

# Transformation of Heritage Area into Tourism Center

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## Abstract

This article is based on case studies from different heritage sites and some literature oriented to heritage tourism. In this research, six different sites with amazing and interesting tangible and intangible heritages are studied. Most of the sites are inscribed in World Heritage Site by UNESCO in different periods. Every site continues to have its own developing patterns and historical significance to tourism since being inscribed in WHS or national heritage. In this research, the comparative studies of these cases have been done as theoretical and qualitative analysis to draw some conclusions that may help other WHS oriented towards tourism development for economical growth of the area or country.

In this research, there are some cases where sites were developed as tourism centers which helped uplift the economical status for their surrounding areas, but this was done at the expense of loss of their heritage value due to careless disregard for intangible heritage directly related to local people and their culture.

Developing tourism in WHS may either serve as a risk or a benefit to heritage development. It can be harmful to heritage if plans are completely handed over to business stakeholders for short-sighted profit without regard for long term planning. Despite this being beneficial in the short-term, this approach may cause harm to the heritage sites and impact the historical and cultural significance for the future. For optimal economical development through heritage tourism in any location, the process employed should be sustainable with long term planning in partnership with local involvement and with local cultural interests in mind. The planning should include capacity building, training and education to locals for longer term sustainability and maintenance.

## Keywords

intangible heritage, world heritage site, national heritage, sustainable, stakeholder

## 1. Introduction

The word heritage itself strikes another word – the World Heritage Site (WHS). The programme of enlisting the WHS was started with the "Convention Concerning the Protection of the World's Cultural and Natural Heritage", which was adopted by the General Conference of UNESCO on 16 November 1972. As of July 2021, there are a total of 1,154 World Heritage Sites that are comprised of 897 cultural, 218 natural, and 39 mixed properties across 167 countries [1]. The main purpose of establishing the listing was to help to transfer the heritage to coming generations as legacy from past. Because of this enlisting, WHS are recognized and appreciated by people all around the world who indicate desires to visit them. And because of this, WHS become crowded with national and international tourists, which also leads to a direct impact on the economy of the country.

Because of UNESCO laws and development of tourism business, many people have interest towards conservation and maintenance of heritage not only of WHS but periphery of WHS known as buffer zone and core area. Mostly monuments at WHS are conserved with the financial and technical support from international cultural organizations like ICOMOS, ICCROM, and UNESCO etc. But monuments aren't the only things included as part of heritage [2]. There are lots of private buildings that have been standing for long periods of time with valuable artifacts in buffer areas of WHS. These are equally as important as monuments from WHS. Such type of private tangible heritage from buffer area increase the value of WHS like ornaments of the site. Not just the tangible heritage, but also intangible heritage like social events, costumes, music and belief play a vital role towards the conservation of WHS. Heritage indicates the relation between past, present and future. Heritage enhances the values of past and present and

increases the meaning of social relations. Due to this, nations use heritage as a powerful instrument to increase and strengthen national identity. [3]

Heritage does not include only tangible things like monuments, shrines, buildings and physical structures. It can also signify intangible aspects of our identity like the culture, traditions and beliefs of local residents in an area. So, to preserve our heritage, it is necessary to consider both tangible and intangible assets. Conserving heritages is becoming a more crucial conversation by the day, especially in regards with the globally connected new generations. Conservation of heritage is not a new issue, but it has not been done in a proper way in lieu of the needs and influences of the modern society [4].

Every historic city has its own individual history that oriented the new generation to develop modern cities and societies with their own specific culture and tradition. Some old cities, like the major metropolitan parts of Nepal have lots of monuments that represent the historic development and belief on religion, power of military and powers of political or economic at the past historic period. The state of these monuments is influenced significantly by their present function and use. Due to the change in needs and requirements of today's modern society, some such historic monuments are going to decay and deteriorate due to lack of utilization and maintenance. But some of the monuments are still strong and functioning well with proper maintenance through use or adaptive reuse. Reuse of monuments without changing their original structure can generate economy by itself for maintenance. So, adaptive reuse of historic monuments is one of the most sustainable approaches to conservation [2].

