



周震 / 主编

A GLIMPSE  
OF  
NINGXIA  
TOURISM AND CULTURE

—— 宁夏旅游与文化 ——

冯汝源 杨文姣 © 编著

NINGXIA HEADING TOWARDS  
THE BELT AND ROAD



黄河出版传媒集团  
宁夏人民教育出版社

周震 / 主编

---

# A GLIMPSE OF NINGXIA

TOURISM AND CULTURE

---

—— 宁夏旅游与文化 ——

杨文姣 冯汝源 ◎ 编著



黄河出版传媒集团  
宁夏人民教育出版社

## 图书在版编目(CIP)数据

宁夏旅游与文化 = A Glimpse of Ningxia Tourism  
and Culture: 英文、汉文 / 周震主编; 冯汝源, 杨文  
姣编著. -- 银川: 宁夏人民教育出版社, 2019.6

(宁夏走进“一带一路”)

ISBN 978-7-5544-3396-6

I. ①宁… II. ①周… ②冯… ③杨… III. ①景点 -  
介绍 - 宁夏 - 英、汉 IV. ①K928.704.3

中国版本图书馆 CIP 数据核字 (2019) 第 101927 号

宁夏旅游与文化

周 震 主编  
冯汝源 编著  
杨文姣

责任编辑 谭蓉蓉

责任校对 虎雅琼

封面设计 张 宁

责任印制 殷 戈



黄河出版传媒集团 出版发行  
宁夏人民教育出版社

出 版 人 薛文斌

地 址 宁夏银川市北京东路 139 号出版大厦 (750001)

网 址 [www.yrpubm.com](http://www.yrpubm.com)

网上书店 [www.hh-book.com](http://www.hh-book.com)

电子信箱 [jiaoyushe@yrpubm.com](mailto:jiaoyushe@yrpubm.com)

邮购电话 0951-5014284

经 销 全国新华书店

印刷装订 宁夏凤鸣彩印广告有限公司

印刷委托书号 (宁) 0013652

开本 720 mm× 980 mm 1/32

印张 4.75 字数 100 千字

版次 2019 年 6 月第 1 版

印次 2019 年 9 月第 1 次印刷

书号 ISBN 978-7-5544-3396-6

定价 37.00 元

版权所有 侵权必究

## 前 言

随着“一带一路”倡议的不断深入实施，宁夏作为中西部地区对外开放的节点省区，实施“走出去”战略有着得天独厚的优势。近年来，随着与“一带一路”沿线国家的交流合作不断深入，宁夏迎来了前所未有的发展机遇，越来越多的国外游客、来访者造访宁夏，体验和探索宁夏的发展状况和悠久的历史文化。“塞上江南，神奇宁夏”被称为“中国最后一片处女地”。美丽的塞上江南，古老的黄河文化，雄浑的大漠风光，神秘的西夏王朝，浓郁的回乡风情，迷人的六盘胜景已深深地映入国人的脑海。但是由于语言文化上的差异，大多文化胜景无法让远道而来的国外游客和来访者所感知，实为遗憾。本丛书秉承“文化自信”“文化自觉”的理念，增强“讲好宁夏故事、传递宁夏声音”的宗旨意识，力求以准确的外译形式，原汁原味地将宁夏著名旅游景点、经济建设中蕴含的丰富的

背景知识、历史文化展现给世界各国的游客，旨在不仅促进宁夏旅游事业的国际化发展，而且推动宁夏旅游和宁夏形象的大力外宣。

《宁夏旅游与文化》共十一章，以宁夏著名旅游景点和文化特色为主线，图文并茂地介绍了宁夏特有的旅游风貌和当地文化特色，让国内外读者了解和感受宁夏民俗、传统艺术、饮食文化、历史景观等旅游文化知识。其中既有飞沙走石的大漠戈壁，也有草长莺飞的碧湖蓝天，还有巍峨绵延雄壮威武的贺兰山。此书旨在为宁夏外宣工作提供较为合适的英文宣传素材，挖掘宁夏历史，讲好宁夏故事，向世界发出宁夏声音，为促进宁夏旅游事业国际化发展、提升宁夏国际化形象架起有效传播的桥梁。

