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攀枝花学院本科毕业论文

怎样促进攀枝花旅游业的可持续发展

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**How to Promote the Development of
Panzhihua's Tourism in a Sustainable Way**

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摘 要

随着社会经济的快速发展，人民生活水平越来越高，因此，促进与攀枝花旅游事业发展的要求越来越迫切。

攀枝花，中国唯一以花命名的城市，不仅拥有丰富的钢铁、钒钛和水能资源，而且拥有独具特色的优越旅游资源。通过对攀枝花旅游业现状的分析可以发现：虽然攀枝花的旅游业取得了一定的成就与发展，但同时也同样存在着巨大的发展空间。同时通过对攀枝花旅游前景的分析得出：要促进攀枝花旅游的可持续发展，可以从民族风情旅游、斯吧旅游、工业旅游、农业旅游和周边旅游着手。

充分开发与拓展攀枝花旅游业的发展空间，从而促进攀枝花旅游业的可持续发展，以增加第三产业的比重，促进当地社会和经济和谐、健康、稳定、可持续地发展。

关键词

攀枝花旅游；旅游资源；旅游开发；可持续发展

ABSTRACT

With the rapid development of society and economy, people's living standards are getting better and better. Therefore, the tourism industry needs to be promoted in **Panzhuhua** City urgently.

Panzhuhua, the exclusive city named after a flower, possesses not only abundant iron and steel, vanadium-titanium and hydropower resources, but also rich tourist resources. Through the analysis of the **Panzhuhua**'s status quo of tourism industry, it is found that although **Panzhuhua**'s tourism has achieved a lot, there is still much space for development. Through the analysis of prospects for **Panzhuhua**'s tourism, it is possible to exploit the sustainable tourism on the folk custom traveling, spa traveling, industrial traveling, agricultural traveling and circumjacent traveling.

Sufficiently developing and promoting **Panzhuhua**'s tourism and leading it in a sustainable way will increase the proportion of the third industry and facilitate the harmonious, healthy, stable, and sustainable development of the local economy and society.

Key words

Panzhihua's tourism; tourist resources; tourism exploitation; sustainable development

Introduction

Accompanying with the development of society and economy, the third industry has been becoming more and more important, and developing the tourism industry has been taken as the strategy in provincial economy of Sichuan, especially tourism. Sichuan is a large province with abundant tourist resources. **Panzhihua** City is a young industrial city, which was constructed in 1960s, and its municipal government followed the provincial strategy to develop the local tourism in 1990s. The miscellaneous cultures not only have recorded the city's history, but also have created the very distinctive modern civilization.

Panzhihua is the exclusive city named after a flower in China. It is under administrative jurisdiction of Sichuan Province, located in the adjacent area of Sichuan and Yunnan Provinces where the Yangtze River meets its longest tributary, the Yalung River. **Panzhihua** is a newly-built immigrant city which was constructed in 1965, with a total area of 7,440.398 square kilometers. It is administratively divided into three districts and two counties, which further includes 59 townships with the total population of 1.06 million which is made up of 42 ethnic groups, in which include Yi People, Lisu People, Miao People, Hui People and so on, contribute about 13% of the total population.

As a modern city, which possesses abundant mineral, hydro, and tourist resources, **Panzhihua** is an important steel, vanadium-titanium and energy bases in Western China. Comrade Deng Xiaoping once gave his comment "This land is richly endowed by nature." The average annual temperature here is about 20 degree centigrade, and the annual sunshine time averages 2,700 hours. With sunny and mild climate, **Panzhihua** is not only suitable for agriculture and fruit planting and growing, but also for sightseeing throughout the year. It has many distinctive tourist resources, including karst holes, stone forests, falls, hot springs, primitive forests, high mountain lawns, underground lakes, the third highest dam in the world and the "miniature steel city carved on ivory". It is regarded as the paradise of botanist, for its national and provincial forest parks, in which the state-level Nature Reserve of Cycads *Panzhihuaensis* holds the largest area of primitive cycads in the world, and it is praised as a wonder for the cycads bloom every year, and this is rather infrequent in other places.

