

The Progress and Evolution Trends of World Literary Tourism Research: A Comparative Analysis Based on Content and Bibliometric Methods from International and Chinese Journals

Tendencias evolutivas de la investigación sobre el turismo literario a nivel mundial: un análisis comparativo basado en análisis de contenido y métodos bibliométricos en el revistas internacionales y chinas

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Abstract

This study aims to objectively interpret the research progress of literary tourism through content analysis and to employ bibliometric visualisation software for statistical data analysis in order to explore the development, evolution, and stage characteristics of literary tourism. It uses the China National Knowledge Infrastructure and Web of Science databases as sources, selects 200 literary tourism publications from 1993 to 2023, and analyses the selected publications in terms of their basic features, author collaboration, and institutional cooperation, key areas and research frontiers. The study found that literary tourism has become a research field with rich themes and interdisciplinary characteristics in its development and evolution. Literary tourism research has



formed a stable core periodical group, and the number of published articles has shown steady progress. Although the cooperation network is extensive, greater international academic exchange is still needed. Scholars worldwide focus on the four research hotspots of cultural tourism relations, literary tourism market, literary tourism resources, and literary tourism destinations. Future research will likely develop in the direction of the integration of culture and tourism, which also signals a new stage in cultural tourism development.

Keywords: literary places; cultural tourism; interdisciplinary scholarship; knowledge mapping; CiteSpace.

Resumen

Este estudio tiene como objetivo interpretar objetivamente los avances de la investigación sobre el turismo literario mediante el análisis de contenido y emplear software de visualización bibliométrica para el análisis de datos estadísticos, con el fin de explorar el desarrollo, la evolución y las características por etapas del turismo literario. Utiliza como fuentes las bases de datos China National Knowledge Infrastructure y Web of Science, selecciona 200 publicaciones sobre turismo literario entre 1993 y 2023 y analiza dichas publicaciones en términos de sus características básicas, la colaboración entre autores, la cooperación institucional, las áreas clave y las fronteras de investigación. El estudio muestra que el turismo literario se ha convertido en un campo de investigación caracterizado por una rica diversidad temática y rasgos interdisciplinarios. La investigación sobre turismo literario ha formado un grupo central relativamente estable de revistas, y el número de publicaciones ha mostrado un crecimiento constante. Aunque la red de cooperación es extensa, aún se requiere un mayor intercambio académico internacional. Los académicos de todo el mundo se centran en cuatro áreas clave de investigación: la relación entre cultura y turismo, el mercado del turismo literario, los recursos del turismo literario y los destinos del turismo literario. Las futuras investigaciones probablemente se desarrollarán en la dirección de la integración entre cultura y turismo, lo que también indica que el turismo cultural está entrando en una nueva etapa de desarrollo.

Palabras clave: lugares literarios; turismo cultural; interdisciplinariedad académica; mapeo del conocimiento; CiteSpace.

1 Introduction

Literary tourism represents a significant and growing sector in the global tourism market. Literary tourism is the intersection of cultural tourism and heritage tourism. Research before 2000 was mainly based on international case studies in the context of cultural and heritage tourism: among

them, cultural tourism is rooted in the construction of anthropological meaning (Otay, Yavuz, & Rafferty, 2022, p.211), while heritage tourism is an activity based on the value of people's relics or attractions and a powerful force in advocating for the preservation of a region's historic, cultural, religious and industrial past should be preserved (Butler, Szili, & Huang, 2022). Western academic circles mainly evaluate literary tourism in the context of heritage. They believe that literary tourism, related to "places celebrated for literary depictions and/or connections with literary figures" (Squire, 1996, p.119), constitutes part of the broader heritage tourism landscape (Herbert, 2001, p.312). Some researchers also believe that heritage and widespread culture overlap (Baleiro & Quinteiro, 2019), thereby linking literary tourism to cultural tourism. Cultural and heritage tourism is so close to each other that it is difficult for tourists to separate culture and heritage, thus supporting the claim to classify it as "cultural and heritage tourism" (Hoppen, Brown, & Fyall, 2014, p.40). Broadly speaking, literary tourism can be understood as "tourism activity motivated by interest in an author, a literary creation or setting, or the literary heritage of a destination" (McGuckin, 2019, p.9). With the innovation of multimedia technologies, many static literary works (especially novels, some of which have been adapted to the screen) have transformed into dynamic literary and artistic works (such as movies and TV series). Therefore, literary tourism is also considered a precursor to film and media tourism (Orr, 2018) and has a broader connotation.

Since the 1990s, scholars worldwide have engaged in literary tourism research on a large scale (O'Connor & Kim, 2014; Jiang & Xu, 2016). International scholars paid attention to literary tourism earlier and focused on speculative research at the theoretical level (Li & Jiang, 2019); Chinese scholars paid more attention to practical strategies for developing literary tourism (Wang, 2019). Scholars generally agree with Butler's four types of literary tourism proposed in 1986: (1) tourism related to actual locations; (2) tourism related to literary works, such as literary locations that form the background of novels; (3) tourism related to the attractiveness of a region, which is a more specialized form of literary tourism; and (4) tourism to places that are tourist destinations in themselves, where literary works only play an supplementary role. Busby and Klug (2001) identified "travel writing" and "film-induced literary tourism" as the fifth and sixth types of literary tourism, respectively, emphasizing their role in reinterpreting places for reinterpreting places and people and for conveying information to a broader audience in the context of tourist destination decisions. As audience characteristics expand, enthusiastic readers need new forms of literary activity. Mintel (2011) added two more types closely related to books and authors: "literary festivals" and "bookstore tourism". The primary purpose of literary tourism is no longer to visit specific literary places, but also to explore new types related to the tourist subject.

In fact, literary tourism is based on subjective reading behaviour, and the audience and readers play a decisive and positive role in the formation of meaning in literary texts (Knipp, 2016). Early literary tourists had a significant "pilgrimage" characteristic, often for purely religious purposes (Pearce, 1990). Herbert (2001), through research on heritage tourism destinations, categorised the motivations of literary tourists into those related to the author, those related to the scene of the work, those related to emotional value, nostalgia, memory, symbolism, etc., and those related to dramatic events in literature (Saretzki, 2013; Robertson & Yeoman, 2014). In addition, some tourists are motivated by education (Lee & Weaver, 2014), hoping to gain spiritual and cultural enrichment. Chinese scholars emphasize that the foundation for the realisation of literary tourism lies in the emotional needs of the tourist subject for literary resources (Wu, 2018). The changing motivations of literary tourists have also given rise to diversified literary tourism products, including developing literary resources into independent tourist attractions, developing related songs, dances, and video works, and developing literary resources as background elements for tourist attractions (Fu & Jia, 2008). Creative development methods for literary resources have also emerged, such as simulated literary landscapes, literary tourism festivals, literary tourism routes, and literary tourism websites. Although literary tourism is not a new concept, academic research in this field has yet to achieve sufficient academic recognition as it has yet to emerge as a separate tourism type in many parts of the world (Çevik, 2020). Existing studies have analyzed literary tourism from different levels and perspectives, mainly from a qualitative perspective.

