

Exploring the perceived impacts of All-for-One tourism development: insights from Shaanxi Province, China

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Abstract

Purpose – This study investigates residents’ perceptions of tourism impacts under China’s “All-for-One Tourism” initiative, an integrated model promoting regional coordination and sustainable development. Despite its growing implementation, limited research has explored how residents evaluate its multidimensional effects. Using Shaanxi Province as a case, this study examines how demographic and contextual factors influence residents’ perceptions of positive and negative tourism impacts, thereby providing an empirical understanding of community responses to integrated tourism development and offering insights into the social sustainability of this national policy initiative.

Design/methodology/approach – Survey data were collected from 511 residents across ten cities in Shaanxi Province, one of the earliest All-for-One Tourism pilot regions. Using validated measures of perceived economic, environmental, cultural and daily life impacts, both positive and negative, multiple regression models were applied to identify the effects of residents’ sociodemographic and locational characteristics on their perceptions. Reliability analyses confirmed the internal consistency of measurement scales. The analysis was grounded in Social Exchange Theory (SET), which emphasizes individuals’ evaluations of tourism development through perceived benefits and costs.

Findings – Results indicate that residents generally hold favorable perceptions of All-for-One Tourism, particularly regarding cultural and economic benefits. Education level and residency duration significantly influence perceptions, with more educated and long-term residents reporting stronger positive impacts. However, prolonged exposure to tourism development intensifies awareness of negative effects, especially in economic, environmental and cultural dimensions. Residents working in tourism-related industries report more negative cultural and daily life impacts, while younger individuals and males perceive more negative environmental and economic consequences, respectively. These findings highlight the heterogeneous social dynamics shaping tourism perceptions.

Originality/value – This study provides one of the empirical investigations of residents’ perceptions within the context of China’s All-for-One Tourism initiative, an emerging model of integrated regional tourism development. By linking SET with multidimensional impact assessment, it advances understanding of how demographic and contextual factors shape both positive and negative evaluations of tourism. The study extends conventional tourism impact research beyond single-destination contexts to a broader, policy-driven regional framework. Its findings provide valuable implications for designing inclusive, community-oriented strategies that enhance the social sustainability of large-scale tourism integration.

Keywords Perceived tourism impact, All-for-One tourism, China

Paper type Research article

1. Introduction

The development of tourism is widely recognized as a significant catalyst for economic growth, cultural preservation, community empowerment and sustainable development (Godovykh *et al.*, 2023; Yanan *et al.*, 2024; Zeng and Ryan, 2012). However, the existing

JEL Classification — Z32, L83, I31

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Funding: We would like to express our sincere gratitude to the Ankang University [Project No.: 2023AYQDZR01], the Ankang Municipal Science and Technology Bureau (Project No: AK2024-RKZC-07), and the Key Scientific Research Plan Project of Shaanxi Provincial Department of Education [Project No.: 24JZ002] for their generous funding and support, which made this research possible. Their commitment to advancing knowledge and innovation in the field has been invaluable to our work.



literature indicates that the impacts of tourism development are multifaceted. While tourism offers substantial socioeconomic benefits to residents of host destinations, there is increasing evidence that overtourism can adversely affect residents' subjective well-being through various mechanisms (Lindberg *et al.*, 2022). Given that tourism continues to play a vital role in socioeconomic development in many countries, the challenge of maximizing its potential benefits while minimizing adverse impacts has emerged as a critical concern for both scholars and policymakers.

In recent years, China has introduced an innovative tourism development model known as "All-for-One Tourism," which aims to achieve comprehensive, coordinated and sustainable development of the tourism industry through the integration of various regional resources (Feng, 2017). This model emphasizes "holistic planning, industry integration and community participation," striving to address the traditional challenges associated with isolated tourist attractions and a singular focus on industrial development. It seeks to establish a new framework for regional economic and social development that is driven by the tourism sector.

Unlike traditional tourism development, which focuses on specific tourist spots or destinations, many residents in "All-for-One" tourism regions may be indirectly involved in tourism development. The integration of resources facilitated by this approach in the "All-for-One" tourism region may have an indirect impact on the well-being of residents (Liu *et al.*, 2023). Since residents' perceptions and attitudes toward their impacts serve as crucial indicators for evaluating tourism outcomes, it is important to know who tends to be affected by this development approach. Although the perceived tourism impacts have been widely investigated in literature, the residents in the "All-for-One" tourism development region being affected remain unexplored.

Therefore, by selecting an "All-for-One" tourism development region in China, this study aims to evaluate residents' perceived impacts of this tourism initiative and to examine their subjective perceptions. Investigating how different resident groups appraise these perceived impacts will not only reflect the actual progress of such initiatives but also provide policymakers with valuable insights into public demand and policy effectiveness.

This research wishes to contribute to existing literature by providing an empirical understanding of the impacts of "All-for-One" tourism, an under-researched area within tourism studies. Specifically, it extends existing theories of tourism impact by exploring how this integrated approach influences a broader range of residents, moving beyond the traditional focus on communities directly adjacent to tourist attractions. The findings will also contribute to the understanding of the Social Exchange Theory (SET) in the context of "All-for-One" tourism, shedding light on the factors that shape residents' perceptions of benefits and costs.

The study's findings may provide policymakers with tangible insights into the effectiveness of "All-for-One" tourism strategies and the public's demand for such initiatives. By identifying the specific impacts perceived by different resident groups, policymakers can tailor their strategies to maximize benefits and mitigate negative consequences. This knowledge is also crucial for developing targeted community engagement programs and ensuring that the benefits of tourism are distributed more equitably. The research offers a framework for assessing the social sustainability of tourism development initiatives, promoting a more balanced and inclusive approach to tourism planning.

