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**The Socio-cultural impact of Urban tourism on local communities in Kathmandu, Nepal: A
study of Gentrification and Commodification**



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Abstract

The rapid growth of urban tourism has raised concerns about its impact on neighboring communities. This research examines the complex relationship between tourism, gentrification, and commodification in the vibrant city of Kathmandu, Nepal. The study investigates famous locations such as the Pashupatinath Temple, the historic Kathmandu Durbar Square, and the lively Thamel area to understand the various impacts of tourism on nearby communities.

The aim of this study is to explore the connection between tourism, gentrification, and commodification, particularly in the context of Kathmandu. The study aims to determine if the increase in tourism has caused the gentrification and commercialization of local regions, resulting in their conversion into popular tourist spots. In the field of tourism, we use qualitative research methods to understand the changes that local businesses and residents go through. These methods include interviews, observations, and analyzing data. This research examines how tourism-related gentrification and commodification occur and assesses their impacts on the city's social structure, economic environment, and cultural heritage. The results help us better understand the complex relationship between urban tourism and local communities. Through an analysis of the experiences of the people and businesses in Kathmandu, as well as the city's urban surroundings, this research offers valuable insights into the impact of tourism growth on the city's physical environment and the difficulties it poses for local adjustment.

This research examines the various impacts of tourism on local communities in a fascinating city within the context of rapid urban development and globalization. The insights gained are useful for comprehending the multifaceted nature of urban tourism and providing important direction toward fostering urban growth and community engagement through sustainable means.

Keywords: Tourism, Urban tourism, Kathmandu, Socio-cultural impact, Gentrification, Commodification, Thamel, Pashupatinath Temple, Kathmandu Durbar Square, Sustainable Tourism.

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1. Introduction

1.1 Background of the study

Tourism as a subject of study has become increasingly important during the 1990s. A great deal of early research was done by geographers, dating back to the 1960s, and generally limited in scope (Liu, 1983). Throughout the past decade, tourism researchers and urban studies specialists have paid increased attention worldwide to this issue, from Europe to North America and Africa to Asia (Teo and Huang, 1995). It is widely believed that tourism provides factors that may improve the quality of life for local communities by creating employment, investment, tax revenues, accommodation services, cultural attractions, festivals, and outdoor recreation. Tourism is also widely regarded as an economic development tool for local communities (Brida, Disegna and Osti, 2014). The tourism industry plays a significant role in the economic growth of many cities and local communities around the globe. It can create employment and generate income for businesses, boosting the local economy. With its rich cultural heritage, historical importance, and stunning natural beauty, Kathmandu is a popular urban tourist destination in Nepal (Karmacharya, 2013).

Urban tourism has emerged as a prominent trend that has transformed the socio-cultural and economic landscape of the region. The city has seen a significant increase in the number of tourists, which has resulted in the development of diverse tourist attractions such as heritage sites, religious sites, and recreational places. This has resulted in a variety of job opportunities for the local populace, particularly in the tourist industry. The concept of urban tourism refers to an activity that involves engaging in diverse city attractions like monuments, parks, museums, restaurants, and live performances, as well as architectural sights and monuments (Aall and Koens, 2019).

Kathmandu has developed into a center of mass tourism, international trade, mass media, foreign aid, and the global labor market since Nepal formally opened its doors to the rest of the world in the middle of the 20th century (Morimoto, 2015). The capital city of Nepal, Kathmandu, has become a popular travel destination for people from all over the world. The city is known for its historical past, vibrant culture, and stunning architecture, which makes it a prime location for urban tourism (Morimoto, 2015). Tourism, which boosts the economy, has a direct impact on how places change over time, as well as how people throughout the world imagine and experience geography. The influence of urban tourism on local communities, on the other hand, is not always favourable. The increase in tourists has also caused environmental deterioration, transportation congestion, and an increase in the cost of living. Furthermore, the inflow of visitors has caused changes in local culture and customs, which may have a negative impact on the socio-cultural elements of local populations. Kathmandu today has a complete complement of mediated windows into global consumer

modernity, even though Nepal's place on the political-economic periphery ensures that few Nepalis engage in the new cultural economy beyond the levels of image, fantasy, and desire (Liechty 2006).

This study's goal is to evaluate the socio-cultural impacts of urban tourism on the local people in Kathmandu, Nepal. The objective of this study is to examine both the benefits and drawbacks of urban tourism for local communities in Kathmandu, mainly focusing on gentrification and commodification.

1.2 Research Aims

The aim of the research is to find the socio-cultural impact of Urban Tourism on local communities in Kathmandu, Nepal, through a study of gentrification and commodification.

1.3 Research Objectives

The objectives of the research are as follows:

- A. To investigate how tourism has impacted gentrification and commodification in the surrounding areas of Kathmandu (Pashupatinath Temple, Kathmandu Durbar Square, and Thamel).
- B. To investigate the extent to which Kathmandu's local communities have been gentrified and commodified into tourist attractions as a result of tourism growth.
- C. To investigate the socio-cultural impacts in the local communities of Kathmandu.

1.4 Research Question

1. How does urban tourism impact the socio-cultural aspects (gentrification and commodification) of local communities in Kathmandu?
2. What impact has the commodification of cultural and historic places had on the local population?
3. How does tourism-led gentrification impact local businesses and communities?

1.5 Problem Formulation

Tourism is a significant sector that makes a substantial contribution to the economies of numerous countries globally. In recent years, there has been a significant increase in the popularity of urban tourism. This can be attributed to the ongoing urbanization of cities and the growing demand for unique and authentic travel experiences. Kathmandu, the capital city of Nepal, is increasingly attracting urban tourists due to its abundant cultural heritage, historical landmarks, and picturesque environment. Nevertheless, despite Kathmandu's rising popularity, there are numerous obstacles to the growth of tourism there.

Tourism plays a crucial role in the economic, socio-cultural and environmental development of Kathmandu. It enhances the overall economic growth of the region as well as the local communities and generates income and employment opportunities. The city faces various challenges, such as infrastructure, safety, and sanitation, which impact its tourism sector. Consequently, this research will aid in the identification of novel patterns and challenges in Kathmandu's urban tourism and provide solutions to enhance the industry's vitality and sustainability. This study will primarily examine the socio-cultural aspects of Kathmandu as an urban tourist destination, aiming to provide further understanding of the subject.

In order to ensure efficient management and planning of tourism in Kathmandu, it is crucial to identify the primary factors that influence tourism in the region. The study will identify various elements, such as religious sites, natural landmarks, and cultural heritage, among others, with the participants. Additionally, this study aims to determine the factors that motivate and influence the preferences of tourists visiting Kathmandu. This information will be valuable for the city's government and tourism industry to develop and offer products and services that meet the needs and expectations of visitors.

Additionally, this study will contribute to the existing body of research on urban tourism by offering valuable insights into the specific context of Kathmandu. Most studies in this field primarily concentrate on the topics of gentrification and commodification. Although there has been extensive research conducted on tourism in Nepal, there is a lack of research specifically focusing on urban tourism in Kathmandu, particularly in relation to gentrification and commodification. This thesis aims to fill the existing knowledge gap and provide a more comprehensive understanding of urban tourism in Kathmandu.

Moreover, the findings of this research could be relevant to other municipalities in Nepal and similar developing countries that encounter similar opportunities and challenges in the realm of urban

tourism. Therefore, this study would have a practical impact on the management and development of tourism in Kathmandu and other towns in the region.

In conclusion, this study is significant as it offers valuable insights into the key factors that impact urban tourism and the emerging trends and challenges faced by local communities in Kathmandu. This study will contribute to the existing knowledge of urban tourism and hold practical implications for the management and development of the tourism industry in Kathmandu and neighboring cities.

1.6 Significance of the Study / Research Gap

Kathmandu, the capital city of Nepal, popular city for tourist destinations for international as well as domestic tourists. The city is also famous for monasteries, world heritage-listed temples, and religious artwork. A research study of urban tourism in Kathmandu is an important topic for a number of reasons, as we both belong to this city, and the tourism industry has increased with the help of various media such as Facebook, YouTube, Instagram, and Twitter. As compared to before, traveling to this city has increased among domestic as well as international tourists.

One of our team members' targets is to be an entrepreneur in this city to establish a small, affordable restaurant and coffee shop. Hence, to understand the visitors' experience like why they prefer to visit this place, what they want to experience, and, at first, what comes into their mind when they hear about this city- KATHMANDU. Furthermore, to understand deeply the opportunities and challenges in the city. Few scholars have investigated this topic. Some of the articles include the consumption of cultural experiences in city tourism (Wickens, 2017) and the sustainable tourism development of Kathmandu (Rayamajhi and Khadka, 2016). Similarly, this city attracts tourists to explore this place. Few research has been done on this topic as the sociocultural impact of urban tourism based on commodification and gentrification.

We have selected three specific locations as each location has different features, like Kathmandu Durbar Square, which is popular as a heritage site; Thamel, Thamel, which is famous for its tourist hub; and Pashupatinath Temple, which is a well-known Cultural and Religious site. We chose three different places to study for our thesis so that we could learn as much as possible about how tourism affects Kathmandu. The tourism industry and its effects on culture and society are illustrated in different ways at each of these places. Pashupati provides us with the opportunity to delve into the impact of tourism on sacred sites, while Thamel epitomizes a vibrant tourist hub, and Kathmandu Durbar Square stands as a revered UNESCO heritage site. Through an in-depth examination of these diverse locations, our research endeavors to comprehensively explore the multifaceted impacts of tourism on cities and their inhabitants. This investigation encompasses a wide range of

aspects, such as the intricate sociocultural dynamics at play, as well as the complex challenges associated with commodification and gentrification. The utilization of a multi-location approach facilitates a comprehensive and intricate analysis of the subject matter, thereby enabling a more nuanced understanding.

1.7 Structure of the thesis

The research is divided into six parts: an introduction, literature review, methodology, analysis and discussions, conclusion, and recommendation to future researchers. Beginning with Chapter 1, the introduction part describes the background of the research, the research aims and objectives, research questions, problem formulation, and the significance of the study to do this research. Similarly, in Chapter 2, the literature review conveys the socio-cultural impact of urban tourism on local communities in Kathmandu and how commodification and gentrification affect the local communities. Following in Chapter 3, the research methodology is elaborated with the depiction of the various methods and how to use these methods as well as how to collect the data in the research. Moreover, in Chapter 4, the analysis and discussions are elucidated, and in Chapter 5, the conclusion is explained with the summarization of the research based on the research aim and objectives. Lastly, the recommendation is provided after completing this research, which may be helpful for future scholars.

2. Literature Review

2.1 Overview of Urban Tourism

Urban tourism is a very significant form of tourism that occurs all over the world, but it has received relatively little attention from city and tourism experts, especially when it comes to connecting theoretical research to tourism studies more broadly. Despite its significance, urban tourism has only been weakly defined and generally delimited due to the absence of a comprehensive framework for analyzing it (Ashworth & Page, 2011). The growing scholarly attention to urban tourism can be attributed to the increasing prevalence of tourism activities within urban settings. Although it has been difficult for ancient cities to keep up with the demand, several communities have taken proactive measures to draw tourists (Pearce, 2001).

Tourists have been attracted to towns and cities for the sole purpose of visiting and taking in the abundance of things to see and experience. The cultural heritage, art, music, literature, and, of course, magnificent architecture and urban planning were all infused into these (towns and cities).

Several towns and cities become popular tourist destinations due to the concentration, diversity, and excellence of certain activities and characteristics (Karski, 1990).

Urban tourism is the act of engaging with various city attractions, including architectural landmarks, monuments, and parks, as well as cultural amenities like museums, restaurants, and live performances. The consideration of leisure time activities and migrant populations is often overlooked in previous urban theories, but it is crucial to take these aspects seriously when examining urban tourism (Sociology, n.d). Moreover, according to Aall and Koens (2019), "urban tourism differs from other forms of tourism in that individuals come to regions with a high population density, and that time spent at the destination is often shorter than time spent on vacation". The definition of Aall and Koens (2019) may be accurate in certain instances, but it may not always be. To see the city and fully experience the local culture, some tourists can decide to extend their stay in urban areas. Also, depending on elements like the destination's characteristics, traveller's preferences, and purpose, the amount of time visitors spend in various urban regions may change. As more people are attracted to the diverse and exciting experiences that cities have to offer, the sector of urban tourism is expanding. New York City, Paris, Tokyo, London, and Barcelona are just a few of the well-liked urban tourist attractions. Urban tourism has the potential to significantly enhance a city's economy by attracting investment, generating income from tourist-related businesses, and creating employment. Similar to several other authors, Urban tourism, according to UNWTO (2005), is a particular kind of tourism activity that takes place in an urban setting and is distinguished by its nodes of transportation and non-agricultural economic activities, including administration, manufacturing, trade, and services. Destinations in urban areas provide a wide variety of natural, technical, social, and cultural experiences and goods for leisure and business.

The lack of exclusivity of space is a significant feature of urban tourism (Ashworth & Page, 2010). Amenities found in urban areas are used by both residents and tourists. Touristic activities within urban environments are commonly observed to occur within public spaces. Tourists frequently engage in activities such as "sightseeing" and "immersion in the local ambiance" (Urry, 2002). Spaces designed for tourist activities frequently undergo transformations in order to create an environment that is secure, recognizable, and stimulating for a large number of tourists (Judd & Fainstein, 1999)

Therefore, the distribution of physical space emerges as a source of contention. Tourism management at the municipal level involves the implementation of various strategies, such as zoning regulations, tax policies, subsidies, and urban renewal initiatives, to effectively oversee and control the tourism sector. Numerous scholars in the field of urban tourism direct their attention

toward the tangible modifications implemented in the constructed environment to cater to tourism, including the establishment of tourist districts and convention centers (Eisinger, 2000).

2.2 Urban Tourism In Kathmandu

Kathmandu Valley is located in Nepal. It is located between 27.7172° N and 85.3240° E, with a mean elevation of around 1,300 meters (4,265 feet) above sea level. It is situated at the crossroads of ancient Asian civilizations and has at least 130 significant structures, including major Hindu and Buddhist pilgrimage sites. Kathmandu is Nepal's capital and largest city, with a population of around 1.45 million (World Population Review, 2020), and is located in the central part of the country's hilly region, surrounded by the Himalayas. The valley has seven World Heritage sites. Kathmandu Valley is made up of three major cities: Kathmandu, Bhaktapur, and Lalitpur (Pant and Dangol, 2012). It is culturally home to the Newars (native residents), the majority of whom follow Hindu and Buddhist religious traditions. Though English is widely known throughout the country, Nepali is the national and most spoken language in Kathmandu. The city was the royal capital of the Kingdom of Nepal, which is now a federal democratic republic and is home to the Nepalese aristocracy's palaces, residences, and gardens. Since 1985, it has also been the headquarters of the South Asian Association for Regional Cooperation (SAARC). For many years, Kathmandu has been the regional hub of history, art, culture, and business (Phuyal, 2020).

This valley is home to a UNESCO World Heritage Site with seven intact places, including the Kathmandu Hanuman Dhoka, Patan, and Bhaktapur city centers, the two most significant Buddhist stupas, Swayambhunath and Boudhanath, and two well-known Hindu sanctuaries, Pashupatinath Temple and Changu Narayan. Kathmandu is also renowned as Nepal's cultural and economic center. The sister cities of Patan (Lalitpur) and Bhaktapur are interconnected to Kathmandu in terms of tourism, economy, and cultural legacy (Tourism Kathmandu, 2018). Similarly, it is a modern city that offers a taste of modern culture in Nepal, with a variety of shopping malls, restaurants, pubs, nightclubs, and casinos offering the choice of modernity inside a medieval environment. It also serves as a showcase for the blending of Western and South Asian customs. As a result, it has something for every tourist that explores the region (K.C, 2015).

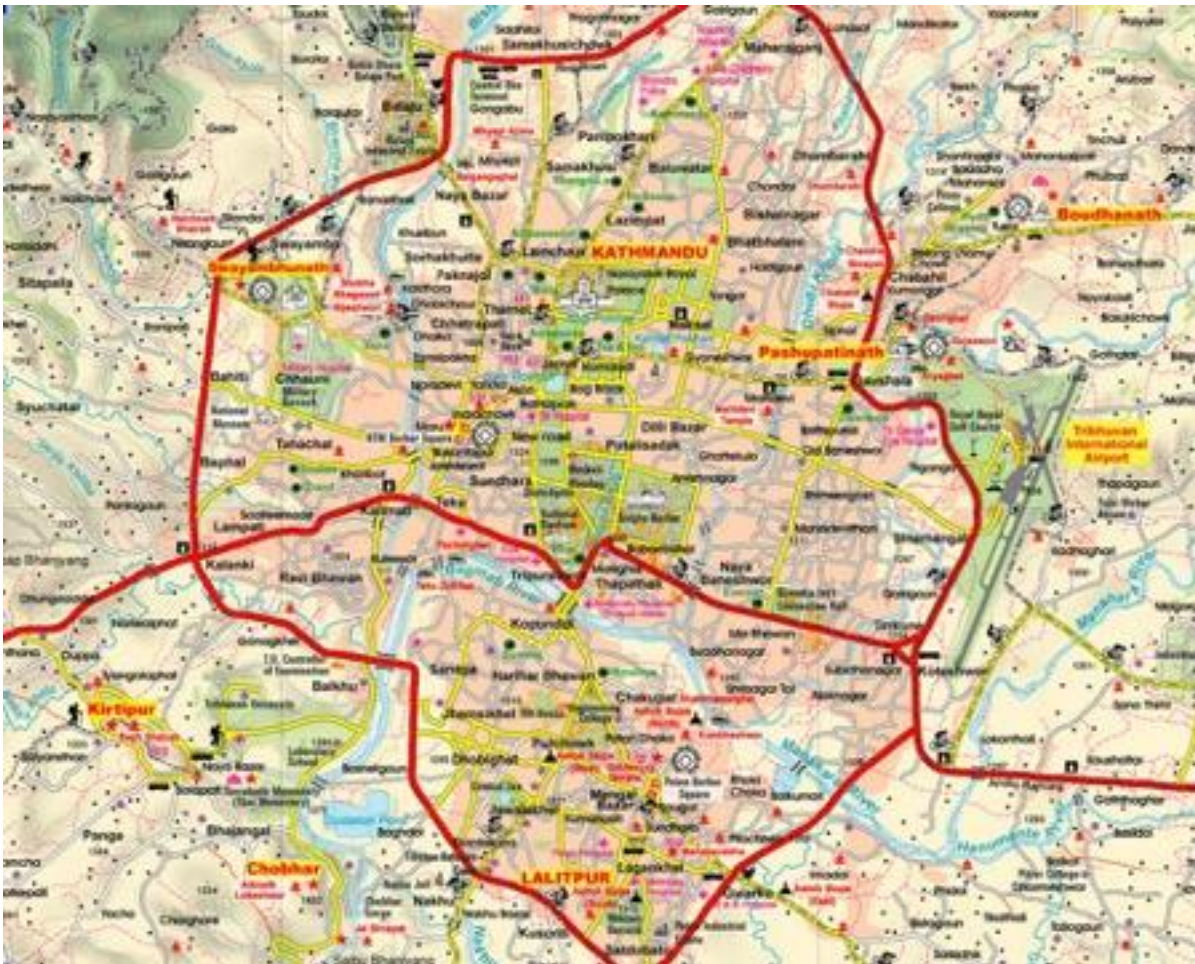


Figure: Kathmandu Tourism Map (World Map, 2023)

2.3 Impacts of Urban Tourism in local communities of Kathmandu

People from all around the country have migrated to Kathmandu to reap the benefits of the opportunities and challenges. Its development has been aided by the influx of educated and affluent immigrants, who have made it the most competitive city in the nation. Kathmandu has historically revealed the characteristics of a typical Himalayan settlement. Its development as a strategic centre of power, politics, culture, and trade has been documented throughout history. With the provision of commerce and business, transportation, and a wide range of other activities, the service sector is also becoming increasingly significant in Kathmandu. Tourism-related services such as hotels, restaurants, pubs and bars, and tour and travel agencies already employ a significant number of people in Kathmandu, and the city's world heritage sites and many places of local, historical, and cultural significance have significant potential for future growth (ICIMOD, 2007).

There are numerous economic and socio-cultural impacts of tourism. Visitors contribute to an area's sales, profits, jobs, tax revenues, and income. The primary tourism industries, such as lodging, restaurants, transportation, amusements, and retail trade, have the most direct consequences.

Tourism has a knock-on effect on almost every area of the economy. A tourism economic impact analysis often focuses on changes in sales, revenue, and employment in a region as a result of tourism activities (Telfer, 2008).

In addition to bringing money to the area, tourists also give a different and apparent lifestyle. It brings individuals from all over the world together, fostering the spread of ideas, beliefs, technology, consumer trends, and lifestyles. Such connections may degrade local culture and result in a variety of socio-cultural changes (Kunwar, 2006).

In our study, we place particular emphasis on examining the socio-cultural impacts within our designated area. Consequently, we will delve deeper into this subject to enhance our understanding.

2.3.1 Impacts of Urban Tourism on socio-cultural Aspects of Kathmandu

One of the primary difficulties faced by urban societies is the challenge of promoting satisfactory connections between the built environment, preservation efforts, ecological considerations, and the activities and values of individuals. The impact of economic opportunities on urban development is significant. However, the main hurdle in implementing sustainable planning and conservation strategies is the acceptance of these strategies by local stakeholders (Singh & Keitsch, 2016).

The Kathmandu Valley's image is deeply linked to its physical and intangible legacy, as well as Newari culture. There are a variety of historic buildings in each and every corner of the property, each showcasing exceptional workmanship in brick, stone, and wood. The Valley's vernacular architecture, characterized by its sloped roof, brick façade, and intricately carved windows, is widely regarded as the ultimate expression of the Valley's identity. In addition to the physical aspects of heritage, the intangible elements that manifest in public squares, courtyards, and streets also contribute to the overall sense of place. The intangible heritage associated with the site primarily pertains to the Newar community and their cultural practices, including festivals, processions, activities, and daily rituals. The Valley's traditional landscape has been shaped by the influence of Hinduism and Buddhism, as the Newar social structure is distinct in its coexistence of both religions (KC et al., 2019).

Tourism has played a significant role in raising cultural awareness among local communities, as their distinct culture serves as a defining factor of their identity. The local people's culture is a major attraction for a significant number of tourists who wish to gain insight into the customs and traditions of the destination (Guni and Maharjan, 2005). In the same way, The Kathmandu Valley holds significant socio-cultural value, as exemplified by the unique culture and traditions of the Newar

ethnic group residing in Kathmandu. They possess distinct traditional attire and a distinctive cultural heritage. The Valley also offers the opportunity to explore the fascinating world of handicrafts and wood carving. Tourism has also contributed to the enhancement of educational opportunities in the Valley. The rise in tourism is leading to an increase in social status. By means of formal education, individuals gain knowledge about their genuine cultural heritage and customs, enabling them to preserve and uphold them. Education is the sole means by which individuals can eliminate unfounded superstitious beliefs and misconceptions (Rayamajhi and Khadka, 2016).

The impact of tourism development on a specific destination in Nepal has led to significant population migration, affecting both the local economy, socio-cultural and the environment. Kathmandu is widely regarded as a highly appealing tourist destination. As a result, a significant number of individuals relocated to the area with the intention of acquiring land for the purpose of establishing hotels and catering to tourists. As a result, the cost of land experiences an increase in comparison to numerous regions in Nepal, leading to an economic imbalance. Kathmandu serves as the primary entry point to Nepal, facilitating connections to various regions within the country. A significant number of individuals relocate to Kathmandu in pursuit of improved employment prospects or to invest in the hospitality industry, particularly in the establishment of hotels and restaurants. Additionally, the inhabitants of Kathmandu experience adverse consequences, such as the erosion of their cultural heritage and sense of identity (Greenwood, 1989). The presence of numerous restaurants, bars, and casinos in Kathmandu has resulted in a significant influx of tourists to the vibrant nightlife scene in the streets of Thamel. Child prostitution has been a significant problem for an extended period of time (Pile, 2019).

The aforementioned phenomenon is associated with the disadvantaged economic circumstances experienced by individuals (Pandey et al., 1995). The phenomenon of tourism has been observed to contribute to the development of negative behaviors among young individuals, specifically through the promotion and facilitation of gambling activities within casinos (Bista, 2009). Maharjan and Guni (2005) have observed a significant prevalence of the adoption of foreign culture in Kathmandu. According to Maharjan and Guni (2005), the local residents of Kathmandu experience negative consequences in their lifestyle, particularly in relation to their dietary choices, drinking habits, and clothing preferences.

2.4 Sustainable Tourism in Urban Context

The United Nations World Tourism Organization (UNWTO) defined sustainable tourism in 1997 as tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and the host communities'

resources. Sustainable urban tourism (SUT) is defined as tourism that reconsiders the impact of current and future tourism activities, addressing the needs of the tourists, host community, industry, and environment (UNEP and UNWTO, 2005). SUT is committed to minimizing the negative effects of tourism on the urban environment, preserving the natural resources of the area, and providing for the needs of both locals and tourists. SUT is used as a tool for the restoration of natural areas in destinations; providing interpretation, education to change attitudes, and value in supporting environmental conservation; improving financial viability; planning for the needs and waste of urban tourism; and the preservation of historical places (UNEP and UNWTO, 2005).

The definition of *urban tourism* is a challenging task that has posed difficulties for numerous scholars. Urban tourism is a multifaceted concept that goes beyond simply visiting cities and differs from other forms of tourism, such as sea tourism or rural tourism. Urban tourism is considered complex by researchers due to its multifunctional nature, its division into smaller destinations known as "micro destinations," and its dense combination of built structures and cultural elements (Hernández-Martín, Rodríguez-Rodríguez, & Gahr, 2017). These factors contribute to the intricate nature of urban tourism (Ashworth & Page, 2011). The term "urban tourism" can be seen as a broad category that encompasses various types of tourism, such as cultural tourism, conference tourism, sports tourism, and more.

In addition, urban tourism exhibits distinct characteristics, as identified in previous studies. These include the tendency for visitors to have shorter stays, the likelihood of repeat visits to cities that are seen as embodying a particular lifestyle, and the lower likelihood of repeat visits to cities that are primarily known for a single popular attraction. (Marques & Santos, 2016)

Furthermore, urban tourism is characterized by a certain unpredictability, as visitors' desires and preferences constantly evolve, necessitating cities to continuously adapt and innovate in order to meet their changing expectations. In a similar vein, it is possible to differentiate between individuals who can be classified as "urban tourists" - those whose purpose for visiting a city is directly related to the various aspects of its complexity - and "tourists in cities" - those whose motivations for visiting are unrelated to the specific location. However, it can be challenging to differentiate between the spaces and resources utilized by tourists and those utilized by residents (Ashworth & Page, 2011).

