

TOURING AROUND WENZHOU

温州 旅游

中国旅游出版社

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温州旅游

TOURING AROUND WENZHOU

走进山水温州 | EXPERIENCING THE BEAUTIFUL WENZHOU



领略瓯越文化 | LEARNING THE CULTURE OF WENZHOU



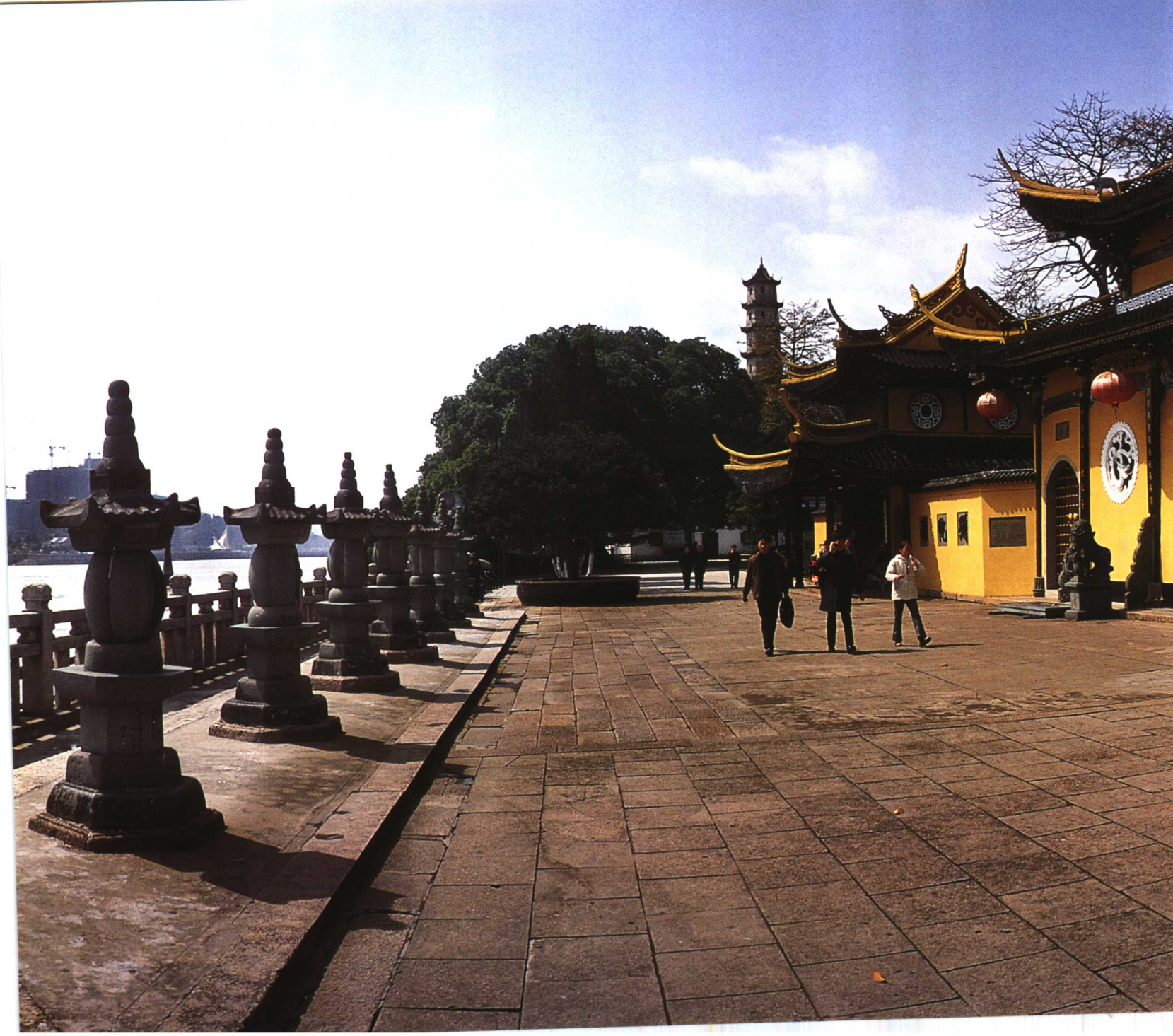
感受活力之都 | FEELING THE VITALITY OF WENZHOU