2. Background of All-for-One Tourism

The concept of All-for-One Tourism was officially introduced in 2016 by the Chinese government to shift the existing "scenic spot tourism" model toward a more integrated approach (Feng, 2017). This new model emphasizes a more integrative development of tourism by leveraging all regional resources, enabling continuous development within and beyond scenic areas, and helping to establish a comprehensive tourism environment (Liu *et al.*, 2023). The model involves optimizing and integrating various resource elements within a

region, particularly tourism resources, to create a coordinated development model that positions the tourism industry as a driving force for the integration and advancement of various sectors. Furthermore, this model depends on enhancing other regional factors, such as improving the ecological environment, elevating public services, cultivating civic virtues and establishing and refining policies, regulations and institutional frameworks (Jiang *et al.*, 2018).

The All-for-One Tourism concept was proposed to address several challenges in China's tourism industry, including the limitations of traditional tourism models, which often result in uneven regional development and underutilized resources. It also responds to the growing demand for diverse and personalized travel experiences, as rising incomes and changing consumer preferences have shifted tourists' focus from mere sightseeing to leisure, cultural immersion and eco-tourism. Although the concepts and frameworks of this model are still being refined in the Chinese literature, practical implementation has commenced in China. From 2017 to 2019, the Chinese government approved eight provinces as demonstration zones for All-for-One Tourism. In addition, in 2019, the Ministry of Tourism designated 71 districts, counties and cities as national demonstration zones for All-for-One tourism development, allowing these smaller regions to benefit from this innovative model.

While China's "All-for-One" tourism approach is prominent and often associated with its comprehensive and centrally driven strategy, other countries also embrace principles of integrated and holistic tourism development, even if they don't use the exact same terminology or implement it in the same way. Some countries, in varying degrees, practice elements similar to the "All-for-One" tourism concept (Luongo *et al.*, 2023). Spain, for example, has a long-standing tradition of promoting regional tourism and developing diverse attractions. They emphasize sustainable tourism practices, focusing on preserving cultural and natural heritage while offering a wide range of experiences across different regions. Their regional tourism boards work collaboratively to promote the country as a whole.

Similar to Spain, Italy's approach relies on promoting regional tourism within a wider national context. Each region has its unique identity and attractions and making it a tourist destination in almost every corner of the country, from the high mountains to the sunny coast. Known for its integrated tourism planning, Switzerland coordinates transportation, accommodation and attractions to provide seamless experiences for visitors. Their focus on sustainability and environmental protection aligns with the "All-for-One" emphasis on responsible tourism. Moreover, other countries like New Zealand and Costa Rica also have similar practices. All these countries share some common characteristics with the "All-for-One" tourism concept, such as holistic planning, regional integration, sustainability, quality improvement and community involvement.

3. Literature review

Research on residents' perceptions of tourism impacts has evolved significantly over the past 40 years. Among the various theories, the SET has been widely applied in studies aimed at understanding residents' perceptions of tourism impacts (Gautam and Bhalla, 2024; Matatolu, 2019; Wang and Chen, 2015). According to SET, individuals are more likely to support tourism development if they perceive that the benefits outweigh the costs (Ap, 1992), given that tourism development has the potential to yield both favorable and unfavorable impacts, particularly for the residents of tourist destinations. However, some literature presents mixed evidence regarding SET, with certain studies suggesting that perceived benefits do not always translate into community subjective well-being (Pratt *et al.*, 2016). This indicates that while SET is a valuable framework for analyzing tourism impacts, its applicability may vary based on the specific context.

Given the extensive literature investigating perceived tourism impacts across various tourism destinations in both developed and developing countries (Nopiyan and Wirawan, 2021; Yang and Nair, 2014), scholars generally agree on the multifaceted and complex nature

of this issue. The impact of tourism on residents in tourist destinations can be examined from economic, socio-cultural and environmental perspectives. From an economic perspective, numerous studies have highlighted the positive role of tourism in enhancing the economic well-being of residents in tourist destinations. This includes contributions to poverty alleviation (Qin *et al.*, 2019), income generation (Zeng and Wang, 2021), economic growth (Ridderstaat *et al.*, 2016) and improved quality of life (Su and Swanson, 2020). However, tourism development can also present challenges; it may provide employment opportunities for residents but can simultaneously lead to increased living costs (Yang *et al.*, 2024), intensified competition (Lane and Kastenholz, 2015) and rising housing prices (Mikulić *et al.*, 2021).

Since the introduction of Pro-Poor Tourism (PPT), many countries have utilized tourism as a tool for poverty alleviation in rural areas. However, in this context, tourism has presented both blessings and challenges. Qin *et al.* (2019) examined the perceived impacts of poverty alleviation tourism policies in China, highlighting the economic, socio-cultural and environmental dimensions of these policies. While tourism can empower impoverished communities by enhancing access to essential services and creating economic opportunities, it may also exacerbate inequalities if not managed inclusively. For instance, Harilal and Tichaawa (2018) explored alternative livelihood strategies that local residents adopt to cope with the instability of the tourism sector, emphasizing the necessity for diversified income sources.

Beyond economic benefits and costs, the impact of tourism also encompasses socio-cultural and environmental dimensions. On the positive side, tourism can foster cultural exchange, community pride and participation. For instance, Štrba *et al.* (2020) highlighted the role of geotourism in promoting the protection of geosites in protected areas, while Mensah and Amuquandoh (2010) noted that tourism in Ghana improved access to healthcare, clean water and transportation for impoverished residents. Additionally, heritage tourism in India has been instrumental in preserving both cultural and natural heritage while creating opportunities for cultural exchange between visitors and locals (Ranwa, 2022).

