



Development strategies for all-for-one tourism in Luanchuan County, Henan: a preliminary study using EOD model

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Abstract. All-for-one tourism has recently emerged as a new concept in China's tourism industry, namely the creation of a spatially panoramic tourism system based on the idea of valuing the environment. Although a large number of townships are speeding along this path, they are also facing problems of environmental pollution, mismanagement and demographic imbalance. The Ecology-Oriented Development (EOD) model, as a front-end concept and model for organising and implementing projects, can internalise the economic value of environmental management in tourism. This paper takes Luanchuan County, Luoyang City, Henan Province, as an example, and aims to identify the current problems of all-for-one tourism planning in Luanchuan County, such as 1) the low relevance of all-for-one tourism and the residents' interests; 2) the poor connection with the outside world; and 3) the lack of understanding of the EOD concept. Further more, corresponding development strategies are proposed, such as 1) creating green characteristic brands, 2) government-led with an emphasis on public welfare, 3) constructing sustainable tourism flows based on the mountainous terrain, and 4) restoring the environment. This paper demonstrates that the development of all-for-one tourism within an EOD-based framework is reasonable and effective. This will help Luanchuan County to further build a national model tourism county and achieve a perfect transition from industry to sustainable all-for-one tourism.

Keywords: Development strategies; All-for-one tourism; Luanchuan; Preliminary study; EOD model

1 INTRODUCTION

In 2017, China's Two Sessions put forward the new concept of "all-for-one tourism", which means creating a spatially panoramic system of tourism⁹ (Li & Yao, 2023). One of its focuses is to strengthen environmental protection and promote region-wide environmental improvement. In recent years, a large number of Chinese townships and counties have been developing rapidly on the express train of all-for-one tourism. Yet these townships are also facing problems of environmental pollution, management failure and demographic imbalance. In this process, the Ecology-Oriented Development

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(EOD) model is an innovative way of organizing and implementing projects to internalize the economic value of ecological and environmental management. Therefore, the introduction of EOD is more of a popular concept for future all-for-one tourism development in the township than as an optional present solution path. This paper takes the region of Luanchuan County, Luoyang City, Henan Province, China, as an example, and according to the conclusions obtained, based on the study of residents' perception in Luanchuan County, this paper proposes the following EOD model orientated strategy for the development of rural county's regional tourism, taking into account both regional tourism and environmental sustainable development that (1) creating green brands and operating special industries¹ (Amanda, Carter and Lee, 2019); (2) government-led, leading the integration of public welfare and industrial development; (3) create green tourism flow lines in accordance with the mountains; (4) protecting the original ecology and repairing the damaged environment⁵ (George and Booyens, 2014). The development of all-for-one tourism within the EOD-based framework will help Luanchuan County to further build a model tourism county in the province or even in the country in the future, and to realise the smooth transformation of industry to all-for-one tourism in the whole county. As show in figure 1.

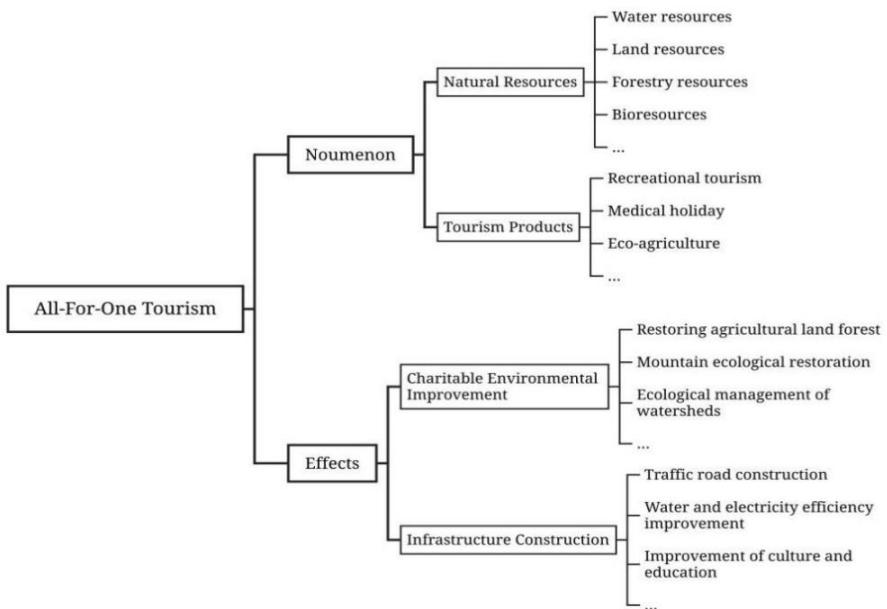


Fig. 1. Model of EOD project operation. Note. The structure and direction of all-for-one tourism operating under the EOD mechanism is analyzed in two broad categories: noumenon and effects. Photo by the author.

