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Tourism: an Appropriate Model to Educate World Citizenship

Abstract. *The tourism makes possible the opportunity for the direct cultural interaction between the human different groups in the form of the host and tourist in the environment by the name of "Destination". In fact the tourists and the host communities experience temporarily a kind of the common citizenship life beside each other. They live together while learning each other's culture. They notice existent differences and common things at their cultures and values however they learn to respect each other's rules, norms and customs. The present paper strives to study briefly the characteristics of globalized world and world citizenship while emphasizing the exclusive role and importance of tourism industry as an appropriate tool and opportunity for learning the needed skills and applied teachings for the world citizens.*

Keywords: *the globalized world, tourism, education, the World Citizenship, destination, globalization, culture, citizenship life, social activities, society.*

Introduction

The tourism has been enjoyed of the continuous growth in the 6 recent decades which it has been resulted in evolution and changing it to one of the biggest social activities. Nowadays we cannot ignore the environmental, economic, cultural, social effects of this growing phenomenon. The published numbers and figures by international organizations also show this claim. By reporting of United Nation World Tourism Organization (UNWTO), at 2011 year, the numbers of international tourists have been 982 million people which indicate the importance of traveling category in today's life. On the other hand, the globalization also goes beyond the national boundaries in a growing process and it has been beyond into one of the effective phenomenon in today's world.

The tourism is an interdisciplinary subject and it covers many of life's dignities and its nature is so that it has close relation with all activities, cultural and social circumstances,

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in land and exterritorial programming. In this globalized society or in the other words in one world which with all its greatness and spread for new communication tools and devises has become very small and it is like a village which the countries' accidents and events are related together and to effect on each other; Although the countries from an political and governmental system's point of view are independent, the culture and language, history and rules and norms and other identity constituting components of the world's countries people are different, but they have been standardized via new technologies, comings and goings, informing and specially about quality of passing the leisure times, traveling and expectations in travelling and recreational activities and it has appeared the indicators which is common between all nations and It's not possible the success without observing them. So essential to societies' success in this concrete world is establishment and continuation of effective connections of society's members.

In such society there are more opportunities for citizens to meet each other, to communicate and to live and work with different cultural records beside one another. For compatibility with the increasingly changes and transformations in today's world, the education of the world citizen takes an ultimate importance. The humans as citizens and the world's society members have an important role in progress of this goal and one of the ways for reaching this important affair is citizen's practicable education to live beside each other. The globalized society should prepare its citizens to live in the globalization age.

The recognition and information of different nation's cultures "emphasize on the existent cultural — valuable and moral participations, increase of perception ability, acceptance and tolerance of the cultural differences, tendency to resolving their confrontations with others as peaceful methods and … are from the main goals of the education of the world citizen. The tourism industry in the meantime for the sake of possibility of existing opportunities

for interaction and talking between the host communities and the tourists who enter to that destination can have the wonderful effects in forming the positive senses between these two cases.

The tourists before entering one destination always try to obtain the different information's on the subject of the culture, rules and norms of the native and indigenous people, language, manner of association with them, does and don'ts of destination and….The host communities also attending to economic, social, cultural, convenient and political effects of entering tourists to their life place try to learn the creative ways of effective connection and providing their satisfaction. In this case, both of groups obtain the necessary readiness for the temporary life beside together and enjoying of the advantages of this coexistence. They present the existent cultural and behavioral differences between each other as atourism attraction, not only don't present the sensitiveness to this subject but they take it into consideration as a means for more pleasure. In sustainable tourism, the tourists and the host communities try to present the existent historical and cultural communions at least at time opportunity of a meeting as salient and within possible limit, they come near to each other. This positive and common sense can be an appropriate model for exercising and practicing of the citizenship life in one globalized society. With due attention to the subject importance, in this paper, we deal with surveying tourism role in applied skills education to citizens.

Globalization

Surveying the world changes in half recent century shows that very deep changes in beliefs, values and the life style of the world people have happened, and the world spread of these changes finds more intensity day to day. These changes which is due to the world economic and political changes and the information technology progressing in present age, reciprocally have left out the wonderful effect on cultural and social life's different aspects and have changed the individuals

from national and local people into globalized humans[1].

Today's human is not just a being limited in his family, society and country but he is an inseparable part of the humankind world and world relations and has changed into a world being.

