

# Analysis of China Tourism Research Literature in 2009 ~ 2013

## Based on the Theory of Literature “Tourism Science”

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### Abstract

This paper, taking the literature published in "tourism science" as the sample in recent five years, through the analysis of these statistical data in EXCEL of 2009 ~ 2013, focuses on the analysis of the hot field in the research of domestic tourism and the future research trend. Research shows that tourism research focuses on travel behavior and psychological research, tourism management and decision-making research, the effect of tourism research, tourism enterprises, tourism science study and cultivation of talents; leisure tourism, adventure tourism research and tourism safety research, tourism planning. Mice tourism has become the new trend of its concern.

**Keywords:** Tourism research, Research trend, Future expectations

### 1. Introduction

The impact of global financial crisis in 2008 on the tourism industry is immeasurable. It makes the world begin thinking about the development of tourism. As a result, tourism academic research in 2008 is often taken for the cut-off point for the comparative study before and after. This paper will try to analyze the new research on Tourism in China from 2009, which includes literature analysis, tourism research content classification and conclusion. From the perspective of academic contributions, the authors apply literature analysis method to induce hot issues and development trend in the field of tourism research. The references for the tourism research are provided.

### 2. Literature analysis

#### 2.1 The authors (the first author) features

##### 2.1.1 The regional distribution characteristics

In this paper, about 270 papers in the study of Chinese tourism that were published in the journal science of tourism between the 2009 and June 2013 were analyzed. The table 1 shows that tourism science journal papers' authors' geographical distribution mainly concentrates in five provinces including Guangdong, Shanghai, Beijing, Shandong, Shaanxi, accounting for 50.7% of the total issued, become an important core area of the journal. It can be seen that tourism is highly associated with the degree of academic research and developed area economy. The higher the level of regional economic development has, the region tourism develops relatively quickly. It will provide a solid economic basis for the study of tourism and abundant tourism material.

Table 1. The regional distribution

region	SH	GD	BJ	SD	SX	TJ	LN	FJ	AH	JS	HN	ZJ	S	YN
LYKX	40	31	23	23	20	15	14	14	12	11	11	9	8	6
region	HB	JL	JX	XB	AM	CQ	GX	HE	A	HE	GZ	HL	T	Total
LYXK	5	4	4	4	4	2	2	2	2	1	1	1	1	270

Tip: SH-Shanghai, GD-Guangdong, BJ-Beijing, SD-Shandong, SX-Shaanxi, TJ-Tianjin, LN-Liaoning, FJ-Fujian,

AH-Anhui, JS-Jiangsu, HN-Hunan, ZJ-Zhejiang, SC-Sichuan, YN-Yunnan, HB-Hubei, JL-Jilin, JX-Jiangxi, XB-XiBeiWusheng, AM-Aomen, CQ-Chongqing, GX-Guangxi, HEN-Henan, HEB-Hebei, GZ-Guizhou, HLJ-Heilongjiang, A-America, TW-Taiwan. This article mentioned the five northwestern provinces including xinjiang, gansu, ningxia, qinghai, Tibet. LYKE represents "tourism science"

### 2.1.2 Title and degree

Table 2. Article author titles and education structure

Title	proportion
Associate professor/professor	53.3%
Ta/lecturer/teacher	25.6%
student	16.3%
Planner/lawyer/researcher	4.8%
The highest record of formal schooling	proportion
Bachelor/master	19.1%
doctoral/ post-doctoral	80.9%

Looking from the title and degree structure (table 2), for the articles published by people with (postdoctoral) Dr High/associate professor title, and the most highly educated, the proportion is more than 50%. It can be seen that high title and highly educated are the main group that published the journals papers, who constitutes the main body of tourism research. Doctoral student papers' quantity is significantly higher than that with master's/bachelor's degree. For tourism doctoral students, whether they have the domestic culture in institutions and scientific research institutes before graduation must have a close relationship with high quality research papers published.

