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***The World Heritage Tourist: a new tourist concept.
Case Study the World Heritage Site at Canterbury.***



Figure (i): The signpost outside St. Augustine's Abbey showing the direction of travel to reach all three parts of the WHS at Canterbury. Source: The Author (2017).

Student ID Number: 1664578

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Tutor: Dr Helle Jørgensen

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List of Abbreviations

UNESCO World Heritage Site(s): WHS
Outstanding Universal Value: OUV

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Abstract

This dissertation explores a new term, World Heritage Tourist, as visitors to UNESCO World Heritage Site(s) (WHS), and its categories: Accidental, Semi-Conscious and Fully Aware. This dissertation explores the existence of these different categories of the World Heritage Tourist at a case study, the WHS at Canterbury. The creation of the term and categories was created to fill a gap of knowledge from previous academic research: tourism, tourists and tourist motivations, within the context of WHS. This laid down the foundation for the creation of the dissertation's aim and objectives.

A combination of questionnaire surveys and semi-structured interviews were used to gather data looking into the presence of different categories of World Heritage Tourists from the perspectives of tourists and heritage officials at the Canterbury WHS.

Analysis for the dissertation's aim and objectives were performed with Structural Coding from the data attained in the semi-structured interviews and a form of Spatial Analysis on the choropleth maps produced from a portion of data gathered from the questionnaire surveys. Discussion was made on the significance of the research gathered for the dissertation's aim and objectives.

Overall, the results show that World Heritage Tourists exist at the Canterbury WHS and in a variety of the proposed categories. Most of the tourists that took part in the questionnaire surveys, labelled themselves Semi-Conscious World Heritage Tourists. However, the heritage officials from the semi-structured interviews believed that Accidental World Heritage Tourists were the most common amongst tourists. Accidental and Semi-Conscious World Heritage Tourists were the two most dominant groups from the data gathered.

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1 Introduction

The purpose of this dissertation is to investigate a new term, a World Heritage Tourist, to describe tourists that visit UNESCO World Heritage Sites (WHS), and how different categories of the World Heritage Tourist are present among those tourists at the WHS at Canterbury (UK), according to tourists and officials dealing with Canterbury's heritage.

This dissertation starts with a review of the literature on previous research into tourism, tourists and tourist motivations, before looking at them in a heritage and world heritage context. There will also be an explanation into the inspiration of the term World Heritage Tourist, and the categories laid out in this dissertation, taking inspiration from previous academic research. Following that, a glance at the case study used for this dissertation, the WHS at Canterbury. The aim and objectives of the dissertation are then laid out and there is a look into the methodologies for the data collection, semi-structured interviews (asking officials dealing with heritage at the WHS) and questionnaire surveys (asking tourists at all three elements of the WHS), which happened in May 2017 at the WHS at Canterbury. In the same chapter, the methods of analysing the data will also be reviewed, Structural Coding to analyse the data from the interviews and a form of Spatial Analysis for analysing a portion of the data gathered by the questionnaire surveys, that were made into choropleth maps, before an observation of the limitations. The results to answer the aim and objectives of the dissertation are then presented, that display a variety of categories of World Heritage Tourists at the WHS at Canterbury, according to both tourists and heritage officials that took part in the data collection. What follows, is an analysis of the research gathered for the

dissertation and discussion of the research's significance. The dissertation will end with recommendations for further study before concluding what was achieved in the dissertation.

2 Literature Review

2.1 Introduction

This literature review provides an overview of past and current academic research of tourism, tourists and tourist motivations, with identification of key academics and analysis of previous research. The themes will be looked at in their broadest sense before filtering down to the focus of this dissertation, world heritage. Comment will be given on how previous research seems lacking in certain areas and how this influenced the dissertation in order to fill in a gap of knowledge. The final element will be an exploration for inspiration from previous literature, of the term World Heritage Tourist, and its categories.

2.2 Tourism

Tourism is an ever-growing global industry and human activity. Tourism, it could be argued, is an activity that has been performed by humans for hundreds of years. Tourism is a worldwide phenomenon, according to the World Tourism Organization, there were 1.2 billion international tourist arrivals in the globe in 2015 (The World Bank, 2017), and according to Statista (2017) the global international tourism revenue amounted to \$1.26 trillion in that same year.

The inception of tourism within academic literature came in the 1970s alongside the increase of international travel. Matheison and Wall (1982: 1) provide an early definition of tourism: 'the temporary movement of people to destinations outside their normal place of

work and residence, the activities taken during their stay in those destinations and the facilities created to cater for their needs’.

However, the academic description of tourism is complex, with many scholars unable to define tourism with simplicity rather than proffering a multi-layered definition (Mill and Morrison, 1985; Lizaso-Urrutia, 1993; Burns and Holden, 1995). McIntosh, Goeldner and Ritchie (1995:10) summarize ‘One only has to consider the multidimensional aspects of tourism and its interactions with other activities to understand why it is difficult to come up with a meaningful definition that will be universally be accepted’.

However, this did not halt academics in producing their own ideas for the meaning of tourism. Unlike McIntosh, Goeldner and Ritchie (ibid) who describe tourism as a series of relationships, MacCannell (1992: 1) alternatively describes tourism as ‘not just an aggregate of merely commercial activities; it is also an ideological framing of history, nature, and tradition; a framing that has power to reshape culture and nature to its own needs’.

With these differing definitions of tourism, it is not a surprise that academic research into many aspects of tourism have spawned over the last 50 years, including: supply and demand (Buccellato, Webber and White, 2010), globalisation (Macleod, 2004), economic impacts (Petrevska, 2012), environmental impacts (Nyaupane and Thapa, 2006), and sustainable tourism (Priestley, Edwards and Coccossis, 1996). Recent examples include Bhati and Pearce (2017), who look into vandalism at tourist attractions in Bangkok and Singapore, while Domínguez-Gomez and Gonzalez-Gomez (2017) analyse stakeholder perceptions with

regards to golf based tourism in Spain, with a focus of how it could become a form of sustainable tourism.

One point to take note of is that, although seemingly obvious, there is no single type of tourism but there is a vast range of categories worldwide. Examples of tourism that have been researched by academics are: nature (Whelan, 1991; Pouta, Neuvonen and Sievänen, 2006), sex (Ryan and Hall, 2001; Cristóbal, 2013), adventure (Swarbrooke *et al.*, 2003; Gardiner and Kwek, 2017), and health (Clift and Page, 1996; Loh, 2015). The focus of tourism in this dissertation however, is going to expand on a form of cultural tourism, heritage tourism.

2.2.1 Heritage Tourism

Heritage tourism is a very popular and important form of tourism and it could be argued that it is growing continuously from the 1990s (Herbert, 1995; Aluza, O'Leary and Morrison, 1998; Chen and Chen, 2010: 29).

Heritage tourism began with pilgrimages to religious sites in Europe, North Africa and the Middle East. It re-emerged with the Grand Tour of the 17th-19th centuries, where young men travelled around Europe to gain knowledge of art, history and architecture and returned with items to display in their cabinets of curiosities. Thomas Cook in the UK became one of the first companies to start a business of transporting people to tourist spots in the Victorian era. Heritage tourism then evolved again in the wake of international travel with

more countries wanting to safeguard and manage their heritage for nationalistic and nostalgic reasons (Timothy, 2011: 2-3).

Just like the concept of tourism is hard to define into a single, simple way, the same can be argued for heritage tourism. Heritage tourism, for some academics such as Seale (1996) and Laws (1998), is tourism at historical locations or places that have a heritage connection, for instance castles (tangible heritage). Other academics have expanded the definition of heritage tourism to include: the visiting of living culture (intangible heritage) (Timothy, 2011), a spatial and temporal phenomenon (Jamal and Kim 2005), and a 'process and performance, which are constantly negotiated and renegotiated in both global and local contexts' (Park 2014: 4).

Park offers a more recent definition:

'Importantly, heritage is not a fixed or static outcome of the past [with regards to tourism].... Heritage is constantly reconstructed and reinterpreted in an attempt to meet specific demands of tourists and reflect the socio-cultural changes of the contemporary world. Therefore, the relationship between heritage and tourism is complex, intricate and symbolic' (Park, 2014: 1).

Lowenthal (1979) and Hannabuss (1999) offer key thinking into heritage based tourism. However, an important academic to mention is Apostolakis, who defined the academic study of heritage tourism into two camps; the first group of academics look at heritage tourism in a descriptive manner, by looking into physical examples of heritage and culture,

such as artefacts, and intangible forms, such as traditions (Apostolakis, 2003: 799). The latter camp look at heritage tourism from the visitor experience perspective: specifically, the 'consumption of heritage resources' (ibid). Apostolakis developed the understanding in heritage tourism 'from a product-focused orientation toward a customer-focused orientation', therefore looking further into what tourists wish to explore (Ung and Vong, 2010: 159).

But even with Apostolakis' contribution, the study of heritage tourism has been researched in various ways by academics, especially in the last 20 years. There have been investigations into heritage tourism with a focus on: culinary heritage (Gyimóthy and Mykletun, 2009), cultural heritage (McCormick, 2011), industrial heritage (Hospers, 2002), and urban heritage (Petrova and Hristov, 2016). Recent research includes Balmer and Chen (2016), who look into the attractiveness of the Tong Ren Tang as a Chinese corporate heritage tourism brand and its significance with Chinese national identity. Nkwanyana, Ezeuduji and Nzama (2016) investigate how cultural heritage tourism is being developed in South Africa from the perceptions of local communities. The facet of heritage tourism that this dissertation will investigate is world heritage tourism.

2.2.2 World Heritage Tourism

World heritage tourism in the context of this dissertation, will refer to tourism at designated WHS. Recently the number of WHS increased by 21 in July 2017 from 1052 to 1073 sites. WHS are a mixture of Cultural, Natural, Mixed, and Transboundary across 161 state parties around the globe (UNESCO, 2017a). WHS, are sites that have been accredited world

heritage status by UNESCO for possessing Outstanding Universal Value and having at least one of the ten criteria from the Operational Guidelines of the Implementation of the World Heritage Convention (UNESCO, 2017b).

Tourism at WHS has not gone unnoticed by the academic community. The potential growth for tourism provides pressure for individual sites to be included on the World Heritage List: 'if a site is inscribed on the WHL then it is difficult to understand how the world at large can be excluded from experiencing it; tourism representing the most powerfully visible claim of humanity upon its heritage' (Leask and Fyall, 2006: 161).

World heritage tourism has been covered from different angles by academics. A large area of research is the impact of visitor numbers after a site is included in the World Heritage List. Buckley (2004: 70), in a publication about the listing of Australian National Parks onto the World Heritage list, writes 'World Heritage designation acts as an international top brand in nature tourism, and perhaps also as a collectable set'. Yang, Lin and Han (2010) coined the phrase "tourist enhancing effect" to describe the effect that WHS status can bring to a site; and according to Jones, Yang and Yamamoto (2017: 67) this has been backed by several studies, demonstrating the 'positive correlation of increased visitor numbers and the presence of WHSs'.

Another branch of research assesses the conservation practices at WHS. Leask and Fyall (2006: 13) observe how 'it is difficult to balance tourism activity with the conservation role, often creating a tension or conflict between the usually large number of stakeholders involved'. Duval and Smith (2013) provide an example from South Africa, looking into

concerns of the management at the uKhahlamba/Drakensberg WHS with the rock art at the site.

The latest investigations include Gravari-Barbas, Robinson and Bourdeau's (2017) book, which looked into world heritage tourism under the banner of communities, looking how communities at different scales interacted with world heritage. Another is Chi, Cai, and Li (2017) they investigate the tensions between tourists, local residents and tourism developers at the Lijiang WHS in China. The residents seemed to be forced to convert their houses into tourist facilities such as shops, and provokes tourists to complain about the poor quality of the unwilling local tour guides and other local business officials in Lijiang.

2.3 Tourists

Key stakeholders of tourism are of course tourists. Cohen a leading academic declares 'there are scarcely people left in the world who would not recognize a tourist immediately' (Cohen, 1974: 527). Everyone it could be argued can become a tourist, whether they travel a few hours in their own country, or hundreds of miles to a location, to go to an event or take part in an activity.

Cohen, who described a tourist as 'a voluntary, temporary, traveller, travelling in the expectation of pleasure from the novelty and change experienced on a relatively long and non-recurrent round-trip' (Cohen, 1974: 533). Another author Urry (1990: 8) depicts a tourist as 'a kind of contemporary pilgrim, seeking authenticity in other 'times' and other 'places' away from that person's everyday life'. These definitions have been influential for

subsequent research on definitions tourists in an academic sense. Tourists have been researched in different contexts in academic research.

One aspect of research has been investigations into tourist experiences. Page reflects on how tourist experiences can be impacted by, 'individual, environmental, situational and personality-related factors' (Page, 1995: 24). An example of this research is Lester and Scarles' (2013) investigation into how different forms of printed and visual media can impact the tourist experience such as: brochures, postcards, film and television.

Studies have also been conducted to analyse the behaviour of tourists. Pearce (2005: 8), describes the study of tourist behaviour as 'powerfully connected to and often contingent upon marketing activities: it strongly shapes the wellbeing of many small businesses, and it can generate considerable socio-cultural and environmental impacts'. Yuan *et al.* (2008), demonstrate this research in their journal paper, which looked into wine tourist behaviour focusing on consumer behaviour at the Vintage Indiana Wine and Food Festival.

There are different groups of tourists. As identified by Wall and Mathieson (2006), Ballantyne *et al.* (2014), and Su and Wall (2015); tourists are often labelled as either domestic or international tourists. Wherever tourism is occurring, in some cases there will be a mixture between people of the resident country where the site is, and people that have come from around the world, to visit the site. McIntosh, Goeldner and Ritchie (1995: 14f) also go into great depth about the types of what they call 'travelers' in their diagram of Classification of Travelers, splitting them between those 'With scope of travel and tourism' and 'Other travelers'. There have also been investigations into the tourists that partake in

certain aspects of tourism: Murray (2004) looked into sex tourism from the USA, Puhakka (2011) investigated the tourist's role in the sustainable tourism of visiting the Oulanka PAN Park in Finland whilst reducing negative environmental factors, and Morgan, Morre and Mansell (2005) look into the expectations and achievement and enjoyment from the experiences of adventure tourists doing white water rafting and sea-kayaking.

2.3.1 Heritage Tourists

Heritage tourists, it could be argued, are people who go to heritage sites in order to: marvel at artefacts or architecture in places such as museums and historical buildings, to observe, and take part in cultural rituals and traditions, or to experience an outstanding landscape. As analysed above, there already exists research about the different range of heritage sites that tourists visit.

There has been an evolution of opinion about the expectations held by heritage tourists. Dower (1978: 3) said that tourists who visit heritage sites 'seek entertainment, not education'. Whereas, Park (2014: 32) by contrast, said heritage tourists do anticipate a combination of education and being entertained at 'their destination and gaining an insight into the past'.

Research has been conducted to describe the types of heritage tourists, however the definitions are hotly contested. Johnson and Thomas (1995: 179) suggest that there is little existence of so called 'heritage enthusiasts'. Kerstetter, Conefer and Graefe (2001: 267)

stipulate that ‘there may be “types” of tourists who progress from general travellers to focused or “specialized” tourists (e.g. heritage tourists)’.

Gaining further understanding into heritage tourists is significant for heritage sites in order to understand the visitors that are coming. Academic research started out in the 1980s and as it seems, is a continuing theme of academic research. Park (2014: 38) said:

‘[heritage] tourists need to be aware of their reflexive role in actively constructing and reconstructing the past in the present contexts. They are not passive recipients but active creators of heritage. They can play a significant role as key actors in building stronger links with the present as well as the past’.

Su and Wall (2015: 591) a year later pointed out that ‘The understanding of heritage tourists is necessary to guide the planning, management and operation of tourism products, services and facilities at heritage sites’.

2.3.2 Tourists at WHS

Since the 1980s academics with particular focus have researched tourists at WHS. Research has been carried out about gender, such as Remoaldo, *et al.* (2014) who investigated the variations of gender at the city of Guimarães in Portugal. Adie and Hall (2017: 69) provide an example of previous studies into demographics at WHS, in their research about the demographic profile of tourists visiting the WHS in the USA, Serbia and Morocco, say that ‘World Heritage visitors appear to have a higher probability of being international tourists’.

A large amount of research concentrates on tourist numbers at WHS and their impacts. According to some academics WHSs attract a large amount of tourists particularly international tourists but too many visitors can pose a threat to these WHS especially in terms of sustainability and conservation (Leask and Fyall, 2006; Li, Wu and Cai, 2008; Yang, Lin and Han, 2010; Jimura, 2011).

Another area of research is tourist awareness of WHS. From previous literature, it seems that visitor awareness of WHS status remain at modest levels within contexts of: the World Heritage brand (Poria, Reichel and Cohen, 2011), impacts on visitor behaviour (Palau-Saumell *et al.*, 2012), and the effectiveness of world heritage inscription (Williams, 2005).

2.4 Tourist Motivations

Tourist are motivated to go on vacations for different reasons. Moutinho (1987: 16) provided a definition of tourist motivations as 'a state of need, a condition that exerts a push on the individual towards a certain types of action that are seem as likely to bring satisfaction'. Academics have commented on the importance of studying tourists motivations (Kim, Weaver, McCleary, 1996) as it can be beneficial to planners marketers and managers of tourism sites (Poria Butler and Airey 2004; Su and Wall, 2009).

From the 1970s onwards, there has been research into tourist motivations. Some academics since then have attempted to pin down the meaning of tourist motivations. Dann presented an account of one person who believed that escape motive is the principal motive. The

respondent said 'The greatest reason for travel can be summed up in one word, "Escape": escape from the dull, daily routine; escape from the familiar, the common-place, the ordinary' (Dann, 1977: 185).

Crompton (1979: 415-421) produced nine motives for a pleasure vacation:

'Socio-Psychological Motives':

- 1) 'Escape from a Percieved Mundane Environment',
- 2) 'Exploration and Evaluation of Self',
- 3) 'Relaxation',
- 4) 'Prestige',
- 5) 'Regression',
- 6) 'Enhancement of Kinship Relationships',
- 7) 'Faciliation of social Interaction',

'Cultural Motives':

- 8) 'Novelty',
- 9) 'Education'

According to Crompton these motivations 'operate in tandem or combination, for motives are multidimensional. Thus, destination decision were usuallt energized by several motives acting in tandem' (Crompton, 1979: 421).

Beard and Ragheb (in Ryan 1997: 28) provided explanation for four components of tourist motivations inspired by Maslow's 1970 research: intellectual ('mental activities such as learning, exploring, discovering, thought or imagining'); social ('the need for friendship and interpersonal relationships [and] the need for the esteem of others'); competence-mastery ('achieve, master, challenge, and compete... usually physical in nature') and stimulus-avoidance ('to avoid social contacts, to seek solitude and calm conditions; and for others it is to seek to rest and unwind themselves').

One key argument on tourist motivations written by academics is push and pull factors (Dann 1977; Crompton 1979; Dann, 1981; Uysal and Hagan, 1993; Jamrozy and Uysal, 1994; Baloglu and Uysal, 1996). Dann defined push and pull factors in the context of tourist motivations:

"Pull" factors are those which attract the tourist to a given resort (eg. sunshine, sea, etc.), and whose value is seen to reside in the object of travel. "Push" factors, on the other hand, refer to the tourist as subject and deal with those factors predisposing him to travel (eg. escape, nostalgia, etc.)' (Dann, 1997: 186).

There have also been models created to explain tourists motives such as McIntosh, Goeldner and Ritchie's (1995: 176) The Travel Needs Ladder and Burns and Holden's (1995: 43) Model of demand for tourism.

Academic research has looked into the different variables that contribute to tourist motivations. Baloglu and Uysal (1996) and Nicolau and Mas (2005) have looked at

relationships between attributes and tourist motivations. Huybers (2003) discussed how socio-demographics impact on tourist motivations for choosing a location. Su and Wall (2009: 650) also say that tourist motivations are affected by 'familiarity with the destination, prior travel experience, expectations and satisfactions'. Heritage tourists are motivated to visit heritage sites.

2.4.1 Heritage Tourist Motivations

Research into tourist motivations to visit heritage site has happened since the 1990's and there has been steadily increasing literature since 2000. A key author, Park, underlines the importance of research into the motivations of heritage tourists:

'Understanding tourists' motivations to visit heritage sites, the demand side of heritage, is of paramount significance in enhancing heritage interpretations, representations and overall management strategies. It is clear that tourists visit heritage sites with different motivations and demands' (2014: 39).

Prentice (1993) in his research made an attempt to list six motivations for his "heritage consumers": pleasure of viewing, education, information, relaxation, entertainment and exercise.

However, the problem that has been faced by academics such as (Moscardo, 1996; Park, 2010), is that it is hard to understand the 'complex, divergent and multifaceted' tourist motivations to visit heritage sites (Park, 2014: 38). Poria, Reichel and Biran (2006b: 319)

underline two issues that have to be taken into account: the scope of heritage sites to will all attract heritage tourists for different reasons such as museums, landscapes and buildings etc.; and consistency of when the data gathering has been done, either asking tourists as they wait in line to go into the attraction, or just before the tourists finish visiting the site.

Park (2014: 37) lays down the argument, as shared by Poria, Reichel and Biran (2006a; 2006b), that 'key motivations for visiting heritage sites have not yet been fully explored.....Here the main difficulties lie in the multidimensional and multifarious nature of heritage tourists motivations'.

2.4.2 Motivations of tourists at WHS

There has been some research conducted into the motivations of tourists visiting WHS. Secondia *et al.* (2011: 1659-1660) proffered the stance, which is also shared by Crompton and Ankomah (1993) Gartner (1989), and Goodall (1988), that WHS status 'positively influences the process of destination choice'. This shows that as early as the 1980's, academics have commented that WHS do attract visitors. Leask and Fyall (2006: 127) say that 'People visit WHS to view the extraordinary.... They are often motivated by educational, cultural, sociological and psychological reasons and may be local, domestic or international visitors'.

Research continues to expand in this area. Hermann *et al.* (2015) recently looked into the types of visitors, analysing the factors contributing to the visitor motivations at the Mapungubwe National Park WHS in South Africa. One factor identified for the visitors coming to the park was Heritage and educational attributes, which included 'learning about

the culture, to learn the history and to experience a World Heritage Site' (Hermann *et al.*, 2015: 4). Hermann *et al.* (2015: 5) said this was a new factor to be identified in national parks in South Africa.

2.5 Analysis of what is lacking in previous academic research

As for what can be seen above, tourism, tourists and tourist motivations have been investigated on their own, as well as within the context of heritage and world heritage. This dissertation aims to expand and contribute to these three themes of academic research by providing illuminating research and discussion into these gaps of this academic field.

What is currently lacking from previous academic research is an explicit definition of the people who take part in world heritage tourism and whether the fact that the site has WHS status, motivates them to visit. It could be argued that there are many tourists who visit WHS, tourists might know that the site is a WHS, and some of the tourists could be motivated to visit due to its status. However, very little research has been conducted into answering whether the three points raised here are true or not.

This dissertation will introduce a definition of a World Heritage Tourist as a tourist who visits WHSs. Inspiration for this term came from Adie and Hall (2017: 69) who used the term "World Heritage Visitors". However, one could simply not identify everyone who visits a WHS as a World Heritage Tourist because that would not go into enough detail to describe and analyse them. As researched by academics such as Kerstetter, Conefer and Graefe (2001), there are many variations of heritage tourists at heritage sites. Consequently, this

dissertation will develop on that research, with the term World Heritage Tourist, by providing explanations into the categories of World Heritage Tourists that will be investigated: Accidental Semi-Conscious and Fully Aware. It will attempt to uncover which category of World Heritage Tourists exists among tourists at a WHS. There will also be a comparison between domestic and international tourists to the WHS, as has been done by previous tourist research such as Wall and Mathieson (2006), Ballantyne *et al.* (2014) and Su and Wall (2015).

There is very little research that could explicitly quantify how many tourists knew a site to be a WHS. Research will be done to look into whether tourists arriving at a WHS knew that it was a WHS, in order to gain a fuller understanding of these tourists' knowledge about the site and their motivation to visit the site.

What is also absent is an observation as to whether tourists come to a site because it is a WHS, in comparison to other motives to visit a site. The impetus to research into this enquiry came from Hermann *et al.* (2015), and this research will build a clearer picture of how much the WHS status factors into tourists visiting a WHS.

These gaps of knowledge in academic research have influenced the aim and objectives of this dissertation, which will be introduced in the next chapter. What follows now is explanation of the term World Heritage Tourist, the categories World Heritage Tourist and their inspiration from academic literature.

2.6 World Heritage Tourist

The principal paper that was the inspiration to analyse tourists at a WHS was from Adie and Hall (2017). Their paper attempted to remedy the lack of research into the demographics and the typology of tourists at WHS using sites in USA, Serbia and Morocco. The real area of interest in the paper for this researcher was a term they used, i.e. World Heritage Visitor, to describe the literature concerning tourists visiting WHS. There were reviews of research about the proportion of gender visiting WHS, the amount of domestic tourist numbers in comparison to international tourists and the motivation to visit a WHS because of the world heritage label (Adie and Hall, 2017: 69). Therefore, motivated from reviewing past literature and in order to expand on Adie and Hall's (2017) paper, below is the term for a World Heritage Tourist that shall be investigated in this dissertation (see Table 1). As said above, it would not be sufficient to classify everyone who visits a WHS as a World Heritage Tourist.

Term	Description
<i>World Heritage Tourist</i>	A person who travels to a WHS for the motivation of pleasure and with motivation to exploring the natural and/or cultural assets that the site in question has to offer

Table 1: A description of the term World Heritage Tourist. Source: Author's own work (2017).

2.7 The World Heritage Tourist categories

In terms of differentiating the different types of World Heritage Tourists, inspiration came from Kerstetter, Conefer and Graefe (2001). Their paper reveals that 'there are many "types" of tourist who progress from general travellers to focused or "specialized" tourists (e.g., heritage tourists)' (Kerstetter, Conefer and Graefe, 2001: 267). These academics lay down a hypothesis to say that there is an evolution 'with a heterogeneous group of heritage

tourists whose subgroups or classes range from the “historical greenhorn” to the “full-fledged history buff” (ibid). They also refer to previous research from the 1980s and 1990s, on how the variety of ‘recreationists (i.e., specialists) differ in terms of motivation’ (ibid). This has also been analysed by McKercher and du Cros (2003) and Leask and Fyall (2006). Therefore, in order to best describe the groups of tourist at the WHS being investigated, there needed to be a categorisation of the term World Heritage Tourists.

Timothy (2011: 22-23f) illustrates how Lord in her 1999 research divided cultural tourists into four groups. The first market Lord identified were tourists that were defined as ‘greatly motivated’, ‘who [would] travel to a specific destination purposefully to experience the culture and the heritage of the region’ and they are ‘Hard-core heritage enthusiasts’ (ibid). The second group were ‘partially motivated cultural tourists, [who] travel both because of heritage appeal of the destination and other reasons’(ibid). The third group were ‘adjunct’ tourists who were motivated by another primary activity and had planned to visit a cultural site whilst they are in the vicinity (ibid). The final group identified by Lord were ‘Accidental cultural tourists’, who ‘have no plans to visit historic sites or cultural events but might stumble on the opportunity or accompany friends or relatives who insist on going’ (ibid). Lord’s research and the Kerstetter, Conefer and Graefe 2001 paper, were the stimulus for the creation of the categories of World Heritage Tourist. The different categories of World Heritage Tourists, as will be investigated in this dissertation can be seen below in Table 2.

Type of World Heritage Tourist	Description
<i>Accidental</i> World Heritage Tourist	A tourist who had no knowledge that the site is a WHS or motivation to visit because it is a WHS
<i>Semi-Conscious</i> World Heritage Tourist	A tourist with some knowledge of the site

	being a WHS and was partially motivated to visit because it was a WHS (but not as a primary motivation)
<i>Fully Aware</i> World Heritage Tourist	A tourist who knew the site to be a WHS, and who was motivated to visit the site, principally because it is a WHS

Table 2: Descriptions of the categories of World Heritage Tourist. Source: Author's own work (2017).

3 Case Study - The Canterbury Cathedral, St Augustine's Abbey, and St Martin's Church WHS

3.1 Location and area

Canterbury is the only city in Kent, in South East of England. Canterbury is just over 60 miles outside London and 20 miles north of the channel ports of Folkestone and Dover.

Canterbury city's district is 309km². The city district only has 158,000 people, just over 31,000 of which were students in 2015 (Canterbury City Council, 2015).

3.2 Significance as a pilgrimage site

Canterbury became an important place for English Christianity with the arrival of Augustine in 597 AD, where he was greeted by Ethelbert the Saxon King of Kent. Ethelbert was married to a French Christian Queen, Bertha, and she was allowed to continue her faith by praying at St Martin's Church, the first English Christian Church. Augustine became the first Archbishop of Canterbury. St Augustine's Abbey was constructed and followed the Benedictine order from the 10th century and for a time it was more important than the Cathedral, a centre of learning and medicine, where the monks took part in regular prayer (English Heritage, 2017). In 1170, the current Archbishop of Canterbury, Thomas Becket, was murdered by four knights, loyal to King Henry II (Canterbury Cathedral, 2017). Beckett was declared a saint, and Canterbury received more pilgrims, visiting Becket's shrine, rather than St Augustine's Abbey.

3.3 Tourism

In 2015 Canterbury received 7.2 million visitors and 500,000 overnight trips, and the value of tourism in 2015 was £450 million (Canterbury City Council, 2015). Apart from the Cathedral, Canterbury has an array of tourist attractions including: The Beany House of Art & Knowledge, The Kings Mile, The Canterbury Tales.

Canterbury Cathedral is in the top 40 attractions in the UK, having had over 900,000 visitors in 2016, a decrease of 5.6% (ALVA, 2017). It is the number one attraction of things to do in Canterbury according to Trip Advisor (2017: a). St Augustine's Abbey and St. Martin's Church are in position eight and 25 respectively (Trip Advisor, 2017: b and c). In terms of guardianship, the Cathedral is looked after by the Dean and Chapter, St Augustine's Abbey by English Heritage and St Martin's Church by the Parish of St Martin and St Paul. It costs £12.50 for an adult to get into the Cathedral, £6.20 for St Augustine's Abbey and with free entry St Martin's Church.

