

Research On The Economic Development Path Of The Red Cultural Resources Of The Third Front Construction In Panzhihua

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Abstract

The Third Front Construction is an important practice of China's modern industrial and national defense construction. As a core industrial city of the Third Front Construction, Panzhihua has accumulated red cultural resources of the Third Front Construction integrating industrial and red attributes, which are the core of the regional cultural system and an important cultural capital for the transformation of resource-based cities. Under the dual background of the cultural power strategy and the industrial transformation and upgrading of resource-based cities, promoting the economic development of such resources is a key path for Panzhihua to activate cultural value and cultivate new economic growth points. By sorting out the types and core characteristics of the red cultural resources of the Third Front Construction in Panzhihua, this paper uses the SWOT analysis method to analyze the strengths, weaknesses, opportunities and threats of their economic development. Combined with theories such as cultural capital, industrial integration and the transformation of resource-based cities, it puts forward targeted development paths from five dimensions: resource integration, industrial integration, brand building, digital empowerment and guarantee system. This study provides a reference for Panzhihua to realize the value realization of the red cultural resources of the Third Front Construction and promote the coordinated development of red culture and the local economy.

Keywords: Panzhihua; the Third Front Construction; red cultural resources; economic development; transformation of resource-based cities

Date of Submission: 14-03-2026

Date of Acceptance: 24-03-2026

I. Introduction

Research Background and Significance

Research Background

Carried out from the 1960s to the 1980s, the Third Front Construction was a major strategic deployment of China to respond to the international situation and optimize the industrial layout. Relying on its resource advantages such as vanadium, titanium and iron ore, Panzhihua became a key layout city for the Third Front Construction. In the process of constructing an industrial system with the iron and steel industry as the core, it formed the Third Front Construction spirit of "hardworking entrepreneurship, selfless dedication, solidarity and cooperation, and courage to innovate", and preserved rich red cultural resources of the Third Front Construction including industrial heritage, memorial venues, historical buildings, and oral historical materials. At present, China's cultural industry has become an important engine driving the high-quality economic development. As a

typical resource-based city, Panzhihua is facing the transformation challenges of a single industrial structure and high resource dependence, and is in urgent need of cultivating emerging industries independent of resource dependence. Against this background, transforming the red cultural resources of the Third Front Construction into economic resources and realizing their economic development has become an important direction for Panzhihua to promote industrial transformation and upgrading and enrich the connotation of economic development.

Research Significance

Theoretical Significance

Focusing on the specific research object of the red cultural resources of the Third Front Construction in Panzhihua, this paper sorts out their resource types and characteristics, analyzes the internal logic of the economic development of industrial red cultural resources, enriches the theoretical research system of the economic development of red cultural resources in resource-based cities, and provides a regional case reference for the development research of similar red cultural resources of the Third Front Construction.

Practical Significance

By analyzing the practical problems in the economic development of the red cultural resources of the Third Front Construction in Panzhihua and putting forward specific and operable development paths, this paper can provide a decision-making basis for the local government to formulate policies for the development of the red cultural industry and optimize the resource development layout. At the same time, promoting the integration of the red culture of the Third Front Construction with tourism, cultural and creative industries, research and study travel and other industries helps cultivate new economic growth points in Panzhihua, realize the two-way empowerment of red cultural inheritance and local economic development, and boost the transformation of resource-based cities.

Research Status at Home and Abroad

Foreign Research Status

There is no special research on the "red cultural resources of the Third Front Construction" abroad, and relevant research is mostly classified into the category of protection and development of historical and cultural heritage and industrial heritage, focusing on the value evaluation, tourism development and cultural inheritance of industrial heritage, and forming development concepts such as "equal emphasis on protection and development", "community participation" and "industrial integration". The development models of combining industrial heritage with cultural tourism, cultural and creative industries and urban renewal in European and American countries can provide experience for the economic development of the red cultural resources of the Third Front Construction in Panzhihua.

