

RESEARCH ARTICLE

Critical Discourse Analysis of Responsible Tourism Practices in Bouddhanath, Nepal: Implementation, and Societal Perspectives

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Abstract

The research explores the implementation of responsible tourism practices in the Bouddhanath area of Nepal. Using descriptive research design data was collected from 50 managers and executives of hotels and restaurants through structured interviews. These respondents were selected using convenience sampling to ensure representation from various establishments in the tourism sector. Additionally, key informant interviews were conducted with stakeholders from local authorities, and focus group discussions were held with 30 community members of different age groups to gather perspectives on responsible tourism. The research examines practices such as local employment, sustainable food sourcing, minimum wage compliance, and waste management. Data analysis is guided by Fairclough's Critical Discourse Analysis and Van Dijk's socio-cognitive approach to reveal underlying ideologies and societal impacts of these initiatives. The findings provide insights into the adoption and challenges of responsible tourism in Bouddhanath, contributing to both academic literature and practical efforts to promote sustainable tourism practices globally.

Keywords: Critical Discourse Analysis, Responsible Tourism, Sustainable Practices, Tourism Development.

1. Introduction

The concept of responsible tourism started to surface simultaneously during the time of the promotion of sustainable tourism development. Conservation of the local environment of the destination by respecting local cultures and the natural environment, giving importance to locally produced goods, providing fair fare, etc, aids in sustainability. Residents of tourism destination areas benefit from sustainable tourism because tourism businesses employ and train local people, buy local products, and use local services to achieve local support. From the viewpoint of the environment, sustainable tourism conserves resources. One of the definitions of responsible tourism according to the Cape Town Declaration (2002) is to generate greater economic benefits for local people and enhance the well-being of host communities, by improving working conditions and access to the industry. The International Coalition for Responsible Tourism associates responsible tourism with the

concept of sustainability, qualifying responsible tourism as an application of sustainable development within the tourism sector. It is then defined as "any form of development or tourist activity which respects and preserves in the long term natural, cultural and social resources and contributes positively and fairly to the development and the bloom of people who live, works and spend their holiday in this place." Manente, Minghetti, & Mingotto (2014) have identified six main requirements that address all tourism stakeholders involved.

- The host community should participate in the decision-making process and the local planning of tourism development.
- Tourism activity should be a source of income and jobs for the host community, contributing to economic growth and well-being of people in the destination.
- Benefits and revenue from tourism should be fairly distributed among local operators.

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- Nature, environment, and culture should be respected and preserved.
- Travels should promote meaningful interactions, cultural exchange, and understanding of local people.

The government of Nepal practiced responsible tourism to ensure that environmental degradation does not occur as a product of tourism activities (Nepal Tourism Board, 2010). This research explores the implementation of responsible tourism practices within Bouddhanath's hospitality sector, specifically focusing on tourist hotels and restaurants. Employing Critical Discourse analysis (CDA) as the primary analytical tool, the study goes beyond simply identifying these practices. Instead, it examines how responsible tourism is presented within Bouddhanath Tourism industry. The research issues have entailed the formulation of the following research objective;

- To identify the extent of responsible tourism practices in terms of (Employment of local people, Sources of sustainable food, paying a minimum wage, and waste management) in the Bouddhanath area.
- To discover local residents' knowledge and perceptions regarding responsible tourism, focusing on their understanding of sustainable tourism practices.
- To understand the role of government policies and tourism associations in encouraging the implementation of responsible tourism practices.

1.1 Justification of Study Area

The Bouddhanath Stupa has stood as an inspiration of Buddhist belief for hundreds of years, standing over the surrounding town as a massive mandala of harmony and beauty and giant eyes. The enormous meditative monument constructed sometime around the 14th century is said to have been created just after Buddha's death. It is listed as a UNESCO World Heritage site, in recent years, the Bouddhanath Stupa has not only retained its spiritual importance but has also emerged as a vibrant center for spiritual tourism. Pilgrims and tourists alike are drawn to its serene ambiance and historical significance, making it a focal point for cultural immersion and spiritual reflection. The local economy increases tourism-related activities, including hospitality services, cultural tours, and artisanal crafts inspired by Buddhist traditions. This growth emphasizes the area's pivotal role in Nepal's

tourism landscape, contributing to local livelihoods and community development. Thus, studying responsible tourism practices in the Bouddhanath area not only addresses cultural preservation and sustainability but also responds to the growing demand for authentic spiritual experiences among global travelers. By understanding how responsible tourism initiatives are implemented and perceived in this unique cultural setting, this research aims to contribute valuable insights to both academic discourse and practical tourism management strategies.

