

Investigating The Role of Culture and Tourism in The Economic and Social Development of Developing Countries and Its Impact on Global Growth

M. Najib Husain¹, Khoiriyah², Jumintono³, Aan Wasan⁴, Wisber Wiryanto⁵,
Vadim V. Ponkratov⁶

¹Halu Oleo University, Kendari, Indonesia, muh.najib.husain@gmail.com

²UIN Raden Mas Said Surakarta, Indonesia, khoiriyahali@gmail.com

³Universitas Sarjanawiyata Tamansiswa, Yogyakarta, Indonesia,
masmintosragen@gmail.com

⁴Universitas Negeri Jakarta, Indonesia, aanwasan29@gmail.com

⁵National Research and Innovation Agency, Indonesia, wisb001@brin.go.id

⁶Organization: Financial University under the Government of the Russian Federation,
Moscow, Russian Federation, ponkratovvadim@yandex.ru

Abstract

Cultural tourism is one of the oldest and most prosperous tourisms in the world, which dates back to the history of cultural culture. The prosperity of cultural tourism will lead to economic development and cultural and social changes. Therefore, the purpose of this research is to investigate the role of factors affecting cultural tourism in economic development and cultural and social changes. This article explains the characteristics of cultural tourism and its importance in all-round growth and development according to the image of cultural tourism. This research seeks to answer the basic question, what are the factors affecting the development of cultural tourism? What strategies can be formulated and presented for the development of cultural tourism in the country? The presented research method is mixed in terms of practical purpose and descriptive in terms of data collection. For this purpose, after stating the topic and examining the background of the research, the role of factors affecting cultural tourism in economic development and social effects was identified. The results showed that cultural tourism has an effect on both economic and cultural variables of the tourism area. Also, according to the findings of the research, among the identified factors, the factors of providing information about cultural places and their history, promoting tourism businesses for tourist, and creating security are more important than other factors in the development of tourism.

Keywords: socio-economic development, cultural tourism, culture, developing countries.

The tourism industry is known as the main service industry in the world in terms of income generation. This industries development has

always had several environmental, economic, social, cultural, and political impacts. Therefore, most of the countries in the world are in a close

and tight competition, seeking to take advantage of the economic, social, and cultural benefits, and especially to receive a larger share of the income and increase the level of employment resulting from the tourism industry in their country. Cultural tourism is one of the major forms of cultural tourism, which includes visiting cultural places and performing cultural duties. This type of tourism can play a significant role in spiritual, intellectual peace of the society, attracting foreign tourists and introducing the best cultures. In the recent years, the tourism industry has become one of the most prosperous, attractive and employment-generating industries in the world. The rapid growth of tourism in recent decades has played a significant role in providing the necessary sources of foreign exchange and economic development and has attracted the attention of countries more than before. Tourism boom in each place related to national and regional conditions and characteristics, including government policies, social and cultural factors, natural and historical attractions, quantity and quality of services offered to tourists [1, 2]. Diversity in tourism services and products is necessary to respond to the ever-increasing demand and its diverse needs, and tourism, as one of the major economic sectors, requires the high participation of the economic sector. Cultural attractions, shrines and holy places always attract a large number of tourists, so that many experts consider cultural tourism as an effective option for economic diversification. According to Parsons' theory [3], the effects of cultural tourism can be divided into four economic, political and programmatic, social and cultural sectors. In the biological sub-system, cultural tourism improves the basic infrastructure in the region, creates employment, increases incomes and improves the economy of the tourism cities. In the personality sub-system, its influence on programs and policies is bilateral and mutual; It has an effect on the social sub-system, increasing the quality of life, increasing welfare facilities and increasing social cohesion. Finally, the energy from tourism reaches the

cultural sub-system, where the cultural sub-system shows itself with the phenomenon of cultural transfer and sharing and preservation of values.

In [4] examine the socio-cultural landscape of yoga tourism and point out that yoga has become an increasing activity and a popular form of tourism. Many Westerners travel to the center of yoga, namely India, or other countries. They point out that despite the increasing popularity of yoga tourism, not much research has been done on it, especially on its social-cultural effects. Language in cultural sites examined the world heritage in China and concluded that with the continuous development of the tourism industry, traditional culture and social conditions in many world heritage sites have changed dramatically. By comparing the changes in social culture in three ancient villages in Chi No was identified that the development of tourism is the most important factor of change in the moral values of local residents.

