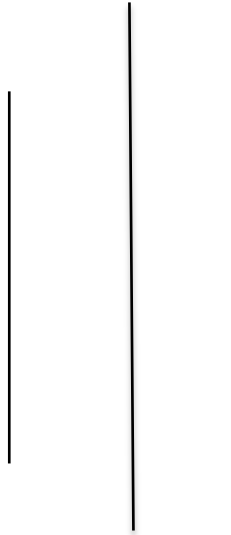


A PROJECT WORK REPORT ON
Exploring the Lived Experiences of Local People on How Tourism
Has Shaped Their Lifestyle in Nepal



BY

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fulfilment of the requirements for the degree of

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July 2026

DECLARATION

I hereby declare that the project work report entitled "**Exploring the Lived Experiences of Local People on How Tourism Has Shaped Their Lifestyle in Nepal**" submitted for the Bachelor in Hotel Management (BHM) is my original work, and this Project Work Report has not formed the basis for the award of any degree, diploma, or other similar titles.

.....

Deeplove Bahadur Shahi

July, 2026

CERTIFICATE

This is to certify that the Project Work titled "**Exploring the Lived Experiences of Local People on How Tourism Has Shaped Their Lifestyle in Nepal**" submitted by Deeplove Bahadur Shahi (23150278) for the partial fulfillment of the requirements of BHM embodies the bona fide work done by him under my supervision.

.....

Mr. Suresh Raj Adhikari

Supervisor, Project Work

Date: July, 2026

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Thank You,

Deeplove Bahadur Shahi

BHM VI Semester

NTHMC

Table of Contents

DECLARATION	ii
CERTIFICATE	iii
ACKNOWLEDGEMENTS	iv
CHAPTER I.....	1
INTRODUCTION	1
1.1 Background of the Study	1
1.1.2 Socio-economic Significance.....	2
Challenges	4
1.2 Statement of the Problem.....	7
1.3 Research Questions	8
1.4 Research Objectives	8
1.5 Significance of the Study.....	8
1.6 Literature Review	9
1.6.1 Tourism and Lifestyle Transformation in Nepal	9
1.6.2 Economic Impact of Tourism on Local Communities.....	11
1.6.3 Social and Cultural Changes Caused by Tourism	11
1.6.4 Personal Experiences and Community Perceptions	12
1.6.5 Sustainable Tourism and Community Participation	13
1.6.6 Research Gap	14
1.7 Research Methods	16
1.7.2 Study Area and Participants	16
1.7.3 Data Collection Methods	16
a) In-depth Interviews	17
b) Focus Group Discussions (FGDs)	17
c) Observation.....	17
1.7.4 Data Analysis	17

1.7.5 Ethical Considerations	17
1.7.6 Limitations	18
CHAPTER II	20
FINDINGS	20
2.1 Economic Changes Experienced by Local People	20
2.2 Lifestyle Changes	21
2.3 Cultural and Social Transformation	21
2.4 Challenges Experienced by Local Communities	22
2.5 Perceptions Toward Tourism.....	23
2.6 Summary	23
CHAPTER III	26
CONCLUSION AND RECOMMENDATIONS	26
3.1 Conclusion	26
3.2 Recommendations	27
1. Promote Community-Based Tourism	27
2. Preserve Local Culture and Traditions	27
3. Increase Community Participation in Tourism Planning	27
4. Support Small Tourism Businesses	27
5. Improve Environmental Management.....	27
6. Encourage Responsible and Sustainable Tourism.....	28
7. Provide Tourism Education and Skill Development	28
8. Develop Inclusive Tourism Policies	28
References	29
Appendix	30
Interview Questionnaire	30
Section A: Background Information	30
Section B: Visual Content and Social Media Marketing	30

Section C: Electronic Word-of-Mouth and Trust	30
Section D: Decision-Making Journey	31
Section E: Closing Question.....	31

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Nepal is well known for its natural beauty, its deep cultural history and its many different places to visit. The country has spots to see, like the big Himalayan mountains, old buildings, parks places people travel to for religion and special cultural events (UNESCO, 2021). Places like Pokhara, Kathmandu, Chitwan National Park and Lumbini are very popular. These places draw people from inside the country and from other countries every year. Activities like walking in the mountains climbing peaks going down rivers in boats flying in the sky with a parachute and looking for animals in the wild have made Nepal one of the top places to visit in the world (NTB, 2024).

Tourism has become one of the important parts of Nepal's economy (MoCTCA, 2024; World Bank, 2022). The industry brings in money from countries gives people jobs helps new businesses start and adds a lot to the country's total economic output (WTTC, 2023; World Bank, 2023). According to the Nepal Tourism Board (2024) the number of people coming from countries has gone up a lot after the COVID-19 pandemic. This shows that tourism is getting more and more important for the economy. Also, the United Nations World Tourism Organization (UN Tourism, 2023) says that tourism helps the economy grow in a way that's good for the future lowers' poverty gives jobs and helps communities grow, especially in countries like Nepal. Many people in Nepal are part of the tourism industry either directly or in some way. Many local people work in places like hotels, restaurants, travel companies, places that help people walk in the mountains, transportation making things by hand and other places that deal with tourism. Tourism also gives people from the area a chance to start their own businesses like places where visitors can stay shops that sell small things places to eat guides and places that offer adventure activities (Scheyvens, 1999; Kunwar, 2017). Because of this tourism has become a way for many families to make money especially in places like Pokhara, Kathmandu, Chitwan, Mustang and the area around Everest (MoCTCA, 2024).

Tourism also has an effect on the way people live and the way communities work together. When local people meet people from their country and from other places they share ideas, traditions, languages, values and ways of living. These

meetings often help people understand each other more see things in a way and get better at talking with others. Tourism also helps communities keep their festivals, buildings, handmade things, songs, dances and food because these things are what bring visitors and help people feel connected to their past. Sharpley (2014) says that tourism is a way to change how people live what they think and how they work with each other. Tourism has also helped build roads, airports, phone networks, health centers places to clean up and internet connections in Nepal. These improvements make it easier for visitors to enjoy their time and also help local people live lives. These changes have given people access to transport, education, health care and business chances. Better roads and other things have helped different parts of the country grow and have given chances for people to make money in both city and country areas (ADB, 2022; UN Tourism, 2023).

