

An aerial photograph of Shanghai, China, featuring the Oriental Pearl Tower and the Bund. The image is used as a background for the book cover.

SHANGHAI

Tourist Attractions of Shanghai

上海遊

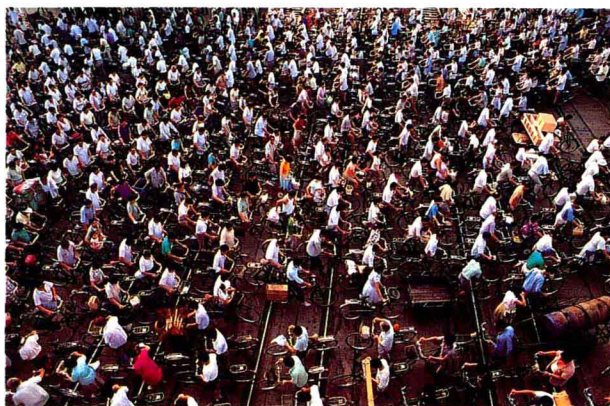
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SHANGHAI PICTORIAL PUBLISHING HOUSE



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序

旅游，多麼美好動聽的字眼，多麼令人神往的所在。當今，隨着人類社會物質文明與精神文明的日益提高，它已成為一大時尚。我們欣喜地看到，越來越多的國家和地區的人民，開始把它當作一項不可或缺的生活安排，納入一種正常的文化消費。發達的歐美國家是這樣，包括中國在內的發展中國家也莫不如此。這是現代文明蓬勃發展的重要標志。

談到旅游，人們首先關心的當然是選點的問題。就全球而言，中國歷史悠久，文化燦爛，物華天寶，人杰地靈，蘊藏着得天獨厚的自然景觀和人文景觀，無疑是世人矚目的旅游熱點之一。而作為東方大都市的上海，雖然沒有蜚聲海外的名勝古迹，但它優越的地理位置和獨特的風情韻味，尤其是東西方文化的交匯、都市旅游和海派旅游的結合、傳統習俗和現代文明的交替，在這裏得到了完美的統一，難怪它以巨大的魅力吸引着衆多的國際朋友來這裏旅游觀光。據統計，1980年來上海旅游的外國朋友有21萬人次，1990年達到了46萬人次，而去年就猛增到85萬人次。

展現在我們面前的這本精美的《上海游》畫冊，輯錄了十幾位攝影工作者新近完成的200余幅作品，它以新穎的視角、從不同的側面生動地反映了上海的形象與風采。通過這一幅幅生機盎然、絢麗多姿的畫面，我們就不難理解中外旅游者為什麼會那樣鐘情于上海了。九十年代以來，上海在改革開放和現代化建設中處於前沿和“龍頭”地位，在經濟、金融、貿易等方面顯現出重塑國際大都市的無窮活力，同時也以自己的內在精神、民族風情和文化氛圍，營造着中外旅游者的天堂。這裏，無論是注重探索海派特色，弘揚傳統文化的各種旅游節，還是展示在人們面前的優秀近代建築和大型市政工程，都充分表明憑借上海人的聰明才智，旅游資源一定會得到充分的發掘與升華。

有鑒于此，我們向廣大旅游者，特別是國際友人鄭重推薦《上海游》這本畫冊。她將是您貼身的向導、旅游的指南。

丁法章

PREFACE

“Sightseeing-tour”--what a nice pleasant word! What allurements it has in store!

Now that the human society is everyday on the upgrade in its civilization in terms of both matter and culture, tourism has become a prevailing trend of the day. We are gladsome to see an increasing number of the people of various countries and regions have reckoned it in as an indispensable item of life activities, a normal item of spending on cultural grace. This is true of the American and European developed countries, and also of the developing ones, including China. It is a significant mark of the flourishing modern civilization.

Speaking of tourism, what is of major concern, to be sure, is the place to travel to in making choice from among many spots in the world. Undoubtedly, China is one of the focuses of world attention, so-called “hot spots”. For on the globe, China enjoys a long long history and has splendid culture. Not to speak of her rich natural resources and a propitious land for giving birth to outstanding personalities, she holds in store as exceptional advantages plenty of natural landscapes and scenes of humanities--already developed and would-be developed tourist attractions.

