

## **CULTURAL FACTORS EFFECTING TOURISM DEVELOPMENT IN ILAM PROVINCE**

**\*Seyed Mahmoud Shabgoo Monsef**

*Department of Business Management, Islamic Azad University Rasht Branch, Rasht, Iran*

*\*Author for Correspondence*

### **ABSTRACT**

In today's world economy, tourism is one of the most important and effective element for development of countries economy and is rapidly expanding. Among this attention to cultural tourism both in the context of tourism itself and tourism research, has attracted increasing attention. Through Cultural tourism, tourist will be recognizing cultural interdependence of nations with each other. The goal of Cultural tourism is to learn and search more about the artistic and cultural heritage, traditions and monuments of each society. The main objective of this study was to investigate the influence of the cultural aspects of tourism on development in ILAM province. The research method is descriptive - analytical, and the data was collected by questionnaire through field research. The research populations were all tourists visiting ILAM province in Iran and according to formulation of the unlimited population, sample of 385 Person were selected. The sampling method was simple random, which questionnaire distributed among them. Hypotheses of this research were tested by regression analysis, and using SPSS 18 software. The test results showed that all the hypotheses were confirmed which mean cultural factors has significant impact on the development and strengthening of tourism in the city of ILAM.

**Keywords:** *Developing Tourism, Cultural Dimensions, ILAM Province*

### **INTRODUCTION**

Tourism is a French word. The word is derived from Tour, which in French Language means travel, tour and excursion. It is more than 200 years since the first book was written in the field of tourism by Thomas Nag net, as a tourism guidebook in 1778. Actually tourism industry should be relatively new phenomenon that began as early as the nineteenth century turns. World Tourism Organization, with the intention of leisure activities, entertainment, shopping and ... In less than a year of his life takes place outside the normal environment, tourism calls (Fazel and Hedayati, 2010). To create an integrated and sustainable development and alternative income sources instead of oil, we need to use all the features and capabilities. In this direction the development of tourism industry, the third largest economic phenomenon that economists dynamic and growing the automotive oil industry and is considered as an essential requirement to be the country (Madhosh and Naser, 2003). In between the cultural tourism in both tourist and research has attracted increasing attention. Wide range opportunities for cultural tourism, the cultural heritage of the past and present life style are included (Gnoth & Zins, 2013). History scrutiny tourism in Iran and world reveals close relationship between tourism with culture so that it seems that one of the primary goals of culture and cultural interactions and motivations of tourists throughout history (Kazemi and Kazemi, 2008). Richard (2002) considers that in the present, the bilateral relationship has been established between culture and tourism. Culture is considered vital resource tourism development and tourism is also an important contribution to the cultural development (Richards, 2002). Thus, given the importance of the issue tourism and cultural tourism in particular, this study examines the impact of cultural factors on tourism promotion and development deals.

### **Statement of the Problem**

Tourism is becoming one of the most important and influential part of economy in the world and rapidly expanding (UNWTO, 2009). Tourism include all the activity that tourist do during their travel like planning for trip, shifting between the origin and destination and stay (Ranjbrian & Zahady 1998). Tourism also is a mix activity and involves participation of various sectors of society. Therefore is affected by their action (Machintosh & Ritchie, 1995). In many country Tourism is their cultural identity

### **Review Article**

and the main sources of their income (Taghvaii *et al.*, 2010). tourist are attracted to destination that has many attractions such as shrine, scientific, cultural and historical, attraction and also diversify nature, recreational and residential facilities, communication facilities, and has variety of markets for shopping (Mafi & Saghaei, 2009). Cultural tourists like to learn about different areas of culture, and explore the cultural perspectives of the human population and its realization (Abraham *et al.*, 2010).

### **Culture as a Tourism Attraction**

For tourists, the desire to travel is the desire, to varying degrees, to experience something unfamiliar; foreign cultures and their manifestations thus serve as important attractions. Cultural tourism in particular is a search for and a celebration of that which is unique and beautiful, representing our most valued inheritance. Culture and cultural heritage are crucial to people's identity, self-respect, and dignity.

