
Guangyao Ji

Universiti Putra Malaysia
NingXia University

Mohd Shahrudin Abd Manan

Universiti Putra Malaysia

An Overview of ‘All-For-One Tourism’ Development and Possible Future Research Directions for Ningxia’s Tourism using VUP (Visual Urban Perception)

This study intends to explore using visual urban perception (VUP) to develop a place branding framework to promote Ningxia's tourism industry in the context of the "All-for-one tourism" policy. Based on the review of "All-for-one Tourism," "Visual Urban Perception," and "Place Branding for Tourism Development," this paper tries to provide a new perspective and potential direction of research for future studies about all-for-one tourism. This research used a literature review descriptive analysis method, searching the Scopus database with English as the language. Due to the limited research on the topic, only a few relevant publications were chosen for inclusion in this study. However, the selected papers still provided helpful insight into the current state of the research area. The results showed that more research currently needs to be done utilizing VUP to develop a place branding framework, an excellent method to promote the tourism industry. This study is original in this field and has theoretical and practical significance and value when combined with an all-for-one tourism policy. This study adds to the existing literature on all-for-one tourism, VUP, and place branding. Furthermore, the findings will also provide a new perspective and potential research direction for future studies.

Keywords: All-for-one tourism, Visual urban perception, Place branding, Development, Ningxia’s tourism

Ms. Guangyao Ji

PhD, Candidate

Universiti Putra Malaysia,

Faculty of Design and Architecture

43400 UPM Serdang, Selangor Darul Ehsan, Malaysia

Ningxia University

Faculty of Fine Arts, Yinchuan, Ningxia, China

Phone no: +60183147761

Email: guangyao-ji421@hotmail.com

Dr. Mohd Shahrudin Abd Manan
Senior Lecturer & Chair of Research Committee
Universiti Putra Malaysia,
Faculty of Design and Architecture
43400 UPM Serdang, Selangor Darul Ehsan, Malaysia
Phone no: +60397694026
Email: am_shahrudin@upm.edu.my

Guangyao Ji is a PhD candidate at Universiti Putra Malaysia and a tutor at Ningxia University, China. Her research interests are Visual culture, Visual urban perception, Creative city, Place branding, Development geography, and Tourism.

Mohd Shahrudin Abd Manan is a Senior Lecturer at the Department of Design and Architecture and Chair of the Research Committee at Universiti Putra Malaysia. He holds a PhD in Architecture and Allied Arts from the University of Sydney, Australia. He is an educator with several years of experience in teaching, research, consultancy, and project management. His research interests are Visual Culture, Design Ecologies, Critical Humanities, and Development Studies.

Introduction

Following its massive economic growth in China, people's living standards have significantly improved; meanwhile, tourism has become an increasingly common form of entertainment and leisure in daily life. It has become a new period, and the mass tourism era has been advent. The 18th National Congress of the Communist Party of China has proposed that tourism is a diverse industry and a significant driver of economic growth (Tian et al., 2018). Nowadays, China's tourism business is thriving and has advanced to the position of a state strategic industry (Tian et al., 2018; Wang, 2020). The proportion of time tourists spend participating in recreational activities rather than sightseeing is growing in China. This transition necessitates transforming and enhancing items used in the tourism industry. As a result, it is essential to develop a coherent strategy for the geographic distribution of tourist destinations (Ding et al., 2020). Chinese tourism management practitioners have presented a new planning concept named "All-for-One Tourism" to respond to the current state of affairs. This idea will lead to the structural transformation of tourist sites (Feng, 2017).

The new tourism development strategy is known as "Tourism for All." In 2016, the National Tourist Administration initiated the nationwide "National all-for-one tourism demonstration area" initiative (Feng, 2017). The "All-for-One Tourism" policy is a novel concept and development model considering the entire region a tourism destination (Xiong et al., 2021). It is a concept that can guide the transformation and upgrading of tourist sites, ecological settings, public infrastructure, institutional mechanisms, laws and regulations, civilized qualities, social co-construction, and other aspects of the community in order to combine socioeconomic growth with other aspects of society (Tian et al., 2018). Under these conditions, numerous municipalities reacted vigorously and enacted many local policies to implement all-for-one tourism (Feng, 2017;

Tian et al., 2018). All-for-one Tourism is a promotion strategy for the tourism business. This policy serves as a background/support for most current studies on the tourist business in China. In addition, the approach emphasizes the coordination, sustainability, and balance of the tourism sector and regional economic development. This is a necessary step for the tourism industry to adapt to the new economic norm in China (Liu et al.,2020).

The Ningxia Hui Autonomous Region is the country's second "All-for-one Tourism" demonstration zone, and as such, it is responsible for taking the initiative. As the country's second "All-for-one Tourism" demonstration zone, the Ningxia Hui Autonomous Region is responsible for taking the lead. In this situation, the Ningxia provincial administration has announced a series of policy steps to stimulate the establishment of the demonstration zone (Tian et al., 2018). In the meantime, experts and policymakers concentrate on a specific strategy that might promote the tourism business. Each local unit's natural endowment ability can be considered the development value of the destination resources within that unit. Because of this, the first thing that must be done is to rely on the energy provided by businesses associated with tourism to boost the value of the tourism landscape through innovative tourism planning (Chen et al.,2021).

Literature Review

An overview of the city of Ningxia touristic resources

Ningxia is situated in the eastern portion of northern China (104°17'–107°39' East, 35°14'–39°23' North; total land area: 66,400 km²). The area spans in a north-south direction, becoming somewhat narrower to the north and south; the topography is of a higher elevation in the south, and the fluctuation in elevation is more significant in the west than in the eastern (Fang et al., 2018).In 2017, Ningxia's per capita GDP reached 5,1 104 RMB, which amounted to just 85 % of China's

average per capita GDP, and was subject to the dual pressures of environmental conservation and economic growth. Ningxia has been facing a crucial period of economic change and territorial space planning. In order to achieve environmental protection and economic transition in Ningxia Province, it is crucial to alleviate environmental pressure, reduce economic reliance on land resources, and increase resource utilization efficiency (Guo et al., 2021).

