

From "Industrial Rust Belt" To "Life Show Belt"--A Study On The Economicization Of Panzhihua Regional Culture

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Abstract:

As a typical resource-based city in China, Panzhihua has undergone a transformation from an "industrial rust belt" to a "life show belt." This study examines how Panzhihua has achieved urban transformation through the economization of regional culture. Utilizing the theoretical frameworks of "city marketing" and Pierre Bourdieu's "field" theory, the paper analyzes the mechanisms through which Panzhihua has reshaped its urban brand, constructed a "health and wellness" lifestyle, and converted cultural capital into economic capital. The findings indicate that by leveraging its "six-degree" natural endowment and diverse cultural resources, Panzhihua has progressively transitioned its image from a "Steel City" to a "Vanadium and Titanium Capital," and further to a "Sunshine Flower and Fruit City · Healthy Panzhihua." This evolution has facilitated the optimization of its industrial structure and the enhancement of lifestyle quality. Culture has played a pivotal role in driving urban transformation, not only by reshaping the city's image but also by promoting the diversification of its economic structure. The paper also identifies challenges such as insufficient development of cultural resources, a shortage of professional talent, and limited brand influence, and proposes corresponding countermeasures to provide references for the sustainable transformation of other resource-based cities.

Keywords: *Panzhuhua; resource-based city; urban transformation; economization of regional culture; health and wellness; city brand; cultural capital*

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I. Introduction

Research background and significance

Resource-based cities, as a kind of city that is developed by the development of specific natural resources, are often accompanied by the common problems such as resource depletion, single industrial structure and ecological environment deterioration. These problems not only restrict the sustainable development of cities, but also have a profound impact on regional economic stability and social harmony. As a typical resource-based city in China, Panzhihua City, with the iron and steel industry as the core driving force, quickly realized the urbanization process from scratch. However, with the decrease of resource reserves and the change of market demand, the traditional "production-oriented" urban model gradually shows its limitations. In this context, Panzhihua City has begun to explore the transformation path from "industrial rust belt" to "life show belt", aiming to achieve sustainable urban development through industrial upgrading and cultural driving.

This study focuses on the process of regional cultural economicization in Panzhihua and its impact on urban transformation, which has important theoretical and practical significance. On the one hand, as a unique resource, regional culture can inject new vitality into the city and promote the development of cultural and creative industries, tourism and other related fields. On the other hand, cultural economicization is not only an important means to reshape the city's brand image, but also a key force to promote the optimization of urban economic structure and social transformation. By analyzing the practical experience of Panzhihua City in the economicization of regional culture, it can provide useful reference for other resource-based cities and enrich the theoretical research in related fields.

Research issues and objectives

The core issue of this study is to explore how Panzhihua can transform from a "production-oriented" city to a "consumption-oriented" and "life-oriented" city, and to deeply analyze the role of culture in this transformation process. In particular, how can Panzhihua promote the reshaping of urban brand image and the optimization of industrial structure through mining out and integration of regional cultural resources? Furthermore, how does culture act as a driving force to influence the lifestyle choices of urban residents and the migration behavior of external populations? The answers to these questions are of great significance to understanding the role of culture in urban transformation.

This study aims to analyze the mechanism of cultural driving force in the transformation of Panzhihua city, especially how culture interacts with economic and social factors in the process of transformation from "industrial rust belt" to "life show belt", and jointly shapes the new appearance of the city. Through the in-depth analysis of urban brand remodeling and the construction of "healthy" lifestyle, combined with the "urban marketing" theory and Pierre Bourdieu's "field" theory, the paper reveals the specific path of transforming cultural capital into economic capital and its contribution to the sustainable development of cities.

