

A Comprehensive Cite Space Analysis Unveiling Trends in Tourist Destination Revisit Intentions

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Abstract

This study performs a bibliometric analysis of 137 research articles on tourist destination revisit intentions from CNKI and Web of Science. Using CiteSpace for visual analytics, it maps scientific information, analyzing research institutions, authors, hotspots, and trends. This comprehensive overview highlights advances and trends in post-pandemic tourist behavior. This study reveals key trends in tourist destination revisit research: 1) Foreign publications are increasing, while domestic research shows fluctuating growth. 2) Foreign studies are mainly conducted in universities with limited but closely collaborating researchers. In contrast, domestic research is concentrated in developed areas like Beijing, Shanghai, and Guangzhou, with robust regional research networks centered around key authors. 3) International research covers broader topics involving tourists and destinations, whereas domestic studies focus more on specific demographic groups with less consideration of destination image and competitiveness. 4) Future domestic research should broaden its scope, incorporate interdisciplinary approaches, and focus on the factors influencing revisit intentions, along with comparative analyses.

Keywords: Revisit Intention, Visual Analysis, Citespace, Critical Review, Cloud Tourism.

Introduction

For the cultural and tourism industry, the 2023 Spring Festival is undoubtedly a special long holiday marking a turning point. Tourism has become a new economic growth point after the epidemic and revisiting after the epidemic has also become a must-talk topic after tea. After three years, the number of tourists during the Spring Festival finally exceeded the 300 million mark again, and the tourism revenue also exceeded 300 billion again. During the 2023 Spring Festival holiday, 308 million domestic tourism trips were made nationwide, a year-on-year

increase of 23.1%, recovering to 88.6% in the same period in 2019; Domestic tourism revenue reached 375.843 billion yuan, a year-on-year increase of 30%, recovering to 73.1% of the same period in 2019. The recovery rate of passenger flow and consumption has accelerated significantly compared with the New Year's Day holiday, which is obviously enough to be called a "good start".

In recent years, there has been a profusion of study findings on tourist destinations and destination revisiting, and it is necessary to summarize the relevant research. However, in the face of such a massive body of research, subjective generalizations and summaries necessarily exclude and lack statistical support. Data visualization software makes it easier to arrange and classify data. As a result, this paper employs a visual analysis method to reveal the research status and development trend of the relevant domestic and international literature on the research of domestic and international tourist destinations for revisiting at home and abroad from 2018 to 2023 in terms of research institutions, research authors, research hotspots, and cutting-edge perspectives. Unique concepts and strategies for domestic follow-up studies would emerge via comparing international studies.

Research Methods and Data Sources

Citespace is a visual analysis tool with simple operation and a wide range of applicable data, which can deduce knowledge in a certain field to form a scientific knowledge graph from the perspective of the use function. The knowledge graph combines information visualization technology with traditional econometric analysis, which uses scientific technology to visualize data and can more clearly describe the structural relationship of research objects. Compared with the traditional literature analysis method, the knowledge graph analysis method can more intuitively reflect the current research situation in a certain field by different research institutions and authors.

The data on foreign research in this paper is derived from the WOS Core Collection Global Citation Database, and the citation index selects "Science citation index expanded" and "Social sciences citation index" The inscription section reads "tourist revisit", and a total of 74 articles were retrieved (the search period was from January 1, 2018 to December 31, 2023), after manually removing some Chinese literature that had been published in China and other irrelevant data, 62 literature for reference were screened out as analysis objects.

The data on domestic research came from the academic journal database of CNKI, and the title was selected as "Revisit" in the "advanced search" mode of CNKI, and a total of 89 articles were retrieved (the search period was from January 1, 2018 to December 31, 2023), manually eliminated other irrelevant entries, and screened out 75 valid literature as the object of analysis and research.

Measurement Results and Visual Analysis

Publication statistics

The number of publications can reflect the researchers' attention to a certain field of research, and is an important indicator to measure the development trend of research in a specific period^[1]. In order to better analyze the recent research hotspots, the literature of the past 5 years was selected as the data sample of this study, a total of 137 articles at home and abroad, and the literature index analysis of the research data can obtain the number of

literature released every year by the domestic and foreign tourist destination revisit study, as shown in Figure 1. The overall amount of foreign research literature on tourist destination revisit is small, with an average annual publication volume of 15 articles, showing a parabolic trend.

The study of tourist destination revisits by domestic scholars has roughly experienced a parabolic quantitative change. Since the promulgation of the rural revitalization strategy in China in 2018, rural tourism has become a bargaining chip for rural revitalization, and there are many emerging studies, and the research on tourist destination revisit is not backward. However, with the passage of time, when practice is high, scholars' enthusiasm for research does not increase, but decreases slightly. Until the beginning of 2020, due to the impact of the new crown pneumonia epidemic, the number of relevant research literature decreased significantly, and the number of articles was 6, which was only 40% of the pre-epidemic publications. The sudden epidemic has stopped people from traveling offline, but "cloud tourism" with digital technology has become a new tourism economic growth point. Subsequently, along with tourism hotspots such as "cloud tourism" and "post-epidemic revisit", the topic of tourist destination revisit has once again become a hot topic, with 19 articles published in 2021, exceeding the epidemic level by 26.67%. In 2022, scholars' enthusiasm for research is still the same, and the number of publications is close to that. Due to the large fluctuation of the number of posts, the polynomial trend line is selected for forecasting. Through the trend line (domestic), it can be seen that in 2023 it will be a new growth point, showing a growth trend in the number of publications. At the same time, according to the data center of the Ministry of Culture and Tourism, 308 million domestic tourism trips during the Spring Festival holiday in 2023, and domestic tourism revenue of 375.843 billion yuan. Dai Bin (2023), president of China Tourism Research Institute, said that the 2023 Spring Festival is the first long holiday after the implementation of the "Class B and B tube" policy of the new crown virus infection, and the backlog of travel demand from the epidemic has been released in a concentrated manner, laying the market foundation for the tourism economy to "open high and grow steadily, and continue to recover" throughout the year. In the short period of post-epidemic opening-up, the contribution of tourism to economic growth has been very significant, so with the "spring" of tourism in real life, academic research should also set off a boom.

On the whole, the number of publications related to the revisit of domestic and foreign tourist destinations has shown a trend of moving forward. In terms of literature volume, the number of relevant literature published in China is better than that published abroad. After the outbreak of the new crown pneumonia epidemic, domestic research on tourist destination revisits has been affected to a certain extent, and the number of published literature has decreased in 2020. Foreign research has hardly been affected, and the number of published literature is still on the rise.