In [5] have investigated how culture-based tourism promotes economic activities in the tourist area in Pakistan. They came to the conclusion that if the management of cultural tourist areas has proper security arrangements, it will motivate visitors and they will easily visit this place. This pattern of increased visits automatically increases business activities and helps in the growth of the economy in the end. The cost model of visitors earns income, which is not only limited to dealers near the shrine, but also facilitates the process of other productions. Also, their results showed that suitable guide boards for tourists make them visit easily, and this convenience expands their visiting pattern and increases the number of tourists.

In [6] presented a theoretical report on the relationship between culture and economy in hospitality and tourism (H&T) by considering the effects of culture on economic motivation and obtaining resources for economic and economic behavior. In particular, they have identified different modes of cultural influence and suggest that insights into how culture may

encourage, sustain, and strengthen the economy or prevent it. The article in Meta-analytical functional analysis of cultural tourism [7, 8], while examining the diverse consequences of cultural tourism using the meta-analysis method, examines the effects of cultural tourism in four sectors: economic, political and programmatic, social and cultural. It believes that tourism culture improves the basic infrastructure in the region, creates employment, increases incomes and improves the economy of tourism-friendly cities, approves plans and implements policies to increase the number of tourists, increase the quality of life, increase welfare facilities, increase social cohesion, cultural transfer and sharing, and preservation. The values become

The review of the research literature proves that significant works have been published in the field of cultural tourism, but these works have emphasized less on the role of material and spiritual support to strengthen the cultural tourism industry. In this article, by examining the factors affecting the growth of tourism, the extent of the impact of this industry on the economic growth and development of society in developing countries has been investigated. The results show that simultaneously with the creation of infrastructure in the host country and the development of facilities, the tourism industry can lead to economic growth and, as a result, the development of society. Also, in terms of the dimensions of the independent variables on cultural tourism, they have considered a limited range both in terms of number and dimensions, which is intended to be considered in this research.

Cultural tourism

Cultural tourism is among the oldest and most prosperous tourism of the past and present around the world, which is not hindered by climatic difficulties or bad weather, and it is as old as cultural culture. Cultural tourism can be introduced as the most sustainable type of tourism, because pilgrimage and cultural tourism is rooted in cultural beliefs, and in its specialized sense and beyond dependence on time and

leisure, it is an important factor of human geography in the formation of travel, creating focus and cultural perspective [9, 10]. However, today, cultural tourism with all its different components and types, due to its specific structural and functional features, has been placed in the context of global tourism, in such a way that its sphere of influence has covered the entire world. In the cultural definition, it is stated that "cultural tourism is the visit of tourists to holy places". In this definition, tourists are divided into two main categories: the first category is those who visit the holy places of their religion and the second category is those who visit the holy places of other religions.

Tourism takes place in an environment that consists of human and natural factors, which consists of economic, social and cultural factors and processes. Tourism can have many environmental effects in the fields of economy, culture and society. Therefore, it is important to investigate tourism from the point of view of economic, social and environmental effects [11-16].

Economy and cultural tourism

There is a link between the understanding of people and the increase in entrepreneurial activities of small businessmen who do business around tourist attractions, and if this link is strong, it will increase the economic growth of the whole country. Tourism is one of the fastest growing service sectors in the world. Tourism expands by increasing investment in advanced infrastructure, creating more job opportunities and intensifying the country's tax and foreign exchange income. According to [13], the tourism industry has an important effect on increasing employment, incomes related to places of residence and also the government incomes of the country. From an economic point of view, the income from foreign tourism is considered as an export for any country, and the existence of foreign currency income from tourism can be considered along with the export of other goods and services. Tourism development affects per capita income in two ways, direct and indirect.

