boosted up, the Travel Bureau of Jiaxing Municipality has edited and published this delicate picture album of *Tourism in Jiaxing*, and this is a very significant thing. I believe that the publication of this picture album will surely play an active function for publicizing and recommending tourism in Jiaxing, promoting the integration of Jiaxing's tourism resources, and pushing the development of tourism industry for the entire city.

CHEN DERONG

Secretary of the CPC Jiaxing Municipal Committee



Preface 序

天 下游人，品评万水千山，独钟情名府嘉兴；吴越重镇，尽揽八方宾朋，到此城风云际会。嘉兴之厚，厚在于史。马家浜遗址，深藏新石器时代文明，托起人类绚丽的曙光。南湖红船，赤帜首树，遂猎猎于赤县神州，华夏由此乾坤朗。

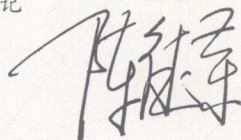
嘉兴之美，美在山水。钱江涌潮，惊涛拍岸，特在我有，奇在人无。九龙奇山，枕海控隘，胸纳天下，雄踞东海。千年古镇，争雄斗奇，流韵溅诗，仪态万千。悠悠运河，银浪滚滚，襟南牵北，融汇多元文化。

嘉兴之胜，胜于人文。秀水灵山，英才辈出，功在青史，流芳百世。文豪茅盾，笔如千钧，横扫阴霾，讴歌光明。王国维厚养博学，矢志研史，乃新史学之开山。蒋百里文治武功，气节凌云。徐志摩不拘一格，刷新一代诗风。沈钧儒不畏强权，追求正义，堪称新中国法学巨擘……

我不吝笔墨地赞美嘉兴，是发自内心的真挚情感。嘉兴厚重的历史、辈出的名人、富庶的土地和党的诞生地的赫赫声名远在我孩提时代就已十分向往。踏上嘉兴这块土地后，敬仰之情更为强烈。经过多年的工作实践和思考，我的体会是，无论是经济建设还是社会发展，其核心竞争力其实均源于文化，旅游也不例外。我认为，嘉兴的旅游产业之所以发展迅猛，就是依托于史前文化遗产、非物质文化遗产、历史名人文化遗产、自然文化遗产和红色文化资源等特有的核心品质，创新旅游发展思路，将传统文化与时尚元素相结合，走出了我市旅游发展的成功之路，而江南文化节更使这一文化的继承、弘扬达到了新高。

近年来，特别是“十一五”以来，嘉兴旅游已步入发展的成熟期。在红、古、绿、蓝、银色品牌逐渐打响并不断扩大影响，亲和力、辐射力和震撼力日益增强之际，嘉兴市旅游局编辑出版了这本精美的画册，这是一件很有意义的事情。我相信，这本画册的问世，对于宣传推介嘉兴的旅游，促进嘉兴旅游资源的整合，推动全市旅游业的发展，必将发挥积极作用。

