大禹故襄 古羌之城 生態之都

Hometown of Dayu Ancient Qiang Kingdom An Ecological County

# 魅力・より

Glamorous Beichuan 窗机无限

with Limitless Business Opportunities





让我们携手, 共同书写北川的壮丽篇章,

每一篇,都铭刻着禹羌辉煌的历史,

每一章,都昭示着北川灿烂的未来!

Welcome to Beichuan--the only Qiang Autonomous County in China Let's Join Hands and Paint the Glorious Pages of Beichuan Every Page is a Demonstration of the Splendid History of Beichuan Every Page Manifests a the Gorgeous Future of Beichuan

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# 玛德惹不舍

北纬31'14°-32'14°, 东经103'44°-104'42°, 神奇而美丽的地方 [羌语音译: 玛德惹不舍]
---北 川。

史载"禹生西羌"之石纽; 伏羲母华胥氏之"华",大禹王夏后氏之"夏", 皆源自古蜀大地历史最悠久的古羌人

北川---全国唯一的羌族自治县 北川---古代治水英雄大禹的出生地 北川---红军长征浴血奋战的地方 北川---全球同纬度生态保存最完好的地区

传承着上古文明的深邃与厚重 编织着古羌之域的繁华与富饶 让我们带着责任与使命, 走进北川,开拓北川,发展北川! North Latitude 31'14° -32'14° East Longitude 103'44° -104'42°, The Milestone for Dayu's Birth in West Qiang

The Offspings of Huaxu's Have the Surname of Hua; The Descendants of King Dayu Bear the Surname of Xia

All Came from the Most Remote Ancient Qiang People

Beichuan--The Only Qiang Autonomous County in China

Beichuan--Birth Place of Water-Control Hero Dayu in Ancient Times

Beichuan--The Battlefield of the Red Army

Beichuan--The Best Preserved Region among All at the Same Latitude
in the World

Carry on the Profound Culture and Civilization
Weaving the Picture of Abundance and Prosperity
Let's Shoulder the Responsibility and Historical Mission
And Go into Beichuan, Explore Beichuan and Develop Beichuan!







北川羌族自治县位于四川盆地西北部,隶属四川省绵阳市,幅员面积2869平方公里,距重庆市450公里,距省会成都160公里,距绵阳50公里,辖3镇17乡,总人口16万,其中羌族9.1万,占全县总人口56.9%。北川历史悠久,北周保定四年(564年)建县,至今已有1400多年的历史。北川自古即为少数民族聚居地,1987年四川省人民政府批准北川按少数民族县对待,2003年7月6日,国务院批准撤销北川县设立北川羌族自治县,是全国唯一的羌族自治县。

据史籍记载,北川是大禹诞生地。原国家主席杨尚昆为北川题词"大禹故里",张爱萍将军为大禹纪念馆

题词"大禹精神,光耀华夏"。县内至今流传着大禹传说,保存着大量关于大禹的历史遗迹。北川人文景观与自然景观交相辉映,是人们访古探幽的休闲胜地。

北川人民有光荣的革命传统。1935年红军长征经过 北川, 在县内相继建立了县、区、乡、村苏维埃政权, 北川人民大力支援红军,为红军打通北川峡谷顺利西进 作出了不可磨灭的贡献,千佛山战役影响巨大。1953年, 北川被确定为"革命老根据地"。

改革开放以来,北川人民发扬大禹精神,励精图治, 全县经济社会快速健康发展。

今日羌乡, 生机勃勃, 朝着小康目标奋力前进。



# 传承华夏文明 建设休闲胜地 Carry on Huaxia Civilization BUILD A MECCA OF LEISURE AND ENTERTAINMENT

Beichuan Qiang Autonomous County, located in northwest of Sichuan Basin and under the jurisdiction of Mianyang City, covers an area of 2869 square kilometers and has a total population of 160,000, of which 91,000 are Qiang People, accounting for 56.9% of the total Qiang population. The county, 450 kilometers far from Chongqing City, 160 kilometers far from the provincial capital Chengdu and 50 kilometers far from Mianyang, has the jurisdiction of 3 towns and 17 townships. The county has a history of over 1400 years since its official establishment in the year 564 of North Zhou Dynasty. With its large proportion of Qiang minority residents, the county was approved both as an ethnic minority county by Sichuan Provincial People's Government in 1987 and Beichuan Autonomous County by the State Council on July 6th, 2003, thus becoming the only Qiang Autonomous County in the country.