But with modern access to global mobility, being known as WHS means sparking the curiosity of people about heritage places and facilities on mobilization, driving a lot of traffic to these sites. People have a desire to learn more about the heritage, art and architecture. One third of global tourism is geared towards or driven by cultural heritage sites, monuments, and landscapes [3]. Due to increase of heritage tourism, there can be both positive and negative impacts on WHS. The tourism developed as a result of cultural heritage can bring many benefits to economical development of local people but it can also destroy or change the quality of life of the local resident [5]. On one hand, development of tourism generates economical sustainability whereas on the

other side, it may destroy local social intangible heritage due to modernism and gentrification. Being a point of attraction for tourists, heritage sites themselves can generate funds for conservation and preservation. But in reality, the fund may be collected for the stakeholders and may not have direct benefits to local people or communities.

As part of the counterargument, there are arguments cited by historians and experts that the globalization of heritage through tourism has led to greater respect for culture. That being said, there are several layers of complexity under the transformation of heritage properties into tourism destinations. Similar complexity exists when transforming cultural expressions into performances as well. Heritage use, and misuse can vary greatly across the varying intentions of different stakeholders [3]. Smith had quoted, "Heritage involves a highly politicized project that is contested and transformed by global actors, including representatives of international organizations such as UNESCO, researchers, businesspeople, and those involved in tourism" [6].

In recent decades, heritage tourism has grown exponentially and in a significant manner. Chang defines heritage tourism "as the harnessing of cultural, historical, and ethnic components of a society or place as resources to attract tourists" (Chang 1999). Per annum, global tourism to heritage sites increases around 10 per cent on average. Several heritage sites have doubled or tripled visitation rates and revenue increases every ten years (UNWTO 2009, 2013). Heritage and tourism have become inseparable and mutually dependent on each other across the world [7].

The trend now is moving towards heritage and natural tourism. UNWTO forecast in its report "Tourism Towards 2030" that "international tourist arrivals worldwide will increase by 3.3% a year from 2010 to 2030 to reach 1.8 billion by 2030". From 2010 to 2030, tourism to emerging destinations are expected to increase at double the rate of that in developed locations. Overall market share of developing economies increased from 30% in 1980 to 47% in 2012, and they are expected to be the overwhelming majority at 57% by 2030. This will be equivalent to over one billion international tourist arrivals [8].

However, it is important to note that there are significant differences between emerging and advanced countries for their heritage tourism. This

can happen across several dimensions - economic, social, political, management, conservation, and interpretation differences. International standards set by the tourism sector are often times much harder to attain for poorer countries (Salazar 2010). There are several challenges faced by developing countries hindering sustainable management and continued development of heritage. The degree of influence local communities have on decisions, their involvement in receiving the benefits of such development, the feeling of responsibility and ownership of artifacts and historical places, lack of relevant skills, and secondary forced relocation due to needs for accommodating tourism can all present as issues in developing countries [3]. Low-income nations such as Tanzania, Nepal, and Cambodia account for a small portion of the global tourism revenue, pushing away the possibility for sustainable heritage tourism for these emerging economies (UNWTO 2013).

Our country, Nepal has 10 WHS, among them 7 cultural WHS in Kathmandu Valley are in close proximity to each other and can be visited in a single day. Being a developing and small country with political instability, Nepal has struggled with economic instability for a long period of time. There has been negligible industrial development that has taken place during this period. Hence, tourism serves as a key driver for economic development. There are lots of people from all around the world who want to visit Nepal due to the presence of WHS. Our WHS have lots of monuments standing since 14th century which are carrying lots of history from period to period. Not only the monuments, there are lots of private residential buildings standing in buffer area. Lots of such heritages are carrying art and artifacts since Malla period. Some of them are directly or indirectly related to the intangible heritage, carried on through local residents. The buffer areas around WHS are also orienting to transforming into tourism centers in the name of heritage tourism development. Through this research, with the help of a variety of case studies around the world, we are trying to find out the way to drive development without damaging the heritage we have.