With the improvement of people's living standards, the tourism industry has been developed a lot, especially since following the direction to construct **Panzhihua** as a world famous garden-like tour city by former Premier Zhu Rong-ji, and the municipal government has been taking great efforts on the tourism industry. The interesting and exciting International Yangtze River Rafting Competition attracts tourists all over the world. With abundant gems such as crystal, agate and emerald, and the wonderful inkstone, Juque inkstone, it is very convenient for tourists to do shopping here. There are high-quality travel agencies, hotels and restaurants, which can supply knight services to guests worldwide. Now, **Panzhihua** has become an important tour city on the folk-custom traveling route in the southwest of Sichuan and northwest of Yunnan.

Now that **Panzhihua** City has very advantageous natural conditions and resources, perfected infrastructure and distinct cultures, therefore, what about its exploited status quo, problems and prospect? As the sustainable development is an important strategy for the development of our country, how can **Panzhihua**'s tourism industry be promoted in a sustainable way? In order to solve this problem, first of all, it is necessary to get a very clear awareness of tourist resources in **Panzhihua** City.

1. Abundant Tourist Resources

Panzhihua is a newly-built heavy industrial city with abundant natural resources. It is no doubt that industry is very important, but only depending on the industry is not a sustainable way. Especially, the third industry is in low proportion, which is neither useful to improve people's living standards, nor possible to promote the industrial development. It is the only choice to develop the third industry, improve the status quo in **Panzhihua** and the living standards of the people. And tourism is the first leading choice of the third industry.

1.1. Natural Resources

Panzhihua City possesses abundant natural resources, which is good for the tourism development. What are advantageous natural resources?

Panzhihua is located at the junction of the Jinsha River and The Yalung River, bordering Liangshan Prefecture of Sichuan Province in the northeast and Chuxiong Prefecture of Yunnan Province in the southwest. Situated in the great rift valley of **Panzhihua**-Xichang area, which is between the Qinghai-Tibetan Plateau and Yunnan-Guizhou Plateau, **Panzhihua** City is the nearest point in Sichuan Province to South China, the coastal areas and the Southeast Asia countries. It is an important communication hub and collecting and distributing center in the "Great Passage of Southwest China".

Panzhihua has a three-dimensional vertical climate in the south subtropics, with features of long summer, indistinct seasons, strong light radiation and remarkable difference in vertical climate. Its

frost-free period is over 300 days; annual average temperature is about 20 °C; rainfall is between 800--1,100 mm and the annual sunshine hour is 2,700.

With mountains, primitive forests, the lake in the gorge, karst holes and hot spring coexisted, **Panzhuhua** City possesses beautiful scenery, such as the Longtan Karst Cave, which is open to visitors, has a strong appeal. Marveling at its caves inside caves, flying waterfalls and fantastic stalactite, visitors would acclaim it as the acme of nature's creation. Furthermore, Hongge Hot Spring contains radon, which is rare in other springs in China. The hot spring has a temperature of 57 °C all year round, bolstered by fluorine, carbonic acid, various minerals and inorganic salts.

Panzhuhua has abundant resources of sunshine and heat. The frost-free period is over 300 days. It is free from the invasion of typhoon. It has three-dimensional climatic features of a small annual difference of temperature, great difference between day and night. As one of the state-level demonstration area for featured agricultural science and technology, eight production bases, such as sub-tropical fruits, winter-spring vegetables and sugarcane, have been constructed. The biological resources are very rich with 283,500 hectares of forest areas and 190 families and 2,300 species of various plants. Cycad *Panzhuhuaensis*, which is in blossom every year, has a reputation of living fossil. There are 264 species of wild animals, three of them belonging to state first class protected animals and 21 of them belong to the state second-class protected animals.

