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## Explaining the cultural and social indicators affecting tourism development in the industrial city of Asaluyeh

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### Extended Abstract

#### Introduction

The industry is one of the most profitable industries for the economy of any country. The prosperity of tourism in a country indicates its political, economic, social, and cultural stability. A country's policies at the national and global levels are for the supply and demand of tourism in that country. The tourism industry creates new opportunities for many countries, cities, and urban and rural areas, as well as numerous employment opportunities for local entrepreneurs. Excellent opportunities for hotel construction and construction and expansion of food varieties, the prosperity of cafes, clinics, health centers, medical services, the improvement and repair of infrastructure and infrastructure such as roads, streets, alleys and passages, structures such as water, electricity, telephone, gas, etc. are in a better condition. In the present study, an attempt has been made to address the issue of tourism in industrial areas from a different perspective. In this research, cultural indicators, including language, customs and festivals, literature and mythical characters, architecture, ethnic diversity, religions and rituals, development and promotion of growth, and social indicators, including quality of life, development facilities and opportunities, local community participation, crowding and congestion, social support, solidarity, and social cohesion. Asaluyeh has been addressed. This research aims to explain cultural and social indicators for tourism development in the industrial city of Asaluyeh.

#### Method

This research is applied in terms of purpose and survey regarding the data collection method. The data collection tool is a questionnaire. The statistical population in this research includes all tourism experts in Asaluyeh city, hoteliers, tourists in Asaluyeh, marketers, etc. The age range is 18 to 60 years, equal to 5742 people. The sample size equals 360 people, which is obtained as a statistical population by simple probability.

After conducting initial studies in a small part of the statistical population and determining the standard deviation, the sample size was estimated using the Cochran formula at an error level of 0.05 percent and an accuracy of 0.5 times the sample size. In this research, the available sampling method was used, which was carried out by referring to the organization and its employees, who were randomly sampled.

#### Results

The cultural indicators and dimensions of Asaluyeh city significantly impact tourism development. The hypothesis test results showed that the value of the t-statistic and the path coefficient for the primary variable (relevant cultural dimensions) were estimated to be 434.75 and 0.904, respectively. Therefore, given that the value of the significant number (t-value) was greater than 1.96 and the significance level (0.000) was less than 0.05, it can be concluded that this path coefficient is significant at the 0.05 error level. Therefore, according to the collected data, the above hypothesis can be confirmed with a probability of 95%. Social indicators and dimensions of Asaluyeh city have a significant impact on the development of tourism. The above hypothesis test results showed that the t-statistic and the relevant path coefficient values were estimated to be 697.59 and 0.886, respectively. Therefore, given that the significant number (t-value) was greater than 1.96 and the significance level (0.000) was less than 0.05, it can be concluded that this path coefficient is significant at the 0.05 error level. Therefore, based on the collected data, the above research hypothesis can be confirmed with a probability 95%.probability of 95%.

#### Conclusion

Developing countries are more sensitive to tourism's social and cultural dimensions, and the volume of foreign tourist arrivals, primarily from industrialized countries, may cause tension due to cultural and lifestyle differences.

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Travel and tourism create connections with peers and other ethnicities and nations, and help consolidate and strengthen the foundations of social life. The macro-management and tourism industry experts have the first say. They must identify the opportunities available in the country, include them in the comprehensive tourism plan, and provide the basis for private investment in complex infrastructure such as hotels, restaurants, and attractions. The government must also expand the field to develop the country's soft infrastructure, such as education, culture, and security. Finally, Assaluyeh County is in a good position regarding sustainable tourism development categories, including tourism infrastructure, economic capacity, natural capacity, demographic and social capacity, and tourism facilities. Tourism development in Assaluyeh is considered an effective factor in combating poverty. It leads to economic prosperity, which improves the people's quality of life and increases social welfare. It also familiarizes other communities with the culture and values of Assaluyeh. Good cultural and social relations and connections are established.

**Keywords: Culture, Society, Development, Sustainable Tourism Development, Asaluyeh City**