

文化遗产城市的可持续发展战略——

# 荆州经验

Sustainable Development Strategies for a Heritage-rich City——The Endeavor of Jingzhou

荆州又名“江陵”，是万里长江和荆山汉水共同孕育的美丽明珠，镶嵌在中国地理版图的几何中心、江汉平原腹地。天赋的区位优势、深厚的历史底蕴、富集的旅游资源，永久地焕发着中国历史文化名城、中国优秀旅游城市和中国园林城市的璀璨光芒。

Jingzhou, also called Jiangling, is located in the the hinterland of Jiangnan Plain and geometric center of China, like a beautiful pearl nurtured by both the Yangtze River and the Hanjiang River. With the advantageous location, rich history and abundant travelling resources, Jingzhou enjoys the reputation of national Historical and Cultural City, Excellent Tourism City, and Garden City.

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## 东方雅典 楚国古都

荆州是华夏上古九州之一，禹划九州，始有荆州，历史文化源远流长，博大精深。自古以来，荆州一直是长江中游的文化中心，是中国南方唯一连续不断进化至今的文化中心，是世界唯一持续不断进化至今的稻作文化中心。荆州，是江汉原始文化的中心，楚文化的发祥地，三国文化的重地，关公文化的源头，是享誉天下的文化之邦、旅游胜地，拥有丰富的文物资源和秀美的自然景观，资源利用可持续发展禀赋深、能力高、潜力大。

荆州是楚文化中心。春秋战国时期，楚国在此建都411年，历20代楚王。楚国是“春秋五霸”和“战国七雄”之一，楚人以荆州为中心的辽阔地域创造的楚文化，是长江流域古代文明的代表，内与北方黄河流域中原文化相辉映，外与同时期的古希腊雅典文化相媲美。400多年间，纪南城宫殿浩繁巍峨，拂去历史的尘埃，楚国故都的雄姿自至今令人神往。“北有始皇兵马俑，南有楚王车马阵”。楚王车马阵景区是我国目前发现的规模最大的楚国特大型贵族陵园。古楚多国宝，万代足自豪。荆州博物馆馆藏文物得天独厚，总量逾14万件，巧夺天工的史前玉饰、完好如新的战国丝绸、光彩夺目的楚汉漆器，总能留给世人无尽的想象和近乎痴迷的渴望。国家大遗址保护荆州片区由国家文物局和湖北省共建，通过对楚纪南故城大遗址的规划、保护、展示和研究，全面提升保护管理水平，将荆州片区建设成为我国南方大遗址保护重要示范区，是继西安、洛

阳两个大遗址保护片区后,我国第三个国家级大遗址保护区。

荆州是三国文化重地。闻听三国事,每欲到荆州。一部《三国演义》写尽了2000多年前魏、蜀、吴三国鼎立的百年风云。历经15个朝代,“铁打的荆州城”风华神韵依然,被誉为“中国南方不可多得的完璧”,让人回味无穷,荆州古城修复与保护被纳入世界银行贷款。荆州古城与南京西安辽宁古城墙捆绑申报世界文化遗产。关公镇守荆州十年,也让荆州人至今诉说着“武圣”、“财神”从人到神的传奇。荆州的关帝庙最正宗,荆州的财神爷最显灵。荆州关帝庙原为三国时期关公府邸,庙府合一,全国独有。每年农历五月,荆州关公庙、关羽祠香火旺盛,游人不绝。全球体量第一以关公青铜雕像为主题的关公义园气势磅礴,《刘备招亲》、《入城仪式》、《关公的世界》三台大戏重温三国故事。

荆州是稻作文化的发源地。长江中游不但是中国稻作文化的发源地,而且是世界农耕文化的发源地。“湖广熟,天下足”的民谚,使荆州成为全国最重要的粮仓。稻作农业是一种精耕细作的水田农业,更需要细致、耐心和创造力。

