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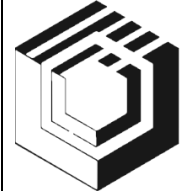
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Social awareness and the impact of cultural and heritage tourism

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Abstract:

This study aimed to identify the impact of cultural tourism in Mutanabi Street in Baghdad on the social awareness of visitors to this street. Through a questionnaire distributed to 100 visitors representing a random sample of the research community. The researcher used the analysis of the data and information available on the research on the scale (percentage) that fit the hypothesis of research. The study found that there is a great influence on Mutanabi Street visitors.

Keywords: Cultural tourism, tourism, social, social awareness.

Methodology of the study:

• **The problem of study:** The problem of the study is crystallized in the following question: Does cultural tourism affect the social awareness of tourists? Cultural tourism is a type of tourism which is a social phenomenon that greatly affects the cultural, cognitive and behavioral exchange between countries and also affects national income.

• **The importance of the study: highlights the importance of the study because it:**

1 - Consider two important factors are cultural tourism and social awareness of the tourist, which contributes to the understanding of tourism as a phenomenon practiced by individuals and play an important role in the national economy.

2. Highlight the importance of culture and awareness of society.

3- Explain the importance of cultural tourism in promoting knowledge, awareness and culture.

• **Objective of the study: The study aims to:**

1. Determine the role of cultural tourism in social awareness.

2 - Emphasize the importance of variables that affect the increase of social awareness of the individual and society and their role in the tourism movement.

3- Introducing the importance of cultural tourism and its role in tourism.

4 - Determining the impact of culture and street Mutanabbi in harmony and familiarity among the members of society.

• **Data collection method:**

The study was based on the intellectual output of the writers, researchers, journals and scientific books available in the libraries, as well as the field side in obtaining the data and information through designing a questionnaire to measure the variables, distributed 100 samples on the sample of the pioneers of Mutanabi Street.

• Hypotheses of the study:

On the basis that the research was based on the descriptive and practical analysis of the products and the intellectual studies of writers and researchers, the research derived its hypothesis through the theoretical analysis of the following question (does cultural tourism affect the social awareness of tourists?). The research will attempt to answer this question through the theoretical and statistical analysis of the search variables.

Introduction:

In the face of the challenges, events and rapid fluctuations of the world, whether social, cultural or economic produced by globalization, tourism today has become a world of interest and a feature of the era made clear by the industries competing for all industries of the economic era, especially the oil industry.

Tourism is an important element in the continuity of societies and the exchange of knowledge and laying the foundations of peace between societies. The tourism industry is influenced by several variables, including society. As it is the fundamental pillar of society on which the tourism industry and the nature of consciousness are aware the most important factors influential in the growth and development of the tourism industry. Since tourism is a recent phenomenon, it is difficult to be accepted by individuals in the same awareness and perception and knowledge, This is due to the disparity in the cultural, scientific and urban levels, as the culture you need to know and the development so that countries are in the progress and prosperity and which to build tourism developed as an industry and economic pillars. Therefore, awareness of society is an important source of tourism development.

Social awareness is an important variable in influencing the behavior of individuals and society because it contributes to the understanding and understanding of the culture of the civilizations of other countries through communication and interaction based on equality and mutual respect that facilitates the process of adaptation and integration with those communities, whether local or host, It is an important tourist attraction that encourages tourists to repeat visits to the host country.

The first topic: cultural tourism:

Through this type of tourism, two main variables emerge in the formation of the theme of cultural tourism: tourism and culture, as evidenced by the close and reciprocal link between them as variables that affect each other in the formation of cultural tourism as an important type of tourism. As a human activity linked to behavioral patterns and human and social thinking and consists of culture of physical components and intangible components.