2. Literature Review

2.1 Responsible Tourism and Sustainable Development Goals

Tourism is strongly placed on the sustainable development agenda for 2030. The Sustainable Development Goals (SDGs) reflect their significance as a catalyst for job creation and the promotion of local economic development, local culture, and goods. Responsible tourism is viewed as a solution to the problems of tourism as it adopts the Triple Bottom Line (TBL) approach which is social responsibility, environmental responsibility, and economic responsibility and it is favorable to all. To enhance the quality of life within the local communities' rightful configuration of employment is crucial (Jamieson, 2003).

The problem with developing countries is with the development of tourism instead of preserving authenticity people adopt the foreign culture due to which local culture and tradition start to lose their essence, this is the reason for practicing responsible tourism. Social, Cultural, and Environmental impacts are continuously debated subjects of tourism it arose when Young (1973) argued that the impacts of tourism are both a blessing and a blight.

The elder generation of the tourism destination blames tourism for destroying their culture and the newer generation views it differently because the lifestyle of the people changes very fast in the destination where tourism mobility is high. This view is supported by (Brida, Osti, & Faccioli, 2011; Nunkoo & Gursoy, 2012) who claimed when it comes to mass tourism, most of the residents of the tourism area negatively view tourism development. However, many researchers have claimed, that residents view tourism as a source of various economic, social, and cultural benefits to the community (Deery et al., 2012; Shani & Pizam, 2012). Although tourism has

some negative impacts, if practiced well it can be a brilliant source for changing the lives of the people. That's why, Martínez, Pérez, and Rodríguez (2013) suggested that RTP came from social responsibility and an ethical dimension focusing on the local perspectives. Similarly, Leslie (2012) claimed responsible tourism is a "behavioral trait based on the principle of respect for others and their environment", and further stated that responsible tourism assumes "acting responsibly in terms of one's actions, and in the management and operation of the business" (20).

Mathew & Sreejesh (2017) claimed skill development programs and promotion of locally produced food should be taken as a main agenda of tourism. The main goal of the tourism project should aim to directly benefit the local population. It is also important to create favorable perceptions concerning policy interventions like creating and promoting employment and entrepreneurial opportunities for local community members, and optimum utilization of available local skills.

Lots of food gets wasted while preparing food for human consumption worldwide, mostly it occurs in the early stages of the food processing chain. This is a big problem in low-income countries as compared to developed countries. The low-income country observes food loss primarily during the early and middle stages of the cycle and very little is wasted at the consumer level (Gustavsson et al., 2011). Furthermore, in such cases, waste management can be a useful tool in minimizing these effects. Waste management could become effective in the management of three R's: Reduce, Reuse, and Recycle, these R's can be observed and implemented at various stages of food processing. This can be useful in reducing waste to the optimum quantity.

This research focuses on responsible tourism as it addresses the critical need to balance tourism development with the preservation of local culture, environmental sustainability, and economic benefits. By adopting responsible tourism practices, this study aims to highlight strategies that mitigate the negative impacts of tourism while enhancing its positive contributions. The integration of the Triple Bottom Line (TBL) approach ensures that tourism development supports social, environmental, and economic goals, aligning with the broader objectives of the Sustainable Development Goals (SDGs). Additionally, addressing issues such as food waste through effective waste management practices further

emphasizes the holistic approach of responsible tourism in promoting sustainability.

2.2 Discourse Analysis in Tourism

Through the exploration of how language and power interrelate within the tourism industry, discourse is shaped by social structures and power relations (Fairclough 1989), this perspective highlights how language in tourism can both reflect and reinforce social hierarchies and power dynamics, affecting everything from policy to daily interaction within an industry. Marteen Hajer takes this further by examining how environmental discourses are constructed and their impact on policy and practices. The concept of 'storylines' is simplified narratives that help individuals make sense of complex environmental issues that are instrumental in shaping environmental policies and practices in tourism. Teun van Dijk (1998) explores how ideologies are embedded they are not just reflections of reality but actively shape perception and action. Building on these views it can be explored how discourse influences perception about tourism and its practices and policies.