2 METHODOLOGIES

The specific context of the study was developed in the context of Luanchuan County, Luoyang City, Henan Province, China. Luanchuan County has outstanding natural mountain and water resources and is well placed to develop rural all-for-one tourism. Its five tourism development coordination zones all rely heavily on the ecological environment and are guided by a 'three cores and one belt' tourism development plan. This paper stands at the intersection of all-for-one tourism development and ecological orientation in Luanchuan County, and uses a variety of methods based on existing theory combined with the perceptions of local residents to propose directional strategies for the development of ecologically oriented tourism in Luanchuan County led by the EOD model.

This paper combines qualitative and quantitative analysis methods and uses statistical software (SPSSAU) to conduct reliability analysis, validity analysis, correlation analysis, regression analysis and analysis of variance on the sample data to derive residents' perceptions in the context of developing all-for-one tourism in Luanchuan County. In addition to the results of the sample data, this paper will also quantitatively analyse the current tourism spatial planning strategies and operational mechanisms of EOD projects in Luanchuan County.

2.1 Measurement of Variables

A perception questionnaire as a traditional survey of residents' sense of experience was used, including the following parts: (1) Residents' basic information, gender, age, income, etc.; (2). Residents' Positive Perception of All-for-one Development in Luanchuan County; (3). Residents' Negative Perception of All-for-one Development in Luanchuan County; (4). Residents' Overall Perception of All-for-one Development in Luanchuan County.

Firstly, the research content was listed according to the research objectives, and the questionnaire was designed in conjunction with the content of the data and the actual situation in Luanchuan. After that, pre-research was carried out by issuing questionnaires through field research, and the problems reflected so far were modified to establish the official questionnaire. Finally, through the questionnaire star platform to make it into an electronic questionnaire and mainly through the online platform to distribute and collect the questionnaire.

2.2 Sample Statements

The target survey sample for this study was local residents from a variety of demographic and socio-economic backgrounds in Luanchuan County, Luoyang City, Henan Province during the data collection cycle. The broader scope was chosen because this study was based on the need to explore the perceptions of a wide range of local audience groups on the sustainability of all-for-one tourism. Whilst different group characteristics and factors (e.g. income, age, etc.) can also greatly influence perceptions, which ever is also an area of research. The questionnaire distribution process was randomised

throughout, and we distributed the questionnaires through our work and social platforms. A total of 165 questionnaires were collected, of which 162 were valid.

2.3 General Perception Questionnaire

As the research object of this paper is the perceptions and attitudes of residents of EOD ecologically oriented tourism in Luanchuan County, the sample was selected from all local residents of Luanchuan. This research questionnaire contains four main sections. The first section is the respondents' personal information, the second section is the positive perception of all-for-one tourism in Luanchuan County, the third section is the negative perception of all-for-one tourism in Luanchuan County, and the fourth section is the overall evaluation of all-for-one tourism in Luanchuan County. In addition to personal information, a 5-point Likert scale was used, categorised according to the degree of conformity as totally disagree, disagree, unsure, agree and strongly agree, and assigned a score of 1, 2, 3, 4 and 5 accordingly. The reliability and validity analysis were also performed prior to analysis. A total of 162 valid questionnaires were received and the data were regressed and analysed by SPSS software after the questionnaires were returned.

3 EMPIRICAL ANALYSIS

3.1 Overview of the Research Area

Luanchuan County is part of Luoyang City, Henan Province, located in the western part of Henan Province and the southwestern part of Luoyang City. It lies approximately at longitude 111.61579 east and latitude 33.78576 north, with a total area of 2476.98 square kilometres. As of October 2022, Luanchuan County has 1 street, 11 towns, and 2 townships under its jurisdiction. The county has a resident population of 319,400, of which 197,300 are urban, with an urbanisation rate of 61.77%¹², (National Bureau of Statistics, 2020). The county has made a spatial layout plan for industrial development, as shown in Figure 4, which is mainly divided into five major industrial zones, taking into account the development of agriculture, industry, ecology and tourism.

