

Title – Analysis of relationship between the tourism and commodification

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Relationship between tourism and commodification

The terms of tourism and commodification both are different in their own ways, however these are intertwined. For instance, tourism is a way to represent commercialization of a particular place, their culture, beliefs, values, languages, historical places, local communities in order to grab attention of worldwide visitors (Cheng et al., 2024). This might lead to give rise to both negative as well as positive final outcomes for the local space environment of that place and challenges might occur for disturbing the local community's life (Cheng et al., 2024). When it comes to commodification, it has been identified that it is basically a procedure to expand monetary value of a place or accommodation. Aligned with the sector of tourism, it is said to be a factor that can help changing aspects of a place into valuable commodities which will be sold to visitors. Further analysis in deep context has been given below with accurate details.

1. Aspects of culture are being commodified for tourism purposes.

A vast range of aspects of UK culture can be commodified in sync with UK's tourism in which it involves the local traditional crafts of UK such as pottery and knitting, UK's renowned festival such as Edinburgh and their certain historical sites. It simply means to interchange the local aspects of UK into products for sale, services for consumption and others (Banda et al., 2024).

1. **Traditional crafts of UK** – UK is renowned as world's leader when it comes to presentation and sale of traditional crafts and the country is known for its pottery, knitting crafts and many other crafts. It attracts visitors to reach there and buy original authentic craft piece for themselves. In total, craft has been contributing near around £3.4bn to the economy of UK by the end of every single year (Banda et al., 2024). More than 150,000 people are employed by the industry of crafts there in UK.
2. **Festivals of UK** – UK's famous events of festivals such as Edinburgh festival, which is a local art and entertainment festival, attracts millions of visitors every year (Banda et al., 2024). As per the analysis, this festival results in best economic impact for the UK, Edinburgh and Scotland as well. BOP consultations generated a report in which it has been clearly mentioned, the overall gross economic impact of Edinburgh Festival of UK in 2022 was generation of £492 million for Edinburgh's economy and it was near around £620 million for Scotland (*UK Festival and Craft Impact*, 2022).
3. **Historical sites** – Many of the travelling lovers are encouraged every year by UK's historical sites and events such as Guy Fawkes Night (Bonfire Night). These kinds of

events are promoted as their historical aspects that helps promoting the British heritage (Shepherd, 2002).

4. **Food and drinks** – The food and drinks liked by most of the local community people of UK such as Cornish pasties, afternoon tea and many other items are also considered under the category of British heritage to provide best new experience to the visitors (Shepherd, 2002).

All in all, this commodification can lead to reflect in a positive manner for boosting rapidly the local economies as well as to promote the awareness about cultural aspects of UK. On the other hand, it might also lead to simplification as well as distortion of the cultural values, local traditions of UK and their practices related to culture, as it is expected to help in appealing to wider audience (Shepherd, 2002).

2. Commodification changing the cultural aspects.

In accordance to the identified aspects of UK's culture being commodified, it has been identified that it might have a great impact overall on the way of people responding towards it in future. These aspects involve the below enlisted ones (*Tourism Commodification: Culture & Examples* | StudySmarter, 2023).

1. **Dilution of commodification** – According to some residents of UK, transformation of local culture into commodity might lead to loss of its all originality, its authenticity and its real meaning also.
2. **Changes in local perceptions** – The government and tourism sector of UK might face issues with local people losing trust in their own country's regulations and management system. It might look as a source of income generated through commodification of their local culture, beliefs and values (*Tourism Commodification: Culture & Examples* | StudySmarter, 2023).
3. **Potential for misinterpretation** – According to the analysis, it has been identified, tourists and visitors exploring UK might get access to inaccurate information of locals, their culture. It might be staged well by the organization due to which the true diversity and complexity of the country might get hidden (*Tourism Commodification: Culture & Examples* | StudySmarter, 2023).
4. **Additional impacts** – One can deny it but the fact remains as it is, the community feels pride with the representation of their culture, values and display of performances of their traditions in order to reinforce the cultural identity. Also, with the help of

commodification, people have started raising awareness about UK's local cultural heritage, among the younger generation specially.

3. Negative impacts of cultural commodification on local communities of UK.

The process of commodification of local culture of UK basically results in negative impacts also if it has been bringing positive insights for government and economy of UK. This approach can result in displacement of local cultures, local residents of UK, as housing along with tourism businesses are becoming unaffordable day after day there in UK (*UK Culture: Lifestyle, Higher Education, Food and Traditions*, 2023). All this is because of commodification of UK local culture, traditional events, historical places and other aspects. The following enlisted factors showcase how negatively the people of UK might get impacted as a result of cultural commodification by UK's tourism sector.

1. **Authenticity erosion and cultural identity loss** – Commodification of local UK culture might lead to loss of authenticity of the cultures, beliefs, values and historical traditions. The tourism sector for personal gain provides easy access to local UK traditions, which are complex and deeply rooted in real. In addition to this, VIP passes provided to the visitors extorting extra money and solely managing events such as Guy Fawkes Night, and various royal ceremonies for the visitors, will diminish the spiritual significance of the place for sure (*Cultural Commodification: Impacts & Examples | StudySmarter*, 2023).
2. **Social and structural disruption** – It can also result in locals to avoid visiting those areas and change their behavior towards their own traditional and spiritual aspects by seeing changes in traditional customs of that place for sure. Tensions might arise between the locals and visitors in sync with maintenance of authenticity, local culture, value the traditions and respect each other(*Cultural Commodification: Impacts & Examples | StudySmarter*, 2023). Also, the tourist areas can become a red spot for thefts, and criminals.
3. **Economic disparities** – People might get affected due to larger tourism companies over-heading the small vendors, small tourism managers. And with this, housing cost there in UK also increases. As per the reports, UK encountered a rapid rise of 4.7% in their local housing prices by the end of 2024 and the tourism commodification plays significant role there.

4. **Environmental impact** – Overcrowding the place might also lead to loss of local control, people will not follow the rules for maintaining cleanliness there at specific traditional monuments of UK and it might lead to disturb the local environment for residents of UK. As per some valid sources, the clean image of the UK country has already been ruined by the trash that many tourists leave behind, which affects the local environment (*Cultural Commodification: Impacts & Examples* | StudySmarter, 2023). Due to this issue of tourists, coastal areas of UK such as well-known beach destinations frequently see severe garbage accumulation.

4. What strategies can be used to balance tourism development with cultural preservation?

Involvement of communities – Make the local residents feel valued by involving them in every single decision related to tourism, presentation of local culture and historical monuments. Residents must be involved within the decisions during planning, final management and also benefits must be shared among local residents also (Zhao et al., 2024). In addition to this, the local residents must be encouraged to participate in events, earning profits and it will also foster a sense of pride for the local communities also. At last, it is highly suggested to share the economic benefits among local residents and community, while preventing the over-reliance on the tourism sector (Jiang et al., 2025).

Cultural preservation and respect – The government and committee of tourism sector of a particular place or region must make strict decisions and they should be implementing measures such as safeguarding the local and traditional heritages, historical sites and customs. There should be surveillance cameras and guards to look after there is no misuse of local customs, heritages and other aspects. Also, the visitors must be guided and educated with information related to local culture while promoting appreciation and no misuse (Jiang et al., 2025).

Eco-friendly device use – The visitors must be provided with only eco-friendly accommodations and travelling equipment's so that the region can give their local residents a surrounding free from pollutants and harmful gasses (Jiang et al., 2025).

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