Despite these favorable outcomes, tourism also presents significant challenges, particularly for vulnerable communities. Negative socio-cultural impacts can include increased crime, alcohol abuse and prostitution, as noted by Nunkoo *et al.* (2013) and Mathew and Sreejesh (2017). Furthermore, impoverished residents often lack the skills, resources, and representation needed to fully benefit from tourism development, resulting in marginalization and exclusion from decision-making processes (Thakur *et al.*, 2023). Environmental degradation is another critical concern, with the rapid growth of tourism leading to issues of resource overconsumption (Bošković *et al.*, 2020) and sustainable challenges such as air pollution, soil erosion, vegetation degradation and eutrophication of water bodies (Zhong *et al.*, 2011).

Moreover, the literature reveals a heterogeneity of perceptions regarding tourism impacts among residents within the same tourist destination. The extent to which these differences relate to the individual characteristics of residents remains inconsistent in the findings of various scholars. Some research indicates that men and women exhibit notable differences in their perceptions and attitudes toward tourism impacts, with women generally viewing the economic and social impacts more positively than men (Frleta, 2021). Other studies suggest that the outcomes for men and women vary depending on the specific traits being examined (Alexander, 2012). Additionally, studies have found that residents with a higher level of education are more likely to understand and accept tourism development (Dwyer, 2023). Whereas earlier findings indicated that sociodemographic variables are related to perceived tourism impacts to some extent, other scholars contend that demographic characteristics alone cannot adequately explain the differences in perceptions (Harrill, 2004).

Furthermore, analyses of residents' perceptions of tourism support the notion that sociodemographic factors, along with variables such as tourist-resident interaction, proximity to resorts, economic dependency, knowledge of tourism and resident involvement in decision-making,

significantly shape perceptions of tourism (Carlos and Cordero, 2008). However, a critical review indicates that findings regarding these influential factors are diverse and often non-generalizable due to variations in research methodologies, locations and sampling techniques. Thus, establishing broad theories on this topic remains challenging, as most studies address specific empirical needs.

Therefore, drawing on the SET, which posits that residents evaluate tourism based on a perceived balance between benefits and costs, this study develops four hypotheses linking sociodemographic and locational characteristics to perceptions of tourism impacts in the context of All-for-One tourism development.

- H1.* Residents with higher education levels are more likely to perceive positive tourism impacts.

Residents with higher education generally have greater access to information and a stronger ability to evaluate tourism's consequences (Dwyer, 2023). They are often more aware of potential economic opportunities, cultural enrichment and environmental benefits associated with tourism and are thus inclined to appraise these impacts more positively. Education may also foster openness to innovation and change, enabling residents to integrate tourism into their personal and community development goals (Mir *et al.*, 2024).

- H2.* Residents with longer durations of residency are more likely to perceive positive tourism impacts.

Length of residency is closely associated with community attachment and social capital, which can shape perceptions of tourism (Naguib and Elsharnouby, 2024). Long-term residents are often more familiar with local changes over time and may have experienced the gradual integration of tourism into community life. This familiarity can reduce resistance to change and foster a sense of shared benefit, leading to more favorable perceptions of tourism's contributions to the local economy, culture and environment.

- H3.* Residents living closer to major tourism sites perceive more negative impacts on daily life.

Proximity to tourism hubs often increases residents' exposure to the negative externalities of tourism, such as traffic congestion, noise, crowding, and rising costs of goods and services (Kim *et al.*, 2015). These direct and frequent encounters with tourists may disrupt daily routines and create a sense of diminished quality of life. Prior studies have shown that residents closer to tourism core zones tend to report higher levels of perceived inconvenience and social disruption compared to those living farther away (Li *et al.*, 2024).

- H4.* Residents working in tourism-related sectors are more likely to perceive negative impacts on daily life and culture.

Although employment in the tourism industry provides direct economic benefits, it can also expose individuals to occupational pressures, seasonal job instability and the commodification of local culture (Lee *et al.*, 2025). Regular interaction with tourists and participation in commercialized cultural performances may lead to a sense of cultural dilution and increased stress in daily life. Consequently, tourism-sector employees may be more critical of tourism's influence on cultural authenticity and community well-being than those employed in non-tourism sectors.

4. Method

4.1 Data

The data for this study were collected from Shaanxi Province, located in central China and one of the first provinces to implement the all-for-one tourism policy (see Figure 1). As a significant birthplace of Chinese civilization, Shaanxi is home to the Terracotta Warriors and

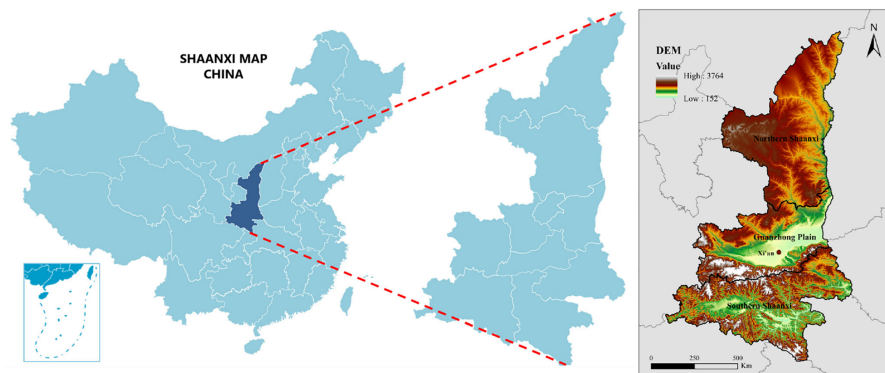


Figure 1. Shaanxi Province, China. Source: This figure was created by the authors, based on and adapted from figures published by [Ding et al. \(2021\)](#) and [Liu et al. \(2024\)](#). The original maps from both studies were sourced from the National Natural Resources and Geospatial Basic Information Database of China (<http://www.geodata.cn>), a public database. The use of these maps is permitted under their respective open licenses, which do not require specific permission

serves as the starting point of the ancient Silk Road. The province boasts abundant tourism resources, characterized by a long history of civilization and a rich traditional culture.