Even though there are good things about tourism it also brings some problems for local people. Much tourism can hurt the environment make it hard to deal with trash make places too full raise prices for living make old traditions too commercial and slowly take away old values. In some places people might depend much on tourism, which makes them weak when something bad happens like a big storm, political problems or a big sickness. Scholars have said that even though tourism helps people get jobs it can change the way people live how they act around each other and how their communities work if it is not handled the way.

1.1.2 Socio-economic Significance

Economic Benefits

Tourism is very important for Nepal because it helps people earn money and find jobs. Many people in Nepal work in tourism, which is one of the industries in the country. Tourism gives people jobs directly and indirectly in cities and in the countryside. Lots of people in Nepal depend on tourism to make a living doing things like working in hotels and restaurants guiding tourists driving them around and selling them things.

Many families in Nepal also make money by running homestays, shops and cafes for tourists. This means that tourism is a source of income for many people, especially in popular tourist places like Pokhara, Kathmandu, Chitwan, Mustang and the Everest region. The Nepal Tourism Board says that tourism is very important for the country.

The good things about tourism do not just stop at the people who work in the industry. Hotels and restaurants buy food and other things from farmers and suppliers which helps them earn money too. This creates jobs and opportunities for people like farmers, shopkeepers and drivers. When tourists spend money it helps the community, not just the people who work in tourism. The World Travel & Tourism Council says that tourism helps create jobs and grow businesses.

Tourism also helps people start their businesses. Many people in Nepal invest in things like guesthouses, restaurants and travel agencies to cater to tourists. These small businesses help people earn money and make their communities stronger. Women and young people have especially benefited from tourism by starting businesses that show off products and culture.

Tourism is not just good for the economy it also helps people learn skills. People who work in tourism often get training in things like hospitality, customer service and languages. Meeting tourists from countries also helps locals learn about different cultures and become more confident. This makes them more employable. Helps them get better jobs.

Many young people in Nepal are interested in working in tourism because it offers them different career options and opportunities to learn and grow. Some students even study hotel management, tourism and cooking because they know that tourism is a growing industry with job opportunities. Tourism also provides time and seasonal jobs that help students and young workers while they are still studying.

When tourism grows the government and private investors put money into things like roads, airports and public services. This makes it easier and nicer for tourists to visit. It also improves the lives of locals. Better roads and services mean that people have access to things like education, healthcare and jobs.

However, tourism needs to be managed so that it does not harm local communities. If tourism is not managed well it can cause problems like living costs damage to the environment and too much dependence on tourism. So it is very important to have tourism practices that make sure the benefits of tourism are shared fairly and that local culture and natural resources are protected.

Overall tourism is very important for Nepals economy and for the well-being of its people. It creates different job opportunities helps people start businesses and improves infrastructure. By supporting community development and providing benefits tourism helps improve peoples lives and contributes to the countrys growth and prosperity. The Nepal Tourism Board and the World Travel & Tourism Council agree that tourism is one of the important industries, for Nepal.

Challenges

Despite the money it brings in tourism can cause problems for the people who live in the area. In places that depend on tourism people often rely much on the money from visitors. This can cause problems when there are tourists or when something unexpected happens like a storm, a war or a sickness that stops people from traveling. When the number of tourists drops the workers and the businesses that depend on them often lose their jobs and money (UN Tourism, 2023; World Travel & Tourism Council [WTTC], 2023). Tourism can also make it more expensive to live in the places where tourists go. Rent for houses, food and other daily things can go up because of the tourism business. Because of this some people who live there may have a time paying for their daily needs. Also the money from tourism does not always get shared fairly among everyone in the community. Some people get a lot of money while others get little (Sharpley & Telfer, 2015).

Experts have also said that tourism can cause problems with the way people live and the culture they have. Being around cultures all the time can slowly change the traditions, the values and the way people live. In some places the local culture might start to be more about selling things to tourists than about keeping traditions alive (Sharpley, 2014; Nyaupane & Thapa, 2004). There are also problems with the environment in places that have a lot of tourism. Things like trash many people and traffic jams are getting worse in some places, in Nepal (UN Tourism, 2023). So even though tourism helps the economy it also brings problems with society, culture and the environment. These problems need to be handled in a way that lasts and doesn't harm the place or the people (UN Tourism, 2023; Sharpley, 2014).

Positive Effects

Tourism has made a lot of changes in the lives of local people. One of the things about tourism is that it lets local people and tourists talk to each other and learn about each other's cultures. When local people meet visitors from countries they get to

know about different ways of life, languages and customs. This helps local people become more confident and open to things. They also become more social and friendlier (Sharpley, 2014). When local people talk to tourists all the time they start to understand and respect each other more. This helps break down barriers between people from cultures. As a result, local communities become more welcoming to people from over the world (UN Tourism, 2023). Tourism has also made local people want to preserve their heritage. They show tourists their festivals, dances, music and food. This helps local people remember who they are and where they come from. In parts of Nepal, cultural events and festivals have become more popular because they attract tourists and make local people proud (Nyaupane & Thapa, 2004). Tourism has also brought people together. They work as a team to organize tourism activities and events. This makes them work together and take care of their community. Tourism has also made it possible for local people to work with the government and other organizations to make their community a better place (UN Tourism, 2023). People who work in tourism learn a lot of skills. They become better at talking to people working in teams and being hosts. They also learn about standards of hospitality and how to take care of the environment (World Travel & Tourism Council [WTTC], 2023). Many young people want to learn languages and work in tourism because they see how many jobs it creates. Tourism also gives people a chance to learn things and attend training programs. This makes them more employable and readier for careers in Nepal and other countries (WTTC, 2023). Tourism has also made many communities better places to live. It has led to public facilities, cleaner streets and more parks. Local people have become more aware of the need to protect the environment and preserve sites. This makes their community a healthier and more attractive place to live (UN Tourism, 2023).

Overall tourism has been very good for people in Nepal. It has helped them grow as individuals preserve their culture and work together as a community. By bringing people and promoting cultural exchange tourism has improved the lives of many people, in Nepal (Sharpley, 2014; UN Tourism, 2023).

