

Analysis of Tourism Public Relations Strategies from A Cross - Cultural Perspective

Xiaowei Zhang¹, Rui Jiang²

¹School of Cruise and Art Design, Jiangsu Maritime Institute,
309, Gezhi Road, Jiangning District, Nanjing, Jiangsu Province, China

²School of Cruise and Art Design, Jiangsu Maritime Institute,
309, Gezhi Road, Jiangning District, Nanjing, Jiangsu Province, China
¹296947175@qq.com; ²1339344140@qq.com

Abstract: *This paper aims to explore tourism public relationship strategies from a cross-cultural perspective, analyzing their importance, current application status, and faced challenges in the context of globalization, and proposing corresponding coping strategies. By reviewing the theories of tourism public relationship and cross-cultural communication, an analytical framework for tourism public relationship strategies from a cross-cultural perspective is constructed. On this basis, a combination of quantitative and qualitative research methods is used to conduct empirical research on public relationship strategies in typical tourist destinations, evaluating the application effect of cross-cultural communication in tourism public relationship. The study finds that communication barriers due to cultural differences and the difficulty in shaping the cross-cultural image of tourist destinations are major challenges. To this end, this paper proposes strategies such as enhancing cross-cultural communication skills, innovating the dissemination methods of tourism public relationship, and strengthening the cross-cultural branding of tourist destinations. Finally, the main findings and contributions of the research are summarized, and future research directions are prospected.*

Keywords: Cross-cultural communication; Tourism public relationship; Strategy analysis; Globalization; Cultural differences; Communication barriers; Brand image.

1. INTRODUCTION

In today's era of increasing globalization, tourism, as an important force driving economic growth and cultural exchange, is facing unprecedented opportunities and challenges. Cross-cultural communication, as one of the core elements of tourism, plays a crucial role in enhancing the attractiveness of tourist destinations, increasing tourist satisfaction, and promoting understanding and respect between different cultures. Tourism public relationship, as an important bridge connecting tourist destinations with tourists, has its strategy effectiveness closely related to the depth of cross-cultural communication. Therefore, from a cross-cultural perspective, exploring tourism public relationship strategies in depth is of great significance for promoting the sustainable development of the tourism industry, enhancing national cultural soft power, and fostering world peace and development. Based on a review of relevant theories and empirical research, this paper will construct an analytical framework for tourism public relationship strategies from a cross-cultural perspective, aiming to provide useful references and insights for the tourism industry and academia.

2. RESEARCH STATUS AND THEORETICAL INTEGRATION DISCUSSION

2.1 Research Status of Tourism Public Relations

2.1.1 Domestic Research Trends

In recent years, research on tourism public relations in China has gradually increased, mainly focusing on tourism destination image building, tourism crisis public relations, and tourism marketing. Researchers have explored the role and strategies of tourism public relations in enhancing the popularity of tourism destinations, attracting tourists, and handling tourism crises through the analysis of specific cases. At the same time, some scholars have also paid attention to the transformation of tourism public relations in the new media environment, studying the impact and application of new media such as social media and online tourism platforms on tourism public relations.

2.1.2 International Research Trends

Internationally, research on tourism public relations is more diversified and profound. Besides focusing on tourism destination image and marketing, researchers have also explored the role of tourism public relations from the perspective of cross-cultural communication. They have studied the cognition, attitude, and behavior of tourists from different cultural backgrounds towards tourism destinations, as well as how to promote understanding and exchange between different cultures through tourism public relations. In addition, international research has also focused on the role of tourism public relations in sustainable development, community participation, and cultural heritage protection.

2.2 Theory of Cross-Cultural Communication

2.2.1 Basic Concept of Cross-Cultural Communication

Cross-cultural communication refers to the process of information exchange and understanding between people from different cultural backgrounds. It involves multiple aspects such as language, non-verbal behavior, values, beliefs, customs, etc. The purpose of cross-cultural communication is to promote mutual understanding and respect between people from different cultural backgrounds to achieve effective communication and cooperation.