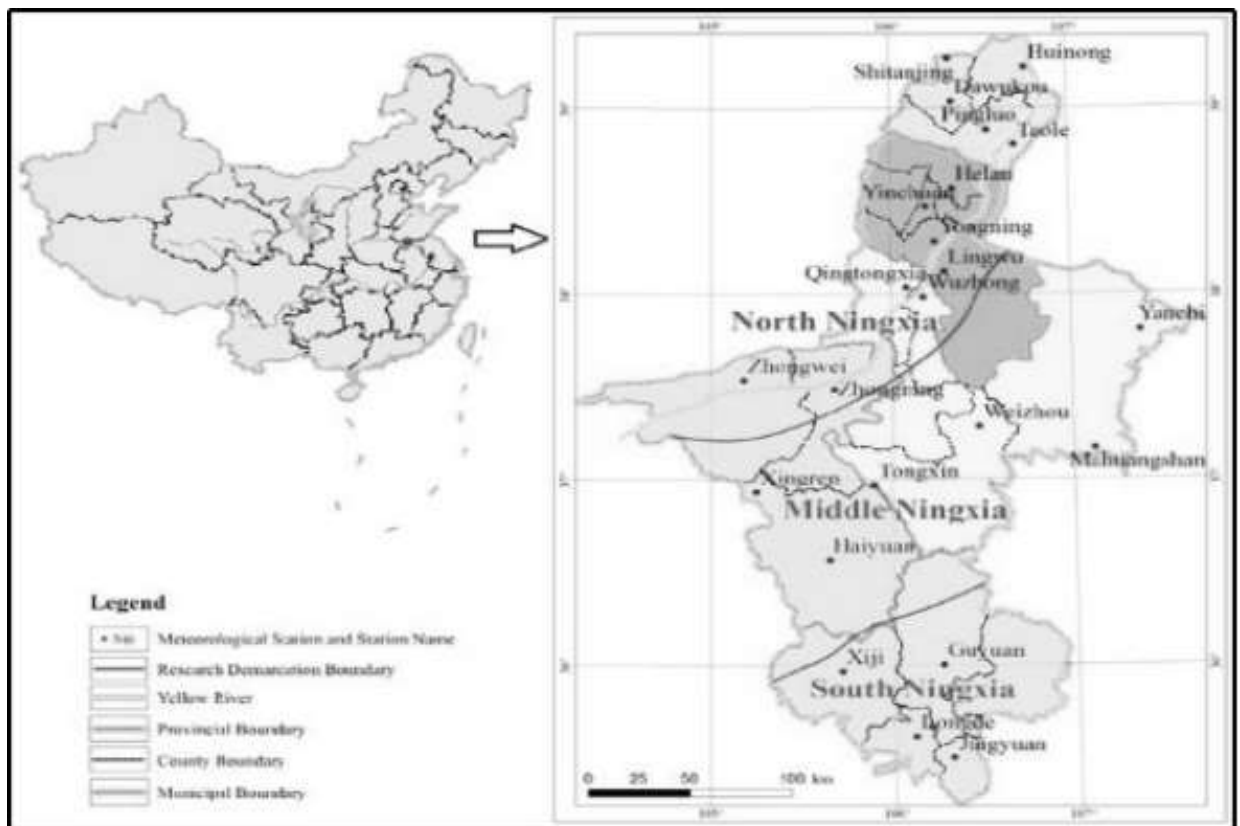


Figure 1: Ningxia Map- Source: (Fang et al., 2018)

"All-For-One Tourism" Policy in China

Based on the background discussed above, this section will further explain the content of the "All-for-One Tourism" policy issue.

The Concept /Content of "All-For-One Tourism"

Consumer demand for tourism increases as people's material standards continue to rise. Meanwhile, with the advent of mass tourism and an independent new era of travel in China, the country's tourism industry's explosive growth has transitioned from high-speed tourism growth to elevated tourism development. While high-speed tourism focuses on the tourism industry's development rate, high-quality tourism focuses on improving and developing quality. Currently, the old tourist model based on scenic locations needs to satisfy the public's demand for tourism (Feng, 2017). Under this context, a new strategy for "all-for-one tourism" is offered. This new planning idea is utilized to lead the alteration and upgrading of tourist locations (Feng, 2017) to suit the people's demands better and advance the growth of the tourism industry.

Under the new paradigm, "all-for-one tourism" is not only an inevitable historical evolution but also an objective necessity for the growth of tourism. The transformation from the "scenic spot tourism" model to the "all-for-one tourism" model is the innovation of modification concept/connotation, the transformation of the development model, the transformation of the development path, the expansion of the development pattern, and the sublimation of development quality.

The connotation of all-for-one tourism has various explanations and analyses from different stakeholder groups. The China National Tourist Administration (2016) published the first list of "national all-for-one tourism demonstration zones" and defined all-for-one tourism (Feng,

2017). This document elaborates on the core premise of tourism that benefits everyone: All-inclusive tourism involves the planning, management, marketing, and promotion of a particular area as a comprehensive tourist destination. It is an original concept for boosting the entire region's growth, factor, and industrial chain and attaining holistic tourism development, unity, and cooperation (Feng, 2017).

