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Essential Insights into Unaizah's Cultural Delights: Exploring Cultural Magnetism, Authenticity, and Culinary Tourism in Saudi Arabia

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Abstrak

Penelitian ini mengkaji kelezatan budaya Unaizah, sebuah kota di Al Qassim, Arab Saudi, dengan fokus pada daya tarik budaya, keaslian, dan wisata kuliner. Memahami budaya Unaizah sangat penting untuk mengembangkan kesadaran dan rasa hormat terhadap budaya pribadi dan global, serta mendorong toleransi dan harmoni dalam masyarakat yang beragam. Melestarikan keragaman budaya membantu mencapai tujuan global dalam mengakui sejarah dan identitas budaya. Kajian terhadap lingkungan budaya Unaizah meningkatkan interaksi dan kolaborasi antarbudaya dengan mendorong keterbukaan pikiran, empati, dan kemampuan mengatasi permasalahan global. Daya tarik budaya Unaizah juga mendorong praktik wisata berkelanjutan, yang bermanfaat bagi perekonomian lokal. Individu yang terlibat dengan budaya Unaizah secara aktif berkontribusi terhadap inklusivitas, pelestarian keragaman, komunikasi antar budaya, dan pariwisata berkelanjutan, sehingga membentuk masa depan yang lebih cerah dan saling terhubung. Penelitian menggunakan pendekatan kualitatif seperti kunjungan lapangan, observasi, wawancara, dan analisis tematik. Temuan ini menyoroti keaslian budaya Unaizah, tradisi kuliner, dan peran pendidikan dalam menciptakan daya tarik budaya dan pariwisata berkelanjutan. Warisan budaya, budaya kuliner, dan aktivitas pendidikan Unaizah yang kuat menempatkannya sebagai destinasi yang sejalan dengan aspirasi pembangunan berkelanjutan global.

Kata Kunci: *Magnetisme Budaya, Wisata Kuliner, Pelestarian Budaya, SDGs*

Abstract

This research looks into the cultural delights of Unaizah, a city in Al Qassim, Saudi Arabia, with a focus on cultural magnetism, authenticity, and culinary tourism. Understanding Unaizah's culture is critical for developing personal and global cultural awareness and respect, as well as encouraging tolerance and harmony in a varied society. Preserving cultural diversity helps to achieve the global goal of recognizing cultural history and identities. The study of Unaizah's cultural environment improves intercultural interaction and collaboration by encouraging open-mindedness, empathy, and the ability to address global concerns. Unaizah's cultural allure also promotes sustainable tourist practices, which benefits the local economy. Individuals that engage with Unaizah's culture actively contribute to inclusivity, diversity preservation, intercultural communication, and sustainable tourism, thereby forging a brighter and more interconnected future. The study used qualitative approaches such as site visits, observations, interviews, and thematic analysis. The findings highlight Unaizah's cultural authenticity, culinary traditions, and the role of education in creating cultural magnetism and sustainable tourism. Unaizah's strong cultural legacy, culinary culture, and educational activities position it as a destination in line with global sustainable development aspirations.

Keywords: *Cultural Magnetism, Culinary Tourism, Cultural Preservation, SDGs*

INTRODUCTION

In our increasingly interconnected and globalized society, understanding and appreciating diverse cultures is more important than ever. One such fascinating cultural landmark is Unaizah in Al Qassim, Saudi Arabia. Learning about Unaizah culture serves an important purpose, not only by giving an enriching experience but also by contributing to the achievement of crucial worldwide goals. Learning about Unaizah's culture fosters both personal and global cultural appreciation and respect. Individuals who immerse themselves in Unaizah's rich cultural legacy get a deep awareness of the traditions, values, and practices that shape the lives of its citizens. This comprehension creates the framework for bridging cultural divides and establishing mutual respect, empathy, and understanding across varied societies. Unaizah's culture serves as a great tool to promote tolerance and harmony in a world riddled with cultural misunderstandings and conflicts (Vågan, 2011, MacLeod, 2006).

Preserving cultural diversity and legacy is vital for preserving humanity's unique fabric. Unaizah is a fascinating case study in cultural preservation since it embraces and protects its indigenous customs with unshakable dedication. Individuals who learn about Unaizah's culture help to achieve the worldwide goal of preserving and celebrating cultural variety. Through this research, we pay homage to the unique identities and histories of communities around the world, ensuring that future generations will appreciate the richness and beauty of cultural heritage (Park et al., 2019).

