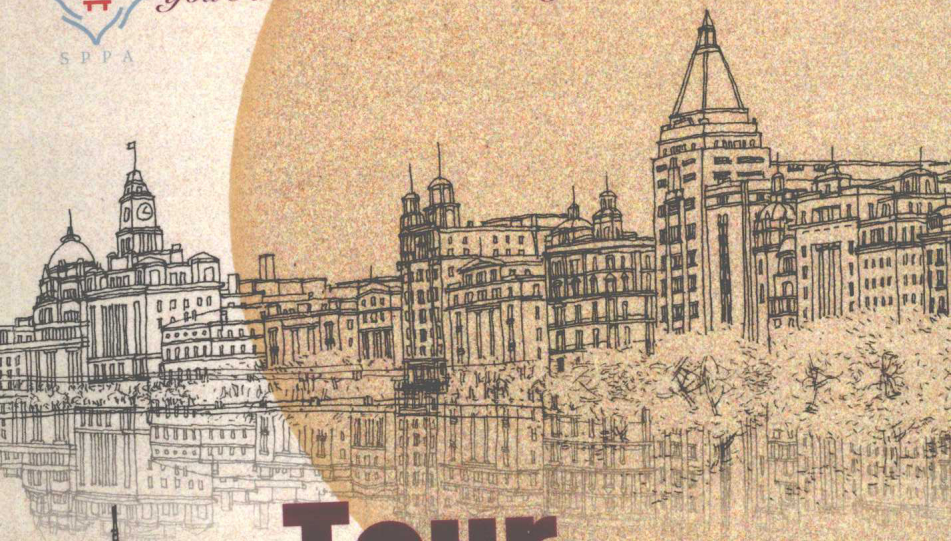




You Are Welcome to Shanghai



Tour **in Shanghai**



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Welcome to Shanghai

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Welcome to Shanghai



Wang Naili

In the spring of 2010, Shanghai, the metropolis on the coast of East China Sea, will be revealing her charming beauty to guests from every corner of the world coming to visit Expo 2010 Shanghai China. Shanghai Municipal People's Government and the hospitable people of Shanghai have already been fully prepared for them: The wine cups will be filled brimful with nectar-like wines, the flowers will be in full blossom, the white pigeons will be soaring and fluttering in the blue skies, and the clock on the top of our Customs House at the Bund



will be tolling to announce the opening of Expo 2010. The tolling of the clock, which echoes through time and space and in our hearts, reminds us that Shanghai, over the past 160 years, has undergone great changes. What remains unchanged, however, are our good wishes and unwavering efforts for the world peace and human progress.

Expo 2010 Shanghai China, sponsored by the Chinese Government and undertaken in Shanghai, is a grand global exposition that will raise its curtain at a special historical moment. We solemnly abide by our promise to hold a successful, magnificent and memorable world Expo. Moreover, we sincerely expect to uphold the theme of this Expo: Better City, Better Life, together with the efforts from people all over China as well as all over the world.

Shanghai is a city full of vitality, imagination, and competitiveness. As the largest comprehensive industrial city in China, it is not only an important center of science and technology, shipping, finance and information, but also one of the fastest developing and economically prosperous cities in China. Situated in the mouth of the Changjiang River and in the middle of coastline from north to south, it enjoys a favorable geographical location, with convenient transport and broad hinterland. Shanghai Port is one of the largest ports in the world.

Besides, as a prestigious city of history and culture, many important events in modern and contemporary Chinese history took place in Shanghai. Jiangnan Machinery Manufacture Arsenal laid the developmental foundation of the mod-

ern industry in China. The gallery of world architectures at the Bund displays the brilliant charms of the Asian financial center. The site of the First Conference of the Communist Party of China in Xingye Road kindled the spark of the torch for the tortuous revolutionary long trek. Furthermore, Expo 2010 Shanghai located by the side of the Huangpu River will embody the modern civilization of human society in terms of "Better City, Better Life."