Few studies provide a macro-overview to the current status of scientific research and bibliometric analysis of the latest research trends of literary tourism (Çevik, 2020). Only one study published in an authoritative journal has conducted a systematic comparative analysis of the progress of world literary tourism research (Xuemei, Rahman, Veeramuthu, & Qiao, 2023). Therefore, there remains a clear need for a more comprehensive and objective understanding of literary tourism and interdisciplinary comparative research is throughout the entire process of this study. Examining and analysing domestic and international literature on literary tourism research, we sincerely appreciate the academic community's desire for a more comprehensive and objective understanding of the current status and trends in the development of world literary tourism. Therefore, this article combines content analysis with bibliometrics to conduct an in-depth investigation and comparative analysis of research in this field, to present the current status of existing research in a relatively fair and impartial manner, and explore the future direction of literary tourism research in the intertwined network formed by diachronic evolution and synchronic comparison. This research seeks to answer the following questions: How has literary tourism research evolved over the past 31 years? What is the current status of international cooperation, and what are its main characteristics? What are the latest development trends, and

what are the research topics in the future? What can Chinese scholars learn from international research? This study attempts to view literary tourism research from a more comprehensive perspective, using bibliometric methods and visual presentation to grasp the dynamic changes and evolutionary characteristics of world literary tourism research to provide a reference for the healthy development of world literary tourism.

2 Data sources and research methods

2.1 Data sources

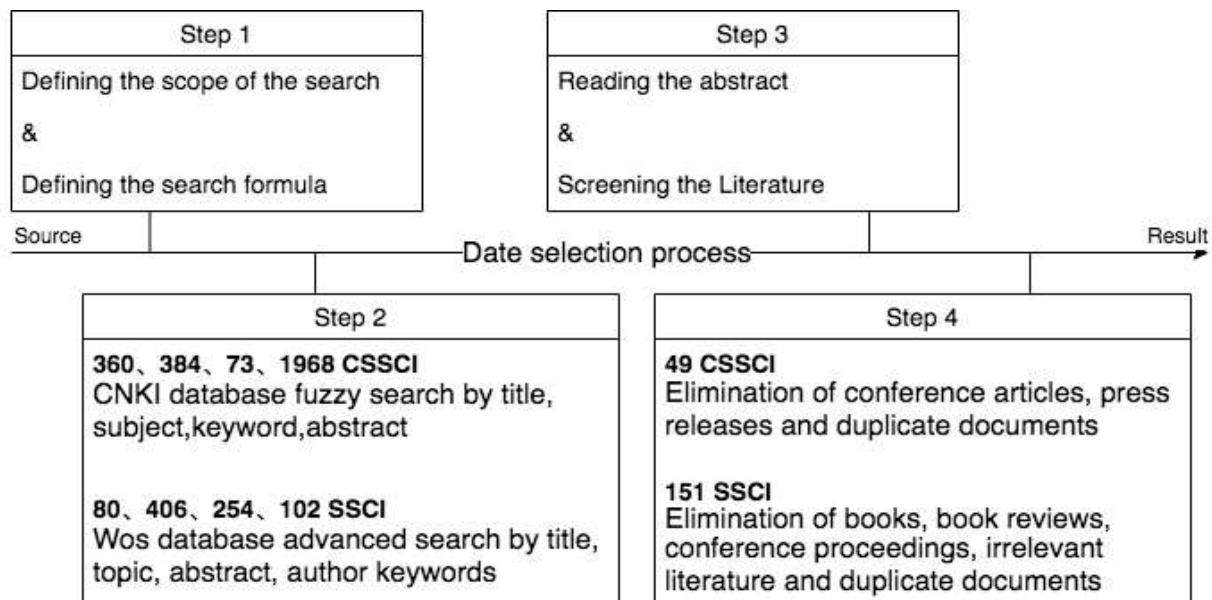
To ensure the comprehensiveness of the article and the scientific reliability of the data, the relevant literature of this study was obtained from two major academic databases, namely, the China National Knowledge Infrastructure (CNKI) and the Web of Science (WOS) database. The CNKI database is the largest academic database in China, offering comprehensive coverage and timely updates. The Web of Science database is one of the largest citation databases in the world, which includes the world's leading research data, covering almost all SCI, SSCI and A&HC fields.

Based on preliminary searches, literary tourism research began to emerge in the 1990s. To understand the current status of field research and the cyclical characteristics more comprehensively, we used 1993, the earliest year provided by CSSCI, as the starting year. We set the time as "1993-2023" and used 31 years as the research period. To ensure the quality of selected articles, in the CNKI literature search column, we set the journal source category to "CSSCI source journal", the "title", "topic", "keyword", and "abstract" to "literary tourism" and "literary AND tourism". We obtained 360, 384, 73, and 1968 documents, respectively. After excluding conference papers, newspapers, non-academic publications, and duplicate documents and reading the abstracts to understand the research content of the articles, we finally obtained 49 valid documents. The search time is December 10, 2023.

In the advanced search column of the Web of Science Core Collection, take TI (title) as an example and set the advanced search formula as "(TI= (literary tourism)) AND PY= (1993-2023)". In order to ensure the comprehensiveness of the literature, we set search terms in four aspects: TI (title), TS (topic), AB (abstract), and AK (author keywords), and obtained 80, 406, 254, and 102 papers. After screening and removing books, book reviews, conference minutes, irrelevant documents, duplicate documents, and reading them in combination with abstracts, finally obtained 151 valid documents: 127 in English, 11 in Spanish, 4 in French, 3 in Turkish, 1 in Dutch, 1 in Italian, 1 in Russian, 1 in German, 1 in Malayalam, and 1 in Slovenian; 137 journal articles, 13 proceedings papers, and 1 review. The search time is December 10, 2023. The data filtering

process is illustrated in Figure 1, and finally obtained 200 articles highly related to the theme of literary tourism for further research.

Figure 1. Data selection ideas



Source: Authors.

2.2 Research methods

This study employs bibliometric and content analysis methods to analyse world literary tourism literature from 1993 to 2023. As methods of studying documents' external form and content characteristics, many disciplines have used these two methods to study fields' paradigms or dynamic development (Li, Han, Zhang, & Xu, 2014, p.110). A search for review articles on the theme of "literary tourism" in the CNKI and Wos databases, only seven relevant review articles were identified. Among them, three research reviews in Chinese (Wang, 2010; Sui & Liu, 2018; Kang, 2019), none of which have been published in core journals; one English literature research on literary routes (Rojo & Vázquez, 2022), one Spanish review of literary tourism in case locations (Vazquez & Araujo, 2018). Only one study applied content analysis, namely Samet Çevik's "Literary tourism as a field of research from 1997-2016", published in 2020, which considers literary tourism a field of study. This article analyses 132 articles published from 1997 to 2016 in journals, research methods, research fields, literary tourism genres and research themes. One article was quantitatively analyzed using CiteSpace software to discuss research in English in this field in the past 20 years and analyze academic development trends and changes in research priorities from a macro level (Xuemei, Rahman, Veeramuthu, & Qiao, 2023). The number of bibliometric studies in literary tourism research remains limited, and most of them are descriptive statistics, lacking an overall grasp of the knowledge context of the development of the entire field

