

**SURVIVAL UNDERSTANDING OF ALL-DOMAIN TOURISM IN HUANGSHAN
CITY FROM THE PERSPECTIVE OF RESIDENCE**

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ABSTRACT

In the context of booming tourism industry, the concept of all-domain tourism has gradually replaced the traditional concept of scenic spot tourism. Based on the perspective of residence, this paper takes Huangshan City as an example to explore the existentially understanding of all-domain tourism. Through in-depth investigation and analysis, it is found that the existentially understanding of all-domain tourism lies in the coexistence of urban and rural residences and the harmony between tourism development and local residents' lives. This paper proposes suggestions to promote the sustainable development of all-domain tourism in Huangshan City from the perspectives of government, enterprises and residents.

Keywords: *All-Domain Tourism; Residence Perspective; Huangshan City; Survival Understanding*

INTRODUCTION

With the rapid development of China's tourism industry, all-domain tourism has gradually replaced the traditional concept of scenic spot tourism and become a new direction of tourism development. As an important tourist destination in China, Huangshan City has also actively promoted the development of all-domain tourism. However, in the process of promoting tourism development, it is necessary to pay attention to the impact on local residents and their living environment. Therefore, this paper takes the perspective of residence to explore the existentially understanding of all-domain tourism in Huangshan City. Huangshan City, located in the south of Anhui Province, China, is a well-known tourist destination at home and abroad. It is famous for its unique natural scenery, history and culture, cultural heritage, special food, leisure and vacation, folk culture and health. The following are the main highlights of Huangshan's global tourism:

1. History and humanity: Huangshan City has a long history and rich cultural landscape. Since the Tang Dynasty, (Zhu et al., 2019) Huangshan City has been praised for its scenic beauty. Ancient streets, alleys and villages in the historic and cultural cities of Tunxi, Shexian and Yixian are well preserved, reflecting the unique charm of Huizhou architecture and Huizhou culture.
2. Natural landscape: Huangshan City has a unique natural environment, mountains, rivers and lakes dotted. Huangshan Scenic Area is one of the representatives, known as "the male of Chinese landscape", its strange pines, rocks, clouds, hot springs, winter snow five wonders breathtaking. In addition, (L. Li et al., 2014; Nilashi et al., 2015) Xin 'an River, Taiping Lake, Peach blossom and other natural landscape is also a tourist attraction.
3. Tourism development: Huangshan's tourism industry started early, and tourism development began in the 1980s. Nowadays, tourism has become the pillar industry of Huangshan City, attracting a large number of domestic and foreign tourists to visit every year.
4. Cultural heritage: The intangible cultural heritage of Huangshan City is rich and diverse,(X. Wang et al., 2023) among which Huizhou opera, Huizhou ink, Huizhou cuisine and other cultures with local characteristics are particularly prominent. In addition, traditional handicrafts and folk arts are also important cultural heritages of Huangshan City.
5. Special food: Huangshan City has a unique food culture, represented by Huizhou cuisine. Huizhou cuisine is characterized by moderate salt and freshness, mellow and delicious,(Z. Han et al., 2022) and has many classic dishes. At the same time, Huangshan City also has a wealth of special snacks, such as Huizhou shortcake, glutinous rice chicken, etc., to bring tourists a unique taste enjoyment.
6. Leisure vacation: Huangshan City has a number of five-star hotels and a number of high-grade tourist resorts, which can meet the needs of tourists for leisure vacation. In addition, (Song et al., 2022)Huangshan City is rich in hot spring resources, among which Huangshan hot spring is the most famous, which is an ideal choice for winter leisure vacation.
7. Folk culture: The folk culture of Huangshan City has great local characteristics, such as Huizhou opera, Huizhou architecture, Huizhou inkstone production, etc. Visitors can experience the traditional folk culture and local customs here, and have a deep understanding of Huizhou culture.
8. Health preservation: Huangshan City has beautiful environment and fresh air, which is very suitable for health preservation. The climate in the mountain area of Huangshan is mild, and the

content of negative oxygen ions in the air is extremely high, which helps to improve the human heart and lung function and the immune system. In addition, Huangshan City also has rich resources of traditional Chinese medicine and traditional Chinese medicine health care methods, providing tourists with more health choices (Peng et al., 2017).