This research investigates how to minimize the risk and increase the benefits by transformation of heritage sites into tourism centers. This paper may also help on development on sustainability at the local or neighborhood level, and may show advantages and

opportunities for local businesses to draw from heritage tourism to support the economy of Kathmandu. Supporting local residents and their affluence and happiness is a practical path to sustaining the community's cultural heritage, identity and authenticity.

## 2. Literature Review

### 2.1 Convention on the Protection of the World Cultural, Religious and Natural Heritage

On 16 November 1972, UNESCO's General Conference adopted an international treaty ("World Heritage Convention") aimed at encouraging the identification, conservation, and protection of world heritage. For the purposes of the Convention, the organization identified World Heritage as both "cultural heritage" and "natural heritage." According to Rashid, "Cultural heritage refers to monuments, groups of buildings, and sites with historical, aesthetic, archaeological, scientific, ethnological or anthropological value. Natural heritage refers to outstanding physical, biological and geological formations, habitats of threatened species of animals and plants and areas with scientific, conservation or aesthetic value". Sites where a significant overlap between natural and cultural heritage exists are referred to as cultural landscapes [8].

It is a global issue that most of all WHS is going to transform in to tourism centers with or without appropriate heritage conservation. This phenomenon is being continued since enlisting the heritage as WHS from different countries by UNESCO. This action may be increasing due to the UNESCO's WH mission.

#### 2.1.1 The mission of UNESCO's World Heritage

According to the mission, its main goal is:

- To encourage countries to sign the World Heritage Convention, and to ensure the protection of their natural and cultural heritage
- To encourage States Parties to the Convention to nominate sites within their national territory for inclusion on the World Heritage List
- To encourage States Parties to establish management plans, and set up reporting systems on the state of conservation of their World Heritage sites

- To help States Parties safeguard World Heritage properties by providing technical assistance and professional training
- To provide emergency assistance for World Heritage sites in immediate danger
- To support States Parties' public awareness-building activities for World Heritage conservation
- To encourage participation of the local population in the preservation of their cultural and natural heritage
- To encourage international cooperation in the conservation of our world's cultural and natural heritage. [8]

Heritage tourism is described in lots of ways by different expertise, but it is developed according to consumerist practice. The commercialization of heritage usually focuses on the interests of tourists and tourism service providers. If the tourism is promoted before preservation and conservation, the heritage may fall in danger.

Even though UNESCO did not concentrate on heritage tourism at its previous period in conservation, the supportive agencies like ICOMOS and others initiate on this topic from their starting phase. For example, in 1976, ICOMOS launched a Charter of Cultural Tourism, having 18 international organizations as signatories. The charter aims to encourage safeguarding and to ensure the conservation and promotion of heritage, taking into account the positive as well as negative effects of tourism development across the world. In 1982, World Tourism Organization (WTO) and United Nations Environment Programme jointly initiate the concept of "sustainable tourism" with full realization of potential on damage by mass flow of tourist. Because of this, they developed guidelines and recommendations for heritage tourism development. The UN World Tourism Organization presented a global study on the links between tourism and intangible cultural heritage (UNWTO 2012).

The UN Foundation ran the World Heritage Alliance for Sustainable Tourism between 2006 and 2010. In this, around fifty members including governments, tourism and conservation sectors involved to preserve or conserve the more than 20 different WHS from seven different countries. During the same period, Friends of World Heritage, an initiative of the UN Foundation, the World Heritage Center, and Expedia, was a program dedicated to raising awareness about

the importance of protecting World Heritage, promoting sustainable development, and offering ways to explore the properties through sustainable travel. The concept of sustainable tourism has been accepted and followed by many more international organizations, NGOs and tourism sectors. But some stakeholders do not understand and follow the concept in write way till today. Some people use this concept for their own temporary economical and political benefits.

