

ORIGINAL RESEARCH ARTICLE

A study on bamboo all-for-one tourism—Taking Yibin City, Sichuan Province, China as an example

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ABSTRACT

Under the background of green economic transformation, the sustainable utilization of ecological resources has become a trend, and bamboo all-for-one tourism has become a new development direction for bamboo-resource-rich areas. Based on the all-for-one tourism model and characteristics of bamboo resources, this paper puts forward a bamboo all-for-one tourism model, which shows the relationship between resources, products, and markets, and elaborates on the joint effect mechanism of industrial environment, governance environment, and external environment. Taking Yibin City, Sichuan Province as an example, this paper also analyzes existing problems of developing bamboo all-for-one tourism and then proposes suggestions to provide effective analytical ideas and reference, such as establishing a market-oriented all-product development model, introducing the sustainable development concept of bamboo management, establishing the management concept of sharing by all people, and driving all industries developing in a coordinated way.

Keywords: Bamboo; All-for-One Tourism

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1. Introduction

Due to the double growth in income and leisure time as the economy enters a new stage, tourism is now a new area of economic growth^[1]. Around 2010, some scholars^[2] started to introduce the notion of “all-for-one tourism” to develop regional tourism research. Since then, “all-for-one tourism” has frequently been mentioned as a novel concept and model of tourism development in significant studies, and has taken center stage in discussions about tourism^[3-5]. After years of development, a more in-depth investigation of all-for-one tourism has been conducted. All-for-one tourism breaks down the conventional barriers of “single” or “core” tourism by focusing its innovation on the “all”^[6]. The first generation of all-for-one tourism scholars concentrated on the expansion of service targets and the transformation of development goals to include residents as beneficiaries of tourism development, which means locals can visit as tourists, while tourists can settle as locals; and prioritizing quality over quantity, putting efforts toward improving people’s quality of life, instead of single economic metrics^[2,7]. On this basis, all-for-one tourism emphasizes the participation of all elements, industries, and societies and offers all tourists a high-quality tourism and life experience in all time, space, and process-

es. This model is centered on a new perspective of resources, products, industries, and markets. After that, academics further promoted the status of the tourism industry, asserting that all-for-one tourism is a regional coordinated development model that promotes industrial integration, efficiently aggregates resources, and shares social development achievements^[1,8]. Although the developing model of all-for-one tourism is not unified, its key principles of “innovation, coordination, green, openness, and sharing” are now widely accepted.

Bamboo also referred to as the “second forest”, is significant to the world’s forest resources. China is abundant in bamboo resources and has a long history of cultivation and utilization. With the further development of Ecological Civilization Construction, the efficient utilization of bamboo resources has grown more crucial. Except for Xinjiang, Inner Mongolia, Heilongjiang, and a few other provinces, China’s natural bamboo forests are widely dispersed across 27 provinces (cities, autonomous regions), and are concentrated in Fujian, Jiangxi, Sichuan, Hunan, Zhejiang, and Guangdong provinces^[9]. In some areas, distinctive bamboo resource collection zones have sprung up and have even come to serve as an important local business card^[10]. As a result of the economic revolution and the green economy growth, bamboo tourism has emerged as a significant method for utilizing bamboo resources sustainably and ethically while also fostering regional economic growth. There are currently few studies on all-for-one tourism for specific resources. Only some scholars have a preliminary

discussion on tea culture and tea tourism^[11–14]. The bamboo sector has been growing in several resource-rich locations as a significant tourism resource, but few academics have yet offered a comprehensive tourism model of the entire bamboo industry. Only a few scholars have proposed development suggestions for bamboo ecotourism destinations and particular cultural tourism routes^[15–18].

In conclusion, it is still necessary to investigate the bamboo all-for-one tourist model at this time in the theoretical and practical discussions. In the midst of the transition to a new economic status and the development of Ecological Civilization, China is constantly looking for new growth opportunities for the efficiency of resource use and the optimization of economic structure, which also presents new demands for the utilization of bamboo resources and the growth of the tourism industry. Based on this, this paper adopts practical cases to explore how to develop a new type of bamboo all-for-one tourism, using “developing ecological and economics, increasing the quality of life” as its guiding principle.

