

The Role of Cultural Geography in Promoting Tourism

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Abstract - The geography of tourism is a relatively recent idea, especially in relation to the term of geography, and it is characterized by complexity due to its linking of the two meanings of these words. As such, this study primary objective is to provide a comprehensive overview of cultural geography's function and standing. Tourism. To stand out in the global tourism industry, culture is becoming an increasingly vital component of the offering. Culture, tradition, manufacturing, and creativity can all benefit financially from increased tourism, making it a crucial tool in preserving and fostering these key aspects of society.

Keywords - Geography, Tourism, Cultural, Global Market

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INTRODUCTION

Geography is the scientific study of Earth's physical environment, including its various regions, their population, and natural phenomena. To "describe or write about the earth" is a literal translation. Geography was first used by Eratosthenes (276-194 BC). Geography focuses heavily on understanding how various processes, both natural and artificial, interact to shape the planet's landscapes. The focus here is on comprehending the circumstances under which distinct human & nonhuman actions occur, as well as the connections between them. There are three primary subfields in geography:

1. Human geography,
2. Physical geography
3. Regional geography.

Physical geography: It is a subfield of geography concerned with unraveling the mysteries of the Earth's lithosphere, hydrosphere, atmosphere, pedosphere, & distribution patterns of plants and animals across the planet (biosphere). Geographical perspective on humankind: As a subfield of geography, sociogeography examines the structural & institutional dynamics that give rise to contemporary social structures. It takes into account people, government, culture, society, & economics. **Geography of the Area:** It refers to the subfield of geography that investigates areas of varying sizes all over the planet. The focus is on figuring out what makes a certain area, made up of both natural & manmade features, special.

Tourism: What a person does when they leave their normal environment for an extended period of time but not with the intention of earning money from the location they are visiting (WTO). Visiting Different

Parts of the World: Travel & tourism are the focus of tourist geography, which examines these activities from both an economic & sociocultural perspective. It's the study of how people move through the world and how that alters the landscape. Several important ideas in the geography of tourism center on connections between people, their cultures, and the places they visit. The geography of tourism also considers the ways in which visitors move from source to destination countries. Economic & political variables can have a significant impact, especially on the direction of tourist flows, which have historically been from more developed to less developed countries.

SCOPE OF GEOGRAPHY

Geography is now recognized as a scientific discipline because of its ability to account for and explain the distribution of Earth's many physical and cultural aspects. Mountains, rivers, lakes, etc., change far more slowly than human-made structures, roads, and agriculture. You'll find that the variety and density of trees alter as you travel from one region to another. All of this is happening because of the feedback loop between our actions and the state of the world around us. These kinds of regularities are what geographers spend their time studying. The study of geography also includes an examination of how social, cultural, economic, & demographic elements contribute to the development of new or modified landscapes as a result of human activity. Human settlements, for instance, are examples of how people have reclaimed forested or otherwise unusable terrain. Just like in the past, reports, travel diaries, & gazetteers can be used to learn about a region's geography. With the use of Geographic Information

System (GIS) software, satellite photos can now be used to create accurate maps. Armed forces, environmental management, water resources, disaster management, meteorology, urban planning, & wide range of social sciences are just few of the many fields into which geography can be applied. The skills of a geographer can be put to employ in more mundane fields including tourism, property valuation, healthcare, and also more.

IMPORTANCE OF GEOGRAPHY IN TOURISM

As a phenomenon with a geographical basis, tourism necessitates an understanding of geography as a foundational discipline. Travel is an experience that occurs in time and space, that involves moving from one place to another, and that has a formative impact on not only the identities of the people who partake in it but also on the identities of the sites explored. The regulation of the growth of tourist hotspots requires careful attention to environmental implications & concerns, and physical geography is the foundation upon which these hotspots are constructed. What part do physical attributes play in the tourism industry?

- Rural tourism : Focused on countryside
- Urban tourism : Focused on town & cities
- Spa tourism : Travel for health & wellness
- Sport tourism: Focused on spectators travelling to sports events.
- Eco tourism : Based on nature
- Heritage tourism: Focused on heritage cities and Heritage buildings.

ISSUES & TERMINOLOGY OF CULTURE & CULTURAL TOURISM

The first step in defining cultural tourism is settling on a working definition of "culture." Our purpose is not to provide a comprehensive examination of this complex topic from a variety of perspectives, but rather to shed light on the issue & give readers a place to start their own investigations into cultural tourism.