The characteristics of Sustainable Urban Tourism have been classified into two distinct groups. The first group pertains to front-room sustainability innovation, which involves initiatives such as promoting local transport use, developing walking and cycling trails, preserving heritage, and offering cultural products. The second group, known as backroom sustainability, focuses on practices such as utilizing renewable energy, implementing recycling measures, adopting low-impact tourism transport, and implementing strategies to reduce water usage and greenhouse gas

emissions in accommodation facilities (Hayllar and Griffin, 2005). In addition to this, tourism activities in urban areas depend on real occurrences, which are then processed in such a manner that they create tourism realities that may protect historical and cultural heritage while also prospering the local population. The practice of sustainable tourism is anticipated to be enjoyed by both present and future generations. Tourists continue to engage in tourism activities in urban areas that are rich in historical and cultural significance. Urban areas play a crucial role in the overall functioning of the tourism system. They serve as a "gateway" for both international and domestic tourists, acting as a central hub in the transportation system and facilitating multi-purpose trips. The significance and progress of profitable and sustainable tourism in urban areas are frequently undervalued, and there is a lack of understanding regarding the consequences of this phenomenon (Estelaji et al., 2012).

2.5 Role of Urban Tourism in Promoting Sustainable Tourism Development

Since the Industrial Revolution in the 19th century, sustainable development has been a prominent term in the field of developmental studies, while the phrase "sustainable tourism" has been extensively used since it was first introduced around twenty years ago (Buckley, 2012). Across the globe, there have been a great number of studies and researchers focusing on sustainable development in general, as well as in a variety of specialized businesses. Since the 1980s, sustainable development has become an increasingly important topic in the tourism business (Page and Hall, 2003). Several writers have made contributions to the compilation of papers covering a variety of topics, areas, and geographical locations. The primary goals of many nations in the tourism industry are to provide hospitable accommodations for tourists and preserve the local ecosystem (Tanguay et al., 2013). Although many papers, books, and other materials have been published on sustainable tourism development, despite the abundance of studies done on the subject, a coherent understanding of this critical topic has not yet been established, which presents a number of significant obstacles. Because of the many aspects it encompasses, sustainable tourism development is only sometimes understood in the same way by different people. In addition to this, there is an implication of a complex network of stakeholders, including decision-makers, local communities, public sector firms, and private businesses. All of them have diverse views and interests, which affect how they comprehend things and cause actors to be less uniform (Hall, Gossling, & Scott, 2015).

The green movement that came to the forefront of public consciousness in the 1970s is often credited as being the inspiration for the notion of sustainability. The International Union for the Conservation of Nature and Natural Resources (IUCN, 1980) included the concept of sustainable development in its Global Conservation Strategy. This was the first time the idea of sustainable development was presented in such a direct manner. The term "sustainable development" was first

used in 1987 by the Brundtland Commission Report. According to this definition, sustainable development is "development that satisfies the requirements of the present without compromising the ability of future generations to satisfy their own needs" (WCED, 1987). In addition, the Commission emphasized that sustainable development is not a constant state of harmony but rather a continuous sequence of changes that "are all in harmony and enhance both current and future capacity to meet human needs and aspirations" (WCED,1987).

Tourism significantly influences the economy, the environment, and society in the contemporary world. As a result, the growth of this industry is connected to all three of the above aspects of sustainability. Sustainable development is the fundamental concept of development. Since the economic, social, and technical development processes are still developing, the tourist industry needs to analyse new and unique forms present in business. Only then will it be possible to achieve sustainable growth in the tourism industry. One of them entails the clusters, which are gaining a greater significance – to locate in one network of geographical companies and establishments that closely cooperate and are focused on mutual business results and ones that complement each other. This can be accomplished by bringing together geographically dispersed businesses and organizations. It is anticipated that the innovations will contribute to breakthroughs at the worldwide level, which may govern the operation of firms under new effective organizational forms that generalize ideas, give some competitive advantage, and open up new opportunities in tourism as well (Agyeiwaah et al., 2017).

The World Tourism Organization (WTO) has made sustainable development reality in the tourist industry. The term "sustainable tourism development," or "STD," refers to a procedure that satisfies the requirements of both the current visitor and the host location, all while preserving and improving prospects for the foreseeable future. Nevertheless, tourist activities have been linked to environmental and social issues (Cernat and Gourdon, 2012). In this regard, sustainable tourism concepts may aid in strategic problem-solving planning by planners.

In addition, the WTO is working hard to spread awareness of the idea of sustainable tourism among its member countries. Sustainable tourism indicators have been created and implemented by the World Trade Organization (WTO) to assess and monitor sustainable tourism development. According to the World Trade Organization (WTO), sustainable tourism indicators (STI) are a set of measures that provide information for a better understanding of the link between the impact of tourism on the cultural and natural setting that takes place and on the cultural and natural setting in which this takes place, and on which it is strongly dependent. Indicators of sustainable tourism serve three primary purposes: (1) the development of general action plans at the regional level, (2) the defining of short-term strategies for destinations; and (3) the implementation of benchmarking procedures for destinations. In addition, the World Tourism Organization (WTO) has included in its

handbook a collection of indicators that may serve as a reference for decision-makers involved in the design of sustainable tourism (Lozano-Oyola et al., 2012).

To sum up, the idea of urban sustainability approaches helps improve consumption efficiency and the economy and lowering harmful consequences in cities (Finco and Nijkamp). However, also tourist activities have been shown to be the source of social and environmental problems (Tanguay et al., 2013).

2.6 Tourism and Gentrification

This chapter examines the relationship between tourism and gentrification, focusing on their interplay and the resulting social and cultural outcomes. It aims to analyze the concept of tourism gentrification and explore its effects on local communities and urban environments through different literature reviews. This chapter also focuses on the complexities and challenges that arise when tourism and gentrification intersect. By doing so, it offers valuable insights into the current urban transformations.

2.6.1 Introduction to Gentrification

Gentrification is a prominent and influential factor shaping modern cities' urban landscape. Gentrification has been extensively investigated in the social sciences, the humanities, and the arts and design. Existing research approaches the topic primarily from economic, geographical, planning, sociological, and social-scientific perspectives (Freeman, 2006). According to Smith (1996), it is a social movement that may be characterized as an effort to recover metropolitan centres for the middle and upper classes through the deployment of various aggressive techniques on a worldwide scale. Gentrification has been extensively investigated in the social sciences, the humanities, and the arts and design. Existing research approaches the topic primarily from economic, geographical, planning, sociological, and social-scientific viewpoints. The process was initially introduced by sociologist Ruth Glass in 1964 to identify the transformation of traditional housing for the working class within the inner-city region of London. The term "gentrification" refers to the phenomenon in which affluent individuals, commonly referred to as "the gentry," relocate to low-income neighbourhoods, replacing the less affluent residents. Different approaches have been used by academics in their quest to comprehend gentrification as a periodic phenomenon. The first studies to look at the concept of gentrification suggested that it occurs in cycles of "invasion and succession" or "neighbourhood life cycles." Later, academics used economic markers to conceptualize "stages" of the gentrification process. Despite the variety of models that have been proposed, gentrification may be explained by a few variables that are shared by all of them: systematic and racist disinvestment, narratives revolving around neighbourhood degradation,

reinvestment through property speculation, and physical, cultural, and communal relocation. (Doucet, 2013).

According to Versey (2022), gentrification is often connected with destabilizing and isolating influences that have a detrimental impact on the health of particular groups. This is despite the fact that it brings economic resources into previously underserved neighborhoods. Gentrification is often linked to a higher risk of not having a place to live because business and residential rents sometimes go up when there is more demand for housing markets that are being revitalized. In communities undergoing gentrification, the housing stock is often improved, which can lead to rising costs and a decline in the number of affordable housing units. People living on a low income may experience increased stress levels due to the possibility that their rent may increase. Rising real estate prices can result in population shifts that are culturally, politically, and residentially significant. Byrne (2003) highlights three stages in the process of gentrification. In the initial phase, new residents purchase and renovate empty properties, resulting in minimal displacement and dissatisfaction. During the second stage, people become aware of the neighborhood's characteristics and rent price differences. As a result, displacement of residents starts to happen, leading to conflicts. In conclusion, prices increase when rehabilitation efforts become more noticeable, and displacement becomes more prevalent. New residents have less acceptance of social services and other undesirable amenities, leading to a larger-scale displacement of original residents and their institutions and traditions.

On the one hand, according to Wyly (2019), it is necessary to distinguish between specific and broad aspects of the concept of gentrification in order to measure and apply it in different contexts and over time. Here, he defines gentrification as a process where there is a change in the population of people using the land. The new users have a higher socioeconomic status compared to the previous users. This change is accompanied by a reinvestment of capital, which leads to changes in the built environment. On the other hand, Teernstra (2014) explains that the direction of change in a neighborhood may be downhill rather than upwards. This might result from decreased investment in the physical environment and a drop in socioeconomic level. This is a phenomenon that has been given the name "downgrading of neighborhoods" in academic literature.

However, it is essential to note that a common characteristic among all authors is the recognition of displacement as a significant aspect of the "change in the population of land users." It is acknowledged that displacement may appear in diverse ways, which will be further discussed.

2.6.2 Tourism Gentrification

The process of tourism gentrification has emerged as a significant social concern in various tourist destinations across the globe. Tourism gentrification refers to the process of reinvesting capital in urban centres to create spaces that cater to a more affluent population compared to the current occupants (Smith, 2000). According to Gotham (2005), the concept of tourism gentrification serves as a valuable tool for understanding how a middle-class neighbourhood transforms into a more affluent and exclusive area characterized by the emergence of numerous corporate entertainment and tourism establishments.

In contrast to traditional gentrification, which produces a new middle-class neighbourhood, tourism gentrification generates a variety of customers who constitute a transient population that moves about and changes on a weekly basis, making it difficult for locals to access tourist destinations. As a result, displacement is more extreme than in traditional gentrification, potentially leading to a situation in which long-term inhabitants are displaced by transitory consumers and tourist investors (Cocola-Gant, 2018). Moreover, Several recent studies have examined the impact of gentrification on psychosocial stress and health outcomes. These reviews highlight the negative consequences of gentrification, including discrimination, weakened social networks, housing insecurity, and decreased attachment to the local community (Schnake-Mahl et al., 2020). Furthermore, Stors and Kagermeier (2017) pointed out that sharing technologies like Airbnb have created changes in neighbourhoods as a particular aspect of the phenomenon known as tourist gentrification, which has occurred in recent years. In brief, transforming private residences into hotels and other forms of lodging has resulted in reinvestment and the development of local communities into popular tourist attractions.

Tourism gentrification can be characterized as a phenomenon that inherently involves the displacement of local residents. The existing body of literature has primarily concentrated on providing explanations for the phenomenon of tourism gentrification. However, there needs to be more empirical research investigating the socio-spatial effects of tourism in urban areas.

The coexistence of tourism and classical gentrification poses challenges in discerning the distinct impacts of these two phenomena. The increase in tourists has a positive impact on real estate markets and, consequently, tends to speed up a displacement process that was already set in motion by the arrival of gentrifiers.(Colomb and Novy, 2016; Füller and Michel, 2014). However, tourist gentrification introduces additional actors and modes of displacement. As the popularity of vacation rentals grows, more and more homes are being renovated to serve as lodging for visitors. However, it is essential to note that the utilization of residential areas as entertainment spaces for tourists can result in commercial displacement and subsequent disruptions, potentially compromising the overall well-being and satisfaction of local residents (Cocola- Gant, 2018).

2.6.3 The role of tourism in gentrification processes

The rise of tourism is a phenomenon that is occurring all across the world, and people in both the North and the South are observing gentrification as a result of tourism. Nevertheless, the way the process is carried out differs from one location to another, along with the institutions and customs practised there. In recent years, there has been a prevailing trend of tourism development taking place in locations that were not originally designated or designed as tourist destinations. In contrast, it is observed that tourism often intersects with gentrified regions, primarily due to the provision of consumption amenities and the cultivation of a middle-class ambience that attracts additional visitors (Cocola-Gant, 2018). There are three types of displacement caused by tourism: residential displacement, commercial displacement, and place-based displacement. While residential and commercial displacement is connected to tourism's ability to boost property values, place-based displacement refers to the loss of place experienced by inhabitants when tourists use space and effectively displace them from the places they belong. In this sense, displacement is both economic and cultural, and it must be connected to the adoption of new lifestyles that diminish the value of neighbourhoods as residential areas (Cocola-Gant, 2018).

When tourism gentrification starts, it is hard to tell how locals and visitors use the same spaces. Urban development focuses on providing various lifestyle options. The growth of a new city culture focused on improving quality of life changes cities into places that offer opportunities for wealthy people to buy things. As a result, the way residents and tourists spend money becomes more alike. With time, those who live in the city's wealthy neighborhoods develop expectations for quality, and via their purchasing habits, they might begin to see their city as a foreign place, stressing aesthetic issues (Bajracharya, 2017).

Tourism is pushed by consumption-led growth and the creation of cultural images. Some scholars see tourism development as a process involving social exchanges, relationships, and conflicts (Gotham, 2005). It is disputed whether tourist development enhances or degrades the quality of life for locals, even as it changes socio-cultural characteristics. While tourism can be viewed as a cause of gentrification or an essential component (Gravari-Barbas & Guinand, 2017), gentrification is influenced by shifting tourist flow patterns. It is characterized as a drastic transformation of the environment. However, gentrification's effects include social and cultural impacts that exacerbate existing tensions in the communities it affects, causing social bonds to break down and discrimination to occur (Parker, 2019). The touristification of specific locations, which again responds to tourist flows, supports these exclusions. Gentrification may be understood as the process through which touristification carries out socioeconomic revitalization and urban renewal. However, some academics questioned the effects of gentrification and raised a debate about

whether it should be resisted or could offer the chance to improve living conditions and be seen as a necessity for survival. At the same time, some focus more on the preservation of historic homes, the social diversity it fosters, and the resulting economic benefits, while others have emphasized the inevitable spatial destruction of specific spaces, portraying it as a socio-spatial process that caters to the needs of wealthy residents and consumers while ignoring the lower classes, who are by all means direct actors in the cultural process (Glass, 1964).

2.6.4 Socio-Cultural Consequences of Tourism Gentrification

According to Hackworth (2002), gentrification is "the development of space for progressively more affluent users" that causes long-term inhabitants to be gradually and indirectly displaced. This term is broader than the traditional concept of "gentrification," which refers to the process of middle-class invasion in underinvested urban communities that results in alterations to the social fabric as well as rises in property values, rental prices, and living expenses (Glass, 1964). In Tourism gentrification, gentrifiers include external business owners and employees of tourist-oriented enterprises, as well as tourists themselves. While individual visitors may be temporary, the constant inflow of tourists may cause locals to perceive them as ever-present foreigners. Similarly, the native residents may abandon the region due to the visitors' overwhelming presence and, sometimes, their strange social behaviour. Locals may also shift to less costly and quieter places in response to rising property prices and living costs in touristy hotspots (Clark, 2005). Gentrification frequently represents another instance of the "functionalization" of culture for the sake of consumption rather than serving societal objectives or stimulating cultural output for its economic and employment possibilities (Zukin, 1989). This change impacts community interactions, collective identity, and changes in the built environment and social class replacement. With the introduction of new inhabitants and commercial activity, local life changes, causing contradictory feelings of revitalization, displacement, and loss of neighbourhood identity (Gainza, 2016).

Tourism gentrification not only has negative consequences but also sometimes helps to revitalize the community. Tourism gentrification in the suburbs or urban outskirts has also had favourable results. It can help to maintain and revitalize the cultural heritage and urban landscapes. For example, the revitalization of Wendake in Quebec City, funded by the Canadian government in collaboration with local Indigenous authorities, contributed to revitalizing Indigenous Huron culture and language (Iankova, 2008). For more than 30 years, culture has been an inherent component of urban regeneration. The cultural regeneration methods first focused on restoring outdated industrial and harbour areas with crucial infrastructure, conducting cultural events, and recreating their industrial image through place marketing techniques (Bianchini and Parkinson, 1993). The original emphasis on flagship facilities and large-scale renovations has given way to more refined neighbourhood-level interventions that encourage cultural production spaces (Mommaas, 2004).

Furthermore, the cultural domain provides job prospects, one of the most commonly stated policy objectives. Cultural asset integration may positively influence social capital by encouraging civic involvement and community-building processes (Stern and Seifert, 2010). Overall, the discussion has split between cultural industries' potential for economic restructuring and revitalization of neighbourhoods and their adverse impact on gentrification.

2.6.5 Tourism Gentrification and Sustainable Tourism

Gentrification is viewed as a constructive process that raises living standards, improves education, enables social participation and mixing, diversifies the workforce, lowers crime rates, and improves the liveability of inner cities. However, the idea of gentrification is also seen as a negative feature that restricts accessibility through privatization, creates social inequities, and results in social division and isolation among those who are lower-income (Lees et al., 2013). Tourism gentrification is prevalent in economies that rely on tourist growth and development to provide consumption amenities and increase visitor purchasing power. The loss of local demand is replaced by tourism, which opens up new potential for capital investments. Gentrification can be seen as the ultimate solution, but it can also pose a deadly risk to a city's individuality and distinctiveness (Gravari-Barbas & Guinand, 2017).

There are challenges regarding the sustainability concept's relevance that are common and specific to the tourism industry. They have received sufficient attention in other fields to show that progress is not best served by focusing on the drawbacks of the idea. A greater understanding of the concept's impact led to widespread agreement that social transitions to sustainable patterns are multi-faceted processes with multi-layered and interconnected factors (Huisingh, 2007). In the quest for revolutionary transformation, academics are in an ideal position to encourage the development of human potential brought about by knowledge. Graduates interested in work with a high level of social significance place a high value on critical thinking and reflexivity, which furthers the development of educational programs devoted to researching the circumstances under which sustainable tourism practices could be adopted (Bramwell and Lane, 2014).

Sustainable tourism is influenced by people's behaviors, attitudes, routines, and beliefs. On the one hand, as tourists learn how to behave as guests, tourism practices have changed. Many of them desire interesting encounters and respect for their hosts. Tourists should not impose upon the native cultures and customs. On the other hand, it is no longer feasible to argue that a host community can avoid being impacted by tourism. A destination's social and cultural transformation is influenced by

tourism. In specific locations, tourism is employed on purpose to change and engineer the social environment (Budeanu et al.,2016). Nevertheless, for the last decade, gentrification research has focused on the process's effects rather than its causes. At the same time, current researchers draw attention to issues such as low-income settlers' displacement, loss of the right to the city, radical urban changes experienced at the neighborhood and metropolitan levels, changes in consumption patterns by local residents, widespread housing unaffordability as an exacerbation of segregation, and the massive erasure of indigenous peoples (Lopez-Morales, 2019).

2.7 Tourism and Commodification

This chapter examines the broad connection between tourism and commodification, explicitly focusing on the concept of commodification and its significance within the tourism industry. This study seeks to explore the phenomenon of tourism commodification and its implications for numerous aspects of society, specifically emphasizing the social and cultural consequences that emerge from this process.

2.7.1 Introduction to Commodification

The literature offers numerous definitions of commodification as a concept and a process. Commodification is defined by Castree (2004) as the process of making qualitatively different things equivalent and marketable through money. Similarly, Page (2005) defines it as the process of bringing something that was previously outside of monetary exchange into the market. Sayer (2003) defines commodification as the transition from producing goods solely for their use value to producing goods for their exchange value. In the study of economics, the term "commodity" refers to any item that has been produced with the intention of being used or traded. It is commonly interchanged with the more general term 'goods'. In the fields of sociology and anthropology, the term holds a more precise significance. The notion of commodities and commodification originates from Marx's influential book "*Das Kapital*," published in 1867. In this work, Marx posits that goods possess two distinct values or abilities: use value and exchange value. The concept of use value pertains to the usefulness or practicality of an item, whereas exchange value refers to the monetary worth of that item in a market context. According to Marx (1952), a good is considered commodified when its exchange value surpasses its use value, allowing it to be traded.

The term commodification has become increasingly significant in the field of international tourism studies. Every aspect of contemporary life has been commodified. Commodification signifies an inverse relationship of exchange value over use value in a commodified society (Perkins, 2006). Commodification consists of three main elements: the production of goods and services for

exchange, monetization and market-based exchange; and the pursuit of profit as the driving force behind the selling of goods and services (Floysand and Jakobsen, 2007). New locations are brought into the commercial embrace and given new significance as commodification progresses (Perkins, 2006). Government officials gained a financial return by selling naming rights to stadiums, metro stations, and other public facilities to corporate sponsors, and the cultural environment of that location has transformed (Kearns and Lewis, 2021). In these ways, regardless of whether it occurs in urban or rural regions, commodification is one of the main factors in constructing a place.

2.7.2 Tourism Commodification

In the context of tourism commodification, the issue of authenticity is often debated. Erik Cohen (1988) coined the phrase "tourism commodification" as "a process by which things come to be evaluated primarily in terms of their exchange value, therefore becoming goods". Consequently, commodification renders various objects commodities and assigns them a monetary worth within the marketplace. This process involves attributing monetary significance to objects previously valued primarily for their social utility over an extended period. Within the broader context of tourism, commodification refers to assigning value to cultural elements and exchanging them as goods and services within the tourism industry (Lenao et al., 2015).

Tourism commodification refers to transforming cultural heritage objects and spaces into commodities that can be exchanged through commercial transactions. This process involves the conversion of these elements into marketable goods that can be bought and sold. The concept of commodification relies on the recognition or existence of demand within the tourist market (Chambers, 2005). Furthermore, the process of commodification relies on the perceived genuineness or authenticity of an object or space. When a space or object is perceived as lacking authenticity, its value diminishes. However, the extent to which value can be evaluated largely depends on the individuals or entities that possess the authority to do so. Government officials have the authority to modify objects, activities, and spaces in response to the perceived needs of tourists, often without consulting or considering the opinions of local communities. Numerous studies have shown that when something is commodified, it can lead to a decrease in its perceived authenticity. Activities and spaces. Numerous studies (Cole, 2007; Medina, 2003) show how the decline in the feeling of authenticity that may result from commodification may harm things, activities, and locations.

2.7.3 Socio-Cultural Consequences of Tourism Commodification

Numerous scholarly investigations have utilized the notion of commodification as a fundamental framework for examining cultural tourism. The research conducted by MacCannell (1973), Cohen (1988), Ateljevic and Doorne (2003), as well as Steiner and Reisinger (2006) have all explored this concept concerning cultural tourism. According to Cohen (1988), commodification refers to the transformation of things and activities into goods and services that are primarily evaluated based on their value in trade. This evaluation is done in terms of their exchange value, which is determined by market prices. Within the context of tourism, the process of presenting cultural activities and artifacts in a manner that appeals to tourists is commonly referred to as the commodification of culture. In numerous developing nations, governments actively encourage cultural tourism to attain economic growth and prosperity (Mbaiwa & Sakuze, 2009). The effects of commodification on local culture in the tourism market are a subject of debate, with both positive and negative consequences being discussed. In the field of literature, it is widely believed that commodification diminishes the genuineness of cultures (Cole, 2007; Medina, 2003). Greenwood (1978) argues that tourism, driven by Western capitalism, leads to the commodification of local identity and culture, resulting in the erosion of their intrinsic values. Cultural heritage tourism also contributes to the preservation of cultural norms and values.

The process of modifying culture to cater to the tourism market may have both advantageous and disadvantageous consequences for the local cultural context. According to MacCannell (1973), there is a contention that when culture is commodified for the sake of tourism, it can result in the local population losing the inherent significance of their own culture. Cultural commodification alters the significance of cultural products and human relationships, eventually rendering them worthless. According to Cohen (1988), the local culture changes and is frequently harmed when commodified and transformed into a tourist attraction. This phenomenon entails the loss of intrinsic value associated with local cultural identity when local cultures are commodified and tailored to appeal to tourists. The process of commodifying culture undermines the inherent significance of cultural products and can also have adverse consequences for tourists who visit the destination area (MacCannell, 1973; Lenao, 2009). According to Cohen (1988), there is a phenomenon where cultural products are losing their significance among locals while simultaneously becoming more embellished and exoticized to cater to the desires of tourists. This is driven by the growing demand for increasingly spectacular and captivating attractions. In order to appear more genuine and authentic to tourists, cultural products are being modified and enhanced. As a result, what is referred to as manufactured authenticity is created through the monetization of local culture (MacCannell 1973). The concept of staged authenticity has been a subject of debate in relation to its impact on the genuineness of cultural products. According to Cohen (1988), staged authenticity refers to the

practice of catering to the preferences of tourists, which may not necessarily align with the true essence of a culture. This phenomenon raises concerns about the potential undermining of authentic cultural experiences. Additionally, the commodification of culture fosters tensions and conflicts between, on the one hand, the local populace, who may not be willing to sell their holy culture to the tourist industry, and, on the other, the tourism industry, who desires to exchange their culture for tourist consumption. The process of commodifying culture has a detrimental effect on the social capital of individuals within local communities (Mbaiwa, 2011). According to some academics, commodification does not necessarily have a negative impact on authenticity. The concept of perceived authenticity changes as time progresses, whereas commodification has the potential to generate financial gain and instill a sense of pride among the local community in relation to their culture (Bruner, 1991; Tilley, 1997). In addition, it is worth noting that certain products or goods specifically designed for tourists can take on a new significance for the local population. These items can become symbols of identity, representing the local culture to people from outside the community (Cole, 2007; Tilley, 1997).

Nevertheless, engaging in cultural activities can bring life and vitality to a local community. However, the success of these activities depends on the community's ability to access financial benefits and control the production of goods and services. Nevertheless, it remains feasible for local communities to cultivate a sense of pride by showcasing their cultural heritage to attract tourists (Bruner, 1991; Tilley, 1997). Hence, even in circumstances characterized by tension, disagreement, or strife, it remains feasible to reconfigure the power dynamics between government officials and local communities to yield favourable outcomes while honouring the sanctity of sacred sites.

2.7.4 Tourism Commodification and Sustainable Tourism

The tourism industry has experienced significant expansion in various regions globally despite increasing recognition of its tendency to generate negative environmental and social consequences in destination areas. Frequently, there is a prevailing focus on increasing the number of visitors rather than prioritizing the creation of additional benefits for those involved in the activity (Su & Swanson, 2017). The rapid growth of tourism has led to increased discussions about the commodification of tourism space, considering its socio-cultural, economic, and environmental consequences (Cavallaro, Galati, & Nocera, 2017). The concept of commodification in the context of tourism refers to the excessive exploitation of natural resources, which threatens the welfare of both present and future generations (Sedighi, 2016). The economic aspect of commodifying tourism space refers to an excessive focus on increasing investment, income, and employment opportunities in destination areas within a short period of time (Mowforth & Munt, 2015). The decrease in overall welfare functions, such as tourist property and real estate demands, increases land values and

house prices. This, in consequence, results in higher rents, reduced purchasing power for local youth, increased prices of local products, higher living costs, and increased costs of building materials.