First: the concept of cultural tourism:

In order to give a comprehensive and clear concept of cultural tourism, it is necessary to highlight the concepts that have formed this type of tourism, as follows:

1. Tourism: Several researchers tried to provide a comprehensive and comprehensive definition of tourism. However, these definitions differed from the difference in the scientific specialization and the elements of tourism in their own right (place, function, pleasure, wealth). Therefore, we present the first definition of tourism "JOBERT FEULER" "Tourism in the modern sense is a natural phenomenon of contemporary phenomena, the basis of which is to obtain recreation and change the environment in which a person lives. The cultural awareness that stems from the taste of the beauty of nature and the pleasure of enjoying the beauty of nature (Hariri, 1999: 18) Total interrelationship between the (Ahmad and Taha, 2008-2009: 72). The World Tourism Organization (WTO) defined a definition of "industrialization of tourism activity": (Al-Mashhadani, 1972: 27) as a "cultural phenomenon, a process of giving and giving, in which material and moral aspects are represented" (Al-Mashhadani, 1972: 27) , Since the material aspect is all that is going on in the economic activities within the country shrine in terms of spending or otherwise The material aspect is represented in the transfer of the cultural heritage of that country. It is also known as a temporary transition process by a large number of the inhabitants of the different countries. They leave their permanent residence and move elsewhere within the borders of their country (internal tourism) or to other countries.

2. Culture: The concept of culture is a social and anthropological concept. Culture is the link between the past and the present from the social and cultural perspective. Taylor defines it as "the whole complex

that includes knowledge, beliefs, art, ethics, law, customs and all other abilities acquired by man as a member of society" Kosh, 2007: 31). It defines it as "everything that includes household appliances, consumer goods, and organic charters that govern the various human societies, ideas, the arts, beliefs and customs" (Lombard, 1999: 152). There are those prepared by each craft, including works of art, beliefs, arts, habits acquired by the community, and everything that man produces (Abu Jado, 2012: 119). Some of them see it as "the relationship that determines the social behavior of the individual in the way of life of the society and determines the way of life in the behavior of the individual" (Ben Nabi, 2000: 43).

3. Cultural Tourism: Having addressed the concepts of tourism and culture as the two main elements in shaping the theme of cultural tourism, the presentation of the concept of cultural tourism and focus on the relationship between them in the formation of this important type of tourism.

Cultural tourism (archaeological and historical tourism) This type of tourism is concerned with a certain segment of tourists at different levels of culture and education. The focus is on visiting countries with many historical and cultural characteristics (Elias, 2008-2009). Al-Hori and Al-Dabbagh (2000: 83-84) pointed out that the tourist aims to identify new things about the history of peoples or archaeological tourism. The tourist stays in the historical site from 3 to 5 days, To archaeological sites close to the residence.

Cultural tourism is characterized by the culture of the country or region, highlighting the diversity and uniqueness that distinguishes it from other cultures (krist & Stephen, 2018: 9).

Second: The components of cultural tourism

The authors and researchers examined the components of cultural tourism in detail. In the first and second sections, we saw two main factors that are cultural tourism. Tourism and culture complement each other. Through the above concepts, we see that the cultural components of the host's body are the greatest attraction of cultural tourism, as the components were divided into cultural tourism agencies (Shomali, 1999: 11-12):

1. Space elements: location, location or geographical area, means of communication between them and other areas.
2. Functional elements: These include travel, accommodation, and various related services, such as travel agents, tour operators, hotels, restaurants, etc.
3. Cultural elements: They include all the influences that enrich or nourish the individual's personal cultural identity during the tourist movement.
- 4 - Recreational elements: It includes all the amenities and excitement and recreation. The aim is to achieve entertainment only (Alhori and Al-Dabbagh, source: 89).

Since the research focuses on the cultural factors that are the basis of attraction and component of cultural tourism, the researcher felt that this aspect of the details of its impact on the service of research objectives and access to a detailed view of this variable.

