

Map Analysis of the Progress of Tourism Interpretation Research: Based on the Measurement Comparison of Chinese and International Literature

Jia Li

School of Tourism Management, Sanya College, 572000, Sanya, China

Abstract. This paper collects research literature on tourism interpretation at home and abroad, uses Citespace software to analyze the co-linearity of keyword networks, studies the thematic collinear map, compares the content of collinear maps of the past years, and finds that the theoretical basis of domestic research is relatively simple, especially there is no complete and systematic research system on the interpretation of national parks. In addition, the sources of domestic research funds are mostly concentrated in the National Natural Science Foundation, which means that regional governments and local industry organizations pay insufficient attention to research in this field, and the research results have little guiding effect on practice. Studying the scientific explanation of tourism, excavating the natural and humanistic knowledge of tourist attractions, and presenting them in an effective and reasonable way can solve the problem of low quality of tourism supply and respond to the reform of the supply side of China's tourism economy. To this end, this study will lay the foundation for the improvement of the quality of domestic tourism service supply.

1 Introduction

The study of tourism interpretation began when Tilden first gave a complete and scientific definition of interpretation in the creation of a national park. Interpretation is not just a one-way communication, but a service function provided by national parks and municipal parks[1], which expresses natural science knowledge in easy-to-understand language. In the natural environment, people's awareness of the environment, surrounding things and the events associated with them are created through the explanation, thus producing pleasant communication and enriching people's lives and experiences. In the scholars' definition of tourism interpretation, tourist's intelligence, cognition, experience and emotion are emphasized and the process of interpretation requires knowledge transmission employing correct communication methods and tools to give visitors a meaningful experience-----an emotional association between a person and nature. However, China's current tourism interpretation cannot achieve such a goal. There are many tourists in China, and most tourism activities are mainly mass sight-seeing. The peaks of holiday or holiday in winter and summer vacation are overcrowded. The interpretations of cultural landscape with rich historical and cultural connotations or the unique natural scenery of world heritage are too shallow. Intellectual information and knowledge content is vague, unclear, and even interpret natural cultural heritage with non-scientific myths and legends. It cannot

enrich the tourist experience and establish a meaningful emotional connection between man and nature. People's expectations for a better experience are far greater than the reality experience, resulting in a mismatch between demand and supply, restricting the vigorous development of China's tourism market. Domestic research on interpretation is lagging behind and cannot guide existing social practice. The research of interpretation originates from national park explanation, having a very complete body of knowledge including the concept, process and purpose of interpretation, the way and method of explanation, the medium of explanation, the explanation plan and explanation system. The article uses Citespace5.3 software to compare Chinese studies with international scholars' research in the field of tourism interpretation. It is expected to find gaps and deficiencies, guide and standardize the tourism explanations of Chinese domestic attractions, with a view to improving the quality of overall tourism supply services and helping the development of China's tourism market.

2 Tourism commentary keyword collinear analysis

This study uses the "Tourism Interpretation" and "Legacy Interpretation" as keywords to retrieve in Chinese Knowledge Network, Elsevier, Springer, and Web of science, 531 Chinese documents and 314 foreign language documents are searched and analyzed by

CiteSpace software respectively. The high-frequency keywords in foreign research (according to frequency, vocabulary threshold ≥ 2) are heritage interpretation, environmental commentary, tourist behavior, geological tourism, tourist satisfaction, geological protection, knowledge learning, sustainable tourism. The high-frequency keywords appearing in domestic research (according to the frequency, the threshold of ≥ 2) are the explanation system, tourism explanation system, tourism explanation, environmental explanation, geological park, forest park, tourist scenic spot and environmental education. The frequency of research selection is more than 5 times for co-occurrence analysis. According to the frequency of co-occurrence relations, foreign research fields focus on the behavior of tourists, the satisfaction of tourists, the environmental learning and environmental education in the process of interpretation of the heritage, and the interpretation of cultural heritage, the knowledge learning of tourists, the explanation of geological tourism and sustainable development are the main points during the explanation process.

The focus of domestic research is on geologic park interpretation, forest park interpretation, tourism (scenic) interpretation system, environmental explanation and environmental education, interpretation perception, satisfaction, interpretation system construction and optimization. The co-occurrence network map is not completely "scattered", relatively showing a "mesh" structure, indicating that the research is systematic, but the research results are not particularly rich (see Figure 1).



Figure 1. Map of international tourism interpretation research.

3 Annual research map comparative analysis

The comparison of the thematic maps over the years shows that the concept of "interpretation" began in the early 20th century when scholars studied European and American national parks. In the 1960s, the definition and system framework of tourism interpretation were further developed[2]. by the 1990s, foreign scholars began to pay attention to the media. They generally believed that the application of the complete multi-media system could obtain the best interpretation effect[3]. In 1999, the domestic research on the tourism interpretation was just

at the beginning [4], it has been in the stage of introducing the basic theory of foreign explanations studies. The specific content involves the concept, planning and framework of the interpretation system[5-6].

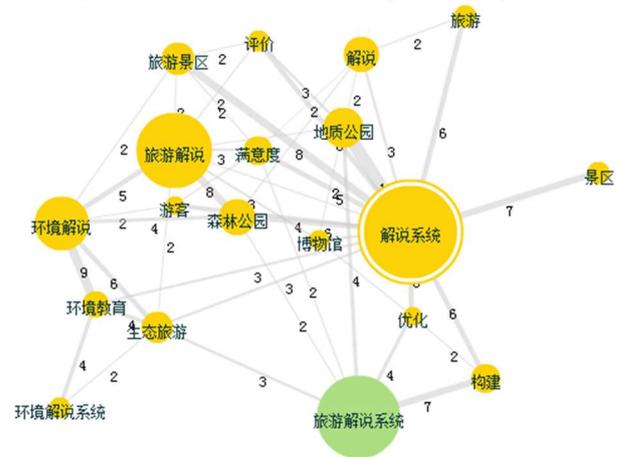


Figure 2. Map of Chinese tourism interpretation research.

By the beginning of the 21st century, with the deepening and development of tourism experience, foreign scholars began to pay attention to emerging tourism types and multidisciplinary research perspectives, and the research on tourism commentary was more abundant[7]. Changes in the thematic maps show that before 2013, foreign research focused on the analysis of the coupling relationship between demand and satisfaction from the psychological factors of tourists[8]. After 2013, scholars mainly focused on explaining how interpretation impact environmental behavior and environmental learning[9-10], and how the different values of visitors impact the environmental education interpretation[11], and geological tourism, dark tourism. It can be seen that after 2013 the research content is more detailed, and more concerned with the educational impact on people. Domestic research showed an turning point of research trends in 2014. From 2000 to 2014, research focused on the construction, interpretation quality and effect evaluation of the interpretation system. In 2014 and after, the domestic research began to pay attention to the interpretation system of national parks, geological parks and forest parks, and focused on the geological parks and forest parks in the past one or two years. The research based on geological parks and forest parks, and the content is richer and deeper, specifically related to the tourist experience of the interpretation system of natural and cultural heritage, the relationship between commentary and tourist loyalty, environmental commentary and environmental education, and sustainable tourism Development[12]. The domestic research on interpretation has gone through a preliminary period and has just entered a period of rapid development. To sum up, the domestic research takes the study results of other countries for reference and follows the research trend abroad without too much innovation in both the basic theory research and study methods. It is also short of the perspective of multi-disciplinary research. More researches focus on single scenic area from microcosmic aspects and lack of applicability. Domestic

Therefore, the interpretation of tourism needs the in-depth elaboration of multidisciplinary theory.

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