

Analysis of the Research Progress, Hotspots and Trends of Rural Cultural Inheritance Based on Bibliometrics

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Abstract

This paper uses the CiteSpace literature visualization analysis software to analyze 2,398 literatures in the field of rural cultural inheritance included in the CNKI database from 2006 to 2025. It is found that the number of published papers in this field shows two development stages. Before 2018, it showed a slow increase trend. In 2018, with the official proposal of the rural revitalization strategy, This will bring a new starting point for the development of this field. By 2025, this field will enter a fast lane of rapid development. The key words such as "rural revitalization", "cultural inheritance" and "beautiful countryside" are taken as the research focuses. Among them, the research subjects are colleges and universities, but there is less cooperation with other disciplines (the densities of the author network and the institution network are only 0.0012 and 0.006 respectively). In the research process, the application of theoretical and empirical methods is not in-depth enough. It is hoped that on the basis of constructing the theoretical knowledge about the revitalization of rural culture in China, the development of rural culture can be promoted and its due guiding role can be exerted. In the process of exploring the action methods and reform contents of rural cultural revitalization, the theoretical methods with innovative significance can be deepened and the research depth and practical value can be enhanced. This research provides certain data basis and support directions for the development of rural cultural inheritance research.

Keywords

Rural Cultural Heritage; CiteSpace; Visual Analysis.

1. Introduction

The countryside is the carrier of Chinese civilization. The "Rural Revitalization Strategy Plan (2018-2022)" issued by the Central Committee of the Communist Party of China and the State Council clearly pointed out that: "Adhere to the guidance of the core socialist values, take the inheritance and development of excellent traditional Chinese culture as the core, take the construction of rural public cultural service system as the carrier, cultivate civilized rural customs, good family traditions and simple folk customs, promote the revitalization of rural culture, and build a civilized countryside with neighbors looking out for each other, integrity and courtesy, and thrift." Rural culture is an integral part of Chinese culture, and its inheritance and development should be innovative and keep pace with the times[1]. Therefore, the research literature on the inheritance of rural culture in recent years is summarized and sorted out in order to provide relevant references for other scholars to carry out research, promote the

inheritance and development of excellent rural culture, and promote the implementation of the rural revitalization strategy. In order to more comprehensively and objectively analyze the current situation and trend of traditional rural culture research, with the help of the CiteSpace scientific atlas analysis tool, the research results from 2006 to 2025 were measured and interpreted, aiming to provide references for the research and related practice of the inheritance of rural culture.

2. Data Sources and Research Methods

2.1. Data Sources

From the search results, it can be seen that the earliest research on the theme of rural cultural inheritance in China appeared in 2006. With the passage of time, the number of related researches has been increasing, especially after 2018, with the further promotion of cultural revitalization, the research results related to cultural revitalization have been rapidly improved. China National Knowledge Infrastructure (CNKI) has the world's largest Chinese journal full-text database, with a large number of academic information and information analysis functions. The search conditions are set as SU% = 'rural cultural inheritance', the search time range is from 2006 to 2025, a total of 2,646 Chinese literature were retrieved. After secondary screening and cleaning of the data, a total of 2,398 valid literature were finally obtained. On the basis of ensuring the comprehensiveness and accuracy of the literature data, non-academic articles were eliminated and visual measurement analysis was carried out.

2.2. Research Methods.

The sample data was analyzed and the clustering and co-occurrence maps of authors, institutions and keywords were drawn to grasp the evolution of the research field and the research hotspots, which is convenient for researchers to perceive the research trend and provide guidance for follow-up research.

3. Research Overview of Rural Cultural Inheritance in China

3.1. Longitudinal Examination: Temporal Analysis of Publications.

Rural cultural research began in 2006 and has gone through two stages. The first stage (2006 - 2015) showed a slow and steady growth trend. The second stage (since 2017) has seen a significant increase in the number of publications. This may be related to the proposal of the Rural Revitalization Strategy in 2017. Rural construction is no longer limited to improving material conditions, but is moving towards promoting the coordinated development of production, life and ecology, thereby improving the level of rural cultural development. The "Opinions on Learning from the Experience of the 'Thousand-Village Demonstration and Ten-Thousand-Village Improvement' Project and Promoting the Comprehensive Revitalization of the Countryside" issued at the beginning of 2024 emphasized the requirements of prospering rural culture and continuously promoting the transformation of rural customs[2]. Based on this, it is predicted that the development trend from 2024 to 2025 will continue the previous trend.

