



# Overseas Communication Path Exploration of Mount Tai Folk Culture Empowered by Culture and Tourism Integration Under 5W Model

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## Abstract

Since the establishment of the Ministry of Culture and Tourism of the People's Republic of China in 2018, "the integrated development of culture and tourism" has become a significant development concept in the tourism field. However, there is still considerable room for focused research on the integration of culture and tourism in the existing literature. In recent years, as China's international influence has been expanding, the demand for understanding Chinese folk culture has been continuously increasing globally. Based on this, this study takes the folk culture of the famous Mount Tai as an example and uses the 5W communication model proposed by communication theory as a perspective to explore targeted overseas communication paths of Mount Tai folk culture through the integration of culture and tourism. This study aims to promote Mount Tai folk culture to go abroad and integrate it into world culture.

**Key words:** 5W communication model; Integration of culture and tourism; Mount Tai folk culture; Overseas communication path

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## 1. RESEARCH BACKGROUND

Mount Tai is located in Tai'an city, central part of Shandong Province. It situated between major cities such as Jinan, Qufu, Laiwu, Linyi, and Liaocheng. It has an advantageous geographical location, diverse natural scenery, and profound cultural heritage (Zhang, 2023). Its history can be traced back to the Dawenkou culture, which is more than 5,000 years old. Since the establishment of Taishan County in 200 BCE and Tai'an Prefecture in 1136 CE, Mount Tai has been an important cultural center in Shandong (Jiang, 2009). The local culture is characterized by numerous temples, frequent temple fairs, and rich folk customs activities. Temple fairs are a manifestation of the residents' religious beliefs and traditional culture, while folk customs activities include traditional festivals and folk art performances, which have become part of people's lives (Yuan, 2007). Tai'an has a complex population composition, with 41 ethnic groups, and the Han ethnic group making up the majority, but the existence of other ethnic groups also adds diversity to local folk culture (Zhou, 2013). Tai'an has taken proactive measures in the transmission and innovation of traditional culture and modern culture, promoting the development of folk culture through hosting cultural events, providing cultural education, and preserving traditional skills. The rural folk culture resources of Mount Tai are an important cultural heritage of the region, enriching the spiritual life of residents and providing valuable resources for tourism and cultural exchanges. Mount Tai folk culture is part of the excellent traditional Chinese culture with a long history and rich content, and has high overseas propaganda value.

However, the overseas communication of Mount Tai folk culture has been affected by factors such as language and cultural connotation, cross-cultural communication barriers, and insufficient research and practice, which has reduced its effectiveness in overseas communication. Therefore, further research and enhancement of the spreading strategies of Mount Tai folk culture will have

important implications for protecting and inheriting Chinese culture and maintaining the diversity of world culture.

## 2. THEORETICAL BASIS

### 2.1 Lasswell model (5W model) interpretation

Communication studies originated in the United States, and its founding figures include Lasswell, Lewin, Hovland, Lazarsfeld, and Schramm. Of these, Lasswell is the most famous. In his classic work *The Structure and Function of Communication in Society*, Lasswell comprehensively discussed the process, structure, and function of information communication, clearly explaining the 5W communication model (Tian Fen, 2015). According to Lasswell, the information communication process includes five elements: (1) Who; (2) What to say; (3) Through which channel; (4) To whom; and (5) With what effect. The 5W communication model can be expressed as: Communicator (source of information) → Communication content (information) → Communication channel (media) → Communication receiver (receiver) → Communication effect. Its communication process can be summarized as the communicator conveying the communication content through certain communication channels to the receiver, thereby producing the expected communication effect (Guo Qingguang, 1999).

In the context of the overseas dissemination of Mount Tai folk culture, it is crucial to understand the key factors. Firstly, “who” refers to the team responsible for the communication task, including those who are proficient in English and familiar with Mount Tai folk culture. The local government should pay attention to the cultivation of this team, and it should be diverse, including translators selected from the foreign affairs, tourism departments, and universities, as well as specially trained professionals (Jiang, 2010). At the same time, encourage folk culture enterprises to cooperate with universities to translate overseas publicity materials. In addition, introduce foreign translators who are familiar with Chinese culture for translation and proofreading to avoid cultural conflicts and linguistic errors.