"All-for-one tourism is a new regional coordinated development method that utilizes tourism to assist the coordinated economic growth and society," says Li Jinzao, China National Tourism Administration director. It considers tourism to be the dominant industry in a specific region. Through standardized enhancement and improvement of regional economic and societal resources in the area, particularly tourism resources, associated sectors, environmental conservation, public infrastructure, institutional arrangements, policies, and regulations, and the efficiency of modern civilization, it can achieve regional compliance of organic resources, industrial integration, and social co-construction and sharing (Feng, 2017).

From the point of view of (Tian et al., 2018) and (Xiong et al., 2021), The term "all-for-one tourism" refers to directing the restructuring of tourist destinations, ecological environments, public services, institutional mechanisms, policies and regulations, and civilized qualities, social co-construction. This type of tourism can simultaneously coordinate the growth of the economy and society. The integration of regionally superior resources and industrial growth are two goals that will be accomplished by developing all-for-one tourism and promoting coordinated economic and social development with tourism (Dan, 2021; Rafi & Mat Rani, 2010; J. Xu et al., 2021). Besides, the ultimate goal of all-for-one tourism is to increase the attractiveness of tourism destinations and provide visitors with better services and experiences (Ruoxin et al., 2020; Tian et al., 2018; Wang, 2020; Xiong et al., 2021). Different interpretations of the connotation of all-for-

one tourism are all exploring and supplementing this policy to promote its more comprehensive development to provide a more effective promotion of the expansion of tourism in the area under the direction of this policy.

Methodology

The research for this study was carried out by employing a methodology literature review descriptive analysis. The research was carried out by searching the Scopus database using English as the language. We employed a study design called a mixed method research design, a combination of qualitative and quantitative research methods. Adopting this method enables both a more in-depth comprehension of the subject matter as well as the incorporation of a variety of various kinds of data. Due to the minimal research that had been done on the subject, the study only made use of a small number of relevant articles; however, these were able to shed light on the present status of research in this field. Only works published in journals that have undergone peer review and specifically focused on the growth of 'All-For-One Tourism' in Ningxia were considered for inclusion in this study.

This criterion helps to guarantee that the review is based on research that has been subjected to a thorough review procedure and is relevant to the topic of the review. The data study used qualitative methods, such as content and thematic analysis. According to the results, research needs to apply VUP to design a place branding framework for tourism promotion.

Nevertheless, this strategy has the potential to be beneficial when applied in this context. This research is the first in the field and contributes to the existing literature on all-for-one tourism, VUP, and place branding. Additionally, this study possesses theoretical and practical significance

and usefulness. In addition to this, it offers a fresh viewpoint and new lines of inquiry for the conduct of future investigations.

Analysis and Findings

The National Tourism Work Conference seminar put forward developing all-for-one tourism for the first time in August 2015 (Dan, 2021; Sun & Wang, 2021). After the all-for-one tourism policy was officially put forward in 2016, it was rapidly popularized and became one of the hot topics in tourism development. Tourism is a new planning concept and model for developing the tourism industry; it is also new.

“All-For-One Tourism” Is a New Model for the Tourism Industry

The National Tourism Work Conference seminar put forward developing all-for-one tourism for the first time in August 2015 (Dan, 2021; Sun & Wang, 2021). After the all-for-one tourism policy was officially put forward in 2016, it was rapidly popularized and became one of the hot topics in tourism development. Tourism is not only a new planning concept and model for the development of the tourism industry, but it is also a new direction and guidance for the transformation and improvement of tourist areas and the tourism industry. (Feng, 2017; Li, 2021; Xiong et al., 2021).

Meanwhile, the regions will explore strategies to promote all-for-one tourism based on their situation. This innovative approach gives rural tourism development a fresh impetus necessary for its future expansion. The spatial distribution of tourist attractions is significantly influenced by four different elements, with the level of socioeconomic development having the most significant impact on the distribution of these factors. It is certain that once natural resources, historical resources, and cultural resources have all been thoroughly exploited, the focus of future tourism

growth will shift to the building of tourist attractions that are centered on social issues and humanity (Weng & Li, 2022).

Research status of "All-For-One Tourism"

Most of the research on all-for-one tourism is written in Chinese; while searching "all-for-one tourism" as keywords in Scopes and the language in English, I got eighteen papers. The year range from 2017 to 2021 is because "all-for-one tourism" was officially initiated in 2016.