The resources tourists utilize are the same resources commonly used by the local population. The concept of the tragedy of the commons, as described by Hardin in 1968, suggests that shared resources, such as culture, scenery, and air, are at risk of being depleted because there is no designated authority overseeing and regulating their usage. This leads to overuse by individuals, surpassing the resources' capacity to replenish and recover. For tourism to be considered part of the hospitality industry, it should not only focus on its customers but also take into account the broader environmental, social, and cultural effects it has on the host community. Every locality or region has a saturation level for tourism. When tourism expenses surpass a certain level, they start to outweigh the advantages (Isik, Dogru, & Turk, 2018).

Urban areas possess numerous attractions of historical and cultural significance, making them attractive destinations for tourists. These areas serve as gateways that draw in visitors due to their appeal. Sustainable urban tourism refers to the combination of activities that allow tourists to enjoy attractions in urban areas while also promoting the conservation of cultural values and heritage. The concept of sustainable urban tourism aims to ensure that future generations can enjoy tourism activities. Tourists can continue to derive pleasure from visiting urban areas that are rich in historical and cultural significance. In order to achieve sustainable urban tourism, it is crucial to establish a collaborative relationship between heritage tourism providers, government entities, and local communities, which play a significant role in maintaining the tourist destination. The notion of sustainable tourism emerges as an alternative to the inadequate methods employed in the advancement of tourism. It aims to achieve a harmonious equilibrium between environmental preservation, social well-being, and the enhancement of community welfare (Andari, 2019).

3.Methodology

3.1 Introduction

This chapter discusses the research techniques and design employed in this thesis. Methodology refers to how a research endeavor should be undertaken, including the ideas, concepts, knowledge, and theoretical assumptions that serve as the foundation for implementing the entire research project (Tamang, Bhaskar, and Chatterjee, 2021). Moreover, the term "method" describes how data is collected for a study. This research study uses research techniques and problems to examine

urban tourism's sociocultural and economic impacts. The research objective is to examine the evidence to reach a decisive conclusion about a topic. The procedures and strategies help the researchers conduct their research appropriately (Bryman, 2012).

Our research uses various methods and methodologies to evaluate the data to determine the overall sociocultural impacts of urban tourism and community perceptions in Kathmandu. The use of exploratory design, ethnography strategy and qualitative data collection techniques is employed. A detailed discussion is provided concerning the data collection methods, including semi-structured interviews, and the methods and procedures used for analyzing the data. Next, we examine the limitations of the study, how ethical considerations were raised during the research and how they were handled.

Three of Kathmandu's most popular tourist destinations were chosen for the study, namely, Thamel (a tourist Hub), Pashupatinath Temple (a cultural and religious site), and Kathmandu Durbar Square (a heritage site). These sites have their significance and are all unique, which can give our study a more comprehensive result.

3.2 Case Description: History of Tourism in Kathmandu

With the establishment of democracy in 1950, Nepal began to advance in several aspects of its social, economic, and political life. Since that moment, the door of Nepal has remained open to foreigners with the desire to visit Nepal in order to boost the tourism sector in the country (Shrestha & Shrestha, 2012). Mountain tourism plays a significant part in the entire tourism industry. In fact, mountain tourism was the first to take off in Nepal. The 1950s is the crucial decade in the growth of Nepal's tourist industry. With the authorization of membership in the United Nations Organization (UNO) in 1955, non-aligned countries' group participation since its establishment, and membership in several international institutions, it was feasible for Nepal to be introduced on the global stage and in the same year, world-renowned Thomas Cook and Sons brought a group of 60 visitors for a Nepal tour (Liechty, 2005). These events boosted Nepal's growing influx of international visitors. As a result, the need for undertaking tourism-related activities in a structured manner was established, and tourist management became a necessity. The Tourist Development Board was founded in 1957 AD in order to produce a realistic tourism development, resulting in the foundation of the Nepal Tourism Board in 1998. Since 1962, the Tourism Department has been compiling statistics on visitors to Nepal. In 1969, the Nepal Tourism Development Committee was founded, which assisted in the formulation of tourist policy as well as the planning of future tourism growth in Nepal. With the establishment of the Nepal Tourism Board in 1998, the government of Nepal chose to dissolve the

Tourism Department, shifting the duty for developing new policies and plans to the Ministry of Tourism and Civil Aviation (Shrestha & Shrestha, 2012).

Between 1950 and 1980, researchers recognized the existence of three separate and distinguishable time periods. The initial phase commenced in 1951 when the modern Nepali state was established. In the period prior to 1951, Nepal was under the governance of a highly xenophobic regime that considered a strict isolationist approach crucial for its national defense strategy. Even though the British were the only country to have established diplomatic relations with Nepal before 1950, they were only permitted to have a small number of visitors (around 3 or 4) per year at the British residency compound located in Kathmandu (Liechty, 2005). By 1950, the number of Western tourists who had visited Lhasa, the capital of Tibet, was five times higher than the number of Western tourists who had visited Kathmandu, the capital of Nepal. It is worth noting that Lhasa is considered a very remote destination. However, during the years 1950 and 1951, there was a widespread uprising in Kathmandu, influenced by the Indian independence movement. This uprising led to the removal of the previous government and the reinstatement of the King as the leader of a constitutional monarchy. As a result, Nepal started to gradually welcome foreign visitors (Liechty, 2006).

Visitors started coming shortly after, but it wasn't until 1955 that the government authorized the initial official visas for tourists. The typical tourist in this period was typically a retired individual who belonged to a high socioeconomic status. They often embarked on global travel adventures, commonly known as round-the-world tours, and were predominantly from the United States. Approximately 80 percent of the initial tourists were from the United States, indicating their prominent role in driving the postwar global tourism growth (Liechty, 2005). However, the overall quantity of tourists visiting was relatively small, and the typical yearly increase in visitor numbers was approximately 15 percent. During the mid-1960s, a distinct tourism trend emerged that differed significantly from previous patterns. In 1965, there was a sudden increase in young budget travelers coming to Kathmandu. They quickly outnumbered the older wealthy visitors who used to stay in luxury hotels for short periods of time. From 1965 to 1970, there was a significant increase in the average annual growth rate of tourist arrivals, reaching nearly 40 percent (Liechty, 2005).

Kathmandu is Nepal's historical and cultural capital and its commercial and financial center. Throughout history, the valley has been referred to as "Nepal," even though regions and borders have shifted. It has also served as a seat of government throughout its history and is immensely significant to Nepalese history, culture, and identity.

3.2.1 Case 1:

Thamel (Tourist Hub)



Figure: Holy Mountain Treks (2021)

A process of uneven geographical development has generated the tourism industry in the Thamel area. This space is both a relative space onto which others might project specific images in the context of global tourism and a physical space in which the essential infrastructure and institutions for tourists are upgraded. The space's environment has been affected by the projection of tourists' identities, and this modified landscape has the potential to lead to the emergence of new identities, such as those of the new middle class. Thamel is a tourism destination where global economic and cultural shifts influence and interact with local social transformation. In such cases, locals politically appropriate and objectify a portion of their self-image and reconstruct their identities inside the place (Morimoto, 2017).

Originally, Thamel was a small Newar town in the north of the Kathmandu city region, established around a Newar Buddhist monastery named Bhagwan Bahal, but also known as Than Bahal in the Newari language, which means 'big Buddhist temple in the upper Kathmandu city area.' Thamel has been one of the busiest neighborhoods in Kathmandu since Nepal's democratization in 1990, owing to foreign budget visitors as well as local entrepreneurs and their employees. Entrepreneurs established successful new enterprises such as pashmina manufacturing, trade firms, and

manpower businesses. Before the mid-1990s, Thamel was home to various non-Nepali entrepreneurs from other countries, particularly Indians (Shrestha, 1987).

Thamel, a popular tourist destination in Kathmandu, has been drawing visitors for more than three decades. It is well-known as the tourism industry's soul in Kathmandu. It evolved alongside the arrival of hippies, many of whom were also artists. Before, the tourist attraction was focused on the Jhonchen area. Hippies flocked to Nepal in quest of enlightenment and stayed in Thamel for weeks. Most tourists who visit Nepal do not miss the opportunity to explore the Thamel area (Bhatta, 2016). Few visitors to Nepal who do not visit Thamel, the city's most well-known area, seldom do so. Visitors can enjoy great restaurants, handicraft stores, clothes boutiques, bookstores, and spas here. A variety of hand-knotted woolen carpets, pashmina shawls, jewelry, woolen cashmere sweaters, embroidery, thangka paintings, wood carvings, statues, decorative metallic home goods, ceramics and pottery, and rice paper products like notepads, calendars, and lampshades are available in Thamel's handicraft stores. These are the common items that visitors frequently purchase to bring home. Visitors may find many attractions and amusements at this location, where they can relax and entertain themselves. The majority of visitors who come to Nepal for leisure purposes choose to stay in the Thamel area since it is the most convenient and enjoyable location to see the city. Visitors may get all they want, including hiking gear and rentals, bicycles for rent, trip planning, rafting, wildlife excursions, and sightseeing tours (Bhatta, 2016). Considering the arts as a key component of the city's identity is important. Interesting and effective placemaking boosts the local economy, benefits non-arts companies nearby, and creates job possibilities and opportunities for individuals to engage in arts and cultural events. The outcomes inspire community enthusiasm, connect individuals, and provide a more lively place (Watson, 2013).

Nevertheless, in the context of worldwide consumption, such as tourism and modernization in Nepal, Thamel is developed as a place where residents and visitors from all over the world may reflect their sense of otherness, paradise, forbidden pleasures, or aspirations of success. In the process of transforming Thamel, locals adopt tourism culture to recreate their ethnic cultures as consumer cultures, offering the space for translocality (Morimoto, 2017), which may be seen as the socio-cultural impact on the destination.

3.2.2 Case 2:

Pashupatinath Temple (Cultural and Religious Site)

Pashupatinath Temple is situated in the Kathmandu Valley along the banks of the Bagmati River, and in 1979, the region was added to the list of UNESCO World Heritage Sites (Sharma, 1999). The Pashupatinath temple's building date has not yet been determined. Nonetheless, the Pashupatinath

temple was rebuilt in the fifth century and refurbished in 1992 A.D., according to the Nepal Tourist Board (NTB) (Sharma, 1999). The Temple is a holy historical site and one of Asia's most important religious and pilgrimage destinations for Hindus. Along with being important to Hindus, the location is also a popular tourist destination for Buddhists, Kirats, Sikha, Jains, and other religious groups. Religious and non-religious travelers from all over the world are drawn to it by its antiquities, religious beliefs, mythologies, and tales. Many individuals travel to the Pashupatinath area every year for spiritual, historical, and archaeological reasons. Major festivals like Maha Shivaratri, Bala Chaturdashi, and Teej draw both domestic and foreign guests to the location. The Pashupati area is mainly a place of worship and pilgrimage. It is also considered a cultural heritage site due to its ancient artifacts, monuments, cultural surroundings, social practices, religious beliefs, religious activities, geographical features, symbols of various cultures, rituals, festivals, and traditional customs (Nyaupane, 2018, p. 8). Therefore, it is considered to be one of the foremost significant sites for Hindu pilgrims and cultural heritage enthusiasts. This site is backed by various sources, including literature, legends, myths, and religious texts, as well as historical evidence such as inscriptions, icons, coins, antiquities, and monuments found along the banks of the Bagmati Holy River. The river holds great significance as a symbol of the civilization of the Kathmandu valley. (Neupane, 2019).



Figure: By self

Despite the site's significant influence on the tourist sector, the site is also the sacred place for the cremation ceremony of the dead body, which is called 'Daha Sanskar'. Hindus believe that death is the separation of the soul from the body; at the moment of death, the soul, which is thought to be resident in the body, discards the body like one would clothing, or death might be interpreted as the state of the soul when it changes a body. The final rite is done by burning the corps in an open pyre (Ghimire, 1998). The potential for eastern, dark tourism created by the Hindu death rite has not yet been adequately acknowledged by those involved in the business. However, Western tourists frequently consume it informally as a tourist attraction. Every life inevitably comes to an end, and as mortal, finite humans, we shall live and we shall die. The presence of crematoria (ghats) in the Pashupatinath region serves as a reminder of this fact (Kunwar et al., 2021).

Religious and cultural places like Pashupatinath Temple serve as a crucial starting point for locals developing small enterprises. The entrepreneur and his or her family benefit financially from these firms. Small business owners and their families benefit from increased access to food, high-quality

education, and healthcare services. Small businesses in world heritage sites are independent, but other activities on the property, especially in the Pashupatinath region, significantly impact how they operate (Ghimire et al., 2023). Their development and continuity are linked to other surrounding enterprises and many local festivals and rituals. Nearby hotels, restaurants, and events impact small businesses' ability to generate income. A combination of several firms generates revenue opportunities for them all (Ghimire et al., 2023).

3.2.3 Case 3:

Kathmandu Durbar Square (Heritage site)



Figure: By self

The Kathmandu Valley is home to the majority of Nepal's cultural hubs. From an artistic and architectural perspective, the Kathmandu Valley can be considered as a broad museum under the open sky. One of the significant cultural sites in Nepal is the Kathmandu Durbar Square, also known as Hanuman Dhoka Royal Palace, which is centrally situated in the capital city (Shrestha, 2010). Most architectural remnants and artistic artifacts currently found in the palace complex originate from the Malla period, with a smaller number dating back to the Shah and Rana periods in Nepal. Like other royal palaces in the Kathmandu Valley, the Kathmandu Durbar Square features spacious courtyards, gardens, and open areas where temples housing various deities are located. The temple incorporates architectural styles, including Pagoda, Sikhara, and Dome designs. During the

medieval period, the royal palace served not only as a residence for kings and queens but also as a hub for administrative functions, cultural events, and festivals. The Hanuman Dhoka Royal Palace included various activities, and as a result, architectural buildings were constructed to fulfill those needs (Shrestha, 2010).

Kathmandu Durbar Square, a UNESCO World Heritage Site in Nepal, is significant for Buddhist and Hindu rituals, holy ceremonies, royal events, and kingly coronations (Snider, 2019). The square is surrounded by fountains, ancient statues, small ponds, and courtyards, making it a meditative and religious site for spiritual seekers. The inner complex of Durbar Square houses the Old Royal Palaces, which housed the kings of the Shah and Malla Dynasties until the 19th century. The outer complex features numerous pagoda-style temples with intricately carved facades, some dating back to the 16th century (Snider, 2019). The largest of the three palace squares in the valley, Kathmandu Durbar Square, often referred to as Hanuman Dhoka Durbar Square (HDS), is more than three times larger than the other two palaces (Sanday, 1982). The square contains approximately fifty significant temples and monuments of different sizes, architectural styles, and prominence. Pratap Malla, who is widely regarded as a king with talents in both poetry and scholarship, is recognized for his contributions to the development of significant structures within the HDS premises. These structures have significantly shaped the current appearance of the premises. Notably, a copper and gold statue depicting Pratap Malla is prominently placed on a tall pillar next to the Degu Tale temple (Sanday, 1982). The square is adorned with several significant monuments, including the Taleju Temple, Kaal Bhairav shrine, Nautale Durbar, Coronation Nashal Chowk, the Big Bell and the Big Drum, Jagannath Temple, Shiva Parvati Temple, Kasthamandap, Maju Dega Temple, and Kumari Bahal, among various others (Devkota, 2016).

The modernization and unplanned development processes have significantly impacted the Kathmandu Durbar Square Heritage Site. The high value of land and its proximity to the commercial hub are key factors contributing to the development of tall buildings in the surrounding area. Several new houses were constructed with the classic exterior, but no refurbished homes were visible. Furthermore, due to power dynamics, many individuals disregard and infringe upon the regulations set forth by the World Heritage Sites (WHS) guidelines (Maharjan, 2013). The owner uses some of the renovated houses to operate restaurants and lodges. Newa Chhe and Rajbhandari House are exciting projects funded by UNESCO.

3.3 Research Design

3.3.1 Research Philosophy

A research philosophy describes beliefs and assumptions about the process of knowledge development. Using these philosophical approaches, the researcher can determine which approach to use and why based on research questions (Saunders, Lewis, and Thornhill, 2015). During research, different ontologies and epistemologies influence one's point of view.

3.3.1.1 Ontology

As a concept, ontology is regarded as the nature of social entities. A reality may be built from perceptions and shared knowledge or take an objective position influenced by external actors (Bryman, 2012) as the research evaluates how urban tourism impacts the local community. In other words, it aims to see what is specific about the world we can know and what is not. Consequently, researchers should consider topics related to what is and what is a certain truth and existence (Guba and Lincoln, 1994).

3.3.1.2 Epistemology

An epistemology is the study of assumptions about knowledge, what constitutes valid, legitimate, and acceptable knowledge, and how to communicate it (Lewis and Thornhill, 2009). Throughout the problem formulation process and the reflexive attitude of the researcher, social interactions with individuals participating in the focus group will inform the interpretation of the findings (Bryman, 2012). We consider all research papers, accurate news reports, and available data as knowledge for our research. Moreover, a researcher in tourism needs to know the truth and reality of the research area and findings, as well as how he perceives the entire process as social science and business (Antwi and Hamza, 2015).

We used interpretivism for this research as we dealt with humans and their perceptions and experiences. According to interpretivism, humans create meaning, which sets them apart from physical phenomena. In addition, it indicates that human beings and their social worlds cannot be studied similarly to physical phenomena, and they, therefore, require a different approach from natural sciences research. Considering that people experience different social realities, interpretivists object to positivist attempts to pin down universal laws that apply to everyone (Lewis and Thornhill, 2009).

3.3.2 Research Design

An appropriate research design is essential for carrying out the research properly. Depending on the research design, it can be qualitative, quantitative or mixed-method research (Gregar, 1994).

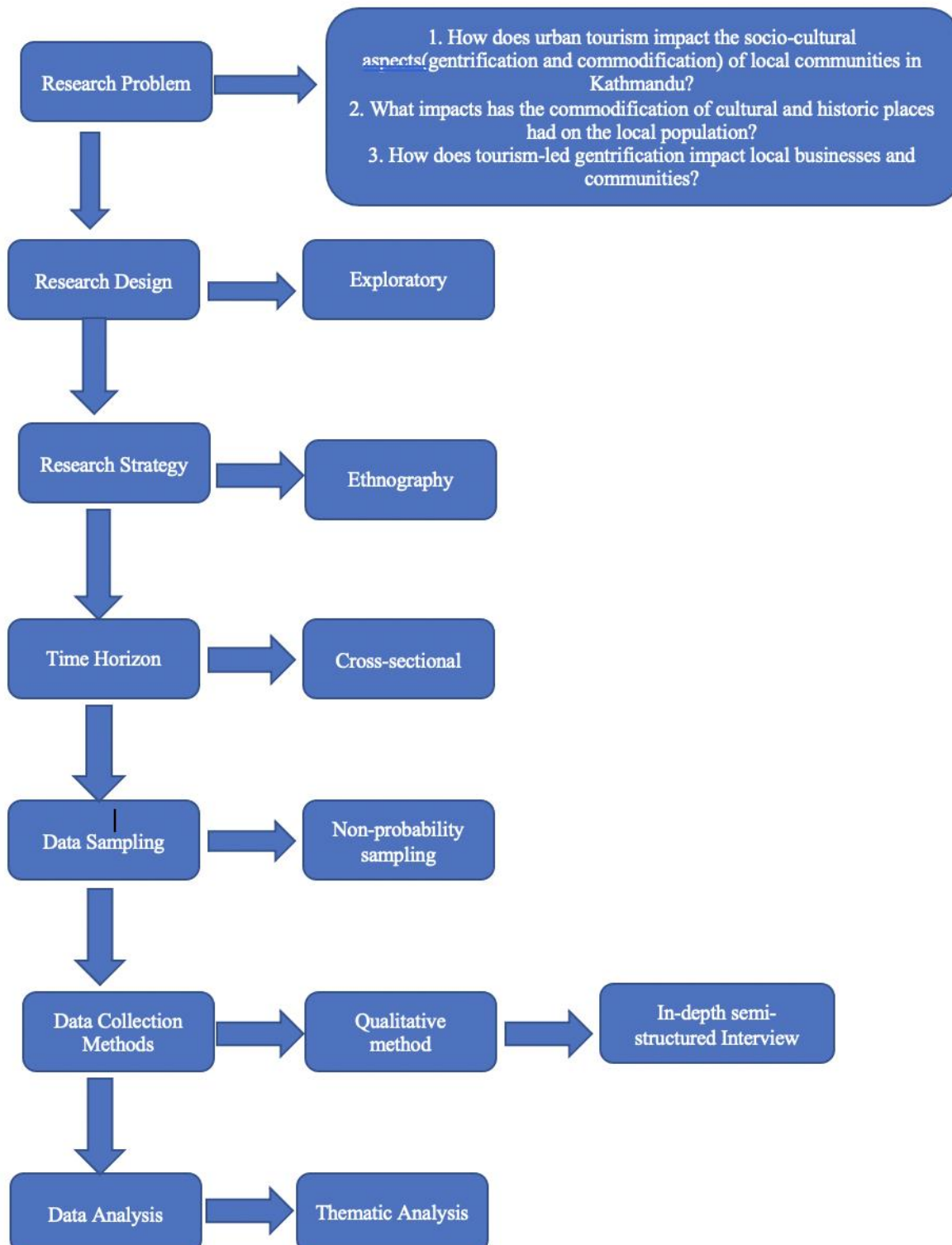


Figure 2: Research design for this study (By own)

3.3.3 Research Strategy:

A research strategy directs the research process to determine the answer to the research problem by connecting philosophy and choice of method to obtain and analyze the data (Merriam and Tisdell, 2015). For the research strategy, we had selected the ethnography.

In our research, a qualitative approach is applied, including in-depth semi-structured interviews with open-ended questionnaires to the local residents from different backgrounds. By using open-ended questionnaires, in-depth research can be conducted into a phenomenon in its real-life context, leading to rich, empirical descriptions and the development of theories.

3.3.3.1 Interview Guide

The steps involved in creating an interview guide:

The interview questions in this study were carefully developed using a systematic process to ensure their relevance and effectiveness in addressing the research objectives. The development process comprised the following essential stages:

Literature Review: A comprehensive examination of previous studies on the effects of tourism, gentrification, and commodification has yielded valuable insights regarding important concepts and variables that should be considered when developing interview questions.

Research Objectives: The research objectives were established to inform the development of interview questions that aimed to explore the effects of tourism on the local community, gentrification, and commodification.

Expert Consultation: The input of experts in the fields of tourism studies, urban development, and cultural anthropology was sought to improve the validity and relevance of the questions.

Pilot Testing: A pilot study was conducted with individuals from the target population to enhance the clarity and relevance of the questions.

The questions were organized into three primary categories: tourism impact, gentrification, and commodification. Ethical considerations were taken into account during the design of the questions,

ensuring respect for privacy, cultural sensitivity, and the establishment of informed consent procedures.

In order to ensure that the interview guide was in line with the research goals, expert input and the findings of the pilot study were taken into consideration.

3.3.3.2 In-depth Semi-structured Interview

Semi-structured interviews refer to situations where the interviewer is given a series of questions when conducting the interview; however, he is allowed to customize the sequence of the questions (Bryman, 2012). Interviewers should always be able to ask questions throughout the interview since they allow the interviewee to understand the situation and express his viewpoints. This research has followed an interview guide to facilitate the interview process for both interviewee and interviewer. A structured interview guide ensures that the questions are consistent, that the discussion is directed and that the general research areas are covered. In addition, the interview guide allows for follow-up questions, when necessary, based on local residents' responses, allowing clarification or further explanation of specific areas when needed.

It is beneficial to use the qualitative research strategy to gain an in-depth understanding of the subject and interpret it comprehensively (Gray, 2009). Similarly, for the data collection, the qualitative interview, more precisely, a semi-structured interview is selected. A wide range of data is used based on the local residents and their opinions. A predetermined set of questions and subjects guides semi-structured interviews (Robson, 2011). Furthermore, it also assists in finding the answers to the research questions, and participants' understanding of reality and circumstances can be elucidated. An investigation, mainly when prominent figures are involved, provides a deeper understanding of the situation when participants interpret reality (Silverman, 2013).

The Overview of the Interviewees:

Name of the Interviewee	Address	Occupation
1. Goras Sapkota	Satghumti, Thamel	Owner of Barista Training Institute
2. Sujata Karanjit	Gaushala, Pashupati	Teacher

3.	Bidhi Dhakal	Kathmandu Durbar Square	Student
4.	Susan Tamang	Kathmandu Durbar Square	Student
5.	Sabin Shrestha	Nursingchowk, Thamel	Owns a Souviener Shop and a teacher
6.	Hari Pokharel	Kumarigal, Pashupati	Local grocery shop owner and Tourist Guide
7.	Nikita Shakya	Thahiti, Thamel	Hr Head
8.	Ritu Aryal	Chabahil, Pashupati	Banker
9.	Maya Gurung	Kathmandu Durbar Square	Teacher
10.	Nitin Shah	Gaushala, Pashupati	Interior Designer

3.3.3.3 Ethnography

In order to acquire a comprehensive understanding of the research field, one colleague went to all three locations to carry out participant observation with a specific focus. An ethnography study is a qualitative methodology based on participating in and observing a small society over time, as anthropologists and sociologists use to study beliefs, social interactions, and behaviours (Denzin and Lincoln, 2011).

This thesis uses participant observation as an ethnography method to analyze the socio-cultural impact of urban tourism on the local community. As a researcher, one of our colleagues participated in the cultural and social events in the community of three destinations to gather the primary data. Ethnography helped us to gain a deeper understanding of the research perspective by directly observing and experiencing the places, which helped us to explain the findings more effectively. Participating in this place gained a deeper understanding of the indigenous culture, principles, customs, opinions, and society. While collecting the data, one of the colleagues took a field note and audio record of their answers so that later on, we could analyze their proper data. While in the location, observe the places more deeply like before; just go to any particular place, do my stuff, and return. But for the research, I observed the place more clearly, and I found many changes in

these locations. I am more familiar with two locations, Kathmandu Durbar Square and Thamel, near my home. Since my childhood, I have seen many changes and modifications in buildings, culture, traditions, and lifestyle of the people. After five years, when I went back, I saw massive changes that I felt gentrification and commodification had impacted this location significantly. Similarly, I am not much familiar with Pashupatinath temple, as this place is far away from my home, so for the research, I planned to visit this destination and also observe how the local community react, what they do in a special event in Pashupatinath Temple, coincidentally I attend the special event there so that I can observe more clearly what the people and the society do in that particular day. So many old memories hit my mind while I visited these destinations, and I wondered how these three places changed in these five years.

3.3.4 Time Horizon

Time is a crucial aspect of research. In terms of time horizon, it is the period of time during which the research is expected to be completed. A research's time horizon is classified into longitudinal and cross-sectional sections following its purposes, objectives, and research question. Furthermore, longitudinal refers to research that is done over an extended period of time, while cross-sectional refers to research done within a short period of time (Melnikovas, 2018). The research we conduct belongs to a cross-sectional study since we are studying phenomena at a particular time and analyzing all research undertaken during that period (Olsen and St George, 2004). Therefore, we are analyzing the data collected, while using tools and techniques qualified for measuring outcomes. From May 2023 to July 2023, the interview was taken from the participants. Unless there is a time limit, each participant's interview lasts 30 minutes, but it is up to them whether they wish to extend or shorten it. As soon as all the required data was collected, we started the analysis section.

