RESEARCH ARTICLE

Research on the Communication Path of Tourism Culture in the Perspective of Intercultural Communication

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Abstract: The development of globalization has made cross-border tourism the norm, and cultural exchanges between countries have become more frequent and in-depth. Through tourism, people can deeply experience the history, traditions, and customs of different cultures, to understand and respect each other's differences more comprehensively, and this kind of mutual understanding not only helps to eliminate cultural barriers but also builds a strong foundation for world peace and common prosperity. In this context, the role of cross-cultural communication in tourism culture communication has become more and more prominent. This paper discusses the key role of intercultural communication in tourism culture communication, analyzes the current challenges and opportunities, and comprehensively analyzes the key points of intercultural communication through the study of language, visual, social media, and other perspectives, to provide profound insights for better-promoting tourism culture communication.

Keywords: intercultural; communication; tourism; cultural communication

Introduction

With the deepening of globalization and cross-cultural communication, tourism cultural communication presents more diversified and complex characteristics. Intercultural communication plays a key role in conveying cultural information and constructing the image of tourism destinations in this context. Through language, visuals, cultural symbols, and other diversified means, tourism cultural communication can more accurately reach different cultural audiences in different countries, making cultural communication more refined and personalized. However, the development of tourism cultural communication is also facing a series of challenges and opportunities. The prosperity of tourism has made the communication channels more complicated, and the in-depth transmission of culture also requires more professional strategies and means.

1. Theoretical Framework of Intercultural Communication

1.1. Cultural dimension theory

In the theoretical framework of cross-cultural communication, cultural dimension theory is an important concept, whose main purpose is to provide theoretical guidance for cross-cultural communication through the systematic analysis of cultural differences. In the actual communication of tourism culture, it is necessary to re-examine the theory of cultural dimension and make professional elaboration by combining it with the unique cultural characteristics of China. First of all, China's cultural dimensions present unique characteristics, among which collectivism, high social norms, and the importance of family relations are notable cultural values. In tourism cultural communication, it is crucial to understand and respect these cultural dimensions, and compared with individualistic culture, our country emphasizes more on collective interests and community relations, so common

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experience and collective identity need to be emphasized in cultural communication (Xue, 2022). Secondly, high, low, cold, and hot cultural dimensions have an important impact on the tourism experience, traditional Chinese culture focuses on emotional expression and the warmth and intimacy of interpersonal relationships, which contrasts with the more calm and rational characteristics of some Western cultures, and these cultural dimensions need to be skillfully balanced in the cultural communication of tourism to meet the expectations and needs of tourists from different cultural backgrounds. In addition, the concepts of uncertainty avoidance and long and short-term orientation in the theory of cultural dimensions also need to be analyzed in depth in the context of the actual situation, which emphasizes long-term planning and stability, which is manifested in the tourism industry as the careful planning of the itinerary and the high demand for service quality (Zhang, 2022). In practical application, intercultural communicators should develop targeted communication strategies through an in-depth study of cultural dimensions. For example, emphasizing the common experience, focusing on the emotional expression of interpersonal relationships, and providing stable and reliable service plans will help to better meet the cultural expectations of tourists and enhance the effect of tourism culture communication. In tourism culture communication, a deep understanding and flexible use of the theory of cultural dimensions is a key factor in ensuring the success of cross-cultural communication.

1.2. Cultural conflict and mediation

Cultural conflict stems from the differences in values, beliefs, behaviors, and other aspects between different cultures, and in tourism cultural communication, this conflict may significantly affect the experience and satisfaction of tourists, when it comes to cultural conflict, intercultural communicators need to adopt a series of mediation strategies to ensure the smooth communication (Lu & Fang, 2021). Understanding and respecting the differences between cultures is the basis for resolving cultural conflicts. By gaining a deeper understanding of the cultures from which tourists come, communicators can better grasp their cultural sensitivities and avoid triggering sensitive issues. Effective communication is also the key to mediating cultural conflicts. By actively engaging in two-way communication, communicators can clarify the expectations and needs of tourists, and at the same time introduce tourists to the uniqueness of cultures to enhance understanding. Using concise and clear language when explaining cultural differences and avoiding cultural metaphors or slang that may cause misunderstandings can help minimize conflicts at both the linguistic and cultural levels. In addition, cultivating intercultural communicators' cultural sensitivity and resilience is also an effective means of mediating cultural conflicts. Understanding and adapting to the behavioral norms of different cultures, and timely adjusting services to cater to the habits and expectations of tourists from different cultures can help to mitigate potential conflicts. When encountering conflicts, communicators should flexibly use cultural mediation skills, such as through the use of neutral linguistic expressions, seeking common ground, and providing compromise solutions to resolve conflicts and maintain good cross-cultural relations (Xing, 2021).