Shaanxi Province is also distinguished by its remarkable diversity from north to south. Northern Shaanxi is renowned for its rich cultural heritage and historical sites, including the town of Yan'an, which played a pivotal role in the Chinese Communist Revolution, attracting visitors interested in revolutionary history and local ethnic culture. The Guanzhong area, which includes Xi'an, acts as a major tourist hub featuring world-renowned attractions such as the Terracotta Army, the ancient City Wall, and numerous museums showcasing the region's imperial history and vibrant cultural scene. In contrast, Shaannan in the south is marked by its stunning natural landscapes, mountainous scenery and traditional villages, providing ecotourism opportunities and cultural experiences, including local festivals and folk arts that offer a glimpse into the region's rich customs and lifestyles. Together, these three regions present a diverse array of tourism experiences, ranging from historical exploration to cultural immersion and natural beauty.

Initially, a pilot study was conducted in February 2024 among residents in Ankang City, one of the main tourist destinations in Shaanxi Province. Electronic questionnaires were distributed using convenience sampling via Quick Response (Q.R.) codes generated by the online platform Questionnaire Star. The pilot sample consisted of 40 residents aged 18. The results indicated no miscommunication requiring amendments to the questionnaire.

In 2024, 600 questionnaires were distributed across the ten cities within Shaanxi Province, immediately following the May 1 public holiday. The significance of this date in China stems from its evolution into an extended break known as the "Golden Week," which allows people to travel and engage in leisure activities. This timing helps residents of the province better reflect on the impact of tourism. During the survey period, our enumerator approached the residents who live in the ten cities of Shaanxi Province with a systematic sampling method. The sampling interval was set to every 3rd household. Following the survey, 511 valid questionnaires were received, resulting in an 85% response rate. The respondents comprised residents working in various sectors across the ten cities. Detailed statistics of the survey are presented in [Table 2](#).

4.2 Measurements

To capture the perceived tourism impacts from various dimensions, we developed 28 questions related to economic, environmental, cultural and daily life aspects. This development was based on existing studies of perceived tourism impact measures (Cheng and Xu, 2021; Kim *et al.*, 2015; Rudež and Vodeb, 2010; Yu *et al.*, 2011, 2018). Each dimension includes questions addressing both the positive and negative impacts of tourism development. The detailed questions are presented in Table 1. Responses for each question are measured on a scale from 1 to 5, ranging from “strongly disagree” to “strongly agree.”

Based on the identified positive and negative impacts of tourism in each dimension, we generated eight variables. The first economic variable, termed positive economic impact (*P_eco*), is measured by calculating the average score of four questions: *Eco1*, *Eco2*, *Eco3* and *Eco4* (see Table 1). A higher score for this variable indicates a higher level of positive economic impact. The second variable, negative economic impact (*N_eco*), is derived from the average score of four items: *Eco5*, *Eco6*, *Eco7* and *Eco8* in Table 1. Similarly, a higher score for *N_eco* reflects a greater level of negative economic impact.

For environmental impacts, we created two variables based on six questions. The first variable, positive environmental impact (*P_envr*) is measured using three items: *Envr1*, *Envr2* and *Envr3*. The second variable, negative environmental impact (*N_envr*) is based on questions *Envr4*, *Envr5* and *Envr6*, employing the same measurement method as described above.

For cultural impacts, positive cultural impact (*P_cul*) is assessed using questions *Cul1*, *Cul2* and *Cul3*, while negative cultural impact (*N_cul*) is measured with questions *Cul4*, *Cul5* and *Cul6*. Similarly, impacts on daily life are classified into two variables: positive life impact (*P_dailv*) is calculated using the average score of *Dailv1*, *Dailv2*, *Dailv3*, *Dailv4* and *Dailv5*, and negative life impact (*N_dailv*) is based on the average score of *Dailv6*, *Dailv7* and *Dailv8*.

The reliability of the final scale was tested using Cronbach’s alpha. All dimensions showed acceptable reliability scores, with alpha values ranging from 0.84 to 0.90 (Table 1), indicating good internal consistency.

5. Results

5.1 Descriptive statistics

Table 2 presents the detailed statistics of the demographics of our sample from Shaanxi Province, China. The 511 sample from all ten cities covers the majority of demographic groups. The sample distribution based on the region is 51.7% from the central region of Shaanxi Province, as this region is the most populated. Three cities in the south cover 30% and two cities in the north cover 18.8% of the sample size. The gender and marriage distribution are close to 50% for male/female and married/single. The majority of respondents are below 40 years old, as engaging with this demographic allows for insights that are more aligned with emerging market trends and innovations in tourism. As people below 40 years old represent the main stakeholders in contemporary society, their perspectives and opinions are crucial for understanding the current and future dynamics of tourism development in the province.

Moreover, we also surveyed the years of tourism development in the respondents’ living area. 90% of the sample areas started tourism development in the past five years. The majority of our sample also includes people from tourism-related industries. We also captured the distance from the respondent’s home to the major tourism spot. The distribution shows 42% of the distance is below 30 km.