China's big city Shanghai, also a metropolis in the Orient, may be lacking in scenic centres and historical sites of world renown, yet it occupies a superior geographical position and possesses the lasting appeal of unique local features, customs and interests. Particularly, it is a converging spot of the Oriental and Occidental cultures, an integration of the general style of city-touring with Shanghainese-style touring of its own, as well as a point of ongoing replacement of traditional customs by modern civilization. So, here in Shanghai can be witnessed a matchlessly beautiful case of unification of things past and present. No wonder its awful charm has been attracting a great number of friends from the world's countries to come and make a sightseeing tour of this city. Statistics shows the number at 210,000 person time in 1980, 360,000 in 1990 and 850,000 in 1993--a sharp rise indeed!

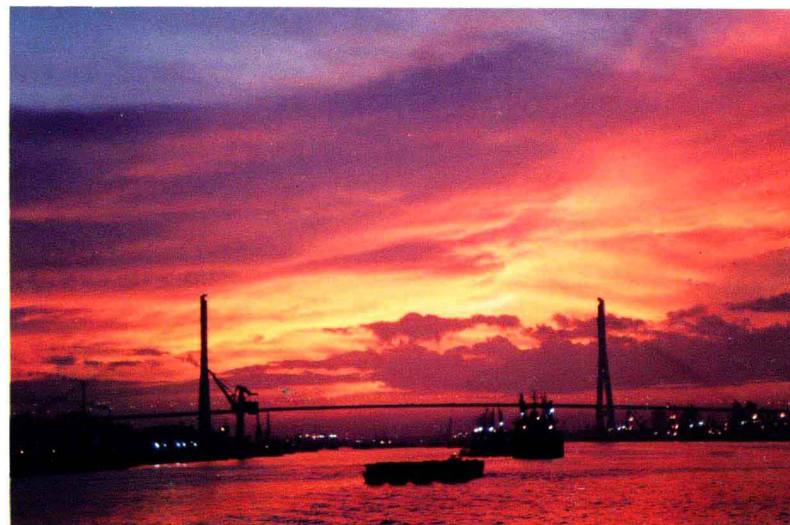
This exquisite album TOURIST ATTRACTIONS OF SHANGHAI now unfolding before us is a compilation of more than 200 pictures recently produced by a good number of qualified photographers, who have succeeded in vividly reflecting the arresting image and graceful bearing of Shanghai from new and original angles of vision and in all different aspects. Looking at all these magnificent pictures not only multifarious in colour but also overflowing with life, we would not find it difficult to understand the reason why both Chinese and foreign tourists show so great a favour to Shanghai.

Since the beginning of the 90s, in implementing the policy of reform and opening to the outside world and proceeding with constructions in the modernization drive, Shanghai has taken its position in the first line as the Longtou ("dragon head" as we like to call it), in fact , the pace-setter in the lead. No matter what sector it is engaged in--economic, financial or trading--, Shanghai has displayed its boundless vitality in re-moulding itself into an international metropolis. Simultaneously, it has been attempting to build itself into a paradise for the tourists with spirit--an inherent spirit of its own--, with the presentation of its local customs and charm, with the creation of an atmosphere of national cultures.

Here in Shanghai, whether in holding various tourism festivals to explore the Shanghainese distinct features and develop the Chinese traditional cultures, or in bringing forth before the residents fine modern structures and large-scale engineering projects, it is fully demonstrated that by virtue of Shanghaiander intelligence and talents, tourism resources will certainly be tapped and upgraded to the maximum.

With such a confidence, we would very much like to earnestly recommend this album to all tourists, especially the tourists and friends from various countries in the world. It may come in handy when you will need it as a tourist guide.

