The Research on the Optimization of Inbound Tourism Experience in the Guangdong-Hong Kong-Macao Greater Bay Area Based on Intercultural Communication Perspective

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Abstract: From the intercultural communication perspective, the optimization of the inbound tourism experience in the Guangdong-Hong Kong-Macao Greater Bay Area is deeply studied in this paper. Firstly, this paper analyses the situation and challenges of the Guangdong-Hong Kong-Macao Greater Bay Area as an international tourism destination, especially the obstacles that inbound tourists face regarding acculturation and communicative interaction. Secondly, this paper discusses the application of intercultural communication theory in optimizing the tourism experience, as well as how to enhance tourists' satisfaction and loyalty by promoting cultural awareness and communicative effectiveness. Finally, this paper proposes the strategy optimization of tourism experience under the intercultural communication theory, including diversified cultural training, multilingual service improvement, and interactive platform construction, aiming to provide theoretical support and practical direction for sustainable development of inbound tourism experience in the Guangdong-Hong Kong-Macao Greater Bay Area.

1. Introduction

Under the background of globalization, the management and optimization of the tourism experience is one of the main duties of the tourism industry development, as well as the general designation for improving tourist satisfaction. The management of the tourism experience is divided into basic tourist experience management and non-basic tourist experience management, which is composed of traditional and modern tourism management. The tourist industry optimized the quality of the tourism experience quality through intercultural communication and modern information technology. Since the 21st century, cultural differences and market trends have become key factors in tourism experience management, while tourist satisfaction has become an evaluation index[1]. Therefore, this paper proposes the issue of tourism experience optimization based on cultural differences while cultural reversion provides a new management path for tourism experience.

In conclusion, cultural reversion is the condition and guarantee for improving the quality of the tourism experience. From the cultural difference perspective, although cultural reversion has made progress, it still has shortcomings. Cultural reversion has not yet fully found an effective path for the tourism experience, and it is still trying to move forward. Therefore, cultural reversion needs to be deepened, which not only contributes to improving the quality of the tourism experience, but is also the key to promoting the high-quality development of tourism.

Based on the above background analysis, this paper proposes a tourism management method of cultural reversion, which aims to improve the quality of the tourism experience, and solves the problem of tourism experience management through cultural difference theory and modern information technology. The identification and optimization of cultural differences, as the main content of this method, responds effectively to cultural risks and has important practical significance.

2. The Achievement of New Changes in Tourism Caused by The Guangdong-Hong Kong-Macao Greater Bay Area and The Intercultural Communication of Inbound Tourism Experience

2.1. The Digital Transformation of Tourism Content

The Guangdong-Hong Kong-Macao Greater Bay Area and the ' intercultural communication ' of inbound tourism experience to achieve new changes in tourism is a concept developed in parallel with digital technology. Its own ' infiltration ' of innovative ideas highlights the future orientation of tourism and reflects the interactive strategy of cultural exchanges since globalization. However, it is still difficult to reach a comprehensive consensus when we attempt to construct the definition and essence of intercultural communication using certain technical standards. The digital transformation of tourism content is shown in Figure 1:
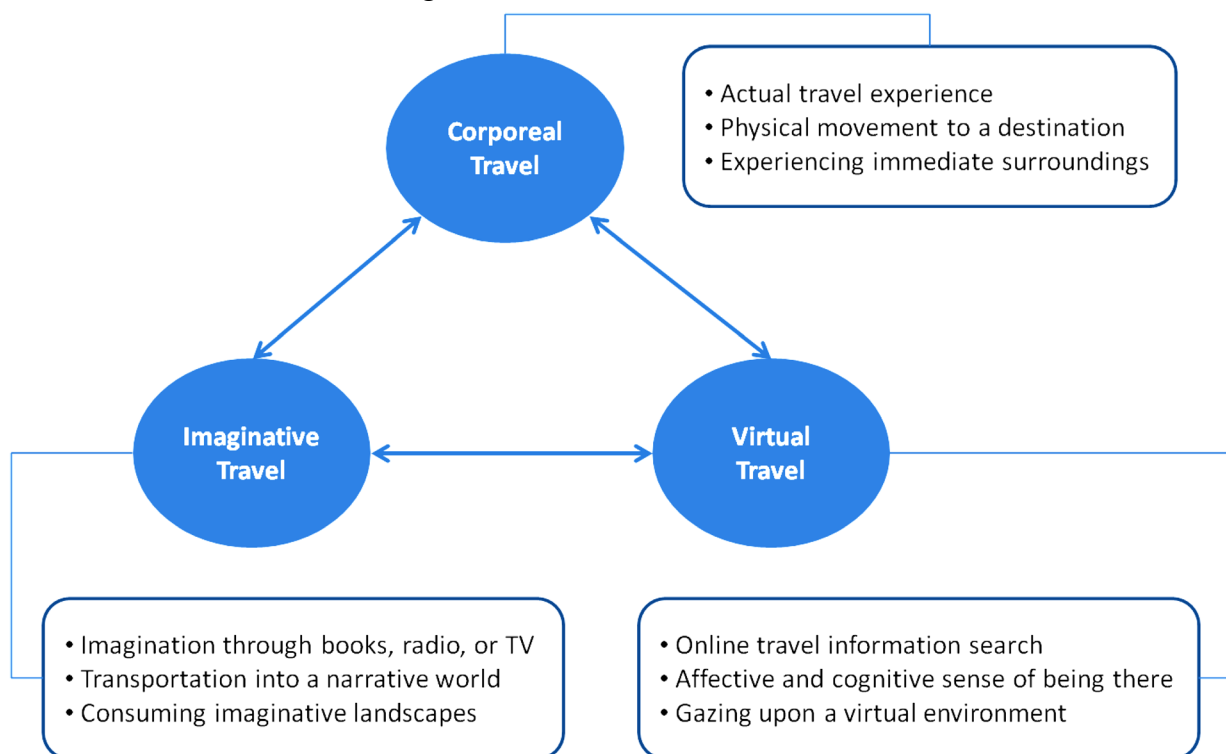

