The Impacts of Cultural-Social Tourism Management

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Abstract: In order to plan, develop, and manage tourism, economic, cultural-social, and cultural factors should be taken into account. Tourism bears positive and negative impacts on the environment and its own domain, and the environment may be effective on tourism procedure. The results of tourists' presence possess notable importance in the world, and at the micro level in Iran. This is notable in a way that the presence of tourists results in the emergence of positive and negative economic, cultural-social, environmental, infrastructural, and managerial impacts in the world and specifically in Iran. But what bears high significance in this paper is to study and evaluate the impacts of tourism in the present situation in Iran's territory which is considered a special condition. Iran is considered a country accepting tourists in the region due to its natural, historical, and man-made (ancient) attractions, and its special geographical and historical position. A country of such possessions and capabilities shouldn't be taken away of the economic outcomes because of political problems and cultural-social worries, and on the other hand the international tourism market shouldn't deprive itself of Iran's tourism attractions.

1. Introduction

Tourism has an obvious role in cultural convergence and stable peace in the region and the world. Tourism can create many undiscovered economic, commercial, cultural, and social resources and interests for countries. Developing tourism will lead to knowing the spiritual culture, changing economy and commerce, earning full money, making more job opportunities, and fading inappropriate and unreal images of the negative advertising done by other societies toward the host society. Tourism can revive the national pride, cultural manner, and protect the cultural and social heritage. Developing tourism helps build cultural and social self-confidence, develop cultural exchanges between knowing and understanding cultures, and create a dialogue of civilizations in the present time. At present, a mutual relationship between culture and tourism has emerged. Culture is thought to be a significant resource to develop tourism, and tourism has a great share in cultural development. Although, there are a lot of materials on different impacts of tourism management in the relevant resources and the studies in this area, its cultural-social impacts have not been well introduced.

These impacts refer to the fact that tourism and traveling affect the society's value system, behavioral patterns, social structures, quality and style of living in the host society and those of the tourists', while the main focus of these studies are on the purposes of tourism, and the areas sending tourists and the tourists themselves have been paid less attention to [Richards G. and Wilson, J. (2007)].

Tourism: The word "Tourism" is taken from the word "Tour" which originates from the Latin word "Turns" meaning "Go around", "Go and come back between an origin and a destination", and "Orbit around", which entered Spanish from Greek and finally came into English. In Webster dictionary, tourism refers to a trip which is taken to a destination and is followed by a return to the residing location. In Longman dictionary, tourism is defined as a trip taken as a pastime for entertainment. In Larousse dictionary, tourism is discussed as trip for entertainment. However, the word "Tourism" has transformed from the individual meaning to a collective whole for travelling in the developed countries since the 19th century and specially the early 21st century, a time when fast means of transportation replaced the old ones[OECD (2009)]. In the social dimension, tourism is the interface between the normal lives of local residents and abnormal lives of the tourists [Peter E. Murphy. 1983]. In March 1993, United Nations statistical commission accepted the definition of tourism presented by the World Tourism Organization. By this definition, tourism is "A set of activities done by people who travel to locations out of their workplace or residential area in order to rest and recreate or do other stuff, while not spending more than a year in those locations constantly."[McIntosh, R.W., Goeldner, C.R. and Ritchie, J.R.B. (1995)].

Culture: Cultural dimensions bear high significance while studying human and society behavior. Cultural dimensions are also important in the international environment, because there are clearly cultural differences between countries. Culture can be defined

as a set of thoughts, beliefs, values, wisdoms, and behaviors which compose the common base of every social action. However, this definition is not as comprehensive as it should be. Culture underlies all the actions and features of life [Enzensberger, Hans's Magnus.1994]. Anthony Burger defines culture like this, "Everything man does and doesn't do."[Sheldon, P. 2003]

A country's culture is crystallized and visualized on the stamps, the lifestyle of people, dressing code and make-up of people, every institute in that country, street sceneries, markets and buses, patterns, general appearances and features of cities and villages, and any other factor relating that country (its main feature) or regarding the habits and costumes of the people [RICHARDS, G. and RAYMOND, C. (2000)].

