

Bibliometric Analysis of the Minority Sports Tourism Research in Yunnan

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Abstract. Based the key connotation of the minority sports tourism research and the CNKI database resources, the bibliographic data, which is associated with the minority sports tourism research, has been obtained from the 3 aspects of resource development, product research and industry research. The bibliographic data has been analyzed and studied by the bibliometrics and logical analysis. It has been shown that the development of Yunnan minority sports tourism resource has always been a research hotspot for many experts and scholars, and has a good development trend. Sports tourism product research of Yunnan minorities has gradually become a hot topic in recent years, however, this type of research team needs to be further expanded and strengthened. Industry research of Yunnan minority sports tourism has never been the focus of research and has become an increasingly unconcern research topic, more support and attention should be given to the policy.

Keywords: Yunnan minority sports tourism; Bibliometric analysis; Research current state; Development trend.

1. Introduction

Yunnan Provincial Committee and Government issued 'Several Opinions on Promoting Development of Key Industries' on April 11, 2016. It is clearly described in the 'Opinions' that we should 'promote sightseeing tourism products as main direction, and sightseeing, leisure vocation, special tourism product and other composite products as main transformation', and 'drive in-depth integration of tourism and culture, and improve tourism development culture connotation'. General Administration of Sport of China and National Tourism Administration jointly issued 'One Belt and One Road' Action Plan for Development of Sports Tourism' on June 29, 2017. It is clearly stated in the 'Plan': we should 'encourage regions along the national 'One Belt and One Road' to develop sports tourism with different characteristics according to their own resource endowment and market conditions'. Yunnan is the province with the largest number of ethnic minorities in China.

'It is the 'kingdom of national sports' with over 300 traditional sports of ethnic minorities in China' according to statistics [1]. Yunnan has minority sports tourism resources with rich cultural connotation, and there are conditions and potential for developing them into special tourism products or complex products as new point of growth in the tourism industry. Therefore, reference review method is adopted to sort and classify the research reference of Yunnan minority sports tourism collected by CNKI in the paper based on the database of CNKI, the current situation of Yunnan minority sports tourism study is analyzed, and future development trend is explored, thereby promoting the implementation of the national 'One Belt and One Road' strategy and the development of Yunnan tourism industry.

2. Research Object and Method

In recent years, Bibliometrics based on the single subject word retrieval (retrieval with only one subject word) of CNKI resource database has been successfully used for analyzing research progress and hot spot analysis [2], research progress and hot spot analysis of national sports [3], domestic minority sports tourism industry research current state and its development trend [4], etc. CNKI resource database is applied to carry out "subject" retrieval with "Yunnan minority sports tourism resource development", "Yunnan minority sports tourism products" and "Yunnan minority sports tourism industry" as the retrieval words based on the core connotation of the research on Yunnan minority sports tourism in the paper. reference data of Yunnan minority sports tourism research are collected from three aspects. the reference data obtained from the retrieval of three subject words are

manually screened and filtered in order to ensure the reliability of the sample data of each research object, and the reference that did not really involve the connotation of subject words is deleted. reference quantity statistics are carried out in two subjects and even three subjects according to research contents aiming at reference with crossed research contents, which can be searched in two subject words and even three subject words, and it is difficult to conclude it as one subject easily. The reference quantity is extremely few, which has less influence on statistic results.

3. Research on Resource Development of Yunnan Minority Sports Tourism

The author mainly used the subject word of 'resource development of Yunnan minority sports tourism' for subject word retrieval through CNKI reference database as of October 25, 2018. The retrieved reference was manually screened and filtered one by one, and the reference that did not involve subject words or had little subject content is deleted. Finally, 29 reference works on Yunnan minority sports tourism resource development were collected, including 21 journal papers, 1 doctoral dissertation, 5 master dissertations and 2 conference papers. The reference quantity for each year is shown in table 1. The year not mentioned in Table 1 refers that the reference quantity is zero in the year. Data in table 1 shows that the reference of Yunnan minority sports tourism resource development research was started since 1998. There are only 6 references (all journal papers) were produced in 12 years from 1998 to 2010. The reference quantity has been explosively increased in 2011 after deposition for 12 years. Then, the reference quantity shows volatility. The reference quantity presents a good growth momentum since 2016 to present, which maintains relatively stable. It is obvious that Yunnan minority sports tourism resource development research is the research subject with long-term focus from many experts and scholars. It has always been the hot spot subject mainly focused by them especially in recent three years, which is highly consistent with national strategy and Yunnan key industry development plan.

Table 1. Annual distribution of the papers of resource development research

Year	2018	2017	2016	2015	2014	2013	2011	2008	2006	2005	2004	2001	1998
reference quantity	5	5	3	1	4	1	4	1	1	1	1	1	1

There is a total of 6 units with more than two references according to the statistics of the first author unit in the 29 retrieved research references of Yunnan minority sports tourism resource development (please see table 2 for details), and there are 12 units with only 1 reference. Data in table 2 shows that 5 of 6 units are Yunnan provincial universities. Yunnan Normal University has the most references, and the reference quantity accounts for 27.58% of total references. It is obvious that Yunnan colleges and universities are the main forces of the research on Yunnan minority sports tourism resource development. The province has a team of research on Yunnan minority sports tourism resource development represented by Yunnan Normal University, thereby guaranteeing the sustainability of research work.