Its direct aspect is related to the situation where the demand increases when foreign tourists enter the borders of a country and by selling the products needed by tourists, the income will also increase. A large part of the foreign exchange income of tourism is spent on services, paying the wages of servants, tourist guides and other people who do not produce visible products in exchange for their services. In fact, the more the number of foreign tourists in any country, the more it affects the society and its foreign exchange earnings and creates employment. Culture may influence motivations and economic activities and behaviors by increasing people's belief in their skills, strengthening network relationships, and guiding their business practices. Therefore, the development of cultural tourism affects the economy, which is the process of identifying sources, recognizing and exploiting opportunities.

Although the positive economic effects of the tourism industry are undeniable, the attractiveness of these works should not prevent us from paying attention to the negative consequences of the uncontrolled expansion of the tourism industry. Among the negative economic effects, we can mention the effect of inflation, damage to the environment, increase in the price of goods and services, the possibility of displacement of labor and industries facing a shortage of labor and the relative increase of taxes in tourism destinations. These factors should be controlled based on tourism policy management and the creation of necessary infrastructure in the tourism area.

Socio-cultural effects of cultural tourism

Cultural-historical tourism is an educational and recreational experience that combines art with social, natural and historical heritage and teaches people about the practical aspects of art and architecture and the historical conditions of a special place, the development of tourism changes in the socio-cultural system. The host community creates. Due to the increasing diversity of tourism, knowing the effects of various types of tourism on the host community

and understanding the differences and similarities between their effects is essential for the planning and management of tourism. These works in traditional and small communities can have the most impact on the way of life and development of the region, which are divided into two main categories [17, 18]:

- Increasing the level of well-being and quality of life of the people, creating a breadth of opinion and developing people's views, reviving old and local traditions, creating respect and communication between people with different cultures

- The possibility of increasing crime, destruction of cultural and value foundations, the possibility of the spread of behavioral contaminations that conflict with society's norms, and the destruction and damage to cultural and historical heritage

Social effects from the point of view of the positive effects of tourists in the destination society are such that the host society easily communicates with tourists and has a free understanding of their habits and ways of thinking. The destination community wants to preserve its culture, such as traditional costume, traditional cooking, and its heritage, and the destination community gains income from the existence of tourists.

The social effects of the negative effects of tourism development make the host community face traffic problems in public places and fuel some social problems such as carrying narcotics and moral problems. Also, it transforms the traditional society and causes the decline of the traditional culture. Tourism also has positive social effects; For example, it leads to the development of facilities such as desert recreation places, parks and roads, and sports places. In the field of tourism effects, there are different theories, models and approaches. One of the most famous models related to the prediction of guest-host relations is the doxycycline model [14]. They believe that the physical presence of tourists and the differences between tourists and local or foreign ownership

of local resources are the main factors of social effects. The doxy index provides a useful framework of the complex relationships, set of attitudes that exist between tourists and the host society and shows that the attitudes formed from one society to another are different, and each is determined by a set of factors including the type of tourism. Expensive, length of stay, distance culture is determined between the guest and the host. Butler's tourism destination life cycle [5] is another model and theory of tourism study, which assumes that tourist destinations usually go through five distinct stages of growth (exploration, participation, development, stabilization, and stagnation). In each of these stages, the amount and type of impact of tourists on the host communities is very different. Therefore, the goal of tourism development in a society should be adjusted in such a way that it leads to the creation of the best balance between the cost and benefits of tourism in the host and guest society.

Research methods

This research has a practical purpose, because its purpose is to apply and test theoretical concepts in examining the role of factors affecting cultural tourism in economic development and social and cultural effects. In terms of data collection, it is a descriptive research, because in this research, the conditions and relationships between different factors in the field of cultural tourism have been described and interpreted in order to find a solution for the development of cultural tourism and economic development, taking into account cultural dimensions. From the methodological point of view, this research was conducted based on the mixed research method, because it used a combination of different methods in several stages and based on a predetermined plan, and the result is a combination of research methods.