Panzhuhua is endowed with plentiful mineral resources. There are nearly 50 kinds of proved minerals, in which the reserve of vanadium and titanium magnetite accounts for about 10 billion tons, the second largest mine next to Anshan-Benxi area in China. Meanwhile there are so many other associated rare metals such as chromium, nickel, scandium, gallium, etc. The reserves of titanium dioxide are 870 million tons, accounting for 90.54% of the country's total and 35.2% of the world's total, ranking the first in the world. The reserves of vanadium pentoxide are 15.788 million tons, accounting for 62.2% of the country's total, and 11.6% of the world's total, ranking the third in the world. Furthermore, **Panzhuhua**-Xichang area is very rich in metallurgical fuel, auxiliary materials and hydroenergy, which are very favorable for the development of vanadium and titanium industry.

In addition, there are abundant gems such as crystal, agate and emerald, and the wonderful inkstone, Juque inkstone. It is very convenient for the tourists to do shopping of characteristic decorations here.

The Yalung River and the Jinsha River meet in **Panzhuhua** with deep valleys, great difference of elevation and interlacing rivers and streams, forming a huge resource of hydroenergy. The exploitable hydroenergy in **Panzhuhua** and its neighboring area is 33.24 million kW with an annual generated energy amounting to 200 billion kWh. The hydroenergy resource makes up 67% of the province's total and 18% of the country's total.

The completed Er'tan Hydropower Station has an installed capacity of 3.3 million kW with an annual generated energy of 17 billion kWh. The capacity of a single turbine-generator set, the total capacity and the annual generated energy rank the first among the completed power stations in China. It is a perfect waterpower base with the excellent condition for cascade development, superior kinetic index and small loss of flooding and resettlement.

1.2. Other Tourist Resources

Besides abundant natural resources, **Panzhuhua** City also possesses other various resources, which are useful to the development of tourism.

First of all, ethnic custom in **Panzhuhua** is a kind of characterized tourist resources. The extraordinary and gorgeous ethnic cultures and custom, the wonderful singing and dancing, characterized cuisine cultures and colorful fineries make a gorgeous scenery view. Especially, the romantic custom of the Mosuo people have turned the lake into a mysterious wonderland for tourists. It is believed that the Mosuo People is the world's last matriarchal tribe, has preserved their centuries-old matriarchal custom. Mosuo women are community rulers and family decision-makers. A Mosuo woman can choose to cohabit with any man she falls in love with and has a child without getting married. If she loses interest in her lover, which seldom happens, she is free to choose a new love.

The industrial sightseeing is a rising traveling item in modern time. New York Mint and Qingdao Haier Production Base receive tens of thousands of visitors everyday. At the same time, **Panzhuhua** City also possesses abundant and distinctive industrial resources.

The “Lake on Gorge” ---- the **Panzhuhua** Er'tan Hydropower Station holds a great dam that is the second highest one in China and the third highest one in the world, and its underground workshop takes the first place in Asia, which has great attraction to tourists.

The “Miniature Steel City Carved on Ivory” ---- **Panzhuhua** Iron and Steel Group Co., Ltd, which is the largest vanadium-titanium production base and railway base that owns the charm of the modernized production technique and high technology to visitors. Furthermore, the “Subterranean Power Station” ---- 503 Power Station, which was constructed in 1960s, belongs to the outcome of preparation of the war. It was built in a whole mountain secretly with particular attraction for the amazing scale.

The agricultural traveling is an intersectional rising industry between tourism and agriculture, which is exploited for the people to satisfy their spiritual and physical comforts. **Panzhuhua** City takes abundant agricultural tourist resources in the agricultural traveling exploitation.

Panzhuhua agriculture has advantaged natural conditions ---- the abundant resource of sunlight and heat, three-dimensional vertical climate in the south subtropics which is suitable for the growth of different types of crops. This land teems with mango, papaya, pomegranate, grape, orange and the fruit with red heart, which are popular among tourists, wine and drink of papaya, wine of mango are distinctive, and worthwhile to be souvenirs. Furthermore, the rice here can be harvested 3 times a year; the vegetables are supplied all around the year with the yield of 40 tons a year; the silkworm can also be raised 4 seasons; and the pig, rabbit, ox, sheep, fish and bee are in a great number.

So **Panzhuhua** can be reputed as “a land flowing with milk and honey” or “the garden of melon and fruit”. All these mentioned above have stable bases and provide favorable conditions for the agricultural traveling.