2.3 Initiatives for Responsible Tourism Practices

The adoption of sustainable practices is not a 21st-century phenomenon. There are shreds of evidence of these efforts even earlier, as the findings presented by Enz & Sigua (1999) as cited in Nandi (2014) are; The best practice study by Cornell University's School of Hotel Administration highlighted that leading hotels such as The Colony Hotel in Kennebunkport, Maine, have adopted comprehensive waste recycling systems and organizational changes to manage environmental efforts. Additionally, The Colony Hotel implemented education and guest involvement programs, illustrating diverse motivations within the industry—from ethical considerations to guest demands and regulatory compliance—driving sustainability initiatives over the years (364).

The buying of local food items has increased globally as many companies are adapting to it; for example, Taj Hotel in India, Ooty uses freshly grown herbs such as oregano, parsley, and basil (Taj Hotel, 2013). Similarly, the group "Locavores" takes the initiative to consume food that is grown within 100 miles. Inspired by such initiatives CGH Group of hotels incorporated the "50 Miles Menu". Likewise, Bon appétit a subsidiary of Compass Group, USA implemented the concept and purchases 30% of its food from within 150 miles, however, SubWay was

the leading green company even before sustainability was in trend, to be the world's "greenest quick service restaurant," Sub Way started formal sustainability efforts (Doherty, 2010). If such practice is carried out many local communities get benefitted and will view tourism development positively.

Many countries have adopted a sustainable way of managing the environmental impact on tourism development. Researchers have identified the hotel industry's environmental influences as water and air pollution, energy-induced emission, and waste generation (Kasimu et al., 2012). For example, in Singapore, the Singapore Hotel Association and the National Environment Agency joined hands together to set down a set of guidelines called the "3R Guidebook for Hotels," intended for the reduction of waste. This initiative was launched in 2011 and expects the participating hotels to voluntarily commit to solid waste reduction in the Singapore hotel industry (Singapore Hotel Association, 2011). The objectives of the program include the implementation of waste minimization and waste recycling programs; imparting training for effective execution of the programs; and sharing of knowledge and expertise to reduce the learning curve of hotels.

The "3R Guidebook for Hotels" employs strategic discourse strategies to depict hotels as proactive and socially responsible entities in sustainability efforts. Fairclough's Critical Discourse Analysis reveals that the guidebook minimizes challenges associated with sustainability practices, such as costs and operational constraints while emphasizing positive portrayals of environmental stewardship (Fairclough, 1989; 1992). This framing aims to enhance hotels' public image, influence consumer preferences, and set industry standards favorably towards sustainability. Van Dijk's perspective underscores the guidebook's role in sharing best practices and building capacity among hotel staff for effective waste reduction and local sourcing, contributing to the broader adoption of sustainable practices in the hospitality sector (Van Dijk, 1998). Additionally, Hajer's environmental discourse analysis highlights how the guidebook promotes community engagement and supports regional economies through its emphasis on local sourcing, thereby fostering a positive perception of tourism development and environmental responsibility (Hajer, 1995). Together, these critical perspectives

illustrate how discourse shapes perceptions of corporate responsibility and drives sustainability efforts in the hospitality industry.

The view above clarifies that the hospitality and tourism industry has a long-standing commitment to sustainability driven by ethical reasons, guest demands, and regulatory requirements. It highlights that sustainable practices, such as waste recycling and local food sourcing have been effectively implemented for years. These practices benefit local communities and the environment, showing that sustainability is an integral part of responsible tourism development.

2.4 Effects of Responsible Tourism Practices

2.4.1 Effects on Quality of Life and Community Well-being

Aref (2011) in a study conducted in Shiraz, Iran investigated the effect of tourism on Quality of Life and found that tourism has a positive impact on the quality of life of resident's study further revealed the most significant tourism impacts are found to be linked with emotional well-being, community well-being, and income. Similarly, (Maelge, 2008) study found in Srilanka where tourists, the local community, and businesses were hugely disturbed by the indecent activities of the beach boys. Responsible Tourism programs strategically employed them in various initiatives to get rid of a common crisis and contribute to social sustainability.

2.4.2 Economic and Social Benefits in Local Communities

Another Study on Passikudah found that Responsible Tourism practices are a predictor of life satisfaction. However, the intervening role of Destination Sustainability and Quality of Life of residents demands increased attention on the construction of sustainable livelihood, community engagement, and environmental consciousness. This can have a significant contribution to Sustainable destination management (Sariskumar and Bhavan, 2018). Goodwin & Rupesh (2015) in their study on the impacts of Responsible Tourism in Kerala proved that Kumarakom in Kerala has emerged as a model for sustainable tourism development, and has played a substantial role in the sustainability of destinations. Furthermore, the public-private participation strategy adopted by the Kerala Government effectually minimized social and environmental concerns; and improved local economic benefits.

