

Original Research Article

Analyzing Cultural Negative Effects of Tourism on Host Society

(A Case Study of Bojnourd City)

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Abstract | Tourism is considered as the best instrument for cultural development in many countries and it may cause cultural changes in the host society. In fact, tourism in nature is a cultural affair around which many cultural effects are formed, and its economic aspect is in the second priority. The present research was carried out in summer 2019 to analyze the negative cultural effects of tourism on the host society of Bojnourd city. The statistical population consists of families inhabited in Bojnourd city with a statistical sample size of 384 individuals who were selected using cluster sampling. Regarding its objective, this is an applied research. The data collection was conducted by descriptive and survey methods. SmartPLS software was used to analyze data by structural equations. The results showed that negative cultural effects and its dimensions (commoditization of culture, cultural adaptations, demonstration effect, and cultural changes) have a positive and significant effect on the change of the host society's attitude. Furthermore, the results indicated that cultural change variable has the highest path coefficient value with the highest effect on host society attitude in comparison with the other variables.

Keywords | *Tourism, Negative Cultural Effects, Host Society, Bojnourd.*

Introduction | Tourism in nature is a cultural affair and its economic aspect is in the second priority. With its powerful influence, culture may explain in the best manner objective, structure, and function of tourism. Without cultural differences, all places look the same. Culture is a motivating factor to travel and it has a basic and determinant role in creating behaviors, attitudes, values, and lifestyles of human beings. Definitely, it is cultural differences that motivate tourists to travel to

remote areas. Aminian and Hassani (2016, 131-132) observed that the diversity of races, ethnicities, ethical habits, people's attitudes (host and guest), gender, and religion are of factors effecting communication between tourists and native people (hosts). Reid (2003, 147) stated that, given the increasing development of tourism, tourism destinations, and host societies perceive economic, social, cultural, and environmental effects. Cultural effects of tourism are of the most important considerations for the tourism development in every region. Mathieson and Wall (1982, 124) stated that

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cultural-social effects are those effects of tourists on host society which are created through direct and indirect relationships between host society and tourists. Basically, each tourist is a representative of a culture carrying with themselves one or more behavior, belief, or tradition, who also demonstrates a live image of their society. Aminian and Hassani (2016, 131-132) stated that tourists carry a world of values and sometimes they may have demands that are not as much conventional as in the culture of the host society. The closer the relationships between two cultures of traveler and host, the deeper and more sustainable the behavioral action and reaction, and acceptance of symbols - in other words, the intercultural interaction - will be. Continuance and duration of relationships in tourism between societies or within a society lead to cultural changes which are called intercultural interactions between tourists and the host society. Certainly, this type of relationship and interaction with the host environment cause some cultural action and reaction and changes in tourist themselves and also in the host society. Zahedi (2006, 49) observed that tourism development has some positive cultural effects including knowing other countries and their people's lifestyle, increasing the society's welfare and quality of life, expanding peoples vision, enriching cultural experiences of society members, the possibility of transferring cultural values to other societies, protecting historical and cultural heritage of a country, mutual respect between peoples of different cultures, etc.. Also, tourists' interaction with host society has some negative effects such as cultural adaptation, demonstration effect, cultural changes, commoditization of culture, and eventually, destruction of the rich culture of host society over time. In recent decades, with the growth of tourism, and appearance of cultural issues of tourism in host societies, conducting studies on the negative effects of tourism is an ever-increasing need to such an extent that it is believed that knowing societies capacities, negative effects of tourism and, planning for controlling these effects and guiding its positive effects are considered as the requirements of sustainable tourism development.

Ghanian, Ghadiri Ma'soum, Moti'i Langaroudi & Zarafshani (2009, 94) noted that rich attractions of Iran have earned the title of "a world in a border". Moreover, these attractions are so diverse that almost for any taste it produces enough motivation to travel to this country. North Khorasan province is a link between North and East of Iran across which 20 million travelers pass every year. Providing 75% of natural resources of Iran, it is the land of horses, silk, springs, mountains, and jungles with its beautiful villages, waterfalls, and warm water springs

providing a proper platform to develop ecotourism, tourism therapy, and cultural tourism. As 44% of people of this province live in villages, this increases its ecotourism capacity, and each one of its 8 cities is a cradle of a culture and ethnicity which provide its tourism attractions. North Khorasan province encompasses diverse ethnicities each one with its customs, beliefs and way of life, is one of the cultural tourism centers of Iran. It resembles a treasure of diverse peoples with its population texture of diverse ethnicities of Kurd, Turk, Turkmen, Fars, and Baluch. Bojnourd city, the province's center, consists of a wide range of cultural, and religious diversity. Therefore, different customs making it more and more important to study the effects of tourism on the cultures of this country. On the other hand, with ever-increasing number of tourists who visit this province and cultural exchanges between tourists and host society people, the negative cultural effects of tourism gradually appear. For the same important reason, the present research studied the negative cultural effects of tourism in Bojnourd city.