In short, Huangshan City attracts more and more tourists to feel and explore with its unique advantages in eight aspects of global tourism. From history and culture to natural landscape, from tourism development to cultural heritage, and then to special food and leisure vacation, Huangshan City provides tourists with a comprehensive and diversified tourism experience (Nilashi et al., 2015). Here, everyone can find their own travel fun and favorite place.

LITERATURE REVIEW

All-domain tourism is a new trend in global tourism development. Domestic and foreign scholars have carried out extensive research on all-domain tourism from different perspectives, mainly focusing on the concept, characteristics, impact on local society and economy, planning and management, etc. Especially with the advent of the leisure era, scholars have explored the development of global tourism from the perspectives of residents' perception and community construction. In relevant researches at home and abroad, there are abundant literatures with Huangshan City as the research object, but most of them focus on the aspects of tourism economy, tourism resources development and planning, tourism impacts, and so on. In-depth studies of the existentially understanding of global-scale tourism and its residents still need to be further discussed. From the perspective of residence, the domestic and foreign literature review of Huangshan's global tourism mainly involves tourist accommodation, homestays, hotels and so on (Yu et al., 2020).

In terms of tourist accommodation, Huangshan City has a large number of high-quality hotels and resorts. In recent years, Huangshan City has accelerated the construction of tourist accommodation facilities, and has continuously launched a variety of theme hotels and characteristic homestays (Zeng et al., 2014). For example, Tangkou Town at the foot of Mount Huangshan has launched a number of homestays with Hui-style architecture, such as "Huangshan Family", providing tourists with a lodging experience closer to nature and local culture. At the same time, the hotel industry in Huangshan City is also constantly upgrading, such as Huangshan Welcome Hotel and other high-end hotels to provide tourists with quality services and facilities.

In terms of homestays, homestays in Huangshan City have developed rapidly, especially in the villages near the Huangshan scenic area. These hostels are usually run by local residents and retain the original style of Hui style architecture, allowing visitors to have a deeper understanding of the local culture and lifestyle (J.-H. Wang et al., 2015). In addition, some homestays also provide a wealth of dining and activity programs, such as making ink, tasting local cuisine, etc., to provide tourists with a diversified travel experience.

In terms of hotels, Huangshan City's hotel industry has a long history of development. In recent years, Huangshan City has continuously launched new hotel projects, such as high-end brands such as intercontinental Hotel (S. Han et al., 2023). These hotels not only provide high-quality services and facilities, but also integrate local cultural elements to provide tourists with a richer travel experience.

To sum up, from the perspective of residence, domestic and foreign literatures on global tourism in Huangshan City mainly involve tourist accommodation, homestays, hotels and so on. These documents show that Huangshan City has been continuously upgraded and developed in terms of

tourist accommodation, providing diversified accommodation options and providing tourists with a life experience closer to nature and culture. At the same time, the hotel industry in Huangshan City is also developing and growing, providing tourists with better services and facilities (Garcia-Crespo et al., 2011).

METHODOLOGY

This paper adopts a combination of literature review and field investigation methods to collect relevant data on all-domain tourism development in Huangshan City. It also selects typical cases for in-depth analysis to obtain firsthand information on the existentially understanding of local residents. This paper adopts the following research methods to investigate the current situation of the global tourism development in Huangshan City from the perspective of residence.

1. Literature research method

By referring to relevant literature and materials, this paper summarizes and analyzes the theoretical basis, policy background and case experience of the development of global tourism in Huangshan City from the perspective of residence. This includes relevant academic papers, research reports, policy papers, professional journals, etc. Literature research method is applied to the research background, research significance and the development of global tourism in Huangshan City, in order to provide theoretical support and research status in related fields (Lin et al., 2023).