A second World Heritage Sustainable Tourism Program was adopted by the World Heritage Committee at its 36th session in June 2012. The new program further established "an international framework for the cooperative and coordinated achievement of shared and sustainable outcome related at World Heritage Sites" (WHC 2013). Different ways of heritage management and preservation policy has become another main agenda for this session. As a platform for enhanced visitor management, heritage interpretation links heritage and tourism in reconstructing the past in the present.

## 2.2 Sustainable development and tourism

Rehabilitation of heritage is the most suitable way for sustainable management of heritage. It is not only good for consecrating a heritage; it may be an important concept for social and economic development of a historic place. The traditional way of conservation of any monument or historic place may be burden for the local government if it needs continuous maintenance and care, it may need high economical support. So, modern and new concepts of conservation like rehabilitation which can generate economical support by own self have to be find out for sustainable conservation with development. This may require new concept of economical management, marketing methods. Not only these, rules and regulations towards conservation also have to modify according to time and needs of people. Tourism is the main sector that directly affect by the rehabilitation. Now-a-days, development of tourism is the main reason to divert local people's interest in conserving their heritage and culture. It means indirectly conservation is being done due to the economical support gained through tourism.

According to Orbasli, "Heritage conservation is not only compatible with economic development; it can be an effective economic-development tool, the rehabilitation and adaptive reuse of heritage buildings

not only preserves cultural values, it can be a profitable investment ; it has increased the value of property in the surrounded area more than the proposed office development would have done” [9].

Heritage conservation through Rehabilitation is the effective path for sustainable management. It is an effective strategy for revitalizing older building and historical districts with commercial uses, heritage conservation and economic development. There are lots of example in world where by the rehabilitation on old buildings, they create opportunity for thousands of new jobs, businesses and investment in historical downtown [10]. Even where rehabilitation costs more than new construction, it can still produce a higher rate of return. Central locations, interesting architecture and high-quality materials will often lead to higher rents and occupancy rates for heritage buildings [11]. Historic buildings are especially well-suited to new business uses in our modern life. The re-use of the historical buildings can actual refurbishment their effect on building rarity, environmental analysis and whole long life.

“Tourism can create new job opportunities and bring economic benefits.” For example; the Taj Mahal in India and the Borobudur in Indonesia generate direct local employment and economic activities. Tourism creates different employment in Borobudur. Local people work as small-scale entrepreneurs. Few people open vendors of souvenirs whereas some work as guides, and in art galleries and guest houses that surround the site. However, in many developing countries, most of the economical development from the tourism industry tends to be captured by foreign investors, international tour operators, and foreign airline companies, whereas only limited benefits flow to the local poor community. There are evidence which shows that only between one-fifth and one-third of total tourism expenditure spend in local communities [3].

### 2.3 Case Study

#### 2.3.1 Mount Emei Scenic Area, China

The Mount Emei Scenic Area in China was inscribed in 1996 as a mixed heritage site on the UNESCO World Heritage list. It has beautiful natural landscape and rich Buddhist culture. After inscribe in WHS, there are a huge increase of national and international tourist in this destination. The construction of the giant Buddha was started in 723 AD. Because of the

increase of tourist, the local government established a company for tourism promotion, development, and marketing for private economical development (Zhu and Li 2013). After then, the admission fee has increased several times, from US10toUS 80. The local heritage management office has also strategically used Buddhist culture to attract more.



**Figure 1:** Mount Emei Scenic Area, China

This kind of heritage sites are being commercialized and transformed as a tourism center in many more places. “They are simply adapting to a growing consumer demand for ‘exotic heritages. If it is managed badly, heritage tourism can lead to a rise in the price of land or admission fees, the processes of use replacement, and gentrification” [2].

