

# Visual Analysis of China's Rural Tourism Research based on Citespace

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## Abstract

**With the successive promulgation of our country's rural tourism support policies, rural tourism practices in various regions are in the ascendant. Rural tourism has become a topic of focus for domestic scholars, and the academic community has achieved fruitful research results. Using the rural tourism literature published in the CSSCI database from 2000 to 2021 as the data source, using Cite Space 5.7.R2 visual analysis software to draw the knowledge map of domestic rural tourism research, the research history, research popularity and other content Research and analysis. The results showed that: (1) The amount of domestic rural tourism research published on the whole shows a significant growth trend, which can be divided into three stages: the budding period (2000-2005), the development period (2006-2015), and the prosperous period (2016-2021). (2) Research hotspots are highly coupled with national policies. Rural revitalization, tourism poverty alleviation, leisure agriculture, new rural construction, beautiful countryside, etc. are current research hotspots.**

## Keywords

**Rural Revitalization; Rural Tourism; Citespace.**

## 1. Introduction

The Fifth Plenary Session of the 19th Central Committee of the Communist Party of China proposed to give priority to the development of agricultural and rural areas to promote rural revitalization comprehensively. As an important industrial module of rural revitalization, rural tourism bears an important responsibility in promoting rural development. The development of rural tourism has been concerned for many years, and our country's rural tourism has also entered a stage of rapid development under policy guidance in the past decade [1], becoming an important driving force for rural revitalization and an effective path to inherit and revitalize Chinese excellent traditional culture [2]. In the context of rural revitalization, rural tourism is responsible for stimulating rural vitality [3]. But on the whole, whether from the perspective of researchers or policy, the development of rural tourism has affirmed the positive role of promoting rural revitalization, stimulating rural development vitality, promoting farmers' employment and income, and protecting and inheriting excellent traditional culture. Therefore, reviewing and combing the existing research results and clarifying the hot topics in the field of rural tourism in the new era can better grasp the frontier dynamics of research. Based on this, this article takes the 2000-2021 CSSCI source journal documents in the CNKI database as the research object, and uses the Citespace 5.7.R2 bibliometric analysis software to draw a knowledge map of domestic rural tourism research to clarify the evolutionary context, hot frontiers, and future research trends are expected to provide certain theoretical support for the practice of rural revitalization, which has important practical significance.

## 2. Research Methods and Data Sources

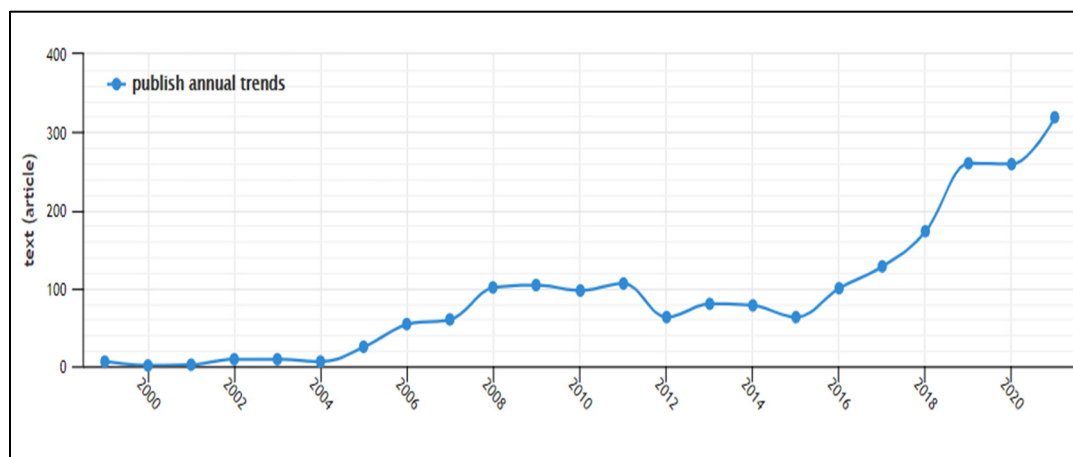
Citespace is a visualization software tool based on bibliometric methods. It can find the key path of the evolution of the subject field and show the development trend and trend of a subject or knowledge field in a certain period of time[4].It shows the advantages of beauty, science, and intuition in analyzing the evolution process and knowledge structure of the knowledge field. This article uses Cite Space5.7.R2 software to visually analyze the relevant literature data of domestic rural tourism research, and read key literature in detail in combination with the traditional literature review method. Through the knowledge map analysis of the formed data set, the research progress, frontier hotspots and potential research trends of domestic rural tourism research can be clarified, which provides a reliable basis for deepening research in this field.

This article selects the CSSCI source journals from the Chinese core journals of CNKI China Academic Journals Network Publishing Database, using "rural tourism" as the key word, and the retrieval time is set to "2000-2021". A total of 1935 valid documents were obtained through screening.