Research background

Azadkhani, Hosseinzadeh & Salimi Bavandpoor (2018) carried out a research titled "Investigating the socio-cultural impact of developing urban tourism in Ilam city" The results showed that the development of tourism in Ilam city had significant effects on socio-cultural changes and, there was a significant relationship between tourism development and increased cultural and social changes. Moreover, five factors were identified as the socio-cultural effects including enhanced social relationships and proper relationships among citizens, becoming a famous city in the region, increased discourage and decreased self-confidence of inhabitants, transformed model of intimacy among the residents, and crowdedness.

Karobi, Ahmadi & Rasouli (2016) carried out a research titled "Evaluating the socio-cultural impact of tourism on the host community (case study: Baneh)". The results indicated that the most important factor in predicting the dependent variable of change in society is cultural change, and then demonstration effect and cultural adaptation had the most effect on the host society attitude, respectively.

Yousefi and Sharifi Tehrani (2016) carried out a research titled "Tahlili bar asarat-e ejtema'i va farhangi-ye tose'e-ye gardeshgari (motale'e-ye shahrestan-e Birjand) [Analyzing socio-cultural effects of tourism development (a case study of Birjand city)]" The test results showed that tourism industry development may help to enhance positive effects in Birjand city, but it may also lead to negative effects as well.

Bahari and Babanasab (2015) carried out a research titled “Tahlili bar negaresh-e jame'e-ye mizban be asarat-eeghtesadi, ejtema'i-farhangi va zistmohiti-ye gardeshgari (motale'e-ye moredi: shahrestan-e Shabestar) [Analyzing host society attitude towards economic, social-cultural, and environmental effects of tourism (a case study of Shabestar city)]” The results showed that, from the point of view of local society, tourism in Shabestar city has had many positive and negative effects on economic, social, and cultural sectors.

Vossoughi and Khoshnamak (2015) conducted a research titled “Explanation of cross-cultural differences in tourism based on the perception of local community (case study: Ghara-Dagh (Arasbaran) area)”. The results revealed that the factors affecting the contact between tourists and local society, the role of culture in tourism, different intercultural attitudes of tourists and local society, difficulties related to cultural differences between tourists and local society, the effects of cultural differences on local society, and local society behavior towards tourists' cultural differences, are seven main topics related to intercultural differences which are affected by 26 subthemes.

Amini and Zeydi (2015) carried out a research titled “Residents' Attitude towards the Cultural Impacts of Tourism Development in Rural Areas (Case study: Abyaneh Village)”. The results of data analysis showed that based on the spectral standpoint of cultural continuity/discontinuity, there are significant cultural effects by tourism development on all aspects of the local customs, social relationships and integrity, cultural exchanges, commoditization of local culture, attention to cultural heritage, public awareness, cultural abnormalities, behavioral manifestations, and cultural changes or revolutions in the village from the standpoint of local residents. Aside from few minor differences, evaluation of the local society showed the weakening of all the above-mentioned elements and, in another word, indicated the appearance of these changes in cultural discontinuity limit but of course at a mild level.

Aligholizadeh Firouzjaei, Ramazanzad Lesbouei & Esmaeeli (2014) carried out a research titled “Sanjesh-e negaresh va gerayesh-e jame'e-ye mizban be tose'e-ye gardeshgari (motale'e-ye moredi: navahi-ye rousa'i-ye shahrestan-e khur va biabanak) [Assessing host society attitude towards tourism development in desert rural regions (a case study of Khur and Biabanak rural regions)]” The results showed that the local society highly supports tourism development and their support level is subject to tourism development level, job dependency, income dependency, education level, etc. Meanwhile, regarding positives effects of tourism, the mental image of the residents in tourist-friendly villages is perceived as

more strong, and regarding negative effects of tourism, it is perceived as weaker, in comparison with villages of less tourist-friendly.