2.4.3 Responsible Tourism Practices and Local Engagement

Nearly all of the tour operators reported delivering positive interventions in local communities. These included economic benefits such as employment, the use of local services and products, and also providing benefits to local education, health, and conservation initiatives. However, barriers included safety and crime concerns, access, and problems relating to capacities – such as skills, language, lack of experience and understanding, lack of product, and inconsistent quality.

Responses by tour operators to the issue of providing donations to charity were interesting because although many were philanthropic (providing a proportion of tour fees, materials, supplying volunteers or organizing events), a couple indicated that they would rather assist people through ‘trade’ rather than ‘aid’. This route provides more sustainable and market-related benefits. Nearly all of the tour operators reported delivering positive interventions in local communities. These included economic benefits such as employment, the use of local services and products, and also providing benefits to local education, health, and conservation initiatives. However, barriers included safety and crime concerns, access, and problems relating to capacities – such as skills, language, lack of experience and understanding, lack of product, and inconsistent quality.

Spenceley (2007) in a study on Responsible Tourism Practices by South African Tour Operators, found that tourism delivered positive intervention in local communities which includes, economic benefits such as employment, use of local services and products, and also providing benefits to local education, health, and conservation initiatives. The result further revealed only a few were using energy-saving, recycling, or water conservation interventions, out of two hundred tour operators considered for the study only half of the operators have held Responsible tourism policies.

Bohdanowicz (2005) in a study of European hoteliers found that the hotel industry would do well to be more environmentally conscious, and managers in chain hotels were generally more likely to pay attention to environmental issues than were independent operators, many of whom run small properties. In the same way Stanford (2008) in the study about exceptional visitors: dimensions of tourist responsibility in New Zealand found that Recycling, ethics, water conservation,

crime prevention, promoting local culture, air quality and pollution, community and social participation, energy management, health and awareness, waste and pollution and water conservation were the responsible tourism practices that are implemented by the residents.

2.4.4 Environmental Initiatives in Hospitality and Dining

Many restaurant chains locally have implemented environmentally friendly practices by purchasing equipment that reduces waste and uses less energy, adopting local foods, ban of disposable cups, selling biodynamic and sustainable wines, train employees on green practices. (Tzschentke et al., 2008). The scholar further added green practices include renewable resources, conserving water, implementing a recycling program such as recycling glass, cardboard, and cooking oil; composting, low pollution, energy conservation throughout the production process, usage and disposal cycle, packaging, transportation, furnishings, building material, waste management.

2.5 Responsible Tourism in Policy

The current minimum wage in Nepal is NPR17,300.00 per month in 2023. It became valid on August 18, 2023.

3. Research Methodology

The research has followed a descriptive research design, the descriptive research design is chosen to explain the facts and characteristics of a population and the phenomena examined scientifically and accurately. The sample population is unidentified. The convenience sampling approach was used to collect the data, to understand the responsible practices primary data was collected where altogether 50 managers and executives of the various hotels and restaurants were interviewed using a standardized questionnaire. To discover the resident’s knowledge of responsible tourism, 2 series of focus group discussions were done with residents. Thirty residents of different age groups have participated in the discussion who were born and brought up in the area. The age group includes 20-35, ten residents, 36- 50, 10 residents, and 50 above 10 residents. Additionally, the study integrates insights from key informant interviews (KIIs) with stakeholders such as representatives from the local body, development authority, and tourism ministry. These interviews provide in-depth perspectives on governmental policies, regulatory frameworks, and the

implementation of responsible tourism practices in the region. The findings are analyzed using Fairclough's Critical Discourse Analysis and Van Dijk's socio-cognitive approach to uncover underlying ideologies and societal impacts of responsible tourism initiatives in Bouddhanath.