The globalization process, in direction of increasing human information in relation to self and the social and natural environment has existed from the beginning of history, but at recent years for the reason of increasing speed of knowledge and technique changes it has had the sudden hastiness[2].

The globalization causes very fast and wide transferring of the modern life's style and culture at all of life areas and even causes the change in values, identity, the human relations and humans feelings in all of world. The certain surveying and scientific recognition of globalization great challenge and roaring phenomenon which deeply is related to the cultural values, fate national identity and with training and teaching daily life and even with our family and single life, is a undeniable necessity.

Several definitions are mentioned for globalization. "Waterz" knows globalization as social process which in it the geographical boundaries which is ruling on cultural and social relations eliminate and the people increasingly inform of the advantages of decreasing these boundaries[3].

The globalization is a process which in it the social relations became as nature without boundary and distance; so all humans in one world are interacting[4].

"Gidenz" knows the globalization as economical phenomenon which on the basis of it the communications exist in the level of world and or we can say that a world economy has been born and or the birth which in it independent national economies and also internal economical management approach's lose their credit more day to day[5].

"Feridman" also knows it as hard merger of markets, national governments and technologies to the extent which already never have been seen and believes that the globalization namely the black market capitalism development in many countries[6].

The fact is that we maybe cannot present a single definition for this phenomenon more than all definitions, is that: "The globalization consists of time's and space's increasing compression process as a result of capital circulation, which for the sake of it the world people merge less or more and as relatively conscious in the single world society"[7].

The evidences of this process consist of[8]:

• Changing the meaning of space and time.
• Similarity of created problems for all of world humans.
• Network of increasingly international force, organizations, and the international companies.
• Increasing the interchanges volume and cultural actions.
• Simultaneity of all dimensions which include the globalization.

There are 2 general points of view about this phenomenon; those have known the globalization as forced affair, have declared that this phenomenon has appeared on necessity of scientific, political, economic changes and communication development in present age and the countries are forced to coordinate themselves with it. On

[1] LotfAbadi, H. (2006), "Education of National and Global Citizenship accompanied by strengthening of identity and student's value system", quarterly of Educational innovations, number 17, fifth year, 11–46. Golmohammadi, A., (2007), "The Globalization of Culture and Identity", Nei Publisher, Tehran.

[2] Kazemi, A.A., (2001), "The Globalization of Culture and Politics (Theoretical Criticism and Analysis, Recognition of Knowledge)", Ghomes Publisher, Tehran.

[3] Waterz, Malkum, (2000), "Globalizations", Translated by MardaniGivi, E and Moridi, S. Industrial Management Organization, Tehran.

[4] Nahavandiyan, M. (2004), "We and Globalization", Institute for Humanities and Cultural Studies, Tehran.

[5] Rahmani, J. (2011), "Necessity of strategy management use in the seminaries in globalization age", scientific — research quarterly of globalization strategic studies, second year, p. 27.

[6] Niyakouyi, A. (2007), "Globalization and Development with a look to Iran", Tehran, Student Book. P. 2–3

[7] Golmohammadi, A., (2007), "The Globalization of Culture and Identity", Nei Publisher, Tehran

[8] Cohen, R., (2000), Global Sociology, Macmillan. P. 24

the basis of such idea, we should accept that the special culture will exert its rule on morality, art, economy, politics and also human's group and single behavior's and the world would be the owner of a same culture at the end. But people who have not dominative comment of globalization believe that this process doesn't mean the supremacy of one special culture on world but since the humans all are members of world society, must think to problems which world society deals with them, and must cooperate for eliminating the straitened circumstances and difficulties which humanity faces to them.

In this connection some people have said that the formation of world culture causes the setting regional and national cultures; because the indigenous cultures have the powerful valuable system and world culture cannot digest these cultures in itself.

If a culture is setting, its reason is related to internal weakness of that culture to the appearance of one world culture[1].

In any case, the globalization in the cultural dimension has very important effects which any society and culture for the sake of keeping and progressing themselves between other cultures must know them to can enjoy of globalization as an opportunity.

The culture area as the most fundamental and comprehensive and spreading social capital, with multitude of different compilations and its pleasure probably is the most important arena that has showed the changes. The globalization for the sake of information modern technology impresses all of different boundaries specially the cultural boundaries. The culture globalization means the values globalization, the permanent rules and traditions of one or several cultures.