Figure 1 The digital transformation of tourism content

2.2. Cultural Differences, Market Trends, and Tourism Decision-Making

2.2.1. Analysis of Tourist User Needs and Experience Needs

As the crucial standard of tourism decision-making, cultural difference is the deep expression of tourists' expectations and feelings. An analysis of tourists ' users and experience needs to be discussed, as well as diverse definitions of cultural differences from the perspectives of acculturation and tourism satisfaction. Some scholars argue that cultural differences are the extent to which tourists adapt to heterogeneous cultures or the depth of cultural exchanges. It is precisely because cultural differences are, to some extent, more challenging and belong to interdisciplinary science aimed at enhancing the tourism experience[2]. The research history of cultural differences can even be traced back to the early exploration of anthropology, and the main activities of the research include the observation and analysis of cultural phenomena. The concept and cognition of cultural differences are closely related to the practice of intercultural communication. Through an in-depth understanding of cultural differences, the tourism industry has shouldered important responsibility for promoting cultural exchanges. The main contribution of the intercultural communication theory in the modern tourism period is to provide a communicative effectiveness measurement based on the standard attributes of cultural differences.

2.2.2. Market Trends Promote Tourism Decision-Making

Compared with traditional tourism decision-making, the tourism decision-making promoted by market trends emphasizes the turn of the market and the interrelationship between tourist service and product with the character of dynamic and flexibility [3]. Although some scholars question whether market trends may not be directly related to tourism decision-making, most scholars advocate that market trends can rationally evaluate tourism decision-making. Bell et al. have proposed a classical evaluation model of market trends, which includes market research and data analysis. Since then, this model has become a typical tool for tourism decision-making, thus developing the concept of market orientation. These scholars believe that market trends are instructive and ' the basis of decision-making.' Only when market trends are fully considered will tourism decision-making be more accurate. Thus, the market trend has resulted from tourism decision-making. Some scholars have also summarized market trends as tourism decision-making models based on market research: data analysis based on market changes and decision-making models based on consumer behavior. The former focuses on data-driven, while the latter focuses on tourist orientation, which considers the requirements of tourists as the core. Although market trend decision-making has experienced some practical failures, in the long run, it can improve decision-making efficiency, and thereby, the concept of market trend has gradually become the consensus of tourism decision-making research and practice.

3. Challenges Brought by Cross-Cultural Communication and Inbound Tourism

3.1. Chaos of Culture: The Excessive Influence of Cultural Differences Causes the Imbalance of the Tourism System

Compared to the single perspective of tourism experience, intercultural communication emphasizes the interrelationship between cultural differences and tourist experience [4]. Although some scholars have questioned that cultural differences may not directly relate to the tourism experience, most scholars advocate that cultural differences can rationally evaluate the tourism experience. Wang Ning et al. proposed a classic evaluation model of intercultural communication that includes elements of cultural differences. Since then, the model has become a typical tool for optimizing tourism experience, thus developing the concept of cultural awareness. These scholars consider cultural differences as an "experience regulator" and that it is evaluative, and only when one fully understands and respects cultural differences will the tourism experience be optimized. Therefore, cultural differences result from the optimization of the tourism experience. Some scholars have summarized intercultural communication as a cultural difference model, namely the communication model based on cultural difference and the experience model based on communication efficacy. The former focuses on understanding cultural differences, while the latter focuses on improving communicative effectiveness. Although intercultural communication has experienced some failures in tourism practice, from the perspective of enhancing tourism experience, intercultural communication can promote cultural understanding and communication, and the concept of cultural differences has gradually become a consensus in tourism research and practice.

