

Original Article

Evaluation of Tourism Resource Advantages in Panxi Region

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Abstract - Panxi region is rich in tourism resources. This paper classifies and evaluates the tourism resources in the Panxi region, and compares their advantages with those in other regions. Understanding the tourism resources and advantages of the Panxi region can better develop the tourism and economy of the Panxi region.

Keywords - Panxi region, Tourism resource, Comparative advantages

I. INTRODUCTION

In order to adapt to the rapid development of China's tourism industry, meet the needs of in-depth development of tourism resources in China and avoid the impact of the disunity of classification system on the investigation, evaluation, and development of tourism resources, a unified set of tourism resource classification systems has been developed by the competent authorities based on the national conditions.

II. CLASSIFICATION

Unlike the classification of tourism resources for general academic or other purposes, these classification systems have strong practical guiding significance from the perspective of meeting the needs of the practice.

A. Classification

In 2003, the General Administration of Quality Supervision, Inspection, and Quarantine of the People's Republic of China promulgated the new national standard of Classification, Investigation, and Evaluation of Tourism Resources (GB/T18972-2003). It specifies the types and systems of tourism resources, as well as technology and method for tourism resource survey and grade evaluation, applies to the development and protection of tourism resources in various types of tourist areas (sites), and serves the planning and project construction, tourism industry management and tourism regulations, tourism resources information management, development, and utilization.

According to definition, the types of tourism resources are realistic and potential, tangible and intangible. The measurement of the effectiveness of tourism resources should take into account the economic, social, and environmental (ecological) efficacies. Also, the limit and unlimitedness of

resources should be regarded as a dialectical unity. Therefore, in-depth thinking on these issues will help the revision and gradual improvement of the classification of tourism resources.

B. Types

The territory of the Panxi Tourist Area includes Panzhihua City (Renhe District, East District, West District, Yanbian County, Miami County) and Liangshan Prefecture (Xichang City, Manning County, Yanyuan County, Page County). The tourism resources in this region are unique and wonderful, covering the eight major categories of China's national standards.

In accordance with the scoring standards of China's Classification, Investigation, and Evaluation of Tourism Resources, the individual resources in the Panxi region were evaluated and divided into five grades.

III. EVALUATION

Panxi region boasts rich natural resources, a unique cultural landscape, amiable climatic conditions, and strong ethnic customs.

A. "Sunshine" style

Panzhihua is known as "Sun City" and "Sanya in Sichuan". The "island-like" 3D climate created by Panxi's special geographical environment makes the area a tourist resort with warm sunshine in all seasons and free of chilly winter, scorching summer. The superior combination of light and heat creates 2700hours of sunshine annually, with an annual average temperature of about 20°C. In particular, in the frozen winter of the northland, Panxi is characterized by bright sunshine and spring-like warmth, enjoying the reputation of the resort for leisure, vacation, summer, and health. Such a unique climate together with the natural and cultural landscapes forms a sharp contrast with north China and creates a complementary tourism market.

In addition, the rich light and heat, as well as the great temperature difference, is suitable for the growth of various plants, making the Panxi region a famous "Biological Garden". Here, crops can be harvested three times a year, the average yield of sugar cane can reach 7 tons and the silkworms can be raised for 5 seasons a year. There grow high-quality tobacco leaves, and a rich variety of fruits including mango, pomegranate, litchi, longan, jackfruit, lotus,



grape, banana, loquat, Taiwan jujube, macadamia, etc. Here, the air is full of the fruit fragrance throughout the year.

Traveling in the Panxi region in winter is like those from Sweden, the United Kingdom, and Germany who spend the winter on the Sunshine Coast in southern Spain. The famous Hongge Hot Spring in Panxi is rich in a variety of minerals such as radon, radium, fluorine, hydrogen, sulfur. As a rare radon mineral spring in China, it has a curative effect for arteriosclerosis, cardiovascular disease, skin diseases, and rheumatoid arthritis. Moreover, the spring is surrounded by banana trees and blooming Bauhinia, making it a renowned winter resort.

B. "Holiday" fashion

Holiday tourism refers to the way people spend their vacations for self-cultivation and recreation. In most cases, people enjoy themselves in places with fresh air and charming sceneries such as beaches, mountains, and hot springs for the sake of mental and physical health or a different way of life.

Panxi region is in possession of many tourism resources that combine tourism, vacation, summer resort, and healthcare, such as Hongge Hot Spring, Oufang Camp, Page Hot Spring, Jinshatan Yangtze River Rafting Training Base, Dahei Mountain, Luoji Mountain, Geshala Eco-tourism Area and so on. Relying on the unique climatic conditions and blessed resource superiority, the region will fully engage in the development of the Chinese National Ball Theme Park, Chinese National Shooting and Archery Training Center, Spa Paradise, and other projects, striving to build a world-famous tourist resort.

