

# Study on the "All-For-One Tourism" and Tourism Development in Ethnic Regions —— Take Weixi Lisu Autonomous County as an example

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**Abstract:** Entering a new period of development and implementing the five major development concepts must change the ideas for tourism development and promote the transformation of China's tourism from "attractions tourism" to "all-for-one tourism". "All-for-one tourism" is both a challenge and an opportunity for ethnic regions with relatively weak economic development but rich tourism resources (environmental and humanities). Weixi County has the characteristics of integrating borders, ethnicity, and poverty. The development of tourism has become the biggest vision for poverty alleviation. On the issue of tourism development in Weixi County, the feasibility of introducing the idea of "all-for-one tourism" has been explored, which has certain universality.

**Keywords:** All-for-one tourism, National Tourism Development, Weixi County

## 1. INTRODUCTION

To enter the new development period and implement the five major development concepts, we must change the tourism development ideas, innovate the tourism development strategy, reform the tourism development model, accelerate the evolution of the tourism development stage, and promote the transformation of China's tourism from "attractions tourism" to "all-for-one tourism". Promoting "all-for-one tourism" is a re-positioning of China's tourism development strategy in the new stage and a far-reaching change. [1] The proposal of "all-for-one tourism" has triggered a great deal of attention in the society, and all regions have also responded positively and practiced it consciously. "all-for-one tourism" is both a challenge and an opportunity for ethnic regions with relatively weak economic development but rich tourism resources (environmental and humanities).

## 2 LITERATURE REVIEW

The establishment of the national excellent tourist city in China in the 1990s has laid the foundation for the concept of "all-for-one tourism". Followed by the "big travel" concept proposed, "big travel" is an open,

multi-interactive, and overall efficiency of the overall system. It combines the development concepts of traditional tourism, sustainable tourism and ecotourism. [2] It is precisely this development concept that has spawned the birth of "all-for-one tourism". The official proposal for the concept of "all-for-one tourism" was proposed by the National Tourism Administration in 2015 to create a "the national tourism demonstration area". At the National Tourism Work Conference 2016, the development strategy of "all-for-one tourism" was clarified. Li Xinjian (2013) proposed that "all-for-one tourism" is an experience product that provides tourists with full-process, full-time services to fully meet the full range of visitors' experience needs. [3] Wei Xiaolan (2015) explained the concept of "all-for-one tourism" by analyzing the "all" of "all-for-one tourism". "all" means all-pass, panoramic, full-text, full-product, whole-industry, full-staff, brand-new. [4] Li Jinzao (2016) believes that "all-for-one tourism" is based on a certain region and takes tourism as a dominant industry to realize the organic integration of regional resources, the development of industrial integration, the development of social cooperation, and the promotion of the economy through tourism. A new concept and model of regional coordinated development of socially coordinated development. [5]

"All-for-one tourism" is a platform created with tourism as its core. Through the top-level design and guarantee of planning and policies, it will achieve a sound and sustainable development of the urban and rural communities, regional culture, industrial systems, and natural environments in the region. [6] The agriculture, forestry, animal husbandry and fishery in France's Cote d'Azur Region uses tourism as a platform for the display of agricultural products to realize the value-added effect of industrial superposition. The tourism industry in the eastern US urban agglomeration is based on the urban agglomeration and the theme of urban tourism. The development model of many forms of tourism as a whole; the transformation of Spain from a point of

development to an integrated urban and regional environment; the development of the global homogenization of the Swiss Alps; the small town system of the Tuscan region in Italy is conducive to ensuring the local economy and social vitality; Miyagi Prefecture of Japan participates in this consensus based on the citizens of the prefecture and depends on the development model of the diversity of tourism resources. [7]