According to historical documents, Beichuan was the birthplace of Dayu, a well-known national hero for his water-control achievements in China. It has the epigraph of famous person, Such as; the epigraph of former

president Yang Shangkun"Hometown of Dayu"to Beichuan and General Zhang Aiping's"Dayu spirit Shines over Huaxia"to Dayu memorial. are popular among local residents and a large number of relic sites of Dayu are still well preserved in the county. With a perfect combination of mankind civilization and fascinating natural landscapes, the county is an ideal place for leisure and entertainment.

Beichuan has a profound history of revolution. The Red Army arrived in Beichuan in 1935 and set up county, district, township and villagelevel soviet governments in the region. Local residents contributed much to the victories the Red Army's and the expansion of soviet base. Qianfoshan Mountain battle was the most influential one fought in Beichuan and the county was named as the old revolution base in 1953.

Beichuan has seen fast social and economic growth since the reform and opening up policies were implemented in China. Now, all the people in Beichuan are working toward a well-off county with passion and confidence.





在大禹故里穿越。

The Cultural Corridor that 历史文化长廊—文化北川
Passed through Space
and Time—Culture of Beichuan

几万年前,上古人类在这里穴居狩猎,度过了人类进化的漫漫历程。这就是北川,一个古老而神秘的地方。 数千年前,羌人从这里南迁,参与创造了辉煌灿烂的古蜀文明,羌人领袖大禹从这里出发,踏上了治理洪水的征 程。这就是北川,一个古代文明的发祥之地。

几十年前,羌、藏、回、汉各族人民全力支援红军,为新中国的诞生作出了重要贡献。这就是北川,一个有着光 荣革命传统的地方。

Thousands of years ago, mankind started troglodytism and hunting activities here, endowing the place profound history and numerous mysteries.

Several thousand years ago, Qiang People started the south-ward move and created splendid ancient Shu civilization. Dayu, the leader of Qiang, started his flood control journey here. This is Beichuan, a place where the ancient civilization originated.

A few scores of years ago, Qiang, Tibetan, Hui and Han people went all out to support the Red Army, making significant contribution to the founding of new China. This is Beichuan, a place with a rich tradition of revolution.



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### 禹,又称大禹、夏禹,生活在4000多年前的原始社会末期, 是继炎、黄之后的又一人文始祖,因为制服泛滥于神州大地的 滔天洪水并创建我国第一个国家政权———夏朝而彪炳史册。

"禹生石纽,西夷人也"。———《史记》

石纽山位于北川县禹里(古石泉县治)南一里许,山腰有一片不易风化的石林,其中"有二巨石纽结,每冬日霜晨有白毫出射云霄"。巨石上有阳刻隶书"石纽"二字,为汉代著名学者杨雄所书。

"三过其门而不入"妇孺皆知,大禹"正德,利用,厚生,惟 和"等自我要求与文化内涵更值得我们传承和发扬。

# 禹定九州 天下一统 Yu Ruled and Unified China

Yu, or Dayu and Xiayu, living in the end of primitive society more than 4000 years ago, was an important figure following the emperor Yan and Hua in Chinese history. He was best known for his success flood control and establishing the first national kingdom---Xia Dynasty. Yu was born in Shiniu and is a West Qiang People, according to *History of Records*.

"Shiniushan is located in half-kilometer south of Yuli of Beichuan. There is an erosion-resistant stone forest, and there is a light shining into the sky every frosting winter day. The megalith has the word Shiniu carved by Yang Xiong, a famous scholar in Han Dynasty. Dayu's deeds, " not stepping into the door of his home even passing it for 3 times" are house hold known, and his motto "Be moral, utilize scientificily, Treasure Life and Maintain Peace" motto are still the worthy of our study.









