

The Cultural Tourism And Its Requirements

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Abstract:

At the present time, Tourism is in actual fact considered one of the basic elements on which the economy of many countries in the world is based, as it has become a key factor to bring hard currency, which is reflected on the individual income and the national income of the country, particularly in case of combining efforts and providing appropriate conditions together with material and human capabilities that can qualify tourist sites and places that serve tourism, in respect such as museums, monuments, parks and the like. Besides, the multiplicity of tourist concepts and terms has given us a variety of tourism, including cultural tourism, mountain tourism, religious tourism, scientific tourism and others.

Keywords: Tourism; Culture; Archaeological sites; Museums; Parks.

Introduction:

Definitely, the national security of any homeland stands for one of the basics that nations and countries strive to attain in order to be able to live in peace in this life, the fact of which is only possible with the presence of a strong and solid economy based on a set of components, owing to which it is possible to create wealth and give a strong boost to the

economy. Besides, among these components we find opening the field of investment in cultural tourism, which is an important resource in bringing hard currency, the fact of which can only be attained by providing appropriate conditions together with the material and human capabilities through the rehabilitation of archaeological sites and tourist places that have a big role in this area, in respect such as museums, monuments, parks, mineral baths and the like.

More to the point, we will try through this research paper to talk about cultural tourism, based on the answer to the following problems:

- What is meant by cultural tourism?
- What are the mechanisms embodying that on the ground?

This objective shall be attained by focusing on important factors that help to activate cultural tourism in any country of the world.

1. General concepts:

1.1. Tourism:

Linguistic-wise, tourism is the movement from one country to another in order to hike or explore and discover (Ibrahim, 1425 H –2001, p. 467); likewise, it was said that it represents the movement of individuals or groups from one place to another for the purpose of entertainment, education or treatment, as per stated through the dictionary of “Al Maany” (*Meanings*).

From a socio-civilized perspective, tourism is a dynamic movement related to the cultural and civilized aspects of man; that is to say, it stands for a civilized message and a bridge for communication between cultures and human knowledge of nations and peoples; likewise, it represents a natural outcome of the development of tourist communities and the rise in the

standard of living of the individual (El Daby, 2019, pp. 21-22). More to the point, tourism does not have only one definition as it has different types and the definition of each type depends on the purpose for which it is based; subsequently, we find it diverse, including religious, therapeutic, sports, cultural tourism.

On the other hand, the act of tourism is achieved by the temporary relocation of individuals and groups to areas outside their original places of residence and outside their usual environment, whether inside or outside the homeland, provided that the period of movement does not exceed one year continuously and exceeds the estimated duration of the excursion by one day, i.e. 42 hours (Cheikha, DT, p. 4).

The German researcher Jean-Pierre Fridler defines culture as a phenomenon of our time that stems from the increasing need for comfort, the change of air, the sense of the beauty of nature, the feeling of joy and pleasure from living in areas that have their own nature and the growth of contacts, in particular between different peoples of human groups, contacts that were the fruit of the expansion of trade and industry (Djamil , 2009-2010, p. 51).

1.2. **Culture:**

Linguistic-wise, culture is the sciences, knowledge and arts in which dexterity is required (Ibrahim, 1425 H –2001, p. 98). In general, the concept of culture is considered to be the result of the diverse knowledge that a person obtains through various stages of his education and learning, namely, the experience he gained through the interaction between him and the surrounding environment, specifically, it symbolizes that complex thorny total fabric in which ideas, beliefs, trends, values, customs, traditions and behaviour patterns overlap (AlChaalali, 2018, p. 155).

Additionally, culture is all that enlightens the mind, cultivates taste, develops the ability of criticism and judgment of the individual or in society, and also includes the knowledge, beliefs, art and morals that the individual contributes to his society (AlChaalali, 2018, p. 156).

Unquestionably, there are several definitions of culture in a way that is difficult to be limited, but there are two trends in the definition of culture, according to researchers, seeing that the first trend considers culture as consisting of values, beliefs, standards, symbols, ideologies and other mental products, whilst the second one connects culture with the overall lifestyle of a society, the relationships that connect its members and the orientations of these individuals in their lives (A collection , 1997, p. 10).