#### 2.3.2 Lijiang, Yunnan, China

The Lijiang is the historic trade center of China which is a good example to illustrate the dynamics of imaginaries built by heritage tourism. Since the late 1980s and early 1990s, Lijiang started to know as an international tourism destination by world. Since then, the town has attracted large numbers of tourists from around the world. Western backpackers are fascinated by this remote place. After being included in the World Heritage List by UNESCO in 1997, Lijiang has become one of the most popular destinations for both inbound and domestic tourists in China. After transformation from a historic trade town to a commercial heritage site, Lijiang has now acquired a new renowned name as a “town of romance” (Zhu 2012).



**Figure 2:** Lijiang, Yunnan, China

Apart from economic benefits, other issues are of a more ethical nature, such as land ownership, dramatic change of lifestyle, property rights, and the interaction between social structures and expectations leading to misunderstandings and conflicts. For instance, after the emergence of heritage tourism in Lijiang, the town has experienced rapid changes in social environment and commercial development. Han Chinese from outside Lijiang has dominated the tourism business rather than local people. Guesthouses formerly owned by local Naxi have been replaced by luxury hotels that are run by the so-called "new Lijiang people," namely Han business-people. Their wealth, education, business skills, and interregional associations have made them a predominant force in the tourism market. As a result, local Naxi, as original "locals" of the place, are increasingly leaving their homes to tourists and businesspeople (Salazar and Zhang 2013). 'Social solidarities which are built upon community ties, memory, and culture are rapidly eroding, despite residents' resistance to the mechanism of capital accumulation" (Su 2012).

### 2.3.3 Alarde in Fuenterrabia, Spain

In the case of heritage conservation, there is an unlimited value of celebration of festivals in particular town or city as intangible heritage. Similarly in Fuenterrabia, Spain, there is a very special festival known as Alarde. But in the way of tourist attraction, the local municipality arranges to celebrate the festival twice a day which makes less importance of the festival and create arguments by local people that this destroying the actual meaning of culture. Generally, the tourism-oriented products often give new meanings for locals as they become a special identity of their nation or culture, a way to expose own self in front of the people come from outside.

Furthermore, cultural forms of consumption can sometimes even actively enhance and enliven local communities.



**Figure 3:** Alarde in Fuenterrabia, Spain

"Since the marketing, presenting, and developing of heritage tourism targets tourists instead of locals, tourism strengthens the asymmetrical relationship, which often leads to social and cultural conflicts" (Porter and Salazar 2005).

### 2.3.4 Krakow City, Poland

Krakow City is the second-largest and one of the oldest cities in Poland. It carries history from 7th century and and has traditionally been one of the leading centers of Polish academic, economic, cultural and artistic life. Cited as one of Europe's most beautiful cities, its Old Town was declared the first UNESCO World Heritage Site in the world at 1994.



**Figure 4:** Krakow City, Poland

The city has grown from a Stone Age settlement to Poland's second-most-important city. It began as a hamlet on Wawel Hill and was reported as a busy

trading centre of Central Europe in 965. After the invasion of Poland by Nazi Germany at the start of World War II, the city was spared from destruction and major bombing. Krakow City is called a progenitor city which has faced several disasters like wars, pillages and economic crises in last several decades. It was a dead city at that time. But it has become a popular tourist attraction in these days. In 2000, Kraków was named European Capital of Culture. In 2013, Krakow was officially approved as a UNESCO City of Literature. The city hosted World Youth Day in July 2016.

### 2.3.5 Bandung, Indonesia

Bandung City is the third most popular city of Indonesia which is carrying its history since 14th, 17th, and 18th centuries. It is carrying lots of architectural aesthetic generational symbolic art like Renaissance, Art Nouveau, and Modern Tropical Dutch Art. Originally the city was developed for resident of military officers. First of all, NGO's took interest in reuse of traditional buildings into the tourism sector the business people get part in to make success. It followed rules of McIntyre for Sustainable Tourism for local. According to the concept, there were many more functional changes occurred which were totally different from traditional pattern. Vast range of tourism supporting facilities was built to enhance tourism. As a result, in present time, hard to find residential buildings in this area.