Panzhuhua is also a gathering place of Northern and Southern cuisine cultures. Dishes of Peking, Suzhou and Yunnan flavors have apparent appeal though dishes of Sichuan flavor are still the best.

There are more than 20 courses of dishes and snacks were conferred as well-known diet at the Provincial Cooking Art Competition. Through the experts' examination and comprehensive checks, 10 restaurants, 30 dishes and 10 snacks are commented as representatives of local the cuisine culture. Among them, refined Chong-Cao (Cordyceps Sinensis) Ya-She (Duck Tongue), Nanshan First Class Upper Part of Leg of Pork, Golden and Silver Xiuqiu (Brocade Ball) Fish, Spare Ribs with Fish Flavor are worth tasting.

Furthermore, 3-color An'ning Ginseng, Er'tan Sliver Fish, Yam Pastry, Bullfrog cooked with beer flavor, refined Dumpling with popular flavor, Cake of Onion Oil flavor, Crape Myrtle Cake made with Chinese Date Paste, Sesame Steamed Bread, Pumpkin Pie, Assorted Buckwheat Noodle, Roasted Two-month-old Full Pig with Yi flavor, Tuo-Tuo Pot-stewed Meat and Banquet of Yi character are also local diet representatives.

All these present a clear picture on abundant and characteristic tourist resources in **Panzhuhua** City, which is the sufficient affirmation for **Panzhuhua** City to hold the Premier Winter Traveling Development Conference of Sichuan Province that has been convoked successfully. Now that **Panzhuhua** is provided with abundant tourist resources, then how about its exploitation status quo and its prospect?

2. Status Quo and Prospect of Tourism Exploitation

As far as everyone is concerned, **Panzhuhua** City is a new heavy industrial city with abundant tourist resources. In order to promote the development of the third industry, and gradually change the economic increasing mode into a sustainable way, we should pay more attention to the tourism exploitation. First of all, we have to get a clear awareness of the status quo of the tourism exploitation.

2.1. Status Quo of Tourism Exploitation

The status quo of the tourism exploitation in **Panzhuhua** City basically fit the development level of tourism. But with the development of tourism industry, it is necessary that the tourism environment and conditions need to be improved. The status quo includes following six parts:

2.1.1. Food and Beverage

Panzhuhua City is a rising place with so many immigrants coming from all over the country, which is the reason why it is a gathering place both of northern and southern cuisine cultures.

Although the history of cuisine culture is not so long, **Panzhuhua** City gets lots of achievements on it. Dove eggs with Special Flavor, Soup of Assorted Vegetables Flavor and Assorted twice Cooking Meat won gold, silver and bronze award respectively at the 4th National Cooking Art Competition. More than 20 courses of dishes and snacks were conferred as well-known diet at the Provincial Cooking Art Competition. Altogether, there are more than 100 sorts of delicious food can be savored in hotels and restaurants scattered in **Panzhuhua**.

Apart from the delicious foods, there are so many wonderful drinks, alcohols and soft ones. Panxi Sunshine, the local wine made by local grapes is a wonderful wine for visitors to have a taste. Furthermore, this land teems with mango, papaya, pomegranate, grape, orange and the fruit with red heart, which are popular among tourists. They all can be made into wine or be squeezed into juice. Wine and drink of papaya, wine of mango are distinctive, palatable and worthwhile to have a taste. It is the most delight thing for tourists to have chances to taste the unique local delicious foods and drinks, and share with family members, relatives and friends together.

2.1.2. Accommodation

Accommodation is a very important part of traveling, because nobody can go traveling without it. From the accommodation level, we can judge the development degree of tourism exploitation. Although **Panzhuhua** has developed its tourism in recent years, its accommodation is in a relatively high level.

There are 445 reception and accommodation facilities in total in **Panzhuhua**, including 4392 guest rooms, 12213 bunks. Among them, there are 33 guesthouses and restaurants, 1377 guest rooms and 3139 bunks, and 407 hostels, 2985 guest rooms and 8954 bunks. There are another 4 reception facilities except for the above referred which possesses 30 guest rooms and 120 bunks.

