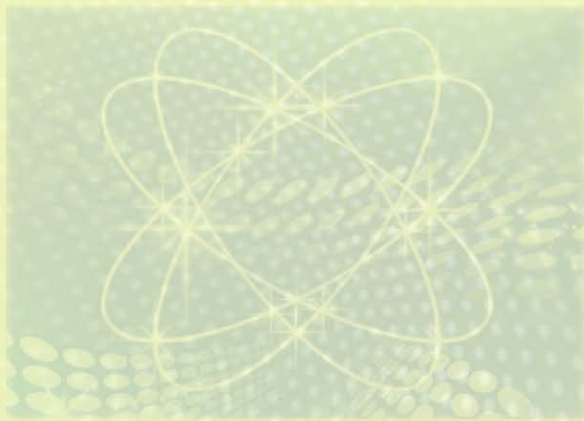


三色潼南

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重庆出版社

重庆旅游文史丛书
潼南卷

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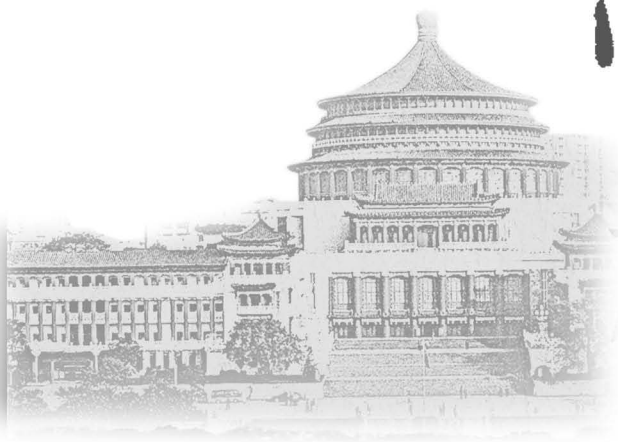
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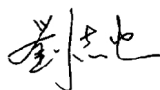
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传承重庆历史文化 推进旅游快速发展

——《重庆旅游文史丛书》总序

全国政协提案委员会副主任
原政协重庆市第二届委员会主席



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本届政协成立之初,就确定根据全国政协“文史资料要探索为经济建设服务的路子”的精神,拟完成《重庆旅游文史丛书》(以下简称《丛书》)的编写工作。经过两年多的努力,现在《丛书》即将陆续出版,与读者见面。这是在市政协主席会议、常委会领导下,由市政协学习及文史委牵头,与市新闻出版、文化旅游等部门和各区县(自治县、市)密切合作的成果。它似傲雪怒放的寒梅,幽香浓郁,妩媚诱人,把旅游春天的气息带给游人。

为体现文史资料服务经济建设的要求,《丛书》的编写确立了一个出发点,即在介绍旅游景观时,要注重挖掘旅游景点的人文资源,力求把绚丽的自然景观同厚重的历史文化紧密地结合。之所以作这样的设计和努力,是因为:

第一,旅游与文化是密不可分的,旅游业的发展离不开文化,文化是旅游的灵魂、特色。

好比文章，旅游是文，文化是意。文无意不立，意无文不远。自古以来，许许多多千古绝唱，包罗万象的各类艺术，多姿多彩的民俗风情，都与旅游相关。因此有人说，只有依托文化，旅游才能如虎添翼，锦上添花。纵观中外旅游景区景点，凡驰名者，没有不依托于人文景观，以提高其知名度的。所以，弘扬旅游文化是旅游开发中不可忽视的要义。

第二，重庆是全国历史文化名城，文化底蕴非常深厚，对旅游业发展具有极大的推动作用，应该尽力地加以挖掘。重庆有悠远辉煌的历史，早在 200 多万年前人类就开始在这里活动；3000 年前巴渝先民在这里生息、繁衍；在历史的长河中，重庆曾三建国都，四筑渝城，七举移民，还经历了三次大开放时期。重庆有丰富的遗存，至今还保存着大量的古遗址、古窑址、古墓葬、摩崖石刻、历史建筑、历史地段、历史城镇、园林与风景名胜等，现有文物点 12898 处，成为展示和再现重庆历史文化、发展城市文明、增强城市活力的重要资源。重庆有个性鲜明的独特文化，彪炳史册的巴渝文化和内涵丰富、独领风骚的三峡文化闻名于世；异彩纷呈的地域文化独具特色；激扬奋进的抗战文化和光照千秋的红岩精神，是中国文化史上的一座丰碑。在这里发生的一系列重大历史事件，对人类文明、民族进步起过积极作用。

