

# Visualization Research on Literature Review of Foreign Food Tourism Research Based on CiteSpace

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**Abstract:** In recent years, foreign research on food tourism is gradually heating up, including management and cultural anthropology. In this paper, foreign literature on food tourism from 2006 to 2020 was searched in the Web of Science (WOS) database, and the process, current situation, hot spots and trends of the research were visualized through the econometric analysis software—Citespace. The results are as follows: The research process can be divided into three stages, 2006-2009, 2010-2013, and 2014-present. Food tourism research has been widely recognized by the tourism academic circle. The research hotspots in each stage are concept definition, food culture, destination management and tourism marketing, tourist motivation, tourist experience, locality, host-guest interaction. It shows the trend of research perspective, upgrading of methods, continuous and deepening of achievements.

**Keywords:** Food tourism; Literature review; Visualization; Citespace

## 1. Introduction

Food plays an extremely important role during the journey. Food meets tourists' needs of daily life, arouses tourists' interests in local food, festival activities and events, and forms important experience and cultural perception [1]. Food can act as tourism resources, attractions and commodities. Besides, food activates the metabolism of the brain and creates positive perceived values such as enjoyment and satisfaction [2], so that tourists can have a unique affinity for local food, which is closely related to the image of the destination [3]. Distinctive food helps to strengthen cognitive images of tourism destinations, which in turn improves tourists' intention to consume food and beverage [4].

Current foreign researches on food tourism mainly include two aspects: management and cultural anthropology. Management researches consist of destination brand image [5], tourist behavior [6], tourist experience [7], perceived

quality [8], festivals and events [9], photo sharing behavior [10], etc. From the perspective of cultural anthropology, researches mainly include concept definition [11], cultural consumption and production [10], authenticity of food culture [1], globalization and localization [12], etc.

This paper adopts Citespace software to make a visual analysis of the process, current situation, hotspots and trends of foreign related research, and summarizes literatures, and provide reference for the development of food tourism research in the future.

## 2. Research Data and Analysis Methods

### 2.1. Data Sources

This paper searches the Web of Science (WOS) core citation index database for food tourism, culinary tourism, cuisine tourism, gastronomic tourism, gastronomy tourism, tasting tourism, gourmet tourism. After screening invalid data such as catalog, conference, interview and papers notice, 466 literatures were obtained. We export these data samples in the format of TXT and name them as recognizable TXT files.

### 2.2 Analysis Methods

We apply analysis of literature cited time series, literature sources, knowledge base and research hotspot by Citespace to realize visualization. Besides, combined with the traditional literature reading, foreign research on food tourism is summarized.

## 3. Measurement Results and Analysis

### 3.1 Annual citation frequency of literature analysis

To observe research periods, the 466 articles filtered out were published for shaft sorting, draw the line chart based on citation rates (see Fig. 1). The research process of food tourism can be divided into 3 stages. Stage I: from 2006 to 2009, in this stage it was at the beginning, with few fruit. Stage II:

from 2010 to 2013, foreign scholars gradually increased their research on food tourism, and many empirical studies emerged. Stage III: From 2014 to now, researches on food tourism tend to be mature, and research methods, perspectives and academic thinking have become diversified. Therefore, it can be predicted that food tourism research will continue to maintain a high level of output and citation.

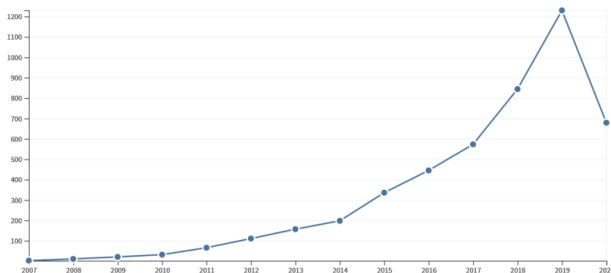


Fig. 1 Cited frequency of articles on food and tourism from 2006 to 2020

3.2 Analysis of Literature Sources and Journals

The top 8 cited journals were obtained through statistical analysis of literature sources (see Tab. 1) of food tourism research in WOS. Among them, TOURISM MANAGEMENT, ANNALS OF TOURISM RESEARCH, TOURISM GASTRONOMY and INTERNATIONAL JOURNAL OF HOSPITALITY MANAGEMENT, JOURNAL OF SUSTAINABLE TOURISM, JOURNAL OF TRAVEL TOURISM MARKETING, JOURNAL OF TRAVEL It can be seen that research on food tourism has been widely recognized by tourism academic circle, and the achievements begin to take shape.

