

A theoretical look and review on the relationship between cultural intelligence and the sustainable development of tourism in East Azerbaijan province

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ABSTRACT

Today's world economy is based on several large industries, one of which is tourism. This industry, which has existed for a long time, has taken on an organized form in the last few decades and has somehow entered the field of competition with other service industries. Tourism, which is rightly called the industry of the 21st century, is a very diverse business. And at the same time, it is considered complex. On the other hand, perhaps the most important resolution of the 32nd General Assembly of UNESCO (October 2003, Paris) is the decision to propose and approve the World Convention on Cultural Diversity based on the Universal Declaration of Cultural Diversity, which was approved by the consensus of all UNESCO member countries in 2001. Therefore, it is important to study this topic in all fields, including tourism. This article aims to investigate the relationship between cultural intelligence and the sustainable development of tourism in East Azerbaijan province.

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Introduction

The last years of the 20th century and the beginning of the third millennium have been accompanied by hot debates and disputes about the motivation of globalization. What is certain is that globalization is not a one-dimensional phenomenon and is an economic, political, cultural process, and as the world moves towards integration, the importance of a correct understanding of cultural differences increases. Paying attention to different cultures and developing knowledge of cultural systems and different cognitive frameworks in these cultures have not been considered in academic research. The existence of different social and cultural systems among tribes and nations is mentioned in the holy books, including the Qur'an. Culture is conscious and unconscious values, ideas, attitudes and symbols that shape human behavior and are passed from one generation to another. The word culture has always been a source of misinterpretation and disagreement. Anthropologists define culture as the ways of life created by a group of people and passed from one generation to another. they know What is common in all definitions of culture is that

culture is unwritten rules that are not easily visible most of the time and this makes it difficult for managers to communicate effectively. Although the increase in communication has made a number of national tendencies such as color, clothes, music and even food and drinks similar to a great extent, and even some people believe that the world is moving towards a kind of assimilation; On the other hand, a group believes that the world is not only moving towards assimilation, but we are moving towards a direction where there will be conflict, diversity and different species. Nevertheless, the development of tourism, especially in less developed countries, is an effective factor in dealing with poverty and it increases the income of different strata, reduces unemployment and economic and social prosperity (Edgar, 1388: 121). As a dynamic industry with unique characteristics, the tourism industry is an important part of the economic and production activities of developed and developing countries. The development of tourist activity with the motivation of tourism is often dependent on various natural, cultural and historical attractions (Ebrahimzadeh, 2018: 46). Available sources have mentioned at least ten types of tourists, which are:

- a) Tourist as an archaeologist interested in historical tourism spaces;
- b) Tourist as an anthropologist interested in culture, cultural characteristics, ethnic culture, including folklore;
- c) tourist as an adventurer and interested in new experiences;
- d) Tourist as an escaper from his existing conditions and interested in rest spaces and free time;
- e) tourist as a member of the affluent class interested in high standards of accommodation services;
- f) Tourist as a seeker interested in discovering new spaces and unfamiliar lands and different customs;
- g) Tourist as a chef interested in various foods of other nations;
- h) Tourist as a researcher interested in studying cultures and customs;
- i) The tourist as a transmitter of culture, interested in influencing the native culture; And
- j) Tourists as fun-loving and interested in committing illegal acts

A look at the types of tourists mentioned by Mr. Karubi and Pirouz shows that more than half of the tourist community is interested in cultural diversity, which doubles the importance of the subject of this research (Ajlali, 2019). At the same time, the evolution of tourism shows that this industry has also been associated with civilization and technological progress, all of which played a significant role in the evolution of human life. The smallest businesses, which once belonged to only a certain part of the human society, have now become large industries. Traveling has been done since ancient times, but what exists in today's tourism is very different from the past. The progress of the last few centuries, especially the last century, has opened the way for the scientificization of human issues. The establishment of universities and educational centers are the core part of any business. What used to exist orally or in written form in the

past has now become a written form with a high circulation that is accessible to everyone (Ahmadvand, 2015).

Cultural knowledge

Finally, we can find out what culture is. How do cultures differ? How does culture affect behavior? Let's go to cultural knowledge.

According to Meshbaki (2008), there are two types of cultural knowledge: real knowledge and virtual or interpretive knowledge. Real knowledge has a specific method and can be taught, while interpretive knowledge refers to the ability to understand behavior and patterns in culture. In this field, knowledge is mixed with emotion. This feeling depends on past experiences (Ashuri, 1380). The influence of culture on behavior takes place through cognitive and motivational mechanisms. The mechanism of cognition is related to how to receive and interpret cultural messages. The selective perception and expectations of people, different attitudes and behavioral displays are the manifestations of the influence of culture on behavior through the mechanism of cognition, the mechanism of motivation, taking into account the differences in self-perception, preferences and choices in relation to needs, in fact, this The mechanism determines, what is desirable in each culture?