荆州非物质文化遗产蔚为壮观。拥有国家级非物质文化遗产项目8项、省级非物质文化遗产项目33项,拥有国家级代表性传承人3名,省级代表性传承人37名。荆河戏、荆州挑担围鼓、松滋滚灯舞、松滋说鼓子、公安说鼓子、监利秧田歌、石首跳丧鼓、荆州马山民歌脍炙人口。

荆州古建筑遗存众多。公元1572年,明万历皇帝敕建的“宰相之杰”张居正故居,位于荆州古城东门内,游园其中,能凭吊先贤之丰功伟绩,能领略南国园林之秀丽。公元1548年,明朝第七代辽王朱宪火(节)为嘉靖皇帝祈寿兴建的万寿宝塔,耸立在长江观音矶头已有400余年,岁月悠久,长江河床逐年抬升,塔身已深陷荆州大堤之下七米,形成了中国宝塔独一无二的奇观、奇景。元代道教法师唐洞云在荆州修炼得道,被封为八仙之后“第九仙”。公元1339年,元惠宗御赐“九老仙都宫”,民间传说,来此小居,延年益寿,心想事成。坐落于太师渊路的佛门净土章华寺,素有“荆南名胜第一迹”的美誉,是长江流域最有影响的寺庙之一。

## 生态保护 人水和谐

千百年来,楚先民依水而兴,传承着“人水和谐”的伟大生态智慧。早在春秋战国时期,楚国名相孙叔敖就曾经“宣导川谷,陂障源泉,灌溉沃泽,堤防湖浦以为池沼,钟天地之爱,收九泽之利,以殷润国家”。现在,荆州更加牢固树立“绿色决定生死”的理念,积极践行“绿水青山就是金山银山”的发展,推进更有质量、更有效益、更可持续的绿色发展,让蓝天、白云、碧水重现古城。

水生态保护成效明显。推进水系连通、生态补水和污染治理三大工程,着力优化水生态环境。整治护城河、荆沙河、荆襄河、西干渠等河道的生态环境,通过江汉运河渠向护城河、荆沙河等城市内河补水,活化水体,改善城区水质和修复生态。坚持控制“水泥森林”、留绿长江两岸,在主城区拆除14个小码头建成江滩公园,控制岸线使用审批。建设城市生活污水收集管网和污水处理厂,启动一批重点乡镇污水处理厂,建立

乡村垃圾运管体系,有效解决环境污染问题。

湿地生态资源丰富。荆江湿地群现有湿地面积约60万公顷,占湖北省三分之一,其中天然湿地23万公顷,人工湿地37万公顷,主要湿地有洪湖湿地、长湖湿地、天鹅洲湿地、中洲子长江故道湿地等12个湿地。有湿地野生脊椎动物411种,如闻名世界的珍稀国宝麋鹿,国家一级重点保护的珍稀濒危鱼类白暨豚、中华鲟、江豚、达氏鲟等,国家一级保护鸟类白鹳、黑鹳、中华秋沙鸭、大鸨、白尾海雕和白肩雕等。有湿地高等植物126科、355属、773种,如中华蚊母、“活化石”水杉等十分珍稀的湿地植物。推进湖泊和湿地修复与保护。洪湖国家自然保护区,属湖北省最大、全国第七大天然淡水湖泊,总库容15.5亿立方米,现有面积62万亩,其中大湖水面积53万亩,子湖群9万亩,平均水深1.35米,是长江中游地区典型的湖泊湿地生态系统,是生物多样性代表区域之一,许多珍稀野生动植物在这里栖息、繁殖、越冬,保存了淡水湿地的代表物种,被誉为“华中地区湿地资源的基因库”,列入中国重要湿地名录,中国湿地保护行动计划优先保护项目,被世界自然基金会确定为全球最重要的238个生态区之一。