Ding Fazhang



LOCAL CONDITIONS AND CUSTOMS 都市風情

上海，盡管沒有蜚聲中外的風景名勝，沒有舉世罕見的文物史迹，但她却像磁石般吸引着數百萬中外旅游者來這裏觀光。這是因為，上海不僅有繁華的街市、著名的故迹，日漸活躍的金融貿易市場，更重要的是她那獨特的海派風情吸引着來者，使他們真正感覺到上海這個日益走向國際化的大都市的呼吸脈搏和激昂跳蕩的音符。

走在街上，隨處可遇穿着艷麗和入時衣裝的麗人，她們與多彩的人文景觀相映成趣，使你更體味到這個城市的生氣。

入夜，萬家燈火通明，領略了“吃在上海”的海派風味之後，逛逛夜市排檔，該是一件十分舒心的事。雲南北路、鳳陽路、乍浦路小吃街，車水馬龍，姹紫嫣紅的燈光和色香味俱全的菜饌，使你身不由己地融合到一片熱氣騰騰的美食文化氛圍中去。

上海素有“萬國建築博覽會”之稱，一幢幢洋房別墅，一棟棟聳天高樓，一座座古典建築，將上海建築百年嬗變的歷史畫卷呈現在你的面前。石庫門、老弄堂，曾孕育了一批又一批聞名中外的文人、學者和藝術家，也衍生了一代又一代聰穎勤奮的普通上海人。這裏，盡管人頭濟濟，有時曾為多佔一小塊空地爭得臉紅耳赤，但生活又梳理得如此井井有序，讓遷入新式住宅的人們留下一種懷舊的戀情。

如果你有時間去訪問一些民間收藏家，參觀他們集幾代人心血的家庭博物館，將使你樂此不疲。

上海人忍受着并努力改變馬路狹小帶來的道路阻塞，如今地鐵、隧道、立交橋、高架、高速公路的相繼建成，疏散了擁擠，托起了繁榮，使這座現代化城市的交通管理有條不紊。

上海，正在向中外旅游者展現她那世界文化大都會的風采。

Shanghai, despite lack of scenic spots and historical sites enjoying fame at home and abroad as well as cultural relics ranking among the world's rarities, attracts millions of Chinese and foreign tourists for sightseeing as if it were a piece of magnet. This is because there are bustling streets and famous sites of historical interests, not to mention the increasingly brisk financial and trade markets as has been said - for people to see, and of still greater interest are the styles, features and general mood of Shanghai's own. Such a uniqueness and typicality draws visitors who will be made to actually feel the breath and pulse and identify the spry robust notes of Shanghai's daily growing into a cosmopolitan metropolis.

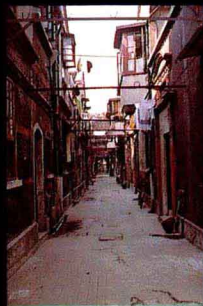
In the streets you can meet beautiful girls and women in fashionable splendid clothes everywhere you go. They seem to be complementary to, not without a delightful contrast, the multifarious living styles and lively scenes of people around. All this lets you appreciate better the vitality of this big city.