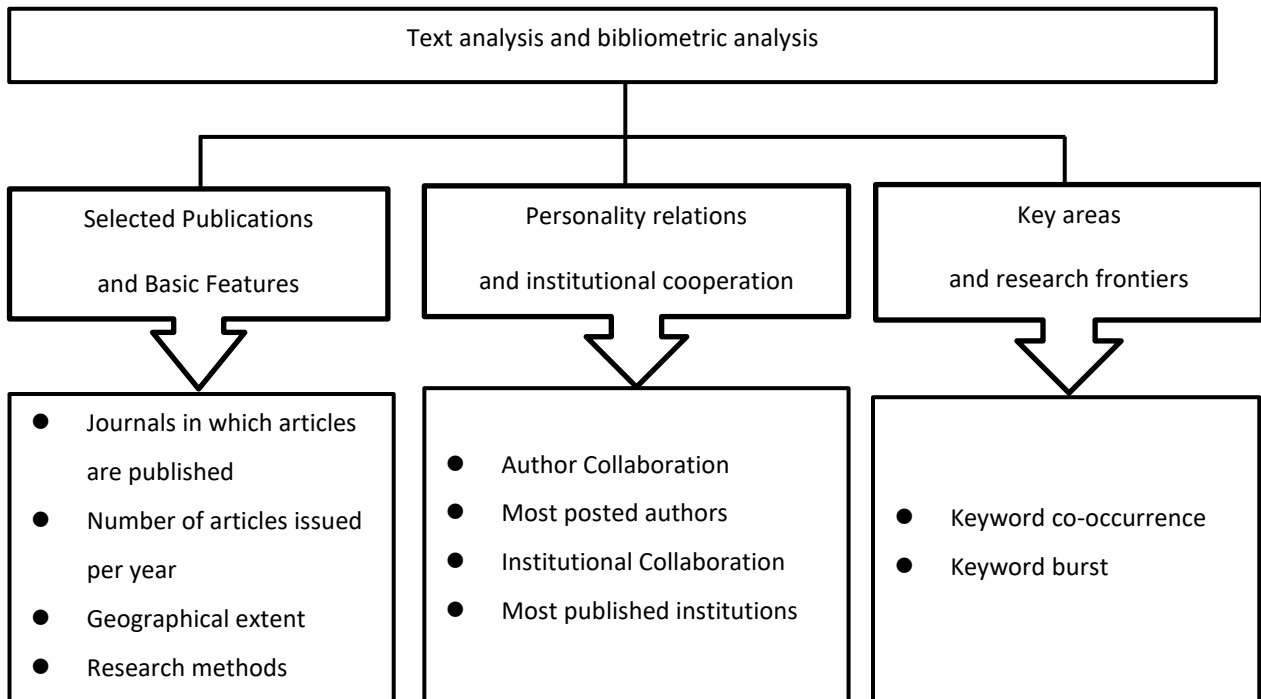
and the dynamic changes between research knowledge networks. Compared with the existing literature, this study examines the relevant situations of literary tourism research in Chinese and foreign language databases and conducts comparative analysis. In addition, it provides more accurate data in the selection of literature, with broader coverage and more comprehensive and objective results.

The content analysis method was born in the early 20th century. It examines the content characteristics of documents and analyses and infers the relevant information in the documents within a certain period (Chen, 2001, p.885). American communication scientist Bernard Berelson defined it as a research method that objectively and systematically describes the apparent content of communication (Qiu & Zou, 2004, p.12) and has more advantages in broadening research ideas and improving research results.

Bibliometric methods employ statistical and mathematical techniques to explore the external formal characteristics of documents to discern quantitative relationships, distribution structures, and change patterns in literature (Zhou & Yu, 2012). Among these methods, the CiteSpace software is widely used to visualize research hotspots and evolving trends in specific fields with unparalleled speed and clarity. Developed by Professor Chaomei Chen of Drexel University in the USA, this knowledge mapping tool uncovers the intrinsic connections between knowledge bases, aiding in identifying key points and future research directions (Zhang et al., 2022). The data processing in this study utilizes the CNKI and WoS data analysis modules of CiteSpace version 6.2.6.

This study objectively interprets the progress of literary tourism research through content analysis and applies bibliometric visualization tools to explore its developmental evolution and stage characteristics. Figure 2 shows the data analysis process.

Figure 2. Data analysis ideas



Source: Authors.

3 Selected publications and basic features

3.1 Journals in which articles are published

This study involved a total of 130 journals with articles, including 27 Chinese journals and 103 foreign journals. Tables 1 and 2 present the number of articles published in Chinese and international journals. The number of papers published in each journal is also very different. Fourteen journals have published three or more related papers, including ten international journals (N=43, 28.4%). In terms of the proportion of published articles, the distribution of Chinese literary and tourism articles has a certain degree of concentration. Tourism Tribune is the Chinese journal with the highest number of such publications (N=11), accounting for more than 20% of Chinese journals; Journal of Tourism and Cultural Change is the English journal that publishes the most such articles (N=8), only accounting for 5.3% of international journals.

From the perspective of the distribution of academic journals, the distribution is relatively wide. Academic journals published only in the field of tourism account for about 1/3 of the total, of which Chinese journals account for 36.7% (N=18) and international journals account for 29.8% (N =45), all of which are shown in italics in Table 1 and Table 2. Research analysis shows that the sources of international literary tourism research journals include tourism, culture, literary, heritage, geography and other fields. Academic journals in the literary field have published more research in the context of literary tourism, exhibit relatively research depth and research quality. In addition,

there are several interdisciplinary journals and academic conference papers from other fields. Chinese scholars mainly focus on tourism, literary, and art; most of them are comprehensive university journals. Compared with international ones, they have more categories and richer content, which shows that literary tourism has attracted the attention of Chinese scholars in multidisciplinary fields, but the disciplinary specialization remains relatively weak. Combining the number of articles published in academic journals and the proportion of journal distribution shows that literary tourism research has formed a core journal group worldwide. The international core journal group is represented by "culture", "tourism", and "geography", while in China, "tourism" and "geography" are represented. A stable group of core journals plays a positive role in the in-depth and sustainable development of field research. This contributes to the development of a professional platform for literary and tourism research.

Table 1. Top 18 published journals in international literary tourism research

Name of journal	Number of article	Percentage
<i>Journal of Tourism and Cultural Change</i>	8	5.3%
<i>Tourism Management</i>	6	4.0%
<i>Annals of Tourism Research</i>	5	3.3%
<i>Current Issue in Tourism</i>	4	2.6%
<i>Journal of Heritage Tourism</i>	4	2.6%
<i>Tourism Geographies</i>	4	2.6%
<i>Cultural et Musees</i>	3	2.0%
<i>International Journal of Tourism Cities</i>	3	2.0%
<i>Journals of Destination Marketing & Management</i>	3	2.0%
<i>Pasos-revista De Turismo y Patrimonio Cultural</i>	3	2.0%
<i>Anais Brasileiros de Estudos Turiscos-abet</i>	2	1.3%
<i>Annales-anail za Istrske in Mediteranske Studije-series Historia et Sociologia</i>	2	1.3%
<i>Briu-estudos de Textualidade do Brasil Galicia e Portugal</i>	2	1.3%
<i>European Journal of Tourism Research</i>	2	1.3%
<i>Journal of Balkan and Near Eastern Studies</i>	2	1.3%
<i>Journal of Policy Research in Tourism Leisure and Event</i>	2	1.3%
<i>Journal Of Travel Research</i>	2	1.3%
<i>Studies In Romanticism</i>	2	1.3%

Source: Authors.