Domestic Research Status

Domestic research on the cultural resources of the Third Front Construction began in the early 21st century and has gradually increased in recent years with the development of the red cultural industry. The research mainly focuses on the sorting and value evaluation of the cultural resources of the Third Front Construction, the integration of red culture and the tourism industry, and the inheritance of the Third Front Construction spirit. Some studies focus on the core areas of the Third Front Construction such as Sichuan, Yunnan and Guizhou to discuss development paths. However, there are few special studies on the red cultural resources of the Third Front Construction in Panzhihua. Existing studies mostly focus on cultural inheritance, and the research on its internal mechanism, path design and practical strategies of economic development still needs to be deepened. This study

can make up for this gap.

Research Content and Methods

Research Content

This paper first sorts out the types, distribution and core characteristics of the red cultural resources of the Third Front Construction in Panzhihua, clarifying the resource foundation for economic development. Secondly, it uses the SWOT analysis method to systematically analyze the strengths, weaknesses, opportunities and threats of their economic development. Finally, combined with the theory of economic development of cultural resources, it puts forward targeted development paths and safeguard measures from five dimensions.

Research Methods

Literature Research Method

Consult monographs, journals and policy documents related to red cultural resources, industrial heritage and cultural economic development, and sort out relevant theoretical achievements; collect historical documents of the Third Front Construction in Panzhihua and government work reports to grasp the policy background and actual situation of local resource development.

Field Research Method

Visit core resource carriers such as the Panzhihua Third Front Construction Museum, the Panzhihua Iron and Steel (Group) Co., Ltd. Industrial Heritage, and the Dadukou Old Street of the Third Front Construction, and collect first-hand data on resource development and utilization through field observation and interview research.

Case Analysis Method

Analyze successful domestic cases of the development of red culture of the Third Front Construction such as the Liupanshui Third Front Construction Cultural Park in Guizhou and the "Two Bombs City" in Mianyang, Sichuan, and learn from their development models and practical experience.

SWOT Analysis Method

Systematically analyze the internal strengths and weaknesses, as well as external opportunities and threats of the economic development of the red cultural resources of the Third Front Construction in Panzhihua, providing a realistic basis for the design of development paths.

Research Innovations

Focusing on the practical needs of the transformation of Panzhihua as a resource-based city, this paper breaks through the limitation of existing studies that mostly focus on cultural inheritance, centers on the core goal of "economic development", and deeply integrates the red cultural resources of the Third Front Construction with local industrial development and urban transformation. At the same time, combined with the development trends of the digital economy and the integration of culture and tourism, it puts forward a comprehensive development path of "resource integration + industrial integration + brand building + digital empowerment + guarantee system". The path design is both targeted and operable, and conforms to the actual development of Panzhihua.

II. Definition Of Relevant Concepts And Theoretical Basis

Definition of Relevant Concepts

Red Cultural Resources of the Third Front Construction

The red cultural resources of the Third Front Construction are the general term for material and intangible cultural resources with historical, cultural, spiritual and development values formed in the historical process of the Third Front Construction, and an important part of red cultural resources. Among them, material resources include industrial heritage, memorial venues, historical buildings, documents and historical materials, etc.; intangible resources include the Third Front Construction spirit, red stories, oral history, and diverse folk culture, etc. The red cultural resources of the Third Front Construction in Panzhihua are a combination of industrial culture and red culture, integrating industrial and red attributes, and having distinct regional and temporal characteristics.

Economic Development of Cultural Resources

The economic development of cultural resources refers to the process of transforming cultural resources into cultural products, services or industries with economic value through scientific planning, integration and development on the premise of protecting the core value of cultural resources, realizing the value realization of cultural resources, and promoting the deep integration of cultural resources and economic development. Its core is to explore the economic value of cultural resources, transform cultural resources into new driving forces for economic development through industrial integration, market operation and other means, and achieve a win-win situation of cultural inheritance and economic development.

