

# *Touristic Culture, engine of the quality in the Sustainable Tourism*

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This essay presents important aspects of how the tourist culture has a considerable importance within the framework of tourist activities from a perspective of sustainability (Sustainable Tourism). Today it is taking a great boom with the objective of protecting the environment from a conception of a rational use of human, cultural, economic, and natural resources.

A country must have a particular combination of culture and nature and together, all this becomes more attractive when the purpose is to achieve the goal of satisfying the tourist and quality complemented it.

Today, quality is a determining factor to which any activity, especially tourism, must commit to achieving foster its growth and impact optimistically and human capital that conforms the tourism industry.

When it comes to quality, it comes to mind the phrase “provide a quality service” and the human element that contributes to the tourist activity is a decisive and very treasured part that must have a touristic culture.

To achieve a human capital that shows a positive performance toward the culture of service, it must have an attitude of service and enhance the elements of culture, heritage, and values that promote quality within their tourism activity with a sustainable development approach.

## **Is the touristic culture an engine to provide quality services in the sustainable tourism?**

Culture in tourism is when a person opens the door of the restaurant to receive tourists; the taxi driver transports them to the touristic destinations, and the waiter attends the requests. In short, all this includes some people who are directly related to the tourism, and all should aim to offer a quality service.

The term touristic culture consists of two words: culture and tourism. Culture is the set of imaginary collectives and symbolic structures of thought (criteria, knowledge, and values) which resulted in expressions or manifestations (attitude, customs, and lifestyles) that bind the members of a given society and that makes it different from the others. It means, Culture is everything we do and

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socially makes us “unique” by opposing to the other, or something that is only ours and that the “other” does not possess, which identifies us (CCT).

Culture, then, is the set of distinctive, spiritual, materials, intellectual and affective hallmarks which characterize a society or social group in a given period. On the other hand, Tourism is a human activity whose essence is leisure and free time; besides, it involves displacement and reception of those moved, and it relies on the use of resources and the provision of services (CCT).

Therefore, tourism is a transversal activity that brings together the work of many sectors in the various production areas, agriculture, construction, public sector and private industry for providing the services used or demanded by tourists. Tourism has not determined limits or a tangible product explicitly but is the production of services that varies depending on the country. That is why Tourism comprises the activities carried out by the persons who travel and stay in places that are not usual for a consecutive period shorter than a year for leisure, business or other reasons.

By joining the terms Culture and Tourism will form the concept touristic culture, from which is intended to enhance the touristic activity, looking for the satisfaction of the individual visitor and obtaining the greatest benefit for the host communities involved. The touristic culture has its foundation from the perspective of sustainable development, understood this as a development that meets the needs of the present without compromising the ability of future generations to respond to their needs. Sustainable development is, therefore, consists of human activity that allows the proper management of (natural, cultural, material, financial and human) resources to achieve the one hand, visitor satisfaction “tourist” and on the other the benefit of the open community: “host community” (CCTS.).

On this basis, the tourist culture incorporates social, cultural, environmental and economic dimensions of communities and country, and oriented towards community benefits, it means, it leaves profits to all individuals and sectors within tourism.

Furthermore, sustainable tourism is the respectful touristic activity to the natural, cultural, and social environment, and the values of a community, that allows to enjoy an active exchange of experiences between residents and visitors. This relationship between the tourist and the community it is fair, and the benefits of the activity are distributed equally, where the visitors have a genuinely participatory attitude in their traveling experiences (Sustainable.ORG, 2015).

In other words, it is simply an ingenious application of the principle of Sustainable Development, which is known as a favorable development that meets the needs of the present without compromising the ability of future generations to respond to their needs.

Tourism is now focused on a sustainable perspective in which the objective is the rational use of the resources in an equitable way without damaging the human and physical resources which are the reason for tourism existence. The prospect of sustainability is great, the key to proper management of such resources to use them peacefully and with critical awareness. To all this, it is necessary that all these practices that include tourism as an economic development activity, provide quality services.

For this, the growth of a tourist culture is required by the host or the host community, in which the behavior, attitudes, way to try, and cater to tourists are aimed for development of tourism from a

sustainable approach. By that way to assist will meet the expectations that visitors bring when they visit our country.

The touristic culture has values and principles that make the acting something different and it pays more attention to the assistant that uses the service and provided it with quality.

The principles of touristic culture are vital for having a harmony between hosts and visitors to achieve equality of service and satisfaction for both the customer and the service provider. Receiving well, with warmth, be friendly, outgoing, give quick support services and high reliability, it makes a consistent, effective and efficient service process from beginning to end.

The tourist culture provides values to the contact personnel, including commitment, respect, discipline, honesty, and constancy that make people provide a more friendly service to the visitors. It is crucial to take into account those values because faced the tourist it must have a positive available server to the client, to their coworkers and generally, to work.

For the touristic culture quality works well, the one who provides this service must have a preparation, current and updated knowledge that allows interaction with tourists. The service should be cordial, efficient, disinterested, seeking only the satisfaction of visitors and not merely the tip, above all, provide an honest and professional service; quality, everything that is done must be done well, ensuring the satisfaction of those are related to this work (Tourism). To all this, the extra value of professionalism should be added, so that every time the work provided would be qualified and optimal for the tourist service provided. Also, efforts should be made with quality and excellence, reflecting this in such simple acts as smiling, calling the customer by its name, being friendly and courteous and making an extra effort to provide the service.

To achieve a satisfactory and acceptable touristic culture, it should be given to the tourism industry a linked to staff training that could improve the performance of their functions and become aware of its responsibility as an agent of the quality of service offered. This quality service is the efforts combination of each of those who provide them, and it is, therefore, crucial to work together.

Having a touristic culture defines the way on how to treat the customer either in tourism service accommodation, food, adventure, booking, travel agencies, etc. All this will harness the resources rationally and make a difference by achieving the price-quality ratio goal.

Tourism enterprises must plan their activities thinking about ecological sustainability, so the development should be compatible with essential ecological processes, biodiversity and biological and cultural resources. The job is to keep the identity of a community, continue towards sustainability achieving benefit communities and sustaining the profitability of local companies and demonstrating economic viability for development to be economically efficient and seek an order in the resources to be enjoyed by future generations.

In conclusion, the touristic culture is helpful and necessary for the tourism sector to operate with a sustainable approach, managing to make the most of what a country has and what it offers. It must be is a touristic product that meets the expectations of tourists and achieves mutual benefit between the parts that make up this industry.

The quality can make things right in a right way and fulfill the wishes of the tourist or client in an optimal way. Sustainable tourism seeks mutual benefit for those who receive and give the service.

The touristic culture will allow to enabling us to offer quality to provide immediate responses to the request from customers or tourists and above all, smile despite adversity and overcome the bad mood by always showing a positive attitude.

It is assumed that the primary objective of the tourism culture as an engine of quality, is to find a balance between a sustainable model of tourism. In which the relationship between the entry of visitors and attention given will be consistent and based on the sustainable tourism principles (proper management of natural, cultural, material, financial, and human resources). Reflected in the continuous improvement of the quality of life of all those who are involved in the tourist activities by offering quality services.

### References

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