3.3.5 Data Sampling Strategy

All aspects of the population must be considered in any research study. Nevertheless, the entire population can never be studied in practice. Sampling means selecting a small portion of a population to represent the whole population (Acharya et al., 2013). To carry out our research, we used non-probability sampling, which is a method of selecting participants for the study in a non-random manner. Similarly, the non-probability sampling process does not provide any basis for estimating the likelihood that elements in the universe will be picked for the study (Etikan and Bala, 2017). The first step is to determine a maximum of 50 respondents, so we contacted them through social media, like Viber, WhatsApp, Facebook, and Messenger. After that, 10 interviews were conducted with representatives from the local community from various backgrounds like Student,

Teachers, local business owners, bankers, Human Resource Managers, the Owner of Barista Training Institute, Interior Designers, local grocery shop owners and tourist guides.

Furthermore, we have adopted snowball sampling to select the participants and involve them in our research. Also, with the help of this sampling, the participants suggest other participants with similar experiences or characteristics that the researcher would find interesting (Seetharaman, 2016). The individual who participated in the research interacted with us provided us with their views, experiences and suggestions, and recommended more people from the same community for assistance. For the study, the first interview was taken by one of the researchers in Kathmandu, Nepal. The researcher has reached the location to observe more deeply and take the experiences and opinions of the local communities. After that, some of the people were referred by the same participants. Hence, we tried to contact them and take the interview according to their comfortable time. We had taken the interview until our target did not completed. This took us a long time as we had to receive approval from the participants before starting the interview.

3.3.6 Data Collection Method

The qualitative method is used for this research. There are various techniques for the data collection method; hence, based on the research topic and area, the proper data can be collected efficiently. According to the problem formulation, both primary and secondary data are used to obtain the data. Data collected firsthand employing questionnaires or structured interviews is considered as primary data. In contrast, secondary data refers to already collected data that can be used as a reference in a researcher's work. As for primary data, we take the semi-structured interviews with the participants from local communities with different backgrounds. Similarly, we also used the secondary data for the literature review section as we had to provide the evidence for our primary data. We have used various academic journals, articles, newspapers, and dissertations to research more about urban tourism and other related topics.

3.3.7 Data Analysis

After collecting the data, it should be analyzed effectively. As we had collected both primary and secondary data, we implemented thematic analysis for the data analysis method. An effective qualitative method is a thematic analysis because, as a research tool, it can provide a comprehensive yet complex account of data that can be integrated into a wide variety of frameworks for addressing a wide variety of research questions (Braun and Clarke, 2006). After studying all the collected data from the in-depth semi-structured interview, we began analyzing the process. We

evaluated the data on the basis of local communities' positive and negative impact of urban tourism, socio-cultural impact, sustainable tourism, gentrification, and commodification effect of urban tourism. Therefore, this analysis strongly suited our research objectives and methodology, so we chose it.

In the analysis section, we discuss the theoretical framework and contextualize the findings by providing details about our interviews. The analysis and findings are mainly focused on particular topics associated with the local community and their perspectives on the impact of urban tourism in these three locations, the sociocultural impact of commodification, and gentrification of the urban tourism.

3.4 Limitations

To complete this research, we had to face several challenges. Even though it achieved its objective and was completed prudently, there were some limitations that we had to face while doing the research. Due to time limitations, we cannot interview more people. Hence, we took ten interviews, which may limit the range of viewpoints. We have to explain more deeply about our research to them because they do not want their answers to be known by others; hence, we promise them to be anonymous. Some of the people don't prefer to record their answers and click pictures, so I have to take notes of them. Similarly, some people just answer a few questions.

3.5 Ethical Issues

Ethical consideration in research generally means the researcher should be aware of and respect the respondents' choices as part of the process (Munhall, 1988). During qualitative research, ethical considerations must be considered to ensure no harm is caused to participants/respondents. In order for an interview to be successful, the respondents or participants should agree with our case which determines the outcome of the interview (Saunders, 2012). Interviews and surveys conducted online may contain ethical implications when it comes to analyzing personal descriptions. Individuals must agree to share and analyze their information after consenting to the collection of data in a certain way. In addition, respecting the dignity of the participants is also an ethical priority. Basically, this involves providing participants with enough information to make them willing and informed to participate (Flick, 2014).

Due to this, all interviewees and participants in our research agreed to participate willingly. To facilitate discussion and provide factual information, we asked them to choose their language to make them feel more comfortable answering the questions. After the approval from the participants

we send or invite them for an interview at their convenience through formal emails and various social media like messenger calls, videos, Viber, and WhatsApp. Keeping the participants' identities confidential is our priority. A brief explanation of our research and the purpose of the interview was provided to them before taking the interview. We also informed them that they could skip the questions if they felt inappropriate. No one is forced to participate and answer the questions. In addition, the respondents who are interested in reading the research will be offered after the research is completed. There are ethical rules that a researcher must adhere to, such as sincerity, trustworthiness, respect for the people or organization, honesty, caution, no discrimination, social responsibility, and secrecy (Artal and Rubinfeld, 2017). It has been confirmed that the information gathered will be used strictly for academic purposes, so after their permission, we started the interviews through online platforms.

4. Analysis and Discussion

Considering the issues discussed in the introduction and literature review, this chapter analyzes the research findings. In this analysis section, we provide comprehensive information on the interview results and explain the connection between them and the problem formulation earlier in the paper. To address the chapter's aim, objectives and research questions, the chapter analyzes how gentrification and commodification impact the urban tourism on the community in Kathmandu, Nepal, in three different places: Pashupatinath temple (Cultural and religious), Thamel (tourist hub), Kathmandu Durbar square (heritage).

The first sections of this chapter discuss the impact of urban tourism on the community of Kathmandu Valley. The second part highlights the gentrification effect on different areas: Kathmandu Durbar Square, Pashupatinath Temple and Thamel. Similarly, with some concluding comments, the third segment examined the commodification effect on Kathmandu Durbar Square, Pashupatinath Temple, and Thamel.

Using the literature review as a framework, the stated vital issues will be examined using the impacts of urban tourism, gentrification, and commodification effect. These topics were divided into sections, which will help the reader better understand the current research issue. Also, this analysis provides insight into whether the research objectives of this research have been addressed and answered, which can be summed up in the conclusion.

The purpose of any research is to gather and analyze the data in order to form conclusive conclusions. As stated in the methodology, this research used a semi-structured interview to collect

qualitative data. We collected the data from May 2023 to July 2023. We planned to take 15 respondents; however, 10 respondents were ready to give an interview for this research.

4.1 Analysis of the impact of urban tourism on the local community of Kathmandu Valley

Due to the emergent prevalence of tourism activities in urban settings, urban tourism has become increasingly popular. Despite difficulty keeping up with tourists, many ancient communities have taken several innovative measures to facilitate the process (Pearce, 2001). Urban tourism has affected the community in both positive and negative perspective ways. Urban tourism can significantly contribute to a city's economy by investment, job opportunities, producing revenue from tourist-related businesses and creating job opportunities. The tourists also contribute to the destination area's sales, jobs, profits, and tax revenues. The tourists directly impact the lodging, food, transportation, and amusements. Similarly, in different countries, people have different cultures, backgrounds, and lifestyles; when they meet, they can exchange these with each other. However, if the local communities adopt and follow the tourist's lifestyle, it will have a negative impact, indirectly impacting the authenticity of that community.

This part of the analysis elaborates on the impact of urban tourism in Kathmandu and the local community's participation, and the data collected from ten semi-structured interviews are presented. The participants are from different ages and sectors, so they have different opinions about the particular location.

4.1.1. Changes in the surrounding community

Urban tourism has brought considerable changes in the community; we have studied using literature reviews and interviews. The influence of tourism development on a specific location in Nepal has resulted in significant population movement, which impacted the local economy, society, culture, and environment. Kathmandu is often recognized as a highly enticing tourist destination.

According to time, situation, or development, the community has undergone various changes in cultural areas, societies, roads, and lifestyles. Each individual has different perspectives to look around the changes in their surroundings. Hence, we have collected the viewpoints of the local people from various backgrounds. There are both positive and negative changes in the community brought about by urban tourism.

The local communities of Kathmandu Valley also experience negative impacts on their livelihoods, food consumption habits, clothing styles, and drinking habits. Furthermore, it has been noted that foreign culture is widely adopted in Kathmandu. (Maharjan and Guni, 2005).

Most participants have said that urban tourism has changed their community. The participants agreed that it has positive and negative impacts on the community. People from different locations have different opinions about the changes in their community. Likewise, Interviewee 2, who lives in Pashupati temple, and Interviewee 4 and Interviewee 9 said that they have seen changes in the people's lifestyle, technology growth, culture, and behavior. Apart from that, interviewee 6 said he has seen rapid development and transformation in his community.

".....seen many changes in culture, behavior, lifestyle, of the surrounding community over time." (Interviewee 4)

"..... significant changes in the surrounding community over time. Thamel has experienced rapid development and transformation due to the growth of tourism." (Interviewee 6)

One of the participants from Kathmandu Durbar Square has shared her opinion that there are numerous changes with the development of infrastructure and technologies. New technology has been introduced for the betterment of the city. Similarly, the surrounding area and environment have also changed by tourism. There has been built many modern buildings and replaced the ancient houses. Being the city's capital, the people move to this city with different purposes and motives. Hence, the population is increased.

".....as time moves there always occurs certain changes everywhere with the changes of various environment and the development of the technologies and infrastructure. The major changes that I have noticed in this place are the development of the modern buildings and the numbers of increasing population and the crowd of people moving around with different motives and purposes." (Interviewee 3)

One of the local participants from the religious place, Pashupatinath temple, and another participant has also witnessed several changes in the areas over the years, and according to time, it has changed in many ways. This place has also transformed from a peaceful spot to a vibrant hub for tourists. The number of tourists visiting this place has also increased. In addition, it has brought both positive and negative changes in the areas and nature.

“..... indeed witnessed numerous changes in the Pashupatinath area over the years, particularly as a result of the growing number of tourists visiting the area. The once quiet and traditional neighborhood has indeed undergone a significant transformation, becoming a vibrant hub for tourists. This shift has brought about a range of consequences, both positive and negative in nature.” (Interviewee 5)

In her opinion, the participants from Kathmandu Durbar Square Interviewee 3, before the people gathered in this place to talk about their lives with have tea together; however, it has changed due to their busy schedules. The new buildings have been built, and many modern-style restaurants have been established. The ancient design of houses and the local restaurants, which show the typical culture, have slowly replaced. Now, only a few shops and restaurants show authentic values and traditions. Due to high competition, people have established businesses, small shops, and enormous shopping centers.

“.....many changes such as during summer periods community people would gather to have some talks about their life but now it has changed. People barely speak to each other as they are busy with their own schedules. Also, new buildings and renovations have been continuously happening, new schools have opened as the population has grown. Also, people have started their own businesses such as new small shops, shopping centers, etc.” (Interviewee 3)

4.1.2 Urban tourism affected the community and daily life

Urban tourism plays a vital role in changing the community or places. However, it has also brought many opportunities and negative impacts to the community and their daily lives. Most participants agree that urban tourism has brought both positive and negative impacts to their daily lives and the community. The effects of commodification on local culture in the tourism market are a subject of debate, with both positive and negative consequences being discussed. In the field of literature, it is widely believed that commodification diminishes the genuineness of cultures (Cole, 2007; Medina, 2003). Likewise, these statements from the author and our interviewees also shares similar viewpoint in the context of commodification.

One of the interviewees from Thamel and another two participants from Kathmandu Durbar Square said that tourism has brought many employment opportunities from small shops to big hotels and business companies and helps upgrade the standard way of living of the local people and communities. Similarly, it helps in the growth of the local economy.

Apart from that, interviewee 1 mentioned that it has also created problems in the community, like pollution, social problems, a crowded population, and the adoption of Western culture.

".....has caused crowding, pollution, social problems, increased but also has promoted and created many employment opportunities." (Interviewee 1)

Interviewee 9 has mentioned that most of the people from her community are involved in the tourism sector jobs such as hotels, travel and tour agencies, restaurants and businesses targeted for tourists. Furthermore, it has also contributed to developing infrastructure and amenities in the community. Moreover, it has also played a part in exchanging culture and diversity and knowing more about the different cultures of one another country. Both the tourists and the locals can exchange their cultural values and experiences with each other.

".....significant impact on my community and daily life in various ways. It has brought economic benefits to the area by creating job opportunities which has led to an improved standard of living for many individuals and families. For example, many people in my community are employed in hotels, restaurants, tour agencies, and other businesses catering to tourists. In addition, tourism has helped in the development of infrastructure and amenities in my community. Furthermore, tourism has also introduced cultural exchange and diversity in my community. Tourism has had a positive impact on my community and daily life by boosting the economy, improving infrastructure, promoting cultural exchange, and providing enriching experiences for both locals and visitors." Interviewee 9

Two of the participants mentioned that tourism is one of the significant sources of income in Nepal. They also believe there are more opportunities for the local people, which contributes to the people's and community's growth. The number of international and domestic tourists has increased in this city. Hence, the place is becoming more crowded and polluted with the high number of tourists visiting, the natural resources are being affected, and the places need to be better managed, which affects the daily life of the local community.

".....generate different opportunities for the local people. Due to the number of visitors, the places are being crowded and polluted day by day and the places seem to be unmanaged which directly and indirectly affects the people of the community." Interviewee 4

From the local business owner and tourist guide's point of view, he stated that he had received a more positive impact as the number of tourists increased their activities in the place, which helped him gain more income. Similarly, the number of tourists has increased, which means the local economy's growth. The other participant (Interviewee 10) also stated that there are more opportunities for businesses such as tourist shops and authentic Nepalese restaurants, which helps to earn more income for the local people. Interviewee 6 is also a business owner in Gaushala, Pashupatinath temple areas, which benefits him by opening new economic opportunities and also helps him to upgrade his financial condition to support his family. He also mentioned that he needs to deal with numerous obstacles and inconveniences in his daily life.

".....from a positive perspective, the increase in tourist activity has significantly contributed to the growth of the local economy. As a business owner, I have definitely seen the positive impact of increased tourist activity on my business. It has opened up new economic opportunities for me and allowed me to benefit from the influx of tourists. This opportunity has enabled me to provide financial support for my family, and as a result, my son is now able to attend a reputable school. This positive change in our local economy has made it all possible. Yes, it is true that the rise in tourism has presented us with certain challenges and disruptions in our everyday lives." Interviewee 6 "

One of the participants (Interviewee 7) from Thamel has mentioned that using sustainable and responsible tourism practices can play a significant role in maximizing the positive impacts and minimizing the adverse effects, resulting in a steady and encouraging relationship between tourism and local communities.

".....impacts of tourism can vary widely based on the type of tourism, the scale of tourism, and how well it is managed and integrated into the community's overall development plan. Sustainable and responsible tourism practices can help maximize the positive effects while mitigating the negative ones, leading to a balanced and beneficial relationship between tourism and communities." Interviewee 7

Interviewee 2 has commented on the negative impact. The Pashupatinath Temple is a UNESCO World Heritage-listed site and a popular tourist destination. It is also a must-visit temple for Hindu religions. The number of Indian tourists is increasing, as well as domestic tourists from different parts of Nepal come to visit this place. Due to the high number of populations, the area is becoming more crowded. This place has a massive celebration from mid-January to February and mid-July to August, so the site is more crowded, which causes traffic problems. Usually, every day in the evening, this place is more crowded.

".....the population itself is growing and plus the tourist itself has affected our community. The public transportation is crowded and the pathway is so crowded that we have to walk from the roads. There is a huge queue for buying groceries in the market. Also, there are huge traffic jams which delays in reaching our workplaces." Interviewee 2

4.1.3 Good and bad impacts of tourism on the community

Urban tourism has pros and cons, impacting the community directly or indirectly. The positive impact helps the community to upgrade its economic condition.

Interviewee 1 and the other 4 participants have mentioned that urban tourism has positively and negatively impacted the community. Some of the good impacts are enhancing the community's lifestyle, generating more employment opportunities, boosting the local and national economy, and helping preserve and promote the heritage, arts and crafts, natural areas, and ancient sites (Interviewee 2 and Interviewee 3, 4, and 9). The high number of tourists who spend their daily expenses visiting this place helps uplift the economic development of the people and the community. When there are any significant events or festivals, the local communities who own the small shops have the opportunity to sell their goods to the visitors (Interviewee 2).

".....both good and bad impacts tourism has uplift the lifestyle of people as it has created a large number of employment opportunities and preserved and promoted the heritages, arts and crafts. But also has causes overcrowding, environment pollution causes social problems and criminal cases, destruction of traditional culture and values." (Interviewee 1)

".....the major festivals such as Maha shiva ratri, Bala Chaturdashi and teej attract domestic and international tourists. Many people rely on Pashupatinath's pooja material, festivals, and funeral ceremonies for their livelihood. Hence, small business owners have a great opportunity to sell their goods and services during those festivals.....protecting natural areas and ancient sites. Tourism directly contributes to and rebuilds the local economy and national economy.Bad impacts are environmental degradation, damage to monuments or works of art, and displacement of local people. Local people find it too expensive and stressful to continue living around the temple." (Interviewee 2)

Nevertheless, the high number of visitors has created problems: overcrowding, environmental pollution, social issues, high possibility of criminal cases, depletion of resources, destruction of

traditional culture and values, and damage to the monuments (Interviewees 2, 3, 4, 9). Most young generations follow Western culture and forget their own culture and festivals. Cultural and traditional programs are deteriorating (Interviewee 3). People are also modifying the culture, which makes it comfortable for them and visitors. Due to the popular destination and high number of tourists visiting, the area becomes expensive; hence, the local people feel stressed living there (Interviewee 2 and Interviewee 3).

.....different opportunities are developed for the local community. Tourism also leads to the development of the community. There are always good and bad impacts of tourism on the community. The good impacts are Infrastructure development of the community, generating employment and source of income for the locals, and promotion of the culture and diversity of the communities and the bad impacts are: making the places polluted, high chances to crime and destruction of the natural resources.” (Interviewee 4)

“.....Economic benefits, cultural exchange, and preservation of the heritage are some of the good impacts of tourism on the local community. However, there are also some negative impacts to consider like Environmental concerns, There is a significant risk of criminality and resource degradation.” (Interviewee 9)

Four Interviewees from different backgrounds have similar opinions about the beneficial and detrimental impact of urban tourism in communities. Urban tourism helps in economic growth, exposure, and experience to several cultures, and local businesses are thriving, creating more job opportunities (interviewees 5, 6, 7, 8). The handicrafts have grown significantly in popularity as tourists express their appreciation for local craftsmanship (Interviewee 6). In addition, the promotion of the local market has also been increased (Interviewee 8). Due to showing cultural values and tradition, tourism also helps preserve the local culture and heritage, and the new infrastructure has been developed (Interviewee 7). Besides that, as the tourism industry has grown swiftly, the infrastructures and resources have been under pressure and, causing difficulties in maintaining the quality of life to the local communities, overcrowding to the places, the expenses of living is increased (interviewee 5, 6, 7,).

“.....economic growth, job creation, and exposure to different cultures. Local businesses have flourished, and many people have found employment opportunities. However, the bad impacts include overcrowding, environmental degradation, and the rising cost of living. The rapid growth of tourism has put pressure on infrastructure and resources, leading to challenges in maintaining the quality of life for the local community.” (Interviewee 5)

“.....Economic Growth, Infrastructure Development, Cultural Exchange, Preservation of Culture and Heritage, and Preservation of Culture and Heritage. As Negative there is Overcrowding and Congestion, Seasonal Employment, Cultural Commodification and Environmental Impact.” (Interviewee 7)

The job opportunities are only seasonal, which may affect the people. Those who depend entirely on tourists have difficulty when there are no tourists (Interviewee 7). The local people followed the tourists, hence the transformation and introduction of a hostile culture (Interviewee 7, 8). Due to overcrowding, a peaceful environment has been lost in the areas (Interviewee 6). The people follow the culture of others to have a more comfortable life like in their home country. Nowadays, people are building new architecture design homes, fancy shops and restaurants, and theft issues; international people go there for marijuana drugs (in the Thamel and Pashupati area) as these places are famous for marijuana. Taking drugs and marijuana is illegal in Nepal, affecting the people as the local people follow what they do (Interviewee 8).

“..... economic growth and the opportunity to experience diverse cultures. Tourists frequently express their admiration for the local craftsmanship, which has significantly contributed to the growth of our handicraft business. Regarding the negative aspects, it is true that the increase in tourist numbers has resulted in environmental degradation, an elevated cost of living, and the loss of the peaceful atmosphere that once characterized our community.” (Interviewee 6)

4.1.4 Changes in areas demographics by tourism

Due to the city's development, more people are migrating to the Kathmandu Valley for better opportunities like jobs, education, a better future, and more income. Different people have different motives to migrate to other places. Hence, the Kathmandu Valley has a high population. Kathmandu, Nepal's capital and largest city, has approximately 1.45 million (World Population Review, 2020). This city offers many facilities like shopping malls, modern restaurants, pubs, nightclubs, casinos, big hotels and resorts (K.C., 2015). Many tourists also visit this city, so there are more opportunities for the people from the outside valley.

Interviewee 1 said that the education is good in Kathmandu Valley, so people migrate here for better education, services, and facilities. Hence, the population has also increased as more people migrate from rural areas to this city.

".....high education rate due to tourism has caused small family size, high rate of population and increase in population migration." (Interviewee 1)

Due to the high population, the area becomes crowded and noisy, and the expenses also increase. Hence, Interviewee 2 and Interviewee 6 have stated that nowadays, people move to different places far from the city for a peaceful environment.

".....changes such as my relatives has migrated to peaceful areas far from the city. Previously we used to live in a joint family but now many people being in nuclear family as a peaceful solution. The living expenses has been increasing spontaneously." (Interviewee 2)

".....few individuals from the community have relocated to different areas in search of a more peaceful atmosphere." (Interviewee 6)

People move from one place to another for better opportunities and facilities, education, good health facilities, and a better life, temporarily or permanently. Tourism brings many opportunities to the people, and this city has more options to do anything in the tourism sector. A high number of tourists also visit this city compared to other cities. People move to tourist areas for various purposes like establishing businesses, providing services to visitors, and establishing and selling local products to tourists (Interviewee 6). Interviewee 4 is from the same city and lives near Kathmandu Durbar Square. He expressed that the city now has more population, and many people move here from different cities, so the city is polluted and unmanaged. Moreover, if the place is popular among tourists, people start to open shops, restaurants, and hotels at that place to earn more income.

".....movement of people from one place to another. As people move from one place to another the population of that place is always changed as many people from different places move temporary or permanently. Many people moved towards the tourism areas with different motives i.e. business, services, education, health care, etc. The increasing population in the tourist areas like my hometown makes the places unmanaged and polluted which leads to the destruction of the cultural beauty of the places." (Interviewee 4)

".....surge in tourist activity and the establishment of various hotels and guesthouses, there has been a noticeable influx of individuals from other regions who have relocated to take advantage of the available business prospects.The changing social fabric of the community has led to the gradual blurring away of certain traditional practices and cultural bonds." (Interviewee 6)

Tourism has brought many changes in the areas. Thamel is one of the popular destinations among tourists as it has a variety of hotels, restaurants, fancy shops, bars, and nightclubs. Illegal activities also increased, like sexual activities and unlawful use of drugs and marijuana. Compared to old times, this place has changed a lot. Due to its popularity among tourists, this place has become expensive for the tourists as well as for the local people. Compared to the old times, only the people who belonged to this city lived there; however, due to tourism and the migration of more people, there are a combination of residents living in this area (Interviewee 5) for business, selling goods and services, and hotels.

".....have been changes in the area's demographics due to tourism. Thamel has become a popular destination for international tourists, resulting in an increase in the number of foreigners residing in the area. This has led to a diverse mix of residents and has also created opportunities for cultural exchange and understanding." (Interviewee 5)

It has impacted employment opportunities in various ways, in other forms of moving seasonal income, population growth in certain areas, changes in ethnic and cultural composition, and particular regions' social and cultural values (Interviewee 7).

".....impacted the community like the influx of Tourists and Seasonal Residents, Population Growth, Changing Age Structure, Changing Ethnic and Cultural Composition, Shift in Employment Opportunities, Social and Cultural Impacts." (Interviewee 7)

4.1.5 Changes in local culture or customs by tourism

With the development, many things, directly or indirectly, may change. The local culture, values and customs are essential to representing the people, community and country. Similarly, tourism helps to exchange cultures among each other. However, adopting another culture may create some issues for the locals, and slowly, their identity and the value of culture as every country and people has a

different culture, personality, and lifestyle. People forget their culture, tradition, and values while adopting Western practices. Maharjan and Guni (2005) have noticed a significant prevalence of adopting foreign culture in Kathmandu Valley.

Urban Tourism helps in exchanging and understanding the culture with locals and tourists, which is a good experience and interaction and exchange of ideas for both, and it also boosts the culture, arts, heritage and crafts (Interviewee 1 and Interviewee 9). Tourism has influenced and given a proper shape to the culture and its values in various ways. People are also making an effort to preserve their cultural heritage (Interviewee 9). On the other hand, the local people may be influenced by the Western culture, which is a negative part of the communities (Interviewee 1). The people are slowly changing their lifestyles, modifying their culture and traditional attire, which may indirectly affect the communities. Some people are using their culture's conventional events for commercialization purposes.

".....interchange of culture between the local and tourist causes promotion of culture arts and crafts but also has influenced the local peoples on Western culture. Changes are seen in there behavior lifestyle everything. And slowly it is affecting the local communities native cultures and customs." (Interviewee 1)

".....widely acknowledged that tourism can influence and shape local culture in several ways. The impacts can vary depending on the scale and type of tourism, the community's receptiveness to change, and the efforts made to preserve cultural heritage. Tourism often brings people from different cultures together, creating opportunities for interaction and the exchange of ideas, traditions, and customs. This can lead to increased cultural understanding and appreciation among residents and visitors alike." (Interviewee 9)

Interviewee 2 stated that many cultures in his community have been extinct. There are only a few cultures, and their values are followed by their ancestors. According to time, situation and modernization, people are forgetting their own ancient culture, behavior, lifestyle, traditional dress, dances, and food; however, they are more influenced by the Western culture. Only a few people follow their culture, wearing their traditional dress, and some modify it according to their preferences. Especially, the younger generation is more unaware of their culture, tradition, traditional food, events, and attire as they are following more the Western culture. People are forgetting its importance in their community.