## 3. Research Results and Analysis

### 3.1. Research History

The annual volume of papers can reflect to a certain extent the current development and level of the research field in a certain period of time. Figure 1 shows the volume of domestic rural tourism research papers published annually. From 2000 to 2021, the volume of domestic rural tourism research CSSCI journals has shown an increasing state as a whole, which can be divided into three stages:



**Figure 1.** Time distribution of the amount of domestic rural tourism research publications

The first stage (2000-2005) is the initial stage of the research field. The average annual volume of publications is small. Few scholars pay attention to this field. The only research is mostly the interpretation of the concept of rural tourism and foreign rural areas. Sharing and enlightenment of tourism development experience.

In the second stage (2006-2015) development period, the volume of annual publications generally showed a slow increase trend, with occasional small fluctuations. Relevant research is further deepened on the basis of the conceptual and theoretical discussion of scholars in the previous stage, trying to explore the development of rural tourism in China based on the current domestic situation. In 2005, China put forward the development ideas for the construction of a

new socialist countryside, and then successively proposed a series of policies such as the construction of new-type rural communities and the construction of beautiful villages. Our country's rural tourism has ushered in a new development opportunity under the promotion of national policies.

The third stage (2016-2021) is the prosperous period, when the number of publications increased sharply in 2016, the number of publications per year was higher than 100, and rural tourism research showed explosive growth. In the context of the new era, with the in-depth advancement of rural revitalization and poverty alleviation, rural tourism, as an important starting point for the realization of the rural revitalization strategy, has become a hot topic of concern and discussion in the current academic and social circles.

### 3.2. Research Hotspots

Keywords are a highly condensed and generalized study of academic papers. The keyword co-occurrence map can directly display the core content of literature research. The high-frequency keywords appearing in the map are usually considered to be the research hotspots in this field and are mutually related. Relevance can reveal the inner connection of knowledge in the subject area to a certain extent [5].

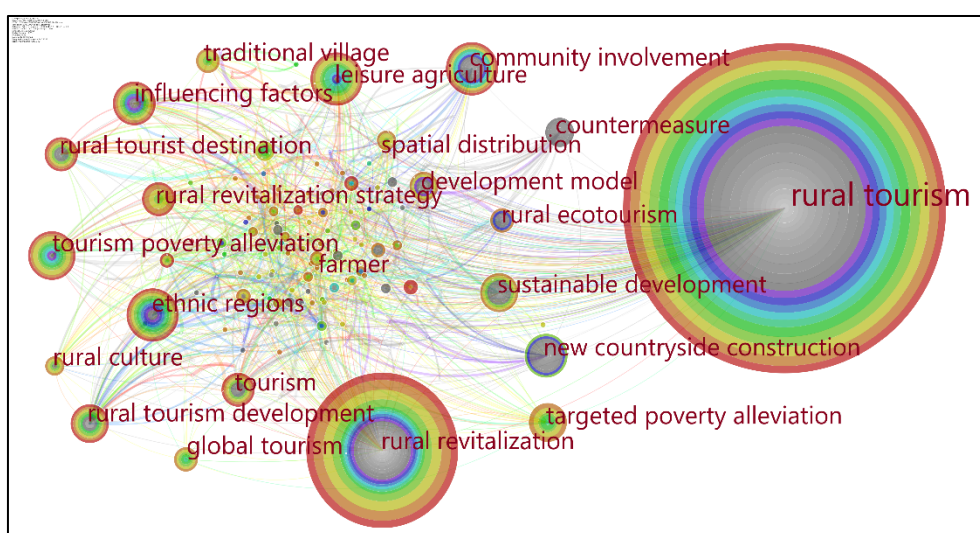


Figure 2. Co-occurrence map of keywords in domestic rural tourism research

Through visual analysis of 1935 domestic rural tourism documents, a knowledge map of keyword co-occurrence was obtained (Figure 2). In the graph, each circular node represents a keyword, and the size of the node is proportional to the occurrence frequency of the keyword. The larger the keyword node, the higher the occurrence frequency of the keyword. On the whole, there are fewer scattered nodes in Figure 2 and the keywords are more closely related, indicating that the focus of research on rural tourism in recent years is more concentrated. "Rural tourism" (frequency 1001) is the keyword with the highest frequency. "Rural Revitalization" (frequency 343) and "ethnic regions (frequency 73)", "tourism poverty alleviation (frequency 60)", "rural tourism development (frequency 58)", "leisure agriculture (frequency 57)", "community participation (frequency 54) ", "sustainable development (frequency 49)", "new rural construction (frequency 44)" and other high-frequency keywords have become the current domestic rural tourism research hotspots.

