

Surveying Social-Cultural Impacts on Tourism Industry

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Abstract: Tourism is recognized as a basic preachment of international beauty and also is a tool for improving cultural and social understanding within local levels. Tourism industry is considered as a bridge that is relating human beings and different nations and providing necessity stability of national-social links and it is considered as an important kind on improving international relationships. More attraction of tourism result in more familiarity and communications of people with other country people and subsequently the called exchange of cultural values results. Most of the communications between people is the making-backgrounds of humanity and friendliness and finally they try to be friends and forming unity. Undoubtedly, therefore, obtaining a world fact in tourism industry could be result in exchange of international culture and society.

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Introduction

Tourism approaches both of the people of the host and the guest to each other and results in a kind of culture exchangeability between nations and provides respect and friendliness in contribution to each other that is the main point of tourism industry. Countries that are include different races, tourism results in approach of residences within different countries together and unity. And also the host country finds the possibility to recognize their values and culture to other countries and make for their selves agencies from them on account of preaching thoughts and thinking.

Tourism as a cultural-social phenomenon influences society relationship deeply. And it is the origin of different exchanges and pattern-making (Masoumi, 2005).

Social- cultural environment are considered as a tourism industry activity bed. In the called style on account of recognizing tourism cultural and social aspects like groups and individual's behavior in relation to tourism categories and tourism impacts over culture and society emphasized, and it also investigated social classes, human values and behavior rates, group's norms and behavior and customs of the guest and the host people within tourism categories (Dolat Abadi et al, 2009).

Face to face nature of tourism and the host

Tourist and the host are facing in three main situations with each other;

1. When the tourist decided to buy a service or goods from stores, hotel and restaurants of local individuals.
2. When the tourist and the host decided to use the same facilities like sea shore or receptive facilities.

3. When they are decided to visit each other within exchange of experiences and information's and within non-official conversation.

The nature and the rate of culture-social impacts depend on whether of mentioned communications are dominant, or different and also indicated the kind of visitors and during of visit. When the called tourism concentrated about many markets, communication is considered in the first level from out of two kinds. But in reason of seasonal limitations, some of the holidays trips and individuals short trip result in non-official and limited contacts. Although it is possible to be have results in restriction communication.

While in feature of rates, some of the tourists might be creating a series of problem and changes by way of displaying impacts or culture-accepting. Therefore it is said that every contacts result in culture and society changes to some extent, and if the researcher kind of tourisms staying in the host community long term, cultural exchange frequency increased considerably (Ziyayi, 2009).

Cultural-social impacts on tourism developments

Tourisms and travelling are influencing within society and individuals value systems, behavioral patterns, simple possibility structures and tourism and the host community life quality. Although the concentration of the main studies focused on tourism destination and they have little attention on tourist sending and its tourists (Kazemi, 2006).

Therefore, if the tourism improvements organized and programmed in such an order, it can considered as solution to recognizing people of each country with other nations and also their beliefs, customs, and summary of cultures and small of them. in the called

process by creating trade off facility and mutual community, they can provide such a background that increase people's insight and also making richest people's culture trade off (Kargar, 2007).

And if the residence of region know that tourists have been bearing cost and suffering of trip in view of visiting their valuable attractions and cultural works, they include vanity in the future. And to be prudent on what they have and also trying to keep their language, custom and historical and cultural backgrounds and to go on their father's job or try to recreate their works (Kazemi, 2006).

Tourism industry includes advantages and disadvantages for the local community and their cultural patterns. Cultural-social works of tourism is considered as main considerations of tourism improvement. It is difficult to evaluate the called works in contribution to environmental and economical works. It is more influencing on countries that includes traditional society texture. There are cases like make-up, dressing, speaking, going, feeding and or mutual contraction between spouses and children. This is called 'influencing of people on other people'. In other words, it originated from tourists over local people and consequently from tradeoff between them (Kargar, 2007).

Cultural-social results of tourism industry on the host society

Tourism industry helps to the people still to recognize more and more about challenges and possibilities of trading improvement among cultures of people by way of tourists industry (International tourism congress hierarchy, 2001, p. 15).

In summary, positive and negative results of cultural-social obtained cases of residents included in the following categories:

A. positive influence of culture:

1. Increase of second language speaking by visitors.
2. The host community tendency for accepting and learning of other languages in view of more communication within tourists.
3. Helping to the local residence in recognizing publicly cultures.
5. Increase of national and cultural prudent.
6. Creating properly condition for active cooperation of land residents on introducing cultural works of region to the guests.
7. Recreation and keeping of local fables that is possible to forgotten.
8. Recreation of land customs and arts.
9. Encouraging local economic improvement by way of cultural tourism and recreation of cultural history.

B. Positive social influences:

1. Improving quality of life.
2. Improving services quality.
3. Increase of recreational facilities.
4. Improving publicly services quality (sanitation, police, and ...).

C. Negative cultural-social influences:

1. Increase of prostitution.
2. Increase of crime and penalty.
3. Forming wrong culture of a local.
4. Increase of alcoholism (Kazemi, 2006).

Main aspects of social tourism

1. Holidays and individual's work travelling during life considered as a part of cleared memories.
2. For the families, family or grouping trip considered as a part of nobility activities.
3. Tourism present on the determined regions could be influence on land people life patterns.

The rate of accepting influence of destination area depend on complexity group rates such as cleared distinctions of people in field of money capability, wants or habits and social appearance and behavior.

4. The style of living a special country could be changed in reason of tourists present, especially if the tourists' number exceeds the local residents. The visitors can be influenced on dressing of local individuals, consuming materials and products and also on view of individuals' insight.
5. Tourism improvements could be includes unfavorable social influences like increase of crimes, gambling, alcoholism, crowding, and unwanted sounds and so on.
6. Increase of population and curriculum result in increase of the number of trips.
7. Providing comfortable vehicles of unable on result in improvement of tourism market.
8. Tourism influences are little on crime and penalty rate, but they can be aims of crime and penalty, the hosts must be agree on their problems and they must be advised them to far away from dangerous places.
9. It is possible to solve land individual's hate and angry within tourists. The called problem might be originated from whether using of local sources and facilities. It is possible the increase of goods' cost in tourism season.
10. Richest people and those who includes in a higher order of position have more tendency to travelling (Alvani et al, 2006).

Favored tourism from cultural-social dimension

The aim of programmers and cultural designers of consist of a main position of tourism between different communities, history, negative and positive influences and their mutual negative

influences. In the called tourism industry the host and the guest community influenced each other more and more positively, and they have little negative influences on each other and their relationship not only doesn't result in dangerous cases but it is finished in the richest cultures. It is indicated that about 90 percent of tourists around the world includes cultural tourists (Kalantari, 1994).

Conclusions

Tourism is a mutual relationship and reciprocal that is included between communities and cultures and there is a restriction, advantage and disadvantages and good and bad experiences of economic, publicly and cultural trade off. Therefore, the host community must be prepared within knowledgeable and consciousness tourism improvements and also provide in publicly, social-cultural and economic advantages. If a country to be famous on account of tourism-accepting and humanity behavior within tourists it is called "country of tourism-accepting", and it is assumed a clear cut assuming for entrance of tourists each year and trying to open a desperate accounts of cost budget and it is used it as a main tools of improvement.

Therefore, tourism topic doesn't ended only in economic but in social, public and cultural aspects and the called industry considered in high level and it

guarantees improvements of tourism in social and publicly future of each country.

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