Research on the media field of tourism culture communication under the background of omnimedia

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Abstract: Tourism culture is an intuitive presentation of local culture. Tourism culture communication is an important part of mass communication. Influenced by the subject, object and media carrier of communication, tourism culture communication has formed the characteristics of content diversification, communication fragmentation and audience differentiation. 'Mass communication ecology' puts forward: 'From the perspective of McLuhan’s communication ecology, media ecology is the core of communication ecology. In the sense of cultural anthropology, McLuhan regards communication as a civilized phenomenon in the overall sense. He is committed to expounding the psychological and ecological characteristics of contemporary media from the cultural and historical characteristics of media. Therefore, from the perspective of communication ecology theory, studying the field of tourism culture communication media under the background of all media can construct the subject and object of tourism culture communication and analyze the influencing factors of tourism culture communication.

1. Tourism culture communication subject

1.1 The main body of communication with mass communication as the core element

In the theory of communication, the original meaning of communication is newsletter, communication, disseminate and so on, as in modern society. The most common and active mass communication activities, communication refers to the use of appropriate media by communicators, using a social activity in which information is transmitted and communicated to the recipient in a certain form. In this process of communication activities. It contains a variety of social relations, including communicators and communicators, recipients and recipients, communicators and recipients, communicators. With the media and so on, mass communication activities are actually the interaction of various social relations in communication, in which communication. The communicator, the media and the receiver are the elements that constitute a complete communication behavior (Li Ying 49).

Subject communication and object communication together constitute the dissemination of tourism culture. Many scholars regard the relationship between the subject and object of communication as a binary opposition to distinguish and study, but in the era of all media, with more and more diverse communication carriers and more and more complex communication environment, in fact, it is difficult for us to distinguish the relationship between tourism culture communication and binary opposition. At present, more attention should be paid to the status of the audience. Based on the perspective of mass communication, the relationship between the subject and the object of communication should be established as the interaction between communication and acceptance.

Tourism culture reflects the regional culture, which is composed of history, geography, policy, folklore, society, economy and other factors. Robert Macintosh, an American scholar, first proposed the concept of cultural tourism. In a broad sense, he believes that as long as tourists can learn new history, tradition and contemporary life and thought from tourism, they can be regarded as cultural tourism (Liu Yang 20). Tourism culture has the characteristics of inclusiveness, comprehensiveness, regionality, integrity, interactivity and experience.

At present, we should not only pay attention to the main body of tourism culture communication, but also pay attention to the main body of tourism culture communication. The subject of tourism culture communication refers to the creator, disseminator and recipient of tourism culture, which is based on the mass communication in the real social environment and the network mimicry environment. Habermas understands society as composed of life world and system (Zhi Tingrong 35). The main body communication of tourism culture is a ‘social + media’ communication system that integrates tourism and cultural symbols in the life world. In the process of communication, it emphasizes the role and influence of the media on tourism culture and pays attention to the feedback of the audience.
1.2 The main types and characteristics of tourism culture communication

From the perspective of communication, the communication subject of tourism culture can be summarized as the vertical communication of time and the horizontal communication of space. Specifically, the horizontal communication of time can be understood as 'inheritance', while the horizontal communication of space can be understood as 'sociality'. The core of 'inheritance' is to emphasize the cultural inheritance of tourism culture based on the change of time and not restricted by time. The essence of 'sociality' is the group attribute and social style of tourism culture.

The 'inheritance' of tourism culture should be divided into two parts. Tourism, as an entertainment and leisure activity in life, is essentially a cultural exchange and cultural communication activity (Zou Wei 12)[7]. The process of tourism is accompanied by cultural exchanges and communication activities, which is the effective dissemination of content. The inheritance of culture is continuous development and innovation, and tourism is a carrier of cultural inheritance. Therefore, the 'inheritance' of tourism culture has two attributes of content and carrier, so it is comprehensive.

Tourism activities run through the whole history of human beings. Tourism culture is the yearning and pursuit of spiritual civilization on the basis of realizing material civilization. From a sociological point of view, modernity is different from non-modern society from an economic point of view, which is manifested in superior infrastructure conditions, reasonable arrangements for work, and the cultivation of modern mind (Li Baihua 8)[8]. The "sociality" of tourism culture is a concrete expression based on the "inheritance" of tourism culture, and it is a concrete expression of the interaction and integration of tourism activities and social fields.

