

## HERITAGE TOURISM SUPPLY: ATTRACTIONS AND SERVICES

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### Abstract

*This paper examines heritage tourism supply: attractions and services. Despite the complex nature of the system which involves a wide range of economic operation, heritage tourism supply is very important because of what it offers to the tourist at a given tourism destination. Attractions and services supply by their nature offer satisfaction to the tourist at a given tourist destination as they consume them. The paper also identifies various tourist attraction destinations and services provided as well as their benefit in term of revenue generation and employment opportunity. Post modern tourist theory guided the study. The researcher adopted descriptive analysis. The findings revealed the seasonal nature of heritage tourism supply as most tourism supplier, supply at peace period at given destination, the finding also revealed various tourist attractions and services provided to the tourist for their consumption, experience, satisfaction and enjoyment.*

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**Key Word:** Heritage Tourism, Supply, Attractions, Services

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### Introduction

Heritage tourism supply is the result of those productive activities that involves the production of product and services required for meeting tourist demand and which are expressed in tourism consumption (Sessa, 1993). It is the supply of tourism products and services to meet tourist demand at tourist destination, it entails making available of all the requirement of tourists while on tourist trip. However, in this connection heritage tourism supply is a complex sector involving a wide range of economic operations: attractions, destinations, activities, transportation, accommodation and intermediaries. The supply elements in heritage tourism is that they are geographically confined to a fixed place, hence the stake holding businesses need to provide products and services by putting costs and anticipating promotion of their individual product and revenue. The challenges in tourism supply is that it cannot be examined before one purchase it, one need to travel to consume it, the absence of attractions and services deters tourists from a given destination and also that it is reliable on natural, artificial and man-made operation. A number of component is required that may be jointly and separately purchased (Okpoko and Okpoko, 2002).

The above summarizes heritage tourism supply: attractions and services and it various connotations in tourism industry. Supply in heritage tourism can be understood more from the concept of supply which is the quantity of product the supplier of tourism products and services is willing to supply or sale to the consumer at a given point and although some other factor can alter supply during the period of abnormalities like seasonality. Nwankwo (2017) noted that seasonality is one of the determinants of heritage tourism supply. Some tourism markets are seasonal in nature and supply tends to supply more

during the peak periods in that particular tourism market for example the famous Ikeji Festival in Ndiowu in Orumba North Local Government Area of Anambra State, Nigeria, takes place in March every year and last for four days within this month. The same applies to Argungu fishing festival in Kebbi, Nigeria. The supplier of tourism products and services to these events makes much supply during the chosen days of the festivals (Nwankwo, 2017). This heritage tourism also became centres of attractions where various kinds of services are made available and provided.

Heritage Tourism supply: attractions and services are very important because of what they offer and provide about the past for tourist experience, the fine past of human created landscapes that are pleasant to the eyes and interesting to the intellect, we learn, teach and obtain vital information from them. It is about the present as well as the past (Smith, 2003).

These tourist attractions in heritage tourism supply include natural attractions such as caves, canyons, rocks, water bodies and so on manmade attractions are theme park, towers, bridges, architecture, temples, mosques, churches, monument cultural attraction include historical sites, monuments, museum, local arts and craft and so on (Richard, 1996).

Richards (1996) defined Heritage tourism as the movement of people to areas of cultural manifestation away from their normal place of residence with the intention to gather new information and experience to satisfy their cultural needs.

Tourism supply services include transportation, transportation in terms of conveying the visitor and his belonging from one area of cultural manifestation to another. Mode of transportation includes road, water, air and rail. Whatever mode of transportation, some degree of comfort, convenience and service is required (Richards, 1996, Okpoko and Okpoko, 2002).

The intermediaries are travel agencies, those in business of selling hospitality and tourist products, tour operators those that deal with the operating component for rates. Tour operators perform a significant function in tourism industry. They organize package tours by purchasing separate element of transport, accommodation and other services which combine into package. The package is sold to the customer. Tour operator purchase tourist product in bulk and resell them in smaller quantity, as may be required such as transport and accommodation and so on (Okpoko and Okpoko, 2002).