Third: Factors Affecting Cultural Tourism (Cultural Factors):

The cultural factors of the society include the components (material) and (non-physical) one of the attractions of tourism affecting tourism. The cultural factors mean the history of the society and its culture in the past and present, and symbolized by the great monuments of the remnants of the ancient historical civilizations represented by archaeological sites and religious sites, which are one of the places available with the great impact in attracting tourists and feed their minds and ideas and spirit and their culture of different peoples, This activity is through cultural tourism which is part of the tourism flow movement. This type of tourism is concerned with a certain segment of tourists at different levels of culture and education. The focus is on visiting countries with many historical and cultural origins. This represents 10% of the global tourism traffic (Abuhajar, 2011: 76). As well as the development of a sense of beauty and value in all its dimensions and the sense of intellectual, intellectual, cultural and human development of the tourist through what you see his eyes and what he knows about the history and culture of these communities. And that many of the distinctive tourists are referring to some countries for cultural purposes is to see the ancient civilizations, especially the modern and European peoples are the

most important peoples passion for the effects and civilizations and see their effects (Khatib, 2011: 53).

The diversity of tourist attractions, including archaeological and religious, and offer them to tourists in a manner that is commensurate with the contents and the availability of appropriate services that work to the comfort of the tourist and meet the needs, so that these places are ready to the highest level to receive tourists. It will inevitably increase the tourist flow of the host country by increasing the tourist attractions of this type of tourist sites.

The second topic: Social awareness:

Social awareness, through the accumulation of knowledge and experience, contributes to the expansion of reason and thought, to the acceptance of others and their equal treatment and mutual respect away from ethnic and religious intolerance. Social awareness is one of the factors contributing to the prosperity and development of countries in all magazines, especially in the tourism industry. Which is rich in the country is an important source of knowledge and culture, which increase the awareness of the communities where access to creativity, and creativity lies in the human capital that works and leads tourism organizations to achieve the goals they seek to achieve (Aljboury Hassan Motasher, 2013: 53). In this section, social awareness will be discussed in detail. **First: the concept of social awareness**

The concept of social awareness can be addressed by agencies:

1) Consciousness: His reference to him (son of Perspective, 1410: 396) in the language is the preservation of the heart of the thing: it is said awareness of the thing and the modern conscious consciousness, and the means: save and understanding and accepted, he is conscious, and Flan is aware of so and any reservation and understanding.

As stated in other languages the term Awareness in the Dictionary (Oxford, 2006: 48) means consciousness, knowledge, and cognition. The sociology dictionary refers to it as "a real relationship that involves the individual's perception of himself and others, which is inherent in social activity. It is not only the individual who can become aware of himself or others, but also himself and the role of others. In that it involves a reflective process which becomes self-image of itself, and achieves one's self-

awareness as an individual when he finds himself motivated to take the position of others and then reacts to that position (Gold & wiliam, 1964: 127). Al-Nurtaji, 1990: 253) that "one's self-awareness and what surrounds him directly is the basis of all knowledge."

2) Society: Society Many sociologists and writers have taken the society extensively. Society is one of the most commonly used and used in social sciences, but many use it to refer to an ambiguous general meaning without a specific conception, leading to difficulties in understanding and communicating.

(Ron, 2013: 68) as a place for people who share geography and culture. It is also defined as "a group of people who live within a specific land or territory that has been delineated and share at least one of the basic elements of public culture, standards, values, language, beliefs" (Lisa, 2008: 3). It is composed of various customs and procedures, from authority and mutual aid, from many groups and sections, and from various aspects of the control of human behavior and freedoms "(Joulani, 1993: 304).

3) Social Awareness Social awareness is a product of social development and is not far from the society in which people live. Social awareness includes cognition, judgment and discrimination. It is a reflexive mental orientation that enables the individual to be self-aware and the environment to varying degrees of clarity and complexity, including the individual's awareness of mental functions (physical, awareness of things and the outside world and his self-awareness as a member of his group (Ghaith, 1995: 88)

It is also understood in the British Department of Knowledge that "it is the understanding and the safety of perception. The intention here is to understand man's knowledge of himself and the society in which he lives (Longman, 1984). It also means:" A set of common concepts, perceptions, beliefs and beliefs of individuals in a particular social environment, First appear clearly in a group of others adopted to convince them that they are expressing their position "(Hilles, 2005: 87-91).

Second: the importance of social awareness of the tourist:

Social awareness is one of the important factors that contribute to increasing the individual's skills and

intellectual and behavioral abilities. This is done through interaction and communication with other societies, which reflects on the individual's habits and behavior, and acquires new behaviors and habits that help to eliminate negative behaviors. It is the cognitive aspect of intercultural communication and efficiency that indicates the understanding of positive positive cultures that affect the way we think and act (Xiao, 2013: 47).

