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The cultural heritage and the possibility of making it a global tourist destination / the city of Ur as a model

By

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Abstract:

The aim of this research is to create a suitable religious tourism environment for all religions and nationalities, which can be applied in the city of Ur, which is one of the oldest Iraqi cities and famous for its history at the global level, taking into account religious tourism and also aspects that are popular in the world and that can be applied to the city Ur to make it a heritage, cultural, religious and tourist site at the global level, as well as other ways in which this ancient city is promoted, and some cities of Iraq were taken as examples due to the opinion of this ancient country, including Ur, which was famous throughout history for its heritage and even its urban history .

Keywords:

Social media and cultural heritage , Ur city, raising cultural awareness

Introduction:

It is said that urban tourism, as well as tourism in general, as well as religious tourism can provide great economic opportunities and at the same time can increase the exposure of a tourist destination to an increase in the number of visitors and can contribute to the growth of that heritage site. Religious tourism can support urban development through energy-saving, autonomous architecture and increase the number of tourists interested in those heritage places and through the following factors, namely, increased participation of those interested in religious tourism to cultural heritage, cooperation that is regional and international, urban mobility and even support for innovation For products that preserve the environment of those places, as well as by preventing social problems and taking care of resource efficiency and waste

management that are environmentally acceptable and also by focusing on the engineering of the hospitality industry. Also one of the factors that can be key to the success of urban and religious tourism is the demand for architecture that saves energy in tourism, as well as the application of concepts, elements and systems that save energy and contributes to raising awareness of the need to develop tourism (Stahan, 2018). The main question here that must be answered is, is Ur considered an attractive religious tourist destination?

cultural Heritage :

Cultural heritage is one of the inheritance and assets of the tangible and intangible heritage of a society inherited from the generations that preceded that society. Religious tourism is one of the important pillars to support that heritage, and

not all the legacies of previous generations are
considered heritage, but rather the heritage is the
product and choice of the community. Cultural
heritage may include a type of culture that can be
known by visiting that place that can be tangible,
such as buildings, monuments, and landscapes, as
well as books, artwork, artifacts, and culture that
can be closely related to the heavenly religions
historically and that can be visited Tourists through
religious tourism also may include a type of culture
that can be intangible, such as folklore, traditions,
language, knowledge and natural heritage,
including landscapes of cultural significance. In the
diversity that occurs in religious tourism as well
[Wikipedia] Cultural heritage also plays a crucial
role in modern societies as a symbol and a means
of protecting the identity of this community in an
ever-changing world, especially that the interest in

religious tourism in cultural aspects is growing significantly. In 2015 it was estimated that cultural heritage tourism was responsible for 40% of European tourism and can Religious tourism of cultural sites can also make a significant contribution to the economy of each country as well as being a potential means of facilitating the preservation of cultural heritage (Silva, 2021). Religious tourism is also a major factor for cultural heritage, as it provides tourists to heritage buildings that have a connection to religions in terms of their urban history and therefore are of special importance, as they may provide tourists for buildings that are not used, and for this reason, religious tourism is important for the heritage of local and even international communities. Also, the unique historical and cultural characteristics of the buildings are their heritage and history as well, and

the heritage can extend beyond the project itself to cover the surrounding area and thus provide a larger site for tourists so that it is a public benefit and so that it can be identified through religious tourism and its positive effects on economic and social development The buildings of cultural heritage 1 may also be former religious places of worship that are of interest to tourists coming to learn about their religious history, or they may be royal residences, community meeting places, industrial production sites, modern office buildings, or they may be military targets as well. The adaptive reuse of a cultural heritage project is the reconfiguration and redevelopment of one or more buildings to reflect the changing and different needs of communities and that it can provide for tourists (Foster, 2020)Also, because cultural heritage is the accumulation of human wisdom,

