



Research on the Cultivation of Oral Communication Under the Background of Culture and Tourism Communication

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Abstract: *In the context of the deep integration of culture and tourism, the role of oral communication professionals is no longer confined to being mere cultural disseminators but has expanded to become active promoters and key leaders in innovation within the tourism industry. Since the successful convening of the 18th National Congress of the Communist Party of China, it has repeatedly emphasized the extreme importance of cultural promotion and development for the overall national strategic layout at various propaganda, ideological, and cultural work conferences held nationwide. This series of important instructions clearly requires that all practitioners must attach great importance to the innovation of methods and approaches in their cultural and ideological propaganda work, actively utilizing modern new technologies and means to genuinely enhance the practical efficiency and broad influence of cultural dissemination. Currently, the integration of culture and tourism has become a new trend in the development of the tourism industry and an essential path for cultural inheritance and innovation. It not only injects new ideas and unique perspectives into the coordinated development of cultural promotion and the economy and society but also sets higher standards for the cultivation of oral communication professionals. Therefore, we must delve into more specific and detailed aspects to systematically and effectively cultivate high-quality oral communication professionals, particularly focusing on improving the oral skills of students majoring in broadcasting and hosting. To enhance communication skills, we must comprehensively strengthen the cultivation of cultural literacy and intercultural communication abilities. We should place great emphasis on practical training components in teaching, focusing on nurturing innovative capabilities under new media environments and a comprehensive attention to professional ethics and psychological qualities. In this process, we should be guided by market demand, closely align with the contemporary context, and meticulously design a more refined and scientific system for cultivating oral communication talents. This ensures that the talents we nurture can better adapt to the new requirements of cultural and tourism integration, contributing to the promotion of cultural prosperity and the upgrading of the tourism industry.*

Keywords: Cultural communication; Oral communication; Innovation; Practice.

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1. Current Situation of Cultural and Tourism Integration Communication

To thoroughly implement President Xi important thoughts on cultural development and actively promote the prosperity and flourishing of China's cultural sector and industry, cultural promotion work is continuously advancing in depth. In this process, the deep integration of tourism and the cultural industry has gradually emerged as a new trend in the current field of cultural promotion. Under the broad context of cultural-tourism integration, the importance of oral communication professionals becomes increasingly prominent. They are not only bridges and links for cultural exchange but also vanguards in tourism promotion, playing indispensable multiple roles in diverse scenarios of cultural-tourism integration. Therefore, guided by market demand, systematically cultivating oral communication professionals who can adapt to the new demands of cultural-tourism integration is not only of great significance for accelerating the vigorous development of the cultural tourism sector but will also effectively enhance the oral communication skills of students majoring in broadcasting and hosting.

As is well known, students majoring in broadcasting and hosting are artists of language expression who convey emotions through their voices and ideas through their words. They are also the backbone of oral communication talent in today's environment. Not only are they inheritors and disseminators of linguistic art, but they are also interpreters and promoters of cultural thought. Through their vivid and engaging language, they can bring to life



the rich history and unique customs of different regions, allowing travelers to deeply experience the distinctive charm of culture during their journeys. At the same time, they play the role of tourism promoters by telling captivating travel stories and sharing genuine and touching travel experiences, attracting more visitors to explore and thus strongly promoting the prosperity and development of the tourism industry.

However, under the current backdrop of cultural and tourism integration, the cultivation of oral communication talents still faces numerous challenges and difficulties. On one hand, traditional models for nurturing oral communication skills often focus on single-language training methods, such as script broadcasting and "reading from text," which can enhance students language expression abilities to some extent but inevitably confine them within the narrow scope of current broadcasting arts. In the vast expanse of future oral communication, if they remain confined to superficial expressions while neglecting deep content exploration and precise delivery, their ability to grasp key points will be significantly lacking. This is a common issue among students majoring in broadcasting and hosting: an excessive pursuit of "beautiful speech" at the expense of substantive content transmission. For cultural and tourism integration, conveying effective and meaningful content is precisely the core of expression. Therefore, for oral communication talents, it is essential not only to emphasize language skill training but also to strengthen the cultivation of cultural literacy and cognitive abilities, achieving an organic combination of form and content, thus creating a synergistic effect where 1+1 is greater than 2.