The main star hotels are **Panzhuhua Hotel**, **Chuanhui Hotel**, Hongge Holiday Inn, European Camp, Nanshan **Hotel**, Communication **Hotel**, Miyi **Hotel**, Sunshine **Hotel** and Cycad **Hotel**. They are all with top grade facilities and the knight service, which would make guests feel at home.

2.1.3. Traffic

Traffic is another important procedure of traveling. According to the definition of traveling, which means going from one place to other places to do shopping, going visiting or doing other things, traffic takes a significant role, because without traffic how can tourists go for traveling. Even if there is a traffic but inconvenient, it is also difficult to attract people to come to have a visit.

Panzhuhua is the nearest point to reach Southern China, frontiers of Southeast Asia and coastal ports. As it is situated between Chengdu and Kunming, it possesses of domestic and external district advantages. Its traffic conditions are keeping on improving, and railways, highways and airport are all available here. All of these fully suggest that it is the important city in the area of Southwest Sichuan and Northwest Yunnan, and the fastest and best tour way from Chengdu and Kunming to Lugu Lake and Lijiang Ancient Town.

2. 1.4. Itineraries

In the six parts of all the tourism activities, traveling is a main part. Because the first aim for tourists is to appreciate beautiful scenery and resorts, itineraries are routes that visitors will go through their traveling. The followings are the typical and important traveling routes in **Panzhuhua**:

1. Science-Technology-Nature ---- Er'tan Hydro Power Station one day tour;
2. The First Drifting of the Yangtze River ---- Cycads Garden, the Yangtze River Drifting one day tour;
3. Miraculous Hole ---- Longtan Karst Hole in Miyi County one day tour;
4. Forest Holiday ---- Dahei Mountain one day and night tour;
5. Resort Searching ---- Fangshan Mountain one day and night tour;
6. Miniature Carving on Ivory ---- **Panzhuhua** Steel Works and Er'tan Hydro Power Station one day tour;
7. Er'tan Hydro Power Station, **Panzhuhua** Works, Miyi LongTan Karst Hole, Hongge Hot Spring tow-day tour;
8. Er'tan Hydro Power Station, **Panzhuhua** Steel Works, Cycads Garden, The Yangtze River Drifting tow-day tour;
9. Ecological Sightseeing ---- Er'tan, Yumen, Jinghe, Yankou, Waluo two-day tour;
10. **Panzhuhua**----Lijiang----Dali----Kunming;
11. **Panzhuhua**----Lugu Lake----Xichang----Chengdu ;

12. **Panzhuhua**----Lijiang----Zhongdian----Daocheng----Kangding---- Gongga Mountain ---- Chengdu;

From the itineraries mentioned above, we can find that the traveling routes of **Panzhuhua** tourism not only contains the local sceneries but also involves the outside places.

2.1.5. Shopping

It is very common that, as a tourist, one may like to buy something special from the place where he travels as souvenir. Usually the souvenir contains handicraft, specialty, local foods, drinks and so on.

In **Panzhuhua**, there are dozens of tour souvenirs. Among them, Juque inkstone which has high economic value is not only a kind of stationary but also a workmanship, and it has been sold to distant places, such as Japan and Southeast Asia. Longtan purple inkstone is also very precious. Furthermore, this mysterious land also teems with crystal, agate and emerald. And their workmanships are worthful, but the output in **Panzhuhua** is not very large.

Apart from inkstone and gems, mango, papaya, pomegranate and the fruit with red heart are popular among tourists; wine and drink of papaya, wine of mango and so on are distinctive, and worthwhile to be souvenirs.

2.1.6. Entertainment

Another purpose for travelers is to relax themselves and appreciate beautiful scenery. Apart from sightseeing, entertainment facilities can make the visitors relax themselves as well.

As **Panzhuhua** is a city constituted by a large number of incomer from different parts of China, therefore its people have brought various kinds of cultures and custom formed a colorful and multi-mode life style.

