

# Development of Tourism Affected by Culture

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## ABSTRACT

Tourism, which brings individuals and human communities into contact, and through them cultures and civilizations, has an important role to play in facilitating dialogue among cultures. Cultural and natural heritage, that attracts so many tourists, and is a resource for development, is, fortunately, distributed throughout the world, thus providing an additional opportunity for many non-industrialized countries. As we know, tourism industry is related to culture and economics, and developing the case in a society affects on sociology and it would be important in development of a country in some aspects. Raising awareness, educating and training the staff concerned, is essential in involving communities in the process of conserving and enhancing their heritage. It is the involvement of all that will enable the heritage of humanity to be better preserved, living conditions to be improved and poverty reduced. Preserving cultural and natural heritage, to bring it within reach of all, making cultures and civilizations better known, improving daily living conditions and reducing poverty, is what gives meaning to the sustainability of tourism development. However, these objectives depend upon the quality of the design and the implementation of tourism policies and activities - that is to say, their understanding of culture and their sustainability - which involves the participation of communities in the preservation and enhancement of cultural heritage in the long term. Further, the cultural tourism plays a significant role in the recovery of some districts zones, localities or towns.

**Keywords:** tourism Industry, Culture, Development.

## 1. Introduction

This is the purpose of this paper: to open a debate on the complex questions that surround the relations between culture and tourism, tourism and development, tourism and dialogue among cultures; questions that every decision-maker and actor engaged in tourism should address before a tourism project is launched. Being amongst people who use a different language, eat different foods, and behave in different ways is at the very heart of tourism. Experiencing directly different 'ways of life', can have a valuable educational function that stretches beyond tourism, and despite advances in communicative and virtual reality technologies it is difficult to emulate except through basic human contact, encounter and exchange. In a world where much conflict is a product of cultural misunderstanding, miscommunication and a basic lack of knowledge of the 'hows and whys' cultures are different, exposure to, and experience of, a wide variety of cultures in the most ordinary of ways is essential. Since tourism is nowadays used to stimulate regional development, cultural heritage tourism is used for, both preservation of regions as well as economic development of the regions. Cultural tourism can be defined as the subset of tourism concerned with a country or region's culture and its customs. Cultural tourism generally focuses on communities who have unique customs, unique form of art and different social practices, which basically distinguishes it from other types/forms of culture. Cultural tourism includes tourism in urban areas, particularly historic or large cities and their cultural facilities such as museums and theatres. It

can also include tourism in rural areas showcasing the traditions of indigenous cultural communities (i.e. festivals, rituals), and their values and lifestyles. Preserving cultural heritage appears to be a key factor in economic policies supporting tourism development. It is a widely accepted fact that preservation of cultural heritage is important and it is also used as a tool for tourism product differentiation

### **From cultural to creative production**

The expanded role for culture in tourism development mirrored the growth of culture as a factor of development in general. It is found that how the growth of culture-led development was tied to the workings of the symbolic economy. Culture provided the symbols, such as museums, art galleries and iconic architecture, which could be used to increase land values and stimulate business activity. This growth in turn supported employment in the cultural sector, strengthening its lobbying for more investment in culture. This produced powerful arguments to preserve the heritage of the past and expand contemporary culture in order to maximize the 'real cultural capital' of places. Culture has therefore come to play an important role in distinguishing places from each other. This is increasingly essential in a globalizing world where place competition is fierce, and cities and regions strive to create distinctive images for themselves.

One of the problems inherent in cultural distinction strategies is that many places adopt similar strategies (often copying or 'borrowing' ideas from one another), and therefore even 'culture' begins to lack distinction. The growth of 'serial reproduction' of culture epitomized by some researcher and the spread of signature architecture to cities around the world makes it harder and more expensive to use material culture to distinguish places.

The need to bundle and identify cultural resources led to the development of 'cultural quarters', 'cultural districts', 'creative clusters' or 'creative districts', where cultural and creative producers were clustered in order to generate a 'buzz'. In such a climate, the 'creative turn' became almost a logical successor to the cultural development process of previous decades.