On the other hand, under the current context of cultural and tourism integration, the close integration of the tourism and cultural industries has made the audience for oral communication more diverse and international, potentially coming from all corners of the world. However, due to insufficient cultivation of intercultural communication skills, some oral communication professionals often struggle to effectively communicate with tourists from different cultural backgrounds in practice, which to some extent affects the actual effectiveness of oral communication and, in turn, weakens the widespread dissemination of cultural and tourism ideas. Moreover, as the integration of culture and tourism advances and develops, the comprehensive quality requirements for oral communication professionals are also increasing. The deep integration of technology and art demands that they not only have solid language fundamentals and rich cultural knowledge but also possess keen market insight, good innovative thinking, and proficient practical skills in using new media on the internet. Only then can they stand firm in the tide of cultural and tourism integration and contribute greater strength to the prosperity and development of the cultural and tourism industry.

2. Oral Communication Under the Combination of Culture and Tourism

Cultural and tourism integration means blending various cultural elements with vibrant tourism activities to create a more diverse and highly attractive travel experience. In this context, the words and actions of oral communication professionals play a crucial role. After all, they can convey cultural information in the most direct and vivid way, significantly enhancing tourists experiences and participation levels. Within the entire scope of oral communication, cultural promotion undoubtedly holds a primary position. When we focus on cultivating the qualities of oral communication professionals, it might be beneficial to conduct detailed and in-depth investigations into the numerous promotional activities currently underway for cultural and tourism integration. By leveraging solid data, we can provide strong support for talent development, using these data points to underpin the training programs for oral communication professionals. This approach will make the training plans more scientifically sound and comprehensive.

As a teacher in the broadcasting and hosting major, when the college is formulating various core professional courses and elective courses, it should clearly incorporate the current context of cultural and tourism integration into the training program. Moreover, during the teaching process, there should be a strong emphasis on thoroughly understanding and accurately grasping Chinese traditional culture and its ideas, as well as local cultures. When universities develop talent cultivation plans, first, regarding the cultivation of cultural literacy, we can approach this from the perspective of course design. In addition to conventional language skills courses, the proportion of cultural courses should be further increased. For example, elective courses such as "Local Culture and Tourism" and "Introduction to Local Culture" could be offered, providing detailed introductions to historical changes, folk customs, artistic characteristics, and other aspects of knowledge about different regions. These courses should also delve into how these cultural elements are specifically applied in tourism promotion activities. At the same time, students should be actively encouraged to conduct practical investigations into the effectiveness of cultural and tourism integration in their hometowns, allowing them to truly experience the impact of promotion through personal experiences. Additionally, students can be organized to visit the area where the school is located and nearby cities for field trips, enabling them to tour local cultural sites and engage in deep interactions with local

residents. In order to gain a comprehensive understanding of the local cultural characteristics, it is essential for oral communication professionals to strengthen their learning of local history and traditional customs. This ensures that the content conveyed is both accurate and error-free, achieving "emotion and effectiveness." Consequently, this approach can successfully capture the interest of tourists, fulfilling the intended goals of external communication and language dissemination.

For the integration of culture and tourism, a deep understanding and effective dissemination of local culture is crucial. Secondly, in the process of cultivating oral communication talents, courses such as "Cross-Cultural Communication Case Analysis" can be introduced. Although this course is also offered in our bilingual broadcasting program, it may seem somewhat unfamiliar to students majoring in oral communication and broadcasting arts. Under the broader context of cultural and tourism integration, oral communication should not be confined to a single professional direction; every student from different fields has the potential to become an ambassador for oral communication and can further deepen their learning of this course. By analyzing real cross-cultural exchange cases, students can master communication skills and coping strategies under various cultural backgrounds. This teaches them how to communicate effectively across different cultural contexts. Additionally, organizing activities where students simulate various travel scenarios both inside and outside the classroom, using scenario-based teaching methods, promotes a series of educational reforms. Through practical exercises, students can enhance their intercultural communication abilities and improve their capacity to handle cultural conflicts and misunderstandings. Given the starting point of the tourism market, in the end, it is in a constant state of change, and new tourism products and services are constantly emerging. Oral communication talents must be able to keenly capture the dynamic changes in the market, deeply understand the needs and preferences of tourists, so as to provide targeted suggestions and solutions for tourism promotion.