Heritage tourism supply also includes destination, the place tourist visit, and services provided by accommodation in terms of satisfying the tourist need for security and comfort such as hotel, motel, lodge, guest houses; restaurant, special restaurant, themed restaurant, branded restaurants as bistros, and take away food; supply also includes; tourist facilities such as pubs, entertainment packs, shopping centres and casinos. Activities tourists are engage includes: Advance sport - mountain biking, bungee jumping, rafting and other similar activities;

Leisure - Basking beaches, swimming, dining near water body;

Business activities - Attending seminars, business meetings promotion; and

Health activities - Attending yoga sessions, exercising, undergoing naturopathy (<http://www.tutorialspoint.com>).

The main thrust of this study is to examine heritage tourism supply: attractions and services, thus the specific objectives of the study include:

- To ascertain the importance of heritage tourism supply.
- To examine tourism services and other related services.

Books, academic journal, unpublished thesis and public library were relied upon for secondary data so as to complement data derived from primary sources. The outcome of this study will contribute significantly to increasing knowledge on heritage tourism supply, attraction and services.

## **CONCEPTUAL FRAMEWORK**

According to Sarrup (1998) heritage tourism supply exist as economic commodity. It can be interpreted differently within any given culture. Smith (2003) saw heritage tourism supply as more of cultural production to satisfy tourist need in the present that has a recourse to the past. Heritage tourism supply is a display to give dying economics and dead site a second life as exhibition of themselves.

Heritage tourism also had been given various interpretation and description. Ashworth (2003) and Graham et al. (2000) defined heritage as the present day use of the past. This definition is broad and includes both tangible and intangible features of cultural landscape. United Nations Education Scientific and Cultural Organization (UNESCO) has extended the scope to include natural heritage as well.

Timothy and Boyd (2008) noted that heritage tourism is a form of travel that entails visit to sites of historical importance including built environment and urban area, ancient monument and dwellings rural and agricultural landscape, location where historic event occurred and places where interesting and significant culture stand out. Timothy and Boyd (2008) also observed that the enormous heritage resources has put tourism at the forefront of the industry in many part of the world. It is the most significant type of tourism in terms of visitor and attractions.

Richard (1996) pointed out that in 1991, the European Association for Tourism and Leisure Education and Research (ATLAS) lunched a cultural tourism research project for which they defined cultural heritage tourism as the movement of persons to area of cultural manifestations away from their normal places of residence with the intention to gather new information and experience, to satisfy their cultural need.

The National Trust for Historic preservation (2014) also define heritage tourism as travelling to experience the places, artifacts and activities that authentically represent the stories and people of the past. Culture has always been a much part of travel as the development of the grand tour from the 16<sup>th</sup> century onward attest. Tourism is now cultural, cultural heritage attraction play an important role in tourism at all level, from the global highlights of world culture to attractions that under pins local identities (Richards, 1996).

According to Richards (1996) again culture heritage and the arts have contributed to the appeal of tourist destination. However, in recent years culture has been rediscovered as an important marketing tool to attract those travellers with special interests in heritage and arts.

We can see that Heritage tourism is the fastest growing of the tourism industry because there is a trend toward an increased specialization among tourists. This trend is evident in the rise in the volume of tourists who seek adventure, culture history, archaeology and interaction with local people (Richards, 1996).

### **Importance of Heritage Tourism Supply: Attraction and Services**

Heritage Tourism supply according to Richard (1996) again has a positive economic and social impact, it establishes and reinforces identity, it helps preserve the cultural heritage with culture as an instrument, it facilitates harmony and understanding among people supports culture and helps renew tourism.

Porter and Noel (2005) in their ethnographic document noted that cultural heritage tourism can also create tension and even conflict between the different stakeholders involved. They also pointed that has a number of objectives that must be met within the contest of sustainable development such as the conservation of cultural resources, accurate interpretation and stimulation of the earned revenue of cultural resources. However, we can also see therefore that cultural heritage tourism is not only concerned with identification, management and protection of the heritage value by supplying them but it must also be involved in understanding the impact of tourism on communities and region achieving economic and social benefits for protection as well as marketing and promotion.

In service provision, a visit to an area of cultural manifestation may utilize those services such as banking, postal, medical services, shopping, taxi and buses, places of worship, police force and so on which the

host community uses. All these according to Lamothe (1979) in Okpoko and Okpoko (2002) may also support tourism indirectly.