Negative Effects

Tourism is a thing that can bring a lot of things but it can also hurt the way people live and get along with each other in their communities. When tourism grows fast it can change the old ways of doing things and make local people feel like they have to change who they are and what they do to make tourists happy. After a while

this can make the things about a place and its people start to disappear (Sharpley, 2014; Nyaupane & Thapa, 2004). Tourism can also make a lot of problems like many people, dirty air and water and too much trash in places that a lot of tourists like to visit. People who live in these places might get really frustrated with all the cars and noise that tourists bring. When people depend on tourism to make money it can be really stressful and make them feel unsure about their future (UN Tourism, 2023; World Travel & Tourism Council [WTTC], 2023). Young people might start to like the way tourists live and the things they do. This can cause problems between the old ways of doing things and the new ways. When people compete with each other to make money from tourism it can also hurt the way people get along with each other in their communities. So tourism is not just good it also brings problems for the people who live in these places (Sharpley, 2014).

Tourism is still changing the way people live, work and play in places in Nepal. As more tourists come local people are seeing a lot of changes in their lives the way they interact with each other and the things they do. Tourism does create jobs. Help the economy but it also brings problems like changing the way people live and hurting the environment. Most of the time people who study tourism in Nepal just look at how money it brings in and how it is growing. They do not really think about how tourism affects the people who live there how they feel and what they think (Sharpley, 2014; UN Tourism, 2023).

That is why this study is so important. It wants to figure out how tourism has changed the lives of people in Nepal. What we learn from this study can help the people in charge of tourism the government and local leaders make tourism better for everyone. It can also help us learn more about how tourism affects people, their culture and their communities in Nepal (Creswell & Poth, 2018). Tourism in Nepal is a deal and it keeps changing. The study will look at how tourism has shaped the lives of people in Nepal. We want to know how people are affected by tourism and what we can do to make it better. This will help us make tourism more sustainable and better for the people who live in Nepal (UN Tourism, 2023). The people who make decisions about tourism can use this study to make choices. They can make tourism that's good for the people and the environment. The study will also help us learn more about tourism and how it affects people in Nepal. We can use this knowledge to make things better for everyone (UN Tourism, 2023; Nepal Tourism Board, 2023).

This study is important because it will help us understand how tourism affects people in Nepal. We will learn about the things and the bad things. We can use this knowledge to make tourism better and more sustainable. The people who live in Nepal will be happy. The tourists will also have a good time (UN Tourism, 2023).

We need to think about the people who live in Nepal and how tourism affects them. We need to make sure that tourism is good for everyone, not the tourists. The study will help us do this. It will help us make tourism that's sustainable and responsible. We can make a difference. Make things better, for the people of Nepal (UN Tourism, 2023; Sharpley, 2014).

Because tourism affects how people make money how they live, how they value their culture and how the world around them changes it is important to find out how local people see these changes. Their experiences tell a lot about both the good and the bad things that come with tourism. Hearing these stories helps the people who make rules plan for tourism and others create ways to get the most, out of tourism while making the bad parts smaller. So, this study tries to look at how people who live in Nepal feel about how tourism has changed their lives. It will use a way of looking at life to understand these experiences.

1.2 Statement of the Problem

Tourism is a part of the economy and social life of people in Nepal. In places like Pokhara, Kathmandu, Chitwan and Lumbini where tourism's really popular local people are involved in tourism activities like running hotels, restaurants and trekking services. They also provide transportation sell handicrafts and organize programs. Tourism has given people jobs increased their income and introduced them to things and ways of living (NTB, 2023; UN Tourism, 2023). The fast growth of tourism has also changed the lives of local people in many ways. Many people have seen changes in their way of life how they interact with their family and friends and what they value. Some people think tourism is good because it gives them opportunities helps them learn about other cultures and makes them a better person. Others think that tourism has made them too dependent on money from tourists changed their customs and created problems for the environment and society (Sharpley, 2014; Nyaupane & Thapa, 2004).

Even though many studies have looked at how tourism helps the economy in Nepal not many have talked to people about how tourism has really affected their lives. It is really important to understand how tourism affects people because it affects

them based on who they are, what they do how old they are, how educated they are and how much they are involved in tourism (Creswell & Poth, 2018; Sharpley, 2014).

So, this study is trying to figure out how tourism has changed the lives of people in Nepal. The study wants to hear from people about what they think and feel about the good and bad things that tourism has brought to their lives, including their social life, cultural life, economic life and personal life. The study is focusing on tourism. How it has impacted the people of Nepal and what local people think about tourism and its effects, on their lives (Creswell & Poth, 2018; UN Tourism, 2023).

1.3 Research Questions

This study seeks to answer the following research questions:

1. How do local people describe their lived experiences regarding the influence of tourism on their lifestyle in Nepal?
2. What positive and negative economic, social, cultural, and personal impacts have local people experienced as a result of tourism development?
3. How do local people perceive the overall role of tourism in shaping their lifestyle, cultural values, social relationships, and community development?

1.4 Research Objectives

1. To explore the personal accounts and lived experiences of local people regarding how tourism has shaped their lifestyle in Nepal.
2. To examine the lived experiences of local people regarding the influence of tourism on their lifestyle in Nepal.
3. To identify the positive and negative economic, social, cultural, and personal impacts of tourism on local communities.

1.5 Significance of the Study

Tourism is a part of the economy and social life of people in Nepal. In places like Pokhara, Kathmandu, Chitwan and Lumbini where tourism's really popular local people are involved in tourism activities like running hotels, restaurants and trekking services. They also provide transportation sell handicrafts and organize programs. Tourism has given people jobs increased their income and introduced them to things and ways of living (NTB, 2023; UN Tourism, 2023). The fast growth of tourism has also changed the lives of local people in many ways. Many people have seen changes in their way of life how they interact with their family and friends and what they value. Some people think tourism is good because it gives them opportunities helps them learn about other cultures and makes them a better person. Others think that

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1.6 Literature Review

People have studied tourism in Nepal to see how it helps the economy creates jobs and develops the country (Kunwar, 2017; NTB, 2023). They have also looked at how tourism affects the environment and local culture (Nyaupane & Thapa, 2004; Sharpley, 2014). Some researchers have written about how tourism changes the way people live and interact with each other. They have talked about how people from cultures exchange ideas and how communities grow (Sharpley, 2014; Richards, 2018). Most of these studies just look at numbers and do not ask local people about their personal experiences (Creswell & Poth, 2018).

