

The Roles of Cultural and Leisure Tourism: An Overview of Research Approaches

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ARTICLE INFO

Received: 19 Dec 2024

Revised: 10 Feb 2025

Accepted: 22 Feb 2025

ABSTRACT

This review publication contributes significantly to the advancement of culture and leisure tourism research area, identifying a substantial increase in research interest over the past few years. The paper aligns with the UNWTO's recent emphasis on developing cultural tourism strategies, highlighting the need for destinations to manage tourism effectively, develop tourist products, and strengthen cultural tourism policies. Experts underscore the crucial role of travel promotion, advertising, preservation efforts, and public-private sector collaboration in driving growth in cultural and leisure tourism. This research delves into the future of leisure tourism, exploring how leisure time, economic development, and consumer behavior will evolve and impact tourism. The study concludes by discussing cultural and leisure tourism activities and proposing potential future research topics, including safeguarding tangible and intangible cultural assets and catering to the growing interest in indigenous cultures and traditional practices.

Keywords: cultural tourism, leisure tourism, advancement, indigenous, tangible, and intangible.

INTRODUCTION

Cultural tourism is undoubtedly one of the most significant aspects of tourism, and it is becoming a substantial route for cultural consumption (Jovicic, 2016). Richards (2018) states that tourism and culture have always been intertwined. The author adds that travel is frequently encouraged by attractions, sites, and events where travel generates culture. However, the linkage between culture and tourism as a particular form of consumption has only recently become more obvious as studied by the researcher Richards (2013) about the grand tour that began in Britain in the era of 16th century, the cultural tourism is likely to be seen as a driving force in the tourism field. However, cultural tourism is tougher than it sounds; it becomes complex as it may have different meanings for different people (Richards, 2013). According to the author Richards (2018), the word cultural tourism is used to cover the use of art, heritage, folklore, and an extensive variety of other cultural appearances by tourists. Timothy (2014) added in his study that cultural tourism is a certain kind of interest in travel that depends on the search, which involves the individual's deep interest in gaining cultural experiences, whether exquisite, intellectual, affection, or psychological several other cultural forms, like folk arts, as well as one or more regional lifestyles—folk, historical, artistic performances, museums, galleries, festivals, architecture, and heritage sites—draw the attention of tourists regularly. Ismagilova (2015) commented that diverse cultural manifestations, including museums, galleries, festivals, architecture, historic ruins, artistic concerts, and historical places, regularly attract tourists.

Donohoe (2012) discerns “cultural and recreational tourism” as a significant leisure activity. The conclusion is added by stating that this type of activity is said to result from a visitor's desire to use a specific location to communicate or recognize an inadequate idea or a personal interest. The interest is intense, and it requires certain strengths of skills, knowledge, training, familiarity, and experience. Many locations worldwide are known for hobbies like deep-sea diving, ocean surfing, backpacking, fishing, hunting, and golf. Recreational travel is a leisure activity performed away from home. However, the pastimes practiced there are not the liberal arts enjoyment activities of cultural tourism (Ismagilova, 2015).

In another way, the author Cetin and Bilgihan (2016) suggests that the primary goal of cultural tourism is education, based on their research survey and in-depth interviews with visitors to culturally important locations. Researchers also add that the pursuit of novelty and education are among the cultural motivations for travel. Whereas, leisure tourism refers not only to the tourists who go for fun and to enjoy the outdoors but also to those who are interested in culture and history. It is difficult to distinguish between the various tourist types because vacation spots are frequently chosen by balancing a variety of leisure, natural, cultural, and/or historical goals and criteria (Min et al.,

2016). The present research, to our knowledge, is the first effort to distinguish between cultural tourism and leisure tourism to determine tourism and its role in advancement, contribution, and economic growth. This research paper comes with the theme in concern with some of the most recent papers as well as consolidates the earlier studies regarding cultural and leisure tourism. The paper addresses potential future research topics associated with the progress of cultures by safeguarding tangible and intangible assets, as well as the increasing number of tourists interested in experiencing Indigenous cultures and traditional practices, which are on the rise and consistent with the expansion of tourism as a phenomenon driven by this desire

The research paper is further divided into the following sections literature review part with a discussion about the various key areas (1) Development of cultural and leisure tourism at the strength of advancement (2) Economic contribution of cultural tourism and leisure tourism to economic growth (3) Implementation of a new strategy for cultural and leisure tourism followed by research methodology. Furthermore, this research paper shows the various graphs as the main contribution of cultural tourism and leisure tourism, the contribution of travel and tourism for leading worldwide in 2019, and leisure tourism spending worldwide from 2019-2021. The other part of the research paper continues with the results, research implications, and limitations. The last sections are the conclusion and recommendations.