Lamothe (1979) in Okpoko and Okpoko (2002) classifies tourism services into three categories: one include those services and functions that denote total attention to tourism among them are official tourism organization, examples are tourism boards, corporation and so on and their employee. Others are official tourism guide who accompany tourists to places of interest; explaining and answering questions to satisfy the need of the visitors. Category two are organizations that have part of their services concerned with tourism specifically trained to deal with tourism. These include (services and their organization) travel agencies, air, land and sea transportation, museums, historical and archaeological sites, international fairs, exhibition and sporting events and so on.

The third category deals with those services which by their nature attract tourism who are visiting given destination and/ or centred due to the fact that some tourists use these services, their employee own part of their employment indirectly to tourism. Examples of such services and organization are cinema, theatres, social club, sport facilities and gallery and shops. This classification should not be rigidly followed because a given tourism complex may have all the services included under one umbrella, it should be noted that some of these services are directly or indirectly concerned with tourism. It should also be noted that absence of these services may deter tourist from seeking attraction at a given destination (Okpoko and Okpoko, 2002).

Smith (2003) noted that heritage tourism supply is just not important because of what they provide about the past for tourist experience nor are they just fine past of a human created landscape, that are pleasing to the eye and interesting to the intellect. We can learn, teach, inform from them by understanding them. It is about the present as well as the past.

Rojek (1993) identified four kinds of heritage tourism attraction which feature in the landscape of postmodernism. These are

- Black spots
- Heritage sites
- Literary landscape
- Theme parks

Black spot refers to commercial development of sites of attraction such as grave, warzone, massacre, assassination and accident sites packaged and offered to tourist for consumption, for example Bridge over the River Kwali.

Urry (2002) saw commercial theme park as the ultimate postmodern tourist attraction and greatly differ from theme heritage attraction. Smith (2003) describe theme parks as a place devoted for pleasure which differentiate it from heritage site purported to be educational. It does not mean that visitors will learn nothing of value in the theme park but it is not its primary aim. Heritage can easily be commercialized especially when it become a major component of tourism product. Schouter (1995) argued that the visitor is looking for an experience rather than the hard fact of historical realities which can be provided by interpretation. Tilden (1977) saw the role of interpretation as a way of encouraging visitors to take a less unquestioning and passive approaches to their visit.

The chief aim of interpretation is not instruction but provocation. Uzzell (1989) echoes and also stresses the need for visitors to engage with and learn from heritage. The following list suggests examples of types of heritage sites that have become cultural tourist attractions:

- Built heritage attraction: historic townscape, architecture, archaeological sites, monuments, historic buildings
- Natural heritage attraction: national parks, cultural landscape coastline, caves, geological features.
- Cultural heritage attraction: arts, crafts, festivals/traditional events, folk history and museum.
- Industrial heritage attraction: mines, factories, and mulls

- Religion site and attraction: cathedral, Abbeys, mosques, shrines, pilgrimages, routes and cities.
- Military heritage attraction: castles, battle field, concentrated camps, military museum, examples war museum.
- Literary or artistic heritage attraction: houses, gardens or landscape associated with artist (adapted from Tunbridge and Ashworth, 1996).

Moore (2002) stated that authenticity is a relative concept, one person's absolute fake is another meaningful experience. Getz (1994) described authenticity as a difficult concept open to many interpretation but of great importance in the context of heritage tourism supply especially event

tourism. Jamel and Hill (2002) gave different typologies of authenticity: objective and constructed authenticity. Objective authenticity refers to traditional or historical sites or artifacts and constructed authenticity refer to stage events moderated art object or ratification created attraction. The categories of personal authenticity is the most complete and refer to emotional and psychological experience of travel. Heritage tourism attractions is places of interest where tourist visit typically for its inherent or an exhibited national or cultural value, historical significance, national or built, offering leisure and amusement. Heritage tourism attractions are often the reason for visiting a particular destination, they provide activities and experience at the destination (Wikipedia, 2019).

Rojek (1997) argue that the urge to travel to witness the “extraordinary” or the “wonderful” object seems to be a deep urge in all human culture. It is not surprising therefore that a great deal of attention has been lavished on the production and consumption of services (Lieper, 1990). Smith (2003) argued also that attractions have exercised a magnetic pulling power over people since classic time. He argued further that the magnetism of attraction comprises not only the interests and preferences of the visitor but also the quality of design, development and operation of the attraction.

Attraction can be seen as anything that has the power to draw one toward it - the drawing power make people feel compelled to go and visit the attraction. It is also the reason people travel and consume the experience. Attraction is the focal point around which destination develop. Destinations are engage in development of attraction in order to give a variety of experiences to the tourists and in the process increase labour tourist to the destination. A heritage tourist destination is a city, town or other areas that is dependent to a significant extent on revenue for tourist or country, state, religion or town which is marketed. Market itself it is a place for tourists to visit.