Effective intercultural discussion and teamwork are critical in an era of complicated global concerns. Individuals get insights into the mechanics of cultural interchange, the relationship between tradition and modernity, and the underlying ambiguities of cultural identity by researching Unaizah's cultural landscape. This increased awareness promotes open-mindedness, empathy, and the ability to collaborate across cultural borders. It gives people the skills they need to engage and tackle common global concerns like climate change, poverty, and social injustice through collaborative efforts (Vågan, 2011; Schouten, 2007).

Unaizah's cultural allure provides a platform for promoting sustainable tourism practices and bolstering local economies. Individuals engage with the lively food scene in Hayit Harkan and participate in culinary tourism by learning about Unaizah's culture, which has the potential to produce income and possibilities for local companies and locals. Sustainable tourism efforts protect Unaizah's cultural legacy while also promoting economic growth that benefits the community. This research promotes safe travel and the long-term development of Unaizah's tourism industry (De Jong et al., 2018).

Learning about Unaizah's culture goes beyond personal development to match with critical world goals. Individuals actively contribute to a more inclusive, tolerant, and sustainable world by developing cultural appreciation, conserving diversity, strengthening intercultural communication, and supporting sustainable tourism. Understanding Unaizah's culture enables us to appreciate the richness of human variation, foster empathy and respect, and collaborate to address global concerns. We can construct a brighter and more interconnected future for all by exploring and appreciating unique cultural locations like Unaizah..

RESEARCH METHOD

This qualitative research study used a site visit to Unaizah, Saudi Arabia, to acquire vital insights about its cultural wonders, with a focus on cultural magnetism, authenticity, and culinary tourism. Priority was given to ethical matters, such as getting approval and informed consent from individuals. Extensive on-site observation of cultural events, festivals, and culinary traditions was conducted, with careful field notes made. Key stakeholders such as local community members, cultural experts, tourism officials, and culinary specialists were interviewed in semi-structured interviews. For analysis, the interviews were audio-recorded and transcribed. To ensure validity and dependability, thematic analysis was used to discover reoccurring themes and patterns. The findings were disseminated in the form of a complete report, which was sent to relevant parties in order to shape future initiatives and policies.

This strategy has provided a thorough insight of Unaizah's culture and has aided in the preservation and development of its cultural legacy as well as culinary tourism.

RESULT AND DISCUSSION

Unaizah, located in Saudi Arabia's Al Qassim region, is not only noted for its distinct local culture, but it also acts as an enthralling subject for many cultural and social scientific theories. The article examines the notions of cultural magnetism, cultural authenticity, and culinary tourism to examine the complex interaction between Unaizah's rich traditions, local attractions, and the changing dynamics of cultural interchange (Timothy, 2011).

Cultural Magnetism

Cultural magnetism, a sociological notion, can be interpreted via the perspective of various related theories. The notion of place attachment, for example, proposes that people form emotional attachments with certain places based on their experiences and the meanings they give to those places (Kyle et al., 2005; Álvarez, 2011). The lively traditions and local attractions in Unaizah provide potent stimulants for individuals to build profound emotional relationships with the area.

Another relevant idea is the theory of cultural capital, which holds that cultural resources and knowledge can provide individuals and communities with social and economic benefits (Bourdieu, 2018). In Unaizah, the rich cultural history, such as Jaaddat alNakhil art and the blossoming date farms in Hayit Harkan, are examples of cultural capital that attract travelers looking for unique and authentic experiences. Visitors can acquire cultural capital by immersing themselves in Unaizah's cultural offerings, so expanding their social and cultural capital portfolios.

Furthermore, the concept of cultural authenticity is critical in comprehending Unaizah's cultural magnetism. The perception that cultural experiences and expressions are genuine, true to their origins, and free of commercialization is referred to as authenticity (Cohen, 1988). Unaizah's traditions, such as Jaaddat alNakhil and Hayit Harkan customs, provide tourists with an authentic peek into the local culture, providing legitimacy and a stronger connection to the area. Using these connected theories, one can comprehend the fundamental mechanisms generating Unaizah's cultural magnetism. Unaizah's potential to fascinate and attract people seeking meaningful cultural experiences is enhanced by the emotional relationships made through location attachment, the acquisition of cultural capital, and the perception of authenticity.