The globalization's cultural aspect is one of its challenging dimensions and has provoked the more subjects in 2 recent decades. We can know the globalization in culture area like 2 sides of coin that if one side of it emphasizes on human-kind common culture elements under the name

of religion, humanity and human nature but the other side is heterogeneity, variety, pluralism and recognizing the cultural variety in the world[2].In other words, the globalization is the peaceful co-existence of all nations and their cultures together, respecting each other[3].

The world citizenship

One of the categories which are introduced in the globalization process is citizenship. Citizenship in public understanding is a category which on one part is related to social belonging senses and national identity and in religious countries with culture and religious identity, and on the other part it is related to quality of economic and political system.

The world citizenship is a concept with two different meanings which from one point of view is effect of national economies combination in the world economy which has forced the national governments to a kind of regional and global participation and cooperation and so that it has provided the trans-nationalization process of economy and political system, this intra-national process of social and political factors inevitability has created a kind of citizenship world foundation, and from another point of view, the world citizenship means developing the local citizenship in the world arena[4].

The citizenship concept at a first grade has the common faces with the life skills in national and local level and at a second grade is related to life skills in world society[5].

The world citizen is said to an individual who has the sufficient information from the world and the contemporary world. He is aware of his role as

[1] Mohsen Pour, B. (2000), "The Role of Teaching and Training in Confronting with Globalization of Modernity Culture", Scientific, research environment 8 (3, 4), Autumn and Winter.

[2] Pahlavan, Ch. (2001), "speeches on civilization and culture area", Tehran, Emroz Publisher. P. 404

[3] Mohammadkhani K. &Teymouri W. (2011). Global Leaders and Cultural Intelligence, Strategic Studies of Globalization Journal (2), pp. 93–110, Tehran

[4] Ameli, S. R., (2001), "Globalized Interaction, Citizenship and Religion", the social science letter, number 18, p. 180.

[5] LotfAbadi, H. (2006), "Education of National and Global Citizenship accompanied by strengthening of identity and student's value system", quarterly of Educational innovations, number 17, fifth year, p. 19.

a citizen. He is aware to values and their variety in all affairs. He has the active participation in all affairs from the local level to global level[1].

The globalization process has been caused the growth and development of world citizenship concept which belongs to the human collection apart from national boundaries. For citizens doesn't be postponed from the world progress revolution, they must obtain the knowledge and skills for being useful and effective in the world society.

Furthermore they must have the effective participation in one common world culture while connecting and believing in their culture. The individuals who can actively participate in social life on the basis of society needs they can try in health and welfare of society and local, national and world environment with different methods. Although all people participate in the citizenship responsibility and rights without regarding to social and economic place, information or skills, but evidently their effectiveness, efficiency, and ability in doing effective duties as a citizen in intra-modern society depends on quantity and quality of creating capacity which does in them. The provided teaching opportunities in teaching centers must be equivalent to other social changes, and in an interactive and bilateral process also consider the fast and quick change of society while creating change in society for preparing the future citizens[2].

The world citizen Training

Surveying the changes of several recent decades shows that it has been created the changes in world's people lifestyle and their values which we can know it resulting in today's world changes and these changes convert the individuals from local and national people into world humans. So for compatibility with today's world changes, the world citizen training takes more importance.

For the reason of increasing human's dependency to each other in present world, the world citizen training has been changed into a major amusement in countries. The citizens in different countries for the reason of economic, political, technology and environmental problems are continually in relation with citizens of other nations and so we should provide the teaching opportunities to the citizens in order to theycan obtain a brief recognition of other countries people. The world citizen training is a method which encourages the citizens to developing their thoughts beyond of problems and local needs and countries[3].

Since the communications develop in world process and the individuals connect to each other from throughout of world, and are more exposed to recognition and interaction with other world people, so the international understanding become necessary and the learning for living together is considered as an important goal. This process requires the learning, quality of presenting self and creation of relation as effective form to other people. Also it means the learning of responsibility sense and participating other people and cooperating with them; so the recognition of other cultures and quality of relation to them are necessary.