3.2. Cultural Fetter: Cultural Differences under the Tourism Operation

3.2.1. Tourism Decision-Making Errors and Management Information Deviation

The essence of the concept of cultural fetter focuses on the influence of cultural differences on tourism operations. Cultural overrides refer to the application of intercultural ideas in the tourism field. To overcome the shortcomings in traditional tourism decision-making, a cultural awareness framework as a new substitutive model has appeared in this research scope [5]. The basic idea of this framework is that tourism decision-making should ensure the effective achievement of cultural differences, setting a professional standard for cultural adaptability, catching the cultural changes by information technology and other technologies, and using assessment methods to measure cultural influence. The cultural awareness framework reconstructs tourism management, emphasizes the need to enhance cultural awareness, and constructs cultural adaptability, sensitivity, flexibility, and

innovation in tourism decision-making.

3.2.2. Cultural Conflict and Tourism Risk

Cultural conflict is the main challenge of cultural difference management, which focuses on the importance of cultural sensitivity in the tourism experience, and directly reflects the actual situation of cultural differences and tourism operations through tourists ' feedback. With the gradual formation of elements in tourism risk management, various evaluation systems related to cultural adaptability have gradually received attention. However, from the practical point of view, some practices of cultural difference management are still at the superficial stage, which is contrary to the logical framework and generation mechanism of intercultural communication, and thus leads to cultural risk, experience risk, and management risk.

3.3. The Birth of Derivative Risks under Cultural Domination

3.3.1. Cultural Risk

From the perspective of cultural risk management, cultural risk is the basic link of tourism decision-making and the core reflection of cultural adaptability. Therefore, tourism decision-making considers cultural differences as the main generation's logic. Cultural risk is the main challenge of the tourism experience and the key subject of cultural adaptability. At this stage, the tourism industry strengthens cultural risk control from the perspective of cultural governance, which is divided into three forms: First, the clarification of cultural risks refers to clarifying the effective management of cultural risks between tourism providers and consumers. Second, the standardized control of cultural risks. Through the development of cultural risk assessment standards and risk management standards, these standards are publicized in the tourism market to achieve standardized control of cultural risks. Third, the reconstruction of the internal process of cultural risk. In recent years, the tourism industry has used information technology to enhance cultural risk management and improve cultural risk control. However, compared with the ideal state, the control of cultural risks in the current tourism experience needs to be further enhanced.

3.3.2. Experience risk

The fundamental difference between the experience risk of derivative risk under the domination of culture and the traditional tourism risk lies in its cultural attributes. The evaluation criteria and response criteria of experiential risk are aimed at improving the quality of the tourism experience. The development of experiential risk management mainly reflects cultural understanding and tourist satisfaction. In the tourism risk framework of cultural differences, accurately identifying cultural risks, experiencing risks, managing risks, and formulating corresponding strategies are the core values and highest standards of experiencing risk management. At present, the diversity of cultural differences and the differences in the tourism market lead to the complexity of experience risk. Although the experience risk has been thought of highly in theory, due to the imperfection of the actual operation, the tourism industry also lacks an effective risk-sharing mechanism. Thus, the shortage of experience risks emerging and affects the optimization of tourism experience.

3.3.3. Management Risk

From the perspective of cultural risk management, the traditional cultural management model fails to accurately provide adaptation measures for the requirements of cultural risk management. Tourism management considers satisfaction evaluation as the main form of cultural risk, but the existing management mode lacks relevant information and a cultural adaptability mechanism for cultural differences. The core of this problem is the lack of cultural understanding. In the management framework of cultural differences, cultural risks are usually assumed as ' challenges, 'and their challenges to tourism management directly reflect the requirements for cultural awareness. However, most of the existing tourism feedback is about surface services and other information, and the deep risk feedback of culture is relatively scarce. Usually, a deep understanding of culture is difficult to obtain or measure. Information asymmetry and imperfect cultural evaluation systems directly lead to

obstacles of cultural risk management.