Adabi Mamaqani, Khani, Sojasi Qidari and Farrokhi Sis (2014) carried out a research titled “Evaluation of the impacts of culture-based tourism development in socio-cultural on rural destinations (case study: Kan district – Sulqan rural district)” The results showed that there is a significant relationship between the effects of tourism development and socio-cultural changes in understudy villages. More effects could be seen in changes in the youth clothing and local peoples' customs. Therefore, it could be said that tourism development in studied villages had deep effects on socio-cultural changes.

Khaksari, Ebrahimnia Samakoush, Damadi & Mo'azzez (2013) carried out a research titled “Evaluating Socio-Cultural Effects of Urban Tourism on People's Lifestyle in Babolsar.” The results showed that from the people's standpoint, the effects of urban tourism on 5 indices and from the authorities' standpoint its effects on 6 indices of 14 indices have been confirmed which in turn proved the necessity of planning for this industry.

Taghdisi, Moradi & Bahari (2012) carried out a research titled “Analyzing Host Society Attitude towards Socio-Cultural Effects of Tourism on Dalaho City.” The results showed that from the residents' and authorities' standpoints, tourism had positive effects such as increased public awareness, improved public life standards, and negative effects such as changes in local customs and increased socio-cultural abnormalities.

Sahabi and Moradi (2011) carried out a research titled “Analyzing Socio-cultural Effects of Tourism.” The results stated that tourism plays an important role in cultural changes. It helps improvement of positive cultural elements but on the other hand, it causes social abnormalities in a culture.

Singla (2014) in a study titled “A Case Study on Socio-cultural Impacts of Tourism in the City of Jaipur, Rajasthan: India,” explained several positive and negative effects of tourism through the standpoint of people, and evaluated their opinion on the future of tourism development as optimistic.

Chuang (2013) carried out a research titled “Tao Residents' perception of Socio-cultural Effects of Tourism in Taiwan Island.” The results indicated that the residents enjoy interacting with tourists and they have a positive view of tourism development. The results also revealed that residents' perception of these villages of socio-cultural effects of tourism has not a significant relationship with gender, workplace, residence time, and age, but with education level, employment, income level, marital status, and the village in which one lives.

Látková & Vogt (2012) in a research titled “Residents’ Attitudes towards Existing and Future Tourism Development in Rural Communities” Based on Bordeaux, Lang, and Allen models, the results showed that the residents of three separate urban regions supported tourism development and there was little evidence of negative attitudes towards tourism when tourism level was high.

A research carried out by Ray, Das, Sengupta & Ghosh (2012) showed that rural tourism had many results for the local economy and people’s way of life along with several socio-cultural changes in society. For example, welfare facilities such as communication, health services, transportation, and in general, living standards of people had been improved.

Based on a study, Aref (2011) explained that tourism had a positive effect on the region residents’ quality of life. In this research, the most important identified effects were emotional well-being, social welfare, employment, and income; while, this phenomenon also had negative effects on the security and health of region people.

Eghbali, Bakhshandeh Nosrat & Alipour (2011) in “Effect of positive and negative rural tourism (case study: rural Semnan province)” identified several negative effects such as high-risk level of tourism activities, increased costs, native culture changes, extreme pressure on local resources and facilities and their destruction, environmental pollutions and soil erosion.

Ahammad (2010) in “Examining the Cox Bazar Residents’ perception of social, cultural, economic, and environmental effects of tourism in Bangladesh” explained widespread consensus of respondents on economic and social benefits of tourism, on one hand, and its negative social and cultural effects manifested in increased social crimes and disputes in the region, on the other hand.

Byrd, Bosley & Dronberger (2009) in a research titled “Comparisons of Stakeholder Perceptions of Tourism Impacts in Rural Eastern North Carolina” showed that the most important negative effects of tourism include the disappearance of traditional architectural style due to extensive modern housing construction and tourism facilities development, damages to historical places and buildings of the region, and increased crimes in the villages.

George, Mair and Reid (2009) in a book discussed urban tourism development in Canada from the localization and cultural changes perspectives. Their theoretical standpoints of their case studies in rural regions in several states of Canada, which were used as the model for the present research, is based on the fact that cultural effects of tourism development in rural regions could take place in an extensive spectrum of cultural continuity to cultural rupture.