环境整治持续推进。开展“五城同创”,全面加强生态环境保护。实施“蓝天工程”,推进“三禁两治”大气污染治理专项行动,空气质量持续好转。实施“碧水工程”,党政主要负责人担任河长、湖长、库长,实施退田还湖工程,开展洪湖、长湖拆违12万余亩,坚守湿地保护红线60万公顷,完善已修复的27.4万公顷人工湿地和10个国家、省级湿地公园保护制度;投入38.7亿元实行“三污同治”,水生态明显改善。实施“绿满荆州工程”,推进“人均一亩林、绿化翻一番”战略目标,抓好路网通道、湿地岸边、江湖防洪林带、农村经济林建设,森林覆盖率达到24.6%。

弘扬绿色长江文化。推进生态长江、文化长江、经济长江建设,开展沿江重化工及造纸行业企业专项集中整治行动。按照“世界遗产、中国品牌、湖北代表、荆州实施”的要求,关闭长湖周边企业16家、搬迁1258户,抓好楚国八百年等文化项目建设,建设“人在城中、城在林中、林在湖边”的海子湖生态文化旅游新城。全面优化“洪湖岸边是家乡”、松滋洩水、石首天鹅洲自然保护区建设。加强古城旅游开发,中国荆州龙舟公开赛激情四射。



## 绿色发展 重在转型

转型是实现绿色发展的出路,可持续发展必须坚持绿色发展。严格落实环境影响评价“一票否决”制度,对高能耗、高污染、高投入、低产出的项目,坚决不引进;对可能破坏区域环境资源的高危项目,坚决不



引进。

发展绿色低碳产业。大力发展现代农业,积极探索“龙头企业+农户”模式,加快推进农业规模化生产;实施农产品加工业倍增计划,推进农产品加工业向华中农高区等现代农业示范园区聚集。加快工业转型升级,调整产业存量,淘汰落后产能,改造提升农产品加工、装备制造、医药化工等传统产业,加快发展新一代信息技术产业、高端装备制造、新材料、生物医药、节能环保、新能源、绿色食品等战略性新兴产业,努力用有限的环境容量,发展规模更大、效益更好、带动力更强的产业。积极发展现代服务业,围绕服务实体经济,优先发展金融保险、节能环保生产性服务业,加快发展现代物流业,建设国家级流通节点城市;围绕满足居民需求,加快发展旅游休闲、健康养老、家庭服务、文化教育等生活性服务业。

减少和控制碳排放。推进能源生产和消费革命,发展分布式能源,提高非化石能源比重,加快发展风能、太阳能、生物质能。有效控制建材、化工等重点行业碳排放,在城市规划和旧城改造中体现“公共交通优先”的基本原则,提高建筑节能标准,推广绿色建筑和建材。实施近零碳排放区示范工程。为应对全球气候变化做出积极贡献。发展循环经济,促进生产、流通、消费过程的减量化、再利用、资源化,在消费环节,鼓励消费者购买和使用节能环保产品、环境标志产品、节能环保型汽车和新能源汽车、节能省地型住宅,减少使用一次性用品,抵制过度包装。鼓励公交、自行车等绿色出行。在零售批发业鼓励商贸流通企业开设绿色产品销售专区、专柜等,向消费者推介绿色产品,扩大绿色产品消费,带动绿色产品生产。

积极参与“一带一路”建设。加大对外宣传力度,提高荆州古城、关公文化园、荆州关公祭等文化遗产和活动的世界知名度与参与度,突出楚文化特色,整合开发文化资源,开展文化交流带动与沿线区域的交通、饮食、商贸等方面的融合与互动,将荆州的文化精品推向更多国家和地区,畅通连接不同民族不同种族的心灵丝绸之路。借助长江黄金水道,加强荆州组合港建设,加大与丝绸之路经济带沿线国家的互利合作。加强口岸通关协作,将荆州打造成“汉新欧”常态化营运通道支线,成为横贯中西、联结南北,经中亚直抵欧洲的国际运输大通道的重要支点。