The Tourism Promotion and Development Fund has emerged from the Tourism Promotion Fund Law that was passed in 1972. The purpose of the fund is to secure more capital for the growth of tourism industry. The Fund supports the construction of basic tourism facilities, construction and renovation of overall basic facilities, the development of accommodations and resort business, and for research activities that contribute to balanced tourism industry development.

## **2. Cultural Heritage Tourism**

There is no singular, specific definition of either cultural or heritage tourism. Some call it cultural tourism, some heritage tourism, some cultural & heritage tourism or shortly cultural heritage tourism. Culture is a set of distinctive spiritual, material, intellectual and emotional features of society or a social group. It encompasses, in addition to art and literature, lifestyles, ways of living together, values systems, traditions and beliefs. The World has some 6000 communities and as many distinct languages. The National Trust's definition of cultural heritage tourism is "traveling to experience the places and activities that authentically represent the stories and people of the past and present. It includes historic, cultural and natural resources.". In 1985, World Tourism Organization (WTO) provided two definitions of cultural tourism. The narrower definition includes: "movements of persons for essentially cultural

motivations such as study tours, performing arts and cultural tours, travel to festivals and other cultural events, visits to sites and monuments, travel to study nature, folklore or art, and pilgrimages.' The wider definition includes: 'all movements of persons... , because they satisfy the human need for diversity, tending to raise the cultural level of the individual and giving rise to new knowledge, experience and encounters.' Heritage is a broad concept and includes the natural as well as the cultural environment. It encompasses landscapes, historic places, sites and built environments, as well as biodiversity, collections, past and continuing cultural practices, knowledge and living experiences. It records and expresses the long processes of historic development, forming the essence of diverse national, regional, indigenous and local identities and is an integral part of modern life. Cultural tourism market share development strategy focuses on promotion of the unique cultural aspects of a city or region, in order to draw tourists interested in those particular cultural subjects to the area. Heritage management, on the other hand is defined as management of regions' natural, cultural and built environments. As a strategy, this focus is gaining widespread acceptance nation wide and internationally among tourism offices and bureau to differentiate their cities, regions and states as desirable tourist destinations in an increasingly competitive marketplace.

### 3. Conclusion

In order to enhance attractiveness of the Temple Stay as a cultural resource, close collaborations are essential. The government, private religious organization, and other private expert organizations in terms of operational excellence should be involved in developing cultural resources efficiently and effectively. Above all, the central government should establish a relevant long-term plan to develop the Temple Stay program as the most attractive cultural tourism product in the world. The program should also benefit from private expertise in terms of operation and management.

There are a number of strategies to develop the temple resources into cultural tourism attractions: First, it is to build a convenient, clean, and comfortable infrastructure including accommodation facilities, meditation places reflecting the traditional cultural spirit, and restaurant facilities to experience Buddhist food, etc. The government's role is to finance the construction of this infrastructure. In fact, the Korean government plans to invest more than 80% of the total cost of innovating facilities, while religious organizations share about 10% of finance.

Second, it is to bundle available cultural attractions around temples to create a themed set of attractions that collectively constitute a primary attraction. Airfare, accommodation, ground transport, and a variety of other services are combined to create a new product. Bundling, within a cultural tourism context, typically involves combining a variety of similarly themed products and experiences and promoting their collective consumption to the visitor". The Temple Stay should be bundled with other tourism assets that exist in local communities. In this way, the economic benefit of cultural tourism is dispersed more widely. More important, bundling helps create a theme for a place, creating a stronger sense of destination for the tourist by invoking many places with similar meanings. In line with this implication, community involvement in the development and sustainability of cultural tourism should be made.

Third, it is very important to foster skilled human resource for the Temple Stay. The program for training the guide should be provided by the public and private sectors. The Temple Stay guide is an individual who helps domestic or foreign tourists with cultural experiences by explaining them and imparting an accurate understanding of Korean Buddhism and cultural

relics and local culture. The program aims to recruit and train Temple Stay guides to satisfy the demand related to tour packages, including cultural experience products and the facilitated discovery of historical relics, rather than the simple experience of the temple.

The impact of the tourism development in given areas could and must be controlled by adequate planning, development and management. We should note that the cultural tourism is a “consequence branch” whose evolution is permanently correlated with the development level and rate of the other economy branches.

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