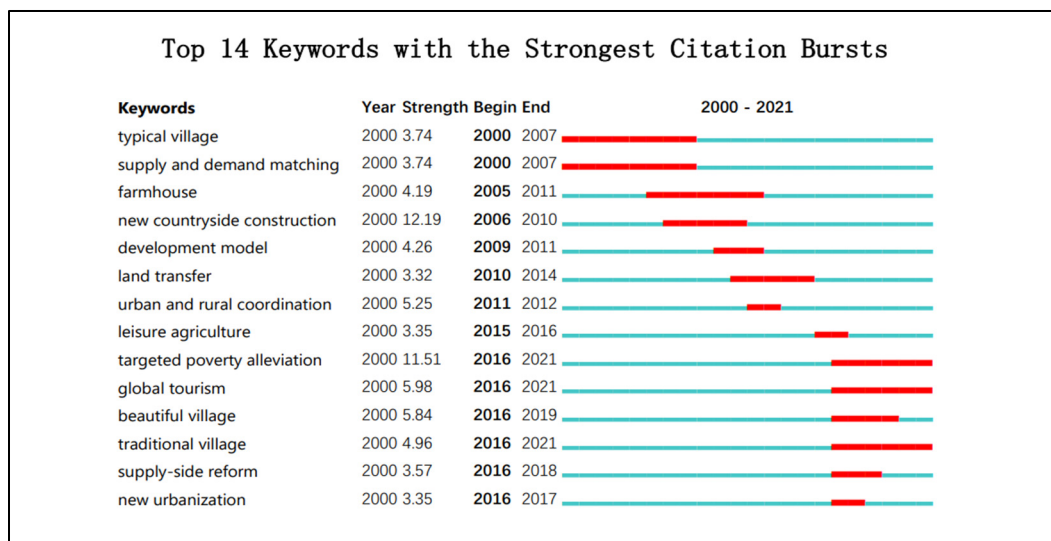


Figure 3. A map of emerging words in domestic rural tourism research

Keyword emergence refers to the sudden increase of a certain key term within a period of time. It not only directly reflects the hot topics discussed in the field during a certain period of time, but also grasps the frontier dynamics of the field. In the analysis of key words in the rural tourism literature, 14 emergent words were obtained (Figure 3). From the perspective of emergence intensity, the five largest ones are New Countryside Construction, Targeted Poverty Alleviation, Global Tourism, Beautiful Countryside, and Urban-Rural Coordination. Among them, New Countryside The construction emergence intensity is 12.19. The emergence term started in 2006 and the research interest began to diminish in 2010. From the perspective of the duration of emergent words, "typical villages" and "matching supply and demand" have the longest duration (7 years), and "farmhouse" lasts for 6 years. The research on other emergent words mostly focuses on 4-5 years. Judging from the emergence of these keywords and the time point of emergence, China's rural tourism research closely follows the national guidelines and policies, and has obvious policy orientation. After 2016, following the national policy guidance and the new realistic needs of rural tourism development, targeted poverty alleviation, global tourism, and traditional village issues have become current hot topics in domestic rural tourism.

## 4. Conclusions and Prospects

### 4.1. Research Conclusion

This paper retrieved 1,935 research documents related to rural tourism in China by searching the CSSCI database of CNKI from 2000 to 2021. Using the visual atlas function of CiteSpace software, combined with traditional literature analysis methods to comb and analyze the key literature, summarize the frontier history, research hotspots in the domestic rural tourism field, and draw the following conclusions:

(1) According to the time distribution of publication volume from 2000 to 2021, the annual publication volume in this field has shown an overall increasing trend, going through the embryonic period (2000-2005)-the development period (2006-2015)-the prosperous period (2016-present) three phases. Since 2006, domestic rural tourism research has been paying more attention. Especially in recent years, under the vigorous promotion of the national rural revitalization strategy, the research interest has continued to rise.

(2) From the perspective of research hot issues, the current domestic rural tourism research is highly coupled with national policies and sustainable development of tourism. Key words such as rural revitalization, ethnic regions, poverty alleviation through tourism, leisure agriculture,

community participation in sustainable development, and new rural construction have become hot topics that scholars in the current field continue to pay attention to.

#### 4.2. Research Outlook

Chinese rural tourism research has achieved fruitful research results driven by the development of national policies and practices. With the introduction of national strategies such as rural revitalization and building a well-off society in an all-round way, domestic rural tourism research has entered a new stage of development. In order to continue to promote the healthy development of rural tourism in my country, rural tourism research should be based on the actual development situation of various regions in China, and strive to explore the relevant theoretical system and development model of rural tourism research suitable for China's national conditions. In addition, rural tourism research involves many disciplines such as politics, economics, management, and sociology. It is necessary to strengthen the intersection and integration between different disciplines, expand the breadth and depth of rural tourism research, and analyze the development of rural tourism from multiple angles. In terms of research methods, it is necessary to integrate multiple research methods and comprehensively use quantitative methods to measure some rural tourism phenomena, such as residents' participation in rural tourism, and social capital in residents' sustainable livelihoods.

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