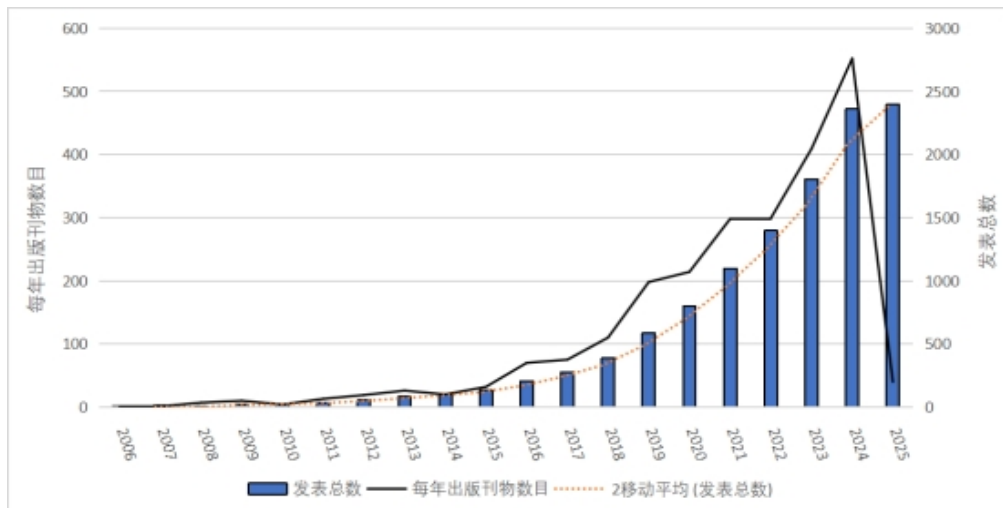


Figure 1. Annual distribution of publications on rural cultural inheritance(unit: articles)

3.2. Horizontal Comparison: Collaboration Analysis of Authors and Research Institutions.

3.2.1. Co-occurrence analysis of authors.

Co-occurrence analysis of authors can intuitively reflect the distribution and degree of cooperation of research subjects in the research field. The data shows that the cooperation status is relatively loose and isolated. The size of the node visually shows the number of works published by the author, and the connection status reveals the cooperative relationship between authors. In terms of the scale of the research team, it is generally a research group composed of two to three people, and there is significant room for improvement in the breadth and closeness of their cooperation. Fig 2 shows that Lu Korong, Ren Chao, and Yu Yingli have published more articles in the field of rural cultural research and have greater influence. The largest cooperation network in the map comes from a six - person research team composed of Ma Zhongmin, Xu Kun, Duan Shanshan, Xu Xinyue, Zhao Bo and Yang Shenghong, and there is a close cooperative relationship among the members[3].

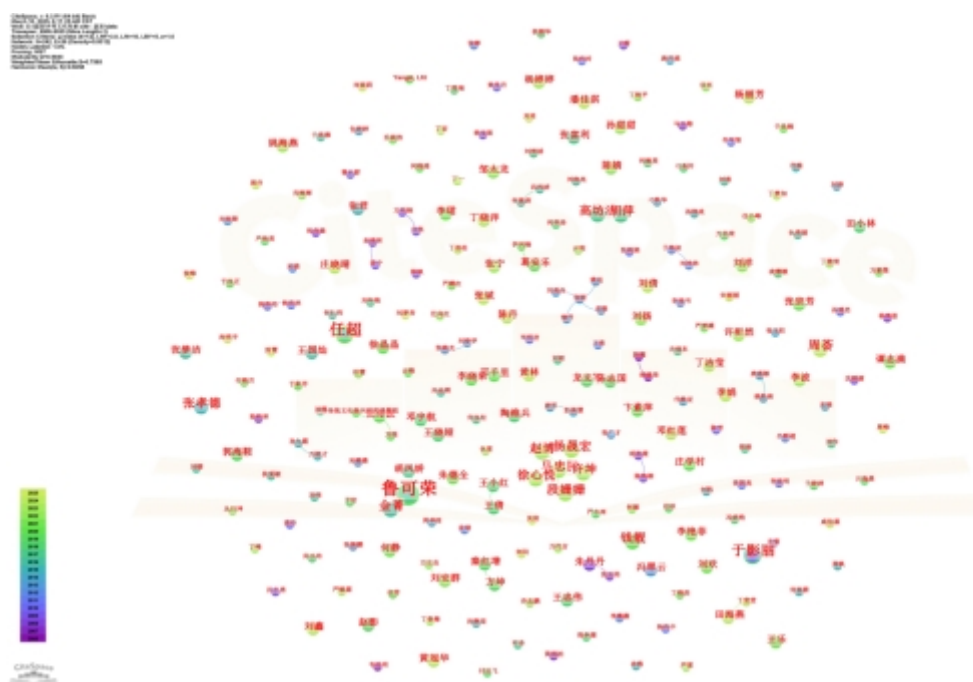


Figure 2. Co - occurrence map of authors

3.2.2. Co-occurrence analysis of research institutions.

Co-occurrence analysis of research institutions can show the authority and professionalism of the research results of rural culture[4]. It is decided to take "institution" as the node, and the other options remain unchanged according to the initial configuration to construct a chart to show the cooperation and coexistence relationship between rural cultural research organizations. Fig 3 shows a total of 249 nodes and 17 connections, with a network density of 0.006. Xi'an University of Architecture and Technology has the highest number of publications, reaching 18; followed by Huazhong Normal University, Northwest A & F University, Guangxi Normal University and Southwest University. The types of institutions include university research institutes, research centers (institutes) and public institutions, etc. The network map shows an overall discrete and locally concentrated distribution pattern.



