

The Role of Culture in Promoting A Globalized And Harmonized World Through Tourism.

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Culture is one of the key tools that promote Tourism. For culture to maintain its value, various actors like the United Nations and its sub Organization, governments, tourist and non-state organizations all have specific roles to play. This paper will define cultural diplomacy tourism and it will further explain the roles of the above mentioned organizations towards maintaining cultural heritage and creating culture sites that can attract the world and tourist to the host country so as to enhance a globalized world. Culture for tourism is one of the reasons for world peace because through this, people get to understand each other's cultural values, principles and norms, laws, arts and everything that defines people's identity. Let's start by defining cultural diplomacy and tourism.

This research is derived from Milton Cumming's definition of Cultural Diplomacy which states that "cultural diplomacy is the exchange of ideas, values and information with the ultimate goal of promoting mutual understanding". Cumming's definition thus includes cultural relations for intercultural exchanges through the movement and understanding of people which is the main objective for this paper. Anthropologists say culture is the beliefs, practices, values, ideas, technologies, economies and cognitive organization of a particular people because others identify them for this. UNESCO declaration says culture is the set of distinctive spiritual, material, intellectual and emotional features of society in addition to arts and literature, lifestyle, value system, tradition and beliefs. Culture is expressed through artistic works like poems, novel, crafts, music, painting, films, drawings, pottery, mental works and environmental structures. Culture is also exposed through house ware structures and dressing styles. Cultural items are exposed in wide touristic areas or confide areas like museums, churches and historic houses to attract visitors from home and abroad. Tourism on the other hand can be defined as the movement of people from their hometown to other places to appreciate cultural and socio-political structures, for pleasure, fun and exchanges through dialogues. UNWTO defines Tourism as; the activities of persons travelling to and staying in places outside their usual environment for some time for leisure, business, exchanges and other purposes", which usually includes admiration of cultural aspects. A universal characteristic of Tourism is that the touristic sites express the cultural environment, political, social, and religious values of their people, cities and countries, and Chan nick emphasis on the importance of cross cultural dialogues during exchanges, seeking common grounds between all actors involved.. Tourism through its ability to cross boundaries creates lasting relationships between people from different backgrounds and opposite beliefs. It can be noted that cultural relationships are the best ways to wipe out hatred, arrogance, mistrust and promote understanding and tolerance. The discussion on this paper will be based on the overview of international policies on culture to promote tourism, the contribution of international bodied, non-states (NGOs) as actors who promote culture. United Nations Organizations, world governments, non-state organizations, tourist and touristic site owners all contribute to encourage good cultural diplomacy that will promote tourism and thus harmonize the world. Policies on cultural exchanges in international organizations help people move from place to place with for different aims.

It is important to note that the cultural ties between nations can grow naturally through tourism , exchange of artworks, migration, book circulation, and media but cultural diplomacy will therefore mean the "the government's policy on cultural aspects. But can the governments have the sole responsibility to impose policies on culture and tourism? The answer is no because the governments have to work with other governments and international bodies to facilitate exchange programs, international tournaments, tours and festivals.

THE ROLE OF THE UNITED NATIONS ON FOSTERING CULTURAL TIES THAT PROMOTES TOURISM FOR A HARMONISED WORLD.

The theory of Liberalism: Liberals see International Relations as cooperation. They believe that international institutes play a vital role in cooperation among states. With such ties states have the opportunity to reduce conflict. Liberalism school of thought also argues that international cultural diplomacy can be a very effective way to get states interact without violence and honestly seek solutions to their problems. It is in line with the theory of Liberalism that the United Nations through Conferences, seminars and workshops work together with governments, international and local non-state organizations and institutions to encourage opportunities of cultural tourism as a generator for educational, business, religious socio-political and economic exchanges. An example of such conferences includes The Siem Reap Conference on Tourism and Culture-Building a New Partnership Model from February 4th to 5th 2015. In this Conference culture and tourism ministers all over the world reaffirmed their commitment to build new partnership models between their countries in cultural heritage sectors so that they can attract tourists. They also resolved to use culture as a fundamental tool for cooperation with developing countries and recovery areas of crisis. They talked of working together towards greater integration of culture and tourism into post 2015 world development agenda. They planned on ensuring that tourism activities contribute to increase public and world awareness and support for the protection and conservation of world cultural heritages in particular by communicating heritage characteristics and values through the tourism experience chain. They decided to link people and foster world sustainable development through cultural routes by building international and regional networks across culture and tourism government agencies and within other relevant government areas as foreign affairs, transportation, and interior or immigration departments. Through United Nations policies regarding culture for tourism, the world has been unblocked. Travelers of all cultures, interest and ages are been invited to other countries to see, feel, touch, and embrace new places, new people, new understanding and hence the creation of global connectivity.

THE ROLE OF STATE GOVERNMENTS IN PROMOTING CULTURAL TOURISM.