Table 2. Journals of Chinese literary tourism research

Name of journal	Number of article	Percentage
<i>Tourism Tribune</i>	11	22.4%
<i>SOCIAL SCIENTIST</i>	5	10.2%
<i>Tourism Science</i>	3	6.1%
<i>Areal Research and Development</i>	3	6.1%
<i>Journal of Huaqiao University (Philosophy & Social Sciences)</i>	2	4.1%
<i>Journal of Sichuan Normal University (Social Sciences Edition)</i>	2	4.1%
<i>Social Sciences in Hunan</i>	2	4.1%
<i>Studies on "A Dream of Red Mansions"</i>	2	4.1%
<i>Journal of Chongqing University (Social Science Edition)</i>	1	2.0%
<i>Scientia Geographica Sinica</i>	1	2.0%

Journal of Southeast University (Philosophy and Social Science)	1	2.0%
Reform	1	2.0%
Journal of Hebei University (Philosophy and Social Science)	1	2.0%
Journal of East China Normal University (Humanities and Social Sciences)	1	2.0%
Journal of Hunan University (Social Sciences)	1	2.0%
Journal of Central China Normal University (Humanities and Social Sciences)	1	2.0%
Journal of Jishou University (Social Sciences)	1	2.0%
Theory Monthly	1	2.0%
Theory and Reform	1	2.0%
Journal of Shanxi University of Finance and Economics	1	2.0%
Journal of Business Economics	1	2.0%
Library Tribune	1	2.0%
Journal of Northwest Minzu University (Philosophy and Social Sciences)	1	2.0%
Academic Research	1	2.0%
Zhejiang Academic Journal	1	2.0%
Journal of South-Central Minzu University (Humanities and Social Sciences)	1	2.0%
ZHUANGSHI	1	2.0%

Source: Authors.

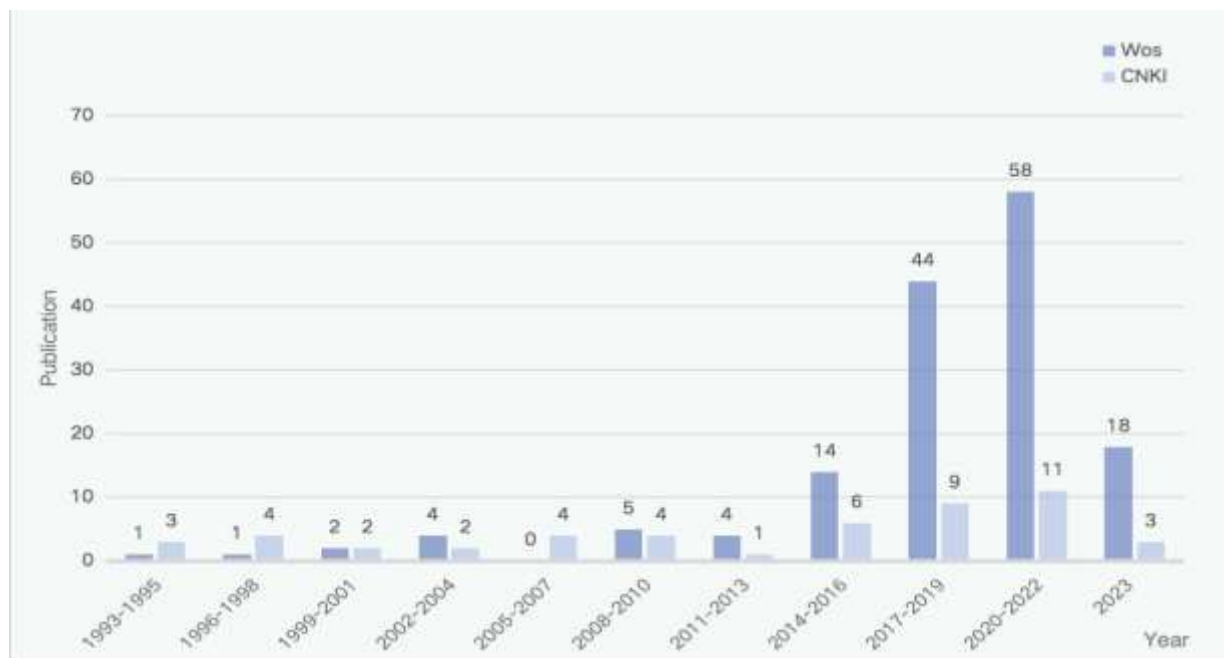
3.2 Number of publications by year

Considering the distribution of academic research on literary tourism for more than thirty years, the number of studies per year fluctuates. It is difficult to determine whether the trend is steadily increasing or decreasing, so we conduct research every three years. Figure 3 presents the publication of SSCI and CSSCI papers in the field of literary tourism, which are included in two search platforms, WOS and CNKI, every three years during the 31 years from 1993 to 2023.

The data reveal the following: (1) The number of international publications on literary tourism research is significantly higher than that in China, and the change and growth trend is more evident than that in China. Especially after 2014, the number of international publications has increased significantly, and the research level is relatively high. (2) From 1993 to 2022, the number of international publications increased steadily increased rapidly from 2014 to 2016. Compared with the previous period, the number of studies was three times the previous one; the number of published articles in China had been fluctuating and rising before 2016, but as scholars' attention to this field continued to increase, it also experienced a slow growth after the 2014-2016 period, indicating that academic circles are enthusiastic about the study of literary tourism. If this growth continues, this period may be regarded as a milestone in literary tourism research. (3) Before 2007, China was in a relatively high state of publishing in terms of the number of publications over the years and the total number of papers. However, between 2008 and 2010, the number of international publications exceeded that of domestic publications. This phenomenon may be related to reforming cultural mechanisms and systems under the broader context of cultural and

institutional reforms. It shows that there is still much room for future exploration in China's culture, literary, and tourism fields.

Figure 3. Literary tourism research publications, 1993-2023



Source: Authors.

3.3 Geographical extent of the study site

Existing cases of literary tourism have a wide geographical distribution, mainly concentrated in Europe, Asia and America, while global-scale studies remain limited. Tables 3 and 4 give data from international and Chinese research areas. Literary tourism research mostly chooses a specific area with only one literary place, writer, and literary figure as the research area, and the rest of the papers introduce comparative results by explaining different regions of the survey (Herbert, 1996; Herbert, 2001; Fawcett & Cormack, 2001; Johnson, 2004; O'Connor & Kim, 2014; van & Reijnders, 2016; Wang & Zhang, 2017; Evans, 2020; Lois González, & Lopez, 2020; MacLeod, 2021; Rossetti & Quinn, 2021; Zhan, 2016; Li & Jiang, 2019).

International scholars have conducted studies across 32 regions in Oceania, Europe, America, Africa, and Asia regions. Europe accounts for the largest proportion of research areas (N=84, 62.7%). A considerable part of the research is carried out in the United Kingdom (N=15, 11.2%). After 2009, studies on Asian literary tourism increased (Lee & Weaver, 2014; O'Connor & Kim, 2014; Farsani, Saffari, Shafiei, & Shafieian, 2018; Safei, Tambi, & Ermy, 2021), especially research on China (Ryan, Yanning, Huimin, & Song, 2009; Yu & Xu, 2016; Jiang & Xu, 2016).

Literary tourism research in China is distributed across 27 studies in 12 regions, with Jiangsu Province and Hunan Province ranking first with six studies each. Among them, Jiangsu Province is famous for the Zhouzhuang Ancient Town in Suzhou City (Zhang, 2000; Jiang & Li, 2016; Li & Jiang, 2019), while research in Hunan Province focuses on the Fenghuang Ancient Town in western Hunan (Ma & Wang, 2013; Liu, Zhu, & An, 2014; An, Zhu, & Liu, 2014; Peng, 2017). Shuibo Liangshan, located in Jining City, Shandong Province, is a famous literary tourist destination in China. Scholars such as Jiang and Li have conducted many studies on it (Li & Jiang, 2019; Jiang & Xu, 2017; Jiang, Chen, & Li, 2023).