重庆既是一座英雄的城市，也是历史名人荟萃的城市。有众多的英雄豪杰、鸿儒骚人、历史人物曾经在这里工作和生活。他们或勇于反抗，为民捐躯；或忠心为国，宁死不屈；或智勇双全，国之栋梁；或潜心学术，著书传道；或崇尚科技，矢志实业；或锦心绣口，文传千秋，为重庆、为国家作出了卓越的贡献。至今还留下许多名人故居、纪念馆、陈列馆、博物馆。

第三，能促进景区景点旅游品位的提升。重庆是著名的山水城市，自然风光十分优美。在三江(长江、嘉陵江、乌江)奔腾、四山(大巴山、巫山、武陵山、大娄山)雄踞的山水中，崇山峻岭、层峦叠嶂、奇峰异石、大峡深谷、绝壁幽洞，无不使人惊叹不已！古树奇花，嶙峋怪石、温泉飞瀑、小桥清溪、精美石刻无不让人赞不绝口！“万家灯火气如虹，水

势西回复折东。”(赵熙句)“水向峡中去,城缘天半开。龙门留碣石,山上起楼台。”(张安弦句)重庆的旅游文化资源富集。经过多年的努力,已建起一大批旅游景点:长江三峡,高峡平湖;涪陵“白鹤”,水下碑林;丰都名山,“阴曹鬼都”;石宝古寨,“江上明珠”;张飞庙殿,“文藻胜地”;白帝遗址,风流诗国;宁河风光,“天下奇峡”;大足石刻,世界遗产;梁平“双桂”,佛教祖庭;乌江画廊,人间仙境;金佛山林,植物王国;四面名山,千瀑之乡;天坑地缝,世界一绝;“南海”遗址,全国仅有;芙蓉仙洞,鬼斧神工;钓鱼古城,驰名中外;温泉湖泊,叠翠凝碧;土家山寨,神秘古朴;山城夜景,魅力无穷;抗战遗址,历历在目;红岩圣地,熠熠生辉;文化古邑,辉映巴渝……它们中,有的自然与人文景观结合完美,有的结合则不如人意,还需要狠下大工夫。比如,可以推出“一个景点一段戏,留客一日或半日”工程,可以利用开发现代文化,引进现代歌舞戏曲,表演各种节目,让游客听歌、看戏;可以借助文化名人效应,请当代作家、诗人、画家、摄影家来采风、考察、休闲等,以提升景区景点名气;可以开发销售富有民间文化特色的旅游商品,如手工艺品、农副产品、绿色食品、音像产品、旅游书籍等。

通过这种紧密结合,并进一步向纵深扩展,既能使游人了解重庆的自然,又能使游人了解重庆的历史,扩大重庆的知名度、美誉度;既能丰富景区景点的内容,又能提升景区景点的品位,吸引更多游客;既能传承重庆的历史文化,又能推动重庆旅游业的快速发展,促进重庆经济全面进步。总之,有利于重庆“旅游精品系列工程”建设,有利于旅游业跃居支柱产业的地位,有利于把重庆旅游推向世界。

文史工作是政协工作的重要组成部分。《丛书》编写是文史资料为经济建设服务的有益尝试。它浩浩然几十卷,涵盖自然风光、风情风物、文物古迹、民间工艺、历史人物等。为保证编写工作进行和《丛书》的质量,市政协学习及文史委认真负责,深入调查研究,制定编写方案;各区县(自治县、市)政协积极响应,组织人力物力,对当地旅游资源精筛细选;市新闻出版部门更是大力支持,按“精品”图书要求,严把质量关。在他们的共同努力下,使《丛书》具有较好的知识性和较强