雁荡山灵峰东瑶台曙光
Sunrise at East Yaotai Terrace on the
Lingfeng Peak of Yandang Mountain





温州江心屿江心寺
Jiangxin Temple on Jiangxin (Middle of River) Islet in Wenzhou





泰顺溪东廊桥
The Wooden Corridor Bridge in Taishun County



前

言

P R E F A C E



温州地处浙江东南沿海，位于中国黄金海岸线中段，处于“长江三角洲”和“珠江三角洲”两大经济区的中间区域。是浙江省三大中心城市之一，也是中国最早对外开放的14个沿海城市之一。温州是浙南的政治、经济、文化、交通中心。现辖鹿城、龙湾、瓯海三区，瑞安、乐清两市，永嘉、洞头、平阳、苍南、文成、泰顺等六县。

温州陆地总面积11784平方公里，总人口756万，为浙江省第一人口大市。温州境内有39个少数

民族，其中以畲族人口为多。温州也是中国著名的侨乡之一，共有温州籍海外华侨、华人、港澳台同胞50多万人，分布在世界60多个国家和地区，特别在欧洲华侨中地位突出，侨领很多，影响力较大。

温州是一座历史悠久的文化古城，素有“东瓯名镇”之称，南朝梁代永嘉太守邱迟赞之为“控带山海，利兼水陆，实东南之沃壤，一都之巨会。”早在五六千年前，温州就有先民活动，春秋战国时称“瓯越”，西汉初年为“东瓯国”都城所在地。如从东晋太宁元年(公元323年)建城算起，也有1681年的历史。建城时，称永嘉郡，唐高宗上元二年(公元675年)改称温州。又因公元323年建城时相传有白鹿衔花而过，所到之处一片鸟语花香，人们视为瑞兆，故又得别名白鹿城。近代史上，温州也有着光辉的历程，国内革命战争时期，温州地区为浙南游击区，是革命根据地之一。

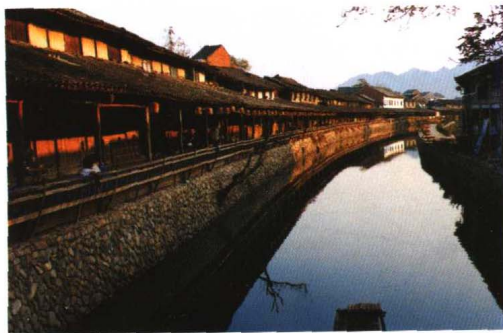
温州向来以气候温和著称，属亚热带海洋季风气候，冬暖夏凉，四季宜人，年平均气温为18℃，温州就因“隆冬恒燠”而得名。

我国宋代大诗人苏东坡曾写过这样两句诗：“自言长官如灵运，能似江山如永嘉。”这里的永嘉，就是古时的温州，而灵运指的是时任永嘉太守的谢灵运。温州沿海岸线长达355公里，岛屿星罗棋布，

金沙碧海令人神往；境内江河湖泊众多，山峦延绵，丘陵起伏，自然景色异常迷人。

温州有着丰富的自然旅游资源，现拥有国家A级旅游景区11个，其中AAAA级3个；国家级风景名胜区3个6处，省级8个；国家级自然保护区2个；国家级森林公园6个，省级6个；国家级文物保护单位7个，省级44个；省级旅游度假区1个。其中雁荡山、楠溪江两个国家级风景名胜区已列入申报世界自然与文化遗产候选名单，国家级海洋生物保护区南麂列岛是中国最早加入联合国人与自然保护圈组织的海岛。温州各级旅游区总面积约占温州国土面积的1/4，“山水温州”名不虚传。

温州人文鼎盛，名家辈出，文化底蕴深厚，号





称“东南邹鲁”。历史上许多著名文学家、史学家、科学家、书法家、画家，都曾到过温州，留下大量赞颂温州山水的诗文画卷。其中王羲之、谢灵运、裴松之、颜延之还先后出任过永嘉太守。南宋建炎四年(公元1130年)，皇帝高宗在金兵追赶下南逃温州，一时间温州成了南宋的临时之都。南宋状元王十朋、明开国元勋刘基、明嘉靖朝首辅张璁(张阁老)更是众所周知的传奇人物。