“What to say” involves the texts and information to be translated. Mount Tai is a treasure house of folk culture, with rich cultural content. When choosing translations, the representativeness, audience acceptance, and readability, focusing on selecting content that can best reflect the essence of Mount Tai folk culture, such as paper cutting, clay sculpture, and folk dance should be considered. At the same time, the communication content should avoid conflicting with the audience’s cultural concepts (Dong, 2003).

“Through which channel” emphasizes the importance of communication channels. Relying solely on group performances and handicrafts for dissemination is not enough; Channels should be broadened and internet should be utilized fully to establish bilingual promotional

websites and social media platforms to enable domestic and international audiences to learn about Mount Tai culture at any time (Zhang and Chen, 2019). At the same time, film and television media should be developed to promote Mount Tai folk customs through movies and TV programs, providing audiences with opportunities to deeply understand Mount Tai culture. In addition, advertising and foreign publishing and distribution agencies can be used to expand cultural dissemination.

“To Whom” focuses on the recipients of the disseminated information. Successful cultural translation requires understanding the true needs of the audience, considering their preferences for material folk customs or folk art, and the ways they acquire information. At the same time, attention should be paid to cultural differences and avoid communication failures caused by cultural conflicts, and continuously optimize the translation content based on audience feedback.

“With what effect” refers to the ultimate goal of dissemination. Good dissemination effects require translators to follow the principles of cultural translation, accurately reproduce the features of the original culture, and at the same time take into account the readability of the translated text. In terms of translation strategy, methods of foreignization and domestication should be flexibly applied to overcome translation barriers and achieve effective dissemination of Mount Tai folk customs.