When tourism culture exists as a disseminator, its characteristics are contemporary, innovative, regional and group. The times and innovation are the frontier characteristics of the development of tourism culture. The spread of tourism culture will be affected by the times and the changes in the content, mode and carrier of communication. Innovation will be accompanied by the influence of the times to optimize the content of tourism culture communication, change the mode of tourism culture communication, and provide the carrier of tourism culture communication. Regionality and group are the basic characteristics of tourism culture. Regionality presents the characteristics of tourism culture communication. Group is the group attribute of tourism culture, and it is the main body communication with the same regional cultural characteristics.

2.1 The object of communication in material activities

In a society with little change, culture is stable, and there are few new problems. Life is a traditional way (Fei Xiaotong 83)[9]. Chinese society has been in a stable and prosperous state for a long time. Tourism culture has naturally become an important part of public social life. The material activities of tourism culture communication and social life have also become a kind of communication object. In the process of communication, social life exchanges information with tourism culture and turns it into a concrete objective world. It emphasizes the close relationship between social life and tourism culture, and establishes the realistic principle that social life reflects the dissemination of tourism culture, and social practice is the main expression of social life.

If lifestyle and production practice are manifested in specific forms, social practice is the overall presentation of social life. Social practice is mainly reflected in certain social interaction and social relations, which is the essential reflection of social life (Xu Qi, Deng Li 108)[10]. Social practice is reflected in many aspects such as nature worship, survival and development, production and life, which undoubtedly directly reflects the spread of material activities of tourism culture.

2.2 The object of communication in spiritual activities

The spiritual activities of tourism culture communication are reflected in the pursuit of value. Tourism culture is the specific expression of social activities. However, in the process of communication, we should not only pay attention to the object of communication in material activities, but also pay attention to the object of communication in spiritual activities. Specifically, the object of communication in spiritual activities is the pursuit of value, including the construction of tourism culture brand, the expression of cultural history and the dissemination of tourism core value.

In many people's view, tourism culture brand is the product of the new era, but in fact, it is not difficult to find that it has already formed, such like Guilin landscape culture, Mongolian nomadic culture, northeast shaman culture and other cultural brands with natural, regional, religious and other attributes. The construction of tourism culture brand plays an important role in the inheritance and protection of regional culture. Most of the world's outstanding scenic spots and places of interest are successful in the embodiment of regional culture. Scenic spots without regional cultural support are difficult to survive for a long time (Zhou Shujing 15)[11]. Therefore, the construction of tourism culture brand has become an inevitable requirement in the dissemination of tourism culture.

The expression of cultural history is the responsibility and mission of tourism culture communication. Any kind of tourism contains the yearning and worship of nature, the cognition and recognition of culture. There are a large number of ethnic groups in China, and there are great differences in customs and folklore among each ethnic
group. Through the development of tourism economy, the promotion of ethnic characteristic culture can be realized, and the diversified development of culture can be promoted(Yang Junshu 133)[12]. The cultural and historical expression in the process of tourism culture communication is an intuitive presentation of carrying forward Chinese excellent culture and strengthening cultural self-confidence in the new era.

The dissemination of tourism core value is divided into two levels: narrow and broad. The narrow level is the basic cognition, experience feedback and brand culture promotion of tourism cultural products. The broad level is based on the in-depth discussion on the basis of the narrow level, including cultural identity, cultural sharing and cultural dissemination.

3. The interpretation of the media carrier of tourism culture communication from the perspective of McLuhan ’s media theory

McLuhan suggests, to draw attention to our environment, to the ground of our being-together, and the habits it forms (Roden D R 1)[1]. In the ’Journalism and Communication Theory‘ edited by Liu Hong and Luan Yimei, the media carrier is subdivided into paper media, electronic media and new media. Although this distribution introduces the style characteristics of the media carrier in detail, the current era is developing rapidly and the media carrier is constantly updated and improved. More attention should be paid to the sociality, times and inheritance of the media carrier in the all-media era. Therefore, this paper summarizes the media carrier of tourism culture communication as traditional media, new media and integrated media. Traditional media refers to paper media and electronic media, new media refers to Internet media, and fusion media refers to the fusion media of traditional media and new media.