促进人与自然和谐共生。有度有序利用自然,调整优化空间结构,划定农业空间和生态空间保护红线,构建科学合理的城市化格局、农业发展格局、生态安全格局、长江岸线格局,加快建立国家生态文明试验区。

荆州,物华天宝,人杰地灵,尽显天赋神韵,楚风、楚俗、楚乐、楚舞婉约和浪漫;荆州,风调雨顺,地阜民丰,自是人间仙境。荆州正着力打造“江汉平原现代化中心城市和长江中游重要的中心城市”,将以文化遗产保护与城市可持续发展为重点,充分发挥文化保护核心功能、精心塑造国际化的文化遗产品牌、更好传承中华民族优秀传统文化精髓。

# Sustainable Development Strategies for a Cultural Heritage-rich City—— The Endeavor of Jingzhou



Jingzhou, also called Jiangling, is located in the the hinterland of Ji-anghan Plain and geometric center of China, like a beautiful pearl nurtured by both the Yangtze River and the Hanjiang River. With the advantageous location, rich history and abundant travelling resources, Jingzhou enjoys the reputation of national Historical and Cultural City, Excellent Tourism City, and Garden City.

## **The Chu State Capital like Oriental Athens**

The profound Jingzhou historical culture has a long history. In ancient times, Emperor Yu divided China into nine states, and one of which Jingzhou was. From then on, Jingzhou has been the cultural center along the middle reaches of the Yangtze River. More important, it is the only cultural center in the the south China and the only rice-farming culture center in the world with ongoing evolution. As the center of Jiangnan primitive culture, the cradle of Chu culture, the military area of importance in Three-kingdom Period and the birthplace of Guan Yu Culture, Jingzhou is renowned as a cultural state and tourist resort for its colorful heritage resources and beautiful natural landscapes. All these show strong sustainable potentials.

Jingzhou is the center of the Chu Culture. Chu Culture was created by Chu people and has been developed into the representative of ancient civilization along the Ynagtze River, as important as Central Plain Culture along the Yellow River at home and the Athens Culture in ancient Greek abroad. During the Spring and Autumn Warring State Period (770–221 B.C.), Chu State (1042–223 B.C.) was in the list of “the Five Overlords in the Spring and Autumn Period” and “Seven Powers in the

Warring State Period”. Twenty Chu emperors made Jingzhou their capital, lasting 411 years. The glory of Chu State is witnessed by the grandeur of Jinan Town Palace, the Horses and Chariots Array and abundant treasures. The Horses and Chariots Array Scenic Spot is the largest-scale Chu State royal tombs, as is said, “The Horses and Chariots Array in the South China is as attractive and impressive as the Terra-Cotta Warriors in the North China”. Jingzhou Museum is abundant in the collection of cultural relics, totalling 140,000 pieces, covering jade ornaments, Warring Period silk, Chu State & Han Dynasty lacquers and so on. Jingzhou Heritage Site Reserve is the third national reserve after Xi’an and Luoyang, co-constructed by State Administration of Cultural Heritage and Hubei Provincial People’s Government, aiming to become the important heritage site reserve model by overall projecting, protecting, demonstrating and researching.

Jingzhou is the military area of importance in Three-kingdom Period. It is said in history: “If one wants to know about what happened in Three-kingdom Period, he is bound to be in Jingzhou.” The Romance of the Three Kingdoms tells the stories happening among Wei State, Shu State and Wu State 2000 years ago. Witnessing 15 dynasties, Jingzhou Ancient Wall stands as it used to, deserving the reputation “one of the few remarkable well-protected ancient walls in South China”. The restoration and protection of Jingzhou Ancient wall is funded by World Bank. Jingzhou Ancient Wall, together with other ancient walls in Nanjing City, Xi’an City and Xingcheng City, Liaoning Province, is applying for the listing of World Cultural Heritage. Guan Yu had guarded Jingzhou for 10 years, worshiped as “the Saint of War” and “the God of Wealth”. There is a popular saying : “The Guan Yu Temple is authentic and the God of Wealth is highly efficacious in Jingzhou”. Jingzhou Guan Yu Temple used to be Guan Yu’s mansion, later developed as the unique integrated mansion and temple. Every May in Chinese Lunar Calendar, Jingzhou Guan Yu Temple and Guan Yu Ancestral Temple are crowded with worshippers. The world biggest-sized Guan Yu Bronze Sculpture stands in the Righteousness Thematic Park,



magnificent, where stories such as Liu Bei Took the Consort, The Ceremony for Entering the Town, The World of Guan Gong are on show.