The citizenship teaching should help to individuals to obtain the clear and correct recognition from their role in national leveland world society. One of the important goals of citizenship training must be helping to students in obtaining single, national and world identity to have active and important participation as a citizen for resolving international difficult problems like contrast, war, world poverty and …

"Dersyion" (2000) has explained the following goals for the world citizen training:

1. Recognition of other countries and information of their cultures.

2. Informing of world problems and the United Nations organization's role in resolving them.

3. Recognition of related problems with human rights, perception of human and living environment relations

[1] Oxfam (2004), a Curriculum for Global Citizenship: A Guide for Teachers and Education Workers, Oxford: Oxfam.

[2] Fathi and Ejargah, Korosh and Gholam Hossein Aalayi, (2009), "World Citizen Training", efficient schools, second year, educational year 2008–2009, number 4 (Continuously 8), 27–31.

[3] Ghayedi, Y. (2006), "Future Citizen Training", quarterly of educational innovations, number 17, fifth year, p. 200.

"Darker" (1993) also in his studies has explained that about citizenship training concept, the following items are agreeable with different countries.

1. The ability of observing problems and quality of resolving them as a world society citizen.

2. The ability of working with other people as cooperation and accepting responsibility in given role or duty to them.

3. The ability of perception, accepting and supporting the cultural differences.

4. The ability of critical and organized reflection.

5. Tendency to resolving their confrontations with other people through peaceful methods.

6. Tendency to life changes and consumption habit for the purpose of the environment protection.

7. Attending to human rights problems and defending them.

8. Attending to participation ability in political activitiesin local, national and international level.

The citizenship education and its skills have been caused to citizens have altruistic and generously behaviors accompanied by politeness and kindness, good nature, and sense of duty towards each other when they face to social problems[1].

There are three general forms for world citizen specifications which are agreeable internationally.

1. Knowledge, skill and attitude of thinking as globalized and acting.

2. Democratic knowledge, skill and attitude.

3. Ability in information technology application.

The world citizen specifications

For the world citizen can interact to others in a world society, at the first degree he must obtain a recognition of world. We can mention specifications of the future citizen as follows:

Preparing to unexpected events, developing the responsibility sense for future and future generations, connecting present time to future, the ability of making and forming the future, ability of guiding the world fast changes, ability of resolving the problem….

The world is changing and in this changeability, if we have not the skill, insight, knowledge and readiness of this important subject and cannot retrieve ourselves, we will involve in many problems. Effective teaching helps to changing and renovation management of cultural, social and economic credits and to storing the human's knowledge and insight and skills. We should remember that the change is not a circular and directive affair. The change is a process; it advances gradually and is not the irrevocable. Our knowledge and ability amount in does and don'ts needs to control. Confronting with today's changeable world more than excitement needs to peace and reflection.

Tourism and globalization

The tourism increasingly growth and development have been caused it become as global activity and industry, the newphenomenon and rising of contemporary civilization whicheffect on all aspects of people's life and is the most dynamics of mankind cultural — economic activity which has been lead to changeability of life environment face in many countries.

One of the human's basic specifications is phenomena recognition and obtaining information of unknown things. Traveling is one of the appearances of this specification in mankind behavior which has cultural nature, it means that the host and tourist's goals and behaviors is under influencing of a culture which they belong to them and it is different from a society to another society.

When a tourist goes to his destination, faces with its culture, and from the beginning of traveling is started the cultural interactions between the tourist and host, and these two groups accept reciprocal effects from each other and influence each other's culture.

One of the tourism earnings is inter cultural interaction. There are different points of views about this earning.

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[1] Hoveida R. Naderi N., (2009), "The Surveying of Staff's Organizational Citizenship Behavioral Level", Executive Management Research Bulletin, 9th year, number 1 (Continuously 33), p. 104.

Some people believe that the tourism irregular development specially with the purpose of just obtaining more economical profits has unpleasant events on the host society culture which we can mention among them "imitation of tourist behavior, the change of language, low attention to cultural noble". On the other hand some believe that this interaction between tourist and host decreases the cultural differences.

The combination of tourism and globalization is evident affair, and these two phenomena influence together in a developing process. The tourism is a positive face of globalization which emphasize on localization's specifications and attractiveness.

In the meantime, the globalization process helps to eliminating obstacles and boundaries for travelling to countries, and from one point of view leads to creating a common market in the tourism area for all of world people. Changeability in international boundaries also counts from the positive elements collection in developing tourism which these change abilities is a conclusion of globalization[1].