Cultural Authenticity

Understanding the preservation and development of local customs relies heavily on cultural authenticity. Investigating the why of cultural authenticity sheds light on its importance in preserving cultural history, promoting community identity, and attracting visitors seeking authentic cultural experiences. The perception that cultural practices, manifestations, and experiences are genuine, true to their origins, and free from commercialization or dilution is referred to as cultural authenticity. Cultural authenticity is represented in Unaizah through the preservation of traditional traditions such as Jaaddat alNakhil and Hayit Harkan's thriving date farms. These activities are living demonstrations of the community's dedication to its cultural heritage.

Cultural authenticity in Unaizah is achieved by highlighting the community's enduring traditions and values. Jaaddat alNakhil is a method passed down through generations in which artisans weave exquisite patterns using palm fronds. This real approach not only maintains cultural history but also allows visitors to watch and participate in a genuine cultural experience. Similarly, the flourishing date plantations in Hayit Harkan attest to the region's agricultural heritage as well as the significance of date cultivation in Al Qassim's culture and economics. Visitors can visit the plantations, watch the date growing process, and sample the local specialties derived from these dates. Individuals can engage with the cultural significance of date production in this authentic experience.

The concept of cultural authenticity corresponds with the theory of cultural heritage preservation when applied to related theories. Murzyn - Kupisz & Działek (2013) emphasizes the necessity of preserving cultural practices and traditions as a means of preserving community identity and promoting cultural variety. This theory is supported in Unaizah by the preservation of Jaaddat alNakhil and the thriving date plantations, as these traditions contribute to the preservation of the community's cultural legacy. Cultural authenticity is critical to the preservation and promotion of local customs in Unaizah. The practice of Jaaddat alNakhil and the flourishing date plantings in Hayit Harkan demonstrate the community's devotion to preserving their traditional heritage (Timothy, 2011).

Culinary Tourism

Culinary tourism has grown in popularity in recent years as people seek more authentic and immersive experiences centered on local food and culinary traditions. Exploring the why of culinary tourism allows us to better appreciate its role in promoting cultural interchange, preserving culinary heritage, and stimulating economic growth in places like Unaizah. Culinary tourism is a type of travel experience that focuses on discovering local foods, beverages, and culinary traditions in each location. gastronomic tourism in Unaizah includes

the varied range of gastronomic offers found in Hayit Harkan, which highlights both traditional local food and the influence of global culinary trends.

Gastronomic tourism in Unaizah functions by offering guests a diverse range of gastronomic experiences that reflect the blend of traditional and modern cuisine traditions. The Hayit Harkan cuisine scene is a perfect example of this dynamic interplay. Traditional regional foods like Kabsa (a spicy rice and beef dish) and Jareesh (a local grain-based dish) highlight the region's authentic flavors and culinary traditions. Unaizah's culinary environment contains characteristics of global cuisine at the same time. The existence of pizza and specialty coffee shops indicates how international culinary influences have been integrated into the local food scene. This fusion of traditional and modern culinary practices allows guests to experience Unaizah's growing food culture and the impact of globalization on local traditions (Timothy, 2011).

Using similar theories, the concept of culinary authenticity is relevant to Unaizah's culinary tourism. Culinary authenticity emphasizes the utilization of local ingredients, traditional cooking techniques, and the preservation of culinary legacy (Long, 1998). In Unaizah, the emphasis on regional foods and the adoption of traditional cooking methods in local restaurants coincides with this philosophy, offering guests an authentic culinary experience that represents the destination's cultural identity. Gastronomic tourism contributes significantly to Unaizah's cultural landscape by providing visitors with a varied range of gastronomic experiences that merge traditional and contemporary techniques. The bustling food scene in Hayit Harkan allows visitors to experience the region's rich flavors and culinary traditions while also witnessing the influence of worldwide culinary trends.

Understanding Cultural Preservation and Identity

The practice of traditional crafts is an important part of cultural preservation in Unaizah. In Unaizah, for example, the art of Sadu weaving, a traditional Bedouin craft, has been passed down through generations (Albugami, 2019). This craft not only preserves cultural history but also displays the skills, techniques, and symbolism entrenched in the local culture. Researchers can get insight into the mechanics of cultural preservation by investigating the continuous practice of Sadu weaving in Unaizah (Murzyn - Kupisz & Działek, 2013).