While some governments will use the theory of Liberalism to promote culture as a tool for tourism, other governments base their minds on the theory of realism (international relation theories). Realism argues that human beings are necessarily evil, self-interested and egoistical. In addition realists do not agree that there can be progress in international relations. Realists like Thucydides and Hobbes have a central preoccupation which is “power politics” dominate the international arena. They do not recognize the role of non-governmental organization in international politics. Unfortunately for realists governments, both liberalist and realist governments have the obligation to maintain and preciously preserve Historic sites, cultural heritages, artifacts, national archives which defines the country or regional area, art and craft works in museums and other cultural centers so that they can advertise to the world to attract tourists. Governments promote culture as a national priority with much potential for example it exposes their countries to the world. Governments have the following role to play:

- They have to provide financial aid to actors involved in culture and tourism for example the ministries of tourism and culture, private and public institutions like museums and touristic sites, so that they can maintain and preserve these places well.
- Governments have to build beautiful infrastructure for culture sites, if they want tourism to thrive in their countries.
- They have to relax policies on visa and taxes to attract educative, business and political tourism and encourage investment of tourists on cultural sites.
- It's an obligation for governments to build good roads leading to cultural heritage sites, so as to ease the movement of tourists if not the tourists cannot go to these sites, hence they cannot discover the country's values.
- They also have to build communications' infrastructures to permit advertise their cultural and touristic sites on internet (social media), through telephone calls, emails, and also ease communication between guards and tourists for example translation gargets in case of language problems. All these will permit good transmission of knowledge about countries involved.
- Governments need to create political stability all of which creates a country's cultural values which tourists are more likely want to visit and learn their secret of stability.
- By touristic sites, government have to encourage both private and public shops to sell artifacts and items that showcase the values, culture and beauty of country and which can also act like good memory items for the country. Through these items a lot of intercultural exchanges can happen.
- Government has the obligation to also ensure the conservation of culture resources to ensure sustainability.

- They also have to spend money on research and technical expertise. That is finance research to get more information about cultural resources especially in large countries and seek technical expertise on how to collect these resources and display them in valuable ways.

THE ROLE OF NON-GOVERNMENTAL ORGANISATIONS IN PROMOTING CULTURE FOR TOURISM.

Non-Governmental Organization play very vital roles in blending culture and tourism together to create a harmonized world because they can influence negative and positive norms, principles and values in different countries. There is a growing number of NGOs around the world who are involved in advocating and promoting culture, social, political, financial and touristic policies in countries. We are interested in NGOs that preserve cultural heritage through preserving local languages, promote the creative of art work or giving financial aid to artists, by also promoting visual and performing heritage education through school clubs, festivals and cultural competitions.

-They can also help publish interesting books in literature, about the country they collect and place artifacts, literally works, dance, songs in attractive places to form a touristic side like community museums.

-They also organize dancing and traditional groups, sponsor their practice sessions and other activities so they can use them during cultural exchanges on touristic visits. Through these dance groups, literature, artifacts, NGOs showcase culture of host country to tourists and if the tourists are interested, they can buy and even invite the artists to their different countries for business or performances, thus the creation of harmonized world. For example in Africa, Europe, Asia and America NGOs like Europe Cultural Touristic Network (ECTN), Asian Center For Intangible Cultural Studies (ACICS), Arterial Network, Center For American Heritage Development In Africa (AFRICOM), COMPAS, International Council of African Museums, are involved in cultural exchange networks.

- They provide opportunities for artists from different countries to get information and experience sharing, technical support and resource mobilization.

- They organize annual international cultural conferences, seminars, festivals, workshops, guided tours to provide great opportunities for partnerships between countries.

-It is also important to note that NGOs are able to promote exchanges and partnership between countries because of technology tools like phones, emails, laptops, and social media. These technology enables them to access new knowledge and approaches to cultural and tourists norms, principle, and techniques on preservation. They can also use them to share information between on intangible cultural heritage within countries and beyond. Usually NGOs work according to international policies from United Nations Organizations.

TOURISTS ROLE IN PROMOTING CULTURE FOR A HARMONISED WORLD

During touristic tours, tourists are more interested in cultural aspects and sites of the host country or region that is why in recent years there has been a rise to cultural heritage destinations. Tourists' impressions while visiting these areas play a big role in promoting culture. If their reactions are positive because they are satisfied, they advertise to others through pictures, TV shows, social media chats and attract more tourists thus bringing many people from all parts of the world to a particular place at the same time. Thus, also increasing the economic income of the host country. If their reactions are negative, then it may call for the need of some adjustments to be made through their suggestions or financial aid. Usually positive impressions produce a lot of positive reaction due to touristic satisfaction towards tour attraction, heritage attraction and maintenance. During tour attraction, a lot is been discussed that can lead to historical exchange conferences, cultural exchanges, intercultural artifact exhibitions, projects, partnerships and government exchanges.

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