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IMPACTS OF CULTURAL TOURISM IN PAKISTAN

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Abstract:

The aim of this study is to find out the culture tourism positive and negative impacts in Pakistan, and how to overcome these negative impacts and promoting the positive impacts, and whose policies are adopts that are these best managed. Cultural tourism is the act of travelers visiting particular destinations in order to experience and learn about a particular culture. This can include many activities such as; attending events and festivals, visiting museums and tasting the food and drinks. The research will be descriptive in nature qualitative technique would be applied in this study. The methods of data collection would be archival research mainly primary documents and secondary document. Due to this situation negative impacts emerged hybrid culture and Acculturation affects .and Positive impacts improvements the local communities, economic condition, social conditions and developed cultural understanding.

Introduction:

Cultural tourism is one of the largest global tourism markets. Cultural tourism can also be an unintentional part of the tourism experience, whereby cultural immersion (with the local people, their language, customs, cuisine etc) is an inevitable part of a person's holiday. It has been suggested that tourism is the ideal arena in which to investigate the nature of cultural production. Zadel, Z.,& Bogdan,s.2013 says that economic impact of cultural tourism and some main factors

which directly affect cultural tourism revenues. Archer, B., Cooper, C & Ruhanen, L. 2005 studied the positive and negative impacts of cultural tourism. Sinclair-Maragh, G., & Gursoy, D. 2015 described the positive and negative impacts of tourism influence residents support. Dogan, H. Z. 1989 described sociocultural impacts of cultural tourism. Sandeep, K., & Vioned, K. 2014 described socio-cultural impacts of tourism. Aman J., Abbas, J., Mahmood, S., Nurunnabi, M., & Bano, S. (2019), studied have sought to understand the role of Islamic religiosity on the perceived socio-cultural impacts of sustainable tourism development in Pakistan.. Cultural Tourism provides endless opportunities to learn about the way other people live, about their society and their traditions. The World Tourism Organization (WTO) (1985) broadly define cultural tourism as the movements of persons who satisfy the human need for diversity, tending to raise the cultural level of the individual and giving rise to new knowledge, experience and encounters. Due to cultural tourism Positive and negative impacts emerged, although these impacts cannot prevent but minimize these impacts. of culture tourism in Pakistan. The aim of this study is to find out the culture tourism positive and negative impacts in Pakistan, and how these are best managed. The research will be descriptive in nature qualitative technique would be applied in this study. The methods of data collection would be archival research mainly primary documents and secondary document. In Pakistan, cultural tourism is a growing industry. The country is geographically and ethnically diverse, and has a number of historical and cultural heritage sites. cultural tourism is a big business but positive and negative impacts creates, because do not prevent these impacts but mitigate these impacts due to careful planning and managing and try to overcome this situation if governments applied such careful policies.

What is culture?

Culture is the characteristics and knowledge of a particular group of people, encompassing language, religion, cuisine, social habits, music and arts. The word "culture" derives from a French term, which in turn derives from the Latin "colere," which means to tend to the earth and grow, or cultivation and nurture. "It shares its etymology with a number of other words related to actively fostering growth," De Rossi said. "Western culture" has come to define the culture of European countries as well as those that have been heavily influenced by European immigration, such as the United States, according to Khan University. Western culture has its roots in the Classical Period of the Greco-Roman era and the rise of Christianity in the 14th century Eastern culture generally refers to the societal norms of countries in Far East Asia (including China, Japan, Vietnam, North Korea and South Korea) and the Indian subcontinent. Like the West, Eastern culture was heavily influenced by religion during its early development, but it was also heavily influenced by the growth and harvesting of rice, according to the book "Pathways to Asian Civilizations: Tracing the Origins and Spread of Rice and Rice Cultures" by Dorian Q. Fuller. In general, in Eastern culture there is less of a distinction between secular society and religious philosophy than there is in the West. Many of the Spanish-speaking nations are considered part of the Latin culture, middle east culture and african culture

What is tourism?

the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services. As such, tourism is a product of modern social arrangements, beginning in western Europe in the 17th century, although it has antecedents in Classical antiquity (according to John K Walton)

Culture and Tourism:

Tourism and culture the convergence between tourism and culture, and the increasing interest of visitors in cultural experiences, bring unique opportunities but also complex challenges for the tourism sector

“Tourism policies and activities should be conducted with respect for the artistic, archaeological and cultural heritage, which they should protect and pass on to future generations; particular care should be devoted to preserving monuments, worship sites, archaeological and historic sites as well as upgrading museums which must be widely open and accessible to tourism visits” (UNWTO Framework Convention on Tourism Ethics According to the definition adopted by the UNWTO General Assembly, at its 22nd session (2017), Cultural Tourism implies “A type of tourism activity in which the visitor’s essential motivation is to learn, discover, experience and consume the tangible and intangible cultural attractions/products in a tourism destination. These attractions/products relate to a set of distinctive material, intellectual, spiritual and emotional features of a society that encompasses arts and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and the living cultures with their lifestyles, value systems, beliefs and traditions”.Article 7, paragraph2