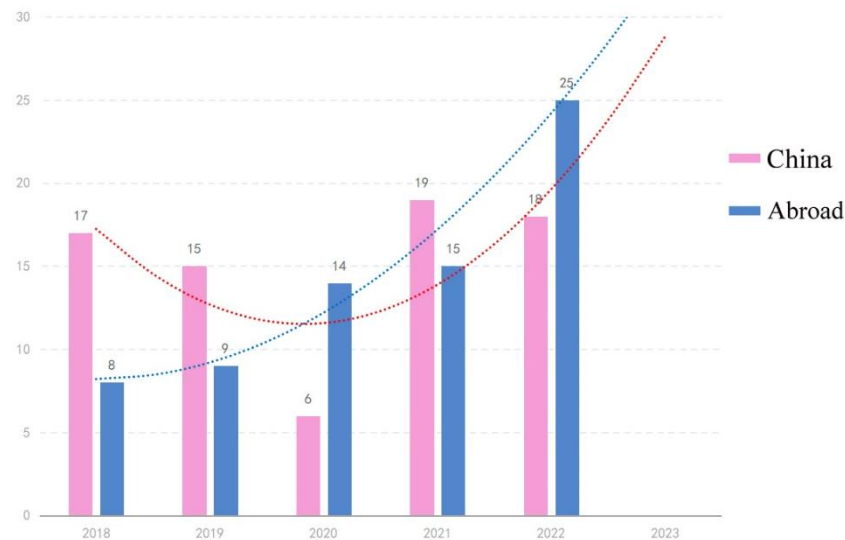


Fig. 1 Number of literature published over the years 2018-2023

Visual analysis of research institutions

CiteSpace was used to analyze the research institutions that revisited the destinations of domestic and foreign tourists, obtain the corresponding visual maps (Figure 2, Figure 3), and sort out the top 10 institutions published by domestic and foreign agricultural cultural heritage tourism research institutions (Table 1, Table 2). In the visualization map, the number of nodes represents the number of institutions that conduct research on tourist destination revisits, the node size is positively correlated with the institution's achievements in tourist destination revisit research, and the thickness of the connections between nodes indicates the strength of cooperation between research institutions.

Analysis of foreign research institutions

It can be seen from Figure 2 that the research institutions of foreign tourist destination revisit have formed a total of 123 nodes, 138 connections, and the overall network density is 0.0184. Lower volumes, e.g. Hokkaido Univ, Univ Sains Malaysia, Taylors Univ, Univ Putra Malaysia, Middlesex Univ as the center of the cooperative network, these networks have more than 3 connections, but the amount of co-published literature is not much. The number of research results of other institutions that form a single connection is also generally 1.

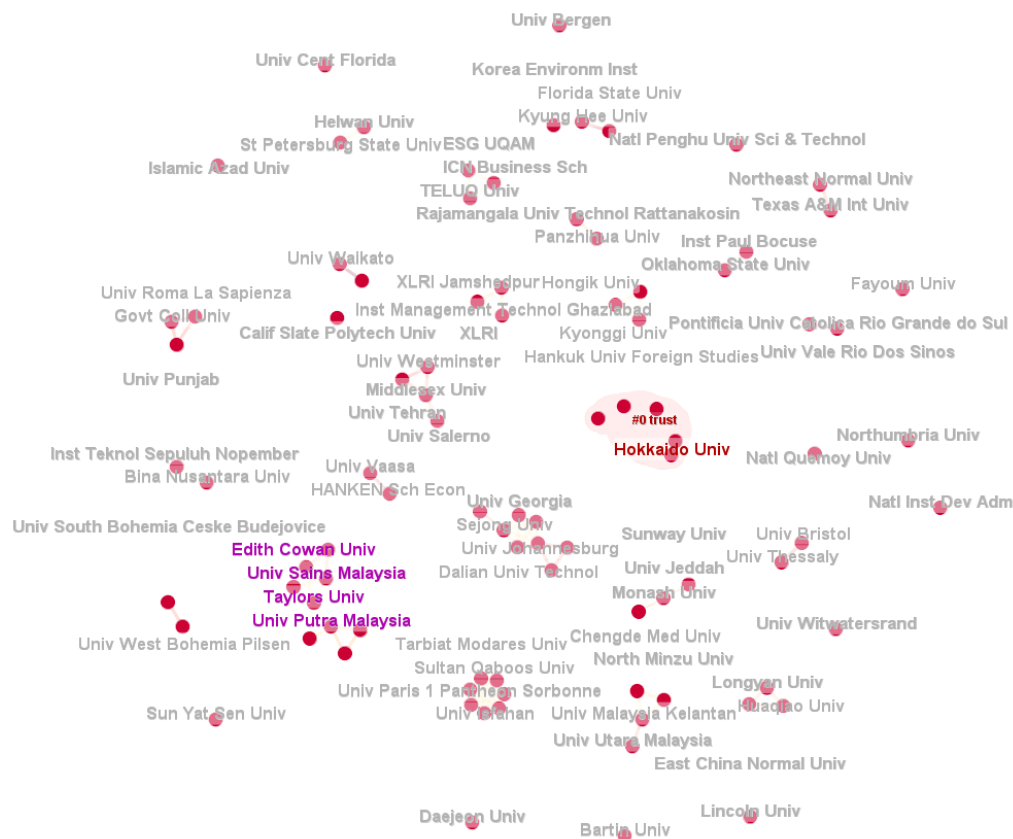


Fig. 2 Visual atlas of foreign tourist destination revisit research institutions

Tab. 1

Top 10 institutions in foreign tourist destination revisit the research

Serial number	Institution	Frequency
1	Sejong Univ	3
2	Kyung Hee Univ	3
3	Middlesex Univ	2
4	Univ Johannesburg	2
5	Natl Chiayi Univ	2
6	Univ Cent Florida	2
7	Univ Putra Malaysia	2
8	Univ Sains Malaysia	2
9	Monash Univ	2
10	Taylors Univ	2

Analysis of domestic research institutions

As can be seen from Figure 3, domestic tourist destination revisit research institutions have a total of 103 nodes, 66 connections, and the overall network density is 0.0126, it can be found that there are many institutions that pay attention to tourist destination revisit research, and there are certain cooperative relations between research institutions. For example, the cooperation network centered on the School of Hotel Management of Shanghai Business School, the Institute of Financial Strategy of the Chinese Academy of Social Sciences, the Tourism Development and Planning Research Center of Sun Yat-sen University, the School of Geographical Sciences and Tourism of Shaanxi Normal University and the School of Tourism

of Huaqiao University have more than three connections, but the number of co-published literature is limited. Among them, Sun Yat-sen University published 6 articles, which is the core main force of research output, and the network of cooperative institutions centered on these institutions is the most significant, followed by Huaqiao University, Shanghai Normal University, Shanghai University of Finance and Economics, China Tourism Research Institute, Sichuan University, Fudan University, and Hainan University, with more than 3 articles.