2.2.2 Influencing Factors of Cross-Cultural Differences

The influencing factors of cross-cultural differences include language barriers, cultural differences, value conflicts, different social customs, etc. These factors may lead to communication barriers, misunderstandings, and conflicts. Therefore, in cross-cultural communication, it is necessary to fully understand and comprehend the communication styles and habits of people from different cultural backgrounds to adopt effective communication strategies and methods.

2.3 Integrated Research on Tourism and Cross-Cultural Communication

2.3.1 Cross-Cultural Tourism Experience

Cross-cultural tourism experience refers to a unique cultural experience and feeling obtained by tourists during the tourism process through contact and understanding of people, customs, landscapes, etc., from different cultural backgrounds. This experience helps tourists broaden their horizons, gain knowledge, and promote understanding and respect for different cultures. At the same time, cross-cultural tourism experience is also one of the important means for tourism destinations to attract tourists.

2.3.2 Tourism Destination Image and Cross-Cultural Communication

Tourism destination image refers to the overall cognition and impression of tourists towards a tourism destination. In cross-cultural communication, the formation and dissemination of tourism destination image are influenced by various factors, including media publicity, word-of-mouth communication, tourist experience, etc. Effective cross-cultural communication strategies can enhance the image of tourism destinations and attract more tourists. At the same time, tourism destinations can also showcase their cultural characteristics and charm through cross-cultural communication, promoting exchange and understanding between different cultures.

3. ANALYTICAL FRAMEWORK FOR TOURISM PUBLIC RELATIONS STRATEGIES FROM A CROSS-CULTURAL PERSPECTIVE

3.1 Theoretical Foundation of Strategy Analysis

3.1.1 Basic Principles of Public Relations

Public Relations (PR) is a management function with basic principles including two-way communication, reputation management, stakeholder management, and crisis management. It aims to promote organizational success by establishing and maintaining mutual understanding, acceptance, and support between the organization and the public. Two-way communication emphasizes information exchange and feedback between the organization and the public, ensuring transparency and symmetry of information. Reputation management involves building and maintaining a positive image and reputation through consistent positive behavior and effective communication. Stakeholder management requires identifying, understanding, and prioritizing the needs

and expectations of all stakeholders to achieve mutual benefit. Crisis management involves developing strategies to respond to potential crises and negative events to protect the organization's image and interests.

3.1.2 Theoretical Support for Cross-Cultural Communication

Cross-cultural communication involves the exchange and understanding of information between people from different cultural backgrounds. Its theoretical support mainly includes cultural relativism, high-context and low-context cultures, cultural adaptation theory, and cultural intelligence (CQ). Cultural relativism emphasizes that each culture has its unique values and behavioral norms, with no superiority or inferiority. The theory of high-context and low-context cultures describes the differences in information transmission and interpretation across different cultures. Cultural adaptation theory focuses on the process of individuals or organizations adjusting their behavior to adapt to new cultural environments. Cultural intelligence (CQ) refers to the ability of individuals to work and communicate effectively in cross-cultural environments, which is crucial for successful cross-cultural communication in a globalized context.

3.2 Core Elements of Strategy Analysis

3.2.1 Cross-Cultural Characteristics of Target Audiences

The cross-cultural characteristics of target audiences are a core element in tourism public relations strategies from a cross-cultural perspective. Target audiences may come from different countries and regions, with diverse languages, religious beliefs, values, and behavioral habits. Therefore, when formulating tourism public relations strategies, it is necessary to fully consider the cultural diversity of target audiences and understand their information reception preferences. At the same time, it is essential to respect the cultural norms and social taboos of target audiences to avoid misunderstandings and conflicts, ensuring effective transmission and reception of tourism information.

3.2.2 Cross-Cultural Attributes of Tourism Products

The cross-cultural attributes of tourism products are another important core element. Tourism products often involve experiencing and learning about the destination culture, such as historical sites, traditional festivals, local cuisine, etc. Therefore, when designing and promoting tourism products, it is necessary to integrate them with local culture to enhance their attractiveness and uniqueness. At the same time, it is essential to ensure that tourism products do not offend any specific cultural groups and maintain cultural respect. This requires tourism professionals to have profound cultural knowledge and sensitivity to fully utilize and respect the cross-cultural attributes of tourism products.

