Research on Impact and Countermeasures of Coronavirus Disease (COVID-19) on Kangyang Tourism Development in Panzhihua

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Abstract. Panzhihua is a mountain-based city, and it’s Kangyang tourism started late. However, after the SARS disease, Panzhihua city relies on its geographical advantage and the tourism industry economy has grown steadily. Based on the relevant policy background and the current status of Kangyang tourism in Panzhihua, the coronavirus disease (COVID-19) has affected the development of Panzhihua’s Kangyang tourism industry. The research studies the current tourism resources which are beneficial to the tourism economic development and fit for the tourists who seek for wellness especially after the COVID-19. The Kangyang tourism strategies are summarized in the article.

1. Introduction

In China, since the outbreak of the coronavirus disease in 2019 (COVID-19), the virus has rapidly spread to the whole country and even out of China. Since then, people across the country have embarked on this epidemic prevention. Due to the rapid spread of the virus and the phenomenon of human-to-human transmission during the incubation period, all online and offline tourism industries in China have been suspended, tourism-related companies have suffered heavy losses, and most of them are facing the risk of bankruptcy. In addition, the severity of the disease has forced the government to adopt measures to close the city and isolate or concentrate quarantines at home, further restricting the movement of the population and bringing a great negative impact on the tourism development.

Compared with all cities in China, Panzhihua is a city whose tourism started late. There are fewer tourist attractions are developed, resulting in relatively slow development. However, after SARS disease, the tourism development in Panzhihua has increased. Although the COVID-19 caused a stalemate in the Chinese tourism industry, Panzhihua is a subtropical region with sufficient sunshine and an average annual temperature, and it also has a unique geographical advantage for prevention the disease.
2. Analysis of Kangyang Tourism in Panzhihua

2.1. The Concept of Kangyang Tourism

Qin Juan believes that Kangyang tourism is the sum of various tourism activities that enable people to achieve a natural, harmonious and excellent state in body, mind and spirit through various means such as health, nutritious diet, heart cultivation, environment care and so on. Kangyang tourism includes leisure tourism, outdoor sports tourism, ecotourism and healthcare medical tourism. It is the most popular new modern tourism and a rising industry with very strong current market demand.

2.2. Analysis Kangyang Tourism Resources in Panzhihua

Panzhihua city already has the natural resource conditions to develop the Kangyang tourism industry, and it is necessary to create the conditions for harmony in a timely manner to meet the transition from a metal smelting industry to a tourist city. The social resource conditions and characteristic natural resources are the urban resources that satisfy the development of the tourism industry with the theme of Kangyang. It can be seen that Panzhihua City has the urban characteristics of natural resources such as sunshine and forests with concentration, abundance and irreplaceability.

From the geographical location and climatic conditions, Panzhihua is located at 26 degrees north latitude, with an average annual temperature of 20.3 °C. The Jinsha River and the Yalong River meet here. The high gorge Pinghu Lake, karst cave, hot springs, and forest meadow coexist. The temperature is warm all year round, and the ecological environment is livable. Panzhihua is very suitable for leisure, vacation, tourism, especially for the development of elderly care services and healthcare services. Through the inspection of COVID-19, according to CCTV News, Panzhihua has become one of the cities with the highest cure rate in China. Chen Li (2017) and others have mentioned that in recent years, based on the understanding of Kangyang and the endowment of Panzhihua, it regards the Kangyang tourism industry as an important breakthrough in economic restructuring, urban transformation and upgrading, and continuous improvement of local people's livelihood. Therefore, it is necessary to build a composite Kangyang industry system, and transform Panzhihua into a national health care base and an international sunlight and leisure resort.

2.3. Status of Kangyang Tourism Development in Panzhihua

Panzhihua aims to develop four-season Kangyang tourism, promote the upgrading of summer projects such as Zhuan Xu Longdong, and build a summer tourism boutique line. Develop special tourism products such as Jacquard handicrafts and titanium metal products, build high-standard national tourism demonstration areas with high standards, strive to create a famous cultural tourism county in Tianfu.