They have not really explored how tourism affects the life of people in Nepal. This study wants to learn more about how tourism has changed the lives of people in Nepal. It wants to know how local people feel about tourism and how it has affected their relationships and cultural values. This study is trying to understand the side of tourism in Nepal. Tourism in Nepal is not about money it is also about people and how they live. This study will look at the experiences of people in Nepal and how tourism has changed their lifestyle. The goal is to get an understanding of how tourism affects people, in Nepal (Creswell & Poth, 2018; Sharpley, 2014).

1.6.1 Tourism and Lifestyle Transformation in Nepal

Tourism is a part of Nepals economy, society and culture. Over time tourism has changed the lives of people in places like Pokhara, Kathmandu, Chitwan, Lumbini

and the Everest and Annapurna regions (Kunwar, 2017; NTB, 2023). Tourism is good for making money and creating jobs for people in Nepal. It also affects how local people in Nepal work and live (UNWTO, 2021).

Many people in Nepal who used to work on farms are now working in tourism. They work in hotels, restaurants, trekking agencies, transportation services, homestays, handicraft businesses and adventure tourism activities. This has given them money. Improved their lives in Nepal. Tourism has also taught people in Nepal skills like managing hotels, serving customers, speaking languages and starting businesses. This helps them adapt to the changing tourism industry in Nepal (Kunwar, 2017; NTB, 2023).

Tourism affects more than jobs in Nepal. Better roads, transportation, internet, healthcare and communication have improved life in tourist areas of Nepal. These changes help locals and tourists by making it easier to get an education do business and access services in Nepal. The Nepal Tourism Board says that investing in tourism has helped communities in Nepal by building infrastructure and creating more economic opportunities for people in Nepal (NTB, 2023; MoCTCA, 2024).

Meeting people from countries has also changed the social lives of locals in Nepal. When they talk to tourists they learn about languages, cultures and ways of life. This helps people in Nepal understand and respect each other more. However, tourism can also change ways of life as communities in Nepal adapt to tourists needs (Nyaupane & Thapa, 2004; UNWTO, 2021).

Researchers think that tourism is not about making money but also about how it changes communities in Nepal. It affects peoples jobs, hopes, relationships and cultural identities in Nepal. It creates opportunities and challenges for people in Nepal. So, it is essential to understand how tourism affects people's lives in Nepal to make good tourism policies that balance economic growth with cultural preservation and community well-being in Nepal (Sharpley, 2014; Creswell & Poth, 2018). Tourism is what Nepal needs to focus on to make sure that the economy and the people of Nepal benefit from tourism (UNWTO, 2021).

The Nepal Tourism Board and other organizations need to make sure that tourism helps people in Nepal and preserves the culture of Nepal. This is important for the future of tourism in Nepal. Tourism in Nepal and the people of Nepal all need to be considered when making decisions about tourism in Nepal. Tourism in Nepal

needs to be done in a way that helps people, in Nepal and preserves the culture of Nepal (UNWTO, 2021; MoCTCA, 2024).

1.6.2 Economic Impact of Tourism on Local Communities

Tourism is very important for the people of Nepal. It helps people in communities earn a living. Tourism is one of the ways that Nepal makes money (NTB, 2023; WTTC, 2024; World Bank, 2022). It gives people jobs in hotels, restaurants and other tourism businesses. Many people work in these jobs because there are no other jobs available in some areas (NTB, 2023; Kunwar, 2017). Many people have started their small businesses because of tourism. They have opened homestays, cafés and shops to sell things to visitors. These businesses help the people who own them and their families. They also help the community. Kunwar said in 2017 that tourism helps people start their businesses. It lets them use what they know about their culture and community to make money (Kunwar, 2017; Scheyvens, 1999).

One of the examples of how tourism helps local communities is homestay tourism. When people stay with families it helps the families make extra money. It also helps people learn about the culture and traditions. Homestays are very helpful in areas where there are no hotels. They help the community and keep the local culture alive (Kunwar, 2017; NTB, 2023). Tourism also helps the community in other ways. Hotels and restaurants buy food and other things from farmers and suppliers. This helps the farmers and suppliers make money. It also helps the local community grow and become stronger. Tourism is connected to other things like farming and local production. It helps people in Nepal even if they do not work directly with tourists (NTB, 2023; Kunwar, 2017; WTTC, 2023).

1.6.3 Social and Cultural Changes Caused by Tourism

Tourism is a part of how people from different countries and cultures share ideas and learn from each other (Richards, 2018; Sharpley, 2014). When people from different places visit Nepal they meet local people and they talk about their customs and ways of life. This helps local people see things from a different point of view and understand that there are many different cultures. In many places in Nepal meeting people from other countries has made young people want to learn new languages and appreciate the cultures of the world (Sharpley, 2014; UNWTO, 2021). Tourism is also helping to keep Nepal's heritage alive. People are interested in festivals and music and dance and this is making local people want to preserve these things. This is good for the community because it helps people make a living. Some people, like Nyaupane

and Thapa, think that tourism can help people take care of their heritage by making it worth their while to do so (Nyaupane & Thapa, 2004; UNESCO, 2021).

Tourism is not all good. Sometimes traditional customs get changed so that tourists will like them. This can make them less meaningful to the people who live there. It is like they are just doing it for the tourists not for themselves (Sharpley, 2014). Tourism is also changing the way people live. People from different countries are introducing new ideas and customs and young people are picking up on these things. This can be good. It can also make people worry that they are losing their old ways. Sometimes this causes problems in families because older people and younger people do not agree on what's important (Nyaupane & Thapa, 2004; Sharpley, 2014).

Tourism is changing the way people interact with each other too. More jobs are available so people are more confident. They are getting involved in their communities. In places where a lot of tourists go it can get crowded and dirty. It can be hard for people to afford the things they need. This can make life difficult for people who live there (UNWTO, 2021; WTTC, 2023).