The tourism accounts as one of the facilitators elements of globalization, and it plays the important role in globalization process with nearing the people and different cultures. With increasing access and movement ease in countries and acquaintance to cultures, the tourism market has developed for meeting increasingly request of accepting different kinds of travellers.

In a parallel direction with developing tourism goals, the people's curiosity also become more for obtaining the special and different experiences. The international tourism is as the most hopeful, complex and replacement industry which the third world faces to it[2].

The fast growth of technology progresses and increasing numbers of countries which move from government control towards open economy formation, are creating intense processes towards globalization. It will cause the important changes in international tourism area. The globalization process is hastening, but this affair doesn't cause changing the face of this fact that international tourism is endowed basis to the most original world industrial countries. A surface look to travelling progress model shows that the tourism interchanges frequently is developing and the tourists have unlimited choices[3].

The Tourism and World Citizenship

If weconcentrate a little in travelling and touring philosophy, we understand well thatthe unknown thing's recognition, information deepening and learning more about other societies, objects and places doubtless have been from the most main reasons of travelling in the course of history. If human bears the travelling difficulties and pays the extravagant expenses for this affair too, certainly beside another goals such as recreation, commerce and how often in almost cases he follows the obtaining new information and experience.

The tourism industry is based on the human's natural need for unknown thing's recognition, perception of hearings fact and obtaining the knowledge and experience. This industry has been founded on creating peace and mutual understanding between the nations.

The individuals with different cultures, mentalities and tastes place beside each other in progressing of a healthy and permanent tourism process to have although temporarily the common human interaction together.

Before the tourism is an economic activity, it is an intercultural relation. This relation accounts a diving gift, with favorite cultural and communicational specifications and like every intercultural relation, which it always has had accompanied with him from the beginning of human life on the earth. In principle, differences which there are between individuals and all cultural dividing's

[1] Ranjbaryan, B. and Zahedi, M. (2005), "The Recognition of Tourism", Esphahan, ChaharBagh Publisher. P. 212

[2] Lee, J., (1999), "Tourism and Development in Third World", commercial publisher and print company, Tehran. P.1

[3] Sharafi, S., BiranVandzadeh, M., TaghaviGoodarzi, S. and Alizadeh, S.D., (2012), "Space Distribution of Tourism Capabilities Using Geghraphical System (GIS) for the purpose of programming in brojerd town. Geographical quarterly of tourism space, first year, number 2, p.21.

which distinguish humans from each other, all and all have been deposited in human's essence for this reason which encourage them to connect each other and to discover each other's cultural specifications and more important that to inform of their culture neglected aspects which frequently are hidden from his look, for the reason of surrounding to human and also culture's ethnocentric specification.

The cultural differences encourage and lead to know and to connect with other cultures[1].

The tourism industry in the meantime for the sake of possibility of existing opportunities for interaction and face-to-face talking between the host communities and the tourists who enter to that destination can have the wonderful effects in forming the positive senses between these two cases. The tourists before entering one destination always try to obtain different information on the subject of the culture and rules and norms of theindigenous people, theirlanguage, their willing and expectations.

The host communities also attending to economic, social, cultural, convenient and political effects of entering tourists to their life place try to learn the creative ways of effective connection and providing their satisfaction. In this case, both of groups obtain the necessary readiness for the temporary life beside together and enjoying of the advantages of this coexistence.

They present the existent cultural and behavioral differences between each other as a tourist attraction, not only don't present the sensitiveness to this subject but they take it into consideration as a mean for more pleasure. In sustainable tourism, the tourists and the host communities try to present the existent historical and cultural communions at least at time opportunity of a visit as salient and within possible limit they come near to each other.

This positive and common sense can be an appropriate model for exercising and practicing of the citizenship life in one globalized society. The culture is accounted as the basic attractive of tourism. All of people will be the same together

without culture which it creates the differences, and the tourism any longer won't have the identicalness; Because the tourism forms around differences in a parallel direction with different motives in the form of these differences[2].

So justas cultural differences in tourism industry cause to increase human's interactions and interchanges, in globalization process, we also must respect the existent cultural variety while perfecting the cultural differences between different nations; tourism can provide the opportunities for establishment of cultural interchanges between the tourist and host to such these two cases recognize to each other's culture and gradually respect to together culture.

