



Analysis of the Development Trend of Western Tourism Culture and Behavior Research

Maodan Ma^(✉)

School of Business Administration, Guizhou University of Finance and Economics, Guiyang, China

1694608239@qq.com

Abstract. Culture is the soul of tourism, and tourism activities are a form of culture. There is a close relationship between tourism culture and tourist behavior. Tourist area is an important carrier of culture, and the cultural experience of tourist area is an important part of tourist experience. Culture is the social environment of tourism and the spiritual factor that maintains tourism and makes it popular. Therefore, based on the Citespace bibliometric analysis software, this paper makes a visual analysis of the research on tourism culture and behavior in the past 20 years, in order to find out the research hotspots and research trends in this field.

Keywords: tourism culture · tourism behavior · research hotspots · research trends

1 Introduction

Culture is a country or a nation's natural geography, human history, customs, literature and art, way of thinking and other long-term integration of the formation of things, including the daily life of clothing, architecture and other tangible physical dominant culture and including institutional culture, religious beliefs, aesthetic taste and other hidden culture complex [1]. Culture is the soul of tourism, tourist area is an important carrier of culture, and the cultural experience of tourist area is an important part of tourist experience.

In recent years, when the research in the field of tourism culture development makes a theoretical analysis of the cultural construction of tourist destinations, it often only focuses on the analysis of the characteristics of cultural tourism resources in a certain area and ignores the analysis of other elements of tourism culture, such as the cultural background of tourist destinations and tourist sources, the behavioral characteristics of local residents and tourists and their cultural traditions, and the cultural characteristics of tourism development operators. Therefore, strengthening the attention to tourism cultural resources is the key factor to explore the influence of tourists' behavior.

2 Research Methods and Data Collection

2.1 Research Methods

The research uses the method of scientometrics to explore the characteristics of literature, the structure of subject knowledge and the characteristics of development through mathematical statistics and computer technology, and reveals the internal development law of research topics. Specifically, co-citation analysis is used to form a visual scientific knowledge map of the current situation and progress of the research field in a specific period of time, which can not only quickly understand the current situation and progress of the target field, but also reflect the internal evolution relationship and development trend of knowledge in the field. Based on the keyword co-occurrence analysis, this paper uses CiteSpace analysis software to visualize the research on western tourism culture and behavior in the past 20 years, in order to obtain the research hotspots and development trends in this field.

2.2 Data Collection

The data of this paper were collected in the core database of Web of Science (WoS) on December 6, 2022. The search topic was “tourism culture and behavior”. According to the search results, the core literature from 2002 to 2022 was screened for Citespace visualization analysis.

3 Results

3.1 Development Trend

One of the important indicators to measure the development trend of a research field is the annual number of publications in this research field. From Fig. 1, it can be seen that from 2002 to 2022, the annual number of publications in the field of western tourism culture and behavior research continues to grow, and before 2017, the annual number of publications is less than 100, and after 2017, the number of publications exceeds the limit of 100, reaching a maximum of 162, which shows that the field of foreign tourism culture and behavior research is still developing continuously and has not reached saturation. It is still worth scholars to continue to explore.

3.2 Research Hotspot

According to the keyword co-occurrence knowledge map (Fig. 2) and high-frequency keywords (Table 1) in the field of tourism culture and behavior research, there are 735 nodes and 4018 connections, with a density of 0.0149, indicating that there are 735 keywords in the sample literature. The top five keywords were behavior (353), tourism (219), culture (201), satisfaction (156) and model (155). Among them, the centrality of behavior was 0.26, and the centrality of model was 0.11. The centrality of these two words is greater than 0.1, indicating that more research in the field of tourism culture and behavior is based on these two words. The keyword has important significance and its influence is greater.

