

## *A study on the place of cultural intelligence in the sustainable development of tourism in East Azerbaijan Province*

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### ARTICLE INFO

#### Article history:

Received 24 December 2022

Accepted 14 February 2023

#### Keywords:

*cultural intelligence  
and sustainable development  
of tourism  
East Azarbaijan province*

### ABSTRACT

*The main goal of this research is to "investigate the relationship between cultural intelligence and the sustainable development of tourism in East Azarbaijan Province". Their number is assumed to be unlimited and the estimated sample is equal to 385 people, which was taken from the society by stratified random sampling method. To collect data, two items of the cultural intelligence and sustainable tourism development questionnaire were used. Chi-score and Kendall's functional test were used to analyze the research hypotheses. The results of the research showed that: the analysis of the main hypothesis showed that there is a significant relationship between cultural intelligence and the sustainable development of tourism in East Azerbaijan province. Chi-square obtained with 4 degrees of freedom is equal to 133.8, which is statistically significant at the level of 0.01. Also, Kendall's "b" coefficient is equal to 0.43, which is statistically significant and shows that the intensity of the effect of cultural intelligence as an independent variable on the sustainable development of tourism in East Azerbaijan Province, as a dependent variable, is equal to 0.43. In other words, 43% of the variance of the variable of sustainable development of tourism is explained through cultural intelligence. Hypothesis analysis Sub-sections showed that there is a positive and significant relationship between cultural intelligence and cultural, environmental, economic and social dimensions of sustainable development of tourism in East Azarbaijan province. The obtained chi-square values are 59.47, 164.27, 94.03 and 88.59 respectively, which are all significant with 0.99 confidence.*

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### Introduction

One of the necessity of dealing with such an issue in a developing country like Iran comes from the fact that unemployment and indiscriminate migration of villagers to cities is one of the most important problems faced by the authorities. Taking into account the economic effects that tourism development can have on local and indigenous industries, the need for authorities to pay attention to tourism development is doubled.



The development of tourism can have various consequences in economic dimensions in relation to different sectors. Employment in the production of local industries is very important for local economies. For example, the income of Asian households that are engaged in the production of handicrafts is higher than the poverty line and the national average, because the households of artists use the sources of income from agriculture and handicrafts together.

As mentioned, tourism development plays an important role in Iran's economy and culture. Factors such as: the supply of needed products, satisfying the thirst for creativity and beauty of life, employment and self-employment opportunities, helping non-oil exports and earning foreign currency, justify this importance well (Zargham, 2015). Due to the importance of this sector, the attention of the authorities should be drawn to the ways of expanding this importance, among them is the creation of an industry related to this field. The development of tourism by creating demand for local handicraft products can bring about various positive consequences. The various positive effects that tourism can have on the industries and artisans of the local community will be self-justification in the field of tourism development. Due to the importance of this issue, to achieve desirable and reliable results, it is required to follow predefined principles and frameworks. In this research as well, the researcher has examined the results by following this framework and in the conclusion, the research results and based on them suggestions for the use of future researchers have been presented.

### **Problem statement**

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 complicated (Zahedi, 2016: 7). Social planners believe that without a correct cultural understanding of societies in terms of differences and similarities between them, proper planning cannot be done to attract tourists and develop the tourism industry. Today, one of the most effective sources of attracting tourists is the appropriate cultural interaction and relying on specific cultural relationships (Nafisi, 2008: 53). The discussion of culture has been intertwined in all aspects of human life for a long time. Since in the 21st century, all sciences and concepts of human life are examined in a scientific and specialized manner, the concept of culture has not been exempted from this rule. With the increase in the volume of travel and tourism around the world, thinkers in this field are trying to make all aspects of this industry scientific and make the most of them. One of the concepts that has always been associated with tourism is culture. Next to this concept, topics such as cultural diversity stand out. In their studies, tourism planners have reached the results of the close relationship between cultural diversity and tourism. Many countries that are leaders in the field of tourism and use all the potentials for the development of tourism, also consider the issue of cultural diversity. Therefore, it is important to examine the contribution of cultural diversity in the development of tourism. According to the issues raised in this research, the researcher seeks to answer this main question: Is there a relationship between cultural intelligence and the sustainable development of tourism in East Azerbaijan Province?