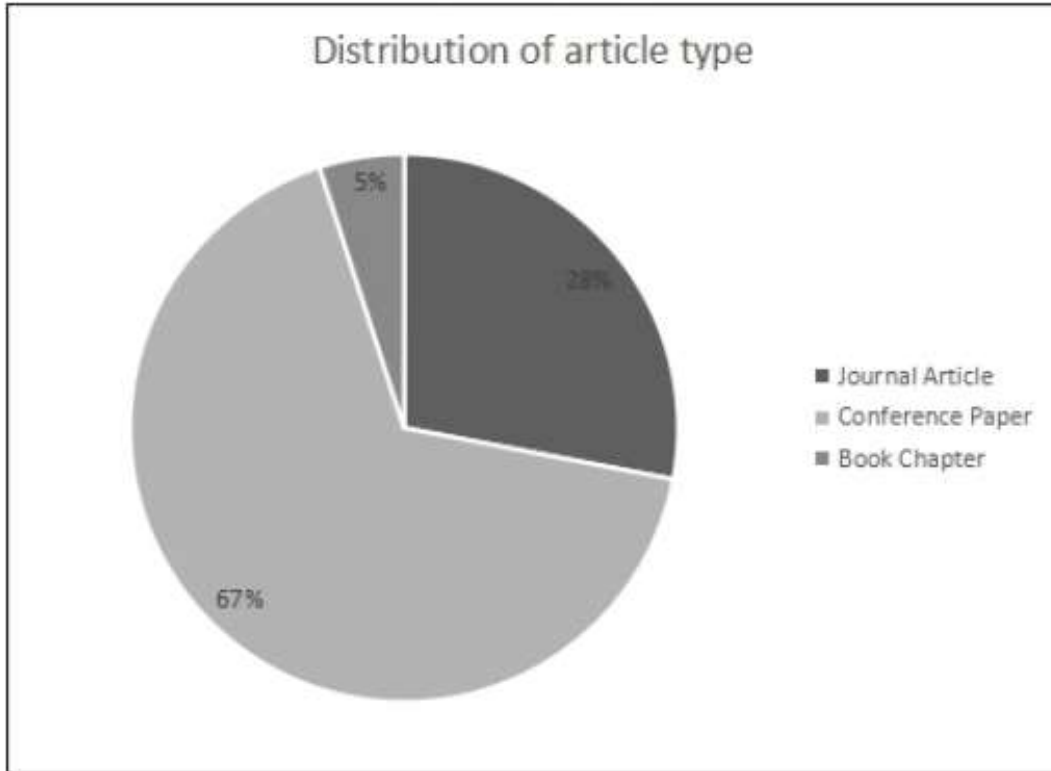


Figure 2: Distribution of article type (database: Scopus) - Source: Author, 2021

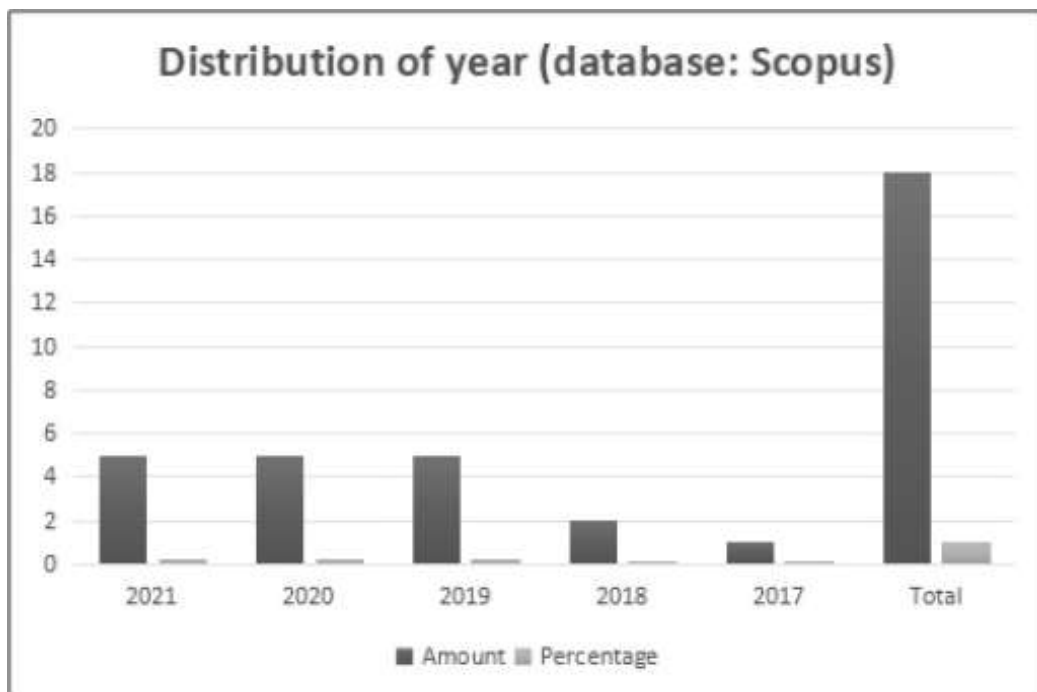


Figure 3: Distribution of year (database: Scopus) - Source: Author, 2021

The Development and Exploration of 'All-For-One Tourism' In Ningxia

The current state of all-in-one tourism can be divided into three distinct levels, according to the administrative division: the province level, which is also known as the state level, the city level, the regional level, and the district level. Each level is subdivided into three groups (Feng, 2017). Ningxia immediately seized the chance to rest on its features. Promoting tourism development throughout the region has effectively become the second state-level tourist demonstration zone on provincial grounds after Hainan province. In this context, Ningxia capitalized on its attributes and quickly seized the opportunity (Tian et al., 2018).

Ningxia, the country's sole Hui Autonomous Region, is the primary location for developing the Silk Road Economic Belt. It has unique and rich natural resources, culture, and historical resources. These resources have become essential elements in promoting tourism development. Meanwhile, as the second state-level tourism demonstration zone, place branding is an effective strategy to promote tourism development in Ningxia.

Furthermore, the construction of tourism infrastructure in Ningxia has been further accelerated, the level of tourism services has been rapidly improved, the structure of tourism information has made significant breakthroughs, the comprehensive strength of the tourism industry has been continuously strengthened, and the overall image of "Jiangnan of the Frontier Magical Ningxia" has been increasing. The above improvements established a solid framework for promoting Ningxia's "All-for-One Tourism" development.

In this context, Ningxia's tourism economy has multiplied. In 2017, Ningxia attracted over 30 million tourists, exceeding 31.03 million. The net revenue exceeded 27.8 billion yuan for the first time in ten years; both indices grew by more than 20 percent. Tourism has entered the ranks of

critical pillar sectors in the autonomous area of Ningxia, where it is estimated to contribute more than 8 percent of the region's gross domestic product. (Data from "2018 Tourism Work Report of the Region").

