



The Role of Cultural Tourism in Women's Mental Sanity and Entrepreneurship

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Abstract

The research was intended to investigate the role of cultural tourism in women's mental sanity and entrepreneurship. The universe of the research included all texts relating to tourism. The sample involved all texts considering cultural tourism, women's mental sanity and entrepreneurship. The research procedure was descriptive analytical. To gather the data, texts and references concerning the subject, library method was implemented. The data was analyzed via applying content analysis. The results revealed that cultural tourism was one of the activities that had a high potential to create mental sanity, entrepreneurship and employment for women. From psychology point of view, tourism and the use of leisure time caused mental sanity and ensures the health of individuals and created vitality. Cultural tourism provided an effective and reliable tool for economic development. In relation to cultural tourism, there was a combination of cultural values, economic and entrepreneurship factors that made this type of tourism gained more value. The increase in services and products in the form of entrepreneurship incentives encouraged capable women to respond to the needs of tourists. Such process, if properly managed, would lead to cultural, entrepreneurial and economic development.



Extended abstract

Introduction: The tourism industry in many countries is a manifestation of the cultural identity of a country and one of the important sources of income of that country. Tourism is a good opportunity for governments to reaffirm the dialogue of cultures and reject the assumption that conflict between cultures and civilizations is inevitable because tourism leads to the formation of cultural homogeneity. Cultural tourism is one of the most important means of exchange. It is one of the most important tools of intercultural dialogue. This type of tourism generally focuses on traditional societies that have different traditions, unique forms of art and social patterns that distinguish them from other cultures. On the other hand, tourism provides the ground for the development of women's entrepreneurship. One of the most important criteria for measuring the development of any country is the importance and credibility of women in that country. And the quality of human resources will be affected. Concerning the importance of cultural tourism, the research was intended to investigate the role of cultural tourism in women's mental sanity and entrepreneurship.

Method: The universe of the research included all texts relating to tourism. The sample involved all texts considering cultural tourism, women's mental sanity and entrepreneurship. The research procedure was descriptive analytical. To gather the data, texts and references concerning the subject, library method was implemented. The data was analyzed via applying content analysis.

Results: The results revealed that cultural tourism was one of the activities that had a high potential to create mental sanity, entrepreneurship and employment for women. From psychology point of view, tourism and the use of leisure time caused mental sanity and ensures the health of individuals and created vitality. Cultural tourism provided an effective and reliable tool for economic development. In relation to cultural tourism, there was a combination of cultural values, economic and entrepreneurship factors that made this type of tourism gained more value. The increase in services and products in the form of entrepreneurship incentives encouraged capable women to respond to the needs of tourists. Such process, if properly managed, would lead to cultural, entrepreneurial and economic development.

Conclusion: The findings of the research showed that according to the growth of cultural tourism, it could be reported that tourism was one of the activities that had a high potential to create employment for women. Therefore, the tourism industry itself led to the presence of more women in the field of society and economic growth and increasing their mental sanity. Dealing with women's mental sanity issues played an important role in public health. Also, cultural tourism had long-term benefits from the point of view of tourists and residents of the region and caused sustainable cultural and regional development. The development of cultural tourism is important for local residents in several aspects, including: first, cultural tourism introduces the host community to other communities and cultures. Second, the tourism industry provides an opportunity for residents to present their culture directly, without intermediaries, and in a real way. This practice in particular strengthens the pride and solidarity of the host community and increases their tolerance of other cultures. It should be concluded that among the



behavioral factors, the empowerment of tourism actors has the greatest impact on the development of entrepreneurship of cultural tourism destinations. Cultural tourism has been involved in the development of women's entrepreneurship.

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