Study on the Development of Tourism Industry from the Perspective of All-for-One Tourism

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Abstract: Under the background of the sustained and rapid development of China's economy and society, people's demand for tourism has been constantly increasing, which has greatly promoted the development of the tourism industry. Although the development of China's tourism industry has made some achievements, there are still many problems in the development process of China's tourism industry due to the influence and constraints of various factors. Based on the perspective of all-for-one tourism, this paper makes a systematic analysis of the existing problems in the development of tourism industry from the four dimensions of tourism industry management system, regional development of tourism industry, tourism infrastructure, and tourism practitioners. This paper puts forward a series of countermeasures, such as perfecting the management system of the tourism industry, continuously promoting the coordinated development of tourism region, and vigorously strengthening the construction of tourism infrastructure, hoping to provide some reference for the sustainable and healthy development of tourism industry.

1. Research background
1.1 Literature review

Wang Qingsheng and Zhang Xingfa combed the theoretical and practical results of all-for-one tourism from three aspects: the concept of All-for-one tourism, path research, and empirical research, and defined the concept of all-for-one tourism. At the same time, they comprehensively analyzed the elements of all-for-one tourism from five aspects: renewing the concept of resources, integrating tourism space, creating excellent tourism products, enriching tourism forms and emphasizing community participation, and put forward countermeasures and suggestions for promoting the development of all-for-one tourism (Wang and Zhang, 2017). Based on the perspective of all-for-one tourism, Marklin analyzed the development status of the tourism industry in Xinzheng City. He pointed out that there were some problems in the development of the tourism industry, such as imperfect management system, weak development, insufficient number of practitioners and low quality. He also proposed a “one body, two wings and three chains” tourism development path and a series of safeguards (Ma, 2018). Lu Aijie and Yin Kui analyzed the policy opportunities, market opportunities and technological opportunities facing the integration and development of Jiangsu tourism industry. Moreover, they put forward the path to promote the integration and development of Jiangsu tourism industry (Lu and Yin, 2019) from three aspects: the construction of integration and development mechanism, the establishment of the integrated tourism development system and the realization of shared development. Guo Jing and other scholars take Qufu City, Shandong Province, as an example, comprehensively analyzed the development status of tourism resources and tourism in Qufu City. They pointed out the predicament faced by Qufu's tourism development from four aspects: single aging of tourism products, lack of cooperation between scenic areas, an outstanding contradiction between surplus carrying capacity and overload of core scenic spots, imperfect tourism infrastructure. Based on the perspective of all-for-one tourism, they put forward some measures to promote the development of tourism in Qufu (Guo et al, 2018). Feng Chao-sheng discussed the necessity of developing rural tourism in Gansu province, pointed out that there were some problems in the development of rural tourism in Gansu provinces, such as lack of characteristics of tourism products, imperfect matching implementation and
insufficient understanding of tourism market. He also proposed a series of measures to promote rural tourism in Gansu (Feng, 2017).

1.2 Purpose of research

With the rapid development of China's economy and society, people's tourism demand is also increasing day by day. The tourism industry is developing rapidly, and the scale of the tourism market is expanding. The new development model of all-for-one tourism can better meet the diverse tourism needs of the people and effectively promote the integration and development of many industries in various regions. It will become an important driving force for the sustainable and healthy development of the economy and society, and therefore has received more and more attention. However, after sorting out the research results of domestic scholars on tourism industry from the perspective of all-for-one tourism, the author finds that most scholars take the local as an example, and the research is more one-sided. In view of this, this paper makes a comprehensive analysis of the problems faced by the development of tourism industry in the process of realizing all-for-one tourism, and puts forward a new path for the development of tourism industry from the perspective of all-for-one tourism, hoping to provide a reference for promoting the continuous development of tourism industry.

2. Definition of related concepts

2.1 All-for-One tourism

Under the background of the current national tour in China, the emergence of the concept of all-for-one tourism is the inevitable outcome of the rapid development of China's economy, society and tourism industry, and also the inevitable requirement of the transformation, upgrading and reform and innovation of China's tourism industry. Specifically, all-for-one tourism refers to a brand-new concept and mode of development in which tourism resources and advantages within a region are fully utilized, the tourism industry is regarded as the dominant industry in the region, and various tourism elements are planned, managed and optimized in a unified way, so as to realize the continuous upgrading and optimization of economic and social resources. Through the tourism industry to promote the organic integration of regional resources and industrial integration and development, the use of tourism industry to promote the overall development of the region's economy and society (Yang, 2016).