3.4 UNESCO WHS Status

The three-part site was inscribed as a WHS in 1988 under criteria (i), (ii) and (vi) (UNESCO, 2017c). UNESCO describes the site as:

'St Martin's Church has been in continuous use as a place of worship since the 6th century and the present buildings of the Cathedral above ground since the 11th century. The Cathedral also thrives as a place of learning and pilgrimage including the site of the shrine of St Thomas Becket' (ibid).

UNESCO also describe the link between that St Augustine's Abbey has for the three sites contributes to the OUV.

4 Methodology

4.1 Introduction

Below are the aim and objectives for the dissertation. The methods chosen in order to answer these were a Case Study approach, Semi-structured interviews and Questionnaire Surveys. Explanation into the methods chosen is given, as well as why they were chosen, who were targeted, and the procedure for the data collection and analysis.

Aim

The core aim is to investigate which category of World Heritage Tourist is mostly chosen by tourists and is mostly considered by heritage officials to exist amongst tourists at the Canterbury WHS (categories created by the author): 'Accidental', 'Semi-Conscious' or 'Fully Aware' World Heritage Tourist.

Objectives:

1. To investigate which motives contribute to tourists visiting Canterbury and whether its WHS status figured.
2. To research whether tourists know Canterbury is a WHS.

3. To observe how tourists most commonly identify themselves and how heritage officials perceive tourists, in regard to category of World Heritage Tourists at the Canterbury WHS.

4. To examine how UK and Worldwide tourists labelled themselves to the three World Heritage Tourist categories.

4.2 Approach of methodology

The dissertation used a *case study* to retrieve the data to investigate the research aim and objectives. Case studies are 'one of the principal means by which inquiry is conducted in the social sciences' according to Thomas (2015: 511). Case studies allow an 'in-depth exploration from multiple perspectives of the complexity and uniqueness of a particular project, policy, institution, program or system in a "real life" context' (Simons, 2009: 21). As could be seen in the Literature Review Chapter, academics studying tourism, tourists and tourist motivations have used a variety of case studies to investigate the premise of their research and enquiries.

A *semi-structured interview* is a conversation between two people where the interviewer asks a series of questions to the interviewee. If the interviewee has more rounded knowledge to one particular question, the interviewer can prompt the interviewee to further extend their answer in that direction. Interviews are a very popular qualitative data research method used previously in tourism, heritage and world heritage academic research. Zhang *et al.* (2009) for example, conducted 45 interviews with tourists over a

three-day period at a cable car in Wulingyuan, China. The academics thematically analysed the tourist experience at the cable car.

Questionnaire surveys have a series of short questions that can be answered quickly in order to create quantitative data. This form of data collection has been used by a whole array of academics investigating tourism, tourist and tourist motivations. Between May and June 2014 Ramiresa, Brandão and Sousac (2016) for example gathered over 1000 questionnaire surveys which comprised 24 questions. The academics used this method to investigate the variety of international tourists visiting the WHS of Porto, Portugal, by looking into the importance of destination attributes for example the designation of World Heritage Status and the socio-demographics of the participants (ibid: 5).

4.3 Why they were chosen?

The case study method was appropriate for this dissertation because in order to investigate the aims and objectives of the dissertation, this needed to be done at a WHS. Whilst some of the research was done remotely in the form of desk-based research, conducting a site visit to chosen WHS, Canterbury, was an important part of the overall data gathering process. The data collection would have not been as successful or engaging enough if the research had been done on an entirely theoretical basis. The site visit to the chosen case study also contributed to the other methods of data collection chosen for this dissertation; as it helped to speed up the collection of survey questionnaires and allowed this researcher to delve into topics in greater detail. The WHS at Canterbury is not as well known for being a WHS, than say Stonehenge or the Giants Causeway. It was chosen to be the case study for

this dissertation because it could offer more interesting findings for investigating the aim and objectives of this dissertation.

The two methods of qualitative and quantitative data collection were also chosen to achieve the aims and objectives of this dissertation. Research in tourism, tourists and tourist motivations at WHS has previously been conducted using a combination of these qualitative and quantitative methods. Poria, Reichel and Cohen (2011) for example, investigated the success of the promotion of WHS as a brand in Israel, and used a variety of questionnaires and interviews to attain their data.

The semi-structured interview method was selected because there was an opportunity during the interviews to explore different avenues of reasoning from the answers given by the heritage officials of Canterbury and a chance to challenge them. It also is a more relaxed style of questioning, which is more advantageous, given that the concept of World Heritage Tourist is not very well known; therefore, answers from the heritage officials could be gained in a more gradual process.

Questionnaire Surveys were chosen to quantify the existence of the three categories of World Heritage Tourist at all three parts of the WHS at Canterbury and asking former tourists of Canterbury to take part online. This was done to maximize the amount of questionnaire surveys that could be gathered during the data collection period of the dissertation. It was also the best method to gain data from tourists themselves, being friendly and filling in the questionnaire surveys as quickly as possible, meant a minimum

amount of time was required from the tourists, and meant that a large amount of questionnaire surveys could be gathered.

4.4 Who was targeted?

Targeted for the semi-structured interviews were representatives at the three parts of the WHS and other heritage officials in Canterbury (see Table 3). It was important to have responses from people who were involved in the management of each part of the WHS at Canterbury, as it would contribute to the overall understanding of the tourists visiting the WHS at Canterbury as well as the questions asked during the interview. Participation of officials representing the heritage of Canterbury was also very important because they were able to give an invaluable assessment of the WHS at Canterbury and answers to the questions from a none managerial perspective. Without these interviews, the data collected would not have been able to produce the full story about the tourists that visit the WHS of Canterbury.

Representatives from the management of the three parts of the WHS of Canterbury	<ul style="list-style-type: none"> • two members of staff at Canterbury Cathedral, • a member of staff of English Heritage who managed the site of St Augustine’s Abbey, • and a spokesperson for St Martins Church on the World Heritage Steering Committee
Representatives from organisations related to Canterbury’s Heritage.	<ul style="list-style-type: none"> • a person who volunteered at Canterbury Cathedral and St Martins Church, • a member of the Visit Canterbury Website that worked on behalf of Canterbury City Council, • the Heritage Champion of Canterbury City Council, • the Chair of the World Heritage

	Committee, <ul style="list-style-type: none"> • the Chair of the Canterbury Society, • and a representative of the Canterbury Archaeological Trust
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Table 3: A list of all of the heritage officials that took part in the semi-structured interviews. Source: The Author (2017).

The questionnaire surveys were targeted at adult visitors to all three elements of the WHS and online on social media platforms, with a minimum age being 18-24 years of age because ethics for the data collection was accepted to be done with adults. Tourists who were willing to participate and who had time to spare completed the questionnaire surveys. Tourists were an important target group because the data required responses from tourists, that would later contribute to the analysis of the findings. It also opened the opportunity to gain answers from domestic and international tourists, therefore comparisons could be made.

A factor that has to be considered when gathering data from the targeted groups, such as in this study with semi-structured interviews and questionnaire surveys, is how their backgrounds and prior knowledge can shape the motivations to their answers.

The officials that that took part in the semi-structured interviews would have been motivated to answer the questions in a particular way. The motivations of the officials' answers, who were part of the management of the WHS, could have been forged, not only by the site that they helped to manage, but also by the overall mission of the organisation that they were worked for. Whereas, the other heritage officials who are not part of the management of the three parts of the WHS, could offer different perspectives, coming from their role and organisations. The differing motivations of the participants to answer the

questions of the semi-structured interviews produced a variety of responses to the questions relating to the aims and objectives of the dissertation. This provided the opportunity to compare answers from officials from the three parts of the WHS and other heritage officials in Canterbury to the same questions, to see whether there was any patterns or differences in their answers.

Looking at the questionnaire surveys there could be a factor that could affect the answers from tourists, their prior knowledge of Canterbury. If the tourist possesses knowledge of Canterbury prior to their visit, this could impact the way they answer the questionnaire survey in comparison to someone who did not have prior knowledge. Another is how much time the tourists were willing to answer the questionnaire survey. If they had a constraint on time, they might have answered with haste and possibly not given themselves enough time to think through the questions that were being asked. Even taking into account these factors the data was still reliable and credible enough to be used to present the findings and to be the basis of the analysis of this dissertation.

4.5 Data collection procedure

This started off prior to the site visit to Canterbury. The design of the questionnaire surveys and the list of questions to be asked during the semi-structured interviews had to be complete before contacting the relevant organisations. This was an important step, in order to request permission to conduct either the questionnaire surveys at the three parts of the WHS of Canterbury or to arrange a semi-structured interview.

Once at the site, there was an orientation of the three sites of the WHS at Canterbury. Then the data collection of the semi-structured interviews took place between 8th-12th May 2017, followed by the gathering of the questionnaire surveys between 10th-12th May 2017 (the steps undertaken for data collection are explained in Table 4).

Once all of the data had been gathered it was collated. The data from the interviews were transcribed (see Appendix B-K). The data from the questionnaire surveys was inputted into graphs to visually reveal the questionnaire surveys, and then divided between UK tourists and worldwide tourists (see Appendix O-P). The data of the questionnaire surveys was also used to create choropleth maps, using Arc GIS software. The data was then analysed.

Steps taken during data collection	Description
Prior to site visit at Canterbury	<ul style="list-style-type: none"> • Permission was attained to collect responses to the questionnaire surveys from visitors at Canterbury Cathedral, St Augustine's Abbey and St Martins Church, during a three-day period, 10th-12th May 2017. • The semi-structured interviews were arranged • The questionnaire survey was then advertised by the researcher on social media platforms such as Facebook and LinkedIn and sent through email correspondence between 1st-31st May 2017
At arrival at Canterbury	<ul style="list-style-type: none"> • There was a general look around all three sites of the WHS at Canterbury • Arrangements were then made with representatives at Canterbury Cathedral, St Augustine's Abbey and St Martins Church for the most appropriate place to collect the questionnaire surveys
Collection of Semi-structured interviews	<ul style="list-style-type: none"> • These interviews were recorded using a mobile phone and

	<p>transcribed afterwards.</p> <ul style="list-style-type: none"> • During the interviews, the questions were asked in a relaxed style and if there was an interesting point of discussion raised by the researcher or the heritage official, then there was further discussion into it.
Collection of Questionnaire Surveys	<ul style="list-style-type: none"> • The researcher would approach tourists at all three parts of the WHS and ask them whether they would be willing to participate in the questionnaire • The questions of the questionnaire survey were posed to the tourists, with clarification or further explanation given if the tourists did not understand the question • The majority of the time collecting questionnaire surveys was at Canterbury Cathedral, in order to gain as many questionnaire surveys as possible for the overall sample.

Table 4: Steps taken to collect the data using semi-structured interviews and questionnaire surveys. Source: The Author (2017).

4.6 Data Analysis

The procedure for the data analysis that could answer the first three research objectives and the aim of this dissertation (under research objective 3), using the transcripts from the semi-structured interviews, was achieved by a process called Structural Coding. The fourth research objective was analysed using a variation of Spatial Analysis.

Coding is a method of qualitative data analysis, where one groups data under a key words or small phrases, known as codes. Saldaña (2009:3) describes a code 'in qualitative inquiry is most often a word or short phrase that symbolically assigns a summative, sailent, essence-capturing, and/or evocative attribute for a portion of language-based or visual data'. Coding is a productive procedure to sift through collected data as Cope (2012: 451) outlines,

'Coding enables qualitative researchers to make sense of subjective data in a rigorous way'. These codes can be grouped differently depending on the nature of the project and the author's preference. Many variations of coding exist, including: Axial Coding a process that extracts similarities between different codes, 'locating and linking action-interaction within a framework of subconcepts that give it meaning and enable it to explain what interactions are occurring' (Strauss and Corbin, 2015: 157), In Vivo Coding collects codes relating to the language used by the participants, 'behaviors or processes which will explain to the analyst how the basic problem of the actors is resolved or processed' (Strauss, 1987: 33), and Open coding is a process of 'scrutinizing the fieldnote, interview, or other document very closely, line by line or even word by word. The aim is to produce concepts that seem to fit the data' (Strauss, 1987: 33). Coding has been used as a form of analysis in heritage and tourism academic research. Günlü, Pirnar and Yagci (2009) for example, use coding to analyse private and public-sector professionals' opinions on cultural heritage tourism in Izmir. After experimenting with the various coding methods, Structural Coding was chosen. This process of coding was the most suitable because codes and their themes could be extracted due to their relevance to answering the first three research objectives of the dissertation.

The first stage of Structural Coding for this dissertation was to create a Structural Code from the first three research objectives of the dissertation. For instance, the first research objective, *To investigate which motives contribute to tourists visiting Canterbury and whether its WHS status figured*, was given the Structural Code: Tourist Motivations. Using the Structural Codes, the interview transcripts were scrutinised to identify the codes that related to the particular Structural Code (See Appendix L). After listing all of the codes for each of the Structural Codes, the codes were grouped together by common themes.

For the in-depth analysis into these codes, inspiration came from Namey et. al. (2008). They say that Structural Coding should be examined by looking into the frequency of the participants mentioning the codes, rather than looking at the frequency of how many times codes appeared in the text; '[A] code frequency report can identify which themes, ideas, or domains were common and which rarely occurred' (Namey et. al., 2008: 143). For example, the code 'Cathedral' was mentioned numerous times by all of the participants, however, only five of the participants mentioned Canterbury Cathedral, as a code for a tourist motivation to come to Canterbury. Once the frequencies of the participants mentioning the codes was gathered for each Structural Code, there was a selection of the most discussed codes and how they were connected to other codes that were gathered for further analysis. The structural codes will be presented in italicized and bold text.

For the fourth research objective, a variation of analysis was formed by looking at the density and spatial variance of World Heritage Tourist categories on the created choropleth maps. The reason for not using Structural Coding to analyse the final research objective was because there were no questions in the semi-structured interviews that asked about the variations of World Heritage Tourist categories between UK and Worldwide tourists. This was done because of the lack of knowledge of World Heritage Tourist and the different categories from the heritage professionals, so it would have been pointless to have added those questions into the semi-structured interviews. Therefore, the most suitable method to analyse the choropleth maps produced in this dissertation was a form of Spatial Analysis to look for the variance of concentration of each category of World Heritage Tourists from UK and Worldwide participants and where the most amount from each category came from.

The process to create the choropleth maps began by grouping all of the data gathered from the questionnaires into a spreadsheet. The pieces of information required were: British postcode or the country of origin and the category of World Heritage Tourist they had identified themselves as. When these were collected, the data was split between British and Worldwide tourists. The UK tourists' postcodes were processed to have coordinates attached to them (UK Grid Reference Finder, 2014), so that each postcode the UK tourist provided could be plotted with the correct county in order to create the UK World Heritage Tourists maps. At this point, not all of the data the UK tourists could be used, due to human error whilst recording the postcodes, as a consequence no coordinates were attached to those pieces of data. Therefore, the maps showing the UK World Heritage Tourists would show 76 tourists views instead of the 111 that were amassed from the UK. The data entry for all 93 Worldwide tourists was successful. The next stage was to create maps using ArcGIS and input the boundaries for the separate series of maps, one with the shapefiles for UK counties (DIVA-GIS, 2017) and the other with the shapefile for the countries of the World (Sandvik, 2009). With the Worldwide tourists providing the country of their residence, these could automatically be attached to the shapefiles for each country for the Worldwide World Heritage Tourist maps. The data was inputted containing the information as to where the tourists came from with coordinates, and the World Heritage Tourist category in which they had identified themselves. The data then had to be formatted to show the data for one of the categories of World Heritage Tourist, the scale boundaries that the density of the World Heritage Tourist category had to be changed, the colour of the scale boundaries was chosen, and the labels of the counties/countries where the tourists came from were attached. Once the maps were then formed, the analysis on the concentrations of the World Heritage

Tourist categories and where the greatest number of each category, for both the UK and Worldwide tourists could take place.

For analysing the choropleth maps, a variation of Spatial Analysis was used. Celebioglu and Dall'erba (2010: 383-384) provided an example of this process. In their paper they produced choropleth maps to analyse the distribution and concentration of different levels of growth GDP of Turkish regions and university degree as a percentage with the population of the regions of Turkey. For the final objective of the dissertation, Spatial Analysis was carried out by examining each map for where the biggest concentration of tourists came from and the clusterings of the amount of tourists there.

4.7 Limitations of this dissertation

Just like all dissertations and research studies, this one has a few limitations. Questionnaire survey data at the WHS was collected only over three days due to financial and time constraints. Therefore, the results of the questionnaire surveys are only representative for the tourists that took part in at the Canterbury WHS between 10th-12th May 2017 and tourists who answered the questionnaire online in May 2017. It was also unfortunate that not all of the data from the 111 UK tourists could be used for the choropleth maps due to human error during data collection. The results shown in the choropleth maps (Figures 12-17) are not representations of the whole populations of counties in the UK or countries in the World but still credible to show the general trends of World Heritage Tourist categories in Canterbury.

Another limitation is that there is not a equal amount of data collected at all three elements of the WHS. There were 136 questionnaire surveys gathered at the Cathedral, 36 at St Augustine's Abbey and 12 at St Martins Church. This was due to the time spent at all three sites and due to the expectations of the researcher that more data would be gathered at the Cathedral. If equal amounts of data were to be gained from each site, it would take much longer to get the same amount of data at St Augustine's Abbey and St Martin's Church than at Canterbury Cathedral; and was therefore unachievable during the data collection phase of this dissertation.

5 Results

5.1 Introduction

Laid out in this results chapter is a summary of the data gathered from the questionnaire surveys and semi-structured interviews, before a look at the findings for the research aim and objectives of the dissertation.

5.2 General look of the results

204 questionnaires were completed by tourists at all three parts of the WHS at Canterbury and online, and 10 semi-structured interviews with heritage officials in Canterbury were conducted. The questionnaire surveys contained questions such as postcode or country of residence, and motives for coming to Canterbury (refer to Appendix M for the questions in the questionnaire surveys). UK and worldwide tourists participated in the questionnaire (see Table 5). American, Australian and Dutch visitors were the three highest groups of Worldwide tourists and the most of UK tourists came from Kent, the West Midlands and Manchester. Most of the questionnaire surveys that were collected came at Canterbury Cathedral with 136. The fewest questionnaire surveys completed was at St Martins Church with 12. The semi-structured interviews lasted between 10-30 minutes. The semi-structured interview covered topics such as tourist motivations to visit Canterbury, which category of World Heritage Tourist is prevalent at Canterbury among tourists and what action could be done to cater for that target market in the future (refer to Appendix A for the questions asked in the semi-structured interviews).

Countries	Accidental	Semi-Conscious	Fully Aware	Totals for each
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	World Heritage Tourist	World Heritage Tourist	World Heritage Tourist	country
Australia	35%	59%	6%	17
Brazil	100%	0%	0%	2
Canada	20%	80%	0%	5
Chile	0%	100%	0%	1
Costa Rica	0%	0%	100%	1
Czech Rep.	0%	0%	100%	1
Denmark	100%	0%	0%	3
France	20%	80%	0%	5
Germany	0%	100%	0%	4
India	0%	100%	0%	1
Italy	33%	67%	0%	3
Japan	0%	0%	100%	2
New Zealand	25%	75%	0%	4
South Africa	100%	0%	0%	2
The Netherlands	33%	50%	17%	6
UK	45%	43%	12%	110
USA	30%	65%	5%	37
Grand Total	39% (79)	50% (103)	11% (22)	204

Table 5: Tourists who assigned themselves to the different World Heritage Tourist categories according to which country they reside in. Source: The Author (2017).

5.3 Research Objective 1: Motivations to visit Canterbury, and whether WHS status

figured?

The Cathedral was the major attraction drawing tourists to Canterbury. The questionnaire surveys revealed the Cathedral, Canterbury City, and St Augustine’s Abbey to be the three

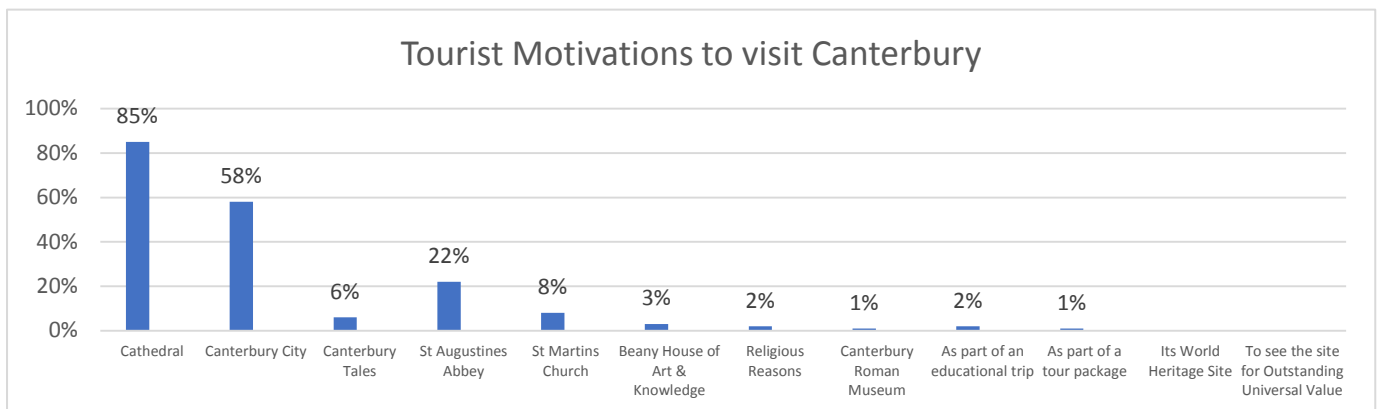


Figure 1: Bar graph showing the motivations for tourists visiting Canterbury between 1st-31st May 2017. Source: The Author (2017).

highest tourist motivations to visit the city (see Figure 1). The semi-structured interviews with the heritage officials reflected this view also, with the Cathedral being most often mentioned as the motive for tourists to visit Canterbury. What also emerged was that coming to Canterbury as a WHS was not a popular motive, in fact none of the 204 participants of the questionnaire surveys mentioned it.

5.4 Research Objective 2: Tourists’ knowledge of Canterbury as a WHS.

Nearly two thirds of the participants of the questionnaire survey knew that Canterbury was a WHS (see Figure 2). From the semi-structured interviews, some of the heritage officials said that there is a lack of knowledge of Canterbury being a WHS and that there are three parts to it, not just the Cathedral. There was also comment on how it came down to the tourists’ prior knowledge for knowing Canterbury’s WHS status.

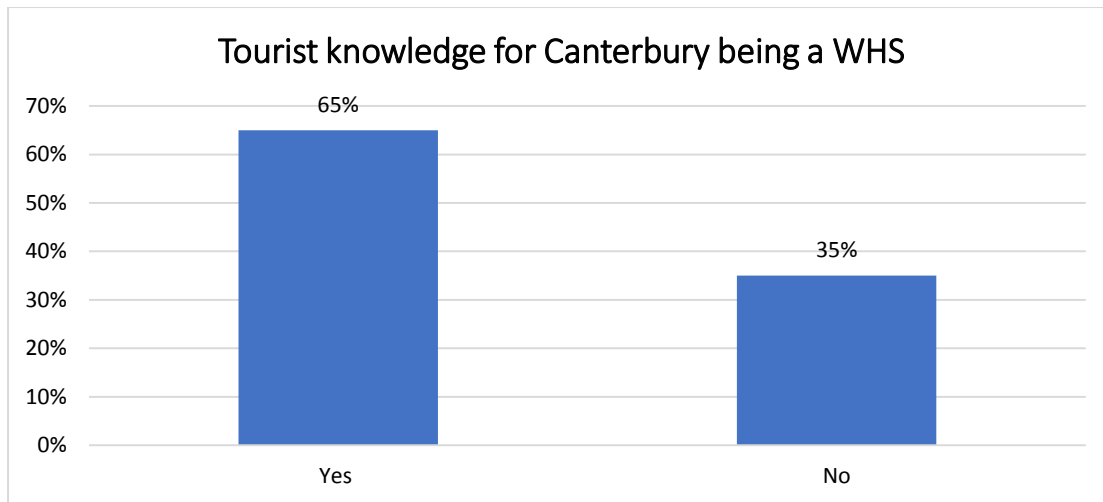


Figure 2: Bar graph showing the knowledge of the 204 tourists that took part in May 2017, knew Canterbury to be a WHS. Source: The Author (2017).

5.5 Research Objective 3 (Research Aim): Which category of World Heritage Tourist was the most commonly self-identified by tourists and most used to describe tourists by heritage officials?

Semi-Conscious World Heritage Tourists were the largest category of tourists identified themselves from the questionnaire surveys (see Figure 3). In the semi-structured interviews, 60% of the heritage officials interviewed, argued that it was the Accidental World Heritage Tourist category that was most common within tourists.

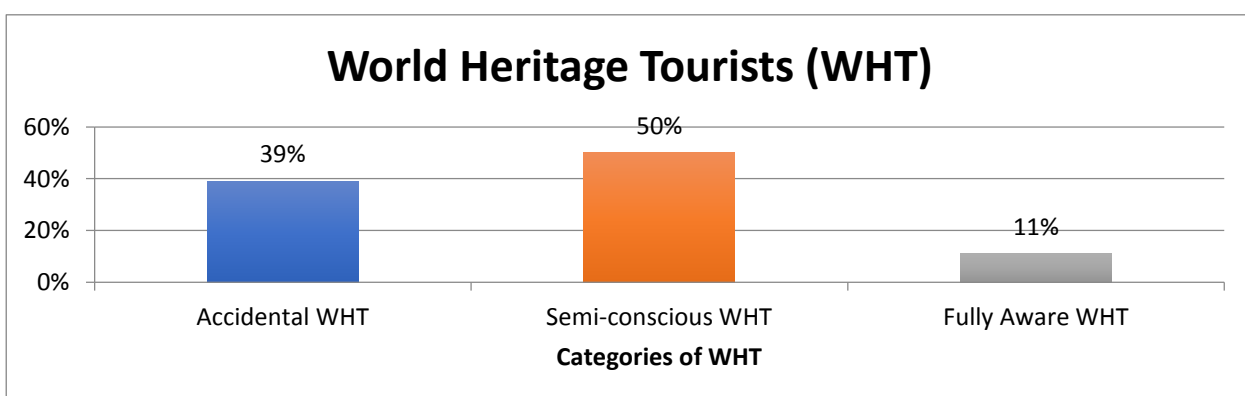


Figure 3: A bar graph showing how tourists labelled themselves within the different categories of World Heritage Tourist between 1st-31st May 2017. Source: The Author (2017).

5.6 Research Objective 4: The patterns of the World Heritage Tourist categories between UK and Worldwide Tourists.

The questionnaire surveys are only representative for the participants of the questionnaire indicative of larger tourist trends. Therefore, the results of the density of each of the World Heritage Tourist categories do not represent the entire population from the counties involved. For UK tourists, the most concentrated spread of tourists came from the Midlands and the South East of England. The World Heritage Tourist category that was assigned mostly by UK tourists, was Semi-Conscious. In terms of Worldwide tourists, the biggest concentrated spread of tourists were from Europe. Worldwide tourists assigned themselves with the Semi-Conscious World Heritage Tourist category the most. The choropleth maps that were produced to show the spread of tourists assigning themselves to the three World Heritage Tourist categories and the concentrations for 76 out of the 111 UK tourists (due to human error in data collection) and 93 Worldwide tourists that took part in the questionnaire surveys in Canterbury in May 2017, are analysed in the following chapter.

6 Analysis

6.1 Introduction

This chapter analyses the data gathered from the questionnaire surveys and the semi-structured interviews, in order to answer the research aim and objectives. First of all, the first three research objectives have been analysed using Structural Coding, these codes are highlighted in bold and italicized text and were chosen for their significance. The fourth research objective has been analysed using a form of Spatial Analysis. The individual research objectives are presented underneath each heading in italicized text.

6.2 Research Objective 1

To investigate which motives contribute to tourists visiting Canterbury and whether its WHS status figured. Structural Code 1: Tourist Motivations.

Many codes were mentioned by identical numbers of participants for the Tourist Motivations structural code, the seven codes were mentioned by five of the participants (see Appendix L). Under the theme Canterbury, the most significant code uncovered was ***Cathedral***. It is unsurprising in the context, that the code *Cathedral* was one of the most frequently mentioned codes. It was either the main reason, or one of the biggest tourist motivations visiting Canterbury. Motives for coming to Canterbury Cathedral, included: the international and national significance of the Cathedral, the story of the murdered Archbishop of Canterbury Thomas Beckett, and the Cathedral's status as a long-established pilgrimage site. The Heritage Champion of Canterbury City Council described the Cathedral

as ‘the main iconic building within the city’ (see Appendix C). The code **Cathedral** related to a large number of the codes under the theme Canterbury, including: **Mother Church**, **Pilgrimage**, and **Thomas Beckett** (see Appendix L). A reason that the code **Cathedral** has connections with these codes is because the Cathedral is the showpiece of Canterbury, the beating heart of the city. Of the 204 tourists that took part in the questionnaire surveys, 85% confirmed a motivation to visit Canterbury was to see the Cathedral (see Figure 1). These results show that it is a major pull factor for tourists coming to Canterbury, it tends to dwarf everything else, not just in stature, but in terms of visitor numbers, including the other two elements of the WHS. One other reason that the Cathedral is being visited by tourists, especially for Worldwide tourists, is because Canterbury is very accessible, being merely an hour away from London and close to the ports making it accessible to the European continent.