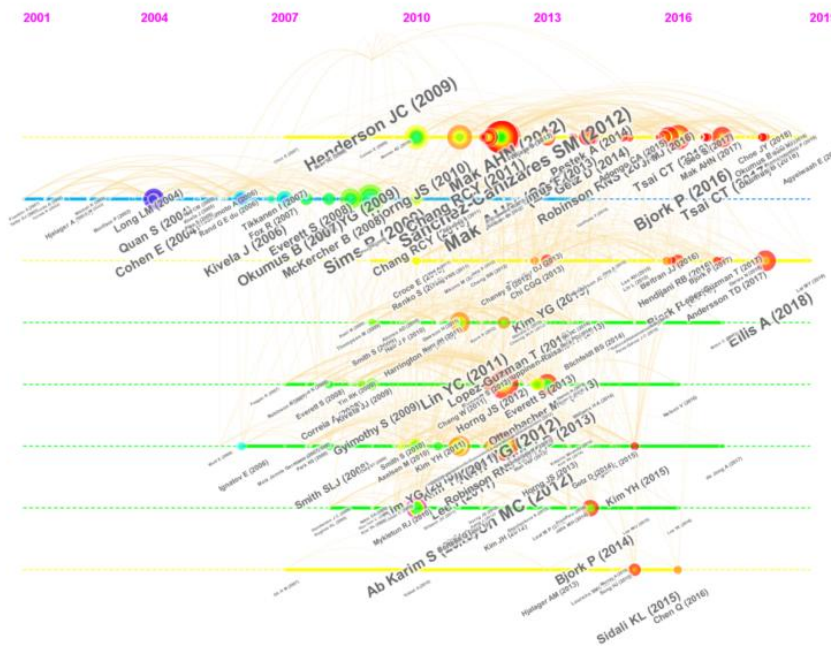
Tab. 1. Top 8 foreign journals of food and Tourism research.

Number	Cited count	Centrality	Journal
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1	329	0.09	TOURISM MANAGEMENT
2	292	0.05	ANNALS OF TOURISM RESEARCH
3	195	0.07	TOURISM GASTRONOMY
4	181	0.05	BRITISH FOOD JOURNAL
5	176	0.07	INTERNATIONAL JOURNAL OF HOSPITALITY MANAGEMENT
6	169	0.01	JOURNAL OF SUSTAINABLE TOURISM
7	165	0.09	JOURNAL OF TRAVEL TOURISM MARKETING
8	129	0.09	JOURNAL OF TRAVEL RESEARCH

3.3 Knowledge Base Analysis

Knowledge base is the track of citation and co-citation in scientific literature. 466 literature samples were analyzed based on Citespace. The time segmentation was set as one year, the node type was set as cited references and the 5% cited references with the highest cited frequency in each time segmentation. Eventually, the knowledge map was drawn by Pathfinder algorithm. A total of 1726 cited reference nodes and 339 node connections were calculated (see Fig. 2). In conclusion, the paper, Food in Tourism: Attraction and Impediment of Cohen E (2004) [13] is a classic work in Food tourism research. Subsequently, Donald (2006) [14]. published Critical Success Factors for Wine Tourism Regions: A Demand Analysis, which also became the foundation of food tourism research. Since 2012, foreign researches on food tourism have become increasingly popular. Among them, two articles published by Mak AHN (2012) [1] [15] in 2012 have been cited most frequently.



**Fig.2.** The timeline view on the cited reference of the study of food and tourism.

3.4 Analysis of research hotspots

In this paper, research focus of food tourism was analysed by Citespace software. Time division was set as one year, and node type was set as keywords. A total of 178 keyword nodes and 1098 node connections were obtained, and the evolution map of keyword time zone was obtained (Fig. 3). The black font represents keywords, size of the node represents the frequency of keywords, and line represents the co-word relationship between keywords. They reveal the development of food tourism research, according to the content, which can be divided into 3 stages.

Stage I: from 2006 to 2009. High frequency words were tourism, food tourism, culinary tourism and local food, which reveal the concept of food tourism and laid foundations for subsequent researches. They aim at defining tourism elements and attractions, and methods are mainly qualitative. For instance, Park et al. (2008) [16] and Kwang et al. (2012) [17] respectively study the gourmet restaurant, food festival and product case, find a local cuisine as major destination for tourists attractions is a form of tourism.