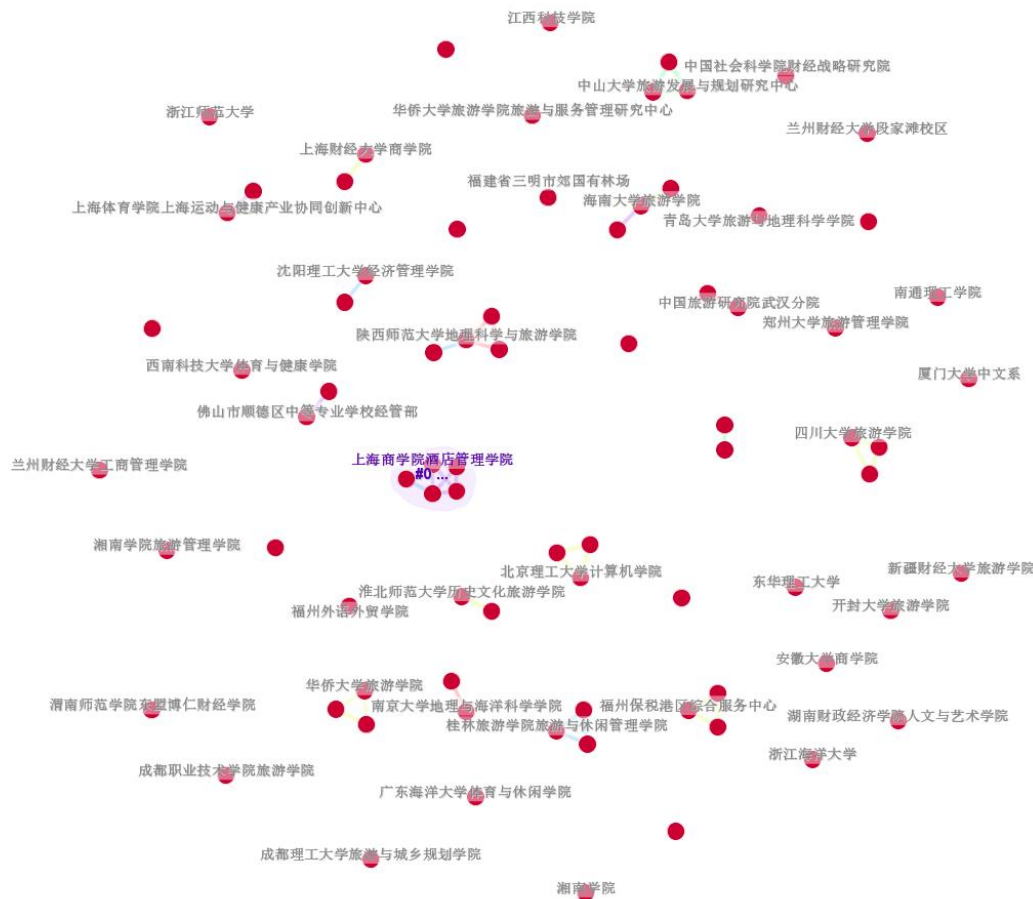


Fig. 3 Visual atlas of domestic tourist destination revisit research institutions in China

The number of research results is affected by the research level of research institutions, which is the embodiment of regional economic, cultural and social development levels. Therefore, the spatial distribution of research institutions that revisit tourist destinations can reflect the attention of the regional tourism industry to a certain extent. The more developed the tourism industry, the more attention researchers will pay to related topics.

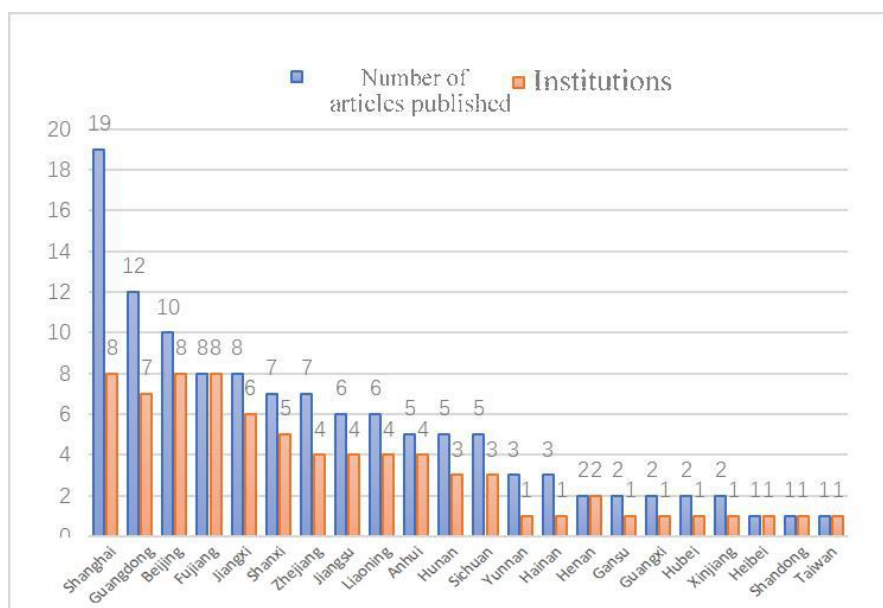


Fig. 4 Number of institutions and number of publications in different provinces in China recent 5 years

From the perspective of spatial distribution, these institutions are distributed in Shanghai, Guangdong, Beijing, Fujian, Jiangxi, Shaanxi, Zhejiang and other regions, among which Shanghai, Guangdong, Beijing and other more developed areas have concentrated research results, with a total of 22 articles, accounting for one-third of the total number of publications. The top five institutions were Sun Yat-sen University, Shanghai Normal University, Shanghai University of Finance and Economics, China Tourism Research Institute and Fudan University, with a total of 18 articles, accounting for a quarter of the total number of articles. It shows that these regions and institutions are the leading areas for the research of tourist destination revisit, and they also pay enough attention to related research topics and inject considerable research strength, so as to obtain relatively rich research results. As can be seen from the node connection in Figure 3, it can be seen from the observation of the visual map that inter-institutional cooperation has become popular, mainly including university-university cooperation and university-enterprise cooperation between the same region. Collaboration between universities and universities in the same region, such as the School of Tourism of Shanghai Normal University, the Business School of Shanghai University of Finance and Economics, and the School of Convention and Tourism of Shanghai University of International Business and Economics; Universities and enterprises such as the School of Geography and Ocean Science of Nanjing University and Huawei Technologies Co., Ltd., the School of Economics and Management of Fujian Agriculture and Forestry University, the Business School of Fuzhou Technology and Business College, and the Fuzhou Bonded Port Area Integrated Service Center. Most research institutions have formed close ties with different faculties or departments, such as the School of Management, the School of Tourism and the Tourism Development and Planning Research Center of Sun Yat-sen University, the School of Tourism and Leisure Management of Guilin Tourism Institute and the International Business School, and the cooperation between the Tourism College of Huaqiao University and the Institute of Tourism Safety.