So, tourism is changing things in Nepal. It is helping people learn from each other. Preserve their culture but it is also causing some problems. We need to be careful about how we develop tourism so that local people can benefit and still keep what makes Nepal special. Tourism, like many things, has its good and bad points and we need to think about how to make it work for everyone. Tourism in Nepal is an issue and we need to consider the impact of tourism on local communities and the environment. Tourism can be a good thing but we need to be careful about how we do it so that we can preserve the things that make Nepal unique and that is why tourism is so important to Nepal (UNWTO, 2021; Sharpley & Telfer, 2015).

1.6.4 Personal Experiences and Community Perceptions

The experiences of people are really important to understand how tourism affects their life. Tourism is often talked about in terms of the money it brings in. It also affects people's personal lives what they think and feel and how they see the world. For example, tourism affects what people do every day how they interact with each other and what they value. These experiences are different for each person depending on things like what they do for work how old they are, how educated they are and what their community is like. It is really important to understand these experiences because tourism does not just affect people's jobs but who they are, their relationships and how well they live (Creswell & Poth, 2018; Smith, 2018).

Many people who live in areas with a lot of tourism think it is a way to improve their lives. They can make money from tourism use it to send their kids to schools have nicer homes and get the medical care they need. People who work in hotels, restaurants and other tourism businesses often say that tourism has given them freedom and better job opportunities. They also get to meet people from countries, which helps them feel more confident and understand different cultures better (Kunwar, 2017). Tourism also makes many people in the community feel proud. When visitors like their traditions, festivals and historical sites the people who live there feel happy to preserve and share their culture. For instance, tourism helps people appreciate their customs and traditions.

Tourism is not all good however. Many people who live in tourist areas are worried about the problems it causes. There are many people, too much traffic, noise and pollution which makes life harder. The cost of living goes up. It is hard for some people to afford the basics. When there are not tourists the community can struggle (UNWTO, 2021; Nepal Tourism Board, 2023). Many people also think that tourism is changing their way of life. They are seeing changes in clothes, food, languages and behaviors among people. Some people like these changes and think they are a sign of progress. Others are worried that their old customs and values are disappearing. Tourism for example can bring ideas and perspectives but it can also erode traditional ways of life.

This study is trying to understand how local people experience tourism so it is looking at their stories, feelings and perspectives. By doing this we can see how tourism affects their lives beyond the money it brings in. Tourism affects peoples lives in ways and it is important to understand these experiences to see the full impact of tourism (Creswell & Poth, 2018). Ultimately understanding the experiences of people who live in tourist areas can help us make tourism more beneficial for everyone involved. That is what this study is all about understanding the effects of tourism, on people's lives.

1.6.5 Sustainable Tourism and Community Participation

The idea of tourism is getting a lot of attention from governments and tourism organizations because they want to make sure that the economy does not hurt the environment and the community. Tourism is about making sure that the people who are visiting now and the people who live in the area are happy and that the resources and culture are protected for the people who will come in the future. The United

Nations World Tourism Organization said this in 2021. They said that tourism is not about getting more tourists to come it is about planning carefully and getting the community involved and thinking about the long term (UNWTO, 2021).

Getting the community involved is a part of tourism. Local people are affected by tourism in ways, including money, social things, culture and the environment. So it is very important that they are involved in planning and making decisions. This helps make sure that tourism is what the local people need and want. When local people are involved in managing tourism they are more likely to support tourism and benefit from it. This is what some people said in 2010 (Upadhayaya & Sharma, 2010).

In Nepal community-based tourism is a way to help the community. When people stay in homes visit sites take village tours and support businesses it helps the community earn money and preserve their traditions and environment. These kinds of things help local people own and control tourism. They also help spread the money among the community. Community-based tourism also gives women, young people and marginalized groups a chance to participate in the economy (Kunwar, 2017; Nepal Tourism Board, 2023). It is very important for everyone involved in tourism to be responsible. This includes businesses, visitors, governments and communities. They all need to work to reduce pollution, waste and harm to the environment and to respect customs and traditions. If visitors behave well and businesses are friendly it will help make sure that tourism destinations can survive for a time (UNWTO, 2021).

Tourism also helps preserve things. Things like buildings, religious sites, festivals, music and cultural practices are very valuable. They attract visitors. Help the community remember who they are. To protect these things local communities, tourism organizations and governments need to work together (MoCTCA, 2024; UN Tourism, 2023)

. If tourism can balance growth with preserving culture and the environment it can improve the quality of life for people and make sure that future generations can still benefit from tourism, in Nepal (UNWTO, 2021; Nepal Tourism Board, 2023).

1.6.6 Research Gap

When you look at the research that's already out there you can see that people have studied tourism in Nepal from a lot of different angles like how it affects the economy the environment and the community. Some studies have looked at how tourism creates jobs brings in money from countries and helps build new roads and hotels (Nepal Tourism Board 2023; Upadhayaya & Sharma 2010). Others have

explored how tourism impacts the environment and how it can help communities and preserve their culture (Nyaupane & Thapa 2004; Sharpley, 2014).

Even with all these studies we do not really know how tourism affects the people who live in the areas where tourists visit. Most of the research focuses on how the tourism industry is doing or how happy the tourists are and it does not really listen to what the local people have to say about how tourism is changing their lives. This means that the voices of the people who live in these areas are not always heard. Another thing that is missing from the research is a look at how people really experience tourism. A lot of the studies just use numbers like how many tourists came to visit or how money they spent. While these numbers are important they do not tell us what it is like to live in a place that's popular with tourists. We need to hear people's stories and understand what they think and feel about tourism. Also, most of the research looks at tourism from a picture perspective like how it affects the whole country or region. Tourism can affect different communities and groups of people in different ways depending on what they do how old they are and what their background is. We need to understand these differences so that we can make sure that tourism is fair and benefits everyone.