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# A族文化 Qiang Culture 源远流长 Long Standing



远古时代,北川境内的古羌人戈基人,与从西北大草原南迁来的党项羌人,实现了大融合,成为今日羌族之先民。

古羌人勤劳智慧、骁勇善战、能歌善舞,成写了羌族在人类民族史上光辉的一页。

In the ancient times, the Geji Qiang people in Beichuan and Dangxiang Qiang People integrated together and became the ancestor of modern Qiang people.

The diligent, sagacious, brave and versatile Qiang People has created a glorious page in the history of mankind.

### 民间习俗 Folk Customs

### 民居 Houses

北川古羌人"众皆依山居止"、"垒石为室",其住房就地取材,以片石和石板砌成,谓之"碉房",兼有居住和防御之功能。近现代,渐改为木质结构为主,其中吊脚楼最富特色,



Ancient Qiang People built houses with stones against the hills, which are called stockade houses that have both residential and defense functions. The houses then changed to wooden houses in modern times and are famous for its special Diaojiao designs.

### 服饰 Clothes and Decorations

差民传统服装的基本色调以蔚蓝色、青色(黑色)和白色(本色)为主。男 女均着过膝盖长衫,腰带、衣领、衣襟、衣袖、裤脚边都有挑花刺绣 图案。

Blue, black and white are the major colors of Qiang clothes. Both men and women wear long blouses that cover the knees, with beautiful embroideries on waist, collars and sleeves.

### 饮食 Foods and Beverages

北川羌人以本地所产玉米、荞麦、青稞、小麦、洋芋等杂粮为食, 喜饮 咂酒。民间膳食和风味小吃, 堪称一绝。

Beichuan Qiang people live on corn, buckwheat, wheat and potato. Wines are one of the favorite drinkings. Folk food and snacks are unique.











### 节日 Festivals

北川羌人以农历十月初一为新年,即羌历年,是羌族最隆重的节日。多在丰收时 节举行祭山会(转山会)。以宰羊祭山,祈求佑护。

October 1st of the Lunar Year is the new year's day for Beichuan Qiang People. Locals hold Zhuanshan meeting, offering sacrifice to mountains for good harvest, and other activities to celebrate the New Year.

## 歌舞 Songs and Dances

差人能歌善舞。演唱的民歌有情歌、苦歌、喜庆歌、丧歌、酒歌、山歌等。羌族 舞蹈以"沙朗"最为流行,"沙朗"又称"锅庄"。

Qiang people are all good dancers and singers. The folk songs include love songs, sad songs, festive songs, dirge songs, toasting songs and mountains songs. The dances feature on "Shalang", or Guozhuang.

### 器乐 Music Instruments

. 羌族常用的乐器有羌笛、口弦、羊皮鼓、唢呐等。

Qiang People uses flutes, harmonicas, sheepskin drums and Suona etc.

### 丧葬 Funerals

古时羌人实行火葬,清乾隆伊始,渐改为土葬为主。

Ancient Qiang people adopted cremation but changed to inhumation since Qianlong Period of Qing Dynasty.

### 宗教信仰 Religions

北川羌民信奉的神灵共有30余种。诸多神灵皆以白石为象征,同时皆对大禹敬若神明。

Beichuan Qiang People embraces more than 30 gods that are symbolized mainly by white stones At the same time. All people adore Dayu.

北川具有光荣的革命传统。1935年4月,中国工农红军第四方面军长征进入县境,在北川的崇山 峻岭中与国民党川军激战两个多月,牵制川军14万人,有效策应了中央红军抢渡金沙江、大渡河的 战斗,为两大方面红军在懋功的胜利会师奠定了重要基础。

红军在北川期间,相继建立了两个县级苏维埃、5个区苏维埃、28个乡苏维埃,119个村苏维埃政权。苏区人民筹粮运粮,修路架桥,男女青年踊跃参军,为红军打通北川峡谷通道顺利西进作出了不可磨灭的贡献。1953年,四川省革命老根据地建设委员会将北川确定为"革命老根据地"。