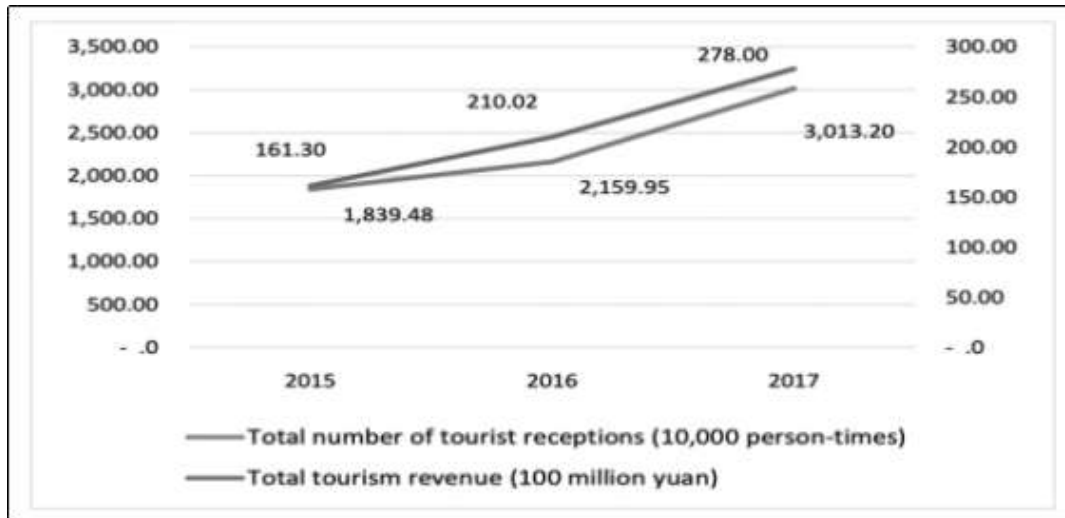


Figure 4: Statistic on tourism development in Ningxia - Source: Tian et al., 2018

In the context of 'All-for-One Tourism,' Ningxia needs to develop a place branding that can reflect its historical and cultural characteristics, distinguish it from other cities, and avoid the homogeneity of urban development.

Therefore, there is a need to explore the specific strategies of Ningxia's place branding (PB) using visual urban perception (VUP) to promote tourism development in Ningxia.

Visual Urban Perception Approach

This section mainly focuses on discussing the visual urban perception method, based on the further explanation of the content of VUP, exploring the use of VUP as an approach to develop a place branding framework to promote the tourism industry.

The Concept / Content of VUP

Visual urban perception is a method for investigating people's preferences for various locations and aesthetic evaluations of street and building sceneries in urban settings. Initially, Lynch utilized it to explore the picture of the city (Min et al., 2020). With the advancement of computer technology, visual urban perception (VUP) is now applicable in numerous domains.

Most studies on visual urban perception concentrate on the physical look of the urban environment and the emotions and perceptions of urban people, such as safety, attractiveness, and affluence. Several studies have demonstrated that the goal of visual urban perception is to evaluate the relationship between the physical appearance of the urban environment and the perspective and emotions of its people, such as security, income, education, and aesthetic value (Liu et al., 2017; Min et al., 2020; Y. Xu et al., 2019), however, with the development of computer technology, the most research has turned to computer vision methods to establish the relationship.

Touch, sight, hearing, smell, and taste are the five primary senses present in humans. The organs of perception linked with each sense transmit information to the brain, which assists us in comprehending and perceiving the world that is all around us. For humans, vision is the sense that predominates above all others (Ghosh et al., 2015).

Through vision, people can experience and feel the city's overall image. City branding is one of the proper methods that can shape the appearance of a town. Worldwide, cities need branding and image building to attract business, promote tourism, and revitalize urban space. In addition, for policymakers and urban planners to develop cities into more desirable places to live for city dwellers, they need to comprehend the perspectives of city residents and assess the urban environments (Min et al., 2020). Even though visual urban perception is a classic example of a

multidisciplinary field, it has received increasing attention in recent years because it can play a significant role in various areas.

Visual Urban Perception Method

The first use of visual urban perception in the study of urban issues was conducted by Lynch et al., who were interested in determining people's preferences for particular locations and their aesthetic evaluations of urban sceneries (Min et al., 2020). Paths, edges, districts, nodes, and landmarks are the five primary components that make up the image of a city, according to the notion of the city's image. A further interpretation of landmarks is that they are a different kind of point reference, and the observer does not penetrate within them; they are external features. Landmarks can also be described as exterior features. Meanwhile, they are typically referred to as tangible entities, such as buildings, signs, retailers, or mountains (Karavazaki, S. 2013).

Many well-known cities, such as New York City and Kuala Lumpur, are well-branded. Comparing Ningxia with notable towns like NYC and Shanghai, most people need to learn about Ningxia. How can we make the city famous and promote tourism development by defining the place branding strategies? For example, a landmark can be the identity of the town. In short, there is a need to brand Ningxia as tourism support. According to Mainak Ghosh et al. (2015), visual perception is recognizing and interpreting particular visual and auditory stimuli as significant experiences. Based on their proposal, visual perception refers to "A perceptual approach to visual communication" and examines the mechanical processes involved in seeing and how they influence one's perspectives and beliefs. (Ghosh et al., 2015).

Most research on visual urban perception concentrates on the physical look of the urban environment and the emotions and attitudes of urban people, such as safety, attractiveness, wealth,

and beauty. This shows that the visual urban perception (VUP) method can be used to assess the place/city image, identify place/city branding attributes, and evaluate area/city branding. In this context, this research explores the use of visual urban perception (VUP) to design the questionnaire and develop a place branding framework for Ningxia to promote tourism development.

As shown in the figure, to be different from visual perception (VP), visual urban perception (VUP) focuses more on the urban issue. It seeks to measure the links between the objective feelings of residents of an urban environment and the objective appearance of the urban environment itself.