This applies to both affluent and poor societies. Tangible heritage may be an avenue through which the conscious tourist starts to grasp a basic understanding of the past and/or living culture, which has adapted to and influenced the environment the visitor, is trying to make intelligible. Provided these basic facts are understood and serve as guidelines for presentation and communication between tourists and the local population, cultural tourism has great potential to improve understanding and respect among different cultures, and in a long term perspective may be regarded as a tool for creating and preserving peace.

Cultural tourism has long existed, but recent demographic, social, and cultural changes in the main source countries have led to an increasing number of new niche markets in destination countries, including culture-oriented holidays (Endresen, 1999).

More and more visitors seek challenging, educational, and/or relatively unique experiences. These changes have led to increased popularity for tourism involving culture and nature as attractions. Moreover, cultural attractions tend to attract market segments with relatively high levels of education and income, which can lead to relatively high net benefits to destinations.

Cultural tourism was expected to grow at 10 to 15 percent per year. Various sites and countries are responding to the opportunity provided by this growth in demand.

Because of its Archaeological, diversifies culture and many tourist attraction, ILAM Province in IRAN, is considered to be one the most important provinces of the country for tourism. This province which is located in the west of IRAN, is mountainous and semi warm area, full of forest with beauty of nature, so that is been called bride's Zagros. Therefore the research question is how cultural factors of this province can affect and support tourism development in this area?

The purpose of this research is to assess the affect of cultural dimension on tourism development.

### **Research Purposes**

1. Assess the impact of language on strengthening and development of tourism.
2. Assess the impact of customs on strengthening and development of tourism.
3. Assess the impact of literature on strengthening and development of tourism.
4. Assess the impact of architecture on strengthening and development tourism.
5. Assess the impact of ethnic diversity on strengthening and developing tourism.
6. Assess the impact of religion on the strengthening and development of tourism.

### **Research Theoretical Framework**

This research intended to assess the impacts of cultural dimensions (Language, customs, Literature, architecture, ethnic diversity and religions) on tourism development and support in ILAM province. A researcher such as Arzni (2009) which discussed the relationship between these two variables emphasized that culture is an important factor in attracting foreign as well as domestic tourists and also a tool for encouraging investment. Also the investigation and study of Shams, Amin (2009) and Jahanian and his colleagues (2010) verify this relationship and also the important role of cultural factors in attracting tourists. The model in this study is adapted from that Shams and Amine, a study done in 2009.