On the whole, research institutions revisiting foreign tourist destinations have formed more cooperation networks with national boundaries, but the output of results is small, and there

is a lack of cross-international cooperation. However, the strength of domestic tourist destination revisit research is mainly concentrated in more developed regions such as Beijing, Shanghai and Guangzhou, and the research teams in the same region are relatively close and there is less cross-regional cooperation.

Tab. 2

Institutions with a large number of papers on tourist destinations revisit research in China

Serial number	Institution	Frequency	Region
1	Sun Yat-sen University	6	Guangdong
2	Huaqiao University	4	Fujian
3	Shanghai Normal University	3	Shanghai
4	Shanghai University of Finance and Economics	3	Shanghai
5	China Tourism Research Institute	3	Beijing
6	Sichuan University	3	Sichuan
7	Fudan University	3	Shanghai
8	Hainan University	3	Hainan
9	Shanghai Business School	2	Shanghai
10	Lanzhou University of Finance and Economics	2	Gansu

Visual Analysis by Study Authors

The academic backbone is the core author who promotes the academic development of a field, and its cooperative network relationship is also one of the core elements of the research field. CiteSpace was used to analyze the study authors, and the cooperative network analysis map of domestic and foreign tourist destination revisit research authors was obtained (Figure 4 and Figure 5), and the foreign authors (Table 3) and domestic authors (Table 4) with a large number of tourist destination revisit research articles were sorted out.

Analysis of foreign authors

Figure 4 shows that foreign research authors have formed many team cooperation, mostly between 3-5 authors belonging to the same country, occasionally cross-border cooperation to publish articles, and very few single connections and independent nodes. After excluding the articles published by domestic authors in foreign journals, it can be seen from Table 3 that the number of articles published by authors of foreign tourist destination revisit studies is generally small, mostly 1. At the top of the list is Professor Cham, Tat-Huei, Universiti Rahman, Malaysia, who has published 2 articles in the field, taking golf tourism^[2] and medical tourism^[3] for example. It highlights specific factors (national knowledge, security, accessibility and affordability) and social factors (word-of-mouth and social media), identifies the mediating role of perceived service quality and perceived value, and the moderating role of excitement in understanding the impact of destination image on tourist satisfaction and behavioral intention. In addition, Professor Cheah, Jun-Hwa of Putra University Malaysia in the Journal of Retailing and Consumer Services with a Impact Factor of 10.972 in the Q1 Region of JCI Category Division The articles published in the journal are rated as highly cited by WOS, and their citation frequency has ranked among the top 1% in the academic field of Economics & Business. Based on the stimulus-tissue-response (S-O-R) model and the

psychological response theory (PRT) as the theoretical basis, the mediation effect of consumer behavior and privacy issues is investigated^[4].

Tab. 3

Top 10 authors of foreign tourist destination revisit research

Serial number	Year	Author	Number
1	2021	Cham, Tat-Huei (Malaysia)	2
2	2023	Cahigas, Maela Madel Labso (Philippines)	1
3	2022	Al-sulaiti, Ibrahim(United Kingdom)	1
4	2022	Allam, Zaheer (France)	1
5	2022	An, Soyoun (Korea)	1
6	2022	Audrain-pontevia, Anne-Francoise (Canada)	1
7	2022	Kim, Taelyn (Korea)	1
8	2021	Cheah, Jun-Hwa (Malaysia)	1
9	2020	Ashraf, Jawaria (Pakistan)	1
10	2020	Foroudi, Pantea(United Kingdom)	1

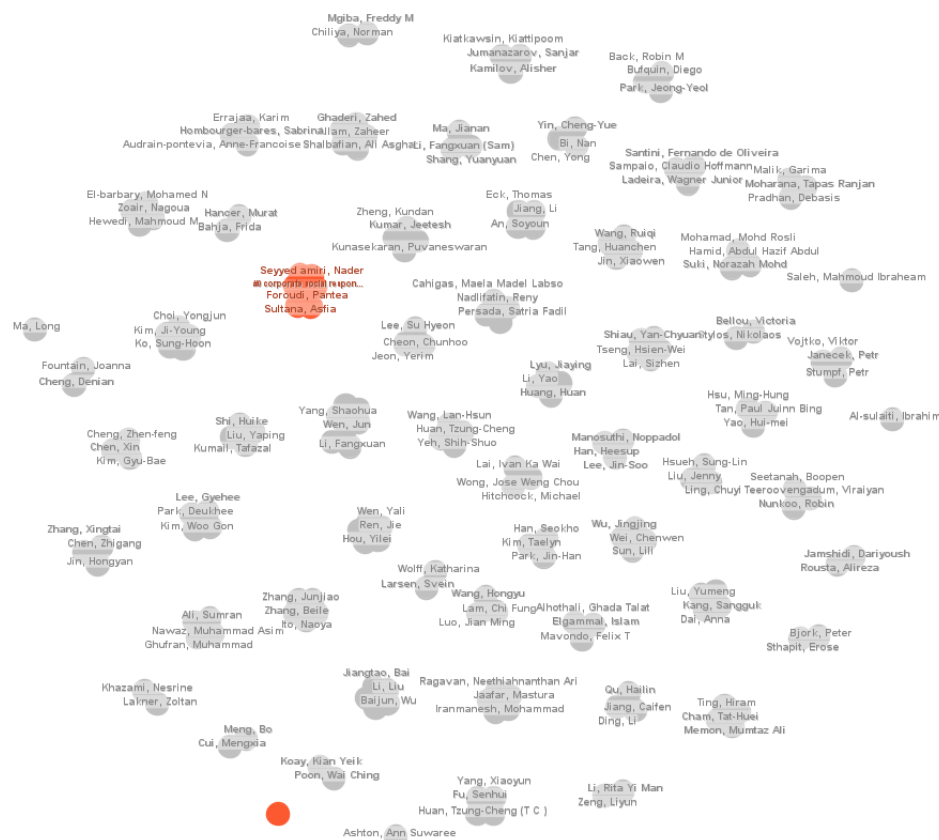


Fig. 4 Distribution map of authors of foreign agricultural heritage tourism research