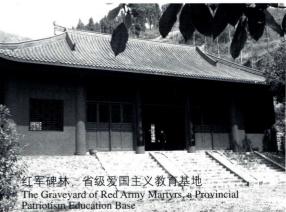
# Glorious Achievement of the Red Army 红军伟绩 Milestones 血色丰碑 类类

Beichuan has a deep tradition of revolution. In April, 1935, the 4th brigade of Red Army entered the county and fought many battles against the Kuomintang forces in Sichuan in the following 2 months, held 140,000 forces in play and gave great support to the Red Army's Jinsha River, Dadu River crossing, laying a sold foundation for the successful meeting of two Red Army forces in Maogong.

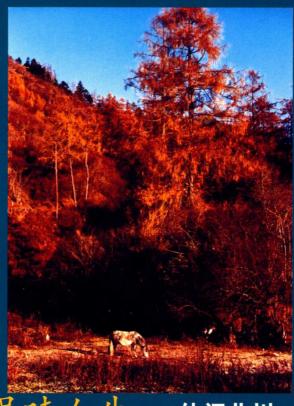
The Red Army set up two county-level, 5 district-level, 28 township-level and 119 village-level soviet governments. People in Beichuan made remarkable contribution to the westward move of the Red Army by transporting grains, building roads and bridges and joining the army. In 1953, Beichuan was named "Old Revolutionary Base" by Sichuan Old Revolution Base Construction Committee.

會主義四个现代 會主義四个现代 化而奋斗.









在神奇而美丽 Life in This 的地方品味人生——休闲北川 Mysterious and Beautiful

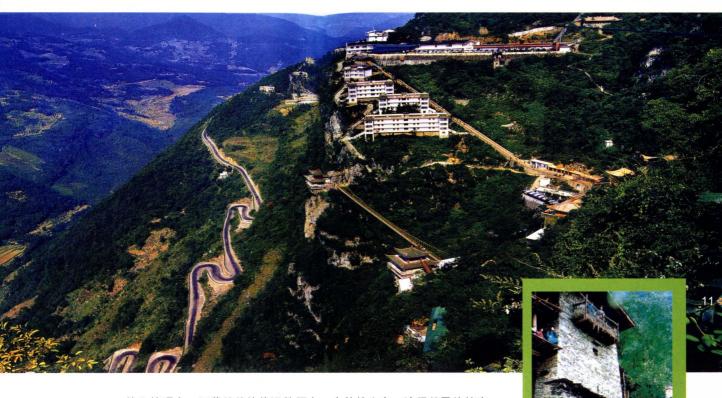
Place—Leisure and Entertainment



**Enjoying** 

神禹故里,轻风穿越山间,诉说着羌山远古的足音,小寨溪流,倒映蓝天绿水,舒展着北川神奇美丽的容 颜。这就是你向往的休闲之都,一个山水天成、气候适宜、四季缤纷、瑰丽如画的地方,一个现代人梦萦 魂牵的休闲渡假胜地。

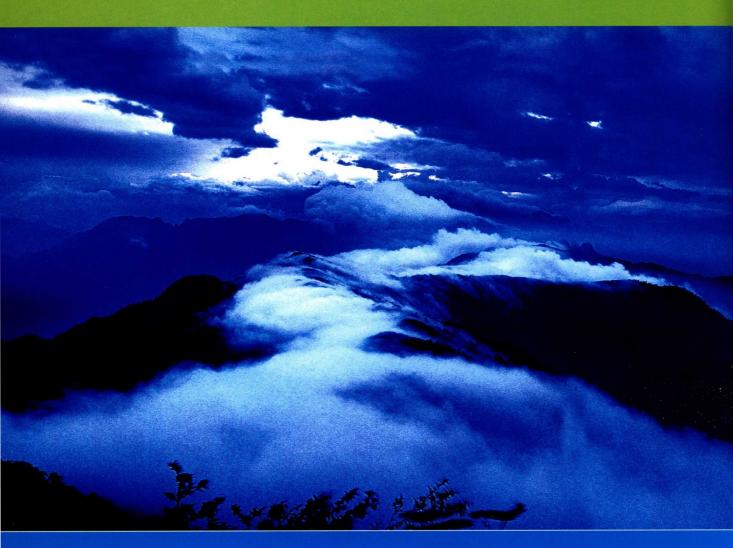
Walking in the mountains, you can feel the prints of ancient Qiang People, and enjoy the brooks that mirror the blue sky. This is picturesque place with comfortable climate, a place of fascination.



