

# Research on the field of sports rehabilitation based on CiteSpace -- Taking domestic and foreign health tourism as an example

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**Abstract:** This paper uses CiteSpace iii software to visually analyze the research status of health tourism at home and abroad, so as to analyze the main research hotspots of health tourism at home and abroad. After analyzing the key words of the selected literature, it is concluded that the research focus at home and abroad mainly focuses on: the research hotspots of domestic health care tourism focus on the development of health care tourism products, the development mode of health care tourism and the development path of health care tourism; The research hotspots of health tourism abroad focus on three categories: the motivation of health tourism, the influencing factors of health tourism and the effect of health tourism. By combing the basic context behind the research on health care tourism at home and abroad, this paper comprehensively analyzes the research hotspots of health care tourism at home and abroad at this stage, and comprehensively shows the research consensus, differences and thinking process based on health care tourism at home and abroad. This provides a useful reference for looking back and looking forward to the research of health tourism at home and abroad.

**Keywords:** CiteSpace; Visual analysis; At home and abroad; Health tourism

## 1. Research methods and data sources

### 1.1 Research methods

CiteSpace is a software used in scientific literature to identify and display the new trends and trends of scientific development. It can analyze the research progress of a certain discipline, the current research frontier and its evolution path. It can effectively show the relationship between research objects in the form of images, so as to enhance people's concrete cognition of abstract information. Now the software has gradually become a hot tool for academic research. This paper mainly takes CiteSpace software as the analysis tool, uses its internal keyword clustering, hot word clustering and other sub tools to retrieve the theme and keyword information of the relevant scientific literature at home and abroad with the theme of "healthy tourism", uses CiteSpace software to cluster the selected keywords, draws the corresponding knowledge map, and finally analyzes and summarizes different aspects according to the map.

### 1.2 Data Sources

The data of this paper mainly comes from CNKI full-text search database and web of science database. Among them, enter "health tourism" in the "advanced search" interface of CNKI database, and the source journals are limited to "all journals", with a total of 250 retrieved data. After excluding invalid data such as "book review", "meeting interview" and "draft notice", 220 valid data are obtained after screening; In the core collection of web of science, the titles of "health tourism", "wellness health" and "medical tourism" are searched. There are 1905 pieces of retrieved data, and 470 pieces of effective data are obtained after screening, which can be used as the effective data analyzed by CiteSpace software.

## 2. Research background of health tourism

Health tourism originated from western academic circles and is often called "health tourism", "medical tourism" and "wellness tourism". Among them, "health tourism" is a way of health tourism

formed after the emergence of hot spring tourist resorts in the 14th century, "medical tourism" is a trend caused by the European upper class in the 18th century, "health tourism" is a way of health tourism in North America at the end of the 20th century. Therefore, the academic circles have set off a research upsurge on health tourism. Through the title search of "health tourism", "wellness health" and "medical tourism" on the web of science, according to the publication time, it can be found that after the 1980s, the research on health tourism has gradually increased, especially since 2015, health tourism has also shown the trend of public life preference, which has led to a significant increase in research. The concept of health care is not imported. The concept of health care has appeared in Chinese traditional medicine for a long time. At the same time, through the literature search with the title of "health tourism" on CNKI, through the statistics and analysis of the literature data, it can be found that since 2016, since the National Tourism Administration issued the national health tourism demonstration base, the domestic research on health tourism has increased day by day, mostly relying on the excellent natural environment to develop the products of health tourism Type and path.