2. Questionnaire survey method

Designed and conducted a questionnaire survey to collect data related to the development of global tourism in Huangshan City. The questionnaire survey is aimed at tourists, travel agencies, scenic spot operators and other relevant groups, aiming to understand their cognition, needs and opinions on the development of global tourism in Huangshan City (de Bruyn et al., 2023). Through questionnaire survey, a large number of quantitative data were obtained, and comprehensive evaluation was carried out through data analysis and statistics.

3. Interview Method

Conducted face-to-face or telephone interviews with practitioners in Hongcun scenic spot, tourism e-commerce platform operators, and relevant government departments. The purpose of the interview is to have an in-depth understanding of the actual situation and existing problems of the development of global tourism in Huangshan City. Interviews are conducted in a semi-structured or structured manner by asking questions. And communicate to obtain detailed qualitative data. Interview data can provide in-depth insights into field research and practitioners' experience for problem analysis and countermeasure development (Susila et al., 2023).

The comprehensive application of the above research methods will be helpful to comprehensively and deeply analyze the problems of the development of global tourism in Huangshan City from the perspective of residence, and put forward corresponding countermeasures and suggestions.

Findings: The existentially understanding of all-domain tourism in Huangshan City is mainly reflected in the coexistence of urban and rural residences. Firstly, the urban residents are attracted by the beautiful natural environment and rich cultural heritage in Huangshan City, while rural residents capitalize on these tourists to promote local economic development and improve their living standards. Secondly, the harmony between tourism development and local residents' lives is also an important

aspect of their survival understanding. Local governments have implemented a series of policies and measures to protect the local natural environment and cultural heritage while promoting tourism development. In addition, local residents have also actively participated in the planning and construction of scenic spots to provide better services for tourists.

FRAMEWORK

From the perspective of residence, there are three main problems in the development of global tourism in Huangshan City:

1. Insufficient tourism supporting facilities: Although the tourism supporting facilities of Huangshan City have been improved to a certain extent in recent years, in the peak period of tourism, there are still insufficient carrying capacity of railways, roads and air, which restricts the development of tourism. At the same time, the urban cultural tourism industry chain is short, the tourist space and large number of tourists are limited, the effective supply of tourism nodes is insufficient, the rural tourism and cultural tourism formats are not rich, and the lack of high value-added cultural experience and leisure and other complex products (Peeters et al., 2024).

2. Inadequate protection of tourism resources: In the process of tourism development, Huangshan City lacks protection of tourism resources (J. (Feng) Wang, 2023). The reasons can be attributed to two points: first, the increase of passenger flow leads to the improvement of utilization of tourism resources and the strengthening of destruction; Second, many tourism resources are non-renewable, and there is a certain technical and financial difficulty in their protection.

3. Zoning adjustment and system mechanism are not smooth: Huangshan City's whole-area tourism development system and mechanism are not smooth, there are problems such as segmentation, separation of management, lack of vitality, conflict of interest and so on. The overall joint force of unified leadership, unified planning and unified development cannot be formed, and the operating mechanism of "tourism +" promoting each other and developing together has not been formed. At the same time, the global tourism support system is not strong, the central city is basically in the position of tourism distribution center, the image of cultural tourism destination is not obvious, the lack of cultural leisure and recreation facilities, the lack of tourist space and a large number of tourists gather, and the urban cultural tourism industry chain is short (Dong et al., 2023).

In order to solve the above problems, the following measures can be taken:

1. Improve tourism supporting facilities: Increase investment and build high-quality hotels, homestays and other tourist accommodation facilities to meet the needs of different tourist (Page & Duignan, 2023)s. At the same time, improve the tourism supporting facilities, such as dining, shopping, entertainment, etc., to improve the tourist experience.