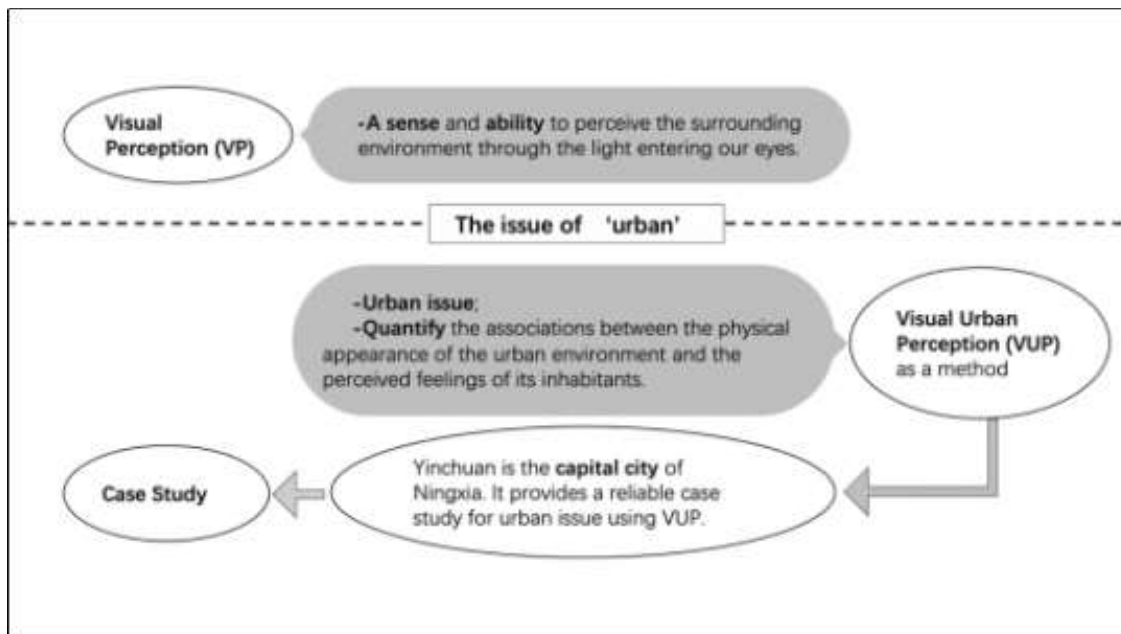


Figure 5: The VP and VUP issue - Source: Author, 2021

Figure 5 presents the difference between visual and urban perceptions and indicates this study's method. Based on the analysis above, visual urban perception focuses more on urban issues; meanwhile, it investigates people's preferences for specific locations and their aesthetic evaluations of urban sceneries involving buildings and streets. Concerning this research, Yinchuan is the capital city of Ningxia; it provides a reliable case study for urban issues using visual urban

perception (VUP). Therefore, based on the background and the problem statement, in the setting of the "All-for-One Tourism" approach and as the country's second "All-for-One Tourism" demonstration zone, Ningxia needs to develop a place branding to promote the development of the tourism industry. This is because Ningxia is the country's second "All-for-One Tourism" demonstration zone; thus, this research explores using visual urban perception (VUP) to develop place branding.

Existing research related to Visual Urban Perception

This research is related to VUP and mainly focuses on the VUP approach; review works would be related to these aspects. Judging from the results of the current search, there are not many studies that focus on VUP, and most of them are recent studies; moreover, the research fields are more in computer science, it is used to examine the link between the physical appearance of an urban environment and the experiences and emotions of other people who live in that place.