中共嘉兴市委书记




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吴风越韵 红船绿城






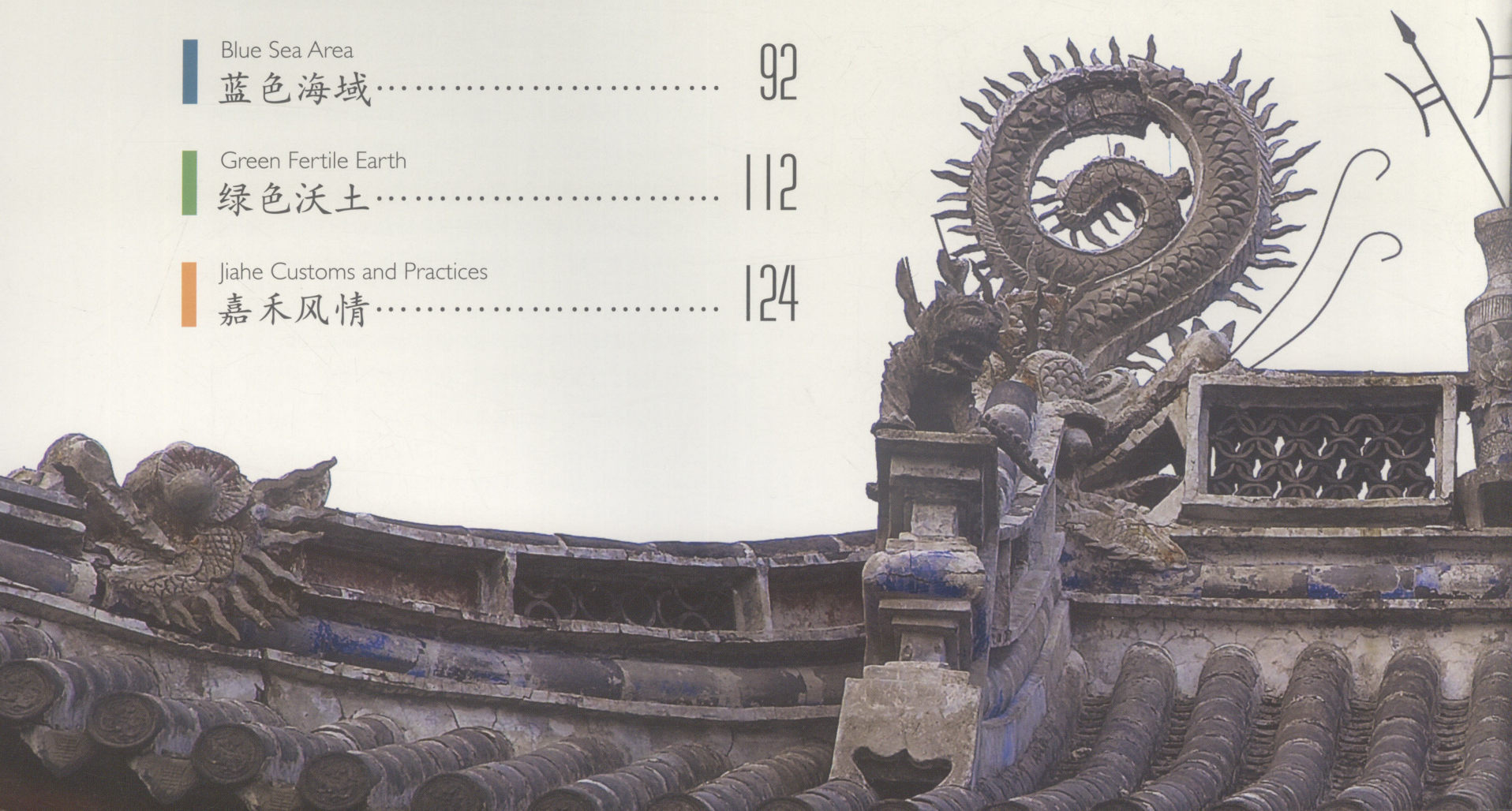
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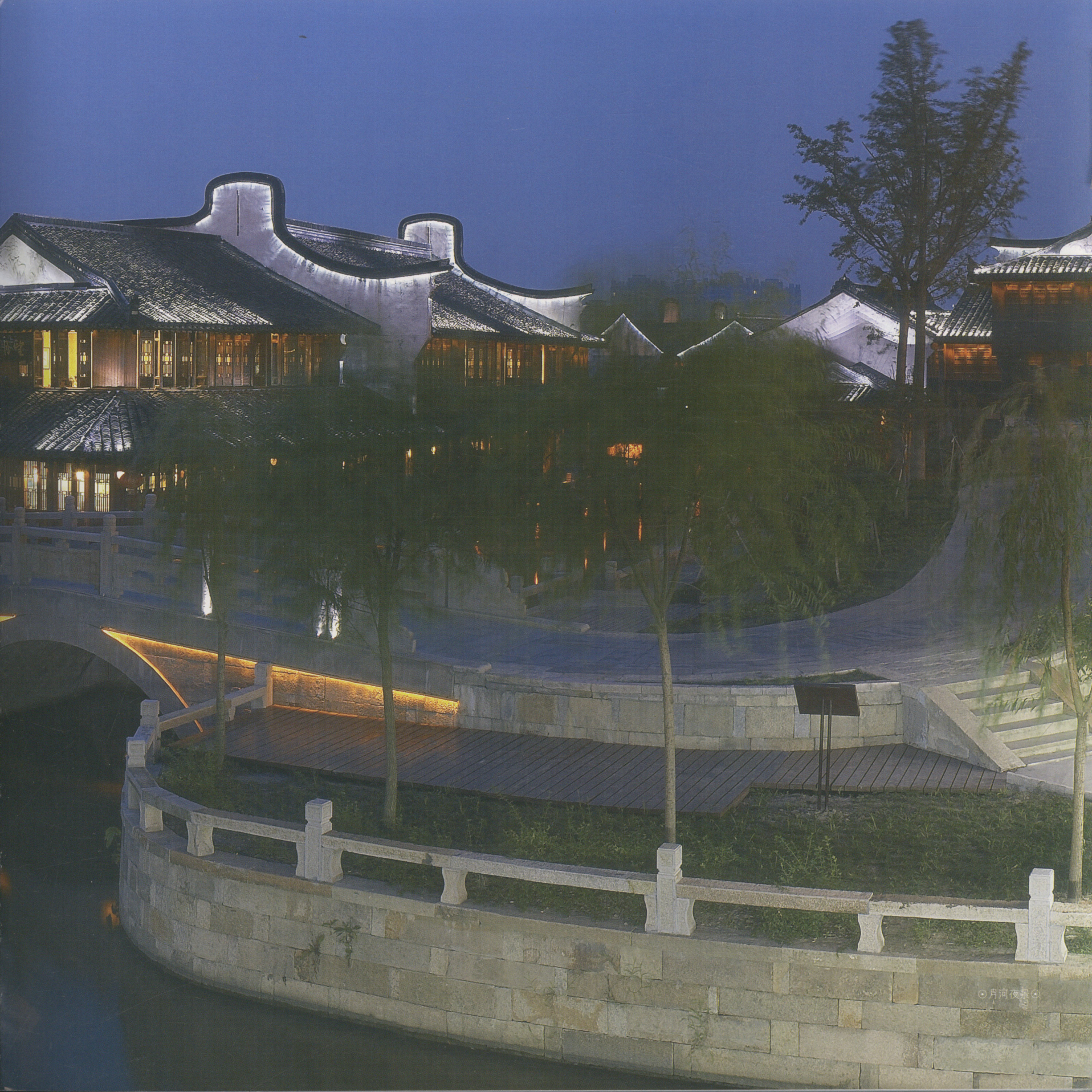