Table 3. Geographical spread of international literary tourism research

Region	Country (Number)	Number of article	Percentage
Oceania	New Zealand (2), Australia (2)	4	3.0%
Europe	United Kingdom (15), Italy (10), Portugal (9), Spain (8), Türkiye (6), Ireland (5), France (5), Croatia (3), Russia (3), Wales (2)	84	62.7%
America	United States (8), Canada (4), Brazil (3)	16	11.9%
Africa	South Africa (2)	3	1.8%
Asia	China (18), Korea (3), Iran (3), Indonesia (2)	27	20.1%

Source: Authors. Only show country with number more than 1.

Table 4. Geographical distribution range of literary tourism studies in China

Province	City (Number)	Number of article	Percentage
Jiangsu	Suzhou(3); Nanjing(2); Yangzhou(1)	6	22.2%
Hunan		6	22.2%
Shandong	Jining (2); Gaomi(2); Other (1)	5	18.5%
Beijing		2	7.4%
Shaanxi		1	3.7%
Hubei	Wuhan (1)	1	3.7%
Jiangxi	Jiujiang (1)	1	3.7%
Zhejiang		1	3.7%
Hebei		1	3.7%
Gansu		1	3.7%
Chongqin		1	3.7%
Shanghai		1	3.7%

Source: Authors.

3.4 Research methodology of the article

In the analysis of research methods, Table 5 shows that only 10.5% of the published research on literary tourism is theoretical, with the majority being empirical studies. Quantitative papers account for 12.2% of all published papers.

Case studies are the most commonly used qualitative research method in literary tourism research and dominate the current literature. Research data include primary data obtained through interviews, observations (Safei et al., 2021; Bu et al., 2021; Rossetti & Quinn, 2021), secondary

data collected by authorities, books, literature (Quinteiro et al., 2020; Lara, 2022). Methods such as textual analysis (Effron, 2021; Fermor, 2022), sentiment analysis (Anderson & Smith, 2022), and interpretive inductive methods (MacLeod, 2021) have been widely used.

Chinese studies have used ethnographic methods to conduct fieldwork on case sites revolving around well-known literary tourism sites. The findings may be too context-specific to support broader generalisation or theorisation. In addition, scholars mostly use observation (An et al., 2014; Li & Jiang, 2019) and interview methods (Peng, 2017; Hu & Yang, 2021) to collect data, use textual analysis (Jin, 2019) and grounded theory (Peng, 2017; Yang et al., 2020) to analyse the data.

In addition, a small number of studies employ mixed-methods approaches combining quantitative and qualitative approaches (5.6%), with international studies analysing texts qualitatively obtained from authorities or relevant books (Moncla et al., 2019), observations and interviews (Yu & Xu, 2018), using quantitative methods to map literary tourism (Moncla et al., 2019) or using structural equations to determine the attitudes of literary tourists (Ryan et al., 2009; Wang & Zhang, 2017; Farsani et al., 2018). Only one Chinese study applies mixed methods; a study by Liu et al. (2014) conducted a textual and mathematical statistical analysis of data collected from online sources, questionnaires, interviews, and sensory ethnography.

Table 5. Research methods applied by literary tourism studies

Conceptual		Empirical					
International 13	Chinese 8	International 143			Chinese 36		
Total 21(10.5%)		Total 179(89.5%)					
		Quantitative		Qualitative		Mixed	
		International 17	Chinese 5	International 117	Chinese 31	International 9	Chinese 1
		Total 22(12.2%)		Total 148(82.2%)		Total 10(5.6%)	

Source: Authors.

4 Personality relations and institutional cooperation

4.1 Core authors with collaborative analysis

CiteSpace author co-occurrence analysis can identify the core figures of a research field and the collaboration and cross-citation relationships among researchers (Hu, Sun, & Wu, 2013). The pre-processed literature data were imported into CiteSpace to generate the national and international author co-authorship network maps (Figure 4 and Figure 5). The nodes and their sizes in the graphs reflect the frequency of authors, while the colour and thickness of the lines connecting the nodes indicate the strength and intensity of collaboration between authors. Overall, research on world literary tourism remains relatively fragmented. However, in the long term, the formation of relatively balanced research teams is more conducive to the advancement of research.

There are 72 nodes and 52 links in the collaboration map of Chinese authors, with a network density of 0.0203. Among them, "Liu & Ming", "Yu & Li" and "An, Zhu & Liu" are the three groups with a relatively high number of publications and outstanding collaboration. The collaboration within these groups mainly reflects academic relationships between supervisors and students. A total of 104 Chinese scholars have contributed to literary tourism research, of which 72 authors have published CSSCI articles, and 32 have published SSCI articles. In contrast, Xu and Jiang have published articles in English and Chinese journals. Eleven core authors with two or more articles have laid the academic foundation for literary tourism research in China. Xu has the highest number of publications ($N = 6$), published 5 in the Wos database, and shows the highest prominence in the international collaboration network, indicating a leading role around 2016-2017. Jiang published five articles, three in the CNKI database, from 2016-2023, and "Aesthetic Consumption in Literary Tourism: A Case Study of Liangshan", published in the Journal of Tourism with Xu in 2017, was cited a total of 40 times, making it the 5th most cited article in the field and one of the most influential scholars in basic research in the field.

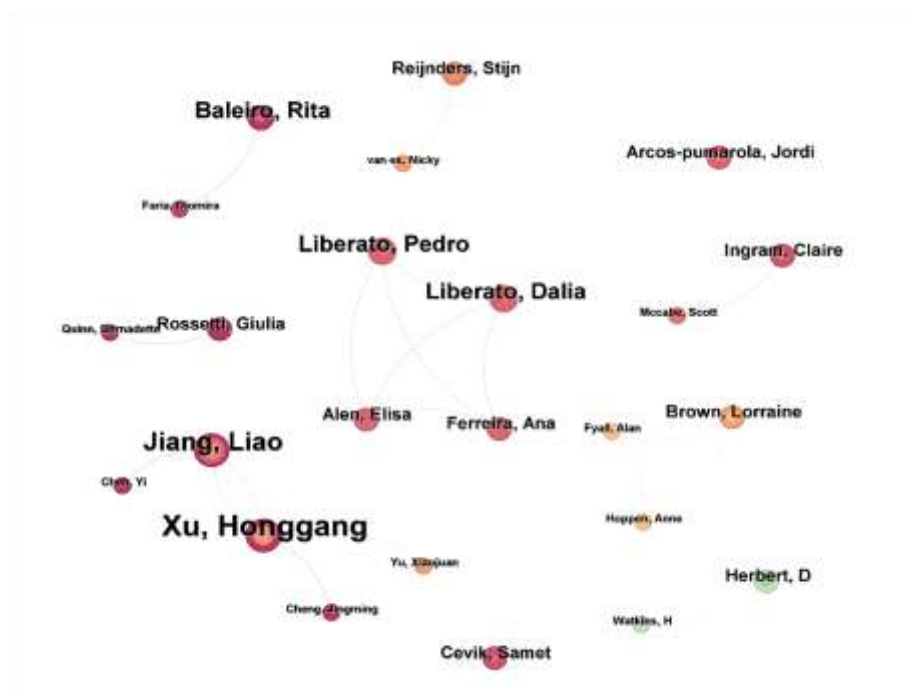
The international author collaboration network contains 198 nodes and 126 links, with a network density of 0.0065. The limited connections between nodes indicate that in the graph, indicating that research in this field by international scholars is relatively scattered. The scholars with the most publications are Chinese authors Xu ($N=7$) and Jiang ($N=4$), as well as international authors Liberato, P., Rossetti, G., and Liberato, D. ($N=3$). Most early international authors, such as Herbert (1996) and Squire (1994), conducted largely independent research. Their interpretations of literary, tourism and heritage experience, and the classification and definition of literary places are still relevant today. The cooperation formed by "Liberato, D.; Ferreira, A.; Alen, E & Liberato, P." is relatively strong. They explored the importance of the writer Blanco to tourism in the city of Porto and emphasises the importance of understanding tourist needs and that the author or places associated with literary creation must be used to promote the destination more actively. Brown, L., Oliveira, M.G., and Ryan, C. have also formed research teams in this area, facilitating the deepening of research methods and perspectives through complementary strengths.