2. LITERATURE REVIEW

2.1 Role of cultural tourism and leisure tourism in the advancement

International travel and tourism can be broken down into two main groups: cultural tourism and leisure tourism. As per the researchers Chen and Rahman (2018), cultural tourism is classified as a type of travel wherein admission to a particular location is primarily motivated by its cultural allure; it allows visitors to comprehend and value the fundamental nature of a particular area. Cultural tourism typically occurs in rural areas where rural communities fiercely preserve their culture (Quan-Baffour, 2023). Tourists are attracted to cultural tourism due to the destination's tangible and intangible offerings, which include history, arts, building design, literature, artistic traditions, and gastronomic heritage. In the modern economy, cultural tourism is increasingly important as a source of revenue and employment (Richards, 2018). The goal of cultural tourism is to encourage visitors and locals to interact in a more authentic way (Tazim and Steve 2017). The researchers Duxbury and Richards (2019) investigated in their study that the new style of tourism has developed in response to particular market demands; it is geared towards travelers seeking an authentic, involved experience that includes active participation in learning about the arts, heritage, or unique qualities of a location, as well as a connection to the people who live there and contribute to its vibrant social life. The author studied that the new paradigm calls for the anticipation of tourists in the development of distinctive cultural tourism familiarity. As affirmed by authors Ammirato et al. (2022), engagement with people and places on an emotional, social, and collaborative level actively invites visitors to blend in with the local population. This viewpoint claims that interactive cultural tourism is furthermore suitable for modern social and economic structures because it allows visitors to actively engage in leisure, cultural, and artistic pursuits, providing a more genuine experience of the area. Min et al. (2016) stated that in contrast, leisure tourism travel is to experience the nature tourists experience along with the tangible and intangible culture, including landscapes, language, and culture.

Heintzman (2017) studied in his research a universal definition of leisure that is nearly unattainable due to the prevalent impact of Judeo-Christian and Protestant ethics in Western society, which defines leisure as time spent apart from work and other responsibilities. Academically, the definition utilized in leisure Oriental society is still relatively unclear. Stebbins (2017) aptly states that since leisure in Western society, which is altered by Judeo-Christian and Protestant ethics, is frequently understood as free time from work and other obligations, a definition of leisure that proposes to be universal is practically impossible. Academically, the definition used in a leisure-oriented society is still not well-known. According to McElwee et al. (2022), in Western society or Asian culture, indigenous culture plays a crucial role in determining how leisure is conceptualized. There is research supporting the idea that leisure improves people's quality of life in a variety of global cultural contexts. Thus, hobbies such as art, dance, chords, faith, outfits, language, athletics, and gastronomy denote and celebrate individual and group identities.

UNWTO's (2022) recent rise in cultural tourism has presented destinations with several challenges, all of which were communicated at the Madrid convention. Professionals also examine the recent expanding significance of a comprehensive tourist-cultural experience, acknowledging that a tour of a museum, monument, or performance needs to be taken care of by the destination authority.

2.2. Economic Contribution to Cultural and Leisure Tourism

Khan et al. (2020) studied that tourism is an extremely significant industry worldwide because it brings in a lot of capital. Tourists buy a wide range of goods and services, affecting almost every business sector. Noonan and Rizzo (2017) stated that, in general, it is seen that tourism plays a very important part in local development, and its economic impact is measured with a lot of thought. The region's economic development through tourism thus contributes to increasing its attractiveness. According to Statista (2023), in the area of the travel and tourism sector,

