







Top: Silver accessories are part of the traditional costumes of the Miao people, an ethnic group living in Hunan province. **Above:** Workers use a traditional method to produce black tea in Anhua county, Hunan province. PHOTOS PROVIDED TO CHINA DAILY

Hunan's rich culture, picturesque natural beauty a draw for visitors

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around the world.

known Song Dynasty (960-1279) essay; and 250 bizarrely shaped peaks" and "the world's Yuelu Academy, one of the four major private longest glass bridge opened in 2016". institutions of higher education during the Located in northwestern Hunan province,

ment in 976.

The academy on the western bank of the The main draw of Zhangjiajie is the Wulto be the oldest academy of its type still in and Baofeng Lake.

visitors from home and abroad. means crimson glow.

According to the Hunan Provincial Department of Culture and Tourism, the province received 753 million visits last year, up 12.5 Known for its natural beauty and abun- percent year-on-year. The revenue generated dant tourism resources, Hunan is becoming by the tourism industry grew 16.5 percent to one of the most popular tourism destina- 835.6 billion yuan (\$116.7 billion) last year. tions nationwide and attracting visitors from The added value of tourism in Hunan

reached 233.1 billion yuan last year, account-The province in Central China is rich in cul- ing for 6.12 percent of the province's GDP. tural and natural heritage sites. They include Last year, the province was listed as one Fenghuang Gucheng, or Phoenix ancient of the world's "top 10 best-value destinations town, which is among China's most beautiful to tempt frugal travelers" by Lonely Planet, ancient towns; Hengshan Mountain, one of a leading travel guide publisher. The Lonely the five most renowned mountains in the Planet guide book cites Zhangjiajie for its country; Yueyang Tower, depicted in a well- "amazing sandstone canyon with almost

Song Dynasty, among others. Zhangjiaije, a 5A-rated national scenic spot. beautiful streams and karst caves.

1903 and is now part of Hunan University. the UNESCO World Heritage in 1992. tourism resources. There are more than 20 4A- and 5A-rated cultural tourism scenic area.

In recent years, the province has expanded Another 5A-rated tourism site in Hunan 500 scenic spots on the mountain. Among spots, 30 cultural tourism industrial parks To date, the province's forest coverage has



The Yuelu Academy has served as an insti- is famous worldwide for its cragged peaks, Xiang Embroidery, named after the abbreviation of the province's name, is among of irrigation project sites at Dongting Lake, tute for higher education since its establish- charmingly grotesque rocks, deep valleys, the top four Chinese embroidery types. PROVIDED TO CHINA DAILY

al institution for more than 1,000 years. It spots in the Zhangjiajie National Forest Park in geography worldwide. The huge rocks of The mountain was listed as a world heri- worker for his devotion to his work. tourists a marvelous view.

focuses on Confucian education and is said including the Suoxi Valley, Tianzi Mountain dark red color with grotesque shapes offer tage site in 2010.

HUNAN IS RICH IN CULTURAL AND NATURAL HERITAGE SITES. **INCLUDING THE ZHANGJIAJIE SCENIC AREA, LANGSHAN MOUNTAIN** THE YUELU ACADEMY, THE MAWANGDUI TOMBS OF THE HAN DYNASTY AND TANHELI ARCHEOLOGICAL SITE

Province in Central China is also home of many influential and talented celebrities, including thought leaders, artists, inventors and political figures, Yuan Shenggao reports.

HISTORY, CULTURAL HERITAGE AREAS OF PRIDE

Dongting Lake, the second-largest fresh ake in China, which is connected to the Yangze River, sits across Hunan and Hubei provnces. The majority of its area is in Hunan.

The lake area has long been known as a key agricultural production center in the country. It also has rich cultural heritage sites including Yueyang Tower and boasts a wide diversity of birds.

On an inspection tour of the lake in October 2017, Du Jiahao, Party secretary of Hunan province, called on local authorities to improve environmental protection. Among local environmental campaign-

ers was Yu Yuanjun, who worked as chief engineer at the Dongting Lake irrigation administration in Hunan. Over the past 25 years, Yu covered more

han 3.470 kilometers of dams at hundreds earning a reputation as a walking encyclopaedia of irrigation projects in the lake area, before he died in June. After his death, he Xiangjiang River, has been an education- ingyuan Scenic Area and other popular The landform is a rare topographic feature Forest Park and Xicun Ancient Dwelling. was honored the title of a model government