With the vigorous development of transportation networks, there are various types of tourist passenger transport, tourist dedicated lines and trains. The steady development of Panzhihua's tourism market has been promoted. The government has constructed a goal of taking Panzhihua as the Chinese Sunshine Kangyang Industry Development Pilot Zone. It can be seen from the above that with the improvement of traffic, the time to reach tourist attractions is greatly shortened, and A-level scenic spots with higher quality and popularity are still the first choice for tourists. Combined with the actual situation, focusing on the target customer market, using the latest media, constantly innovating marketing methods, and implementing a comprehensive and multi-angle
urban tourism, the tourism image of the city's "Sunshine Flower City" has been more widely recognized. Especially winter tourism has a certain popularity, which greatly enhances its appeal to tourists.

As shown in Figure 1, according to the statistical yearbook data of Panzhihua City Government from 2001 to 2019, after the SARS disease, the number of tourist arrivals in our city showed a gradual upward trend. From 2002 to 2007, during the first five-year period, the number of tourists attracted increased rapidly, from 1.3058 million to 6.2069 million, with an average annual growth rate of 62.56%. In addition, the city's total annual tourism income is slowly increasing, with an average annual growth rate of 120%, reaching 2.617 billion yuan in 2007. The city took advantage of Panzhihua's unique climate resource conditions, natural ecological resources, and cultural resources to vigorously develop the Sunshine Eco-tourism Resort and the elderly care and Kangyang tourism pilot project. From 2007 to 2012, during the second five-year period, the number of tourist arrivals showed a new round of growth. In 2012, the number of tourists received by the city reached 8.526 million. The city's total tourism revenue was 6.686 billion yuan, an increase of 32.29% year-on-year. The speed of the province ranks eighth. After 2012, the urban tourism economy has developed rapidly.

According to the latest data of the city's 2019 yearbook, the total number of tourists received in 2018 was 25.664 million, an increase of 10.74% year-on-year. The total tourism revenue was 33.75 billion yuan, an increase of 20.83% year-on-year. With the theme of sunshine, the tourism bureau closely focuses on the strategic deployment of building an international Kangyang tourism destination. According to the analysis, the continuous expansion and development of the Kangyang tourism industry market will bring greater opportunities and challenges in Panzhihua.

Data source: Panzhihua City Government Statistical Yearbook

Figure 1. Statistical analysis of domestic tourism revenue and number of tourists received in Panzhihua City from 2001 to 2018.

In recent years, with the deepening of the Chinese Western Development policy, the state has put
the implementation of the Western Development Strategy at the top of the overall regional development strategy, and strongly supports the construction of the Pan-xi Strategic Resources Innovation Development Pilot Zone. The utilization of resources in the surrounding areas, urban construction, tourism development and social economic development have brought great opportunities.

3. Impact of the COVID-19 on Panzhihua Tourism

After the epidemic, how to make timely measures for the recovery of the tourism industry in Panzhihua City. Despite the impact of the epidemic, at least the average number of tourists and the total number of tourists and the total income of tourism still maintain a steady upward trend main.

During the SARS period of 2002-2003, the number of domestic tourists in China was 870 million in 2003, a decrease of 0.91% , and domestic tourism revenue was 344.227 billion yuan, a decrease of 11.24% from 2002[2]. The annual number of residents traveling, the total cost of tourism, and the average cost have been reduced to a considerable extent compared, resulting in other items not as good as in 2002. From the beginning of the spread of SARS, especially when the World Health Organization (WHO) has not yet canceled the warning to China. With the effective control and elimination of SARS, it is impossible for the number of Chinese tourists to return to the average level before the epidemic in a short period of time. It can be seen that only when SARS disease does not appear for a long time, global tourists will gradually relieve their psychological panic[3]. From the second half of the year, tourism will start recovery, and the growth variable is only 1.14% -1.22%[4]. If it is assumed that the novel coronavirus pneumonia is recovered according to this increase after this recovery, then the fitting calculation of Panzhihua tourism industry growth is around 1.3%.