Unaizah's festivals and celebrations also provide important insights regarding cultural identity. The annual Date Festival, for example, highlights the importance of dates in the region's history and economics while also providing a platform for local craftsmen and farmers to sell their wares (Maspul & Almalki, 2023). This ceremony not only promotes the

traditional value of dates, but it also fosters a sense of pride and identity among people of the community. To understand the importance of cultural events in shaping and maintaining local identity, researchers might analyze people's participation and impressions during such festivals (Cohen, 1985; Timothy, 2011).

Unaizah has also seen the rise of modern cultural facilities, including museums and galleries, that attempt to preserve and promote local tradition. The Unaizah Heritage Museum, for example, shows relics, pictures, and interactive displays that emphasize the region's history and traditions (Erskine-Loftus et al., 2016). Such organizations allow scholars to investigate how cultural preservation is actively pursued through the development and management of cultural spaces (Kirshenblatt-Gimblett, 1998). Unaizah in Al Qassim has a rich cultural tapestry that appeals to social science academics and enthusiasts. Cultural magnetism, cultural authenticity, and culinary tourism are useful paradigms for analyzing Unaizah's distinctive cultural milieu. Exploring Unaizah allows us to learn more about cultural preservation, cultural identity, and the dynamic interplay of tradition and modern influences.

Unleashing the Potential of Social Media

Technology, particularly social media, has transformed the way cultural material is disseminated, adding tremendous value to the discovery and marketing of Unaizah's cultural treasures. The concept of social capital is one theoretical framework that corresponds with the impact of social media on cultural tourism. Putnam et al. (1993) define social capital as the resources contained within social networks, such as trust, reciprocity, and shared norms, that can be utilized for social and economic gains. Social media platforms serve as virtual networks in the context of Unaizah, facilitating the exchange of cultural information, experiences, and recommendations. Individuals accumulate social capital by engaging with others, creating and maintaining social bonds, and improving their cultural knowledge through the use of social media.

The diffusion of innovations hypothesis, which explains how new ideas, behaviors, and technology spread within a society (Rogers, 2010), is another relevant theory. In the instance of Unaizah's cultural tourism, social media serves as a distribution tool for cultural knowledge and experiences. Individuals who share their experiences with Unaizah's cultural attractions on social media platforms operate as opinion leaders, encouraging others to visit and discover the city's cultural attractions. This social influence and information transmission mechanism leads to Unaizah's growth and attractiveness as a cultural destination.

Furthermore, Bourdieu's (2018) concept of cultural capital is relevant to the function of social media in Unaizah's cultural tourism. Individuals' cultural capital refers to their

knowledge, skills, and cultural assets, which can be exploited to achieve social benefits. Individuals can promote their cultural capital by sharing their experiences, images, and views about Unaizah's cultural history via social media channels. Individuals improve their social position and trustworthiness by amassing and displaying cultural capital, attracting the attention and interest of others, particularly potential tourists.

Moreover, according to the social presence theory, social media platforms provide a sense of presence and connectivity even in virtual encounters (Short et al, 1976). Individuals can digitally immerse themselves in Unaizah's cultural milieu by using social media to experience the city's sights, sounds, and tastes. This sense of presence and connection heightens the allure of Unaizah's cultural tourism, compelling people to come and explore the city for themselves. The power of modern media to allow knowledge sharing, social connections, and virtual experiences has added significant value to the exploration and marketing of Unaizah's cultural treasures. Social capital, diffusion of innovations, cultural capital, and social presence are theoretical frameworks that help explain the impact and significance of social media in Unaizah's cultural tourism, highlighting the role of technology in fostering cultural appreciation, intercultural communication, and sustainable tourism practices.

The Vital Role of Education in Authentic Culinary Tourism

Education is important in developing cultural magnetism, cultural authenticity, and culinary tourism in Unaizah, as well as in preserving and promoting the destination's cultural legacy and identity. The community can create a deeper understanding and appreciation of the local culture by embracing diverse educational theories, enticing visitors looking for authentic experiences (Timothy, 2011; Santa-Cruz & López-Guzmán, 2017; Boyle et al., 2015).