Cultural Intelligence

Cultural intelligence is a form of intelligence that is the function of the interaction of motivation and cognitive and mental abilities between individuals, with the specific environment in which people are placed. Cultural intelligence is different from general intelligence (g) and other forms of multiple intelligence, which has its own situational nature. People with high cultural intelligence have the ability to interact effectively in any cultural field; Therefore, it is expected that these people have the ability to create and maintain working relationships with people from different cultures, effective performance in multinational jobs, successful adaptation to overseas duties, and effective performance in jobs with international connections and responsibilities. (Ajlali, 1379). Cultural intelligence means gaining skill and flexibility in understanding other cultures, learning more culturally through continuous interactions, reshaping and refining thinking to express more sympathy and present a more appropriate and mature behavior in interaction with the people of other cultures. With the help of his experiences, a manager who has high cultural intelligence shows a behavior that is exactly suitable for the existing conditions.

Cultural intelligence training

It is possible that people who have experience working with different cultures and as a result have high motivational cultural intelligence may want more training in the field of effective interaction with other cultures. Organizations can target educational programs for them and design programs to boost their overall cultural intelligence by using their work experiences as a basis for creating their cultural knowledge. Cultural intelligence training programs may need to be adjusted to suit the different levels of cultural understanding of employees.

A person cannot fully understand a culture without mastering the language and thus develop his cultural competence. Language provides a basis for cultural understanding and intercultural communication. The relationship between cultural intelligence and language skills has been stated but not fully emphasized by "Early" and "Ang" (2003).

As a practical and individual educational method, "Peterson" (2004) stated that cultural intelligence can be developed by framing students' education with people from other cultures and by using a number of important and key cultural dimensions such as equality/hierarchy, levels, direct/indirect, individual/group, task/relationship, and risk/assurance. Self-awareness in relation to the characteristics of different cultures can help create an understanding of differences and resolve differences. (Elon and Higgins, 2005, 507).

Early and Ang (2003) found the results of intercultural education including changes in thinking, changes in emotional reactions and

Changes in behaviors are known in three types of knowledge: cognitive knowledge (what), behavioral knowledge (how), emotional knowledge (why) (Klein, 2010, 53).

Earley and Ang believed that cultural intelligence training has more emphasis on motivational and metacognitive aspects than the common intercultural training in the past. Metacognitive competencies include assessment, monitoring and planning skills. Planning means the ability to create individual strategies and cognitive structures. Monitoring emphasizes five key abilities: the ability to reason hypothetically, the ability to interact with deliberative cognition, the ability to form hypotheses, the ability to change places between external signs and internal adaptation mechanisms, and the ability to monitor oneself.

According to Early and Ang (2003), in order to increase the level of motivation towards intercultural encounters, it should be concentrated in three areas:

- o Creating a positive environment for intercultural interaction,
Strengthening the positive forces that encourage a person to interact with other cultures.
- o Weakening the negative forces that prevent interaction (Zawhor, 2012).

The consequences of culturally intelligent behavior is the most effective indicator of intercultural interactions. In the literature, the following features are mentioned as indicators of an effective intercultural interaction:

- o Good and appropriate personal adjustment: It is characterized by a feeling of satisfaction and well-being. Well-adjusted people feel comfortable communicating with people from different cultures. And compared to interacting with someone from their own culture, they don't have much stress in intercultural communication.

- o Creating and maintaining good interpersonal relationships with people from other cultures. This case is especially important for evaluating this aspect of effectiveness from the perspective of an individual from a different culture, because the nature of communication is two-way and should be mutually positive.

Effective completion of work-related goals. Goals may be different from one person to another and from one situation to another, however, the completion of goals is always considered as an indicator of effective learning and in this case in an intercultural environment (Thomas et al., 2008, 125).

Ways to strengthen and improve cultural intelligence

Tourism is one of the big industries that has been greatly noticed by different countries in the last decades of the 20th century and has turned this industry into one of the biggest industries in the world. The importance of this industry necessitates the existence of comprehensive and up-to-date studies, among which the study of cultural diversity according to the needs of the world today is one of them that has been carried out in this research. The development of tourism depends on many factors, each of which requires hundreds of researches. There are various types of tourism, the motivation and purpose of each of which is different from the other, but there are overlaps in many of these types of tourism. Tourist attractions can be offered to tourists for various reasons and motivations. In the classification of tourism, according to the growth of income and reception, several types of tourism have gained the most importance over many years, which are cultural tourism, religious tourism, food tourism, and tourism for visiting friends and relatives. Of course, holiday tourism with a large range of homogeneous motives is still at the top of the world tourism chart. However, the contribution of other types of tourism that was mentioned above is also significant and it is very important to think about the overlap of holiday tourism with other types of tourism. Investigating travel motives among cultural, religious, food and dependent tourists puts us on the path of investigating cultural diversity on tourism development.

The results indicate that in East Azarbaijan province with its own cultural diversity, the amount of tourism development is different according to the cultural diversity. This difference has several reasons, one of which is the level of interest of planners and statesmen in presenting the cultural manifestations of the province in the form of multicultural policies. This issue is the biggest reason for providing tourism development solutions in this field. Because no city or country can display its cultural manifestations

without these policies. In fact, the approach of cultural policies is as a whole that includes other indicators of cultural diversity (Pirouz, 2015).

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