**Theoretical Framework in Heritage Tourism Supply, Attraction And Services** Postmodern theory is useful in the context of this work as Urry (2000) observed how many postmodern consumers receive much of their cultural package through media representation including travel. The postmodern theorist saw tourists as people who do not necessarily have to leave the house in order to visit the typical objects of tourist supply. The tourist experience is brought into the living room through television, travel show, internet sites and software programme.

As Rojek (1993) rightly pointed out, that heritage tourism now offers the tourist a whole range of facilities to accompany their visit to major sites and destination. They argued that heritage tourism has become a much more integrated experience, no longer a focused quest for knowledge, self-improvement and authenticity of experience on whistle - stop form of must see site, but accommodation, shopping, eating, drinking, evening entertainment are becoming as much a part of tourist service product offered to the visitor to the world major monuments.

There is currently an increasing trend towards movie induced tourism where tourist visit frictional landscape which were used as setting for films. Significantly, many heritage sites are created in order to re-enact or stage the past.



Mccabe (2002) argued that heritage tourism has become such an established part of everyday life, culture and consumption as it enhances and enriches people's experience of everyday activities. It represents microcosm of everyday life. Urry (2002) suggest that tourism are still essentially looking for the difference when they travel as the world in becoming more globalized tourists travel to destination, activities become part of the offer for unique experience. Rojek (1993) also described the post tourist as having three main characteristics:

- An awareness of the commodification of tourist experience
- The attraction to experience an end in itself rather than the pursuit of self- improvement through travel
- The acceptance that the representations of the tourist sites are as important as the site itself.

### **Findings**

The findings revealed the seasonal nature of heritage tourism supply. Some tourism supply market are seasonal in nature and the suppliers tends to supply more during the peak period in that particular tourist destination and market. This can be seen at the famous Ikeji Festival in OrumbaNdiowu in Anambra North Local Government Area, Anambra State and Argungu fishing festival in Kebbi both in Nigeria. The supplier of tourism products and services to these events make much supply during the chosen day of the festival.

The festivals are centres of attractions to the tourist which draw tourism across the country, thereby enriching their experience and satisfying their interest and need (Nwankwo, 2017). In the course of these events, services are provided such as transportation services like car, tax, city bus, which convey tourist to area of cultural manifestation away from their home to satisfy their cultural need and interest.

The finding also revealed that during these events accommodation such as hotel and motel are provided for tourist on commercial basis at the destination area for tourist security and comfort, thereby generating income to the host community.

Services provided by hotels, and restaurants, travel agencies, tour operators, tourist guide services and other related services at the place of destination. Heritage tourism supply permits even unskilled workers in remote areas to become service providers for instance by selling craft items, performing in cultural shows or working in a tourism lodge.

Finding also showed that the most common heritage attractions today include museum, archaeological sites, craft art, sports, industrial science, and so on. Archaeological sites/ancient ruins, historical cities, ruins, ancient building religious sites: pilgrimages, sacred sites, temple constitute heritage attractions in Nigeria and other part of the world.

Museum is a heritage tourism which displays objects or artifacts of historical or cultural significance for study, entertainment and so on. And also serves as attraction for the tourist.

In the course of this study a visit made to national war museum Umuahia, revealed that museum is a heritage tourism attraction used to build patriotism at domestic level. The national war museum at Umuahia is the only war museum in Africa which displays war artifact of historical significance. The museum provides information and experience about our national heroes who fought the war and places importance in the national psyche. Finding equally revealed the enormous economic impact of heritage tourism supply in terms of generating revenue from

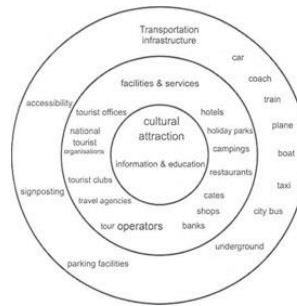
tourist to the host community. Heritage tourism is one of the largest in terms of tourist visit to historical places and spending that accompanies them in the areas of accommodation, lodging, food, admission fees and shopping; it contributes revenue not only to the country but to other tourist destinations across the world. It also employs people directly and indirectly.