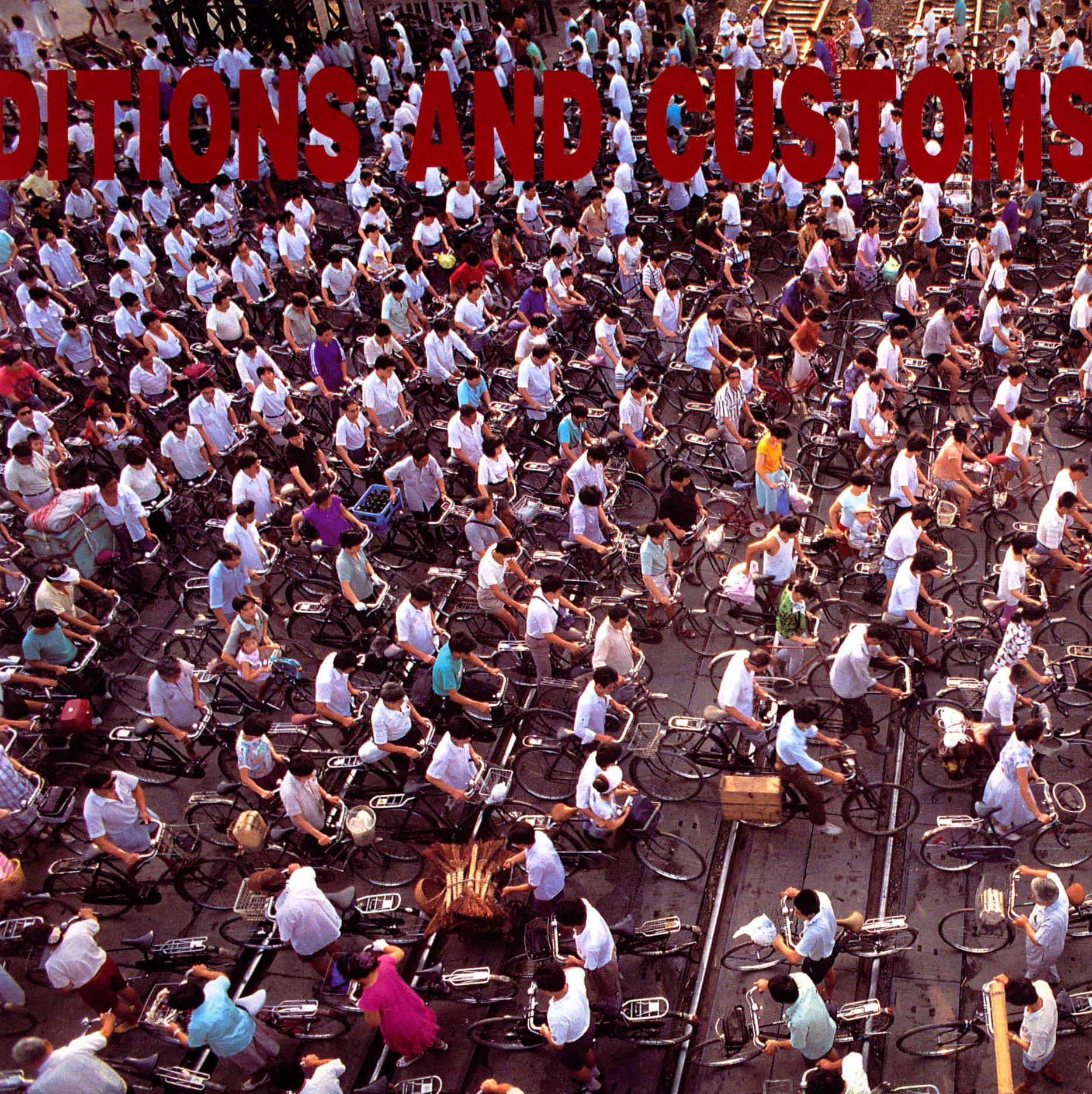
At night, when myriads of lights are on, after having had a taste of the Shanghai cuisine (known for its epithet: "The Home of Eatables"), you may as well stroll along the rows of eating stalls, which will be a very delightful thing to do. The crowded streets serving snacks and refreshments such as Yunnan (North) Road, Fengyang Road and Zhapu Road, the blaze of colourful lights and the delicate dishes perfect in colour, taste and flavour - all these add radiance to each other, and in spite of yourself, you will dip into the atmosphere of "delicate food culture" accompanied with seething activities. Shanghai has long been known as an "international architecture fair". Unfolding before you will be numbers of western style houses and villas, highrises and classical structures - a scroll of the historical evolution in architectural works of the past hundred years or so. Residential houses known as shikumen (with stone-framed threshold and double-leaf gates generally in black plus ring knockers) and age-old lanes and terraces are typically Shanghaiese. But in them there had been bred batch by batch men of letters, scholars and artists of world renown, and also there had multiplied generation by generation those bright, intelligent, diligent and hard-working Shanghai commoners. Here, because of congestion, neighbors occasionally might have words with each other and flushed with agitation in contending for a small vacant space, but all the inhabitants have arranged their life in perfect order and a congenial atmosphere, so much so that whoever has had the chance of moving away to live in the new type buildings can never fail to cherish nostalgic feelings or the neighbourly attachment he has cultivated while living in the old place.

Then, if you have still some time, you can pay visits to some private collectors, and in their small family "museums" you can see the fruit of generations' painstaking efforts in making their collections. You will not get tired of enjoying looking at them, and these places may also be your ideal ones to seek treasures and rare objects.

Of course, Shanghailanders have endured the traffic jams and crowded public transport vehicles for years, but they are making great efforts to change the situation caused chiefly by small narrow streets. Now that subways, tunnels, flyovers, Viaducts and expressways are being or have been built in succession, the undesirable over-crowdedness is being relieved and the city's prosperity is being boosted, lending orderliness to the traffic administration and control of this modernized city.

LOCAL CON





DITIONS AND CUSTOMS



STREET

STREET SCENES

街景

SCENES