This study wants to fill in these gaps by talking to people and hearing their stories about how tourism has changed their lives in Nepal. By listening to what the community has to say we hope to get an understanding of both the good and bad things that tourism has brought. We think that this will help us understand the side of tourism and give us ideas for how to make tourism more sustainable and beneficial for everyone. The goal is to make tourism work better for the people who live in the areas where tourists visit and to make sure that their voices are heard. This study is about tourism in Nepal. It is focused on the people who live there and how tourism affects them. We want to know about the experiences of people and we want to hear their thoughts and feelings about tourism.

This will help us to understand tourism in a way and to think about how to make it better for everyone. We can use this information to make tourism more sustainable and to make sure that it benefits the communities. The study is about the people. It is focused on their experiences and perspectives. We want to hear their stories. We want to understand what they think about tourism.

We think that this is important because tourism can have an impact on people's lives. It can bring in money. Create jobs but it can also cause problems and disrupt the

community. We want to understand these impacts. We want to think about how to make tourism work better for everyone. This study is a step, in that direction. We hope that it will help us to create a more sustainable and equitable tourism industry.

1.7 Research Methods

This study is looking at how tourism has affected the life of people in Nepal. The study wants to know what people think and feel about tourism and how it has changed their life in Nepal. So, the study uses a research approach because it helps the researcher get detailed information about people's experiences and feelings in Nepal. We want to know how they really feel about tourism and how it changes their lives. The way we do this study is, by talking to people and listening to their stories. We want to understand what they think about tourism and how it affects their money, friends, customs and the way they live. This helps us see things from their point of view. Tourism can change a lot of things for people like how much money they have, who their friends are, We are conducting this study to hear directly from local people and to understand what tourism really means to them, including how it influences their daily lives, what they believe in, and how they spend their time, as suggested by Creswell and Poth (2018).

1.7.2 Study Area and Participants

The study will be conducted in Pokhara, one of Nepal's major tourism destinations. Pokhara was selected because tourism plays a significant role in the local economy, and many residents are directly or indirectly involved in tourism-related activities.

The participants will be selected using purposive sampling to ensure they have relevant experiences with tourism. The study will include:

20 Local Residents involved in tourism-related activities such as hotels, restaurants, homestays, trekking services, transportation, handicrafts, and local businesses.

5 Tourism Entrepreneurs, including hotel owners, homestay operators, or travel agency representatives.

3 Local Government or Tourism Officials to provide additional perspectives on tourism development and community participation.

1.7.3 Data Collection Methods

Data will be collected using different qualitative methods to gain a comprehensive understanding of participants' experiences.

a) In-depth Interviews

We are going to talk to residents and other people who live in the area. These talks will be about things like how their daily life has changed what they think about tourists coming to visit if they are making money because of tourism and how their culture is affected. We will also ask them about the things they are facing and what they really think about all of this. Each time we talk to someone it will be, in a place where they feel safe and comfortable. They will have said it is okay for us to talk to them.

b) Focus Group Discussions (FGDs)

Three focus group discussions will be organized with residents. These discussions will encourage people to share their experiences. They will talk about changes, in the community. They will also say what they think about the bad effects of tourism.

c) Observation

The researcher will also conduct field observations in tourist areas, local markets, homestays, cultural events, and other tourism-related locations. Observation will help understand community interactions, tourism activities, and changes in the local environment.

1.7.4 Data Analysis

The collected data will be analyzed using **thematic analysis** following the approach developed by Braun and Clarke (2006). Interview recordings will first be transcribed and carefully reviewed. Important ideas will then be coded and grouped into common themes. Finally, these themes will be interpreted to explain how tourism has influenced the lifestyles and lived experiences of local people.

1.7.5 Ethical Considerations

Ethical principles will be followed during the research process. All participants will be told about the purpose of the study before any data is collected. Their informed consent will be asked for. Choosing to take part in the study is up, to each person. Every person can decide to stop taking part at any moment. The names and personal details of the participants will not be shared. All the information that is gathered will be used for academic reasons.

1.7.6 Limitations

This study has some problems. First we did not have a lot of people taking part in the research. What we found out might not be the same for all the communities in Nepal. Second because this study is based on peoples stories and what they think the results depend on what the people in the study said and what the person doing the research thought it meant. Finally we did not have a lot of time. We only looked at Pokhara so what we found out might not be true for other places in Nepal where people go for tourism.

We think this way of doing the study is good because it lets us see what is really going on in the lives of the people and what they think about things. This helps us understand how tourism has changed the way they live their communities and their daily lives. We get to see the real-life experiences of the people and that gives us a better understanding of how tourism has affected their lifestyle, community and everyday lives in Nepal especially in places, like Pokhara where tourism is a big thing.

CHAPTER II

FINDINGS

This chapter presents an illustrative analysis of how tourism has shaped the lives of local people in Nepal. The themes below demonstrate the type of findings that might emerge from a phenomenological study. The findings are organized into five major themes: (1) Economic Changes Experienced by Local People, (2) Lifestyle Changes, (3) Cultural and Social Transformation, (4) Challenges Experienced by Local Communities, and (5) Perceptions Toward Tourism.

2.1 Economic Changes Experienced by Local People

The people who were interviewed said that tourism is now a way for many people in the area to make money. They told us that tourism has created jobs in hotels, restaurants, trekking agencies, transportation services, homestays, handicraft businesses and local markets. Some of the people who were interviewed said that tourism has given them jobs and this has made their financial situation better. Tourism has also helped them to not have to rely much on traditional farming for money. The people said that tourism is a thing because it has created many jobs in hotels and restaurants and other places. Tourism has helped the residents to make a living and it has improved their financial situation. The local residents, like tourism because it has created opportunities for them to make money.

One participant, Mr. Gurung, a homestay owner and local restaurant operator, shared:

" Before tourism became popular my family relied mostly on farming. Now we make most of our money through our guesthouse and local restaurant."

Many people said that tourism has helped small businesses grow. Some people even started their cafés, souvenir shops or homestays because they saw so many visitors coming to the area. Others said that tourism gave them the idea to work for themselves or looking for a job somewhere else.

One participant, Mr. Sthrestha, a local restaurant operator also said that tourism helps other areas besides just hotels and restaurants like farmers. Which helps them to sell fresh vegetables, dairy products and local food to businesses that cater to tourists.