温州山水造就了中国山水诗鼻祖——晋代郡守谢灵运，以野逸清瘦风格独树一帜的南朝宋“永嘉四灵”，在中国哲学史上具有重要地位的“永嘉学派”。温州还留下了自宋代以来众多独具规划布局并能反应我国古代“耕读社会”及“宗族社会”梗概和文化习俗的楠溪江古村落。以及颇具研究价值的平阳、泰顺古居民和那里的“中国乃至世界最美的虹桥”——泰顺廊桥。

温州是中国最早的戏剧——南戏的发源地，元末瑞安戏曲家高则诚的一曲《琵琶记》赢得了“南曲之祖”的称誉。之后《白兔记》、《荆钗记》、《拜月记》、《杀狗记》等“四记”成为南戏的四大传统剧目。

温州是个鱼米之乡，沿海平原土地肥沃，河渠成网，田园锦绣，物产丰富，山珍海味应有尽有。海洋鱼类有带鱼、黄鱼、鳗鱼等370多种，贝类有430余种，经济作物主要有柑橘、茶叶、枇杷、杨梅、甘蔗等160余种。

温州菜，又称瓯菜。以海鲜入饌为主，口味清

鲜，淡而不薄，烹调讲究轻油、轻芡、重刀工。菜肴制作细巧雅致，在全国和世界华人聚居地独树一帜。代表菜有：三丝敲鱼、爆墨鱼花、锦绣鱼丝、双味蛏蚌、蒜子鱼皮、清蒸黄鱼等。温州的风味小吃也很丰富，约有四五十个品种，如县前汤团、鱼丸、矮人松糕、长人馄饨、灯盏糕等。由于地理和历史原因，温州的民俗民风，语言都有特异的地方。逢年过节、婚娶、丧葬都独具特色，这为温州的旅游资源增添了特殊的魅力。温州还是工艺美术之乡，有工艺美术品40余类，600多个品种，其中瓯塑、瓯绣、黄杨木雕是浙江省著名的出口产品，在国内外享有较高的声誉。温州是中国东南沿海著名的海港城市，港口条件优越，是全国18个主枢纽港之一，有客货轮直达国内外许多主要港口。温州机场自1990年通航以来，开辟了57条国内航线和香港、澳门两条特区航线，已成为全国20强机场之一；陆路方面，温州是全国45个公路主枢纽城市之一。金温铁路、甬台温、金丽温、温福高速公路，104国道



和330国道贯通温州境域，温福铁路即将投入建设。2003年温州程控交换设备容量突破350万门，综合通讯能力居全国地级市前列，是全国第一个电话号码升8位的地级市。温州旅游基础设施与服务机构日臻完善，截至2003年，共有星级饭店62家，拥

有标准客房7500间；旅行社108家，其中国际旅行社3家，外地国际旅行社驻温州分支机构7家。

改革开放以来，温州发扬敢为人先，大胆创业的精神，城乡经济发展突飞猛进，形成了独特格局。全国第一个个体工商户、第一家民营股份制企业、第一条股份制铁路。多少个第一，创造了闻名中外的“温州模式”，也为旅游业提供了一项别具一格的旅游项目——温州经济探秘游。

温州，中国东南沿海一座古老而又年轻的对外开放城市，现拥有“中国优秀旅游城市”、“世界矾都”、“中国民营之都”、“中国鞋都”、“中国服装名城”、“中国电器之都”、“中国锁都”、“中国眼镜之都”等诸多美誉，堪称“世界工厂”、“国际超市”和“时尚之都”。

进入21世纪后，温州正加快城市和经济建设步伐，向着中国最佳旅游城市、东南沿海大商港、国际性轻工城，最具活力的开放城市和滨海山水文化名城迈进。

山水温州、文化温州、活力温州欢迎您！
游东瓯山水，探神秘温州！

温州市旅游局



P R E F A C E

前言

Wenzhou is located in the southeast coast of Zhejiang Province, the middle section of China's Golden Coastline as well as the central areas of the Yangtze River Delta and the Zhujiang River Delta. It is not only one of the three largest cities in Zhejiang Province, but also one of the 14 coastal cities that opened to the outside world in China in the earliest period. It is the center of politics, economy, culture and transportation of southern Zhejiang. At present, there are three districts including Lucheng, Longwan and Ouhai, two cities including Rui'an and Leqing, six counties including Yongjia, Dongtou, Pingyang, Cangnan, Wencheng and Taishun under the jurisdiction of Wenzhou.