2. Analysis method—A new model of bamboo all-for-one tourism

As the creator of all-for-one tourism, Li summarized the four key concepts, namely the new ideas of resources, products, industry, and market, and also proposed seven requirements, including all elements, all industries, all societies, all scopes, all processes, all time and space, and all tourists.

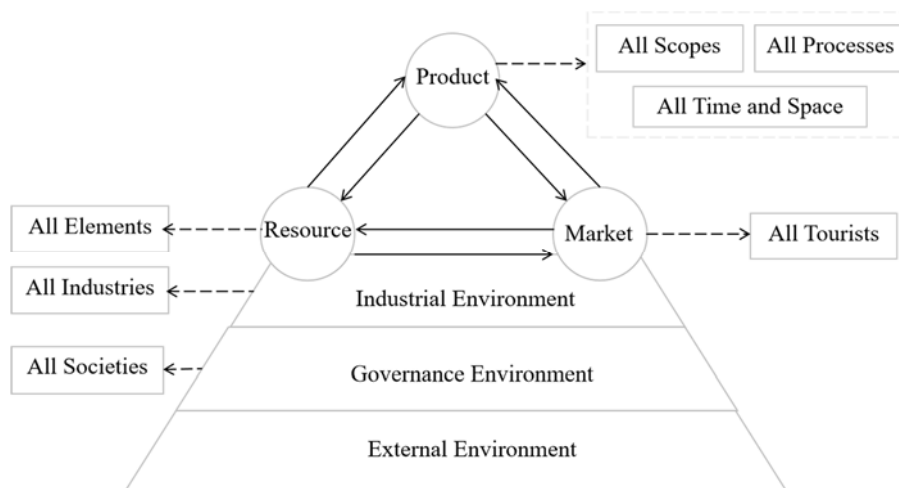


Figure 1. Analysis model of bamboo all-for-one tourism.

time and space, all societies, and all tourists. However, he does not elaborate on the relationship between these concepts and requirements^[2]. Based on the characteristics of bamboo, this paper puts forward a new model of bamboo all-for-one tourism for analyzing, which is people-oriented, mutually integrated, and sustainable (**Figure 1**).

2.1 Industrial chain cycle

Resource–Product–Market is the basic structure of a classic industrial chain. Resources are processed into products through certain technologies and then sold to the market through various channels. Among them, products are the only channel to connect resources and markets, and the interaction between resources and markets is indirect. To some extent, the classic industrial chain is low-efficient and fragmented, which is not conducive to the linkage effect between resources and the market. To fulfill mutual integration, bamboo all-for-one tourism must establish a new industrial chain circle.

The products of bamboo all-for-one tourism are also at the core of the new industrial chain circle. Its products cover all scopes, all time and space, and all processes. For “all scopes”, the products of bamboo all-for-one tourism transcended the conventional idea of “tourism”. It not only provides food, accommodation, transportation, and scenic spot viewing but also adds intangible products such as information, environment, atmosphere, health care, culture, scientific research, education, conferences, and other product forms, which embodies the core idea of “all-for-one tourism” that focuses on the overall environment and overall experience. On this basis, bamboo all-for-one tourism puts forward the standard of “all time and space”, which means that every place and time change approves to be a completely different scenery, so as to provide diversified and distinct “random” tourism enjoyment, and then extend the travel stay time and increase the number of trips. In the aspect of “all processes”, bamboo all-for-one tourism emphasizes the improvement of long-term enjoyment before, during, and after travel, rather than only the short-term experience. By extending the duration of the tour-

ism experience, and breaking the boundaries of traditional tourism products, bamboo all-for-one tourism provides early and continuous long-chain services, to offer tourists a positive impression before coming, a good experience in traveling, and a good memory after leaving.

Resources are the basis of tourism product processing. In bamboo all-for-one tourism, the features of bamboo resources should be taken into full consideration. For a long time, traditional bamboo tourism has focused on the external landscape of bamboo forests, providing ornamental products around bamboo’s “green and straight” characteristics, while largely ignoring its unique health value and important position in the biodiversity of ecosystems, and even rarely developing its cultural value. According to the new model, instead of single utilization, bamboo resources offer a product base of “all elements”, including ornamental resources that rely on its distinctive shape, health resources that rely on its ecological traits, and cultural resources that rely on its long history.