As for the tourism profile of Luanchuan County, there are 11 A-class tourist attractions in the county, of which 10 are 4A-class or above, 9 travel agencies, 1 star hotel, 13.62 million tourists and 9.7 billion yuan of comprehensive income from tourism in a year¹² (National Bureau of Statistics, 2022). The planning manual published by the Luanchuan Resource Bureau in 2022 mentions that the main direction of Luanchuan County is now shifting from industrial tourism to all-for-one tourism. The county as a whole is divided into six areas with different tourism functions based on topography, economic development, population and traffic¹⁴ (Zhao and Jin, 2021). There are leisure agriculture tourism area, rural lodging holiday tourism area, mountain leisure tourism area, landscape field tourism area, rural scenery tourism area and the central city. In addition, there is a traffic circle as a "tourism leisure ring" connecting these six tourism functional areas, so that their organic unity. Based on this general direction, this paper

proposes the possibility of constructing and applying an all-for-one tourism model oriented to the EOD model.

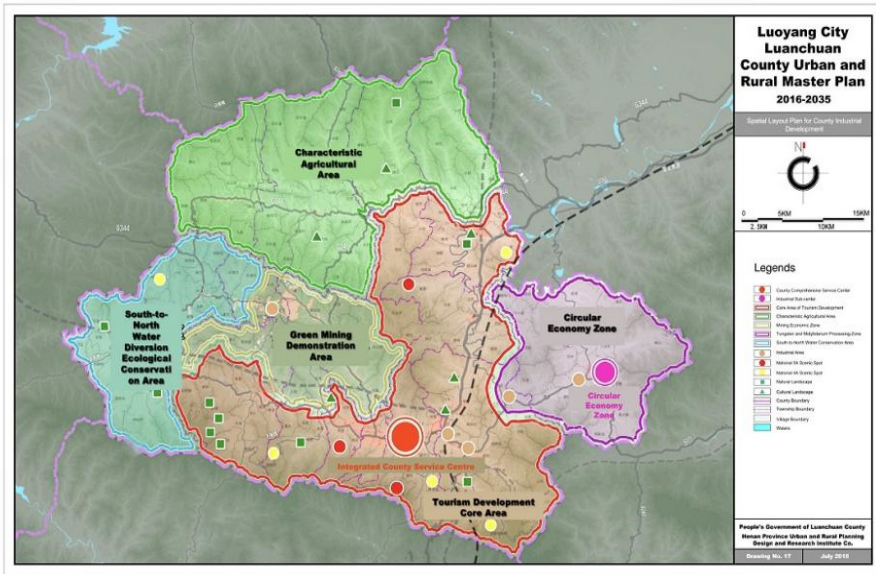


Fig. 2. Spatial Layout Plan for Luanchuan County Industrial Development. Note. As part of the masterplan, the whole county is divided into five functional areas around the southern core to support industrial development. People's Government of Luanchuan County. (2018). *Luoyang City Luanchuan County Urban and Rural Master Plan 2016-2035*. Direct authorization from government officials.

3.2 Results

3.2.1 Reliability and Validity Analysis. The first thing we need to determine is whether the survey questions in the questionnaire can reflect the purpose of the survey and the intention of the survey, and whether the questions in the questionnaire measure the same content and information. Reliability itself has nothing to do with the correctness of the measurement results, but its use lies in the reliability of the data obtained from the questionnaire and the stability of the questionnaire itself.

A. Reliability Analysis

The size of Cronbach's alpha coefficient is commonly used in reliability analysis to measure the reliability of a questionnaire. Generally speaking, if the reliability coefficient of the questionnaire reaches above 0.9, the reliability of the questionnaire is good; the reliability coefficient above 0.8 is good; generally speaking, it is considered that the reliability of the questionnaire within 0.5 to 0.9 is reasonable, if the reliability coefficient is lower than 0.5, the results of the questionnaire are not trustworthy.

Table 1. Positive perception reliability analysis of residents' perception.

Items	Cronbach α
8	0.918

Table 2. Negative perception reliability analysis of residents' perception.

Items	Cronbach α
8	0.833

Table 3. Overall perception reliability analysis of residents' perception.