"..... in my family that so many cultures or customs are slowly coming to extinct. I could observe that there are few customs performed by our ancestors that we cannot pass to our upcoming generations. First it is difficult to make them understand and perform those task and on the other hand upcoming generations are already attracted to western culture. And I could observe that we barely use our cultural dress. We are attracted to western culture than our traditional or cultural dresses." (Interviewee 2)

Tourism helps in a positive way like it helps to preserve and promote ancient culture. The local people have used and adopted many things to protect that culture and tradition to share this with the tourists. However, they have also adopted or modified new things to exchange with tourists. Some cultures and traditions are changed just for showing to the tourists or for commercialization purposes. The preservation of the heritage and tourism needs must be balanced (Interviewee 5).

".....influenced local culture and customs to some extent. The local community has adapted to cater to the needs and preferences of tourists. While this has helped in preserving and promoting certain aspects of our culture, there is a concern that some traditions and practices may be altered or commodified solely for tourist consumption. It is important to strike a balance between preserving our heritage and meeting the demands of tourism." (Interviewee 5)

There have been many changes in particular places as well as countries. Due to modernization and technology, people are adopting many things to make their way of living and make their lives easier. Interviewee 6 mentioned that he has noticed various changes in the religious place called Pashupatinath Temple, where cultural events are celebrated differently compared to ancient times. Some of the events are being commercialized for the tourism's sake. Just to earn money, they are celebrating some cultural events in a different way by misleading them, which provides the wrong information to tourists as well as a new generation of the country. It also helps in cultural exchange and enrichment by preserving the culture and the people's cultural identity.

".....noticeable change in the way certain religious and cultural events are being celebrated. Some practices have been commercialized for tourism's sake, which can be viewed as both positive and negative, depending on one's point of view." (Interviewee 6)

4.2 Analysis of Gentrification effect

Gentrification in the tourism concept can be used to explain how a middle-class neighborhood can be transformed into an exclusive and affluent area characterized by the rise of a variety of corporate entertainment and tourism businesses (Gotham, 2005). Gentrification is a complicated urban phenomenon that has affected cities globally. Similarly, Kathmandu has also experienced significant gentrification due to increased urban tourism. The new modern buildings are replaced for business purposes by replacing the local community.

4.2.1 changes in the cost of living in the area by tourism

The three different locations have their unique features. Each site has its values. The people from these particular places have given their opinions, both positive and negative.

Kathmandu Durbar Square

Tourism has brought many changes in the area. As this, Kathmandu Durbar Square has also seen many changes according to time and situation. With the introduction of the latest technology and infrastructure, the community has developed many things in the community. This place is one of the popular destinations among tourists as it has the oldest palaces, rich in cultural heritages, celebrates of many cultural events, and so on. Hence, the things are costly in the place. For renting a place also, the cost is high here due to the high demand for the place.

Interviewee 4 and Interviewee 9 mentioned that when a high number of tourists visit the place, the price of that place and the goods and services in this location are increased. Similarly, the cost of living is also high in this place where the local community has to face difficulties in finding a rented room, apartments, shops., and basic amenities (Interviewee 9).

“.....develop in the infrastructure and increase the facilities. Tourism also helps the business as the place becomes the business of the cost of living can be higher as compared to the previous. The places where the number of the tourist visited always have expensive and high rates on every goods and services.” (Interviewee 4)

“.....increase in tourism can often lead to changes in the cost of living within a community. As more tourists visit an area, the demand for goods and services can rise, which can result in price increases. Increased costs of living can pose challenges for local

residents, especially if their income levels do not keep pace with the rising costs. Locals may face difficulties affording housing, basic amenities, or even everyday necessities. This can lead to issues such as gentrification, displacement, or a widening wealth gap within the community.” (Interviewee 9)

Thamel

Thamel, as this place is one of the popular tourist destination places. Hence, the cost of living and other things is slightly higher compared to other places (Interviewee 1). Due to the central location, the local people prefer to establish their business here; however, the price is comparatively high, so every individual cannot afford this place.

Tourism makes this place more expensive. Similarly, Interviewee 5 and Interviewee 7 stated that the housing and commercial space had increased property prices and rents. High costs of the property or land create a problem for the locals, especially those with lower incomes. The basic everyday necessities are also becoming expensive in this place (Interviewee 5).

".....cost of living in Thamel has increased significantly due to tourism. The rising demand for housing and commercial space has led to an increase in property prices and rents. This has made it more challenging for locals, especially those with lower incomes, to afford housing in the area. The cost of everyday necessities has also gone up, affecting the affordability of basic goods and services for the community." (Interviewee 5)

Many tourists visit this place as it offers everything they prefer, from shopping malls to restaurants, pubs, and nightclubs. In addition, this place is also called a tourist area, so the cost is also high compared to other places. The hotel businesses and local vendors are more dependent on tourism. Only in the picking season do the tourist visits the place, which impacts the community in the off-season (Interviewee 7). It creates issues for the local community when there are no tourists and employment.

".....huge changes in cost of living the cost of goods and lifestyle in that areas are expensive as compared to other areas." (Interviewee 1)

".....impact the cost of living in an area, and these changes can have significant effects on the community. Here's how tourism can influence the cost of living and its impact on the community: 1 Increased Demand for Housing 2 Rising Property Prices: 3 Inflation in Goods and Services: 4 Seasonal Fluctuations: 5 Impact on Basic Necessities: 6 Dependency on Tourism." (Interviewee 7)

Pashupatinath Temple

This place is popular among religious people. Mainly, Indian tourists visit this place to worship the Lord Shiva. Some people move to this place to do business as the tourist flow is high. The high number of tourists means an increase in income. Hence, the people move here to run their businesses, coffee shops, department stores, and hotels. The living cost at this religious place is also high as this place is a popular destination and near the airport areas.

“.....living standard has been increasing spontaneously. Many people have also migrated to this place as there are potential opportunities to start new businesses such as small coffee shops, grocery shops, and hotels. The increase of tourists directly affects the increase in income so people have also increased their expenses. So it directly impacts the cost of living.” (Interviewee 2)

The locals are the ones who have to face difficulty with cost-of-living expenses. The businesses have to depend upon the tourists. Due to time and high demand, expenses and living costs have become high everywhere.

“.....demand for accommodation and services increases, we also see a corresponding increase in the prices of goods and housing. Many locals are facing difficulties in managing the rising costs, particularly those whose livelihoods are not directly tied to the tourism sector.” (Interviewee 6)

4.2.2 changes in the sorts of business enterprises or services offered in the region by tourism

Urban tourism helps establish more businesses and services both for the visitors and the locals, as the types of businesses also change according to the demand in the market and people.

Kathmandu Durbar Square

Due to the modernization and gentrification effect, the places are modified or completely changed, and the businesses and the services provided to the visitors also vary according to the time and demand. Interviewee 3 and 9 mentioned that tourism has helped create more opportunities for the local communities and grow their economic condition.

“.....creating more opportunities for local communities, economic growth.” (Interviewee 3)

With new ideas and technology development, business enterprises have changed according to time and demand. To promote tourism, people also focus on selling typical local food by establishing modern and typical cultural-themed restaurants. Nowadays, the community has also given more priority to selling local products combining the modern touch. With the advanced tools of technology, the business owner can promote their good in a massive mass so that people can recognize their product. Interviewee 4 mentioned that he had witnessed various changes in his hometown, like hotels, restaurants, and selling varieties of cuisines. They are establishing more local products in the market. The marketing techniques of the business have also changed with the help of various media.

“.....different changes in the business enterprises services in my hometown as different hotels and restaurants with different cuisine are opened with the motives to promote tourism. Various local products and goods are also considered as part of the business in the community.” (Interviewee 4)

Thamel

Interviewee 1 and Interviewee 5 have mentioned the positive changes of tourism in the business and service areas. It helps to establish many businesses in this area. This place also has an international market established by foreigners from China and Europe.

- **Expansion of business and Economic Development**

The tourism industry has contributed significantly to the economic growth in many areas. Similarly, tourists also play a crucial role in generating income for the local business and enhancing the local economy. A rise in economic activity has benefited a variety of businesses in the community and the country, including hotels, restaurants, retail stores, and transportation services. Interviewee 1 and Interviewee 5 stated that many new hotels, cafes, restaurants, and travel agencies, have been established to provide more services to the tourists.

- **Opportunities for employment**

Tourism brought numerous opportunities to the community. By establishing many businesses and services, the local people can get jobs quickly, as it requires more human resources. Interviewee 1 and Interviewee 5 also stated that employment opportunities are increased by tourism.

“.....increasing the economic growth and helps to flourish the business and has created and increases employment opportunities . It has employed and has uplift the lifestyle of local communities.” (Interviewee 1)

Tourism has also brought changes in the businesses and services. New hotels, restaurants and bars, cafes, and travel agencies have also adopted the changes to remain competitive in the tourism market. Many businesses are established, so it creates more job opportunities for the locals (Interviewee 1 and Interviewee 5). Hence, more businesses and job opportunities also help to grow the economy of the country. The local businesses now have high demand and competition in the market. As the tourism market has evolved, some traditional establishments have to adapt or diversify their offerings to compete in the market.

“.....multitude of changes in the types of businesses and services offered in Thamel. Many new hotels, restaurants, cafes, and travel agencies have emerged to cater to the needs of tourists. While this has created job opportunities, it has also led to increased competition among local businesses. Some traditional establishments have had to adapt or diversify their offerings to remain competitive in the tourism market.” (Interviewee 5)

Pashupatinath Temple

As this place is famous for religious people, many tourists come to visit this place; hence, many people establish businesses like shops, small cafes and restaurants, and small spaces for devotees. Before, there were only small shops and a few hotels. Compared to the past, this place has changed massively with more modern hotels, fancy restaurants, local products shops, souvenir shops, travel agents' offices, and more lodges being established. Business owners are also attracted to large investments in tourism sectors as the tourism industry is the major source of income for the community and country.

".....business owners are attracted to large investments in tourism sectors. As we believe in "Attithi Devo Bhava", which means Guest is god. Tourism industry is one of the major sources of income, foreign exchange, and revenue in Nepal. Tourism has been creating various job opportunities for the local people." (Interviewee 2)

Interviewee 6 stated that to provide a comfortable service according to the preferences of tourists, traditional businesses have undergone adaptations. Many opportunities have developed; however, there is a decrease in traditional trade and crafts, too. The typical local businesses are decreasing. As there is more competition in the market, business owners have to adopt new changes in the business.

".....significant shift in the types of businesses and services that are being offered. In order to cater to the preferences of tourists, traditional businesses have undergone adaptations, resulting in the emergence of souvenir shops, restaurants, and tour agencies. While the creation of new job opportunities is undeniable, it is important to acknowledge that it has also led to a decrease in the significance placed on traditional trades and crafts."
(Interviewee 6)

4.2.3 physical changes in the region by tourism

Urban Tourism has brought substantial physical changes in Kathmandu. Like from Infrastructure, technology, the development of roads, maintaining popular destinations, modern hotels, and restaurants, was developed. The participants have observed both positive and negative changes brought by tourism in particular places.

Kathmandu Durbar Square

Compared to past times, there are considerable changes in the area, with modern and high buildings being built, renovating the ancient buildings with new and advanced technology (Interviewee 4). Modern types of buildings and restaurants are made in many places to attract more tourists. More houses are built, and a high number of people are also moving to this city for better opportunities and businesses.

"....changes that can be noticed in my areas are the modern and high buildings and the renovation of the old ancient buildings with the new and advanced technology which are directly and indirectly attracting to the tourist." (Interviewee 4)

Some of the positive changes are the development of new Infrastructure and amenities, improved roads, proper transportation system, hotels, restaurants, and bar and recreational facilities (Interviewee 9). Apart from that, some of the negative changes are due to many tourists traveling in these places; it creates issues with waste management, pressure on local resources and infrastructure, water and energy supplies, degradation of the environment, pollution, and overcrowding. The government and the local community should do the proper management to decrease the issues and use sustainable practices.

".....changes can have both positive and negative impacts on the local community. Positive impacts of tourism can include the development of new Infrastructure and amenities, such

as improved roads, transportation systems, hotels, restaurants, and recreational facilities. Furthermore, an influx of tourists can put a strain on local resources and Infrastructure, such as water and energy supplies, waste management systems, and transportation networks. This strain can lead to environmental degradation, increased pollution, or even social conflicts arising from overcrowding.” (Interviewee 9)

Thamel

The number of tourists has also increased in this place. Hence, people started to establish a business in this area to provide accommodation and services to them. There are many positive changes; however, the negative ones are also seen. In this place, the construction of modern hotels, guesthouses and commercial buildings, accommodations facilities, commercial and retail developments, and entertainment venues has increased (Interviewees 5 and 7).

".....increase in the construction of hotels, guesthouses, and commercial buildings. The infrastructure has been upgraded to accommodate the growing number of tourists. However, rapid development has also led to concerns about overcrowding, strain on resources, and the loss of the area's traditional architectural charm." (Interviewee 5)

It also helps preserve the heritage sites and cultural landmarks to attract tourists and preserve the community's cultural identity (Interviewee 7). People are also providing awareness about preserving and promoting cultural values and heritage sites to attract and make known their culture among tourists. Now, this place looks like other countries, like. Many international business owners also have established businesses here. Rapid development has led to concerns about overcrowding, resource strain, and the loss of traditional architectural charm (Interviewee 5). Compared to past times, this place has slowly removed its main authenticity of the place.

".....physical changes that can occur as a result of tourism: The growth of tourism may lead to the construction of new hotels, resorts, and accommodation facilities to cater to the increasing number of tourists.....rise in commercial and retail developments, including shops, restaurants, and entertainment venues, to meet the demands of tourists. In cultural tourism destinations, efforts may be made to preserve and restore heritage sites, historic buildings, and cultural landmarks to attract tourists. This can lead to a revitalization of local culture and pride." (Interviewee 7)

Interviewee 1 and Interviewee 7 mentioned that tourism has brought negative changes in the community. Pollution, soil erosion, loss of natural habitat, health issues caused by pollution, and waste generation are some problems. Due to more problems created in the community, the responsible committee and the community worked together to provide an awareness program about sustainable practices, how to decrease pollution and environmental issues and how to preserve ancient buildings.

“.....pollution, loss of natural habitat, soil erosion are the physical changes seen in the region due to tourism. Due to pollution many people are suffering from health hazard diseases.” (Interviewee 1)

“exert pressure on the environment, leading to changes such as increased waste generation, pollution, and habitat disruption due to increased foot traffic and infrastructure development. Tourism can also lead to heightened awareness of environmental conservation and promote initiatives for protecting natural resources and wildlife..... Efforts to preserve and promote local heritage and cultural sites can foster a sense of pride and identity among community members.” (Interviewee 7)

Pashupatinath Temple

As the number of tourists increased, the local people focused on the services and facilities provided to the tourists. The roads were improved and expanded, providing good transportation facilities, good services and facilities inside the temple, and proper management. Interviewee 2 has mentioned that tourism has changed the community in a good and positive way. In addition, the transformation has provided many opportunities to the community as well, and it has also brought loss to the community's authenticity (Interviewee 6).

“.....changes in terms of development and conservation of infrastructure, art and culture. It has affected community in a good manner.” (Interviewee 2)

“.....experienced notable physical transformations as a result of tourism. The landscape has been altered due to the construction of new hotels and guesthouses, as well as the expansion of infrastructure. Regrettably, the transformation has resulted in the loss of the community's original charm and peacefulness.” (Interviewee 6)

4.2.4 changes in the local housing market by urban tourism

Tourism directly impacts the housing market as tourists 'external' demand for land and housing competes with local residents in tourism destinations (Cró and Martins, 2023). Tourism has brought some issues like high prices of houses due to high demand of the location, displacement of the local residents, building commercialization houses, and renting a house in this destination to earn more income.

Kathmandu Durbar Square

The unplanned development and modernization processes have significantly impacted Kathmandu Durbar Square's heritage site (Maharjan, 2013). As this is the central and popular city, this place is comparatively high, and the price of housing or land is also high. Due to the high tourist demand, people are now operating their houses in restaurants and hotels. The housing price and rent also become elevated due to popular destinations among tourists, and more people demand to live here.

“.....changes in the local housing market as the demand of housing are increasing more than its capacity and the prices for the housing in too high and even the people are willing to pay more than its value it is just because of the tourism.” (Interviewee 4)

The local community has to face the problems due to high housing prices in this area. When an increased number of tourists visit this destination, the demand for accommodations like hotels, resorts, and lodges becomes high, directly affecting the housing price (Interviewee 9). Hence, the locals cannot afford the cost and are forced to move to another area.

“.....impact on the local housing market and consequently affect the community in various ways. One potential effect of tourism on the housing market is an increase in demand for accommodation. As more tourists visit an area, there may be a greater need for hotels, resorts, vacation rentals, and other forms of temporary lodging. This increased demand can lead to rising prices and rental rates, making it more difficult for locals to find affordable housing.” (Interviewee 9)

Thamel

As tourism has increased, demand for housing has also increased. For accommodation, the local or business enterprises are providing services and facilities to the tourists. The business owners have to open hotels, restaurants, and cafes. Compared to past times, this place, Thamel, has only local communities and typical authentic houses; however, due to the gentrification effect brought by

tourism, there are huge changes in this place. Many modern buildings, bars, nightclubs, and souvenir shops were established to provide the service to the tourists.

".....rising cost of housing can strain the financial capacity of local residents, affecting their quality of life and ability to remain in the community. Housing market changes driven by tourism can lead to the displacement of long-time residents, as they may struggle to afford higher rents or property prices and may be forced to relocate to more affordable areas." (Interviewee 7)

This place also become popular among tourists and is also known as a tourist hub. Similarly, the house owners who have houses in this location also open Bed and Breakfast hotels and restaurants to earn more profit. This makes the housing price also high, and the local community cannot afford to move to other areas (Interviewees 1, 5, and 7). This also causes the displacement of local communities. It has also indirectly impacted the community's demographics (Interviewee 7).

".....demand for housing from tourists and expatriates has driven up property prices and rental rates. As a result, some locals have been priced out of the market, making it more challenging for them to find affordable housing in the area. This has led to the displacement of some long-time residents and has altered the demographic makeup of the community." (Interviewee 5)

".....gentrification and increased housing demand can lead to changes in the demographics of the community, potentially altering the social fabric and character of the neighborhood. On the other hand, tourism-driven housing demand can create income opportunities for homeowners who choose to rent out their properties as vacation rentals. Changes in the housing market can affect the sense of community and cohesion, as long-time residents may feel disconnected from newcomers or short-term visitors. Housing market changes may impact local services and infrastructure, as a growing population or influx of tourists may require additional resources and amenities." (Interviewee 7)

Pashupatinath Temple

Tourism has developed the places, and the places also become expensive to live in. Before, fewer people lived near this place, and only a few houses existed. Hence, due to the high number of tourists traveling here, more houses were built, and hotels and restaurants were opened (interviewee 2). The prices of the property and houses become more elevated, which creates difficulties for the local community, and those who cannot afford the cost are moved to a different place (Interviewee 6). As this place is also near the airport, the hotels and restaurants are also

expensive, so all the people cannot afford it. For business purposes, the local house owners rent their houses to earn more money.

“.....land and housing have doubled immensely over the past few years. Because of overpopulation and observing the possibility of establishing new businesses related to tourism, people have been attracted to this place.” (Interviewee 2)

“.....as property prices have seen a significant increase. Affording housing in this area has been quite challenging for many locals, resulting in some individuals opting to relocate in search of more affordable alternatives. As a result, we have seen a decrease in the number of long-time residents, which has ultimately had a negative impact on the sense of community.” (Interviewee 6)

4.3 Analysis on Commodification Effect

4.3.1 Promotion of local Goods and services

The information below offers valuable insights into the changing approaches used to market local products and services to visitors. This compilation of interviews provides a first-hand account of the changes that have occurred over the last several years and the effects those changes have had on the community hosting them.

In urban tourism, the traditions, rituals, festivals, and ethnic arts of a local community are transformed into attractions for tourists. These cultural experiences are created and performed specifically for the purpose of catering to tourists and generating economic benefits. As various tourist destinations and cities strive to attract more visitors, there is a growing demand to offer tourists increasingly impressive, unique, and exciting attractions (Gotham, 2002).

Supporting this perspective, most of the answers from our interviewees also replicates that the goods and services are now primarily promoted in the manner that attracts most of the tourist, which was before only produced for the local population. According to Interviewee 1, there has been a recent change in the method of promoting goods and services to tourists. This change has had a positive impact on people's economic well-being and has also revitalized the art and artist community.

This response emphasizes the positive impact of promoting local goods and services, leading to economic growth and the revitalization of local arts.

".....promoted the goods and services to tourists has changed recently it has helped people to uplift their economic condition and has given rebirth to the art and artist" (Interviewee 1).

According to Interviewee 5, there has been a noticeable shift in the approach to promoting local goods and services to tourists. Although tourism has undeniably generated economic prospects, a legitimate apprehension exists regarding the potential consequences of prioritizing the satisfaction of tourists' desires. Specifically, there is a risk of diluting the genuine essence of local culture and traditions, as well as transforming them into marketable commodities.

"....while it has created economic opportunities, there is a concern that the focus on catering to tourists' demands may lead to the loss of authenticity and the commodification of local culture and traditions" Interviewee 5).

The response provided by Interviewee 5 highlights the changing approach towards promoting goods and services to tourists. This approach emphasizes economic opportunities while also considering the preservation of cultural authenticity and the potential for commodification.

According to Interviewee 7, there has been a shift towards utilizing digital and online platforms for promoting local goods and services to tourists. Certain travel destinations have incorporated virtual and augmented reality technologies in order to offer visitors immersive experiences of local attractions and products.

".....businesses utilize social media, websites, and online marketplaces to reach potential tourists and showcase their offerings Tourists are increasingly seeking authentic and sustainable experiences." (Interviewee 7)

The above-mentioned points also harmonize with Buhalis and Law (2008), who stated that the use of AI technology has influenced how tourism products and services are managed, marketed, and promoted. This has also led to changes in how travelers find inspiration, make bookings, plan their trips, and have travel experiences.

In the response, Interviewee 7 emphasizes the growing trend of digitalization in the promotion of local products and services. They specifically mention the utilization of virtual and augmented reality technologies to enhance tourism experiences and make them more immersive.

According to Interviewee 9, the community experiences both positive and negative effects due to the increasing commodification. When a community prioritizes mass appeal over authenticity, it runs the risk of diluting or altering its culture's distinctive elements to cater to tourists' preferences. This phenomenon may lead to a depletion of cultural heritage.

The ninth interviewee offers a well-rounded viewpoint on the trend of commercializing local products and services. They acknowledge the positive economic outcomes associated with this shift while also expressing reservations regarding the potential impact on the preservation of cultural heritage.

".....the commodification of local goods and services can sometimes lead to the dilution or distortion of cultural identities and practices. When authenticity is sacrificed for mass appeal, the unique aspects of a community's culture may be eroded or modified to cater to tourist preferences. This can result in a loss of cultural heritage." (Interviewee 9)

The theme of promoting local goods and services through transformation reveals a multifaceted landscape. This phenomenon involves various aspects, including economic advantages, considerations regarding cultural authenticity, the digitization of promotional efforts, and the careful equilibrium between meeting tourists' preferences and safeguarding cultural heritage. These observations enhance our comprehension of the dynamic connection between tourism and the local community, allowing for a more nuanced perspective.

4.3.2 Changes in local customs or cultural practices

In many places, it is crucial for tourists to learn about the local customs and cultural practices. This is a vital part of their tourism experience. This analysis focuses on how these presentations have changed over time and the resulting effects on the community. It explores cultural preservation, economic opportunities, and the challenge of maintaining authenticity while adapting to new circumstances. Here, we will analyze and discuss the views of the locals. When tourists engage in entertainment activities, they often have an impact on the local culture. Therefore, it is easy to observe variations in the typical behavior, attitude, clothing, cuisine, arts, music, and even social interactions of the residents (McKercher, 1993). The locals of Kathmandu seem to be very familiar with this comment from the author, as they are very aware of the commodification and its impact on their community.

- **Preserving and Maintaining Cultural Identity**

When cultural assets are transformed into products for tourists, culture becomes commercialized. The place seems less genuine, which makes the product less valuable (Dearden and Harron 1992). Likewise, this argument, Interviewee 4 also comments that the community takes great pride in their local customs and cultural practices, which they believe should remain unchanged. The residents of the community consistently oppose any alterations to their traditions and way of life.

".....local customs and cultural practices are the pride of the community as it cannot be changed" (Interviewee 4)

Interviewee 4 highlights the belief that locals take pride in their culture and are resistant to change. This resistance can act as a shield to maintain the genuine nature of a culture. According to Interviewee 5, there have been some changes in how we show our local customs and cultural practices to people who visit our area. It's essential to balance keeping our cultural heritage intact and ensuring tourists are happy with what they see.

".....some cultural events and performances have been adapted or modified to cater to tourist preferences. While this has provided opportunities for cultural exchange and income generation, there is a risk of diluting the authenticity and significance of our traditions. It is important to strike a balance between preserving our cultural heritage and meeting the expectations of tourists". (Interviewee 5).

Interviewee 5 talks about the difficulty of finding a balance between preserving culture and meeting the expectations of tourists. They recognize that making changes to accommodate tourists can sometimes make traditions less authentic and meaningful.

- **Access to Job Opportunities for Economic Growth**

This part of the finding is focused on the concept of economic opportunities, specifically examining the availability and accessibility of job opportunities as a means of achieving economic growth in local communities. According to Interviewee 6, there have been significant changes in how we show local traditions and cultural practices to people who come to visit. It also gained considerable worldwide recognition for our culture. Interviewee 6 recognizes that highlighting the traditions and cultural activities of a local community can attract attention from people around the world. This attention has the potential to bring economic advantages to the community.

“.....concerns among certain locals about preserving the authenticity of our traditions due to the adaptation of cultural events and rituals to cater to the expectations of tourists. On the other hand, it also brought significant global attention to our culture “(Interviewee 6).

According to Interviewee 9, when local customs and cultural practices are shown to visitors, it can have different effects. One positive impact is that it can encourage tourists to appreciate and understand other cultures. Interviewee 9 emphasizes that promoting cultural practices can bring economic benefits and help tourists appreciate and understand different cultures.

- **Promoting Responsible Cultural Tourism**

In this part, we will explore the concept of responsible cultural tourism and its significance in the travel industry. We will examine the various aspects of responsible cultural tourism, including its benefits and challenges. Tourism plays a crucial role in providing financial support for preserving and conserving cultural heritage. Additionally, it contributes to the restoration of cultural pride and the revitalization of customs and traditions. Moreover, tourism serves as a platform for cultural sharing and learning opportunities (Smith, 2009). Similarly, like the prospect presented by Smith, Interviewee 7 also indicates that the customs and practices of a local community can significantly affect tourists. It is essential to be aware of this and make sure that cultural integrity is maintained while also avoiding any form of exploitation. Interviewee 7 supports the idea of responsible cultural tourism. They believe it is important to protect cultural integrity and avoid taking advantage of communities. When done responsibly, cultural tourism can have a positive effect on the community.

“.....when managed responsibly, tourism can create economic opportunities, foster cultural pride, and strengthen community ties” (Interviewee 7).