Since the market serves as the arena for tourism product competition, the processing and development of tourism products need to change with the market. The market structure of the new model starts from the idea of being “people-oriented” and puts forward the concept of “all tourists”. In bamboo all-for-one tourism, the market is composed of foreign tourists and residents. The former fully integrate into the community, feels the distinctive customs and culture of the area, and likes living there. The latter take advantage of the tourism development and also enjoy the beautiful living environment. “All tourists” requires expanding the market, truly improving people’s living standards, and realizing the sharing bamboo all-for-one tourism model.

In conclusion, unlike the classic industrial chain, the bamboo all-for-one tourism model fully considers the “bamboo resources” characteristics and “all-for-one” requirements. This results in a sustainable circle model in which resources, products, and markets interact with one another, play a direct role, and have a two-way impact.

2.2 Industrial environment

According to Theory of Comparative Advantage, specialization and labor division were emphasized as the industrial development direction^[19]. However, at present, the economy's high level of development has continually increased the stickiness between the primary, secondary, and tertiary industries^[20]. The interwoven complementation and structural matching between different industries will affect the development of tourism and the overall economy^[21,22]. In contrast to other models with urban zoning as the border, the development planning of bamboo tourism is based on resources, which is constrained by the distribution of bamboo forests. Therefore, although bamboo tourism is in the tertiary sector, it is inherently linked to the primary sector. Moreover, the tourism sector has a broad range of influence and a powerful pulling power that propels the development of the tertiary sector itself, including the service and cultural industries, as well as driving the development of the primary and secondary industries, with the improvement of the bamboo landscape and the increase of bamboo goods. The "all industries" standard requires not only the involvement and cooperation of all industries associated with bamboo all-for-one tourism but also that the growth of related businesses can be fueled by the expansion and modernization of bamboo all-for-one tourism.

On the one hand, bamboo all-for-one tourism makes coordinated development between the primary, secondary, and tertiary industries, by extending the industry chain which drives the integration, optimization, and reorganization of resources, factors, technology, and market demand. As a result, it is possible to meet the objectives of fusing urban and rural growth, raising the income of residents, and developing the economy. On the other hand, the combined growth of the primary, secondary, and tertiary sectors, has a positive impact on bamboo all-for-one tourism itself, enhancing the landscape and tourism experience, and attaining the ultimate objective of raising people's life quality and happiness.

2.3 Governance environment

The most distinguishing feature of bamboo forests is "symbiosis with people", in contrast to other ecosystems which require the protection implementation of "no human activity". The preservation and management of bamboo resources cannot be separated from human involvement. Regular thinning can ensure the normal succession of bamboo species. Therefore, local communities and residents are essential for managing bamboo-based tourism resources. Further, the "all tourists" standard of all-for-one tourism also highlights "residents are also beneficiaries of tourism". Its main goal is to increase the quality of life, and harmonious coexistence between humans and nature. Consequently, residents who have coexisted with bamboo forests for a long time should inevitably participate in their management. As a result, the "all societies" standard requires that the whole society should actively participate in the construction, including all relevant personnel of the bamboo industry, tourism, and residents. In addition, it is also necessary to consider the demands of "the whole society", to avoid separating residents from bamboo resources and marginalizing the discourse power of local communities.

2.4 External environment

Like all other industries, bamboo all-for-one tourism is indirectly affected by external environmental factors such as politics, law, social culture, and technology. In terms of political factors, "Rural Revitalization" and "Ecological Civilization Construction" strategic policies support the sustainable use of bamboo resources and tourism development^[23-26]. In terms of legal factors, the management and coordination system of bamboo all-for-one tourism needs legal support. Well-defined rules and regulations can enhance the credibility and enforceability of its management, ownership, and distribution mechanism. In terms of social culture, the profound bamboo culture and local folk customs are valuable resources. The pursuit and recognition of ecological livability and environmental protection by the whole society also promote the participation of all sectors in the con-

struction of bamboo all-for-one tourism^[27]. In terms of technical factors, modern technology can promote the integration and extension of the industrial chain, advance product design, broaden the market's influence sphere, and improve the management of bamboo resources.