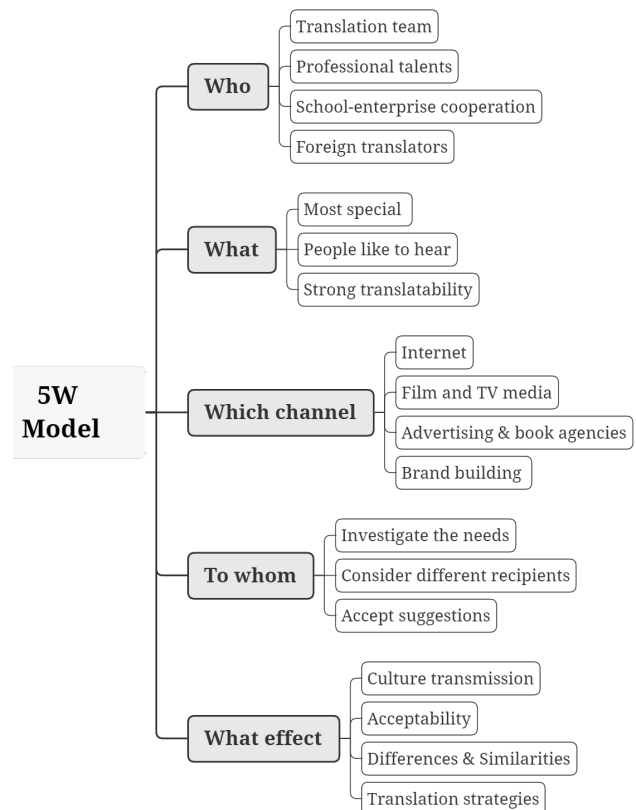


Figure 1  
Communication path of Mount Tai folk culture under 5W model

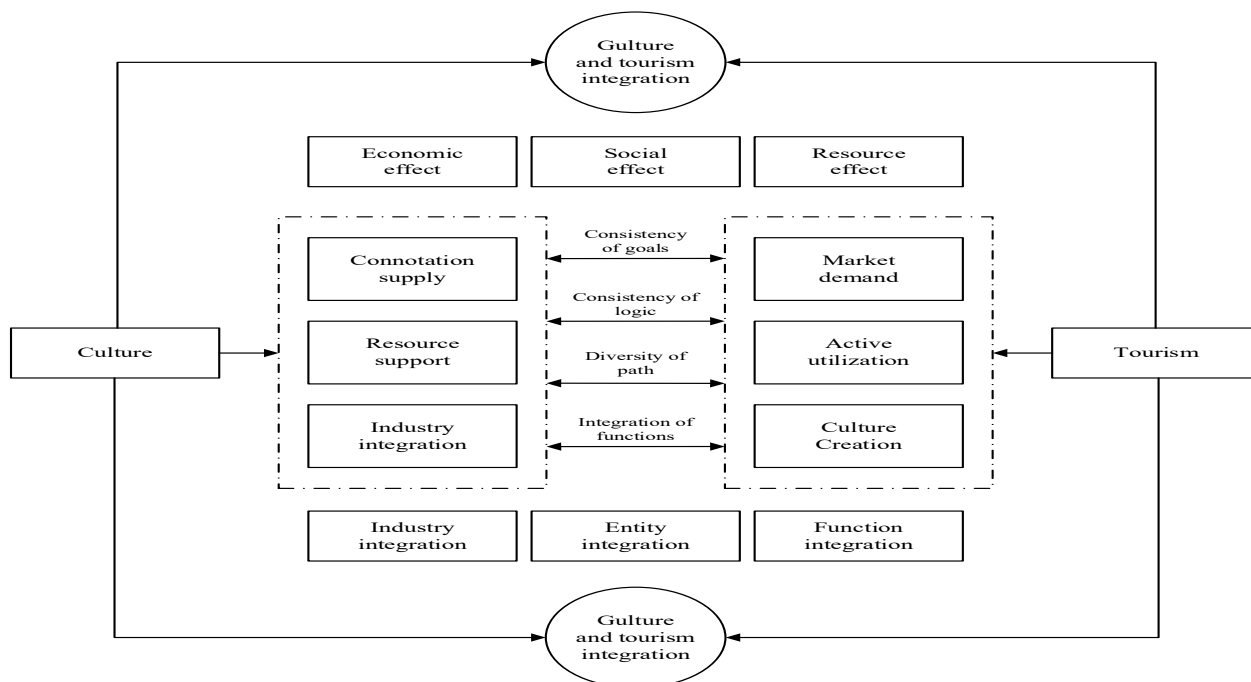
Through the systematic analysis of these five elements, the mechanism and effect of Mount Tai folk culture's overseas dissemination can be deeply understood, find the regularity and particularity, and provide theoretical support and guidance for the formulation of effective communication strategies. At the same time, it can also provide inspiration and reference for the research of other cultural communication phenomena, and expand the application field and depth of communication theory.

## 2.2 Interpretation of the concept of cultural and tourism integration

Cultural and tourism integration refers to the development of the two major industries of culture and tourism. It is a model of integrating cultural and tourism resources effectively to achieve mutual promotion and common development. Culture is the core of tourism activities, and it endows tourist destinations with unique charm and attraction. Cultural heritage, traditional customs, folk customs and other cultural elements in tourist destinations provide visitors with rich and diverse experiences and feelings, becoming an important factor in their choice of travel destinations (Yang, 2009). Tourism activities are the carrier of cultural dissemination and display. Through tourism, people can understand, experience and feel the cultural features and historical traditions of different regions, promoting the inheritance and exchange of culture. Culture is also an important component of tourism products, and the design and development of tourism products often rely on local cultural resources. The development of tourism promotes the prosperity and development of the cultural industry. The growth of

tourism demand drives the demand for cultural products and services, driving the development and expansion of the cultural industry. Cultural factors enrich tourism experiences, making tourism activities more diverse and interesting. The natural symbiotic relationship between culture and tourism determines that through the integration of the two, the cultural connotation and value of tourism can be enhanced, it promotes the development of the cultural industry and boosts the prosperity of local economies.

Cultural and tourism integration is a deep integration of culture and tourism in many aspects, including development goals, inner logic, realization pathways, and functional effects (Figure 2). Culture not only provides unique resource support for tourism, but also endows tourism with more connotations. The unique role of culture in tourism development is also manifested in the highlighting of tourism's distinctive features and the brightening function of culture on tourism. Tourism development creates market demand for culture, accelerates the promotion and dissemination of culture, and broadens the audience for culture (Ma, 2015). At the same time, the process of cultural and tourism integration will realize the redevelopment and re-creation of culture, further enriching the connotations of culture and expanding its scope. Cultural and tourism integration also manifests as the unity of development goals and logic between culture and tourism, and the realization pathways include industrial, subject and functional integration. Cultural and tourism integration not only drives the redevelopment and re-creation of culture, but also generates economic, social and resource effects.



**Figure 2**  
**Framework of cultural and tourism integration**

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### 3. RESEARCH SIGNIFICANCE

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#### 3.1 Research status and existing problems

In the context of the Belt and Road Initiative and China's Culture Exporting strategy, the importance of the Mount Tai folk culture overseas communication is becoming increasingly prominent (Wu, 2018). However, despite the abundant folk culture in Mount Tai, its communication is still limited within the region and has not yet achieved internationalization. Many foreign tourists come to Mount Tai for travel, but have little knowledge of the local folk culture.