### 2.1.3 Characteristics of the core author group

The so-called core author group, as the name implies, refers to the papers published in journals more, influential author set. When a paper appears alone, it can not reflect the development rules of discipline, only large quantities of paper forming tendency of flow show the regular change. The core author group forms the backbone of document flow, which plays a guide role, and will continue to put the discipline research into a new stage. According to American historian of science Price's theory, the number of articles that core authors published calculated:  $N_1 = 0.747 (N_{max})^{1/2}$ . Among them, the  $N_1$  as the core authors should publish at least number of paper;  $N_{max}$  statistics is the most prolific in the data (few) of the authors for the period. Only those who published papers, the author of more than a few in  $N_1$  can be called the core authors. In the past five years for "tourism science" study, the person issued the most is Wang Jian (the first author), a total of 7. According to the theory of price statistics obtained  $N_1 = 1.98$ , rounding is 2, namely the document number 2 and above the reach is the core authors. According to statistics, in the journals, 215 published articles, the number reached 2 authors is 35 people, accounting for 16.3% of the total number. The 35 core authors a total of 90 papers, the total number of papers 33.3%, compared with 50% on Price's law, there is a certain gap, and shows the journal has not yet formed a strong core author group.

Table 3. Analysis of the core author group statistics

the core author group	Accounted for the proportion of the total number of author	Accounted for the proportion of the total number of papers
Yes	16.3%	33.3%
No	83.7%	66.7%

### 2.2 Statistical analysis of papers author units

Studying on the distribution of the authors' unit can grasp the situation about the relevant professionals gathered and the status of the work unit. During the period of 2009 to June 2013, the first authors of the 270 papers in the journal (according to the unit where they worked at that time) when they published papers), belong to 110 different units respectively. Table 4 reflects the top 10 units' distribution whose number of papers is the largest. These units are all institutions of higher education and scientific research institutes, a total of 110 out of them, accounting for 40.7% of the total number of papers. The authors of these 10 universities have come to 76 people including all the authors on the paper, almost accounting for 35.3% of the total number of authors. According to statistical results, the Sun Yat-sen University published 19 papers in the journal, who published the most in the statistical units. For the reason,

in addition to the superior location of guangdong province which promotes the rapid development of tourism, it has to do with the strong tourism research team of the university which is inseparable. Tourism research, therefore, has relationship with not only the economic development level, but also the abundant tourism professionals in scientific research institutions and institutions of higher learning.

Table 4. The author unit distribution of the top 10

Unit name	Number of papers	Author number
Sun Yat-sen University	19	14
NanKai university	14	6
East China Normal University	12	8
Shanghai Normal University	11	10
Shandong university	10	6
Dongbei University of Finance and Economics	10	5
Shaanxi Normal University	10	9
Xiamen University	8	7
Anhui Normal university	8	6
China tourism Academy	8	5
Total	110	76

### 3. Tourism research content classification

In order to clarify the structure of the tourism research, classifying the sample article is necessary, but because of the complexity of the tourism subject and its overlapping, accurate classification is quite difficult. Insisted on the principle that we must take the article title as the foothold of the paper, we can divide the papers into 20 classes on the basis of the article title. The specific category is shown in table 5.

Table 5. Literature content classification

Article category	article number	Article category	article number
Travel behavior and psychological study	48	tourism development	10
Tourism management and decision-making	29	Methods study	9
Cultural tourism	22	tourist information	8
The effect of Tourism	21	tourist geography	7
Tourism related enterprise	20	ecological environment and tourism research	6
tourist disciplines and talents	20	leisure travel	5
tourism market	16	adventure tourism and tourism safety	3
tourism ethics	14	tourism planning	2
tourism resources	12	mice tourism	2
villages and community tourism	12	Other	5

### 3.1 The focus of the study area

From the statistical results as the table 5 reflected, its main representative research results are mainly concentrated on the following six aspects:

#### (1) tourism behavior and psychological research

Travel behavior and psychological research have become the most important hotspots in the field of tourism research. The tourists are the main object of the research. The study of tourism psychology mainly focuses on three aspects: satisfaction, perception, image. Research on tourism satisfaction is mainly shown in: Zhu Zhenghao and his colleague studied the Taiwan residents' satisfaction with the overall quality of Taiwan local leisure tourism. Wang Xia and his colleges picked and investigated 10 factors which had an impact on tourism development and residents' satisfaction. He Qiongfeng probed into the internal mechanism, tourist satisfaction index level and the regularity in the IPA promotion strategy of coastal city and so on.

Research on tourism perception: Guo Yingzhi measured the perception of the residents in Shanghai to the influence of Expo, building a clustering model and clear the internal segments. Sui Lina, through a multidimensional index system to build the culture heritage tourists, perceived value measurement scale. Wang Bin used structural equation model to do the empirical research about the image of the area and tourist perceived value, satisfaction and loyalty. Xiong Wei and Hu Yang used grounded theory research paradigm to analyze tourists perception of tourism "non-profit" concept. Zhao Miao xi took the Semantic Differential as the tool of analysis, made comparative analysis of foreign tourists about characteristics of evaluation on urban perception relative to local residents.

Study on the tourism image: Xie Xuemei, based on the theory of social gender, analyzed cognitive image of tourism to different sex tourists. Zhao Anzhou constructed the evaluation index system of tourism image of tourist destination city. Bai Kai studied using structural equation model to analyze the potential South Korea tourists' cognitive of China tourism destination image and behavior intention.

In addition to the above three aspects, some authors choose tourist loyalty, travel motivation to study, which also made breakthrough progresses. Researches on tourist behavior are mainly:

Li Deshan analyzed the differences between tourism motivation and behavior characteristics on 5 cultural categories of tourists. Yu Haibo took the network topics as samples, analyses expression of Chinese tourists' travel motivations. Dong Liang studied the differences of tourists motivation indifferent categories of heritage destination and their causes of formation.

#### (2) the tourism management and decision-making

Research on Tourism Management and decision-making focuses on the forming process of decision and the mining for problems. The research in this area, through the collection of data, builds models or index system empirical research. Wang Ruhui and Liu Wang deeply investigated the particularity of the resource system based on the analysis of tourism development, ethnic minority villages Internal Predicament and deep-seated causes, based on the tourism development of ethnic village governance choice. Wang Yuqin had studied elements of regional tourism development pattern choice and the core elements.

In the research of tourism management, Feng Gang, based on the management entropy theory, had established tourist peak time split navigation management model. Yang Jingbo had used a hybrid method of least squares for an empirical test for key corporate governance factors in China's tourism listing Corporation operating performance. Yan Qi and Yang Yun had used the application of cluster analysis and association analysis, from two aspects of supply and demand to preliminary inquiry and to do analysis on consumer behavior characteristics of Hong kong tourists visited the Shanghai World Expo. Liu Jingyan and Chen Gezhi had put forward an empirical research on the control of the government, the balance of power and the relationship between tourism listing Corporation operating performance. Using set pair analysis, Li Feng had constructed an index system from the two aspects of tourism economic system sensitivity and response.

#### (3) cultural tourism

In the study of cultural tourism, in addition to the analysis of the relationship between culture and tourism, the tourism symbol resolution. The heritage tourism plays an important role, in the 22 parts, the cultural tourism accounted for 7. In the study of the relationship between culture and tourism, Wang Dawu conducts the research to the Bei chuan Qiang Autonomous County Tourism post disaster reconstruction, and elaborated the protection of the Qiang culture in the scientific understanding. Wang Jian took the western market economy in developed countries and other developing countries as reference system, from the aspects of tourism background and a symbol of the

development stages, the core connotation of tourism, tourism development focus and tourism business development mode, makes cross-cultural comparative analysis. Wu Xiaomei, through the analysis of the three dimensional structural feature of this field of time, space and class, show the formation process and its cultural capital and the tourism situation.