Figure 1: Framework of research

In the framework of mixed research methodology, the modeling process in this research has been done in four steps. The first

and second steps have a qualitative nature, and the third and fourth steps mainly have a quantitative analysis approach. In the first stage,

based on the results of a library study regarding the theoretical foundations and background of the research, the initial conceptual framework of the factors affecting cultural tourism in economic development and social affairs has been extracted. In the second stage, the mental model of the experts is extracted and the results are discussed based on statistical analysis. In the third stage, the integrated map of the factors affecting cultural tourism in the development of the tourist destination has been extracted and the necessary analyzes of the qualitative model for it have been presented, then the scenarios for its development on the simulation model and their results have been examined with the help of social network analysis. Two main hypothesis are considered to evaluate the effect of cultural tourism as:

First hypothesis: There is a significant relationship between the development of cultural tourism and the economic development of the region.

Second hypothesis: There is a significant relationship between the development of cultural tourism and the socio-cultural development of the region.

Results

Cultural tourism have been one of the areas of attention of the government specially in

developing countries, due to the existence of the nature, history and national places and costumes in societies such as Malaysia and Indonesia, in the field of tourism, good advertisements can be made to attract cultural and cultural tourists and attract many tourists for their country. First, by examining the background of research and library study, the factors affecting cultural tourism in the development of economy and the cultural and potential effects were identified and extracted. At this stage, seventeen factors were obtained. Then, semi-structured interviews were conducted with ten experts and a number of factors were removed, merged or added from the prepared list. The basis of the agreement was the meaningfulness of the concepts in the field of the influence of cultural tourism in economic-cultural development. The refined list of factors affecting cultural tourism are The spirit of hospitality of the local community; Reasonable expenses for pilgrimage; Easy access for tourists to the destination; Information and advertising about cultural places and their history; Creating coordination between government agencies; provide security; Development of tourism businesses for tourist and prosperity for them; Ease of purchasing tourism services; Holding rituals and cultural celebrations; Expert cultural tour guides.

Table 1: Factors affecting cultural tourism in the development of urban entrepreneurship and cultural effects (%)

Socio-economic effects of cultural tourism development	Very much	Much	medium	Low	Very low
Development of tourism infrastructure	24	30	26	25	5
Creating tourism facilities	40	29	19	12	0
Private and public sector investment	22	39	31	7	1
Economy development	33	34	26	7	0
Cost of life in the tourist places	26	33	24	15	2
Acquaintance of native people with other people's way of life	9	45	33	12	1
Increasing the level of well-being and quality of life of the people	10	34	36	15	5
Creating the breadth of opinion and widening the field of vision of the people	8	34	30	24	4

Objectification of the cultural experiences of society	11	27	40	20	2
Making it possible to transfer positive cultural values to other people	9	33	43	15	0
Preservation of historical and cultural heritage	39	9	40	11	0
Revival of local traditions	14	33	29	19	5
Increasing public spaces and places	27	25	28	16	4

The linear regression method was used to analyze the results and validate the hypotheses, and the t-test was used to evaluate the effects of cultural tourism on economic and social indicators. The analysis of the desired indicators based on the test shows the direct impact of cultural tourism on the economy and culture. According to the conducted study, it has been shown that the economic dimension with a

correlation coefficient of 0.8 compared to the social dimension with a correlation coefficient of 0.6 has been more effective. Because in addition to the direct impact of cultural tourism in the economic dimension, the socio-cultural effectiveness happens in the range of a longer time and as a result it has shown less effectiveness.

Table 2: Coefficients of the effects of cultural tourism on the dimensions of sustainable rural development

Variable name	Non-standard coefficients		Standardized coefficients	T	significance level
	Beta	Error	Beta		
economy	0.12	0.3	0.10	3.34	0.001
Sociocultural	0.15	0.4	0.16	4.01	0.015

Considering the results in table confirm the two hypothesis, and it can be say that optimal management is of increasing importance in the promotion of the cultural tourism industry, whose coordinates form a close link and integrated coordination between structures, processes and agents.