### 3. Development process of the concept of health tourism

The concept of health care is not imported. The concept of health care has appeared in Chinese traditional medicine for a long time. Cong Li et al. (2016) believe that "health care" is the general term of activities and processes to maintain, maintain and restore physical and mental health, with two characteristics of regulating the body and pleasant spirit. After the integration of health care elements and tourism, a health care tourism with both physical health and spiritual pleasure has gradually formed. Health tourism originated in western academic circles. After the emergence of hot spring tourist resorts in the 14th century, "health tourism" has become a way of health tourism; "Medical tourism" is a trend caused by the upper class of Europe in the 18th century. "Health tourism" is a way of health tourism rising in North America at the end of the 20th century. Since then, it has gradually attracted a large number of scholars' research on health tourism. Mueller (2001), P. Carrera. (2006), Voigt, Brown. (2011) and others believe that health tourism refers to the sum of all phenomena and relationships caused by people's travel and temporary stay to maintain, restore and improve their health. The Canadian Tourism Commission believes that health tourism is the combination of consumers' needs for physical health and spiritual pleasure with tourism products such as leisure and entertainment. Goodrich J N, Goodrich g E. (1987) defined medical tourism as a tourism destination, which is attracted by a series of health services different from those provided in traditional tourism. These health services include physical examination, acupuncture, transcranial injection and special treatment for various diseases (such as arthritis) by doctors and nurses in the hotel.

Johnston (2010), lunt (2010), lunt n., Horsfall D g. (2016), P.H. Keckley (2019) and others believe that medical tourism refers to the process of tourists leaving home to receive treatment or care abroad or other places in China. These treatment or care include: beauty and dental surgery; Aerobic exercise, plastic surgery and weight loss surgery, in vitro fertilization, and organ and tissue transplantation. Hawaii Health Tourism Organization believes that health tourism is a tourism activity based on the pursuit of coordinated development of body, emotion, spirit, soul and joy. Robyn Bushell and Pauline J. Sheldon (2009) stressed that health tourism, as a way of travel, has the characteristics of integrity. It includes the overall needs for physical health, beauty, longevity, enhancing self-awareness and spiritual vigilance, and is connected with community, nature and mystery.

With the rising proportion of sub-health population and aging population and the change of people's lifestyle, the research on health tourism has gradually attracted the attention of domestic scholars under the background of great health and tourism. Liu Liqin (2004) mentioned the word "Kang Yang" in tourism research earlier, but did not explain it in detail; At present, the definition of health tourism in China can be divided into three categories. One is the product theory, which believes that health tourism is the product of the new era. Liu Qingyu and Mi Ning (2016) believe that health tourism is essentially a "tourism plus" strategy. Tourism plus forests, hot springs, health preservation, etc. play a strong driving force and integration in the process of tourism development, and can give birth to a new business form of tourism development. The second is the purpose, which emphasizes that health tourism is an activity for the purpose of rehabilitation, health preservation and pension. Xie Wencai, Li Xingming and others (2018) believe that health tourism is the sum of various tourism activities based on good natural ecological environment and health care and other medical equipment, aiming at leisure and vacation, health care, ecological recuperation, self-cultivation and medical care, and finally achieving the double-layer improvement of body, mind and spirit; Wang Zhao (2009) believes that health tourism is health tourism and health tourism. It is a tourism activity based on good natural

ecological environment, humanistic environment and medical facilities, combined with visits, tours, health preservation, entertainment and other forms, in order to eliminate diseases and prolong life, strengthen body, take good care of body and nature, and heal and rehabilitate. The third is the system theory, which comprehensively considers all factors related to health tourism, such as environment and facilities, from a systematic perspective. Ren Xuanyu (2016) believes that health tourism is a special vacation tourism that relies on good material and climate conditions to enable tourists to obtain physical and mental health, enhance happiness and meet the needs of consumers for health and leisure in the form of tourism, so as to achieve happiness and pleasure; The national healthy tourism demonstration base (LB / t051-2016) defines healthy tourism as the sum of various tourism activities that enable people to achieve natural harmony in body, mind and spirit through various means such as beauty and fitness, nutritious diet, self-cultivation and caring for the environment. This paper holds that health tourism is the sum of various tourism activities based on good ecological and natural conditions, health and sports resources and medical facilities, combined with various forms of viewing, leisure, health and recuperation, so as to improve the physical and mental health level and happiness of tourists. To sum up, this study believes that health tourism is a new tourism mode produced in the process of tourism development, which mainly has two elements: (1) health tourism should be based on good natural ecological conditions, health resources and medical facilities. (2) The function of health tourism is to restore or improve the physical and mental health of tourists.