Figure 3. Contribution map of research institutions

4. Hotspots and Trends of Rural Cultural Research in China

4.1. Hotspot Analysis: Co-occurrence and Clustering Analysis of Keywords.

Fig 4 reflects a keyword co - occurrence network map containing 293 nodes and 540 edges, with a network connectivity of 0.0126, indicating a relatively compact interrelationship between these keywords. In terms of the number of papers published, Xi'an University of Architecture and Technology leads with 18 papers, followed by Huazhong Normal University, Northwest A & F University, Guangxi Normal University and Southwest University. As shown in Fig 5, a total of 11 clustering results were obtained: rural revitalization (#0), inheritance (#1), cultural inheritance (#2), rural culture (#3), rural (#4), traditional culture (#5), cultural revitalization (#6), beautiful countryside (#7), rural tourism (#8), cultural integration (#9) and local culture (#10). When clustering, modularity (Q) and average silhouette score (S) are crucial for evaluating the significance and persuasiveness of the map. When the Q value exceeds 0.3, it means that the structure of the map is reasonable; when the S value exceeds 0.5, it indicates that the clustering is appropriate[5].

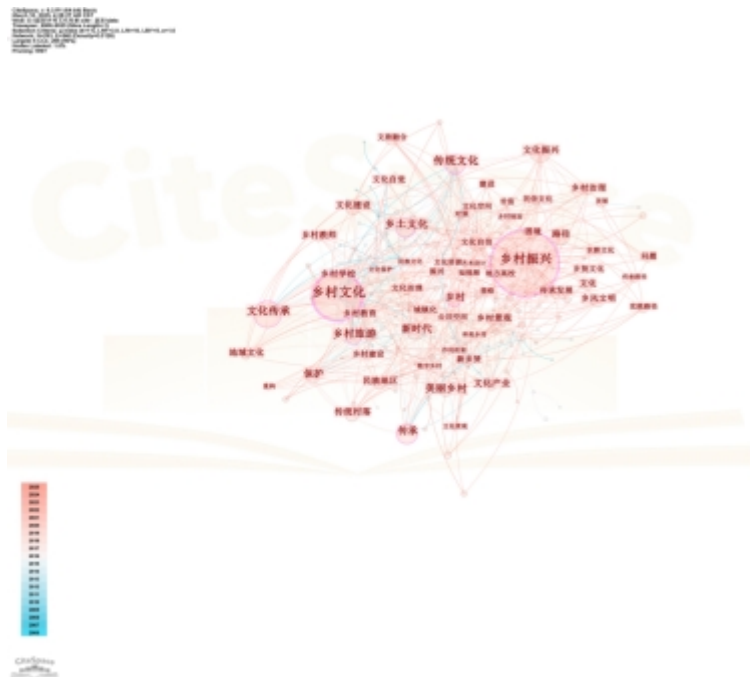


Figure 4. Co-occurrence map of keywords

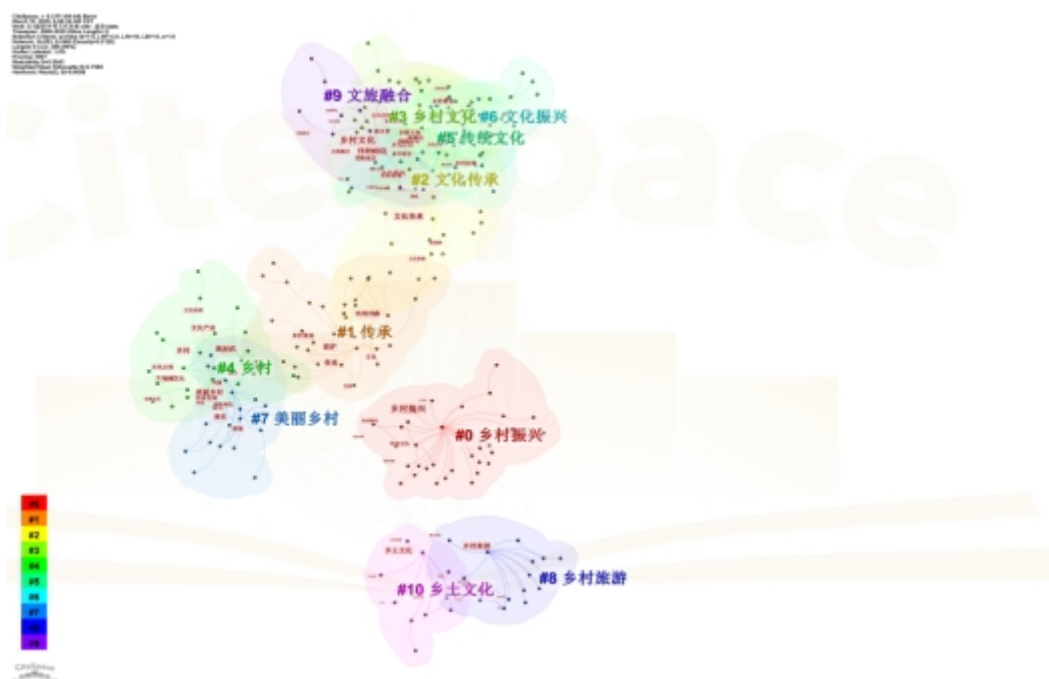


Figure 5. Clustering map of keywords

The hotspots of rural cultural research in China are as follows, based on the co - occurrence analysis of keywords and clustering results.

4.1.1. Path of cultural inheritance under the Rural Revitalization Strategy.

The high-frequency correlation between "rural revitalization" (#0) and "cultural inheritance" (#2) indicates that the research focuses on how to incorporate the element of "culture" into rural revitalization under the guidance of policies, resource integration and institutional innovation to play a role. It focuses on the cultural inheritance ideas in industrial revitalization and ecological livability, on the one hand, and on the other hand, it focuses on the realization path of cultural revitalization to empower rural economic revitalization and governance

improvement. It emphasizes the coordinated development of cultural inheritance with industrial revitalization and ecological protection, and explores the effective model of cultural - supported rural economic and social governance. It will explore in detail the relationship between cultural inheritance and the coordinated development of industrial revitalization and ecological protection, and try to find an effective model of cultural - supported rural economic and social governance.

4.1.2. Protection and revitalization of traditional villages and local culture.

