



Knowledge Mapping Analysis of Research Hotspots of Ethnic Culture Tourism in China - Based on the Data of CSSCI Database from 1998 to 2023

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Abstract. The purpose of this paper is to analyze in depth the research hotspots of ethnic culture tourism and its evolution trend by visualizing the literature data about ethnic culture tourism in CSSCI database from 1998 to 2023. Using Citespace software, this study systematically combed and visualized the keywords, research institutions, authors and their partnerships in the field of ethnic culture tourism. The analysis shows that since 2016, the research on ethnic cultural tourism in academia is showing a gradual downward trend, and a close core group of authors has not yet been formed; major universities are the main force of the research, and there is a lack of cross-regional cooperation and exchange; the research hotspots are mainly concentrated in the research of the model of ethnic tourism, the main body of the participation in tourism, and the effect of the impact of tourism are the three major areas of the research on ethnic cultural tourism; the research topics are gradually moving in a more The research topics are gradually developing in a more diversified and in-depth direction. Therefore, to continue to expand and deepen the research on ethnic cultural tourism, it is necessary to further strengthen academic cooperation, establish a global research vision and promote the comprehensive development of ethnic tourism.

Keywords: ethnic tourism; ethnic cultural tourism; knowledge graph; CiteSpace.

1 Introduction

With the development of tourism, ethnic tourism has become an important part of China's tourism industry. Ethnic and cultural tourism is characterized by unique ethnic cultures, natural landscapes, and folk customs, attracting a large number of domestic and foreign tourists. However, the development of ethnic cultural tourism also faces many problems, such as resource protection, cultural heritage, community participation, and so on. At the same time, more and more scholars have begun to turn their attention to the field of ethnic tourism, and they have carried out a lot of research on the field of ethnic tourism from a micro or macro point of view, and have gradually accumulated a

certain amount of theoretical knowledge and practical cases and initially established a more complete theoretical system.

However, at present, the domestic literature on the review of ethnic cultural tourism research is relatively scarce, and there is no systematic combination of academic achievements in this research field. This not only hinders scholars from obtaining basic information, but also brings challenges to the research and application of ethnic tourism, which is not conducive to the direction of research in this field. And the research hotspots and trends of ethnic cultural tourism are still changing continuously. Therefore, a comprehensive understanding of the research hotspots of ethnic cultural tourism is of great significance in promoting the sustainable development of ethnic tourism.

Based on this, this study maps the correlation between hotspots and policies of ethnic tourism research in China by analyzing the literature related to ethnic cultural tourism research in the CSSCI database, exploring the development status and trends in this field, and looking forward to its future development trend, with a view to providing references for academic research and practice in the related fields.

2 Data and Methods

2.1 Data Sources

According to the evaluation system of journals in domestic universities and research institutions, Chinese Social Science Citation Index (CSSCI) has the highest authority and recognition in the evaluation of social science literature in China^[1]. In order to improve the typicality and accuracy of the data of literature analysis, this study takes the literature in CSSCI database as the data source, and conducts literature search on February 27, 2024 in CSSCI database. Firstly, using "Title or Keyword='Ethnic Cultural Tourism'" as the search condition, 102 documents were obtained, and the time interval was chosen as 1998-2023. Secondly, in order to ensure the completeness of the obtained data, this paper then used "Title or Keyword='Ethnic Tourism'" as the search condition. 'Ethnic tourism'" as the search condition, this study obtained 294 pieces of literature. Finally, it was imported the obtained literature data into Cite Space software for format conversion and literature checking at the same time, and removed 8 pieces of duplicated literature through the software filtering, finally obtaining 388 pieces of non-duplicated data.

2.2 Research Methodology

Cite Space is a visual graph analysis software developed by Prof. The team of Chaomei Chen at Drexel University, which converts and maps the literature data exported from the CSSCI database to show the layout of time zones and hotspot trends in the research field^[2]. The software can convert and draw the knowledge map of the literature data exported from the CSSCI database, showing the time zone layout and hot trends in the research field. The information visualization tool used in this paper is Cite Space 6.2.R4 (64-bit) software, which analyzes the hotspots of ethnic culture tourism research from the perspective of bibliometrics, using word frequency statistics and network analysis

methods. In this paper, it was selected that the literature related to ethnic culture tourism published between 1998 and 2023, and through the analysis of this literature and the extraction and organization of the collected CSSCI title data, it was constructed that the keyword co-occurrence network in the field of ethnic culture tourism research, then quantitatively analyzed the structural characteristics of the co-occurrence network, and visualized the research hotspots and their evolution trends^[3]. Based on the complete title data of the obtained literature, keyword clustering, keyword co-occurrence, author and organization co-occurrence analyses were carried out to show and reveal the relevant research themes and development trends.