2.2 Tourism industry

Tourism industry refers to a comprehensive industry which takes tourism activities as the center and provides direct or indirect services for tourism activities by many industries and enterprises. Tourism industry involves many departments in the development process, including travel agencies, tourist hotels, tourism and transportation bureaus, and other departments. The tourism industry consists of three main elements, namely tourism resources, tourism facilities, and tourism services. Tourism resources include historical monuments, natural landscapes, revolutionary sites, etc. Tourism facilities include all kinds of tourist catering facilities, tourist transportation facilities, tourist rides, etc. Tourism services include all kinds of labor and management behavior.

3. Difficulties in the development of tourism industry from the perspective of all-for-one tourism

In the process of all-for-one tourism, China's regional tourism industry fully grasps the opportunity of development, relying on the unique regional advantages and rich historical and cultural resources, has been able to sustain rapid development, and has made remarkable achievements. These achievements are mainly manifested in the following aspects: the steady growth of tourist reception, the increase of tourism income, the increasing investment in tourism infrastructure, and the improvement of the implementation of tourism infrastructure. However, there are still some problems that need to be solved and improved urgently in the development process of
the tourism industry in various regions, including the following points.

3.1 The management system of the tourism industry is not perfect

Influenced by many factors such as history and reality, different scenic spots in tourism in some areas belong to different administrative departments. Therefore, in the process of the development of all-for-one tourism, there are some problems in the tourism industry in some areas, such as different management standards, imperfect management system and mechanism. Different scenic spots are in the state of closed management and self-governing. They have not yet formed the linkage effect within the region, lacking the necessary and effective connection and integration, and have not formed unified management. This leads to the low management level and efficiency of tourist attractions, and the imperfect management system of the tourism industry is difficult to guarantee the sustainable and rapid development of the tourism industry.

3.2 Unbalanced regional development of tourism

There are great differences in economic development level, tourism resource endowment and location factors among different regions. Therefore, in the process of the development of China's all-for-one tourism, tourism development is facing the problem of unbalanced regional development. Generally speaking, it still shows the pattern of “strong in the east, weak in the west, strong in the South and weak in the north”. There is a big gap in the level of tourism development between regions, and the characteristics of unbalanced development of tourism among regions are still obvious. The tourism industry in the eastern and southern coastal areas has developed rapidly, and the tourist reception capacity and service level in tourist attractions are obviously better than those in the central and Western regions. There are many deficiencies in tourism development in the central and western regions in terms of supporting implementation, management system and market development level (Zhu and Wang, 2016).

3.3 Tourist infrastructure is weak

Tourist infrastructure refers to the material facilities constructed for tourists' needs in the process of sightseeing and travel, mainly including tourist transportation, tourist hotels and various kinds of leisure and entertainment equipment. As the six major elements of tourism, food, housing, transportation, tourism, entertainment, and purchase are inseparable from the tourism infrastructure. Whether the tourism infrastructure is perfect or not directly affects the satisfaction of tourists to the scenic spot. In the development of the tourism industry, there are some weak infrastructure problems in some areas, such as public places, parking lots, communication networks, tourist identification systems, tourist service centers and so on. It is difficult to meet the diversified needs of tourists, which greatly affects the tourist experience (Yue and Wu, 2017). Therefore, the problem of weak tourism infrastructure needs to be solved urgently.

3.4 The number of tourism practitioners is insufficient and the comprehensive quality needs to be improved

At present, there are still a few tourism-related practitioners in some areas, and the number of professional tour guides in travel agencies is insufficient. And tourism practitioners are uneven, the overall quality needs to be improved. This problem is mainly manifested in the lack of service awareness and integrity of practitioners. There is a big gap between this and the increasingly diversified tourism needs of the people, and it is difficult to meet the deep-seated tourism needs and tourism experience of tourists. In some areas, there are even some bad phenomena such as cheating customers and killing customers, peddling fake and inferior commodities, which to a large extent affect and restrict the sustainable and healthy development of tourism industry in this region.
4. Analysis on the path of tourism industry development from the perspective of all-for-one tourism

4.1 Improving the management system of the tourism industry

In view of the imperfect management system and mechanism of the tourism industry, the tourism industry in all regions should always adhere to the management concept of “government-led, global planning, platform-building and specialized operation”, integrate all kinds of tourism resources in all regions, and strive to build a unified and efficient management system of the tourism industry. Firstly, relevant departments such as tourism bureau, land bureau, construction, and Transportation Bureau should jointly set up a tourism development committee to give full play to the role of relevant units in tourist areas. In this process, the local government should play a leading role in the overall planning of the tourism industry and various issues in the process of tourism development. Secondly, we should mobilize the government, society, enterprises, and people to participate in the development of all-for-one tourism, implement the main responsibilities of local tourism bureaus and other departments, coordinate the interests of all parties, and fully mobilize all forces.