Table 3 presents the mean score of eight tourism impact variables and the mean score of all the items that were measured based on questions in Table 1. In general, the mean score for positive tourism impact is higher compared to negative tourism impact. Except for environmental impact, the difference between the positive and negative mean scores is very close. The highest score for positive impact is on cultural impact, followed by economic, daily life and environmental. In terms of negative impacts, although the lowest mean score is for

Table 1. Measurement of all the perceived tourism impacts from four dimensions

Items in each dimension		Direction	Factor loading	Cronbach's alpha	
<i>Economic impacts: For the development of tourism in your area, how do you agree with the following statements? "Strongly disagree (1) — Strongly agree (5)"</i>					
Eco1	Increased my income	Positive	0.809	0.882	
Eco2	Boosted the local economy	Positive	0.772		
Eco3	Attracted more investment	Positive	0.72		
Eco4	Provided more job opportunities	Positive	0.828		
Eco5	Made a lot of things more expensive	Negative	0.757		0.858
Eco6	Made only a few people earn money	Negative	0.852		
Eco7	Creates more conflicts of interest between people	Negative	0.849		
Eco8	Makes the market more competitive	Negative	0.758		
<i>Environmental impacts: In terms of the environmental perspective, the development of tourism in your area made "Strongly disagree (1) — Strongly agree (5)"</i>					
Envr1	Less rubbish around	Positive	0.83	0.91	
Envr2	The protection of the local natural environment is promoted	Positive	0.84		
Envr3	Residents' awareness of environmental protection has increased	Positive	0.827		
Envr4	Damaged the local natural landscape	Negative	0.807	0.853	
Envr5	Damaged the living environment of plants	Negative	0.756		
Envr6	Causes more air, water and noise pollution	Negative	0.811		
<i>Cultural impacts: In terms of the cultural perspective, the development of tourism in your area "Strongly disagree (1) — Strongly agree (5)"</i>					
Cul1	Promoted the exchange and integration of different cultures	Positive	0.795	0.842	
Cul2	Promoted residents' motivation to participate in cultural activities	Positive	0.853		
Cul3	has made residents more aware of cultural preservation	Positive	0.788	0.856	
Cul4	Made local people fond of comparison	Negative	0.867		
Cul5	Make the local community over-commercialized and lose its original appearance	Negative	0.797		
Cul6	led to a more serious erosion of other cultures and a feeling of losing the original cultural practices	Negative	0.79		
<i>Daily life impacts: In terms of daily life, the development of tourism in your area "Strongly disagree (1) — Strongly agree (5)"</i>					
Dailv1	has enriched my leisure life	Positive	0.815	0.902	
Dailv2	has a positive effect on my physical and mental health	Positive	0.77		
Dailv3	It has enabled me to meet more people from different backgrounds and cultures	Positive	0.784		
Dailv4	It makes my life more worth living	Positive	0.834	0.877	
Dailv5	It makes the relationship between neighbors better	Positive	0.833		
Dailv6	The arrival of tourists affects my normal life	Negative	0.901		
Dailv7	The arrival of tourists makes me feel very disturbed	Negative	0.785		
Dailv8	It's always hard to communicate with tourists	Negative	0.887		
Source(s): Authors' own elaboration					

Source(s): Authors' own elaboration

cultural impact, the highest negative score is on economic impact. This is consistent with existing literature, which observed that positive and negative impacts may coexist in tourism development for some aspects. Therefore, when analyzing tourism development, it is important to capture both positive and negative effects, as they mainly refer to different points of residents' well-being.

Once considering the specific items, we also reconstructed the score of each survey question from -2 , representing "Strongly disagree" to 2 , representing "Strongly agree." If a respondent scores positive on the question, it indicates he/she agrees with the impact; a

Table 2. The descriptive statistics of demographic and some other variables

Variables	%	Variables	%
<i>Gender</i>		<i>Monthly income</i>	
Female	54.79%	No Income	0%
Male	45.21%	3,000 and below	2.54%
<i>Age group</i>		3,001–5,000	16.44%
18–25	28.57%	5,001–7,000	44.03%
26–30	38.75%	7,001–9,000	21.53%
31–40	23.48%	9,001–11000	8.41%
41–50	7.44%	11,001–15000	6.46%
51–60	1.76%	15,001–20000	0.39%
<i>Marriage status</i>		20,000 and above	0.20%
Single	50.29%	<i>Distance to major tourist spot</i>	
Married	49.71%	Less than 10 km	12.52%
<i>Education</i>		11–30 km	29.75%
Middle school and below	17.22%	31–50 km	32.88%
High School	27.40%	50 km and above	24.85%
Diploma	27.59%	<i>Industry</i>	
Bachelor	24.27%	Government official	2.15%
Master and above	3.52%	Non-Tourism-related government institutions	12.13%
<i>Years of tourism development</i>		<i>Tourism-related government institutions</i>	5.28%
In the recent 2 years	61.25%	Tourism companies	5.48%
3–5 years	29.35%	Hotel and Catering companies	27.01%
5–10 years	7.63%	Transport Industry	10.18%
10 years and above	1.76%	Logistics and Distribution	13.50%
<i>Region</i>		Wholesale and Retail	16.83%
Central region	51.66%	Health and Leisure	7.44%
Southern region	29.55%	<i>Any close relative working in the tourism industry</i>	
Northern region	18.79%	No	93.30%
		Yes	6.70%
Total	100%	Total	100%
Source(s): Authors' own elaboration			

Table 3. The average score of variables and items of perceived tourism impacts

Variables	Items	Mean	Std. Err	Mean	Variables	Items	Mean	Std. Err	Mean
P_Eco	ECO1	2.978	0.045	3.387	N_Eco	ECO5	3.143	0.048	3.076
	ECO2	3.477	0.059			ECO6	2.918	0.043	
	ECO3	3.517	0.049			ECO7	2.971	0.047	
	ECO4	3.575	0.050			ECO8	3.274	0.059	
P_Envr	EnVro1	3.061	0.053	3.093	N_Envr	EnVro4	3.018	0.046	2.907
	EnVro2	2.977	0.050			EnVro5	2.865	0.047	
	EnVro3	3.241	0.047			EnVro6	2.838	0.046	
P_Cul	Cul1	3.573	0.048	3.571	N_Cul	Cul4	2.930	0.052	2.813
	Cul2	3.830	0.042			Cul5	2.791	0.047	
	Cul3	3.309	0.047			Cul6	2.718	0.050	
P_Daily	DaiLv1	3.759	0.047	3.484	N_Daily	Dailv6	3.190	0.044	3.014
	DaiLv2	3.773	0.045			Dailv7	3.080	0.048	
	DaiLv3	3.517	0.048			Dailv8	2.771	0.049	
	DaiLv4	3.476	0.044						
	DaiLv5	2.894	0.042						
Source(s): Authors' own elaboration									