Shanghai is a city that strongly cherishes respect for traditional culture and actively implements the open policy, various cultures manifest their respective charm and uniqueness, and merge with one another. Up to now, Shanghai still preserves dozens of architectural styles of different historical periods in the world. It maintains the traditional civil residences in the region south of the Changjiang River and clusters of the stone-gate residential houses. The original living of Shanghai civilians is complete, orderly and natural. In Shanghai area, there are still many well kept several-hundred-year-old towns such as Fengjing, Qibao, Gaoqiao, Zhujiajiao, etc.; folk and religious locations such as City God Temple, Longhua Temple, Jing'an Temple, Jade Buddha Temple, Community Church, Xujiahui Cathedral, etc.; and humanistic memorial sites such as the Memorial Hall of the First Conference of the Communist Party of China, the Memorial Hall and Former Residence of Dr. Sun Yatsen, the Former Residence of Lu Xun, the Ruins of Ancient People at Guangfulin Relics, and the Former Site of the Provisional Government of the Republic of Korea, etc.

Shanghai was the first city in China that accepted the ad-





vanced western culture, digested and absorbed it, and took advantage of it. The earliest movie, modern opera, modern fine arts, modern music, journalism, recreational business, etc. all began in Shanghai and then rapidly spread to the rest of China.

Today, Shanghai has become, in the true sense of the term, an important city of culture that people all over the world yearn to visit to. Shanghai International Tourism Festival, Shanghai

International Film Festival, Shanghai International Art Festival, Shanghai TV Festival, Shanghai Nanhui Peach Blossom Festival, and other festivals have been attracting more and more participants from home and abroad. Shanghai TV Festival was the first international TV festival that China initiated and

ran. And Shanghai International Film Festival has already been certified by the International Federation of Film Producers Associations and categorized as A-list film festival.

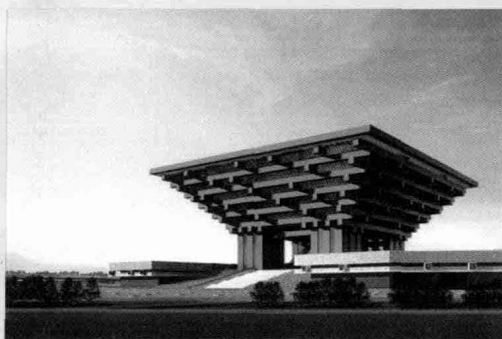
Shanghai is one of the major tourist cities in China. The tourist industry accounts for approximately 8% of the total GDP of Shanghai. With the infrastructure for tourism getting better and better, the tourist receptive capacity is improving. There are now over 400 starred hotels in Shanghai. Every autumn, Shanghai International Tourism Festival is held for nearly



one month.

Shanghai has a subtropical climate of the northern hemisphere and experiences four distinct seasons with sufficient sunshine and ample rainfall. Therefore, it is quite suitable for the convening of international conventions and exhibitions as well as important sports matches. It boasts first-class stadiums, sports halls, and facilities.

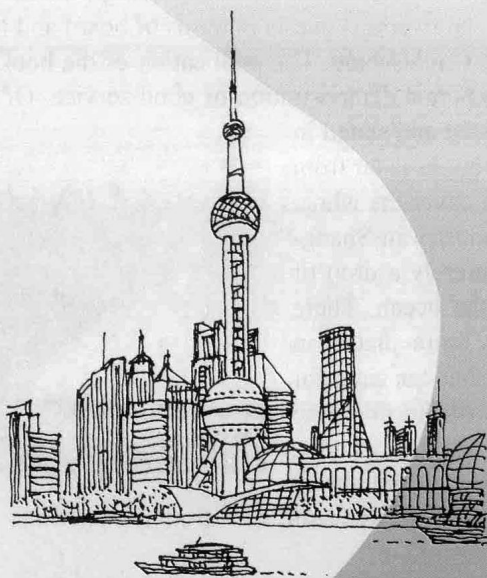
To be a good host and to run Expo 2010 well, Shanghai Jiao Tong University Press planned and published this set of books under the title of Welcome to Shanghai. The contents of the books include all the basic elements of contemporary tourism, with the intention to offer guiding services for the domestic and overseas guests in terms of board and lodging, touring and sightseeing. The publication of the books is actually a concrete demonstration of good service. Of course, what is listed and stated in this set of books is far from enough to cover the whole service industry in Shanghai; it is merely a drop of water in the ocean. There are many more places in Shanghai that can cater for the needs of the domestic and overseas tourists. The open Shanghai will surely give our guests pleasant surprises from time to time.