2. Tourist reception

Tourist reception in a region is formed socially and culturally in order to revive habits and costumes, and tourist's visiting the societies leads to an experience and a memory. The type of host-tourist behavior in a region can be looked at in three perspectives:

1. The interactive perspective: This perspective visualizes the type of host-tourist behavior as an identifiable incident with a number of positive and negative outcomes so that it depends on the researcher's approach towards the righteous path of research and development to evaluate.

2. The negative perspective: The function-oriented perspective includes various social elements which may consider every change, specifically such as abnormalities, as a consequence of tourism.

3. The positive perspective: This perspective mainly considers the positive aspects of cultural changes which are made by tourists to reshape skills and costumes such as hygiene, discipline, etc.[Dogan, H. (1989)].

3. The impact of travel on the traveler

Even if people have little curiosity or cultural sensitivity, traveling puts them in contact with various environments. Even if they meet few local people, they will still obtain a set of experiences and touches. At least, they will learn something about the scenery and view of a place, local foods and drinks, and people's behavior. There are just a few people traveling with the purpose of discovery. These people are mostly interested in learning about various cultures. They may even become interested in research and study about a country's culture such as history, art, language. Every passenger is impressed in a way. Their tastes, experiences, and perceptions get more global. Traveling helps the process of globalization. In fact, it helps the cross-culture interactions and exchanges which try to make people's lifestyles closer and more like [Tekin, A. 1994].

The role of religion

Religious beliefs are of deepest emotions. In many countries, religious beliefs form the strongest factors affecting the way people deal with life. Wherever a religion gets strongly institutionalized, it can play a huge role in people's lives; in fact, there is a slight difference between religion and politics. The constitution accepts an official religion so that the connections become clearly obvious. Religion has always had a crucial role in augmenting the sense of national identity. Being English means being Christian, coming from Mali means being Muslim, being Balinese means being Indo. However, being English, Muslim, or Indo (not Christian) has now become the part of a new culture, and its importance has increased with the total change and development of national identity.

Although it can be easily observed that visitors are the followers of a religion and the local people are the followers of another religion, there are some reasons for confrontation and clash. Different religions are expected to show more tolerance and feel greater responsibility for other religions. Thought exchange among religions can form a positive part of tourism alongside other cultural activities [World Tourism Organization. 1999].

4. New tourism destination

Tourism directly affects the lives of people living in the tourism areas. Some impacts of tourism development on a new destination are reviewed in the following:

-Tourism development creates new job opportunities. This makes people leave their current jobs, because jobs relating to tourism are more promising, pleasant, and cleaner.

-Many women find the opportunity to work outside the house for the first time in their lives. This provides them with new skills, reliability, confidence, and financial power.

-There may not be enough people to fill jobs in the region, so development needs that foreign workers enter the country as a steady process. These workers bearing different cultural characteristics form relationships with local people, marry them, etc.

-Tourism increases people's incomes. They can buy things and do stuff that they were never be able to.

-Development increases government's power to improve educational and sanitary systems. A better education level and healthier people present a different viewpoint of life. There will be a large gap between young people and the elderly.

-House-building will be improved, and different plans of housing will be implemented.

-Machines and technological systems will replace human labor force.

Tourists are customers who are willing to buy handicrafts and spend money on works of arts and living art stuff, so traditionally cultural activities are put in the process of commercialization [World Tourism Organization. 1999].

5. Contemptuous opinions about services

Services are considered in an undermining way in most cultures, and it's true at both national and individual levels. A country may look at tourism as a low priority. Politicians may prefer producing other stuff to presenting services to the visitors. They say, "We are not a serving nation." They may see tourism in a way that an individual is at other people's disposal and is always ready to follow foreigners' orders to serve them, so this matter may be considered contemptuous. Similarly, young people have evaded tourism jobs. Serving others is blamed. Nowadays, tourism has overcome this point of view. However, tourism must save its own general appearance as a modern and international section which is able to present competitive and interesting job opportunities [Dwyer, L. 2003].