It is pertinent to note that globally, many of these tourist attraction provide visitors a memorable experience

for reasonable admission charge or even for free. Others may be of low quality and over price their goods and services (such as admission, food, and souvenirs) excessively from tourists.

**Discussion**

Heritage tourism supply is a complex economic system wherein destinations provide different products and services for traveling public who desire diverse experiences. It is noted that the majority of research today focus on the supply side. Largely on management as well as support services that exist for visitors at historical location. The supply side of tourism product and services, the supplier is willing to supply at given market and destination.



**Figure1: The cultural tourism product (adapted from heritage tourism and museummanagement 2011-2012)**

In this discourse Attractions are places that draw and where they tourists perceive as the satisfaction of their leisure-oriented needs.

These include as in the above diagram

- Natural attractions - Caves, canyons, rocks, waterbodies, landscape.
- Man-Made attractions - Theme parks, towers, bridges, architecture, temples, mosques, churches, and monuments.
- Cultural attractions - Historical sites, monuments, local arts and crafts, local folk core, music and dance.

Transportation Services which convey tourist to their tourist destinations include:

- Road- city bus, taxi, car, bicycle, trekking and so on.
- Water - Boats, ferries, cruises.
- Air - Carriers that operate on fixed schedule, Charters' that operate as and when required.

Intermediaries are:

- Travel Agents - The business of selling hospitality and tourism products.
- Tour Operators - They deal with the operating components for rates.



Constructed component of tourism supply (adapted from <http://www.tutorialspoint.com>).

Destination: It is the place the tourists visit. It is composed of -

- Accommodation - Hotel, motel, lodge, guest house, B&B.
- Restaurant - Specialty restaurants, themed restaurants, branded restaurants such as CCD, KFC, Bistros, and takeaway food joints.
- Tourist Facilities - Pubs, entertainment parks, shopping centers, and casinos.

### **Activities**

They include activities the tourists are interested to engage in -

- Adventure Sports - Mountain biking, bungee jumping, rafting, and other similar activities.
- Leisure - Basking on beaches, swimming, dining near waterbody.
- Business Activities - Attending seminars, business meetings, promotions.
- Health Activities - Attending Yoga sessions, exercising, undergoing naturopathy, and similar such activities.

Natural Components: They are mainly the Environmental components. They are the natural elements for visitors' experience and enjoyment. These include Climate, Milieus of the destination, Flora and fauna and Natural beauty of destination

Supply also include infrastructure and superstructures such as all surface, underground, and above the ground constructions and facilities.

Water Supply System, Cooking gas supply system, Electric supply system, Drainage and sewage system, Rest rooms for sanitation, Airports, Transport hubs, Parking hubs,

Accommodations/hotels/Restaurants, Museums, Gardens, Shopping centers and Attractions

Significantly, heritage tourist attractions:

- Contribute to government revenues; direct contributions are generated by taxes on incomes from tourism employment and tourism businesses, and by direct levies on tourists, such as departure taxes
- Provide employment
- Support conservation of habitats, species and historic sites
- Stimulate infrastructure investment
- Contribute to local economies
- Provide foreign exchange earnings

Heritage tourism supply show that many postmodern theorist receive their cultural package through media, many tourists have no need of traveling to destination attraction in order to view the objects. The tourist experience is brought into his room through television, internet and software programme. Authenticity is very important in heritage tourism in which tourist related agencies, organization and businesses use it for marketing campaign, slogan. People travel in search for authenticity experience and genuine places.

### **CONCLUSION**

Heritage tourism supply has to do with the making available of tourism products and services at given destinations. Tourism resources that are necessary for tourism supply range from natural to man made. These supply include attractions and services at tourist destination which are offered, and provided to tourists for their consumption and satisfaction.

The underlying characteristics of tourism supply that distinguish it from other services is the way in which the mobile population who visit destination area consume a tourism product, services. The supply



elements are often fixed geographically at certain places. This means that businesses are required to sink considerable capital cost into different forms of tourism services and centres of production on the basis of expectation that the destination will appeal to visitors and assist in the promotion of their individual product and services. The distribution system in heritage tourism makes the supply available and accessible to the demand side because tourism is an intangible product. Information is the only thing on which potential tourists can base their decision to make their arrangements. However, for the tourists to visit a given destination there is the need to showcase these products and provide services for tourist information, experience and enjoyment, as it generates revenue to the government and host community as well as other benefits.

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