4. Findings

4.1 Payment Policy and Minimum Wage Pay

The data reveals that 94% of the organizations claim to follow a fair pay policy, and the payment is made as per the levels of effort, skill, knowledge, and responsibility of the job ensuring a minimum salary as per the Labor Act. This majority viewpoint suggests an acceptance of equitable pay principles. However, the remaining 6% of organizations present variations in their pay practices that diverge from the standard fair pay policy. Four percent of these organizations tie their pay structures to working hours and the nature of the job, sidestepping the minimum salary criteria during probation periods. In these cases, payment under the Labor Act only commences post-probation, revealing strategic exploitation of probationary periods to manage costs. Fairclough's (1989, 1992) discourse analysis reveals how power dynamics within organizations can lead to the exploitation of legal loopholes, such as the manipulation of probation periods to delay fair pay. This emphasizes the necessity for strong regulatory enforcement and transparent communication to safeguard equitable pay practices.

Whereas in the case of raw employees, they train them first and start to pay, minimum salary only after they obtain training amount or else the amount is deducted from their salary until recovered. They further revealed in some cases they pay more than a minimum salary. Additionally, these organizations tend to deduct training costs from employees' salaries, which only align with the minimum salary standards once the costs are recovered. They even claimed that sometimes they exceed the minimum salary requirements, indicating flexibility based on individual circumstances. Van Dijk's (1993) emphasis on the cognitive aspects of discourse provides further understanding of how these practices are rationalized and embedded within organizational cultures. His concept of the "ideological square" (Van Dijk, 1998) proves how companies may emphasize positive self-representation, as they highlight their adherence to fair pay policies while downplaying or omitting

negative aspects, such as exploiting probation periods or training cost deductions.

A minority of 2% of organizations explicitly acknowledge not following the minimum salary stipulations of the Labor Act, though they assert compliance with a fair pay policy. This contradiction highlights a divergence between legal compliance and organizational interpretations of fairness. This normalization of such practices within the organizational discourse makes them seem acceptable or even justified (Van Dijk, 1993).

4.2 Local Employment

Depending upon the size of the organization total number of employees varies out of 50 organizations undertaken for the study only 2 % have not employed any local, only one organization has 100% local employees, rest of the percentage varies from 10 to 92 %. Fairclough's (2003) approach to how language constructs social identities and relationships is relevant here, as it shows how businesses construct their identities as community-oriented entities. Respondents even said they prefer local as the job requirement is distinct in hotels and restaurants. There are different shifts, language preferences, and local knowledge, in this case, if the locals are employed work would become more effective. Teun A. van Dijk's (2008) sociocognitive approach, which examines how knowledge, attitudes, and ideologies are constructed and shared, helps explain the normalization of employing locals as a strategy to gain social approval and mitigate potential conflicts.

4.3 Usages of Local Product

Study reveals that most of the restaurants with limited capacity use local products whose opening and closing times are fixed. They depend upon local grocery shops and farms from nearby areas such as Sankhu, Gokarna, and Bode; this comprises 48 % of the total study. The discourse on using local products often masks economic realities and pressures faced by larger establishments. This highlights an ideological struggle between supporting local economies and meeting operational demands. Fairclough's concept of "marketization" (Fairclough, 1993) shows how market ideologies influence the discourse around local product use. Whereas 12 percent of the population of the study said they buy local products often but not regularly. 40 % of the population never buy a local product because they need it in large quantities so they have a supplier who supplies them regularly. The

role of power and dominance in discourse highlights how economic constraints influence these decisions, and how elites use discourse to maintain power (Van Dijk, 2008) is pertinent here, as larger establishments may prioritize economic survival over local support.

4.4 Waste Management

Waste management has become a big issue in the hotels and restaurants of Bouddha. Almost all businesses depend upon the municipality to manage their waste. Fairclough's (2001) work on discourse and social change helps us understand how municipal dependency is constructed and maintained through language. In detail 64 % of the population said they fully depend on the municipality for managing their waste, along with this 10 percent said they depend upon a municipality as well as they have their decomposing site, and for the food waste, they give to a pig farm. Moreover, 26 % said along with the municipality they give it to a pig farm. Van Dijk's (2008) socio-cognitive approach explains how these practices are internalized and reproduced within organizational cultures and community expectations. This interaction between discourse and socio-cognitive processes emphasizes the complexity of waste management practices and their implications for social norms and environmental sustainability in Bouddha.

4.5 Segregation of Waste

In the case of segregation, 58% of the total population said they do complete segregation of the waste. Twenty percent of the total population said they do not segregate at all. 18 % of the total population said they only segregate glass items as the municipality asked them to do so. Two percent said they have their segregation area they even reuse their reusable product after segregation. It highlights a socio-cognitive approach in Critical Discourse Analysis (CDA), highlighting how discourse interacts with cognition to maintain social power structures (van Dijk, 2008b). Applying this perspective to the interview findings on waste segregation suggests that societal norms and power dynamics could influence individuals' decisions on waste management practices. For instance, the varying levels of waste segregation among respondents may reflect broader social influences and structural inequalities rooted in environmental practices, shaping their behaviors through discourse and social interaction with social situations and structures.