negative score indicates otherwise. Then, based on the mean score of each survey question, we constructed the bar charts as in Figures 2 and 3. From Figure 2, we can observe that the items “promoted residents’ motivation to participate in cultural activities” (Cul2), “enriched residents’ leisure life” (DaiLv1), and “positive effect on residents’ physical and mental health” (DaiLv2) are the three highest scores of positive impacts of tourism. The three bars that show negative scores have the lowest positive tourism impacts. These items fall under “protection of the local natural environment” (DaiLv5), “It makes the relationship between neighbors better” (Envr2) and “Increased my income” (Eco1). The negative score on these three items indicates respondents tend not to agree with these positive impacts.

Figure 3 shows the scores of negative perceived tourism impacts. Although these are items on negative impacts, only four items show a positive score. These are “making the market more competitive” (Eco_8), “arrival of tourists affects my normal life” (DaiLv6), “making a lot of things more expensive” (Eco_5) and “damaging the local natural landscape” (Envr4). The highest score is on Eco_8, which shows people feeling strongly about the market competition from tourism development. The second-highest score is on DaiLv6, which shows residents’ lives have also been affected by tourism development. The negative score in Figure 3 indicates that most respondents do not agree with these negative tourism impacts. Especially on items like “It has led to a more serious erosion of other cultures and a feeling of losing the original

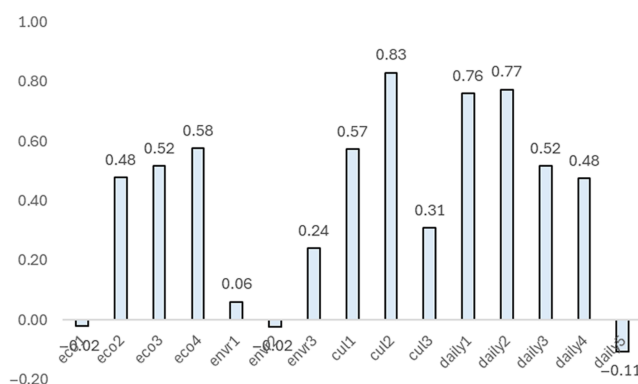


Figure 2. Positive perceived tourism impacts. Source: Created by authors’ own elaboration

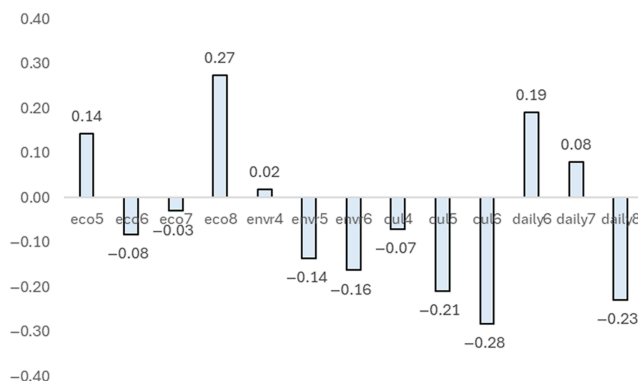


Figure 3. Negative perceived tourism impacts. Source: Created by authors’ own elaboration

cultural practices” (Cul6), “It’s always hard to communicate with tourists” (DaiLv8), and “make the local community over-commercialized and lose its original appearance” (Cul5).

5.2 Regression analysis

To investigate the factors influencing the perceived tourism impacts of the All-for-One tourism region, eight regression analyses were conducted across four dimensions of both positive and negative perceived impacts. The results presented in Table 4 indicate that various demographic factors, along with some additional variables, significantly influence the four dimensions of positive impacts. Consistent with previous literature (Teye *et al.*, 2002), the level of education is significantly related to all four dimensions of positive tourism impacts. The positive coefficients suggest that respondents with higher levels of education tend to

Table 4. Determinants of positive tourism impacts

Variables	(1) P_Eco	(2) P_Envr	(3) P_Cul	(4) P_Daily
Gender	−0.0540 (0.0801)	−0.0351 (0.0834)	0.134* (0.0774)	0.00499 (0.0729)
Age	0.109* (0.0601)	0.0758 (0.0630)	−0.0474 (0.0532)	0.131** (0.0514)
Education	0.151*** (0.0536)	0.126** (0.0548)	0.100* (0.0532)	0.0988** (0.0477)
No. of tourist spots	−0.0434 (0.0430)	0.0553 (0.0463)	−0.0127 (0.0430)	−0.0133 (0.0404)
Personal income	−0.00904 (0.0455)	0.103** (0.0471)	−0.000195 (0.0397)	−0.0199 (0.0413)
Resident duration	0.0798** (0.0349)	0.0774* (0.0403)	0.107*** (0.0363)	0.0250 (0.0362)
Distance to a famous tourist spot	−0.148*** (0.0523)	−0.122* (0.0625)	−0.0548 (0.0523)	−0.0689 (0.0509)
Years of tourism development	−0.0172 (0.0752)	−0.0879 (0.0854)	−0.151* (0.0769)	−0.0773 (0.0736)
Urban (<i>compared to rural</i>)	0.238** (0.104)	0.168 (0.107)	0.00594 (0.0955)	0.0358 (0.0924)
Frequency of meeting tourists	0.102* (0.0547)	0.101* (0.0574)	0.0332 (0.0518)	−1.26e-05 (0.0496)
Tourism-related industries (<i>compared to the government and related offices</i>)	−0.0510 (0.132)	−0.0569 (0.164)	−0.301** (0.130)	0.150 (0.137)
Non-tourism-related industries (<i>compared to the government and related offices</i>)	−0.0881 (0.165)	−0.135 (0.164)	−0.0723 (0.161)	−0.360*** (0.132)
Married (<i>compared to single</i>)	0.0670 (0.108)	0.000894 (0.119)	0.146 (0.110)	0.160 (0.101)
Tourism-related close relatives (<i>compared to non-tourism-related</i>)	0.129 (0.155)	−0.0952 (0.174)	0.267* (0.156)	−0.216 (0.143)
South region (<i>compared to the central region</i>)	−0.0322 (0.0957)	−0.103 (0.0983)	0.00399 (0.0893)	−0.0657 (0.0833)
North region (<i>compared to the central region</i>)	0.111 (0.106)	−0.314*** (0.113)	0.192* (0.110)	−0.141 (0.0996)
GDP_ln	0.0223 (0.0450)	0.0359 (0.0469)	0.00577 (0.0410)	−0.00457 (0.0426)
Constant	2.532*** (0.451)	1.962*** (0.473)	3.166*** (0.401)	3.395*** (0.431)
Observations	511	511	511	511
R-squared	0.231	0.226	0.133	0.183