Social Learning Theory, which emphasizes the influence of observation and modeling on learning (Bandura & Walters, 1977), is one related theory. Individuals in the environment of Unaizah might learn about the destination's cultural attraction and authenticity by seeing and imitating the activities and attitudes of others. Educational programs can provide historical and cultural context while also emphasizing the importance of local customs and attractions. Individuals might build a greater connection to Unaizah's cultural offers as a result of this exposure, inviting more people to engage with and enjoy the destination's cultural diversity.

Another useful framework is Experiential Learning Theory, which emphasizes the relevance of direct encounters and reflection in the learning process (Kolb et al., 2014). Individuals interested in learning about Unaizah's culinary traditions can actively participate

in immersive activities such as culinary classes and food excursions through culinary tourism. Individuals obtain personal understanding of local cuisines, ingredients, and cooking techniques through hands-on involvement. Reflecting on these experiences broadens their awareness and appreciation of Unaizah's culinary heritage, contributing to the destination's culinary tourism offers' authenticity.

Smith (2002) defines Place-Based Education as a method that ties learning to the local environment and community. Place-based education creates cultural attraction and authenticity by incorporating Unaizah's cultural legacy into the educational curriculum. Students gain a strong feeling of place and connection to their cultural identity as they learn about Unaizah's customs, history, and attractions. This technique ensures the transmission of cultural information and skills to future generations, instilling pride and responsibility in the preservation and promotion of Unaizah's cultural uniqueness.

Another relevant method is Heritage Education, which focuses on protecting and enhancing cultural heritage through education (Ott & Pozzi, 2011). Unaizah fosters the continuity of traditional traditions and crafts by introducing heritage education into school curricula. Students gain a better grasp of Unaizah's cultural identity by learning about traditional festivals, celebrations, and culinary traditions. Heritage education instills pride, identification, and responsibility in conserving and promoting Unaizah's cultural authenticity, which contributes to the destination's overall cultural appeal.

Finally, Sustainable Tourism Education is critical in fostering ethical and sustainable culinary tourism practices (Malihah & Setiyorini, 2014). Through educational programs, Unaizah can create knowledge about sustainable food practices. Unaizah may improve its culinary tourism offers while maintaining environmental and cultural sustainability by educating chefs, hotel professionals, and tourists about supporting local farmers, using organic foods, and limiting food waste.

Furthermore, education can boost cultural magnetism, cultural authenticity, and culinary tourism in Unaizah at multiple levels:

- Individual Level: Education is critical for increasing individual awareness and respect of Unaizah's cultural legacy. Individuals can create close ties with Unaizah by knowing about its traditions and attractions. Individuals can also earn cultural capital through education, enhancing their social and cultural portfolios and attracting visitors looking for unique and authentic experiences. Understanding cultural authenticity through education enables people to respect and participate in authentic cultural experiences, so contributing to their personal growth and cultural understanding.
- Community Level: Education programs and activities at the community level promote

the preservation and development of cultural authenticity. Educational endeavors empower local artisans and practitioners by offering training and resources to perpetuate traditional methods such as Sadu weaving, so contributing to the preservation of cultural heritage. Communities can arrange festivals and festivities that display their cultural identity through educational activities, promoting a sense of pride and unity among community members. Educational institutions also engage with scholars to document and examine cultural preservation activities, providing insights into effective tactics and their effects on community identity.

- Institutional Level: Educational institutions, such as schools and vocational training centers, play an important role in incorporating cultural heritage education into their curricula. This ensures the transmission of cultural knowledge to future generations and aids in the preservation of Unaizah's cultural heritage. Institutions also encourage local culinary traditions by providing lessons on traditional cooking skills and the utilization of local ingredients, which contributes to culinary authenticity. Cultural places, like museums and galleries, maintained by institutions provide platforms for preserving and showcasing local legacy, as well as educational opportunities for visitors to learn about Unaizah's culture. Institutions also engage with researchers to conduct studies and document cultural preservation activities, so contributing to Unaizah's knowledge and awareness of cultural identity.

Moreover, education is important at all levels of the community in Unaizah, from individuals to institutions. Education promotes cultural magnetism, cultural authenticity, and culinary tourism, all of which contribute to Unaizah's overall growth and development as a culturally lively destination. Incorporating these educational theories into Unaizah's cultural activities will increase cultural magnetism, cultural authenticity, and culinary tourism, contributing to the destination's long-term growth and development. Education plays an important role in ensuring Unaizah's position as a culturally lively and authentic destination by imparting information, encouraging appreciation, and promoting the preservation of cultural legacy and identity.