It can be seen from the literature[6] that in terms of the protection of traditional culture and local culture, some people believe that digital technology and the integration of culture and tourism can be used to revitalize local cultural resources and promote the adaptation of local cultural resources to contemporary social development[7]. For example, virtual reality technology can be used to digitally restore traditional villages and provide visitors with a real-time sense of presence. The return of folk festivals is also an indispensable part. For example, the activities of traditional folk festivals have a protective effect on folk traditional culture. Therefore, digital technology and the integration of culture and tourism provide new methods and ways for the protection of traditional culture and local culture.

4.1.3. Integration of beautiful countryside construction and ecological culture.

The high-frequency co-occurrence of "beautiful countryside" (#7) and "rural tourism" (#8) explores the symbiosis of rural ecological environment and cultural value. These two co-occurring keywords show that scholars pay high attention to the value of rural ecological environment and rural culture. Scholars explore in their papers how to integrate rich rural culture into the rural living environment through landscape design, ecological tourism and other forms to achieve a win-win situation of ecological and cultural values. It broadens people's understanding of rural development[8]. Rural development is not limited to economic development, but also includes the development of ecology and culture.

4.1.4. Interaction mechanism between cultural revitalization and rural governance.

Rural cultural participation is reflected in promoting grassroots governance in rural areas through rural cultural construction. For example, rural cultural construction promotes grassroots governance-taking Anhui Province as an example[9], which shows that strengthening rural cultural construction can improve the level of grassroots governance and enhance the governance capacity of rural society. The practice and effect analysis of changing customs and practices-a case study of five villages in Guizhou[10]. The analysis of cultural identity and rural social cohesion-based on the investigation and interview of a university in Jiangxi[11]. It shows that cultural identity is not only spiritual identity, but also a bridge to enhance social cohesion and an important internal driving force for promoting rural social harmony. In practical application, by respecting tradition as a concept and promoting civility as a means to change the social atmosphere of rural areas and improve social harmony and stability. At the same time, cultural identity has an impact on the cohesion of rural society. For example, if rural residents have a high degree of identification with common values, beliefs or cultural traditions, they will enhance their sense of belonging and mutual support, and strengthen the cohesion and stability of rural society.