In the research of heritage tourism, Wang Yanping stressed the tourism properties of intangible cultural heritage, through the "path to understanding" curing the awareness of protecting. Ouyang zhengyu, through the "flowers" in the local residents heritage status, protection, development trend of the practical investigation, made analysis and discussion of non development on tourism and music class inheritance relationship between the protection of cultural heritage. Zhou Yongbo, according to the analysis on travel blog social media content of the original text (CA) analysis and semantic network (SNA), mining tourists to the case of heritage tourism personal attitudes and perceived value, and then put forward a heritage tourism experience of development framework.

#### (4) The effect of Tourism

For the effect of tourism, in this article, the authors mainly studied from the economic effect, social effect and its comprehensive effect of tourism and so on.

For the economic effect, Wang Liangjian used spatial proximity matrix and the spatial autocorrelation coefficient to test whether the Chinese provincial tourism development and economic growth has significant spatial correlation. Zhao Lei concentrated respectively on the development of tourism and promoting the economic growth time series data hypotheses analysis, static panel data analysis, dynamic panel data analysis and panel co-integration analysis research literature. Zhang Lingyun, in view of respectively using the Laspeyres index, chained Laspeyres index method for the preparation of 2005 ~ 2010 Beijing tourism price index.

For the social effect, Guo Wei established that for the tourism employment, indirect employment by tourism driven by the other employment is more important than direct employment. Liu Changsheng took graphic analysis method to analyze the rapid development of the tourism industry welfare effect produced in tourism destination. Liu Jiayi proved the relationship between tourism development and housing prices were empirical test.

For the comprehensive effect, RichHarrill explored the relationship between the destination residents' perception of tourism impact, the tourism impact attitude and comprehensive evaluation of tourism impact and destination residents' perception on tourism impact and their effects on tourism attitude. Zhou Wenli discussed tourism development between 1997 and 2010 in China's overall national economy and in the East, West, regional economic growth area and the convergence and divergence.

#### (5) Study on tourism related enterprises

Study on tourism related enterprises mainly takes hotel, tourism listing Corporation as examples. There are two main aspects of the research of the hotel industry: one is taking the staff as the research object, the other is taking a tourism enterprises as the object. Taking the staff as the object of the research is the core. Luo Feng studied the high Star Hotel staff training needs. Yang Jifang, Lu Lin took the employee satisfaction as the starting point of soft power, and comparative study was done in the local hotel with foreign hotel soft power. Liu Fang, based on the manager's leadership style, studied Department of justice atmosphere and staff groups influence on employee engagement level. Kong Haiyan and Luo Rundong pointed out that the hotel can force the occupation career management to employee occupation commitment positively.

Take tourism enterprises as the main studies: Rao Yong thought there was very low conversion rate of knowledge innovation in tourist enterprise. Yu Zhiyuan, Zhu Yuhua analyzed the effects on organizational ethical climate on organizational commitment by quantitative structural equation modeling software. Wei Wei put forward the evaluation index system of low carbon level hotel.

Zhu Chengqiang and his colleague constructed the win-win cooperation model, which is from the hotel to management process, the owners and management culture fusion. Fu Hui and Xiao Siwei discussed the effects of switching barriers on customer repurchase intention. Xu Hong and Lv Xinyang constructed innovation evaluation system of Econoc Hotel.

In the study of tourism listing Corporation, Zhang Hong and Zhang Chunhui explored the linear relationship between the two curves, and the relationship between tourism listing Corporation between the ownership structure and performance and the moderating effect of growth. Shi Xiaoyan and Liu Haiying used the empirical analysis method to study the behavior of voluntary information disclosure tourism listing Corporation.

#### (6) tourism subject construction and talent training

In the research on tourism subject construction and talent training, this paper focuses on general analysis, and it lacks of model construction. Journal of the results and "tourism science" focuses on tourism subject construction and talent training studies.