Our primary motivation for using this approach is to properly honor an early academic who addressed the challenge of identifying cultural characteristics by proposing a technique that has since become standard fare for sociologists and anthropologists. Culture is defined by TYLOR (1871) as "that complicated system which encompasses knowledge, religion, arts, morality, legislation, traditions, and any other powers and consists by man as a part of society" (Tylor, 1871.) This seems like a very general framework, with plenty of room for branching out into related areas. Webster's New World Dictionary defines culture as "the distinguishing traits of a civilisation including its ideas, its artistic and material goods, and its social institutions," and we would like to include this perspective and definition in our examination of the meaning of culture. However, we feel the need to clarify that the definition of this somewhat nebulous phrase is the subject of heated and perhaps eternal

controversy. Historically, anthropology has held that cultures were unchanging entities with fixed boundaries & characteristics. Each culture's distinctiveness could be revealed through an examination of its specific rituals, beliefs, social mores, relationships, and other distinctive features.

However, new directions in cultural studies indicate that cultures are not static concepts. When different cultures aren't geologically isolated from one another, they have more opportunities to engage with one another. As a natural corollary, this movement would also significantly shape the emergence and growth of cultural tourism. Paraphrasing a more recent definition by HOFSTEDE (1997), we can say that culture is "the accumulated deposit of knowledge, experience, perceptions, principles, behaviors, interpretations, hierarchy, spirituality, concepts of time, roles, spatial relations, theories of the universe, and material items and possessions acquired by a group of people over the course of centuries across individual & group striving" (Hofstede, 1997).

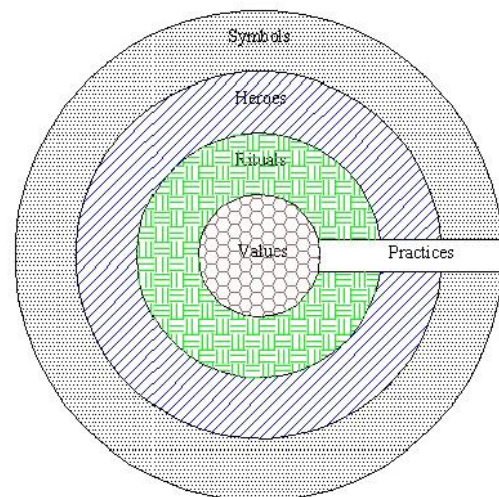


Figure 1: Different Depths of Cultural Manifestation (HOFSTEDE 1997)

According to HOFSTEDE (1997), the values (Figure 1.) at the center of a culture are also the bedrock upon which the allure of any specific travel destination is built. Those interested in visiting a particular culture for tourism purposes should familiarize themselves with its rituals, heroes, and symbols. Culture, as defined by the Roshan Cultural Heritage Institute, includes, but is not limited to, the various ways of life:

- Language is the most highly developed form of human expression & the earliest human institutions.
- The Arts & Sciences represent the pinnacle of the human creative spirit.
- Ideas: how people take in, analyze, and make sense of the world.
- Spirituality: values represented in speech & deeds that have been passed down from

generation to generation with the goal of promoting human flourishing.

- Social activity: the collective interests of a society as reflected in its many celebrations of life & occasions for public display.
- Interaction: the interpersonal dynamics between people, including the back-and-forth of socializing, negotiating, procedure, & customs.

We might conclude that culture is an integral aspect of the way of life that many people around the world have adopted. People can be identified as belonging to the same cultural group based on shared linguistic, behavioral, lifestyle, customary, hereditary, ideological, and technological norms and practices. Two groups come to mind when we consider cultural tourism: the tourists who are motivated to visit a new location because they want to learn about its culture, & host community that is prepared to welcome them. In light of the foregoing, it's worth noting that there are numerous meanings of "culture" and hence numerous ways in which "cultural tourism" might be defined.

The meaning of "cultural tourism"

Academics have argued for a long time over how to describe and construct cultural tourism because of its complexity (Michalkó, 2004; Richards, 2005; Shackelford, 2001). As among the most significant recent publications on cultural tourism puts it, "as an outcome, several concepts are being employed in research projects related to cultural tourism & field of cultural tourism." The 2005 report "Town Tourism & European Traditions"

From a more pragmatic perspective, we observe that the discourse on cultural tourism is incredibly difficult, which could lead to a misunderstanding of the term, and we can also highlight that, for instance, the statistical background & investigations of this discipline seems to become more and more difficult due to the aforementioned phenomena. McKercher (2002) provides the following definition in response to the question, "What is cultural tourism? Answering this question is more difficult than it seems since "there are practically as many descriptions of cultural tourism as there are cultural tourists." It was proposed by McCarter & Du Cros (2002)

The following is a reference taken from the Vocabulary of Travel, Tourism, & Hospitality Terms, 1996 edition: Culture-based tourism is defined as "leisure travel motivated by one or more elements of a specific area's culture." (Collected from the Dictionary of Travel, Tourism, & Hospitality Terms, 1996 edition) The International Council of Museums & Archives (ICOMOS) provided a comprehensive definition of cultural tourism in the 1990s, and it remains one of the best and most comprehensive definitions to this day. Cultural tourism is defined as "the practice of visiting and learning about the built, historic, archaeological, or other special cultural locations that exist from earlier

eras in order to get an understanding of the diverse ways of life of other people." Visitors on a cultural tour are more likely to be interested in learning about and appreciating the local culture than those on a typical vacation. Presented in April 1997, the ICOMOS Draft Charter for Cultural Tourism aims to establish guidelines for the industry. Although it may be a bit cumbersome to say out loud, we wholeheartedly endorse this phrase because it broadens the geographic reach of cultural tourism beyond merely the constructed environment typically associated with such trips.