4.1.5. Coordination mechanism between regional differences and common prosperity.

The increase of the keywords "regional differences" and "common prosperity" shows that the prominent performance of regional differences and common prosperity in the development of rural culture has attracted more attention from scholars. The focus of the research is on exploring the cross-regional cultural resource sharing mechanism, exploring the path of urban - rural cultural co-development, and positioning the role of cultural inheritance in narrowing the wealth gap and promoting social equity[12]. In the future, more attention will be paid to the unbalanced development of rural culture to find the cultural resource sharing mechanism

between different regions, the path of urban-rural cultural co-development, and the functional positioning of cultural inheritance in narrowing the income gap and ensuring social equity. In some regions with high resource endowment and locational advantages, there are richer cultural resources, while some regions may have a shortage of cultural resources. The difference in regional cultural resources directly determines the more balanced development of rural culture and the realization of common prosperity[13]. In the future, more attention will be paid to promoting cross-regional cooperation mechanisms to promote the balanced sharing of cultural resources and the coordinated development of urban and rural culture.

4.1.6. Cultural integration and innovation drive.

Cultural integration, as a new hotspot, focuses on the contradiction between global and local. Cultural integration emphasizes the integration of foreign culture into local culture, and on the basis of continuing rural culture, creatively transforms it to activate the vitality of local culture. For example, digital technology can be used to help protect and inherit rural culture, such as building digital archives and digital display window platforms, so that local culture can radiate to a larger audience. For example, the development of digital technology brings innovation to the protection and inheritance of rural culture. On the basis of virtual and real integration and technological innovation, traditional festival activities can be reproduced through VR technology to attract more young people to pay attention to the development and inheritance of local traditional culture. For example, cross-cultural dialogue and exchange can achieve cross-cultural integration and exchange, and promote the innovative development of rural culture. For example, the dialogue and exchange of different cultures promote the integration of folk art forms and enrich rural culture.

Conclusion: The new type of rural culture is a comprehensive study of protection and development, emphasizing the comprehensive synergy of rural traditional cultural protection with rural revitalization, social governance and regional coordinated development at the national level of governance. In the study of the new type of rural culture, the past single-minded protection of rural traditional culture has gradually emphasized the comprehensive synergy of multiple disciplines and strategies, and put forward the development direction of integrating rural cultural protection into different levels of comprehensive governance. In the implementation of the Rural Revitalization Strategy, it emphasizes the comprehensive development of agriculture and rural areas in cultural development.

4.2. Trend Forecast: Keyword Emergence Analysis.

A sudden mutation keyword refers to a keyword whose occurrence number has a significant leap in a short period of time[14]. The 14 major keywords from the research between 2006 and 2025 are sorted according to the starting year of mutation. As shown in Fig 6, the strength of mutation (Strength) is used to show the amplitude of the change in the number of occurrences of keywords. Take beautiful countryside (12.33) and urbanization (9.18) as examples. Their research popularity continued to rise between 2015 and 2018, and a similar trend was seen between 2014 and 2018. The emergence of these keywords reflects the shift of rural cultural research from the previous single policy interpretation to a multi-disciplinary and interdisciplinary perspective. This shift not only includes the analysis of the economic allocation efficiency of cultural resources, but also involves the qualitative research of sociology on cultural identity and grassroots governance, highlighting the academic characteristics of multi-disciplinary intersection in rural cultural research. This trend indicates that rural cultural research is gradually entering a mature stage, with its research framework becoming more systematic, and is expected to provide more comprehensive solutions to complex real-world problems.

Top 14 Keywords with the Strongest Citation Bursts

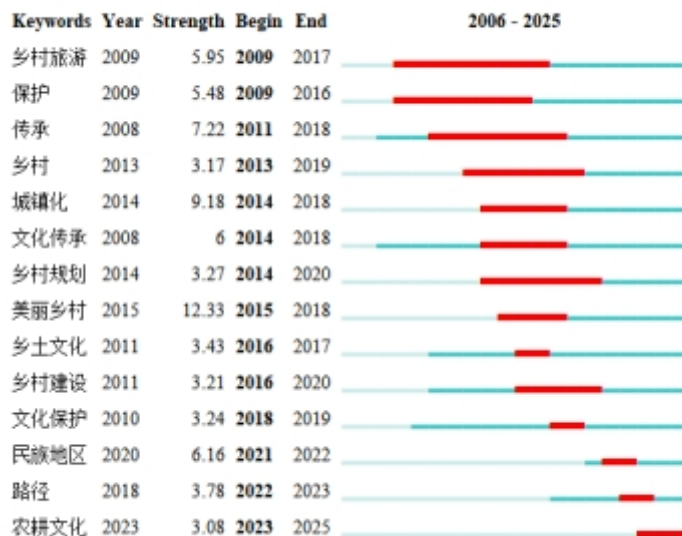


Figure 6. Keyword emergence map

The co-occurrence analysis of keywords in rural-related literature using VOSviewer software can clearly and quickly show the research hotspots and general time in the field. "Rural revitalization strategy" (898 times) and "rural culture" (467 times) are the keywords with the highest frequency. In addition, "rural cultural revitalization" (246 times), "rural cultural inheritance" (205 times), "inheritance" (107 times), "traditional culture" (101 times) and "local culture" (99 times) also show high heat.