Theoretical Basis for Research

Cultural Capital Theory

Bourdieu's cultural capital theory holds that cultural capital is a scarce resource that can bring economic benefits and social status, including material form (cultural venues, works of art), objective form (books, documents) and spiritual form (cultural spirit, values). As an important cultural capital, the red cultural resources of the Third Front Construction in Panzhihua can transform their capital value in material, objective and spiritual forms into economic value through rational development, providing capital support for local economic development.

Industrial Integration Theory

The industrial integration theory holds that the integration of different industries through technology, products, markets and other aspects can break industrial boundaries, form new industrial forms, and improve industrial added value and competitiveness. The economic development of red cultural resources is essentially the integration process of the cultural industry with tourism, cultural and creative industries, research and study travel and other related industries. Industrial integration can enrich the types of red cultural products, expand the space for industrial development, and realize the diversified economic transformation of cultural resources.

Theory of Transformation of Resource-based Cities

The theory of transformation of resource-based cities holds that in the later stage of development, resource-based cities need to get rid of their dependence on natural resources, and realize the transformation of economic development mode through industrial structure optimization, emerging industry cultivation and urban function improvement. As a resource-based city, the key to Panzhihua's transformation lies in cultivating industries independent of resource dependence. The economic development of the red cultural resources of the Third Front Construction can cultivate the red cultural industry as an emerging industry, enrich the industrial

structure, and promote the city's transformation from "resource dependence" to "cultural empowerment".

III. Types And Core Characteristics Of The Red Cultural Resources Of The Third Front Construction In Panzhihua

Main Types of the Red Cultural Resources of the Third Front Construction in Panzhihua

As a "model city" of the Third Front Construction, Panzhihua has a large number and a complete range of red cultural resources of the Third Front Construction, covering two major categories of material and intangible resources. The resource distribution is highly consistent with the industrial layout of the Third Front Construction, mainly concentrated in the core areas such as East District, West District and Renhe District.

Material Red Cultural Resources of the Third Front Construction

First, industrial heritage, including old factories such as the ironmaking plant and steelmaking plant of Panzhihua Iron and Steel (Group) Co., Ltd., iron ore mining heritage in Panzhihua, and transportation facilities such as the Panzhihua section of the Chengdu-Kunming Railway and the Dukou Bridge, which are direct witnesses to the industrial development of the Third Front Construction in Panzhihua. Second, memorial venues, with the Panzhihua Third Front Construction Museum as the core, also including the Dadukou Third Front Construction Memorial Hall, the Renhe District Third Front Construction Cultural Exhibition Hall, the Panzhihua Iron and Steel (Group) Co., Ltd. Exhibition Hall, etc., which are the main carriers for the display and dissemination of red culture. Third, historical buildings, including staff dormitories, office buildings and schools such as the Dadukou Old Street of the Third Front Construction and the Hexiaomen family area of the Third Front Construction in West District, preserving the living style of the Third Front Construction period. Fourth, documents and historical materials, including policy documents, production records, photos, letters and so on from the Third Front Construction period, which are mainly collected in libraries, archives and various memorial venues, and are important materials for studying the history of the Third Front Construction.

Intangible Red Cultural Resources of the Third Front Construction

First, the Third Front Construction spirit. The Third Front Construction spirit of "hardworking entrepreneurship, selfless dedication, solidarity and cooperation, and courage to innovate" is the core of Panzhihua's urban spirit and the soul of intangible resources. Second, red stories and oral history, including the entrepreneurship and struggle stories of the Third Front Construction builders and oral historical materials, which are vivid manifestations of the Third Front Construction spirit. Third, diverse folk culture. During the Third Front Construction period, builders from more than 20 provinces and cities across the country gathered in Panzhihua, bringing folk cultures from all over the country and forming regional cultural customs with both diversity and inclusiveness, which have become an important part of the red culture of the Third Front Construction.

Core Characteristics of the Red Cultural Resources of the Third Front Construction in Panzhihua

High Integration of Industrial and Red Attributes

The red cultural resources of the Third Front Construction in Panzhihua originate from the practice of industrial construction, with core carriers being industrial resources such as industrial heritage and production equipment, and core connotation being the Third Front Construction spirit formed in the process of industrial construction. They integrate the industrial attributes of industrial culture and the spiritual attributes of red culture, different from the traditional red cultural resources with revolutionary history as the core, and are a unique symbol of Panzhihua's regional culture.