3 Basic Situation of Ethnic Cultural Tourism Research

3.1 Distribution of Publications

The chronological change in the literature reflects to some extent the stage of development and trend of research in the field, and is one of the most important indicators of research development^[4]. Figure 1 is a graph of the trend of literature issued in the last 25 years of national culture and tourism research in China, from which it can be seen that the trend of the number of papers on national culture and tourism research in China from 1998 to 2023 is mainly divided into four stages: (1) the budding and starting stage (1998-2007)^[5]. During this period, the number of papers shows a trend of gradual increase, since the academic community in 2000, the theme of "national culture tourism" came to the fore^[6]. Since 2000, the academia has highlighted the theme of "national culture tourism", adhering to the "tourism industry development thinking"^[7], based on the reality, and gradually started in reflection; (2) rapid recovery stage (2008-2011), since 2008, the number of articles has been increasing year by year since the sharp decline, indicating that the academia attaches more importance to the study of national tourism, and the number of high-quality articles is increasing; (3) Promotion and innovation stage (2012-2014), the number of articles in this period has increased significantly and stabilized at more than 20 articles per year, and reached the peak in 2014. After a long preparation period, the research on ethnic tourism has stepped into the track of rapid development, which reflects the expansion of the traditional theme to a broader and deeper level, the blending of old and new themes and the theory of multi-faceted, multi-angle and multi-dimensional innovations; (4) Rapidly cold phase (2015-2023), the number of literature in this phase is a fluctuating decline in the state of the literature, a total of 153 papers were published, with an average annual number of 17 papers issued.

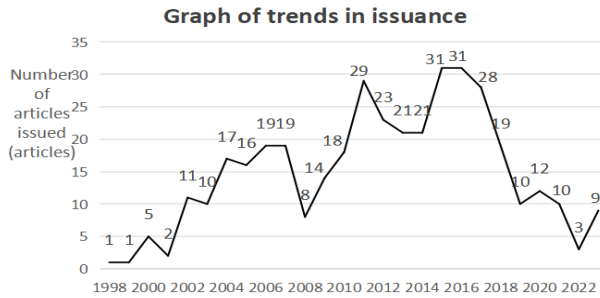


Fig. 1. Trend of Ethnic Cultural Tourism Articles Issued, 1998-2023

3.2 Author and Institution Co-occurrence Analysis

Determining the core authors in a given field according to Price's Law is calculated by the formula $M \approx 0.749\sqrt{N_{max}}$. N_{max} denotes the number of papers published by the author with the most publications in the field; M is the minimum number of papers published by the core authors, i.e., authors with the number of papers published greater than or equal to M are the core authors in the field^[8]. M is the minimum number of articles published by core authors. After searching, it is found that Prof. Sun Jiuxia with 15 publications is the scholar with the highest number of publications in CSSCI database. According to the formula of Price's law, $M \approx 2.9$ articles, which means that the authors who have published more than 2.9 core papers in the research field can be recognized as core authors. At present, the number of authors who have published more than 2.9 core papers in the field of ethnocultural tourism academic research is only 25, the core group of authors represented by Sun Jiuxia (15 papers), Wang Zhaofeng (7 papers), Zhang Jin (4 papers), and Wu Zhongjun (4 papers) has already taken shape in this research area.

(1) Author co-occurrence network

In order to explore the authorship of national culture and tourism research, the time span was set as 1998-2023, Time Slice as 1 year, node type as "Author", and the filtering criterion of analyzing object as g-index (k=25) in Cite Space software, and the core author map was formed by running Cite Space software (Fig. 2). The core author map was formed by running Cite Space software (Figure 2). As shown in Figure 2, there are 396 nodes and 212 connecting lines in the graph, with a network density of 0.0027, and the connecting lines between the nodes indicate the cooperative relationship between authors. The larger the node means the more the number of articles issued by the author; different colors of the nodes and connecting lines indicate different issuing time and cooperation time, and the brighter the color indicates the newer the issuing time.