There are two important themes with major codes which are two different points of view about Canterbury being visited as a WHS according to the heritage officials. First of all, the code **Ticking off WHS on a List** in the theme Canterbury being visited as a WHS because of the motivations of some Worldwide tourists. From results of the semi-structured interviews, representatives from Canterbury Cathedral mentioned Japanese tourists; and the Chairman of the World Heritage Committee mentioned Chinese and German tourists, having a similar collecting approach (see Appendix A, D, and I). This first code is connected to a number of the codes within the theme WHS of Canterbury: **Knock on effect – Worldwide Visitors**, **UNESCO logo/symbol**, and **Canterbury’s enhanced reputation** (see Appendix L). One reason that the code **Ticking off WHS on a List** has links with the codes just described is because Canterbury for some tourists is a place to go, to have the satisfaction of having visited

gaining social status amongst their peers due to having visited a site with a worldwide reputation. Another reason could be that Canterbury is a place of international significance, with the fact that it has WHS status, a hallmark of historical, heritage and religious significance, especially with regards to the Cathedral.

The alternative argument about Canterbury being visited as a WHS, emerged from the code ***Not visiting Canterbury as a WHS***, under the theme Canterbury not visited as a WHS. This was expressed by some heritage officials because of the fact that Canterbury is a WHS, it was argued that it is not the central motive for tourists to visit Canterbury. Contributions to this fact include: 'it's all part of the lack of publicity for the WHS' (Chair of the Canterbury Society, see Appendix J), a lack of appreciation for the cathedral being one of a trio of sites comprising the WHS (Mark Hosier, Canterbury Cathedral, see Appendix D), and the Cathedral overwhelming the other sites in terms of visitor numbers (Heritage Champion of Canterbury City Council, see Appendix, C). The code ***Not visiting Canterbury as a WHS*** was allied to other codes for the theme WHS of Canterbury including: ***Not appreciated by tourists, WHS status badge and nothing else***, and ***Tourists knowing all 3 parts of the WHS*** (see Appendix L). An explanation as to why the code ***Not visiting Canterbury as a WHS*** was linked to these codes is because the proportion of tourists coming to Canterbury, due to the fact that it is a WHS, is very low. Indeed, the results show none of the 204 tourists that took part in the questionnaire surveys expressed their interest in coming to Canterbury was being driven by its WHS status. When asked about their motivation for visiting Canterbury; some tourists did mention that St Augustine's Abbey and St Martin's Church motivated them to visit Canterbury (see Figure 1). Liam Knight of Visit Canterbury commented, 'There are always going to be more people coming to the Cathedral than the WHS' (see Appendix

E). As mentioned above, the Cathedral is the biggest motivation for tourists to come to Canterbury. Therefore, the results show the significance of how the Cathedral and its cultural assets (historical and religious significance), tend to outshine the rest of the city, including St Augustine's Abbey and St Martins Church. As the chair of the World Heritage Committee said, 'the Cathedral is very famous anyway, both within this country and around the world, as the centre of the Anglican communion' (see Appendix B). The fact that Canterbury has WHS status could be seen as an added bonus to the attributes that make it famous, attracting tourists, but WHS status is not a major tourist motivation according to some of the heritage officials.

6.2.1 How is this research significant and how does it contribute to previous literature?

The data gathered for this first research objective is significant as it contributes to the push and pull factor concept, for tourist motivations from academics such as Dann (1997). The results from the semi-structured interviews and the questionnaire surveys reveal Canterbury Cathedral as being the biggest pull factor for tourists to visit. Even though most tourist motivation studies are site specific, this first research aim was to find out whether the fact that Canterbury is a WHS, contributed to tourist motivations because previous research indicates that WHS status will generate more visitors having gained this status, such as: Crompton and Ankomah (1993), Gartner (1989) and Goodall (1988). From the results of the semi-structured interviews and the questionnaire surveys, Canterbury's WHS status is not a big motive for visiting Canterbury, the Cathedral being the main motive. The data gathered is also important because it expands on Lord's (in Timothy, 2011: 22-23f) research about the different levels of tourists with varying motivations to visit a heritage

site. There was some mention in the semi-structured interviews of Worldwide tourists who would come to Canterbury because it was a WHS. Over 60% of the tourists that took part in the questionnaire surveys labelled themselves as Semi-Conscious or Fully-Aware World Heritage Tourists, which meant that they expressed they were either partially, or largely motivated to come to Canterbury because of its a WHS status (see Figure 3). This research offers a deeper understanding of tourist motivations for those visiting Canterbury, which Park (2014: 39) indicated is important for any site's representation, interpretation and management. If action is to be taken to increase Canterbury's profile as a WHS, there needs to be more explicit advertising and promotion across all three parts of the WHS at Canterbury, and additionally online.

6.3 Research Objective 2

To research whether tourists know Canterbury is a WHS. Structural Code 2: Tourists' knowledge of Canterbury as a WHS.

For the Structural Code, Tourists' knowledge of Canterbury as a WHS, two themes of codes emerged from the semi-structured interviews. From the first theme, Tourist Knowledge, there was the code that was most spoken about by all of the heritage officials, ***Small amount of tourists know Canterbury as a WHS***. This code is relatable to the arguments from the heritage officials as uncovered from the first Structural Code, that Canterbury Cathedral is one of the main motivations for tourists to come to Canterbury, with few tourists visiting Canterbury because of its WHS status. The data gathered from the semi-structured interviews showed that the heritage officials believed that a big proportion of

tourists do not know Canterbury as a WHS. Mark Hosier said that, 'I don't think that they [tourists] appreciate or even know the WHS' (see Appendix D). The code, ***Small amount of tourists know Canterbury as a WHS***, was discussed the most under this theme, this is because Canterbury as the data revealed above, is most famous for the Cathedral and its associated history. Canterbury's inscription onto the WHS list is very recent, occurring only 30 years ago, thus it was argued by the heritage officials that there are fewer tourists that are going to know Canterbury has WHS status, as those tourists who know Canterbury for its Cathedral and as an important destination for pilgrims. This code is connected to the other codes under the theme Tourist Knowledge: ***Prior Knowledge/Research, Knowing all three parts of the WHS***, and ***Overall dominance of the Cathedral in tourist knowledge and tourism publicity***. A potential argument for the code, ***Small amount of tourists know the Canterbury to be a WHS*** to be linked with the codes just highlighted is because it was claimed by some of the heritage officials that due to prior knowledge and education of the tourists, it could explain the lack of tourist's knowledge of Canterbury's WHS status. Mark Hosier of Canterbury Cathedral summarised: 'there is a conflict between people's knowledge of the WHS' (see Appendix D), a view shared by the English Heritage representative at St Augustine's Abbey (see Appendix H). There were views from the heritage officials that of the small amount of tourists aware of Canterbury's WHS status, it was more likely to be Worldwide tourists because many of them would have performed research into Canterbury before visiting. This could also be linked to the fame of the Cathedral being greater than the fact that Canterbury is a WHS. As Therese Hilsop of Canterbury Cathedral said, 'the murder of Thomas Beckett, mother church and all that, is what most visitors will know about and that's why they visit' and most tourists do not visit because of Canterbury being a WHS' (see Appendix I). This argument nicely links to the code

Lack of publicity, which was under the second theme of codes for this Structural Code, because it demonstrates how the approach to tell tourists that Canterbury has WHS status seemingly has been unsuccessful. Another argument that could be put forward as to why the code in question, **Small amount of tourists know Canterbury as a WHS**, is linked to the listed codes above, as reasoned by some of the heritage officials, is that there are a small amount of tourists that might know or guess that the Cathedral is a WHS, but do not know that there is more than the Cathedral in the WHS in Canterbury. The representative from Visit Canterbury discussed the lack of knowledge among tourists for the three parts of the WHS at Canterbury (see Appendix E). However, he also said that ‘there are going to be more people coming to the Cathedral than the WHS. But the people going to the WHS, especially St Martins Church have gone there because it’s a WHS’ (ibid). Thus it is from this point of view, tourists who visit St Augustine’s Abbey or St Martins Church know that Canterbury has WHS status, but there are fewer of them in comparison to those that are unaware of Canterbury’s WHS status. Overall, from the opinions of the heritage officials as uncovered in the semi-structured interviews, they believe of the tourists coming to Canterbury, a small portion of them will know Canterbury to be a WHS. However, this is in contrast to the 204 tourists that took part in the questionnaire. Results showed that a large majority, 65% to be precise, knew Canterbury to be a WHS (see Figure 2). This is significant because it shows from this sample, the majority of tourists coming to Canterbury knew it to have WHS status. Based on this sample therefore, the heritage officials predicted incorrectly in this case. There is a difference also between the UK and Worldwide tourists in their knowledge of Canterbury being a WHS. For both groups of tourists, the majority knew Canterbury to be a WHS. The majority of Worldwide tourists knew Canterbury’s WHS status in comparison to UK tourists (refer to Figures 4 and 5).

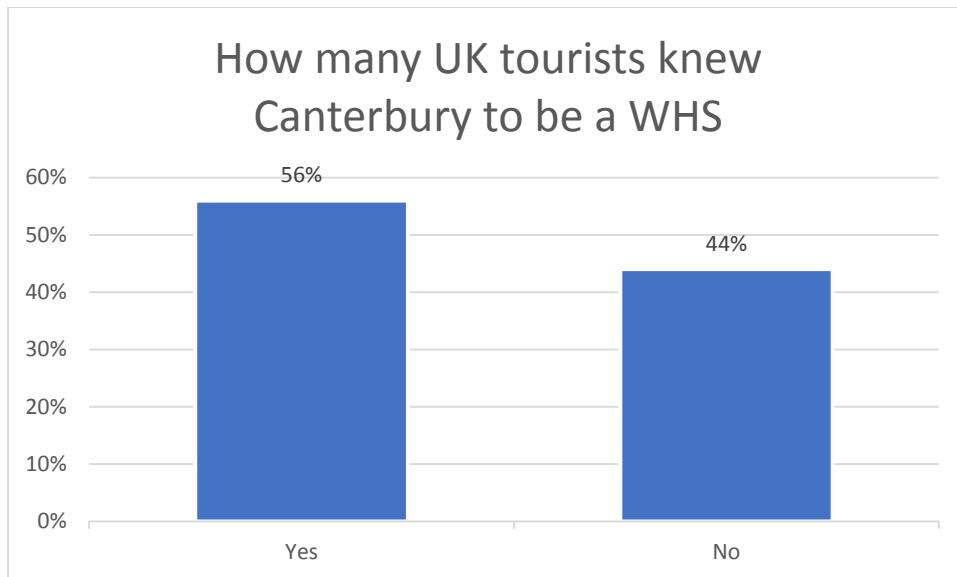


Figure 4: Bar graph showing the knowledge of the 111 UK tourists that took part in May 2017, knew Canterbury to be a WHS. Source: The Author (2017).

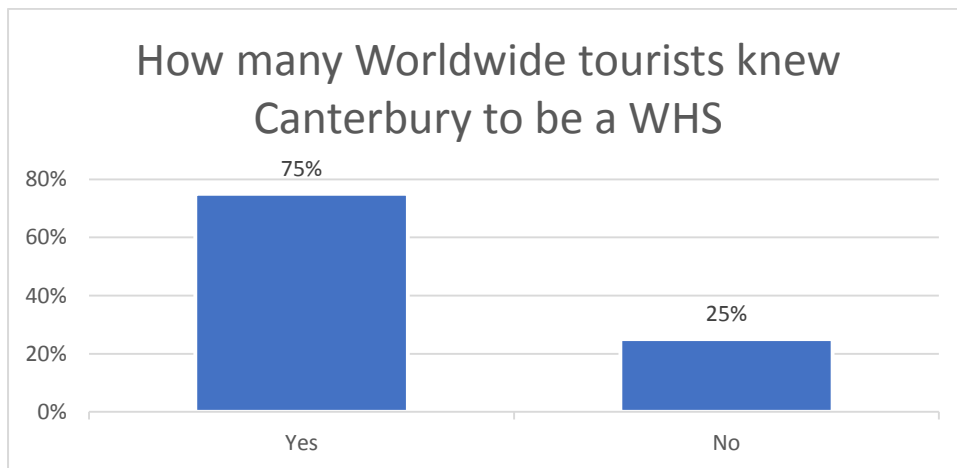


Figure 5: Bar graph showing the knowledge of the 93 Worldwide tourists that took part in May 2017, knew Canterbury to be a WHS. Source: The Author (2017).

A reason for not as many UK tourists knowing Canterbury has WHS status, was due to the UK tourists not conducting as extensive research. From data gathered in the questionnaire surveys, the percentage of UK tourists conducting research on Canterbury based on prior knowledge was higher than looking up information about Canterbury online (see Figure 6). Therefore, UK tourists might not be compelled to conduct further research into Canterbury's history in tourist literature and consequently perhaps not become aware of Canterbury's WHS status. Perhaps UK tourists do not consider visiting Canterbury as

momentous an occasion as Worldwide tourists because of the proximity of the site.

Canterbury might be treasured more by Worldwide tourists because they have the

motivation to visit and have travelled extensively to get to the site, and therefore have

conducted research into Canterbury. From data gathered in the questionnaire surveys, the

highest percentage of Worldwide tourists conducting research on Canterbury was done by

online research (see Figure 7). This takes into account the general point that those things

that are harder to attain and could be attributed to the requirement of Worldwide tourists

having to travel further than and research more than the UK tourists. Overall, 65% of

tourists being aware of Canterbury's WHS status is positive, as these tourists know how

important Canterbury is considered on an international scale of heritage.

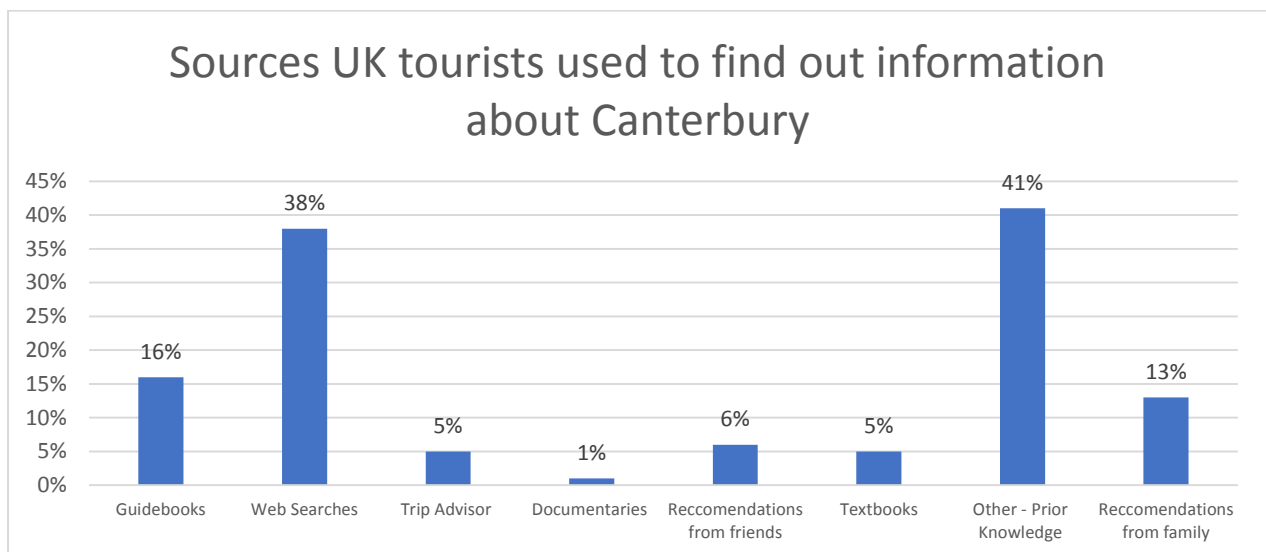


Figure 6: A bar graph showing how the UK tourists found out information about Canterbury that took part in the Questionnaire Surveys in Canterbury in May 2017. Source: The Author (2017).

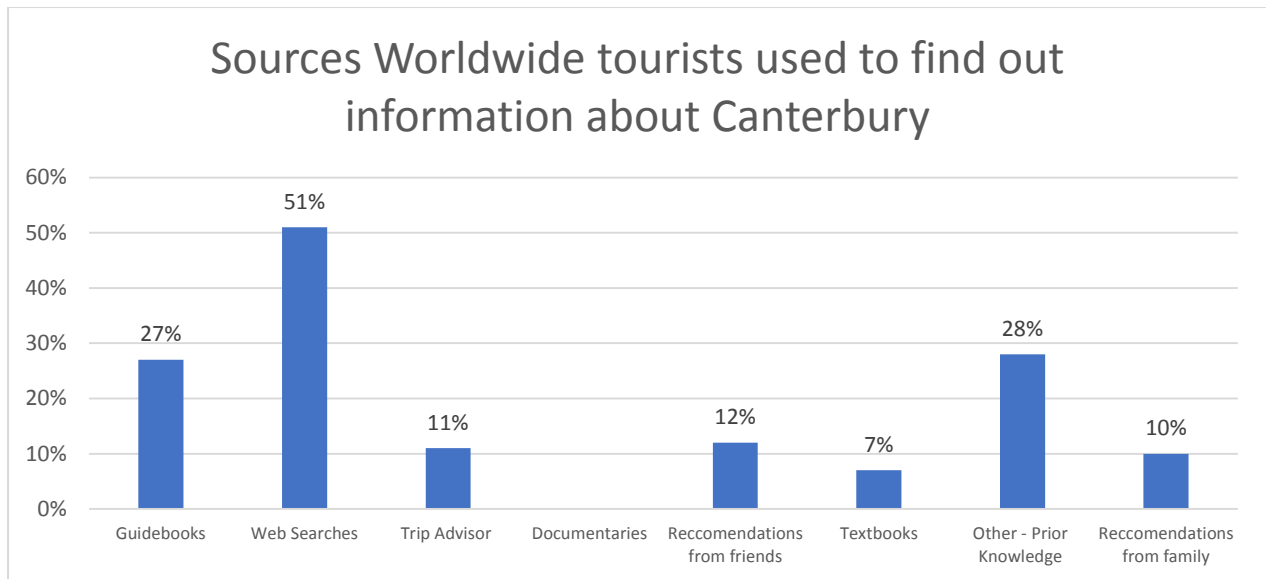


Figure 7: A bar graph showing how the 93 Worldwide tourists found out information about Canterbury tourists that took part in the Questionnaire Surveys in Canterbury in May 2017. Source: The Author (2017).

Under the second theme identified, Publicity of Canterbury being a WHS, the code that was mentioned most from the heritage officials was **Lack of publicity**. According to the heritage officials, it was the biggest reason for Canterbury's small numbers of tourists with knowledge of Canterbury's WHS status, because of a major lack of promotion. As the Chair of the Canterbury Society said, 'I suspect they come to the Cathedral not the WHS because that's all part of the lack of publicity for the WHS' (see Appendix J). This code is related to the other codes that came under the theme of Publicity of Canterbury being a WHS: **Initial publicity but dwindled with time, Work done to improve publicity on Canterbury being a WHS**, and **UNESCO WHS** (see Appendix L). An explanation as to why the code **Lack of publicity** is linked to these, is because the message and badge that Canterbury is a WHS has to be advertised on a constant basis to inform as many tourists as possible, has seemed to have dwindled over the last 30 years after inscription as a WHS. A volunteer for Canterbury Cathedral and St Martins Church said, 'when they first got accreditation, there was a lot of publicity providing books etc.', '[but] it has drifted into the background', 'maybe they don't say enough about it in the leaflets, many people have got a bit relaxed about it and

accepted that we are a WHS' (see Appendix G). Another reason is the lack of visible and recognisable signage around the three elements of the WHS, which are low and at a poor standard. This view that was discussed separately with the Representative of St Martins Church on the World Heritage Committee of Canterbury and Liam Knight of Visit Canterbury (See Appendix K and E). Some signs which including the cultural logo of UNESCO in the city, and there are little circular bronze plaques on various foot paths between the Cathedral, St Augustine's Abbey and St Martins Church, but they are easily missed (see Figure 8). There is a map at the St Augustine's Visitor Centre that shows the WHS at Canterbury, by far the best source whereby a tourist could learn that Canterbury has WHS status (see Figure 9). Several heritage officials raised the point that there is on-going work to create a leaflet describing the three parts of the WHS (See appendix D, H, and I). With this kind of promotion having not happened before at the three parts of the WHS, it is not surprise that just over a third of all tourists coming to Canterbury do not know it to be a WHS. Therefore, if Canterbury and the three elements of the WHS are to improve their promotion as a trio of sites, they have to be explicit and more obvious in their promotional campaigning to make the prospective tourists of Canterbury, more aware that it is a WHS.



Figure 8: An example of one of the World Heritage Plaques at St. Martin's Church. Source: The Author (2017).



Figure 9: The Map of the WHS at Canterbury at the entrance to the visitor centre at St. Augustine's Abbey. Source: The Author (2017).

6.3.1 How is this research significant and how does it contribute to previous literature?

The gathered data for this second research objective is important because the data gathered from the questionnaire surveys indicated that tourists knew Canterbury to be a WHS, in contrast to what was believed by the heritage officials in the semi-structured interviews. As uncovered in the Literature Review Chapter, previously there has been analysis on tourist's awareness of world heritage in terms of the brand (Poria, Reichel and Cohen, 2011), impacts on visitor behaviour (Palau-Saumell *et al.*, 2012), and the effectiveness of world heritage inscription (Williams, 2005). What has been lacking until now has been research on whether tourists who visit a WHS and are aware of its lofty status. The importance of obtaining this data means that it has the potential to contribute to the marketing and planning strategies for the Canterbury WHS and it highlights that some tourists are motivated to come to Canterbury because of its status.

6.4 Research Objective 3 (Aim of the Dissertation):

To observe how tourists most commonly identify themselves and how heritage officials perceive tourists, in regard to the category of World Heritage Tourists at the Canterbury WHS. Structural Code 3: Most common World Heritage Tourist category.

The code discussed most frequently by the heritage officials for this Structural Code to describe tourists coming to Canterbury was **Accidental World Heritage Tourist**. This was because there was a high level of speculation from the heritage officials as to whether tourists know that Canterbury has WHS status and know the different parts of the WHS. In fact, the representative from the Canterbury Archaeological Trust described the Accidental

World Heritage Tourist category as the ‘most obvious’ amongst tourists coming to Canterbury (See Appendix F). There were codes that are linked to the code ***Accidental World Heritage Tourist: Tourists know the Cathedral is there, Not aware of the wider context of the WHS, Lack of promotion of Canterbury being a WHS*** (see Appendix L). An explanation as to why the code ***Accidental World Heritage Tourist*** is linked with the codes just outlined, is down to reasons outlined from the first two Structural Codes: the Cathedral is the most dominant landmark in Canterbury and there is a lack of advertising to show Canterbury’s WHS status. As the Heritage Champion of Canterbury City Council said, ‘I’d imagine that by far that most of them would be the Accidental World Heritage Tourist by knowing that the Cathedral was there, they planned to visit it but not aware of its wider context, at least not in advance of coming here, hopefully if they pick up the literature’ (See Appendix C). Therefore, from the semi-structured interviews, the majority of the heritage officials believed that Accidental World Heritage Tourists were the most common of the three categories of World Heritage Tourist at the WHS at Canterbury.

There was also a strong argument from other heritage officials who said that the code ***Semi-Conscious World Heritage Tourist*** was the most suitable to describe tourists coming to Canterbury, and it was the second most dominant code within this Structural Code. This code was also apparent during the semi-structured interviews, for the reason that some of the heritage officials believed that there are tourists who do prior research before coming to Canterbury and might have read up the fact Canterbury has WHS status. Hannah West of English Heritage, who helps to look after St Augustine’s Abbey, said that ‘The middle bracket [Semi-Conscious World Heritage Tourist category] is bookended by the other two’ (See Appendix H). The ***Semi-Conscious World Heritage Tourist*** code theme had relatable codes

such as: *Learned Individuals* and *Co-exist with other categories*. A common basis for the code *Semi-Conscious World Heritage Tourist* to be linked to the codes above is because there is more than one variation of World Heritage Tourist amongst the tourists that come to Canterbury. The representative from Visit Canterbury described the existence of *Semi-Conscious World Heritage Tourist*, by saying 'either they have researched it and know that it is WHS after reading, or I would not be surprised if some expected Canterbury to have UNESCO accreditation' (See Appendix E). A lot of the heritage officials discussed the existence of the *Accidental World Heritage Tourist* and *Semi-Conscious World Heritage Tourist* codes together.

Code themes that were less discussed by heritage officials but remain important to acknowledging the structural code themes of World Heritage Tourists by the heritage officials were *Fully Aware World Heritage Tourist* and *All three exist*. Looking back on this Structural Code, all three categories of World Heritage Tourist exist amongst the tourists coming to Canterbury according to the heritage officials in various ways. The biggest difference in opinion was whether there were more Accidental or Semi-Conscious World Heritage Tourists. Marginally more heritage officials believed that the Accidental World Heritage Tourist category was the most common. Yet, this is contrary to the results of the questionnaire surveys. Half of tourists identified themselves as Semi-Conscious World Heritage Tourists, nearly four in ten of the tourists labelled themselves as Accidental World Heritage Tourists and the remainder were Fully Aware World Heritage Tourists (see Figure 3). The trend is the same if one looks at the UK and Worldwide tourists separately, but the margins are slightly different. For UK tourists, it was more even between Accidental and Semi-Conscious World Heritage Tourist but Semi-Conscious World Heritage Tourists were

still the largest group (see Figure 10). In terms of Worldwide tourists, the difference was more clear-cut with two thirds of tourists identifying themselves as Semi-Conscious World Heritage Tourists (see Figure 11). This is significant because there are more Semi-Conscious World Heritage Tourists amongst the tourists that visit Canterbury than the heritage officials have realised. The knowledge of Canterbury being a WHS, it can be argued, is part of the decision-making process and intention for tourists to come to Canterbury. Even if the tourists who answered the questionnaire did not mention it explicitly.

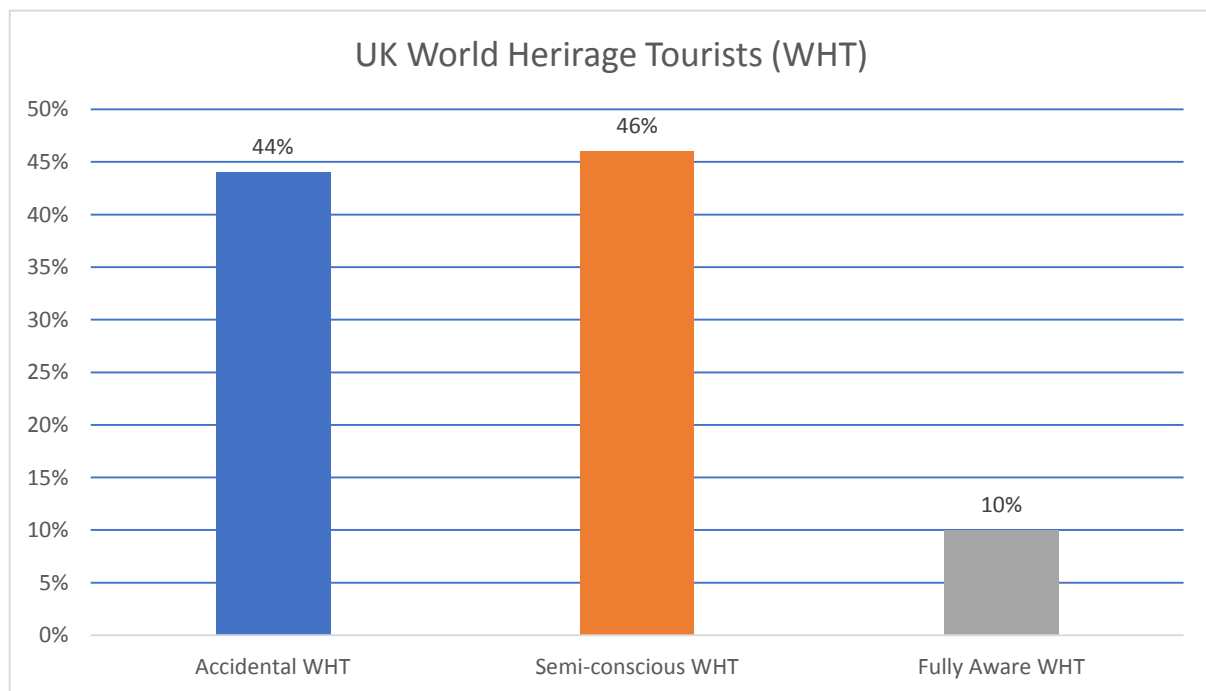


Figure 10: A bar graph showing how the 111 UK tourists that took part in the questionnaires labelled themselves to the three World Heritage Tourist categories. Source: The Author (2017).

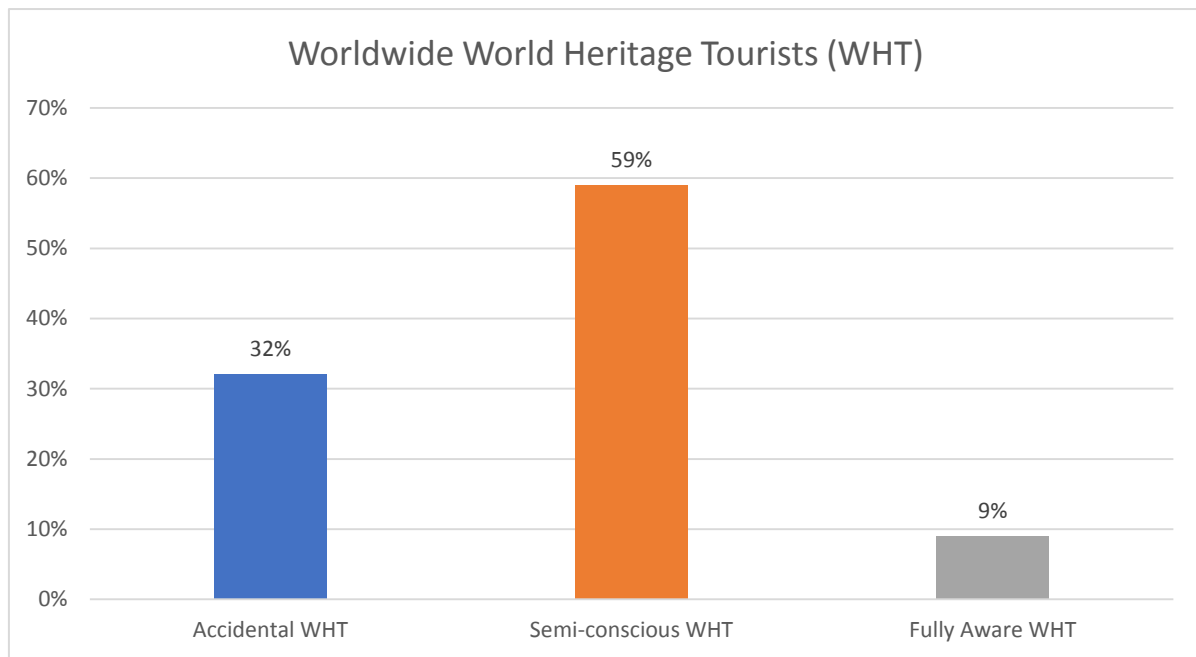


Figure 11: A bar graph showing how the 93 Worldwide tourists that took part in the questionnaires labelled themselves to the three World Heritage Tourist categories. Source: The Author (2017).