As can be seen from Figure 5, in the process of carrying out the research on tourist destination revisit in China, Guo Anxi, Li Dong, Chunyutong, Shen Caiyun, Song Mengge, Cheng Shiyu and other research authors have the closest cooperative research network, forming 3-5 node connections; Secondly, there are Xu Hailan, Dong Yinyin, Zhang Qiyao, Lin Xihua and other two-to-two cooperative relations; The third category is Zhang Ruixiang, Du Fangfang, Yuan Tingting, Wan Lin, Meng Xiulan and other research authors who exist as a single node in the

figure. Judging from the number of articles published in Table 4, there are more research authors such as Guo Anxi, Zhang Lan, Deng Feng, Liao Ping, Li Dong, Dong Yin, etc., and some authors have been involved in this research field five years ago, such as Zhang Lan since 2011 to sort out this topic, and has published 2 articles successively, respectively review on the impact of destination perception evaluation on revisit decision-making^[5] and foreign decision-making behavior on tourist destination revisits^[6]. Since 2013, Guo Anxi has been exploring the key drivers and indirect effects of tourism scholars' intention to revisit^[7], and later starting from the impact of destination image and perceived attractiveness on the intention of revisiting, the important influencing factors and improvement strategies to improve the competitiveness of the tourism destination market were studied.

Tab. 4

Top 10 authors of domestic tourist destination revisit research in China

Serial number	Year	Author	Number
1	2018	Guo Anxi	2
2	2019	Zhang Lan	2
3	2019	Deng Feng	2
4	2020	Liao Ping	2
5	2021	Qu Ying	2
6	2021	Li Dong	2
7	2021	Dong Yinyin	2
8	2023	Hu Li	1
9	2022	Shi Ruiying	1
10	2022	Yang Fan	1

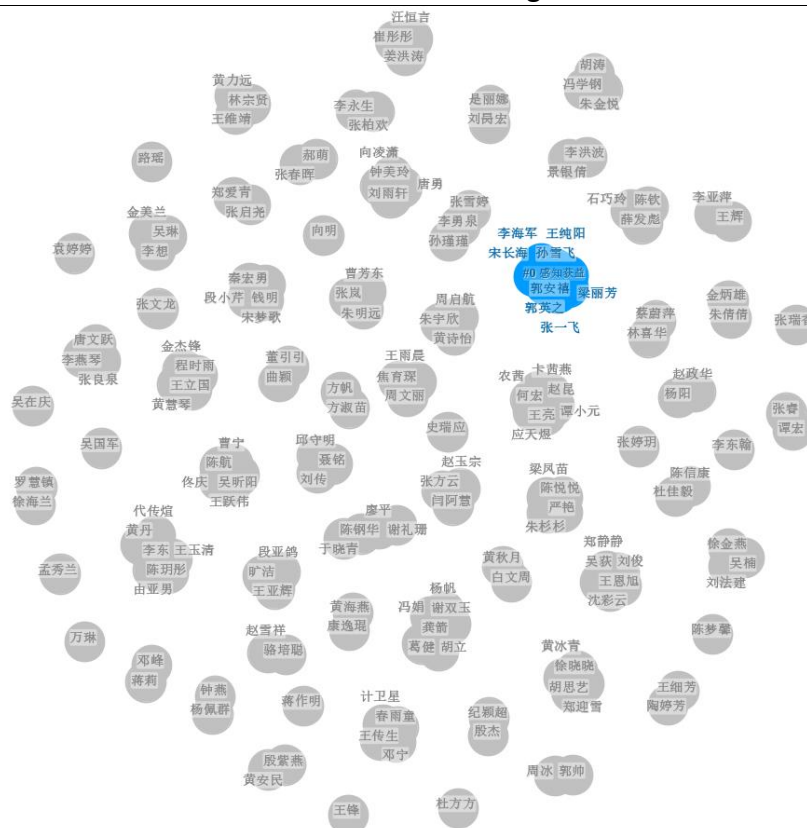


Fig. 5 Distribution map of authors of domestic tourist destination revisit research in China

In summary, the authors of the study on the revisit of foreign tourist destinations are widely distributed, and the cooperation network formed within each country is close, but there is less cross-border cooperation, and the volume of authors' posts is small. There are many authors of the domestic tourist destination revisit study, and the cooperation network centered on core authors such as Guo Anxi, Li Dong, and Chunyutong is closely connected, and there are many two-person collaborations and independent researchers. On the whole, the research team of domestic tourist destination revisits is large, and the research team mostly relies on core members, showing a scholar-centered form.

Research Hotspot Analysis

Keywords are the core of a literature, and high-frequency key words can reflect research hotspots in the field. Through CiteSpace keyword analysis, the keyword co-occurrence map of domestic and foreign tourists' destination revisit research (Figure 6, Figure 7) is obtained, and the circular nodes in the map represent a certain keyword, the larger the node, the higher the frequency of keyword occurrence. In order to further explore the research hotspots of domestic and foreign tourist destination revisits, the keyword frequency and centrality in the keyword co-occurrence map were also statistically analyzed, as shown in Table 5 and Table 6. When analyzing keyword frequency, it is generally believed that the higher the frequency of a keyword, the higher the degree of hot topics it represents^[8]. Centrality can reflect the core degree of keywords, the greater the correlation of nodes, the higher the centrality, it is generally believed that the centrality is greater than 0.1, the keyword has a greater influence in this field^[9].

Analysis of foreign research hotspots

It can be seen from Figure 6 that there are 433 nodes and 1702 connections in the research keywords of foreign tourists' destination revisits, and the overall network density is 0.0182. There is a certain relationship between keywords, but due to the extensive scope of research, a relatively close network has not been formed. However, from Table 5, it can be found that the keyword distribution is relatively wide and the frequency is relatively low, indicating that the direction of attention of scholars is inconsistent and there are relatively many nodes and the connection between nodes is close, but the degree of keyword research hotspot is not high. The 10 most frequent keywords in the study of foreign tourist destination revisits are revisit intention, satisfaction, destination image, behavioral intention, loyalty, experience, model, quality, impact and perceived value. The 10 keywords with high centrality are quality, novelty seeking, behavioral intention, dimension, antecedent, place attachment, emotion, perceived risk, memorable tourism experience and health. Among them, behavioral intention, experience, and quality are relatively high in frequency and centrality and other related words derived from them are corporate social responsibility community, destination attribute, internet and green hotel, etc.