Jingzhou is the birthplace of rice-farming culture. The middle reaches of the Yangtze River is not only the birthplace of Chinese rice-farming culture, but also the birthplace of the world farming culture. The proverbs like “The good harvest in Hubei and Hunan can satisfy the whole country” tell Jingzhou has been the most important national granary.

Jingzhou is various and grand in Intangible Cultural Heritage resources. It possesses 8 national Intangible Cultural Heritage projects, 33 provincial Intangible Cultural Heritage projects, 3 national inheritors and 37 provincial inheritors. Jinghe Drama, Jingzhou Load-carrying Wei-drum, Songzi Rolling Lantern Dance, Songzi Drum Rap, Gong'an Drum Rap, Qianli Rice-seedling-transplanting Singing, Shishou Funeral-dancing Drum, Mashan Folk Songs and so on are very popular Intangible Cultural Heritage forms.

There exist many ancient historical sites in Jingzhou. Zhang Juzheng's Former Residence lies in the East Gate of Jingzhou Ancient Wall, which was built at the request of Ming Dynasty Emperor Wanli in 1572, to award this excellent Prime Minister. Tourists will worship Zhang Juzheng's meritorious achievements while enjoying the beauty of southern garden. Longevity Pagoda, built to pray for the longevity of Emperor Jiajing by the seventh-generation King Liao in 1548 in Ming Dynasty, stands at the Guanyin Jitou (a rock sticking out) by the Yangtze River for over 400 years. With time passing by, the Yangtze River bed has been rising, leading to the unique wonder that the Pagoda is 7 meters lower than Jingzhou Levee. In Yuan Dynasty, Dongyun Tang, a daoist master, grew up to God in Jingzhou and was conferred as “the Ninth Immortal”, after the Eight Immortals in Chinese legend. In 1339, Yuan Dynasty Emperor Huizong bestowed “the Ninth Immortal Palace”. Zhanghua Temple, standing in the Taishiyuan Road, enjoys the reputation of the most influential Buddhist temple along the Yangtze River and the top scenic spot in south Jingzhou.





## **The Environmental Protection for the Harmony between Human and Nature.**

For thousand years, following the concept that “Human beings live in harmony with water”, Chu ancestors have depended upon water to develop the state, demonstrating the great ecological wisdom. As early as the Spring and Autumn Warring State Period (770–221 B.C.), the famous Chu Prime Minister Shuao Sun put forward: governing the water to irrigate the land, building hydrological systems to nurture the plants, so as to benefit from natural resources. At present, sticking to the principle that “The development is up to the green environment” and “Green environment means wealth”, Jingzhou Municipal Government takes active and effective measures to practice sustainable development, so that clean sky, pure cloud and clear water can be enjoyed in this ancient city.

It is effective to protect the water ecology. Jingzhou Municipal Government makes great efforts to optimize water ecology by connecting water systems, supplementing water for the ecology system and bringing pollution under control. By supplementing water into the inland waterways from Jiangnan Canal, the water system comes to flow, urban water quality upgraded and the ecology renovated, which leads to the environment improvement along the Moat, Jingsha Waterway, Jingxiang Waterway and West Main Canal. In order to control the development of “Cement Forest” and keep the river sides green, 14 small urban docks have been replaced by beach parks. By constructing city sewage collection system, urban and rural sewage treatment works, as well as rural garbage removal and controlling system, the environmental pollution has been curbed.