‘Traditional media ‘ and ‘ new media ‘ are a relative concept. The research on the development of traditional media that what are talking about must be after the development of new media is relatively formed. The relevant research of new media will be compared with traditional media. Only in the face of the impact of ‘ new media ‘, will there be a revolutionary thinking on the development of ‘ traditional media ‘(Hu Xueqian 9)[13]. The concept of ” media convergence " originated from Poole’s " free technology," which describes the trend of electronic technology to break the boundary of communication form and move towards integration. This is recognized by many scholars as the origin of the concept of media convergence(Hu Xueqian 10)[13]. McLuhan ’s ecological thought of communication emphasizes the core role of the media. It is an effective way to sort out the media of tourism culture and optimize the carrier and content of communication by expounding the contemporary media from the cultural and historical characteristics of the media.

3.1 Sociality of traditional media

Media, that is, information, is not a simple description of the definition of media. This theory is one of McLuhan ’s core ideological contents. It is a summary and summary of the development process of media, reflecting the relevance between media and social development, and emphasizing the important position of media(Yang Fubo 87)[14]. In today ’s rapid change of information, the media’s social value is still can’t be ignored.

In the in-depth research and analysis of media theory, McLuhan divides the media into cold media and hot media according to the clarity of information provided by the media, the integrity of content, the certainty of goals, and the ability level and degree of reception of recipients of information dissemination (Bian Ning 13)[15]. However, McLuhan ’s classification of hot and cold media does not have a consistent standard, and there is a contradiction in logic. Therefore, some people say that the classification of ’ hot and cold media ‘ itself does not have much scientific and practical value. What is important is its enlightenment: different media act on people in different ways, and the psychological and behavioral reactions caused by them also have their own characteristics. These factors should also be taken into account in the study of media(Bian Ning 14)[15].

Human communication begins with face-to-face communication. The rise of traditional media makes mass communication have the depth and breadth of information dissemination. Tourism culture communication is the main product of mass communication. The sociality of traditional media to tourism culture communication is reflected in two aspects: historical value and cultural value.

The historical value is reflected in the printing revolution and radio technology, which makes the mass communication of traditional media possible. Whether it is the simple communication mode of paper media, the linear communication of radio media or the rich function of TV media, it has a direct impact on the communication of tourism culture in this period, which greatly strengthens the dependence and consciousness of the audience on the media.

Cultural value is reflected in the coordination of social and ideological understanding of tourism culture in the process of communication. The dissemination of tourism culture is the process of creative transformation of the ideological achievements of traditional culture and natural culture. It is also the process of cognition and dissemination of various ideological cultures and conceptual forms in the history of various ethnic groups. Tourism culture can realize the function of coordinating social relations and maintaining social order in the process of dissemination. At the same time, there will be many ideological understandings in the process of dissemination of tourism culture, including the concept of ‘ community of destiny’, the concept of ‘ cultural identity’, etc., which are the concrete embodiment of carrying forward Chinese traditional culture and strengthening cultural self-confidence.
3.2 The contemporaneity of new media

In his preface to "Understanding Media," McLuhan begins: ‘This book first looks at some general situations of the media, and then examines the origin and development of various extensions separately'. He sets an equivalent replacement formula for the concept of 'media'. The so-called 'media' is equal to the extension of human beings. In McLuhan's view, technology has its necessity for the extension of human beings, and it will also have inevitable consequences for the human body. Extension is to cope with the stimulation and pressure brought by the external environment. All technologies are the extension of the strength and speed of the body and nervous system. Moreover, unless the strength and speed increase, the new extension of the human body will not occur, and it may also be abandoned if it occurs (Chen Zhiyi, Hu Yiqing 39).16

McLuhan intuitively expounds the direct reflection of media change. In the 1960s, Kluhan first proposed the concept of "Global Village" in his typed report "Report on Understanding New Media." He believes that with the development of electronic media technology, the earth will gradually become a village, and human beings will eventually return to the tribal 'global village' (Du Fangwei 205).17

Both the 'media extension' theory and the 'global village' theory McLuhan emphasized the era of media, that is, the era of media change. The new media communication of tourism culture is the optimization of the era communication carrier of traditional cultural products, and it is the manifestation of tourism cultural products adapting to the era transformation of media field. In this process, it deeply describes the content of tourism culture, deepens the core of tourism culture, and improves the quality of tourism culture.