In China, on how to carry out “all-for-one tourism”, Wang Heng et al. (2012) proposed that the optimization of spatial structure in the context of global urbanization is an important measure for the comprehensive implementation of the global urbanization strategy, which will help break the dual urban-rural structure and narrow the region. Differences, while promoting the development of rural tourism. [8] Lu Junfang (2013) believes that the existence of “all-for-one tourism” depends on the dynamic prosperity of “tourism flow”, and the indicator of “travel flow” is mainly the “flow” and “flow direction” of tourism, “flowing” to rural areas. The increase in “tourism flow” is a catalyst for all-for-one tourism. [9] Shi Peihua (2016) believes that the more important significance of “all-for-one tourism” is the transition from “small tourism” to “big tourism”, that is, from the traditional closed self-recycling method to the open “tourism+” integrated development method. [10] Yang Zhenzhi (2016) believes that the development of “all-for-one tourism” will break through the scenic spots and extend into the whole space (city, town, village, community, village, park, etc.). [11] Wu Yulong (2016) proposed that “all-for-one tourism” can drive the development of the surrounding economy, enhance the image of the city, increase social benefits, and provide good tourism resources to tourists and improve the quality of life for local residents. It has a tremendous boost to the local economic impact. [12] Wang Yanwen et al. (2016) analyzed the inevitability of the development of “all-for-one tourism” for traditional tourism destinations in Huangshan City, and considered that Huangshan City should make breakthroughs and changes in the original fixed image and vigorously advance the construction of “tourism +”. Develop and integrate with the Internet, logistics and other industries. [13]

With regard to research on the development and use of ethnic tourism, Cohen, an internationally renowned expert in tourism anthropology, has been paying attention to and researching ethnic tourism in Southeast Asia. He believes that ethnic tourism is aimed at people who are not completely part of the country's main ethnic groups politically and socially. Their ecological environment or cultural characteristics or unique tourism value, and a series of sightseeing tours. Bruno, an American tourism anthropologist, believes that national tourism is manifested by foreign or domestic tourists who can

observe other groups through travel. These groups are not only considered to have obvious self-identity, culture and way of life, but they are often affiliated with such races, national, ethnic, primitive, tribal, folklore or peasant labels. [14]

Wu Bihu and Yu Qing (2000) believe that folk custom is a carrier of a country or a nation's traditional culture. Folk culture is one of the core contents of national culture. It is a more direct and external manifestation of national culture. It is easier to observe. The cultural phenomenon is the best window for understanding the national culture. Therefore, the study of folk tourism has become a very important field in the study of ethnic cultural tourism. [15] Lin Li (2007) believes that the development of ethnic cultural tourism resources in ethnic areas has a very large impact on the local economy, society, culture and ecology. In terms of economy, the positive effect is the growth of economic income, adjustment of the industrial structure, increase of tourism-related employment and investment in infrastructure; and social and cultural aspects, the positive effects of cultural communication and exchange and the development and rescue of traditional culture, negative effects It is the change of traditional culture and interference with traditional culture; and in terms of ecology, the positive effect is the re-planning of the city and the protection of cultural relics and sites. The negative effects are air, noise pollution and erosion and destruction of the landscape. [16]

With the comprehensive development of the “all-for-one tourism” demonstration area, China's tourism industry will in-depth transition to a new era of “all-for-one tourism”. The development of all-for-one tourism will become the direction of the development of tourism in the new period and will have far-reaching significance for the development of tourism in China. And to take this opportunity, ethnic areas should seize the opportunity to introduce the concept of “all-for-one tourism”, promote regional tourism industry gathering, and coordinate the development of regional tourism circles. Considering that “all-for-one tourism” is not directly devoted to tourism in the entire space, the entire industry, and the entire staff, it is centered on the development of tourism. This is very much in line with the development status of China's ethnic regions and can also be promoted more effectively. The development of the local economy.

The development of “all-for-one tourism” in ethnic areas is the integration of functionally integrated tourism destinations in the region, the scale development of tourism elements, the formation of a tourism industry chain, the enhancement of the competitiveness of the core attractions in the region, the distribution of tourism status, and the enhancement of reception capacity. And public service capabilities. Taking into account the rich

tourist resources in ethnic areas but the economy is relatively weak, the introduction of the concept of "all-for-one tourism" is conducive to the realization of tourism poverty alleviation, helping to solve the lack of tourism supply side, and at the same time further promote the transformation and upgrading of regional tourism.

### 3 WEIXI LISU AUTONOMOUS COUNTY TOURISM RESOURCES AND DEVELOPMENT STATUS

Weixi County is the county with the largest population in Diqing, Yunnan, and the largest number of poor people. It has the characteristics of integrating border, ethnicity and poverty. The development of tourism has become the biggest vision for the local people to get rid of poverty.