Jingzhou is rich in wetland resources. Jingjiang Wetland cluster, mainly consisting of 12 wetlands like Honghu Wetland, Changhu Wetland, Tianehu Wetland, Zhongzhouzi -- the Yangtze River old course wetland, and so on, is as large as 600,000 hectares, taking 1/3 of Hubei wetland, of which natural wetland is 230,000 hectares and artificial wetland is 370,

000 hectares. There live 411 species of wetland wild vertebrates, such as the world-famous national treasure elk, the national first-class protected, rare and endangered fishes, like Baijitan - Chinese river dolphin, Chinese sturgeon, finless porpoise, acipenser dabryanus and so on. There also live national first-class protected birds: white stork, black stork, Chinese merganser, great bustard, white-tailed eagle and imperial eagle and the like. Jingjiang wetland cluster is also the home to higher plants, covering 126 families, 355 genera and 773 species, such as *Distylium chinense*, "living fossil" *Metasequoia glyptostroboides* and other rare wetland plants. Honghu National Nature Reserve, the largest provincially and nationally the seventh largest natural freshwater lake, with a total capacity of 1.55 billion cubic meters and an averaged depth of 1.35 meters, is 620,000 acres, of which the main lake is 530,000 acres, branch lakes 90,000 acres. As a typical lake wetland ecosystem in the middle reaches of the Yangtze River, one of regional biodiversity representatives, as well as the home to many rare wild animals and plants and the freshwater wetland representative species, Honghu National Nature Reserve, is known as "Gene pool of wetland resources in Central China" and has been listed in China's major wetlands, priority protection projects of national Action Plans of Wetland Protection, even in the world's 238 most important ecological zones by the WWF(World-Wide Fund for Nature).

To promote environmental regulation constantly. Jingzhou Municipality Government enhances the overall ecological protection to realize the aim at creating National Clean City, Civilized City, Forest City, Ecological Garden

City, and Environment Protection Model City. By special measures to ban burning straw, to ban coal-fired boilers, to ban firing fireworks, as well as

by taking the control of flying dust and automobile exhaust, "Blue Sky Project" has been practised, so as to guarantee the good air quality. By restoring the

lake from farmland, by demolishing 120,000-acre illegal constructions along

Honghu Lake and Changhu Lake, "Clear Water Project" has been implemented, so as to guard the range of 600,000-hectares wetland, and polish the restored 274,000-hectare artificial wetland as well as 10 national, provincial Wetland

Park protection systems. 387 million RMB has been invested to control industry pollution, life pollution, agricultural non-point source pollution, greatly improving water ecology. By following the strategic goal "one-acre forest per

person to double the green coverage in Jingzhou", the project that "Green Covers Jingzhou" has been executed, leading to organized road network, Wetland shore, flood control forest, rural economic forest construction, and

24.6% forest coverage.

To popularize the green Yangtze River Culture. By taking special actions to regulate heavy chemical plants and paper-making enterprises along the river, Jingzhou Muncile Government has developed the ecological Yangtze River, cultural Yangtze River and economic Yangtze River. In accordance with the requirement of “World Heritage, Chinese Brand, Hubei Representative, Jingzhou Implementation”, 16 enterprises and 1258 households around the Changhu Lake have been relocated. Such cultural projects like “800-year Chu State” have been enhanced, so as to develop Haizi Lake Eco-cultural Tourism City, realizing the landscapes of “people in the city, the city in the forest, the forest by the Lake”. The projects like “My Hometown is by Honghu Lake”, Songzi Weishui Reservoir and Shishou Swan Island Nature Reserve have been optimized. At the same time, Ancient City Tourism will be upgraded, and Jingzhou Dragon Boat Tournament will be popularized.



## **The Industrial Transformation for the Green Development**

The industry transformation is the way to realize green development, and sustainable development is up to green development. Concerning environmental impact assessment, Jingzhou Muncile Government follows “veto power” policy to keep out high-energy-consumption, high-pollution, high-input-while-low-output project, let alone the projects highly risk-undemining the regional environmental resources.