Nongjiale, a recreation way for relaxing in the countryside, and resort villages are just like mushroom spreading everywhere, taking position advantage situated in the vicinity of downtown and the carefree and happy environment. Both of resort villages and Nongjiale have certain local and nationality features, and their comprehensive functions are always convenient to accommodate guests' requirements.

Parks are mainly scattered in the city areas and there are four in total, namely City Park, Hemenkou Park, Jinsha Park and Guaziping Park. Among them, City Park is the largest one. The playing facilities are fairly complete. Xindao playground, some distance away from downtown, is the largest place for recreation, and possesses a complete set of playing facilities, including bowling balls, chess and cards, swimming pool, labyrinth, boating, restaurants, and so on.

Panzhuhua City is a place with multi-nationality. The comprehensive combination of each national performance art and modern performance art forms a unique art with appealing local features. The

performance of this city's theatrical company is full of joy and freshness, and it is good at blending the national, traditional and folks dance and music coming from the ancient and present, at home and abroad. It bears a special, regional style of nation. Besides, the Sichuan opera and Peking opera troupe of **Panzhuhua** are well-known as well.

All mentioned above is the whole procedure of traveling. From the status quo of tourism exploitation in **Panzhuhua** City, it can be said that the development of tourism here has got a relatively high level. But, due to the historical reasons, the tourism exploitation is some late, so there is much space for its development.

2.2. Prospect of Tourism Exploitation

Although the tourism exploitation has been achieved a lot, its prospect is still optimistic. **Panzhuhua** has advanced and exclusive tourist resources, so there will be so many fields and chances for improvement.

2.2.1. Beautiful Scenic Spot ---- Geshala

Ancient trees rising up high in the sky in combination with grotesque stones and underground karst caverns form an illusionary and fantastic landscape. There are a large variety of fancy stones extending over a couple of kilometers, and some are naked and skinny while others are ornamental and colorful, lying either in groups or in solitude. With trees rooted among stones and stones lying against trees, Geshala offers tourists a peculiar and marvelous scenic view. Geshala looks like something out of a fairyland with marvelous spectacle, which is various in shapes and colors. Every step you move, your eyes are feasted with a different landscape.

2.2.2. Four Wonderful Tourist Routes

1) Sunshine-Hot Spring for Holiday Spending

The Hongge Hot Spring Scenic Zone intended for holiday spending covers an area of 4.3 km². Listed among the 'Major Three Landscapes' by the municipal government, this project has been designed and planned according to high standards. This route offers you the opportunity to enjoy the hot spring bath room, outdoor swimming pool, health care villa as well as guest rooms, tasteful dishes and folk recreations. The third expansion project with an estimated total investment of 1.936 billion Yuan consists of **Panzhuhua** Mingji Sunshine Hot Spring International Club(first phase), **Panzhuhua** National Shooting and Archery Training Center(first phase), a tourist street, a **hotel**, a health care center, a park, a holiday villa, three golf courses and national small ball games training base. Hongge will soon develop into a national hot spring landscape specially designated for holiday spending.

2) Fascinating Landscape of the Great Rift Valley

The Er'tan National Woodland Park covers a planned area of 732 km², of which 101 km² is occupied by water. It boasts forest coverage of 70% with many species of plants and animals. The

Er'tan Hydropower Station dam, symbol of industrial civilization, stands against the background of natural scenic combination of mountains, lakes, springs, woods and caverns.

The Yangtze River Rafting Festival as the image speaker of the city has been successfully held in **Panzhihua** for consecutive three years. During the Labor Day holidays 2005, the festival entitled the First Rafting Station on The Yangtze River --a Leisure Seeking Destination was launched which attracted hundreds of participants within 7 days.