II. The Historical Context Of Urban Transformation In Panzhihua

Industrial construction period (1965-1985)

As an important industrial base in the national strategic layout, non-separable, Panzhihua was established as the direction of urban development dominated by steel industry in the mid-1960s. During this period, relying on abundant mineral resources, Panzhihua quickly established an industrial system with Pangang Group as the core, becoming an important steel production base in the southwest region. The promotion of industrial construction not only greatly promoted the rapid growth of urban economy, but also attracted a large number of immigrants, forming a unique multi-ethnic settlement pattern. This change in population structure laid the foundation for the formation of Panzhihua's regional culture, especially in the shaping of the spirit of hard work and entrepreneurship. In the extremely harsh natural environment and relatively backward infrastructure conditions, the builders, with their perseverance and spirit of unity and cooperation, have created this "Hundred-Mile Steel City", thus nurturing an industrial culture with hard work and dedication as its core. At the same time, the rapid advancement of industrialization has also driven the construction of urban infrastructure, such as the initial improvement of transportation networks, energy supply, and education and medical systems, providing necessary material support for subsequent urban development.

However, the industrial development model at this stage has also exposed certain limitations. Due to over-reliance on resource-based industries, the urban economic structure is single, the pressure on the ecological environment is gradually emerging, and the social and cultural development is relatively lagging behind. Nevertheless, the economic foundation and cultural prototype laid during the industrial construction period provided important historical accumulation and experience for the subsequent urban transformation of Panzhihua.

Transformation and exploration period (1986-2005)

In the middle and late 1980s, with the emergence of the problem of resource depletion and the deepening of the national economic restructuring, Panzhihua gradually faced the dilemma of the traditional industrial development model being difficult to sustain. In this context, Panzhihua began to explore the road of transformation from a single resource-based city to a diversified economic structure. During this period, cities attempted to optimize and upgrade their economic structure by developing non-resource-based industries, such as deep processing of vanadium and titanium resources, modern agriculture, and light industry. Although these explorations have achieved certain results, the overall progress is relatively slow, and the adjustment of industrial structure is still insufficient. The secondary industry still dominates, while the development of the tertiary industry, especially the modern service industry, is relatively weak, and the potential of the primary industry has not been fully released.

In this process, regional culture began to play a primary role in urban transformation. Panzhihua's unique multicultural background makes it more inclusive and able to accept and support the development of emerging industries. For example, the integration of diverse cultural elements brought by foreign immigrants and local ethnic minority cultures has created an open and inclusive social atmosphere, providing a good soil for the entrepreneurial spirit and innovative consciousness of emerging industries. In addition, the government began to pay attention to the mining out and protection of cultural resources, trying to improve the city's image and residents' cohesion through cultural activities. For example, the protection and utilization of the historical and cultural heritage of the third-line construction not only inherits the spirit of hard work and entrepreneurship in the past, but also lays the foundation for future cultural-driven development. However, due to the weak economic foundation and insufficient experience in cultural industry development, the cultural driving force during this period has not yet fully emerged, and the overall effect of urban transformation still needs to be improved.

Transformation and development period (2006-present)

Since 2006, Panzhihua has clearly defined the direction of urban transformation with emerging industries such as health care and tourism as the core, and has comprehensively promoted economic structure optimization and urban brand image reshaping based on this. In the transformation of the city's brand image, the "Steel City" has gradually been replaced by the "Vanadium and Titanium Capital" and eventually evolved into the current "Sunshine Flower and Fruit City Health Panzhihua". This change not only reflects the adjustment of industrial structure, but also reflects the deep-level role of regional culture in urban transformation. Firstly, the introduction of the "Vanadium and Titanium Capital" image marks the deep integration of scientific and technological innovation

culture and industrial culture, demonstrating Panzhihua's technological advantages and industrial upgrading achievements in the field of resource deep processing. Secondly, the brand positioning of "Sunshine Flower and Fruit City Health and Wellness Panzhihua" further strengthens the value of regional characteristic culture and ecological culture, fully utilizing Panzhihua's unique natural conditions, such as suitable temperature, humidity, and altitude. Transform it into attractive cultural symbols and economic resources.