The COVID-19 began to develop nationwide around January 20, 2020. As of March 6, the cumulative number of confirmed cases nationwide was 80,714, of which 539 were confirmed cases in Sichuan Province and 3045 were dead cases. The data shows that the spread of the disease is very rapid, which has brought a very direct impact on all walks of life in China (as shown in Figure 2).
The coronavirus is active at a temperature of 10-20 centigrade. The live virus can survive for up to 5 days in the air, which also poses a threat to people's health. The average temperature in Panzhihua is above 21 centigrade, which gives the virus a good suppression has reduced the viability of the virus in the city of Panzhihua. A good conclusion has been drawn, which can give Panzhihua a wide range of publicity throughout China, and this aspect can also promote the development of Panzhihua's Kangyang tourism industry.

4. Analysis of Countermeasures on the Kangyang Tourism in Panzhihua

Panzhihua has unique advantages in natural and human resources, and has a better control mechanism for the COVID-19. Using existing conditions, combined with medical tourism, rural tourism, sports tourism and eco-tourism, a resilient health tourism strategy is formed to achieve the coordinated development of economy and nature.

4.1. Construction of "Kangyang +" Medical Tourism

From February 12, 2020, Panzhihua Daily, we can learn from the treatment that Panzhihua mainly adopted the following measures. First, focus on patients, experts, resources and treatment. If there are any critically ill patients, they will apply for provincial consultations by experts. Second, carry out scientific treatment in accordance with the local conditions. Third, for key patients, if the patient may develop into a critically ill patient, they organize experts to conduct collective discussion, analysis and judgment, and make the current and next treatment according to the patient's condition.

It seems to speculate that it can accelerate the attraction of Panzhihua tourism by controlling the source of infection, cutting off the transmission route, and concentrating medical resources on the
treatment of patients, thus reflecting the certain level of medical and health conditions in Panzhihua. The Panzhihua University has relative majors such as Kangyang tourism and medical tourism. Under the spread of COVID-19, many professionals and research scholars in this school have vigorously studied the Chinese medicine for combating and preventing COVID-19.

While, Panzhihua is located on the border between Sichuan and Yunnan. It has a superior geographical location, a beautiful ecological environment, and rich resources for health. Strengthen the online marketing of medical communities, use new media and well-known websites, and carry out various and influential special strategies of Panzhihua medical tourism. It can be realized the cooperation of online medical tourism in Sichuan, Yunnan, and Guizhou, Thailand, and even Southeast Asian countries, with a vast hinterland of Kangyang tourism market. To seize the rare and promising important strategic opportunity in the current global Kangyang tourism market, it can give full play to the geographical location of Panzhihua and take the advantages of medical resources.

Therefore, considering the above factors, Panzhihua can rely on the background of urban rehabilitation, use existing medical facilities, integrate surrounding resources, and build regional online medical communities with Chengdu, Yunnan and other places, and with the world-renowned medical tourism level. Thailand and other southeast Asian countries jointly build an international medical tourism business circle, develop transnational medical tourism, and become a medical tourism destination. When faced with the impact of the related diseases again, "Kangyang + " medical tourism can establish a resilient boundary zone, and achieve a sustainable development strategy against these diseases.

4.2. Promotion of "Kangyang +" Rural Tourism

In 2020, the Chinese Central No. 1 Document proposed that the new county and township-level land spatial planning should arrange no less than 10% of the construction land indicators. Provincial-level land use in the annual plan, at least 5% of the new construction land index should be arranged to protect the key rural industries. Most of the Kangyang industries are located in rural areas and forests, and are combined with leisure agriculture and rural tourism. On the one hand, the introduction of this policy is beneficial to the land use of related industries, and on the other hand, the purpose of rich farmers can be achieved by using rural land resources.

The countryside has natural characteristic landscapes, unique customs and culture, traditional farming activities, and simple architectural features. It is a destination for modern consumers to return to nature. The village of Panzhihua has the characteristic of being surrounded by mountains and rivers. Using the unique terrain, it creates a beautiful landscape, vigorously advocates the construction of the tourist destinations. Relying on Panzhihua's hot spring resources, build a spa treatment area around the conditional homestay, and use Kangyang concept to attract tourists who choose to travel after the COVID-19. The combination of agricultural landscape and activities, such as picking mangoes and so on. It should realize the online sales of Panzhihua's rural ecological agricultural products such as strawberries and mangoes, enhance the international reputation of the products, seize the concept of retaliatory consumption after the disease and promote the development of the rural tourism economy. Therefore, it’s good to think about the uses of mangoes in agriculture, food industry, medical industry, cosmetics industry, to realize the rural economic cycle, and promote the development of "Kangyang +” rural tourism.
4.3. Development of "Kangyang +" Sports Tourism