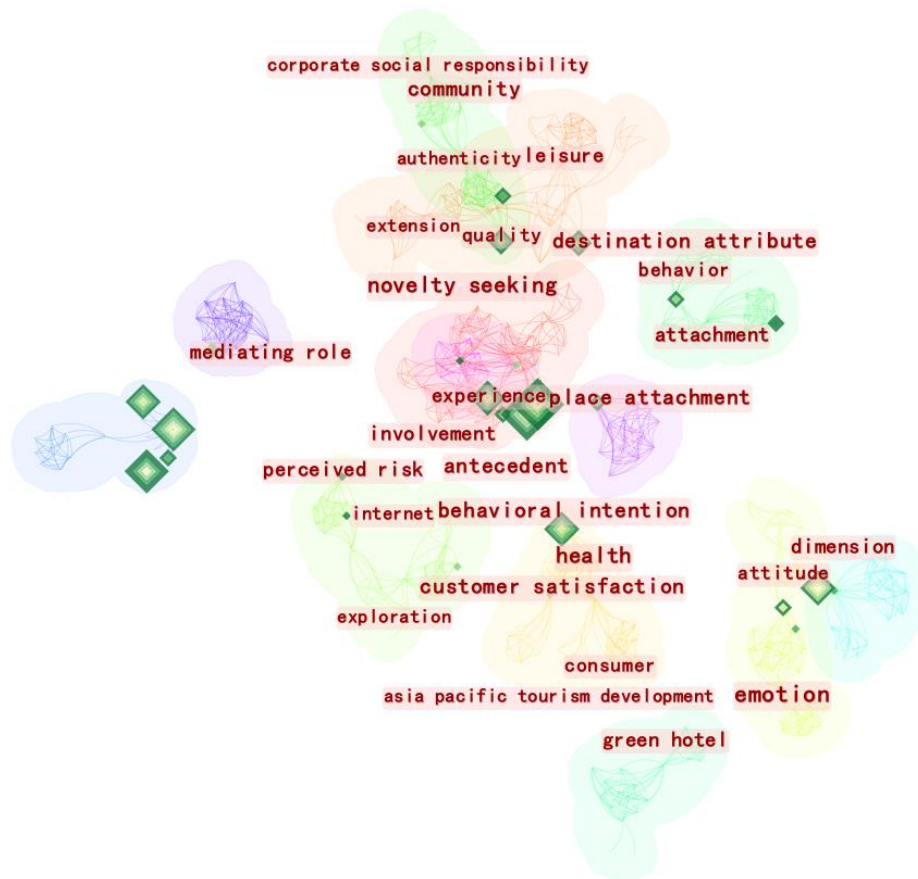


Fig. 6 Cooccurrence atlas of keywords in tourist destination revisit research

Tab. 5

Statistical table of high-frequency keywords, frequency and centrality of foreign tourist destination revisit research

Serial number	Frequency	Keyword	Serial number	Centrality	Keyword
1	39	revisit intention	1	0.31	quality
2	30	satisfaction	2	0.26	novelty seeking
3	25	destination image	3	0.22	behavioural intention
4	21	behavioural intention	4	0.21	dimension
5	18	loyalty	5	0.2	antecedent
6	17	experience	6	0.2	place attachment
7	16	model	7	0.2	emotion
8	15	quality	8	0.19	perceived risk
9	15	impact	9	0.16	memorable tourism experience
10	13	perceived value	10	0.15	health

Analysis of domestic research hotspots

As can be seen from Figure 7, there are 120 nodes and 220 connections in the domestic tourist destination revisit research keywords, and the overall network density is 0.0311. It can be found that the keywords in the research field are network state and closely related. Among them, the frequency of keywords such as revisit intention, revisit, tourist, satisfaction, experience value and local attachment was relatively high, all of which were more than 3 times. There are fewer nodes in the graph alone, and it can be seen that the connection between the keywords is closer.

As can be seen from Table 6, the top 10 keywords are revisit intention, theme park, revisit, revisitor, etc. The keywords in the top 10 of centrality are revisit intention, theme park, revisit, revisitor, etc. Frequency and centrality involve six keywords, including revisiting intention, revisiting, tourist, local attachment, revisiting and revisiting, which also shows that these six words are the core of this research field and have a certain degree of correlation with other keywords. The keywords arising from this are: experience value, perception value, black tourism, rural tourism, cruise tourism, etc. Among them, the frequency of revisiting intentions accounted for 65.33%, and the centrality was 1.24, which should be given sufficient attention and in-depth research in academia and reality.

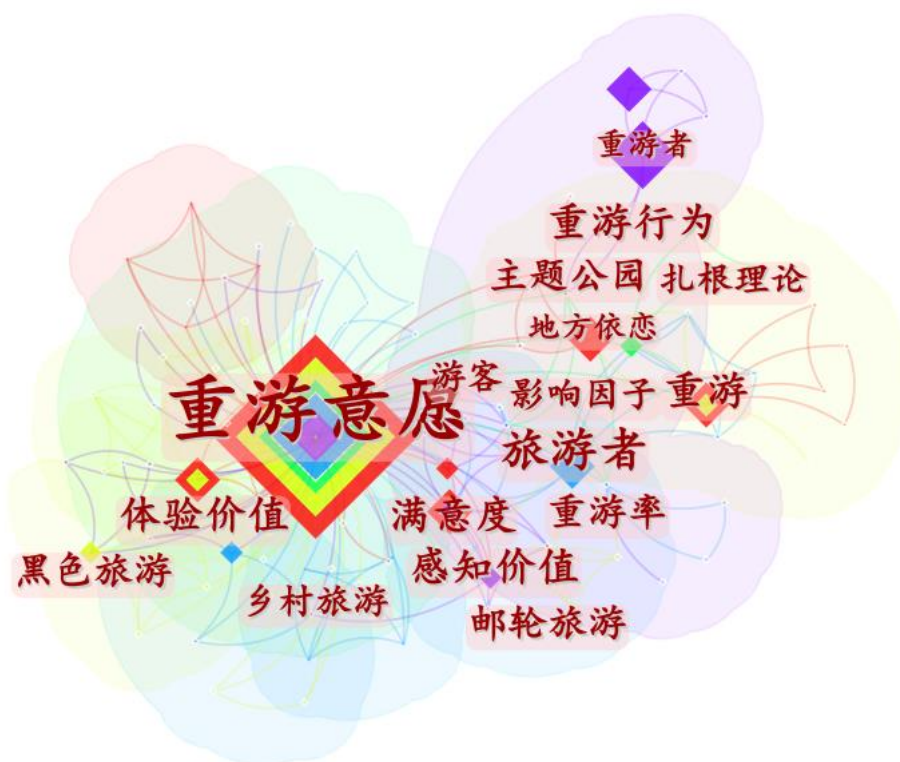


Fig. 7 Cooccurrence atlas of keywords in tourist destination revisit research in China