Hunan people's environmental efforts have According to local statistics, there are nine paid off. Chen Jianxiang, an official at the existence in the world. The school evolved The park became the first national forest Covering an area of 108 square kilome- 5A-rated and 104 4A-rated tourism sites in Changjiang Water Resources Commission, nto the Hunan Institute of Higher Learning park in China in 1982 and was listed among ters, Langshan Mountain is abundant in Hunan. The province plans to build another praised the restored ecosystem of the lake

tourism development and made efforts to is Langshan Mountain, well-known for its the most famous are the Tianyi Lane, Chili and 100 cultural tourism towns as well as 50 reached 58.92 percent, ranking sixth nationimprove its infrastructure and attract more unique Danxia landform, which literally Peak, Zixia Cave, Fuyi River, Tiansheng cultural tourism projects with 1 billion yuan wide. Of 14 cities across the province, nine Bridge, Octagonal Castle, Emperor Shun investment in the next three years. have won the honor of national forest city.

conference was held to brief the media on a series the world.

China on Oct 1.

Four of the six porcelain vases were collected by and was invented at Liling Kiln.

province boasts a splendid history were to be kept by the museum in August, said improved in the company founded by Xiong Xiling, figures.

I ference of the province in Beijing clear as a mirror, thin as paper and sound like The technical upgrade enhanced the quality of by generations. in late July, drew the attention of the media. The chime", which can display the oriental elegance to porcelains and enriched the colors of the products, There are 118 national intangible cultural heritage poultry raising. improving their artistic and utility value. projects and 121 inheritors, as well as 324 provincial Well-known as a productive agricultural area best example of bronze-making in Chinese history. Cai Lun, whose hometown was Leiyang of most noted contemporary painters in China. Yuan





THE CAPITAL OF THE PROVINCE, CHANGSHA, WAS GRANTED P OF THE CREATIVE CITIES NETWORK LAUNCHED BY UNESCO IN 2017. IT IS THE FIRST CITY IN CHINA TO BE RECOGNIZED AS A CITY OF MEDIA ARTS

of the province.

Six exquisite, five-color glazed glazed porcelains in Liling city of Hunan. employed top ceramists and introduced the most has discovered a variety of historic relics, folk per-written records, the ancestors of Hunan people than 6,000 years ago. mainly depended on primitive agriculture and National Museum of China is the country's most the People's Republic of China, was born in Hunan Zongtang and Tan Sitong.

of events launched by the province in celebration The technique of five-color glazed porcelains, Now Liling has become one of the biggest ceram- intangible cultural heritage projects and 304 inheri- throughout China's history, it laid the foundation Excavated from a hillside at Ningxiang county in Hunan, improved the paper-making technology Longping, known as "father of hybrid rice", mostly of the 70th anniversary of the People's Republic of listed among national intangible cultural heritage, ic products export cities in China. In 2018, the tors in Hunan, according to local officials.

\$480 million, of which roughly 60 percent was more than 900 sites of the Neolithic period were site in Lixian county in Changde was listed among (c.16th century-11th century BC).

great inventions of ancient China.

ocated in Central China, Hunan the National Museum of China and the other two In the early 20th century, the technique was contributed by local ceramics, according to official discovered in Hunan, indicating the long history the top 100 archeological findings in China in the Hunan is closely linked with many celebrities. They At the end of the Qing Dynasty (1644-1911), the 20th century. Dubbed the "earliest city of China", include Qu Yuan, a patriotic poet during the Warring last feudal empire in China, a group of thinkers and abundant cultural heritage. Shen Bin, an inheritor of the technique of five-color an industrialist and educator from Hunan, who Besides the five-color glazed porcelains, Hunan According to the archeological findings and the well-preserved site can be dated back to more States Period (475-221 BC) who drowned himself in and politicians from Hunan played an important the Miluo River in Hunan out of despair over his role in promoting China's modern civilization / porcelains, presented at a news con-

well-known sheep-themed relic and renowned as the and set out his revolutionary journey in the province. Hunan is also home to Qi Baishi, one of the can be traced back to more than 1,700 years ago important and export of the city totaled about More than 30 sites of the Paleolithic period and The discovery of Chengtoushan archeological a liquor vessel at rituals in the late Shang Dynasty tion in making paper was included in the four new species of rice on his mission to end starvation

around the world.

From left: The tomb of Emperor Yandi, a legendary ancestor of the Chinese nation, is located in Zhuzhou, Hunan province. The Ziquejie Terrace Fields, a key agricultural heritage site in Loudi, Hunan province, has a history of some 2,000 years. Dongjiang Lake is a top-rated tourism site in the province. The Ziquejie Terrace Fields, a key agricultural heritage site in Loudi, Hunan province, has a history of some 2,000 years. Dongjiang Lake is a top-rated tourism site in the province of the Chinese nation, is a birds' paradise.