Figure 4. Mapping of Chinese author collaboration networks



Source: Authors.

Figure 5. Mapping of international author collaboration networks



Source: Authors.

4.2 Core institutional and distribution characteristics

The co-occurrence of institutional cooperation in China shows that 60 institutions have contributed to literary tourism research (Figure 6), of which 88.3% (N=53) are in higher education institutions. These are mainly concentrated on tourism colleges, geography, management and literary. Regarding institutional cooperation co-existence, there are 60 nodes and 31 links between nodes, and the network density is 0.0175. This indicates relatively weak cooperation intensity, the cooperative relationship needs to be closer, and the absence of large-scale, stable partnerships. Cooperation networks and collaboration between research institutions need to be strengthened. The highest publishing institution is Sun Yat-sen University (N=13), 6 of which appear in the CNKI database. The number is also higher than that of other domestic institutions, significantly exceeding other domestic institutions. The analysis found that Sun Yat-sen University relied on the National Natural Science Foundation and Postdoctoral Science Foundation projects. Two colleges participated in the research, and the research results were remarkable. Four research institutions published more than two times, and the research focused on Shanghai (Yang et al., 2020), Zhejiang Province (Huang, 1996; Xu et al., 2023), and Hunan Province (Zhu, 2007; Ma & Wang, 2013; Liu et al., 2014; An et al., 2014; Peng, 2017; LIU, 2021), and put forward targeted measures and suggestions for the development of local literary tourism resources.

The international institutional collaboration network includes 170 nodes, 112 links between nodes and a network density of 0.0078 (Figure 7). The highest international publication volumes are all in universities, namely Sun Yat Sen University (N=7), Universidade do Algarve (N = 4). A network of collaborations has been formed around these institutions. However, regarding the intensity of collaboration, the academic collaboration network between institutions is extensive but not tight and lacking strong intermediary centrality. Other institutions such as Bournemouth University, Jinan University, Zhejiang Gongshang University, University of Central Florida, and State University System of Florida form relatively independent clusters, each connected to surrounding institutions.

湖南师范大学旅游学院

中山大学新华学院

中山大学旅游学院

暨南大学深圳旅游学院

喀什大学旅游学院

英国格拉斯哥大学地理与地球科学学院

华南师范大学文化产业与文化地理研究中心

英国伦敦大学皇家兽医学院地理系

伦敦大学皇家兽医学院地理系

格拉斯哥大学地理与地球科学系

国家林业总局昆明勘察设计院

云南师范大学旅游与地理科学学院

北京巅峰智业旅游文化创意股份有限公司

云南师范大学旅游规划研究中心

澳门大学社会科学及人文学院

Figure 7. Mapping of international issuer cooperation networks

[illegible]

17

5 Key areas and research frontiers

The keyword knowledge map is derived from the keywords of each study, which visualize the core vocabulary of literary tourism research and the evolution of research paths (Ke, Yin, & Liu, 2018). Keywords represent a condensation of the core content of the literature, and their frequency, centrality, and emergence help explain the research hotspots, intrinsic connections, and importance of the field. By analyzing keyword co-occurrence and emergence, research hotspots and core content, and evolutionary trends can be identified (Liu & Luo, 2020).

5.1 Key areas

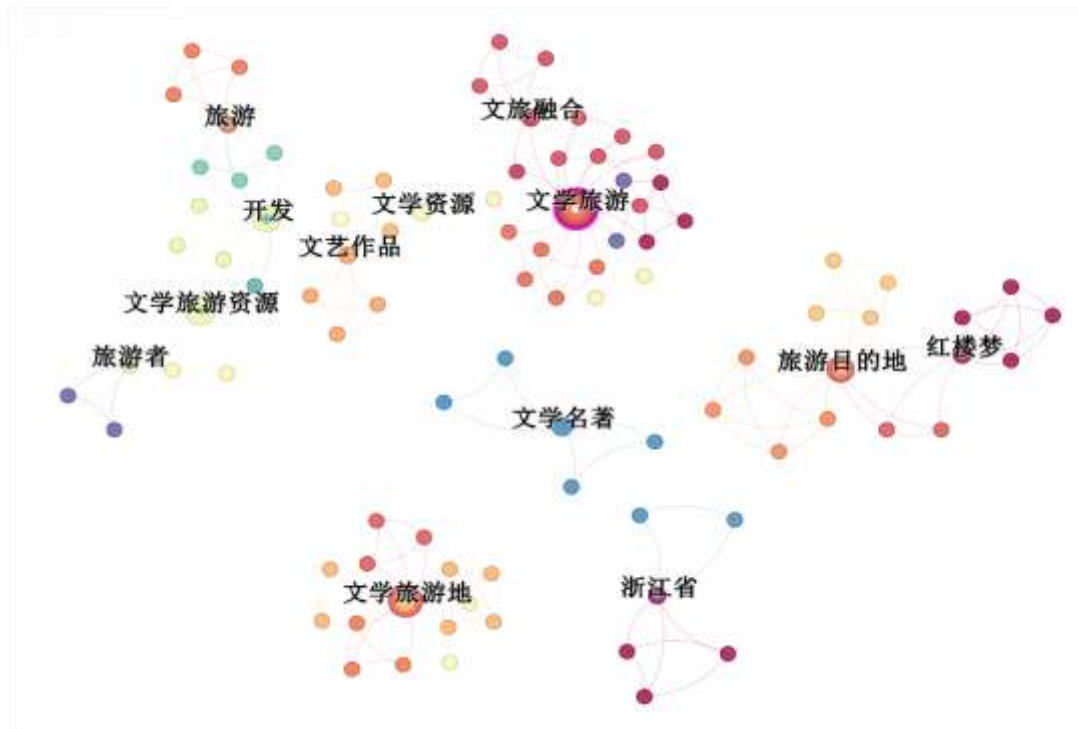
High-frequency keywords reflect key research areas, with higher keyword frequency indicating greater attention and greater centrality indicating more significant importance. High-frequency keywords in Chinese and international research help clarify major research themes in the field. Keywords with a centrality higher than 0.1 are generally considered more important, and keywords with longer half-lives reflect sustained research interest in the research field.