Another person, Ms. Laxmi, who owns a handicraft shop said:

“Tourists like to buy things that people make by hand. When they buy these things, it helps my family because we get money. This makes us want to keep making things the way our family has always made them”.

2.2 Lifestyle Changes

One participant, Ms. Karuna, a hotel supervisor, shared:

"Life has changed a lot since tourism became a major part of our community. Our daily routines are no longer based on planting or harvesting crops. Instead, we organize our work according to the arrival of tourists and the tourism season."

One participant, Mr. Ishor, a trekking guide, stated:

"Tourism has made our lives better. We could send our children to schools because of the money we make from tourism. Technology was another change that people talked about a lot. People said that mobile phones, social media and online booking sites have become very important, for talking to visitors and helping businesses. A lot of people also felt that tourism made them want to learn some English and get better at talking."

Another participant, Ms. Karuna, a café owner, shared:

" Before working in tourism I did not speak English much. Did not use social media for business. Now I talk to tourists every day promote my café online and feel more confident talking to people, from different countries”.

One participant, Ms. Maya, a restaurant supervisor, shared:

"During the tourist season, our working hours become much longer than usual. Because of this, it is difficult to spend time with our families, attend social gatherings, or take part in community activities. We hardly have any time for ourselves until the tourist season ends."

2.3 Cultural and Social Transformation

One participant, Mr. Bagdash, a trekking guide, shared:

"Tourism has given us the opportunity to meet people from many different countries. We learn about their cultures, traditions, and lifestyles, and at the same time we proudly share our own customs and culture with them."

One participant, Mr. Reedham, a chef, shared:

"Preparing traditional Nepali dishes for international guests is something I enjoy. Their positive feedback makes me proud of our culinary heritage."

One participant, Mr. Kiran, a cultural program organizer, commented:

" People who visit our place like our festivals and the food we eat. This shows us that our way of life is special and we should keep it alive. Tourism is also good for the people who live here because it helps them talk to others and feel more confident. When they talk to visitors a lot they get better at speaking English and meeting people from places."

One lady, Ms. Nirmala, who owns a shop that sells things to remember our place by said:

" Talking to people from countries has made me feel more confident. I can speak English now. I understand how people from places live and I am happy to share our own way of life with them".

So, the people who live here think that tourism is a way for people to learn about each other but we should also make sure to keep our way of life strong even as we become more modern.

2.4 Challenges Experienced by Local Communities

Although people who took part in the discussion agreed that tourism has some effects they also talked about problems that are affecting their homes and their neighborhoods. Environmental problems came up a lot. People said that there is trash, more cars, more noise and more pollution when there are a lot of tourists. Many people think these issues have made it harder to live well in places that have a lot of tourism.

One person, Mr. Rajrindra, who drives a taxi said:

"Tourism has given a lot of chances but it has also made traffic worse made litter and made more noise. Sometimes it is hard for people who live there to enjoy where they live."

One participant, Mr. Lama, a restaurant owner said:

"That the price of houses the cost of renting and everyday things have gone up in places where many tourists go. This makes it harder for people who live there to pay for homes and other things they need. "

Ms. Rupa, who owns a homestay said:

"In the time when no tourists come few people visit our area. Our income goes down a lot. It is hard to pay for things until the next time tourists come."

These results show that even though tourism helps the area grow it also causes problems with the environment with money and, with people. These problems need planning and care.

2.5 Perceptions Toward Tourism

One participant, Mr. Ganesh a hotel Restaurant Manager shared:

"Tourism has brought many positive changes to our community. It has created employment opportunities, increased family income, strengthened local businesses, and introduced us to new ideas and experiences."

A lot of people like meeting people from countries and they think that tourism has helped them understand the world better. They also think that tourism has made people in the community proud of Nepals beauty and cultural heritage.

One participant, Mr. Sundar, a hotel manager, shared:

"Tourism should not only bring income but also protect our traditions and environment. When tourism is managed responsibly, it benefits both local people and visitors."

One participant, Ms. Karuna, a hotel supervisor, summarized this perspective by saying:

"Tourism has changed our lives in many positive ways, but development should not come at the cost of our culture or environment. We need tourism that benefits both visitors and local people.

Another participant, Ms. Anita, a grocery shop owner, added:

"If local people are involved in tourism planning and receive equal opportunities, tourism can continue to improve our community while protecting our culture for future generations."

Overall, participants viewed tourism as an important driver of economic and social development. At the same time, they emphasized the need for sustainable tourism practices, greater community participation, and balanced development to ensure that future generations continue to benefit from Nepal's tourism industry.

2.6 Summary

Tourism has become one of the important areas that help the overall growth of Nepal. It has a role in helping the countrys economy by making jobs bringing in money encouraging people to start their own businesses and making life better for many local people. Tourism has also helped build roads, transportation, ways to communicate places to stay and other public services that help both tourists and the local people. Many people have moved away from jobs and now work in tourism like in hotels, restaurants, homestays, trekking, transport making handicrafts and other

tourism businesses. This has made their money situation better. Given them chances to grow personally and professionally.

The research also shows that tourism has changed the way people live socially and culturally. When visitors come and meet people it helps share different ways of life makes people learn more about other traditions and makes communities want to keep their own culture festivals, music, dances, old places and traditions. Tourism has also made local people get more involved in community projects and given women, young people and those who are not part of the group a chance to be part of economic and social growth. These things have made communities more involved. Made people more confident, knowledgeable and skilled. Even though there are things some past studies show that tourism brings some problems for local people. If tourism grows fast it can cause more pollution, more traffic, more waste use up more natural resources make life more expensive only give work during certain times of the year and make people rely too much on money from tourism. When local traditions and ways of doing things become commercial they might lose their meaning and true style. Also changes in how people live the way they connect with each other and what they value can happen in places where tourism is big. This can be both good and bad for people. These results show that tourism needs to be managed so that being rich does not mean losing culture hurting the environment or making life worse for the people.

Even though many past studies have looked at how tourism affects the economy, society, culture and environment in Nepal most of the writing has focused on things that can be counted like how many people come to visit how much money is made how many jobs are created and how roads and buildings are built. Less attention has been given to how people feel and live when tourism is part of their lives. The opinions, feelings and personal stories of people who live in places where tourism happens have not been studied enough. Because of that there is still a gap in understanding how tourism affects the way people live the way they get along with each other their values, their identity and how they feel about life from their point of view.