Nunkoo & Ramkisson (2007) in a research titled

“Residents’ perceptions of the socio-cultural impact of tourism in Mauritius” concluded that most of the society members have positive believes on tourism development. The results showed that most of the residents support tourism development but again they were worried about tourists’ effects on image made of their region.

Lepp (2007) in a research titled “Residents’ attitudes towards tourism in Bigodi Village, Uganda” concluded that the people of this region had a positive and consensual perception of tourism. This positive perception resulted from the fact that these people believe that tourism helps social development, agricultural market development, increased production in the market, and finally happiness and welfare. Therefore, it was presumed that positive attitudes produce a consensual behavior towards tourism. Observation of behaviors in six months in Bigodi confirmed the hypothesis.

Tamara (2002) in a study concluded that the most important cultural interaction between tourists and host society was that residents followed tourists’ behaviors. As the consequences of this behavioral following were changes in the function of language, clothing, culture, or increased social abnormalities including prostitution, gambling, changes in material and non-material aspects of local culture.

Andereck & Vogt in a study (2000) across Arizona State concluded that residents could perceive positive and negative effects of tourism. Individuals who benefit from tourism feel that it is important for economic development and they are more aware of its positive effects, while in perceiving its negative effects they are not different from other individuals.

The results of Baiwa research (2000) on the socio-cultural effects of tourism in Okavango Delta in Botswana explained the duality of the effects on local customs and traditional cultural norms of the region.

In this regard, Haralambopoulos and Pizam (1996) studied the perceived effects of tourism from the standpoint of residents. The results showed that tourism has had some negative effects such as increased prices, addiction, destruction, chaos, increased crimes in the host society; they also showed positive attitudes of people dependent on the tourism industry in comparison with people who has had no income from it.

The research conceptual model

In this section, a conceptual model is presented to analyze the negative cultural effects of tourism on host society (a case study of Bojnourd city) by studying the relationships among mentioned structures and in the following the research background is presented. Fig. 1 shows the research conceptual framework.

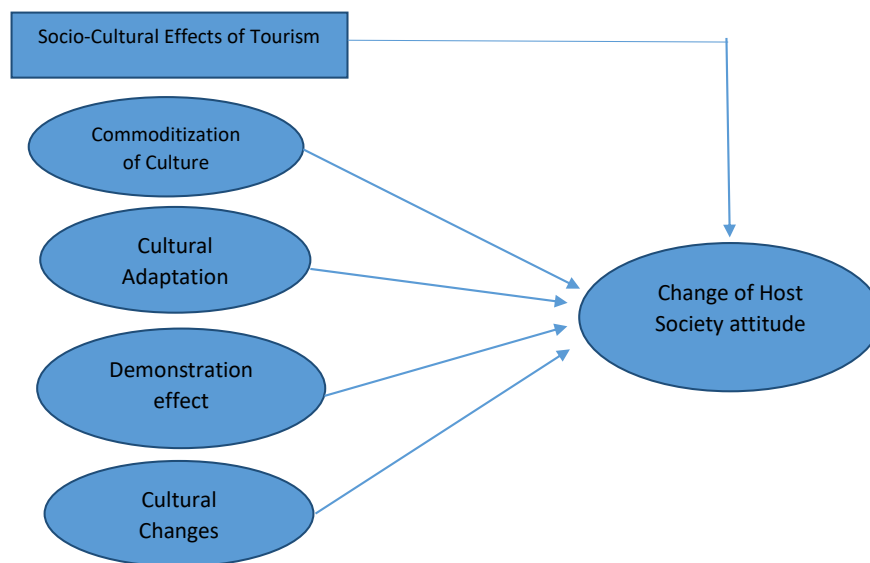


Fig. 1. Research conceptual model. Source: authors.

The research hypotheses

- Main hypothesis: Negative cultural effects of tourism have a positive and significant effect on change of host society attitude.

- Sub-hypotheses:

1. Commoditization of culture has a positive and significant effect on the change of host society's attitude;
2. Cultural adaptation has a positive and significant effect on the change of host society's attitude;
3. Demonstration effect has a positive and significant effect on the change of host society's attitude;
4. Cultural Change has a positive and significant effect on the change host society's attitude.

Research objectives

- Main objective: determination of negative cultural effects of tourism on the change of host society's attitude.