There are several main reasons for this phenomenon. Firstly, there is a lack of a sound overseas communication mechanism. At present, Mount Tai has not set up an authoritative institution to coordinate cultural communication, resulting in a lack of effective management. Secondly, there is a problem of weak overseas communication awareness. The government and cultural institutions need to participate widely, but local governments pay less attention to the development of folk cultural industries. Thirdly, there is not enough policy support. Although the country has issued a number of cultural communication policies, local governments lack targeted measures and have not coordinated the exporting strategy for cultural development. Finally, the communication context is limited, with insufficient language translation, and the introduction of cultural products is mostly in Chinese, lacking foreign language versions, affecting understanding and communication effect. Therefore, it is necessary to expand communication channels, improve the diversity and efficiency of overseas communication, and promote the folk culture of Mount Tai to the international stage.

#### 3.2 Research purpose

The purpose of this study is to deeply explore the unique features and highlights of Mount Tai folk culture, aiming to systematically conduct research and literature review to comprehensively understand the rich and diverse folk cultural resources in Mount Tai area and reveal its unique charm and profound connotation. Secondly, the study aims to build a suitable mechanism and model for the outward promotion of Mount Tai folk culture, combining the concept of cultural and tourism integration, exploring effective promotion paths and methods to enhance the promotion effect and influence of Mount Tai folk culture. Thirdly, this study aims to establish diverse outward promotion platforms and channels, fully utilizing the new media and self-media of the Internet era, expanding the scope of dissemination, promoting cultural exchanges and interactions, and injecting new impetus and vitality into the promotion and inheritance of Mount Tai folk culture.

In summary, this study aims to propose improvement and enhancement strategies for the overseas promotion

of Mount Tai folk culture under the guidance of the 5W communication model, discussing how to expand dissemination channels, enrich dissemination content, strengthen dissemination awareness, and improve dissemination supporting policies to promote the better overseas dissemination and promotion of Mount Tai folk culture, enhance its international influence and reputation, promote local cultural prosperity and development, enhance cultural soft power, and drive sustainable development of the cultural industry (Mao and Shan, 2022).

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### 4. RESEARCH METHOD

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#### 4.1 Research content

The research content of this project is mainly centered around the dissemination and development of Mount Tai folk culture. It focuses on combining the "cultural and tourism integration" concept and the "5W" communication model, and specifically includes the following aspects:

First, conduct a survey and sorting of Mount Tai folk cultural resources. Through deep on-site research and systematic literature review, a comprehensive understanding of folk cultural resources in Mount Tai area will be achieved, including traditional festivals, folk customs, intangible cultural heritage, etc. This step aims to establish a comprehensive understanding and basic data of Mount Tai folk culture, and it provides reliable basis and support for subsequent dissemination work.

Secondly, construct the mechanism and model suitable for Mount Tai folk culture to spread abroad. Combined with the characteristics and needs of folk culture, the study explores innovative communication methods and platforms, draws on the "5W" communication model from the perspective of cultural and tourism integration, and defines elements such as disseminators, communication content, communication channels, communication recipients and communication effects. The aim is to enhance the communication effect and influence, so that Mount Tai folk culture can be better understood and accepted by the broad audience.

Third, establish a diversified folk culture overseas communication platform and channels. New media and self-media platforms in the Internet era are used to establish online and offline platforms and channels for Mount Tai folk culture to spread to the outside world, so as to realize the integration of culture and tourism. Through social media, network broadcast, wechat public account, Tik Tok public account, Kuaishou public account, cultural festivals and other diversified communication methods, Mount Tai folk culture will be promoted to a wider audience, including local residents, domestic and foreign tourists, so as to enhance its communication power and attraction.

Finally, the evaluation and feedback of overseas communication effect are carried out. Evaluate and analyze the effect of communication activities, and understand the actual impact and effect of overseas communication. Through the establishment of feedback mechanism, feedback opinions and needs of the audience can be timely understood, so as to adjust and optimize the communication strategy and improve the communication effect and influence. This step is of great significance for the continuous improvement and perfection of the overseas communication of folk culture and the realization of the goal of the integrated development of culture and tourism.