Tab. 6

Statistical table of high-frequency keywords, frequency and centrality of tourist destination revisit research in China

Serial number	Frequency	Keyword	Serial number	Centrality	Keyword
1	49	revisit intention	1	1.24	revisit intention
2	5	Revisit	2	0.16	theme parks
3	5	tourist	3	0.14	revisit
4	5	satisfaction	4	0.08	revisitor
5	4	experience value	5	0.08	revisit behavior
6	4	local attachment	6	0.08	revisit rate
7	3	rural tourism	7	0.06	tourist
8	3	travel motivation	8	0.02	perceived value
9	3	revisitor	9	0.02	cruise tourism
10	3	revisit behavior	10	0.01	local attachment

Comparative Analysis of Research Hotspots at Home and Abroad

1) Research object

From the perspective of research objects, the main body of foreign tourists' destination revisit is mainly tourists, and its objects are mainly tourist destinations. In terms of tourists, pay attention to the psychological perception of tourists from different dimensions^[10] and behavioral intention^[11], and through destination attachment^[12], transiting to destination image studies^[13]. In terms of destination image, it also passes to research on cognitive image and emotional image^[14] and so on.

The entry point of domestic tourist destination revisit research mainly focuses on tourists, customers and destination residents. Guo Anxi has used group tourists as the research object to verify the transmission mechanism of physical value, economic value and learning value on the intention to revisit^[15], Hu Li et al. show that local attachment has a positive moderating effect between tourist satisfaction and willingness to revisit^[16]. There are also a small number of studies conducted from destination residents. For example, Ji Yingchao et al. analyzed the influence mechanism and effect of destination residents' unplanned behavior on tourists' willingness to revisit^[17]. However, there are few studies on the tandem of destination image and destination competitiveness. China's rich tourism resources have laid a deep foundation for domestic scholars to conduct research on tourist destination revisit, and it is more conducive to scholars to explore the relationship between destinations and residents, destination image and tourists' psychology for different types of destinations.

In summary, the research objects at home and abroad include the existence of "people", because in the revisit, human participation is essential, and the psychological state will be affected by the objective environment, so people's psychological perception and destination objective reality are important research elements.

2) Research content

From the perspective of research content, foreign research on tourist destination revisit is more extensive, and different forms of tourism are involved, such as Wine spillage tourism^[18, 19], Volunteer tours^[20], Business tourism^[21], Music Festival Tour^[22] and Seaside tourism^[23].

In China, with the continuous rise and development of tourism, new forms and new forms of tourism models have emerged, such as black tourism^[24, 25], Theme park tours^[26], Prairie tourism^[27], Sports event tourism^[28, 29], Cultural and creative district tourism^[30], Anime festival tourism^[31]. The issue of revisiting has become a hot issue after the epidemic.

In summary, the research content at home and abroad is relatively scattered, but they are inseparable from the traditional travel tourism, eating, drinking, entertainment shopping and emerging experience and other projects, and the psychological perception and revisit influencing factors of tourists of different types of tourism are studied, but there is less research on the rapidly developing museum tourism, especially the agricultural culture museum tourism.

3) Research methods

From the perspective of research methods, there are similarities at home and abroad, questionnaire research, field interviews, network surveys to collect data, and then use structural equation model, PLS-SEM and other quantitative analysis methods or text analysis, case analysis and other qualitative analysis methods to deeply explore the relationship between variables or factors.

In the above research, although the researchers have studied and analyzed different research objects from different angles, using different methods and technical means, it can be seen that with the development of tourism, academic research has become increasingly prosperous, and the research on revisits has become more and more extensive. Scholars try to conduct research on the revisit of tourist destinations from multiple perspectives, involving interdisciplinary disciplines such as geography, tourism, psychology, management, economics and sociology, and provide effective ways and experience for the sustainable development of tourism.

Comparative Analysis of Research Frontiers at Home and Abroad

Research frontiers can reflect current thinking and research trends in a field. Based on the keyword knowledge graph analysis, the co-cited network is clustered and the number of clusters is controlled to 7, and the top 7 tourist destinations at home and abroad can revisit the research frontier time map, as shown in Figure 8 and Figure 9.

As can be seen from Figure 8, the timeline of foreign tourist destination revisiting the research frontier includes religious servicescape, mainland Chinese generation, Chiang Mai Thailand respectively case study, climate change, understanding non-adopters intention, social network analysis and linking brand attitude clusters.

From Figure 9, it can be seen that the frontier of domestic tourists' destination revisit research time threads are divided into seven clusters: tourists, revisit rate, re-procession behavior, influencing factors, authenticity, experiential value, and rural tourism.

Combined with the above-mentioned keyword co-occurrence map, high-frequency keyword frequency and central statistical table, the current research frontier analysis of agricultural cultural heritage tourism at home and abroad is as follows.

1) Foreign research focuses not only on the tourist destination itself, but also on the surrounding environment and services and third-party support, such as rigorous conference services and social network analysis. In terms of research objects, the Chinese mainland new generation is the main research object, which also shows that Chinese mainland has attracted the attention of researchers around the world. In addition, Chiang Mai, Thailand, has also been used as a research site for revisits, and has become a case study and analysis by researchers in recent years. At the same time, the study of "people" pays more attention to psychological factors such as intention and attitude, such as non-adopter intention, brand attitude and other aspects. In terms of tourist destinations, more attention is paid to the tourism of archaeological sites. It can be seen that the psychological factors of tourists are still a research hotspot, and the analysis of the influencing factors and mechanisms of destination selection and revisit is the key point from the aspects of tourists' attitudes and intentions. In addition to traditional influencing factors, related factors such as social support are particularly important.

2) The research on domestic tourists' destination revisits still focuses on "tourists", mainly including revisit intentions, re-procession behavior, and statistically related revisit rates. In addition, with the passage of time and the development of tourism, rural tourism has also attracted more and more attention, but the authenticity and experiential value are important factors for tourists to revisit. However, the value, risk and image perception of tourist destination revisit are not comprehensive, and the research on local attachment has just begun.