1.3. **Cultural tourism:**

Definitely, cultural tourism refers to any entertainment for oneself, the main purpose of which is to search for knowledge and learning to increase the knowledge balance by discovering an urban heritage, similar to archaeological sites, historical and religious monuments, or a spiritual heritage similar to traditions and customs (Ryani, 2023, p. 169).

Moreover, cultural tourism can be defined as that type of tourism that aims to introduce its local and foreign pioneers to the tangible and intangible heritage, and stands alike for the cultural and civilizational achievement of a people by turning it into a product that can be promoted and marketed like any other product. Nonetheless, cultural tourism is not limited to historical heritage only, but comprises all modern cultural components, including conferences, scientific seminars, cultural meetings, craft and industrial exhibitions, and various contributions related to cultural tourism activity (Ryani, 2023, p. 169).

As regards the legal definition of cultural tourists, they are every recreational activity in which the motive is the search for knowledge and emotions through the discovery of a heritage, in respect such as cities, historical monuments, parks and religious buildings, or a spiritual heritage, such as traditional concerts, national and local traditions (Djamil , 2009-2010, p. 108).

Nevertheless, the World Tourism Organization provides definition thereto as movements of people motivated by cultural motives, such as studies, art courses, trips to participate in cultural events and visit monuments and archaeological sites (Djamil , 2009-2010, p. 108).

2. Features of cultural tourism:

Cultural tourism has a number of advantages, as per listed hereunder (Thamer , 2020, p. 20):

- Attracting large numbers of tourists;
- Contributing to the growth of economic and social development;
- Promoting and reviving of heritage for preservation;
- Reconciling the tourist's wishes and sharpening his interest in the discovery of heritage that contributes to the development of economic and social structures and institutions.

3. Importance of cultural tourism:

Indeed, the importance of cultural tourism lies in the fact of being considered a source of attraction for tourists, which has a positive reflection on any country that cares about this aspect, allowing to develop the economy and serve its artistic, religious and cultural heritage, all the way through preserving the civilizational and cultural heritage of the country through the preparation of plans and programs for the

development of cultural tourism together with the participation of community members.

Naturally, the good reception of tourists by local citizens will help them and make them feel warm and facilitate ways of communication between them, the fact of which will give a positive impression that will leave a good image in their minds that will encourage them in the future to re-visit the region, as this will make them promoters of tourism to this country or region without costs.

Furthermore, cultural tourism allows an individual to possess tourist abilities and knowledge that will benefit him in the future if he exercises the role of a tourist guide (Cheikha, DT, p. 9).

4. Requirements for the success of cultural tourism:

Undoubtedly, the success of any business depends on providing a set of factors that will contribute to its development, the fact of which applies to cultural tourism, whereat we believe that the success of the cultural tourism sector must create an appropriate environment for this business to succeed, among these factors and requirements, as per mentioned hereinafter:

4.1. Rehabilitation of archaeological sites and areas:

Indeed, taking care and rehabilitation of archaeological sites in any country is one of the important gains that contribute to the service of cultural tourism and the advancement of the tourist aspect, because archaeological sites are considered as a capital for tourism; in virtue of which, they urgently need significant material support from the public and private sectors until the spirit of these sites is restored, the fact of which can only be attained through establishing centres for the management of archaeological tourism with the aim to manage the same with all guarantees

ensuring protection, maintenance, rehabilitation and marketing (Souad , 2020, pp. 462-463).

In addition, it is alike necessary to endeavour guarding these archaeological sites and areas by providing security agents who will ensure their protection in such a way not to be exposed to theft, vandalism and robbery, because many visitors do not understand the value of these antiquities on the one hand, and how to deal with them on the other hand.

Most importantly, the custodians of these archaeological sites must facilitate tourist services by placing sufficient guidance boards to guide tourists with the aim to facilitate their movement and displacements within these sites in smooth ways; in addition to facilitating their monitoring and control without disturbance. As regards the cleanliness of archaeological sites, this is a very important issue that should be identified and followed up periodically. In this respect, to facilitate the task, trash baskets should be placed throughout the site so that visitors can put their garbage in its designated places and maintain cleanliness and the general view of the site.