- Sub-objectives:

1. Determination of the effects of commoditization of culture on the change of host society's attitude;
2. Determination of the effects of cultural adaptation on the change of host society's attitude;
3. Determination of the effects of demonstration effect on the change of host society's attitude;
4. Determination of the effects of cultural change on the change of host society attitude.

Description of research variables

- Commoditization of culture: is a process through which lifestyles, traditions, and symbols which people portrait turn into some acceptable products. In brief,

commoditization of culture means turning it into a product to sell and buy.

- Cultural adaptation: is a process which could result in recognition and introduction of cultural elements of tourists in the host society and influencing the life model of host society members to some extent.

- Demonstration effect: is an effect on value systems, behavioral standards, and attitudes towards tourists, properties, culture, and spaces. Demonstration effect explains changes in host attitude, method, and their behavioral model take place easily and only by observing tourists' behavior.

- Cultural change: Here, by cultural change we mean change and revolution in cultural dimensions resulting from contacts between tourists and host society. Karobi et al. (2016) Cultural changes happen as a result of revolutions in a society, changes in people's lifestyle, and contacts between society members and groups of different cultures.

In the present research, negative cultural effects of tourism and its dimensions, commoditization of culture, cultural adaptation, demonstration effect, and cultural change, were considered as the independent variable and the change in the attitude of host society was considered as a dependent variable (function). Then, the overall effect of negative cultural effects of tourism and its dimensions on change in the attitude of host society were studied.

The research method

Regarding the objective and method, the present study is an applied and survey-correlational one. The

scope of the present research is Bojnourd city and its time zone is summer 2019. Conceptual model fitting, structural equation modeling, and SmartPLS, which is useful software in modeling structural equations based on partial least squares, were used to test the research hypotheses. The main instrument for gathering data is a researcher-made questionnaire whose questions are formulated on a 5 point Likert scale. Statistical population of the research was households in Bojnourd and the sample size was 384 selected by cluster sampling. Based on the general census of population and housing in 2016, Bojnourd population was 228931 and for estimating sample size Cochran sampling method with 95% confidence and 5% error probability 384 individuals were selected.

$$n = \frac{\frac{z^2 pq}{d^2}}{1 + \frac{1}{N} \left(\frac{z^2 pq}{d^2} - 1 \right)}$$

In which confidence level was 95%, $z = 1.96$, $p = q = 0.5$, error size (d): 0.05, $n = 228931$.

In order to assess the validity of the questionnaire, two types of logical validity and construct validity were considered, and in this regard, content validity and factorial validity (factor analysis) were studied. The questionnaire factorial validity test was carried out using confirmatory factor analysis and SmartPLS software. All factor loadings of research variables were higher than 0.5 which indicates the high validity of the questionnaire. Also, the content validity of the questionnaire was confirmed by experts and professors, and corrections were done. For assessing the reliability of the research instrument Cronbach's alpha coefficient was used. It was 0.875. And, each research variable was calculated separately whose results are shown in Table 1. The results of Cronbach's alpha coefficient showed that the questionnaire has a proper reliability.

Results

Based on research results 55% of the sample were men and 45% were women. Regarding age distribution of the population 26% were 20-30, 44% were 30-40, 23% were 40-50, and 7% were 50 and more. Regarding education level, 29% had a diploma, 37% had an associate degree, 23% had a bachelor degree, and finally 11% had master or higher degrees.

Study of model fitness indices

Goodness indices of both relative and absolute fitness are descriptive. Indices equal to or higher than 0.5 are proper

for the model. The results of model fitness show that the goodness index of relative fitness is more proper for the model in comparison with absolute fitness. Therefore, when the model is confirmed, the results of the path analysis could be used in hypothesis tests to interpret them (Table 2).

Path analysis

In the path analysis, the relationships between variables move in the same direction which is considered as distinctive paths. The path analysis, in the best mode, is explained through its main feature, path diagram, which demonstrate probable causal links between variables. To assess the research hypotheses, the following general model is required to be fitted.

As it is shown, all the research variables effect directly on the attitude of the host society. Fig. 2 shows the number of effects of each of these elements on the attitude of the host society. Among dimensions of negative cultural effects of tourism, cultural change had the highest effect on change in society attitude followed by cultural

Table 1. Cronbach Alfa coefficients of research variables. Source: authors.