#### 4.2 Research subjects

The research subjects of this project mainly include the following aspects:

First of all, the research subject covers the rich folk culture resources in Mount Tai area. These resources include traditional festivals, folk customs, intangible cultural heritage and so on, which are important parts of Mount Tai culture. Through in-depth investigation and combing, the connotation and characteristics of Mount Tai folk culture can be fully understood, and provide rich content and resource support for the subsequent overseas communication.

Secondly, the research subject also includes the government and related departments. The government plays an important role in the transmission of folk culture, responsible for organizing and managing various folk activities, festivals and celebrations. Understanding the government's policy orientation and relevant measures can better grasp the overall direction and development trend of folk culture communication.

Third, traditional media and new media platforms are also important subjects of the research. Traditional media, such as television, radio and newspapers, have played an important role in the spreading of folk culture, while new media platforms, such as the Internet and social media, have provided new channels and ways for the transmission. The study of the characteristics and influence of these media platforms is helpful to choose suitable communication methods and channels, and improve the communication effect and coverage.

In addition, non-governmental organizations and community groups are also among the subjects of study. They play an important role in the inheritance and dissemination of folk culture, and promote the inheritance and promotion of folk culture by organizing various folk activities and traditional festivals. Understanding their activities and organizational forms can provide more references for the overseas dissemination of folk culture.

Finally, the research subjects also include foreign tourists, students and other audience groups. They are the ultimate target and recipient of Mount Tai folk culture's overseas communication, and their needs and

feedback directly affect the effect and effectiveness of communication. Through the investigation and analysis of tourists' cultural needs and interest preferences, the content and form of communication can be better made to enhance the pertinence and attractiveness of communication.

#### 4.3 Main methods of data collection and analysis

During the implementation of the research, data collection was carried out in various ways, and data analysis was carried out by SPSS Statistics 26.0, a professional software, so as to comprehensively and deeply understand the spread of Mount Tai folk culture. The main methods are as follows:

**(1) Literature review.** Through systematic combing and analysis of academic literature, government documents, news reports and other literature materials, information about the historical evolution, current situation and problems of Mount Tai folk culture's overseas communication was obtained. This approach helps to construct research frame, identify research priorities, and understand relevant theoretical and practical experiences.

**(2) Field investigation.** Through field visits to the folk culture communication institutions, folk artists and folk activity sites in Mount Tai area, direct and original information can be obtained through observation and interview. This approach provides insight into the actual situation, identifies problems and trends, and gets the true feelings and perceptions of the subject.

**(3) Questionnaire survey.** Questionnaires were designed and implemented for local residents, relevant practitioners and domestic and foreign tourists in Mount Tai, and their cognition, attitude and demand data on the overseas communication of Mount Tai folk culture were collected in a quantitative way. Questionnaire survey can quantify the views and opinions of research objects and provide objective and representative data support.

**(4) Data analysis.** Statistical methods and professional software SPSS Statistics 26.0 were used to organize, describe and conduct qualitative and quantitative analysis of the collected data. Through data analysis, the status quo, audience characteristics and influencing factors of Mount Tai folk culture's overseas communication can be deeply understood from different dimensions, the rules and correlations can be found, and conclusions and suggestions can be extracted.

**(5) Case study.** Select representative cases of folk culture transmission in Mount Tai area to carry out in-depth case study. Through a detailed analysis of the case, the author discusses its overseas communication strategy, implementation effect, successful experience and challenges, etc., to provide empirical support and specific reference for the study.

The application of the above data collection and analysis methods can comprehensively and systematically

understand the situation and influencing factors of Mount Tai folk culture's overseas dissemination, and provide scientific basis and guidance for further research and practice.

#### 4.4 Research process

Various methods were adopted in the research process of the project. Firstly, a questionnaire survey was designed and distributed to residents, international students, tourists and relevant practitioners in Mount Tai through online and offline means to collect their understanding of folk culture, their views on the model and effect of communication, and their demand for content and platform. Secondly, field research and interviews, visiting scenic spots, institutions and practitioners of folk culture were conducted to learn about the practical experience and views. At the same time, the collection of relevant literature, history, culture, academic papers and other systematic analysis and comparative research were carried out. Through these works, comprehensive understanding of the current situation, problems and needs of Mount Tai folk culture communication to the outside world will be obtained, which provides important data support and theoretical basis for follow-up research and project implementation.