6.4.1 How is this research significant and how does it contribute to previous literature?

Different types of heritage tourists at different heritage sites have been investigated in previous research as uncovered in the Literature Review Chapter such as: culinary, industrial, and urban heritage. There are also variations of heritage tourists at heritage sites such as Kerstetter, Conefer and Graefe (2001) and Lord (in Timothy, 2011). Little research however has gone into the types of tourist who visit WHS, Aide and Hall (2017) made a valiant attempt in their paper. Nonetheless, even they did not come up with a definition for tourists visiting WHS. This dissertation expands on Adie and Hall's initial ideas about tourists at WHS and Kerstetter, Conefer and Graefe (2001) and Lord's (in Timothy, 2011) ideas of different categories of tourists at heritage sites. Therefore, in an endeavour to investigate the third research objective and the aim of the dissertation, this research is of great importance because it defines what World Heritage Tourists are, and proves there is a

variance of World Heritage Tourist categories at the Canterbury WHS, with Semi-Conscious World Heritage Tourist being the most labelled by tourists themselves from the questionnaire surveys and was the second most popularly used by the heritage officials, in the semi-structured interviews, to describe tourists visiting Canterbury.

6.5 Research Objective 4

To examine how UK tourists and Worldwide tourists labeled themselves to the three World Heritage Tourist categories.

This research objective has been analysed using a form of Spatial Analysis to look at the spread of tourists that have come from the counties in the UK first of all, and then tourists from countries around the World excluding the UK, and also investigate where the largest concentrations of tourists for each category comes from. The UK World Heritage Tourist maps show 76 out of the 111 UK tourists that took part due to human error in the data collection (of postcodes). All of the data relating to the 93 Worldwide tourists was used.

6.5.1.1 Accidental World Heritage Tourists UK

There were clusters from the Midlands, parts of Eastern England, the North West, a smattering from the South West and the capital (see Figure 12). The most northerly tourist came from Edinburgh and the most southerly came from Cornwall. The county with the most amount of tourists describing themselves as Accidental World Heritage Tourist from the UK was from Kent, scoring five.

6.5.1.2 Semi-Conscious World Heritage Tourists UK

Concentrations of Semi-Conscious World Heritage Tourists from the UK came from the Midlands, East Anglia, Yorkshire, the South and areas surrounding the capital (see Figure 13). Cardiff marked the only entry from Wales. The most northerly tourist was from the county of North Yorkshire and the furthest south from Plymouth. The greatest amount of UK Semi-Conscious World Heritage Tourists came from Kent, with ten.

6.5.1.3 Fully Aware World Heritage Tourists UK

There were not a lot of concentrations of Fully Aware World Heritage Tourists from the UK. These tourists were spread out across the Midlands, Hammersmith and Fulham, and some from Somerset (see Figure 14). The greatest number of Fully Aware World Heritage Tourists came from Kent with six tourists.

Density UK Accidental World Heritage Tourist (WHT) to Canterbury between 1st-31st May 2017

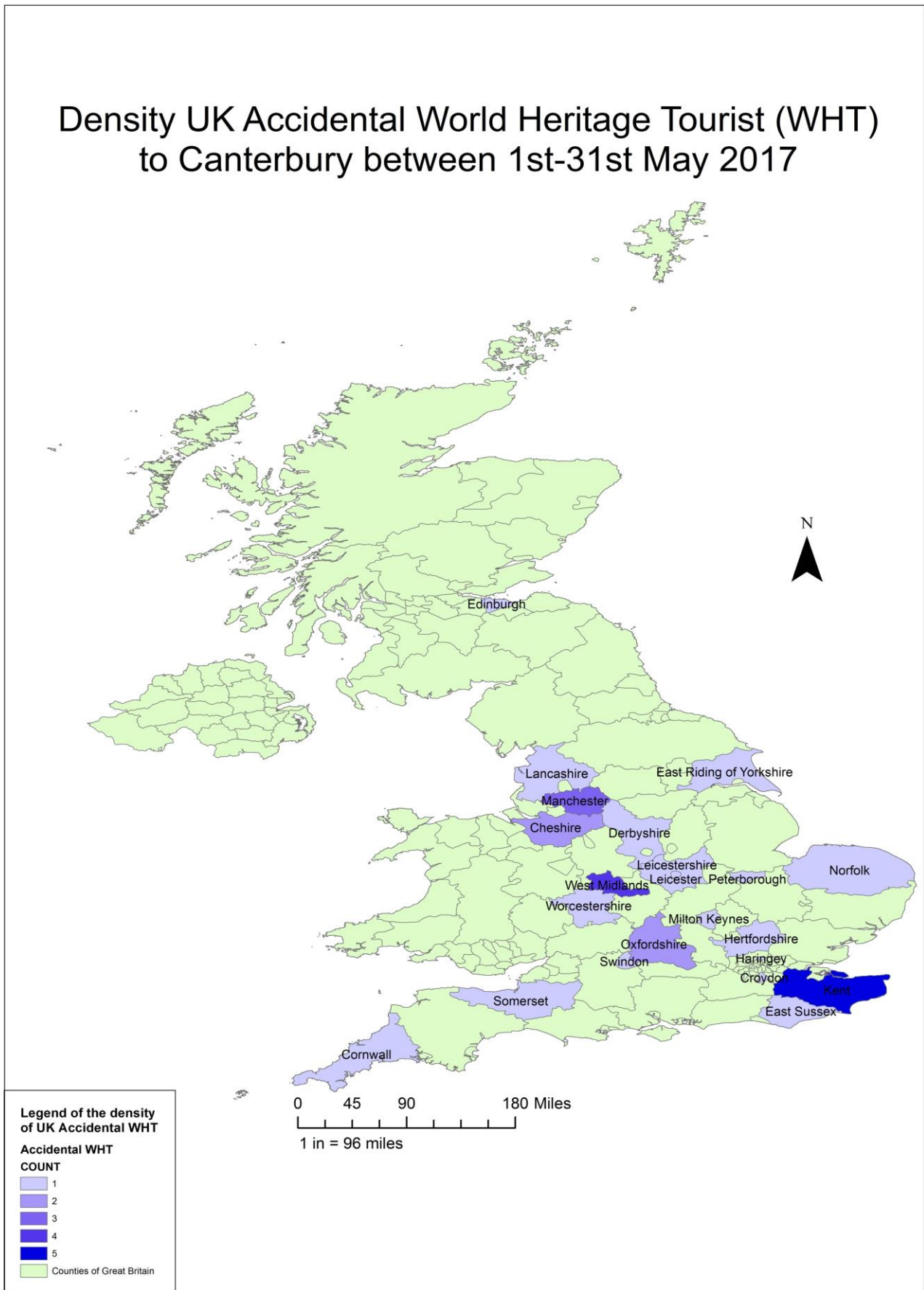


Figure 12: A map showing the density of UK tourists that identified themselves as Accidental World Heritage Tourist. Source: The Author (2017).

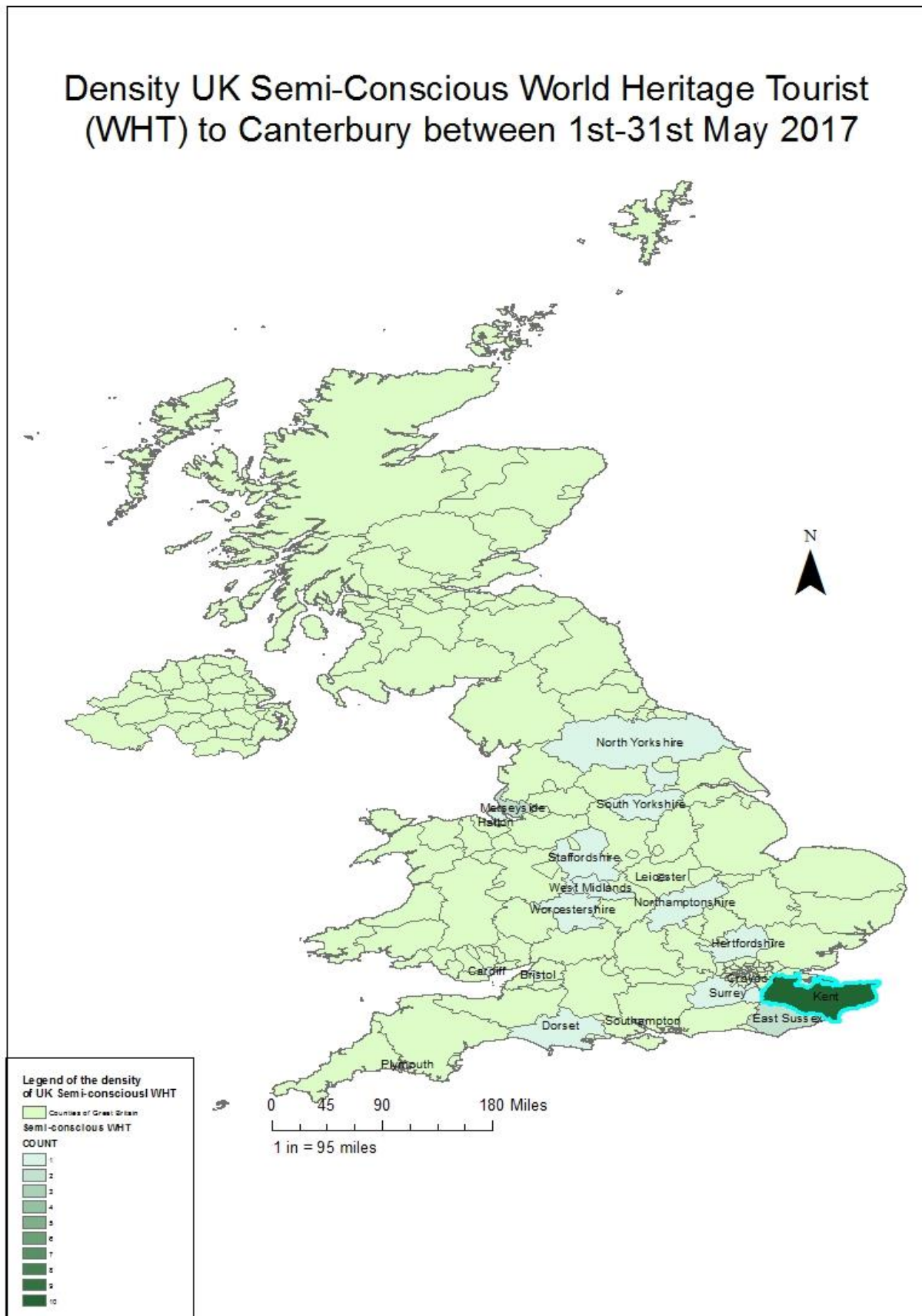


Figure 13: A map showing the density of UK tourists that identified themselves as Semi-Conscious World Heritage Tourist. Source: The Author (2017).

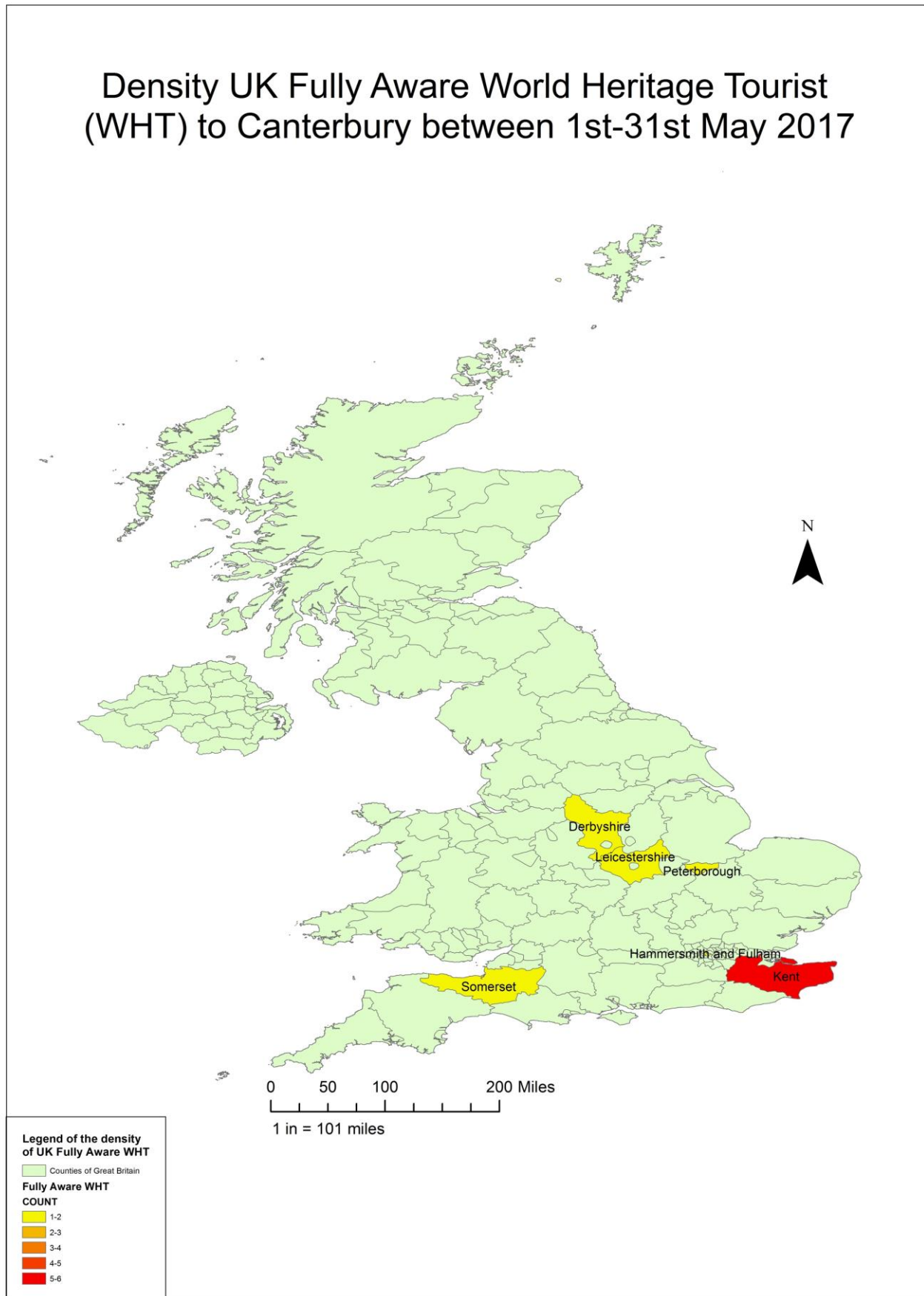


Figure 14: A map showing the density of UK tourists that identified themselves as Fully Aware World Heritage Tourist. Source: The Author (2017).

6.5.1.4 UK Tourists Overall

The amount of each of the World Heritage Tourist categories relating to the UK tourists correlates with the distribution of where the tourists came from. The distribution of UK tourists describing themselves as Accidental and Semi-Conscious World Heritage Tourists is going to be over a larger area than the UK Fully Aware World Heritage Tourists, due to the sample of UK tourists who assigned themselves as Accidental and Semi-Conscious World Heritage Tourists being larger.

The biggest concentration of tourists came from the Midlands and the South East. Counties such as West Midlands, Leicestershire, and Derbyshire had tourists that featured on two out of the three maps. A reason why these counties were more prevalent than others is the proximity to Canterbury. For UK tourists who are travelling to Canterbury from London, it takes under an hour to reach via train. Many tourists undertaking the questionnaire survey said that they were visiting Canterbury in addition to visiting family/friends, or visiting other places in the South East. By contrast, Scotland and Wales each had one representative, with no tourists from Northern Ireland, nor the North East of England. Again, the distance and travelling factor plays a role as to why there were very few tourists from these regions, more time and money has to be spent in order to travel to Canterbury. As shown from the result, there were only a few tourists from these regions that decided to make the commitment of travelling to Canterbury.

Tourists from the county of Kent appeared on all three maps and it was the county with the most amount of tourists to take part in the questionnaire surveys with 18% of 111 UK tourists being people who either lived in or near to Canterbury. Although they were locals, it

was important to include them in the results of the data collection, especially to see how they decided which World Heritage Tourist category they described themselves under. Generally, the sample from the tourists who came from Kent, had similar results in comparison to the UK tourists labelling themselves under the three World Heritage Tourist categories, in that the biggest group was Semi-Conscious World Heritage Tourists. The second highest group of tourists from Kent was Fully Aware World Heritage Tourists, however, this could be attributed to them having more awareness of Canterbury to be a WHS. Although the sample is not a representation of the whole of the county of Kent in comparison to the whole population of the UK, it shows that the general pattern is the same; the most common World Heritage Tourist amongst UK tourists coming to visit Canterbury are Semi-Conscious.

6.5.2.1 Worldwide Accidental World Heritage Tourists

The largest concentration of Worldwide Accidental World Heritage Tourists came from Western Europe. The most northerly tourists came from Canada and the tourists who were furthest South of Canterbury, who had to travel the furthest came from New Zealand. The highest concentration of Accidental World Heritage Tourist came from the USA with 11 (see Figure 15).

6.5.2.2 Worldwide Semi-Conscious World Heritage Tourists

Similarly to the Worldwide Accidental World Heritage Tourists, the largest concentration of Worldwide Semi-Conscious World Heritage Tourists came from Western Europe. The tourists that came furthest north also came from Canada and the furthest South and had to

travel the longest to reach Canterbury were from New Zealand. The country that had the greatest number of tourists labelling themselves as Semi-Conscious World Heritage Tourist was America with 24 (see Figure 16).

6.5.2.3 Worldwide Fully-Aware World Heritage Tourists

In terms of Worldwide Fully-Aware World Heritage Tourists, there were tourists from only five countries. There were two clusterings of these five countries, one in Western Europe and the other was in North America. The Worldwide Fully-Aware World Heritage Tourist that came from the furthest North were from USA and the furthest South and the tourists who would have travelled the longest to reach Canterbury were from Australia. America and Japan had the largest amount of Fully Aware World Heritage Tourist with two each (see Figure 17).

Density of International Accidental World Heritage Tourist (WHT) to Canterbury between 1st-31st May 2017

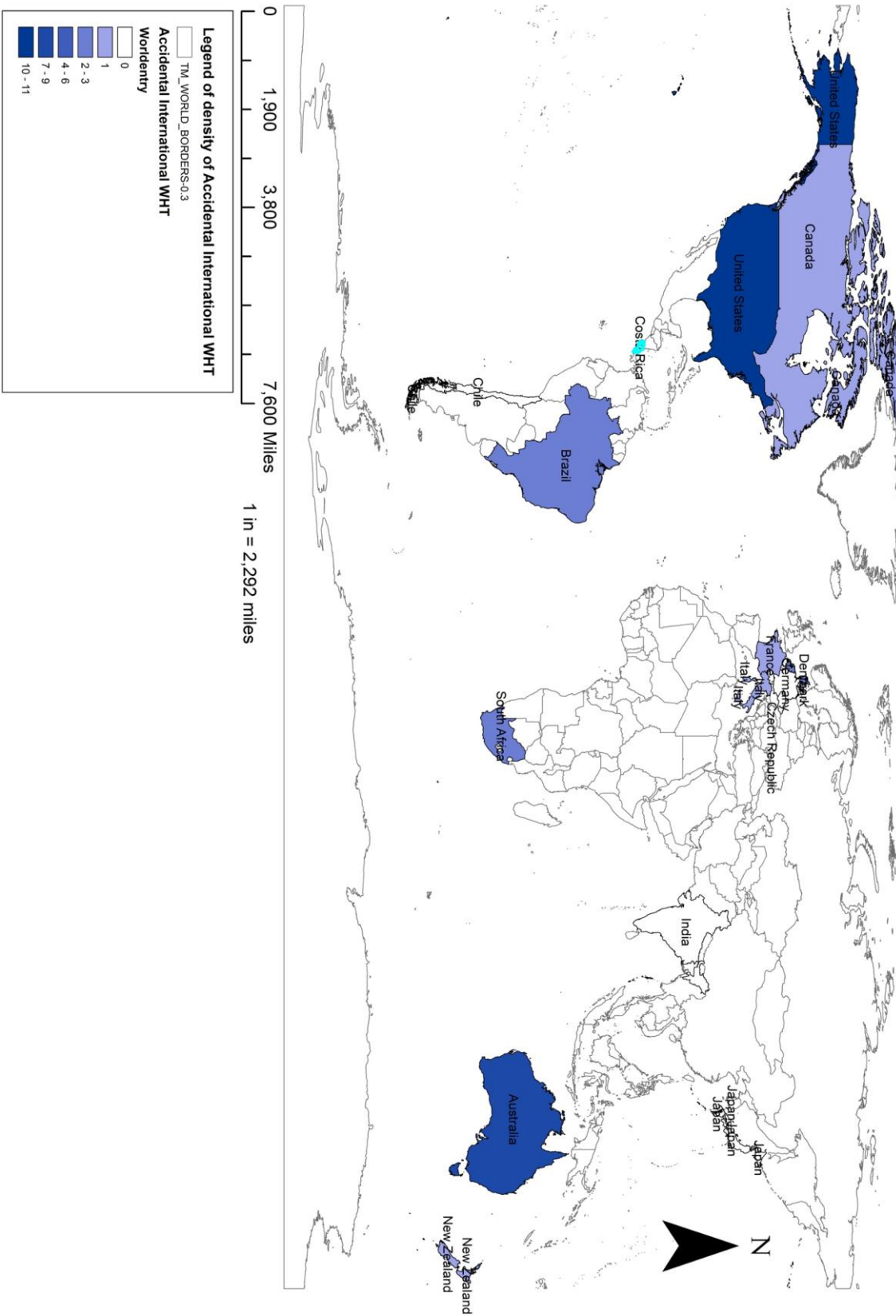


Figure 15: A map showing the density of Worldwide tourists that identified themselves as Accidental World Heritage Tourist. Source: The Author (2017).

Density of International Semi-Conscious World Heritage Tourists (WHT) to Canterbury between 1st-31st May 2017

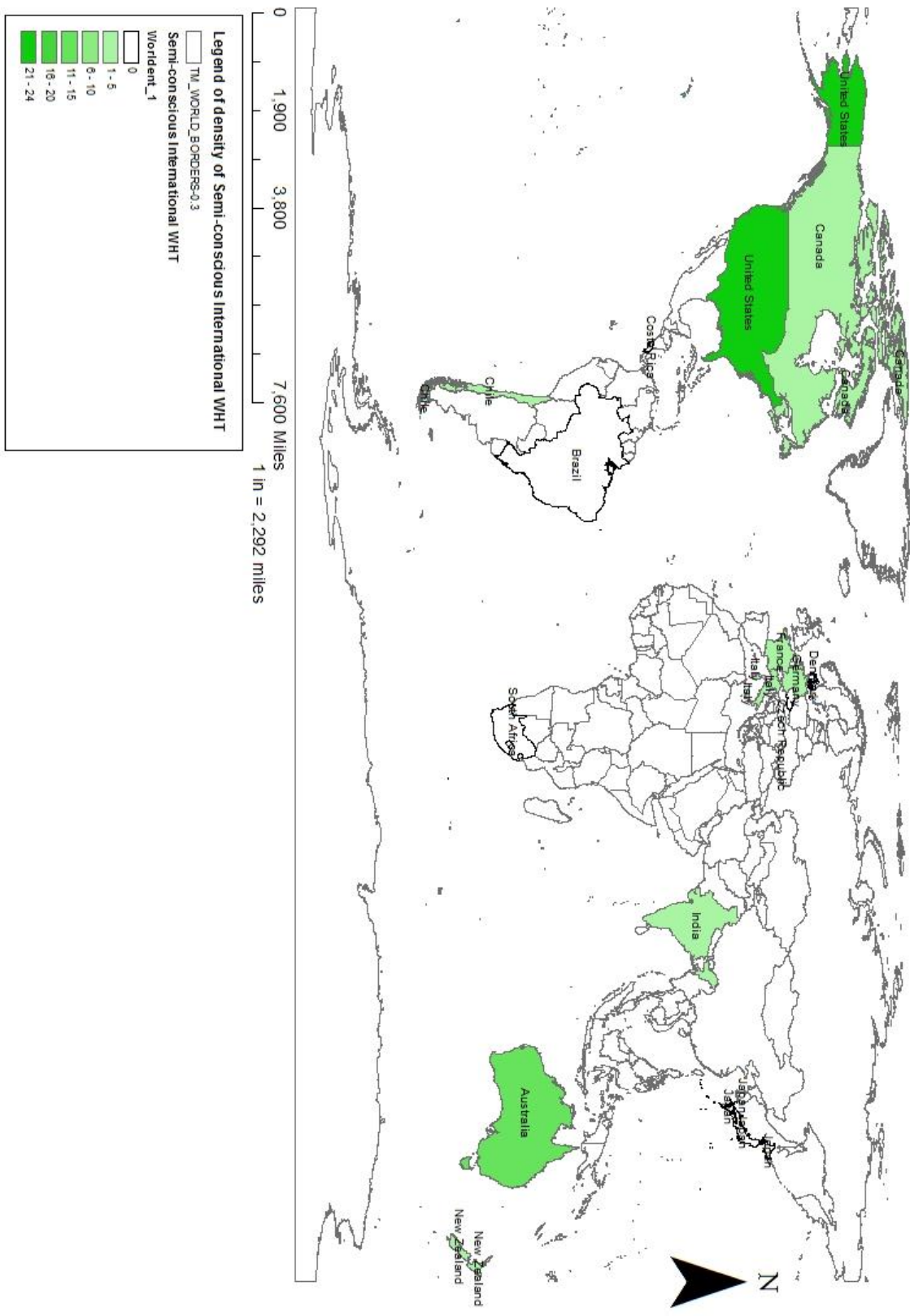


Figure 16: A map showing the density of Worldwide tourists that identified themselves as Semi-Conscious World Heritage Tourist. Source: The Author (2017).

Density of International Fully Aware World Heritage Tourist (WHT) to Canterbury between 1st-31st May 2017

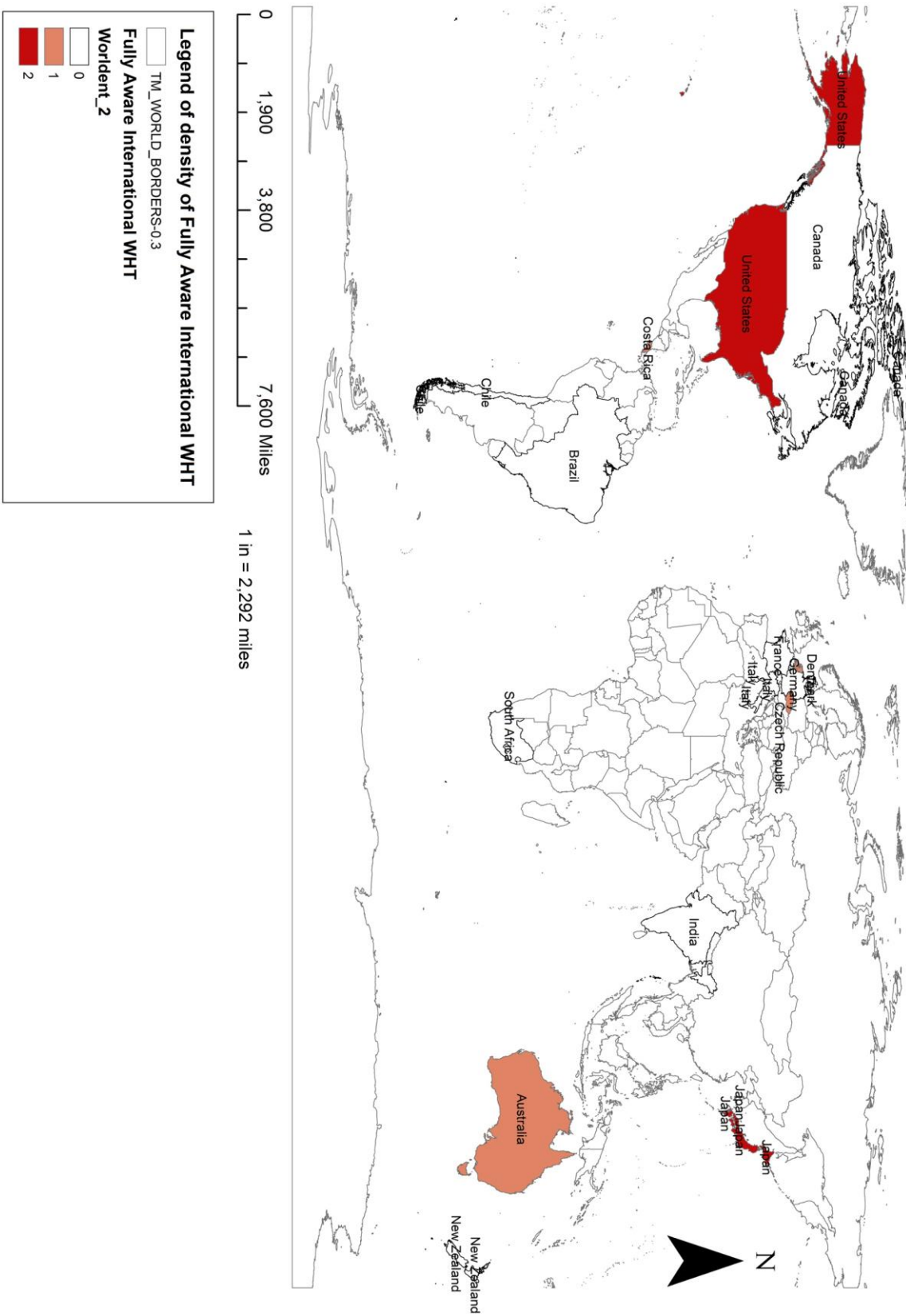


Figure 17: A map showing the density of Worldwide tourists that identified themselves as Fully Aware World Heritage Tourist. Source: The Author (2017).