To develop the low-carbon green industry. The government explores the “leading enterprises plus farmers” model to develop modern agriculture and accelerate the large-scale agricultural production; implements the “doubling plan” of agricultural product processing to gather agricultural product processing industries into Modern Agricultural Demonstration Zones, like Central China Sci-tech Agricultural Zone. By speeding up the industrial transforming and upgrading, adjusting industry stock, replacing

poor production capacity, upgrading the traditional industries like agricultural product processing, equipment manufacturing, pharmaceutical and chemical engineering, the limited environmental capacity has been made full use to develop the industries with a much larger scale, high efficiency and driving force, so as to accelerate developing new strategic industries such as newer information technology industry, high-end equipment manufacturing, new materials, biological medicine, energy efficiency and environmental protection, new energy, green food. In addition, Jingzhou Municipal Government takes active actions to develop services related to life like tourism and entertainment, nursing the old, household service, and culture education, to develop modern service industry, focusing on the substantial economy, prioritising the financial insurance, energy efficiency and environmental protection services, speeding up modern logistics industry and constructing national circulation node city.

To reduce and control carbon emissions. By developing the distributed energy, increasing the proportion of non-fossil energy sources and accelerating the development of wind energy, solar energy, biomass energy, Jingzhou Municipal Government promotes energy production and consumption revolution. By effectively controlling the carbon emissions of such key industries as building materials and chemical industry, by following the basic principles of "public transport priority" in the urban planning and old city reconstruction, energy-saving standards in building have been increased and green buildings, building materials have been popularized. Carbon-emission-free zone demonstration project has been started. In order to develop recycling economy and to promote minimized waste, the reuse and recycling of wastes in the process of production, circulation and consumption, consumers are encouraged to purchase and use energy conservation and environmental protection products, products with environment mark, energy efficient and environmentally friendly cars and new energy vehicles, energy-saving and ground-saving residence, to use few disposable goods, to refuse the excessive packaging, to practise green travelling by taking public transport and bicycle. Besides, retailers and wholesalers are required to run the zones or counters specially for selling green products, introducing green goods, stimulating green consumption, and accelerating green product production.

To take active role in constructing "the Belt and Road". By integrating cultural resources to stimulate the blending and interaction in the field of transportation, food and commerce, Jingzhou Municipality Government enhances the publicity of such world heritages as Jingzhou Ancient City, Guan Gong Culture Park, Guan Gong Worship and highlights the characteristics of Chu Culture, so as to publicize classic Jingzhou culture to more countries and regions. By means of the golden waterway--Yangtze



River, it is necessary to strengthen the construction of Jingzhou port combination and the mutually beneficial cooperation with countries along the Silk Road Economic Belt. By strengthening the cooperation of port customs clearance, Jingzhou will be established as the transport hub along the freight transportation line -- "Wuhan-Sinkiang-Europe", which connects the north with the south, getting all the way from China, through the Middle Asia, to Europe.

To achieve the harmonious coexistence between the human and nature. By making organized use of nature, adjusting and optimizing the spatial structure, delimiting agricultural space and ecological space, Jingzhou Municipality Government scientifically and reasonably plans urbanization pattern, agriculture development pattern, ecology security pattern, and pattern along the Yangtze River, to speed up the establishment of national ecological experiment zone.

Jingzhou, a propitious place blessed with abundant resources and full of glory brought by outstanding people, is demonstrating Chu State custom, Chu State style, Chu State music, Chu State dance. Jingzhou people are enjoying favorable weather, abound treasures and peaceful life. Jingzhou City, which is developing towards "modernized central city in Jiangnan Plain and the important central city in the middle reaches of Yangtze river", will focus on cultural heritage preservation and regional sustainable development, serving the core function of cultural protection, building international cultural heritage brand, inheriting and passing on excellent Chinese traditional culture.