there are two types of cultural heritage (tangible and intangible), and tangible heritage and intangible heritage are interrelated and affected by each other (Xing, 2009). Also, visitors are often reminded of historical heritage sites through events that are religiously related to the events that occurred in those sites and understand the religious meanings that can help tourists by attributing them to these heritage sites. The religious meanings as well as the resources of heritage sites and tourists as a whole must be understood as key stakeholders (Bapiri, 2021). The authentic intangible cultural heritage can provide the community with a unique selling point in the tourism industry, especially in the religious tourism sector, and thus a global competition can occur in terms of this aspect as well. The successful promotion of intangible cultural heritage through religious tourism can be a

key factor to achieve it as a tourist resource Religious so that it is sustainable. For example, using South Korea as a case study, it was discovered that from the perspective of cultural heritage practitioners and through religious tourism, authenticity can be an inclusive concept that can integrate transmitted customs, whether from the religious or societal side as well as the meanings. And the inherited religious identities of religious tourism practitioners. There are also many religious tourism practitioners who greatly desire to learn about the intangible cultural heritage and thus can use this factor to represent it as a religious tourism resource (Kim, 2019)As the intangible cultural heritage is an important part of human civilization and a major type of religious tourism resource, many stakeholders can participate in the process of developing religious

tourism in the intangible cultural heritage.
Currently there is not enough research looking into
the process of sustainable development of religious
tourism for ICH and since the recognition of value
is the basis that guides people's behavior, realizing
the value of religious tourism for ICH can be a
starting point for understanding people's behavior
(Su, 2020). For example, Morocco has an
intangible cultural heritage and also receives great
attention in terms of tourists coming for the
purpose of religious tourism, whether at the local
level or at the global level, and Moroccan
handicrafts contribute to the development of this
aspect to attract many tourists, so it has become
known globally and also on At present, the idea of
religious tourism for cultural heritage is expanding
continuously, and intangible heritage occupies a
prominent position in terms of its importance in

religious tourism. For this reason, religious tourism can face an extension that may be almost unlimited in terms of tourism to learn about religious cultural heritage (Hammou, 2020)Lakes and rivers can also play an important role in religious tourism to heritage sites, where rivers may be considered religious sites because of their close connection to religious events that occurred in the past centuries, such as the Euphrates River in Iraq, as it is considered one of the historical rivers that pass through Iraq because of its A long history and lakes can have the same effect. In Hungary, guests spend nearly 20 nights in four lakeside destinations, which have very different effects, most of which are natural, social and economic, and may also represent a religious tourist destination as the characteristics differ greatly, so it also requires Curricula designed to evolve in a

systematic manner (Pomucz, 2015)Also, for example, China also enjoys intangible cultural heritage resources, which can be resources that may attract tourists coming for the purpose of religious tourism, as they are abundant in most regions of China. Directly on tourists coming to explore intangible cultural heritage due to lack of awareness regarding the nature of tourists coming to visit intangible cultural heritage for religious tourism in many regions in China (Li, 2015).

Types of cultural heritage and its impact on religious tourism:

Religious tourism is one of the large sectors and has many positive effects, especially on cultural heritage and its types. Cultural heritage can be classified into four types: (physical capital, human capital, natural capital, and cultural capital). The positive effects of tourism on these classifications are significant, and industrial heritage can be considered a special type of cultural heritage, where religious tourism plays a prominent role. The growth in industrial heritage reuse projects is due to its numbers as a tourist resource. Also, assessing the cultural value of industrial heritage after restoration can be It helps test and verify whether religious tourism has a positive impact on cultural heritage and the general trend of sustainable development, also in the current

context historians mostly focus on the value of religious tourism on cultural sites of industrial heritage (Chen, 2017). Also, there are approximately (453) cultural heritage sites on the UNESCO World Heritage List, which are also located within Europe and among them are sites that are a good destination for practicing religious tourism. The cultural heritage in Europe is also very diverse, and includes many museums, castles, theatres, traditions and customs are also part of the cultural heritage of Europe, and some places with ancient heritage have a close association with some religions and thus represent a religious tourist destination as it represents an essential part of memory European and collective as well, and the most important thing is to preserve this diversity and also increase the proportion of tourists coming with the aim of religious tourism (BÄHRE, 2020).