C. "Panxi Style and Features"

Panzhihua is an iron-vanadium-titanium energy city built by the Chinese people in a highly enclosed environment under special historical conditions, which is also a key industrial town. Ertan Hydropower station on Yalong River, ranking No.1 in China and No. 3 in the world, is magnificent and shocking. As one of the earliest satellite launch sites in China, Xichang Satellite Launch Center enjoys a high reputation at home and abroad, where 33 types of satellites at home and abroad were launched. The enormous energy of the Chinese people's hard-working and self-reliance has been fully played in the Panxi region. The miracle created by the Chinese is between this mountain and lofty hills.

Panzhihua is an embedded industrial city composed of immigrants from all corners of the country. Plus the local ethnicities, there are 43 ethnicities in this city, which is undoubtedly one of the most multi-ethnic cities in China. Liangshan Prefecture is the largest Yi ethnic group habitat in the country. Ethnic minorities such as Naxi, Tibetan, Lisu, Miao, Buyi, and Hui also live in this land, creating a strong ethical culture. The Yishai Yipu Li

culture in Panzhuhua, Yi Culture in Daliangshan, and the Mosuo Maternal Clan Cultural Site in Lugu Lake are the most distinctive and high-grade, known as world-class boutiques. Here, the modernization achievements and the beautiful national culture are intertwined to form the cultural customs unique to Panxi. Thanks to the less man-made damage, most of these resources preserve the original features, impressing people with a strong sense of novelty and being in line with the needs and trends of world tourism for something new, different, knowledgeable, and interesting, producing strong attraction.

D. "Recreation" scenery

Panzhihua is hailed as the "cornucopia" of tourism resources and Liangshan prefecture is one of the regions with the most abundant tourism resources in Sichuan Province. Panxi region possesses unique natural and cultural resources, with high-quality tourism resources, distinctive features, and good combination, which is suitable for eco-tourism, cultural tour, adventure exploration, folk experience, and many other forms of tourism activities.

IV. ADVANTAGES

A. Intra-provincial comparative advantages

Panzhihua is in a subtropical monsoon climate, with warm sunshine all year round and a pleasant climate, which is suitable for traveling in all seasons. It is the region with the highest annual average temperature and heat in Sichuan Province, and is thus hailed as "Sunshine City". Sichuan basin has less sunshine, many rainfalls, and is especially chilly in winter. In contrast, the unique climate resources in the Panxi region not only serve as an effective carrier for the Panxi sunshine holiday tourist area but also provide a supplement for special tourism and boutique tourism, filling the vacancies of winter tourism.

B. Inter-provincial comparative advantages

Panzhihua and Xichang are adjacent to Chengdu in the north, and neighbor Kunming in the south, both of which are transportation hub cities in southwest Sichuan and northwest Yunnan. Compared with Kunming of Yunnan, the Panxi region has little temperature difference between day and night, abundant sunshine throughout the year, and pleasant weather in four seasons. Moreover, modern projects such as Pangang Group, Ertan Hydropower Station, Miami "Red Age Theme Park" and Xichang Satellite Launch Base highlight their own charm. Compared with Tibet, the Panxi region has moderate elevation, natural treasures, good access conditions, and is more suitable for tourists to travel all year round.

Furthermore, the Panxi region is surrounded by world-class scenic areas including Leshan-Emei, Lijiang, Dali, Lugu Lake, Shangri-La, and the "Three-river Convergence Area". The superior geographical location allows the Panxi region to give

full play to its role as a regional tourism hub and actively integrate into the tourism economic cooperation of the greater southwest region and the greater Shangri-La tourism circle, thereby building a tourism economic circle in southwestern Sichuan and northwestern Yunnan.

C. Domestic comparative advantages

From the perspective of the whole of China, the Panxi region is an ideal destination for winter tourism. Located in the sunbelt of western China, the Panxi region has warm sunshine and a pleasant climate all year round, which is suitable for traveling in all seasons, especially in winter. Compared with the icy north China and windy south China in the chilly winter, the Panxi region is like a "natural greenhouse" with a blue sky and warm temperature. These unique climates, as well as natural and cultural landscapes, have formed a sharp contrast with north China, where the development of the tourism market has dual complementarity.

In addition, different from Taiwan and Hainan, Panxi is free of typhoons and cold waves. Moreover, compared with the scorching sun in the winter of Hainan, the warm climate in Panxi seems to be more amiable. Furthermore, because of the immigrant culture in the region, off-site tourists do not have to

worry about the incompatibility between their way of life and the local customs, which further enhances the adaptability of tourists to the destinations.

V. CONCLUSION

Panxi is a place full of charm and fascination, where you can fully indulge in the warm winter sunshine, experience the original landscape and folk customs, enjoy the harmonious coexistence with nature and embrace the intoxicating world. Panxi, a place of the sunbelt, with a sunny style and sunny life.

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