6. Extreme price changes

Extreme price changes mostly emerge when people are able to spend more money because of their net incomes. Given this buying power, prices are inflated to exploit tourists. This is a result of opportunism and greed. Tourists are badly punished. Some of them are definitely generous and patient, so they pay high prices without hesitation. But, some others resist this extortion. Tourists' unawareness of prices creates a potentially harmful situation. The lists of prices must be prepared and distributed. Equally, two-price systems, in which local people pay a price and visitors pay another one, represents an new source of price fluctuation, and tourists are easily abused. Market mechanisms can be freed to function, but visitors must be informed of locally normal prices [Richards, G. (1993)].

1) Positive and negative consequences
-Enhancing visitors' ability to speak the local language.
-Host society's tendency to accept and learn other languages in order to communicate more with the tourists.
-Creating and reinforcing the sense among residents to know themselves.
-Helping local residents to obtain more knowledge of their local culture.
-Increasing cultural and national pride.

-Creating suitable situation for residents' active participation in introducing the culture of region to guests.
-Reviving and keeping local myths and folklores that might go into oblivion.
-Reviving local arts and costumes.
-Encouraging locally economic growth through cultural tourism and reviving historical-cultural works and buildings.

2) Positive social impacts
-Improving the quality of life.
-Increasing recreational and entertainment facilities.
-Improving the quality of urban services.
-Improving the quality of public services (health, police, etc.)

Generally, the consequences and vista of tourism can be sought out in differentiating and publicizing places, globalizing and internationalizing tastes and features alongside the opportunities for people's more creativity regarding the world [Hallinshead, keit (1999)].

3) Negative cultural-social impacts
-Increase in prostitution.
-Alcoholism growth.
-Increase in crimes.
-Formation of wrong local cultures.

Table 1: Comparison chart of positive and negative consequences of tourism

Positive cultural-social consequences	Negative cultural-social consequences
-Enhancing visitors' ability to speak the local language. -Host society's tendency to accept and learn other languages in order to communicate more with the tourists. -Creating and reinforcing the sense among residents to know themselves. -Helping local residents to obtain more knowledge of their local culture. -Increasing cultural and national pride. -Creating suitable situation for residents' active participation in introducing the culture of region to guests. -Reviving and keeping local myths and folklores that might go into oblivion. -Reviving local arts and costumes. -Encouraging locally economic growth through cultural tourism and reviving historical-cultural works and buildings. -Improving the quality of life. -Increasing recreational and entertainment facilities. -Improving the quality of urban services. -Improving the quality of public services (health, police, etc.)	-Increase in prostitution. -Alcoholism growth. -Increase in crimes. -Formation of wrong local cultures

7. Discussions

Tourism as a stable and continuous fact at the present time can present its abilities in a stable developing path in social structures through various

symbols, and it can be studied by looking at communication system between the people of destination region and the tourists through different aspects of costumes and behaviors, productions of material and spiritual cultures, and also cultural-social tendencies and states which are risen for the tourists spiritually in an aesthetic way, and as the existing reality in the society and social life of people. Generally, the dimensions of tourism's positive impacts can include the following items in the cultural-social experience framework.

First, if the interests of tourism are evenly distributed in the societies and regions of a country, the quality of people's lives will be improved. Second, developing tourism in consequence of exchanges made between local people and tourists, family's structure will be modernized. Third, domestic tourism may spread a kind of cultural-social integrity and convergence inside the country. Fourth, tourism can help the expansion and maintenance of cultural heritage, museums, theaters, and other cultural facilities in the societies. Finally, tourism development may create opportunities for cultural exchanges between tourist and local people so that these two groups can get to know each other's cultures more and respect each ones gradually.

Generally, the negative dimensions of tourism include the following issues in cultural-social terrain. Economically, too high density of tourists may cause inflation of goods and services in some destinations, so the local residents become angry and hostile toward the tourist.

First, cultural relic's destruction. If tourists visit a historically important place too much, it may become destroyed gradually. Second, cultural transformation, with particular attention to the fragility of cultural heritage, tourism development may cause damage to the authenticity of local cultural patterns. Third, cultural invasion. It is possible that local values turn to materials due to extreme efforts in making tourism appealing and dealing with cultural aspects over-commercially in tourism destinations. Finally, corruption and social disorders. Tourism may intensify social pathologies such as alcoholism, addiction, crime, and prostitution.

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