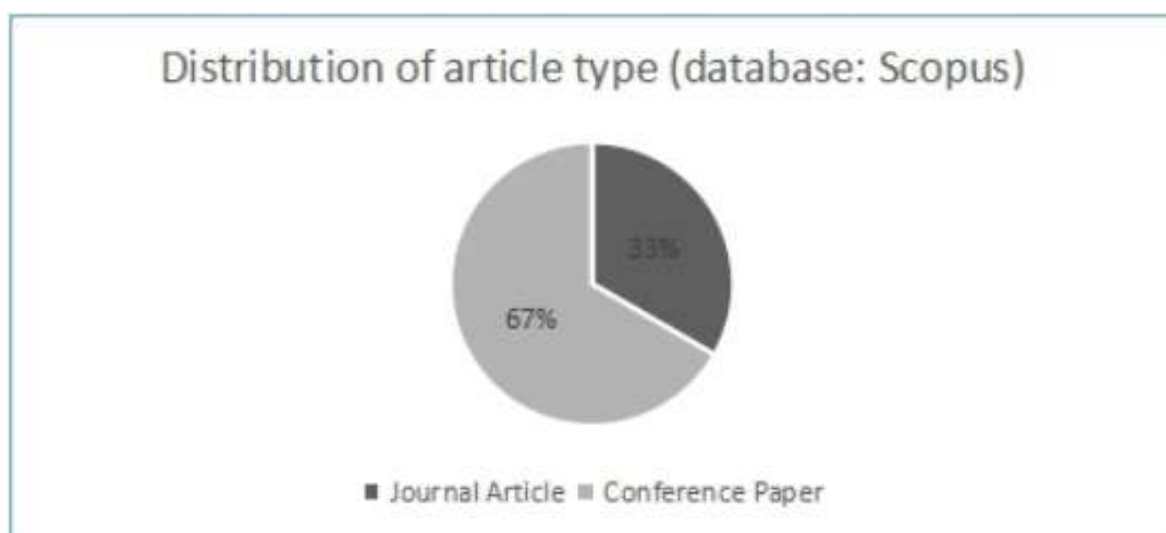


Figure 6: Distribution of article type (database: Scopus) - Source: Author, 2021

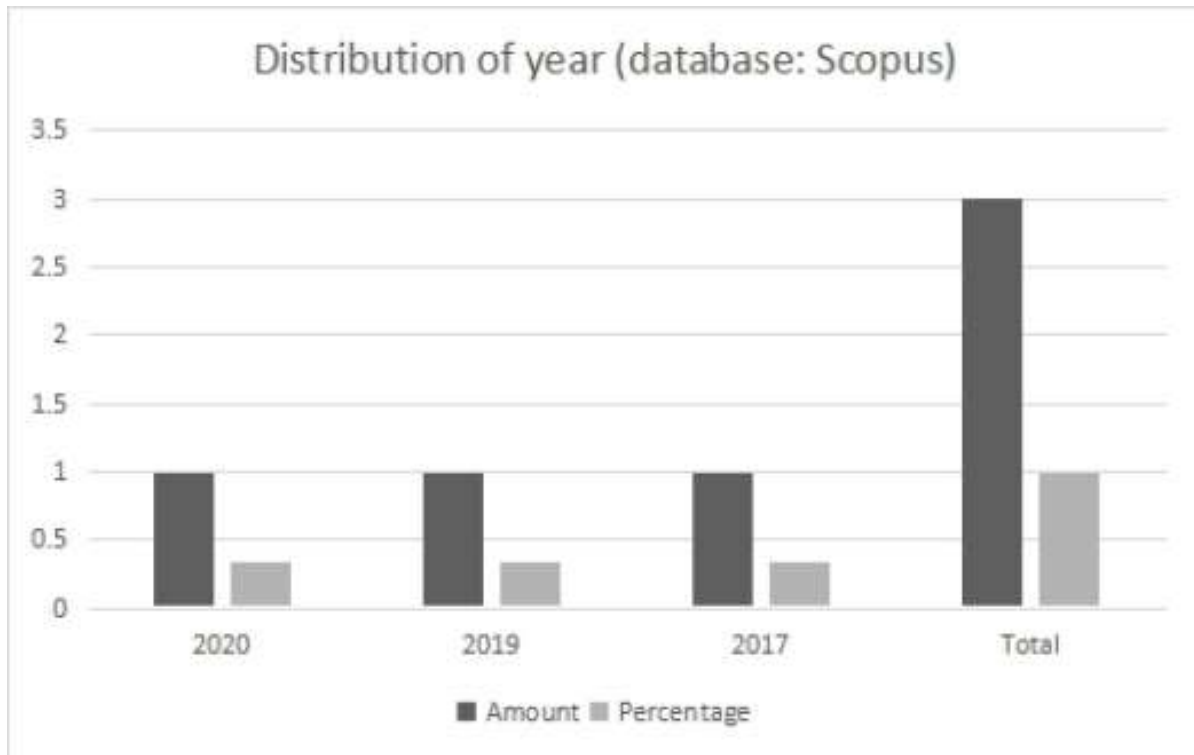


Figure 7: Distribution of year (database: Scopus) - Source: Author, 2021

Author	Research field	The main content of the article	Method
(Min et al., 2020)	Computer vision	The use of this information in urban representation, analysis, and comprehension follows the acquisition of visual perceptual attributes from urban settings.	Quantitative method: Experiment
(Y. Xu et al., 2019)	Computer Science and Technology	Using pairwise comparison, develop a novel network structure to recast the urban perceptions prediction problem as a ranking problem and add item semantic information to the network to assist with the task.	Quantitative method: Experiment
(Liu et al., 2017)	Computer Science	Using crowd-sourced street-view images without human comments presents a unified framework for learning to quantify the perceptual qualities of physical urban landscapes.	Quantitative method: Experiment

Table 1: Related works of VUP (database: Scopus) - Source: Author, 2021

Figures 6 and 7 show that rarely research can be found based on the keywords "visual urban perception." Furthermore, based on the review, no study used VUP as an approach to develop a place branding for tourism development. Therefore, this research is new in this field.

VUP & PB, Tourism Development & 'All-For-One Tourism' for Ningxia

Visual urban perception can investigate people's preferences for specific surroundings and aesthetic evaluations of urban sceneries involving roadways and buildings. Additionally, it can explore the city's reputation (Min et al., 2020). Place branding is more related to an urban issue; thus, this research explores using visual urban perception (VUP) to design a place branding framework for Ningxia. This is a new attempt and exploration; also, it can provide a reference for future research.

VUP and 'All-For-One Tourism' for Ningxia

When the term "all-for-one tourism" is analyzed in terms of its meaning, one discovers that it refers to a novel idea as well as a novel form of construction and operation in which the entire region functions as a tourist attraction (Xiong et al., 2021; J. Xu et al., 2021). In this approach, the incorporation of local resources is inherent. Urban tourism is an integral component of all-for-one tourism and is essential in expanding the tourism industry. All-inclusive tourism has imposed additional criteria on creating tourism infrastructure, especially in urban tourism, where it has set stricter standards for constructing the city's image and public service facilities. All-for-one tourism is the primary strategic orientation in China's tourism industry's development.

According to the prior discussions, visual urban perception is a method to examine people's preference for various surroundings and aesthetic judgments of urban scenes about the streets and

buildings. It was early utilized in the city's image based on Lynch's thesis (Min et al., 2020). With the advancement of computer technology, VUP has garnered more attention for its significance in various fields in recent years. The application of VUP to quantify the relationships between the physical look of the urban environment and perceptual attributes (such as safety, attractiveness, and prosperity), for instance, is a good illustration of this concept in practice (Liu et al., 2017; Min et al., 2020; Y. Xu et al., 2019). In addition, VUP can predict how people would respond perceptually to photos of scenes, which can play an essential part in interpreting urban settings (Min et al., 2020).

