

Visualization Analysis of Research Hotspots on Authentic Tourism in China Based on CiteSpace

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Abstract: In the context of the rapid development of domestic tourism industry, authenticity tourism has received widespread attention, but there is currently a lack of research on the evolution of hotspots in authenticity tourism. Therefore, conducting in-depth research on it is of great significance. This paper introduces a visualization analysis method for authentic tourism in China based on Citespace. By analyzing keywords, authors, journals, and citation relationships extracted from academic literature, we construct a knowledge graph of authentic tourism research in China. This not only reveals the hotspots and trends of authentic tourism research, but also shows us the development direction of future research. The research results of this article contribute to promoting the research and practice of authentic tourism in China, and provide feasible methods and inspiration for academic research in related fields. By analyzing the knowledge graph, we can better understand the current research status of authentic tourism in China, grasp the cutting-edge trends of research, and provide effective reference and decision-making support for the sustainable development of the tourism industry.

Keywords: Authenticity; Travel Citespace

1. Introduction

As one of the most attractive tourist destinations in the world, China's authentic tourism focuses on protecting and inheriting human civilization and ecosystems. However, excessive development and commercialization cause ecological damage and resource depletion. As tourists increasingly focus on the quality of tourism destinations and products, their pursuit of

intangible cultural heritage and primitive natural landscapes is also increasing. This pursuit and attention to tourism also forces the continuous change and development of the tourism industry.

In order to better serve tourists and provide them with unique tourism experiences, China's authentic tourism needs to solve the practical problems of protecting and inheriting unique landscapes and culture. It is necessary to conduct systematic research and exploration on authentic tourism to achieve sustainable development of China's authentic tourism development. Based on this, this article takes authentic tourism in China as the research object, selects Citespace's data analysis method, and combines the research results to analyze its research hotspots, trends, and future development directions in detail. Some suggestions are proposed to provide valuable reference and guidance for the research and development of authentic tourism in China.

2. Literature Research

2.1 Data Sources

This article selects the China National Knowledge Infrastructure (CNKI) journal database as the main data source. Selecting a time range from March 2002 to January 2023, we searched for relevant literature on authentic tourism, authentic tourism, and authentic tourism, and obtained a total of 1947 articles.

Further manual screening was conducted to eliminate some non compliant literature, resulting in a total of 1446 compliant literature. Export these literature in Refword format, then convert the format, and process the converted data in Citespace (6.2.R2) software.

2.2 Analysis Methods

Citespace mainly focuses on the historical

trends, research hotspots, and internal relationships between detection and analysis research fields. In this article, the Citespace software is used to analyze the research hotspots and evolution of authentic tourism in China. The knowledge graph method is used to present the knowledge structure, development trends, research hotspots, and

future development directions of the discipline in a visual and vivid manner, providing a comprehensive and in-depth summary and presentation of the research on authentic tourism in China.

2.3 Statistics of Literature and Publication Volume

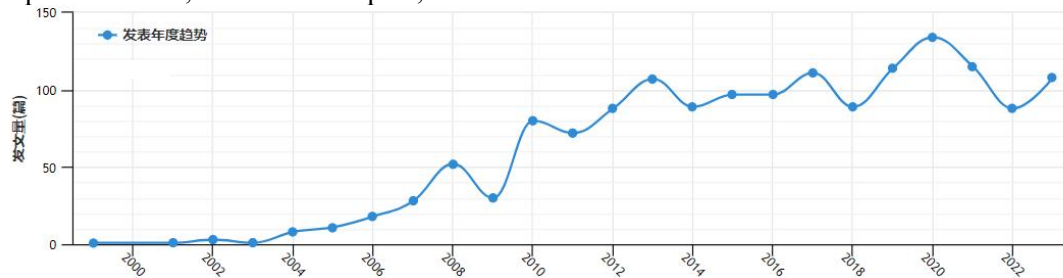


Figure 1. Statistics on the Number of Authentic Tourism Research Publications in China

From the perspective of literature volume (Figure 1), research on community participation in ecotourism has shown an overall growth trend from 2002 to 2005. According to the background, content, and quantity of literature published, it can be roughly divided into three stages.

Early stage of research (2002-2008)

Since China became a member of the World Trade Organization (WTO), both the manufacturing and service industries have significantly improved. The economic takeoff has provided strong support for the development of the tourism industry, and the tourism industry has achieved significant development during this period. Genuine tourism has gradually become one of the hot research fields and is showing a growing trend year by year.