## 5. RESULTS AND ANALYSIS

### 5.1 Questionnaire analysis

A total of 517 valid questionnaires were received in this questionnaire survey. According to the results of the questionnaire survey, we conducted a detailed analysis on the overseas communication of Mount Tai folk culture. The following is a deep discussion on these data:

First of all, from the understanding of Mount Tai folk culture, nearly half of the respondents said that they did not understand Mount Tai folk culture, as shown in Figure 3. This shows that in terms of overseas communication, Mount Tai folk culture has not received enough attention

and publicity. With the development of society and the improvement of people's cultural quality, it is particularly important to strengthen the publicity and popularization of Mount Tai folk culture. This also calls for the government, social organizations and cultural institutions to work together to let more people understand and pay attention to Mount Tai folk culture through various forms and channels, and enhance their sense of identity and pride.

Secondly, regarding the characteristics and representative elements of Mount Tai folk culture, festival activities, folk art performances, traditional handicrafts and folk customs are considered to be the most representative, as shown in Figure 4. These elements reflect the rich connotation and unique charm of Mount Tai folk culture, which is an important content of its overseas communication. Therefore, in the process of overseas communication, these characteristics and elements should be highlighted, and the unique charm of Mount Tai folk culture should be displayed through colorful activities and display forms to attract more people to participate in and pay attention to.

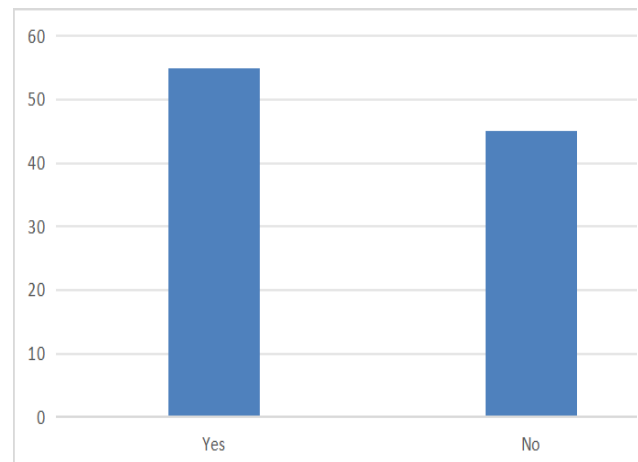


Figure 3  
The understanding of Mount Tai folk culture

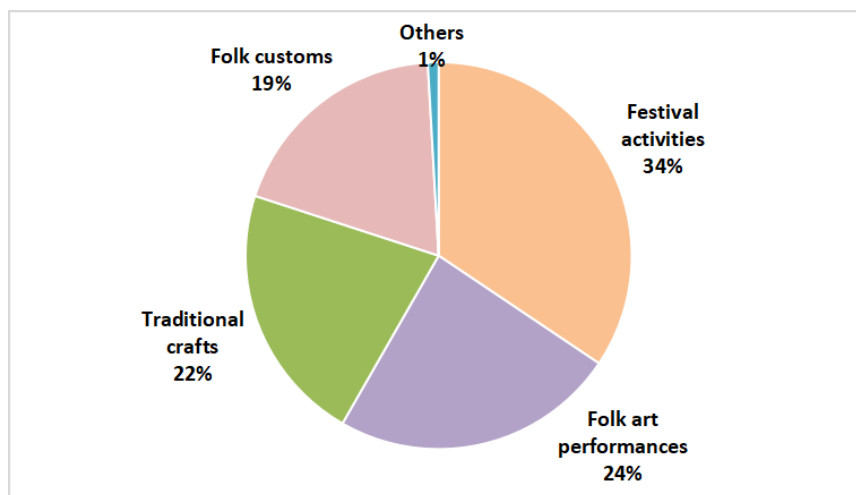
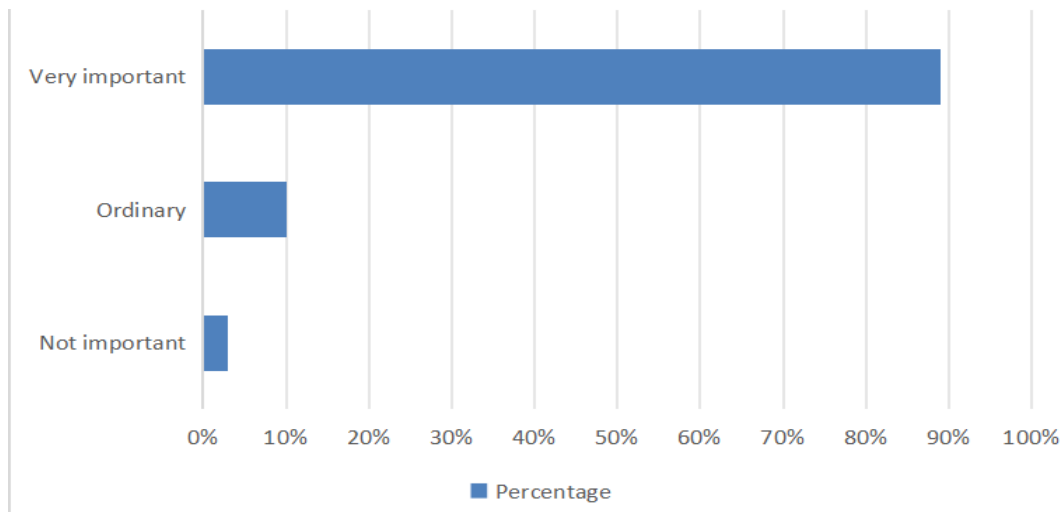