《走进固原》共八章，以给读者展示宁夏固原市独有的自然人文景观与社会发展状况为目的，详细地介绍了固原的历史、文化和特色。固原乃古代西北重镇，也是古丝绸之路必经之地，中原文化、西夏文化汇集于此，赋予

了固原深厚的文化底蕴，为她增添了独特的魅力。固原历史悠久，目睹了文人墨客的风流、帝王将相的功绩，她又是最早播撒革命星火的大地，见证了中国工农红军长征会师的壮举。她享有“中国文学之乡”“书画之乡”“高原绿色明珠”“生态宜居家园”的美誉，政治、经济、文化持续发展，人民生活水平逐步提高。《走进固原》会让更多世界游客更好地了解、欣赏这片西北热土。

《走进石嘴山》共十三章，主要介绍了宁夏北部工业重镇石嘴山良好的区位优势、悠久的历史文化、创新的优势产业、丰富的人文资源、日新月异的城市建设、诚信重商的优良传统和辖区各区县的独特风貌等方面的内容，多角度、全方位、立体化的展示了石嘴山这一塞上煤城的城市新风貌和新特色。《走进石嘴山》一书可以看作是一张全面展示宁夏石嘴山市的形象名片。

宁夏有着丰富的旅游资源，但不能藏在深闺人未知，酒香也怕巷子深。要拉近宁夏旅游与世界的距离，让宁夏的旅游品牌驰名海内外，吸引更多的游客走进塞上江南，感受神奇宁夏，不仅要通过文化旅游外译

的方式向世界展示宁夏的旅游资源，更要让旅游专业人士，如导游、翻译、管理者、产业开发公司等通过阅读该丛书，能够运用外语介绍和推广宁夏的旅游文化。为了力求翻译的准确性，本丛书各分册特别邀请高校非常有造诣的外语翻译专业专家及学者，用三年的时间对宁夏资源的相关资料做了认真的对译、校对、核对和实地考证，以确保翻译文本的信度和效度。

2018 年恰逢宁夏回族自治区成立 60 周年，谨以此丛书作为献给自治区 60 大庆的一份薄礼。

编者：周震

戊戌年于宁夏银川



## Contents

---

|                                                      |     |
|------------------------------------------------------|-----|
| Shapotou .....                                       | 001 |
| Ningxia Sand-fringed Lake Eco-tourism Area .....     | 012 |
| Zhenbeibu West China Film Studio .....               | 023 |
| Shuidonggou .....                                    | 036 |
| Helan Mountain Rock Paintings Park .....             | 048 |
| Western Xia Imperial Mausoleum .....                 | 063 |
| Mount Sumeru Grottoes .....                          | 075 |
| Liupan Mountains .....                               | 087 |
| Ningxia Museum .....                                 | 098 |
| Ningxia Goji Berry .....                             | 114 |
| Wines from Helan Mountain 's Eastern Foothills ..... | 127 |
| Works Cited .....                                    | 138 |

## Shapotou

The Shapotou (literally “Desert Hillhead”) scenic area is located 16 km west of Zhongwei city, Ningxia Hui Autonomous Region, sitting at the southeastern edge of the Tengger Desert. Chinese National Geographic named it as one of the “Top Five Most Beautiful Deserts in China”, and *World Magazine* listed it as one of “Top 50 Chinese Places to Visit





for Foreigners”. Deserts and rivers are often incompatible forces, but here they have been skillfully brought together by nature’s extraordinary workmanship. Often described as being a giant picture scroll, Shapotou’s gorgeous natural landscapes sit in perfect juxtaposition of each other. Scenes such as the vast Tengger Desert, the magnificent Yellow River, and the Fragrant Hills lying in the south come together and offer their own desert symphony—the murmuring of the Yellow River, the mysterious resonant sounds of tourists sandboarding, the jingle of camel bells and the whistling of trains passing through on the Baotou–Lanzhou railway. The interdependence of sand and water form a unique S-shaped geographical feature throughout Shapotou’s desert, making its landscape poetically resemble the Yin and Yang symbol of Taiqi which represents a diagram of the universe. The American National Geographic listed it as one of the wonders of the world, undoubtedly bringing further global attention to the mysterious Shapotou scenic area.