Research variables	Number of questions	Cronbach Alpha coefficient
Commoditization of culture	8	0.911
Cultural adaptations	4	0.889
Demonstration effect	4	0.775
Cultural change	4	0.946
Total	20	0.875

Table 2. Fitness indices of the model. Source: authors.

Fitness indices of the model	Value
Absolute	0.577
Relative	0.876
External model	0.965
Internal model	0.764

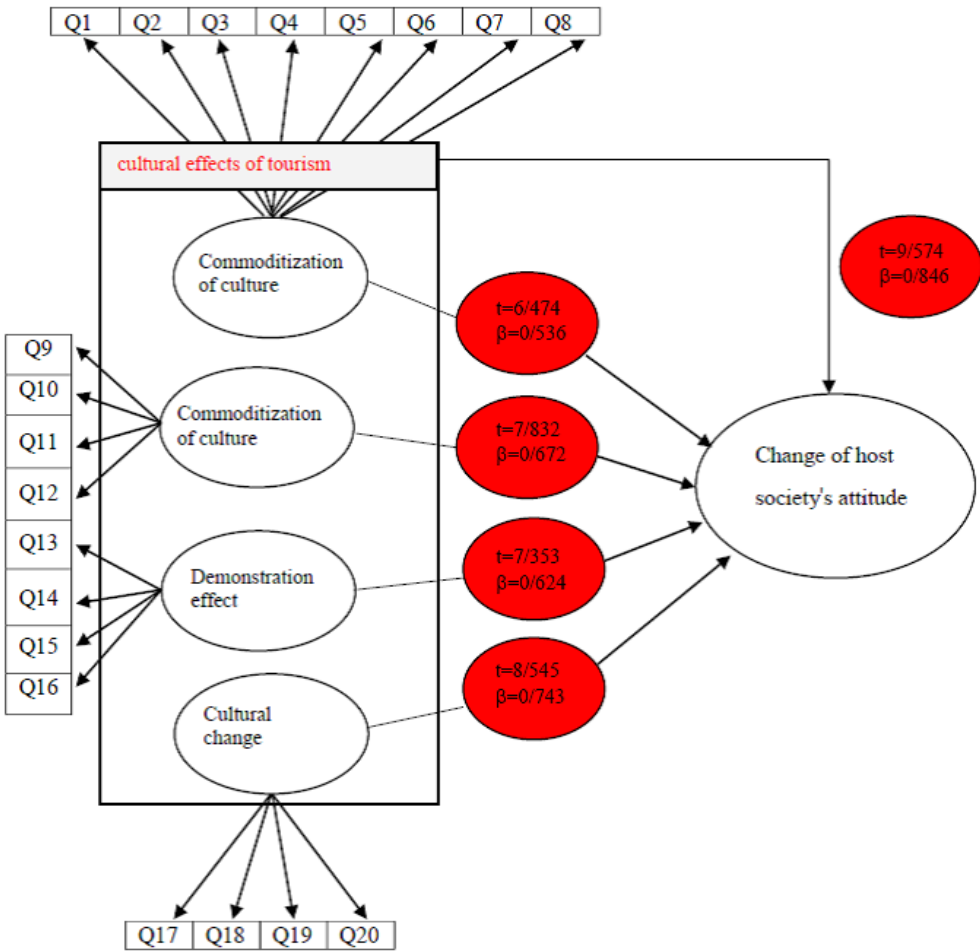


Fig. 2. Model path analysis. Source: authors.

adaptation, showing effect, and commoditization of culture, respectively.

Testing research hypotheses

To assess all the hypotheses of research, the first calculation

path coefficient, and then significance of the path coefficient were assessed using the test statistic (Table 3). In hypothesis 1, path coefficient is 0.846 and considering that significance probability value (equal to 0.000) is less than 0.05, it could be concluded that this path coefficient

Table 3. Direct paths of the main hypothesis variables. Source: authors.