3.2.3 Cross-Cultural Adaptability of Communication Channels

The cross-cultural adaptability of communication channels is also one of the core elements in tourism public relations strategies from a cross-cultural perspective. When formulating tourism public relations strategies, it is necessary to combine traditional media and new media to cover audiences from different cultural backgrounds. At the same time, it is essential to use languages and symbolic systems that are easily understood by target audiences to ensure effective information transmission. Additionally, customizing communication content and methods according to the cultural characteristics of the target market is key to enhancing the acceptance and impact of information. This requires tourism professionals to have professional knowledge and skills in cross-cultural communication to ensure effective dissemination and reception of tourism information.

4. RESEARCH ON TOURISM PUBLIC RELATIONS STRATEGIES FROM A CROSS-CULTURAL PERSPECTIVE

4.1 Empirical Study on Cultural Adaptability Strategy

In cross-cultural communication, cultural adaptability is the core of tourism public relations strategies. To more effectively attract and serve tourists from different cultural backgrounds, it is essential to conduct thorough research on the cultural backgrounds and preferences of the target audience and make careful adaptive adjustments to tourism products and services accordingly. Firstly, in terms of tourism services, multi-language tour guide services should be provided to ensure that tourists can understand and appreciate the history and culture of tourist

attractions in their familiar languages. This personalized service not only enhances the tourist experience but also increases their satisfaction and loyalty to the destination. Secondly, special attention should be paid to incorporating local characteristics into dining services. Cuisine is an important part of culture, so efforts should be made to allow tourists to taste the unique charm of local culture while enjoying local cuisine. By offering dishes and beverages with local characteristic, the destination can successfully provide tourists with a cultural journey through their taste buds. In addition, to further enhance tourists' sense of identity and belonging to the local culture, regular cultural and customary events can be held. These events, such as traditional music festivals and handicraft markets, not only enrich tourists' cultural experiences but also provide them with opportunities to personally participate in local cultural activities. Through such participation and experience, tourists gain a deeper understanding and feeling of the destination's culture, thereby enhancing their identification and love for the local culture.

4.2 Cross-Cultural Communication Strategy

To establish effective information exchange and emotional connections with the target audience, tourism destinations can actively utilize cross-cultural communication methods and channels. Management organizations can create multi-language accounts on social media platforms, regularly publishing cultural stories, scenic photos, and travel guides about the destination to attract attention and interaction from tourists of different cultural backgrounds. At the same time, they should actively collaborate with local cultural institutions, non-governmental organizations, and others to jointly host online and offline cultural exchange activities such as cultural lectures and workshops. These activities can provide tourists with opportunities to gain a deep understanding of local culture and further enhance the international reputation and appeal of the tourism destination.

4.3 Brand Image Building Strategy

In a cross-cultural context, tourism destinations should place great emphasis on the shaping and dissemination of their brand image. Management organizations can design a unified brand logo, promotional slogan, and visual image that fully embody the core values and unique charm of the destination. To further enhance the brand image, they can actively collaborate with local cultural celebrities, artists, and others to jointly promote the cultural characteristics and tourism resources of the destination. For example, inviting renowned local painters to create a series of paintings themed around the destination and displaying and selling them on social media and at tourist attractions. These paintings can not only become unique cultural symbols of the destination but also attract more tourists to visit and experience it.

5. CONCLUSIONS

In the context of increasingly fierce competition in the global tourism market, cross-cultural communication have become key strategies for tourism destinations to attract international tourists and enhance international visibility. This paper delves into the importance and application of cross-cultural communication strategies and brand image building strategies in tourism destination marketing.

The cross-cultural communication strategy emphasizes establishing effective information exchange and emotional connections with the target audience through means such as multi-language social media platforms and online and offline cultural exchange activities. This strategy not only helps attract attention and interaction from tourists of different cultural backgrounds but also provides them with opportunities to gain a deep understanding of local culture, thereby enhancing the attractiveness and international reputation of the tourism destination.

Cross-cultural communication strategies and brand image building strategies are indispensable components in tourism destination marketing. By effectively implementing these strategies, tourism destinations can better establish connections with international tourists, enhance international visibility, and thereby distinguish themselves in the fiercely competitive global tourism market.

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