## Site Introduction

The Shapotou scenic area has a unique set of natural scenery as well as a rich cultural landscape which is divided into southern and northern regions. The southern region offers a diverse set of tourist attractions including China's largest natural sandboarding field with a natural 800-meters sand slide, a cable car that passes over the Yellow River, an ancient waterwheel, and a chance to ride in the Yellow River's oldest form of river transportation-sheepskin rafts.

The southern region has at least two not-to-be-missed attractions. The first is the area hosting the sandboarding field and the Yellow River Cableway. The sandboarding field is a series of sand dunes perfectly-shaped for tourists to slide down from up to 100-meters high. Because of the unique geographical structure of the dunes, sliding on the sand in hot summer produces an unearthly sound resembling a resonating bell or large drum. Muffled and deep, the sound has come to be known as the "Golden Sand Bell".

The length of the Yellow River Cableway is approximately 800 meters, and is the river's first such cableway. Facing the Yellow River with its back to the desert, the cable

car ride takes 5 to 6 minutes to transit across the river and gives tourists a great opportunity to enjoy a unique view of the majestic panorama surrounding them.

The second unforgettable attraction is crossing the Yellow River by sheepskin raft. With a history of more than two thousand years, the sheepskin raft was invented by ancient people in the region in order to traverse water barriers and turn water ways into a main form of transportation. The upper reaches of the Yellow River are turbulent, with many hidden reefs which can easily puncture a traditional boat.





This made the sheepskin rafts extra-buoyancy and shallow submergence especially fit for transportation here , and led to it being the main means of transportation in the middle reaches of the Yellow River region. Typical sheepskin rafts are made from 12 completely intact and neatly arranged sheepskins. The way of making the water-device is very unique. First, the sheep are butchered, then starting from the buttocks the animal's hide is entirely skinned off. All the sheepskin are fermented and cleaned , leaving no wool behind.

Oil and salt are then brushed across the skin in order to increase its flexibility, help preservation and also block the pores to prevent leakage. Finally, raft workers blow up the sheepskins like balloons and tie them up to the raft's wooden planks.

Shapotou's northern region is a part of the vast Tengger Desert, and as a tourist area features desert excursions, sandsurfing, and camel rides. In addition to the breathtaking desert vistas, the sand here is made of soft yellowish particles, making it very comfortable to walk on barefoot. This sand environment is also known for being an ideal place to treat arthritis, rheumatism and various cold conditions, while also supplementing some of the body's microelements, and helping relax muscles and stimulate blood circulation and reduce fatigue.

Here tourists can take off-road dune buggies to race through the vast expanse of desert, climbing up and over the sand ridges, and swooping down to the bottom of the dunes. It's very exciting but remains thoroughly safe.

Another form of desert transportation tourists can

try is camel riding. Seen as a must-try activity, leisurely riding along on the camel's back gives riders a great opportunity to relax and enjoy the endless golden sand landscapes glistening around them.

### Experience Culture

Shapotou's charm and beauty comes from its romantic landscapes of magnificent sand dunes and the tenderness of the Yellow River's smooth current, but also from the classic stories based in the region. In 736 AD, the famous Tang Dynasty poet named Wang Wei was on his way to the town of



Hexi to visit soldiers who had won a battle. When he went by Shapotou, he was amazed by the glorious views of how the desert and Yellow River magically combined. Struck with a poetic urge, it is here that he wrote the well-known poem “Ode to the Frontier”. The most-cited verse goes “In the boundless desert lonely smokes rises, over the endless river the sun sinks round”. This became an idealized description of the ethereal nature of Shapotou’s scenery and later on it inspired many literature and poetry lovers to create their own works expressing similar sentiments.

### **Ecological Value**

In recent years, the Shapotou National Nature Reserve in Zhongwei County has attracted the interest of several scientific communities following the institution’s ongoing studies of changes happening to the Shapotou landscape and its ecological environment. The rapid development of the tourism industry here has also attracted the attention of certain academic circles, as it has allowed them to do in-depth research on desert tourism and tourist behavior. That



