The Effect of Cultural Literacy among Cultural Centers' Staff on the Satisfaction of Foreign Tourists (Case Study: Espinas Persian Gulf Hotel)

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Abstract

The purpose of this study was to investigate the cultural literacy of Spinas hotel staff and its role on the satisfaction of foreign tourists. The study type was descriptive-analytical and surveying. The statistical population of the research was 350 employees of the Spinas Hotel and 200 foreign tourists. Sample size was set by total numbering, and sampling method was random obtained as 184 and 183 by Cochran formula respectively. The data were analyzed using a researcher-made questionnaire and analyzed by descriptive statistics (frequency distribution tables and frequency percentage) and at the inferential level to test the research hypotheses (t-test, ANOVA and multivariate regression), it was analyzed using SPSS23 software.

The results of multivariate linear regression analysis of variables of information literacy, media literacy and intercultural literacy with dependent variable of satisfaction of foreign tourists indicate that this relationship is statistically significant and the main hypothesis of the research (there is a relationship between cultural literacy of staff of cultural centers and the satisfaction of foreign tourists) was confirmed. It was also found that among the variables introduced in the regression model, the variable of intercultural literacy had a greater effect on the satisfaction of foreign tourists of Spinase Hotel, and the variables of information literacy and media literacy are the next effective variables respectively.

Keywords: Cultural literacy of staff, tourists satisfaction, media literacy, information literacy, intercultural literacy.

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Introduction

Typically, tourism can be thought of as a bundle of goods and services combined together with a fixed proportion. This is because tourists, for instance, cannot substitute transportation for food, hotels or other services. This is the same assumption used by Blake and Gilliam (2001). Outbound tourism demanded by households is a function of disposable incomes. Inbound tourism demanded by foreigners is a function of tourism prices and exchange rates (Wattanakuljarus, 2006).

Tourism is not an industry *per se* but a collection of interrelated industries, which sell products to tourists as well as to a range of other customers: hotels, tour operators and travel agents, airlines, etc. Tourism consumption usually leads to increased output, prices and wages in the industries that sell products directly to tourists. Therefore, poor households are likely to be negatively affected via the price channel; rising price will reduce the real income effect. The largest increases in prices that result are, in general, for the types of goods and services that tourists consume. (Laffargue, 2009).

Tourism consumption (for example domestic tourism) is mainly concentrated upon the wealthiest sections of society. In Brazil while the poor do not benefit greatly from tourism, they are not heavily involved in other exporting sectors, so do not lose out. In Kenya, Tanzania and Uganda, they receive more income from non-service exports (such as coffee and tea) than they do from tourism (or, the hotel and restaurant sector, Blake, 2008a). The conclusion has to be that tourism can make the poor worse off, which is a result that Wattanakuljarus and Coxhead (2008) obtain for Thailand.

Tourism is now, more than ever, recognized as a major economic contributor in many destinations worldwide, adding value for foreign exchange but also support for export industries and environmental, social, cultural, and historic resources support and protection (Antigua and Barbuda Tourism Development Programme, 2003).

A post-disciplinary perspective discards rigid disciplinary perspectives to focus on a theme and bring it to a logical conclusion. This approach transcends disciplinary boundaries to provide a space to better understand 'the complex interconnections between the natural and social worlds' (Jessop & Sum, 2010). This is a process of knowledge building; a process that Coles, Hall, and Duval (2009) consider should be a requisite to study tourism, and its contexts, in the twenty first century.

From a tourism perspective, critics have ''called for a more material analysis of the way cosmopolitanism is performed in people's everyday lives'' (Germann Molz, 2006:2; Swain, 2009), and this paper addresses these concerns by positioning the ''understudied'' concept of worldmaking as multi-operational in the makings of culture and place (Hollinshead, 2007:185). Cosmopolitanism maintains salience in a globalized world, where increased mobility and global flows replace monocultures with hybrids. Citizenship is now a cultural intersection of the inter- and intra-domestic and/or inter- and intra-national (Newcastle Business School, 2014).