3. Cultural and Tourism Communication Talent Training

As the integration of culture and tourism advances, the fusion development of tourism and cultural industries has become a new trend. In this context, the importance of oral communication professionals is increasingly highlighted. They are not only messengers of cultural exchange but also pioneers in promoting tourism. Therefore, cultivating oral communication talents that meet the needs of cultural and tourism integration is of great significance for advancing the development of cultural and tourism endeavors. Practical teaching is an indispensable part of nurturing such talents. While strengthening practical teaching and school-enterprise cooperation, schools can collaborate with tourism enterprises through curriculum reform or practical training projects, jointly launching initiatives like "on-site tour guide internships" or "guiding tours based on courses." Outside of class, combining school-enterprise cooperation, inviting corporate mentors into classrooms to provide professional training and skill instruction; students can also, under the guidance of professional guides or corporate mentors, personally lead tourists through scenic spots, taking on the role of tour guides or interpreters for on-site practice and explanations. Additionally, students can be encouraged to plan and produce oral communication videos, starting from scratch, attempting to independently create communication cases, conduct analysis, and share their experiences.

Practice and practical training play a significant role in enhancing students' abilities. They not only effectively hone their oral communication skills but also test their mastery of oral expression and public presentation through hands-on activities. Additionally, these experiences allow students to gain a deeper understanding of specific issues that require special attention during travel, as well as the individual needs and preferences of different types of tourists. This deepened understanding helps improve service quality in future work, better meeting the needs of travelers while accurately grasping the real effects of oral communication in the context of cultural and tourism integration. Furthermore, during winter and summer breaks, schools can actively organize students to participate in various social practice activities, such as tourism promotion events and cultural festivals, allowing them to fully develop their oral communication skills by taking on roles like "ambassadors of communication" and promoters. Moreover, schools can establish close partnerships with tourism companies and cultural institutions to jointly launch extracurricular talent development programs. Through this school-enterprise collaboration model, more practical opportunities and broader employment channels can be provided for students.

Cultural and tourism integration, as the name suggests, is a development model that closely combines the two fields of culture and tourism. This model not only allows tourists to relax and enjoy a wonderful travel experience during their journey but also, more importantly, enables them to subtly feel the rich cultural heritage of different places, thereby enhancing the cultural depth of their travels. From an economic perspective, the integration of culture and tourism has powerfully promoted local economic growth, making the cultural and tourism industry a

new driver of regional economic development. For example, by the end of 2023, Harbins "Ice City" image, Luoyangs "Henan" characteristics, and Tianshuis "Spicy Hot Pot" cuisine all quickly gained popularity. This wave of enthusiasm has not only significantly boosted the development of the tourism and cultural industries but also created numerous job opportunities, driving the prosperity of related industrial chains. More importantly, the integration of culture and tourism provides more people with the opportunity to understand and experience the unique cultures, customs, and natural landscapes of different regions, refreshing the public's perception of Chinese culture and inspiring a love for Chinese culture, thus enhancing national pride and cultural confidence. In this process, oral communication professionals play an irreplaceable role, becoming an important force in promoting the protection and inheritance of excellent traditional Chinese culture, which aligns with President Xi Jinping's call for culturalIt is of great significance to give important instructions on publicity work, build a strong socialist cultural country, tell the story of China's beautiful rivers and mountains, explain the essence of Chinese civilization, and write a new chapter of Chinese stories.

As technology continues to advance and develop, the production and dissemination of new media and short videos have become increasingly significant in the field of tourism promotion. Therefore, oral communication professionals must keep up with the times, continuously update and enhance their skills, especially acquiring relevant expertise in new media operations. To this end, we can add specialized courses such as "New Media Marketing for Tourism" and "New Media Video Production and Dissemination" to our existing talent cultivation curriculum system. These courses will systematically teach students how to effectively utilize emerging media platforms like Weibo and TikTok for short video and live streaming tourism promotions. The content includes, but is not limited to, how to efficiently acquire traffic, how to produce high-quality content, and how to create eye-catching presentation formats to attract more tourists and public attention. Additionally, various short video creativity competitions and other professional events can be organized to promote practice through competition, encouraging students to fully leverage their strengths and creativity, and actively participate in various practical activities. Students are encouraged to independently plan and conduct diverse online tourism promotion activities, such as "Cloud Tour of a Place" and "Traveling with Poetry," which are creative live streaming events. Through these rich and varied practical activities, students' practical skills will be further enhancedAbility and innovation ability, to lay a solid foundation for their future career development.

