The foundation and path of Panzhihua to build a tourism destination of sunshine and health care

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Abstract. Panzhihua, named after the city flower, is the first city of Yangtze River. Centering on the positioning of “international sunshine health tourism destination” put forward by the Third Plenary Session of the 11th provincial Congress, the urban development is facing transformation. The research finds that through the development of tourism resources, attracting migrant type elderly care groups and Cultivating City brands, it will be more suitable for the construction of sunshine health tourism destination in Panzhihua.

1. Introduction
Panzhihua City is the largest immigrant city in the west and a medium-sized industrial city dominated by iron and steel. Panzhihua, once known as “Baili steel city”, enjoys the reputation of “flower is a city, city is a flower”. It has flowers and fresh fruits in all seasons, breaking through the bottleneck in the process of transformation and development. At the end of 2019, the total registered population is 1083700, including 518100 agricultural population and 565600 non-agricultural population.

2. Construction and Geometrical Dimensions of Specimens
Panzhihua covers a total area of 7440.398 square kilometers, with 3 districts and 2 counties under its jurisdiction. In 2017, the registered population was 1094400, and in 2018, it was selected as the top 100 in China’s urban comprehensive well-off index. The detailed description in the historical materials shows the long development process of Panzhihua, which was formally named “Panzhihua City” from Shangba village to Xiaba village in 1987. Its construction history can be examined in the detailed records. In the national economic and social development statistics bulletin of Panzhihua in 2019. The growth of tourism is the fastest (as shown in Table 1).

| Classification          | Total output value (100 million yuan) | Increase(%) |
|-------------------------|--------------------------------------|-------------|
| Agriculture             | 140.12                                | 3.1         |
| Industry and construction| 474.81                                | 6.0         |
| Fixed assets investment | -                                    | 9.7         |
| Domestic trade          | 397.94                                | 10.2        |
| Tourism                 | 415.86                                | 23.2        |
| Foreign economy         | 774.28                                | 8.4         |
Panzhihua is a three-dimensional climate island based on the subtropical zone, which is located in the south central part of Panxi Rift Valley at the junction of Jinsha River and Yalong River. Panzhihua City has sufficient sunshine, small temperature difference, comfortable and warm climate throughout the year. According to the monthly temperature display of Panzhihua provided by the weather network (as shown in Table 2), the temperature change of Panzhihua in four seasons is not obvious, which is suitable for the elderly to avoid cold and summer and provide for the aged.

Table 2: Temperature of Panzhihua in each month of the year

| Month | Daily average maximum temperature(℃) | Daily average minimum temperature(℃) | Historical highest temperature(℃) | Historical lowest temperature(℃) |
|-------|-------------------------------------|---------------------------------------|----------------------------------|-------------------------------|
| Jan.  | 22                                  | 7                                     | 27                               | 0                             |
| Feb.  | 26                                  | 10                                    | 32                               | 3                             |
| Mar.  | 30                                  | 15                                    | 34                               | 7                             |
| Apr.  | 32                                  | 18                                    | 37                               | 9                             |
| May.  | 35                                  | 22                                    | 40                               | 14                            |
| Jun.  | 32                                  | 23                                    | 40                               | 16                            |
| Jul.  | 32                                  | 22                                    | 36                               | 17                            |
| Aug.  | 32                                  | 22                                    | 37                               | 18                            |
| Sep.  | 30                                  | 20                                    | 34                               | 16                            |
| Oct.  | 28                                  | 16                                    | 32                               | 0                             |
| Nov.  | 26                                  | 11                                    | 30                               | 5                             |
| Dec.  | 22                                  | 8                                     | 29                               | 2                             |

Sources: http://www.tianqi.com/qiwen/city_panzhihua/

According to relevant data, in 2017, the excellent rate of ambient air quality in Panzhihua reached 98.4%, 16.2 percentage points higher than that of the whole province, ranking the 14th in China, ranking the first in Sichuan Province, and six pollutant concentration indicators reached the national level II standard for three consecutive years.

3. Literature review

After the reform and opening up, due to the attention of the academic community, the research of Panzhihua began in the early stage with the land agricultural suitability[1], resource utilization[2], heavy metal pollution[3]. With the development of urban transformation, the academic community has also begun to pay attention to Panzhihua City Marketing[4], local cultural construction[5], tourism population carrying capacity[6], etc. In recent years, Li Youshu, a city transformation scholar, and others(2018) have evaluated Panzhihua's transformation and development in terms of industrial structure, production efficiency and quality of economic growth[7]. Scholar Zhang Mei et al.(2018) studied the vulnerability of Panzhihua as a resource-based city in resources, ecological environment, economy and society [8]. Calculated according to the formula, county level social capacity of Panzhihua as shown in Table 3.

The existing research on Panzhihua as a case study should focus on resource evaluation and transformation construction development path discussion. There are few systematic researches on the construction of sunshine health tourism destination. In this paper, the literature research method is adopted, and the existing network, literature, magazines and data bases are used to consult the relevant information and literature at home and abroad, analyze the current situation of Panzhihua city transformation and the way to develop sunshine health tourism destination.