Prominent Authenticity and Integrity of Resources

The industrial production activities of the Third Front Construction in Panzhihua have never been interrupted, and large enterprises such as Panzhihua Iron and Steel (Group) Co., Ltd. have developed continuously. Most of the industrial heritage and historical buildings from the Third Front Construction period retain their original features, some production equipment are still in use, and relevant documents, historical materials and oral history have been systematically collected and sorted out. The authenticity and integrity of the resources rank among the top in the core areas of the Third Front Construction across the country, providing a solid foundation for development and utilization.

Integration of Spiritual and Economic Values

The red cultural resources of the Third Front Construction not only have profound spiritual value, which is the spiritual core of Panzhihua's urban development and can gather consensus on urban development; its material resources such as industrial heritage and memorial venues have high development value for tourism and cultural and creative industries, and intangible resources can be transformed into the core connotation of cultural products and services. The dual attributes provide the possibility for the economic development of resources.

Agglomeration and Linkage of Resource Distribution

The core resources are mainly concentrated in the core areas of the Third Front Construction such as East District, West District and Renhe District, forming a resource agglomeration belt with the Panzhihua Third Front Construction Museum as the core. The various resource carriers are close to each other with convenient transportation and strong spatial linkage, which is convenient for resource integration and overall development, and creates conditions for building red cultural tourism routes and realizing large-scale development.

IV. SWOT Analysis Of The Economic Development Of The Red Cultural Resources Of The Third Front Construction In Panzhihua

Strengths

Distinct Resource Characteristics and High Recognition

The red cultural resources of the Third Front Construction in Panzhihua are a rare agglomeration of industrial red cultural resources of the Third Front Construction in China. The integration of industrial and red attributes makes it form a differentiated competition with traditional red cultural resources, which can attract market attention, form core competitiveness, and lay a resource foundation for economic development.

Sound Foundation for Resource Protection

The Panzhihua municipal government attaches great importance to the protection of the cultural resources of the Third Front Construction, has built the only national museum with the theme of the Third Front Construction in China - the Panzhihua Third Front Construction Museum, has carried out protective renovation of core resources such as the Panzhihua Iron and Steel (Group) Co., Ltd. Industrial Heritage and the Dadukou Old Street of the Third Front Construction, and has systematically collected documents, historical materials and oral history. A sound resource protection system provides a guarantee for economic development.

Superior Basic Conditions for Industrial Integration

In recent years, Panzhihua has vigorously developed cultural tourism, health and wellness, research and study travel and other industries, forming a certain industrial foundation; at the same time, as the "City of Vanadium and Titanium", industrial tourism has initially taken shape, which can link with the red cultural tourism

of the Third Front Construction, realize the deep integration of the red cultural industry with industrial, health and wellness, and research and study tourism, and expand the path of economic development.

Strong Policy Support

At the national level, a series of policies have been issued to support the development of red culture and the transformation of resource-based cities. Sichuan Province has listed Panzhihua as a regional central city in the southwestern Sichuan and northwestern Yunnan area, supporting it to cultivate emerging industries such as cultural tourism; the Panzhihua municipal government has incorporated the red cultural industry of the Third Front Construction into the urban development plan, providing strong policy support for the economic development of resources.

Weaknesses

Low Degree of Resource Integration and Fragmented Development

Although the red cultural resources of the Third Front Construction in Panzhihua are agglomerated in distribution, the various resource carriers lack effective integration, resulting in the current situation of "fragmented development". The display content of each memorial venue is repetitive, the design of tourism routes lacks systematicness, and there is no unified planning for resource development, leading to the insufficient exertion of the overall value of resources and difficulty in forming a large-scale development effect.

