

A Review of the Research Progress of Domestic Cultural and Tourism Integration based on Citespace

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Abstract

Culture is the soul of tourism. Different cultures bring a variety of tourism resources. The implementation and promotion of the national policy on the integration of culture and tourism has made the integration of culture and tourism the focus of scholars' research. Therefore, this paper will sort out the literature related to the integration of culture and tourism in China, and use the CiteSpace software to systematically display the trend of the development process of the integration of culture and tourism from 2000 to 2020, draw a keyword clustering map, a development sequence diagram, and analyze the literature. This paper summarizes the relevant hotspots of the integration of culture and tourism, and points out the problems existing in the development process of the integration of culture and tourism and the trend of future development.

Keywords

Cultural and Tourism Integration; Cultural Tourism.

1. Data Sources and Research Methods

1.1. Data Sources

This article is mainly searched across databases (doctors, masters, journals) in CNKI with the theme of "Integration of Culture and Tourism" or "Integration of Culture and Tourism" through the platform of China Academic Journals Full-text Database (CNKI). In 2010, 3764 research results were obtained.

1.2. Research Methods

Citespace is a software developed by Professor Chen Chaomei for data visualization analysis. The main function of the software is to visualize the co-occurrence of keywords, clustering, and cooperation between authors and institutions, which intuitively displays hot issues and research processes in a certain research field. This paper mainly adopts CiteSpace5.2. R2 (32-bit) software to analyze and sort out the selected literature. A scientometric method is adopted for the selected literature, and the research hotspots in the integration of culture and tourism are obtained through cluster analysis, word frequency analysis, etc.

2. Research and Analysis on the Integrated Development of Culture and Tourism

2.1. Keyword Analysis

Keywords are highly refined from research topics and research content. Based on the analysis of keywords in CiteSpace, we can get the network graph of keyword contribution. The importance of a keyword is generally expressed by betweenness centrality. The greater the betweenness centrality, the more important the keyword is. Generally, when the betweenness centrality is greater than or equal to 0.1, the keyword is a high betweenness centrality keyword.

Through the analysis of keywords, it can be seen that the current research hotspots mainly focus on cultural tourism integration, tourism industry, industrial integration, cultural industry, integrated development, integration, cultural tourism and so on.

On the basis of keyword co-occurrence analysis, clustering analysis is performed again to form keyword clustering map, and group clustering labels are obtained. Keywords can be divided into 16 categories, namely cultural integration, tourism industry, deep integration, development, tourism industry integration, tourism, industrial integration, gathering area, cultural tourism industry, cultural tourism.

2.2. Horizontal Analysis

In terms of regional distribution of institutions, mainly the China Academy of Culture and Tourism Industry, the Department of Economics and Management of East China Normal University, Beijing International Studies University, Nanjing University, Xiangtan University, Chengdu University of Information Engineering, Henan University of Economics and Law are all cited in the number of citations. More than 10 articles, indicating that the backbone of China's cultural and tourism integration research is mainly the Ministry of Culture and Tourism of China, the School of Economics and Management of East China Normal University and so on.

2.3. Longitudinal Analysis

the frequency of occurrence and the centrality of the temporal changes of keyword clustering in Citespace, we can observe and find different characteristics of research in different periods in the process of cultural and tourism integration. First, we use CiteSpace to perform cluster analysis of keywords, and then arrange the keyword clusters of the same year in the region according to the time distribution. It can be seen from this that in the cultural and tourism fusion keyword sequence diagram, the Q value = 0.6185 ($Q > 0.3$, indicating better clustering) and the mean value of network homogeneity is 0.8396 (the mean value is greater than 0.5, indicating better homogeneity), the above two indicators show that the network clustering is reasonable.