Items	Cronbach α
7	0.921

According to the 23 factors analysed in the analysis of the overall perception of the local residents of Luancun on the development of all-for-one tourism, as shown in Table 1-3, it is concluded that the Cronbach's Alpha values are 0.918, 0.833, and 0.921 respectively, which all greater than 0.8 and therefore has a good reliability.

B. Validity Analysis

Before conducting factor analysis, it is necessary to test whether the questionnaire is suitable for ANOVA, this paper adopts KMO test and Bartlett's sphere test to analyse the suitability of the sample data for factor analysis. If the KMO value is higher than 0.8, it indicates that it is very suitable for information extraction (a side reflection of good validity); if this value is between 0.7 and 0.8, it indicates that it is more suitable for information extraction (a side reflection of good validity); if this value is between 0.6 and 0.7, it indicates that it is possible to extract information (a side reflection of average validity); if this value is less than 0.6, it indicates that information is more difficult to extract (a sideways indication of low validity). The results of KMO and Bartlett's Spherical Test on the sample data are shown below.

Table 4. KMO and Bartlett's test of residents' positive perception on all-for-one tourism.

KMO and Bartlett's Test		
KMO		0.902
	Chi-Square	603.036
Bartlett's Test of Sphericity	df	28
	p	0

Table 5. KMO and Bartlett's test of residents' negative perception on all-for-one tourism.

KMO and Bartlett's Test		
KMO		0.910
	Chi-Square	524.747
Bartlett's Test of Sphericity	df	28
	p	0

Table 6. KMO and Bartlett's test of residents' overall perception on all-for-one tourism.

KMO and Bartlett's Test		
KMO		0.807
	Chi-Square	580.986
Bartlett's Test of Sphericity	df	21
	p	0

Validity was verified using KMO and Bartlett's test, as can be seen from the above tables 4-6, the KMO values were 0.902, 0.910, and 0.807 respectively, which are all greater than 0.8. this indicates that the research data is well suited for extracting the information (which is a good reflection of the validity from the side).

3.2.2 Descriptive Analysis. As mentioned above in the "Methodology" section we developed and designed the questionnaire and released it online and offline within a limited time frame. Once the questionnaires were returned we analysed the data using SPSSAU software. Due to the short time period provided to the project, the analyses will be carried out on a small sample. A total of 165 questionnaires were distributed in this paper and after screening and cleaning, 162 valid questionnaires could be used.

A. Descriptive Analysis of Residents' Positive Perception of All-for-one Tourism Development in Luanchuan County

The factor analysis of the positive perception section is based on the eight questions on the positive perception of all-for-one tourism in Luanchuan County. By calculating the mean values of the descriptive data, it was concluded that the top three supporters are about the higher profile, rising economy, and better awareness of ecological conservation. This suggests that the current development of all-for-one tourism in Luanchuan County has firstly brought a lot of economic benefits, which is emphasised. From the perspective of local residents, a thriving economy is decisive for other aspects of life. It is also mentioned that the awareness of environmental protection has been improved. Therefore, it is important to find a "balance" between economy and ecology in the future tourism planning of Luancun.

In addition, as shown in Table 7, standard deviation, approval rate, neutrality rate and opposition rate are also counted to show a more comprehensive result.

Table 7. Statistics on the positive perception and attitude of residents on all-for-one tourism.

Positive perception	Average	Standard deviation	Approval rate	Neutrality rate	Opposition rate
The development of all-for-one tourism in Luanchuan can provide more employment opportunities for residents	4.230	0.694	88.27%	11.72%	0%
All-for-one tourism in Luanchuan has led to improved and more advanced local infrastructure, including transportation	4.210	0.686	90.74%	8.64%	0.62%
All-for-one tourism in Luanchuan has increased the awareness of ecological	4.260	0.630	94.44%	4.94%	0.62%

conservation among local people					
All-for-one tourism in Luanchuan boosts the local economy	4.310	0.598	93.83%	6.17%	0%
All-for-one tourism in Luanchuan has increased the personal income	3.470	1.123	48.77%	29.63%	21.60%
All-for-one tourism in Luanchuan protects the local natural and cultural environment well"	4.140	0.682	87.04%	11.73%	1.23%
All-for-one tourism in Luanchuan raises the profile of Luanchuan	4.360	0.523	97.53%	2.47%	0%
Overall, you are satisfied with the current state of all-for-one tourism in the Luanchuan area	4.120	0.742	88.27%	11.11%	0.62%

Note: Based on the mean values, the most convincing ones were employment opportunities, local economy and image, respectively, which were used in the analyses.