Weixi county is located between latitude 26°53'~28°02'N and longitude 98°54'~99°34'E, and is located in the hinterland of the "Three Parallel Rivers" (Jinsha, Lancang and Nujiang) world natural heritage sites. It is the only Lisu autonomous county in the country. The county is an excessive belt on the Qinghai-Tibet Plateau toward the Yunnan-Guizhou Plateau, adjacent to Shangri-La in the east, bordered by Lanping County in Nujiang Prefecture in the south, connected to Yulong County in Lijiang City in the south, and bordered by Gongshan and Fugong in the Nujiang Prefecture in the west, and on the northeast and back. Adjacent to Deqin County, it is an important part of "Shangri-La". Weixi county, with its unique geographical location, has become a hub from which Tibet has entered Tibet and further to Southeast Asian countries, as well as a hub connecting Tibet and the mainland. Weixi county is known as the "green gems in the Hengduan Mountain" and "the Pearl of Sanjiang". It is known as "the birthplace of Chinese Lisu culture," "animal kingdom," and "plant kingdom." [17]

Weixi county is rich in tourism resources and has 239 natural and cultural tourism units. The county includes snow-capped mountains, lakes, glaciers, meadows, canyons, virgin forests, ancient and famous trees, precious animals and plants, flowers, ancient architecture, and diverse ethnic customs and culture. [18] According to the regional distribution, the tourism development direction of Weixi county seeks to create "a center and two landscape corridors", namely, the central area of Baohe Town, the Shangri-La Golden Monkey National Park, and the Lancang River Landscape Corridor. The town of Baohe Town features natural rhododendron gardens, caves, and lyrics; Shangri-La's Golden Monkey National Park features religious attractions such as the Damo cave, wild animal rescue station, "Reba" culture, and Marymas culture. Etc.; The Lancang River Landscape Corridor is characterized by the state-level intangible cultural heritage of the "A Chi Mu Gua", Chabuduo Scenic Area, Xinhua Lake Scenic Area, Maqianwa Snow Mountain Glacier, and Alpine Lake

Meadow in Tongle Village of Yezhi Town.

From the field visits to the development of tourism in townships and towns, it can be seen that the development of tourism in Tacheng Town is relatively mature, with the reputation of "Hometown of Reba Art". On March 28th of the Lunar Calendar, the "Shangri-La Tacheng Reba Art Festival" is held every year. The Tongle Village of Yezhi Town is based on the Lisu song and dance performance "A Chi Mu Gua" to develop heritage cultural tourism. The Xinhua Lake Scenic Spot in Weideng Township has attempted to create original ecological tourist attractions, featuring natural scenery and ethnic culture as attractions. From the statistics of the economic development of tourism in Weixi County, tourism in Weixi County has been developing steadily in recent years. By 2015, the growth rate of tourism has increased.

The most prominent problem in the current tourism development in Weixi County is relatively poor accessibility. Although the roads in Weixi County are basically graded roads, the main roads for exporting major tourist attractions are still outside roads and Mao Road. From the surrounding popular tourist destinations, such as Shangri-La and Lijiang, it takes 4-5 hours to reach Weixi County. As far as team travel routes are concerned, by 2016, only one travel route launched by a travel agency in Lijiang City is more mature. In particular, it is a 4 day tour of the Lijiang-Shangri-La-Deqin-Weixi-Lijiang cooperated with the off-road car club in Lijiang. Judging from the market operation situation, at present, a tourism team is basically received every day. The disadvantage of the route and the road and traffic conditions greatly restrict the accessibility of tourists. Generally speaking, from A to B, when the time is more than 3 hours, it will generate boredom. At the same time, under the existing conditions, the lack of traffic freedom and other conditions restrict the free travel of tourists.

Another development bottleneck is insufficient investment in tourism. There are altogether 2 tourism agencies in the county. By 2015, there were about 4,800 hospital beds. In the past 19 years, nearly 70 million yuan has been invested in tourism development. For reasons, first, Weixi County is not a major tourist destination in the state. Diqing's main tourist destination is Shangri-La City, while Weixi County's tourism development is still in its infancy, and its development speed is far slower than the surrounding tourist destinations. In addition, due to the lack of funds, Weixi County will devote more energy to the development and management of the Sagging Monkey World National Park in Weixi County, and most of the other scenic spots are in stagnant or under management. This single mode of development cannot attract foreign capital injections. Over time, the existing situation will be difficult to improve, which will cause the development of

tourism throughout the county to be slow.