4.6 Key Informants Interview

The respondents from the local body and the tourism association said they are very concerned regarding tourism development and the development of the area. Bouddhanath is the main hub for Buddhist and other tourists who visit for a different purpose. The aesthetic of the area plays a huge role in developing tourism in this case to maintain the environment, waste management is highly prioritized. The representatives here might be using a technique called "greenwashing". The word was first coined by environmentalist Jay Westerfield in 1989. The emphasis on maintaining a pleasing aesthetic for tourists could be a way to downplay the potential environmental costs of tourism development, the focus on waste management, without details about its effectiveness or the ultimate destination of the waste, could be a way to create an illusion of environmental responsibility. The act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service" (TerraChoice, 2009: 1). The waste management practices reportedly emphasize a strategic alignment with responsible tourism principles, while waste management practices are crucial for maintaining the area's aesthetic appeal and cultural integrity (Mowforth & Munt, 2009). Respondents also reported that they have increased the frequency of waste collection, and have even asked the concerned industry to segregate the waste so they can reuse and reduce the waste as possible. This discourse is underpinned by global norms advocating for the preservation of cultural and natural heritage (Harrison, 2022).

In the case of local employment, most of the hotels and restaurants operated in the area prefer local employees as local employees understand the culture and in case of a potential problem, they can negotiate potential problems with greater ease. The discourse on local employment reveals a complex interplay between cultural competency and skill requirements. The term "cultural competency" could unintentionally limit locals to basic roles by downplaying the need for skill development programs. Including resident voices can help create a more equitable approach that utilizes both cultural understanding and improved skillsets (Van Dijk, 1993). While there is a preference for hiring locals due to their familiarity with the culture and ability to navigate local issues, there is also an acknowledgment.

The respondent from the tourism ministry said they have a legal provision for practicing sustainable tourism that needs to be followed by all the stakeholders if not they will have to face the consequences. The informant's comment regarding "consequences" for non-compliance suggests a reactive enforcement approach, highlighting a gap between policy and implementation (Higgins-Desbiolles, 2006). This reinforces Fairclough's argument that text (the policy) doesn't always guarantee a desired discourse (fair and sustainable tourism practices). This reveals power dynamics among stakeholders, economic constraints, and regulatory influences shaping tourism development in Bouddhanath, highlighting the gap between policy discourse and operational realities.

4.7 Knowledge of Responsible Tourism

The findings reveal a significant lack of awareness and different perceptions across different age groups within the community, 98 % of residents haven't even heard about responsible tourism. This indicates a reflection of a common issue where responsible tourism concepts are not well publicized or understood by the general public, in this case, the reported lack of awareness among 98% of residents regarding responsible tourism highlights a broader issue of insufficient public education and dissemination of sustainable tourism practices (Lepp, 2007). This aligns with Wodak's Discourse-Historical Approach (DHA), which emphasizes the role of historical and social contexts in shaping discursive practices and their implications (Wodak, 2001). This reveals deeper issues of power dynamics within the local tourism industry. Existing promotional material and policies might not prioritize resident participation, potentially marginalizing their voices and needs, and demand strong monitoring and evaluation system.

Among residents above 50, there is a notable dissatisfaction with tourism, perceived as unplanned and detrimental to the original beauty of the destination, likely because this demographic has witnessed significant environmental, cultural, and lifestyle changes due to unplanned tourism development, such as overcrowding, pollution, and loss of cultural identity. This sentiment reflects broader concerns about environmental degradation and loss of cultural authenticity due to tourism development (Hall & Lew, 2009).

In contrast, residents aged 20-35 exhibit a positive attitude towards tourism, highlighting its economic opportunities and modernization benefits, although

they exhibit limited awareness of responsible tourism principles and potential negative impacts (Sharpley & Telfer, 2002). This demographic's optimistic view is echoed by Van Dijk's cognitive approach to discourse, highlighting how cognitive processes influence perceptions and attitudes towards tourism development (Van Dijk, 1993). Meanwhile, the 36-50 age group displays mixed awareness, acknowledging responsible tourism ideals but noting their inadequate implementation. These transitional demographics' nuanced perspective reflects their experience across different phases of tourism development, illustrating the gap between the discourse on responsible tourism and its practical application (Ruhanen, 2012). Fairclough's CDA further elucidates how discourses of tourism development construct and perpetuate power relations, influencing public perceptions and policy priorities (Fairclough, 1989).

