

# Innovative Research on Tourism Culture Communication and Chinese Language Teaching in New Media Environment



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**Abstract:** Under the background of the era of rapid development of new media, the two interrelated fields of tourism culture dissemination and Chinese language teaching have also been profoundly affected. In this paper, we will discuss how to realize the effective dissemination of tourism culture and improve the effect of Chinese language teaching using new media, to provide useful references and inspirations for research and practice in related fields.

**Keywords:** new media environment; tourism culture communication; Chinese language teaching; innovative strategies

## Introduction

In the era of new media, tourism culture communication, and Chinese language teaching are facing new opportunities and challenges. New media provides a broader and more convenient platform and means for tourism culture communication and Chinese language teaching. This paper will discuss how to utilize new media to innovate the mode of tourism culture communication and Chinese language teaching, improve the communication effect and teaching quality, and promote the continuous development and progress of tourism culture communication and Chinese language teaching.

## 1. The Relationship between Tourism Culture Communication and Chinese Language Teaching in the New Media Environment

Tourism culture communication and Chinese language teaching in the new media environment are closely related. New media provide new

opportunities and challenges for tourism culture communication and Chinese language teaching, and at the same time strengthen the interaction between the two. New media provide more channels and platforms for tourism culture communication. Tourism information and promotional content can be rapidly disseminated through social media, tourism websites, blogs, and other forms of new media. Tourists can conveniently obtain all kinds of information about tourism destinations, such as attraction recommendations and cultural background, thus enhancing their knowledge and interest in tourism destinations. At the same time, the interactivity and communication effect of new media can help tourist destinations better display their characteristics and charms, further attracting more tourists (Li, 2020). In addition, new media have also had a profound impact on Chinese language teaching. New media provide Chinese learners with rich and diverse learning resources, such as online courses, learning communities, learning tools, etc (Guo et al., 2023). These new media technologies can provide a more interactive and personalized learning

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experience, increasing the interest and participation of learning. Moreover, new media can help Chinese language learners better understand the culture, tourism resources, and historical background of China, providing learners with more practical and contextual learning opportunities. More importantly, tourism culture communication and Chinese language teaching in the new media environment can realize cross-border cooperation and interaction. Tourism culture communication can utilize the platform of Chinese language teaching to provide tourists with relevant language training and cultural knowledge and help tourists better understand and experience the culture and history of tourist destinations. Of course, Chinese language teaching can also cooperate with the tourism industry to carry out field teaching and cultural experience, providing learners with a real language environment and cultural background. Therefore, tourism culture communication and Chinese language teaching in the new media environment are mutually promoting and interpenetrating. Making full use of the advantages of new media technologies and platforms can realize the innovation and enhancement of tourism culture communication and Chinese language teaching, and bring greater development opportunities for tourism and Chinese language education.

## **2. Insights on the Innovation of Tourism Culture Communication and Chinese Language Teaching in the New Media Environment**

### **2.1. Promote the combination of tourism culture communication and Chinese language teaching**

Under the new media environment, promoting the combination of tourism culture communication and Chinese language teaching can provide students and tourists with a more attractive and interactive learning experience, and at the same time realize the sustainable development of tourism and Chinese language education. On the one hand, the combination of tourism culture communication and Chinese language teaching can enhance learning motivation. By integrating tourism culture elements into Chinese language teaching, students can more

intuitively feel the actual use of the Chinese language and its cultural connotations. For example, a Chinese learning app can be designed to let students immerse themselves in Chinese scenic spots and traditional festivals through virtual tourism while learning Chinese, to stimulate their interest in learning and enhance their motivation. On the other hand, the combination of tourism cultural communication, and Chinese language teaching can provide rich learning resources. In the new media environment, the richness of multimedia resources provides a broad possibility for the combination of tourism culture and Chinese language teaching. Through the production of tourism promotional videos, graphic introductions, and other forms, students and tourists can learn about the tourism resources of different regions and related Chinese language knowledge through a variety of media channels (Liu, 2021). These rich learning resources can inspire students' interest in learning and improve the learning effect. In addition, combining tourism culture communication and Chinese language teaching can provide practical opportunities. Tourism is a kind of practical activity, which allows students to communicate and practice Chinese in real-life scenarios. By organizing field trips or offering practical courses, students can experience the practical use of Chinese and improve their language expression and cross-cultural communication skills. At the same time, students can also gain a deeper understanding of China's tourism culture and enhance their interest and motivation in Chinese language learning. Therefore, the organic combination of tourism culture dissemination and Chinese language teaching can provide students and tourists with more comprehensive and rich learning and traveling experiences, and promote the sustainable development of tourism and Chinese language education.