4.2. **Development of infrastructures:**

For the success of any tourism business, it is indispensable to provide the necessary capabilities thereto, under forms of infrastructures and public facilities that attract tourists, take care of their comfort, and facilitate their freedom of movement, in respect such as providing a diverse and developed transportation network with linking the same to the tourist places visited by tourists, as well as linking tourist sites with the different telephone network in such a manner that people can communicate with their corner and check on them in good conditions, providing health services near tourist sites; in addition, providing banks and ATM offices near or

inside these places visited by tourists to facilitate their transactions finance, and other means of accommodation (Herairia, 2019, p. 53), the fact of which would increase the tourist demand for tourist areas whenever the conditions of comfort are available.

4.3. Qualification of the human element:

For sure, the endeavour to ensure the formation and awareness-raising of workers in the field of tourism activity, who have direct contact with tourists, is of great importance, particularly in terms of honesty and commitment in dealing with them, with regards to transport, as well as the owners of allocated places for rest, hotels and apartments for rent (Sedira, 2019, p. 209).

As for the educational level, workers in this field should master the languages of scientific communication with the intention that it will be easier for them to communicate with foreign tourists, or provide translators to hire them to be a link between tourists and guides.

4.4. Accompaniment of cultural institutions for cultural tourism:

If truth be told, cultural institutions are amongst the places that tourists visit during their visit to an area, hence those in charge of such cultural institutions should walk in the service of cultural tourism by providing a range of services working for the convenience of tourists, for instance:

- Extending the daily working hours and opening them during the weekends;
- Providing places of rest within these institutions, in such respect as restaurant and cafe;
- Providing halls for ablution and prayer;
- Setting up direction and guidance panels;
- Providing documentary tapes for acquisitions inside the halls that need this property.

For instance, museums have a reciprocal relationship with tourism, whereat tourism plays a prominent role in activating museums and increasing the number of their visitors and accordingly increasing their income from hard currency. Above and beyond, museums are an essential pillar for activating cultural tourism; since they are one of the popular options for tourists, for the reason that these museums provide opportunities to gain experience and culture around the destination, as they reduce the culture of a society (Fatimi, 2019, p. 222)

4.5. Exploitation of manifestations and events to serve cultural tourism:

In reality, religious and national manifestations and events are an appropriate space to promote cultural tourism, by linking them with travelling exhibitions held by cultural institutions to introduce the cultural and civilizational components of a country.

Festivals, for example, are one of these events, as they aim to highlight the heritage aspect of any region, represented by traditional crafts, handicrafts and national creations in this field, in addition to spreading the national culture, displaying ancient professions and instilling the folk heritage in the souls of new generations, together with encouraging them to know their cultures and ancient heritage, which is the basis of civilizational progress (Souad , 2020, p. 443). Consequently, in order for these festivals to be in the service of cultural tourism, they should be linked to a set of cultural activities such as holding conferences, seminars and scientific lectures known as heritage culture and how to ensure taking care of, maintaining and developing the same.

4.6. Exploitation of media and communication to promote cultural tourism:

Nowadays, the media has become a great weight in spreading information around the world very quickly. Besides, in order to have the ability to market and develop tourism, media and communication of various kinds should be used to promote cultural tourism by allocating programs, pages and social networking sites to introduce archaeological sites and monuments, and all they have of the components and spaces that make them a kiss for tourist destinations, as well as the services provided to them.

Likewise, the media of various kinds is a key link for the crystallisation of revelation on the subject of cultural tourism and its development; however, this requires concerted efforts, starting from education, up to the mass media, so as to finally attain the desired goals and objectives and achieve the means of guidance and tourist awareness (Mesbahi , 2019, p. 172).

Conclusion:

In conclusion, it can be said that the work on the success of Tourism Culture in any country in the world needs to combine efforts at various levels and directions, and create a suitable environment that helps in the service of tourism work by providing the material and human resources that this work needs to rehabilitate cultural institutions, sites, archaeological monuments, reserves and natural reserves with all the necessities that contribute to the comfort and service of people involved in this tourist activity.

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