In this process, "health and wellness" culture, as a new way of life, has gradually emerged, and has become an important force to promote urban economic development. Panzhihua relies on its unique "six degrees" endowment. (temperature, humidity, altitude, cleanliness, yield, and air quality) We have successfully built an industrial system with "sunshine health care" as the core. This cultural construction not only attracts a large number of "migratory bird-like" people to settle or vacation, but also drives the vigorous development of related consumer industries, such as elderly care services, health management, and cultural tourism. At the same time, Panzhihua has further enhanced the international influence of the city's brand through activities such as the International Sunshine Health Tourism Festival, making it one of the cities with important strategic positions in the Chengdu-Chongqing Economic Circle.

It is worth noting that the urban transformation in this stage does not rely solely on economic means, but achieves sustainable development through the deep integration of culture and economy. For example, Panzhihua combines the historical and cultural heritage of the Third Line Construction with health and wellness tourism, inheriting the spirit of hard work and entrepreneurship, and endowing traditional culture with new connotations of the times. In addition, the multi-level collaborative leadership of the government and the active participation of enterprises and the public have jointly promoted the optimization of urban physical regional functions, providing strong guarantee for the deep development of regional cultural economicization. In summary, during the transformation and development period, Panzhihua has not only successfully transformed from a "production-oriented" city to a "consumption-oriented" and "life-oriented" city, but also explored a sustainable development path that is in line with its own reality through the effective use of cultural driving forces.

III. The Driving Force Of Culture In The Urban Transformation Of Panzhihua **Cultural logic in the rebranding of cities**

The reshaping process of Panzhihua's urban brand deeply reflects the driving effect of its regional culture on economic development. During the "Steel City" image period, industrial culture, as the core element of the city brand, shaped the city image of Panzhihua dominated by steel industry. The industrial culture of this period is not only reflected in the large-scale infrastructure construction and technology introduction, but also injected unique cultural connotations into the city through the formation of the spirit of hard work and entrepreneurship. However, as the development bottlenecks faced by resource-based cities become increasingly apparent, the single industrial culture has been unable to support the sustainable development of urban brands. In this context, the introduction of the image of "Vanadium and Titanium Capital" marks the deep integration of scientific and technological innovation culture and industrial culture. The breakthrough in the deep processing technology of vanadium and titanium resources not only enhances the city's industrial competitiveness, but also further strengthens the technological content and innovative attributes of the city's brand through the integration of science and technology and culture.

After entering the 21st century, Panzhihua has gradually established a new image of "Sunshine Flower and Fruit City" and this transformation highlights the importance of regional culture and ecological culture in urban Brand Building. Panzhihua's complex geographical environment, the cultural diversity of the multi-ethnic settlement area and the rich natural resources together constitute its unique regional cultural foundation. Based on this, the construction of the "Sunshine Flower and Fruit City" image not only emphasizes the utilization of natural endowments, but also combines ecological culture with modern consumer demand through the introduction of the concept of "health and wellness". This change in cultural logic directly promotes the investment and development of the health and wellness industry, for example, relying on the "six degrees" endowment. (temperature, humidity, altitude, cleanliness, yield, and air quality) The international health and wellness tourism destination created has become an important engine for attracting external capital and population inflows. In addition, the reshaping of urban brands also incorporates multicultural elements into the dissemination of urban image through symbolic language construction, thereby enhancing the recognition and attractiveness of urban culture.

In summary, the reshaping process of Panzhihua's urban brand reflects the evolution trajectory of cultural logic from single industrialization to diversified and ecological transformation. In this process, the organic combination of regional characteristic culture, technological innovation culture, and ecological culture not only provides profound cultural support for shaping the city's brand, but also significantly enhances the city's economic competitiveness and development potential through industrial linkage effects.