Culture and **tourism** have a mutually beneficial relationship which can strengthen the attractiveness and competitiveness of places, regions and countries. **Culture** is an increasingly important element of the **tourism** product as it creates distinctiveness in a crowded global marketplace. Culture and tourism are linked because of their obvious synergies and their growth potential. Cultural tourism is one of the largest and fastest growing global tourism markets and the cultural and creative industries are increasingly being used to promote destinations. The increasing use of culture and creativity to market destinations is also adding to the pressure of differentiating regional identities and images, and a growing range of cultural elements are being employed to brand and market regions (THE IMPACT OF CULTURE ON TOURISM –OECD 2009)

Types of Culture Tourism:

Pakistan is one of the countries where tourists like to visit mountains, valleys and beautiful natural places especially in northern areas. Tourists from different countries have diverse interests and likings. One category of tourists consists of those people who are fond of cultural awareness. People need cultural awareness for remaining successful in different cultures .Farooq, Q. (2018)

Historical Cultural tourism:

cultural heritage tourism revolve around museum and cultural centers, cultural heritage tourism involves visiting places that are significant to the past or present cultural identity of a particular group of people. Cultural heritage tourism provides an opportunity for people to experience their culture in depth, whether by visiting attractions, historical or culturally relevant places, or by taking part in cultural activities. As it is strictly defined by the National Association of State Arts Agencies, “cultural heritage tourism is based on the mosaic of places, traditions, art forms, celebrations and experiences that portray this nation and its people,

Travelers who are interested in cultural heritage tourism would visit or take part in any of the following: • Historical attractions, monuments, or landmarks • Museums, art galleries, or theaters • Festivals, concerts, or performances • Culturally significant neighborhoods or communities(cultural heritage tourism).

Artistic cultural tourism:

Art tourism should be defined broadly as any activity that involves travel to see art and would include those people who travel very specifically to see art somewhere else as well as those who often or occasionally include visits to see art among other activities during tours, holidays or other trips away from home. art tourism takes place in the cross currents of the multiple platforms of the art world and a commercial tourism sector that depends on the excess value that artists and art creates in specific sites and places .art tourism was significantly stimulated after 1997, when the Guggenheim Museum Bilbao (GMB) opened and began attracting 1 million visitors through its doors every year, of whom 88 percent were international tourists (Adrian franklin 2018)

Regional cultural tourism:

Regional cultural tourism concerned with a traveler's engagement with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history of those people; their art ,religion and other elements that helped shape their way of life.

Recreation cultural tourism:

recreation, the physical and intellectual rejuvenation of people is one of the main aims of tourism. Due to peoples financial wealth, paid holidays from work, the development of transport and production, increased buying power of consumers have made recreational tourism a mass phenomenon. Its driving force – to relieve civilizational stress – is active recreation, the creation of well-being,, the restoration of one's working capacity, the preservation and improvement of one's health. It included a variety of tourism activities from getting acquainted with faraway and exotic places or enjoying seaside holidays and participating in cultural programs and different forms of entertainment. Recreational tourism shares many characteristics with wellness and medical tourism as well as with health tourism.

Spending quality time during travel is important for sport tourists today. The main aims of recreational tourism include active participation in some kind of recreational activity , or, participating in a sport or cultural event as spectator.

Positive and negative impacts:

Cultural tourism is important for many reasons. Perhaps the most prominent reason is the social impact that it brings. Cultural tourism can help reinforce identities, enhance cross cultural understanding and preserve the heritage and culture of an area.

Economic impact:

International tourism is an invisible export in that it creates a flow of foreign currency into the economy of a destination country, thereby contributing directly to the current account of the balance of payments.like other export industries, this flow of revenue creates business turn over, household income, employment, and government revenue. Archer, B., Cooper, C., & Ruhanen,

L. (2005) Social and natural conditions of the community in which tourism experiences take place play a vital role in the ability of a destination to offer quality tourism experiences. commonly, a community adapts tourism for its economic benefits based on the theory that an increase in income from tourists will improve the quality of life in the community. Andereck, K., & Jurowski, C. (2006). On the positive side, tourism is an important source of welfare in terms of being a good source of income and employment for local people. Gomalamin et al 2019. Tourism is a societal, cultural, and monetary factor that involves the movement of persons to countries or sites outside their homes for individual or business/professional aims. It is multidimensional commercial activity which has great job generation capacity through its labour-intensive nature, revenue creation via tax collection generally from the hotel sectors, earnings of massive foreign exchange. Muhammad Irshad Arshad, et al 2017

Cultural tourism can also have positive economic impacts. Tourists who visit an area to learn more about a culture or who visit cultural tourism attraction, such as museums or shows, during their trip help to contribute to the economy of the area. Attractions must be staffed, bringing with it employment prospects and tertiary businesses can also benefit, such as restaurants, taxi firms and hotels. Furthermore, for those seeking a deep cultural experience, options such as home stays can have positive economic benefits to the members of the community who host the tourists.