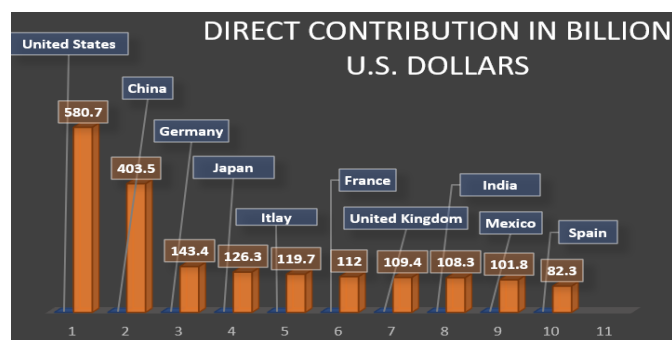
the total contribution was 580.7 billion US dollars in 2019, whereas the United States made the biggest direct offering to the global GDP of any nation. In contrast, the second-largest amount of GDP was directly supplied by China's rapidly expanding travel and tourism sector.

UNWTO (2022) conducts an economic survey of the tourism sector, as it is essential to distinguish links between cultural tourism and leisure tourism. One of the reasons for this distinction is that the supply of tourism resources varies greatly for each category. Mudana et al. (2021) agree with the definition of cultural tourism acquired by the UNWTO General Assembly in its 22nd session in the year 2017, primarily motivated by the visitor's desire to learn about, investigate, experience, and consume the tangible and intangible cultural attractions/products in an area. Cultural attractions/products are associated with the material, intellectual, spiritual, and emotional attributes of the community. These attributes include but are not limited to music, the artistic field, living cultures with their distinctive customs, values, and beliefs, literature, art, and architecture (Soussi, 2019).

On the other side, according to Harvey et al. (2013), World Leisure was founded in 1952 as a global, non-governmental organization comprised of individuals and organizations dedicated to identifying and advocating for the circumstances in which leisure can most effectively foster human development, progress, and welfare. The need for meaningful leisure time is just as important as the need for necessities like food, clothing, shelter, and medical care.

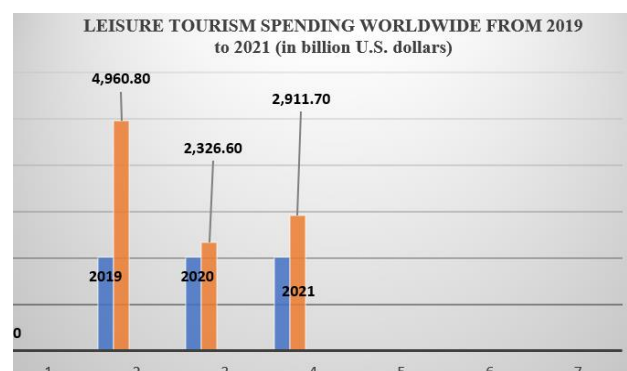
The economic contribution by 2023 is anticipated that the worldwide cultural tourism industry will generate \$5,931 million. The economic development analysis by Future Market Insight (2023) shows that over the next 10 years, demand for cultural tourism will probably grow at a rate of 14.4% CAGR. At the same time, the economic development analysis by Statista Research Department (2023) throughout the world has clarified that leisure travel constitutes about 80% of all travel and tourism expenditures. It was also mentioned that even though the health crisis caused a sharp decline in travel spending, the market is now slowly recovering from the effects of COVID-19. The package holidays market, which is a significant part of leisure travel, is anticipated by Statista to surpass pre-pandemic revenue in 2023. The aggregate sum expended by leisure travelers globally in 2021 was found to be a round figure of 2.9 trillion US dollars, which remained far below pre-pandemic levels despite annual improvement.

Figure 1 shows the contribution of travel and tourism in leading countries worldwide in 2019.



Source: Future Market Insight (2023)

Figure 2 shows leisure tourism spending worldwide from 2019 to 2021.



Source: Statista (2023)

Figure 3 shows the economic contribution of the cultural tourism market in the future years 2023 to 2033.

Cultural Tourism Market	
Attribute	Cultural Tourism Market
CAGR (2023 to 2033)	14.4%
Market Value (2023)	US\$ 5,931.2 million
Growth Factor	The growing interest in cultures is driving the market forward.
Key Trend	Availability of personalized packaged offers for cultural visits with guided tours to boost revenues.