### **2.2. Importance of strengthening global vision and cross-cultural communication**

In the new media environment, the innovation of tourism culture communication and Chinese language teaching can strengthen the importance of global vision and cross-cultural communication. With

the wide application of new media such as the Internet, social media, and online communication tools, people can easily access information and messages from all over the world. By utilizing new media platforms for tourism culture communication and Chinese language teaching, students and tourists can be exposed to cultures from different countries and regions, and understand the characteristics of tourism culture in different contexts and perspectives. This expansion of global vision helps to cultivate students' cross-cultural awareness and inclusive thinking, increasing their understanding and respect for diversity and difference (Zhang, 2023). Meanwhile, cross-cultural communication and interaction can be promoted through the application of new media. New media platforms provide opportunities for real-time communication and interaction with people from other countries and regions. Through tools such as online social networking platforms and video conferencing, students and tourists can communicate virtually with locals to share their travel experiences and learn about customs and ways of thinking in different cultures (Xu, 2023). This kind of cross-cultural communication can not only improve students' Chinese communication skills, but also help them better understand and appreciate China's tourism culture, and establish cross-country and cross-cultural friendship and cooperation. In addition, new media technology can also promote the interaction and integration of tourism culture communication and Chinese language teaching. Through innovative ways such as virtual tours and online courses, students and tourists can learn about China's tourism resources and related cultures while learning Chinese. They can gain a deeper understanding of China's scenic spots and traditional festivals by watching tourism promotion videos and reading graphic introductions, etc., and learn them in combination with Chinese language teaching. This kind of interaction and integration can make Chinese language learning more vivid and interesting, which is conducive to stimulating students' interest in learning and improving the learning effect.

### **3. Innovative Strategies of Tourism Culture Communication and Chinese Language Teaching in the New Media Environment.**

#### **3.1. Integration of diversified media platforms.**

The integration of diversified media platforms refers to the integration of different kinds of media platforms together to disseminate tourism culture and Chinese language teaching content more effectively and meet the needs of different audience groups. When choosing diversified media platforms, the characteristics and preferences of the target audience groups need to be taken into account. Common media platforms include social media platforms (e.g. Weibo, WeChat, Shake, etc.), short video platforms, mobile applications, etc. According to the characteristics of the target audience, such as age, gender, and geography, suitable platforms are selected for promotion in a targeted manner. For example, tourism culture and Chinese language teaching content targeting young people can be promoted more on platforms such as Jittery, Weibo, etc., while content targeting the student population can be disseminated through mobile applications or online classes. When producing content, it is necessary to make full use of the features and advantages of various media platforms. For example, short video platforms are suitable for producing vivid and interesting tourism culture and Chinese language teaching videos, which can increase the audio-visual experience using illustrations and music matching (Liu, 2020); social media platforms are more suitable for releasing some real-time and short-term content, which can be combined with topic hotspots or festivals to produce relevant tweets or microblogs. At the same time, in the process of producing content, it is also necessary to focus on the selection of content and the diversity of expression according to the needs of the audience, to maintain the attention and participation of the audience. In addition, the evaluation and optimization of communication effect is also the key to integrating diversified media platforms. Through data analysis and user feedback, we can understand the communication effect on different platforms, to adjust and optimize the

content strategy. For example, based on indicators such as reading volume and retweeting volume, assess the effect of content on different platforms, find out the types and forms preferred by audiences, and make corresponding adjustments based on the feedback, to improve the communication effect and user engagement. In practice, the integration of diversified media platforms requires technical support and human resources. Team members should have relevant professional backgrounds in media, content production, data analysis, etc., and be able to flexibly utilize various platforms and make effective adjustments to content production and communication strategies. At the same time, content cooperation with different media platforms and cross-platform promotion cooperation is also necessary to expand a wider audience with the resources and channels of the platforms.