Promoting Sustainable Development through Culinary Tourism

Unaizah, with its rich cultural legacy and culinary traditions, has the potential to contribute to the global Sustainable Development Goals (SDGs). This aims to investigate how Unaizah might contribute to the SDGs by promoting culinary tourism. It investigates the potential impact of Unaizah's cultural preservation, authenticity, and culinary experiences on the achievement of SDGs such as quality education, decent work and

economic growth, sustainable cities and communities, responsible consumption and production, and peace, justice, and strong institutions. This study emphasizes the necessity of exploiting culinary tourism as a means of fostering sustainable development in Unaizah by studying these characteristics.

Culinary tourism can be used as a teaching method in Unaizah to encourage cultural preservation and authenticity. Incorporating the city's local culture, traditions, and culinary heritage into educational programs helps increase local community and visitor understanding and appreciation (Hanna, 2007). To provide different educational opportunities that emphasize Unaizah's distinct culinary traditions, social learning, experiential learning, and sustainable tourism education approaches can be implemented (UNWTO, 2023). Culinary tourism in Unaizah can boost economic growth by offering job opportunities and helping local businesses. Tourists are drawn to authentic culinary experiences, which increases demand for local eateries, food producers, and craftspeople (Michopoulou et al., 2015). Supporting and supporting these enterprises can help to ensure the long-term development of Unaizah's economy while also providing suitable work for the local people (UNWTO, 2023).

The preservation and promotion of Unaizah's cultural history and gastronomic offerings builds community pride and cohesion. It helps to build a vibrant and sustainable community (Giaoutzi & Nijkamp, 2006). Sustainable tourism activities like as supporting local farmers, eating organic food, and decreasing food waste can help Unaizah become a more sustainable city and community (Gössling et al., 2012). Unaizah may strengthen its resilience as a sustainable city and promote responsible consumption and production by embracing sustainable culinary practices. Unaizah can promote responsible consumption and production by highlighting local and traditional culinary techniques. The use of local resources, traditional cooking techniques, and sustainable food practices can help to lessen the environmental impact of culinary tourism (UNWTO, 2019). This method is consistent with the concepts of sustainable food systems and contributes to the preservation of culinary history (Hall & Stefan, 2013).

The preservation of Unaizah's cultural practices, customs, and intellectual property rights helps to promote peace, justice, and strong institutions. Implementing efficient governance structures and regulations that assist cultural preservation guarantees that Unaizah's culinary legacy is treated fairly and equally (Gössling & Hall, 2006; Maspul, 2021). Unaizah can build a just and harmonious community by preserving cultural authenticity. Furthermore, culinary tourism in Unaizah has the potential to significantly contribute to the SDGs. Unaizah can contribute to goals such as quality education, decent work and economic

growth, sustainable cities and communities, responsible consumption and production, and peace, justice, and strong institutions by leveraging its cultural heritage, authentic culinary experiences, and sustainable tourism practices. Unaizah can offer itself as a paradigm for sustainable development by emphasizing the value of cultural preservation and authenticity.

CONCLUSION

Unaizah, located in Saudi Arabia's Al Qassim region, has a great cultural magnetism that draws people looking for important cultural experiences. The emotional bonds developed through location connection, the accumulation of cultural capital, and the feeling of authenticity all contribute to Unaizah's cultural attractiveness. The preservation of local customs, such as Jaaddat alNakhil gastronomic areas and the thriving date plantations in Hayit Harkan, shows the importance of cultural authenticity in Unaizah's cultural preservation and identity. Culinary tourism, with its emphasis on local foods and culinary traditions, is critical in promoting cultural exchange, maintaining culinary history, and stimulating economic progress in Unaizah.

Unaizah's gastronomic scene offers guests an authentic and diversified culinary experience by fusing traditional and modern culinary methods. Education is critical to fostering cultural magnetism, cultural authenticity, and culinary tourism in Unaizah, as it ensures a deeper understanding and enjoyment of the destination's cultural legacy and identity. Education supports responsible and sustainable culinary tourism practices by embracing multiple educational ideas and infusing Unaizah's cultural legacy into the curriculum. Overall, Unaizah's rich cultural tapestry, paired with its culinary traditions and educational activities, establishes it as a destination that contributes to worldwide aspirations of sustainable development.

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