B. Descriptive Analysis of Residents' Negative Perception of All-for-one Development in Luanchuan County

As shown in Table 8, by calculating the mean value, we can see that the top three most supported are the higher cost of living, less residential and living land, and the affected local culture. Combined with the above Combined with the positive perception factor analysis above, we can see that the current development of Luanchuan County's regional tourism has brought a lot of economic opportunities while at the same time raising the cost of living and difficulty accordingly¹⁶ (Zhang and Chen, 2021). At the same time, the local culture is also experiencing a violent invasion. Therefore the development of all-for-one tourism in Luanchuan must pay attention to the immediate feelings of local residents who are not in tourism-related industries. Either we can find a landing point from the welfare protection system, or we can let the majority of local residents participate in the development of all-for-one tourism and enjoy the dividends together.

Table 8. Statistics on the negative perception and attitude of residents on all-for-one tourism.

Negative perception	Average	Standard deviation	Approval rate	Neutrality rate	Opposition rate
~ have degraded the quality of the ecological environment here	2.670	1.164	18.52%	30.25%	51.23%
~ has partially occupied residential and living land	3.010	1.185	30.87%	30.86%	38.27%
~ destroys local biodiversity	2.540	1.158	15.43%	26.54%	58.02%
~ has led to an increase in prices and a higher cost of living	3.760	1.055	66.05%	19.14%	14.81%
~ is overwhelmed with tourists and has partially affected normal life	2.840	1.204	24.07%	24.07%	51.85%
The entry of foreign tourists and commerce has affected the local culture and customs	2.790	1.183	25.30%	25.31%	49.39%
Luanchuan residents' awareness of ecological protection has not increased much	2.790	1.131	24.69%	32.72%	42.59%

~ relies on the amount of money that has already been wasted, to the detriment of other areas 2.770 1.145 19.75% 35.80% 44.45%

Note: Based on the mean values, local residents were most dissatisfied with the rising cost of living, the occupation of residential land and the number of tourists affecting their lives, and these three were used in the analysis of the measures that follow.

C. Descriptive Analysis of Residents' Overall Perception of All-for-one tourism Development in Luanchuan County

As shown in Table 9, the need to educate residents and visitors about environmental protection, all-for-one tourism should be integrated with economic development and the media should be used to further strengthen the promotion of all-for-one tourism in Luanchuan¹⁰ (Li, 2022). This is an important factor in demonstrating that local residents are not aware of the development of all-for-one tourism in Luanchuan. The need to educate residents and visitors about environmental protection, all-for-one tourism should be integrated with economic development and the media should be used to further strengthen the promotion of all-for-one tourism in Luanchuan⁷ (Lu and Nepal, 2009). This is to show the local residents' perception of the development of all-for-one tourism in Luanchuan from the aspects of environmental awareness, economic development and publicity respectively. On this basis, we can understand the urgent needs of the direct beneficiaries and prescribe the right remedy for governance and development.

Table 9. Statistics on the overall perception and attitude of residents on all-for-one tourism.

Overall perception	Average	Standard deviation	Approval rate	Neutrality rate	Opposition rate
Luanchuan should offer more jobs to the all-for-one tourism industry	3.890	0.898	81.48%	14.81%	3.70%
Luanchuan County Government needs to give more help to all-for-one tourism development	3.970	0.784	85.19%	12.35%	2.46%
More civil society organisations need to emerge to help promote and regulate the development of all-for-one tourism	4.040	0.777	85.81%	11.73%	2.46%
Residents should be more active in contributing to the development of all-for-one tourism in Luanchuan	4.010	0.772	87.66%	9.88%	2.46%
The need to educate residents and visitors about environmental protection	4.110	0.764	91.36%	6.79%	1.85%
All-for-one tourism should be integrated with economic development	4.210	0.701	93.21%	5.56%	1.24%

The media should be used to further strengthen the promotion of all-for-one tourism in Luanchuan	4.280	0.683	96.30%	2.47%	1.24%
Luanchuan should offer more jobs to the all-for-one tourism industry	3.890	0.898	81.48%	14.81%	3.70%

Note: Based on the mean values, the most important areas for improvement are media campaigns, economic integration and environmental education.