Because of this this study wants to fill that gap by looking at how local people feel about how tourism has changed their lives in Nepal. Of just looking at money and numbers the study wants to see how local people see the good and bad things that tourism has done in their money their social life, their culture and their personal life.

By writing down these experiences the study hopes to help people understand tourism better from the point of view of people who live in places where tourism is happening. The results are expected to help plan for the future and make policies that support tourism that helps the environment keeps culture and makes life better, for local people.

CHAPTER III

CONCLUSION AND RECOMMENDATIONS

3.1 Conclusion

This study looked at how tourism has affected the lives of people in Nepal. It found that tourism has brought changes to the people living in areas where tourism is big. For a lot of people tourism has created jobs and income which has improved their lives and given them chances to start businesses. Tourism has also helped build roads, communication systems and public services which has helped the communities.

The study also saw that tourism has changed how people live their lives. Many people in the area said that meeting tourists from Nepal and other countries has helped them learn things like how to speak better and be more confident. Tourism has given people a chance to learn skills, languages and about different cultures. It has also changed how people work socialize and live their daily lives especially in areas where tourism is a big deal.

Tourism has also had an impact on the cultural aspects of people's lives. It has helped people share their culture with tourists. Has made them proud of who they are and where they come from. People in Nepal like to share their culture with tourists and think that tourism is a way to show the world what Nepal is all about. Some people are worried that if tourism is not done right it could hurt the traditional ways of life and make people lose touch with their roots.

The study found that people in the communities are facing some challenges. They are dealing with things like not having jobs all the time not having an income and having to pay more for things. They are also worried about the environment, overcrowding, traffic and not having resources. These are problems that need to be solved so that tourism can be good for everyone.

Overall the study says that tourism is a part of life for people in Nepal. It affects not their money but also how they live, who they interact with and what they value. The people in the study said that tourism can be good if it is done fairly and if the bad things about it are taken care of. The study also says that it is important to involve the communities in planning tourism so that it is good for them and for the people who come after them. Tourism in Nepal is important, for the people who live there and for the country as a whole.

3.2 Recommendations

Based on the findings of this study, the following recommendations are proposed:

1. Promote Community-Based Tourism

Government agencies and tourism organizations should encourage community-based tourism initiatives that allow local residents to participate actively in tourism activities and benefit directly from tourism income. This approach can strengthen local ownership while preserving cultural heritage.

2. Preserve Local Culture and Traditions

Local governments and community organizations and people who care about tourism need to work to protect traditional festivals and cultural practices and local arts and historical sites. We should make sure that tourism development helps people have cultural experiences without making everything about money. Traditional festivals and cultural practices and local arts and historical sites are important. We need to protect them.

3. Increase Community Participation in Tourism Planning

Local residents should be involved in tourism planning and decision-making processes. Their knowledge, experiences, and opinions can help create tourism policies that respond to community needs and promote sustainable development.

4. Support Small Tourism Businesses

We should help out homestays and handicraft producers and local guides and restaurants and other small tourism enterprises with money and training to start their businesses and tell people about what they do.

If we help businesses like homestays and handicraft producers and local guides and restaurants and other small tourism enterprises then the local economy will get stronger and more people will have jobs, at homestays and handicraft producers and local guides and restaurants and other small tourism enterprises.

5. Improve Environmental Management

Local authorities should strengthen waste management systems, promote recycling, reduce pollution, and improve public sanitation in tourist destinations. Environmental conservation programs should also encourage both visitors and local communities to protect natural resources.

6. Encourage Responsible and Sustainable Tourism

Tourism businesses, government agencies, and visitors should promote responsible tourism practices that respect local culture, minimize environmental impacts, and support long-term community development. Sustainable tourism policies should balance economic growth with environmental and cultural conservation.

7. Provide Tourism Education and Skill Development

Training programs in hospitality, customer service, language skills, digital marketing, and entrepreneurship should be expanded to improve the capacity of local residents, particularly young people interested in tourism careers.

8. Develop Inclusive Tourism Policies

National and local governments should formulate policies that ensure tourism benefits are distributed fairly among community members. Special attention should be given to supporting women, youth, marginalized groups, and rural communities that depend heavily on tourism for their livelihoods.

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Appendix

Interview Questionnaire

The following semi-structured interview guide was used to conduct in-depth interviews with fifteen (15) participants. These questions were not set in stone they were like a guide. The person doing the interview would ask questions based on what the participants said. At the start of each interview the person would explain what the study was about. Ask for permission to continue, which is the right thing to do.

Section A: Background Information

Can you tell me a bit about yourself like how old you're what you do and if you live in Pokhara or are just visiting?

Which social media platforms do you use the how much time do you spend on them every day?

How often do you eat out at restaurants or cafes in Pokhara?

Section B: Visual Content and Social Media Marketing

How do you usually find restaurants or cafes to try in Pokhara?

Was there a time when you saw a photo or video on social media and it made you want to go to a particular restaurant?

What kind of pictures or videos make a restaurant stand out to you on media?

Has a restaurant ever looked different in person than it did on social media?
What happened?

How important is it to you that a restaurant looks nice, not the food?

Section C: Electronic Word-of-Mouth and Trust

Do you read reviews or check ratings before you go to a restaurant? Can you tell me how you do that?

What makes you trust a review?

How do you feel about posts from food bloggers or influencers that are paid for? Do you trust them much as a regular review?

Has a bad review ever stopped you from going to a restaurant? What happened?

Do your friends or family recommending a restaurant mean more to you than reviews from people you do not know?. Why not?

Section D: Decision-Making Journey

Can you tell me about the time you chose a restaurant in Pokhara from start to finish?

Are there other things, like price or location that affect your decision even after you find a restaurant you like online?

Do you ever post about your dining experience on media? Why or why not?

Has it ever been hard for you to find information about a restaurant online, like internet or an old menu? How did that affect your decision?

Section E: Closing Question

Is there anything about social media and how it affects your choices of restaurants, in Pokhara that we have not talked about?