According to the changes in the annual publication volume of the domestic academia on the integration of culture and tourism and related issues (Figure 5, the changes in the volume of papers published by the integration of culture and tourism from 2000 to 2020), we divide the research stage of the integration of culture and tourism into three stages. Before 2008, there were sporadic studies on the integration of culture and tourism, and the total number of publications was relatively small. Because the integration of culture and tourism was still in the exploratory stage before 2008, most scholars focused on the analysis of the relationship between culture and tourism at this time. The second stage is the start and development stage. From 2008 to 2017, the research related to the integration of culture and tourism began to enter the development stage of research. In August 2009, the former Ministry of Culture and Tourism Administration of the People's Republic of China issued the "Guiding Opinions on Promoting the Integrated Development of Culture and Tourism", proposing that culture is the soul of tourism, and tourism is an important carrier of culture, and proposed ten measures to strengthen the integration of culture and tourism. major move. Since 2009, efforts have been made to promote the integration of cultural tourism at the national level. Therefore, cultural creativity, cultural tourism, etc. have become the research hotspots of scholars. In the third stage of comprehensive development, that is, from 2018 to the present, the state established the Ministry of Culture and Tourism in 2018, which shows the country's emphasis on the integration of culture and tourism, which once again pushes the integration of culture and tourism to the research hotspot of scholar's middle. In 2018 and later, the number of related publications increased sharply, and on this basis, the need for "deep integration" was proposed. Therefore, the combination of cultural and tourism integration with the current hot spots of "global tourism" and "rural revitalization" has become the focus of scholars.

3. Development of Cultural Tourism Integration Research

The relationship between tourism and culture has always been one of the key issues that scholars pay attention to. In the 1980s, Mr. Yu Guangyuan already proposed the relationship between culture and tourism, that is, "tourism is a cultural undertaking with strong economic value, and it is also an economic undertaking with strong cultural character". Culture is the soul of tourism, and tourism is the carrier of culture. On this basis, Chinese scholars continue to combine the actual situation of our country, making the relationship between culture and tourism deeply rooted in the hearts of the people. The establishment of the Ministry of Culture and Tourism of my country in 2018 made the combination of culture and tourism become the focus of scholars' research. With the in-depth research of scholars, the relationship between culture and tourism has also begun to expand to the interdependence between industries. To sum up, from the beginning, culture is the soul of tourism. With the unremitting efforts of scholars, it has gradually expanded to the integration of cultural tourism and the common development of cultural industry and tourism industry.

3.1. Culture vs. Tourist Destinations

Culture has a great influence on tourist destinations, and the main research directions include the influence of the fusion of cultural heritage and tourism, and the influence of cultural creativity and tourism. The following will analyze the research from these two aspects.

3.1.1. Integration of Cultural Heritage and Tourism

Controversy over the protection, development and utilization of cultural heritage resources has always been a hot topic. In the process of regional development, culture can promote local creativity and accelerate the process of urbanization. Therefore, cultural heritage has been paid more attention in the process of tourism development and urbanization. Cultural heritage as traditional culture, the development and utilization of different cultural heritage in tourism generally refers to cultural leisure tourism and cultural sightseeing tourism. Mass tourism has become the main travel mode of choice for people at present, and people may pay more attention to the cultural elements of tourism that they have perceived during the travel process. Therefore, it is necessary for us to activate the cultural heritage. Not only relevant constructions in terms of theory, but scholars also discuss based on examples. Taking the cultural industry in the Li nationality area of Hainan as an example, Wang Yuan proposed how to activate the cultural heritage and further provide a new perspective for the inheritance and development of the cultural heritage.

3.1.2. Integration of Cultural Creativity and Tourism

In recent years, the cultural and creative industries have played an increasingly important role in the tourism process. For each city, cultural and creative tourism can fully display the characteristics of each city and fully enrich tourism products. For the future cultural and creative tourism, it will pay more attention to the creative diversity, practicality and virtuality of culture. The research on the integration between cultural creativity and tourism is mainly in the following aspects:

First, the cultural industry park is integrated with tourism. The cultural industry park realizes the integration of culture and tourism through the industrial chain, mainly including theme parks, art parks, festival bases and animation blocks. Zhang Zheng and Yu Bokun applied the scenario theory to the development path of China's cultural industry parks [1]. For the integration of cultural creativity and tourism, the film and television industry are also a relatively important form [2][3]. Generally speaking, the talent factor is the key factor in determining the development of tourism culture. The level of technology can promote the development of tourism destinations. Resources and social factors also contribute to the development of tourism destinations. The development of culture plays an important role [4].