Younger people and elderly people with weak physical resistance are the main infected people by COVID-19. Therefore, physical exercise will become an important factor for the people of the country to increase their resistance and improve their physical fitness. Relying on the mountain and river resources of Panzhihua to develop sports tourism will become an opportunity for the Kangyang tourism development after COVID-19.

Due to the sufficient water resources of the Jinsha River in Panzhihua and the climatic resource conditions of warm winter and cool summer throughout the year, Panzhihua has established a National Kayaking Base, which is a training base for kayaking athletes for the National Olympics in 2019. The ICF China Kayaking Wild Water Competition, held at the site of the Jinsha River in the eastern district of Panzhihua City, attracted numerous and foreign tourists. As a mountain resource-based city, Panzhihua has a unique change in elevation, and the International Mountain Bike Competition is held here, providing participants with a good venue for competition, thus promoting the Panzhihua sport tourism development. In addition, the International Marathon Competition held in Xichang City which is near to Panzhihua City. In recent years, it has received good feedback. It may be considered to jointly build and develop regional sports tourism destinations with Xichang to promote the economic development of "kangyang +" sports tourism.

4.4. Development of "Kangyang +" Ecotourism

After the COVID-19, the Chinese government will strictly control the seafood market and protect wild animals. Therefore, ecology has become a core element of the development of recreational tourism. Panzhihua relies on mountain resources and has a natural environment surrounded by mountains and water. Relying on the existing natural resources, it is vital for the city to develop "Kangyang +" ecological tourism, and to comply with the ecological development strategy. The disease's greatest inspiration to mankind is the need to respect nature and live in harmony with nature. Therefore, according to local conditions and reasonable use of local natural resources, we should realize the synergy between man and nature. We should realize the recycling of resources, rationally use ecological design methods to cope with the impact of the COVID-19, and transform it into opportunities.

(1) Water supply and sanitation. Water supply and sanitation are basic needs to be improved and invested heavily. Therefore, it can be managed by encouraging private and public participation, or it can be allocated to the private sector. Waste recycling can reduce the generation of solid waste, which can be dumped or collected at designated locations.

(2) Energy strategy. Unconventional energy sources should be encouraged to reduce power consumption, such as solar energy, used to heat water and street lighting in tourist places to achieve energy utilization goals. Call for the development of resource recycling system, zero-energy buildings and ecological tourism industry.

(3) Protective development method. Tourism development should be designed to integrate with the existing environment and achieve balanced development. Preserve the local natural landscape, prevent large-scale mass tourism development, develop new potential tourist attractions to increase tourist attraction and reduce the overload of Panzhihua Kangyang tourism. A good habitat can achieve harmony between man and nature. It is necessary to establish forest reserves to provide wildlife.
4.5. Promote "Kangyang +" Cultural and Creative Tourism

It’s a good way to use Panzhihua's tourism products, for example, ecological mangoes to construct the annual mango music festival, mango museums and so on. Furthermore, it’s essential to internationally use the existing human resources to establish an COVID-19 rehabilitation center, reception service and active tourism activities to treat patients and other convalescent groups. Relying on the existing Hongge Hot Spring Tourism Resort, Puda Sunshine International Recreation Resort and Ashuda Huawurenjian. It’s vital to strengthen the construction of public service supporting facilities and enhance the reception service capacity[^6]. The Kang Yang is deeply cultivated in the public. Relying on the existing Juque inkstone culture, combined with recreational tourism, to create a self-cultivation landscape architectural space with Chinese traditional culture.

5. Conclusion

It can be inferred from an COVID-19 that if people choose wellness destinations as an important inspection factor in the future, people will choose cities with better natural environment when traveling. The geographical advantage of Panzhihua and a certain level of medical healthcare and nature resources will bring good results to the Kangyang tourism industry development in Panzhihua City.

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