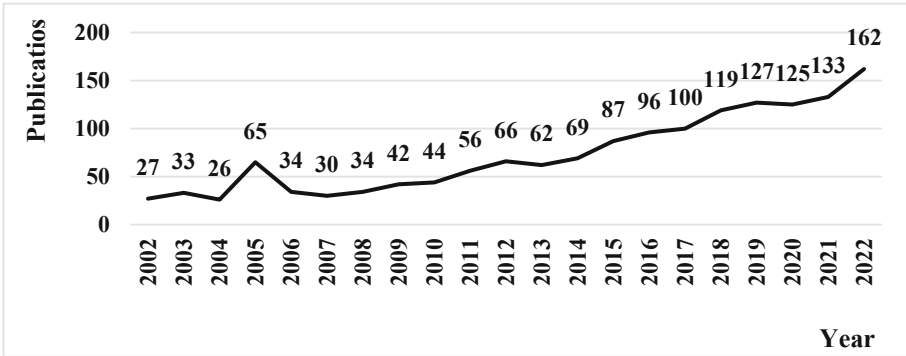


Fig. 1. Annual number of papers on tourism culture and behavior

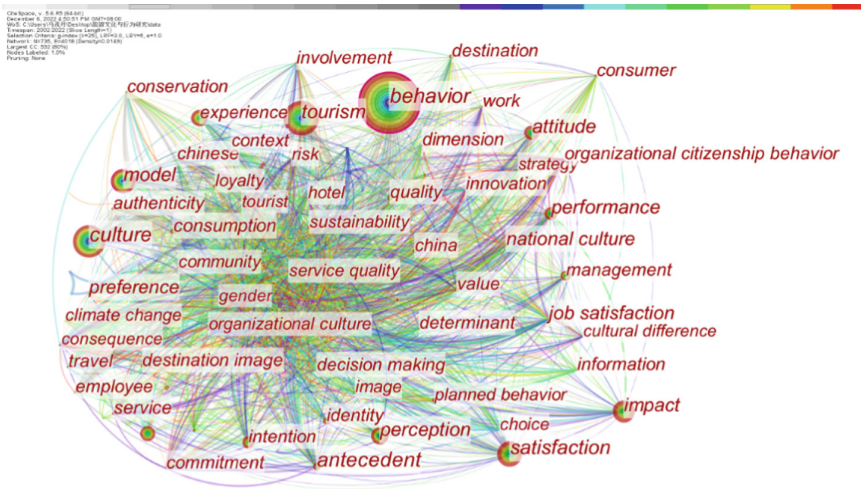


Fig. 2. Keyword co-occurrence visualization

4 The Development Trend of Western Tourism Culture and Behavior Research

According to the keyword co-occurrence map (Fig. 1) and high-frequency keyword table (Table 1) in the field of tourism culture and behavior research, this paper divides the research on tourism culture and behavior into five main themes: tourism culture, tourist attitude, tourist motivation, tourist behavior and tourism impact.

4.1 Tourism Culture

Tourism culture refers to the sum of various material and spiritual phenomena in the aesthetic activities of tourism objects and tourism subjects, that is, the values, behavior patterns, material achievements and social relations formed in the process of human beings

Table 1. High-Frequency Keywords

number	keywords	frequency	centrality	year	number	keywords	frequency	centrality	year
1	behavior	353	0.26	2002	16	identity	48	0.02	2012
2	tourism	219	0.05	2005	17	destination image	47	0.02	2006
3	culture	201	0.09	2002	18	place attachment	46	0.01	2015
4	satisfaction	156	0.04	2008	19	value	45	0.01	2011
5	model	155	0.11	2005	20	china	43	0.02	2011
6	impact	140	0.02	2002	21	quality	42	0.02	2012
7	perception	116	0.04	2004	22	destination	41	0.01	2015
8	experience	109	0.02	2013	23	planned behavior	41	0.01	2016
9	attitude	109	0.06	2004	24	loyalty	40	0.01	2011
10	motivation	94	0.01	2012	25	travel	39	0.02	2013
11	performance	94	0.04	2004	26	job satisfaction	37	0.02	2009
12	management	87	0.02	2010	27	determinant	36	0.03	2006
13	intention	80	0.02	2006	28	involvement	35	0.03	2014
14	antecedent	79	0.05	2009	29	hospitality	35	0.00	2016
15	consumption	51	0.03	2010	30	authenticity	35	0.02	2006

transforming nature and optimizing themselves through tourism activities. Tourism culture refers to the process and result of the dynamic balance of the ‘significance’ of tourism activities before, during and after the occurrence of tourism. Among them, the ‘significance’ of tourism activities is formed when various cultural subjects in tourism activities examine tourism activities with their own values [2].

The view of tourism anthropology holds that tourism culture is a process in which tourism operators produce, invent or purposefully manufacture certain cultural products to attract tourists. In short, it refers to changing the original tourist attractions and potential tourist destinations to reflect and strengthen their cultural characteristics. Because the definition of culture is vague, the definition of tourism culture is complicated. However, throughout the above definitions, tourism culture is the embodiment of tourism regional culture. Then, in the definition of national tourism culture, national uniqueness is an important content that cannot be emphasized. The development of national tourism culture is to pay attention to its own non-imitability and non-replicability, forming its unique cultural atmosphere and connotation. In this process, the unique charm of its uniqueness attracts tourists to consume and ultimately contributes to its economic development [3].

4.2 Travel Motivation

Tourism motivation is an internal driving force, directional, but sometimes this point is not very clear at the beginning, in the subsequent information search process will

gradually clear and clear, and tourism preferences will be affected by the type and quantity of information people have [4, 5]. If the information search result driven by motivation is a negation of the positive attitude of tourists in the past, then tourists will be in a 'state of imbalance' and need to make adjustments. Tourism preferences will likely develop in the opposite direction, and tourism decision-making points will change. Therefore, information search under the guidance of motivation changes preferences and then guides tourists' decision-making.