2. The Characteristics of Tourism Cultural Communication

2.1. Tourism as a medium of cultural communication

Tourism as a medium in the transmission of culture can provide an intuitive experience, through participation in field tourism, tourists can feel and experience the target culture, far more than the traditional text, images and other media can achieve the effect of this personal perception of culture helps to establish a deeper sense of cultural identity, and promote the dissemination of cultural values. Tourism media also focus on the expression of non-verbal symbols in cultural communication, with the development of global tourism, cultural communication is not only carried out through

language, but also relies more on images, symbols, and experiences, and this kind of non-verbal communication is more likely to cross the language barrier and intuitively convey cultural information (Bai, 2020). In China's tourism and cultural communication, non-verbal elements such as ancient cultural symbols, architectural arts, and folk customs are often the highlights to attract international tourists because they have distinct and unique cultural identifiers. In addition, tourism is a medium to help expand the social network of cultural communication, tourism process tourists will often interact with residents and other tourists, and the expansion of the social network to promote cultural communication is more extensive and in-depth, this social interaction can often produce positive word-of-mouth effect, through word-of-mouth way to expand the influence of cultural communication. Finally, the tourism media focuses on experiential learning in cultural communication. Tourists can gain a deeper understanding of the local culture by participating in cultural experience activities, such as traditional handicraft production cultural festivals, etc. This experiential learning not only provides more intuitive and deeper cultural information but also stimulates tourists' active exploration of the culture and their desire to understand it.

2.2. Destination image shaping

Destination image shaping in tourism culture communication is directly related to tourists' travel choices and the competitiveness of the international tourism market. Understanding and skillfully shaping the image of a tourist destination is the key to realizing cultural communication goals. First of all, the shaping of destination image needs to pay attention to the transmission of cultural symbols, through the display of elements with distinctive regional cultural characteristics, such as traditional architecture, folk customs, culinary culture, etc., which can form a profound and specific destination image. Various regions in China have rich and diversified cultural traditions, and these cultural symbols are skillfully integrated into the destination publicity, which can form a fascinating cultural

picture. Secondly, the shaping of destination image needs to rely on effective media means, with the development of the information age, social media, virtual reality, and other emerging media has become important tool for shaping the image of the destination, through the release of representative pictures, videos and stories on social media, it can present the cultural landscape of the destination more vividly, attracting potential tourists to pay attention to the process of the need to flexibly apply multimedia means to adapt to the habits and preferences of different cultural audiences (Fu & Qian, 2018). In addition, the shaping of destination image also needs to pay attention to word of mouth and user experience, and the experience and feelings of tourists are the most direct reflection of image shaping. Providing high-quality services and creating unique travel experiences can win favorable comments from tourists for the destination and form positive word-of-mouth effects, and this user-generated content spread on social media has an immeasurable effect on the shaping of the destination's image. Finally, the shaping of the destination image needs to be combined with the participation and resonance of the local community, through cooperation with residents, displaying real-life scenes and folk customs, to make the destination image more real and credible (Chen, 2014). At the same time, it actively responds to tourists' feedback to enhance the overall image of the destination and establish a closer interactive relationship with tourists.

3. Cross-cultural Communication in the Field of Tourism Culture Communication Pathway

3.1. Language and oral communication

As the main tool for information transfer, language is not only a simple communication tool but also a link between cultures in the dissemination of tourism culture. Taking the dissemination of tourism culture as an example, the establishment of multilingual services is one of the core strategies of language and verbal communication, which can better satisfy the linguistic needs of tourists from

different countries through the provision of destination language-diversified services. For example, governments and tourism practitioners commonly provide multilingual tour guide services, signage, and promotional materials in English, Japanese, and French at famous scenic spots and popular cities to ensure that tourists can smoothly access information and enhance their comfort at the destination. Secondly, focusing on the integration of contextual understanding and cultural background is the key to success in oral communication. When interacting with international tourists, tour guides pay attention to contextual understanding when explaining the local cultural background to ensure the accurate communication of information, such as when introducing China's traditional culture, tour guides may explain the cultural connotations in conjunction with specific scenarios or stories so that tourists can understand and accept them more easily. In addition, tourism and cultural communication with the help of virtual tour guides and voice recognition technology has also become an emerging mode of language and verbal communication. Through the intelligent voice tour guide system, tourists can use their language to interact with virtual tour guides and obtain real-time cultural explanations and guided tours, this technology provides tourists with a more personalized cultural experience while providing convenient language communication.