In Chinese research, the top 10 high-frequency keywords include five keywords with the highest centrality: literary tourism, development, literary resource, tourism, the integration of culture and tourism; In international research, the top 23 keywords with the highest frequency include all keywords with centrality exceeding 0.1, and there are 9 keywords in total: literary tourism, cultural tourism, tourism, literary places, authenticity, experience, heritage, places, China. The analysis shows that these keywords are closely connected to the content of "文学旅游 (literary tourism) / literary tourism" and revolve around "文学资源(literary resource) / literature" (heritage / literary heritage) and "文学旅游地 (literary tourist destination) / literary place" (旅游目的地(tourist destination) / destination / literary destination / place), these topics also show sustained scholarly attention. Temporal analysis shows that scholars introduced the concept of 'branding' into international research on developing literary destinations in 2018. After 2021, synonymous keywords such as "brand engagement", "brand involvement", and "destination brand" appeared frequently, indicating that these have become key focuses of current research in this field. Similarly, after 2020, "文旅融合 (the integration of culture and tourism)" emerged in Chinese academic research, and the frequency (N=2) and centrality (0.01) also show that it is an important research element. In addition, some keywords with a word frequency of less than two times can also provide provide insights for tracking the frontier.

Figure 8 and Figure 9 show high-frequency keyword co-occurrence patterns in research by Chinese and international scholars. Larger nodes and font sizes indicate higher keyword frequencies and thicker connecting lines indicate a stronger degree of association between two

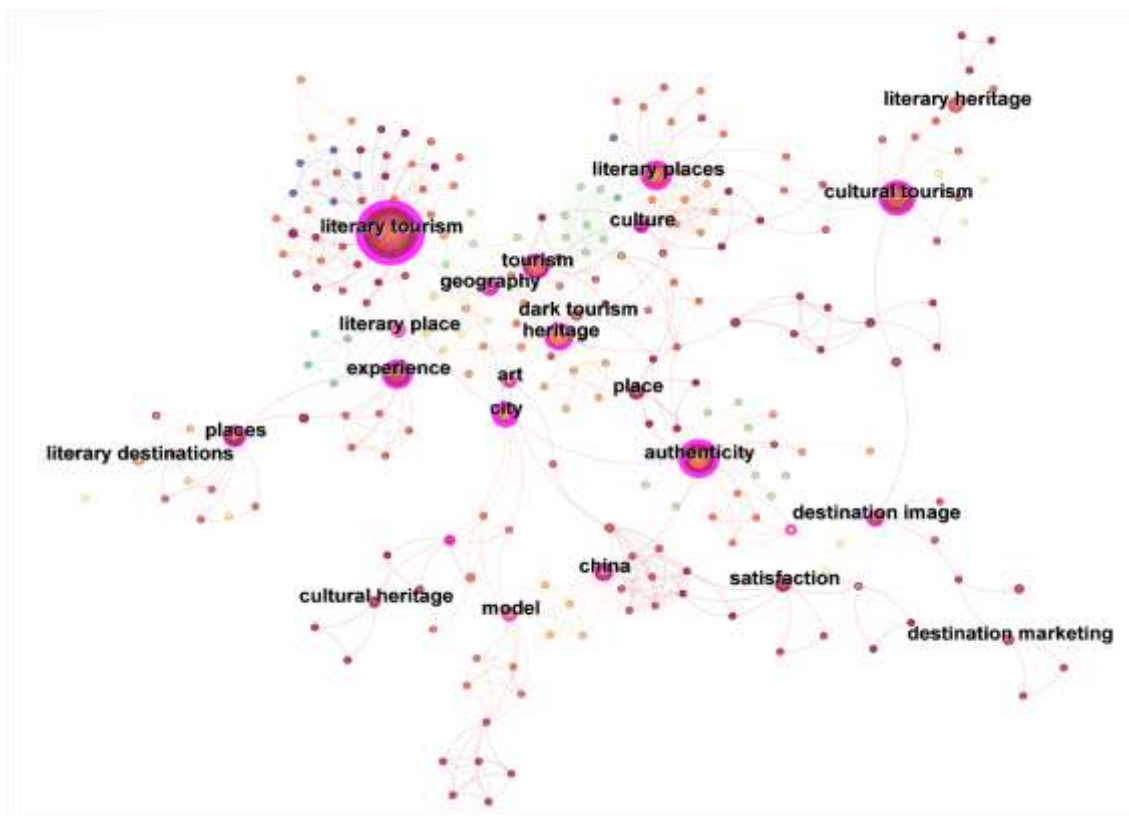
keywords. Figure 8 is the co-occurrence map of 109 high-frequency keywords in Chinese literary tourism research from 1993 to 2023. These keywords are clustered through 139 links to form a centralized large-scale knowledge network around "literary tourism". The core words "development" and "tourism" with strong centrality serve as key connectors within the network. The density is 0.0139. Figure 9 is the co-occurrence map of 269 high-frequency keywords in international literary tourism research from 1993 to 2023. According to the closeness and content of the connection between keywords, the network can be divided into multiple levels through 863 connections, that is, the first-level large-scale knowledge network centred around "literary tourism", and the second-level knowledge network centred around "tourism" level knowledge network, and a three-level knowledge network centred around "cultural places" and "authenticity". Several core words with strong centrality, "literary places", "experience", "place", and "heritage", connect the knowledge network, and the network density is 0.0239.

Figure 8. Chinese high-frequency keyword co-word mapping



Source: Authors.

Figure 9. International high-frequency keyword co-word mapping



Source: Authors.

Based on the keyword analysis and the interpretation of the frontier research content of the literature, the core keywords of the knowledge mapping domain are extended to "旅游者(tourist) / identity/authenticity", "文学资源(literary resource) / literature/heritage", and "旅游目的地(tourist destination) / literary place/place". We group the key areas of literary tourism research into the following four themes in conjunction with the whole reading:

5.1.1 The relationship between literary and tourism

Literature has long served as a motivation for travel. Conditions that facilitated the development of literary tourism began to emerge in some countries in the late 1980s. Also, it sparked interest in the intersection of tourism and literary in academic settings. Due to the development of cultural tourism in recent years, the interaction between literary and tourism is on the rise significantly. In Chinese and international studies, a large-scale cluster is formed around "文学旅游"(literary tourism, N=8) and "literary tourism" (N=63); the keywords appear most frequently and have the strongest centrality. It can be seen from the map that "文旅融合 (the integration of culture and tourism)" and "cultural tourism" co-occur with "旅游 (tourism)". Combined with text analysis, Chinese scholars have conducted relatively limited research on the relationship between literary and tourism and believe that experience is the relationship between literary and tourism. International scholars focus on analyzing the relationship between literary, tourist destinations, and tourists and investigating the relationship between literary and tourism.

5.1.2 The literary tourism market

Literary tourism is grounded in subjective reading behaviour. Most tourists visit literary tourism destinations for relaxation, social interaction, and feeling the local atmosphere (Hebert, 2001). "旅游者(tourist)" (N=2), "authenticity" (N=15), "Experience" (N=11) and "satisfaction" (N=6) are keywords closely related to tourists in research. Chinese scholars often focus on tourists' travel motivations, emphasizing that the basis for realizing literary tourism lies in the emotional needs of tourist subjects for literary resources. As can be seen from the type of keywords, international scholars argue that there is also a connection to the tourist's place of travel and that literary tourists are looking for cultural and literary authenticity and seek authenticity in both the place and their experience.

5.1.3 Development and planning of literary tourism resources

Extensive research has been conducted from using literature as material to explore strategies for developing local tourism resources. Thematic development is crucial to the development of literary tourism products. By giving meaning to the texts and emotions of writers, they can unite the world of literary and tourism (Yang et al., 2020). The world's research on literary tourism resources focuses on two main aspects; one is the study of the "resource" itself, i.e. "文学旅游资

源" (N=4)/ "文艺作品 (literary works)" (N=2) / "文学名著 (literature)" (N=2), and "heritage"(N=10)/"cultural heritage"(N=3); secondly, activities around resources, i.e. "开发"(N=10) and "Experience" (N=11). Scholars have summarised various models for developing literary tourism products and experiences, including the development of literary tourism resources, the development of literary tourism routes, the creation of literary tourism festivals, and the construction of literary tourism websites. At the same time, Chinese scholars have also focused more on the limitations and problems that need to be solved in developing literary tourism resources and have proposed principles based on this development.