Source: Future Market Insights (2023)

2.3 Implementation of a New Strategy for Cultural and Leisure Tourism

Even though there have been some shocks, the tourist industry has been strong and resilient over the past 60 years, growing and changing all the time (Noonan and Rizzo, 2017). Alam and Mohanty (2023) assert that the conceptualization of leisure is significantly influenced by culture, regardless of whether one is examining Western society or Asian culture. Research has established empirical support for the idea that leisure positively impacts the standard of existence for individuals across diverse cultural contexts across the globe.

Art, dance, music, religion, attire, language, athletics, and gastronomy are all leisure activities that signify and commemorate both personal and communal identities (Muhamad et al. 2023). According to the IMARC Group Market Research Report (2023), leisure travel refers to journeys planned by an individual or a group for recreation, amusement, relaxation, and personal enjoyment. The trips help individuals rest and unwind by emphasizing the exploration of diverse cultures across the globe with a greater emphasis on providing an enjoyable experience. Data Bridge Market Research (2022) states that in the period from 2022 to 2029, the market for cultural tourism is anticipated to expand at an annual rate of 11.2%, reaching a value of USD 12324.33 million by the end of the predicted interval and according to the IMARC group, the global leisure travel market achieved 804.4 billion dollars in 2022 and the market will reach \$1,330.5 billion by 2028, with a compound annual growth rate (CAGR) of 8.11 percent between 2023 and 2028.

Therefore, looking at the advancement and growth of cultural and leisure tourism through the research data provided by the Government sites, the UNWTO assists its members in strengthening policy structure, strategies, and product expansion about cultural tourism and leisure tourism. This strengthening of policy frameworks and product development provides suggestions for the tourism sector's adoption of policies and governance models that promote and preserve cultural elements while benefiting all stakeholders.

Related to the framework and strategy the meeting focused on March 2023 which was the release of the UNWTO (2023) Handbook of Best Practices in Indigenous Tourism Regional Emphasis on the Americas, which was collaborated on with the World Indigenous Tourism Alliance (WINTA), the UNWTO and its partners also presented the weaving to the recovery initiative at the 2020 Paris Peace Forum which aims to promote the inclusion of indigenous women in the tourism and conscientious consumer sectors using fair trade, community entrepreneurship, and textiles.

UNWTO's study on tourism and Intangible Cultural Heritage offers an exhaustive investigation of the interrelationships between the tourism sector and the expressions and skills that develop humanity's Intangible Cultural Heritage (ICH). Guidelines and management practices for sustainable tourism development were formed and were asked to apply to all forms of tourism in all destination categories, including mass tourism and niche tourism segments. A suitable balance was asked to be considered in the achievement of the economic, environmental, and socio-cultural aspects of tourism development to certify its long-term sustainability.

The recommendations on the foundational document for the UNWTO on cultural tourism were approved by the World Committee on Tourism Ethics and subsequently acquired by the UNWTO General Assembly in 2019. Recommendations targeted in the meeting were travel companies and tour operators, tour guides, Indigenous communities, tourists, and other stakeholders' tourists. The UNWTO/UNESCO World Conferences on travel and culture also identify golden opportunities and tests for a stronger partnership between these intricately related fields. The conferences were organized by Oman, Cambodia, Japan, and Turkey and were attended by tourism and cultural stakeholders worldwide. The discussion involved a wide range of topics, including forms of governance, the advancement, preservation, and protection of culture, innovation, the function of creative industries, and urban regeneration to achieve sustainable development in global cities.



Figure 4 Source: Data Bridge Market Research (2022)

3. METHODS

The investigation of scholarly articles about leisure tourism and cultural tourism is conducted using articles published between 2012 to 2023. The introductory study and literature review underwent a process of being filtered, screened, and cited by esteemed journals and authors. An examination was conducted on the keywords extracted from the pertinent papers using Google Scholar. Additionally, research articles were identified by their authors, titles, and the keywords they employed during the same year period. The highest citation paper was chosen based on the citation metric to facilitate the data extraction process.