6.5.2.4 Worldwide tourists Overall

Again, it is similar to the maps for the World Heritage Tourist categories for the UK; the bigger sample of Worldwide tourists identifying themselves as Accidental and Semi-Conscious World Heritage Tourists, the more disparate they are around the world, in comparison to the Worldwide Fully Aware World Heritage Tourists. That is why there are more countries with the Accidental and Semi-Conscious Worldwide World Heritage Tourist maps, with the Fully Aware World Heritage Tourist map looking sparse. With commitment to travel long distances, the Worldwide tourists that travel to Canterbury, did have motive to visit Canterbury. In fact, 90% of the Worldwide tourists said that the Cathedral was the main motive to come to Canterbury. Nearly seven in every ten Worldwide tourists knew Canterbury to be WHS.

The biggest concentration of Worldwide tourists came from Western Europe. A reason that could explain this is the time that it takes tourists from this region to travel to Canterbury, than those coming from Australia or New Zealand for instance, that is far less time. From the Netherlands for example, where the most tourists came from in Western Europe, it takes only an hour to fly between Amsterdam and London and another hour and a half to travel by train. Whereas, for tourists travelling from New Zealand, it takes more than an entire day to even reach London by plane. Another reason for the large concentration of countries in Western Europe, could be that they are visiting a city and its cathedral that is similar within their home countries. There are many European cities that have cathedrals which are big attractions for domestic and Worldwide tourists alike, and it could be argued that Canterbury is part of the same group such as Rouen, Milan, Rome etc.

The largest amount of tourists that took part in the questionnaire surveys came from the USA with 40% of the 93 Worldwide tourists. An explanation for this could be that America has one of the biggest populations and is additionally one of the richest countries in the world. Thus, it can offer an explanation for the amount of US tourists that took part in the questionnaire surveys, due to a greater population and wealth. Therefore, providing a greater possibility for them to visit Canterbury more than any other Worldwide tourists. For many of the Worldwide tourists Canterbury is part of an agenda of places to visit whilst travelling to the UK or Europe; and that there are a lot of Americans with disposable income that can travel across the Atlantic to visit place such as Canterbury. There were also tourists from countries that are part of the British Commonwealth: Australia, Canada, India and New Zealand. Tourists from these countries explained whilst completing the questionnaire survey that they are aware of Canterbury because that they were educated about its history and significance in their schooling. Large swathes of the choropleth maps showed where tourists did not come from to visit Canterbury, particularly Eastern Europe, the Middle East, and much of Africa Asia and South America. Perhaps, the populations of those countries do not have as much expendable income to travel, or they perhaps were not interest in visiting Canterbury for cultural reasons such as education.

6.5.3 Is there a difference between the UK and Worldwide tourists categorizing themselves as World Heritage Tourists?

The results of UK and Worldwide tourists assigning themselves to the three World Heritage Tourist categories reflect the overall result, as could be seen in Figure 3. The category mostly labelled by UK and Worldwide tourists was the Semi-Conscious World Heritage

Tourist category. Therefore, there was no difference in UK and Worldwide tourists with regards to the most popular World Heritage Tourist category they selected. This is significant because it shows that the majority of the tourists that do come to the WHS at Canterbury have some knowledge of Canterbury to be a WHS and were partially motivated to visit because of its status.

6.5.4 How is this research significant and how does it contribute to previous literature?

Previous academic research into tourists at heritage sites and WHS have compared either domestic (Su and Wall, 2015), international tourists (Buckley, 2004) or sometimes both (Poria, Reichel and Biran, 2006; Ballantyne *et al.*, 2014). Adie and Hall 2017 in their research attempted to engage the demographics and typology of domestic and international tourists at WHS in the USA, Serbia and Morocco. This research expands on Adie and Hall's efforts in this dissertation's fourth objective, by comparing the trends of the World Heritage Tourist categories between UK (domestic) and Worldwide (international) tourists, which has not been done before, and thus making this research unique.

7 Recommendations

Below in Table 6, are a list of recommendations for further investigations from this dissertation with explanation.

Recommendation	Explanation
To include a question to the questionnaire with regards to how the tourists got to know the site to be a WHS	This could potentially offer further analysis on promotional material of Canterbury being a WHS, for instance, whether it needs to improve and how.
Data collection of the questionnaires at the WHS to be done over a longer period of time and at timed intervals during the year.	The representation of the data from the questionnaires in this dissertation was good for only three days of data gathering. However, a lengthened amount of time to gather data would increase the representation of both domestic and international tourists visiting the WHS.
For this study on World Heritage Tourists to be replicated at other WHS around the world.	<p>This study could be a springboard for research at other WHS around the world:</p> <ul style="list-style-type: none"> • Studies at other WHS could offer comparisons to Canterbury, such as Durham Cathedral and Castle WHS. • The study could be done at other types of WHS, such as Natural, Mixed and Transboundary; in order to analyse World Heritage Tourists are present at the different types of the WHS that are ordained by UNESCO. • Further studies could also reveal the different interpretations from tourists at other WHS among different countries and even continents. • There could also be a look into the ages of the World Heritage Tourists according to the different categories with comparisons made between domestic and Worldwide tourists. • There could be the inclusion of a question in the questionnaire survey of the tourist's knowledge of the UNESCO World Heritage Site programme and it could have: a)

	influenced the destination choice, of the tourist?, and b) an impact on their knowledge of the site to be a WHS?
For organisations representing the heritage of Canterbury to incorporate World Heritage Tourists as part of the marketing and planning of the WHS at Canterbury.	There is clear evidence from this dissertation that there are tourists who come to Canterbury, whether partially or fully motivated, because it is a WHS. There is huge potential to increase the interest of Canterbury being a WHS. Therefore, improvements need to be made in the collaboration between Canterbury Cathedral, St Augustine’s Abbey (English Heritage), St Martins Church, the World Heritage Committee of Canterbury and Canterbury City Council, with regards to advertising, both online and physically in the town; in order to promote Canterbury as a WHS. This market needs to be also considered in future planning of the city, as to accommodate more tourists coming in because Canterbury is a WHS.

Table 6: Recommendations from Author for further investigations into World Heritage Tourists and for the Canterbury WHS. Source: Author (2017).

8 Conclusion

In conclusion, this dissertation has laid out the definition for a new form of tourist at WHS, a World Heritage Tourist. The data and results are significant as they show that there is a variety of categories of World Heritage Tourist present at the WHS at Canterbury. Of those that took part The Semi-Conscious category was the most prevalent. The perception from the heritage officials was different, as they argued that the Accidental World Heritage Tourist category was the most popular, but this is different to the opinions of the tourists. The results also showed the majority of tourists knew of Canterbury's WHS status, nevertheless they did not explicitly say that the status factored as a motivation to come to Canterbury. Then again, more than half of the tourists that took part, assigned themselves as either Semi-Conscious or Fully Aware World Heritage Tourists. Therefore, they confirmed, after listening to the different definitions, that they were partially or greatly motivated to visit Canterbury because of the WHS status. The investigations made from this study could be replicated and enhanced at any WHS around the world, in order to better understand the tourists that go to these WHS. This study has gone a small way in doing that for the WHS at Canterbury. Further studies could also contribute to the marketing, planning strategies and management at WHS in the future.

Appendices

Appendix A: Questions asked in the Semi-structured interviews that took place in May 2017

IR: Interviewer

IE: Interviewee

IR: Is there a sense for tourists that if they come to Canterbury, tourists have a sense of accomplishment when they come to the city for reasons such as pilgrimage or visiting UNESCO World Heritage Sites?

-Can this be attributed to “collecting” world heritage sites? (As a motive to come to Canterbury)

IE:

IR: Is the fact that Canterbury is a World Heritage Site a major motive for tourists to come to Canterbury?

IE:

IR: Do you think that the World Heritage Site Status has contributed to tourists visiting Canterbury?

IE:

IR: Do you believe that World Heritage Tourist exist in Canterbury?

Accidental World Heritage Tourist – the tourist visited the site for other motives and did not know or learn that it is a World Heritage Site and was inscribed by UNESCO

Semi-Conscious World Heritage Tourist - the tourist has some knowledge that the site is a UNESCO World Heritage Site and that UNESCO to an extent, helps to protect the site

Fully Aware World Heritage Tourist - a tourist who knows that the site is a UNESCO World Heritage Site, what it contains and possess comprehensive knowledge that the site is protected by the local heritage management, and UNESCO

IE:

IR: Should world heritage tourists be considered for the tourism marketing of Canterbury?

IE:

IR: Does Canterbury target and cater for World Heritage Tourists in the World Heritage Management Plan?

IE:

IR: Could World Heritage Tourists become involved in the World Heritage Site Management and aid in the completion of the management plan?

IE:

Appendix B: Transcript of Interview with Chairman of the World Heritage Committee in Canterbury that took place on 8th May 2017

IR: Interviewer

IE: Interviewee

IR: Is there a sense for tourists that if they come to Canterbury, tourists have a sense of accomplishment when they come to the city for reasons such as pilgrimage or visiting UNESCO World Heritage Sites?

-

IE: Well the Cathedral has been a host for pilgrimage for a thousand years, because even before the murder of Thomas Beckett, the place was already a place of tourism and pilgrimage. The shrines of St Augustine, who came in 597, and the other earlier Archbishops of Canterbury, as well as King Ethelbert and Queen Bertha who were made saints. There had been martyrs before Beckett since St Alfedge, who was killed by the Danes with a jawbone of an Ox, he was a canonized Archbishop of Canterbury. Of course the murder of Thomas Beckett has such a resonance over all of Europe, in all fields that he was canonized after his murder and that really put Canterbury of on the map, and brought people from all over and Europe and all over this country. Of course, it was the donations at his shire, in the crypt, and when they built the new East end of the Cathedral, his relics were translated up to the Great shrine of the Trinity Chapel in 1220, 50 years after his death, chapel was finished a while before that, but you had to get so many important guests in because there were a number of crowned heads at the ceremony and of course that lend to the medieval period

until the dissolution of the monasteries by Henry VIII, which of course brought pilgrimage to an end, and his shrine was dismantled along with the other shrines of the Cathedral. There were of course people visiting St Augustine's Abbey where the early kings of Kent were buried, including the early Archbishops

IR: Can this be attributed to "collecting" world heritage sites? (As a motive to come to Canterbury)

IE: Well certainly when people went on pilgrimage in the medieval period they did it for their own spiritual health which count in their favor in the afterlife, which is why Canterbury was high up on the list along with Rome and Constantinople and Jerusalem and Santiago de Comp Estella. So to an extend it does draw in pilgrims, they were visiting places of pilgrimage ticking them off. There are a lot of other places of worship in this county, such as Walsingham.

IR: So you speak about what it is, and what it still is now

IE: Now, what people have in their minds when they come here, some will come here purely as tourists, they may be interested in the architecture, many do come as pilgrims. How you differentiate between them is interesting. Former Dean of Durham Peter Bells along with a Canon Peter Brett, were very much of the school that a tourist can become a pilgrim, become a worshiper. They were much also in favor of Cathedrals speaking for itself, not so much to have a guided tour, to have times of silence to experience the building and these

buildings of prayer, well over a thousand years they are very powerful in their own right, if you are quiet, it does speak to you.

IR: Is the fact that Canterbury is a World Heritage Site a major motive for tourists to come to Canterbury?

IE: I haven't got facts and figures about that, although I do know from first hand that, what you would call World Heritage Tourists that are very much of the Chinese contingent are involved in that, they do go around the world, around World Heritage Sites, because they are World Heritage sites and ticking them off and I know that first hand. I know that the Germans do the same. Now the thing about Canterbury having the three parts to the site, is of course Christianity in this country was brought here by the romans. When there were called back to defend Rome in 410, Christianity collapsed along with the Roman way of life in this country, there was of course isolation of Christianity in the North and West. In this part of the country, basically Christianity had gone, 180 years later when Ethelbert became king of Kent, he married Bertha, who was the daughter of a Christian king in Paris, she came over with a Bishop in attendance and her husband allowed her to continue to practice her faith and she did this at St Martin's Church. St Martins' is partly a roman building, whether it was a church in Roman times or whether it was a mausoleum, there are different options on this. But certainly before Augustine came, it was used as a Christian Church by Bertha and her attendants, and that was outside of the city walls. When Augustine came, he initially used St Martin's church, until he was given the land to build the cathedral and the abbey. There are the venerable bead talks about St Augustine coming to Canterbury and he

suggests that there was possibly a Christian church on the site of the cathedral, but that is very much disputed.

IR: Do you think that the World Heritage Site Status has contributed to tourists visiting Canterbury?

IE: We are celebrating the 30th anniversary of our inscription next year in 2018. I don't think it has contributed enormously to the number of the visitors coming to the Cathedral. Partly because the Cathedral is very famous anyway, both within this country and around the world as the center of the Anglican communion, which has only been founded in the 16th century by Henry VIII, before that it was the seat of the Archbishop of Canterbury who was the chief Archbishop of England. Since then the Archbishop has taken on a wider role as the chairman of the land of conference, and although not a Pope like figure, but a chairman ship role for all the Anglican churches around the world and so therefore, any person from any Anglican church in the world looks to Canterbury as its mother. If it's possible, they would come here to visit on that basis anyway. I think there is work to be done on the World Heritage side of things and the Via Franciscan in its present form was made by Archbishop Cigoric when he did his trip from Canterbury to Rome, to collect panleiums from the Pope.

IR: Do you believe that World Heritage Tourist exist in Canterbury?

Accidental World Heritage Tourist – the tourist visited the site for other motives and did not know or learn that it is a World Heritage Site and was inscribed by UNESCO

Semi-Conscious World Heritage Tourist - the tourist has some knowledge that the site is a UNESCO World Heritage Site and that UNESCO to an extent, helps to protect the site

Fully Aware World Heritage Tourist - a tourist who knows that the site is a UNESCO World Heritage Site, what it contains and possess comprehensive knowledge that the site is protected by the local heritage management, and UNESCO

IE: I think there will be a number of the second category and a few of the final category, especially the Chinese and possibly Germans. We do have a problem here in Canterbury, that because a lot of people don't spend enough time in the city, all they have time to do, is to see the Cathedral. St Augustine's and St Martin's have far fewer visitors and part of that is the time available and also education. It's a thing we need to try and work on, to bring people into the city, so that they can experience the whole of the world heritage site. To visit it all, even in one day is quite a job, you really have to work at it to visit all three places in one day. We really need to break it over two days.

IR: So would you suggest doing the Cathedral one-day and St Augustine's and St Martins on the second?

IE: Yes. Of course if you are doing it the correct way around, you should go to St Martin's first and then the Abbey and the Cathedral. However, the Cathedral is the most spectacular part, one because it is still in its entirety, whereas St Augustine's Abbey is in ruins, because of the way the Abbey has been excavated it is difficult to understand, because you have got

a Norman abbey church, but in the middle you have got this great octagon which is Saxon, very important survivor.

IR: So you think that Semi-Conscious and fully aware World Heritage Tourist would be here. Should world heritage tourists be considered for the tourism marketing of Canterbury?

IE: I think it could very important, because we do need more visitors to the city and the Cathedral in particular. Yes I think marketing would hopefully be quite useful.

IR: Does Canterbury target and cater for World Heritage Tourists in the World Heritage Management Plan? Because we have got the last one from 2002 and we have the new one under-construction at the minute. Is it being considered at the minute and can it be considered?

IE: Certainly, in the last one, as far as tourism is concerned, it all depends on who does what because each owner of the site manages the WHS. So therefore you have got the Cathedral who will be catering for their visitors, you have got St Augustine's Abbey which is under the guardianship of English Heritage, and St Martin's of course controlled by the PCC and they open for four days a week for volunteers to sit in the church. So the tying together the opening times and also tying together the amount of time for the visitor to visit these places. There is a lot of people. If they are coming by coach, they are in the hands of their guides and they only spend half a day in Canterbury and that will be the Cathedral, the Canterbury tales perhaps shopping and lunch and getting on to Dover Castle for instance. One thing that I have said repeatedly is that a thing that has to be worked on is for people

to stay here for a longer break, which of course is advantageous to the WHS and its component parts, would be good for the city because people are spending money in shops and pubs and in hotels, in those longer breaks.

IR: So do you think that there needs to be more partnership between the three parties?

IE: Yes. People talk about having a three-way ticket to visiting the three sites we have had actually had a three-way ticket, because St Martin's its free, to come into the Cathedral and St Augustine's, we did have a joint ticket for a long time, but there hasn't been any big take up from it.

IR: Could you give me some reasons why as to this? Is it because of the competition, both are trying to?

IE: I think that a lot of it will be the time factor, the time people are spending here, they haven't got the time to do the two.

IR: Could World Heritage Tourists become involved in the World Heritage Site Management and aid in the completion of the management plan?

IE: A lot of it depends on what you regard a management plan is being for. Basically it is for the management of the sites and therefore is developed mainly by the owners of the site, unlike a WHC like Bath or Edinburgh, we have a very small number of actual owners of the WHS and its basically to help them in running the site and ensuring the OUV is preserved

and doesn't deteriorate. When a management plan is drafted, it is put out to consultation to anybody who wishes to comment on it. During the actual completion of the plan, yes there are specialists for advice.

IR: Within the management plan you talk about the protection of OUV and separate element of the WHS, is there a part of the plan that looks into tourism and in a sustainable way? Is there any consideration that there needs to be a strategy to try and increase the amount of tourists but in a sustainable way?

IE: When the last plan, there certainly was a tourism policy and of course it is something that has to worked out with the city council, as the local authority as they have their own tourism department who are marketing the city. There is also something called the City Centre initiative, which looks into the commercial development of the city and I'm hoping they might be involved as well, in the visitor strategy plan.

Appendix C: Transcript of Interview with Heritage Champion of Canterbury City Council that took place on 8th May 2017

IR: Interviewer

IE: Interviewee

IR: Is there a sense for tourists that if they come to Canterbury, tourists have a sense of accomplishment when they come to the city for reasons such as pilgrimage or visiting UNESCO World Heritage Sites?

IE: Canterbury thrives on the tourist industry, not just international but local variety of tourists to the city. When they come to the city, most people are aware that the Cathedral is the main iconic building within the city. I'd be quite surprised if people weren't aware or if they weren't aware they would become aware that the Cathedral is here. My instinct that most people would know the Cathedral rather than the World Heritage Site, which as you mention is the three main buildings in the site. If you look at the visitor data for all three sites, the Cathedral would overwhelmingly be overpowering on the other two sites. Indeed one of the challenges that we have is ensuring bigger linkage between the three buildings. In terms of people coming here, I think they know about the Cathedral, they come because of the history of Thomas Beckett and pilgrimage, whereas to distinguish from World Heritage and the Cathedral, I'd be surprised if they knew that it was a World Heritage Site, at least upon arrival if not leaving.

IR: Can this be attributed to “collecting” world heritage sites? (As a motive to come to Canterbury)

IE: My own value judgment is that it would be about tourism generally, about coming to city with great history and heritage rather than because it's the WHS per say, I think it's the accident the WHS is part of what have come to see and that they come here, they have plans to visit the theatre maybe, maybe London

IR: So is it a sense of its part of a collection of places they would therefore visit?

IE: Yeah so I would therefore say that it's not your beach holiday person coming here, its more cultural then that. As to whether it's purely that this is one of X number of WHS that they go to, I think that its more in the middle, that this is what they planned to do in advance but whether it is part of ticking off or the ones around the World I'm not sure. Or if they are doing it, they are doing it because it's part of these wonders of the World, rather than specifically WHS.

IR: Is the fact that Canterbury is a World Heritage Site a major motive for tourists to come to Canterbury?

IE: If you were to ask local people about the WHS here in Canterbury, unfortunately, you'd be faced with some blank faces, because people are less aware that the Cathedral is part of that wider picture. If you say the Cathedral, most people will have that picture-perfect images, a view of the Cathedral from a side street and that regularly appears in photos and

literature etc. in terms of the main factor to coming here, I'd say that that is incidental, unknowingly coming here to see heritage but not to see it in the context that it's in.

IR: Do you think that the World Heritage Site Status has contributed to tourists visiting Canterbury?

IE: Interesting question. Sometimes in life when something is given extra prominence for significance or special ratings sometimes that can trigger people's ratings and think, what's so special, why should we come and see this thing that everyone else is raving about. I imagine that given this status enhanced its reputation, but that said, the number of people that come to the Cathedral has been a steady number for the tourists and those who come for the services in the Cathedral. So my instinct would say that, it's a factor for improving it but at the same time, it's probably a badge in an enhancement to what is already there.

IR: Do you believe that World Heritage Tourist exist in Canterbury?

Accidental World Heritage Tourist – the tourist visited the site for other motives and did not know or learn that it is a World Heritage Site and was inscribed by UNESCO

Semi-Conscious World Heritage Tourist - the tourist has some knowledge that the site is a UNESCO World Heritage Site and that UNESCO to an extent, helps to protect the site

Fully Aware World Heritage Tourist - a tourist who knows that the site is a UNESCO World Heritage Site, what it contains and possess comprehensive knowledge that the site is protected by the local heritage management, and UNESCO

IE: I would say that all three do exist. In terms of the weighting of all of those, I'd imagine that by far that most of them would be the Accidental World Heritage Tourist by knowing that the Cathedral was there, they planned to visit it but not aware of its wider context, at least not in advance of coming here, hopefully if they pick up the literature, they get the audio tour, they spend a bit of time in the Cathedral I'm sure they would learn more about it. I think there will be some Semi-Conscious World Heritage Tourist, those learned individuals who know about heritage, they have studied it, or have taken outside interest of these things, I'd imagine a much smaller percentage would be those. Probably the Fully-Aware would be in a minute category, my perception is that if you are asking people Canterbury Cathedral I think that the results would probably be different to those interviewed at the other two sites because they are at their nature at one of the other two sites, they can have an appreciation that those sites exist and possibly the wider context. To summarise, mainly Accidental World Heritage Tourist.

IR: Should world heritage tourists be considered for the tourism marketing of Canterbury?

IE: It depends on whose perspective you are looking at it from. Let from a tourist point of view, packaging it that way, probably enhance their knowledge and understanding of what it is that they are coming to see, that would help. In terms of the three sites and the land owners and providers, kinda packaging it up for them, it would have significant effects for SMA and SAA, not at least because of the amount of visitors that come to those sites, the Cathedral outweighs them. I think in terms of distributing the tourists more or enhancing their experience I think that it would defiantly be an improvement. Targeting and catering

for them there is things in the city that would improve for that, such as signage and literature, if everyone is on the same page. If everyone is on the same page then yes.

IR: It's interesting that you mention the sites, because of course the signs. There is the WH symbol on there but would you argue that it's a case of people might look at it and ask themselves, what does that mean?

IE: Yes I think you're probably right. It's like small print on a contract, you're left to know what it is. Like then people might say what is UNESCO and they could go away and research that but I think otherwise, it's just seen as extra bump on literature.

IR: Could World Heritage Tourists become involved in the World Heritage Site Management and aid in the completion of the management plan?

IE: It's interesting I was reading the 2002 copy, and it's a 99-page document, I typed in tourism into the document and it only had four entries. At least two of these incidences that the cathedral isn't primarily a place for tourism in its main object. So half of the incidences of the management plan are suggesting that it is not about tourism, which was of the thinking in 2002. I would be interested to see in the new management plan whether there is more of a focus on tourism and I would perceive that it is because of the fabric of the city, the buildings and allowing more people to celebrate its history and heritage. So I would perceive that those things are more prevalent and if they are, it would be a remiss to involve organisations that are in tourism to be involved. Probably more indirectly submitting representations to management team, people would be involved. one of the interesting

things about the management plan is that there is a lot of stakeholders that could be involved in it. There are various opportunities for people to lobby or have conversations with all of those different people into what to have discussions involved in the management plan, it would be interesting to see. A culture here in Canterbury with lots of people learning gets involved in these things so I think that there could be opportunities whether explicit or indirect but time will tell. Those involved are keen that the heritage site is enhanced for generations to come and tourism is a massive part of that.

IR: So when you speak about generations, obviously in the WH Management plan it talks about the protection of OUV as well as the safeguarding of those buildings. Do you think that tourism has been done in a sustainable manner, but one that also Canterbury needs to encourage longer periods of time, in particular overnight stays?

IE: Responsible tourism is kind of very much the way of these days in terms of trampling all over something, leaving litter and being an irresponsible tourist; I think people buy into that message of value these days. Our business improvement chief executive has said about the 6-½ million day tourists rather than 7 odd million visitors overall, so our overnight visitors are few and far between. Interestingly enough I was speaking to one of the employees of Cathedral and he was saying that if they had more capacity for accommodation they can actually fill it. Because high levels of occupancy right here right now, I guess that is one of the challenges for the cathedral right now. In terms of a city and a district, how do you package or celebrate or inform the people coming here as what they can do. Part of that challenge is that we have a lot of day visitors because of the proximity to London and the continental Europe. It's harder when they are only planning for a day visit, it's about how

you enhance the message that we are more than just a cathedral, nice shopping and restaurants, a big challenge involved in the stakeholders. We would welcome higher spending tourists.

IR: So you were saying that of what Canterbury has to offer. At St Augustine's and St Martins they get overshadowed by the Cathedral. Do you think that it should be enhanced more, so that there is more of a coherent strategy for linking the three together?

IE: Well in terms of the three sites absolutely, it's part of the importance of the WH Management plan, but also one of the things I'm working on as an elected council in the planning department, in particular heritage team is putting together a heritage strategy and ensuring that we identify what the challenges and risks as well as the rewards and opportunities for the district for a current and evolving document to improve the heritage but also prevent things like crime. So it could be massive in heritage across the district and management of the site.

Appendix D: Transcript of Interview with Mark Hosier, Canterbury Cathedral that took place on 9th May 2017

IR: Interviewer

IE: Interviewee

IR: Is there a sense for tourists that if they come to Canterbury, tourists have a sense of accomplishment when they come to the city for reasons such as pilgrimage or visiting UNESCO World Heritage Sites?

IE: I would say that its yes and no. I think yes there is a destination, a start/end to people's pilgrimage at the Cathedral. But in regards to the WHS aspect, I honestly don't think that people appreciate that there are three elements to that site and therefore Canterbury Cathedral is recognized as a place of pilgrimage, and a WHS, most people that the Cathedral is the WHS and don't appreciate the other two sites.

IR: Can this be attributed to "collecting" world heritage sites? (As a motive to come to Canterbury)

IE: Yes. I was in Japan 2 years ago, and the Japanese are very much into WHS and tick box approach that 'we have been to that WHS'. They're more likely than most to with that approach, to have done their homework and to appreciate that there is more to the WHS than the Cathedral itself. I'm aware that those people that they do respond well to WHS and

do see that as part of their tick box approach. It's like train or plane spotting, some visit WHS.

IR: Is the fact that Canterbury is a World Heritage Site a major motive for tourists to come to Canterbury?

IE: That's where I would say there is a conflict between people's knowledge of the WHS. People do come to Canterbury and it is one of the major reasons that tourists will come to Canterbury is to see the Cathedral; I don't think that they appreciate or even know the WHS. We don't overtly sign that, promote that, it's something that we are now recognizing that we can do better and will do more better, working collaboratively with the city and two other aspects of the WHS all being there is a WHS Committee which actually translating to actionable deliverable products on the ground, hasn't happen in my time here and from our perspective, any promotion is good promotion its self-fulfilling cycle. So us promoting them and the city, is us promoting ourselves therefore we are actively in our leafleting use the WHS symbol, moving forward with the website and a tri-part site leaflet, a singular document which correspondents and has information with all three of the sites in the WHS because it's very little additional costings to us and marketing anyway. So to do it in a more holistic sense is worthy.

IR: And will that tri-leaflet be on offer at all three parts of the WHS?

IE: That's the aspiration. In terms of St Martin's Church they are on board and engaged, they don't have any resources or budgets, but we can supply that. As regards to St Augustine's,

its slightly different, they have their own media teams and they're part of a larger organization that promotes their other sites, so they have a different slant that they don't want to promote sites that don't belong to them, so we are waiting to start contact with them to move forward. We happy to use some of our budget resource to do that, it's how open they are promoting other sites, because they will have their budgets set to work at their own sites.

IR: Do you think that the World Heritage Site Status has contributed to tourists visiting Canterbury?

IE: I have no doubt it has. How we quantify that is intangible at the moment. We are trying to understand the motives of why visitors come to Canterbury. We have now started to be more efficient with the website and social media, monitoring where people have come from, how long is their dwell time, all kinds of factors and we are taking much more analytical views of people's trips here, online or in person. We have done some consultation to people's motivations and trying to get the tangible bits, did they enjoy the trip, is an interesting question. We are being more analytical, partly because we have to justify we are improving things and that we giving a good experience to our funders. The budgets that I'm involved in we have outcomes and outputs, we have to deliver those so that we can show our bench mark started from and evaluate as we go through and show that we have made things better, for the improvement of the experience for the people here. So it's something we don't yet quantify in terms of the WHS aspect.

IR: Do you believe that World Heritage Tourist exist in Canterbury?