Making a name with top TV shows and fireworks to cultivate one or two unicorn enterprises or startup to cultivate one or two unicorn enterprises or startup to cultivate one or two unicorn enterprises or startup on the stimated value surpassing \$1 billion.

By CAO YINGYING

Hunan province has developed its culture, arts, media and creative industries to create a high-profile image worldwide

Over the past decades, Hunan has cultivated a uniqu cultural and creative industry, which involves films and television, publishing, comics and animation sectors. China South Publishing and Media Group, restructured and reformed by Hunan Publishing Investment Holding Group, launched its initial public offering at Shanghai Stock Exchange in 2010. It was the first listed company in the Chinese publishing industry.

The group has grown into one of the biggest media giants in Asia, gaining an international reputation. Hunan TV is one of the province's calling cards and ha

been a top-rated channel in China since 2003.

It has produced high-quality programs including variety show *Happy Camp* and reality shows *Super Girl, Singer*, Winners of the Chinese Proficiency Competition for Foreign College Students, an annual event known as percent of Chinese firework exports. viewers across the world.

Changsha, the capital of Hunan province, was granted tigious UNESCO title.

internationally competitive in this area.

tural industrial parks and arts towns. The move will encourbillion) last year.





Super Vocal and The Sound, which had a large number of the Chinese Bridge held in Hunan, pose for a group photo. PROVIDED TO CHINA DAILY

membership of the Creative Cities Network launched by age mass participation in cultural events and integrate local Jian Guijun, deputy director of the administrative com-UNESCO in 2017. It was recognized as a City of Media Arts. culture with urban development, the authorities said. mittee of the park, said that the park will expand by 13,000 tons of fireworks last year, 8.5 times more than 2017. Other winners of the title include Lyon in France, York According to local statistics, there are more than 10,000 200,000 square meters next year. in the United Kingdom and Austin in the United States. companies in the cultural and creative industry in the city. This will create employment opportunities for 20,000 logical and cultural creativity.

Changsha is the first city in China to be awarded the pres-The Malanshan (Changsha) Video Cultural and Creative people, Jian added. Industrial Park was established in Changsha in 2017 to A 150-meter-high building of TVZ one Media, the Hunan zero emissions, intelligent ignition technology and digital Du Yue, secretary-general of the National Commission promote the construction of cultural innovation platforms. startup design plaza and three 198-meter-high skyscrap- firework text-forming technology, Liuyang fireworks have for UNESCO in China. said the city has done an excellent To date, the park has attracted more than 2,000 video ers at Mango Malanshan Square will begin construction become a popular cultural product.

tiators. In the next three to five years, the park is expected across more than 40 countries and regions.

Hunan and Changsha governments have vowed to provide financial support to selected companies and professionals at the park. The financial aid is expected to reach 5 illion yuan in the next five years. High-level professionals will be provided with up to 2 million yuan in bonuses and housing subsidies. Project funding is valued at up to 10 million vuan

Innovation has given a new lease of life to the traditional firework industry in Hunan province. The city of Liuyang is home to about 1,000 companies

producing all types of fireworks. An estimated 90 percent of the globe's pyrotechnics are designed and produced in China, with the majority in Liuyang. A large number of Liuvang fireworks have been sold to

other countries. Europe, Southeast Asian countries and the United States are among major export markets. Hunan exported 217,000 metric tons of fireworks in 2018, an increase of 16.5 percent from 2017. It earned the province a record 3.27 billion yuan from the overseas sales, up 20.8 percent year-on-year. The province contributes 57.3

Local firework companies said that exported firework orders increased significantly last year. Many were from a growing number of new buyers.

In recent years, Liuyang fireworks have featured techn

Equipped with an intelligent spray machine featuring



job promoting cultural development and has become production companies and provided jobs for more than or operation in the near future. These will become new According to the Hunan Provincial Department of Ningxiang, Hunan province, is a shining example of the combination of culture and 30,000 people. Its video cultural and creative industry cre- cultural landmarks along the Liuvang River. Culture and Tourism, there were more than 600 Liuvang tourism. Above: Against a firework show, a pavilion named after renowned poet Du Fu Local authorities are advancing the construction of cul- ated an output value of more than 35 billion yuan (\$5.07 Jian said the park is attracting more startup project ini- firework displays staged at home and abroad last year, in the Tang Dynasty (618-907) and built in an ancient architectural style stands at the Xiangjiang River. PHOTOS PROVIDED TO CHINA DAILY