

**It is important for travelers and business people to understand the cultures they come into contact with, however briefly. What are the main advantages of doing so? What do you think is the main disadvantages of not doing so?**

**Amin**

Technological advancements in the 20<sup>th</sup> and 21<sup>st</sup> century, including aerial transportation and social network, have created opportunities for people to travel through a significant portion of the world. Aboard on a plane, a businessman is able to attend a commercial conference in one part of the world while he is destined to come back to his homeland and report the results to the company in which he serves. This essay discusses two reasons why awareness of the cultures for travelers is beneficial and one consequence of not knowing it.

First and foremost, the correlations between two countries absolutely benefit the economy of them in a two way street. When the social, religious norms of societies are accepted as the countries' rights, the traders, who are active in both of them, are more likely to succeed in signing business agreements, resulted from the intimacy made in this regard. Tourism industry which can potentially employ a great number of people will only blossom into an increasingly flourished capacity, when the visitors comply with the standard of the host community.

A peaceful world, secondly, is a fruitful outcome brought by understanding the cultures of the countries travelers select as their destinations. Avoiding any action which questions the social standard of the country they come into contact with, sensible visitors who have understood the culture of that nation not only encourage the long lasting relationship between the nations but also promote the peace between them. If the peaceful relations among different cultures are created, politicians are not, apparently, able to misuse the situations to begin a war in the world.

The first disadvantage of lacking any knowledge of the culture for strangers that comes to mind is the conflict between the two groups (visitors and the host community) which stems from the misunderstanding. Kissing a groom in a station, an American soldier tried to congratulate both the bride and the groom, which eventually led to a dispute between them and in turn the Iraqis couple were killed.

In a nutshell, even a brief knowledge of cultures is definitely useful for travelers who intend to go to different countries as tourists, let alone businessmen and women. At the other extreme, lacking of understanding anything about the culture may take its toll on the relationship between countries.