5.1.4 Development and Management of Literary Tourism Places

A literary tourism destination is a unique cultural tourism product. It is composed of a fictional environment and an actual location. The keywords related to the study of literary tourism places accounted for the highest proportion, including "Places" (N=10), "Literary place" (N=12), "literary destination" (N=3), "Place" (N=7) and "destination" (N=2). Since 2009, international scholars have begun to pay attention to the creation of literary tourism brands, with the emergence of "destination image" (N=5) and "image" (N=2), and the connection between literary tourism destinations and tourists has also received attention.

5.2 Research frontiers

Based on changes in emergent keyword frequency, it is possible to identify the research hotspots and trends of literary tourism and help analyze the stage hotspot issues in this field. According to CiteSpace emergent detection, we obtained 5 Chinese emergent words (Figure 10) and 9 English emergent words (Figure 11) in the keyword analysis.

From the perspective of time series, the research before 2000, that is, the emergent words between 1993 and 2000 are: tourists and development, mainly conducted by Chinese scholars, focusing on the development of the main body of literary tourism resources, especially poetry and Famous tourism resources; "develop (开发)" had the highest prominence, reaching 2.05, becoming the most cutting-edge research field at that time; the prominent words from 2001 to 2015 were: heritage, tourism, literary place, places, destination image, satisfaction, literary destinations, 文艺作品 (literature) and 文学资源 (literary resource). International research has increased, and the focus has begun to turn to literary tourism destinations, and this will continue until 2018 (heritage) and 2019 (旅游目的地, literary destination). In recent years, from 2016 to 2023, international studies have gradually become dominant. The emerging words during this period are 文旅融合(the integration of culture and tourism) and literary heritage. The relationship

and integration between literary, culture and tourism have gradually entered scholars' horizons. At the same time, more attention has been paid to tourists.

Judging from the period of influence of emergent words, "Literary place" has the most extended impact cycle (16 years), "旅游者 (tourists)" has a cycle of 13 years, "开发 (develop)" has a cycle of 10 years, and "literary destination" has a cycle of 10 years. Most of the remaining ones are concentrated within three years. Although the specific issues of concern are highly dynamic, "文学资源(literary resource)" and "文学旅游地(literary tourist destination)" are consistent throughout. As literary tourism research topics become increasingly diversified, based on the actual needs of literary tourism development, "旅游者 (tourist)", "satisfaction", and "destination image" have become the research frontiers of scholars. The emergence of a hot spot will lead to the evolution of research trends in this field in the next stage. Future research is likely to focus in the direction of "文旅融合 (the integration of culture and tourism)" and "cultural tourism", which is also a sign that cultural tourism has developed into a new stage.

Figure 10. Top 5 Keywords with the strongest citation bursts of Chinese Journals



Source: Authors.

Figure 11. Top 9 Keywords with the strongest citation bursts in international journals



Source: Authors.

6 Conclusions and perspectives

6.1 Conclusions

This study examines the connotations and characteristics of literary tourism. It employs content analysis and bibliometric methods to analyse the research progress in world literary tourism since 1993. Based on analyses of publication characteristics, author collaboration, institutional cooperation, key fields and research frontiers summarized in the previous stage, we found that literary tourism has become a research field with rich themes and multi-disciplinary intersections in its development and evolution. Scholars at home and abroad are paying increasing attention to this field, and literary tourism research is growing yearly, providing a rich theoretical foundation and practical experience for subsequent research in related fields. The study reached the following conclusions:

First, from an overall perspective, research on literary tourism began to emerge in the late 20th century, gradually developed and matured in the 1980s and 1990s, and grew rapidly in the 21st century. Articles on global literary tourism are widely distributed, with less than half published in journals in the field. This indicates that literary tourism underdeveloped as a distinct research field and has not yet gained academic attention as a research field within tourism studies. The steady increase in the number of articles published since 2014 demonstrates that scholars have begun new explorations in the field of literary tourism, including interactions with heritage tourism, cultural tourism, film tourism, rural tourism, and urban tourism. Research in the field of world literary tourism is relatively independent, with scattered scholarly collaborations and weak institutional cooperation, resulting in a relatively fragmented research system. From the perspective of the discipline's long-term development, a relatively balanced research team is needed to advance the research process.

Second, from a methodological perspective, empirical studies dominate the literature, with only a minimal number being theoretical studies. Quantitative research accounts for only 12% of the total. Foreign scholars mostly use questionnaire surveys, while domestic scholars combine geographical econometric methods with theoretical models and frameworks to conduct in-depth research and refine the issues. In qualitative research, case studies are the most commonly used method, typically combining primary data from interviews and observations with secondary data from authoritative sources and books to conduct comparative analyses across multiple cases. Furthermore, foreign scholars widely use text analysis, sentiment analysis, and interpretative inductive methods, while Chinese scholars mostly employ ethnographic methods. A minimal number of studies combine quantitative and qualitative methods, conducting text analysis and mathematical statistics. Overall, qualitative research is more prevalent than quantitative research,

and most studies employ sociological and anthropological methods. Empirical quantitative research remains limited, and there is a lack of systematic theoretical construction.

Third, from a development perspective, Chinese and international research focuses on four aspects: cultural tourism relations, literary tourism resources, literary tourism sites, and literary tourists. In research on the relationship between literature and tourism, the interaction and convergence between the two have led to the emergence of literary tourism. From an external interaction perspective, literature, as a cultural construct, permeates the study of literary tourism. Foreign scholars believe it is closely related to geography, while domestic scholars see it as a representation of social life. Literature, as a cultural resource, can also be used for tourism development. Foreign scholars focus on analysing the relationships among literature, tourist destinations, and tourists, while domestic scholars focus on exploring the value of literary tourism resources. From an internal convergence perspective, literature and tourism can also influence and promote each other. Research in this field is generally interdisciplinary, but the level of theoretical integration remains limited; that is, current studies do not effectively utilise theories and methods from numerous fields, such as sociology, psychology, geography, and management.

6.2 Contributions

First, this study integrates bibliometrics and content analysis, emphasising the combination of multiple disciplines and methods to construct a comprehensive knowledge map of the literary tourism field. Second, it demonstrates the phased shift in research focus from "literary tourists" to "cultural tourism integration", helping academic researchers and management practitioners quickly understand the current state and future development direction of literary tourism research. Finally, through multi-level analysis, it clarifies the respective strengths of Chinese and international scholarship in this field, and provides a new theoretical basis and research references for subsequent studies.

6.3 Perspectives

Compared with international scholarship, Chinese literary tourism has developed slowly. At the same time, research in China remains relatively limited in scope and international engagement, all of which are studies conducted by Chinese scholars. In the future, future research should focus on to carry out research on the following aspects: (1) Promote literary translation, publicity and marketing and broaden the boundaries of literary tourism research. (2) Deepen the exploration of new theories of literary tourism and form a multidisciplinary and multi-perspective comprehensive research. (3) To increase quantitative research and provide a scientific basis for the sustainable development of literary tourism.

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