The information consistent with the positive attitude of tourists supports the formation or strengthening of tourism preferences, thus guiding tourists to make affirmative tourism decisions; the information opposite to the positive attitude of tourists makes the tourists out of balance and the attitude becomes "complex". The formation of preferences may require more and more ingenious means of persuasion to enable tourists to make affirmative decisions. Of course, whether preference can eventually lead to a certain behavior also depends on the influence of various social factors. Therefore, changing the attitude of tourists is inseparable from the attention to tourists themselves and related external factors.

4.3 Tourists' Attitude

Attitude is the tendency of an individual to react to a person or a situation in a certain way, which is a lasting positive or negative internal reaction tendency to people, objects and events [6]. It generally includes three components: cognition, emotion and behavior. In the field of tourism, attitude is an important factor affecting tourists' behavior. Advertising and other activities in order to guide tourism behavior are actually the process of strengthening favorable attitudes and changing unfavorable attitudes. Attitude change refers to the corresponding change caused by a formed attitude under the influence of a certain social influence after receiving a certain information or opinion. Its essence is the continuous socialization of individuals. Therefore, tourism attitude is the evaluation and behavioral tendency of tourists to a certain tourist object, reflecting the inner feelings of tourists to a certain object [7].

The intensity of tourists' attitude (the degree of approval or opposition to the tourist object) is related to the prominent attributes of the attitude object (such as scenic spots) and people's needs. The more prominent the attitude object is, the more it can meet people's needs. The greater the intensity of people's affirmative attitude is, the easier it is to form preferences, the greater the possibility of decision-making choices, and the higher the tendency of tourism behavior.

4.4 Tourists' Behavior

Behavioral intention is the degree of consciousness formed by a person to carry out or not to carry out some future behavior [8]. Usually, people's behavioral tendencies are corresponding and coordinated with cognition and emotion. Behavioral intention is the most direct way to predict whether an individual will adopt a particular behavior in the future, which is influenced by subjective attitudes and surrounding environment.

Tourists' support behavior to the tourist destination can be regarded as the behavior tendency affected by the tourism environment in a specific situation, and can be connected

by behavior intention. Tourists' authenticity perception can directly support behavioral intention, and cultural authenticity perception has a more obvious effect on supporting behavioral intention. Tourists can directly show tourism development support behavior by experiencing the authenticity of cultural atmosphere [9, 10].

4.5 Tourism Impact

The socio-cultural impact of tourism refers to the impact of tourism activities on the values and meaning system of the destination society and the quality of social life [10]. Tourism socio-cultural impact perception refers to the perception and awareness of tourism socio-cultural impacts by tourism stakeholders (mostly residents and tourists). It is a tourism impact research approach developed by researchers using sociology, psychology and other theories [11].

The impact of tourism development has both positive and negative aspects. On the one hand, the positive impact is to enhance the external communication ability of residents in tourist destinations, improve the pride, self-confidence and self-esteem of local residents, and improve the living standards of residents in tourist destinations [12]. With the development of tourism, various basic service facilities have been continuously constructed and improved, which not only increases the employment opportunities of local residents, but also provides more leisure and entertainment places for local residents. It not only improves the living income of local residents, but also enables local residents to understand the lifestyles and traditional customs of people from all over the country and even the world, which greatly improves and improves the living standards of residents in tourist destinations.

On the other hand, tourism development also has some negative effects. First, foreign culture will subtly change the culture of tourist destinations and affect the inheritance of local culture [13]. Secondly, in order to cater to the preferences and needs of tourists, tourism development operators often over-pursue economic interests, accommodate tourists' desires, carry out commercial operations, and cause a certain degree of damage to local cultural relics. Commercial development makes local traditional culture lose its authenticity and hinders the authenticity of local cultural heritage.

5 Conclusions

Based on the visual analysis of the related research in the field of tourism culture and behavior in the West in the past 20 years, this paper puts forward the following two conclusions: Firstly, from 2002 to 2022, the annual number of papers in the field of foreign tourism culture and behavior research continues to grow, and before 2017, the annual number of papers was less than 100, and after 2017, the number of papers exceeded the limit of 100, up to 162, which shows that the field of foreign tourism culture and behavior research is still in continuous development and has not reached saturation. It is still worth scholars to continue to explore; secondly, the related research in the field of foreign tourism culture and behavior research mainly focuses on the five research topics of tourism culture, tourist attitude, tourist motivation, tourist behavior and tourism impact, which is the research hotspot and trend in this field.

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