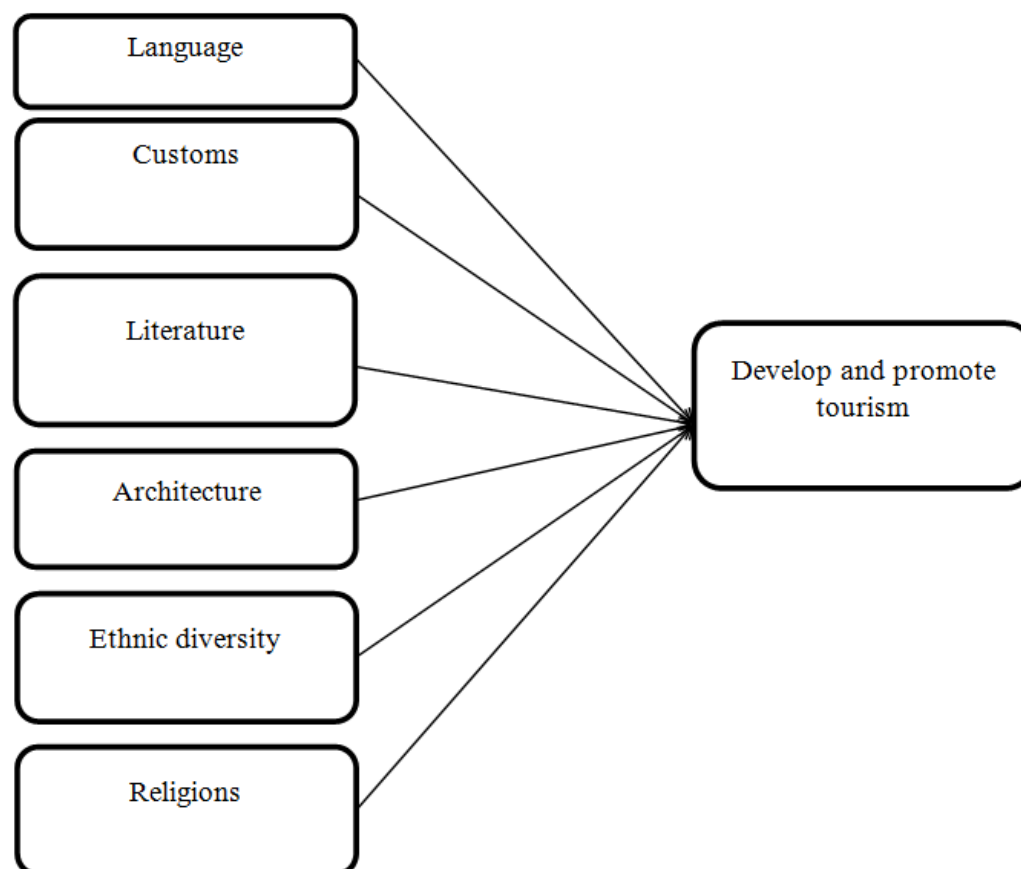
In this study, culture and its dimension are independent variable and the dependent variable is development of tourism. Culture includes everything that a person as a member of community gains. In other word all the habits and customs that a person learned through experience and tradition and all the crafts that are made and produced by the members of the group, and is reflected in the form of art and

### Review Article

science, also the value and belief of good or bad about everything that goes around us consider culture (Danesh, 2002). Tourism has relation with humans and their motives and desires, which derived from their culture. Therefore you can say that cultural diversity is linked to tourism development and a major driver for it (Zargham, 1996).

### Hypotheses

1. Language has an impact on the promotion and development of tourism.
2. Customs has an impact on the promotion and development of tourism.
3. Literature has an impact on the promotion and development of tourism.
4. Architecture has an impact on the promotion and development of tourism.
5. Ethnic diversity has an impact on the promotion and development of tourism.
6. Religion has an impact on the promotion and development of tourism.



**Figure 1: Conceptual model of research (Shams and Amin, 2008)**

### Literature Review

- 1) Uzama (2008) demonstrated by presenting a paper Includes the development of tourism in the development of every individual levels direct investments, the orientation of technological and structural change and institutional development. Tourists are consistent with the present and future needs (Uzama and Austin, 2008).
- 2) The aim of this paper is to analyze the relationship between tourism and culture and attractions and competitive places by Arzani (2009) been written Emphasized that culture is an important factor in attractions for foreign tourists and domestic tourists and encourage them to invest is considered (Arzeni, 2009).

### **Review Article**

3) Camille *et al.*, (1386) during a research review of the relation between tourism development and economic growth showed Tourism is today one of the largest economic sectors in many countries is considered. Iran's oil revenues are highly dependent on tourism, can be used as a way to liberation of dependency oil revenues and are out of the economic monoculture. It also showed that the causal relation between tourism and economic growth in Iran is a two-way causal relation between these two variables, there is a long-term equilibrium (Taipei *et al.*, 2007).

4) Ghanaian *et al.*, (1389) emphasized the relationship between culture components and tourism, showed that Iran, a country of diverse, plural and is composed of different ethnic groups and subcultures. Among them, the identity elements, religious, mind, common history and geography of the unit is very important. It is evident that Touring development in the form tourism, infrastructure establishment knowledge a common and the understanding among subcultures must be considered (Ghanaian *et al.*, 2010).