3. Existing problems of developing bamboo all-for-one tourism—Taking Yibin City as an example

Yibin City is situated on the southern border of Sichuan, at the intersection of Sichuan, Yunnan, and Guizhou provinces (Figure 2). It is an excellent tourism city, and one of the top ten bamboo resource-rich areas in China, which has great potential for the developing bamboo industry. Although bamboo ecotourism began early, it evolved unevenly, and the bamboo sector is still in its early stage of development. It is useful to summarize the development dilemma of bamboo all-for-one tourism, by using Yibin as an example.



Figure 2. Map of Yibin City.

3.1 Single tourism products and lagging resource development

Yibin's bamboo tourism has developed early, but its pace is quite slow. By 2022, there are 9 bamboo theme scenic spots, 4 of which are rated as AAAA class. However, its bamboo tourism resources show an obvious head concentration phenomenon. The Southern Sichuan Bamboo Sea is the largest and most well-known of them, while others are relatively similar and monotonous. Firstly, there is a lack of diversified, comprehensive, and distinct bamboo ecotourism products with local characteristics, such as agritainment with high added

value and rich experience. Secondly, an all-time and all-space tourism product system has not been developed. Most scenic spots focus on sightseeing while lacking core attraction areas. The beautiful scenery only can be seen in summer, making the difference between peak and valley passenger flow obvious.

3.2 Backward quality of bamboo resources and damaged biodiversity

The sustainable development of bamboo resources cannot be separated from the complete ecological community, in which human activities play an irreplaceable role. Due to such factors as the prohibition of cutting in the nature reserve, extensive management, and insufficient application of production technology, Yibin cannot completely implement regular cutting and management, resulting in landscape regression and the decline of bamboo forests' quality. Additionally, Yibin places an unbalanced priority on the expansion of the bamboo forest area, ignoring biodiversity and bamboo forest quality, leading to a monotonous landscape and damaged biodiversity.

3.3 Narrow market positioning and opposition between residents and tourists

Yibin narrowly defines the target market of bamboo tourism as international tourists in accordance with the conventional tourism planning method. On this basis, the welfare of locals is disregarded during the development of bamboo tourism and even declined gradually with the improvement of the tourist experience. In tourism planning, excessive attention is paid to the positioning of "internationalization" and "fancy", which is out of line with the actual situation; In product development, the demand of high-end tourists was over-considered, predicting unrealistic future profits; In the infrastructure construction, the focus is on developing large scenic spots, forming sporadic "tourist cities", which are isolated from locals, and even result in rough relocation of all residents. Locals are not only unable to share the development results brought by bamboo tourism, but even sacrificed their own welfare. Meanwhile, tourists are only exposed to non-scarce and repetitive tourism

products in the artificially created “bamboo tourism cities”, without characteristics and atmosphere of local life, leading to subpar experience and deteriorating brand reputation.

3.4 Low degree of industry integration

The primary, secondary, and tertiary industries of bamboo develop in isolation, and the coupling and coordination between them are not high. The primary industry dominates, and the development of secondary and tertiary industries does not match the rich bamboo resources. The growth of bamboo tourism has not driven the primary and secondary industries, resulting in a reduction in its input-output ratio and poor participation of related industries. Bamboo tourism has not yet established a business environment where all industries engage, support, and integrate. It is unable to both leverage the economy and be driven by other industries to create sustainable development momentum.

4. Policy recommendations

4.1 Establish a market-oriented all-product development model

The development of bamboo all-for-one tourism is closely related to market demand. It is necessary to provide corresponding services and products for different types of tourists to form a focused, targeted and comprehensive tourism product system. For the key target tourists with the objective of health care and vacation, long-time and all-space tourism products should be prioritized. For instance, it is a good strategy to combine the neighboring diversified tourist attractions to form the “Great Bamboo Sea Ecological Tourism Zone”, taking the core bamboo forest scenery as the leading factor, which can expand the tourism influence distance, increase the passenger flow, extend the stay time of tourists, and raise the added value of tourism services. Additionally, developing bamboo ecology, culture, and architecture is a significant way to enrich tourism products, such as creating bamboo-based homestay hotels and hosting bamboo-culture music festivals. For short-time tourists from local and neighboring provinces, the focus is providing diversified and unique tourism products,

such as short-distance sightseeing, ecological experience items, and bamboo culture exhibition.