#### 4 INTRODUCE THE CONCEPT “ALL-FOR-ONE TOURISM” TO HELP THE DEVELOPMENT OF TOURISM IN ETHNIC AREAS

The case of Weixi county was selected as the case of this article. The first reason is that it has typical development characteristics in ethnic areas, relatively rich resources and relatively weak economic level. Developing tourism has become an important way to promote the county economy. At the same time, the surrounding is also surrounded by popular tourist destinations (Shangri-La, Lijiang, etc.). Under this kind of objective reality, the exploration of its development ideas and concepts, especially the introduction of the "all-for-one tourism" concept, has certain applicability.

Cognitive socio-cultural, political and economic activities can be achieved by constructing two dimensions of time and space, and tourism activities are no exception. [19] In general, more attention will be focused on the spatial clustering of the tourism industry, but the spatial scalability of the flow of tourism flows cannot be ignored in the actual situation. The spillover effect shows the characteristics of the externalities of economic activities. In an open economic system, the surrounding areas will, to a large extent, affect the growth of the regional economy. The new economic geography theory believes that the regional process of spillovers has sufficient spatial performance. [20] There are also spatial spillover effects in tourism development in some regions of China. Some empirical results show that tourism development in a region has a significant role in promoting economic growth in its neighboring regions. [21] The spatial spillover of tourism development to economic growth may be a result of the spatial integration of the tourism industry and the spatial diffusion of the tourism flow. This is the result of interaction between tourism supply and demand.

Some scholars have researched and discovered that the flow of tourists from tourist destinations in the core areas of the Shangri-La eco-tourism area in Shangri-La, Lijiang, and other areas around Weixi County is clockwise. [22] To some extent, the spatial diffusion of tourism flows can be an opportunity for tourism development in Weixi County, because Weixi County has great possibilities for the diversion of tourism flows from Shangri-La City or Lijiang City. In anticipation, Passing this possibility will have new growth in the county's economic growth. However, the actual situation is: the flow of tourists around Weixi County is reflected in the back-and-forth reversal. Because there is a lack of mutual connection, it is difficult for Weixi County to attract this portion of tourists. However, if we adjust or optimize the concept of development and seek to find ways and means to connect in practice, we can attract some tourists to Weixi County without increasing the cost

of traveling. We will increase the cost-effectiveness of regional tourism and increase Weixi County. As a tourist destination visibility. The "all-for-one tourism" concept of development, to a certain extent, can provide such a platform to integrate and develop a regional tourism resource.

Relying on the core scope of the Greater Shangri-La Ecosphere, Shangri-La City has put forward the position of “Building the Shangri-La Tourism Distribution Center”, and Lijiang City has also played “the gateway and center city for building the Shangri-La Ecotourism Circle”. At the heart of the big Shangri-La ecosystem, Weixi County has become the focus of its tourism development by grasping regional advantages and avoiding its disadvantages.

The introduction of the “all-for-one tourism” development concept is both a challenge and an opportunity for Weixi County. Weixi County is inevitably competing with surrounding tourist destinations in the development of tourism. Competition is the law of market economy, and competition between tourist destinations is unavoidable. However, how to use means or tactics in competition is varied. Shangri-La and Lijiang City are among the early tourist destinations for tourism development, and their tourism development is already at a mature stage. Introducing the development concept of “all-for-one tourism”, Weixi County can rely on this platform to seek partnerships with surrounding tourism destinations and promote regional strategic alliances so that they can jointly share the tourism market share and promote Weixi County more quickly. Competitiveness in the tourism market. In the specific planning, it seeks to deepen cooperation with the surrounding areas and promote the barrier-free travel within the region. At the same time, for the sustainable development of tourism in Weixi County, it is also necessary to rationally protect and utilize the unique ethnic cultural resources in the county, enhance regional cultural soft power, position Weixi County's own image according to its own characteristics, and emphasize “cultural self-confidence”.

#### 5 CONCLUSIONS

Relying on the backdrop of the Big Shangri-La Ecotourism District, Weixi County should introduce the concept of “all-for-one tourism” development. Through the use of the spatial diffusion of tourism streams, it seeks to find ways and links to match in reality, diverting passenger flow from surrounding tourist destinations. At the same time, in collaboration with the development of regional tourism circles, we will promote regional strategic alliances to achieve barrier-free travel within the region, and ultimately achieve “all-for-one tourism” in the entire northeastern Yunnan region.

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