5) Gnoth, and Zins in their research "developing tourism Cultural Contact Scale" conceptualize 'interest in the other' as cultural tourism's focal issue. Using an involvement level taxonomy, this study stratifies cultural tourism and applies McKercher and DuCros (2002) cultural visitor categories to predict tourist activities. This exploratory study includes 250 tourists from 20 nationalities and focuses on visitor interest to engage with Maori culture in New Zealand. The results demonstrate qualitative trustworthiness and quantitative validity. Both Guttman (1944, 1950) scale qualities and the factor statistics indicate a successful development of a measurement instrument that bridges the emic/etic divide between cultures.

6) Ali Salem Hyasat in his study "Socio-cultural Impacts of Tourism on the Local Community in Petra, Jordan", aims at identifying and evaluating the perceptions and attitudes of the Petraians towards tourism in Jordan. The sample in this study was chosen randomly to be more representative of as many as possible of the aspects that needed to be explored in order to complement the work that has already been done in this particular area. Both descriptive and analytical data results were interpreted to attain the findings about the perceptions of the Petraians of the socio cultural impacts of tourism on their community. It was found that attitudes varied according to people's level of dependency on tourism and certain demographic variables. It was also found that less educated people have a more positive perception of tourism than those who are more highly educated. Data analysis supports the evidence that there are positive socio-cultural impacts of tourism on the Petraians. It can also be said that, benefits of tourism in Petra, far exceed its negative consequences.

7) Theano in his article addresses the ongoing need to assess the impact of tourism on local societies, in the context of contemporary tourism studies and social sciences.

It seeks to contribute to an understanding of local perceptions of socio-spatial transformation through processes of a "new cultural economy of space"—in cases where tourism constitutes the major agent of change. The case study in Crete explores the imprint of this new cultural economy of space on local societies, by laying out their understanding of such change through interviews with locals in the wider region of Hersonissos in northern Crete. Generally speaking, cultural and social roles, structures and values of the communities under study emerge from this empirical research as more resistant to change, whereas economic practices and lifestyles seem to be more susceptible to a transformation in favor of an urban, Western way of life.

8) Elena Spanou paper is based on evaluating tourism development in Cyprus, a European nation, and its impacts on the socio-cultural structure of the island. The principal concern of this research is aid in sustaining the resource base on which the tourism development in Cyprus depends on. The paper concludes that in spite of all the negative and positive impacts of tourism on Cyprus it is not yet clear whether the benefits outweigh the costs. The reason for this uncertainty is that most of the research is done on an estimate as there is no empirical data available as yet to support either side of the equation.

9) Bill and Carmen (1997), describes a framework which has been designed for a comparative study of the social impacts of tourism in destination communities along the eastern seaboard of Australia. As this part of Australia is experiencing the most rapid population growth and at the same time encompasses the focus of tourist activity in the country, it is expected that the tension between tourism and urban development demands will become more pronounced in the future. The framework is tested through an

### Review Article

application to a case study involving one of Australia's most well known seaside resorts, the Gold Coast. While the Gold Coast survey of resident reactions revealed some relationships between variations in perceptions of tourism's impacts and background characteristics such as involvement in tourism, residential proximity to tourist activity and period of residence, the most notable feature of resident reactions in this case is the generally positive view of tourism's role in the region. It is therefore concluded that the altruistic surplus phenomenon observed in urban planning research may apply to tourism. In the tourism context, the altruistic surplus concept suggests that individuals tolerate any downside effects of tourism they might experience personally because they recognize the broader community wide benefits of this activity. The Gold Coast study also suggests that, contrary to the Doxey scenario, residents in large scale mature tourist destinations do not become more antagonistic towards tourism.

### Statistical Population

Statistical population of this study is tourists, who are visiting ILAM province.

### Samples and Sampling Method

Sample a subset of the study statistical society that the researcher is able to generalize the results to the total statistical society. In other words, a limited number of sections of the statistical society express the main features of the community called (Azar and Momni, 2000).

All Examining	The required Questionnaire	Sent questionnaires	The returned Questionnaire
Indefinitely	384	390	390

### The Sample Size

Statistical Society	N	n
ILAM province tourists	Indefinitely	384

The sample size through Morgan table achieved 384, That 390 Questionnaire were distributed to increase the reliability of data.