Figure 4  
Representative elements of Mount Tai folk culture in people's eyes

In addition, more than 89% of the respondents believe that the overseas communication of Mount Tai folk culture is very important, as shown in Figure 5. This shows that the public generally recognizes that overseas communication can enhance the influence and visibility of Mount Tai folk culture, which is conducive to the inheritance and promotion of folk culture, and can

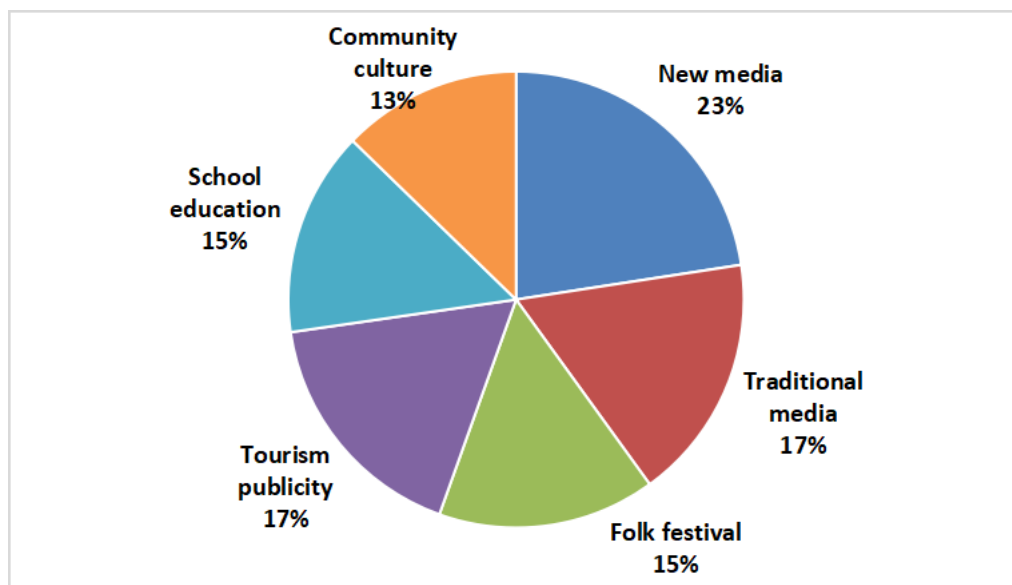
also promote local economic development and cultural exchanges. Therefore, the government and relevant institutions should increase the support and input for the overseas communication of Mount Tai folk culture, formulate relevant policies and plans, and promote its wider dissemination and recognition in the international community.



**Figure 5**  
**Importance of overseas communication of Mount Tai folk culture in people's eyes**

In addition, about 34% of the respondents have participated in the overseas communication activities of Mount Tai folk culture, and 43% of the respondents have watched related activities. This indicates that some respondents actively participate in the overseas dissemination of Mount Tai folk culture, but there are still a certain proportion of people who have not participated in or watched related activities. This may be caused by poor publicity or poor communication channels. Therefore, it

is necessary to strengthen the publicity and promotion of Mount Tai folk culture activities, expand communication channels, and attract more people to participate in and pay attention to. In view of suggestions on promoting the overseas communication of Mount Tai folk culture, respondents put forward some useful suggestions, including strengthening the use of new media platforms, holding folk festival activities, and strengthening tourism publicity and promotion, as shown in Figure 6.