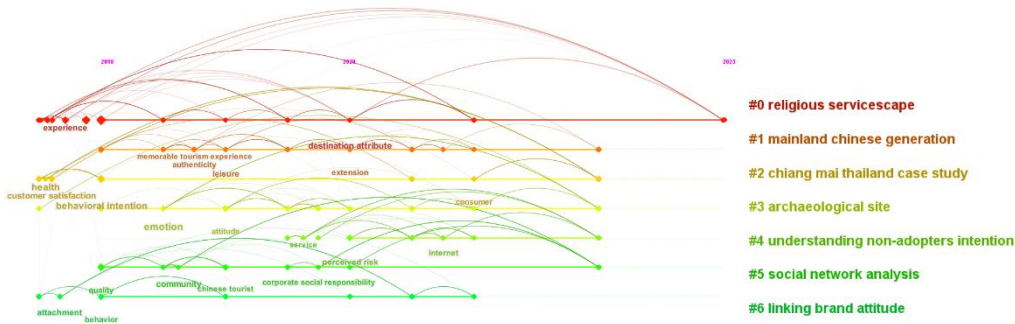


Fig. 8 Frontier time thread of foreign tourist destination revisit research

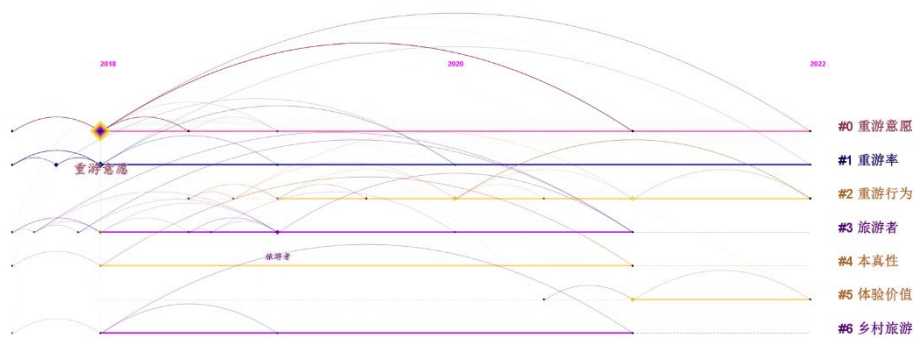


Fig. 9 Frontier time thread of domestic tourist destination revisit research in China

Conclusion and Outlook

Conclusion

This paper obtains valid references in China by examining papers published by CNKI and Web of Science core collections from 1 January 2018 to 31 December 2023 on the study of tourist destination revisits⁷⁵, 62 foreign valid references, a total of 137 articles. Using the visualization tool CiteSpace, the development and research landscape of domestic and foreign tourist destination revisit research was analyzed in various aspects, and the following conclusions were drawn.

1) In terms of the number of publications, the research of domestic scholars on tourist destination revisits has roughly experienced a parabolic quantitative change. The outbreak of the new crown pneumonia has affected domestic research on tourist destination revisits, while foreign research has hardly been affected, and the number of published literature is still on the rise. Overall, the number of publications related to destination revisits by domestic and foreign tourists has shown a trend of advancing.

2) In terms of research institutions, most of the foreign institutions conducting research on tourist destination revisits are universities, and a few of them have close cooperation but the number of research results published is low. In China, research institutions are mostly distributed in Shanghai, Guangdong, Beijing, Fujian, Jiangxi, Shaanxi, Zhejiang and other regions. On the whole, research institutions revisiting foreign tourist destinations have formed more cooperation networks with national boundaries, but the output of results is small, and there is a lack of cross-international cooperation. However, the strength of domestic tourist destination revisit research is mainly concentrated in more developed regions such as Beijing, Shanghai and Guangzhou, and the research teams in the same region are relatively close and cross-regional cooperation is less.

3) In terms of research authors, the authors of the study of foreign tourists' destination revisit are widely distributed, and most of the cooperation networks formed are the cooperation between 3-5 authors in the same country, and occasionally cross-border cooperation publishes, but there is less cross-border cooperation, and the volume of authors' posts is small. There are many authors of the domestic tourist destination revisit study, and the cooperation network centered on core authors such as Guo Anxi, Li Dong, and Chunyutong is closely connected, and there is no lack of cooperative and independent researchers related to the two. On the whole, the research team on destination revisits by domestic and foreign tourists is large and extensive, and only presents core research members on specific research issues.

4) From the perspective of research content, foreign research mostly involves tourists, destinations and the relationship between the two, while domestic research mostly focuses on different subjects, and there are fewer studies involving destination image and destination competitiveness. The research content at home and abroad is relatively scattered, and the psychological perception and revisit influencing factors of tourists of different types of tourism are studied, but there is less research on the rapidly developing museum tourism, especially the agricultural culture museum tourism. Therefore, people's psychological

perception and the objective reality of the destination are important research elements in the specific environment and the revisit of different tourist destinations.

5) In the research front, foreign research focuses not only on the tourist destination itself, but also on the surrounding environment and services and third-party support, while the research on domestic tourist destination revisit still focuses on "tourists", mainly including revisit intention, revisit behavior and statistics-related revisit rate.

Outlook

Compared with foreign research, domestic related research should be further strengthened in terms of research horizon and research content in the future.

1) Further broaden the scope of research. In the research of tourist destination revisit, domestic research has made considerable progress in the influencing factors of tourist revisit, tourists' revisit psychology and the attitude of destination residents, and its hot keywords are still expanding, on the one hand, it continues to explore the interdisciplinary field, and on the other hand, it explores in depth to emerging tourism formats. In short, we should broaden our vision in the research of tourist destination revisit, explore the subjects, objects and surrounding support involved in tourist destination revisit, expand research, absorb advanced experience in various disciplines and draw on theoretical knowledge, and open up new integrated interdisciplinary fields.

2) Further expand the content of the research. Although the research on domestic tourist destination revisit has shown a trend of comprehensive research in terms of research content, including research institutions, research teams and research authors have invested great enthusiasm and rich energy. But overall, the breadth of research needs to be expanded, and the depth of research needs to be strengthened. First, expand the scope of research. With the development of tourism, China's tourism resources continue to be enriched, in the process of cultural tourism integration and development, culture, especially the gradually forgotten farming culture, should become an important tourism resource, with the help of red tourism, museum tourism and other different forms to show cultural confidence. Second, it is necessary to strengthen the depth of research. The exploration of sustainable tourism development and digital technology supported by "cloud tourism" is slightly weak, and the long-term planning and grasp of the future development direction of tourism is carried out from the macro level, while from the micro level, external factors such as the psychological state of tourists revisiting, the attitude of destination residents and social support need to be further sorted out and analyzed. In order to provide targeted countermeasures and suggestions for the long-term sustainable development of China's tourism industry.

Declaration of interest statement

We, all of the four authors declare that we have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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