- **The Process of Adjusting and Sharing Cultures**

In this section, we will explore the concept of adaptation and cultural exchange. We will examine how individuals and communities adjust to new environments and interact with different cultures. According to Interviewee 2, only the customs and cultural practices that are popular and significant are shown to the visitors. Interviewee 2 explains that adaptation happens when we choose popular and important traditions to show to others. This reflects how different cultures share their customs, focusing on practices that tourists like. This analysis focuses on how showing local customs and cultural practices to visitors can affect the community by keeping cultural authenticity, making money

opportunities, and promoting responsible cultural tourism. It highlights the challenges of finding a balance between preserving tradition and embracing change in the tourism industry.

4.3.3 Interaction with locals and visitors

The interactions between locals and tourists are an important part of the fabric of community life in tourist destinations. This analysis explores the evolution of these interactions and their resulting effects on the community. It examines the aspects of cultural exchange, linguistic adaptation, and economic opportunities.

Developing positive attitudes and understanding each other's culture can help reduce negative perceptions and stereotypes. However, it can also lead to tension, hostility, and misunderstandings. It can also cause isolation, segregation, and separation. Despite these challenges, it can also foster pride, appreciation, understanding, respect, and tolerance for each other's culture (Robinson, 1999). Consistent with the author's claim, our interviewees also had similar viewpoints, which are both negative and positive.

- **Interactions between Cultures for Enhanced Comprehension**

In the realm of cultural exchange and understanding, the intricate dynamics of intercultural interactions play a crucial role in fostering a deeper comprehension of diverse societies. This theme explores the multifaceted dimensions of how different cultures engage with the tourist. There have been noticeable changes in how the local people interact with visitors in this area. Tourism has created opportunities for different cultures to interact and understand each other better. Interviewee 5 observes the favorable influence of tourism on cultural interchange, emphasizing how community members participate in activities such as guiding tours and engaging in cultural exchange initiatives, cultivating a spirit of hospitality.

“.....presence of tourists has created opportunities for cultural exchange and understanding. Many locals now engage in activities such as guiding tours or participating in cultural exchange programs” (Interviewee 5).

According to Interviewee 6, there has been a significant increase in the number of tourists visiting the Pashupatinath area. As a result, there has been an increase in the level of engagement between the local community and the visitors. Interviewee 6 offers a compelling illustration of how the growth of tourism has fostered a deep engagement with local culture for travellers and enhanced the

educational opportunities for residents, ultimately leading to economic and cultural advantages for the community.

- **Linguistics and Verbal Interaction**

In the field of language study, we are exploring how language and communication are connected. The complex connection between these two things has been a subject of study and examination in academic research for a long time. Indeed, it is evident that a considerable number of individuals have acquired the ability to engage in verbal exchanges using the English or Hindi languages. English is widely spoken as a secondary language in our society. Interviewee 2 emphasizes the significance of linguistic adaptation, as both local residents and tourists establish a shared understanding through languages such as English and Hindi, thereby facilitating the resolution of communication obstacles.

“.....diverse groups of visitors from different countries, language and communication barriers may arise during interactions with locals. While language barriers can pose challenges, communities often adapt by learning basic phrases in different languages and utilizing translation tools”. (Interviewee 7)

Interviewee 7 highlights the proactive actions that communities implement to overcome language barriers, thereby improving the overall tourist experience and promoting positive interactions.

- **Economic Prospects to the Communities**

The subject at hand revolves around the exploration of various possibilities for economic advancement and growth. It is appropriate for the native inhabitants to see the visitors as honored guests, showing respect towards them and assuring their feeling of safety. The inhabitants possess a relevant level of knowledge of the specific geographical areas in which they now reside. Interviewee 4 highlights the significance of local individuals in providing guidance to tourists and exchanging valuable knowledge, thus generating economic prospects and fostering community engagement within the tourism sector. Interviewee 6 recognizes the clear benefits that tourism brings to the economy, allowing people in the local community to start their own businesses and improve their standard of living.

“.....economic impact has been quite significant, as tourism has created valuable opportunities for local individuals to establish their own businesses and enhance their overall quality of life”.(Interviewee 6)

This analysis focuses on the thematic elements that illustrate the impact of tourism on the dynamics between local residents and tourists, emphasizing the role it plays in fostering cultural exchange, promoting language assimilation, and providing economic prospects for the community. It highlights the complex nature of these interactions and their impact on the dynamics of a community.

4.3.4 Government involvement and action in the rise of tourism

The involvement of governments in development is most noticeable in developing countries, where the planning and promotion of tourism are typically managed directly by the government. In these locations, people are becoming more worried about how well policies are working to create jobs and wealth, protect the environment, and preserve cultural identities (Xie 2003). Likewise, in Kathmandu, the locals are also seen to be concerned about the role of government and, at the same time, also have positive viewpoints towards the works of government regarding tourism.

- **The Role of the Government in Managing Tourism**

According to Interviewee 4, the local government is responsible for promoting tourism in the community. They have the ability to plan and coordinate events, assist the local community during festivals, and develop various strategies to attract tourists.

".....government is the authorized person to promote tourism in the community. The local government can organize events and support the locals for the festivals and also by implementing different tourist promotional plans." (Interviewee 4)

Interviewee 4 emphasizes the local government's important role in promoting and managing tourism. They have the power to plan events, help with local festivals, and make strategic plans to bring in tourists. This shows that the government is actively involved in shaping tourism.

According to Interviewee 7, the local government's response to the increase in tourism can differ. She gives a detailed explanation of the different ways that local governments can respond to the

rise in tourism. This covers various aspects such as marketing, building infrastructure, planning for sustainability, and distributing revenue. It highlights the many different ways that governments manage tourism.

- **Finding a balance between the growth of tourism and the need to protect the environment.**

Interviewee 6 expressed that the local government recognizes the importance of tourism for our economy. However, they have faced challenges in efficiently handling its effects. One example is waste management, which has been an important area of focus.

“.....efforts to regulate certain aspects of tourism. For instance, waste management has been a key focus area, as it is crucial to ensure that the environmental impact of tourism is minimized” (Interviewee 6).

Interviewee 6 provides insight into the difficulties encountered by the local government in handling the environmental consequences of tourism. The focus on managing waste and limiting the number of visitors highlights the important balance between making money and protecting the environment.

According to Interviewee 5, the local government has implemented different strategies to handle the increase in tourism. Regulations have been put in place to ensure that the services given to tourists are good and to protect the area's cultural heritage.

“.....implemented regulations to ensure the quality of services provided to tourists and to maintain the cultural integrity of the area. They have also focused on improving infrastructure, waste management, and the preservation of historical sites. However, there is a need for continued efforts to strike a balance between tourism promotion and preserving the well-being of the local community”(Interviewee 5).

Interviewee 5 emphasizes that the local government is taking proactive measures to regulate tourism. They work hard to make sure the services are good, protect cultural heritage, and make rules that show they care about responsible tourism.

- ***Aiming for Sustainable Tourism***

According to Interviewee 9, the government has acknowledged that tourism is an important way for the country to make money. In the past few years, the government has also made efforts to

encourage sustainable tourism and reduce the harmful effects of tourism on the environment and local communities.

"..... government has taken various measures to address the rise in tourism. the government has recognized tourism as a major source of revenue for the country. In recent years, the government has also taken steps to promote sustainable tourism practices and minimize the negative impact of tourism on the environment and local communities." (Interviewee 9)

Interviewee 9 highlights how the government's view on tourism has changed over time, acknowledging its importance in generating revenue. Their emphasis on sustainable practices and efforts to reduce negative effects show a move towards more responsible and environmentally aware tourism growth.

- **The Role of Community Participation and its Advantages**

According to Interviewee 2, the local government is enthusiastic about attracting additional tourists. The focus of their work is on managing the flow of tourists and ensuring that the local community receives high-quality services.

Interviewee 2 emphasizes that local governments are very excited about welcoming tourists. Their focus on including the people who live in the area in providing services shows that they are dedicated to making sure that the community gets economic benefits from tourism.

- **Difficulties and the ongoing process of getting better**

According to Interviewee 10, they are making daily efforts to enhance this. Interviewee 10 recognizes that the local government is continuously working to deal with the difficulties caused by tourism. This short statement emphasizes the government's dedication to consistently enhancing tourism management.

This analysis shows how local government plays many different roles in dealing with the increase in tourism. They work to balance making money with protecting the environment, encouraging sustainable practices, including the local community, and making things better.

4.3.5 Local involvement in decision making

- **Different Views on How Things are Portrayed**

In this section, we will explore people's various perspectives regarding how things are represented in tourism.

"..... I believe that the local region has been significantly represented in decisions impacting the growth of the tourism industry here" (Interviewee 2).

"..... I don't think that the local region has been significantly represented in decisions impacting the growth of the tourism industry." (Interviewee 3)

This topic focuses on how different people see and understand representation in interviews. Interviewee 2 is confident in the presence of local representatives, but Interviewee 3 has a different opinion. This difference in opinion shows that people may have different views on how well the tourism industry includes everyone in its decision-making process.

- **Worries Regarding Lack of Local Involvement**

This section will discuss the concerns surrounding the limited representation of local communities in the tourism industry.

Interviewees 6 and 7 comment that certain residents feel that their opinions are not sufficiently considered when it comes to making decisions that impact the expansion of the tourism sector. Although the government has made efforts to engage the community, there is still a need to enhance the way their concerns and viewpoints are taken into account. In some cases, decisions tend to focus more on making money rather than considering the well-being of the community and preserving its cultural heritage. This shows that it is important to include the opinions and viewpoints of local residents more effectively.

".....perception among some locals that their voices have not been adequately represented in decisions impacting the growth of the tourism industry." (Interviewee 6)

"..... significant number of decisions prioritize commercial interests over the long-term welfare of local communities and the preservation of our cultural heritage." (Interviewee 7)

This topic examines the worries raised by Interviewees 6 and 7 about the lack of local involvement. Interviewee 6 recognizes the government's efforts but believes there is still potential for further improvement. Interviewee 7 has a different opinion and thinks that commercial interests might be more important than caring for the local community and preserving their culture.

- ***Benefits of Local Participation in Tourism***

“..... local communities have been involved in developing and promoting cultural tourism products and services, which not only help to preserve cultural heritage but also bring economic benefits to the communities. These initiatives involve the active participation of local communities who are encouraged to showcase their unique culture, traditions, and customs to visitors.” (Interviewee 9)

This topic, taken from Interviewee 09, examines the good results of involving local communities in making decisions related to tourism. This emphasizes the positive effects on the economy and culture that can come from being actively involved.

4.3.6 Reducing the negative impact of tourism

The responses provided by the individuals interviewed highlight different strategies and approaches for reducing the negative impacts of tourism on local communities in the region. Here is a thorough analysis of these answers:

According to Chand and Vivek (2012), for tourism activities to be sustainable, they must be carried out with a shared understanding and a development approach based on consensus. Based on these principles, it is recommended to initiate stakeholder engagement by identifying a wide range of individuals within the community and providing them with comprehensive education on the relevant issues and subjects.

Supporting this perspective, Interviewee 1, a teacher who also owns a local business, emphasizes the significance of carrying out public awareness campaigns and implementing strong government monitoring measures. This suggests that by educating tourists and the local community about responsible tourism practices and enforcing regulations through surveillance, we can greatly reduce the negative impacts.

“..... public awareness programs and proper management and strict surveillance by the government can be done to reduce the negative impact of tourism on the community.”
(Interviewee 1)

- **Promoting Sustainable Tourism Practices:**

Interviewee 2 suggests advocating for sustainable practices, such as using eco-friendly accommodations and public transportation options. This idea is about minimizing the negative effects of tourism on the environment and encouraging practices that protect the natural beauty of the destination.

- **Involvement of Local Communities:**

Some respondents (2, 3, 4, and 6) stress the importance of engaging local communities in the decision-making processes related to the development of tourism. This approach helps to take into account the concerns of the local community and promotes a sense of ownership and responsibility among the residents.

“..... sustainable tourism practices such as promoting eco-friendly accommodation using public transportation. We could involve local communities in tourism development such as ensuring that local communities benefit from tourism and are involved in decision-making related to tourism development. We could also require monitoring and regular evaluating about the impacts of tourism and effectiveness of sustainable tourism initiatives to ensure that negative impacts are minimized.” (Interviewee 2)

- **Promoting Local Enterprises:**

The third interviewee emphasizes the significance of supporting local individuals and businesses. This has the potential to benefit the local community economically and reduce the negative impacts of tourism by enhancing the community's economic resilience to overcome challenges.

- **Emphasizing Cultural Sensitivity:**

Interviewees 4 and 6 stress the significance of encouraging cultural sensitivity among tourists. This involves offering tourists details about the customs, traditions, and behaviors of the local community, which can lead to more respectful interactions and a reduction in cultural conflicts.

“..... minimize the negative effects of tourism, it's important to take a balanced approach. Yeah, it's really important to make sure that when we do tourism, we're doing it in a way that takes care of the local community and keeps our cultural heritage intact. Also, getting the local community more involved in making decisions and promoting responsible tourism can really help reduce any negative effects.” (Interviewee 6)

- **Preservation and Promotion of Local Culture:**

Both Interviewee 4 and Interviewee 7 stress the importance of protecting and displaying the local culture, traditions, and heritage. This has the ability to create unique characteristics that differentiate the destination and improve the connection between tourists and the local community.

Interviewee 7 suggests that it is advisable to engage in sustainable tourism planning. This entails considering the maximum number of visitors a destination can sustain, providing a range of tourism opportunities, and making necessary investments in the area's infrastructure. This all-encompassing approach can efficiently manage the high volume of tourists and reduce the negative impacts on the environment and cultural heritage.

“..... sustainable Tourism Planning, Carrying Capacity Management, Diversification of Tourism Offerings, Education and Awareness, Preservation of Cultural Heritage and Investment in Infrastructure and integrating responsible tourism practices, communities can work towards reducing the negative impact of tourism while maximizing the benefits of sustainable and inclusive tourism for the long-term well-being of residents and visitors alike.” (Interviewee 7)

- **Education and Awareness:**

Interviewee 9 emphasizes the significance of enhancing understanding and providing information to tourists. This reinforces the idea that knowledgeable tourists are more likely to demonstrate responsible behavior, thereby minimizing any negative impacts.

- **Regulation and Infrastructure Development:**

Interviewee 9 highlights the importance of supervising tourism operations and investing in the essential infrastructure. Rules can control actions that might cause harm, while improved infrastructure can better handle the increased number of tourists more efficiently.

“..... negative impact can be reduced by raising awareness and educating visitors, by regulating tourism activity and infrastructure, by investing in infrastructure development.”
(Interviewee 9)

- **Crime Prevention:**

Interviewee 10 emphasizes the significance of addressing thefts, stressing that implementing safety and security measures can improve the overall tourism experience and support the well-being of the community.

By combining different strategies, it is feasible to create a comprehensive approach to tackle the negative impacts of tourism on native communities. It is of utmost importance to tailor these strategies according to the specific conditions of the destination, considering its unique cultural, environmental, and socio-economic characteristics.

4.3.7 how tourism affects the community you live in

- **Promoting Sustainable Tourism**

This part will explore the importance of advocating for sustainable tourism. We will discuss the benefits of sustainable tourism and how it can contribute to the preservation of natural resources and cultural heritage.

Interviewee 2 believes that it is important for local governments to prioritize the maintenance of tourism management. Promoting sustainable and eco-tourism is important.

“..... local governments should focus on maintaining tourism management. Also sustainable and eco-tourism should be promoted.” (Interviewee 2).

Interviewee 2 emphasizes the significance of sustainable tourism practices and the importance of local governments giving priority to managing tourism to ensure its long-term sustainability.

According to Interviewee 6, it is important to find a good balance between promoting tourism and protecting the local culture and environment in order to deal with the negative impacts of tourism effectively. It is extremely important to adopt responsible and sustainable tourism practices.

Interviewee 6 agrees that responsible and sustainable tourism is important to reduce the negative effects of tourism and protect the local culture and environment.

“.....appropriate balance between promoting tourism and preserving the integrity of the local culture and environment. Implementing responsible and sustainable tourism practices is absolutely crucial. This includes initiatives such as training programs, skill development workshops, and job fairs that enable locals to acquire the necessary skills and knowledge to participate in various tourism-related activities. By doing so, we can ensure that the economic benefits generated by the tourism sector are distributed equitably among all members of the community.” (Interviewee 6)

- **Balancing Economic Growth and Cultural Conservation in Tourism**

According to Interviewee 4, tourism has both good and bad effects, but it is a significant way to help the community grow. The tourism industry is an important business that is needed in every community to help people learn about and appreciate different cultures and diversity.

".... both positive and negative impacts of the tourism it is one of the major's sources to develop the community. The tourism industry is one of the best businesses that is necessary in every community to share and promote the culture and diversity among the peoples." (Interviewee 4)

Interviewee 4 recognizes that tourism has both positive and negative aspects but focuses on its contribution to community growth and the celebration of different cultures.

According to Interviewee 10, tourism has a positive impact on both the economy and the sharing of our values and culture.

In this interview, Interviewee 10 talks about how tourism helps different parts of the economy and how it also allows for cultural exchange.

“..... tourism not only helps in economic sectors but also to exchange our values and culture.” (Interviewee 10)

- **Finding a Balance between Advantages and Difficulties in Tourism**

In general, tourism has had both good and bad effects on the community. Tourism has brought economic growth and cultural sharing, but it has also caused problems like gentrification, overcrowding, and harm to the environment.

"..... contributed to economic growth and cultural exchange, it has also created challenges such as gentrification, overcrowding, and environmental degradation. It is crucial to strike a balance between the benefits of tourism and the preservation of the community's well-being, culture, and heritage." (Interviewee 5)

Interviewee 5 offers a fair viewpoint, recognizing both the advantages and difficulties of tourism in their local area. This highlights the importance of finding a middle ground between the benefits of tourism and safeguarding the welfare of the local community.

- **Involvement of Local Community and Fair Distribution of Benefits in Tourism**

Moreover, it is important to offer plenty of chances for the people living in the area to actively participate in the tourism sector. This involves activities like training programs, workshops to improve skills, and job events that help local people learn the necessary skills and knowledge to take part in different tourism activities.

In the interview, Interviewee 6 talks about how it is important for the local community to be involved in the tourism industry. They also mention the need for programs that help locals develop skills so they can make money from tourism.

- **Responsible Governance and Working Together**

In this part, we will explore the concept of responsible governance and the importance of collaboration in the field of tourism. We will examine how responsible governance practices can contribute to the sustainable development of tourism destinations and how collaboration among various stakeholders can enhance the community.

".... effective collaboration between local communities, governments, and the tourism industry is essential for ensuring that tourism contributes positively to the well-being and long-term sustainability of the community." (Interviewee 7)

According to Interviewee 7, it is important to have responsible and sustainable tourism practices in order to make the most of the good effects and reduce the bad effects. It is important for local communities, governments, and the tourism industry to work together effectively. This collaboration ensures that tourism has a positive impact on the community's well-being and can be sustained for a long time.

Interviewee 7 emphasizes the importance of good management and working together among different groups to make sure tourism has a positive impact and can continue for a long time in the community.

- **Promoting Awareness and Education in Tourism**

The focus of this segment is to explore the importance of raising awareness and providing education in the field of tourism. By examining the significance of these factors, we can better understand their impact on the industry.

According to Interviewee 9, it is crucial for community leaders and decision-makers to comprehend the possible effects of tourism on their area fully. This understanding will help them make informed decisions that can either have a negative or positive impact on the locality.

“..... important for community leaders and decision-makers to have a good understanding of the potential impacts of tourism on their locality when it comes to making choices that can impact negatively or positively the area” (Interviewee 9).

This study examines what people think about how tourism affects their community. It focuses on the importance of sustainable practices, economic development, and responsible governance to ensure both locals and visitors are happy.

To conclude, the analysis of the socio-cultural impact of urban tourism based on gentrification and commodification effects in three different locations: Kathmandu Durbar Square, Thamel, and Pashupatinath Temple of Kathmandu Valley displays beneficial as well as detrimental effects. The positive aspects include upgrading the economic condition of the local community by creating job opportunities, preservation and promotion of cultural heritages, cultural exchange, promotion of local products, infrastructure development, and sustainable practices. Efforts should be made on

pollution, waste management, and environmental degradation, and more sustainable approaches to preserve the authenticity of cultural and historic places. However, it is also necessary to understand the negative impact of urban tourism, such as adopting the Western culture, pressure on natural resources, waste problems, and misuse of cultural events.

5. Conclusion

To conclude, by highlighting the gentrification and commodification effect on local communities, the research premeditated to analyze the impact of urban tourism on local communities of Kathmandu, Nepal (mainly in the famous places Kathmandu Durbar Square, Thamel, and Pashupati Nath Temple). The purpose of this research project is to appraise urban tourism in Nepal, mainly focusing on the local communities of three main areas of Kathmandu Valley, where tourism has brought considerable changes in this city. Based on the literature review and methodology defined above, the research endeavored to address the stated research objectives.

The research started by the urban tourism in Kathmandu Valley and its impacts on the local communities mainly focuses on the effect of commodification and gentrification. The local communities have received many opportunities through the growth of tourism, such as employment opportunities, cultural exchange, manufacturing, and selling more local products to make known about the place, their identity, culture, language, tradition, and cultural values. The economic condition of the local people has also been improved with the help of income from job opportunities, businesses of local products, and the development of the communities with the use of new infrastructure and technology. Now, people are more aware of creating more local products for selling to internal and international tourists. Moreover, it also helps preserve and promote the community's cultural heritage. The local communities have also modified the cultural values and products according to the comfort preferences of the tourists. This city is rich in culture, tradition, and cultural values and has ancient buildings. However, people are modifying and using it in a modern way with the latest technology.

Analyzing the impact of urban tourism in Kathmandu shows that it has both favorable and unfavorable results regarding commodification and gentrification effects on the local community. Urban tourism has brought many opportunities as well as drawbacks to the local communities. It has not only changed societies and cultures, but it has provided many benefits to people and communities to upgrade their lifestyles. Regarding the commodification effect, urban tourism helps to preserve, restore, and promote the heritage sites, local culture, tradition and values, historic buildings, and cultural landmarks; awareness of environmental conservation and promotion of protecting natural resources and wildlife; facilitate cultural exchange, preserving heritage and showing the origins of culture, promotion of local products and services such as handicrafts, beads, jewelry, sculptures of God, ancient houses. Nonetheless, it has created some issues such as loss of authenticity and cultural heritage, modification in the culture and tradition, distortion of cultural identities and practices, as a part of the business also some of the community or people are misusing the culture and heritages, events, performances.

Gentrification has benefited the local community by developing the communities, establishing more businesses, promoting and producing more local products, creating employment opportunities, different ideas for income generation, and economic growth of the community, which may help in improving the livelihood of the community, construction of commercial buildings, guesthouses, modern hotels renovation of the ancient buildings, development of new infrastructure and amenities, well-managed road and transportation systems, increase in tax revenues, uplift the lifestyle of the local communities. However, it has some problems with cost of living, overcrowding, strain on resources, loss of the traditional architectural charm, environmental degradation, pollution, loss of natural habitat, property prices increased in popular areas, inflation in goods and services, only seasonal income, renovation of the o ancient buildings with the new and advanced technology, due to high cost of living and prices of the houses the local communities face difficulties to expend their daily chores.

The case study of Kathmandu Valley in three different areas shows that the proper public awareness program, proper management, and strict surveillance by the government encourage sustainable tourism practices such as promoting eco-friendly accommodation using public transportation, involve local communities in tourism development such as ensuring that local community's benefit from tourism and involved in decision-making related to tourism development can reduce the negative impact by urban tourism. Moreover, it requires monitoring and regular evaluation of the effects of tourism and the effectiveness of sustainable tourism initiatives, support and promotion of local people and businesses, increasing the infrastructure and the services, and involving the local peoples of the communities in the tourism sectors and giving the correct

information to tourist and giving the security to the tourist and also by not charging too massive money for the local's local's goods and services, supporting initiatives that preserve and promote local culture, traditions, and craftsmanship, engaging the local community in decision-making processes and giving them a voice in shaping tourism policies and regulations. However, the government, the stakeholders, and committee members have to support, monitor, and provide proper strategies, rules, and planning for the betterment of the community, marketing, and promotion of the places, adequate development of infrastructure, sustainable tourism planning, capacity management, community engagement, and participation to reduce the issues such as waste management, preserving the authenticity of the local culture, tradition and values.

6. Recommendation for Future Research

A study on this topic in other destinations or the same destination might benefit from the results of this research. There are many potential applications for the results of this research, including by the development committee, stakeholders of the businesses, local community organizations, students, and investigators. This research is mainly focused on the findings on how urban tourism affects the Kathmandu Valley, specifically in three locations: Kathmandu Durbar Square, Thamel, and Pashupatinath Temple, in connection with socio-cultural impact and gentrification and commodification. The other researchers may want to research more detail in other areas or one specific location. Similarly, the researcher can explore economic or environmental impact in detail or select specific gentrification or commodification. We had limited time, so we found limited results; if the research could be done for a more extended period of time, the findings could be done more deeply, like how and what really impacts urban tourism in the areas. We have selected three specific locations as each location has its own features, like Kathmandu Durbar Square (Heritage Site), Thamel (Tourist Hub), and Pashupatinath Temple (Cultural and Religious sites). However, the other researcher can select one specific location to make their findings more effective.

Moreover, further research can be done to elaborate on how commodification and gentrification have impacted the local community. The economic and environmental effects can also be elaborated by commodification and gentrification impact. Also, the study on how to reduce the negative effects of urban tourism on local culture through various conservation strategies and measures. Increasing local ownership and participation in urban tourism would also benefit from research on community empowerment. To improve the socio-cultural impact in the depth of urban tourism in Kathmandu or specific locations in Kathmandu Valley, mainly focus on the involvement of communities in the decision-making process and empowerment of unrecognized communities. The proper planning of the preservation of culture and society in sustainable practices in Kathmandu Valley. The researchers can emphasize collaborating with government agencies, scholars, and local residents in future research.

7. References

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Appendices

Appendix A.

Interview Questions

1. Could you briefly introduce yourself and your relationship to this area?

- Name
- Age
- Gender
- Occupation
- Current place of Residence

2. How long have you been in this area?

3. Have you seen any changes to the surrounding community over time?

The impact of tourism on the community:

4. How has tourism affected your community and daily life?

5. What are the good and bad impacts of tourism on the local community, in your opinion?

6. Have you seen any changes in the area's demographics as a result of tourism? If this is the case, how has it impacted the community?

7. Have you observed any changes in local culture or customs as a result of tourism? If this is the case, how has it impacted the community?

Gentrification. (Gentrification in tourism refers to the process of reconstruction and rejuvenation of an area to be appealing to growing affluent visitors, which frequently results in the displacement of local inhabitants and businesses.)

8. Have you seen any changes in the cost of living in the area as a result of tourism? If this is the case, how has it impacted the community?