Note(s): Robust standard errors in parentheses; *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$

Source(s): Authors’ own elaboration

perceive greater positive impacts of tourism in economic, environmental, cultural and daily life aspects. Notably, the economic impact demonstrates the strongest correlation with education level in comparison to the other three dimensions. This may be attributed to the tendency of individuals with higher education to place greater value on tourism development or to derive more economic benefits from it.

In addition to education, the length of time residents have lived in the area also demonstrates a strong relationship with perceived tourism impacts across three dimensions, excluding daily life. Specifically, residents who have lived in the area for a longer duration tend to report more favorable perceptions of positive tourism impacts in the economic, environmental and cultural dimensions. In contrast to education, the most substantial relationship for resident duration is observed in the cultural aspect. This trend may be attributed to long-term residents becoming more accustomed to tourism over an extended period.

Moreover, the results on “Distance to famous tourist spots” indicate that the distance to prominent tourism attractions also serves as a predictor of perceived positive impacts. Residents who live farther away from well-known tourist spots tend to report lower positive perceptions regarding economic and environmental impacts. These findings are consistent with the variable concerning the frequency of interactions with tourists; respondents who encounter tourists more frequently generally perceive greater positive economic and environmental impacts. As the distance between residents and key tourism locations increases, the disruptions associated with tourism appear to diminish. This relationship underscores the importance of proximity in shaping residents’ perceptions of tourism impacts, highlighting that closer engagement with tourism can foster more favorable assessments of its benefits.

Furthermore, other factors such as gender, age, urbanity, personal income and employment in specific industries also exhibit varying degrees of relationship with perceived positive tourism impacts across different dimensions. Generally, older respondents tend to report a higher impact in terms of daily life and economic benefits. Males, on the other hand, are more likely to assess cultural impacts positively. Urban respondents also tend to rate economic impacts higher compared to their rural counterparts within the sample areas.

Additionally, when comparing regions, residents in the northern areas, relative to those in the more developed central region, report higher positive impacts on cultural aspects but lower positive impacts on environmental concerns. In terms of employment, individuals working in government and government-related institutions tend to perceive higher positive cultural impacts. Conversely, respondents employed in the tourism-related industry report lower perceived positive cultural impacts than those in other sectors, while those working in non-tourism-related industries rate daily life impacts less positively.

The results concerning negative tourism impacts are summarized in [Table 5](#). Overall, the findings reveal that while the determinants of negative impacts do not align with those identified for positive impacts (as seen in [Table 4](#)), they are consistent in their directional outcomes. For instance, the duration of residency emerges as a significant factor associated with perceived negative impacts, although it affects negative daily life impacts rather than negative economic impacts.

Interestingly, the duration of tourism development surfaces as a robust determinant of perceived negative impacts across multiple dimensions, including economic, environmental and cultural aspects. This suggests that as tourism development progresses, perceptions of its adverse consequences tend to intensify in these areas. Additionally, the results in [Table 5](#) highlight that respondents’ education levels are inversely related to perceived negative environmental and cultural impacts. This may imply that higher education levels correlate with a greater awareness of and sensitivity to the negative implications of tourism, contributing to a more critical perspective on its effects.

Table 5. Determinants of negative tourism impacts

Variables	(1) N_Eco	(2) N_Envr	(3) N_Cul	(4) N_Daily
Gender	0.141* (0.0808)	−0.0457 (0.0728)	−0.109 (0.0836)	0.0221 (0.0820)
Age	−0.0649 (0.0628)	−0.158*** (0.0542)	0.0127 (0.0568)	−0.0375 (0.0584)
Education	−0.0709 (0.0540)	−0.0972** (0.0474)	−0.151** (0.0608)	−0.0181 (0.0518)
No. of tourist spots	0.0678 (0.0457)	−0.0543 (0.0395)	0.0121 (0.0488)	−0.0249 (0.0438)
Personal income	−0.0103 (0.0442)	−0.0732* (0.0392)	−0.0226 (0.0464)	−0.0460 (0.0451)
Resident duration	−0.0617 (0.0391)	−0.0637* (0.0355)	−0.0943** (0.0413)	−0.119*** (0.0386)
Distance to a famous tourist spot	0.0296 (0.0542)	0.0653 (0.0514)	0.0726 (0.0578)	0.164*** (0.0566)
Years of tourism development	0.187** (0.0785)	0.137* (0.0704)	0.132* (0.0803)	0.00392 (0.0823)
Urban (compared to rural)	0.0374 (0.104)	−0.164* (0.0927)	0.0445 (0.110)	−0.112 (0.107)
Frequency of meeting tourists	−0.0707 (0.0535)	−0.0925* (0.0478)	−0.0339 (0.0616)	−0.0362 (0.0611)
Tourism-related industries (compared to the government and related offices)	0.218 (0.163)	0.0126 (0.138)	0.330** (0.139)	0.316* (0.171)
Non-tourism-related industries (compared to the government and related offices)	0.0127 (0.184)	0.0595 (0.137)	0.0768 (0.173)	0.359** (0.171)
Married (compared to single)	−0.00250 (0.118)	−0.00337 (0.107)	−0.113 (0.116)	0.141 (0.113)
Tourism-related close relatives (compared to non-tourism-related)	−0.383** (0.190)	−0.0203 (0.146)	−0.323** (0.162)	−0.0623 (0.186)
South region (compared to the central region)	−0.0885 (0.0962)	0.0773 (0.0855)	0.115 (0.0992)	0.0898 (0.0997)
North region (compared to the central region)	−0.0859 (0.104)	0.251** (0.0984)	−0.177 (0.117)	0.124 (0.106)
GDP_ln	−0.0339 (0.0429)	−0.0102 (0.0393)	0.0130 (0.0453)	−0.0313 (0.0474)
Constant	3.475*** (0.435)	4.083*** (0.391)	3.306*** (0.470)	3.294*** (0.493)
Observations	511	511	511	511
R-squared	0.133	0.248	0.149	0.140