The cultural awareness through the accumulation of knowledge and experience to expand the scope of mind and thinking, and accept and treat others equally and mutual respect away from ethnic and religious intolerance, and the cultural conscious society is a tourist attraction for many tourists, because the comfort of the tourist lies in harmony and integration with the community that he intended Cultural awareness helps to broaden the mind, increase tolerance and empathy, and achieve culture and respect for others (Zahra, 2012: 95).

Third: Types of social awareness:

Many researchers have addressed the issue of awareness in many ways, because it affects the lives of the individual and the community agencies:

A) Tourism Awareness: Tourism awareness is a reflection of the civilized behavior of societies towards tourism activity. As he knew that knowledge and awareness of all the country's culture and tourist sites, and knowledge and possess skills and behaviors that correspond to the behavior of tourists coming to the host country (Salman, 2012: 91).

B) Cultural awareness: The cultural awareness of the individual and the society is based on the knowledge, ideas and experiences he / she maintains through his / her culture and the culture of his or her social environment, ie, awareness of everyday life, including the customs, traditions, customs, religiosity, : 148).

C) Religious awareness: Religious awareness is represented through a series of religious rites and rituals which are held collectively and that strengthen the bonds of social relations among individuals within society, which helps to integrate the individual and adapt him to society through communication and social interaction. Is a collection of religious rituals and rituals with spiritual motives that the individual recognizes through learning, acquiring, understanding

and interacting with the teachings of his religion and other religions (Abd al-Muti, 1989).

D) Environmental awareness: The environment is the natural environment in which man lives, grows and develops, and the behavior of the individual is influenced by the nature of the environment to which he belongs. Environmental awareness is a necessary need to enable the individual to acquire knowledge, skills and experience by identifying the circumstances and natural factors and how to deal with them so that he can adapt and integrate with those conditions.

E) Political awareness: Political awareness is linked to the human reality, its problems and problems, and contributes to the society's awareness of the importance of internal and external events that lead to it, resulting in natural and abnormal conditions. Political awareness is defined as the product of the knowledge and understanding of each class of its political interests, And the local and national political issues, their perceptions of them, their evaluation of them, and their reaction to them (Al-Juhishi, 2000: 33).

Fourth: factors affecting the social awareness of tourists:

A) Social factors: Social factors play a key role in building a conscious society. The individual acquires knowledge and expands his cognitive and intellectual awareness through the formation and coexistence of his society and environment. Socialization is of great importance in the formation of social awareness in the individual and society. By enabling the individual to integrate and coexist with his or her community and other communities. (The role of the father, the role of the father, the role of the brother, the role of the friend, the role of the citizen ... etc) (Hassan, the role of the father, the role of the citizen, etc.), in which the individual learns how to become a member of society, 2007: 203). Socialization is also an important factor in the behavior of individuals and their systems and on the whole structure. It prepares the individual to interact and adapt with the groups and organizations within the society to become a member of the society, including the school and the university, the work group and the friends group that provide him with many sciences, Socialization is a process in which individuals learn to join groups. Socialization through social interaction contributes to providing individuals with various kinds of ideas, knowledge and skills

throughout their lives, whether as children, adolescents or adults. . It is the process of social interaction through which a person undergoes many experiences and experiences, which help him to understand his social environment and interact with him automatically through people and groups, attitudes and things (Muhammad, 2012: 107). Many other factors play an important role in the social upbringing of the individual, including the educational level, the cultural level and the economic level of the family and society, as well as the country's policy and the religion adopted by society, as well as the environment and social class to which the individual belongs. Socialization is influenced by factors such as the natural environment, social class, religion, political situation, economic situation, educational level, social institutions (Dulaimi, 2011: 57).