#### **4. Analysis on research hotspots of health tourism at home and abroad**

This study analyzes the keywords of domestic and foreign literature, explores and analyzes the research hotspots related to health tourism, and obtains the co-occurrence map of health tourism keywords, as shown in the figure. The proportion of keywords can be seen from the size of specific nodes, and the affinity between keywords can be determined by the connection between nodes.

##### **4.1 Analysis on research hotspots of domestic health tourism**

It can be seen from the figure that the key words around health tourism include forest health tourism, global tourism, health tourism, rural tourism, development path, tourism resort and product development. Combined with the specific contents of the literature, this paper believes that the research hotspots of domestic health tourism focus on three categories: Health Tourism product development, health tourism development mode and health tourism development path.

###### **4.1.1 Development of health tourism products**

Health care tourism destinations make more use of their rich health care tourism resources to develop health care tourism products to attract health care tourists and produce multiple economic, social, cultural and ecological benefits. Firstly, some scholars designed the evaluation index system of health tourism resources. For example, the evaluation index system of forest health tourism constructed by Li Jiren and Xu Dong (2018) includes three levels: forest health resource value, forest health environment value and development and construction value; Li Yan et al. (2018) divided the comprehensive evaluation index layer of health care tourism resources into three aspects: health care tourism resource factors, health care resource development factors and health care tourism service factors; Shi Wenwen and Zhang Xin (2018) believe that the evaluation of health tourism resources in nature reserves is mainly based on their own conditions, environmental conditions and development conditions. Based on the evaluation index system of health care tourism resources, some scholars have designed the development system of health care tourism products. For example, Bao Lanping (2019) created a forest health tourism product system from four aspects: resources, creativity, consumer and industrial integration; From the perspective of tourism market transformation, Yang Hongbo (2018) proposed measures to develop and improve Yunnan hot spring health tourism products; Bai Yijuan (2018) believed that in the context of the the Belt and Road, the Manchu people should improve the development of medical tourism products by condensing their national characteristics, innovating tourism products, coordinating the development of the government and expanding consumption space.

###### **4.1.2 Development model of health tourism**

Under the development background of global tourism, rural tourism, eco-tourism and cultural tourism, scholars divide health tourism into various types. The generally accepted development modes include forest health tourism, hot spring health tourism, rural health tourism, cultural health tourism and medical health tourism. Among them, the development model of forest health tourism has been

widely studied by domestic scholars. The development mode of forest health tourism is to scientifically utilize and develop forest resources under the parallel strategy of development and protection, build a sustainable forest health chain, a forest health tourism brand, and develop unique health activities, such as forest health trails, forest health centers, forest oxygen bars, etc; The development mode of hot spring health tourism is to combine hot spring resources with surrounding natural and cultural resources, develop hot spring hotels, hot spring resorts and hot spring real estate, and form a hot spring health tourism mode integrating health, health preservation, leisure and entertainment; The development model of rural health tourism refers to the sum of a series of recreational, vacation, recuperation and health care activities in rural areas with superior natural ecological conditions by using leisure and health factors such as air, water quality, food and life rhythm; The development mode of cultural health tourism is guided by market demand, starting from the regionality and irreplaceable nature of the destination, to carry out multi-mode integrated development of characteristic cultural resources, tea culture, religious culture and sports culture, and create unique cultural health tourism products; The development mode of medical health tourism is to combine characteristic medical resources, advanced medical equipment and professional medical talents with hospitals, scenic spots, hotels and resorts to develop characteristic tourism products such as traditional Chinese medicine health recuperation, religious medical health preservation and advantageous medical health preservation.