Research in-depth stage (2009-2020)

The financial crisis that began in 2008 led to a sharp decline in the economy. From 2008 to 2009, there was a downward trend in the number of publications. After 2009, the economy began to recover, the service industry began to recover, the tourism industry was also nurtured, and the number of publications also kept up with the pace of growth. From 2017 to 2018, due to the impact of supply side reforms, the growth rate of the service industry slowed down, coupled with the significant impact of trade wars on the domestic economy, the development of the tourism industry slowed down, and research on tourism also weakened. Since 2018, China has been implementing a campaign for economic

transformation, comprehensively deepening policies such as "deleveraging" and "reducing production capacity" to transform the mode of economic growth. These measures have effectively promoted economic recovery and also driven the development of the tourism industry. With the stable growth of the economy, people's income levels have increased, and the demand for tourism has also correspondingly increased. The research on tourism hotspots in various regions has also increased to meet people's needs for tourism destinations. In addition, the government has also realized that the tourism industry is an important pillar service industry and has taken measures to promote the development of the tourism industry. Overall, economic transformation and government support have led to an upward trend in the tourism industry. With the increasing demand for tourism and the increasing research on tourism hotspots, the tourism industry is expected to continue to develop and grow.

Continuous growth stage (after 2020)

The COVID-19 that broke out at the end of 2020 almost blocked the development of the service industry, and the development of the tourism industry entered a deadlock. However, as the epidemic control measures gradually relax, the phenomenon of dynamic zeroing in various regions begins to emerge, and the control measures are gradually fully relaxed, and the economic recovery is gradually showing. This has led to an increase in cross regional population mobility, and with the introduction of

tourism preferential policies, the tourism industry has also begun to improve. With the advancement of vaccination and the increasing adaptability of society, tourists' confidence in travel safety and medical and health conditions is gradually recovering. In the post pandemic era, people's consumption habits and travel preferences have changed. Overall, with the gradual control of the epidemic and the advancement of economic recovery, the tourism industry is gradually improving. At the same time, it is still necessary to maintain vigilance against the epidemic, strengthen safety management and health protection, and the supply chain management and operation mode of the tourism industry itself also need to adapt to new demand changes.

2.4 Keyword Analysis

2.4.1 Keyword co-occurrence

Cultural tourism refers to the exploration and experience of the cultural connotations and traditional values of a destination by people in tourism activities. This research topic indicates people's attention to culture and their pursuit of tourism experience. Through cultural tourism, tourists can gain a deeper understanding of the unique cultures of different regions and interact with local people. Cultural tourism promotes cultural inheritance, exchange, and enhances the visibility and attractiveness of tourist destinations. Cultural heritage refers to the material and intangible heritage of human history, such as monuments, architecture, customs, traditional art, etc. By protecting and utilizing cultural heritage, cultural tourism creates new opportunities for the tourism industry. Rural tourism emphasizes tourism activities carried out in rural areas, through the development of rural entertainment and the sale of agricultural products. Traditional villages emphasize the protection and inheritance of traditional rural architecture, lifestyles, and cultural connotations. The research on these themes aims to promote sustainable development in rural areas and protect their natural and cultural resources. The development of authentic tourism emphasizes the originality and authenticity of tourist destinations, emphasizing the interaction and integration between tourists and the natural and cultural

environment. Heritage tourism focuses more on utilizing cultural heritage for tourism development, promoting economic growth and social development. Through Citespace's hot spot analysis, we can see that these research themes not only focus on cultural inheritance and protection, but also on the development and economic growth of the tourism industry.

During the period from 2006 to 2009, the prominent keyword was "folk tourism", indicating that researchers conducted in-depth research on the relationship between folk culture, folk resources, folk traditions, and tourism during this period. During the period from 2006 to 2007, the prominent keyword was "tourist", indicating that researchers have paid attention to the behavior and characteristics of tourists and are associated with authentic tourism. During the period from 2008 to 2013, the prominent keyword was "tourism resources", indicating that researchers have conducted in-depth research on the development, protection, and management of regional tourism resources. During the period from 2010 to 2013, the prominent keyword was "ancient village", which demonstrated the interest of researchers in traditional village tourism and conducted research and exploration on it.

During the period from 2014 to 2015, the prominent keyword was "empirical research", indicating that researchers began to focus on empirical research on authentic tourism phenomena, emphasizing analysis based on practice and data. During the period from 2014 to 2017, the prominent keyword was "commercialization", which reflects the research interest and focus on the commercialization of authentic tourism, that is, exploring sustainable business models while protecting cultural heritage and traditions. From 2016 to 2023, the prominent keyword was "traditional village", indicating that researchers continue to explore issues related to traditional village tourism and strengthen research on its protection and inheritance. During the period from 2018 to 2021, the prominent keyword was "tourism experience", indicating that researchers have begun to pay attention to the experiences and emotions of tourists, emphasizing the personalized and emotional value of tourism activities. During the period from 2019 to

2023, the prominent keyword was "rural revitalization", which reflects the research interest of researchers in the relationship between rural revitalization and authentic tourism, and reflects the importance of rural revitalization in the context of sustainable development.