### **Research assumptions**

1. There is a significant relationship between cultural intelligence and the cultural dimension of sustainable tourism development in East Azerbaijan province.
  2. There is a significant relationship between cultural intelligence and the environmental dimension of sustainable tourism development in East Azerbaijan Province.
  3. There is a significant relationship between cultural intelligence and the economic dimension of sustainable tourism development in East Azerbaijan province.
  4. There is a significant relationship between cultural intelligence and the social dimension of sustainable tourism development in East Azerbaijan province.
- 1-5. Green human resource management has an effect on politeness in the municipality of Maragheh city.
- 1-6. Green human resources management has an effect on social customs in Maragheh city municipality.
- 1-7. Green human resource management has an effect on altruism in Maragheh city municipality.

### **Discourses**

The results of the analysis of research hypotheses showed that cultural intelligence has a positive and significant relationship with the sustainable development of tourism and its dimensions in East Azerbaijan province. The analysis of the main hypothesis showed that there is a significant relationship between cultural intelligence and the sustainable development of tourism in East Azerbaijan province. Chi-square obtained with 4 degrees of freedom is equal to 133.8, which is statistically significant at the level of 0.01. Also, Kendall's "b" coefficient is equal to 0.43, which is statistically significant and shows that the intensity of the effect of cultural intelligence as an independent variable on the sustainable development of tourism in East Azerbaijan Province, as a dependent variable, is equal to 0.43. In other words, 43% of the variance of the variable of sustainable development of tourism is explained through cultural intelligence. Hypothesis analysis Sub-sections showed that there is a positive and significant relationship between intelligence and culture and the cultural, environmental, economic and social dimensions of sustainable development of tourism in East Azerbaijan province. The obtained chi-square values are 59.47, 164.27, 94.03 and 88.59 respectively, which are all significant with 0.99 confidence. Also, Kendall's Tyb coefficient for the first to fourth hypotheses is 0.30, 0.38, 0.30 and 0.33, respectively, which are all significant at the 0.01 level and show that cultural intelligence is 30% From the cultural dimension, 38% from the environmental dimension, 30% from the economic dimension and 33% from the social dimension justify and explain the sustainable development of tourism in East Azerbaijan province.

### **Results**

The results of the analysis of research hypotheses showed that the results of the analysis of research hypotheses showed that cultural intelligence has a positive and significant relationship with the sustainable development of tourism and its dimensions in East Azerbaijan Province. The analysis of the main hypothesis showed that there is a significant relationship between cultural intelligence and the sustainable development of tourism in East Azerbaijan province. Chi-square obtained with 4 degrees of freedom is equal to 133.8, which is statistically significant at the