Cultural factors in the construction of "healthy" lifestyle

The construction of "healthy" lifestyle is an important manifestation of cultural driving force in the process of urban transformation of Panzhihua, which is closely related to the unique "six degrees" endowment of Panzhihua non-separable. The "six degrees" endowment includes temperature, humidity, altitude, air quality, environmental greenness, and high yield. These natural conditions together constitute the comparative advantages of Panzhihua's development of the health and wellness industry. However, "health and wellness" is not only an industrial form based on natural endowment, but also a lifestyle and aesthetics constructed by culture. Through mining out and integration of regional cultural resources, Panzhihua successfully integrated the concept of "health" into people's daily life practice, attracting a large number of "migratory" people to settle or live for a short period of time.

From a cultural perspective, the construction of the "health and wellness" lifestyle first benefits from the inclusiveness and openness of Panzhihua's multiculturalism. As a typical immigrant city, Panzhihua has continuously absorbed and integrated in the process of historical development, forming a multi-cultural system with immigrant culture as the core. This cultural characteristic enables the concept of "health and wellness" to be quickly accepted by people of different backgrounds and integrated with their original lifestyles. For example, Panzhihua has further strengthened the cultural identity of "health and wellness" as a form of life aesthetics by organizing various health-themed activities and promoting healthy eating culture. In addition, Panzhihua also emphasizes the integration of "health and wellness" culture with local cultural characteristics, such as using multi-ethnic cultural festivals to promote the concept of health and wellness, thereby enriching the cultural connotation of the "health and wellness" lifestyle.

The rise of the "healthy" lifestyle has had a significant counter-effect on the economic development of Panzhihua. On the one hand, it directly drives the development of related consumer industries, such as health and elderly care services, ecological agriculture, and cultural tourism. On the other hand, it also injects new vitality and consumer demand into the city by attracting "migratory bird-like" crowds. According to statistics, in recent years, the average annual growth rate of the health and wellness industry in Panzhihua has remained above double digits, becoming an important force in promoting the optimization of the urban economic structure. In addition, the popularization of the "health and wellness" lifestyle has also promoted the improvement of urban public services, such as the construction of medical facilities and the upgrading of cultural venues, thereby further enhancing the quality of life of urban residents.

In conclusion, the construction of the "health and wellness" lifestyle is not only a product of the combination of Panzhihua's natural endowment and cultural resources, but also a concrete manifestation of cultural driving force in urban transformation. By integrating the concept of "health and wellness" into various aspects of lifestyle, Panzhihua has not only achieved the optimization and upgrading of its economic structure, but also explored a new path for the sustainable development of resource-based cities.

IV. The Theoretical Analysis Of The Economicization Of Regional Culture In Panzhihua The theoretical perspective of "city marketing"

The theory of urban marketing emphasizes the integration of urban resources, shaping unique image and meeting the needs of target groups to enhance the competitiveness and attractiveness of cities. In the process of urban transformation, Panzhihua has taken regional culture as the core marketing element and successfully achieved the image transformation from "industrial rust belt" to "life show belt". Firstly, relying on its rich cultural heritage and unique natural endowment, Panzhihua has created a city brand represented by "Sunshine Flower and Fruit City Health Panzhihua". This brand not only highlights regional cultural characteristics, but also combines modern consumers' pursuit of a healthy lifestyle, effectively attracting the attention of the "health and wellness" population. Secondly, Panzhihua has further strengthened the dissemination effect of the city's brand through various festive activities and the promotion of cultural tourism routes. For example, the "Panzhihua Happy Sunshine Festival" and other activities not only showcase the local ecological culture, but also promote the development of tourism and related industries, forming significant economic benefits.

In addition, urban marketing theory points out that culture plays a deep emotional connection role in urban marketing. Through the construction and dissemination of "health and wellness" culture, Panzhihua has successfully established emotional resonance with the target group. This emotional connection is not only reflected in the attraction of foreign tourists, but also in the enhancement of the local residents' sense of urban identity. For example, Panzhihua uses its "six degrees" endowment (temperature, humidity, altitude, etc.) to integrate the concept of "health and wellness" into all aspects of urban life, making "health and wellness" not only an industrial form but also a widely accepted way of life. This culture-driven marketing strategy has significantly enhanced Panzhihua's visibility and reputation nationwide, providing important support for its economic transformation.

