

Abstract

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CULTURE UNITY and DIVERSITY and THEIR IMPACTS ON TOURISM AT THE AGE OF GLOBALIZATION

Abstract Culture Unity & Diversity; their Impacts on Tourism, at the Age of Globalization Rehab Yassin Zoweil Faculty of Tourism & Hotel Management Tourism Department, Helwan University Globalization; tourism become very important issues for indigenous people, local cultures; national identities because of their irreversible effects as globalization leads tourism destinations to view international standards as a principle strategy, neglecting the local cultural identity which should be the core element in attractiveness; competitiveness of any destination leading to culture identity erosion thus threaten the tourism industry. The aim of the research is to emphasis on the cultural impacts of globalization on culturally rich tourism destinations; to explore governments' strife to preserve their cultural identity in addition to define the role of communities to provide tourists with authentic experiences which accurately reflects the local cultures, within the context of a comparative study. The three comparative case studies chosen are Malaysia, France & Egypt. The research methodology used is multiple case study approach, because the objective of the researcher is generalizing to theoretical hypotheses; not particularizing analysis to enumerate frequencies by statistical methods. In addition the research is focusing on a contemporary issue, thus the application of qualitative research methods is a useful approach to examine the process of cultural globalization; its impact on tourism in its natural context; not emphasizing the causal relationships between variables as in quantitative studies. The study concluded that although two different thoughts on globalization policies were adopted, both led to negative impacts on cultural identities of the three studied cases. The study revealed that success is based on governments' ability to adapt the globalization process to their individual circumstances; objectives; to integrate cultural tourism policies within the overall national policies, to have a strong cultural identity based on strong economic base; strong education system to ensure national pride in addition to reinforce the role of local communities; indigenous people, to ensure tourism strategies are based on product development; diversification using authentic cultural resources, without which local distinctiveness; attractiveness are lost; consequently tourism destinations cannot differentiate themselves in the era of globalization. Key words: cultural tourism cultural diversity globalization localization authenticity.