Chapter 6

EXPLORING SUPER-DIVERSITY AND TOURISM RELATIONSHİP: WHY TOURISM MAY BE THE BEST TOOL TO LIVE IN A MULTI-CULTURAL, SUPER-DIVERSE WORLD

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INTRODUCTION

In an ever diversified world, thanks to the advancements in web-based digital technologies, transportation systems and social media, learning and understanding other cultures seem to be a vital mean to enrich our lives and our understanding of how people live their lives in other parts of the world (Foner, N, Jan Willem Duyvendak, J. W., & Kasinitz, P., 2019; Martinez-Pereza, Elchea, and Garcia-Villaverdeb, 2019). The concept of cultural diversity has many definitions, raise important discussions and paves the ways for many important studies. For example, Webster's dictionary defines diversity as: I. The condition of being different: variety, and II. An instance or a point of difference (Peterson, 1999). On the other hand, Society for Human Resource Management (2014) defines diversity as "the collective mixture of differences and similarities that include, for example, individual and organizational characteristics, values, beliefs, experiences,

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that, destinations greatly benefit from thistourism movement in many important ways, including economic gains and socio-cultral gains.

Well-managed and developed, tourism gives a great opportunity to meet and interact with other cultures and learn from them. It is appearent that the highly globalized world will be a more diverse environment in the coming decades. Therefore, we need more tolerance, respect and understanding to each and every culture, and tourism is one of the important catalyst of this important cultural change in the world.

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