Single Type of Cultural Products and Low Added Value

The current development is still dominated by sightseeing, and cultural products are concentrated on the basic level such as museum visits and heritage tours, lacking immersive, experiential and interactive products; the development of cultural and creative products is lagging behind, with a single type and rough design, failing to fully explore the cultural connotation of the Third Front Construction, resulting in low added value and market competitiveness of products.

Lagging Brand Building and Low Popularity

The red cultural brand of the Third Front Construction in Panzhihua has not yet formed a clear positioning and image, with insufficient brand communication efforts and a single channel, mainly relying on offline venues and local media for publicity, and lacking national communication activities; the combination of the brand and Panzhihua's urban image is not high, failing to form brand linkage, resulting in limited national popularity and market attraction.

Shortage of Professional Talents and Inadequate Development Capacity

The economic development of red cultural resources requires compound talents with cultural research, industrial operation and cultural and creative design capabilities. However, Panzhihua is located in the southwest of China with limited talent attraction, resulting in a shortage of relevant professional talents; the existing development and operation team has insufficient professional capabilities and lacks market-oriented operation concepts and development experience, which restricts the quality and efficiency of resource development.

Opportunities

The Red Cultural Industry Enters a Golden Period of Development

China's red cultural industry such as red tourism and red research and study travel is developing rapidly, and residents' demand for red cultural consumption is continuously increasing, providing a broad market space

for the economic development of red cultural resources; the state vigorously promotes the inheritance and promotion of red culture, and incorporates the red cultural industry into the national economic and social development plan, providing good policy and market opportunities.

Internal Demand for the Transformation of Resource-based Cities

Panzhihua is in a critical period of industrial transformation and upgrading, and is in urgent need of cultivating industries independent of resource dependence to get rid of the dependence on mineral resources. The economic development of the red cultural resources of the Third Front Construction can cultivate the red cultural industry as an emerging industry, enrich the industrial structure, promote the city's transformation from "industrial dominance" to "diversified development", and conform to the internal demand of urban development.

The Digital Economy Empowers Cultural Development

The rapid development of the digital economy provides new technical means and models for cultural resource development. Through digital technologies such as VR, AR, short videos and live streaming, it can break the temporal and spatial limitations of offline development, enrich the presentation forms of red cultural products, expand the channels of cultural communication and market promotion, and provide opportunities for innovative development.

Deepening of Regional Cultural and Tourism Cooperation

As a regional central city in the southwestern Sichuan and northwestern Yunnan area, Panzhihua's cultural and tourism cooperation with surrounding cities is continuously deepened, and the integration of regional tourism routes has become a development trend. Panzhihua can take the opportunity of regional cooperation to incorporate the red cultural resources of the Third Front Construction into the red cultural tourism routes of southwestern Sichuan and northwestern Yunnan, realize resource sharing and market co-development, and enhance regional influence and market attraction.

Threats

Intensified Competition of Red Cultural Resources in Surrounding Areas

Southwestern provinces such as Sichuan, Yunnan and Guizhou are all core areas of the Third Front Construction, and all attach great importance to the development of the red cultural resources of the Third Front Construction. The development efforts of scenic spots such as the Liupanshui Third Front Construction Cultural Park in Guizhou and the "Two Bombs City" in Mianyang, Sichuan are constantly increasing, and market competition is becoming increasingly fierce. If Panzhihua cannot form a differentiated development model and brand image, it is easy to be marginalized in the market.

Highlighted Contradiction between Development and Protection

In the process of economic development, without scientific planning and reasonable development methods, it is easy to appear the phenomenon of emphasizing development over protection, leading to the damage of the core value of the red cultural resources of the Third Front Construction, such as excessive commercialization of industrial heritage and destructive transformation of historical buildings. This not only loses the essential value of cultural resources, but also restricts the sustainable development of the red cultural industry.

Increasingly Diversified Demand of the Cultural Consumption Market

With the improvement of residents' income level and the transformation of cultural consumption

concepts, the demand for cultural consumption is becoming increasingly diversified and personalized, and tourists put forward higher requirements for the experience, participation and interest of red cultural products. If Panzhihua still stays in the traditional sightseeing development model, it will be difficult to meet the market demand, leading to a decline in market attraction.