的可读性。可以预料,这套《丛书》的出版,对大力宣传重庆,激发人们热爱祖国、热爱家乡以及进一步探索文史资料服务于经济建设,将起到积极的作用。

Passing Down Our Historic and Cultural Heritage to Promote Tourism in Chongqing

A general preface to *Cultural and Historic Tourism of Chongqing Series*

By **Liu Zhizhong** (Deputy Director of the Committee for Handling Proposals, CPPCC; the former Chairman of the Committee of the Chongqing People's Political Consultative Conference)

On the forming of the current Committee of the Chongqing People's Political Consultative Conference, it was decided that this *Cultural and Historic Tourism of Chongqing Series* (abbreviated to Series herein after) should be compiled in accordance with the guiding spirit of seeking after feasible methods for the exploiting of the potential of cultural and historical data in propping up economy. So as a result of two years' hard work under the guidance of the Standing Committee and Presidents' Conference of the Chongqing Committee of the CPPCC (Committee of the People's Political Consultative Conference), on the initiative of the Education, Culture and History Committee of Chongqing CPPCC, with the close cooperation of several civic departments such as Chongqing Press and Publication Bureau and Chongqing Cultural and Tourism Bureaus, and with the clasping of each borough, county, city and autonomy county, this Series comes out, foreshadowing the flourishing of tourism in Chongqing.

To fulfill the requirements of cultural and historical data in the service of economic development, we decided on the principle at the

beginning of the compilation that the introduction of the scenic spots should highlight not only the natural scenery but also the cultural and historical content. This decision is justified by the following reasons:

Firstly, tourism is inseparable from culture, which imparts soul and feature to tourism. In other words, culture is to tourism what theme is to diction. Destitute of theme, an article with flowery is still wish-washy; weak at diction, an article with a profound theme is all the same unpopular. Our long history has seen many legends, multifarious arts and diversified customs, which lend themselves to tourism. In this sense it is justified to say that culture immensely complements tourism. That can be proved by the famous scenic spots around the world, which, with all their beautiful natural landscapes, still highlight human cultural landscapes. Therefore, tourism culture is a keystone in boosting tourism.

Secondly, Chongqing is a nationally famous municipality, well-known for its history and culture, which holds great potential for the development of tourism and shall be exploited at full steam. The splendid history of Chongqing can be dated back to 2,000,000 years ago, when the first sign of human activities appeared. And about 3,000 years ago, our ancestors started to live and propagate here. Chongqing had been chosen as the capital city for three times, had seen four restorations, seven massive migrations, and three periods of large-scale reforming and opening. What's more, there are many historic remains in Chongqing, including a large number of ruins, ancient kilns, memorial graves, archaic cliff stone inscriptions, as well as many gardens, famous sceneries, ancient buildings, cites and towns, 12,898 of which are culture relics. It is on those resources that Chongqing's historical culture revives, urban civilization thrives and urban vigor feeds. Chongqing boasts a characteristic culture, which is the blending of the time-honored Ba-Yu Civilization, the distinctive Three Gorges Culture,

diversified regional cultures, the vehement Anti-Japanese War Culture and the immortal Hongyan Spirit. In a nutshell, the positive influence of the historical events happening here has found its way into human civilization and national progress.

As a matter of fact, Chongqing is not only a municipality full of heroes in combat, but also a city that attracts many celebrities in other fields. Many great people have worked and lived here, including revolutionists, statesmen, martyrs, industrialist and writers. They made great contribution not only to Chongqing but also to the whole country and left to us many residences of celebrities, memorials, pavilions and museums.