PB and 'All-For-One Tourism' for Ningxia

The practice of place branding has the potential to be included in future urban planning initiatives. This is because it is not only about luring in customers or investors but also about the location's economic, social, and physical growth. In the wave of economic globalization, brands have become the basis for rapid profit and development. A city with well-known branding can attract more people to invest and attract more talent (Mirmoini & Azari, 2018). Meanwhile, it can promote tourism development by attracting more tourists, whether in or abroad (Dudek-Mańkowska & Grochowski, 2019). This is like adding an accelerator for urban development, undoubtedly achieving rapid growth. It can be said that people in today's society have highly recognized the significance of city branding.

The academic field of place branding has expanded and contributed to numerous disciplines (Lu et al., 2020). As a result, place branding has also gained increasing interest from policy circles and the academic community. Due to the role of place branding in promoting the development of the market, more and more stakeholders, such as policymakers, urban planners, tourism operators, and

residents, are beginning to realize the promotion of the development of tourism by the establishment of local brands (Foroudi et al., 2016).

One of the influences of place branding is promoting the objectives of the tourism industry. Because of the ease and convenience with which people may move around in today's globalized globe, tourism hotspots are constantly competing with one another to entice visitors, businesses, and investors to settle in their respective regions. A city with excellent city branding will help make itself widely known, meaningful, and attractive. The more beautiful the city is, the more people want to visit the city. As a result, it has the potential to foster tourism growth. During this time, tourism development has the potential to boost the growth of the economy and society and improve the quality of life and level of contentment experienced by locals.

Place branding is considered a place marketing approach in the field of marketing and business (Kavaratzis, M., & Ashworth, 2005), (Kaplan et al., 2010), (Vuignier, 2016). Also, place branding can highlight the specific characteristics of one place/city, which is an effective competitive method for globalization (G. J. Ashworth, 2009), (Maheshwari et al., 2011), (Ruzinskaite & Lee, 2010). Nowadays, place branding has become a multidisciplinary field, and more attention has focused on it both theoretically and practically (G. Ashworth & Kavaratzis, 2009), (Maheshwari et al., 2011), (Vuignier, 2016), (Lu et al., 2020). In the tourism industry context, place branding is an effective strategy for promoting tourism development. Place branding can help establish a good reputation for tourist cities (Lu et al., 2020).

Within the travel and tourism sector framework, "place branding" can be understood as an efficient strategy for promoting tourism growth. Place branding can help establish a good reputation for tourist cities (Lu et al., 2020). Each city has its specific image and needs its particular branding. Place branding is more than just designing the town's name, logo, and slogan. It

encompasses many different areas of study. Most of the region needs specific branding to distinguish it from other places to highlight an advantage in the competition. According to Gregory J. Ashworth (2009), "place branding" refers to locating or producing a distinctive aspect that distinguishes one location to achieve a higher level of competitive brand value.

The research on place branding has received increasing attention, both theoretical and practical (Lu et al., 2020). However, more needs to be studied, focusing on China, especially in western cities in China. It is a new tourism model that sees a region as a total tourism destination area. In this model, all social sectors, especially governments, enterprises, and citizens, are involved in the industry to provide tourists with the most excellent possible travel experience, according to the primary content of all-for-one tourism, and view a region as a whole tourism destination area. The primary objective of an approach to tourism known as "all-for-one" is not simply to attract more tourists but to improve the overall quality of the travel experience.

Meanwhile, place branding is an intuitive manifestation of the comprehensive development of a city. It can comprehensively start from the positioning of urban development characteristics, publicity concepts, and urban infrastructure construction to shape the city's development direction and strategy and promote urban tourism growth. Within the travel and tourism sector framework, place branding is a method that is useful in advancing tourist development. Place branding can help establish a good reputation for tourist cities (Lu et al., 2020). Based on the policy of all-for-one tourism, there is a need for Yinchuan to develop a place branding that can reflect its historical and cultural characteristics, distinguish it from other cities, and avoid the homogeneity of urban development.

Discussions and Conclusions

According to the review, for many years, various researchers have shown that most studies of place branding focus on how to use it to affect and promote the market and economy, and most of the research on local brands focuses on well-known big cities, such as the capitals of some countries. However, there has yet to be any specific research on the place branding and city image of the Ningxia Hui Autonomous Region; the existing theories on place branding design cannot be directly applied to Ningxia and cannot reflect the unique urban culture of Ningxia. Existing research needs help with both its content and its methodology. For example, there needs to be more information regarding the relationship between place branding and visual communication, place branding, and tourism development. More information should be provided regarding the approach taken, including qualitative and quantitative methods.

In addition, most research that investigates visual urban perception centers its attention on the outward look of the urban environment and the emotions and perceptions of people who live in urban areas, such as feelings of safety, attractiveness, and affluence. Even though visual urban perception is typically a field that draws from various academic disciplines, only a few studies have concentrated on the connection between visual urban perception and place branding or how visual urban perception can be used to develop a place branding strategy for the tourism industry.

Therefore, the promotion and development of tourism in Ningxia need to conduct design research on place branding and city image, which triggered this study. Through theoretical and practical analysis of place branding and city image, the development of the tourism industry may be enhanced; furthermore, the city's economy, history, and culture will be more effectively disseminated.

The advantages of the Visual Urban Perception (VUP) method can be used to assess the place/city image, identify a place and its attributes, and evaluate area/city branding. However, the weaknesses and methods need to be applied to tourism promotion. Thus, it might be challenging for a larger quantitative urban perception research scale.

All-for-one tourism is a new model for tourism development, and it provides a guideline for the region to develop the tourism industry. Based on this issue, each area needs to innovate its specific approach, which reflects the region's characteristics and attractiveness. In this paper, we have proposed an exploration using visual urban perception to develop a place branding framework to promote Ningxia's tourism industry in the context of the "All-for-one tourism" policy. Using VUP to develop place branding is new research in this field. There are still many aspects of content that need to be discussed. Therefore, this paper can provide a unique perspective and potential research direction for future studies.

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