Pierre Bourdieu's Theory of "field"

Pierre Bourdieu's "field" theory provides a multi-dimensional framework for analyzing the process of economicization of regional culture in Panzhihua. According to this theory, social space is composed of multiple interactive fields, including cultural field, economic field and social field. These fields do not exist in isolation, but are exchanged and transformed in the form of capital. In the process of urban transformation in Panzhihua, cultural capital, as an important resource, plays a key role. For example, Panzhihua transforms cultural capital into economic capital through mining out and integration of its third-tier cities, thereby promoting the development of cultural and tourism industries.

Specifically, during the period of transformation and development (from 2006 to the present), Panzhihua has clearly defined the development direction with "health and wellness" as the core, which fully reflects the deep integration of cultural and economic fields. On the one hand, Panzhihua has attracted a large number of foreign investment and consumer groups by creating the "health and wellness" cultural brand, injecting new vitality into economic development. On the other hand, with the rise of the "health and wellness" industry, the local social structure has also undergone positive changes, such as increased population mobility, job creation, and improvement of public services. These changes further promote the interaction between the cultural field and the social field, forming a virtuous cycle of development.

In addition, Bourdieu's "field" theory emphasizes the power relationship and competition mechanism within the field. In the case of Panzhihua, the government, enterprises and residents, as the main actors, play different roles in the process of cultural capitalization. The government provides the institutional guarantee for the development of cultural economy through policy guidance and resource input. The enterprise transforms cultural resources into specific products and services through market-oriented operation. Residents further strengthen the endogenous power of culture through participation in cultural activities and consumption behavior. This multi-subject collaboration not only improves the efficiency of cultural capital utilization, but also lays a solid foundation for the sustainable development of Panzhihua.

V. Challenges And Countermeasures Of The Economicization Of Regional Culture In Panzhihua

Challenges faced

In the process of regional cultural economicization, although Panzhihua has achieved certain results by relying on its unique natural resources and cultural heritage, it still faces many urgent problems to be solved. Firstly, the lack of development of cultural resources is one of the main bottlenecks restricting its further development. Panzhihua has rich industrial heritage, immigrant culture, and unique resources, but the development of these resources is mostly at the surface stage, lacking systematic and deep mining out. For example, the utilization of industrial heritage has not fully integrated with the needs of modern cultural and creative industries, resulting in the failure to maximize the release of resource value. Secondly, the shortage of talents in the cultural industry is particularly prominent. Due to its relatively remote geographical location and limited economic development level, Panzhihua has obvious disadvantages in attracting and cultivating high-end cultural industry talents. This shortage of talents not only affects the innovation and market competitiveness of cultural products, but also limits the extension and perfection of the cultural industry chain. In addition, the limited influence of cultural brands is also a problem that cannot be ignored. Although Panzhihua has initially established the urban brand image of "Sunshine Flower and Fruit City Health Panzhihua", its visibility and recognition still need to be improved nationwide and even globally. This is due to the singleness of brand communication strategy, and the lack of mining out in cultural brand connotation, which makes it difficult for Panzhihua to form differentiation advantage in fierce regional competition.

Suggestions for countermeasures

In response to the above challenges, Panzhihua needs to take systematic measures from multiple levels to promote the sustainable development of regional cultural economy. First, we should strengthen the mining out and integration of cultural resources and build a multi-level and multi-dimensional cultural resource development system. Specifically, by deeply sorting out core resources such as industrial heritage, immigrant culture, and "six degrees" endowment, cultural symbols with local characteristics can be extracted and integrated into the design and operation of modern cultural industries. For example, we can learn from successful cases at home and abroad to transform industrial sites into cultural and creative parks, preserving historical memories and giving them new economic value. Secondly, we should pay attention to the cultivation and introduction of cultural industry talents to provide intellectual support for the economicization of regional culture. Local governments can attract high-end cultural industry talents to settle in by establishing special funds and optimizing talent policies. At the same time, we will strengthen cooperation with universities and research institutions, establish talent training bases, and reserve professional talents for the local cultural industry. Finally, enhance the dissemination of cultural