With the spirit of “broad-mindedness, high value, wisdom,



and modesty,” we are determined to run an excellent Expo 2010 Shanghai, enabling our foreign guests to genuinely witness the courage and speed with which China is marching toward modernizations and to heartily witness the joys of the Chinese people that share the fruits of reform and opening-up as well as their pride.



A Panoramic View of Scenic Spots and Cultural Sites in Shanghai

Shanghai, an international metropolis, is not only an economic, financial, trade, and shipping center, but also an illustrious city of modern history and culture of China. It boasts unique and rich resources for tourism.

The city of Shanghai was set up in 1291. Ever since then, people of Shanghai have been cultivating a sense of developing cultural and natural scenery. Some scenic spots once enjoyed a high reputation far and wide; therefore, they have witnessed the crowdedness of visitors at one time or another.

At all times, from the past to the present, scholars and specialists considered that the earliest scenic area of Shanghai was the Huating Gu or Gushui, i.e. south Songjiang at present, with a circumlocation of about 150 km. Later there appeared a notion of Sanliu Jiufeng, i.e. Sanliu is the general term for the three divisions of Lake Liu in Qingpu District, and Jiufeng refers to the nine hills in Songjiang District: Sheshan Hill, Tianma Hill, Hengyun Hill, Shegong Hill, Xueshan Hill, Chenshan Hill, Jishan Hill, and Xiaokun Hill. Once the reputation of the scenic spots was established, many men of letters and celebrities came and enjoyed themselves in these places. It is said that the footprints of such people could still be found in the nine hills.



Around the 6th century, Shanghai was named Zhaodian, and renamed Huatingqu in the 10th year of the Tianbao Period of the Tang Dynasty. The well-known Qinglong Town, which is today's Qingpu District, was already one of the major commercial ports of our country. According to relevant information, the Qinglong Town was equal to Hangzhou in scenery, having the landscaping of 3 pavilions, 7 pagodas, 13 temples, 22 bridges, and 36 lanes.

The introduction of Buddhism added splendor to Shanghai. The magnificent temples, the charming mysterious pagodas, continuous streams of visitors, and smoking incense burners tend to greatly enchant visitors. Taoism is an indigenous religion in China. At present, Baiyun Temple is a 100% Taoist temple open to the public. Islamism, a kind of imported culture, is said to have come to Shanghai during the Yuan Dynasty. Xiaotaoyuan Mosque, located at No.52, Xiaotaoyuan Street of Huangpu District, is characteristic of West European Islamic architecture. And, the Confucian Temple in Jiading, built in the Jiading Period (1219) of the South Song Dynasty, is comparatively a large architecture in the region south of the Changjiang River.

In the Ming and Qing Dynasties, the tourist scenery in Shanghai enjoyed unprecedented development. The construction of gardens was all the rage at that time. Such well-known gardens as Yuyuan Garden, Guyi Garden, Qiuxia Garden, Zuibaichi Garden, Qushui Garden, etc. are still favorite places for tourists of today. In these gardens, the writings by people of letters are still shedding brilliance of the past, and some of them deserve further research. Besides, Shanghai once had quite a number of scenic spots and travel notes, including the ten spots of Tinglin,

Hanxue, King Wu's Hunting Ground, etc. and the hundred spots of Xiaoyin Garden, Yuexie Garden, Bailong Pond, Yongbo Pavilion, etc. Among all the many scenic spots are the most famous Eight Scenic Spots of Shanghai: Haitian Xuri, meaning The Rising Sun at Sea; Huangpu Qiutao, meaning The Autumn Waves of the Huangpu River; Longhua Wanzhong, meaning Tolling the Evening Bell at Longhua Temple; Wusong Yanyu, meaning The Misty Rain at Wusong; Shiliang Yeyue, meaning the Night Moon at Shiliang; Yedu Jianjia, meaning Missing One's Lover at Yedu; Fenglou Yuantiao, meaning Enjoying the Distant View from the Phoenix Building; and Jianggao Jixue, meaning Snow at Jianggao.