4 EXISTING ISSUES

By analysing and summarising the questionnaire survey on residents' perceptions, several existing problems of developing all-for-one tourism in Luanchuan have been exposed. Here I will discuss three of the more typical issues.

First of all, the current development of all-for-one tourism in Luanchuan County does not correlate well with the benefits of local residents according to the questionnaire⁴ (Yang et al., 2017). The analysis of the questionnaire reveals that only 26 respondents or their family work in the tourism industry, which is only 16.05% of the 162 respondents. Besides, more than half state that the development of all-for-one tourism in Luanchuan has not increased their personal income and 66.05% believe that it has made prices rise and their cost of living has become higher.

The second problem is Luanchuan's poor access to the outside world. At this stage, Luanchuan still relies solely on roads and highways to connect with the outside world. To a large extent, this has hindered the development of all-for-one tourism³ (Xiong, Zhong and He, 2021). As shown in figure 3, the overall terrain in Luanchuan County is high and rugged, only a small percentage of visitors take self-drive tours. Lv Xinyang, a member of the National Committee of the CPPCC, also advised the construction of the Luoyang-Luanchuan-Shiyan railway at the 2023 Two Sessions. He suggested that the railway should play a strategic role in concentrated contiguous underdeveloped areas.

The third issue to be solved is need to further popularize the concept of all-for-one tourism and ecological conservation among local residents. Because There are still 27.16% of people who totally haven't heard of the all-for-one tourism/all-for-one tourism or EOD model, which means that they don't even have a basic knowledge of it. In the analysis of negative perceptions, 24.69% of respondents felt that the ecological conservation awareness of local residents had not increased much. In the overall evaluation, 91.36% of the respondents thinks the need to educate residents and visitors about environmental protection is urgent, ranking in the top three in terms of agreement.

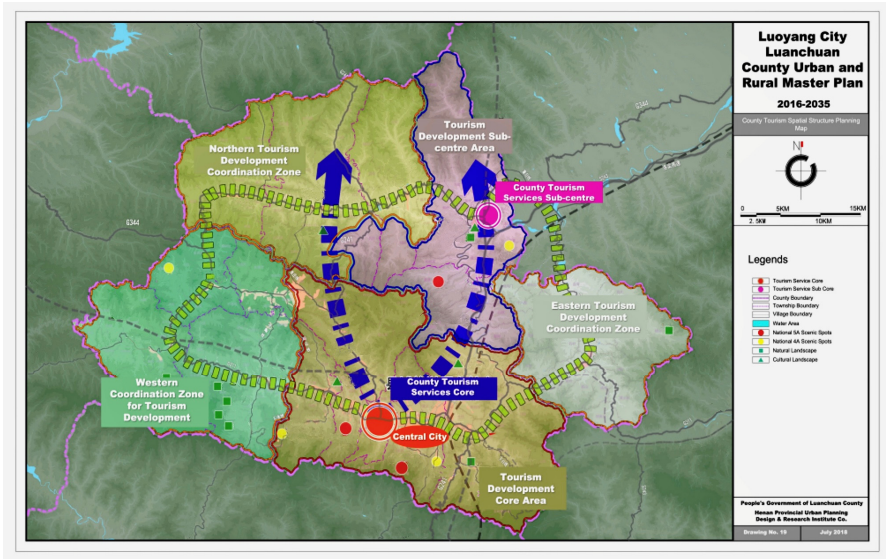


Fig. 3. County Tourism Spatial Structure Planning Map. Note. There are five different areas working in tandem based on geographic orientation, containing a core and sub-core setup that creates a radiation effect from the main city from south to north. People's Government of Luanchuan County. (2018). *Luoyang City Luanchuan County Urban and Rural Master Plan 2016-2035*. Direct authorization from government officials.