Accidental World Heritage Tourist – the tourist visited the site for other motives and did not know or learn that it is a World Heritage Site and was inscribed by UNESCO

Semi-Conscious World Heritage Tourist - the tourist has some knowledge that the site is a UNESCO World Heritage Site and that UNESCO to an extent, helps to protect the site

Fully Aware World Heritage Tourist - a tourist who knows that the site is a UNESCO World Heritage Site, what it contains and possess comprehensive knowledge that the site is protected by the local heritage management, and UNESCO

IE: I would say significantly in the former in that people are here in Canterbury, coming to the Cathedral and that by accident they find out that it's a WHS, there is a small plaque when you come in but its easily missed. We don't necessarily promote it on our website or anywhere very accessible. I would say that the vast majority, maybe 80% are visitors without knowing any detail that it's a WHS, they're just there because the Cathedral is a world famous building and that an attractive building, or if they're in London they can come and down for an hour. Many of them foreign students based here to improve their English, because it's very accessible to the ports. As you have probably seen the streets are very busy and with school kids, generally French and German, they don't come here because it's a WHS, they come here because it's a nice city, it has heritage and it's a nice small and compact safe city to learn English in that is accessible to mainland Europe. So I'd say 80% the former and probably 10-15% of the Semi-Conscious, may have a little knowledge of it being a WHS and probably 5% probably truly are here understanding the significance of the WHS status and its constituent parts.

IR: Should world heritage tourists be considered for the tourism marketing of Canterbury?

IE: Yes. Again like I say it's usually, any form of marketing is done by on a knowledge investment, you've got to know about it and therefore this comes back to the analytical approach and whether there is a tourist market for that and if you can evidence that, you can see what investment you can put towards or what effort and investment you need to put into it, to actually increase that. So understanding what there is here locally and in terms of WHS tourism, but actually globally, understanding is there a market to that. I don't know but we don't have that kind of knowledge, but if there is a market for that then yes we need to invest in it and promote ourselves to attract those tourists because we need the income.

IR: Does Canterbury target and cater for World Heritage Tourists in the World Heritage Management Plan?

IE: It's an interesting one. I'm in charge of delivering this project, which is a significant impact on the Cathedral and helps to provide a better offering. There is a WHS committee but I don't know who is writing the management plan, I haven't been consulted about it and we have conservation plans written for the Cathedral as part of our works. And obviously a key element is working with audiences with local community and income generating tourists. And I don't know any of my colleagues being consulted about any new Management plan being written. So yes tourism ought to be a massive element of the plan I think that there is collectively across the city much more focus as how Canterbury is portrayed and how it markets itself as a singular offering so things are moving in the right

direction. It would be nice to think that these issues are inclusively included in the management plan.

IR: Could World Heritage Tourists become involved in the World Heritage Site Management and aid in the completion of the management plan?

IE: Well that's an interesting one. Technically yes depending on their skills and experience. There are always potential opportunities to carry out of the conservation works, we work with a lot of volunteers and there are always opportunities for those sorts of roles so as an opposed to assisting and contributing to the management plan, contributing to the work of the management plan, i.e. the work the conservation that the Cathedral does, is something that can be easily delivered within that.

Appendix E: Transcript of Interview with Liam Knight of Visit Canterbury, Canterbury City Council that took place on 10th May 2017

IR: Interviewer

IE: Interviewee

IR: Is there a sense for tourists that if they come to Canterbury, tourists have a sense of accomplishment when they come to the city for reasons such as pilgrimage or visiting UNESCO World Heritage Sites?

IE: I thought that the title of WHS isn't as big as it used to be, people know Canterbury for the Cathedral, it's quite famous as it is. With the WHS not a lot of people know that is actually three different places, St Augustine's and St Martins are also there. So I think that shows really for first time visitors that they just know the Cathedral. In terms of why they come for the WHS, I think there are three reasons why. The common cultural knowledge Canterbury is famous medieval and more cultural than historic, in the sense that Chaucer's Canterbury Tales will always be there, whereas buildings come and go. We were lucky in the Second World War that nothing was bombed, in Coventry, they completely lost their Cathedral and have had to redevelop their status as a tourist center, so in a way we are lucky. Canterbury Tales is still in the curriculum for non-English speakers that are learning English to a higher level, that adds to Canterbury's reputation as a city. I also think that there is the Archbishop factor, he's always in the news and the name sticks in people's heads and that he crowns the monarch, especially drawing north American visitors.

Travelling to Canterbury has been made easier by the high-speed rail link, so that there are

a lot of North American visitors coming from London to come here for the day. Going back to the question, pilgrimage as an entity, is much more important than a badge saying UNESCO WHS, that's how some people see it as these days.

IR: Can this be attributed to "collecting" world heritage sites? (As a motive to come to Canterbury)

IE: Yes and no. There are always going to be more people coming to the Cathedral than the WHS. But the people going to the WHS, especially St Martins church have gone there because it's a WHS. St Martins Church they do not get anywhere near the same amount of visitors that the Cathedral does, mainly because its outside of the city walls, maybe that's a conservation thing, concentrating on everything within the walls surrounding Canterbury and the church is just outside of that. Collecting, I can see a lot of people doing that, we don't make a big deal about coming to collect WHS but a lot of people presume it's just the Cathedral and you have to tell them that it includes the other sites too.

IR: Is the fact that Canterbury is a World Heritage Site a major motive for tourists to come to Canterbury?

IE: In terms of home visits, people who come from the rest of Kent, that is a big factor because there are places nearby like Rhy, who have historic buildings but aren't a WHS. Especially the Cathedral, the facts that it is a WHS adds to the 'oh it must be good' effect because it's been given this accreditation. It is a driver for visitors but because it is in three parts it's not the main factor. I think that the Cathedrals infamy outweighs the UNESCO

badge, and I think that's because the Beckett story is more famous than the Augustine story. The fact that St Martins and St Augustine's are included in the WHS is because those were the first two buildings of Christian worship led by St Augustine in Kent. Pilgrimage in general also because they came to see St Thomas Beckett, not St. Augustine's, and although he is buried in the Cathedral, people know Beckett more really.

IR: Do you think that the World Heritage Site Status has contributed to tourists visiting Canterbury?

IE: Yes I think it has. There was a visitor survey for Canterbury the city and out of 400 people asked, 83% said that the history and heritage was a key influence to come here. 50% of all of the visitors that came to Canterbury did visit an attraction as well, the main one is the Cathedral, there are others like Canterbury Tales and the River tours. However, the Cathedral is the main show really. We have always done it as a team to attract, for visitors to disperse from the Cathedral to the other attractions. Canterbury stands up internationally and nationally, with visitors coming from outside of Kent. It certainly gives the city a status. The Queen Bertha walk which was made in 2002 has certainly added a local knowledge of the WHS. The walk is a planned walk the Bertha would have taken from St Martins church to the Cathedral and along the way are stepping stones with the UNESCO logo on them.

IR: I have noticed them but what struck me, they didn't continue from St Martins Church all the way to the Cathedral, there was no evidence of that.

IE: There are a few, I know that with the implementation that there was sadly bureaucracy in that it was a great idea and it wasn't put in the extent that it was. There was an interest in health and safety

IR: You must be joking?

IE: Haha, about the way people walk to the site. The walk isn't the logical way that you would walk to the Cathedral and the abbey from the church so a lot of people miss it. The statues that were implement of Bertha and Ethelbert, are now a mini tourist attraction themselves and as you say from the Cathedral to the Abbey, there is four stepping stones, from the abbey to the church there are two and as they've aged, they've blended into the pavement the brass is not shiny anymore. I think that people who know UNESCO see them but the average person might not and just walk straight pass them. The fact we have status has probably helped us. In the 2012 survey, 400 people were asked what they most liked about the trip, 54% said because of the historic buildings, obviously that is more than just the Cathedral, it certainly adds to the abidance that Canterbury is historic and it has this accreditation. A lot of people are miss informed the whole city is a WHS, which is good because we can showcase the lesser known places in the city, like the houses on palace street, they're grade listed and there are quirky parts to the Cathedral. The most given reason for the trip for it being spoilt was the entrance price of the Cathedral, it's got no problem attracting people, but with the status people expect a level of even subsidiary from UNESCO, they could say why am I paying £12 to go into the Cathedral when others are free.

IR: Do you believe that World Heritage Tourist exist in Canterbury?

Accidental World Heritage Tourist – the tourist visited the site for other motives and did not know or learn that it is a World Heritage Site and was inscribed by UNESCO

Semi-Conscious World Heritage Tourist - the tourist has some knowledge that the site is a UNESCO World Heritage Site and that UNESCO to an extent, helps to protect the site

Fully Aware World Heritage Tourist - a tourist who knows that the site is a UNESCO World Heritage Site, what it contains and possess comprehensive knowledge that the site is protected by the local heritage management, and UNESCO

IE: I think that they all exist. If we look at residents, a lot of them are the semi-Conscious ones because they know there is a UNESCO WHS but might not know what parts of the city it is. Tourist wise, the biggest number is the semi-Conscious ones, either they have researched it and know that it is WHS after reading, or I would not be surprised if some expected Canterbury to have UNESCO accreditation. That could feed into a lot of Accidental WT, they come here see the Cathedral and see that its famous and to be told it's a WHS, they'll say, "oh really?" Fully aware World Heritage Tourist, they know their stuff about WHS. I'd say all three exist, to which extent, I would say that accidental and semi-Conscious are the larger groups.

IR: Should world heritage tourists be considered for the tourism marketing of Canterbury?

IE: In my job I deal with the Visit Canterbury brochure and I also do our social media pages and my colleague deals with the website. What we have both found is that a picture of the Cathedral always does better, than a picture of another attraction, even including the abbey

and the church. Our 2016 holiday guide led with an image of St Augustine's Abbey in our history and heritage section, that was well received, but people asked what it was. That shows the site of the Cathedral is much more recognized than the other two, which has always done well. Before I started there was always an unwritten rule that the front cover had to have a picture of the cathedral. We made a bold move in 2016, to do a lead image of the river Stour and the buildings surrounding that, that was well received but we still had to put a picture on the Cathedral on the cover as a smaller picture, to continue the message that the Cathedral is there. You do get bogged down with the Cathedral, I've lived here all my life so I know about the other parts, but to someone who is coming to Canterbury for the first time, the Cathedral is the main drive for them to come here. In our brochure, we put the WHS logo next to the listings of the Cathedral, the abbey and St. Martin's church as we explain how they are UNESCO WHS from 1988 and that the tourism marketing plan, even for the attraction of the sites themselves, the Cathedral especially, they do go to tourism shows on their own, just to market the Cathedral, they are very good at explaining that they are a WHS with the other buildings involved. The WHS maybe more hidden away than the Cathedral on its own, but that is because we attract and disperse, but this is what we do. Us at Visit Canterbury are the district of Canterbury, so things that are further a field, we send them to Horton Bay and Winstaple towns, to say come to Canterbury that is a WHS and go to the sea side towns that aren't is a two-tier system, whereas if we say come to Canterbury you'll be there for a couple of hours and there are other things outside of Canterbury, that's the way we tend to do things now days. Back in 2002, when the WHS Management Plan was created, it was very much visitor numbers are declining, we need to get them back up, I think the WHS was the saving grace but we seen that tourists are coming back, we are seeing more people coming, whether that is external, political or

expense reasons, we have seen a lot of people from the South East come here rather than go abroad. The WHS, is what we try and show how Canterbury stands out, than other destinations.

IR: You talk about visitor numbers, I looked Association of Leading Visitor Attractions and Canterbury is just in the Top 40 of the country with just over 900,000 visitors in the calendar year of 2016, a decrease of 5% from 2015. Its showing that there are tourists coming but do you think that they might be put off with the admission price, £12 to get into the Cathedral, is almost the same price you pay to get into St Paul's Cathedral in London,.

IE: A lot of people come and don't think that the Cathedral costs money so, the thing to really emphasize that people think that it's free, it used to be 90's with a donations box, the Cathedral wasn't operating self-sufficiently, the condition of the building was deteriorating and since they have implemented the charges, there is a lot of construction going on at the Cathedral, it's inevitable with a building that age, but they have to charge that amount of money, otherwise the Cathedral won't be there in a couple of hundred years. We aren't worried with visitor numbers going down because we are after staying visitors and they have actually gone up, I know that day visitors are going down but I don't think that these figures include people visiting friends and relatives, people at uni etc., we now have four universities including a small American one, that is one of the biggest markets. Staying visitors has become our priority and I think that the WHS shows there is definitely something that needs to be done.

IR: Does Canterbury target and cater for World Heritage Tourists in the World Heritage Management Plan?

IE: The current plan? This management plan set out plans for a park and ride service, Queen Bertha's walk and a drop off point, they have all been implemented in the last 15 years. They're all doing exceedingly well, the coach park, I believe has 30 spaces and they are always full with international coaches, being so close to the Euro tunnel, which has become cheaper which is good news. We have seen in the 2012 survey I keep referring back to that the local economy is heavily reliant on tourism and it found that the average spend per visitor was £75.17. Of that £31.95 was spent on eating and shopping, and that shows that implementing the Park and Ride and the coach parking has made it easier for people to come here, which as a turn has boosted the local economy. Going towards today management plan, we have the Canterbury Business Improvement initiative, which is partly council, partly the business in the town, led by Bob Jones, and they deal with all of the business in the city walls and St Dunstan's street going up to Canterbury West train station, and they have taken over the conservation aspect, so litter picking, they also do the hanging baskets in the summer. In terms of signage, that is partly them and partly us, and we are currently looking at improving the signage in the town, that was last done in 2008 and they are looking tired now. The plan is, to put the WHS symbol around the sites of the Cathedral and the Abbey, there is already some there at the moment but it's not very consistent. St Augustine's Abbey, now run by English Heritage, has a visitor center there and will have a new interactive piece to virtually go around the site and you can walk around the abbey in its hay day. I think that shows compared to spending at other sites in the city, let's say other attractions have had less money spent on them, but they are privately owned, they have

done well but in today's economic climate, the Cathedral has had the most amount spent on it. The others aren't lagging behind, it's just that they haven't had the same level of investment. That shows that the WHS is a big part of how we market Canterbury, how we manage it for tourists and how our goal at the end of the day is to get that £75-day spending to £100 in the next 10 years.

IR: Could World Heritage Tourists become involved in the World Heritage Site Management and aid in the completion of the management plan?

IE: sure. Obviously tourists aren't gonna know about the management plan and they by and large won't have a say in the management plan as they won't have a business here or if they are not part of the council. The rise of the internet, has given an extra edge to the man of the street, in that with the rise travel blogging its huge now. Seemingly, anonymous people have now got thousands of people, reading their blogs and when they come to Canterbury, it's a big deal for us and we provide accommodation, attraction tickets, to get our name out there. We are helping it with our management plan but if they don't come, we can't help them, so it's good for tourists to blog and on social media. Canterbury does very well on Trip Advisor and especially the restaurants, some are higher than the Cathedral, for places to visit. It's a huge part on how we market the city. The business spends a lot of time trawling through the Internet to see stuff about their business, to entice more people. On a personal level a piece of organic marketing, i.e. someone who went to the Cathedral, they posted it on social media and said that it was great to visit, that would drive me more to visit that location. Tourists are hugely important in the marketing of Canterbury. We have seen our brochure numbers go down as people move online, our hits

on the website are going up, all we can do is churn the information out in the ways that work and entice people to come.

IR: In terms of visits on the website, how many do you get from visitors both here in the UK and abroad?

IE: Its quite difficult to look at where people are from. What we have gathered is that 56% of people come from the South East, i.e. Kent, Sussex and South-East London. The North American numbers have rocketed, Brazil for some reason and you get the usually contingent of France, Belgium Holland, Germany, they're our big oversea market and we have had an increase in them as well. People are looking to come here, the current political climate hasn't helped, Brexit has seen our international visitors go down but conversely our home visitors go up. If you look at the Paris and Westminster attacks, people don't want to go to those places anymore by enlarge, we have seen our visitor numbers go up a lot because people want to visit somewhere in this country, as bad as that sounds, safety is a big issue, Canterbury is a small safe city for people to come and visit.

Appendix F: Transcript of Interview with Paul Bennett, Head of the Canterbury Archeology Trust that took place on 10th May 2017

IR: Interviewer

IE: Interviewee

IR: Can this be attributed to “collecting” world heritage sites? (As a motive to come to Canterbury)

IE: I wouldn't say it's like collecting stamps, they have come to Canterbury for what it is. Its mother church and it's a major historic center that carries a name, whether it's Chaucer, or its Anglo-Saxon connections, or later still Marlow etc. Canterbury carries a name that travels over great distance and people come here. I don't believe that the WHS has had much of a draw.

IR: Is the fact that Canterbury is a World Heritage Site a major motive for tourists to come to Canterbury?

IE: in my view probably not, it's an extra feather in the city's cap, perhaps they haven't made the most of. Tourism to the city has always been underplayed, the fact that we have lost the only museum that tells the story of Canterbury in the pulprise hospital, speaks volumes of what the city council really thinks of heritage and tourism. It's now been given to the Marlow theatre to weld culture and heritage together in one location, I don't believe

that will happen. Its emblematic of what has happened in the past that tourism hasn't been taken seriously. Conservation from the city council has been run down from 6 to 2 positions.

IR: Do you believe that World Heritage Tourist exist in Canterbury?

Accidental World Heritage Tourist – the tourist visited the site for other motives and did not know or learn that it is a World Heritage Site and was inscribed by UNESCO

Semi-Conscious World Heritage Tourist - the tourist has some knowledge that the site is a UNESCO World Heritage Site and that UNESCO to an extent, helps to protect the site

Fully Aware World Heritage Tourist - a tourist who knows that the site is a UNESCO World Heritage Site, what it contains and possess comprehensive knowledge that the site is protected by the local heritage management, and UNESCO

IE: The first is the most obvious. People come for the buildings themselves and the history behind them not because it's a WHS. Simply Accidental World Heritage Tourist would be the most common because they have come to Canterbury for what it is. It's not just about ticking a box attending at another WHS.

IR: Should world heritage tourists be considered for the tourism marketing of Canterbury?

IE: you can certainly make more of it, Canterbury underplays itself big time. There are plans afoot. The loss of the museum has galvanized organisations such as the universities etc. to take action, as we have been too laid back and we have allowed things to happen.

IR: How do you assess the partnerships at the moment in terms of the WHS at the three sites?

IE: there is a considerable desire to link them all together, as they are all diverse even though they are part of the WHS, they are controlled by different bodies with different requirements, objectives and ambitions as well. We are hoping that the Dean and Chapter now receiving this very large Lottery grant for the Cathedral Journey, will use that Lottery grant to not only tell the story of the Cathedral's precincts in a fuller and more rounder way, and to involve the community and visitors, in ways that they haven't in the past, but to look outside of the precinct walls to St Augustine's and St Martins to provide visitors with a fuller appreciation of what these Benedictine establishments were all about.

IR: Does Canterbury target and cater for World Heritage Tourists in the World Heritage Management Plan?

IE: I hope so, but I'm not confident that it will be fully articulated and enforced. It's simply because local authorities are under so much pressure from central government with issues of funding, that local authorities are in the business of survival, rather than forward planning in the sort of way one would hope for Canterbury. Heritage is fundamental to Canterbury's survival as an economic unit, we need to encourage tourists to come here and it's got to be a proactive encouragement, multi-dimensional.

IR: Could World Heritage Tourists become involved in the World Heritage Site Management and aid in the completion of the management plan?

IE: through a system of suggestion boxes perhaps but all of these things are better dealt with a small number of professionals and through the planning process, people are trained to write these documents. I'm not sure that collectively tourists to a WHS are best placed to development of management plan. What they can do is make comment on an existing plan or tell their experience of the plan, it shouldn't be fossilized, a plan should be modified and changed over time, nothing stays the same. WHS are developed, and developments are happening at the WHS in Canterbury.

Appendix G: Transcript of Interview with a Volunteer at Canterbury Cathedral and St Martin's Church that took place on 11th May 2017

IR: Interviewer

IE: Interviewee

IR: Is there a sense for tourists that if they come to Canterbury, tourists have a sense of accomplishment when they come to the city for reasons such as pilgrimage or visiting UNESCO World Heritage Sites?

IE: I think its varied, you get people who don't know why they are here, Canterbury just so happens to be on the list of things to do or they've heard of its history, and there are those who have done their homework, they know all about it and just want the whole story filled in for them.

IR: and is that Canterbury is a sight of pilgrimage or a WHS come into it at all?

IE: I think that it used to, about 30 years ago, when they first got accreditation, there was a lot of publicity providing books etc. the authorities of UNESCO why we needed it. Now the money has gone and it has drifted into the background and if you talk to some people, they go, "Oh I wasn't aware of that" and on some tours that I take, when I mention UNESCO, they are surprised. Maybe the initial drive has dwindled into the background.

IR: Can this be attributed to “collecting” world heritage sites? (As a motive to come to Canterbury)

IE: I’m not sure that necessarily features, I think that there was one person who said that he was going around UNESCO WHS, that was his idea that he would visit one a year or something. But I don’t think others do, Canterbury is just a place to visit, whether it is a UNESCO WHS or not, they still visit.

IR: Is the fact that Canterbury is a World Heritage Site a major motive for tourists to come to Canterbury?

IE: I don’t think it’s a major one, it maybe an underlying one but many people don’t even bother to find out why they are here. I have seen people who in the Cathedral say, “oh why did they build this building here”, and when you come onto the Beckett story they say, “oh somebody was murdered here”. Some people have absolutely no knowledge, Canterbury is just a place that they have heard of, so they think we’ll go and see that. Or people will drive the sign down to Dover and think oh perhaps we should go there one day.

IR: Do you think that the World Heritage Site Status has contributed to tourists visiting Canterbury?

IE: I think that it might have done when it was initially thrown out, now however, maybe they don’t say enough about it in the leaflets, many people have got a little bit relaxed about it and accepted that we are a WHS, maybe there should be more promotion.

IR: Do you believe that World Heritage Tourist exist in Canterbury?

Accidental World Heritage Tourist – the tourist visited the site for other motives and did not know or learn that it is a World Heritage Site and was inscribed by UNESCO

Semi-Conscious World Heritage Tourist - the tourist has some knowledge that the site is a UNESCO World Heritage Site and that UNESCO to an extent, helps to protect the site

Fully Aware World Heritage Tourist - a tourist who knows that the site is a UNESCO World Heritage Site, what it contains and possess comprehensive knowledge that the site is protected by the local heritage management, and UNESCO

IE: I think definitely the first one, they are not aware, and not quite the full extent of how UNESCO operates, some people know of UNESCO but they don't know what it means and they think that it's just a special site so therefore you go and see it, but they don't know the protection or legislation that might go with it. I think that there are very few people who understand the complete thing about being a UNESCO site.

IR: So you think that it is mainly Accidental World Heritage Tourist and incredibly small amount of Fully Aware World Heritage Tourist from your assessment?

IE: I think that its two thirds that don't know anything about UNESCO and one third have got a graduating sense of what UNESCO is, either its laid into the back of their minds or it comes forward, but people that are fully aware of what UNESCO is.

IR: Should world heritage tourists be considered for the tourism marketing of Canterbury?

IE: I think these days, everything you can use these days, possible bullets to put in your gun, should be used, even if you get a small percentage it all adds up.

IR: Is it a case that they need to promote themselves more that we are a WHS?

IE: I think that would be a good idea, to just introduce it, doesn't need to be a full on thing using more money, could be something in the paper work just the one-liner that doesn't cost them a lot to do that, will help a lot. A gentle reminder every now and again would be good and make people think "should we go to Canterbury, or Leads Castle or somewhere else in Kent, oh Canterbury is a WHS why is that, let's go and see".

IR: Does Canterbury target and cater for World Heritage Tourists in the World Heritage Management Plan?

IE: I remember the current one being done. I'm not quite sure how you cater for them, how they are different to any other person who is visiting. Everybody has an axe to grind and a reason as to why they come here, that is not to say they are all served in the same way.

IR: However, is there a tourism policy in the management plan, that tourists do come here because it is a WHS

IE: I think that there are many reasons why they choose Canterbury, maybe it's the factor that makes people come here that somewhere else. They investigate why this small place has got this tag on it.

IR: Could World Heritage Tourists become involved in the World Heritage Site Management and aid in the completion of the management plan?

IE: I suppose there should be a membership system or something to make them feel inclusive to make them feel they could be approached for questions about funding, events targeted at them, like friends of the Cathedral, if they don't feel that they are a member of something, it's not going to work.

Appendix H: Transcript of Interview with Hannah West of English Heritage, Site Manager St Augustine's Abbey that took place on 11th May 2017

IR: Interviewer

IE: Interviewee

IR: Is there a sense for tourists that if they come to Canterbury, tourists have a sense of accomplishment when they come to the city for reasons such as pilgrimage or visiting UNESCO World Heritage Sites?

IE: Yes there is, it depends on prior knowledge though. People who are aware of UNESCO WHS or aware of the abbey's significance to Christianity in England, there's certainly a sense of accomplishment for people who are visiting. However, there are lots of tourists that don't have that prior knowledge, so we do our best to educate them and hope that they do come away with a sense of accomplishment for visiting the Cathedral, St Martins Church and the abbey.

IR: Can this be attributed to "collecting" world heritage sites? (As a motive to come to Canterbury)

IE: Yes. There are some people, which that is definitely true. We have visitors from Japan, who come with a WHS guidebook and go through and visit each of the sites, and for those visitors it's very important. There are those who visit the WHS, is more of a seal of approval,

it's one of the reasons that they come, not necessarily to tick them off but they just so happen to visit here because they are in Canterbury.

IR: Is the fact that Canterbury is a World Heritage Site a major motive for tourists to come to Canterbury?

IE: Yes. Again it depends on the prior knowledge, it does drive a lot of people to visit, especially people from other countries, especially places like Japan, a cultural thing to visit other WHS.

IR: Do you think that the World Heritage Site Status has contributed to tourists visiting Canterbury?

IE: I would imagine it has. I can't personally comment on the trend, but speaking to people who visit, you can imagine it has had an impact on tourists coming to Canterbury.

IR: Do you believe that World Heritage Tourist exist in Canterbury?

Accidental World Heritage Tourist – the tourist visited the site for other motives and did not know or learn that it is a World Heritage Site and was inscribed by UNESCO

Semi-Conscious World Heritage Tourist - the tourist has some knowledge that the site is a UNESCO World Heritage Site and that UNESCO to an extent, helps to protect the site

Fully Aware World Heritage Tourist - a tourist who knows that the site is a UNESCO World Heritage Site, what it contains and possess comprehensive knowledge that the site is protected by the local heritage management, and UNESCO

IE: Unfortunately we don't record the reasons for why visitors come so all I can give you is anecdotal evidence. I would suggest the largest group out of those three would be Semi-Conscious World Heritage Tourist, especially within English Heritage Membership, we make the point about telling our members the WHS status of this site and the wider connection within Canterbury. So certainly our visitors will have a slight knowledge of it. We have people from other countries who know of what UNESCO WHS status means but they are not hardcore. Like I say, a smaller group, who have no idea what so ever, they come to Canterbury because it's a historic city, but like I say, I think that I and the Cathedral and St Martins we all do our best to educate people, them moving into the semi-Conscious band. Again at the other end of the scale, we do get people who know what WHS status means and they are dedicated to supporting, visiting these sites. The middle bracket is bookended by the other two.

IR: Should world heritage tourists be considered for the tourism marketing of Canterbury?

IE: Yes. In terms of marketing Canterbury in general, we do get visitors who know it's a WHS, people who seek for a seal of approval, people from other countries, looking at where they are planning to visit, a lot of them will visit WHS and the surrounding areas; so its vitally important to market that. It not only brings people to the site, it brings people into surrounding areas, which can only be a good thing.

IR: Does Canterbury target and cater for World Heritage Tourists in the World Heritage Management Plan?

IE: Honestly I can't say as I have read either of them. I'm not directly involved in the process of the one being created as that is with the World Heritage committee. It's interesting because we have the three elements of the WHS and other stakeholders, people such as Cathedral School and Canterbury Christ University, we are all working together to bring together key points and bring them to the fore and make sure everything that is included in the plan is good and relevant and targeted and is going to do the best for the WHS.

IR: Could World Heritage Tourists become involved in the World Heritage Site Management and aid in the completion of the management plan?

IE: I don't know. Like I said I'm not involved in the process, so I'm not sure what kind of public consultation that there is.

IR: It seems to me, that you see a poster as soon as you come into the visitor center here at the abbey of the WHS symbol, at least for Accidental World Heritage Tourist, they can look at it and think, "oh this is a WHS". Is there a sense then that there needs to be a coherent singular message with all three sites promoting Canterbury as a WHS? Is this the case?

IE: it's certainly what we are working on with the Cathedral and St Martins Church, we are certainly looking to do that more. There have been some staffing changes at the Cathedral

and St Martins church, so I only came into post year ago. So for instance the poster that you mentioned in the front corridor, that was originally on the other side of the wall, so unless you really looked for it, you couldn't find it, it's a really important message and we wanted to move it out there, even if people decided not to visit the abbey, they would still be aware of the WHS status, the three different parts and its significance.

IR: I spoke to a member at the Cathedral and one of the things mentioned was a three-tied leaflet with all three sites. Do you think if they were to be stock piled at all three than the sites might get more visitors?

IE: I would imagine so and that's what we would like to discuss further with the other people involved. Currently we stock St Martins Church's leaflets because it's the far end of the WHS, quite a few people miss it and it's a brilliant little gem, that we want people to go and see it. The three places build a fascinating story, we think that it is important that visitors see all of the places; it makes each of them special.

IR: Not just with the story with its OUV, is there a sense with the increasing awareness of UNESCO that people might start to ask, what does UNESCO actually do? So is there going to be education about safeguarding and creating sustainability among WHS?

IE: Certainly that's one of the primary goals of English Heritage, it falls in very nicely. I'm not sure what the plans are for the other parts of the WHS, but it is very important to us and the staff here and the documentation is about saying that message and getting people to get a bit more involved with UNESCO WHS status or English Heritage to protect their heritage.

IR: Do you reckon this would improve the knowledge of World Heritage Tourist?

IE: Yeah. Hopefully that's the goal, our whole ethos at English Heritage, is for people to step into England's history and its part of the country and UNESCO WHS are part of the World. What we want to do is to educate people and World Heritage Tourist and they can hopefully take that away from their visit.

Appendix I: Transcript of Interview with Therese Hilsop, Visitor Services Canterbury Cathedral that took place on 12th May 2017

IR: Interviewer

IE: Interviewee

IR: Is there a sense for tourists that if they come to Canterbury, tourists have a sense of accomplishment when they come to the city for reasons such as pilgrimage or visiting UNESCO World Heritage Sites?