3.3 The inheritance of media convergence

Most of the early research on the media in the United States focused on the content and influence of the information conveyed by the media, while McLuhan inherited and expanded the idea of Innis to link media technology with the history of human civilization, emphasizing the progress of media technology. The degree of influence on the development of social culture and social civilization clearly explains that the application of media technology has a more profound and thorough impact on people and society than the content carried by the media (Gao Huilin 110).18 Today, with the continuous change of technology, new media communication has become the mainstream of the times, but still cannot ignore the influence of traditional media, which is the embodiment of the inheritance of media.

The birth of converged media is the inheritance of traditional media and new media. There is no doubt that converged media has fully penetrated into every corner of the real society and affected people's lives (Wang Record, Gao Smart 85).19 Under the influence of media, tourism culture has become one of the best beneficiaries. Traditional media has changed the limitations of face-to-face communication of tourism culture. New media media has improved the convenience of tourism culture in traditional media communication. The emergence of media has presented tourism culture more intuitively and comprehensively, increasing the depth and breadth of tourism culture communication.

4. Influencing factors of tourism culture communication

Any kind of cultural brand will be affected by subjective and objective factors in the process of communication. Subjective factors are reflected in policies, regions, concepts, etc., which directly affect the subject of communication. Subject constraints, multiculturalism, audience categories, etc., have an impact on the object of communication, which is also the objective factor of cultural brand in the process of communication.

4.1 The influencing factors in the main body of communication

Region, policy and concept are the core factors that affect the main body of tourism culture communication. Region, policy and concept have both similarities and differences. Region is the generalization of natural environment, policy is the presentation of national environment, and concept is the expression of human environment. The three interact and are interrelated. Both Han culture and minority cultural environment are influenced by natural environment, so they also present different tourism cultural characteristics and brands. It is in this national cultural environment that the human environment of local customs and consciousness is formed. The influence of region, policy and concept on the subject of tourism culture communication is intuitive.

4.2 Influencing factors in the object of communication

Subject restriction, multiculturalism and audience category are the key factors affecting the object of tourism culture communication. Subject restriction, multiculturalism, audience category scores in different fields. Subject restriction refers to the restriction of the object of tourism culture communication on the content and carrier of communication under the influence of region, policy and concept. Diversified culture refers to the impact of various cultures on the dissemination of tourism culture under the mutual integration and mutual influence of various cultures; the audience category is to emphasize the pertinence and differentiation consciousness in the process of tourism culture communication. The influence of subject restriction, multiculturalism and audience category on the object of tourism culture communication is specific.

4.3 Influencing factors in the media carrier

Media carrier is the main factor in the process of tourism culture communication. The arrival of the all-media era
has greatly changed the way audiences obtain information. Different audiences obtain information through different media carriers. Tourism culture is influenced by content creation, consumer perspective and concept in media communication. The content creation of tourism culture in the era of omnimedia has changed the simple and intuitive way of information dissemination of traditional media, but strengthened the innovation of content. Creation is creation and ‘fresh’ is freshness, which not only emphasizes the creative characteristics of tourism culture content but also emphasizes the timeliness of content dissemination. The consumer perspective is the direct interpretation of marketization. Tourism culture is benefited by market demand. Therefore, consumers have become the target object of tourism culture communication, and the consumer perspective is the target content of tourism culture media communication. The media carrier of tourism culture communication is also influenced by the concept. The concept emphasized here is different from the expression of the humanistic environment of the main influencing factors of tourism culture communication, but a direct interpretation of the single subject and lack of channels of media carrier communication.