9. Have you seen any changes in the sorts of business enterprises or services offered in the region as a result of tourism? If this is the case, how has it impacted the community?

10. Have you seen any physical changes in the region as a result of tourism? If this is the case, how has it impacted the community?

11. Have you seen any changes in the local housing market as a result of tourism? If this is the case, how has it impacted the community?

Commodification (Tourism commodification refers to the practice of transforming natural and cultural resources into marketable products or experiences for monetary benefit.)

12. Has the method in which local goods and services are promoted to tourists changed recently? If so, what impact has this had on the community?

13. Have you seen any changes in how local customs or cultural practices are presented to visitors? If so, what impact has this had on the community?

14. Have you observed any changes in how locals and visitors interact? If so, what impact has this had on the community?

15. How has the local government reacted to the rise in tourism?

16. Do you believe that the local region has been significantly represented in decisions impacting the growth of the tourism industry here?

17. What, in your opinion, can be done to reduce the negative impact of tourism on the community?

18. Finally, do you have any other comments to share regarding how tourism affects the community you live in?

Thank you for your time and Participation.

Appendix B:

Interviewee 1

Demographic questions

Name: Goras Sapkota

Age: 26

Gender: Male

Occupation: I own a barista training institute

Current place of Residence

Satghumti, Thamel

1. How long have you been in this area?

Its been 20 yrs that i have been in this are.

2. Have you seen any changes to the surrounding community over time?

Yes i have seen many changes in culture, behaviour, lifestyle, of the surrounding community over time.

The impact of tourism on the community:

3. How has tourism affected your community and daily life?

Tourism has caused crowding ,pollution , social problems, increased but also has promoted and created many employment opportunities .

4 What are the good and bad impacts of tourism on the local community, in your opinion?

Tourism has both good and bad impacts tourism has uplift the lifestyle of people as it has created large amount of employment opportunities and preserved and promoted the heritages, arts and crafts. But also has causes over crowding , environment pollution causes social problems and criminal cases , destruction of traditional culture and values

5. Have you seen any changes in the area's demographics as a result of tourism? If this is the case, how has it impacted the community?

High education rate due to tourism has causes small family size , high rate of population and increase in population migration .

6. Have you observed any changes in local culture or customs as a result of tourism? If this is the case, how has it impacted the community?

Yes the interchange of culture between the local and tourist causes promotion of culture arts and crafts but also has influenced the local peoples on Western culture . Changes are seen in there behaviour lifestyle everything . And slowly it is affecting the local communities native cultures abd customs.

Gentrification (Gentrification in tourism refers to the process of reconstruction and rejuvenation of an area to be appealing to growing affluent visitors, which frequently results in the displacement of local inhabitants and businesses.)

7. Have you seen any changes in the cost of living in the area as a result of tourism? If this is the case, how has it impacted the community?

Yes there is huge changes in cost of living the cost of goods and lifestyle in that areas are expensive as compared to other areas

8. Have you seen any changes in the sorts of business enterprises or services offered in the region as a result of tourism? If this is the case, how has it impacted the community?

It has helped business a lot by increasing the economic growth and helps to flourish the business and has created and increases employment opportunities . It has employed and has uplift the lifestyle of local communities .

9. Have you seen any physical changes in the region as a result of tourism? If this is the case, how has it impacted the community?

Pollution, loss of natural habitat, soil erosion are the physical changes seen in the region due to tourism. Due to pollution many people are suffering from health hazard diseases.

10. Have you seen any changes in the local housing market as a result of tourism? If this is the case, how has it impacted the community?

Due to increasing of tourism and high demand of housing has caused high or change in price of local housing due to tourism and many people in that area are engaged in local housing business in that area

Commodification. (Tourism commodification refers to the practice of transforming natural and cultural resources into marketable products or experiences for monetary benefit.)

11. Has the method in which local goods and services are promoted to tourists changed recently? If so, what impact has this had on the community?

Yes this method has promoted the goods and services to tourists has changed recently it has helped people to uplift their economic condition and has given rebirth to the art and artist .

12. Have you seen any changes in how local customs or cultural practices are presented to visitors? If so, what impact has this had on the community?

The local customs or cultural practices are presented to visitors by conducting dance performance, drama, hospitality in the hotels exhibitions etc . Again locals are also engaging in these type of things.

13. Have you observed any changes in how locals and visitors interact? If so, what impact has this had on the community?

Locals and visitors interact in polite, respectful and understanding way. The local are welcoming .

14. How has the local government reacted to the rise in tourism?

The local government has also paid more focus in the rise in tourism but still there are a lot of things left to do.

15. Do you believe that the local region has been significantly represented in decisions impacting the growth of the tourism industry here?

Yes, I believe that the local region has been significantly represented in decisions impacting the growth of the tourism industry here.

16. What, in your opinion, can be done to reduce the negative impact of tourism on the community? In my opinion public awareness programme and proper management and strict surveillance by government can be done to reduce the negative impact of tourism on the community.

17. Finally, do you have any other comments to share regarding how tourism affects the community you live in?

No that much for now.

Appendix C

Interviewee 2

Demographic questions

Name: Sujata Karanjit

Age: 46

Gender: Female

Occupation: Teacher

Current place of living: Gaushala,
Pashupati

1. How long have you been in this area?

25 years

2. Have you seen any changes to the surrounding community over time?

Yes, many changes such as during summer periods community people would gather to have some talks about their life but now it has changed. People barely speak to each other as they are busy in their own schedules. Also new building and renovations has been continuously happening, new schools has opened as the population has grown. Also people have started their own business such as new small shops, shopping centres etc.

The impact of tourism on the community:

3. How has tourism affected your community and daily life?

As it is one of the unesco heritage site and also one of the most important temple in hindu religions, many tourists and religious believers come to visit temple. As the population itself is growing and plus the tourist itself has affected our community. The public transportation's is crowded and the pathway is super crowded that we have to walk from the roads. There is a huge queue for buying groceries in the market. Also there are huge traffic jams which delays in reaching our workplaces.

4. What are the good and bad impacts of tourism on the local community, in your opinion?

Talking about the good impacts: the major feativals such as Maha shiva ratri, Bala Chaturdashi and teej attract domestic and international tourists. Since many people rely on pashupatinath's pooja

material, festivals and funeral ceremonies for their livelihood. Hence, small business owners have a great opportunity to sell their goods and services during those festivals. From a religious heritage conservation perspective, tourism can create financial resources for protecting natural areas and ancient sites. Tourism directly contributes and rebuilds the local economy and national economy. Bad impacts are: environmental degradation, damage to monuments or work of art, displacement of local people. Local people finds it too expensive and stressful to continue living around the temple.

5. Have you seen any changes in the area's demographics as a result of tourism? If this is the case, how has it impacted the community?

I have seen few changes such as my relatives has migrated to peaceful areas far from the city. Previously we used to live in a joint family but now many people being in nuclear family as a peaceful solution. The living expenses has been increasing spontaneously.

6. Have you observed any changes in local culture or customs as a result of tourism? If this is the case, how has it impacted the community?

Yes, I can see in my family that so many cultures or customs are slowly coming to extinct. I could observe that there are few customs performed by our ancestors that we cannot pass to our upcoming generations. First it is difficult to make them understand and perform those task and on the other hand upcoming generations are already attracted to western culture. And I could observe that we barely use our cultural dress. We are attracted to western culture than our traditional or cultural dresses.

Gentrification (Gentrification in tourism refers to the process of reconstruction and rejuvenation of an area to be appealing to growing affluent visitors, which frequently results in the displacement of local inhabitants and businesses.)

7. Have you seen any changes in the cost of living in the area as a result of tourism? If this is the case, how has it impacted the community?

Yes of course. The living standard has been increasing spontaneously. As many people have also migrated to this place as there are potential opportunities to start new business such as small coffee shops, grocery shops and hotels. The increase of tourists directly affects the increase in income so people have also increased their expenses. So it directly impacts the cost of living.

8. Have you seen any changes in the sorts of business enterprises or services offered in the region as a result of tourism? If this is the case, how has it impacted the community?

Yes there is quite some changes. Now business owners are attracted in large investments in tourism sectors. As we believe in “Attithi Devo Bhava”, which means Guest is god. Tourism industry is one of the major sources of income, foreign exchange and revenue in Nepal. Tourism has been creating various job opportunities for the local people.

9. Have you seen any physical changes in the region as a result of tourism? If this is the case, how has it impacted the community?

Yes physical changes in terms of development and conservation of infrastructure, art and culture. It has affected community in a good manner.

10. Have you seen any changes in the local housing market as a result of tourism? If this is the case, how has it impacted the community?

Yes, the price of land and housing has doubled immensely over the past few years. Because of overpopulation and observing the possibility of establishing new business related to the tourism, people has been attracted to this place.

Commodification. (Tourism commodification refers to the practice of transforming natural and cultural resources into marketable products or experiences for monetary benefit.)

11. Has the method in which local goods and services are promoted to tourists changed recently? If so, what impact has this had on the community?

Yes, since many of our local markets are oriented to promote local products and services to the tourist. Local products such as khukuri, handicrafts, beads and jewellery, sculptures of lord shiva etc. are always promoted to the tourist.

12. Have you seen any changes in how local customs or cultural practices are presented to visitors? If so, what impact has this had on the community?

Yes, only popular and most important customs or cultural practices are presented to the visitors.

13. Have you observed any changes in how locals and visitors interact? If so, what impact has this had on the community?

Yes, now many people can communicate in English or hindi. As English is our second most spoken language.

14. How has the local government reacted to the rise in tourism?

Local government are excited to welcome more tourists. They are working out in management of tourism flow and providing quality services by the local community.

15. Do you believe that the local region has been significantly represented in decisions impacting the growth of the tourism industry here? No, I don't think that local region has been significantly represented in decisions impacting the growth of tourism industry.

16. What, in your opinion, can be done to reduce the negative impact of tourism on the community? We could encourage sustainable tourism practices such as promoting eco-friendly accommodation using public transportations. We could involve local communities in tourism development such as ensuring that local communities benefit from tourism and involved in decision-making related to tourism development. We could also require monitoring and regular evaluating about the impacts of tourism and effectiveness of sustainable tourism initiatives to ensure that negative impacts are minimised.

17. Finally, do you have any other comments to share regarding how tourism affects the community you live in?

I think local governments should focus on maintaining tourism management. Also sustainable and eco tourism should be promoted.

Appendix D

Interviewee 3

Demographic questions

Name: Bidhi Dhakal

Age: 25

Gender: Female

Occupation: Student

Current place of Residence

Kathmandu Durbar Square.

1. Have you seen any changes to the surrounding community over time?

Yes, I have seen many changes like lifestyle, culture and traditions.

The impact of tourism on the community:

2. How has tourism affected your community and daily life?

Enhanced living standards, and has created more employment opportunities.

3. What are the good and bad impacts of tourism on the local community, in your opinion?

good impacts promote our culture, employment opportunities, and economic development and Bad impacts are Increases Environmental Pollution, degradation in culture and traditional programmes.

5. Have you seen any changes in the area's demographics as a result of tourism? If this is the case, how has it impacted the community?

No I don't think so.

6. Have you observed any changes in local culture or customs as a result of tourism? If this is the case, how has it impacted the community?

Yes, it has enhanced the importance of cultural and its heritages

Gentrification (Gentrification in tourism refers to the process of reconstruction and rejuvenation of an area to be appealing to growing affluent visitors, which frequently results in the displacement of local inhabitants and businesses.)

7. Have you seen any changes in the cost of living in the area as a result of tourism? If this is the case, how has it impacted the community?

Has provided the financial means and the incentive to preserve cultural histories.

8. Have you seen any changes in the sorts of business enterprises or services offered in the region as a result of tourism? If this is the case, how has it impacted the community?

Creating more opportunities for local communities, economic growth

9. Have you seen any physical changes in the region as a result of tourism? If this is the case, how has it impacted the community?

It has brought more responsibility to focus on hygiene and cleanliness.

10. Have you seen any changes in the local housing market as a result of tourism? If this is the case, how has it impacted the community?

Preserving heritage and showing the origins of our culture

Commodification. (Tourism commodification refers to the practice of transforming natural and cultural resources into marketable products or experiences for monetary benefit.)

11. Has the method in which local goods and services are promoted to tourists changed recently? If so, what impact has this had on the community?

Contribute directly to environmental and social factors.

12. Have you seen any changes in how local customs or cultural practices are presented to visitors? If so, what impact has this had on the community?

Preserving the local culture and heritage

13. Have you observed any changes in how locals and visitors interact? If so, what impact has this had on the community?

Strengthening cultural values

14. How has the local government reacted to the rise in tourism?

Possibly working on making better infrastructure

15. Do you believe that the local region has been significantly represented in decisions impacting the growth of the tourism industry here?

Yes

16. What, in your opinion, can be done to reduce the negative impact of tourism on the community? Support Local People and Businesses, involving local people in decision making

17. Finally, do you have any other comments to share regarding how tourism affects the community you live in?

It can help to uplift incentives to preserve cultural histories

Demographic questions

Name: Susan Tamang

Age: 28

Gender: Male

Occupation: Student

Current place of Residence

Kathmandu darbar square

1. How long have you been in this area?

Since my childhood. It is the place where I was born and grew up and i am still staying in the same place the place where I was born also known as one of the popular and oldest city in kathmandu valley.

2. Have you seen any changes to the surrounding community over time?

As the time move there always occurs certain changes everywhere with the changes of various environment and the development of the technologies and infrastructure. To mention the major changes that I have notice in this place is the development of the modern buildings and the numbers of increasing population and the crowd of the people moving around with the different motives and purposes.

The impact of tourism on the community:

3. How has tourism affected your community and daily life?

Tourism is the fundamental sources in the country like Nepal. As a small and beautiful country with huge cultural diversity Nepal is now becoming one of the best destination for the tourist. The place Kathmandu Darbar square is the one of the place listed in world heritage site where there are different temples and the royal palaces of ancient kings of Kathmandu valleys are located. As it a major and oldest city of the Kathmandu valley many domestic and international tourist visit this places daily which also helps to generate different opportunities to the local people. Due to the number of visitors the places is being crowd and polluted day by day and the places seems to be unmanaged which directly and indirectly affects the people of the community.

4. What are the good and bad impacts of tourism on the local community, in your opinion?

Tourism plays an important role in the development of the community. As the number of people visit the places become popular and different opportunities are developed to the local community. Tourism also leads towards the development of the community. There are always have a good and bad impact of the tourism in the community. The good impact are: Infrastructure development of the community, generate the employment and source of income to the locals, promotes the culture and diversity of the communities and the bad impacts are: make the places polluted, high chances to the crime and destruction of the natural resources.

5. Have you seen any changes in the area's demographics as a result of tourism? If this is the case, how has it impacted the community?

Tourism refers to the movement of people from one place to another. As people move from one place to another the population of that place is always changed as many people from different places move temporary or permanently. Many people moved towards the tourism areas with different motives i.e. business, services, education, health care etc. The increasing population in the tourism areas like my hometown makes the places unmanaged and polluted which leads to the destruction of the cultural beauty of the places.

6. Have you observed any changes in local culture or customs as a result of tourism? If this is the case, how has it impacted the community?

Tourism is not only a business as the number of the tourist travel from different places with different diversity there will always have a changes on the local culture. The local people always present their culture to the tourist in different ways and promote their culture among the tourist. My places have its own local culture that is unique and the traditional as it is also consider as the oldest culture followed from the ancient and it is still as the same followed till present time which is also consider as the believe and respects towards the culture.

Gentrification (Gentrification in tourism refers to the process of reconstruction and rejuvenation of an area to be appealing to growing affluent visitors, which frequently results in the displacement of local inhabitants and businesses.)

7. Have you seen any changes in the cost of living in the area as a result of tourism? If this is the case, how has it impacted the community?

As tourism is developing in certain places they will always develop in the infrastructure and increase the facilities. Tourism also helps for the business as the place becomes the business of the cost of living can be higher as compared to the previous. The places where the number of the tourist visited always have expensive and high rates on every goods and services.

8. Have you seen any changes in the sorts of business enterprises or services offered in the region as a result of tourism? If this is the case, how has it impacted the community?

Yes, there are different changes in the business enterprises services in my hometown as different hotels and restaurant with different cuisine are opened with the motives to promote the tourism. Various local products and goods are also considered as the part of the business in the community.

9. Have you seen any physical changes in the region as a result of tourism? If this is the case, how has it impacted the community?

The Physical changes that can be noticed in my areas are the modern and high buildings and the renovation of the old ancient buildings with the new and advanced technology which are directly and indirectly attracting to the tourist.

10. Have you seen any changes in the local housing market as a result of tourism? If this is the case, how has it impacted the community?

There are many changes in the local housing market as the demand of the housing has increased more than its capacity and the prices for the housing are too high and even the people are willing to pay more than its value it is just because of the tourism.

Commodification. (Tourism commodification refers to the practice of transforming natural and cultural resources into marketable products or experiences for monetary benefit.)

11. Has the method in which local goods and services are promoted to tourists changed recently? If so, what impact has this had on the community?

Every place has its own local goods and services that makes the place popular among the tourist. The local goods and services are now being modified as per the demand of the tourist and they are promoted as per the situation.

12. Have you seen any changes in how local customs or cultural practices are presented to visitors? If so, what impact has this had on the community?

Local customs and cultural practices are the pride of the community as it cannot be changed. The locals of the community is always against to change the customs and culture where as some people tries to modify the culture and customs as a part of a business which have creates the negative impact and knowledge on the tourist.

13. Have you observed any changes in how locals and visitors interact? If so, what impact has this had on the community?

As being a local i can personally share my own experience as the way i am dealing with the visitors. It is the responsibility of local to treat the visitors as the guest and respect them and make them feel safe. Locals have as much as information about the places where they are living whereas the visitors are new and they may not have any information about the places where the locals like us can interact and guide the visitors about the place giving them the appropriate and right information which can help them to know about the places.

14. How has the local government reacted to the rise in tourism?

Local government is the authorized person to promote tourism in the community. The local government can organized events and support the locals for the festivals and also by implementing different tourist promotional plans.

15. Do you believe that the local region has been significantly represented in decisions impacting the growth of the tourism industry here?

Yes the local region has always been significantly represented in the decisions impacting the growth of the tourism industry.

16. What, in your opinion, can be done to reduce the negative impact of tourism on the community?

The negative impact of the tourism on the community can be reduce by developing and promoting experiences, increase the infrastructure and the services and by involving the local peoples of the communities in the tourism sectors and giving right information to tourist and giving the security to the tourist and also by not charging too huge money for the locals goods and services.

17. Finally, do you have any other comments to share regarding how tourism affects the community you live in?

As there are always both positive and negative impacts of the tourism it is one of the majors sources to developed the community. Tourism industry is one of the best business that is necessary in every community to share and promote the culture and diversity among the peoples.

Appendix F:

Interviewee 5

Demographic questions

Name: Sabin Shrestha

Age: 30

Gender: Male

Occupation: local business owner, running a souvenir shop iand also a teacher.

Current place of Residence

I live in an apartment in Thamel.

1. How long have you been in this area?

I have been living in Thamel for the past 15 years.

2. Have you seen any changes to the surrounding community over time?

Yes, there have been significant changes in the surrounding community over time. Thamel has experienced rapid development and transformation due to the growth of tourism.

The impact of tourism on the community:

3. How has tourism affected your community and daily life?

Tourism has had a profound impact on our community and daily lives. It has brought economic opportunities and employment for many locals, including myself. The influx of tourists has increased the demand for goods and services, creating a vibrant market in Thamel.

4. What are the good and bad impacts of tourism on the local community, in your opinion?

The good impacts of tourism include economic growth, job creation, and exposure to different cultures. Local businesses have flourished, and many people have found employment opportunities. However, the bad impacts include overcrowding, environmental degradation, and the rising cost of living. The rapid growth of tourism has put pressure on infrastructure and resources, leading to challenges in maintaining the quality of life for the local community.

5. Have you seen any changes in the area's demographics as a result of tourism? If this is the case, how has it impacted the community?

Yes, there have been changes in the area's demographics due to tourism. Thamel has become a popular destination for international tourists, resulting in an increase in the number of foreigners residing in the area. This has led to a diverse mix of residents and has also created opportunities for cultural exchange and understanding.

6. Have you observed any changes in local culture or customs as a result of tourism? If this is the case, how has it impacted the community?

Tourism has influenced local culture and customs to some extent. The local community has adapted to cater to the needs and preferences of tourists. While this has helped in preserving and promoting certain aspects of our culture, there is a concern that some traditions and practices may be altered or commodified solely for tourist consumption. It is important to strike a balance between preserving our heritage and meeting the demands of tourism.

Gentrification (Gentrification in tourism refers to the process of reconstruction and rejuvenation of an area to be appealing to growing affluent visitors, which frequently results in the displacement of local inhabitants and businesses.)

7. Have you seen any changes in the cost of living in the area as a result of tourism? If this is the case, how has it impacted the community?

Yes, the cost of living in Thamel has increased significantly due to tourism. The rising demand for housing and commercial space has led to an increase in property prices and rents. This has made it more challenging for locals, especially those with lower incomes, to afford housing in the area. The cost of everyday necessities has also gone up, affecting the affordability of basic goods and services for the community.

8. Have you seen any changes in the sorts of business enterprises or services offered in the region as a result of tourism? If this is the case, how has it impacted the community?

Tourism has brought a multitude of changes in the types of businesses and services offered in Thamel. Many new hotels, restaurants, cafes, and travel agencies have emerged to cater to the needs of tourists. While this has created job opportunities, it has also led to increased competition

among local businesses. Some traditional establishments have had to adapt or diversify their offerings to remain competitive in the tourism market.

9. Have you seen any physical changes in the region as a result of tourism? If this is the case, how has it impacted the community?

Yes, there have been physical changes in Thamel as a result of tourism. The area has seen an increase in the construction of hotels, guesthouses, and commercial buildings. The infrastructure has been upgraded to accommodate the growing number of tourists. However, rapid development has also led to concerns about overcrowding, strain on resources, and the loss of the area's traditional architectural charm.

10. Have you seen any changes in the local housing market as a result of tourism? If this is the case, how has it impacted the community?

The local housing market has been significantly affected by tourism. The demand for housing from tourists and expatriates has driven up property prices and rental rates. As a result, some locals have been priced out of the market, making it more challenging for them to find affordable housing in the area. This has led to the displacement of some long-time residents and has altered the demographic makeup of the community.

Commodification. (Tourism commodification refers to the practice of transforming natural and cultural resources into marketable products or experiences for monetary benefit.)

11. Has the method in which local goods and services are promoted to tourists changed recently? If so, what impact has this had on the community?

Yes, there has been a change in the way local goods and services are promoted to tourists. Many businesses have started catering specifically to the tourist market, offering products and services that align with their preferences and expectations. This has had both positive and negative impacts on the community. While it has created economic opportunities, there is a concern that the focus on catering to tourists' demands may lead to the loss of authenticity and the commodification of local culture and traditions.

12. Have you seen any changes in how local customs or cultural practices are presented to visitors? If so, what impact has this had on the community?

There have been changes in how local customs and cultural practices are presented to visitors. Some cultural events and performances have been adapted or modified to cater to tourist preferences. While this has provided opportunities for cultural exchange and income generation, there is a risk of diluting the authenticity and significance of our traditions. It is important to strike a balance between preserving our cultural heritage and meeting the expectations of tourists.

13. Have you observed any changes in how locals and visitors interact? If so, what impact has this had on the community?

Yes, there have been changes in how locals and visitors interact. The presence of tourists has created opportunities for cultural exchange and understanding. Many locals now engage in activities such as guiding tours or participating in cultural exchange programs. This has provided additional income sources for locals and has fostered a sense of hospitality. However, there are also instances where locals feel overwhelmed by the sheer number of tourists, leading to a sense of detachment or exploitation.

14. How has the local government reacted to the rise in tourism?

The local government has taken various measures to manage the rise in tourism. They have implemented regulations to ensure the quality of services provided to tourists and to maintain the cultural integrity of the area. They have also focused on improving infrastructure, waste management, and the preservation of historical sites. However, there is a need for continued efforts to strike a balance between tourism promotion and preserving the well-being of the local community.

15. Do you believe that the local region has been significantly represented in decisions impacting the growth of the tourism industry here?

There is a perception among some locals that their voices have not been adequately represented in decisions impacting the growth of the tourism industry. While the local government has made efforts to involve the community in decision-making processes, there is room for improvement in ensuring that the concerns and perspectives of the local residents are effectively taken into account.

16. What, in your opinion, can be done to reduce the negative impact of tourism on the community?

To reduce the negative impact of tourism on the community, several measures can be taken. like ; ensuring a fair and equitable distribution of economic benefits among the local community. Promoting cultural sensitivity among visitors, Supporting initiatives that preserve and promote local culture, traditions, and craftsmanship. Engaging the local community in decision-making processes and giving them a voice in shaping tourism policies and regulations

17. Finally, do you have any other comments to share regarding how tourism affects the community you live in?

Overall, tourism has had both positive and negative impacts on the community in Thamel. While it has contributed to economic growth and cultural exchange, it has also created challenges such as gentrification, overcrowding, and environmental degradation. It is crucial to strike a balance between the benefits of tourism and the preservation of the community's well-being, culture, and heritage.

Sustainable and responsible tourism practices should be promoted to ensure the long-term sustainability of Thamel as a vibrant and authentic destination.

Appendix G

Interviewee 6

Demographic questions

Name: Hari Pokharel

Age: 48

Gender: Male

Occupation: Local Grocery Shop owner and Tourist Guide

Current place of Residence

Kumairgal ,Pashupatinath, Kathmandu

1. How long have you been in this area?

I have been living here for 25 years.

2. Have you seen any changes to the surrounding community over time?

Yes, I have indeed witnessed numerous changes in the Pashupatinath area over the years, particularly as a result of the growing number of tourists visiting the area. The once quiet and traditional neighborhood has indeed undergone a significant transformation, becoming a vibrant hub for tourists. This shift has brought about a range of consequences, both positive and negative in nature.

The impact of tourism on the community:

3. How has tourism affected your community and daily life?

Tourism has had both positive and negative effects on our community. From a positive perspective, the increase in tourist activity has significantly contributed to the growth of the local economy. As a business owner, I have definitely seen the positive impact of increased tourist activity on my business. It has opened up new economic opportunities for me and allowed me to benefit from the influx of tourists. This opportunity has enabled me to provide financial support for my family, and as a result, my son is now able to attend a reputable school. This positive change in our local economy has made it all possible. Yes, it is true that the rise in tourism has presented us with certain challenges and disruptions in our everyday lives.

4. What are the good and bad impacts of tourism on the local community, in your opinion?

The positive effects of tourism encompass economic growth and the opportunity to experience diverse cultures. Tourists frequently express their admiration for the local craftsmanship, which has significantly contributed to the growth of our handicraft business. Regarding the negative aspects, it is true that the increase in tourist numbers has resulted in environmental degradation, an elevated cost of living, and the loss of the peaceful atmosphere that once characterized our community.