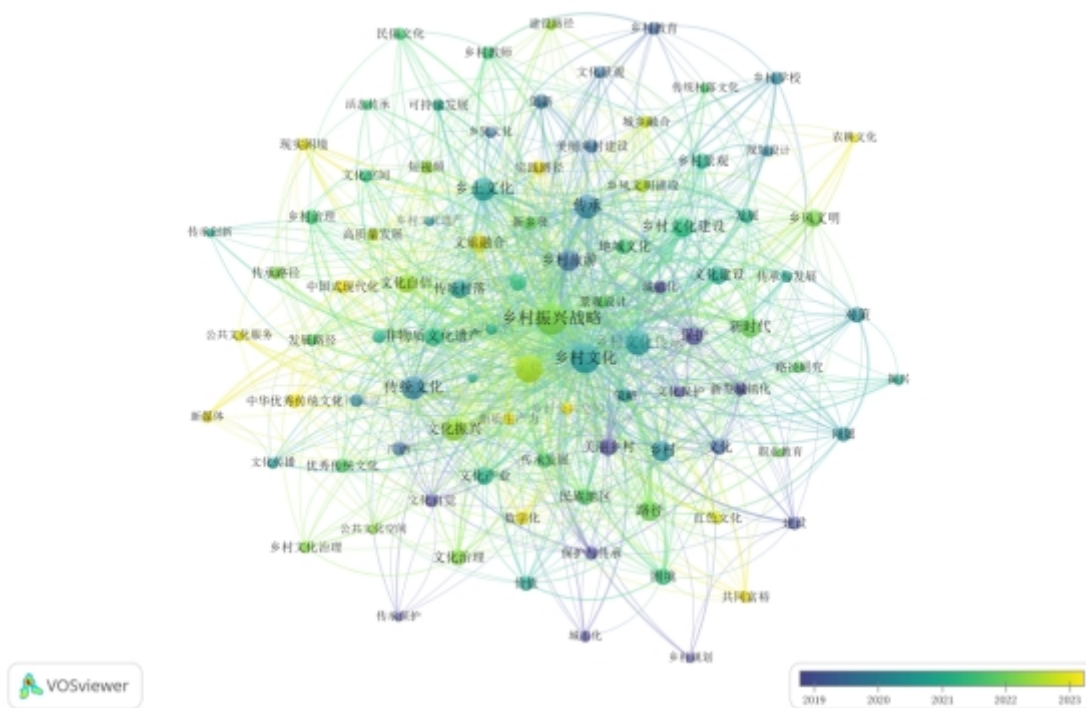


Figure 7. Keyword time-overlay map

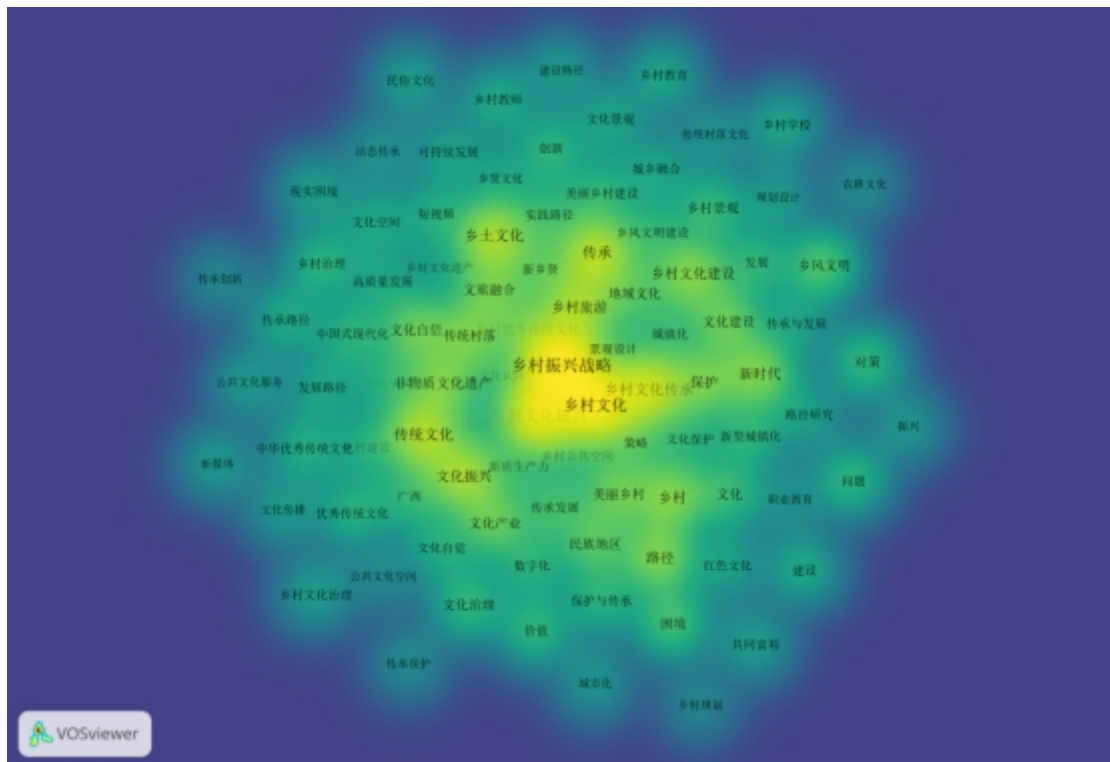


Figure 8. Keyword heat map

5. Conclusion

This study uses bibliometric methods and the CiteSpace tool to conduct a visual analysis of 2,398 articles in the field of rural cultural inheritance from 2006 to 2025. Through systematic sorting out, the research progress, hot topics and development trends in this field were summarized, and the following conclusions were drawn:

The research on rural cultural inheritance shows a stage-by-stage increase under the impetus of national policies. This indicates that with the increasing attention and support from the government for rural cultural inheritance, the research has been promoted both in theory and practice. For example, the government has introduced a number of policy measures to support rural cultural inheritance, such as setting up cultural support funds and organizing cultural festivals and other activities, which undoubtedly play a positive role in promoting the development of research on rural cultural inheritance. From this perspective, the growth of research on rural cultural inheritance under the impetus of policies not only reflects the appeal of national policies, but also reflects the deepening of the academic community's understanding of the importance of rural cultural inheritance.

The number of publications began to grow slowly in 2006 and flourished after 2018. Especially after the implementation of the Rural Revitalization Strategy (2022-2025), the number of studies increased significantly. This trend is highly consistent with policy guidance, reflecting the academic community's keen response to national strategies. This shows the academic community's keen response to national policies, and also reflects the scholars' recognition and support for national strategies.

The research subject cooperation network needs to be strengthened.

Although existing studies show that most academic cooperation is based on universities, the density of cooperation networks is low, that is, most of them are in the form of small-group research or individual research. China Agricultural University and Huazhong Normal University are in a dominant position in terms of the number of publications, but there is still a lack of cross-regional and cross-disciplinary cooperation. In the future, a more closely-knit

cooperation network should be built to promote the integration and sharing of academic resources.