There are three dimensions of cultural literacy (cognitive, behavioural and affective) and, as a socially, culturally and geographically situated concept, cosmopolitanism figuratively embodies the tourist (Germann Molz, 2005, 2006; 2008; Swain, 2009), tourism workers (Jonasson & Scherl,e 2012; Notar, 2008; Salazar, 2010a; Scherle & Nonnenmann, 2008), the toured and tourism researchers (Tucker, 2009). By introducing cultural literacy, as a fundamental principle of cosmopolitanism, the discussion illustrates how subject positions characterize cultural engagement and influence the ways spaces, places and peoples are interpreted, represented and performed.

By assuming a post-disciplinary perspective, the discussion below seeks to integrate a range of ideas drawn from scholarly literature and general writings about cultural literacy and tourism in a lucid and thematic way. Through these means, some hypotheses are developed and examined to indicate cultural literacy's effect on tourism development. To progress the argument the genesis of cultural literacy is explained. This involves factors to demonstrate how cultural literacy helps to shape this view.

Literature Review

Tourism and journey industry are one of the most varied industries in the world. Tourism as a social-cultural phenomenon is considered as the widest form of human transportation. Increasing growth of 20th century has made many pundits to call it as tourism century. This industry has many effects on economic, social and cultural areas such as foreign exchanges, incomes, engagement, prices; dispense of incomes, migration, distribution the jobs, customs and arts. Considering the significance of tourism. Tourism with its positive social, cultural, and econmical effects attracts more attention in various countries. Tourism industry is the first industry in the world because of its high income and effects on economic growth in countries. One of the competitive factors is satisfaction of tourists that is accounted as the best indicator for assuring the growth of future profit. In this way, the aim of this study is to investigate the factors which influence satisfaction of tourists.

The tourism industry is dominated by a few powerful corporations, most of which are based in the West (Mann, 2000), thus it caters for a market of Western tourists. The consequences are that the wishes and needs of the receiving countries are mostly neglected. Tourism could be the source of greater economic benefits for the less developed countries in the world. However, at the moment there is a considerable amount of leakage, as the greatest part of the benefits generated from tourism rest within the sending countries of the West. Currently there are large operators monopolizing the market as they cover a number of the sectors, such as accommodation and transport.

Tourism has historically been regarded in most economies as a second cousin to other economic sectors ranging from resource industries to manufacturing. Indeed, in the past several decades of economic reporting, tourism expenditures were always hidden in various service categories (Antigua and Barbuda Tourism Development Programme, 2003).

Cultural literacy is also the recognition of the cultural heritage of the community and respect for the national identity, the recognition of different cultural fields, the recognition of the types of discourses, the types of capital, the existing cultural values, the fields and essentials that affect human action whose complementary concepts include

media literacy Digital literacy, computing, information, audiovisual literacy are the underlying foundations of community based society. Cultural literacy increases through the more flexible culture of society as the culture of a society enlightens the spirit of that society and cultural expressions and activities are the phenomena and behaviors that the soul manifests itself. The culture of each society forms the identity and existence of that society. Thus as studied in this research, developing cultural literacy in one society can be an important factor to attract foreign tourists and affect their satisfaction.
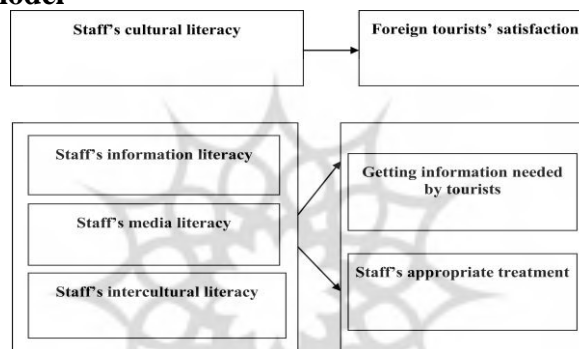
Research model

Figure (1-1): The research model derived from the research of Jafari and Raeis Mirza'i (2015)

Research hypotheses

Main hypothesis

Cultural literacy of cultural centers' staff affects the satisfaction of foreign tourists.