3) Demystification of Industrial History in West China

The industrial tourism is widely talked about today. Er'tan Hydropower Station, which 'makes high gorges into a lake', boasts a dam ranking the third highest in Asia, and an underground powerhouse, the largest one in Asia. **Panzhihua** Iron and Steel Group Co., Ltd ---- the iron and steel works elaborately arranged in the same fashion like an 'ivory miniature' is the largest supplier of vanadium, titanium products and heavy rails, where tourists are offered the opportunity to witness power of high science and technology and discover the story behind sparkling iron droplets. The 503 Powerhouse, a colossal underground structure erected in 1960s -1970s, is all arranged inside a mountain, which is peculiarly appealing to tourists. The Lanjian mine is the largest open pit of titaniferous magnetite, which will be dressed into a highlighted scenic spot. These will be optimized to offer tourists an opportunity to experience spectacular modern civilization.

4) Folk Custom in the Borderland

Panzhihua is an emerging city of immigrants with 42 ethnic minority groups, including the Yi people, Lisu people, Miao people, Hui people and Mosuo people, which contribute to the various folk custom such as the Torch Festival, the Skirt-exchange Ceremony and Dongjing Ceremonial Music of the Yi people; the Water-splashing Festival and Having a Date with Girls of the Dai people; the Magic Billet-doux (Paperless Love Letter) of the Lisu people; Zouhun (Moving Marriage) and the Chengding (Coming of Age) Festival of the Mosuo. Colorful cultures as well as diversified folk songs, dances and costume, regional special tastes are all appealing to visitors.

2.2.3. Agriculture Tourism

Along with the industrial development, Panzhihua's agriculture has also been in rapid growth. The area is in the subtropical zone and is not attacked by typhoons. The plentiful sunshine and rain give **Panzhihua** a reputation as a natural greenhouse, and **Panzhihua** was China's first agricultural pilot area.

Panzhihua City enjoys the subtropical climate and is not attacked by typhoons. **Panzhihua** teems with so many kinds of fruit and vegetables. Furthermore, poultry and livestock are fed in a great amount. Therefore, these advantaged conditions make **Panzhihua** a heaven-chosen place for agricultural traveling exploitation. However, in order to take the agricultural traveling into a sustainable way, it is necessary to make a long-term planning for it. For example, the agricultural traveling can be divided into several steps: first, the agricultural sightseeing; second, the agricultural

practising and the agricultural renting. In this way, the agricultural traveling can be improved a lot, and it also can fit all tourists. All these above have settled a stable base and provided the advantaged conditions for the agricultural traveling.

With Scientific Development Approach being brought forward by central government of China, sustainable development has been the strategy of whole China. Therefore, the tourism development should also be promoted in a sustainable way.

3. Promoting Sustainable Development of Tourism

To promote the sustainable development of tourism in **Panzhihua** City means developing the ecological tourism. The ecological tourism is “a kind of traveling that can promote the environment to be protected”, which means developing the tourism under the precondition of keeping the integrity of natural sights and human sights.

Through the analysis of tourist resources, the tourism exploitation status quo and prospect in **Panzhihua** City, it can be found that only by promoting the sustainable development of tourism can the tourism industry in **Panzhihua** speed up its development and the following should be paid attention to:

3.1. Folk Custom Traveling

As we know, folk custom is a popular part for tourists to be keen to. Therefore, the fineries, festivals, religion activities and the custom of labor, living, marriage and funeral of ethnic minority groups are becoming the precious tourist resources. With 42 ethnic minority groups in **Panzhihua** City, it is possible to develop folk custom routes to the tourists or to make folk custom a part of a certain traveling product. In order to insure the quality of the folk custom traveling, it is necessary to keep the original flavor of folk villages, avoiding making it similar to Han people villages. Especially, during the folk festivals, it is a good chance to let tourists enjoy the folk custom, celebrations, songs and dances.

3.2. Spa Traveling

The word “spa” means a place where exists hot springs for people to recuperate and relax

themselves. The recuperation function of hot spring was known a long time ago, even in the 14th century. Up to now, the spa traveling has been taken into the conception of modern recreation.

There are so many hot springs in **Panzhuhua**, among them, Hongge Hot Spring is the most famous and precious one. Hongge Hot Spring contains radon, which is rare in other springs in China. The hot spring has a temperature of 57 all year round, bolstered by fluorine, carbonic acid, various minerals and inorganic salts.