The definition was first established in 1976 and has been refined and made more precise by the committee's work ever since. Travel with the primary purpose of learning about a place's history and cultural landmarks is known as "cultural tourism." To the extent that it aids in the preservation and protection of these latter factors for its own ends, it has a profoundly positive effect on them. The economic and social benefits to all parties involved more than make up for the efforts required of human society to preserve and protect these tourist attractions. ICOMOS's definition of cultural tourism from 1976

Some modern definitions emphasize the enriching experiences that travelers can have as a result of their journeys. The Australian Department of Tourism and Culture defines it as follows: Cultural tourism, as defined by the World Tourism Organization, "is tourism that emphasizes on a destination's culture, including the history, arts, cuisine, and traditions of the local people." According to the Office of National Tourism's "Fact Sheet No. 10 Cultural Tourism" (1997). According to the International Council on Museums and Archives (ICOMOS), "The term "culture tourism" refers to the trend of people traveling to new places in order to learn about and interact with the customs, traditions, & history of those places." From April 1997, a draft of the ICOMOS Charter for Cultural Tourism has been available.

Two further definitions are presented that center on the tourist's activities: The arts, social & natural heritage, and history can all be experienced together in a cultural tourism trip, making for a memorable and educational experience. The data was culled from the Cultural Tourism Industry Group's online hub (<http://www.culturaltourismvictoria.com.au/>).

Those who travel to a new place with the intention of gaining a deeper understanding of the culture there are considered "cultural tourists" by the Oxford Dictionary. In June of 1997, a report was released detailing the increase in cultural tourism in Victoria (Arts Industry Tourism Council).

Thus, some of the definitions aim to highlight the attractive features of this system, while others highlight the location or the activities, but happily, the

importance of the society is emphasized by nearly all of them.

However, cultural tourism is defined somewhat differently in other countries, such as Australia. For the purposes of this definition, cultural tourism is defined as "tourist destinations in Australia that offer one or more of the following cultural experiences: museums & art galleries, historical or heritage buildings, places, or monuments, art & craft workshops and studios, and performances (in theater, opera, ballet, classical & modern music). Historic & cultural Aboriginal locations." Tourists from around the world flock to Australia so that they can experience the country's storied cultural heritage, as documented in a 1998 research (Bureau of Tourism Research, "Cultural Tourism in Australia,").

The ATLAS Cultural Tourism Research Project was one of the largest and most prominent academic undertakings in the field of cultural tourism. Its primary goal was to create a transnational database that would allow researchers to examine cultural tourism in Europe from a comparative perspective (Bonink et al. 1994). For over 15 years, the ATLAS Cultural Tourism Research Program has surveyed tourists & researched the policies and businesses that support this rapidly expanding area of the global tourism industry.

TYPES OF CULTURAL TOURISM

In this analysis, we aim to present & emphasize the most crucial forms, or elements, of cultural tourism from a thematic vantage point, organized according to the tenets of the favored activity. Our categorization scheme for cultural tourism looks like this:

Heritage tourism

One of the most prominent cultural tourism trends nowadays is heritage tourism, which can take many of the forms described in the table above. To paraphrase the United Nations' Universal Declaration on the Protection of Intangible Cultural Heritage, "The preservation of cultural heritage as an expression of living culture is important to the development of societies & establishment of peace because it employs an integrative, interdisciplinary strategy that bridges the gap among nature & culture, between the past & present, between the monument and the moving heritages, and among intangible & tangible. The wealth and originality that come from the many different ways in which cultural traditions have developed over time makes them all equally important to the preservation of cultural diversity.

In light of the foregoing, and in keeping with the Heritage Tourism Program's definition provided by the National Trust for Historic Preservation, we would assert that heritage tourism is a significant subset of culture tourism focused on visiting & participating in sites and undertaking activities that faithfully represent the historical, cultural, & natural assets of a specific

region. UNESCO distinguishes between monumental, mobile, intangible, and world heritage as a means of organizing the many forms of cultural property seen by tourists. Material (built heritage, structural sites, world heritage sites, national & historical monuments) & immaterial (literature, arts, folklore) and cultural sites like art galleries, libraries, repositories, cinemas, & memories connected to historical persons are two broad categories to consider when thinking about the many different kinds of heritage & heritage tourism.