Table 3: County level social capacity of Panzhihua

| County | Tourists(10 thousand) | Local residents(10 thousand) | Tourist area(km²) | Max. visitor density without aversion(Person / km) | Proportion of tourists and residents(V/R) | Residents’ psychological load(people) | Tourists’ psychological load(people) |
|--------|-----------------------|------------------------------|-------------------|-----------------------------------------------|------------------------------------------|-------------------------------------|--------------------------------------|
| East   | 133.85                | 32.3                         | 0.87              | 7.47                                          | 4.14                                     | 7                                   | 26                                   |
4. City transformation: a city of sunshine and health care

4.1. "Health care plus" industry enhances the radiation effect of agglomeration

Panzhihua has the temperature, humidity, height, excellent yield, cleanliness and harmony suitable for human recuperation. Relying on the unique "six degrees" endowment, the "health plus" industry vitality is constantly released. We will do well in "health care + tourism", in "health care + agriculture", in "health care + medical treatment", in "health care + sports", in "health care + industry", and build a comprehensive, multi-level and high-quality health care resort for young people, middle-aged people and the elderly. Although a series of policies and measures have been formulated successively, such as the establishment of tourism brand in Panzhihua and the subsidy measures for expanding tourism market in Panzhihua, at present, there is still a shortage of resources in the health care market in Panzhihua, with a single business model, all of which are economic leasing models.

4.2. There are obvious differences in light and peak seasons

Due to the small temperature difference and abundant sunshine in the four seasons, autumn and winter are the peak seasons for the elderly to travel and keep healthy, usually from October to January of the next year, and the rest of the time is the off-season. According to the data obtained by consulting some developers, the occupancy rate of Panzhihua pension real estate in the peak season is more than 70%, while the occupancy rate in the off-season is less than 20%. The difference between the off-season and the peak season is very obvious.

4.3. There are obvious differences in light and peak seasons

In order to solve the problem of housing vacancy in the off-season, some small-scale pension real estate, under the pressure of capital chain, adopt a diversified business model. In the off-season, ordinary tourists are received in the form of farmhouse entertainment, which indirectly leads to the weakening of health care professional services. As a young healthy tourism city, it needs to be improved in terms of facilities and technical training of professional service personnel.

4.4. Little publicity and lack of star products

“Sunshine health” as the focus of publicity, the attraction to the target market is still weak, has not formed a good reputation, and the efficiency of publicity is not high. Compared with the well-known Sanya health care holy land, the market awareness is not high, and the government still has room to increase publicity.

5. On the development path of sunshine health tourism destination

5.1. Develop cultural tourism resources and reduce seasonal impact

Faced with the huge pressure of industrial transformation and upgrading, Panzhihua has a unique natural environment by optimizing its industrial layout. Based on the existing natural scenic spots such as ink beach 2, ashuda flower dance world, soma flower sea, Yumen island built on the basis of Australia's Gold Coast and other delicacies such as Yanbian beef, Yanbian oil base meat, crispy sand worm, etc., Panzhihua explores the charming tourism resources of natural scenery, and plays an
important role in tourism. Build a suitable destination for human body and mind cultivation and cultivate a number of new tourist attractions.

In order to reduce the impact of seasons, we should fully combine Panzhihua of the ferry bridge, triangle plum at the gate of the river, Fenghuang flower of Quanfu Road, cyanhuaying of dahuadi, Hongge radon hot spring and other natural resources, folk customs with different characteristics, and "three line culture" carrying the memory of the city to carry out festival activities.

5.2. Build a comprehensive transportation hub of “Sichuan south opening door”
Taking the construction of "sunshine health care destination" as an opportunity, we will strengthen the construction of urban infrastructure, actively build high-speed railways, expressways and civil aviation routes, and highlight the function of the main artery of the "south gate of Sichuan" transportation hub. We will increase air routes, strengthen the comprehensive service functions of logistics distribution, personnel exchanges and comprehensive services, and build a comprehensive transport hub with high efficiency and perfect functions.

5.3. Making good use of the model of migrant care for the aged
Since the 21st century, China has officially stepped into the ranks of aging countries, but the pace of aging in many developed countries such as Europe, America and Japan is faster than that in China for decades or even hundreds of years. Based on the current global wave of aging, combined with the advantages of comfortable and warm climate and dry air in winter in Panzhihua, which is conducive to the improvement of rheumatoid arthritis and other diseases of the elderly[9], promote the transformation and upgrading of the traditional pension model, and attract migrant type pension groups.

5.4. Strengthen the training of healthy talents and attract international talents through multiple channels
On December 26, 2016, Panzhihua University School of Health and Wellness (Panzhihua international health care college) was officially listed to provide talents for the development of health care industry in Panzhihua, and simultaneously launched the health care big data service platform. Internationality is an inevitable trend for the development of sunshine health care destination. With the help of overall framework of smart health care big data analysis(as shown in Fig. 1) attracting international talents through multiple channels, accelerating the development of health care industry and promoting the professionalism of health care service personnel.
5.5. Make full use of new media marketing and promote the overall image of the city through multiple channels

Accumulate the effect of local "longevity element" negative oxygen ion, subtropical fruit production base, famous cold city and other cities' unique brands, improve the content quality and strengthen the publicity and promotion of the core competitiveness of the sun health destination in combination with the specific situation. Build a brand of sunshine health care with strong professionalism, high service level and Panzhihua characteristics.

Through traditional channels, such as newspaper, magazine, radio and other forms of publicity, make full use of short video, short text and other new media platforms to carry out marketing, build a platform for elderly care services, strengthen informatization and intelligence, and develop in a balanced way in humanities, education, environment, resources and other aspects, so as to build a sun health destination that is yearning for by listeners, attached by visitors and proud by residents.

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