As Hongge Hot Spring is very famous and precious, it is very important to make a long-term program for it. For example, it should be divided into several levels for different people, who have special requirements. At the same time, the water resource needs to be managed strictly. Furthermore, it is necessary to protect the hot spring resource and avoid being wasted and polluted.

3.3. Industrial Traveling

The industrial sightseeing is a rising traveling item in modern time, which is widely talked about today. At the same time, **Panzhuhua** City also possesses abundant and distinctive industrial resources.

Panzhuhua Er'tan Hydropower Station, **Panzhuhua** Iron and Steel Group Co., Ltd., Lanjian Iron ore Base and the 503 Power Station have great attraction to tourists. These will be optimized to offer tourists opportunities to experience spectacular modern civilization. At the same time, it is necessary to establish relating facilities to ensure the safety of tourists. Moreover, it is important to exploit industrial souvenirs for tourists, which holds much space to develop. At the same time, industrial secrets need to be protected well, or the industrial traveling won't be developed for it is the precondition of developing the industrial traveling.

3.4. Circumjacent Traveling

Located at the southwest border area of Sichuan and Yunnan Provinces, **Panzhuhua** takes a very important place for tourism between these two provinces. Therefore, **Panzhuhua** is provided with superior conditions to the exploit circumjacent traveling. Listed among the key attractions on the China Great Shangrila Touring Route and proposed under the Sichuan Shangrila Travel Industry Program, Geshala Eco-tourism Project, **Panzhuhua**, was officially appraised in March 2005. It will be a good opportunity to propagandize **Panzhuhua** to the outside and develop the eco-tourism. In combination with other well-known tourist resorts in Sichuan and Yunnan provinces, such as Chengdu, Leshan, E'mei, Xichang, Chuxiong, Lijiang, Dali, and so on, an eco-culture oriented touring route covering both Sichuan and Yunnan will come with a promising future.

These four aspects, which are with space to develop the sustainable tourism, are the ideal approaches to develop the sustainable tourism in **Panzhuhua** that will contribute much more to the local economy development and make our society stabler and more prosperous.

Conclusion

As an important iron and steel, vanadium-titanium and energy bases in Western China, **Panzhihua** possesses not only abundant industrial resources but also profuse tourist resources. With sunny and mild climate, **Panzhihua** is both suitable for the agriculture developing and sightseeing throughout the year. There are abundant tourist resources, including distinctive ethnic cultures, beautiful scenery, the third highest dam in the world and the “miniature steel city carved on ivory” and so on.

As **Panzhihua** is a young city with so many immigrants and its tourism was exploited relatively late, but the tourist industry has been achieved a lot. With both northern and southern diet flavor, the cuisine culture is characterized. Furthermore, there are so many famous dishes with gold and silver medal reputation both in the provincial and national cuisine art competitions. The accommodation facility is well established. Star-hotels, guesthouses and inns can hold near 10,000 people at one time. And there are so many beautiful scenic spots and resorts for tourists to appreciate. The itineraries can lead visitors to going to many places. Moreover, the traffic is very convenient for people to come here with train and airplane. And there are so many specialties to be used as souvenirs, especially the Juke inkstone. Also, there are so many entertainment facilities for people to have fun and relax themselves here.

Although the status quo of tourism exploitation is in a relatively high level, there are also some prospects in exploiting the sustainable tourism, for example, four wonderful tourist routes, the industrial traveling and agricultural traveling. In order to promote the development of tourism in a sustainable way, it is necessary to analyze the tourism prospects in **Panzhihua**. The five possible fields for the sustainable tourism are the folk custom traveling, spa traveling, industrial traveling, agricultural traveling and circumjacent traveling.

The Scientific Development Approach brought forward by our Party and central government calls for the sustainable development that contains every part of society, including tourism. Therefore, the sustainable development of **Panzhihua**'s tourism can promote the local economy to increase greatly and make society more harmonious.

By promoting the development of tourism and persisting in a sustainable way, it is very useful and necessary to increase the proportion of the third industry to improve people's living standards, promote economy development and built a harmonious society.

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