#### **4.1.3 Development path of health tourism**

Based on the current situation of the development of health tourism, many scholars put forward the development path of health tourism in the future. For example, Ma Jie, Gan Junwei (2015) and LV Bo (2019) put forward the development and promotion path of forest health tourism in Sichuan and Zunyi respectively. They believe that we should establish a benign interaction mechanism between natural ecological protection and tourism resource development, integrate regional forest health tourism resources, promote the construction of health tourism infrastructure Build the characteristic brand of forest health tourism and smart tourism marketing system to speed up the development process of health tourism industry. In terms of the planning of health care tourism area, he mang (2017) believes that the site selection of the town should give priority to whether it has good congenital natural conditions and is suitable for health care. He mang once again considers introducing traditional Chinese medicine characteristic medical treatment, strengthening the construction of health and sports infrastructure, and building a perfect health care tourism and health town; Liu Chaowang et al. (2017) believed that the spatial layout of forest health base should be optimized from two aspects: superior planning and functional zoning. Li Ziwen, Peng Luming (2017), Xie Wencai and others (2018) took Yandangshan National Forest Park and Wuhan as examples to construct the spatial layout and product planning of health tourism area. Wen Yuhua (2016), Zhang Xiaoyan and others (2017) from the aspects of spatial layout, plant configuration Cultural design provides suggestions for the development and construction of hot spring health tourism area in three aspects. Zhang Wenliang et al. (2018) put forward the development path of sports health complex from the aspects of government leading the construction of sports health complex, setting a benchmark and leading all localities to participate in the construction.

### **4.2 Analysis on research hotspots of health tourism abroad**

It can be seen from the figure that the key words around health tourism include health tourism, medical tourism, health tourism, influence, mode, management, service, satisfaction, etc. combined with the specific contents of the literature, this paper believes that the research hotspots of foreign health tourism focus on three categories: the motivation of health tourism, the influencing factors of health tourism and the effect of health tourism.

#### **4.2.1 Motivation of health tourism**

Mueller (2001), Voigt (2010), dryglas and salamaga m (2018) divide the healthy tourists into physical and mental health and physical and mental health. The tourism motivation of tourists with physical and mental health is to improve their physical quality, and the tourism motivation of tourists with physical and mental health is to treat physical and mental diseases and restore their physical and mental health. Koh et al. (2010), Voigt et al. (2011) and tangeland (2011) believe that the motivation of healthy tourists is related to the interests they seek. According to the importance tourists attach to physical, psychological or spiritual changes, the motivation of healthy tourists is divided into social, relaxation, health and recovery. Little (2012) believes that the motivation of healthy tourists is to pursue fitness and weight loss; Medina Munoz et al. (2013) believes that tourists' motivation for health

tourism in the Canary Islands is mainly to enjoy hot springs, sunny beaches, sports activities, golf and quiet; Yeonjin et al. (2015) and Kim et al. (2016) believe that tourists' motivation for health tourism is relaxation and curiosity, self-development and learning, so as to achieve personal growth and gain learning experience. Hopkins et al. (2010), cormany and baloglu (2011) believe that the motivation of medical tourists is to go to another country or region to seek surgery including beauty, dental treatment, organ or tissue transplantation and medical services that cannot be provided in their own country or region. Mak (2009) and Johnston (2010), based on the motivation theory of ISO Ahola (1990), believe that the motivation of medical and health care tourists is to relax and avoid life pressure, meet personal and interpersonal relationships, pursue health and beauty, and improve the quality of life.