**Figure 5:** Bandung, Indonesia

As a result, there are both good and bad effects come in rise. The main of them are the economical growth ratio was improved through tourism trade, cultural heritage was preserved to attract tourist, street sight and environment was fully preserved which can be categorized as good affects. Whereas growth of population, minimize water percolation area due to increase in built up area enhance flood and create drainage problem, lack of water supply, spoil of socio-culture heritage can be seen as bad affects in the city.

### 2.3.6 San Antonio, Texas

To develop the San Antonio as a tourism center was a huge mission for long time in Texas. It consists of lots of heritage site and newly developing urban areas. Now-a-days, 1.7 million people visit there in each year as tourist. And due to the increase of tourism, economical development of local people takes place in a good ratio.



**Figure 6:** San Antonio, Texas

The San Antonio is developed with the development plan which is based with cultural heritage project focused with community. It highlights the tourism potentials of the district; capitalize the public investments and improvements around the San Antonio. It revitalized the historic district of San Antonio. The community based plan helped to regain the identity, culture and heritage of the place.

## 2.4 Heritage Tourism Management

Management of heritage sites has become a widely discussed concept in the last 10 years after it was highlighted in the 'Operational Guidelines for the Implementation of the World Heritage Convention' and the guide for 'Management Plans for World Heritage Sites' was published by UNESCO German Commission in 2008. The management plans are thought to be the implementation tools for achieving a balance between the conservation and restoration of cultural heritage, the priorities and needs of local community, and development of tourism and economy. A management plan takes the task of a framework that set forth the guidelines for future decisions, and aims to ensure conservation of significance and values of the site and its sustainability and to help the local community and visitors in appreciating the significance and values of the site [12].

A successful management with a major focus on heritage interpretation and presentation ensures that one complements the other. It enables the critical balance to be maintained between the needs of the resources and the needs of the visitors. Management of heritage sites is of pivotal significance in enhancing and enriching tourists' experience and appreciation while fostering a sense of local cultural identity. 'Visitor management is not only a matter of traffic or pedestrian flow management, but also involves imaginative solutions to enhance the visitor experience, maintain a favorable reputation for the destination, while at the same time ensuring a high-quality environment for residents to live and work in, and visitors to enjoy. Chosen visitor strategies have to respond to specific needs and remain appropriate to the local culture.' [9]

In addition, the evidence seems to verify the notion that tourism growth granger causes economic growth and vice versa indicating a bi-directional causality between economic growth and tourism growth. It is clear that tourism growth increases economic activities and economic growth also facilitates for the expansion of tourism activities in the country. Our finding suggests that policy should be focused to develop tourism sector in order to achieve high economic growth. [13]

### 3. Methodology

The research will follow the abduction strategy and is a qualitative research. This research's realities cannot be measured; it can be just interpreted but will not follow the Interpretive-historical strategy. There is no any structured questionnaire applied in particular site. This research problem has cause and effect that cannot be measurable. So, the conclusion drawn from the research cannot be drawn as theory. This research is focused on present context so, the result may be varied according to time changed. And, a descriptive theory can be generalized through quantitative and qualitative analysis. Through the comparative study of different cases from international level, conclusion will be drawn for the context of Nepal.

### 4. Analysis

The analysis is shown in Table 1.

### 5. Conclusion

Accepting that transformation of heritage site into tourism center phenomena cannot be neglected even it may have some negative impact on heritage. It should develop with careful consideration, planning, implementation, and management. The tourism development of heritage has both positive and negative impact on heritage area. Sustainable tourism development should develop good planning strategies to minimize the negative impact of tourism without sacrificing its benefits.

To minimize the negative impact, local stakeholders and other business stakeholders should involve as long-term partnership while developing tourism planning. For the sustainable tourism development, new concept and ideas are needed to develop. Ethnical issue is the most important issue need to be tackled. Specially involvement of local people, tourism ethics, moral impacts of cultural heritage, responsibilities of museum and the question of who has the power to own and interpret heritage.