Table 2. Institutional distribution of authors of resource development research

Institution	Quantity	Institution	Quantity	Institution	Quantity
Yunnan Normal University	8	Yunnan University	3	Honghe University	3
Beijing Sport University	3	Kunming University of Science and Technology	3	Wenshan University	3

4. Yunnan Minority Sports Tourism Product Research

The author used the subject word 'Yunnan minority sports tourism products' for subject word retrieval through the general database of CNKI reference as of October 25, 2018. The retrieved

references were manually screened and filtered one by one, and the references that did not involve the subject word or had little subject content were deleted. Finally, 28 references about "Yunnan minority sports tourism resource development" were collected, including 17 journal papers, 1 doctoral dissertation, and 10 master dissertations. The reference quantity of each year is shown in table 3. The year not mentioned in Table 3 refers that the reference quantity is zero in the year. Data in table 3 shows that the reference output in 15 years from 1998 to 2013 was at lower level stage, which was increased after 2014 and kept stable continuously. It is obvious that Yunnan minority sports tourism product research is always the research hotspot of experts and scholars continuously after 2014 [5][6]. In addition, Yunnan Normal University contributed 14 references (accounting for 50%), Beijing Sport University contributed 4 references (doctoral and master dissertations), and the remaining 10 references are scattered in 10 units according to the statistics of the first author unit. It is obvious that Yunnan Normal University is an absolute main force in the aspect of tourism product research design. Expert and scholar in other units focus on the research subject for one time except Yunnan Normal University and Beijing Sport University. Therefore, the teams for the subject research should be further strengthened.

Table 3. Annual distribution of the papers of sports tourism product research

Year	2018	2017	2016	2015	2014	2013	2012	2011	2009
reference quantity	3	3	2	2	3	1	1	1	1
Year	2008	2007	2006	2004	2003	2001	1999	1998	
reference quantity	1	1	2	1	1	3	1	1	

5. Yunnan Minority Sports Tourism Industry Research

The author used the subject word 'Yunnan minority sports tourism industry' for subject word retrieval through the general database of CNKI reference as of October 25, 2018. The retrieved references were manually screened and filtered one by one, and the references that did not involve the subject word or had little subject content were deleted. Finally, 20 references about "Yunnan minority sports tourism industry research" were collected, including 13 journal papers, 1 doctoral dissertation, and 6 master dissertations. The reference quantity of each year is shown in table 4. The year not mentioned in Table 4 refers that the reference quantity is zero in the year. Data in table 4 shows that the reference of Yunnan minority sports tourism industry research was started since 1999. There are 11 references were produced in 10 years from 1999 to 2008. There were only 9 references in 10 years from 2009 to 2018. The reference quantity was zero within 4 years. It is obvious that though Yunnan minority sports tourism industry research was started earlier, the research subject cannot become the research hotspot, and it shows the development trend of becoming less and less popular research subject (the reference quantity was zero for two successive years in 2016 and 2017) mainly because minority sports tourism industry research is a research field related to multi-discipline crossing integration. The industry development should be tightly combined for research, and the research difficulty is high. It is more difficult to study it deeply, etc. [5][6]. Therefore, various measures are adopted for encouraging and supporting many experts and scholars for minority sports tourism industry research, thereby guaranteeing that Yunnan minority sports tourism can be developed efficiently, quickly and sustainably.

Table 4. Annual distribution of the papers of sports tourism industry research

Year	2018	2015	2014	2013	2012	2011	2008
reference quantity	3	1	2	1	2	1	2
Year	2007	2006	2005	2004	2001	2000	1999
reference quantity	1	1	1	1	1	1	2

There are 4 units with more than 2 references (see table 5 for details), and only 4 units with 1 reference according to the statistics of the first author unit in 20 retrieved references about Yunnan minority sports tourism industry research. Data in table 5 shows that 3 of 4 units belong to Yunnan provincial universities. Yunnan Normal University is the unit with the most references, its output reference quantity accounts for 45% of total references. It is obvious that Yunnan universities are main forces for Yunnan minority sports tourism industry research. Yunnan has a team of Yunnan minority sports tourism industry research represented by Yunnan Normal University, thereby ensuring the sustainability of the research work.

Table 5. Institutional distribution of authors of sports tourism industry research

Institution	Yunnan Normal University	Beijing Sport University	Kunming University of Science and Technology	Baoshan University
reference quantity	9	3	2	2

6. Conclusions and Recommendations

(1) The research on Yunnan minority sports tourism resource development has long been a research topic concerned by many experts and scholars. It has been a hot topic that has been continuously concerned especially in the past three years. Colleges and universities in Yunnan are the main force of the research on Yunnan minority sports tourism resource development. Yunnan has a team of research on the minority sports tourism resource development represented by Yunnan Normal University, thereby guaranteeing the sustainability of the research subject.

(2) Yunnan minority sports tourism product research was started since 1998. Yunnan minority sports tourism product research has been a research hot spot of experts and scholars after 2014. Yunnan Normal University is the main force for tourism product research. Expert and scholar in other units focus on the research subject for one time except Yunnan Normal University and Beijing Sport University. Therefore, the teams for the subject research should be further strengthened.

(3) Though Yunnan minority sports tourism industry research was started earlier, the research subject cannot become the research hotspot, and it shows the development trend of becoming less and less popular research subject. Since product research achievements and industry research achievements can directly serve the development of the industry, Yunnan minority sports tourism product research and industry research cannot form sound development trend till present. Therefore, various measures are adopted for encouraging and supporting many experts and scholars for research in the two aspects, thereby providing wisdom support and guarantee for implementing national 'One Belt and One Road' strategy and developing tourism industry in Yunnan.

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