### Method of Data Collection

Methods of data collection the field research of because in this method information with questionnaires will be a visiting researcher. Finally, the number of 390 questionnaires sent, 390 usable responses were analyzed based on the responses that are received.

### Tools for Data Collection

The instruments used in this study is a Questionnaire to collect the data, the questionnaire was distributed among employees.

### Questionnaire Validity

Direction determines the reliability and validity content validity method of the questionnaire used in this study.

### Questionnaire Reliability

In this study, Cornbrash's alpha was used to determine the reliability of the test. This purpose original sample consists of a pre-test questionnaire was 30 And then using the data obtained from the questionnaires and to statistical software SPSS with Cornbrash's alpha reliability coefficient was calculated

That for the total number questions 90.5%, respectively. These numbers indicates that the questionnaire in use, the reliability or of other words validity have necessary.

### Discussion and Conclusion

In relation to the first hypothesis, results of surveys conducted show that language has an impact on the promotion and development of tourism. Impact on tourism development languages 31.6 percent, and the direct effect (positive) comments. Also coefficient of determination between two variables, Tourism



### Review Article

Development Language 0.1 is This suggests that the language variable (independent variable) can Amount by 10 percent and boost tourism development (the dependent variable) is more a forecast.

In relation to Hypothesis 2, the results of investigations carried out show that the customs and festivals on the strengthening and development effect tourism is Intensity influence the development of tourism Customs and festivals 46.4 percent, this is the set direct effect, Also coefficient of determination between two variables, Tourism Development Customs and festivals 0.214 is This shows that variable Customs and festivals Amount 4/21 percent can be is more a forecast the development of tourism variable. The results of the studies were done relation to the third hypothesis shows. The literary and mythological figures on the promotion and development of tourism impact And highly variable impact on tourism development literature and iconic figures 42.1 percent, This was the direct effect Well as coefficient of determination between two variables legendary literary characters, and the development of tourism 0.177 is This indicates that the variable Literary and mythological characters amount of 17.7 percent can be variable to predict the development of tourism.

In relation to the fourth hypothesis, the results of investigations been done show that the architecture has impact on tourism development. Effect intensity tow variable the architecture of tourism development 9/27 per cent of this is a direct effect. Also coefficient of determination between two variables, Tourism Development and Architecture 0.177 to be that this shows that the variable architecture amount of 7.8 percent can be variable to predict the development of tourism. In relation to the fifth hypothesis, results of surveys been done shows that ethnic diversity has effect the development of tourism. Ethnic diversity variable intensity influence the development of tourism, 30.7 percent is, This was set direct effect, Also coefficient of determination between two variables, Tourism Development and ethnical diversity 94% to be This shows that Ethnic diversity variable amount of 4/9 percent can be variable to predict the development of tourism. In relation to the sixth hypothesis, results of surveys been done shows that variable Paths and religions is effect on tourism development. The effect intensity variable Paths and religions on the development of tourism is 54%.

This was set direct effect, Also coefficient of determination between two variables Paths and religions and Tourism Development, 292/0 to shows that this is the variable of Paths and religions to 2/29 percent can be variable to predict the development of tourism.

### Suggestions for Future Research

1. Appropriate to the circumstances of each chapter, a special program to attract tourists, especially foreign tourists, is prepared. For example, the Harvest Festival in the summer, skiing and winter recreation programs, horse racing, playing traditional local.
2. Before the celebration, a nationwide widespread propaganda in this regard will be done.
3. Recommended in each of the programs in accordance with the conditions of Chapter, traditional foods, seasonal fruit, local dances, costumes and ... Be exhibited.
4. Near the venue to celebrate, appropriately places to be allocated to the establishment of the tourists.
5. The researchers further recommend that a research on cultural factors do affect tourism.
6. Is suggested a research with Title economic growth impact of tourism ILAM province be done within a specified time period.
7. Research is suggested with Title impact of economic factors on tourist attraction in the province of ILAM province done.

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