Socio-cultural impacts :

The socio-cultural impacts attributed to tourism can be look at from two perspectives; indirect influences operating through larger economic and cultural changes in a community and direct person-to-person interaction.(sandeep,K) With the development of the tourism sector, local customs, socio-cultural characteristics, social life and religious beliefs of local residents living in a community have been affected

Revitalisation of Culture and Art:

Some destinations will encourage local cultures and arts to be revitalised. This may be in the form of museum exhibitions, in the way that restaurants and shops are decorated and in the entertainment on offer, for example.

This may help promote traditions that may have become distant.

Negative impacts of cultural tourism

.environment impact

. Tourism activities can pose direct impacts on air, soil, water and the biota of local environments, while indirectly its impacts are associated with manufacturing, production and transportation of materials Natural areas including parks and protected lands may be affected directly with the introduction of waste and pollution or indirectly by disturbing wildlife Furthermore, the addition of solid waste and increased pollution is associated with development in the tourism sector. loss of biodiversity, generation of solid waste, water, air and noise pollution, damage cultural and heritage sites and are the main environmental issues caused by tourism activities in the villages in these districts. without proper investment in infrastructure, both overcrowding and poor sanitation may become a problem for tourists and locals alike, though the local population is likely to be affected more in the long term. As tourists bring new money to an area, crime rates may also increase, with tourists being

targeted as 'easy money'. Gomalamin et al 2019. Locals may also develop a negative view of tourists, especially with large influxes of visitors, or if local values are not respected by tourists and popular visitor areas are not kept clean

Social Change:

Social change is basically referring to changes in the way that society acts or behaves. Unfortunately, there are many changes that come about as a result of tourism that are not desirable.

There are many examples throughout the world where local populations have changed because of tourism. Perhaps they have changed the way that they speak or the way that they dress. Perhaps they have been introduced to alcohol through the tourism industry or they have become resentful of rich tourists and turned to crime. These are just a few examples of the negative social impacts of tourism.

Globalisation and the Destruction of Preservation and Heritage

Globalisation is the way in which the world is becoming increasingly connected. We are losing our individuality and gaining a sense of 'global being', whereby we more and more alike than ever before. Globalisation is inevitable in the tourism industry because of the interaction between tourists and hosts, which typically come from different geographic and cultural backgrounds. It is this interaction that encourage us to become more alike.

Standardisation and Commercialisation:

Similarly, destinations risk standardisation in the process of satisfying tourists' desires for familiar facilities and experiences. While landscape, accommodation, food and drinks, etc., must meet the tourists' desire for the new and unfamiliar, they must at the same time not be too new or strange because few tourists are actually looking for completely new things

Tourists often look for recognisable facilities in an unfamiliar environment, like well-known fast-food restaurants and hotel chains. Tourist like some things to be standardised (the toilet, their breakfast, their drinks, the language spoken etc), but others to be different (dinner options, music, weather, tourist attractions etc)

Culture clashes:

Because tourism involves movement of people to different geographical locations cultural clashes can take place as a result of differences in cultures, ethnic and religious groups, values, lifestyles, languages and levels of prosperity

Many departments are linked with the tourism sector such as forestry, environment, wild life, highways, etc. All of them are working in loneliness, deprived of any type of the interactions that may be established with Tourism. The consequence is a loss of various chances for tourism growth and opportunities to obtain economic gains. Tourism infrastructures need huge amounts of capital for their development and provision of these funds is difficult for the Government. The best choice would be to carry on with the activities to induce the private sector to take part in tourism development projects. For this to happen, a supervisory structure is essential which can describe the functions and duties of both partners, i.e. public and private sectors. Currently, no

policy exists which can attract private sector investment in the tourism industry. The management of tourism is a responsibility of the provincial governments/federal territory. Each province/federal territory has its own tourism department or cell, such as the Tourism Development Corporation of Punjab (TDCP), Tourism Corporation of Khyber Pakhtunkhwa (TCKP), Sind Tourism Development Corporation (STDC), Culture, Tourism and Archives Department Balochistan, Tourism Department Gilgit Baltistan, AJ&K Tourism, and Archaeology Department. These organizations lack the capability for and expertise in the promotion, research, innovative growth, archaeology, and local culture/traditions. The image of a country is one of the most significant features for market attractiveness and sustainability of the tourism industry. This will attract the travellers and their visit and expenses will back the country's on-going plans of sustainable development. Participation in international fairs is a significant tool for the promotion of tourism of the country. Pakistan has been ranked about 125/136 in effectiveness of marketing and branding to attract tourists (WEF, 2017).

Recommendations'

Promotion through media

Professional education and destination development

Tourism infrastructure development

Policy formulation and implementation

Upgradation of standards of the hotel industry

Protection of beaches

Encouragement of public-private collaboration

Conclusion:

Due to culture tourism many positive and negative are emerged and we cannot prevent these impacts but minimize these impacts. There is big business in cultural tourism. With a wide range of type cultural tourism experiences, this is a tourism sector that has remarkable potential. However, as always, it is imperative to ensure that sustainable tourism practices are utilized to mitigate any negative impacts of cultural tourism .positive and negative impacts of culture tourism influences the people, .careful planning and management, including the understanding of an area;s carrying capacity is essential in order to avoid exploitation and potential destruction of physical and personal destruction.

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