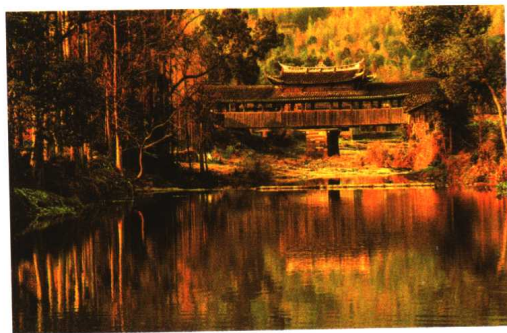
Wenzhou covers an area of 11,784 square kilometers with a total population of 7.56 million, serving as the most populated city of Zhejiang Province. There are 39 ethnic groups in Wenzhou territory, of which Shezu takes up the biggest proportion. In addition, Wenzhou is a well-known "Home of Chinese Nationals Residing Abroad" in China with over 500,000 people of overseas Chinese who are living in over 60 countries and regions, especially in Europe.

Wenzhou is a cultural city with a long history. As early as 5,000 years ago, there were residents living in Wenzhou. If counted from the year 323 when the city, then named Yongjia County, was formally established, it has a history of 1681 years till present. It is said that a white deer once passed through this area, holding a flower in its mouth, bringing flowers and birds to the area, hence the name "White Deer City". In the year 675, it was renamed Wenzhou. In contemporary Chinese history, Wenzhou used to be one of the revolutionary bases.

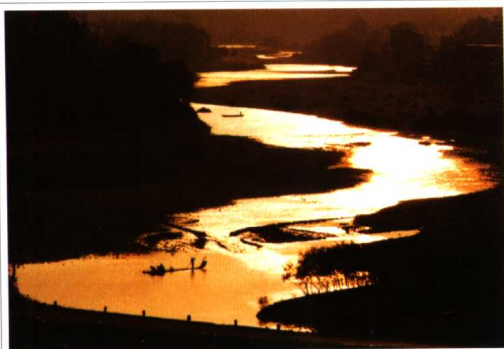
Wenzhou, in the subtropical marine monsoon climate, is also famous for its mild climate, with warm winter and cool summer. The annual average temperature is only 18 degrees centigrade.

The coast line of Wenzhou lengthens 355 kilometers, with islets scattered in the blue sea. Wenzhou enjoys beautiful natural scenery with a lot of lakes, rivers, mountains and hills.

Wenzhou is rich in natural tourist resources. At present, there are 11 National Grade A Tourist Zones, of which three are in AAAA grade. In addition there are three scenic spots in six places at the national level, and eight scenic spots at the provincial level; two national-grade natural resorts; six national-grade forest parks, and six provincial-



grade forest parks, seven cultural relics under special protection of the state, and 44 under special protection of the province; and one provincial tourist zone. Yandang Mountain and Nanxi River are two national-grade scenic resorts that have been put on the list of candidates of World Nature and Culture Heritage. Nanlu Archipelago, the national-grade marine organisms protection zone, is the earliest archipelago of China that has participated in Man and Nature



Protection Circle of the United Nations. So the areas of tourist zones take up one fourth of the total areas of Wenzhou.

There are many elites coming from Wenzhou. In ancient time, many literati, historians, scientists, calligraphers, and artists visited Wenzhou, leaving a large number of poetries, prose, and paintings. Some of the writers and artists such as Wang Xizhi, Xie Lingyun, Pei Songzhi and Yan Tingzhi used to be the governors of Wenzhou in ancient times.