4.8 Critical Acclaim

Employee turnover is high in the tourism industry due to the nature of the job, payment, and its seasonal nature, in this case, it is difficult for the business to practice responsible tourism. This view is similar to the view of (Collier 1996) the scholar claimed there are concerns over low wages for those working in tourism and the high cost of living, housing, and long working hours. RTP is very difficult to adapt to, in a developing country like Nepal where there is no uniformity in the job and strict monitoring policy and can be denied by many organizations if the government pressurizes to adapt it fully, in this case, it should be rather flexible and encouraged. In mass tourism practicing responsible tourism can be beneficial to maintain the local environment as it helps stakeholders, as well as tourists, be tolerant towards each other. Whereas Wheeler (1997) asserts that "responsible tourism is a pleasant, agreeable, but dangerously superficial, ephemeral and inadequate escape route for the educated middle classes unable, or unwilling, to appreciate or accept their/our destructive contribution to the international tourism maelstrom"(96). Furthermore, the scholar views responsibility for tourism as the option as an alternative option for mass tourism. The Husbands and Harrison's (1996) view contradicts this, responsible tourism as the way of practicing any type of tourism is not an alternative to mass tourism. In the case of Bouddhanath where the traveler visits with a different purpose as the destination is very popular among domestic as well as international tourists, the travelers, as well as stakeholders, bear

their perception and attitude in this case it is difficult to expect the same thing from everyone. Responsible tourism teaches us to become responsible and it cannot be an alternative to mass tourism. Likewise, Cooper and Ozdil (1992) have questions about the usefulness of responsible tourism. "To see responsible tourism as an alternative to mass tourism is unrealistic but to move the industry and consumer towards a goal of responsibility would be an important achievement" (378). Traveling is enjoyment and escape from the daily hectic schedule; in this case, it cannot be worth mentioning responsible tourism. Concerning this Butcher (2003) believes tourism should be all about enjoyment and requires no other justification.

5. Discussion and Conclusion

The current research shares a strong linkage with that of Babu (2018) where the researcher evaluated. The Kumarakom model of responsible tourism activities focuses mainly on three areas the cultural, social, and environmental aspects of the destination. Although the local government advocates that the project has been a success, the local community has not benefitted through responsible tourism and they do not have enough knowledge of responsible tourism and its activities. The public needs to be provided with sufficient knowledge of responsible tourism.

Another scholar Wijesundara (2017) found that the hotels in Sri Lanka have incorporated various sustainable practices in their daily operations. The most performing best practices were; using low-energy lighting, limited paper-based ads and advertising material, purchasing from local vendors, recruiting and hiring local people for the job, creating a green culture in the workplace, and contributing green initiation funds. Both the research focused on sustainable practices. The current research focused on local employment, fair pay, purchase of local food, and waste management along with this the current study discovered the resident knowledge of responsible tourism and examined the initiatives from the government, the local body, and tourism associations.

The study concludes that responsible tourism is not practiced at the optimum stage, as the production of tourism in the region is not subsidized by the local community. As they rely on the municipality for waste management, is not subsidized by the development of tourism in the area. The environmental concern of the local business houses is very low as they depend on the municipality for waste management, and the environmental concern of the local business houses is

very poor. Many companies do not segregate the waste until it is collected by the municipality. Residents have no understanding of responsible tourism and its operations. Awareness regarding responsible tourism and its benefits needs to be provided to the public through different classes and training programs. To encourage residents to be part of responsible tourism. Owing to the poor control policy has not shown a substantial outcome. The adoption of responsible tourism practices has not been completely promoted by local bodies and tourism associations have several opportunities to improve responsible tourism practices by playing a mediating role between responsible tourism and the community.

Recommendation

Based on the analysis and findings following recommendations are made:

- Ensure compliance with minimum wage laws and promote local hiring through incentives and training.
- Invest in waste segregation and composting infrastructure, and promote the use of local products.
- Increase public awareness through campaigns and training programs on sustainable practices.
- Encourage knowledge sharing among stakeholders and support policies for sustainable tourism.

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