

*Many museums and historical sites are mainly visited by tourists but not local people. Why is this the case and what can be done to attract more local people to visit the places?*

It is true that while the majority of people visiting museums and historical places are foreign tourists, local people ordinarily display less interest to visit these places. There are a variety of possible reasons why it is the case, and it seems tackling this problem needs a complementary partnership between governments, cultural organizations, and schools.

In my opinion, two factors lead to local people not being attracted to either museums or historical landmarks in their homeland. Firstly, people have become busier with fewer vacation days. Working and struggling in their own city for the most of the year, people would rather spend their holidays in remote places with a totally fresh outlook, as this change of scenery looks more both exotic and adventurous to them. Secondly, travelling to different countries is believed to broaden the individuals' horizons. Exposed to scores of cultures, languages, and cuisines, they are more likely to end up more rounded as a person; as a result, we are witnessing a globally incremental tendency toward exploring new continents/venues, hence more foreign tourists in historical places.

However, there are a number of steps that the government and educational system could take to encourage local people to visit their own country's historical places. To begin with, the fee for museums might deter many people, especially for junior members of society, which is a matter of concern. The younger generation, if the government introduces s either discount or other financial incentives for them, will be more likely to visit these local sites. Moreover, museums officials could offer schools and universities free tickets, so that these institutes could organize guided group tours of these places for their students. At the same time, municipalities can launch a publicity campaign throughout the city to introduce attractive monuments in each neighborhood. This, as a result, will motivate residents to visit these places.

In brief, the lack of interest in local heritage would continue to rise, unless the cultural officials would collectively come up with progressive solutions to address this potentially negative trend.