In contemporary Shanghai, because of the invasion and infiltration by the western colonialists, vast stretches of land were turned into a paradise for adventurers. Moreover, as a result of the corruption of the Qing Government and the incompetence of the KMT Government, a great many scenic spots became desolate and dilapidated and some were even devastated. Instead, a large number of gambling houses, opium parlors, and brothels emerged. A gay and material world of feasting and revelry replaced the ancient civilization. However, up to the 1920s, with the development of economy in Shanghai, celebrities, specialists, and people of letters flocked to Shanghai, thus Shanghai Culture coming into being. At the same time, a variety of contemporary western buildings mushroomed in Shanghai. These "foreign houses", which were of the western architectural style in terms of the back-to-the-old doctrine, were both individualistic and unique. Shanghai became an experimental field for the world architectural exposition.



Shanghai is a city rich not only in scenic spots but also in glorious revolutionary traditions. She holds an extremely important position in modern history. Many famous or great people in history pursued their careers in Shanghai, leaving behind memorable footprints. The former residences of Dr. Sun Yatsen, Mao Zedong, Song Qingling, Zhou Taofen, Lu Xun and others make up the indispensable components of our history and culture, and function as favorable sites for the education of revolutionary traditions.

After the founding of New China, the People's Government laid emphasis on the development and expansion of China's traditional culture; therefore, a variety of measures were taken to restore and exploit tourist resources, and to rescue a large number of gardens and cultural relics. Yuyuan Garden can serve as a good example in this respect. At present, there are a number of national protected units of important cultural relics, such as Site of the First Conference of the CPC, Former Residence of Dr. Sun Yatsen, Site of the Central Organization of the Chinese Socialist Youth League, Mausoleum of Song Qingling, Mausoleum of Lu Xun, Yuyuan Garden, Tomb of Xu Guangqi, Longhua Cemetery of Revolutionary Martyrs, Sutra Pillar of the Tang Dynasty in Songjiang, etc. The Shanghai municipal protected units of important cultural relics are as follows: Former Residence of Cai Yuanpei, General Zhou En-lai's Residence, Square Pagoda in Songjiang, Huzhu Pagoda, Confucian Temple at Jiading, Qiuxia Garden, etc. And the Shanghai municipal protected sites of ancient culture include Maqiao in the suburb of Shanghai, Songze Village in Qingpu District, Tinglin in Jinshan District, etc. Shanghai municipal memorial places are Site of May 30th Massacre, Huang Daopo's Tomb, etc. What's worth mentioning is that some of the key projects in the infrastructure construc-

tion has become and will always be the inexhaustible resources for tourism, such as Nanpu Suspension Bridge, Yangpu Suspension Bridge, Oriental Pearl TV and Broadcast Tower and the old western-style classic houses that fully manifest the rich historical culture of Shanghai.

Ever since the adoption of the reform and open-up policy, Shanghai has developed tourism in terms of its resources and contents with unique characteristics and programs. The concept of “Metropolitan Scenery, Metropolitan Business and Metropolitan Culture” is a clear-cut reflection of city tourism. And Shanghai will make further efforts to develop metropolitan industrial tourism, such as industrial tourism, agricultural tourism, scientific and technological tourism, etc.; metropolitan aquatic tourism, such as the Huangpu River tourism, the Suzhou Creek tourism, etc.; metropolitan convention & exhibition tourism; metropolitan casual holiday tourism; metropolitan thematic park tourism; and the Changjiang Delta tourism in collaboration with Zhejiang Province and Jiangsu Province. To date, Shanghai has over 320 star hotels, over 40 international travel agencies, approximately 600 domestic travel agencies, with about 200,000 people involved in the tourist industry. Besides, there are 17 international companies for hotel management, and more than 30 overseas travel enterprises. Meanwhile, all the districts and counties of Shanghai have established tourist counseling service centers. And in 1998 was set up a large-scale tourist bus service center, located at Gate 5 of Shanghai Indoor Stadium, providing counseling service for the tourists.

All in all, you are welcome to Shanghai for sightseeing, which is sure to leave you a wonderful memory.

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**Famous Gardens in the
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