#### **4.2.2 Influencing factors of health tourism**

Snoj and mumel (2002) discussed that service quality is an important factor affecting health spa. Su Lujun et al. (2015) believed that service fairness has an important impact on service quality and tourists' well-being, and discussed the significance of service elements and perceived quality of products to organization and management practice. Sherman et al. (2007) and Smith (2009) pointed out that gender, occupation and age affect the development of health tourism. Konu and laukkanen (2009) analyzed the relationship between the motivation and willingness of healthy tourism and found that being close to nature has a significant negative impact on the willingness of healthy tourism, and the motivation of participating in sports activities and relaxation has a positive impact on the willingness of healthy tourism. Little (2012), Koskinen and Wilska (2019) analyzed the impact of physical health and health concept on health tourism by showing the relationship between tourists' attitudes towards health and happiness and health tourism. Luo et al. (2017) studied the relationship between customer experience, leisure and non leisure satisfaction and quality of life in health tourism, and found that customer experience affects leisure satisfaction, resulting in non leisure satisfaction, and both forms of satisfaction have a certain impact on customers' quality of life. Na et al. (2017) and Aneta (2019) believe that the behavior decision-making of medical tourists will be affected by attitude and subjective norms, convenient time, low cost, good service, cultural familiarity and other factors.

#### **4.2.3 Effect of health tourism**

Many foreign scholars believe that the effect of spa therapy should be integrated into the field of physical health, such as the effect of spa therapy in 2016; Terman (1995), nakau (2013) and chorong et al. (2015) believe that forest health tourism can improve the autonomic nervous system of middle-aged patients with hypertension, and negative oxygen ions can alleviate the depressive symptoms of patients with seasonal affective disorder, which is a treatment method; Li (2007) forest health can improve the immunity of tourists, increase the number of NK cells and the level of anticancer protein in cells, and the effect lasts for up to 7 days. Some scholars also believe that health tourism can improve tourists' mood. For example, Yuko et al. (2013), Ochiai et al. (2015) and ohe et al. (2017) found that forest health tourism can provide tourists with more opportunities for physical and mental relaxation and recovery, stimulate their positive emotions and alleviate their negative emotions, so as to significantly relax tourists' body and psychology, which will continue for a period of time after forest health tourism. Co occurrence analysis of foreign Kangyang tourism keywords 4 3 problems and deficiencies the healthy tourism industry is in full swing, attracting experts from psychology, medicine, management and other fields to study it. Although it has extensive participation, it has not formed a core author group. Moreover, the content of the existing research is unbalanced, practical and theoretical. The research focus is on development and management, and the attention to basic research is low. Even based on development and management, the relevant research is mainly focused on the development of health care tourism products and business model development, while the research on the construction of health care tourism areas, especially the construction of health care tourism demonstration areas in special areas such as borders, is less. The research of this paper can not only provide theoretical support for the construction of healthy tourism, but also provide a new theoretical research direction for the solution of the problems of inadequate management and low-grade development of healthy tourism.

### **5. Conclusion and Enlightenment**

In this paper, CiteSpace software is used as an analysis tool to analyze and sort out the research hotspots of health tourism at home and abroad in a visual way by drawing a visual knowledge map. Finally, it comes to the conclusion that health tourism, as a new way of tourism, is developing at the right time. However, as far as the current development is concerned, the following integration and development should be carried out. Promote the cross penetration of multiple disciplines, strengthen

in-depth exchanges among scholars, and form a core group of authors. Although Chinese scholars have explored the research of healthy tourism from many aspects and enriched the content of the theoretical system of healthy tourism to varying degrees, the participation of scholars is wide and extensive, lack of communication and cooperation between different disciplines, and can not form a complete core author group. Pay attention to basic theoretical research and build a basic theoretical system of health tourism. At present, the research focus on health tourism is focused on development and management, with low attention to basic research and lack of corresponding basic theoretical guidance, which makes the current research on health tourism tend to focus on practice rather than theory, resulting in the imbalance of the research content of health tourism. Expand the research field and scope of health tourism, and deeply explore and apply it. The research on healthy tourism mainly focuses on the development of tourism products and business model, and lacks the research on the construction of healthy tourism area, border and other special areas. Therefore, the study of regional expansion plays an important role in the further development of health tourism.

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