Thirdly, the implanting of this principle goes a long way in lifting the scenic spots in Chongqing onto a more elevated plane. Endowed with graceful natural scenery, Chongqing is famous for its landscapes. On this land where three grand rivers (the Changjiang River, the Jialing River and the Wujiang River) and four great mountains (Daba Mountain, Wu Mountain, Wuling Mountain and Dalou Mountain) sit, the high and rolling mountains, queer crags, deep canyons, sheer precipices and mysterious caves are striking while the ancient trees and wonderful flowers, misty hot springs and rushing waterfalls, small bridges and lucid ghylls, as well as the delicate stone inscriptions are enchanting. To sum up, Chongqing is rich in tourism culture resources, and many scenic spots have picked up popularity as the result of years' of endeavor. They include, among others, the following: the world-renowned Three Gorges, the forest of steles under water in Baihe, Fuling, the City of Ghosts, Fengdu, the "pearl on the river", the ancient Shibao Stockaded Village, the Zhang Fei Temple, the White King's Town, the fantastic gorges in Ninghe River, the World Cultural Heritage Dazu Rock Carvings, the Shuangguitang Temple in Liangping County, a Buddhist

resort, the fairyland-like view of Wujiang River, the Jinpo Mountain famous for its forest, the Simian Mountain renowned for waterfalls, the larruping ground fissure and valley in Fengjie, the unique earthquake ruins of Nanhai, the uncanny Furong Cavern, the world-famous Diaoyu Ancient Town, the virid lakes and hot springs, the unsophisticated fortified mountain village of the Tujia minority, the enchanting nightscop of the downtown, the commemorative sites to the Anti-Japanese War, and the inspiring Hongyan Revolutionary Memorial.

Of those scenic spots, some blend natural landscape and human landscape harmoniously while some fail to do so. Therefore there is still room for improvement in this aspect. For example, modern performances may be introduced to attract the visitors so that they may stay longer; writers, poets, painters and photographers may be invited to feast on those beautiful views, which will bring publicity to those scenic spots; tourist commodities that crystallize local folk culture may be brought to market, such as handicraft, agricultural and sideline products, green food, multimedia products, tourism books, etc.

This kind of blending, successfully intensified, will enable the tourists not only to enjoy the natural views but also to appreciate local culture and history, thereby improving Chongqing's popularity and reputation; it will not only enrich tourism activities but also build up tourism image, thereby attracting more visitors; it will not only play up local history and culture but also boost local tourism, thereby stimulating economy. In a word, it will speed up the progress of the Classical Tourism Project Series of Chongqing, lift local tourism to the status of pillar industry and bring it in line with the international standard.

Research into culture and history is an important function of the Committee of Chongqing People's Political Consultative Conference. And

the compiling of this Series is a rewarding experiment, whose volumes, numbering in the tens, covers a variety of fields, such as natural scenes, folk customs and craft, special local products, cultural relics, historic sites and celebrities, and so on. To facilitate the compiling and ensure the quality of the books, the Committee of Education, History and Culture of Chongqing People's Political Consultative Conference has carried out an in-depth survey and drawn up a scheme; its subordinate branches in each borough, city and autonomous county have cooperated positively by furnishing manpower and material resources and picking out the most valuable tourism resources; the civic press and publication department also have contributed significantly by guaranteeing the quality of the Series with strict censorship. Thanks to their coordinated efforts, this Series is both readable and informative, and it is predicable that the publication of this Series shall contribute a great lot to the publicizing of Chongqing, the inspiring of patriotism and the evolving of a method that exploiting the potential of historical and cultural data in propping up economy.

序

潼南县人民政府县长 罗建极

.....

在伟大祖国九百六十万平方公里土地上，四季风光美，处处有胜迹。置身于斑斓多彩的恢弘画卷里，不能不令人情思奔涌，遐想无限。

游览风光名胜，其最大的好处是开阔胸怀，增长知识，提振精神，陶冶情操。过去，由于中国生产力水平低下，经济落后，人们只能整日为起码的生存条件而劳碌奔波，哪里还有什么闲功夫去“游山玩水”！旅游的话题，离我们的现实需要实在太遥远。现在，乘着改革开放的强劲东风，中国经济社会蒸蒸日上，势不可挡，旅游事业正进入一个高速发展的崭新时代，旅游已经成为普通民众生活中的一个主要组成部分。充分发掘潼南旅游资源，强力助推潼南旅游发展，此其时也！

