

Sociocultural

The impact of tourism on local cultural traditions and values is difficult to assess. Not only tourists but also local people who travel for education, trade, and other purposes bring in new ideas and attitudes which can result in changes in local cultural practices. Changes in people's behaviour, dress, lifestyle, family and social structure, values, and expectations; decline in local support for local traditions and institutions; people's preference for tourist-related jobs over education; pollution of sacred places; changes in traditional architecture, and so on are generally argued to be the negative impacts of tourism on culture. Economic impacts are also important in bringing cultural changes. It can also be debated whether such sociocultural impacts are caused by tourism, by economic factors, or by other factors (Upadhyay 1984; Robinson 1993; Lama and Sherpa 1995; Stevens, Sherpa and Sherpa 1993; Gurung 1990).