**Figure 6**  
**Investigation on overseas communication channels of Mount Tai folk culture**

These suggestions provide useful reference and guidance for further promoting the spread of Mount Tai folk culture. Generally speaking, Mount Tai folk culture, as an important part of local culture, has profound historical heritage and unique charm. Through overseas communication, it can not only enhance the cultural soft power of Mount Tai, but also promote local economic development and cultural exchanges. Therefore, the government and all sectors of society should strengthen the support and promotion of the overseas communication of Mount Tai folk culture, work together to let Mount Tai folk culture go to the world, and make due contributions to the inheritance and development of Chinese excellent traditional culture.

## 5.2 Interview analysis

In the context of the current new era, it is a complex and important task to promote the overseas communication of Mount Tai folk culture, it involves many factors such as government guidance, expansion of communication channels, personnel training, cooperation between enterprises and society, and active participation of citizens, etc.. Through in-depth analysis of the interview results, we can better understand the status quo and challenges of Mount Tai folk culture communication to the outside world, so as to formulate more effective measures.

First of all, the interview shows that the government plays an important role in guiding and supporting the overseas dissemination of Mount Tai folk culture. Government departments should clearly attach importance to Mount Tai folk culture by formulating relevant policies and plans, and provide financial and resource support for its overseas dissemination. This includes, a certain amount of funds are invested in overseas communication work every year, establishment of specialized agencies or departments to plan and organize related activities, etc., so as to promote the wider dissemination of Mount Tai folk culture on the international stage.

Secondly, it is very important to expand the channels of overseas communication of Mount Tai folk culture. The wide application of modern communication technology and platform has become an important way to achieve this goal. Through digital media, social media, online video and other emerging media platforms, the information of Mount Tai folk culture can be spread to all parts of the world, attracting more attention from domestic and foreign audiences. In addition, with the help of platforms such as international cultural exchange institutions and Confucius Institutes, Mount Tai folk culture can also be more widely recognized and disseminated internationally. Various forms of publicity activities such as Mount Tai folk culture exhibition and festival activities are also important means to expand communication channels. Through these activities, more people can experience and feel the unique charm of Mount Tai folk culture authentically.

Thirdly, talent training is the key to the overseas dissemination of Mount Tai folk culture. The survey results show that a team of talents with professional knowledge and skills is needed to support the development of overseas communication work. First of all, the government can improve the understanding and dissemination ability of Mount Tai folk culture by strengthening the training and introduction of folk culture researchers and professionals. Secondly, efforts should be made to train excellent translation talents and teams to ensure the accuracy and professionalism of Mount Tai folk culture works in the process of international dissemination. The establishment of professional teams and research projects, and the strengthening of the organization and management of overseas communication work are also important contents of personnel training. Through these measures, we can ensure the professionalism and effectiveness of Mount Tai folk culture communication.

In addition, enterprises can actively participate in the overseas dissemination of Mount Tai folk culture by sponsoring cultural activities, holding folk culture exhibitions, and developing cultural products. Various social organizations, such as cultural institutions and non-profit organizations, can work together to carry out the overseas dissemination of folk culture. They can organize exhibitions, lectures and exchange activities to promote Mount Tai folk culture to the international stage.

Finally, individual citizens can promote the overseas dissemination of Mount Tai folk culture by making publicity materials, providing multilingual translation services, network promotion, and participating in cultural exchange activities.

To sum up, through the in-depth analysis of the interview results, we can more comprehensively understand the roles and responsibilities of the government, various sectors of society, professionals, and individual citizens in promoting the dissemination of Mount Tai folk culture to the outside world. In response to the issues and challenges raised by the interview results, we can adopt targeted measures and strategies to further promote the broader dissemination of Mount Tai folk culture internationally, thereby making a positive contribution to the inheritance and development of China's excellent traditional culture.

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## 6. SUMMARY AND IMPROVEMENT

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This research proposed a path for the overseas communication of Mount Tai folk culture through the integration of tourism in 5W communication model. Although the research results have important academic and practical value, there are still some shortcomings. First of all, although the project proposes an innovative model of cultural and tourism integration, it may face some difficulties and challenges in the actual promotion



and application process. Local governments and relevant institutions need to overcome conflicts of interest, inadequate management systems and other problems in order to truly implement the concept of cultural and tourism integration; Secondly, the research scope and depth of the project may be limited, failing to cover all the factors that may affect the overseas dissemination of Mount Tai folk culture. Future studies can explore issues such as communication effect and audience feedback, etc., so as to comprehensively improve the effect and influence of overseas communication.

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