Note(s): Robust standard errors in parentheses; *** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$

Source(s): Authors' own elaboration

When considering additional factors, both personal income and the frequency of interactions with tourists consistently relate to perceived environmental impacts. Notably, male respondents tend to report higher perceived negative economic impacts, while younger respondents identify greater negative environmental impacts. In contrast, urban residents generally perceive fewer negative environmental impacts.

Lastly, the results also show that respondents employed in tourism-related industries report a higher level of negative cultural and daily life impacts compared to those working in government and government-related offices. The individuals engaged in closely related work within the tourism sector perceive fewer negative impacts on the economic and cultural dimensions than their counterparts in other fields.

6. Discussion

The “All-for-One” tourism development model is a new experimental approach by the Chinese government aimed at elevating the tourism industry in recent years. This model has been implemented in several provinces with the expectation of fully integrating regional tourism resources. However, the perceptions of residents in these regions regarding its impact have yet to be thoroughly investigated. This study uses survey data collected from Shaanxi Province to explore the perceived impacts of tourism associated with this innovative approach.

In this study, we aim to reveal how various demographic and contextual factors influence residents’ perceptions of both positive and negative tourism impacts within the All-for-One tourism region. Our analysis indicates that residents in the All-for-One tourism region generally report positive perceptions, rating most positive impacts favorably and negative impacts unfavorably. This suggests that tourism development through the All-for-One approach is positively affecting residents’ well-being in Shaanxi Province. Nevertheless, residents express concerns regarding certain negative aspects, such as the lack of increased income, heightened competition and disruptions to their daily lives.

One of the significant findings regarding demographic and contextual factors is that education level and length of residency are two major influences on residents’ perceptions of positive and negative impacts. This may be attributed to the fact that more educated individuals tend to have a better understanding of tourism development and are often more optimistic about its benefits across various dimensions. The relationship between length of residency and perceived tourism impacts also highlights residents’ adaptive capacities. Those residents who have lived in the area longer reported more favorable perceptions of tourism’s cultural and economic benefits. This finding suggests that long-term residents develop a tolerance for and appreciation of tourism’s effects over time, viewing it as a natural part of their community. However, this adaptation does not uniformly apply across all aspects of their experience.

Conversely, the results regarding negative impacts complicate the relationship between residency duration and perceptions of tourism. The identification of a strong relationship between the duration of tourism development and perceived negative impacts – particularly in economic, environmental and cultural dimensions – implies that increased exposure to tourism over time may lead to heightened awareness of its adverse consequences. This could stem from accumulated experiences of disturbances such as overcrowding, resource depletion and cultural commodification becoming more prominent as tourism develops further.

Moreover, the study also revealed demographic variations in perceptions of tourism’s impacts. Younger respondents articulated a greater recognition of negative environmental impacts, while males tended to report higher negative economic impacts. The divergence in perceptions among different demographic groups accentuates the complexity of tourism’s social landscape, indicating that age and gender play influential roles in shaping attitudes toward tourism development. Policymakers should thus consider these demographic factors when designing tourism policies to ensure they align with the diverse perspectives of all community members.

Finally, the apparent paradox concerning respondents employed in tourism-related industries – who reported a higher level of negative cultural and daily life impacts – opens a new dialogue regarding the internal dynamics of the tourism workforce. This group’s direct exposure to the works of the tourism sector may lead to disillusionment regarding its benefits, as they experience firsthand the tensions between tourism development and community welfare. In contrast, those employed in government or non-tourism sectors may have a more detached perspective, allowing for a more favorable assessment of tourism’s contributions to local culture and economy.

The insights from this study offer guidance for policymakers and the tourism industry to enhance sustainability and community well-being within the “All-for-One” tourism development model. Policymakers can develop targeted, inclusive strategies that address the diverse perceptions of residents. Supporting professional development can mitigate negative perceptions among industry employees and residents in general and foster a more

motivated and community-oriented sector. By promoting sustainable tourism practices and encouraging community participation, these efforts can help balance economic growth with environmental and cultural protection, ultimately leading to more resilient and equitable tourism development.

For the tourism industry, the findings underscore the importance of adopting community-oriented and sustainable approaches. Engaging local residents in tourism planning, creating opportunities for them to benefit directly and respecting cultural heritage can strengthen community support and authenticity of tourism offerings. Additionally, investing in workforce training and fostering transparent communication with local communities can reduce negative perceptions among tourism employees while building mutual trust. Overall, these insights highlight the need for a collaborative, sustainability-focused approach that aligns industry operations with residents' needs and expectations, ensuring the long-term success and positive impact of tourism under the "All-for-One" model.

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