

tourism at all levels through interest and awareness. Following are the suggestions:

- a. Introduce tourism at local, regional and international level to spread awareness and sense of pride for the Bahraini culture and to market identity.
- b. Promote cultural tourism to bring about economic development of the country by providing job opportunities in Cultural Arts and Crafts Sector.
- c. In spreading the cultural tourism, the participation of local community is must.

Various programs by the Honorable Cultural Ministry have been made to bring about a high level of cultural awareness and community participation is must to progress them.

Business and Financial Policies:

- a. Develop policies to understand the cultural background of an individual to be able to interact, manage and lead effectively through business development programs and workforce development program both within the organization as well as with international clients and partners.
- b. Improve the cultural competence- an ability to interact effectively with people of different cultures for the employees especially in the field of human resource, government agencies working with people from multi culture. Bahrain being a country with work force comprising of people from various nationalities and cultures, cultural competence should be given a priority.
- c. To promote the cultural competence four factors should be supported: Awareness, knowledge, attitude and skills.
- d. Connect and meet with different multi- cultural agencies.
- e. Extend strategies to deal with cultural differences and challenges and provide training for the same.
- f. Develop cultural competencies for commitment, communication and dealing with uncertain situations.
- g. Give regards to the impact of culture and its crucial role in the economic development while framing the financial policies.

7. Conclusion

There should not be a rigid theory framed upon the role of culture in development. It is a complex issue to identify the ways in which culture can be preserved and cultivated and also to see whether it may or may not influence the development. Culture is affected by two types of forces- forces encouraging the change and forces resisting the change. Sometimes, the changes in technology, political situations and social systems produce changes that alter the social pattern giving rise to new cultural models. New cultural model means changes in cultural values which if are not under control lead to aculturation or disintegration of culture.

The paper has focused on how culture and cultural awareness, effects of culture on people's values and behaviors help to derive a sustainable community. The author has referred to the various concepts taken up by researchers in this field: naming few are 'Culture- as a key dimension of Sustainability' by Duxbury and Gillette (2007); 'The role of culture in technological advancement' by Daniel

Bertasio (1993);' Culture: A driver and an enabler of sustainable development' by UNESCO (2012).

The paper started with considering the role of culture a s facilitator in boosting the community development towards sustainability, but during the literature study found that the idea of culture and sustainability are inseparable and culture is now an established fourth pillar of sustainable development. The cultural issues can figure among the ends of development as well as among the means to achieve the development.. To create sustainable society the development should not be seen just as growth of Gross National Product (GNP) but more broadly as the enhancement of freedom and wellbeing of people. It is very important to take a note of impact of economic and social development on established culture and vice versa. It is truly said that 'a leadership interested in the technological, political and social advancement or development of its nation should never disregard the role of culture' (I.Mbakogu, 2004).

Magdalena Karolak has asked a pertinent questions in his write up titled as 'Preserving Arab culture in the Kingdom of Bahrain; whether Bahrain is at the risk of losing its identity of culture at the hands of huge influx of workers coming from foreign countries bringing along different languages , cultural patterns, etc. The author answers this question by making a statement that 'no matter how many foreign influences reach a land, they can never affect the originality of culture if the inhabitants are culturally aware, culturally competent, culturally sensitive and can identify the roots of their own culture'. This statement can remain true for any country. This is a message that needs to be expressed through mass communication as well as through education. Cultural sustainability examines ways to enhance our cultural identity and sense of place through heritage, shared spaces, public art, social capital [social capital is the expected collective or economic benefits derived from the preferential treatment and cooperation between individuals and groups(http://en.wikipedia.org/wiki/Social_capital)] educational opportunities, and public policies in ways that promote environmental, economic and social sustainability (Denise Scammon et al.).

In conclusion, sustainability efforts that once were characterized by environmental, social, and economic discussions now see the inclusion of culture in the discussions.

Future scope of the research: The research can be further developed to prepare general guidelines to support the community development of the countries standing on the edge of cultural identities loss because of strong extraneous influences.

Limitations of the research: The respondents in the survey method of research comprised of educated group belonging to the architectural stream of the society. It could be argued that the sample was very selective and fail to represent the overall population of Bahrain in general.

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