The UNWTO and the World Heritage Program have the similar ethics on development of tourism but their encouragements and ways are slightly different. According to the mission of the World Heritage Program, increase of quantity of tourist in heritage area is a result of its goal to preserve cultural and natural heritage. When visitors experience World Heritage Sites, the Convention's goal to present Sites of outstanding value to humanity and to diffuse knowledge is fulfilled. But according to the UNWTO, economical development through tourism is the main issue. It means the UNWTO focused on facilitate tourist and increasing visitors whereas according to World Heritage Program, it increasing tourist may be create negative impact on heritage itself. So continuing development of tourism with proper conservation is the proper way of sustainable and needed way of development.

Partnering with the UNWTO would effectively fill this void and help illuminate safety, maintenance, and management procedures at the Sites. Whereas the Advisory Bodies to the World Heritage Program are experts in the preservation and conservation of heritage sites, the UNWTO is an expert in tourism management. The UNWTO focuses on six areas of tourism infrastructure: competitiveness, sustainability, poverty reduction, capacity building, partnerships and mainstreaming. In conclusion, the Committee should



Table 1: Analysis

Variables	Case 1	Case 2	Case 3	Case 4	Case 5	Case 6
Enlisted year in WHS	1996	1997	National heritage	1994		2015
Previous Status	Old Heritage site	Historic trade town	Respect in culture	Dead city	Rapidly migrating city	Growing city
Today's status	Filled with tourist and becomes a tourism business center	Filled with tourist and convert into a commercial site	Local people diverted with tourism development planning	Need proper sustainable heritage tourism planning	Economical development but geological problem increased	One of the most growing city of US.
Conservation of heritage (tangible/ intangible)	Increased in Gentrification	Social solidarities and memories, culture rapidly erode.	Celebration of festival twice a day to attract tourists	Fully conserved	Facade and street sight maintained	Conserved in many years with planning
Local people's issue	Not identified	Not identified	Involved but conflict on multi-time celebration	Government offices	involved	Fully identified
Transformation status into tourism	Commercialized , increase in fee	Completely transformed. Known as town of Romance	Fully transformed	Fully transformed	Fully transformed	Transformed as tourist destination but with complete planning
Education and training for capacity building	none	none			Focused on tourism only	Concentrate to develop local community
Job Opportunity to local	No benefits to local	Locals are replaced by new comers	yes	yes	yes	100%
Risk to heritage	Rage of fee than conservation	Historic trade town change into commercial historic site	Destroying the real meaning of culture	Maintained	Avoiding heritage urban planning	No risk, maintaining with planning
Tourism Management planning	In hand of business stakeholders	Developed as market	Oriented to business person	Not sustainable tourism	Only focused to tourism management	Organized sustainable heritage tourism planning
Community based plan	No any community based plan	None	Socio-cultural conflict	Area covered by government and public building	Community based but oriented to tourism only not in conservation	Whole planning focused on community
Sustainability	Not defined	Not defined	Not defined	Not defined	Not defined	Long term, more than century
Economical status	grow	Grow	Grow	Grow	100% increased	increased

consider reaching out to the UNWTO for training and resources regarding on-site security and management [14].

As conclusion, in our context, government should draw planning to develop sustainable heritage tourism in which local community must be the most beneficiaries and stakeholders should have long term partnership so that planning can be modified according to time changed and requirement. One should collaborate UNESCO and UNWTO for the successful economical development through heritage tourism without getting negative impact on heritage. Only maximizing the numbers of tourist is not the sustainable development of tourism. Just enhancing the tourism, without caring tangible and intangible heritage, defiantly create negative impact on heritage site. Avoiding local people from buffer area of WHS is not a proper way of sustainable tourism. So, in our context, we should facilitate local people to preserve from migration. Without involvement of local people in any cultural function, it may not give any meaning and feeling.

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