In addition to emphasizing the arrangement of general education in cultural literacy and the organic combination of on-campus and off-campus practical teaching, we should also pay special attention to fostering innovative thinking and market sensitivity among oral communication professionals during their training. In the context of the integration of culture and tourism, the tourism market is ever-changing, with new products and services constantly emerging. Market orientation becomes particularly crucial in practice and dissemination. With continuous technological advancements and the amplification of online network effects, phenomena such as the sudden popularity of tourist attractions, the rapid spread of internet memes, and young people's preference for the Internet of Things all require current oral communication professionals to have keen market insight and a fresh internet perspective, enabling them to promptly identify and seize market opportunities. We can specifically set up courses like "Tourism Market Analysis and Planning" and related activities, teaching students how to conduct scientific market research, deeply analyze tourist needs, and plan innovative tourism promotion activities. At the same time, we encourage students to actively participate in the planning and implementation of tourism projects, allowing them to continuously hone and enhance their innovation capabilities and market sensitivity through practice. Additionally, they need to possess an innovative mindset, closely integrating local characteristics and cultural resources, accurately grasping promotional timing, and being preciseCapture the hotspots of promotion, develop tourism projects and products with strong appeal, contribute to the innovative development of the tourism industry, and at the same time, speak for your "hometown." In general, the integration of culture and tourism offers vast development space and endless possibilities for oral communication professionals. By continuously reforming and innovating talent cultivation models, we can nurture more outstanding oral communication talents who meet the needs of cultural and tourism integration, injecting new vitality and powerful momentum into the thriving cultural and tourism sector.

Finally, we need to pay special attention to the professional ethics and psychological qualities of oral communication professionals. As practitioners in the tourism industry and oral communication sector, their language expression and output require them to have good professional ethics and service awareness. They must treat every tourist, every member of the public, and every stranger with sincerity, calmly handling various unexpected situations that may arise during public presentations and explanations. At the same time, facing complex and changing emergencies and diverse tourist needs, they also need strong psychological resilience and flexible adaptability, as well as the ability to efficiently handle issues and soothe different tourists' emotions.

Therefore, we can organize targeted training activities for students professional competence and psychological quality improvement, initiating challenging activities or simulation exercises in college students professional competence courses or interest activities, helping students gradually establish correct professional concepts and communication philosophies, and enhancing their ability to cope with various pressures and challenges.

In summary, the cultivation of oral communication talents under the background of cultural and tourism integration requires a multi-dimensional and in-depth approach. By optimizing course settings, enhancing practical teaching, fostering innovative thinking and market sensitivity, as well as improving professional ethics and psychological qualities, we can cultivate more high-quality oral communication talents who meet the needs of cultural and tourism integration. This will contribute greater strength to the sustained and healthy development of the cultural and tourism industry.

4. Conclusions

In the current era of deepening integration between culture and tourism, oral communication professionals undoubtedly play a crucial role. They not only need to have a solid foundation in language skills, capable of expressing themselves fluently and accurately, but also must possess keen insight and profound understanding of the tourism and cultural sectors. Telling China's stories well is not only an inescapable responsibility and mission for every descendant of Huaxia, but also provides a broad platform for oral communication professionals to express and showcase their talents. How to deeply embed the rich traditional culture and long historical heritage into one's heart, conduct in-depth research and study, and combine this with the language skills learned in their field to present unique perspectives and charm, is a systematic project that requires long-term effort, continuous accumulation, and deep-rooted commitment. Therefore, the cultivation of oral communication professionals should not remain superficial; it needs to be more specific, meticulous, and profound, focusing on enhancing overall quality and strengthening professional skills, to nurture more outstanding oral communication professionals who can meet the demands of the integrated culture and tourism era.

President Xi Jinping's proposal on cultural thought provides a powerful ideological weapon and a scientific guide for action for cultural workers to do a good job in propaganda, ideology, and culture work in the new era and on the new journey, and to shoulder new cultural missions. This thought not only points the way for artistic creation but also injects new vitality into cultural inheritance and innovation. As future builders of the country and the main force in the frontlines of propaganda, ideology, and culture, contemporary college students bear the heavy responsibility of inheriting and promoting fine traditional Chinese culture. In the talent cultivation programs of media colleges, the teaching and practice of broadcasting and hosting majors need to focus more on cultivating talents with oral communication skills to meet the demands of cultural development in the new era. As full-time teachers of broadcasting and hosting majors, how to guide students to fully leverage their professional strengths and advantages in course teaching and extracurricular practice, assist in cultural dissemination, contribute to the integration of culture and tourism, and cultivate oral communication talents that meet the new era's new ideas, is not only the professional mission of university teachers but also an important way to help students expand their professional competence and broaden employment channels. Applying what they learn, under the backdrop of the integration of culture and tourism, talent cultivation oriented towards output has become one of the important ways for universities to deliver applied talents to society in the new period. Through this training model, it can not only improve students' comprehensive quality and practical operation ability, but also provide strong talent support for the prosperity and development of the cultural industry.

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