4.2 Continuous promotion of interregional harmonious development of tourism industry

First, the relevant departments should formulate a national strategy to promote the coordinated development of inter-regional tourism and continue to increase investment in the construction of tourism infrastructure and tourism market development in the central and western regions. At the same time, we should vigorously improve the tourism environment in the central and western regions in order to improve the level of tourism services. Secondly, relevant departments should promote cross-regional tourism cooperation between the eastern region and the central and Western region, so as to form a community of interests. Moreover, the eastern region can promote the development of tourism in the central and Western regions, realize the complementarity of cross-regional tourism resources, and then form a larger tourism market. Thirdly, to achieve the coordinated development of tourism, we need not only the support of the eastern region but also the stimulation of the internal development power of each region. At the same time, the central and western regions need to constantly improve their growth and development capabilities. Local governments in the central and western regions should be more independent and innovative, formulate supportive development policies that meet the local tourism development resources and conditions and integrate local unique tourism resources into tourism literary creation and other innovative formats. Fourthly, the key to realizing the coordinated development of tourism is to give full play to the role of the market. The central and western regions should accelerate the cultivation of competitive and creative market players, adopt relevant policies or decentralization, and then create a suitable market environment for the development of local tourism. Finally, a scientific and reasonable cooperation and coordination mechanism should be established to clarify how regional tourism cooperation should operate, what cooperation charters should be formulated, what cooperation institutions should be established, and what rights and obligations each party has. In addition, we should rationally allocate professional departments and personnel for cooperation and consultation.

4.3 Strengthen the construction of tourism infrastructure

All-for-one tourism does not simply mean increasing the number of tourists but constantly improving the quality of tourism and tourism experience. The improvement of tourism infrastructure is the lifeline of improving tourists' satisfaction. Therefore, in the process of the development of all-for-one tourism, all localities should attach great importance to strengthening the construction of tourism infrastructure as a top priority. According to the actual situation of various places, we should optimize and improve the public service system of tourist attractions, strengthen the construction of tourism public transport system, tourism public service system, and tourism informatization. Strengthen the government's leadership, continue to promote the construction of tourist highways, and strive to solve the problem of “last kilometer” for tourists.
entering scenic spots and “no access, no access, no movement” for tourists in peak season. In view of the problems of fewer toilets, remote location and more people queuing in some scenic spots, the “Toilet Revolution” has been implemented in an all-round way, and tourist toilets have been built and expanded. Strengthen facilities construction of tourist service centers, strengthen infrastructure construction such as parking lots, tourist service centers and charging piles for electric vehicles, and constantly accelerate the coverage of wireless networks and 4G communication networks, and continuously improve tourist experiences such as sightseeing and shopping.

4.4 Increasing human capital investment of tourism practitioners

In the process of all-for-one tourism development, as one of the three major factors on which tourism industry depends, tourism service is an important guarantee to enhance tourists' tourism experience and promote the sustainable development of tourism industry. Tourism, as a comprehensive industry providing various services for tourists, has strict requirements on the overall quality of relevant practitioners. Tourism, as a comprehensive industry providing various services for tourists, has strict requirements on the overall quality of relevant practitioners. First, all localities should make full use of multi-channel to increase the number of tourism practitioners. To create favorable conditions and a healthy environment for attracting tourism practitioners, multi-party cooperation and joint efforts should be made. Relevant departments and institutions should jointly build a stable joint training mechanism for tourism professionals with the major universities in the region. Colleges and universities can choose to send tourism professionals into scenic spots and related enterprises for practice continuously unblocked the input channels of tourism professionals, and provide a professional guarantee for promoting the development of the all-for-one tourism industry. Secondly, all localities should take various ways to continuously improve the comprehensive quality of tourism practitioners. We will continue to strengthen the training of tourism practitioners and further optimize the environment for the development of professionals. Leaders of local tourism enterprises should organize training on all-for-one tourism, rural tourism, cultural and tourism integration, and carry out various training courses for managers of tourism enterprises. We should also strengthen the construction of tour guides. Through centralized training, the tour guide practitioners will be trained in professional skills such as tour guide explanation, history, culture and marketing, so as to build a team of tourism talents with a loving job, high professional quality and strong comprehensive ability.

References