3.2. Visual communication and image construction

Visual communication and image construction play an important role in tourism culture communication, through images, photos, and visual elements, which can intuitively convey cultural information, shape the image of the destination, as well as trigger the emotional resonance of tourists (Bai, 2020). Taking the image construction of Lijiang Old Town by advertising and marketing as an example, Lijiang Old Town, as one of the famous tourist destinations, has become a popular place to attract international tourists because of its cultural tradition and historical heritage. In cross-cultural communication, Ljiang's promotional advertisements often convey a unique cultural atmosphere through visual elements. By choosing image elements such as traditional Naxi buildings, ancient stone streets, and colorful ethnic costumes, the advertisements convey the historical heritage of the ancient city, its strong ethnic culture, and its harmonious integration with modern civilization. These images not only show the scenery of Lijiang but also make an effort to present the local cultural characteristics, providing international tourists with a window into the culture of the destination. In this case, the visual communication was carefully constructed so that viewers could experience the unique charm of Lijiang without actually visiting the city. At the same time, to accommodate audiences from different cultural groups, the images are often open enough through clever composition and color matching to be understood and emotionally resonated by people from different cultural backgrounds. Therefore, through visual communication and image construction, tourism destinations can communicate culture intuitively and sensually, breaking the language and cultural barriers, and making the tourism experience richer and deeper, this image construction plays a non-negligible role in tourism culture communication in cross-cultural communication, which adds color to the destination's international cognition and tourists' cultural experience (Tu & Xiong, 2020).

3.3. Social media and online communication

Social media and network communication as an important way of tourism culture dissemination, through the social media platform, tourism destinations can directly interact with international tourists to realize the wide dissemination of information. Take the micro-blog account of the National Tourism Administration as an example, it actively utilizes the social media platform to spread tourism culture by posting photos, videos, stories, and other content about tourist destinations around the world. In this process, the CNTA makes full use of the characteristics of the micro-blogging platform, adopting intuitive visual elements, as well as short and easy-to-understand text narratives, to attract and

stimulate the interest of international tourists. Social media communication not only delivers information quickly but also establishes real-time interactions with international tourists, answering questions and providing practical advice, which enhances the effectiveness of communication. Social media also provides a multicultural communication platform for destinations. In the comment section and retweeting process, tourists can share their views, feelings, and experiences, forming a large virtual community. This social interaction not only makes the information more comprehensive and multidimensional but also allows tourists from different cultures to communicate cross-culturally and share each other's cultural experiences in this virtual community. Through social media and online communication, the National Tourism Administration has successfully utilized the power of new media to deliver tourism culture to international tourists more intuitively and interactively, prompting them to gain a deeper understanding and experience of China's cultural heritage. This way of social media and network communication has great potential in cross-cultural communication and provides new possibilities for the international communication of tourism culture.

3.4. Cultural activities and experiences

Under the perspective of cross-cultural communication, cultural activities and experiences in tourism culture communication can deeply display the cultural connotation of the destination and provide tourists with immersive cultural experiences. Taking the traditional cultural activity "tea culture experience" as an example, tea culture experience activities often organize tourists to visit tea gardens, learn the tea art, tea tasting, and other ways to let international tourists deeply understand the traditional tea culture. In the process, it not only conveys information about China's traditional culture but also provides an immersive cultural experience that allows visitors to personally feel the depth of tea culture. The design of such cultural activities takes into account the background of international tourists, and by providing easy-to-understand guided tours and multilingual explanations, it solves the

communication problems caused by language and cultural differences and improves the depth and breadth of the cultural experience. In addition, the tea culture experience activities also provide a participatory cultural interaction platform for tourists. By making tea with their own hands and experiencing the traditional tea ceremony, tourists can deeply immerse themselves in the cultural activities, which increases their sense of identification with China's culture. This kind of hands-on cultural experience not only allows tourists to become participants in culture but also makes cultural communication more vivid and interesting, which helps to enhance the attractiveness of culture. Therefore, cultural activities and experiences, as a way of cross-cultural communication in tourism and cultural dissemination, have successfully provided international tourists with an opportunity to integrate into China's traditional culture by organizing activities such as tea culture experiences. It is not only the transmission of information, but also the landing of cultural experience, which provides a way for the dissemination of tourism culture rich in depth and emotional resonance, and this experience-based communication mode has a positive effect on the promotion of cross-cultural communication and cultural understanding.

Summarize

To sum up, tourism culture communication is a link between different civilizations in the world, and this paper reveals its key contribution to building cultural identity and dissolving cultural barriers through an in-depth discussion of the role of cross-cultural communication in tourism culture communication. However, the ensuing challenges need to be faced squarely, such as the complexity of cultural collision and mediation. With the help of language, visual communication, and other diversified means, emphasizing the balance between diversity and commonality, it will help tourism and cultural communication to more comprehensively and deeply promote exchanges among cultures, and lay the foundation for the world to build a more

inclusive and integrated civilization community.

Conflict of Interest

The author declares that he has no conflicts of interest to this work.

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