level of 0.01. Also, Kendall's "b" coefficient is equal to 0.43, which is statistically significant and shows that the intensity of the effect of cultural intelligence as an independent variable on the sustainable development of tourism in East Azerbaijan Province, as a dependent variable, is equal to 0.43. In other words, 43% of the variance of the variable of sustainable development of tourism is explained through cultural intelligence. Hypothesis analysis Sub-sections showed that there is a positive and significant relationship between intelligence and culture and the cultural, environmental, economic and social dimensions of sustainable development of tourism in East Azarbaijan province. The obtained chi-square values are 59.47, 164.27, 94.03 and 88.59 respectively, which are all significant with 0.99 confidence. Also, Kendall's Tyb coefficient for the first to fourth hypotheses is 0.30, 0.38, 0.30 and 0.33, respectively, which are all significant at the 0.01 level and show that cultural intelligence is 30% From the cultural dimension, 38% from the environmental dimension, 30% from the economic dimension and 33% from the social dimension justify and explain the sustainable development of tourism in East Azarbaijan province. Salehi Amiri (1388), Shams and Amini (1388), Jahanian et al. (1389), Safini (1387), Taghi Lu (1386), Safini (1388), Tourism, Ethnicity and Government in Asia and the Pacific (2009) ), Addo (2011), Ching Chu (2005) have high alignment and overlap. What is stated in this section is a short survey of studies that are relevant to the subject of this research. It is worth mentioning that some of these studies are related to the subject of the present research in a short form (Roz, 2008). Zargham Borojni (2015) a book titled "Planning the Development of Globalization, an Integrated and Sustainable Approach" in 2015 with seven Chapter has published. In a chapter of this book that talks about tourist attractions and activities, cultural attractions have been evaluated and researched. In this section, the author tries to mention all the cultural attractions and in the book, what he shows indicates the development of tourism due to the cultural diversity in the cultural attractions. Museums, festivals, artificial parks, national affiliations for both ethnicity and religion are the things that are mentioned as tourism motivators that have caused the development of tourism. In a part of it, it is stated as follows: "Ethnic, national and religious affiliations related to special places for some tourists can be the reason for traveling to such destinations and it is identified as a type of attraction related to special tourism markets." (Boroujni, 1395: 187). The book National Integration and Cultural Diversity was written by Salehi Amiri in 1388. The subject of this book, as its name suggests, examines the relationship between cultural diversity and national cohesion; However, among the contents of this book, there are detailed discussions about cultural diversity, dimensions and policies that are implemented in different countries to preserve cultural diversity. Shams and Amini in an article called "Evaluation of Iranian culture index and its impact on the development of tourism (2008)" point to the impact and role that culture can have in the development of tourism in Iran. This research is done in library method using available sources, statistics and information. Therefore, in the first step, various sources that existed in the field of tourism, culture and knowledge of Iran have been studied and collected. In the next step, the author introduced Iran's cultural capabilities, and discussed the position of each of them in tourism.

### **Practical suggestions in line with the research results**

In line with the results of data analysis and hypothesis testing, the following implementation solutions are suggested.

A- Considering the role of cultural intelligence in the sustainable development of tourism, the following are suggested as ways to increase and improve cultural intelligence.

1- The efforts of community experts to improve people's cultural intelligence by providing cultural knowledge to the community.

2- Continuous and systematic use of media, especially national media, to teach cultural concepts and increase people's cultural awareness.

3- Formal education of cultural values and religious beliefs of other cultures and learning the language and literature of other cultures of the people of the society.

4- Familiarizing people with verbal and non-verbal behaviors through classical training or through short-term training, gatherings and other meetings.

5- The efforts of community leaders to familiarize people with the symbols and elements of neighboring cultures and immigrants to the province through schools and universities, seminars, shows, etc.

B- In order to achieve the sustainable development of tourism in the province, the following are suggested as ways of working (Schwartz, 2001).

1- In order to promote cultural activities, preserve traditional buildings, prevent the loss of native culture, and strengthen cultural pride, the necessary planning should be prepared and implemented.

2- Preventing the increase of interventions in the natural environment and the destruction of natural resources and efforts to preserve natural resources and the environment should be among the priorities of the government and the people.

3- Necessary efforts should be made for tax justice, increasing job opportunities, increasing investment, providing small job opportunities, providing opportunities for councils, and increasing residents' income (Thomas, 2005).

4- In order to provide leisure facilities, more comfort, prevention of increase in crime, love and respect to strangers, the necessary program and law should be produced and implemented.

Other practical suggestions according to assumptions are;

Cultural dimension of tourism development

- Promoting the cultural activities of the region
- Restoration of buildings and museums
- Strengthening and showing the native culture of the region
- Strengthening the cultural pride of the residents of the region (Tarian, 2006)

Environmental dimension of tourism development

- Protecting the environment by following the principles of tourism, such as using recyclable materials for tourist areas
- Protection of protected natural resources by confining them
- Preservation of the breed of birds and pure animals of the region (Ziauddin, 2013)

#### Economic dimension of tourism development

- Reducing taxes from economic operators in the region who deal directly with tourists
- Government support from the losses that tourists sometimes bring to the tourist area.
- Giving loans to regional tourism activists to promote tourism
- Creating job opportunities to generate income for the region
- Increasing public sector investment in the region
- Supporting private sector investors and foreign investors

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