### **3.2. Personalized and customized content dissemination**

Personalized content dissemination is a kind of innovative strategy for cultural dissemination and Chinese language teaching based on users' needs and interests. Under the new media environment, the optimization and innovation of cultural communication and Chinese language teaching can be realized through targeted and personalized activities, products, and teaching content. First of all, it is necessary to establish user profiles. Through data analysis, questionnaire surveys, user feedback, and other methods, it is necessary to understand the user's age, gender, occupation, interests, learning background, and other information, to provide the basis and direction for personalized and customized content dissemination. Secondly, it is necessary to develop products or teaching content that meet the needs of users according to their profiles and demands. In terms of tourism and cultural communication, diversified products such as thematic activities, thematic exhibitions, and concerts can be launched according to users' needs and interests. In Chinese language teaching, personalized lesson plans, teaching materials, and teaching methods can be developed according to the age, level,

and interest of students (Wang, 2019). Third, diversified channels and tools need to be provided. In the era of new media, personalized and customized content is disseminated to more users through various channels and tools such as the Internet and social media. For example, in tourism and cultural communication, content promotion can be carried out through social media platforms such as microblogging, WeChat, and Jitterbug; in Chinese language teaching, classroom teaching and counseling can be carried out by using online education platforms and live courses. Finally, user feedback and evaluation need to be emphasized. Through real-time collection of user feedback and evaluation, timely adjustment and optimization of activities or products can be made to improve user satisfaction and loyalty, and more personalized and quality content dissemination and teaching strategies can be continuously introduced.

### **3.3. Promotional method of integrating interactive experience**

In the new media environment, the promotion method of integrating interactive experience has become a common strategy adopted in the innovative practice of tourism culture communication and Chinese language teaching. This promotion method can not only improve the user's participation and experience but also enhance brand awareness and influence. In this regard, the establishment of diversified forms of activities is the key to achieving this goal. In tourism culture communication, cultural salons, city exploration, hiking, and other activities can be used to enable users to experience the charm of tourism culture and enhance their knowledge and interest in culture and tourism products. In Chinese language teaching, various activities such as Chinese Corner, Idiom Contest, and Chinese Culture Lecture can be organized to let students learn the Chinese language and understand Chinese culture in interactive entertainment. After that, it is also essential to improve the promotion means. In addition to traditional promotion means, such as posters, leaflets, billboards, etc., it is also necessary to rely on new media such as the Internet and social

media for promotion in the new media era. For example, the establishment of special websites, public numbers, small programs, and other platforms, the opening of short videos, live broadcasts, and other functions, through a variety of channels to interact with the user to improve the user experience and participation (Yang & Qiao, 2023). In addition, it is also necessary to provide diversified products or teaching content. In tourism and cultural communication, tourism routes, products, services and experiences with special characteristics can be launched, such as night tours and cultural theme tours. And in Chinese language teaching, personalized course content and teaching methods can be provided according to the needs and interests of different students. Of course, focusing on user feedback and evaluation is the core of implementing a promotion approach that integrates interactive experiences. Not only should we focus on user participation and user experience, but also on user feedback and evaluation of activities or products. Through real-time collection of user feedback and evaluation, timely adjustment and optimization of activities or products, improve user satisfaction and loyalty and enhance the brand's reputation and influence. The optimization and innovation of tourism culture communication and Chinese language teaching can be achieved by establishing diversified forms of activities, perfecting promotion means, providing diversified products or teaching content, and focusing on user feedback and evaluation.

### Summary

To summarize, this paper has drawn some enlightening conclusions by exploring the innovation of tourism culture communication and Chinese language teaching in the new media environment. In the era of new media, tourism culture communication, and Chinese language teaching need to take advantage of new media technology and adopt innovative strategies and practical methods to improve the communication effect and teaching quality. The development of new media can promote

cross-border cooperation and interaction between tourism culture communication and Chinese language teaching, providing new opportunities to promote their continuous development and progress.

### Conflict of Interest

The authors declare that they have no conflicts of interest to this work.

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