潼南是中华人民共和国第四任国家主席杨尚昆、革命烈士杨闇公的故乡，也是宋代著名道教思想家陈抟老祖青少年时期生活、成长的地方。“遂当前代称雄郡，幅员千里夸形胜”（明陈讲句）。翻开潼南的历史，就翻开了一部厚重的人文典籍；走进潼南，就走进了一轴醉人心魄的五彩丹青画卷。

锦绣潼南,古蜀宝地,渝西胜境。这是一方让每个潼南人都引以为自豪、引以为骄傲的热土。这里的旅游资源独特而丰富,金色、红色、绿色“三色旅游”景点密布,别具异彩。红色:以杨闇公、杨尚昆陵园、旧居为重点的“红色”潼南教育游;金色:以全国重点文物保护单位——潼南金大佛为代表,包括清代杨氏民宅,全国首批历史文化名镇——双江镇,以及定明山、马龙山、龙多山古建筑、古石刻和古文化等在内的“金色”历史名胜游;绿色:以太安现代农业示范区、桂林蔬菜基地、崇龛油菜基地、三十里运河画廊和全国首批农业观光旅游示范点——东升茶山等为代表的“绿色”生态乡村游。这些景区(景点)在潼南这块热土上如群星闪耀,相映生辉,令天下游人流连忘返。

随着中国西部绿色菜都建设的蓬勃兴起,连续三届潼南菜花节和首届红高粱节的成功举办,以及现代化交通网络的成功构建,自然生态和人文环境的日益改善,历史文化的深度挖掘,昔日默默无闻的边远小县如今正日渐成为重庆乃至整个西南地区备受瞩目的热点旅游和魅力旅游目的地之一。“慕名睹芳容,美人天上落。”潼南,这颗镶嵌在四川盆地中东部的璀璨明珠,这个风华绝代的渝西“美人”,眨眼间便款款走出昨日的窘境,惊艳于东方的地平线上,正等待着更多的人去撩开她神秘的面纱,欣赏她靓丽的姿颜,品读她独特的韵味……

让人感到特别振奋的是,潼南旅游事业的发展在得到全县人民鼎力襄助的同时,还受到了中共重庆市委、重庆市人民政府的高度重视和大力支持。2009年9月,市委办公厅、市政府办公厅专门出台了推动潼南加快发展的42号文件,该文件对潼南旅游赋予了“建设全国红色教育基地、渝蓉旅游节点和渝西旅游‘金三角’重要目的地,打造成渝经济区的休闲度假胜地”的黄金定位。为此我们倍受鼓舞,同时也深感肩上责任重大。近年来,潼南县委、县政府坚定不移地把“旅游兴县”作为潼南新一轮发展的重要战略,举全县之力,决心把“三色”旅游打造成为渝西旅游市场上最具品牌号召力的朝阳产业,努力把潼南建设成为渝蓉两地人气鼎旺的“游乐园”。

“好雨知时节,当春乃发生”。正当潼南旅游发展迈开大步奔跑、

甩开膀子大干之际,由潼南县政协精心组织编写的《三色潼南》于辛卯新春正式付印了。这部旅游文史新著内容丰富,文笔流畅,图文并茂,灿然可观;一书在手,恰如一张“潼南全景”导游图,为广大游客和中外人士了解潼南、走进潼南、品读潼南提供了很好的载体。著书立说,沥血呕心,殊为不易。在此,我谨以个人的名义,向支持、参加《三色潼南》编著的各级领导、各有关部门及全体编辑人员表示诚挚的谢意。我相信,只要大家都像政协的同志那样,不遗余力,倾心推介潼南、宣传潼南,全力助推潼南经济社会发展,新潼南就一定会从人们的视觉中重新焕发容光,变历史文化优势为旅游产业优势和地域经济优势,从而加速推进潼南旅游事业全面发展的步伐,挥笔谱写潼南经济腾飞、赶超发展的崭新篇章!

二〇一一年二月