

EROSION OF LOCAL CULTURES

- **Traditional crafts and activities turn into marketable commodity and lose their original meaning**

CULTURAL HOSTILITY

- **Hostility or rejection of the other and what they represent**

CULTURAL ARROGANCE

- **Designing mass tourism or tourist activities from the point of the market and what is marketable without taking into concern the host culture**
- **Not taking into regard the values and identity of the other**

THE ILLUSION OR REALITY

- **Many tourist products market artificial illusions of the other and of a static culture of the past rather than the present reality of the host culture**

AUTHENTICITY OF TOURISM EXPERIENCES

- Commercialized objects and products accepted as authentic
- The authentic marketed “as is”

CULTURE CHANGE AND CULTURAL DIFUSION

- All cultures changes
- Tourism adds to the change and the interaction with others

CULTUR DIFFUSION

- The spread of cultural elements such as ideas, styles, food, religions, technology etc

CULTURE BORROWING

- Borrowing each other’s traditions, customs or values

CULTURE DRIFT

- Temporary, random cultural change

ACCULTURATION

- Between stronger culture and a weaker

CULTURE ADAPTION

- **Adaption to elements of the other's culture**

CULTURE ADJUSTMENT

- 1. Honeymoon stage**
- 2. Hostility stage**
- 3. Integration/Acceptance stage**
- 4. Home stage**

CULTURE ASSIMILATION

Assimilation might lead to total disappearance of the host culture

ENCULTURATION

- **Learning of what is contained in culture**
- **Learning the accepted norms and values**
- **Learning the practices and being aware of differences**

DEMONSTRATION EFFECT

Adapting to the styles and manners of the other

CULTURAL CONFLICT

- **Cultural conflicts are more dangerous today than at any other time in history (Vaclav Havel)**
- **The Globalized world force people to interact and to relate to values and structures of their own societies**