3.2. Measurement of the Development Level of Cultural and Tourism Integration

On the basis of constructing the index system of the development level of cultural industry and tourism industry, Li Li and Xu Jia analyzed the coordinated development level of culture and tourism in China's provinces from 2007 to 2017 by means of information, and concluded that the main factors affecting development are: It is human capital, innovation level, and level of opening to the outside world [5]. Chen Xiaofei and Han Ping took the panel data analysis of the cultural tourism industry in Northeast China as an example, and concluded that the coordinated development of cultural tourism in the three northeastern provinces is not high and is in a state of imbalance. Coordinated development of cultural and tourism integration [6]. Zhang Yanfei and Zhu Haiying took the coupling of cultural performances and tourism flows in Southwest China as an example, and found that although the development level of cultural performances and tourism flows in Southwest China is gradually improving, the level of coupling is still not high and the development of cultural performances is not high. One of the important reasons [7].

3.3. The Development Path of Cultural Tourism Integration

Zhang Chaozhi and Zhu Minmin, by sorting out the evolution of the relationship between culture and tourism at different times, believe that cultural identity is the first-level path of cultural-tourism integration. Cultural commercialization is the third-level path of the integration of culture and tourism [8]. Xu Cuirong and Zhao Yuzong believe that the integration of culture and tourism is a new path for national identity. Wang Jianqin and Li Gang proposed that the integration of cultural tourism can ultimately achieve the comprehensive integration and development of cultural tourism through culture + tourism, tourism + culture, and cultural tourism + other different modes. Taking the encouragement of the Miao nationality in western Hunan as an example, and starting from the theory of internal growth, Xiang Kun proposed that the integration and coordination of national culture and tourism industry is one of the important ways to convert the advantages of human resources into regional economic advantages. Taking Shanghai as an example, Zhuang Zhimin made a practical exploration of the integration of culture and tourism from the theoretical perspective of complex ecology, and carried out ecological research by integrating nature, society and economy, and made suggestions for the development of cultural and tourism integration in the overall coordination of the system [9].

3.4. The Driving Mechanism and Restrictive Factors of Cultural and Tourism Integration

Based on the questionnaire survey on the development of cultural and tourism resources in 71 ethnic counties across the country, Wang Jingling used the Interpretation Structure Model (ISM) to deeply study the various factors that affect the integration of cultural and tourism in my country's ethnic regions. Through the surface, middle and deep analysis of these elements, it shows that in the integration of culture and tourism in ethnic areas, government expenditure is the "pioneer" of the factors affecting the development of cultural and tourism integration; compared with tourism resources, cultural resources in ethnic areas are more leading. Obviously [10]. Therefore, in the integrated development of culture and tourism in ethnic areas, we should appropriately increase government expenditures and use cultural resources to drive the development of tourism. Based on the relevant panel data of cultural industry and tourism industry development in 31 provinces and municipalities from 2013 to 2017, Wu Li et al. conducted data analysis through geographic detectors and found that China showed a time series characteristic of fluctuating rise from 2013 to 2017, and culture and tourism Coordinated development is the result of a combination of factors such as public capital, social capital

investment, the use of scientific and technological means, and social consumption support [11]. Ma Bo and Zhang Yue took "human perfection" as the ultimate goal of the integration of culture and tourism, put forward the axis of entity culture-organic culture and the axis of tourism industry-tourism, and borrowed quadrant analysis tools to construct a four-quadrant model of integration of culture and tourism. The system presents the overall appearance, stage characteristics and transformation process of the integration of culture and tourism, and thus proposes the integration and development of generalized culture and global tourism [12].