红色之城

无数岁月，波澜壮阔，刻骨铭心。一种精神，穿越历史，辉映未来。

勇敢、善良、智慧的嘉兴儿女不仅创造了马家浜文明，而且在拨云见雾的紧要关头，托起南湖红船，承载着那些扭转乾坤的历史巨人宣告了中国共产党的诞生。由此，中华民族开始了由衰败走向振兴的伟大转折，而这一瞬间在历史的星空中定格成永恒。

斯人已逝，风范长存，历史无言，大爱永在。让我们放慢脚步，轻轻走进历史吧：九龙山反抗入侵的炮声还在回响，红色巨人的激辩之言仍掷地有声，沈钧儒追求光明的不停脚步仿佛还在耳边回荡，茅盾的巨著仍在燃烧着人们的希望……

THE RED CITY

Uncountable years have seen grand billows that are remembered to the end of people's life. A spirit has passed through the history and brightened the future.

The brave, virtuous, and wise Jiaxing people have not only created Majiabang Civilization, but also at the critical moment for dispelling the cloud and seeing the brume has held up the red road on the South Lake that has carried those historical giants who has brought about a radical change and have declared the birth of the Communist Party of China, and threfrom the Chinese nation has begun a great transition to walk up to vigorous development from declination, while this moment has frozen the eternal frame in the starry sky of the history.

Those people have passed away but their demeanor is living forever. The history keeps in silence, will the great love exists forever. Let's slow down our footsteps and lightly step into the history. The sound of cannon for resistance of invasion at Nine Dragon Hill is still resounding, and the speeches of the great debates are still sounding very sonorously and forcefully. Shen Junru's uninterrupted footsteps for pursuing sunshine are still echoing at the ear, and Mao Dun's monumental works are still kindling the people's hopes...

吴

風

越韵

红船
绿城

Jiaxing, birthplace of Chinese Communist Party,
A famous historical and cultural city in Jiangnan Area
One of China's prominent tourist cities







◉南湖◉