IE: I know that some of our visitors would've always wanted to come to Canterbury, and they have an accomplishment that they have finally done. Even if you are an accidental visitor, that you just wonder in, there will be a sense of accomplishment that they have learnt something, new and interesting, you felt something spiritually. There are different accomplishments but when you talk about French school children, will they have a sense of accomplishment having visited the Cathedral, there is an accomplishment, they've been there and done it but it's a different one, compared to someone who knows the rich history of the cathedral or felt a spiritual moment. So I doubt that there would be anyone leaving without a sense of accomplishment.

IR: Can this be attributed to "collecting" world heritage sites? (As a motive to come to Canterbury)

IE: I have come across few, if any visitor who is in the mindset to tick off box of places, except the Japanese visitors. We get quite a lot of Japanese visitors and I was rather puzzled by that because we don't market in Japan. But we are quite well known there because we get quite a few film requests and visitors. A Japanese tour operator once said they come to Canterbury because it's a WHS so that's the only category of visitor that comes here because it's a WHS. Otherwise I have never heard anyone say they have because it is a WHS.

IR: Is the fact that Canterbury is a World Heritage Site a major motive for tourists to come to Canterbury?

IE: No, I would say that they would come of the history of the Cathedral rather than the fact that it is a WHS. We earned the WHS because of its rich history, no doubt about it but it is the cathedral, the murder of Thomas Beckett, mother church and all that, is what most visitors will know about and that's why they visit.

IR: Do you believe that World Heritage Tourist exist in Canterbury?

Accidental World Heritage Tourist – the tourist visited the site for other motives and did not know or learn that it is a World Heritage Site and was inscribed by UNESCO

Semi-Conscious World Heritage Tourist - the tourist has some knowledge that the site is a UNESCO World Heritage Site and that UNESCO to an extent, helps to protect the site

Fully Aware World Heritage Tourist - a tourist who knows that the site is a UNESCO World Heritage Site, what it contains and possess comprehensive knowledge that the site is protected by the local heritage management, and UNESCO

IE: I mean all three will visit here. I'm pretty certain there are Accidental ones. The most will be the second one, and there will be a small amount in the third category, who know St Augustine's and St Martins, and they come here to see the WHS. I would be very surprised if there were more WHS visitors than then number two category.

IR: Should world heritage tourists be considered for the tourism marketing of Canterbury?

IE: We certainly intend to include it, it's not our first unique selling point, we are mother of the Anglican church and base for the Archbishop, that will always be first. If you read on our website we talk about the WHS, the brochures talk about the WHS but it's not the most important thing at Canterbury Cathedral.

IR: Does Canterbury target and cater for World Heritage Tourists in the World Heritage Management Plan?

IE: The WHS Management group has not been proactive in Canterbury and hasn't really been an active involvement of the main parties, i.e. the Council, the Cathedral, the Kings School, English Heritage. It should be much more proactive, and I think that there are moves, one or two people on the group who want to make it much more important. Of course it should address visitors and it should address the importance of the interpretation of the WHS. It hasn't happened really and I really feel it's the main players who haven't really been overly interested in an overarching managing strategy.

IR: Do you mind if I can ask you, is that because of the partnerships between the different organisations? Or is it to do with the main message that you guys want to bring across, and it hasn't quite reached a holistic level yet?

IE: No it hasn't reached a holistic level. To be honest I think that it's because we are all too busy doing our thing, of course the Cathedral does work in conservation, collections, heritage interpretation, visitor management, the site; and I'm sure that the city council has a lot on its plate, with limited resources and budgets; English Heritage, St Augustine's Abbey is only one of their small properties, they've been restructuring and organizing. So it's not that anyone doesn't want to do it, it's just we all get on with in our own way, but maybe not in a sort of strategic holistic partnership.

IR: Could World Heritage Tourists become involved in the World Heritage Site Management and aid in the completion of the management plan?

IE: I mean any management plan should be based on facts, surveys, knowing who you want to attract, who doesn't come here, why they come; as a basic. That is the first involvement that a visitor should have. How involved they could be in strategy planning, I would think that residents have a bigger role to play than tourists because it's difficult. The problem we have here in Canterbury is that visitors only come once or twice a year, I'm talking about the paying visitors because we have a lot of none paying visitors who are residents and local students, church groups, it'll be easier to include some from those groups, rather than the paying visitor.

Appendix J: Transcript of Interview with Chair of the Canterbury Society that took place on 12th May 2017

IR: Interviewer

IE: Interviewee

IR: Is there a sense for tourists that if they come to Canterbury, tourists have a sense of accomplishment when they come to the city for reasons such as pilgrimage or visiting UNESCO World Heritage Sites?

-Can this be attributed to “collecting” world heritage sites? (As a motive to come to Canterbury)

IE: it's hard to answer your question because I don't really know the motives of tourists coming to Canterbury. We work mainly with residents and for them the fact that Canterbury is a WHS is very important for residents. Many residents would say that our WHS is not sufficiently cared for or appreciated and conserved. Parts are very well conserved, others are not as much by the council and by the responsible people as they should be. So for us as residents, it's very important that we are a WHS, it's not a major motive for people to necessarily move here, but it's a great source of pride when they are here, we like to think that it contributes to tourists visiting Canterbury, whether it does we don't know. I suspect that they come to the Cathedral not the WHS because that's all part of the lack of publicity for the WHS. But the fundamental flaw with these first four questions is that I don't deal with tourists - I know much more about the residents.

IR: Do you believe that World Heritage Tourist exist in Canterbury?

Accidental World Heritage Tourist – the tourist visited the site for other motives and did not know or learn that it is a World Heritage Site and was inscribed by UNESCO

Semi-Conscious World Heritage Tourist - the tourist has some knowledge that the site is a UNESCO World Heritage Site and that UNESCO to an extent, helps to protect the site

Fully Aware World Heritage Tourist - a tourist who knows that the site is a UNESCO World Heritage Site, what it contains and possess comprehensive knowledge that the site is protected by the local heritage management, and UNESCO

IE: I suppose my hunch would be that they all exist but main two groups that exist in Canterbury is the Accidental and Semi-Conscious World Heritage Tourist. I have a lot to say about the WHS but not a lot about the tourists that come here.

IR: Should world heritage tourists be considered for the tourism marketing of Canterbury?

IE: I think that you have to think about each part of the WHS separately. It would be nice if we can think about it as a whole but actually in reality, the tourists largely come to the Cathedral and the cathedral markets itself brilliantly and it's all together a great attraction. Very few of those tourists go to St Augustine's. St Augustine's is an incredible site they have a huge and long history, but as they said when I went recently there, you have to use your imagination to get much good from that site. Of course the Cathedral is managed by the Dean and Chapter and St Augustine's is managed by English Heritage. You have to look at each site through the lens of the people that own and manage those sites. Now the cathedral and the dean and chapter are mostly concerned about the money, and the

spiritual importance of their place and they want people to come in, pay the money and have a spiritual experience and respect the fact that it's a wonderful historic spiritual building.

English Heritage has a completely different take on this site, which is it has to look after, it's not an easy site to look after, it doesn't get a lot of visitors. Much more successful for them is Dover Castle down the road, so they put in all their effort into Dover Castle, it has enactments, bbqs, jousting and so on. But basically because of the effort they put into Dover Castle, they don't put the effort into St Augustine's, they just hope people just come along and mostly they don't. They used to when the city council had a car park for the coach visitors, the Longport car park used to be for coaches. Now the coach park is down by Kingsmead, the coaches don't come anymore; people used to go to the cathedral and pop into St Augustine's, they used to get a lot more visitors those days.

A completely different story is St Martins Church which is run by the Church of England, it's a Parish Church, the people of running that are thinking about their congregation, the people who go to work at that church; for them the tourists are not the first thing, its their parishioners. They just want to keep their church in good order for the local community. If tourists come it's a nice thing and I think they are quite proud to be St Augustine's church but attracting World Heritage Tourist is not their prime functions. It's very hard to talk about the WHS because of the possibilities and the functions.

IR: And do you believe that this attributed to the difficulty in the relationship between all three? They have their own agendas and goals.

IE: Yes of course, of course the additional problem is that the city council should have an additional hand in this. I don't know how WHS are meant to be organized but from my understanding, it is the city council that should take management of the WHS, and it doesn't do it, it hasn't done it for years. It gave Andrew Webster the job but he's got many other things to do, so from the council's point of view they are not interested in the WHS. I suppose they like to have WHS as part of the city, but as far as managing it is concerned, they leave it to the people I have mentioned to do it.

IR: If we look at Bath as potential example for how a WHS should be run, they have a designated WHS Coordinator. Do you think Canterbury should have one?

IE: Of course it should.

IR: Could residents become involved in the World Heritage Site Management and aid in the completion of the management plan?

IE: Absolutely. Most tourists to Canterbury are day-trippers, a huge proportion of them are school children and they can't help really. I think one of the things residents will be interested in, talking about protecting the views of the WHS across the city, the fact that the glorious view of the Cathedral. With the buffer zone, if you are going to build a load of houses in South Canterbury, and you stand on the hill by the University of Kent, it's going to obstruct the skyline. So one of the things developers want to do is build a six floor tower block of flats and paint it white, and that's going to be bad news of the WHS; even though its outside

of the buffer zone, it would be very bad. Canterbury is within a bowl with wooded forests surrounding it, many of them areas of Outstanding Natural Beauty and the Cathedral and the houses in the city walls have been kept low, so that the Cathedral rises out. That's the glory of the WHS in my opinion, its setting and we risk that if we build these housing blocks all around the city margin.

Appendix K: Transcript of Interview with Representative of St Martin's Church on the World Heritage Committee that took place on 19th May 2017

IR: Interviewer

IE: Interviewee

IR: Is there a sense for tourists that if they come to Canterbury, tourists have a sense of accomplishment when they come to the city for reasons such as pilgrimage or visiting UNESCO World Heritage Sites?

IE: To have got there I suppose, it doesn't matter where you are in the world, you'll get to where you are going probably there is. But it's different before you have been to see something, than if you just get somewhere, you an expectancy, but not an accomplishment until you have gone around to see what you wanted to see.

IR: Can this be attributed to "collecting" world heritage sites? (As a motive to come to Canterbury)

IE: Certainly for some people, at the moment that is quite a small number, of very high quality tourism for WHS but I think it's on the increase.

IR: Is the fact that Canterbury is a World Heritage Site a major motive for tourists to come to Canterbury?

IE: Again, it's a percentage game, I'd probably say probably 30-40% of people will factor that into their trip. And the UNESCO signage is increasing every year, more people are recognizing it, especially foreign tourists.

IR: and a quick point about the signage, many people in the UK don't know what the WHS symbol looks like, the cultural one at least. I have spoken to some people at the [Canterbury] Council to do a re-signage of all of Canterbury including the WHS symbol. Should 'World Heritage Site' be written as a word next to the logo so then people understand what it is?

IE: Yes of course but the word site is a misleading description, it's a three-part site, so the word site should be taken out and it should just be called Canterbury World Heritage, in my opinion. It's done in lots of other places like Cornwall, there are 10 in the county and they can't call it a site, so they call it Cornish Mining Heritage World Heritage, the word site is left out.

IR: Do you think that the World Heritage Site Status has contributed to tourists visiting Canterbury?

IE: That's a very good question, the answer has to be yes but at the same time the Cathedral used to get 2.4 million visitors in 1994 and now they get 900,000 visitors, it's definitely been a downward spiral but you could argue that they were charging a large amount to get in.

IR: Do you believe that World Heritage Tourist exist in Canterbury?

Accidental World Heritage Tourist – the tourist visited the site for other motives and did not know or learn that it is a World Heritage Site and was inscribed by UNESCO

Semi-Conscious World Heritage Tourist - the tourist has some knowledge that the site is a UNESCO World Heritage Site and that UNESCO to an extent, helps to protect the site

Fully Aware World Heritage Tourist - a tourist who knows that the site is a UNESCO World Heritage Site, what it contains and possess comprehensive knowledge that the site is protected by the local heritage management, and UNESCO

IE: The Accidental one is the maximum because, what will happen to them is, they will go to the Cathedral and they might find out when they get there the Cathedral is a WHS. But the Cathedral currently doesn't tell you that there are two other World Heritage Sites to see in the city. So they will go and see the Cathedral and come away they might like their visit, they would have been to a WHS but they wouldn't have been to two other parts of the WHS, which is not great. I don't think even people who know a lot about WH will know about the local authority agreements etc., they may suspect that they exist in the distance somewhere, but all they will be gemmed up on is the fact that there will be three sites in Canterbury counting as WH and the Cathedral is one, and they want to go and see the other two. And those people will be very well informed; they would have done their research before they left home probably. Contrary to that of course is you and I would think that if you went to the Cathedral, you would immediately think that you should then be told there were two other places as well, as well as the Cathedral, which may or may not happen when they put their new visitor center in 2019, which has been a long time coming.

IR: Should world heritage tourists be considered for the tourism marketing of Canterbury?

IE: Yes absolutely, and as when we think of National Trust or English Heritage signage, now pretty well known by the English public, they know that that is a badge of honor for heritage, they know there is something interesting to go and see and when they get there it will be well interpreted etc. etc. when we come to UNESCO sites and those signs will become better known over time, again it will be greatly in the advantage of the sites wherever they are, to attract maximum tourists, in one instance it would be crew ships coming into Dover and all the Japanese sponsor many taxis to Canterbury because it's a UNESCO site and they won't go to Dover Castle which is right next door and quite nice to visit because they will want to go to the UNESCO. And when they want to around the World, you don't have much time and that's what you want to do.

IR: Does Canterbury target and cater for World Heritage Tourists in the World Heritage Management Plan?

IE: Well there has to be a consideration for tourists in the plan. UNESCO really have people in mind when they designate a site, although they want to protect it terms of conservation for heritage in the future, because UNESCO is all about people and if people don't go and visit to find what's going on then the whole thing is a waste of time because no one would know about it. People highlight these places, if they can keep them going and bring money and all sorts of things so, when UNESCO comes and potentially gives you this wonderful accolade for life most people in the world grab onto it very quickly and make something of it, why wouldn't they, because they want to embellish and enhance their site and the

number of people coming to see them, why would they. But this Cathedral is slightly different because it's a central worldwide Anglican church and its sort of couched in its own importance and the geography of the place means that it has to think of itself first before visitors because it has many ways of raising money for itself. And visitors may or may not be in favor of them raising money, I think it varies over time.

IR: Could World Heritage Tourists become involved in the World Heritage Site Management and aid in the completion of the management plan?

IE: Its very unlikely, practically speaking to tourists or visitors would become involved, however, we do need to interview them occasionally to see what their reaction is and to see what their likes and dislikes are to make their experience better. But quite honestly, until the Cathedral decides to play ball with the three-part site, we can't really start to do that effectively at the moment because it's a one plus two.

IR: And just a further question about the partnerships between the three sites, it seems to me from my initial research, there is a lot of collaboration between St Augustine's Abbey and St Martins Church, but there less of a connection to the Cathedral.

IE: This is I would say it's been going for 1400 years, it's just about the current administration that is not interested in UNESCO at all and when we get a new administration, which is down to personnel, we could see who understands, who has the potentially to carry it through, the current Dean of the Cathedral is just not interested in UNESCO at all, obviously not interested in UNESCO.

Appendix L: Structural Codes gathered from the Structural Coding process to extract data to answer the Research Aim (Research Objective 3) and the Research Objectives 1-3 of the dissertation. The themes highlighted in green and the most discussed codes are highlighted in red.

Structural Coding for Code 1: Tourist Motivations	Frequency of respondents who mentioned the code in question
Theme - Canterbury	
Cathedral	5
<i>Cathedral – Mother Church of England</i>	4
<i>Cathedral - Archbishop factor</i>	1
History	5
<i>Pilgrimage</i>	4
Pilgrimage – Thomas Beckett	5
<i>Heritage</i>	2
<i>Henry Chaucer/Canterbury Tales</i>	2
<i>Architecture</i>	2
<i>Easy travel connections</i>	1
<i>Within the vicinity</i>	1
Theme - Tourists knowledge of Canterbury	
Clash in prior knowledge	3
Prior research before visiting Canterbury	3
Theme - Canterbury visited as a WHS	
Ticking off WHS on a list	5
<i>Local People – Yes</i>	2
Knock on effect	4
<i>Knock on effect – International Visitors</i>	3
<i>Knock on effect – International Visitors: Japan</i>	3
<i>Knock on effect – International Visitors: China</i>	1
<i>Knock on effect – International Visitors: Germany</i>	1
<i>Knock on effect – International Visitors: North America</i>	1
UNESCO Logo/Symbol	3
Pride	2
Canterbury's enhanced reputation	1
Theme - Canterbury not visited as a WHS	
Not because Canterbury is a WHS	5
<i>Not because Canterbury is a WHS – WHS incidental factor</i>	2
<i>Not because Canterbury is a WHS – Not appreciated by tourists</i>	2
<i>Not because Canterbury is a WHS – Tourists unaware all three parts of the WHS</i>	1

<i>Local People - No</i>	1
<i>Diminished by the dominance by the Cathedral</i>	5
<i>Badge and nothing more</i>	5

Table A: Codes gathered for the Structural Code - Tourist Motivations. Source: The Author (2017).

Structural Coding for Code 2: Tourist's knowledge of Canterbury being a WHS	Frequency of respondents who mentioned the code in question
Theme – Publicity of Canterbury being a WHS	
<i>Lack of publicity</i>	3
<i>Improvement on the publicity on Canterbury being a WHS</i>	2
<i>UNESCO WHS</i>	2
<i>Initial publicity but dwindled with time</i>	2
Tourist Knowledge	
<i>Small amount of the tourists know Canterbury as a WHS</i>	6
<i>International visitors</i>	3
<i>Prior Knowledge/research</i>	3
<i>Knowing all three parts of the WHS</i>	1
<i>Overall dominance of the Cathedral in tourist knowledge and tourism publicity</i>	5

Table B: Codes gathered for the Structural Code - Tourist's knowledge of Canterbury being a WHS. Source: The Author (2017).

Structural Coding for Code 3: Most common World Heritage Tourist category	Frequency of respondents who mentioned the code in question
Theme – All three exist	4
Theme – Accidental World Heritage Tourist	
<i>Most Common category</i>	6
<i>Co-exist with other categories</i>	1
<i>Tourists know the Cathedral is there</i>	2
<i>Not aware of the wider context of the WHS</i>	2
<i>Lack of promotion of Canterbury is a WHS</i>	2
<i>Easily missed World Heritage plaque</i>	1
Theme – Semi-Conscious World Heritage Tourist	
<i>Most common category</i>	4
<i>Co-exist with other categories</i>	2
<i>Learned individuals</i>	2
<i>Residents of Canterbury</i>	1
Theme – Fully-Aware World Heritage Tourist	
<i>Co-exist with other categories</i>	2
<i>More likely to be at St. Augustine's Abbey</i>	3

<i>and St. Martins Church</i>	
<i>Worldwide Visitors</i>	1

Table C: Codes gathered for the Structural Code - Most common World Heritage Tourist Category. Source: The Author (2017).

Appendix M: The questions of the questionnaire survey that tourists took part at the Canterbury WHS (Canterbury Cathedral, St Augustine's Abbey and St. Martin's Church) and online in May 2017.

World Heritage Tourist Questionnaire with Canterbury UNESCO World Heritage Site

Morgan Roberts World Heritage Studies MA Student
Ironbridge International Institute for Cultural Heritage
University of Birmingham

1. What is your gender?

Female

Male

2. What is your age?

18 to 24

25 to 34

35 to 44

45 to 54

55 to 64

65 to 74

75 or older

3. What is your postcode or country of residence?

DESKTOP TABLET PHONE

Figure A: Questions 1-2 in the Questionnaire Surveys that tourists took part in Canterbury in May 2017. Source: The Author (2017).

3. What is your postcode or country of residence?

4. Have you visited Canterbury before?

Yes

No

Other (please specify)

5. How many times have you visited Canterbury?

First Time

A few times

Often

6. What did you use to find information on Canterbury prior to your visit?

Guide Books such as Lonely Planet

Web searches

Books about Canterbury

Tourism Brochures

Newspapers

DESKTOP TABLET PHONE

Figure B: Questions 3-5 in the Questionnaire Surveys that tourists took part in Canterbury in May 2017. Source: The Author (2017).

Secure https://www.surveymonkey.com/r/Preview/?sm=HsAQr72YdJ_2F8F1F_2F8OG3YI0_2BqqZh4I3sp_2FgVI2eNO1hnlDxE66tVob_2FTexbjR_2B6

Preview & Test

6. What did you use to find information on Canterbury prior to your visit?

- Guide Books such as Lonely Planet
- Web searches
- Books about Canterbury
- Tourism Brochures
- Newspapers
- Word of mouth

Other (please specify)

7. Do you believe Canterbury is internationally significant?

- Yes
- No

8. What was your motivation to visit Canterbury?

- Canterbury Cathedral
- Canterbury Tales
- Religious Pilgrimage
- St Augustine's Abbey
- Beanev House of Art and Knowledge
- St Martins Church

DESKTOP TABLET PHONE

Figure C: Questions 6-7 in the Questionnaire Surveys that tourists took part in Canterbury in May 2017. Source: The Author (2017).

Secure https://www.surveymonkey.com/r/Preview/?sm=HsAQr72YdJ_2F8F1F_2F8OG3YI0_2BqqZh4I3sp_2FgVI2eNO1hnlDxE66tVob_2FTexbjR_2B6

Preview & Test

No

8. What was your motivation to visit Canterbury?

- Canterbury Cathedral
- Canterbury Tales
- Religious Pilgrimage
- St Augustine's Abbey
- Beanev House of Art and Knowledge
- St Martins Church
- Greyfars Chapel
- Canterbury River Tours
- Ghost tour of Canterbury
- Canterbury Heritage Museum

Other (please specify)

9. Do you know that Canterbury is a UNESCO World Heritage Site?

- Yes
- No

Other (please specify)

DESKTOP TABLET PHONE

Figure D: Questions 8-9 in the Questionnaire Surveys that tourists took part in Canterbury in May 2017. Source: The Author (2017).

Secure https://www.surveymonkey.com/r/Preview/?sm=HsAQr72YdJ_2F8F1F_2F8OG3Y10_2BqgZ43sp_2FgV12eNO1hnlDxE66tvTob_2FTextbjR_2B6

Preview & Test

St Augustine's Abbey
 Beane House of Art and Knowledge
 St Martins Church
 Greyfers Chapel
 Canterbury River Tours
 Ghost tour of Canterbury
 Canterbury Heritage Museum
 Other (please specify)

9. Do you know that Canterbury is a UNESCO World Heritage Site?

Yes
 No
 Other (please specify)

10. How do you consider yourself to be a World Heritage Tourist at Canterbury?

I had no idea that Canterbury was a World Heritage Site. The visit to Canterbury did not include the potential to visit another UNESCO World Heritage Site.
 I had little knowledge that Canterbury is a UNESCO World Heritage Site. The fact that Canterbury was a World Heritage Site was only a contributory factor to come and visit Canterbury.
 I knew that Canterbury was a UNESCO World Heritage Site and that it had three parts to it: Canterbury Cathedral, St Augustine's Abbey and St Martin's Church. The reason for the visit to Canterbury was to visit another UNESCO World Heritage Site.

DESKTOP TABLET PHONE

Figure E: Questions 9-10 in the Questionnaire Surveys that tourists took part in Canterbury in May 2017. Source: The Author (2017).

Appendix N: Results from the questions on the Questionnaire Surveys from all of the 204 tourists in May 2017.

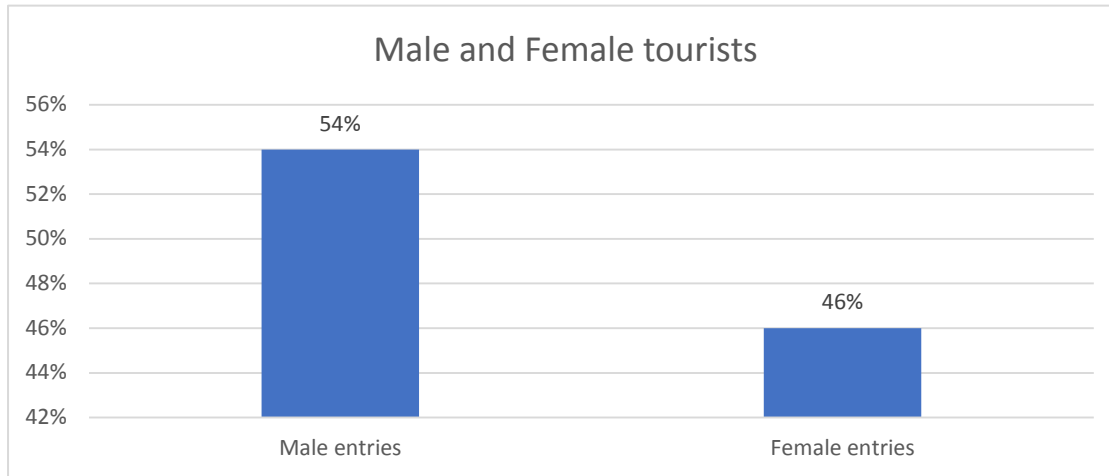


Figure F: A bar graph showing the split between Male and Female tourists that took part in the Questionnaire Surveys in May 2017. Source: *The Author (2017)*.

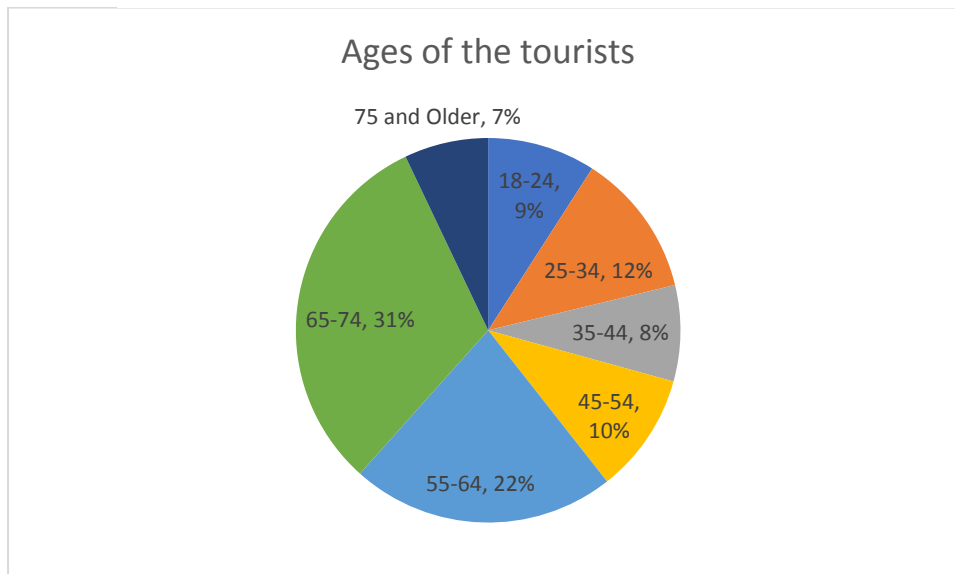


Figure G: A pie chart showing the split of the age groups of tourists who visited Canterbury in May 2017. Source: *The Author (2017)*.

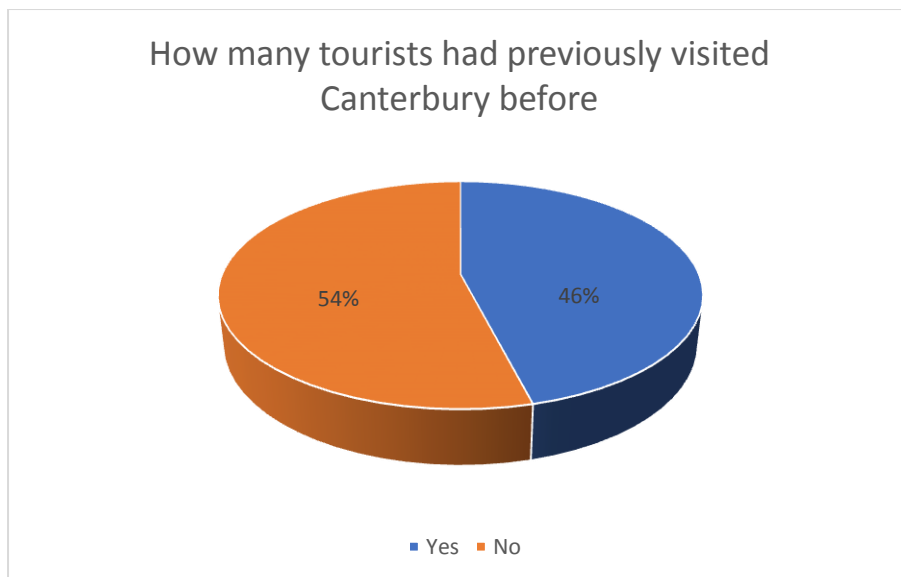


Figure H: A pie chart showing how many tourists had visited Canterbury before when taking part in the Questionnaire Surveys in Canterbury in May 2017. Source: The Author (2017).

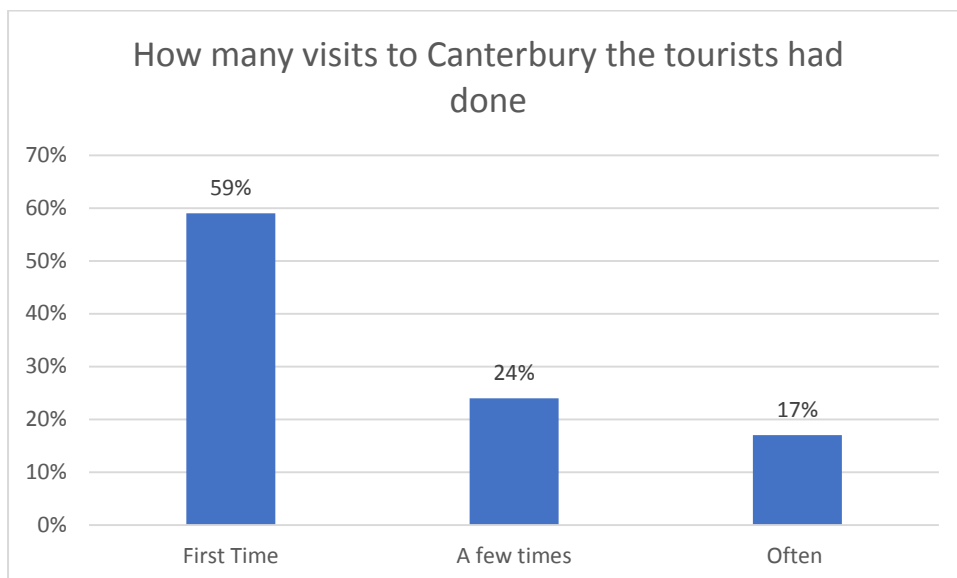


Figure I: A bar graph showing how many times the tourists had visited Canterbury before. Source: The Author (2017).