Risks surrounding cultural heritage and affecting religious tourism:

Concepts of risk and feasibility can be fundamentally and increasingly linked to religious tourism for cultural heritage. Archaeological sites, and even monuments in particular, may be widely viewed as attractive sites for religious tourism but unable to withstand the increased risk of destruction that may occur. For example, at present there are many armed conflicts that may pose a threat to religious archaeological sites that attract religious tourism, but at the same time it has become common to preserve religious sites from cultural heritage as they represent an important resource for promoting cultural resilience as well, in the context of Armed conflicts, many archaeological sites that may represent religious archaeological sites have been deliberately

targeted, whether for vandalism or destruction. For example, the destruction that occurred in Mosul in Iraq and also in Palmyra, which represents one of the most important archaeological sites in Syria, and also in Timbuktu in Mali and Bamiyan. This material heritage on a large scale is weak and therefore affects the percentage of tourists coming to it for the purpose of religious tourism (Holtorf, 2018). Climate change can also be considered as a threat to the religious archaeological site of cultural heritage as well as religious tourism, as climate change may change the environment surrounding the religious archaeological site and thus negatively affect the percentage of tourists coming to that site. With the effects of climate change and its impact on archaeological sites and even social and economic, therefore, a comprehensive understanding of the effects of climate on cultural

heritage as well as its impact on religious tourism
must be (Fatoric, 2017). Also, as part of climate
change, the risks of flooding and sea level rise can
threaten some archaeological sites and thus can
affect tourist arrivals. For example, some castles
and fortifications that are religious sites have a
high level of instability in their structures. The
reason for this is that it is very exposed to the
changing environmental conditions, especially the
castles that come in direct contact with the sea. In
this context, four categories of risks that occur to
these sites and affect religious tourism have been
selected based on their vulnerability to coastal
flooding or even erosion that occurs in some
coasts, as well as the degradation that occurs in
most coastal lines as well, taking into account their
sensitivity through the analysis that For buildings,
the findings highlight the need to increase their

resilience and incorporate changes in legislation, including measures that adapt to climate change, as a key strategy in the management of cultural heritage and the development of coastal religious sites that are in contact with Sea (Sánchez, 2020). Climate change can also be considered one of the problems that accompanies many difficulties in terms of its impact on religious tourism of cultural heritage, and also because the management of World Heritage sites is severely affected by climate change. It can also pose new challenges that can face cultural tourism in general and religious tourism for cultural heritage in particular. For example, in Iraq, which is known as one of the warmest countries in the world, the temperature of the air affects the tourism of some religious heritage sites because they are located in places that are open and widely, including Al-Malawia.

Which is located in the city of Samarra, which is also known as Malwiya Samarra. In addition, our climate continues to change and therefore changes may occur that affect the change of religious sites of cultural heritage. Therefore, due to the constant climate change, it is likely that religious archaeological sites will be exposed to different pressures and perhaps risks that we have not seen before (Sesana, 2020). As cultural heritage is the country's wealth and value, it is a necessary symbol for promoting religious tourism as well as cultural trust as well as promoting social and even cultural prosperity. For this reason, it is particularly important to strive to enhance this important sector as well. Over time, religious tourism plays an important role in seeking to enhance cultural heritage and also develop it as it can be benefited from tourism and even economically as it

constitutes an important factor in religious tourism. Therefore, countries seek to Provide it in all its aspects (Zhao, 2018). Rituals, in addition to language and human memory in general, are among the most important factors that help in promoting the cultural destination as a religious heritage destination, as it constitutes a common benefit for all to benefit from (Silverman, 2007).

Promotion of religious cultural tourism sites:

Religious tourism is one of the oldest types of tourism that is stimulated by both memory and religious reasons. Religious tourism is an essential part of cultural tourism as it involves launching a series of changes in the behavior of the tourist. It is worth mentioning that it has also become clear that religious tourism can be an economic lever for the country that supports this sector and contribute to

its growth, and that these opportunities for growth
have become abundantly available, especially
when the destination contains a variety of the holy
places and monuments are well preserved. That is
why religious tourism should be developed due to
its multicultural history(Zouni, 2019)In recent
times the religious tourism market has witnessed a
growing demand for participation in global
religious cultural events and hence the need to
manage those events that are beneficial through the
host destinations. The hosting of religious and
cultural events and occasions for the host countries
can also provide benefits that may be social or
even economic (Liao, 2021)Cultural events of a
religious heritage site can also act as a promoter of
religious tourism and can also help develop the
image of the destination and thus increase the
number of tourists (Hernández, 2018) Also, the

increasing popularity of heritage and cultural tourism and the increase in the number and diversity of "tourist places" classified as World Heritage sites (Molaei, 2020) Contribute to considering the safety and security of the tourist as one of the important factors that have a vital role in increasing the number of tourists coming to the religious heritage site (Ganesan, 2021). Religious cultural destinations with scenic or well-known attractions also contribute greatly to the promotion of religious cultural destination through natural and religious places where they are closely related in some religions through their rituals related to nature.

Also, the gastronomic experience, which is a multifaceted phenomenon and includes economic, social, cultural and historical dimensions, has a significant impact on the level of tourist

satisfaction who visits a religious cultural
destination with a religious motive or other cultural
motives, interests and activities (Kala, 2020)Also
eating the food of other countries and cultures is
one of the factors that help the tourist get to know
the culture of the countries he visits and also
engage in the society of the countries he visits
during his tourism. Food can be considered one of
the important factors that help in promoting the
culture of countries or even religious cultural sites.

Religious and cultural travel sites also allow the
tourist to share his thoughts, beliefs, and even his
different experiences and opinions with the tourists
coming for the purpose of religious tourism in
relation to the various religious cultural sites.

India considered as one of the places where there
are many religions, customs and traditions, as well

as religious cultural sites. Religious events related to archaeological sites are an exceptional tourism opportunity, there are also many religious and cultural events held in India throughout the year, and with the change of times, religious heritage places are becoming a tourism site. Also Religious events not only focus on the importance and participation of people in them, but also serve as a promotional opportunity for any country (Arora, 2020). Also in the Middle East and North Africa, religious tourism is an essential and major factor of the heritage product where the historical context is provided for the indigenous beliefs of the region and is followed by a typical assessment of the main categories of religious attractions, including historical buildings, museums, archaeological sites, mountains and parks (Timothy, 2020).

Also, religious cultural destinations have also become a part of the cultural landscape and are a vital factor in the local marketing and economy of the hosted destinations (Iordache, 2020). Also, Heritage tourism is one of the most important sectors of tourism with a rapidly increasing prevalence in the developing world, and countries with developing economies consider heritage tourism an important component of the economic development of society as well as poverty alleviation. It also reflects the country's heritage from the past and also contributes to enhancing the monuments of religious heritage (Piramanayagam, 2020). Also the exploring the heritage of other religions is considered as social force with which to promote peace and also contribute to social and economic development (Senbeto, 2021).

Also, the promotion of local religious cultural sites should be more so that it contributes to the marketing of those places, and cultural events such as festivals and arts contribute to the promotion of these places, thus attracting tourists who are interested in the local culture (Dewa, 2021).

THE IMPACT OF SOCIAL MEDIA AND THE NEW TECHNOLOGY ON HERITAGE CULTURAL:

Social networking sites and ICT tools represent ideal factors for the development of the religious-cultural tourism sector and many countries are making an effort to become smart and sustainable religious cultural tourism destinations where it can be easier for tourists to interact with their surrounding environment and at the same time it

can It improves the quality of life for the local
population (Cuesta, 2020).

Also, religious cultural tourism destinations need
to promote aspects that can highlight their culture
to attract visitors, and these visits can also
stimulate the economy of the host countries. For
this reason, websites are one of the tools that are
widely available to carry out this task and must be
designed to communicate the heritage of religious
destinations Convincingly cultural to tourists all
over the world (Piñeiro-Naval, 2019).

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For example, Iraq and the Iraqi cultural heritage, specifically the archaeological, historical and religious heritage, are of great importance to understanding developments on a global scale in human history, including some examples that include villages, first agricultural cities, writing, mathematics, empires, and many other social matters of the world (Matthews, 2019).