Summary of SWOT Analysis

The economic development of the red cultural resources of the Third Front Construction in Panzhihua has strengths such as distinct resource characteristics, a good foundation for resource protection, superior conditions for industrial integration and strong policy support, and at the same time faces major opportunities such as the golden period of the development of the red cultural industry, the transformation of resource-based cities, the empowerment of the digital economy and the deepening of regional cultural and tourism cooperation. However, it also has weaknesses such as a low degree of resource integration, a single type of products, lagging brand building and a shortage of professional talents, as well as threats such as intensified market competition in surrounding areas, highlighted contradictions between development and protection, and diversified market demand. Panzhihua should base itself on its own strengths, seize the opportunities of the times, solve the weaknesses and threats in a targeted manner, and realize the maximization of the economic value of red cultural resources through scientific planning, resource integration and innovative development.

V. Economic Development Path Of The Red Cultural Resources Of The Third Front Construction In Panzhihua

Based on the types, characteristics and SWOT analysis results of the red cultural resources of the Third Front Construction in Panzhihua, combined with the theory and practical experience of the economic development of cultural resources, and adhering to the principles of protection first, rational development, cultural inheritance and economic empowerment, targeted economic development paths are put forward from five dimensions.

Strengthen Resource Integration and Build an Integrated Development Pattern

To address the problem of fragmented resource development, strengthen systematic integration, build an integrated development pattern of "core leadership, multi-point support and whole-region linkage", and realize the overall release of resource value. First, improve the top-level planning. Led by the municipal government, formulate the Overall Plan for the Economic Development of the Red Cultural Resources of the Third Front Construction in Panzhihua, clarify the development goals, spatial layout and key tasks, and coordinate the development work of all regions and departments to avoid repetitive and disorderly development. Second, build core development carriers. With the Panzhihua Third Front Construction Museum as the core, integrate surrounding resources such as the Panzhihua Iron and Steel (Group) Co., Ltd. Industrial Heritage and the Dadukou Old Street of the Third Front Construction to build a core development zone of red culture and enhance agglomeration and radiation capacity. Third, integrate resource elements. Establish a cross-departmental coordination and linkage mechanism for culture, tourism, development and reform, finance and other departments, and integrate policy, capital, talent and other elements to form a joint force for development. Fourth, create high-quality tourism routes. Combined with the characteristics of resource distribution, design high-quality red tourism routes such as "Third Front Construction Museum - Panzhihua Iron and Steel (Group) Co., Ltd. Industrial Heritage - Dadukou Old Street of the Third Front Construction - Renhe District Third Front Construction Memorial Hall" to realize the spatial linkage and functional complementarity of various resource carriers.

Deepen Industrial Integration and Expand Diversified Channels for Economic Transformation

Guided by the industrial integration theory, break industrial boundaries, promote the deep integration of the red cultural resources of the Third Front Construction with tourism, cultural and creative industries, research and study travel, health and wellness, urban renewal and other industries, enrich product types, improve industrial added value, and realize diversified economic transformation.

First, integrate red culture with the tourism industry to create immersive tourism products. Rely on the Panzhihua Iron and Steel (Group) Co., Ltd. Industrial Heritage to build an industrial experience park, allowing tourists to experience the production processes and labor scenes of the Third Front Construction; carry out protective transformation of the Dadukou Old Street of the Third Front Construction to build a characteristic block of the Third Front Construction culture, integrate business formats such as characteristic catering, homestays and cultural and creative stores, and restore the living style of the Third Front Construction period; develop research and study tourism products such as "Retracing the Third Front Construction Road" and "Third Front Construction Labor Experience" to attract student groups.

Second, integrate red culture with the cultural and creative industry to develop high value-added cultural and creative products. In-depth explore the cultural connotation and elements of the Third Front Construction, set up a professional cultural and creative design team, extract production symbols, architectural elements, spiritual connotation, etc., to design and develop cultural and creative products with both cultural and practical value such as handicrafts, stationery and clothing; build a cultural and creative industrial park of the Third Front Construction, attract the entry of cultural and creative enterprises and designer studios, and form an integrated industrial chain of design, production and sales; hold cultural and creative design competitions to stimulate social creative vitality and tap high-quality design works.