5. Have you seen any changes in the area's demographics as a result of tourism? If this is the case, how has it impacted the community?

Indeed, there has been an obvious change in the demographics. With the surge in tourist activity and the establishment of various hotels and guesthouses, there has been a noticeable influx of individuals from other regions who have relocated to take advantage of the available business prospects. A few individuals from the community have relocated to different areas in search of a more peaceful atmosphere. The changing social fabric of the community has led to the gradual blurring away of certain traditional practices and cultural bonds.

6. Have you observed any changes in local culture or customs as a result of tourism? If this is the case, how has it impacted the community?

Culture and traditions have surely been impacted by tourism. As more tourists visit the Pashupatinath Temple area, we have observed a noticeable change in the way certain religious and cultural events are being celebrated. Some practices have been commercialized for tourism's sake, which can be viewed as both positive and negative, depending on one's point of view.

Gentrification (Gentrification in tourism refers to the process of reconstruction and rejuvenation of an area to be appealing to growing affluent visitors, which frequently results in the displacement of local inhabitants and businesses.)

7. Have you seen any changes in the cost of living in the area as a result of tourism? If this is the case, how has it impacted the community?

Yes, the cost of living has greatly grown as a result of tourism. As the demand for accommodation and services increases, we also see a corresponding increase in the prices of goods and housing. Many locals are facing difficulties in managing the rising costs, particularly those whose livelihoods are not directly tied to the tourism sector.

8. Have you seen any changes in the sorts of business enterprises or services offered in the region as a result of tourism? If this is the case, how has it impacted the community?

Yes, there has indeed been a significant shift in the types of businesses and services that are being offered. In order to cater to the preferences of tourists, traditional businesses have undergone adaptations, resulting in the emergence of souvenir shops, restaurants, and tour agencies. While the creation of new job opportunities is undeniable, it is important to acknowledge that it has also led to a decrease in the significance placed on traditional trades and crafts.

9. Have you seen any physical changes in the region as a result of tourism? If this is the case, how has it impacted the community?

Indeed, the Pashupatinath area has experienced notable physical transformations as a result of tourism. The landscape has been altered due to the construction of new hotels and guesthouses, as well as the expansion of infrastructure. Regrettably, the transformation has resulted in the loss of the community's original charm and peacefulness.

10. Have you seen any changes in the local housing market as a result of tourism? If this is the case, how has it impacted the community?

The local housing market has definitely felt the impact of tourism, as property prices have seen a significant increase. Affording housing in this area has been quite challenging for many locals, resulting in some individuals opting to relocate in search of more affordable alternatives. As a result, we have seen a decrease in the number of long-time residents, which has ultimately had a negative impact on the sense of community.

Commodification. (Tourism commodification refers to the practice of transforming natural and cultural resources into marketable products or experiences for monetary benefit.)

11. Has the method in which local goods and services are promoted to tourists changed recently? If so, what impact has this had on the community?

Yes, there has been a notable shift in how local products and services are presented to visitors. As businesses strive to meet the evolving preferences of tourists, they often find themselves prioritizing products and services that align with these changing demands. In doing so, they may unintentionally

overlook certain traditional offerings that have been a part of their heritage or culture. While it is true that the increase in tourist spending has had a positive impact, it is important to acknowledge that it has also led to the commercialization of certain cultural elements.

12. Have you seen any changes in how local customs or cultural practices are presented to visitors? If so, what impact has this had on the community?

Absolutely. There have been significant changes in how we showcase local customs and cultural practices to visitors. There are concerns among certain locals about preserving the authenticity of our traditions due to the adaptation of cultural events and rituals to cater to the expectations of tourists. On the other hand, it also brought significant global attention to our culture.

13. Have you observed any changes in how locals and visitors interact? If so, what impact has this had on the community?

There is an increased chance that interactions between residents and visitors have shifted. In recent times, the Pashupatinath area has witnessed a notable surge in the number of tourists, leading to a rise in interactions between the local community and the visitors. This cultural exchange has truly facilitated a wonderful opportunity for visitors to immerse themselves in the rich traditions of the local community. At the same time, it has provided a valuable learning experience for locals, allowing them to gain insights into diverse cultures. The economic impact has been quite significant, as tourism has created valuable opportunities for local individuals to establish their own businesses and enhance their overall quality of life. Yes, the surge in tourism has indeed raised environmental concerns. Waste generation and infrastructure strain have become prevalent issues that need to be addressed. Despite the numerous challenges we have faced, our community's sense of identity and heritage have only grown stronger. We have made great efforts to preserve the sacredness and cultural significance of our area, even as the social dynamics around us continue to change.

14. How has the local government reacted to the rise in tourism?

The local government acknowledges the significance of tourism for our economy, but we have encountered difficulties in effectively managing its impact. Yes, there have indeed been efforts to regulate certain aspects of tourism. For instance, waste management has been a key focus area, as it is crucial to ensure that the environmental impact of tourism is minimized. Every week, the river cleaning program takes place. The free shelter for devotees are kept well, and the parking is now well managed. Additionally, controlling visitor numbers at the temple has also been a priority, as overcrowding can have negative consequences on the site's preservation and overall visitor experience. Yes, it is true that in order to effectively address the various issues arising from tourism, it is crucial to have more comprehensive planning and implement sustainable practices.

15. Do you believe that the local region has been significantly represented in decisions impacting the growth of the tourism industry here?

Unfortunately, it often seems that the views of the local community are not effectively reflected in decision-making processes relating to the expansion of the tourist business. In my opinion, it seems that a significant number of decisions prioritize commercial interests over the long-term welfare of local communities and the preservation of our cultural heritage.

16. What, in your opinion, can be done to reduce the negative impact of tourism on the community?

In order to minimize the negative effects of tourism, it's important to take a balanced approach. Yeah, it's really important to make sure that when we do tourism, we're doing it in a way that takes care of the local community and keeps our cultural heritage intact. Also, getting the local community more involved in making decisions and promoting responsible tourism can really help reduce any negative effects.

17. Finally, do you have any other comments to share regarding how tourism affects the community you live in?

To effectively address the adverse effects of tourism, it is crucial to find an appropriate balance between promoting tourism and preserving the integrity of the local culture and environment. Implementing responsible and sustainable tourism practices is absolutely crucial. Furthermore, it is crucial to provide ample opportunities for the local community to actively engage in the tourism industry. This includes initiatives such as training programs, skill development workshops, and job fairs that enable locals to acquire the necessary skills and knowledge to participate in various tourism-related activities. By doing so, we can ensure that the economic benefits generated by the tourism sector are distributed equitably among all members of the community.

Appendix H

Interviewee 7

Demographic questions

Name: Nikita Shakya

Age: 27

Gender: Female

Occupation: Hr Head

Current place of Residence

Thamel

1.How long have you been in this area?

Since birth

2. Have you seen any changes to the surrounding community over time?

A lot

The impact of tourism on the community:

3. How has tourism affected your community and daily life?

The impacts of tourism can vary widely based on the type of tourism, the scale of tourism, and how well it is managed and integrated into the community's overall development plan. Sustainable and responsible tourism practices can help maximize the positive effects while mitigating the negative ones, leading to a balanced and beneficial relationship between tourism and communities.

4. What are the good and bad impacts of tourism on the local community, in your opinion?

Tourism has both positive and negative in our lives . As positive there is Economic Growth, Infrastructure Development, Cultural Exchange, Preservation of Culture and Heritage and Preservation of Culture, and Heritage As Negative there is overcrowding and Congestion, Seasonal Employment,Cultural Commodification, and Environmental Impact

5. Have you seen any changes in the area's demographics as a result of tourism? If this is the case, how has it impacted the community?

the impacted the community like Influx of Tourists and Seasonal Residents Population Growth
Changing Age Structure Changing Ethnic and Cultural Composition Shift in Employment
Opportunities Social and Cultural Impacts

6. Have you observed any changes in local culture or customs as a result of tourism? If this is the case, how has it impacted the community?

Yes, tourism can often lead to changes in local culture and customs, and these changes can have significant impacts on the community. Some of the common ways in which tourism can impact local culture and customs, along with their effects on the community, are as follows: 1 Cultural Exchange and Enrichment 2 Economic Opportunities 3 Cultural Pride and Identity 4 Environmental Impact 5 Changing Demographics 6 Language and Communication

Gentrification (Gentrification in tourism refers to the process of reconstruction and rejuvenation of an area to be appealing to growing affluent visitors, which frequently results in the displacement of local inhabitants and businesses.)

7. Have you seen any changes in the cost of living in the area as a result of tourism? If this is the case, how has it impacted the community?

Yes, tourism can impact the cost of living in an area, and these changes can have significant effects on the community. Here's how tourism can influence the cost of living and its impact on the community: Increased Demand for Housing, Rising Property Prices, Inflation in Goods and Services ,Seasonal Fluctuations, Impact on Basic Necessities ,Dependency on Tourism

8. Have you seen any changes in the sorts of business enterprises or services offered in the region as a result of tourism? If this is the case, how has it impacted the community?

the impact of tourism on business enterprises and services in a community can be significant. Sustainable tourism planning that involves community stakeholders, considers environmental and social concerns, and seeks to maximize benefits while minimizing negative impacts, is essential for fostering a healthy and vibrant local economy.

9. Have you seen any physical changes in the region as a result of tourism? If this is the case, how has it impacted the community?

Yes, tourism can lead to various physical changes in a region, especially in areas experiencing significant tourist inflows. These changes can have both positive and negative impacts on the community and the environment. Here are some common physical changes that can occur as a result of tourism: The growth of tourism may lead to the construction of new hotels, resorts, and accommodation facilities to cater to the increasing number of tourists. This can boost the local

economy by creating jobs and increasing tax revenues. With more tourists visiting the area, there is often a rise in commercial and retail developments, including shops, restaurants, and entertainment venues, to meet the demands of tourists. In cultural tourism destinations, efforts may be made to preserve and restore heritage sites, historic buildings, and cultural landmarks to attract tourists. This can lead to a revitalization of local culture and pride. Tourism can exert pressure on the environment, leading to changes such as increased waste generation, pollution, and habitat disruption due to increased foot traffic and infrastructure development. Tourism can also lead to heightened awareness of environmental conservation and promote initiatives for protecting natural resources and wildlife. Tourism-related physical developments can stimulate the local economy, create job opportunities, and increase revenue through taxes and fees. The development of tourism infrastructure can improve local services, making the community more attractive to both residents and visitors. Efforts to preserve and promote local heritage and cultural sites can foster a sense of pride and identity among community members. Tourism can provide additional income streams for local residents, including those who offer tourist-related services or products. Tourism can facilitate cultural exchange and understanding between the community and visitors, broadening perspectives and promoting tolerance.

10. Have you seen any changes in the local housing market as a result of tourism? If this is the case, how has it impacted the community?

The rising cost of housing can strain the financial capacity of local residents, affecting their quality of life and ability to remain in the community. Housing market changes driven by tourism can lead to the displacement of long-time residents, as they may struggle to afford higher rents or property prices and may be forced to relocate to more affordable areas. Gentrification and increased housing demand can lead to changes in the demographics of the community, potentially altering the social fabric and character of the neighborhood. On the other hand, tourism-driven housing demand can create income opportunities for homeowners who choose to rent out their properties as vacation rentals. Changes in the housing market can affect the sense of community and cohesion, as long-time residents may feel disconnected from newcomers or short-term visitors. Housing market changes may impact local services and infrastructure, as a growing population or influx of tourists may require additional resources and amenities. To address housing affordability and sustainability challenges, communities may need to implement housing policies and regulations that balance the needs of residents and tourists.

Commodification. (Tourism commodification refers to the practice of transforming natural and cultural resources into marketable products or experiences for monetary benefit.)

11. Has the method in which local goods and services are promoted to tourists changed recently? If so, what impact has this had on the community?

The promotion of local goods and services to tourists has increasingly moved to digital and online platforms. Businesses utilize social media, websites, and online marketplaces to reach potential tourists and showcase their offerings. Tourists are increasingly seeking authentic and sustainable experiences. Businesses that promote their products and services as authentic, eco-friendly, and supportive of the local community can attract conscientious travelers. Some destinations have integrated virtual and augmented reality technologies to provide immersive experiences of local attractions and products.

12. Have you seen any changes in how local customs or cultural practices are presented to visitors? If so, what impact has this had on the community?

local customs and cultural practices to tourists can have a profound impact on the community. When managed responsibly, tourism can create economic opportunities, foster cultural pride, and strengthen community ties. However, there is a need to be mindful of preserving cultural integrity, avoiding exploitation, and involving the local community in tourism development decisions to ensure positive outcomes.

13. Have you observed any changes in how locals and visitors interact? If so, what impact has this had on the community?

Tourism fosters increased cultural exchange between locals and visitors. Interactions in cultural events, local markets, and community activities provide opportunities for both groups to learn about each other's customs, traditions, and ways of life. With diverse groups of visitors from different countries, language and communication barriers may arise during interactions with locals. While language barriers can pose challenges, communities often adapt by learning basic phrases in different languages and utilizing translation tools. Efforts to bridge the communication gap can enhance the tourist experience and foster positive interactions.

14. How has the local government reacted to the rise in tourism?

The local government's reaction to the rise in tourism can vary depending on the specific destination, its capacity to handle tourism, and the associated challenges and opportunities. Here are some common ways in which local governments may react to the increase in tourism: 1 Tourism Promotion and Marketing. 2 Infrastructure Development. 3 Sustainable Tourism Planning. 4 Capacity Management 5 Support for Local Businesses 6 Preservation of Cultural Heritage 7 Tourism Taxation and Revenue Allocation 8 Community Engagement and Participation

15. Do you believe that the local region has been significantly represented in decisions impacting the growth of the tourism industry here?

The level of representation of the local region in decisions impacting the growth of the tourism industry can vary significantly from one destination to another. In some cases, local communities and stakeholders are actively involved in decision-making processes, while in others, their voices may not be adequately considered. However, when local representation is lacking, there is a risk of overlooking the community's interests and potentially leading to negative consequences, such as over tourism, cultural commodification, and environmental degradation.

16. What, in your opinion, can be done to reduce the negative impact of tourism on the community? By adopting Sustainable Tourism Planning, Carrying Capacity Management, Diversification of Tourism Offerings, Education and Awareness, Preservation of Cultural Heritage and Investment in Infrastructure and integrating responsible tourism practices, communities can work towards reducing the negative impact of tourism while maximizing the benefits of sustainable and inclusive tourism for the long-term well-being of residents and visitors alike

17. Finally, do you have any other comments to share regarding how tourism affects the community you live in?

tourism can have significant impacts on the community, ranging from economic benefits and cultural preservation to environmental challenges and social issues. Responsible and sustainable tourism practices are vital for maximizing the positive impacts and mitigating the negative effects. Effective collaboration between local communities, governments, and the tourism industry is essential for ensuring that tourism contributes positively to the well-being and long-term sustainability of the community.

Appendix I

Interviewee 8

Demographic questions

Name: Ritu Aryal

Age: 37

Gender: Female

Occupation: Banker

Current place of Residence
Chabahil, Pashupati

1. How long have you been in this area?

5 years

2. Have you seen any changes to the surrounding community over time?

Yes

The impact of tourism on the community:

3. How has tourism affected your community and daily life?

Tourism is also one of the source of income which help and community to grow and develop.

4. What are the good and bad impacts of tourism on the local community, in your opinion?

Good Impacts: publicity of local market, source of income, Bad Impacts: Entry of bad culture

5. Have you seen any changes in the area's demographics as a result of tourism? If this is the case, how has it impacted the community?

Yes . Tourism has changed community in good way, It helped in development of society.

6. Have you observed any changes in local culture or customs as a result of tourism? If this is the case, how has it impacted the community?

Not much because people have their own culture and it takes a long time to change.

Gentrification (Gentrification in tourism refers to the process of reconstruction and rejuvenation of an area to be appealing to growing affluent visitors, which frequently results in the displacement of local inhabitants and businesses.)

7. Have you seen any changes in the cost of living in the area as a result of tourism? If this is the case, how has it impacted the community?

Tourism is visiting people from all over the world . Technology has already made world small. Therefore these days tourism has positive impact in society rather than negative impact.

8. Have you seen any changes in the sorts of business enterprises or services offered in the region as a result of tourism? If this is the case, how has it impacted the community?

Yes, in tourism area local business with local product has increased.

9. Have you seen any physical changes in the region as a result of tourism? If this is the case, how has it impacted the community?

Yes, tourism area are more developed, clean environment, well managed road , easy access for tourist.

10. Have you seen any changes in the local housing market as a result of tourism? If this is the case, how has it impacted the community?

Not much, housing market has not changed.

Commodification. (Tourism commodification refers to the practice of transforming natural and cultural resources into marketable products or experiences for monetary benefit.)

11. Has the method in which local goods and services are promoted to tourists changed recently? If so, what impact has this had on the community?

Yes, local product are being export to different places.

12. Have you seen any changes in how local customs or cultural practices are presented to visitors? If so, what impact has this had on the community?

Cultural practices are presented on their cultural way so that new people can gather knowledge and information about specific culture.

13. Have you observed any changes in how locals and visitors interact? If so, what impact has this had on the community?

Local and visitors are always happy to welcome tourist

14. How has the local government reacted to the rise in tourism?

Yes, Nepal is already a tourism country and government is working on tourism area to make it better and convinient for tourist.

15. Do you believe that the local region has been significantly represented in decisions impacting the growth of the tourism industry here?

Yes

16. What, in your opinion, can be done to reduce the negative impact of tourism on the community?
To reduce negative impact people on tourist area need to take postive thing and leave negative things from tourist.

17. Finally, do you have any other comments to share regarding how tourism affects the community you live in?

Not much

Appendix J

Interviewee 9

Demographic questions

Name: Maya Gurung

Age: 32

Gender: Female

Occupation: Teacher

Current place of Residence

Kathmandu Durbar Square.

1. How long have you been in this area?

more than 5 years

2. Have you seen any changes to the surrounding community over time?

Yes, there are many changes in the city over the time

The impact of tourism on the community:

3. How has tourism affected your community and daily life?

Tourism has had a significant impact on my community and daily life in various ways. It has brought economic benefits to the area by creating job opportunities which has led to an improved standard of living for many individuals and families. For example, many people in my community are employed in hotels, restaurants, tour agencies, and other businesses catering to tourists. In addition, tourism has helped in the development of infrastructure and amenities in my community. Furthermore, tourism has also introduced cultural exchange and diversity in my community. Tourism has had a positive impact on my community and daily life by boosting the economy, improving infrastructure, promoting cultural exchange, and providing enriching experiences for both locals and visitors.

4. What are the good and bad impacts of tourism on the local community, in your opinion?

In my opinion, tourism can bring both positive and negative impacts to the local community. Economic benefits, cultural exchange, preservation of the heritage are some of the good impacts of tourism on the local community. However, there are also some negative impacts to consider like Environmental concerns, overcrowding and strain on resources, disruption of local lifestyle.

5. Have you seen any changes in the area's demographics as a result of tourism? If this is the case, how has it impacted the community?

it is common for tourism to bring about changes in a community's demographics. When an area becomes popular among tourists, it can attract both temporary and permanent residents, leading to shifts in population composition. The impacts of these demographic changes on the community will depend on various factors such as the scale and nature of tourism, local infrastructure, and the community's ability to adapt to new circumstances.

6. Have you observed any changes in local culture or customs as a result of tourism? If this is the case, how has it impacted the community?

it is widely acknowledged that tourism can influence and shape local culture in several ways. The impacts can vary depending on the scale and type of tourism, the community's receptiveness to change, and the efforts made to preserve cultural heritage. Tourism often brings people from different cultures together, creating opportunities for interaction and the exchange of ideas, traditions, and customs. This can lead to increased cultural understanding and appreciation among residents and visitors alike.

Gentrification (Gentrification in tourism refers to the process of reconstruction and rejuvenation of an area to be appealing to growing affluent visitors, which frequently results in the displacement of local inhabitants and businesses.)

7. Have you seen any changes in the cost of living in the area as a result of tourism? If this is the case, how has it impacted the community?

Yes, an increase in tourism can often lead to changes in the cost of living within a community. As more tourists visit an area, the demand for goods and services can rise, which can result in price increases. Increased costs of living can pose challenges for local residents, especially if their income levels do not keep pace with the rising costs. Locals may face difficulties affording housing, basic amenities, or even everyday necessities. This can lead to issues such as gentrification, displacement, or a widening wealth gap within the community.

8. Have you seen any changes in the sorts of business enterprises or services offered in the region as a result of tourism? If this is the case, how has it impacted the community?

Some businesses and individuals within the community may benefit from the higher prices, as their income and profits may increase. This can lead to improved livelihoods and economic opportunities for certain segments of the community, particularly those involved in the tourism industry.

9. Have you seen any physical changes in the region as a result of tourism? If this is the case, how has it impacted the community?

Yes, tourism can often lead to physical changes in a region. These changes can have both positive and negative impacts on the local community. Positive impacts of tourism can include the development of new infrastructure and amenities, such as improved roads, transportation systems, hotels, restaurants, and recreational facilities. Furthermore, an influx of tourists can put strain on local resources and infrastructure, such as water and energy supplies, waste management systems, and transportation networks. This strain can lead to environmental degradation, increased pollution, or even social conflicts arising from overcrowding.

10. Have you seen any changes in the local housing market as a result of tourism? If this is the case, how has it impacted the community?

Yes, tourism can indeed have an impact on the local housing market and consequently affect the community in various ways. One potential effect of tourism on the housing market is an increase in demand for accommodation. As more tourists visit an area, there may be a greater need for hotels, resorts, vacation rentals, and other forms of temporary lodging. This increased demand can lead to rising prices and rental rates, making it more difficult for locals to find affordable housing

Commodification. (Tourism commodification refers to the practice of transforming natural and cultural resources into marketable products or experiences for monetary benefit.)

11. Has the method in which local goods and services are promoted to tourists changed recently? If so, what impact has this had on the community?

This shift towards commodification has both positive and negative impacts on the community. On one hand, it can bring economic benefits by creating new opportunities for local businesses to thrive. By marketing local goods and services to tourists, communities can generate revenue, create jobs, and support the growth of local industries. This can contribute to the overall economic development of the community and improve standards of living. On the other hand, the commodification of local goods and services can sometimes lead to the dilution or distortion of cultural identities and practices. When authenticity is sacrificed for mass appeal, the unique aspects of a community's culture may be eroded or modified to cater to tourist preferences. This can result in a loss of cultural heritage.

12. Have you seen any changes in how local customs or cultural practices are presented to visitors? If so, what impact has this had on the community?

The impact of presenting local customs and cultural practices to visitors can vary depending on the approach taken. When done in a respectful and authentic manner, it can have several positive effects on the community. Firstly, it can help promote cultural appreciation and understanding among tourists. By providing opportunities for visitors to engage with local customs, traditions, and rituals. Secondly, sharing local customs and cultural practices can contribute to the preservation and revitalization of cultural heritage within the community itself.

13. Have you observed any changes in how locals and visitors interact? If so, what impact has this had on the community?

Yes, it can be said that the interaction between locals and visitors has changed due to various factors such as cultural difference, social norms, economic conditions, and political climate. These changes affect the community in different ways depending on the nature of interaction and the context of the situation.

14. How has the local government reacted to the rise in tourism?

The local government has taken various measures to address the rise in tourism. The government has recognized tourism as a major source of revenue for the country. In recent years, the government has also taken steps to promote sustainable tourism practices and minimize the negative impact of tourism on the environment and local communities.

15. Do you believe that the local region has been significantly represented in decisions impacting the growth of the tourism industry here?

The local communities have involved in developing and promoting cultural tourism products and services, which not only help to preserve cultural heritage but also bring economic benefits to the communities. These initiatives involve the active participation of local communities who are encouraged to showcase their unique culture, traditions and customs to visitors.

16. What, in your opinion, can be done to reduce the negative impact of tourism on the community? negative impact can be reduced by raise awareness and educate visitors, by regulating tourism activity and infrastructure, by investing in infrastructure development.

17. Finally, do you have any other comments to share regarding how tourism affects the community you live in?

It is important for community leaders and decision-makers to have a good understanding of the potential impacts of tourism on their locality when it comes to making choises that can impact negatively or positively the area.

Appendix K

Interview 10

Demographic questions

Name: Niti Maharjan

Age: 31

Gender: Female

Occupation: Interior Designer

Current place of Residence

Kathmandu Durbar Square.

1. How long have you been in this area?

30 years

2. Have you seen any changes to the surrounding community over time?

Yes, a lot of new houses and hotels.

The impact of tourism on the community:

3. How has tourism affected your community and daily life?

More scopes for tourists shops & restaurants of authentic Nepalese food.

4. What are the good and bad impacts of tourism on the local community, in your opinion?

Urbanisation and pollution

5. Have you seen any changes in the area's demographics as a result of tourism? If this is the case, how has it impacted the community?

No.

6. Have you observed any changes in local culture or customs as a result of tourism? If this is the case, how has it impacted the community?

Not so much

Gentrification (Gentrification in tourism refers to the process of reconstruction and rejuvenation of an area to be appealing to growing affluent visitors, which frequently results in the displacement of local inhabitants and businesses.)

7. Have you seen any changes in the cost of living in the area as a result of tourism? If this is the case, how has it impacted the community?

It has helped community to earn & boost their economic condition.

8. Have you seen any changes in the sorts of business enterprises or services offered in the region as a result of tourism? If this is the case, how has it impacted the community?

Yes, it has economically. Which is a good impact.

9. Have you seen any physical changes in the region as a result of tourism? If this is the case, how has it impacted the community?

Yes, a lot of infrastructure are being made day by day.

10. Have you seen any changes in the local housing market as a result of tourism? If this is the case, how has it impacted the community?

No

Commodification. (Tourism commodification refers to the practice of transforming natural and cultural resources into marketable products or experiences for monetary benefit.)

11. Has the method in which local goods and services are promoted to tourists changed recently? If so, what impact has this had on the community?

Yes, lot of businesses are now very hard to run without online access.

12. Have you seen any changes in how local customs or cultural practices are presented to visitors? If so, what impact has this had on the community?

No there is no changes, we always show it as our rules and beliefs , we can not change it for tourism.

13. Have you observed any changes in how locals and visitors interact? If so, what impact has this had on the community?

Nothing much has changed because people here are always welcoming.

14. How has the local government reacted to the rise in tourism?

They are trying to improve on this every day.

15. Do you believe that the local region has been significantly represented in decisions impacting the growth of the tourism industry here?

Yes because now we have democracy and we have our own representative so I think our voice are being heard.

16. What, in your opinion, can be done to reduce the negative impact of tourism on the community? Controlling of thefts and making use of local people and product in tourism industry.

17. Finally, do you have any other comments to share regarding how tourism affects the community you live in?

Tourism not only helps in economic sectors but also helps to exchange our values and culture and our Nepalese community is highly dependent in tourism so we should always make it better and bigger and also protect our mother nature at the same time.



Night at Thamel



Night at Kathmandu Durbar Square