As can be seen from the authors' cooperation mapping of ethnic culture tourism research (Fig. 2), among all the nodes, there are five larger nodes, which are the group of authors centered on Sun Jiuxia, Wang Zhaofeng, Wu Zhongjun, Yin Hongmei, Zhang Jin, and Zhang Ying, forming a relatively dense cooperation network, among which the cooperation network centered on Sun Jiuxia is the largest, and the results shown by the mapping are also in line with the results obtained from core authors computed by the

Price's formula consistent with the results obtained by the core authors calculated by Price's formula. At the same time, the co-occurrence mapping also clearly demonstrates that most core authors conducted their research through cooperation, but it is not close enough in terms of interdisciplinary cooperation. If scholars from different regions and fields strengthen their cooperation, it will bring more valuable scientific research results for the study of ethnic culture and tourism.

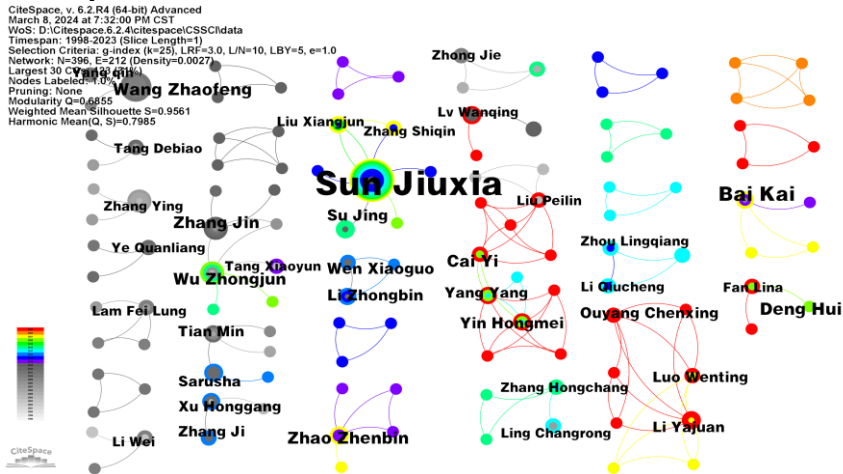


Fig. 2. Collaborative mapping of study authors, 1998-2023

(2) Co-existence network of issuing institutions

The analysis of the issuing institutions helps to understand the status and contribution of the issuing institutions to the research on ethnocultural tourism^[9-10]. The mapping of issuing institutions and their issuances (Fig. 3) shows that the number of nodes $N=296$, the number of connections $E=94$, and the network density $Density=0.0022$. The data results show that over the past 25 years, a total of 320 scientific research institutions have appeared in the field of research on ethnic culture and tourism in China, and most of them focus on the study of ethnology and tourism as the main research institutions. The top ten institutions in terms of the number of articles issued are mainly concentrated in universities and research institutes, indicating that universities play a key role in the research of ethnic culture and tourism. There are 8 institutions with more than 10 articles, among which School of Tourism Management of Sun Yat-sen University has the most articles, with a frequency of 17; the Central South University for Nationalities pays attention to ethnic culture and tourism at a relatively early stage, and the research on ethnic culture and tourism in the 3 branches under the Central South University for Nationalities is also more in-depth, with a total of 16 articles; the remaining most of the institutions with fewer links between them are less closely cooperated with each other.

In general, the intensity of cooperation is relatively optimistic, and institutions mostly cooperate across disciplines; however, from the perspective of geographical environment, the cooperation between issuing universities is more concentrated, cross-

city cooperation is less frequent, and it is easy to form cooperation clusters among geographically neighboring institutions, which is generally in the state of large dispersion and small aggregation.