Direct path	Path coefficient	Test statistic (t)	Significance level
Negative cultural effects of tourism → change in host society attitude	0.846	9.574	0.000
Commoditization of culture → change in host society attitude	0.536	6.474	0.000
Cultural adaptation → change in host society attitude	0.672	7.832	0.000
Demonstration effect → change in host society attitude	0.624	7.353	0.000
Cultural change → change in host society attitude	0.743	8.545	0.000

in error level 0.05 is significant (i.e., negative cultural effects of tourism have significant and positive effect on host society attitude). In hypothesis 2, path coefficient is 0.536 and considering that significance probability value (equal to 0.000) is less than 0.05, it could be concluded that this path coefficient in error level 0.05 is significant (i.e., commoditization of culture has a positive and significant effect on host society attitude). In hypothesis 3, the path coefficient is 0.672 and considering that significance probability value (equal to 0.000) is less than 0.05, it could be concluded that this path coefficient in error level 0.05 is significant (i.e., cultural adaptation has a positive and significant effect on host society attitude). In hypothesis 4, path coefficient is 0.624, and considering that significance probability value (equal to 0.000) is less than 0.05, it could be concluded that this path coefficient in error level 0.05 is significant (i.e., demonstration effect has a positive and significant effect on host society attitude). In hypothesis 5, path coefficient is 0.743, considering that significance probability value (equal to 0.000) is less than 0.05, it could be concluded that this path coefficient in error level 0.05 is significant (i.e., cultural change has a positive and significant effect on host society attitude).

Discussion and conclusion

As an important phenomenon in human activities, tourism can have significant cultural effects on the lives of destination people. These effects result from the fact that tourism helps interaction happen between tourists and local society. It can be certainly mentioned that the effects of tourism development on all the tourism destinations are very powerful in different cultural aspects. While being a determinant factor in the economic and social development of a society hosting the tourists, it may threaten traditional and integrated culture of the society hosting the tourists in the destination. The results of the present research in Bojnourd city, Iran, show that negative cultural effects of tourism and each one of their dimensions (commoditization of culture, cultural adaptation, demonstration effect, and cultural change) had a positive and significant effect on change in host society attitude in this city. Furthermore, it was shown that the cultural change variable had the highest path coefficient value with the highest effects on change in host society attitude in comparison with the other variables. It should be noted that studied variables in the present research, in essence, consider negative cultural effects. Thus, when the relationship between tourism and the above-mentioned variables is significant and positive, this very fact indicates the negative effects on the cultural dimensions of the host society. For example,

to explain commoditization of culture, it can be indicated that when a host society is considered only as a tourism attraction, and different peoples' customs are protected and transferred only to produce income, negative effects on the cultural dimension (such as dissatisfaction with authentic local and regional culture, weakened confidence and self-esteem of host society, increased frustration, etc.) will be manifested. Cultural changes, cultural adaptation, and demonstration effect also are of variables with countless negative cultural effects (such as changes in clothing style, avoiding local dialect, entering new vocabulary into the local language, forgetting traditional customs, change of values in accepting models, dominant hedonistic lifestyle, etc.) on the host society.

North Khorasan province in general, and Bojnourd city in particular, due to special geographical location, have a diverse culture and population. However, the important point is to protect the cultural authenticity and integrity of different peoples in this region that is influenced by interacting with tourists and non-native people. For example, if the culture of the regional people is only presented from the economic perspective, it turns authentic culture of North Khorasan people into a commodity for sale overtime, and influences cultural authenticity of the region. Then, increased income will result in smooth change of lifestyle and authentic culture of people into modern life, which in turn will result in the destruction of cultural authenticity of the province and dissatisfaction and frustration of regional people with their traditions and beliefs. Then, perhaps in a future not too far it will lose its cultural attractions and in turn its cultural tourists. These days, tourist-friendly places are dynamic societies with high cultural interaction. Because they learn practically proper ways of hosting tourists and they became properly aware of their needs while protecting their social culture. Following this principle, in North Khorasan province, as a treasure of cultures, may result in the permanent attraction of tourists and, as a result, also protection - instrumentally by tourists - of cultural elements of North Khorasan people which are subject to oblivion. Positive cultural effects of sustainable tourism in the destination may reduce damages such as acculturation, cultural adaptation, forgetting authentic local customs among the youth - which lots of regional people are involved with it. In addition, positive cultural effects may produce a sense of honor in people of the host society, largess, and expanded vision of native culture, the feasibility of transferring cultural values to the people around the world, protection of the cultural heritage of Iran, and recognition of mutual respect between people with different cultures.

In general, it can be concluded that if all these cultural effects are properly recognized and if we try to improve these elements, certainly, we could protect native values

and believes and rich cultural heritage of regional people while we could observe economic boost and development of tourism infrastructure.

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