2. Strengthen the protection of tourism resources: formulate reasonable plans for the development and utilization of tourism resources, and pay attention to the protection of non-renewable resources such as ecological environment and cultural relics and monuments. At the same time, strengthen management and supervision, improve tourists' environmental awareness and civilized quality (Page & Duignan, 2023).

3. Optimize regional adjustment and institutional mechanism: break the restrictions of administrative divisions, integrate superior resources, establish a unified tourism development management

organization, and unify the planning and management of global tourism development (M.-Y. Wang et al., 2024). At the same time, improve the regional tourism support system, strengthen the construction of urban cultural tourism industry chain, and improve the attractiveness and competitiveness of the city.

To sum up, the development of global tourism in Huangshan City from the perspective of residence needs coordination and efforts from many aspects. Through improving the tourism facilities, strengthening the protection of tourism resources and optimizing the adjustment of regionalization and system mechanism, we can better promote the development of the whole region tourism in Huangshan City (Paiva, 2023).

CONCLUSION

The survival understanding of all-domain tourism in Huangshan City is reflected in the coexistence of urban and rural residences and the harmony between tourism development and local residents' lives. From the perspective of residence, the coordination of the development of global tourism and environmental protection in Huangshan City can be started from the following aspects:

1. Formulate scientific planning: Formulate scientific tourism development planning, pay attention to the sustainable utilization of tourism resources, pay attention to the protection of ecological environment, pay attention to the integration of economic, social and environmental benefits of tourism development (Sharma et al., 2023).
2. Strengthen environmental supervision: Strengthen the environmental supervision of tourism enterprises, promote environmental protection business model, and reduce the impact of tourism activities on the environment. For example, strengthen the environmental monitoring and management of tourist attractions, limit the scope of tourism activities and the number of tourists.
3. Promote environmental awareness: Through education and publicity, improve the environmental awareness and quality of tourists and local residents (Aquino, 2022). Strengthen environmental protection education, guide tourists to civilized travel, green consumption, and increase tourists' attention to environmental protection.
4. Development of eco-tourism: Huangshan City has a unique natural environment, suitable for the development of eco-tourism. By developing eco-tourism, tourists can get closer to nature, and at the same time, they can better protect the natural environment and local culture. (Sun et al., 2020)
5. Promote green tourism products: Promote green tourism products, such as environmental protection tourism souvenirs, organic agricultural products, etc., promote green consumption and reduce the impact of tourism activities on the environment.
6. Construction of eco-tourism facilities: Construction of eco-tourism facilities, such as eco-toilets and eco-roads, in tourist attractions and resorts to improve the environmental protection and sustainability of tourism activities.
7. Strengthen policy guidance: Guide tourism enterprises and tourists to pay more attention to environmental protection and promote the sustainability of tourism development through the formulation of relevant policies and regulations (S. Li et al., 2023).

To sum up, from the perspective of residence, coordinating the development of global tourism and environmental protection in Huangshan City requires the joint efforts of the government, enterprises and tourists, focusing on scientific planning, strengthening environmental supervision, enhancing environmental awareness, developing eco-tourism, promoting green tourism products, building eco-tourism facilities, strengthening policy guidance and other aspects. To achieve the sustainable development of Huangshan City tourism contribution (Ma et al., 2015). In order to promote the sustainable development of all domain tourism in Huangshan City, we also suggest that the government should strengthen the guidance and support of enterprises to promote industrial upgrading and transformation; enterprises should strengthen their own brand building and service quality improvement to enhance their competitiveness; local residents should enhance their awareness of environmental protection and public welfare, actively participate in community construction and public service facilities construction to jointly promote the sustainable development of all domain tourism.

AUTHOR CONTRIBUTIONS

The author played a role in conceptualizing the research and drafting the manuscript.

CONFLICTS OF INTEREST

The manuscript has not been published elsewhere and is not under consideration by other journals. The author has approved the review, agree with its submission and declare no conflict of interest on the manuscript. This paper published as part of 1st International Conference On Business & Management (1ST ICBM) 2023.

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