3.5. Research on the Impact of Cultural and Tourism Integration

The research on the impact of cultural and tourism integration mainly focuses on the protection and inheritance of traditional culture in the process of integration, the promotion effect of integration on the spread of culture, the promotion of cultural and tourism integration on the development of destinations, and the relationship between cultural protection and tourism development. conflict, etc.

First, the integration of culture and tourism can increase the protection of traditional culture. The development of cultural and tourism integration has not only a positive impact on traditional culture, but also a negative impact. Secondly, the integration of culture and tourism can promote the exchange and dissemination of culture. The related festivals in the culture are displayed through the festivals and activities in the tourism, thus forming the attraction of the culture [13]. The communication between the visiting tourists and the local people also promotes the dissemination and exchange of culture. Various literary propaganda, popular culture, and others have the potential to enhance or transform people's image perceptions of the destination. However, some scholars believe that although people may yearn for the destination because of popular culture, it is not advisable for the tourist destination to use the popular culture to develop local tourism. Finally, in the process of tourism development, the destruction of cultural heritage may occur, resulting in contradictions that have become the main issue of debate among scholars.

4. Research Review and Prospects

4.1. Research Review

The fusion of culture and tourism has received more and more attention in tourism research. From the initial discussion of the relationship between culture and tourism, to the later research on the impact of cultural and tourism integration, construction mechanism, development path, and integration measurement, more research hotspots and branches have been formed, resulting in very rich research results. In general, the characteristics of the research on the integration of culture and tourism in my country are as follows:

First, the integration of culture and tourism in my country fully highlights the characteristics and characteristics of my country's times. The integration of culture and tourism is not the study of a single discipline, but an intertwined research topic among multiple disciplines. In this process, on the one hand, the deep logical analysis of the relationship between culture and tourism makes it possible to conduct multidisciplinary research; The core of my country's cultural and tourism integration and the boundaries are not clear, so we can focus on these two aspects. Second, the research methods of cultural and tourism integration are gradually quantified. At the beginning, the research on the integration of culture and tourism was mainly based on the initial simple description and analysis of phenomena, most of which were qualitative analysis, and gradually developed into methods such as field research and geospatial research. Now some scholars have used the panel data of my country's provincial cultural and tourism integration for analysis. Third, topics related to the integration of culture and tourism are gradually enriched. The related integration research has gradually shifted from

tangible culture to intangible cultural heritage, geographical distribution and tourism development of ethnic minority settlements, global tourism, rural tourism and so on.

4.2. Research Prospects

The integration of culture and tourism has become a hot topic in current tourism, and the merger of national policies and government departments of culture and tourism at all levels will further promote the further integration of culture and tourism. In the process of future research, it is necessary for us to evaluate the integration of culture and tourism from a broader perspective. Combined with the current development hotspots, future research can focus on the following aspects:

First, we have now entered the era of big data. In the process of cultural and tourism integration, new technologies should be more widely used in various fields. Enriching the various forms of cultural and tourism integration can better improve the participation of tourists and the development of tourism destinations, and create a better way of tourism.

Second, although many scholars study the mechanism, mode, development path, etc. of cultural and tourism integration, there is no unified definition for many subtle concepts and contents, making many basic theories of cultural and tourism integration without scrutiny. Therefore, the research on the basic definition concept should be strengthened in future research.

Third, the integration of culture and tourism is no longer a simple combination of culture and tourism, but a combination of multiple disciplines and angles. When developing tourism products and specifying tourism policies, it is necessary to focus on residents' needs for a better life, so as to achieve a deeper integration between culture and tourism.

For the analysis and summary of the literature on the integration of culture and tourism in the past 20 years, although a large number of research results have been obtained, the relevant theoretical foundation is not solid, the research methods also need further innovation, and the research content needs to be further enriched and expanded in combination with the latest research. In the new data era, the research on the integration of culture and tourism should be analyzed and researched from multiple dimensions and perspectives, combined with the hot topics in the development of the current era to conduct cross-disciplinary research, and then form a relatively mature theoretical research framework for the integration of culture and tourism, and ultimately promote the deep integration of culture and tourism.

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