During the period from 2020 to 2023, the prominent keyword was "cultural tourism integration", indicating that researchers have begun to pay attention to the integration and interaction of culture and tourism, exploring the integrated development path of cultural heritage protection and tourism development.

In addition, the analysis of keyword time series diagrams can reflect the main research content that a specific research topic focuses on over time, and also to some extent reflect the research trends during a certain period. By analyzing the contribution of keywords and dividing time, we can better understand the research trends and development trends in the field of authentic tourism.

2.4.3 Author's Institution

From the above figure, it can be seen that the interrelationships between various research groups are weak, with only a few core research teams mainly concentrated in universities, followed by research centers and research institutes, such as Zeng Guojun and Zhang Chaozhi from the School of Tourism at Sun Yat sen University and the Tourism Development and Planning Research Center at Sun Yat sen University; Chen Maichi and others from Anhui University of Technology; Li Fei and others from Beijing United University, Zhang Zuqun and others from Beijing Institute of Technology; Zou Tongxuan and others from Beijing Second Foreign Language Institute. Overall, there is frequent collaboration among research groups in the field of authentic tourism. Core research teams often have close cooperative relationships, and they may collaborate on projects, publish papers, and engage in academic exchanges. This internal collaboration facilitates knowledge sharing, resource integration, and further development of research results among team members. However, most groups are still in a relatively independent research stage. This may be due to different research interests, methods, and theoretical

foundations among research teams. In addition, the complexity and difficulty of teamwork may also lead to fewer opportunities for collaboration. This frequent collaboration within the team and relative independence between teams to some extent reflects the diversity and complexity of the field of authentic tourism. Different teams may have unique insights and methods in specific research fields or issues, forming a characteristic of partial concentration and overall dispersion throughout the entire field. This collaborative trend also reminds researchers of the need to pay attention to the opportunities and potential for cross team collaboration, and promote communication and cooperation between different research teams. By sharing resources, knowledge, and experience, the overall research progress in the field of authentic tourism can be strengthened, promoting collaborative development and innovation in the field.

Further research and analysis of the authors and research institutions of the paper can provide a more detailed understanding of the research trends and collaborative networks in the field of authentic tourism. By analyzing the authors of the paper, the core group of authors in the field and their collaborative relationships can be determined. These core authors usually have high influence and visibility, and their research results are crucial for the development of this field. Meanwhile, by analyzing the network of collaborative relationships, it can be revealed which authors frequently collaborate with each other, forming close research teams, and situations where there is less collaboration between different teams. This collaborative network analysis helps to identify cooperation hotspots and potential in this field, providing guidance for promoting cross team collaboration. On the other hand, analyzing research institutions can help us understand the contributions and positions of different institutions in authentic tourism research. Institutions such as universities, research centers, and research institutes play important roles in this field, providing academic resources, research facilities, and academic exchange platforms that play a crucial role in promoting research and development in this field. By deeply understanding the characteristics and

contributions of research institutions, we can better understand the status and actual contributions of authentic tourism research. In summary, by conducting research and analysis on the authors and research institutions of the paper, a more comprehensive and in-depth understanding of the field of authentic tourism can be obtained. These analysis results are of great significance for grasping the research trends and hotspots in this field, promoting cross team cooperation and innovation, and promoting the sustainable development of authentic tourism.

3. Summary and Outlook

In our research process, we found that the hotspots of authentic tourism research in China mainly focus on tourism experience, management, and sustainable development. In these areas, researchers have a strong interest in improving tourism experience, exploring effective management strategies, and achieving sustainable tourism development. The focus on these research directions reflects the importance placed on improving tourism quality, protecting the environment, and promoting sustainable socio-economic development.

However, our research has also identified some overlooked research directions. For example, the sociological analysis of authentic tourism focuses on the impact of tourism on social and cultural analysis, social interaction, and identity recognition. In addition, the combination of cultural heritage protection and sustainable tourism development is also a field that has been less studied. Research in these directions is of great significance for gaining a deeper understanding of the social impact of authentic tourism and the protection of cultural heritage in the context of sustainable development. In future research, we believe that it is necessary to strengthen the study of the characteristics of authentic tourism, including the definition, attributes, and

influencing factors of authentic tourism. In addition, combining emerging technologies such as virtual reality technology and big data analysis to apply them to authentic tourism research can better meet the needs of the tourism market and provide richer tourism experiences and services.

In summary, this article provides an important analytical tool for the progress of authentic tourism research in China by applying the CiteSpace tool. Through the analysis of research literature, we provide new perspectives and ideas, and also provide inspiration for academic research in related fields. Future research should continue to focus on and expand various aspects of authentic tourism research to promote development and innovation in this field.

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