brands and expand Panzhihua's influence nationwide and even globally. In terms of brand communication strategy, the advantages of new media platforms should be fully utilized, combined with online and offline activities, to create a comprehensive and three-dimensional communication matrix. In addition, it is necessary to further enrich the connotation of cultural brands, and convey Panzhihua's unique cultural charm and economic potential to the outside world through international health and wellness forums, cultural festivals, and other means, in order to attract more attention and participation from target groups.

VI. Conclusion

Research summary

The transformation process of Panzhihua from "industrial rust belt" to "life show belt" is a typical case of sustainable development as a resource-based city. In this process, the economicization of regional culture plays a crucial role. Firstly, in terms of urban brand reshaping, Panzhihua has experienced an image transformation from "steel city" to "vanadium and titanium capital", and then to "Sunshine Flower and Fruit City Health and Wellness Panzhihua". This change not only reflects the adjustment of industrial structure, but also reflects the profound influence of cultural logic. For example, in the period of "Steel City" image, industrial culture dominated the city Brand Building; The image of "Sunshine Flower and Fruit City Health and Wellness Panzhihua" highlights the integration of regional characteristic culture and ecological culture, providing strong cultural support for the development of the health and wellness industry.

Secondly, in the construction of the "health and wellness" lifestyle, Panzhihua relies on its "six degrees" endowment (temperature, humidity, altitude, etc.) to transform the concept of "health and wellness" into a widely accepted lifestyle and aesthetics through cultural drive. This kind of cultural construction not only attracts a large number of "migratory bird-like" people, but also drives the development of related consumer industries, thus realizing the role of culture to the economy. In addition, through the analysis of "urban marketing" theory and Pierre Bourdieu's "field" theory, Panzhihua successfully used regional culture as a marketing element, enhancing the city's popularity and attractiveness, and realizing the transformation of cultural capital into economic capital.

In summary, the urban transformation practice of Panzhihua shows that culture is not only an important tool for shaping the city's image, but also the core driving force for optimizing economic structure and transforming lifestyles. In the future urban development, we should pay more attention to the role of cultural driving force to promote the comprehensive, coordinated and sustainable development of cities.

Research prospects

Although Panzhihua has achieved remarkable results in the transformation from "industrial rust belt" to "life show belt", its regional cultural economicization still faces many challenges and development space. Future research can focus on the following directions: The first is the impact of the integration of culture and technology on urban transformation. With the rapid development of digital technology, how to use modern technology to mining out, integrate and spread regional cultural resources has become an urgent problem. For example, whether virtual reality (VR) and augmented reality (AR) technologies can play a greater role in promoting Panzhihua's health culture is worth exploring.

The second is the balance between the development and protection of cultural resources. At present, there is still a problem of insufficient development of cultural resources in the process of regional cultural economicization in Panzhihua. At the same time, we need to be vigilant about the erosion of traditional culture by excessive commercialization. Therefore, how to protect the originality and diversity of regional culture while promoting the development of cultural industry is an important research topic.

The third is the research on the construction of the cultural industry talent team. The high-quality development of the cultural industry cannot be separated from the support of professional talents, and Panzhihua still faces the problem of talent shortage in the cultural industry. Future research can focus on how to cultivate and introduce more cultural industry talents that meet local needs through policy guidance and education system construction, so as to provide solid talent guarantee for regional cultural economicization.

In short, the future development of the economicization of Panzhihua's regional culture needs more exploration in theory and practice. By continuously optimizing the cultural-driven mechanism, Panzhihua is expected to achieve a higher level of urban transformation and sustainable development in the new era.

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