The cultural interchanges, concludedof a tourismprocess, develop the thought horizon of two parties (tourist and host community), to decrease prejudgments and to near the humans to each other. In addition to this, the tourism can happen in the place where the tourism obligations are tied with moral goals of world organizations, so we can use this industry for progressing peace and mutual understanding between nations and keeping and honoring of cultural identities.

The tourism in a parallel direction with developing mass media devices causes to different countries people find acquaintance and recognition opportunity of other societies' cultural specifications more than any time. Developing human interactions due to tourism has caused to different culture, rules and customs are released of national limited boundaries, and to form the world common values it suspected that the globalization process and specially the culture globalization leads to settlement and jurisdiction of a culture on wide world, and indigenous cultures and subculture's life method and even their language are forgotten; but the true fact which we observe shows that the globalization process doesn't mean forgetting native, ethnics and regional cultures and even globalization helping approaches such as tourism causes to strengthen the appearance of non-national group

[1] Homayoon, M.H., (2005), "Globalization and Intercultural Communications", Quarterly of Imam Sadigh University, number 6. Tehran. P. 31

[2] PapeliYazdi, M. H., Saghayi, M. (2011), "Tourism (nature and concepts)", Humanities' studies Development and Research Center. Samteditons, Tehran. P. 88

identities frames, which the most important of them are ethnical identities.

From cultural point of view, the tourism makes possible developing regional cultures and people arts. The tourism is not just movement and resting and recreation, but is a process for conversation, transaction and cultural information's between the tourist and host. It powers to national identity of the host society and causes to exist the social new opportunities and to decrease the social inequalities'[1].

I dare say that no one of human activities don't cause to acquaint nations and humans as travelling causes, and this acquaintance in addition to cause to change the individuals' attitude towards each other it provides the friendship relation between tourist and host.

If the tourism development policies are programmed and organized well, they can be a way for acquainting countries' people to the life quality of other nations, tribes, beliefs, rules, customs, norms and briefly the other cultures and little cultures. In this process with possibility creation of the cultural interchanges and social interactions engender the areas which lead to expanded views and expansion of society's people look area and it makes rich the country's people cultural experiences[2].

Conclusion

The prominent specification of the globalized society is the great communications and interactions existing between different nations and cultures. In such society, there are more opportunities for the citizens to meet each other to communicate and live and work with different cultural records beside one another. For achieving such model, the citizens should be compatible with the values, rules and customs of the local, national and global society. For compatibility with the increasingly changes and transformations in today's world, the education of the world citizen takes an ultimate

importance. In this definition, the globalization is the peaceful coexistence of all nations and their cultures together, respecting each other.

The globalized society should prepare its citizens to live in the globalization age. The recognition and information of different nation's cultures "emphasis on the existent cultural — values and moral participations, increase of perception ability, acceptance and tolerance of the cultural differences, tendency to resolving their confrontations with others through peaceful methods and so on, are from the main goals of the education of the world citizen. For the purpose of educating the citizens on the basis of accepted credits of the globalized society, the education must be effective and applicable. In the other words, such an education should be based on the practices and exercise.

In the meantime, the face to face communication and cultural direct contacts which happen during a tourist visit between human societies provide a sublime opportunity for humans to come near each other, to know each other and to obtain the needed skills for living peacefully and with mutual respect in a single society. The tourism makes possible the opportunity for the direct cultural interaction between the human different groups in the form of the host and tourist in the environment by the name of "Destination". In fact the tourists and the host communities experience temporarily a kind of the common citizenship life beside each other.

They live beside each other while learning each other's culture. They notice existent differences and common things at their cultures and values however they learn to respect each other's rules, norms and customs. The tourists and the host communities try to present the existent historical and cultural communions at least at time opportunity of a visit as salient. The existent differences and discrepancies are less important for them to come near to each other.

Such positive and common sense can be an appropriate model for exercising and practicing of the citizenship life in one globalized society. Evidently for increasing positive effects and eliminating the probable areas for appearing cultural shock, it is necessary both of tourists and host communities obtain the needed information's and teachings.

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[2] Zahedi, Sh.S., (2006), "Foundations of sustainable tourism and Eco-Tourism, AllamehTabaTabayi University, Tehran. P. 45

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