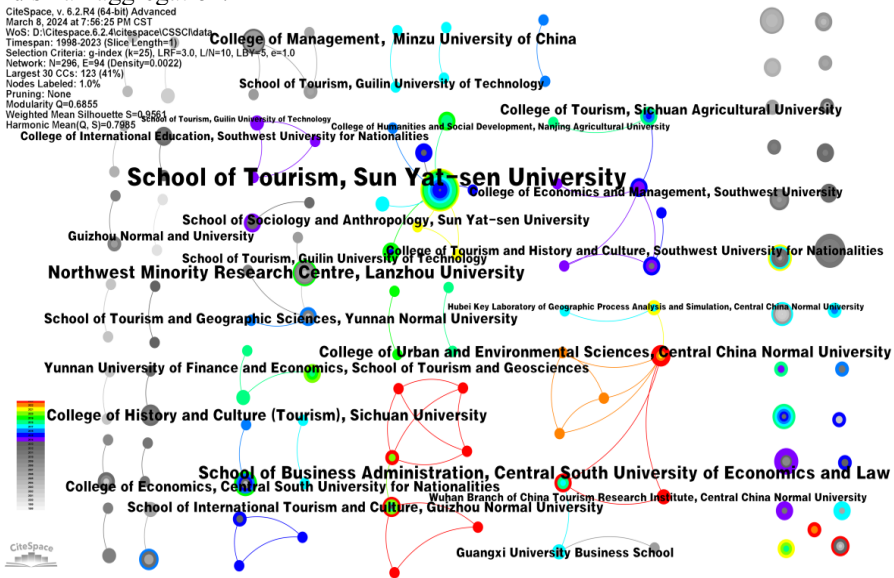


Fig. 3. Collaborative Mapping of Research Organizations, 1998-2023

4 Research Hot Spots and Trends

4.1 Keyword Co-occurrence Analysis

In order to explore the co-occurrence of keywords in the research on ethnic culture and tourism, the time span of the Cite Space software was set to 1998-2023, Time Slice=1 year, the node type was selected as "Keyword", and the filtering criterion for analyzing the objects was set to g-index (k=25), and the graphs were run without cropping in order to minimize human damage to the natural structure of the graphs. In order to minimize human damage to the natural structure of the graph, the graph was not cropped, and the Cite Space software was run. As shown in Figure 4, the graph shows 431 nodes, 669 lines, and the network density is 0.0072.

By analyzing the keyword word frequency, it can be found that the hot issues of ethnic cultural tourism research mainly include ethnic tourism, ethnic culture, tourism development, ethnic minorities, cultural change, ethnic villages, tourism resources, community participation, etc. These hot issues reflect the key issues in the development of ethnic cultural tourism and have been the focus of attention of the academic community.

The clustering mapping of keywords can indicate the different research concerns in the field, with cluster numbers that contain more keywords being ranked higher. Most of the connecting lines within the mapping are concentrated within the clusters, but there are still some cross-cluster and multi-crossover connecting lines in the clusters, indicating a high degree of co-citation between these research directions as well as a strong crossover of research horizons. Ethnic cultural tourism research has experienced 3 major shifts from superficial to in-depth, from micro to macro, and from focusing only on output economic effects to taking into account the three major effects. This paper further summarizes the three major research hotspots based on the keyword clustering results and literature summary:

(1) Research on the mode of ethnic cultural tourism. The development mode of national culture tourism plays an important role in the subsequent development of national culture tourism supply, and it is also very important for the regional economic development to choose a development mode that conforms to the characteristics of the tourist destination's own resources^[12]. The development mode of ethnic culture tourism is important for the subsequent development of ethnic culture tourism. Researchers have analyzed different development modes of ethnic cultural tourism, which can be mainly summarized in the following three aspects: First, the study of tourism poverty alleviation and rural revitalization development mode^[13-14]. Second, the study of cultural industry-ethnic tourism integration mode^[15-16]. The third is the research on the exploration mode of ethnic cultural tourism path^[17-18]. The development mode of tourism is constantly changing in the game of all parties' interests, and exploring the development mode suitable for tourism destinations is more conducive to promoting the protection and inheritance of culture in ethnic areas^[19].

(2) Research on subjects involved in tourism. Tourism is a comprehensive industry, and its development requires the participation of many subjects. This kind of research is mainly based on the theory of stakeholders, studying the roles and functions played by various stakeholders in the development of ethnic cultural tourism, so as to build a framework that can promote the development of ethnic cultural tourism^[20]. This kind of research is mainly based on stakeholder theory to study the roles and functions played by various stakeholders in the development of ethnic cultural tourism, so as to construct a framework that can promote the development of ethnic cultural tourism. Zhang Minmin & Fu Xinhong found through an empirical study that the development of tourism promotes the transformation of rural identity of destination residents^[21]. From another perspective, Yang Yang found that subject-object interaction attitude similarly promotes tourism services and place value^[22]. Maruyama N and Woosnam's empirical household survey for Brazil revealed that socio-demographic and residential factors influenced individuals' perceptions of ethnic community tourism^[23].

(3) Research on the effects of tourism impact. Embodied in the clustering of #2 Cultural Change, #3 Tourism Impact, #5 Local Attachment, #12 Cultural Inheritance, and #15 Cultural Tourism, it mainly explores the positive or negative impacts of carrying out ethnic and cultural tourism on the destinations from the perspective of empirical research. For example, Bai Yijuan believes that tourism makes tourists participate in the cultural interaction activities of the destination, and this interactive behavior is ben-

eficial to the dissemination and change of the culture of the destination^[24]. Zhao Chunyan, and others believe that the public leisure space in tourist destinations will develop in an unjust way due to the development of tourism^[25].