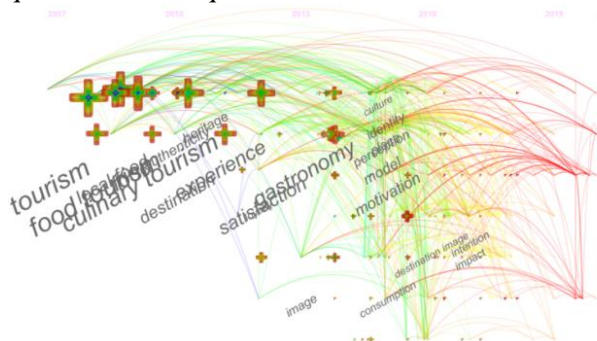
Stage II: from 2010 to 2013. High frequency words are destination, authenticity, experience, gastronomy, heritage, destination, image, satisfaction, loyalty and marketing, which focus on food culture, destination management and tourism marketing, consisting of theoretical and case analysis. According to Horng & Tsai (2010) [18], food tourism is to experience the experience of the "others" through food-related activities, thus

promoting cultural learning and knowledge transfer between destinations and people. Some scholars regard food tourism as a medium of cultural experience, pointing out that food tourism is the experience of food activities and the accompanying cultural consumption, as well as the desire behind individual participation [19]. Tikkanen (2007) [20] applies of the classification of Maslow's hierarchy of needs and analyzed five areas of Finland's food tourism sector from the perspective of food production and motivation, among which demand and motivation were related to Maslow's hierarchy of needs and proposed corresponding destination marketing strategies.

Stage III: from 2014 to now. High frequency words were place identity, place attachment, motivation, perception, experience economy, slow food, and food festival, knowledge, culture, consumption, attraction, impact, intention, cuisine, involvement, sustainable tourism and gastronomic Tourism, landscape, space, Culinary Heritage, food specialty, traditional food, food neophobia and ethnic food. Micro-research on tourist motivation, tourist experience, locality, and host-guest interaction is gradually heating up, and quantitative and qualitative research methods such as semi-structured interview, ethnography, and quantitative statistical analysis become the mainstream. Mak et al. (2012) [1] combined insights from food consumption and sociological studies to identify five socio-cultural and psychological factors that influence consumer food consumption: cultural/religious influences, socio-demographic factors, food-related personality traits, exposure

effects/past experience, and motivational factors. Hall & Sharples (2003) [21] believed that tourists' ambivalence of liking new food and fearing new food in the process of tourism; On the one hand, they chose to consume familiar food due to the fear of new food caused by culture shock. On the other hand, because of the desire to escape from daily life, the diet is different. More and more "food tourists" not only prefer the concrete material and sensory experience brought by food, but also pay attention to the cultural information obtained through such material experience. Everett (2009) [22] puts forward the concept of gustological landscape, believing that local food in the process of tourism is a multi-sensory activity beyond pure "gaze". Ellis et al. (2018) [23] pointed out that food tourism consumers focus on culture and food itself, and focus on the relationship between food, culture and tourists, which has profound significance for exploring tourist experience. The combination of authenticity, culture and motivation represents the origin, history, place and language of a place. Food and tourism belong to cultural anthropology, which uses food as a medium to understand the interaction between tourists and places and between tourists and local residents. Besides, Avieli (2013) [24] considers food as a metaphor for constructing and expressing ethnic and cultural identity, linking it to rituals, symbols and belief systems from the perspective of cultural anthropology or anthropological food studies.

Overall, hotspots of foreign food tourism research widely distribute in the economics, management, psychology, sociology, culture and other fields. Composite themes such as tourism impact, experience economy, major events, risk perception, cultural heritage, healthy diet and sustainable development have gradually emerged. The research method presents the development trend from the early single research method to the combination of quantitative and qualitative research method.



**Fig. 3.** The time zone view of keywords on food tourism research.

#### 4. Conclusion

This paper searched foreign food tourism literature from 2006 to 2021 in the Web of Science (WOS) database, and the process, current situation, hot spots and trends of the research were visualized through the econometric analysis software — Citespace. It is noted that food tourism research has been widely recognized by the tourism academic circle. The research hotspots in each stage are concept definition, food culture, destination management and tourism marketing, tourist motivation, tourist experience, locality, host-guest interaction. It shows the trend of continuous focus of research perspective, upgrading of methods, continuous and deepening of achievements. Accordingly, the future research trend can be predicted.

Firstly, research perspectives will continue to focus on the micro research. From the macro narrative of food tourism concept, destination management and marketing, food culture, gradually to tourist experience, local perception, host-guest interaction. Secondly, research methods will continue to upgrade. Breaking the single mode of quantitative analysis or concept analysis in the early stage, they transform into combination of qualitative and quantitative method. Thirdly, research results will continue to deepen. Food communication will become as important as visual landscape in tourism experience, and it is bound to produce massive in-depth academic and practical fruits. Finally, disciplinary mind tends to be diversified. From the perspectives of anthropology, sociology, psychology and culturology, beneficial to enrich and integrate related disciplines of tourism.

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