4. The Coping Strategies in the Development Process of the Tourism Industry under the Technical Challenge

4.1. Two-Way Promotion: Tourism Gets Rid of Cultural Challenges

4.1.1. Enhancement of the Cultural Understanding to Realize the High-Quality Migration of Tourism

From the perspective of cultural understanding, cultural differences have restricted the ability to optimize the tourism experience for a long time. Since the 21st century, integrating with globalization, the tourism industry has remodeled a new tourism model; however, the disadvantages of traditional management still restrict the improvement of cultural adaptability. Tourism regulations remain to be advised not only because of the restrictions on technology but also because of the cultural differences. Under the premise of cultural awareness, cultural understanding serves as a direct way to optimize the tourism experience. However, the practical effect of tourism decision-making based on cultural understanding on the tourism experience remains to be discussed [6]. At the same time, due to the difficulties of cultural differences, tourism regulation lacks cultural adaptability. Therefore, cultural understanding does not always seem to achieve the goal of optimizing the tourism experience. Obviously, that cultural understanding is not only a technical issue, but also a cultural integration issue.

4.1.2. Tourism Upgrading Under Cultural Domestication

Indeed, cultural domestication can not avoid taking cultural transformation as its development path in the tourism industry aspect. As a standard and effective management tool, cultural domestication plays an important role in the tourism industry, making cultural domestication not only a management concept but also a cultural concept. Therefore, tourism management based on ' cultural domestication ' has become the management mechanism of the tourism industry. The practical interpretation of cultural domestication is generally a tourism development path gradually formed based on cultural understanding, although this path contains attempts at cultural adaptability. From cultural understanding to cultural domestication, cultural adaptability is closely related to the tourism experience all the while. Cultural domestication should be devoted to improving the tourism experience to meet the requirements of cultural differences. However, in the case of amplified cultural differences, this also brings a dilemma, namely the phenomenon of cultural risk. In general, there is still room for improvement in cultural domestication in the tourism industry, and its cultural risk management remains to be further improved, which is also an important responsibility of cultural domestication.

4.2. Risk Sharing: The Optimization of Tourism Response System and Cultural Governance

The development of tourism regulation and governance aims to construct a mechanism and optimize the system to provide the tourism service that meets the expected standard for the tourist industry and is devoted to improving the quality of the tourism experience. Although the topic of regulation and governance is not new, it combines various elements such as cultural risk management, tourism decision-making, and market trends comprehensively, outlines the all-round dimension of tourism risk management, expands the technical connotation of tourism management, and endows regulation and governance with the value of combining with market trends, cultural differences, and tourism decision-making. Regulation and governance have successful practical exploration in normalization, standardization, and informatization, which provides experience for the tourism industry. However, compared with the requirements of theoretical construction and mechanism design of regulation and governance, and compared with the requirements of the current tourism industry, the development path of regulation and governance remains further optimized, and it needs to be closely integrated with cultural governance to meet the improvement of tourism experience quality.

4.3. Cultural Reversion: Correcting Cultural Differences and Restoring Tourism Experience

Based on the dynamic evolution of cultural differences development, this study constructs the theoretical analysis framework of tourism experience quality development according to the internal logic of cultural reversion, which can explain the tourism experience quality development mechanism jointly generated by the tourism experience generation mechanism of cultural differences and tourism decision-making participation and the high-quality development cycle mechanism. From the perspective of tourism experience quality change and practice deduction, we continue to explore the possibility of moving towards high-quality development goals. The development of tourism experience quality aims to provide tourists with services that meet the expected standards, and devote them to continuously improving the quality of the tourism experience and tourist satisfaction [7]. Therefore, it is necessary to strengthen the tourism management control based on the internal circulation of tourism experience quality, construct the mechanism of interaction and feedback between tourism decision-making and tourism experience quality perception, and establish the evaluation system of tourism experience quality and tourist satisfaction, to achieve the high-quality development of tourism experience, boost the tourism industry and satisfy the tourists.

5. Conclusion

Cultural differences have become the key factor of tourism experience optimization, which poses new challenges and requirements for the tourism industry. Cultural differences are not only a symbol of diversity in the tourism experience and an important means of tourism management, but also an urgent need to improve the quality of the tourism experience and maintain tourist satisfaction, fundamentally reflecting the inherent requirements of the tourism experience. Cultural differences are the theoretical analysis framework and practical mechanism for constructing tourism risk management, cultural adaptability, and tourism decision-making under the guidance of cultural understanding. In recent years, modern information technologies such as big data and artificial intelligence have driven the development of cultural difference management. Data analysis empowers precise identification and scientific management of tourism risks, and their value aligns with the internal logic of cultural difference management. Therefore, new paths based on modern information technology have also been provided for the tourism experience. In short, the sustainable improvement and development of cultural differences contribute to better enhancing the quality of the tourism experience and achieving sustained optimization of the tourism industry.

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