We also agree with the categorization & classification of heritage as stated by Timothy & Boyd (2003): "tangible immovable resources (such buildings, rivers, & natural regions) and tangible mobility resources (like artifacts & furniture) are two types of legacy. Even though legacy tourism has only been around since the 1970s, it has ancient origins in the cultural tourism industry. The demand for it has been steadily rising throughout the 1990s, but has exploded in the 21st century due to changes in vacationing habits.

Naturally, the essence of heritage tourism is legacy, understood to be something of cultural significance from the past that should be preserved for future generations. Heritage can be broken down into two distinct categories: natural and cultural. Heritage tourism is best defined as a specific type of heritage-based tourism in which, on the side, heritage is at the heart of the tourism product and, heritage provides the primary impetus for the visitor. Recent patterns in legacy tourism development have been proven to be attributable to a number of societal issues & tourism business trends:

There has been a rise in the personal and societal worth and support of heritage & heritage tourism since the latter half of the 20th century; the media plays an increasingly prominent role in promoting heritage sites; the necessity for cultural (heritage) travel has arisen as the population's education level has risen; heritages have become a product consumable by tourists thanks to the tourism industry's intermediary function; & media plays an increasingly prominent role in introducing them. (Berki, 2004)

New tendencies in heritage tourism have also evolved at the end of the twentieth & beginning of the twenty-first century. Traditional cultural attractions (including museums) had to reevaluate their original purpose as a result of the considerable changes that have occurred in the sectors of historical attractions & increased demand for complex tourism products. "(Richards, 2001)

Trends in contemporary heritage tourism can be broken down into the following categories:

- The majority of tourists have college degrees;
- Individually, the expenditures of these tourists are more than usual;

- Most visitors are from metropolitan regions & more advanced "western world."
- There are a lot of children middle-aged people among them.
- The average length of a historical tourism trip is shorter than that of other types of tourism, & average number of trips taken by a heritage tourism visitor is higher. (Berki, 2004)

World heritage

The General Conference of UNESCO adopted the Convention Relating to The protection of the World Cultural & Natural Heritage during its 17th session in Paris on 16 November 1972, establishing world heritage sites.

CULTURAL TOURISM'S IMPACT ON THE GLOBAL TOURISM MARKETING

The supply & demand side of the tourism industry in the twenty-first century forms an organic and interconnected system characterized by substantial changes in time and geography, as well as in terms of quantitative and qualitative elements or components. International and local tourism trends will include more and more unexplored places and tourism products, and only those that can maintain an ever-rising quality standard will succeed as destinations or actors.

According to RICHARDS (2009), "The grouping of these two industries into "cultural tourism" has emerged as a promising strategy for economic growth in countries and regions all over the globe, especially as this century draws to a close."

We must emphasize the role of the 3S (or 4S as sun, sand, sea, & sex) in mass tourism will still be (very) dominating, but it is clear that tourists are becoming increasingly interested in cultural activities as a result of recent shifts in tourism fashion. However, a new generation of tourists driven primarily by sport, spectacle, and satisfaction has emerged in recent years and is changing the face of the tourism industry. "(Csapó&Matesz, 2007)" We also need to underline that shopping is a major reason why tourists travel.

Some aspects of cultural tourism is summarized in the following table

Positive effects	Negative effects
<ul style="list-style-type: none"> • The development of the regional culture • Protection of the natural habitat • The accentuation of tourism regions • Strengthening of the local traditions and culture • Less seasonal, can extend the tourism season • Can be an important form of sustainable tourism 	<ul style="list-style-type: none"> • Culture become commercialised • Destruction of the environment • Investments in tourism that act against the state of the environment • Architecture not characteristic to the local customs • Carrying capacity problems • Cultural tourism has only a dependent role (need for package) • Conflict source



Figure 2: The logo of the UNESCO's World Heritage Sites

The convention recognized "that the ecological & cultural heritages are increasingly at risk of destruction, and that The fact that "this threat is worsened not just by the typical determinants of degradation but also by changing social & economic conditions" was crucial in the end was also a factor.

There are now 936 cultural & natural heritage sites on the World Heritage List, all of which were designated as having outstanding universal significance by the World Heritage Committee after that 1972 decision. There were a total of 725 cultural properties, 183 natural properties, & 28 mixed properties in 153 States Parties as of 2011.

CONCLUSION

Cultural tourism & cultural tourism product, is a highly nuanced & dynamic subset of the tourism business. Since the demand for cultural travel is expected to rapidly increase in the future in response to the shifting recreational priorities of tourists & visitors, its current and future positions are likely to strengthen as a result (Furthermore, when we think about the emerging export markets). Mass tourism in its traditional form will never lose much of its popularity, but more and more travelers are interested in experiencing the culture of less-visited places. As part of any thorough examination of a tourism offering, we must take into account not only the benefits but also the costs that the industry brings.

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