Wenzhou used to serve as the capital of the Southern Song Dynasty from 1127 to 1279. Wang Shipeng, the No. 1 Scholar of the Southern Song Dynasty, Liu Ji, the military official who helped build the Ming Dynasty (1368–1644), Zhang Cong, the senior consultant to Emperor Jiajing (1522–1567), are all famous far and wide.

In addition, the old villages along the Nanxi River in Wenzhou reflect the custom of “farming society” and “sect society” since the Song Dynasty (960–1279). Taishun Corridor Bridge, an old wooden bridge left from ancient times, is called “the Most Beautiful Rainbow Bridge in China.”

Wenzhou is the birthplace of Southern Opera, the earliest opera in China. “The Story of Pipa” earned Gao Zecheng, a dramatist of the Yuan Dynasty (1279–1368), the “Ancestor of Southern Opera.”

Wenzhou is home to fish and rice. The land along the coastline is fertile, and rivers and dykes form a network. There are over 370 species of fish including hairtail and yellow croaker, and 430 species of shells. There are 160 varieties of orange, tea, red bayberry, and sugarcane.

Wenzhou Cuisine, also known as Ou Cuisine, uses a lot of seafood and cooks in light flavor. It is less greasy, a little starchy, and pays attention to cutting skills. Wenzhou's snacks are famous far and wide with 40 varieties including sweet dumpling, fish balls, wonton and pancake. The folklore of Wenzhou such as festivals, wedding ceremonies and funerals are very special, adding more charm to the tourism industry. Wenzhou is “Home to Handicrafts” with 40 categories of handicrafts and 600 varieties, of which sculpture, embroidery and wood carving are famous export products of Zhejiang Province, enjoying high fame both at home and abroad.

Wenzhou is a famous harbor city in southeast China, serving as one of the 18 major hub harbors in China. Its passenger and cargo ships can access to many major harbors in the world. Wenzhou Airport, first constructed in 1990, has become one of the best 20 airports in China, with 57 domestic routes and two special routes to Hong Kong and

of international travel agencies run by other provinces.

Since China opened its door to the outside world in 1978, the urban economy in Wenzhou develops very fast, forming a unique structure called “Wenzhou Model” by creating China's first private-owned business, China's first collective-owned stock enterprise, China's first stock railway... “Tour of Exploring the Wenzhou Economy” has been created for Wenzhou's tourism.

Wenzhou is also known as the “Best Tourist City in China,” “Capital of Vitriol in the World,” “Capital of Non-governmental Enterprises in China,” “Capital of Shoes in China,” “Famous City of Garment in China,” “Capital of Electronic Appliances in China,” “Capital of Locks in China,” and “Capital of Glasses in China.” Besides, it is also known as the “World Factory,” “International Supermarket,” and “Capital of Fashion.”

In the 21st century, Wenzhou is speeding its pace in economic development. It is heading for the



Macao. In addition, Wenzhou is one of the 45 hub cities of highways with many national highways and expressways passing through the city area. The Wenzhou Railway will be under construction. In 2003, computer-controlled exchange facilities in Wenzhou surpassed 3.5 million sets, with comprehensive capacity among the top few nationwide. By the end of 2003, there are 62 star-graded hotels in Wenzhou, with 7,500 standard guest rooms. There are 108 travel agencies including three international travel agencies and seven branches

titles of “Best Tourist City,” “Big Commercial Harbor in Southeast Coast,” “International City of Light Industry,” “The Most Vigorous Opening City in China,” and “Famous Coastal Scenic and Cultural City in China.”

Welcome to Wenzhou!

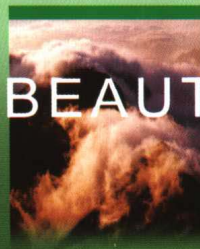
Wenzhou Tourism Administration



TOURING AROUND WENZHOU

走进山水温州

EXPERIENCING THE BEAUTIFUL WENZHOU





雁荡山灵峰览胜
A scene of the Lingfeng Peak
at Yandang Mountain

1. 摩崖石刻雁荡

Stone carvings with the characters of "Yandang"

2. 老僧迎远客

Elderly monk welcoming guests from afar