Third, integrate red culture with the research and study industry to build a national research and study base of the Third Front Construction. Rely on resources such as the Third Front Construction Museum and industrial heritage to apply for national and provincial red research and study travel bases, and formulate a standardized research and study curriculum system for students of different age groups; improve research and study supporting facilities, build research and study dormitories, classrooms and experience venues to enhance reception capacity; strengthen cooperation with primary and secondary schools, universities and research and study institutions across the country to expand the research and study market.

Fourth, integrate red culture with health and wellness and urban renewal to enrich the connotation of urban development. Integrate the cultural elements of the Third Front Construction into health and wellness resorts, build theme health and wellness homestays and health and wellness parks, allowing health and wellness tourists to experience the Third Front Construction culture; integrate the Third Front Construction culture into urban renewal, build cultural sculptures, murals and landscape sketches in public spaces such as urban parks, streets and squares, making the Third Front Construction culture a distinct urban symbol and improving urban cultural attraction and tourism competitiveness.

Strengthen Brand Building and Enhance Market Influence

To address the problem of lagging brand building, build a systematic brand building and communication system, clarify brand positioning, shape a unique image, and enhance national popularity and market influence. First, clarify brand positioning. Combined with the industrial and red characteristics of the resources, position the red cultural brand of the Third Front Construction in Panzhihua as the "Benchmark of China's Industrial Red Culture of the Third Front Construction", highlighting differentiation and uniqueness. Second, shape the brand image. Design a unified brand LOGO, slogan and visual image system, combine the Third Front Construction spirit, industrial elements with Panzhihua's urban image to shape a distinct brand image. Third, strengthen brand

communication. Build an integrated "online + offline" communication channel, hold offline activities such as the Third Front Construction Culture Festival, red culture forums and theme exhibitions, and release cultural content online through short videos, social media and tourism platforms to create Internet-famous check-in spots and attract young consumer groups. Fourth, strengthen brand linkage. Combine the red cultural brand of the Third Front Construction with Panzhihua's urban brands such as the "City of Vanadium and Titanium" and "Health and Wellness Resort" to realize brand linkage communication and enhance overall influence.

Promote Digital Empowerment and Realize Innovative Development and Communication

Take the opportunity of the development of the digital economy, use digital technologies to empower the development of the red cultural resources of the Third Front Construction in Panzhihua, break the offline temporal and spatial limitations, enrich the presentation forms of products, and expand the channels of communication and promotion. First, build a digital cultural exhibition hall. Use technologies such as VR, AR and 3D modeling to build a digital exhibition hall of the red culture of the Third Front Construction in Panzhihua, realize immersive online visits, and expand the space for cultural display. Second, develop digital cultural products. Design digital cultural and creative products with the theme of the Third Front Construction such as digital collectibles, emoticons and mini-games to explore the economic value of the digital economy. Third, build a digital communication platform. Construct an official digital platform of the red culture of the Third Front Construction in Panzhihua, integrate information such as cultural resources, tourism products and cultural and creative products, and realize the integrated functions of online display, reservation and sales. Fourth, carry out digital marketing. Promote red cultural tourism and cultural and creative products through short videos, live streaming and Internet-famous store visits to improve market attraction and communication efficiency.

Improve the Guarantee System and Provide Solid Development Support

The economic development of the red cultural resources of the Third Front Construction in Panzhihua is a systematic project, which requires improving the policy, capital, talent and institutional guarantee systems to provide support for the smooth progress of development work.

First, policy guarantee, and improve the policy support system. Introduce policies such as tax incentives, land supply and project support to attract social capital to participate in development; incorporate the development of the red cultural industry of the Third Front Construction into Panzhihua's national economic and social development plan, clarify development goals and tasks, and ensure the orderly progress of development work.