Therefore, social networking sites as well as websites represent a key factor in promoting the heritage of those ancient countries such as Iraq.

The heritage industry is also trying to find new ways to attract new tourists, but with all these attempts, managers of heritage sites and cultural

sites face a kind of marketing shortage and competitiveness. Technologies such as augmented reality offer new ways to create new experiences for visitors who are in archaeological and cultural sites and can also provide the necessary information for those sites, whether they are heritage or cultural. Also, in recent years, significant progress has been made in museum visits. Despite this, studies that study the way visitors can interact within an open-air museum are not available .

Ur and the cultural heritage:

In ancient times, the city of Ur was considered one of the most powerful cities in the ancient Acadian Empire and also for the Sumerian civilization, which was known as Sumer, which existed in ancient Mesopotamia. The following picture shows how the city of Ur was part of ancient Sumer.

Picture(1) :UR in ancient Sumer.

Source[THE OX-BOY OF UR]
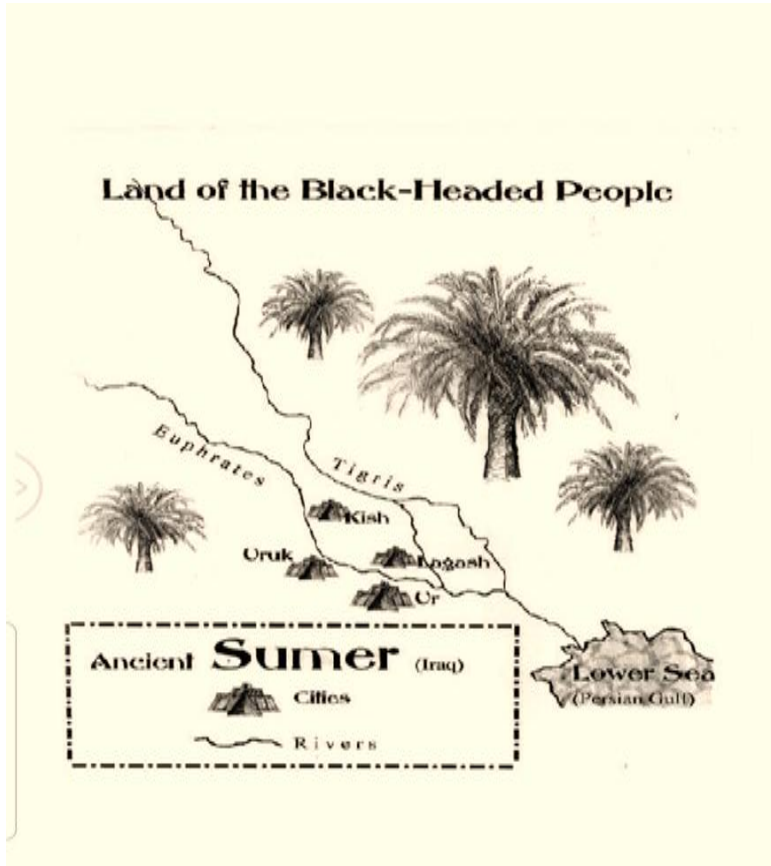
The city of Ur is also considered one of the oldest
cities that was formed and has a close connection
with the gods. There are also many studies and
evidence that show how the city of Ur was formed,
which is considered one of the oldest cities in the
world.

There is also a great opportunity for Ur to be one
of the important religious tourist sites, whether at
the local level or at the global level, because of its
good cultural elements to be a religious or cultural
tourist destination. This city can also receive many
festivals and events to create an environment
conducive to tolerance. and Interfaith
Understanding (Al-Jubouri, 2018).

Conclusion :

In conclusion, it is clear from this research the
importance of cultural heritage as well as the
effects that can surround it as well as the factors

through which it can create a cultural, religious and tourist environment that can be considered as a face of peace by all religions in the world, which can be in the city of Ur and the history of the city of Ur It is closely linked in religious terms to all religions in terms of history, and also to increase the promotion of this ancient city, social networking sites can be exploited, and it is also possible to create laws that make this tourism destination one of the best religious tourist destinations in the world.

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