屹立的碉房, 记载着羌族悠远的历史; 古朴的山寨, 诠释着民族纯真的热情。当你踏进这犹如画屏的地方, 清新的空气、秀丽的山水将陪伴你进入人间仙境。

The stone houses that record the long history of Qiang People and the simple blockaded villages that contain the passion and hospitality of Qiang People will make you think you are living in a fairy land of picturesque sceneries, fresh air and gorgeous mountains and rivers.





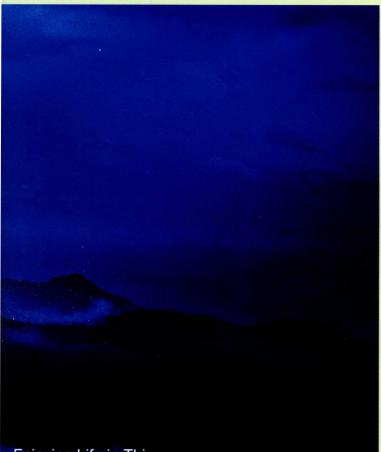










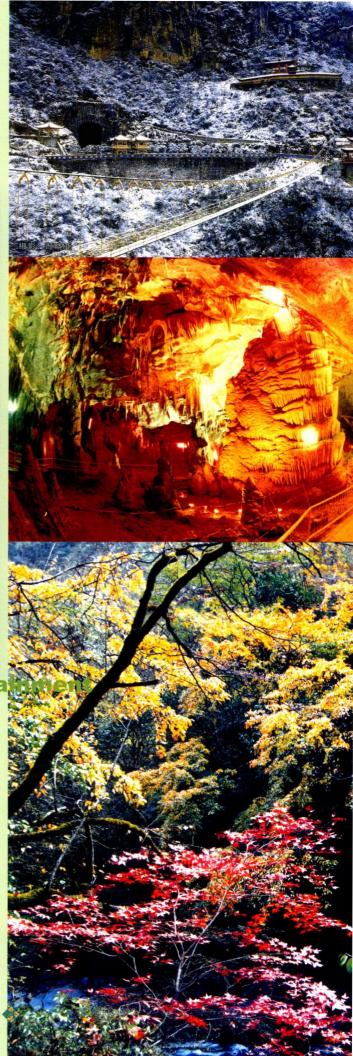


**Enjoying Life in This** Mysterious and Beautiful

Place—Leisure and Enterta

据《中国气象研究院专家报告》: 北川的负氧离子含量 分别是北京、成都的21倍、23倍,属"典型"的"康乐 型气候地区,最适宜养生休闲度假。"

According to China Climate Report, the Negative Oxygen Ion content in Beichuan is 21 times and 23 times that of Beijing and Chengdu, making the county an ideal place to live in.







Economy—Development of Beichuan



在北川的青山绿水间,有着丰富的土地、水力、矿产、竹木、中药材、绿色食品等 资源。蕴藏巨大财富,包含无限商机。

On the vast land of Beichuan, there are rich resources such as fertile land, hydropower, minerals, woods, herbs and organic foods, endowing Beichuan huge wealth and limitless business opportunities.



### 旅游资源 Tourism Resources

北川的旅游资源丰富、特色突出;文化品位高、科学价值大; 环境条件优越、人与自然关系和谐;资源开发潜力大;驰名中 外的九环线贯穿县境、区位条件好。

--《北川羌族自治县旅游发展总体规划》

Beichuan boasts rich tourism resources with immense local characteristics and high cultural value. With Jiuhuan Tourism Route passing through the county, it has an enviable location and huge potential for development.

--The General Tourism Development Plan of Beichuan Qiang Autonomous County