4.3 Analysis of Mutant Word Detection

The mutation intensity of keywords can reveal the possible future development direction of a certain field, and setting Minimum duration to 1 and γ to 0.5 in the Cite Space control panel eventually resulted in 14 mutated keywords (Figure 6). It can be seen that tourism development, ethnic culture, tourism resources, and tourism products are the early mutation words with strong mutation intensity and long duration, indicating that they are the early and persistent hotspots in the research of ethnic cultural tourism, and also indicating that the academic community's understanding of ethnic cultural tourism as a resource and product that can be developed, and that there is a basic consensus on promoting the development of ethnic cultural tourism through tourism development. Regional collaboration and ethnic villages are also early mutation words, but they are "short-lived" with high mutation intensity and short duration. Domestic research on ethnic cultural tourism has shifted to focusing on ethnic regional characteristics, but it is still groping its way forward; creative industries, ethnic minorities, spatial production, and community participation are medium-term mutation words, but the overall mutability is low and the duration is short, indicating that the academic community has basically reached a consensus on promoting the development of ethnic cultural tourism through tourism development. Creative industry, ethnic minorities, spatial production, and community participation are mid-term mutations, but the overall mutability is low and the duration is short, indicating that the research is looking for a new research direction and beginning to pay attention to the regional characteristics of culture and local residents. Authenticity, local attachment, tourism impact, and rural revitalization are the late mutations, with low mutation intensity and low duration, indicating that the research on ethnic culture tourism is not only limited to economic benefits and product development, but also focuses on the impacts of tourism and the psychological changes in the interaction between the host and the guest. Overall, the focus of research is still changing, and the more centralized research themes have not yet been fully identified.

Top 14 Keywords with the Strongest Citation Bursts

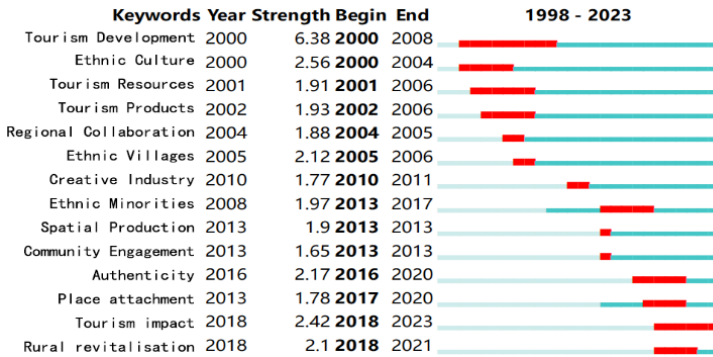


Fig. 6. Keywords of Research Emergence, 1998-2023

5 Conclusions

Based on the related literature on ethnic tourism and ethnic cultural tourism in CSSCI, this paper reveals the hot areas, development trends and important influencing factors of the research on ethnic cultural tourism in China, and the main research conclusions obtained are as follows:

(1) Research status. From the perspective of the trend of articles issued, the research on ethnic culture tourism is mainly divided into four stages: the budding start stage, the rapid rebound stage, the enhancement and innovation stage, and the rapid cold stage. There are many research scholars and interdisciplinary cooperation researchers, but almost all of them are in a small range of cooperation, so in the future, all scholars need to further strengthen the depth and breadth of cooperation.

(2) Research hotspot aspects. The research of ethnic culture tourism have a wide range, and the mode research of ethnic tourism, the subjects involved in tourism, and the effect of tourism influence are the three major hotspot areas in the research of ethnic culture tourism. Among them, the mode of ethnic tourism can be mainly summarized as the development mode of tourism poverty alleviation and rural revitalization, the integration mode of cultural industry and ethnic tourism, and the exploration mode of ethnic tourism path. The study of subjects involved in tourism mainly explores the role played by subjects involved in tourism in the tourism process. Tourism impact is to explore the positive or negative impacts of carrying out ethnic cultural tourism from the perspective of empirical research.

(3) Research trends and frontier aspects. With the continuous development of ethnic culture tourism, the research field has gradually developed towards diversification and depth. From the development of ethnic cultural tourism resources to ethnic villages and regional collaboration to creative industries and community participation, until recent years, topics such as authenticity, local attachment and rural revitalization have gradu-

ally received attention. At the same time, the continuous attention to the impact of tourism is of great significance in realizing the sustainable development of ethnic culture tourism.

Overall, these research hotspots reflect the main problems and challenges of the current development of ethnic and cultural tourism, and also provide important insights for future research directions. Future research should pay more attention to interdisciplinary integration, including sociology, ecology, economics, anthropology, etc, in order to more comprehensively understand and respond to the various issues in the development of ethnic cultural tourism.

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