To facilitate a successful synthesis and adhere to the principles of systematic literature review, the subsequent selection criteria were implemented: (1) Articles must be published in peer-reviewed English-language journals that have a specific concentration on the fields of hospitality, tourism, service, and leisure (2) Articles should adhere to an academic ethos and must have at least one citation (3) Articles must be related to the topic (4) Articles must have been published in 2012 -2023.

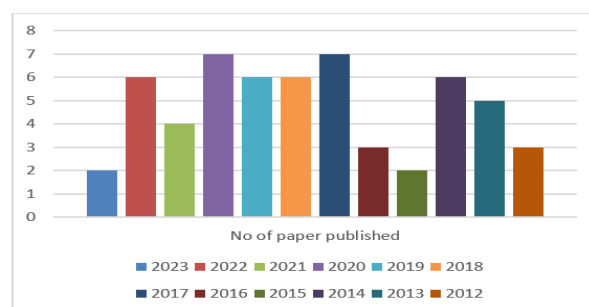


Figure 5: No of papers published related to the topic from 20012- 2023

4. RESULTS

This study conducted a substantial literature review on cultural and leisure tourism in the travel and tourism sector from 2012 to 2023, encompassing eleven years. The review identified a scarcity of scholarly articles published during the earlier time frame. Therefore, this paper delves into cultural and leisure tourism, which stands as a prominent domain within the tourism industry due to its distinctive characteristics. The statement given by Khan et al. (2020) is that tourism is an extremely significant industry around the world because it brings a lot of capital. Increasingly, destinations are utilizing culture, and leisure tourism has increased their competitiveness and appeal. To establish local distinctiveness in the face of globalization and gain comparative advantages in an increasingly competitive tourism industry, a growing number of destinations are presently engaged in the active development of their tangible and intangible assets. The region's economic development through tourism thus contributes to increasing its attractiveness. UNWTO (2022) conducts an economic analysis of the tourism sector, as it is essential to distinguish between cultural tourism and leisure tourism. In the area of the travel and tourism sector, the total contribution was 580.7 billion US dollars in 2019, whereas the United States made the biggest direct contribution to the global GDP of any nation, whereas China was the second largest in terms of GDP. Promoting and protecting cultural tourism in rural destinations will protect the lifestyle of indigenous communities as the rural areas communities fiercely preserve their culture, which is why the moment of tourists is the maximum number to study their culture and living habits. Refurbishment of the monuments will increase economic development in both urban and rural areas and tourism, which will further help for sustainable human advancement, including poverty alleviation, job generation, environmental regeneration and development of remote areas, and advancement of men and women. Further, it has been predicted that the economic contribution by 2023, is anticipated that the worldwide cultural tourism industry will generate \$5,931 million. The economic development analysis by Future Market Insight (2023) has an overview that over the next 10 years, demand for cultural tourism will probably grow at a rate of 14.4% CAGR. Statista Research Department (2023) throughout the world, has clarified that leisure travel constitutes about 80% of all travel and tourism expenditures. This strengthening of policy frameworks and product development gives suggestions for the tourism sector's adoption of policies and governance models that promote and preserve cultural elements while benefiting all stakeholders.

5. RESEARCH IMPLICATIONS AND LIMITATIONS

The travel and tourism industry's rapid growth has sparked a surge in global exploration, contributing significantly to the economy. This research paper explores potential future research topics related to cultural progress, safeguarding tangible and intangible assets, and the increasing demand for indigenous cultural experiences. The study examines the benefits of cultural and leisure tourism, including advancements in the field, economic contributions to global GDP, and strategic development. However, the research is limited to these areas and does not address implementation, data collection, or expert insights. Future research should focus on implementing new strategies, gathering data from urban and rural areas, and prioritizing expert suggestions to drive sustainable growth and development in cultural and leisure tourism.

6. DISCUSSION

This research paper highlights the significance of cultural and leisure tourism in the travel industry, emphasizing the need for destinations to develop their unique tangible and intangible assets. By understanding visitor motivations and the importance of cultural attractions/products, destinations can establish local distinctiveness and gain comparative advantages. To ensure sustainable tourism development, protecting intangible cultural assets is crucial.

Future research should focus on exploring a broader range of papers (2012-2023) and investigating diverse academic areas and languages to deepen our understanding of cultural and leisure tourism.

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