The research hotspots focus on the intersection of rural revitalization and cultural inheritance. Secondly, according to the keyword clustering, the clustering results include themes such as "rural revitalization", "cultural inheritance" and "beautiful countryside". At the same time, the emerging keywords "regional differences" and "common prosperity" suggest that future scholars should pay more attention to the behavioral effects and regional collaborative strategies of rural cultural inheritance. Although there may be certain differences in the specific implementation plans or execution plans for the Rural Revitalization Strategy in different places, these differences are manifested in the different implementation plans for the Rural Revitalization Strategy in different places. For example, in the improvement of infrastructure, in the construction of rural culture, some regions have invested more resources and increased support for local rural revitalization, while other regions have to some extent caused lower realization of "common prosperity" due to implementation differences, which is worth further exploration in the future.

The research methods need to be further diversified.

Existing research is mostly theoretical research and policy document analysis, while empirical research on the subjectivity of farmers is relatively rare. Future research should strengthen case analysis and the combination of quantitative models and qualitative research to enhance the scientific and practical nature of the research.

(1) Deepen collaborative cooperation and build an efficient research network.

A public consortium platform can be built, with loose cooperation in disciplines and loose joint in regions. Against the background of the globalization of knowledge production and dissemination, collaborative cooperation is the driving force for the transformation of scientific research paradigms. A powerful and effective research network is based on open cooperation, and through the integration of cross-disciplinary, cross-entity and cross-regional resources, it can achieve the strong effect of collaborative network of innovation elements and knowledge flow coupling into a network to eliminate the traditional scientific research system. Scientific research barriers, promote the formation of distributed collaborative innovation in emerging organizational forms, accelerate the rapid iteration of applied research from "1 to N" based on basic research "from 0 to 1", and better deal with global public issues.

(2) Anchoring Practice Orientation and Strengthening the Principal Position of Farmers.

Future research should adhere to the overall goal of serving the Rural Revitalization Strategy and focus on exploring the relationship between rural cultural heritage, rural governance, and rural industries. It is particularly important to emphasize the role of farmers as the main agents of cultural heritage[15]. By employing methods such as field surveys and participatory research, we can accurately reflect the practical needs and difficulties that farmers face in the inheritance of rural culture. This approach helps to avoid the "top-down" perspective in research vision.