4.2 Introduce the sustainable developing concept of bamboo forest management

The combination of rational cutting and cultivation are necessary management and protection measures for the sustainable development of bamboo resources^[28,29]. According to the growth and reproduction characteristics of bamboo, maintaining the quality and landscape of bamboo forests calls for timely removal of old and dead bamboo, restriction of overcutting, bamboo shoots protection and routine reclamation. On this basis, it is necessary to increase the biodiversity and landscape diversity of scenic spots, that reasonably plant rare and distinctive plants, like orchids and ferns, taking bamboo resources as the main body. On the other hand, it is a typical feature of the forest in Southeast Asia that residents integrate with forest ecosystems and become their important part. Therefore, destroying the original ecological chain will bring devastating disasters. For instance, Japan’s relocation measures accelerated the extinction of crested ibis. We should uphold the idea of peaceful cohabitation between humans and nature, to preserve the integrity and stability of the bamboo forest ecosystem. For the residents, the co-management approach of “integrating humans with nature” should be universally accepted by governments, instead of one-size-fits-all coercive means like migration.

4.3 Establish the management concept of sharing by all people

The development of bamboo all-for-one tourism is not only to create a resort for tourists but also to build a beautiful ecological home for residents. Abundant bamboo resources and landscapes are a huge asset that should also benefit locals. When formulating the development plan, the ultimate objective should always be focused on the needs of the people, especially residents and bamboo farmers, with the major focus being on how to combine with Rural Revitalization Strategy. Bamboo all-for-one tourism should promote the ecological landscape level and tourism development of surrounding dis-

tricts, meet the needs of different target tourists, balance the relationship between development and protection and form a tourism and leisure resort shared by the whole people. Only by promoting the level of ecological landscape and tourism in the surroundings, and balancing the relationship between development and protection, can the all-people-shared tourism resort be formed^[30,31].

4.4 Drive all industries developing in a coordinated way

The objective of growing bamboo all-for-one tourism is to advance not only its own production value but also all industries' overall development. It is a crucial step to achieve this goal that integrating bamboo industries and producing synergy effects through the rational allocation of production factors. For example, when planning the tourism product system, innovating diversified integrated products, which include sighting, eating, and shopping can be a direct approach to make the development of bamboo all-for-one tourism quickly drive the improvement of cultural excavation in the tertiary industry itself, bamboo forest landscape in the primary industry, and bamboo food technology in the secondary industry. As a result, the participation of all industries has been improved, forming an efficient and interconnected industrial environment, and realizing the coordinated development of all industries.

5. Conclusion

Based on the original framework of all-for-one tourism, this paper develops a more integrated analysis method, combining the characteristics of bamboo tourism, and then analyzes the situation, existing problems, and development measures for bamboo all-for-one tourism in China using the example of Yibin City. The following are the key findings.

(1) The seven requirements (all elements, all industries, all processes, all scopes, all time and space, all societies, and all tourists) of bamboo all-for-one tourism and their relationship can be more thoroughly described by the new analysis method based on the integration of industrial chain

cycle, industrial environment, government environment, and external environment, which is more applicable to analyze China's bamboo all-for-one tourism.

(2) China's bamboo tourism model, represented by Yibin City, points out that market expansion, bamboo resource preservation, and integration of three industries all face challenges. China is yet to reach a certain stage of bamboo tourism development.

(3) In the future development of bamboo all-for-one tourism, more emphasis should be placed on the people-oriented, integration and sustainable concepts, including market-oriented development of products, sustainable management of bamboo resources, sharing benefits by the whole people, and integration of three industries.

Author contribution statements

These authors contributed equally.

Conflict of interest

No conflict of interest was reported by the authors.

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