Study on the construction of tourism discipline, Mi Manning had explored the hotel management students' professional ability "the Trinity" study and practice of the training model. Wang Jian, based on logic and the operation mechanism from the combination of theory and practice, deeply studied the relationship among product, science, and research. Zhang Lingyun thought that the discipline development and the system construction of tourism science should be studied and constructed from the concept of the most basic, the most core and the most essential.

Miao Li did research on the tourism talent training. Cai Liping focused on two key researches, professional Turisthotellet management, the United States of America leading academic institutions set students part of Education: Graduate Curriculum and student mentoring. Yang Weiwu studied the cultivation standard suitable for tourism management talents in the era of tourism. Shi Peihua, Li Chengjun pointed out that the bottleneck problem solving tourism talents team construction.

Innovation tourism subject construction and talents education conforming to the requirements of the society must be based on the grasp of the frontier tourism development problems and development trend, so as to gain the initiative in the field.

#### 3.2 The future research trend

Through the analysis of the literature, for tourism research, in addition to the six major hot spots, there are some new trends, mainly in the following areas.

##### (1) Leisure Tourism

(2) In the journal, it contains 5 articles about leisure culture studies in the literature. Lou Jia Jun as the first author on the possession of 3, it can be said to be the research field of leisure culture of our country leader. Lou Jiajun and his collaborators in 2009, 2011, 2012 respectively studied the current situation of the development of leisure time, our analysis of the elements of city leisure function and content, construct the city leisure quality evaluation system (LCI).

##### (2) Adventure travel and tourism safety

In recent years, as economic conditions improve, the National Tourism enthusiasm is almost crazy. Adventure tourism, more and more young people favored by its characteristic, has become one of the international tourism ten big new formats. The new trend of tourism security problem has to be followed by the tourism and it has become a new research field. Zou Tongqian, Chen Yun analyzed the cognitive behavior of adventure tourists, according to the comparison of the differences of different sex of tourists' cognition<sup>1</sup>. In order to understand tourists psychological reaction to crime, Qiu Shuping and Chen Nan studied correlation factors on the perception of travel victim risk formation.

##### (3) tourism planning

Competition in the domestic tourism market is largely a tourism route planning. Tourist routes and tourism scenic area planning innovation, is the effective way to present the travel time of each travel agency and local government departments to seize the tourism market. The domestic scholars such as Yuan Xin pointed that the single destination model, and the model had two tourist line modes, was the most important area of Yangtze River delta. Yao Zhanlei revealed the distribution of hot spots in tourism scenic spot.

##### (4) mice tourism

Because of the host of 2008 Olympic Games and the 2010 World Expo, the exhibition tourism with the emerging perspective into the domestic tourism research, and in the future will become active in the field of tourism research. Wang Xiaowen and Zhang Yuli put forward the concept of model mice industry based on the economic effect of entrepreneurial activity. Liang Mingzhu and Zhong Jinfeng carried out and summarized some typical development modes of MICE tourism at home and abroad, and explored the path that is suitable for developing MICE tourism in Macao. The development of these researches will lead the domestic tourism.

#### 4. Conclusion

Based on the theories of literature "Tourism Science", Journal of tourism research contents were reviewed in this paper. Through the analysis of relevant literatures published in journals, the authors think tourism subject

construction, tourist behavior and psychological research, tourism management and decision, the effect of tourism, tourism related enterprises, are currently the focuses of tourism research, and briefly introduces.

Four major trends from 2009 to 2013 were analyzed, namely the leisure tourism, adventure tourism and tourism security, tourism planning, tourism etc.

It should be noted that, research methods and conclusions of the article still has some limitations. Firstly, this paper selects only a travel journal, other journal articles are not used; secondly, classification is in accordance with the literature on the topic, and errors are inevitable; finally, for the length of consideration, this article analyzed the focus and trend of literature research only, but not the other content analysis.

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