Considered and step-by-step planning for the objective prosperity of cultural tourism should be emphasized along with the training and empowerment of people involved in this industry. The evaluation of the greater influence of spiritual factors in comparison with material factors in the development of cultural tourism by the statistical society of the research proves that the material and spiritual influence of the tourism industry on the lives of all citizens in such a way that, self-awareness and also the feeling of effectiveness regarding tangible influence, If the development of cultural tourism affects people's

lives, it is of double importance in the development of tourism. Therefore, positive mindset and positive sensitizing about the effects of cultural tourism in the society as well as attention to socialization by emphasizing on the education of citizens plays a key role in the public interest in this industry and the development of cultural tourism. In addition, the second influential factor from the point of view of the respondents is one of the material factors, i.e. the component of planning, policy-making and complete supervision of the tourism industry and the development and improvement of structural affairs in this industry is of importance worthy of attention. In the meantime, paying attention to scientific aspects in the field of policy making and planning and paying attention to the systematic strengthening of supervision of the tourism industry can lead to the development of cultural tourism in the country. In this way, it

is clear that we will witness the development of cultural tourism in the country if this industry is based on knowledge-based tourism from structural and functional aspects and with a scientific, research and educational approach to cultural tourism and with a favorable depiction of positive consequences. This industry in the national and international community should be provided with the conditions for its prosperity and growth.

The Domitrescu-Horlin causality test [6] is also used to examine the impact of cultural

tourism on the economy and social development. The test assumes that all coefficients differ between countries. The test statistic is calculated by running Granger causality standard regression for each intercept individually. In this test, the average of the test statistics is calculated, which is known as the W-statistic. The Z-statistic is for unbalanced tabular data that have a standard normal distribution. Accordingly, the results of the test are reported in Table (3)

Table 3: Hypothesis results

Zero hypothesis	w-statistic	z-statistic	probability value
Tourism is not the cause of economic growth	3.677	1.693	0.092
Economic growth is not the cause of tourism	3.855	2.118	0.052

The results of Table 3 confirm that the causal relationship between tourism and economic growth is bilateral and the direction of causality is from economic growth to tourism. Economic-oriented economy supports that the growth of tourism in a country is achieved through favorable economic conditions. In fact, providing a positive economic environment encourages tourism activities [3]. The allocation of economic resources to advanced industries. An effective approach to improving economic conditions is to implement this policy, tourism (as a by-product) grows and develops [7]. On the other hand, the available evidence shows that in times of budget deficits, governments can reduce the budget gap and mitigate the adverse economic effects. They are trying to reduce tourism activities and expenditures (due to budget and infrastructure constraints). Therefore, unfavorable economic conditions are an obstacle to tourism development.

Conclusion

In order to evaluate the effects of cultural tourism on economic and social indicators, t-test has been used. The analysis of the desired indicators based on the test shows the direct impact of cultural tourism on the economy and

culture. The results have shown that the three factors of informing and advertising about cultural places and their history, developing tourism businesses for tourist and providing prosperity to them, and creating security were recognized as the most important factors and most central. The importance of each factor has been determined by summing the values related to the effectiveness and influence of different factors.

In order to improve the development of cultural and economic tourism, it is suggested to improve tourism infrastructure with the cooperation of the government and the local community and to provide tourism facilities and facilities for the welfare and attraction of more tourists. Also, by attracting domestic and foreign investors, various businesses should be provided in the field of cultural tourism and youth employment, and more attention should be paid to information and advertising about cultural places and to familiarize tourists with cultural places. It is also suggested that the government produce promotional films and clips in order to introduce the potential of cultural tourism as well as possible and to inform tourists about the prevailing security in the region, especially cultural places, and make them available to all

tourists around the world using virtual space and social networks. Following suggestions are recommended for the developing tourism industry:

Creating security causes the growth and development of the tourism industry. The effort to strengthen internal and external security causes an increase in arrivals. Tourists come to the country and subsequently it increases the income in the country.

- Introducing the country's tourist attractions in the world and providing the necessary conditions to attract tourists can be an effective contribution to creation have job opportunities related to tourism.

- Using educated managers who are knowledgeable about tourism issues at the top of decision-making and executive affairs.

- Expansion of communication and modern means of transportation, development of air and airport services and exploitation of communication routes, Improvement of sanitary facilities and water networks.

The results showed that the theory of economic-oriented tourism growth is established in developing countries. Therefore, the growth of the tourism industry in developing countries requires the implementation of policies to accelerate economic growth. On the other hand, unfavorable economic conditions can be an obstacle to the development of the tourism industry. In these circumstances, reducing the negative impact of economic conditions on the tourism industry is an appropriate policy solution, which is achieved by effective cost management in economic activities.

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