Cultural factors: Cultural factors have already been addressed in detail in culture in the first semester. Cultural factors play a major role in shaping the social awareness of the tourist. Each trip to a country will be the integration and exchange of cultures with another country. And the structure and structure of its society with its values and customs, all contribute to the development and formation of social awareness of the tourist. Cultural and educational institutions seek to

spread knowledge and knowledge through the culture system, which contributes to the knowledge and knowledge of the society in its culture and other cultures. This contributes to increasing the social awareness of the individual through the continuous awareness of the circumstances surrounding it in a changing social environment for the purpose of preparing for the absorption of society issues and problems. Solutions appropriate to many problems, which is reflected on the culture of society's behavior.

The third topic: Practical side:

The researcher used the analytical descriptive approach as it expresses the social phenomena to be studied quantitatively and qualitatively. The study was conducted on Mutanabi Street. The study population consisted of visitors who visited Al-Mutanabi Street, and 100 questionnaires were distributed to random sample visitors from Al-Tanabi Street. The researcher relied on the tools of data collection on the theoretical references to the availability of Arabic and foreign books, letters and others. It was also based on the field aspect of designing a questionnaire as a tool for study in accessing information. While the researcher used the analysis of data and information available on the research scale (percentage), which corresponds to the hypothesis of research and are as follows

Percentage: - The segment / all x 100

Table (1) Questions for study variables

Questions Cultural tourism	Yes	No
1- Al Mutanabbi Street develops a sense of beauty and knowledge value in all its dimensions?		
2- Contribute to intellectual, cultural and intellectual advancement?		
3- The diversity of tourist attractions near the street helped to increase the number of visitors?		
4- Geographically easy to access from all surrounding areas?		
5- Deepen the social and cultural relations between its users?		

Questions Social awareness	Yes	No
6. Increase knowledge, experience, intellectual and cultural skills and communication among interested people?		
7. Enriches the cognitive and cognitive aspects on a continuous basis because it contains a huge number of libraries and diverse books?		
8. Nourishes mind, spirit, mental, intellectual and cognitive abilities?		
9- gain street habits and new behaviors and real integration with others?		
10- The street contributes to standing on issues and problems of society through seminars, conferences and satellite channels?		

Table (1) shows the proportion of (yes) and (both)

The question-proportion	Ratio is yes	Rationales
Q1	95%	5%
Q2	97%	3%
Q3	99%	1%
Q4	97%	3%
Q5	100%	5%
Q6	95%	6%
Q7	100%	0%
Q8	98%	2%
Q9	99%	1%
Q10	95%	5%
Total	9.75%	2.5%

Table (2) show that the percentage of graces was (97.5%) while the ratio of both (2.5%), indicating that the percentage of responses that were (yes) is very high and thus it is clear that there is an effect For cultural tourism and social awareness of visitors in Mutanabi Street.

The street provides everything that serves the visitor information and knowledge to help feed his ideas and add new cultural behaviors to his personality, which contributes to greater harmony and understanding among others.

Conclusions and recommendations:

First: Conclusions:

- 1- Mutanabbi Street has a great role in developing the social awareness of visitors.
- 2 - Mutanabi Street offers artistic value and a sense of beauty through its rich archaeological and heritage features inside and under it.
- 3 - Contribute to the intellectual, cultural and intellectual development.

4. Its geographical location contributes to its accessibility, which helps to increase the number of visitors.

5- The huge number of libraries and books helped enrich visitors with various types of information and cultures that contributed to the development of intellectual, intellectual and cognitive aspects.

6 - Mutanabi Street offers solutions to community issues through seminars and cultural conferences that highlight the problems of society, which generates intellectual and cultural mobility contributes to the provision of solutions and understandings to solve the issues of society.

Second: Recommendations:

- 1- Taking care of Al-Mutanabi Street and repairing its buildings because of its impact on attracting visitors.
- 2 - Providing modern buses and parking lots, given the increasing numbers.
- 3 - Construction of new buildings containing places to rest and provide tourist services.

4 - Making posters and satellite TV commercials for Al Mutanabbi Street, as it is one of the unique places to provide culture, which enjoys a good reputation in the world.

5 - Focus on the diversity of tourism of the street, which is an attraction for visitors and tourists, the street contains the effects and heritage, art, literature and culture.

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