5. the path of tourism culture communication

Information dissemination is an important factor affecting social development and historical progress at any time, and tourism is the practice of the public’s pursuit of spiritual life and material life. In the all-media era, the dissemination of tourism culture has the characteristics of more obvious cross-regional, higher requirements for innovation and communication, and stronger requirements for continuity (Bian Zhiyao, Yang Libin 61)[20]. Strengthening cultural identity, deepening core quality and optimizing communication carrier are the continuous and effective communication paths of tourism culture in the all-media era.

5.1 Strengthen cultural identity

The report of the 20th National Congress of the Communist Party of China points out that we should take the consciousness of the Chinese nation community as the main line, unwaveringly follow the correct path of solving ethnic problems with Chinese characteristics, adhere to and improve the system of regional ethnic autonomy, strengthen and improve the party’s ethnic work, and comprehensively promote the cause of national unity and progress. Promoting Chinese cultural identity is of great significance for casting a strong sense of community of the Chinese nation. The problem of cultural identity has been solved, and the identity of the great motherland, the Chinese nation and the road of socialism with Chinese characteristics can be consolidated (Zhou Yu, Liao Xiaojin 55). Tourism is the exchange of political thought, economic development, natural worship and spiritual pursuit. Culture is the crystallization of mass spiritual culture and material culture, with the attribute of communication. Tourism culture communication is a very important form of cultural exchange at present. Strengthening the recognition of tourism culture is an important way to promote the mutual exchange, mutual learning and mutual influence of Chinese excellent traditional culture, and also an effective action to carry forward and protect Chinese excellent traditional culture.

5.2 Deepen the kernel quality

Improving culture and tourism integration efficiency is an important way to promote the high-quality development of cultural tourism (Fei L, Huaiguo R, Xinglong Z e0277063)[23]. With the progress and rapid development of China’s contemporary economic and social progress, whether the tourism project has the characteristic cultural heritage and charm has become the core element of the majority of tourists in the selection of travel destinations. At the same time, those tourism projects and scenic spots with distinctive cultural characteristics, high-quality cultural tastes, and diversified cultural expressions are being sought after by the government, capital, and tourists, and are increasingly becoming the darling of domestic tourism destinations (Zhou Rong 41)[22]. On the basis of mass communication, Katz put forward the theory of ‘use and satisfaction’, which guides communicators to pay more attention to the audience, including audience needs, audience feelings and audience feedback, and takes whether to meet the needs of the audience as the basic standard to measure the effect of communication. To optimize the path of tourism culture communication, it is necessary to deepen the core quality of tourism culture, taking the audience as the starting point and the foothold, but this does not mean comprehensive marketization and commercial operation, but emphasizes the brand establishment and quality improvement of tourism culture, and fully implements ‘tourism + culture’ into the whole process of publicity, use and feedback of tourism products.

5.3 Optimize the media

In the era of omnimedia, should pay more attention to the influence of digital transformation on the carrier of tourism culture communication. The digital transformation of Internet platform, network paper money, VR, AR video and so on has an impact on the content, mode and carrier of tourism culture communication. In the era of all media, tourism culture communication should create three-dimensional communication channels and integrate resources in an all-round way. It should not only pay attention to the technological change of new media, but also not ignore the authoritative role of traditional media. Everaging digital intelligence technology to bolster brand technological sophistication and communication (Iakovaki E, Konstantakis M 1509)[31]. Tourism culture communication should pay special attention to personalized creation, pay attention to the impact of media changes on society, culture and economy, constantly optimize the media, enrich the content of communication, pay attention to interactive participation, pay attention to audience
feedback, and put forward communication strategies.

6. Conclusion

The all-media era is the era of technology empowerment. The dissemination of tourism culture should keep up with the pulse of the times, pay attention to the construction of the subject and object of communication and the feedback of the audience, and make full use of the characteristics of the new media, such as fast communication speed, many audiences and wide influence range. Under the background of economic globalization, we should optimize the media as a means to enhance the personalized creation of tourism culture and the establishment of tourism culture brand. Under the background of cultural diversity, we should strengthen the cultural identity of tourism culture, deepen the core quality and improve the service quality, so as to realize the inheritance and protection of Chinese excellent traditional culture.

Reference

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