Side hypotheses

1. Information literacy of cultural centers' staff affects the satisfaction of foreign tourists

2. Media literacy of cultural centers' staff affects the satisfaction of foreign tourists

3. Intercultural literacy of cultural centers' staff affects the satisfaction of foreign tourists

Research method & population

This research is applied in terms of purpose, and descriptive in terms of method. Information is gathered by the survey method. The statistical population of this research is the total staff of the Spinas Hotel of the Persian Gulf, which is 350 people, and the tourists who reside in Spinas Hotel of the Persian Gulf in the first six months of

1396 with a number of about 200 people. In this study, according to the level of measurement of the variables and the hypotheses type, both groups of difference and communication tests have been used. In this research, Kolmogorov-Smirnov tests were used to determine the normality of the data, linear regression test, camera-Watson test (DW), a meaningful test for regression equation and coefficient significance test.

Inferential statistics

Test of research hypotheses

In this section, using Pearson's test, the research hypotheses were examined and tested.

Main hypothesis: Cultural literacy of cultural centers' staff affects the satisfaction of foreign tourists.

Table (1): Regression analysis and regression coefficients of the main hypothesis

Variable	B	Standard error	BETA	t	Significance level
Fixed number	0.148	0.252	-	0.588	0.000
Cultural literacy	0.96	0.072	0.705	13.367	0.000

According to Table 1, the significance level of the variable of cultural literacy of the staff of the cultural centers is less than α = 0.05 (sig <0.05 and α = 0.05). As a result, the variable of cultural literacy of the staff of the cultural centers is entered into the regression model. With confidence of 95%, it can be said that the cultural literacy of the staff of cultural centers affects the satisfaction of foreign tourists.

Side hypothesis1: Information literacy of cultural centers' staff affects the satisfaction of foreign tourists.

Table 2: Regression analysis and regression coefficients of the first hypothesis

significance	t	BETA	Standard error	B	Variable
0.000	4.084	-	0.248	1.011	Fixed number
0.000	10.117	0.601	0.07	0.705	Information literacy

According to Table 2, the significance level of the variable of informational literacy of the staff of the cultural centers is less than α = 0.05 (sig <0.05 and α = 0.05). As a result, the variable of informational literacy of the staff of the cultural centers is entered into the regression model. With confidence of 95%, it can be said that the informational literacy of the staff of cultural centers affects the satisfaction of foreign tourists.

Side hypothesis 2: Media literacy of cultural centers' staff affects the satisfaction of foreign tourists.

Table 3: Regression analysis and regression coefficients of the second hypothesis

Significance level	t	BETA	Standard error	B	Variable
0.026	2.246	-	0.264	0.593	Fixed number
0.000	11.06	0.635	0.075	0.826	Media literacy

According to Table 3, the significance level of the variable of media literacy of the staff of the cultural centers is less than α = 0.05 (sig <0.05 and α = 0.05). As a result, the variable of media literacy of the staff of the cultural centers is entered into the regression model. With confidence of 95%, it can be said that the media literacy of the staff of cultural centers affects the satisfaction of foreign tourists.

Side hypothesis 3: Intercultural literacy of cultural centers' staff affects the satisfaction of foreign tourists

Table 4: Regression analysis and regression coefficients of the third hypothesis

significance	t	BETA	Standard error	B	Variable
0.015	2.444	-	0.233	0.568	Fixed number
0.000	12.689	0.686	0.067	0.853	Intercultural literacy

According to Table 4, the significance level of the variable of intercultural literacy of the staff of the cultural centers is less than α = 0.05 (sig <0.05 and α = 0.05). As a result, the variable of intercultural literacy of the staff of the cultural centers is entered into the regression model. With confidence of 95%, it can be said that the intercultural literacy of the staff of cultural centers affects the satisfaction of foreign tourists.

Estimation of regression model

According to the results of the hypotheses tests, the variables of information literacy, media literacy, intercultural literacy affect the satisfaction of foreign tourists. To determine the variable that has the highest correlation with the satisfaction of foreign tourists, multiple linear regressions have been used.