5 STRATEGIES

Based on the analysis and conclusion above, four ecologically oriented development strategies for the all-for-one tourism in Luanchuan County under the EOD model are derived in this paper as follows:

5.1 Creating Green Brands and Operating Special Industries

Through the three major development strategies of promoting the town through industry, promoting tourism through culture and sports and establishing a brand name, an innovative industrial development model with an EOD ecological orientation is constructed¹⁵ (Zhen, Chen & Rong, 2022). The goal is to showcase Luanchuan's new face in the market through well-known green industry brands in the future, to build Luanchuan County into a high-quality town with ecological, economic and social benefits, and to become a new hinterland for ecological tourism in the Central Plains (Booyens, 2010)². In particular, efforts can be focused on the development of green agricultural brands to drive the development of the northern tourism development coordination area of agricultural tourism integration. In this way, the huge potential of this region, which is relatively backward in terms of economic benefits and income generation, can be developed.

5.2 Government Lead the Integration of Public Welfare and Industrial Development

The government coordinates the entire process, focusing on its leading role in project bundling, resource matching, institutional design, concessions, financial incentives, performance assessment and atmosphere creation⁹ (Li & Yao, 2023). The top-level logic of urban development is used to promote the effective integration of ecological and environmental management projects with profitable related industries, creating a "tourism+" industrial integration pathway and integrated implementation⁸ (Gan et al., 2023).

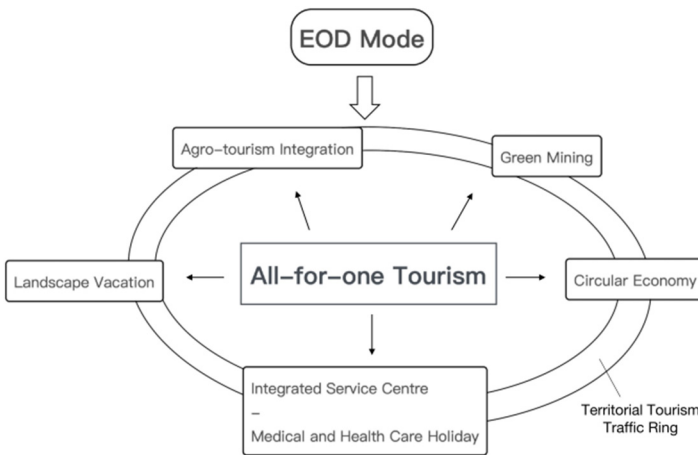


Fig. 4. Functional planning map of tourism in Luanchuan County. Note. The future development of all-for-one tourism in Luanchuan in terms of geographic location, business function and historical background under the EOD orientated development model. Photo by the author.

5.3 Create Green Tourism Flow Lines in Accordance with the Mountains

The first tourism bus route in Luanchuan County opened on 1 November 2022, but more efficient, environmentally friendly and convenient forms of public transport are needed across the county and across the town⁶ (Jiang, Yang & Bai, 2018). Native landscapes need to be taken into account in the master plan for the all-for-one tourism. Considering the special topography of Luanchuan County's extensive mountainous terrain, the different boards should be organically linked in conjunction with contour conditions. Destructive railway/road construction through the mountains is not desirable. Another case that can be used as such in China is Loushan Pass, located at the border between Zunyi and Tongzi counties. It is known as the first pass in the north of Guizhou, and is an important pass on the main transport route between Sichuan and Guizhou¹³ (Yan, 2023). The terrain of Loushangan is similar to Luanchuan County, but only near this scenic area, there are four main transportation lines: National Highway

210, Chongqing-Guizhou Railway, Sichuan-Guizhou Railway, and Lanhai Expressway.

5.4 Protecting the Original Ecology and Repairing the Damaged Environment

In December 2020, one of Luanchuan's popular online attractions, Laojun Mountain, received widespread attention due to serious environmental pollution. How to organically transform the network traffic into sustainable economic and social benefits is a major difficulty. Setting core zones, buffer zones and protected areas can effectively mitigate, but cannot cure the conflict between economic and ecological benefits brought about by large visitor flows¹¹ (Moren, 2015). In particular, the Western Tourism Development Coordination Area is an ecological conservation area for the South China Sea in terms of industrial development, and the environment is even more fragile.

6 CONCLUSION

This paper makes a preliminary exploration of the EOD model-oriented all-for-one tourism development strategy, actively looking for an effective top-level design solution. It also combines Luanchuan County's five main tourism function zones and spatial structure planning, based on ecological protection and environmental management, to promote the sustainable development of its all-for-one tourism by extending the industrial chain, improving the functional structure of the county, and internalising the economic value brought by ecological and environmental management. It provides a new direction and strategy for the future planning and building of towns and cities in China with simultaneous ecological and economic development of high quality.

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