We should closely integrate the principal role of farmers in cultural heritage with the significant contributions of rural governance and rural industries to rural development. This integration will provide profound theoretical guidance and practical references for the implementation of the Rural Revitalization Strategy. It will also contribute to the sustainable development of rural industries.

(3) Innovate Research Methods and Improve the Research Framework.

It is recommended to expand the quantitative and qualitative approaches in the research on rural cultural revitalization[16]. By employing big data analysis and social network models, we can conduct quantitative research and precise measurements to analyze the impact of cultural heritage policies. For instance, using economic data before and after the implementation of rural cultural heritage policies as a basis, and combining specific digital information with social

network models to analyze the extraction of relevant data, we can achieve quantitative results. We should also learn from foreign advanced experiences to broaden the scope of rural cultural revitalization research. For example, we can refer to the new topics in foreign rural revitalization, such as the digital protection of rural tourism and the integration of culture and tourism [17]. These can serve as the breadth of research on rural cultural revitalization. For example, we can draw on successful cases of rural cultural protection in other countries, such as digital rural cultural resource management platforms and integrated development models of cultural tourism and agricultural production, to enrich the research perspective.

(4) Activate digital momentum and build a smart carrier for cultural inheritance.

For the aging and risk of losing inheritance faced by intangible cultural heritage inheritors, it is necessary to consider using blockchain technology to establish a "digital ID card for intangible cultural heritage inheritors", and use digital signatures and smart contracts to store information such as the inheritance and skills of inheritors for distributed certification. For example, Zhejiang Songyang has carried out the pilot work of "digital ID card for intangible cultural heritage", and established a 3D dynamic display of the process of wood carving skills for the inheritors in traditional villages, as well as an encrypted cloud library in the form of interviews with inheritors.

Recreate the original cultural context through VR/AR/MR technology, and build an immersive context that combines virtual and real and human-computer interaction. For example, Fujian Xunpu Village recreates the oyster shell house building technology based on digital twins. Visitors can follow the gesture guidance to simulate the "oyster shell wall-embedding" construction process. At the same time, with the help of the e-commerce system, visitors can place orders for intangible cultural heritage cultural and creative products in real-time during the immersive experience, and complete the "experience-perception-purchase" "culture +" closed loop. This type should pay attention to the extraction of original cultural symbol information, and not over-introduce technology on the premise of deviating from the original cultural environment.

(5) Deepen the ecological dimension and explore the cultural-ecological compound inheritance mode.

Adapt to the background of ecological civilization construction and cultural heritage protection, and strengthen the cultural-ecological compound inheritance and development based on the ecological dimension. In contemporary social environment, it is possible to deeply understand the value of sustainability, explore the essence of human beings, restore the relationship between nature and life, and further explore the ecological thinking and value of Chinese traditional culture from the "root". It is necessary to sort out the relationship between natural resources and ecological environment in the inheritance of traditional culture and ecology, explore the original wisdom and ecological laws of the Chinese nation, and realize the cultural carrier based on the integration of natural ecological space (subject) and culture (spirit). It is necessary to find the space for cultural expression based on nature; transfer "cultural vitality" to the expression of ecological compounds; this is an expression based on traditional ecological protection and ecological construction. It is necessary to explore the protection significance of cultural vitality inheritance and development, and establish a compound protection mechanism of cultural and natural ecological functions. From the perspective of "heart source" and development level, the natural repair activities of ecological environment and the narration of cultural heritage and its carrying stories are combined to give value added. It is necessary to give another expression of ecological restoration combined with cultural story narration in the relationship between the protection and development of cultural vitality and ecological space, and find a new path for the protection and development of ecological inheritance and cultural-ecological space, and find a strategy for the original repair and development based on cultural story.

In general, to get out of the dilemma of rural cultural inheritance research, it is necessary to form a more systematic and dynamic research pattern to promote rural revitalization under the support of policies, through strengthening cooperation, focusing on practice and focusing on innovation. On the one hand, under the guidance of policies, it is necessary to promote the development of rural cultural inheritance construction under the guidance of relevant practitioners and policy-makers. On the other hand, it is necessary to focus on practice, require researchers to be rooted in the countryside, and find the relevant research focus on the current situation and development problems of rural cultural inheritance, so as to solve the problems in rural cultural inheritance. For example, a rural community can be selected as a specific research sample to provide research practice cases to support the cultural inheritance and demands of rural residents. It is also necessary for the academic community to pay attention to the importance of methodological innovation, and to use scientific and frontier research methods and technologies as practical references for rural cultural inheritance research, so as to make this research more systematic and dynamic.

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