Second, capital guarantee, and expand capital investment channels. Build a diversified capital investment system of "government guidance, social participation and market operation", increase the investment of government financial funds in resource protection and development, and focus on supporting the construction and transformation of core resource carriers; set up a development fund for the red cultural industry of the Third Front Construction to attract the participation of social capital and enterprise capital; actively strive for special funds from the state and Sichuan Province for cultural industry development and the transformation of resource-based cities to provide capital support for development.

Third, talent guarantee, and cultivate and introduce compound professional talents. Cooperate with domestic universities and research institutions to offer relevant courses such as the red cultural industry, cultural and creative design and tourism management to cultivate local professional talents; formulate preferential policies for talent introduction to attract compound talents in the fields of cultural research, industrial operation and market planning to develop in Panzhihua; strengthen professional training for the existing development and operation team to improve market-oriented operation capacity and development level.

Fourth, institutional guarantee, and establish a long-term mechanism for development and protection. Adhere to the principle of protection first, clarify the scope and standards for the protection of cultural resources, and strictly protect core resources such as industrial heritage and historical buildings; establish an evaluation and supervision mechanism for resource development, conduct pre-evaluation, in-process supervision and post-acceptance of development projects to avoid emphasizing development over protection; establish a community participation mechanism, encourage local residents to participate in resource protection and development, allow residents to share the results of development, and enhance their enthusiasm and sense of identity for participation.

VI. Conclusions And Prospects

Research Conclusions

As a core industrial city of the Third Front Construction, Panzhihua has accumulated rich and unique red cultural resources of the Third Front Construction, which integrate industrial and red attributes, authenticity and integrity, and spiritual and economic values, and are an important part of Panzhihua's regional culture and an important cultural capital for the transformation of resource-based cities. By sorting out the types and core characteristics of the red cultural resources of the Third Front Construction in Panzhihua, this paper uses the SWOT analysis method to systematically analyze the strengths, weaknesses, opportunities and threats of their economic development, and combined with theories such as cultural capital, industrial integration and the transformation of resource-based cities, puts forward a five-in-one economic development path of "strengthening resource integration, deepening industrial integration, strengthening brand building, promoting digital empowerment and improving the guarantee system". The study holds that the economic development of the red cultural resources of the Third Front Construction in Panzhihua must adhere to the principles of protection first and rational development, base itself on resource characteristics, closely focus on the needs of the transformation of resource-based cities, and realize the value realization of red cultural resources through integrated resource integration, diversified industrial integration, systematic brand building, all-round digital empowerment and improvement of the guarantee system, so as to promote the red cultural industry to become a new economic growth point in Panzhihua and realize the two-way empowerment of red cultural inheritance and local economic development.

Research Prospects

The economic development of the red cultural resources of the Third Front Construction in Panzhihua is a dynamic process that needs to be continuously optimized and improved in combination with the development of the times and changes in market demand. Although this paper puts forward targeted development paths, there is still room for expansion in the depth and breadth of the research. Future research can be further carried out from three aspects: first, conduct quantitative research, construct an evaluation index system for the benefits of economic development, conduct quantitative measurement of development benefits, and provide data support for path optimization; second, strengthen case comparison research, select successful cases of the development of industrial red cultural resources at home and abroad, conduct in-depth comparison with Panzhihua, learn from development experience and optimize the local development model; third, pay attention to changes in market demand, conduct in-depth research on the cultural consumption needs of different consumer groups, develop more targeted cultural products, and improve market attraction.

Looking forward to the future, with the in-depth advancement of the cultural power strategy and the accelerated transformation of Panzhihua as a resource-based city, the economic development of the red cultural resources of the Third Front Construction will usher in a broader development space. Panzhihua should seize the opportunities of the times, give full play to its resource advantages, transform the red cultural resources of the

Third Front Construction into new driving forces for economic development, let the Third Front Construction spirit glow with new vitality in the new era, promote Panzhihua's transformation from an "industrial city" to a "cultural city, health and wellness city and tourism city", and realize the high-quality and sustainable development of the city.

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