Table 5: Summary of descriptive results of regression model

Correlation coefficient	Determination coefficient	Adjusted determination coefficient	Watson's camera statistics
0.719	0.516	0.508	1.882

As shown in Table 5, the Watson camera's value (1,882) is in the range of 1.5-2.5. So, the hypothesis of the lack of correlation between errors is not rejected and regression can be used. The value of the determination coefficient 0.516, which suggests that %51.6 of the dependent variable variations (satisfaction of foreign tourists) can be explained by independent variables (information literacy, media literacy, intercultural literacy).

Table (6): Equation Linearity Test (ANOVA)

Source of change	Sum of squares	Degrees of freedom	Mean of squares	F statistic	Significance level
Regression	40.857	3	13.619	63.721	0.000
Error	38.258	178	0.214		
Sum	79.115	182			

Based on table 6, considering the significance of the F test statistic and its significance at confidence level of over 95%, the regression equation is valid and its results can be analyzed.

Table 7: Regression analysis and regression coefficients

Variable	B	Standard error	BETA	t statistic	Significance levet
Fixed number	1.136	0.249	-	4.567	0.000
Informational literacy	0.251	0.104	0.214	2.425	0.016
Media literature	0.237	0.098	0.205	2.419	0.018
Intercultural literacy	0.581	0.1	0.467	5.796	0.000

According to Table 7, the significance level of the variables of informational literacy, media literacy and intercultural literacy of the staff of the cultural centers is less than $\alpha = 0.05$ (sig <0.05 and $\alpha = 0.05$). As a result, variables of informational literacy, media literacy and intercultural literacy of the staff of the cultural centers are entered into the regression model and affect the satisfaction of foreign tourists. Regarding the amount of standardized BETA coefficient, the intercultural literacy variable with the standard BETA coefficient (0.467) has the most effect on the satisfaction of foreign tourists, and the media literacy variable with the standard BETA coefficient (0.205) has the lowest effect It is about the satisfaction of foreign tourists.

Conclusion

Tourism today is one of the most important and effective economic issues and of the important factors of Outstanding communication, social and cultural in the worldwide is considered. In fact, the expansion of the economic, health, security and communication infrastructure in the twenty-first century has made tourism an inevitable reality in human life . Hence, tourism is one of the key industries in any society that can attract planners attention, Because it affects many sectors of society, including the economic, cultural and environmental sectors. On the other, The large volume of travel in recent years has made tourism one of the largest industries in the world, So that the income of tourism and tourist With transportation of passengers in about 17 percent of total world exports make up. Given the growing importance of tourism in today's world and the competitiveness of the tourism market around the world, Tourist destinations are increasingly competing with each other to attract tourists. The expansion of the tourism industry in every part of the world requires special conditions and conditions such as climate, ancient artifacts, natural attractions, traditions, infrastructure, facilities

and equipment . So each of the tourist destinations should try to increase their share of the industry and its revenues. On the other hand, On the other hand, Should be noted in today's competitive world, The first trip to a tourist destination It does not mean the success of tourism destination, It is also a repetition of the trip to the tourist destinations and the introduction and promotion of it for potential tourists, which can serve the purpose of tourism in the long run. Hence, loyalty to the destination of tourism and its influential factors play a significant role in their long-term success. Therefore, efforts should be Loyalty to the destination of tourism and the factors that create this loyalty are identified and strengthened. Given the importance of brand loyalty to tourism destinations

Tourism is an activity that involves a large array of retail and service businesses. The sectors most affected by tourism are hotels and other lodging facilities, eating and drinking establishments, and amusement and recreation facilities such as theme parks and ski resorts. One of the largest expenses in these industries is salaries and wages for employees. Often these employees are from the local area. However, for some businesses that are highly seasonal, employees may come from outside (Tohidy Ardahaey, 2011).

Some communities worry about relying too heavily on tourism. Some of the negative aspects of tourism may include the highly seasonal nature of employment, the low average wage level in tourism related industries, the congestion and increases in prices of products and real estate that tourists can cause. However, well managed tourism can complement other economic activities in a community (Leones, 1995). Considering the direct, indirect positive and negative economic impacts of tourism industry, it could be said that with short-term and long-term strategic planning and using the specific abilities and tourism products of developing countries, which suffer from some indices as unemployment, limits in earning and currency flows, inflation and other problems, most of their economic problems can be solved.

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