عنوان مقاله:

Presenting a Model for Explaining the Role of Virtual Media in Promoting Sustainable Intercultural Communication (Management in the Tourism Industry (Case Study: Iran & Oman

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خلاصه مقاله:

This paper proposes a model for managing sustainable intercultural communication in the tourism industry of Iran and Oman, with a focus on the role of media. The study employed the grounded theory method and paradigm model, using in-depth literature review, background analysis, and interviews with relevant experts to answer research questions. The coding process involved open, central, and selective coding techniques. The model identifies the need for a combination of Bourdieu's capitals to achieve sustainable management of intercultural communication through the media, and emphasizes the importance of accepting globalization as a platform for positive changes in tourism. The model also highlights the need for institutionalizing the role of the media in sustainable intercultural communication, and developing the concept of tourism as hot and cool media. Other key factors include the development of regulations in proportion to contemporary world requirements, training of managers and citizens, and the need for stable intercultural relations. The model proposes action strategies such as extensively using media to develop regular intercultural ties, and the application of technology as a tool for sustainable development of tourism and social media. The proposed model explains the role of virtual media in improving sustainable intercultural communication management in the tourism industry, and could aid in optimal employment of virtual media in this field.

کلمات کلیدی:

Virtual Tourism, Virtual Media, Grounded Method, Management of Sustainable Intercultural Communication

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