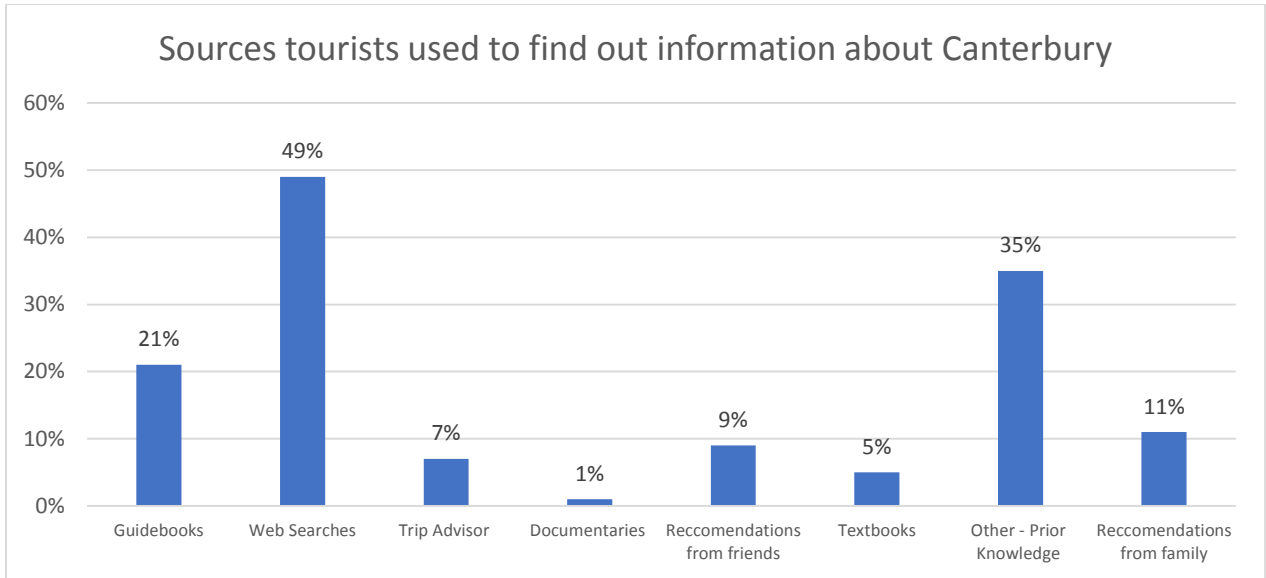


Figure J: A bar graph showing how the UK tourists found out information about Canterbury, from the tourists that took part in the Questionnaire Surveys in Canterbury in May 2017. Source: The Author (2017).

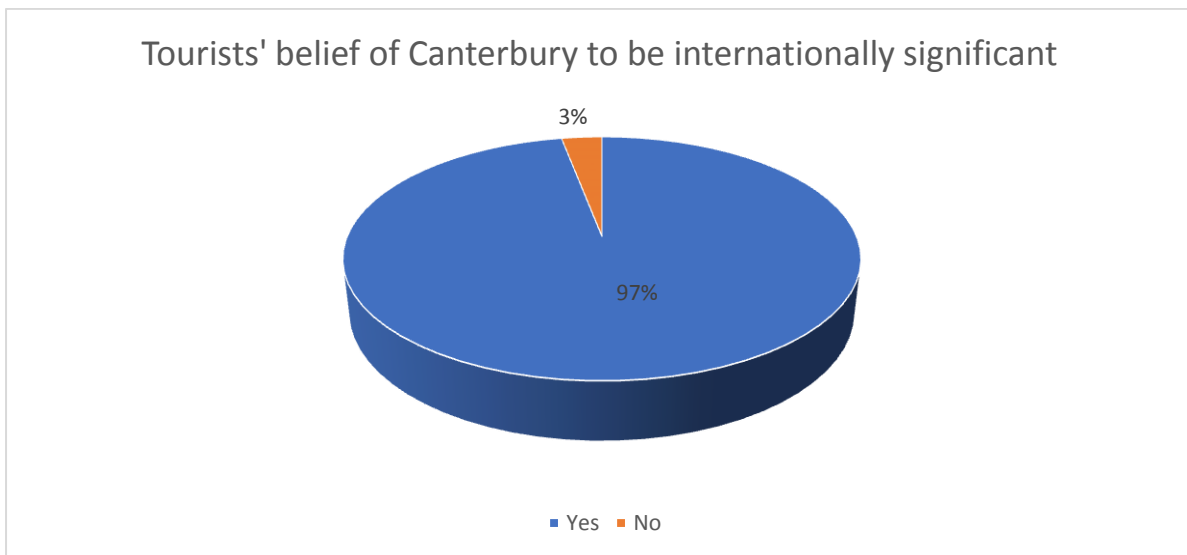


Figure K: A pie chart of tourist’s opinion of Canterbury to be internationally significant. Source: The Author (2017).

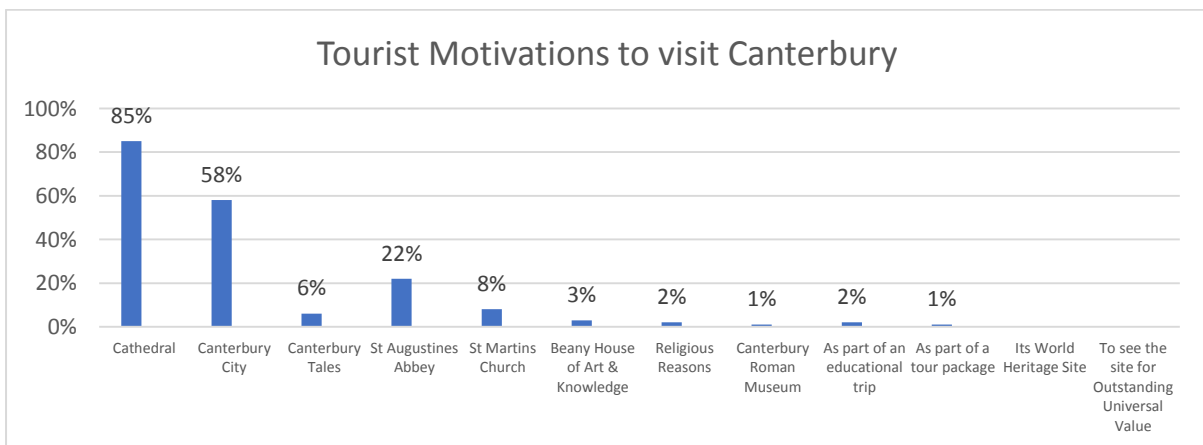


Figure L: Bar graph showing the motivations for tourists visiting Canterbury between 1st-31st May 2017. Source: The Author (2017).

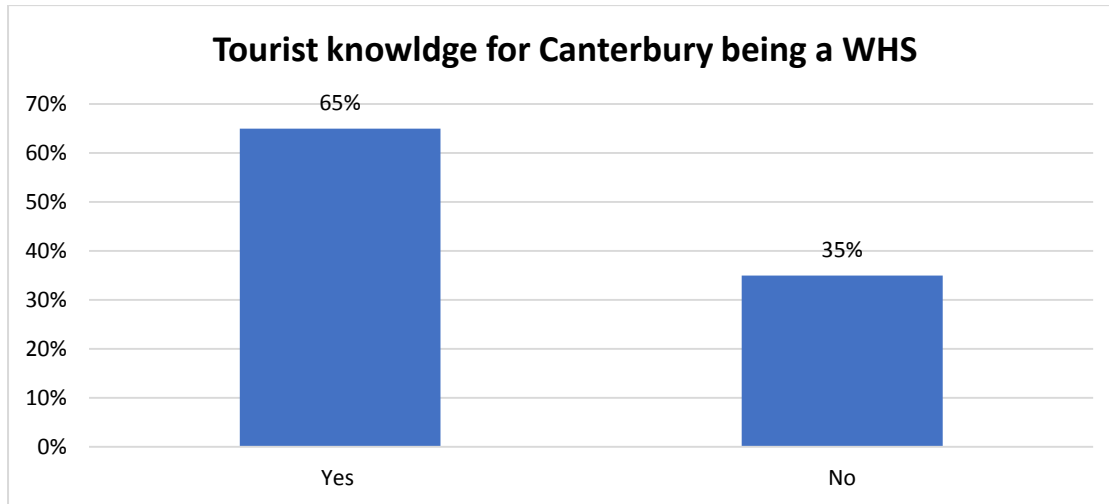


Figure M: Bar graph showing the knowledge of the 204 tourists that took part in May 2017, knew Canterbury to be a WHS. Source: The Author (2017).

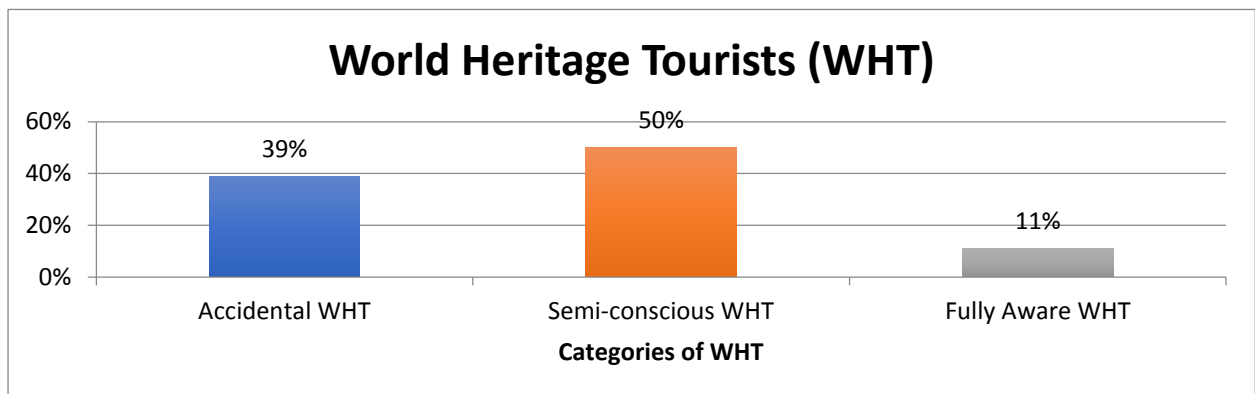


Figure N: A bar graph showing how tourists labelled themselves as the different categories of World Heritage Tourist between 1st-31st May 2017. Source: The Author (2017).

Appendix O: Results from the questions on the Questionnaire Surveys from 111 UK tourists in May 2017.

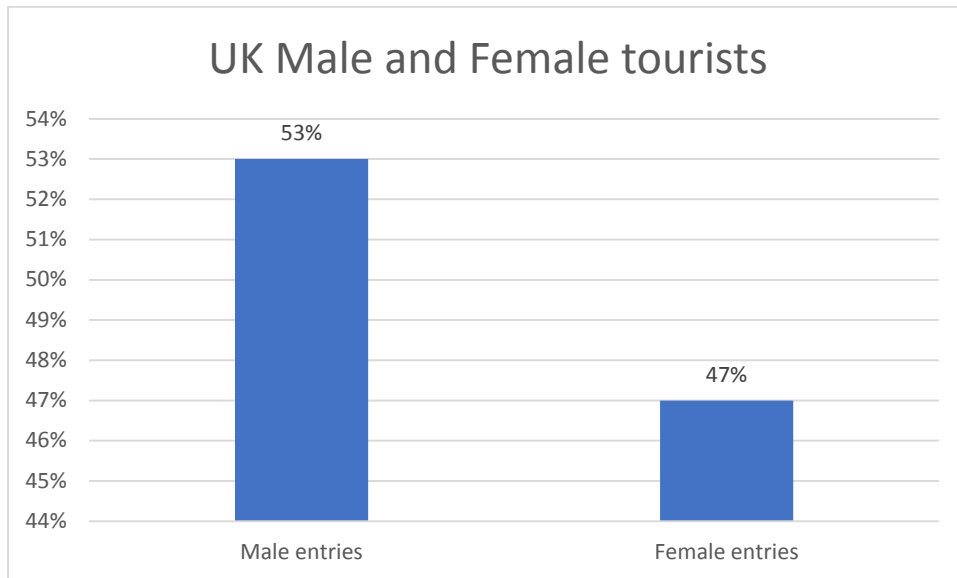


Figure O: A bar graph showing the split between Male and Female UK tourists that took part in the Questionnaire Surveys in May 2017. Source: The Author (2017).

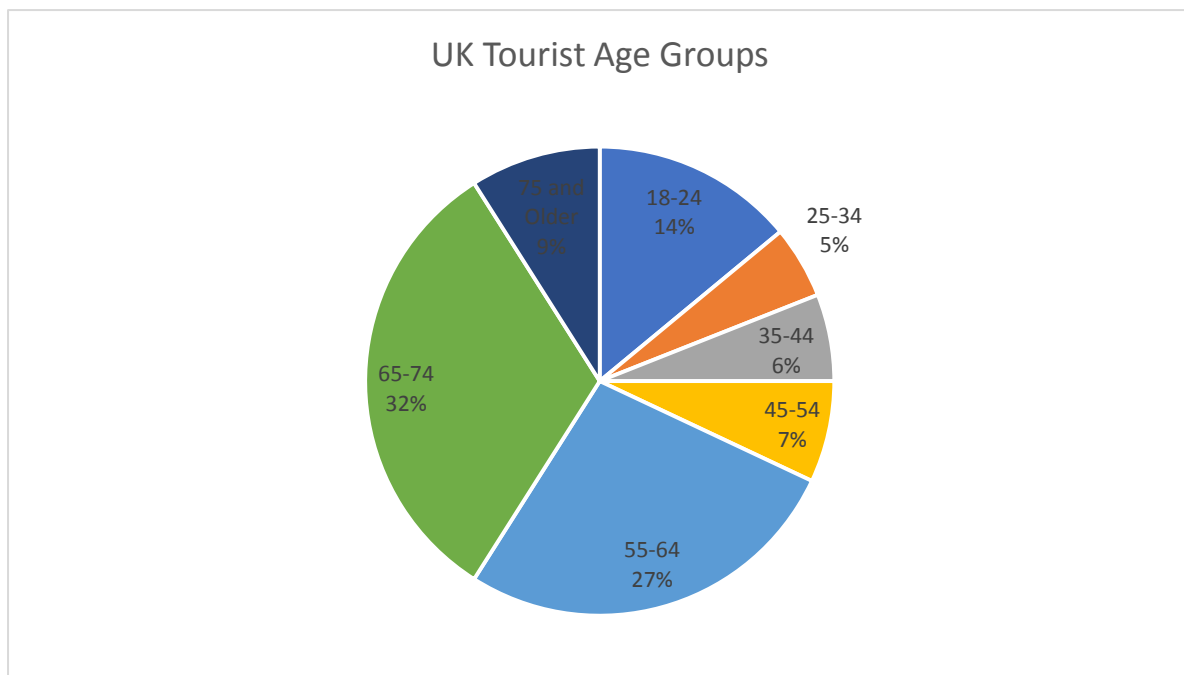


Figure P: A pie chart showing the split of the age groups of UK tourists who visited Canterbury in May 2017. Source: The Author (2017).

How many UK tourists had previously visited Canterbury before

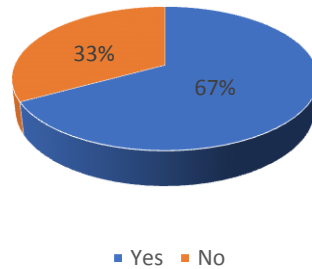


Figure Q: A pie chart showing how many UK tourists had visited Canterbury before when taking part in the Questionnaire Surveys in Canterbury in May 2017. Source: The Author (2017).

How many visits to Canterbury the UK tourists had done

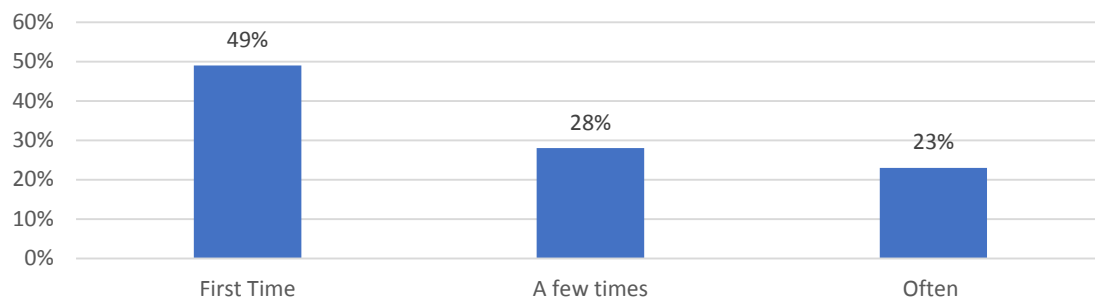


Figure R: A bar graph showing how many times the UK tourists had visited Canterbury before. Source: The Author (2017).

Sources UK tourists used to find out information about Canterbury

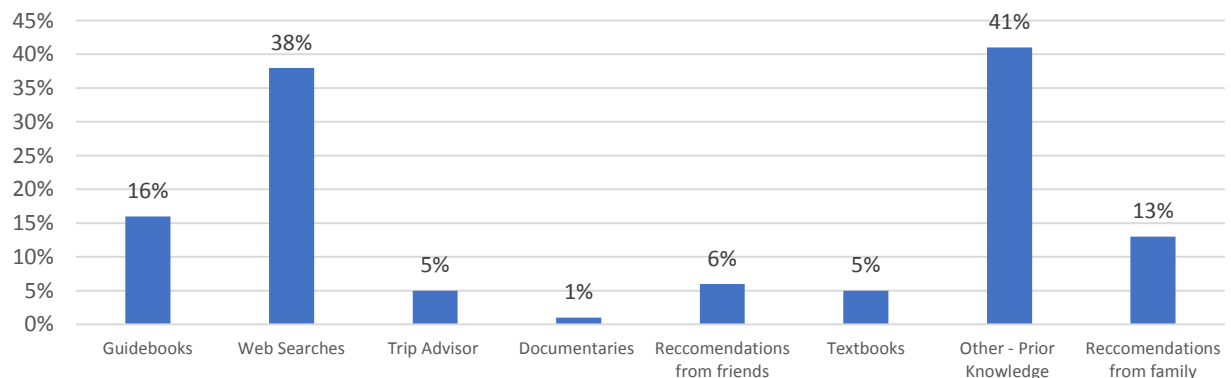


Figure S: A bar graph showing how the UK tourists found out information about Canterbury took part in the Questionnaire Surveys in Canterbury in May 2017. Source: The Author (2017).

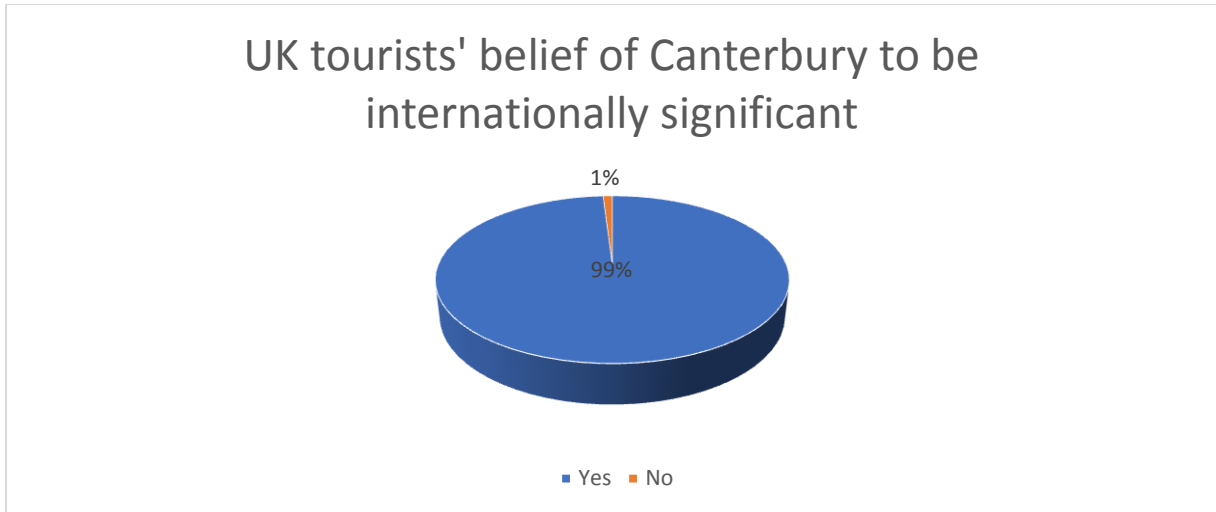


Figure T: A pie chart of UK tourist’s opinion of Canterbury to be internationally significant. Source: The Author (2017).

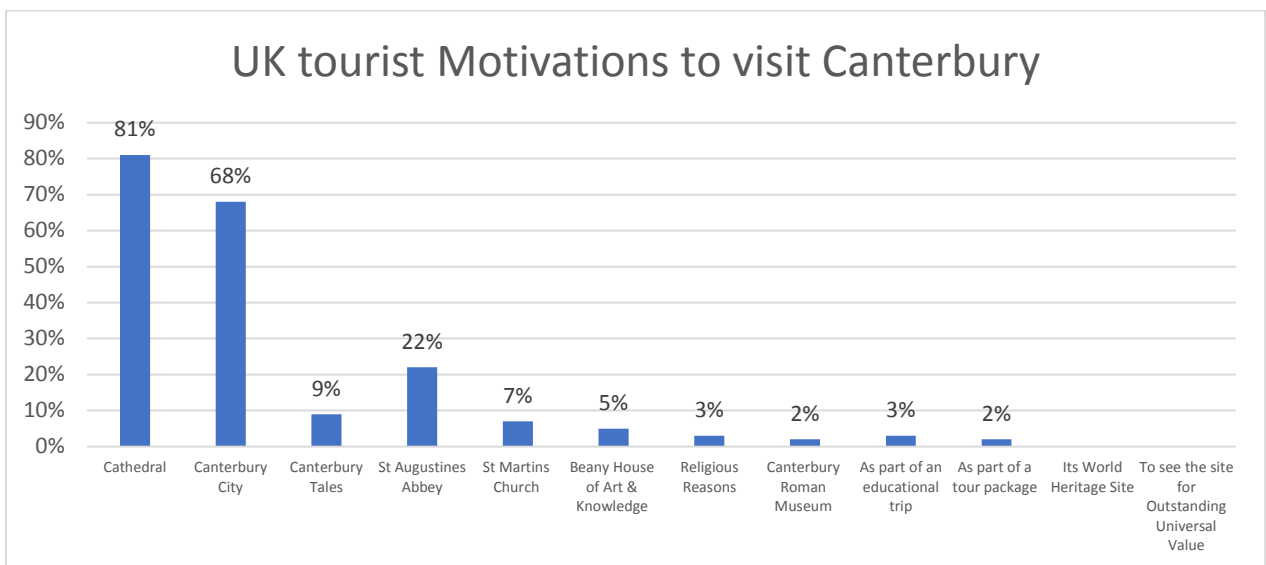


Figure U: Bar graph showing the motivations for UK tourists visiting Canterbury between 1st-31st May 2017. Source: The Author (2017).

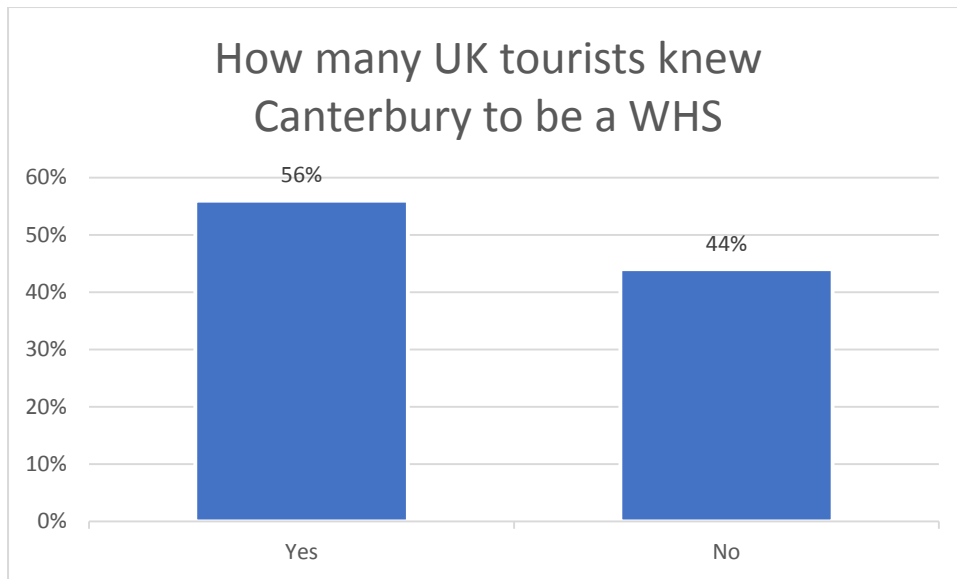


Figure V: Bar graph showing the knowledge of the 111 UK tourists that took part in May 2017, knew Canterbury to be a WHS. Source: The Author (2017).

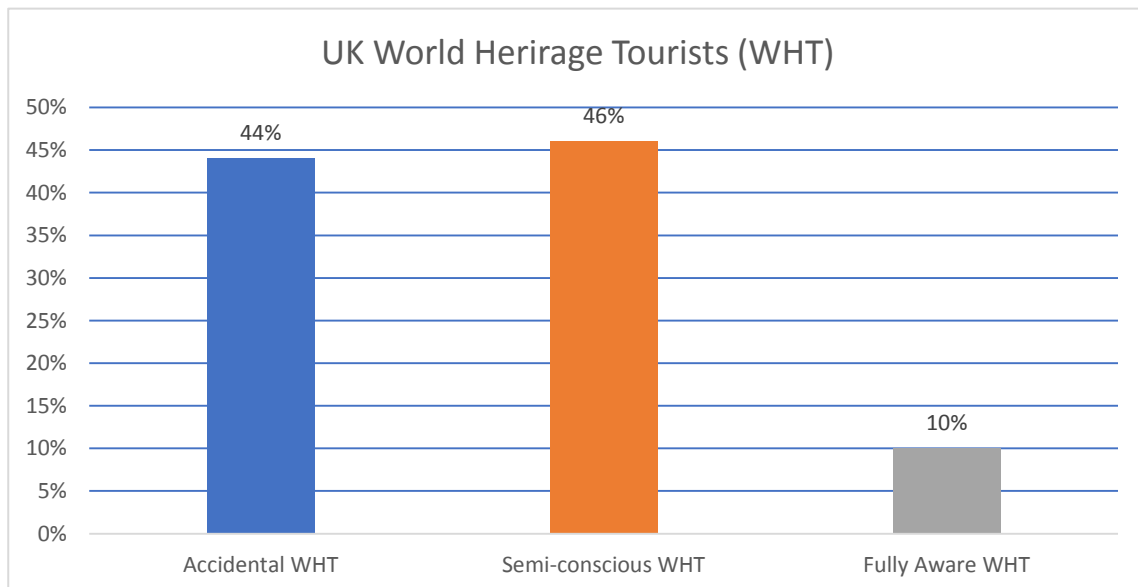


Figure W: A bar graph showing how the 111 UK tourists that took part in the questionnaires labelled themselves to the three World Heritage Tourist categories. Source: The Author (2017).

Appendix P: Results from the questions on the Questionnaire Surveys from 93 Worldwide tourists in May 2017.

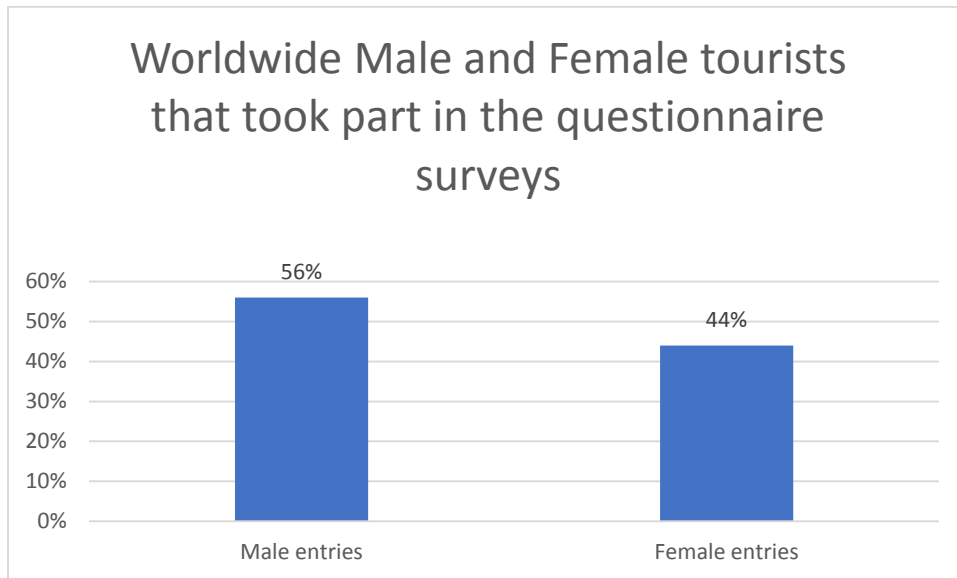


Figure X: A bar graph showing the split between Male and Female Worldwide tourists that took part in the Questionnaire Surveys in May 2017. Source: The Author (2017).

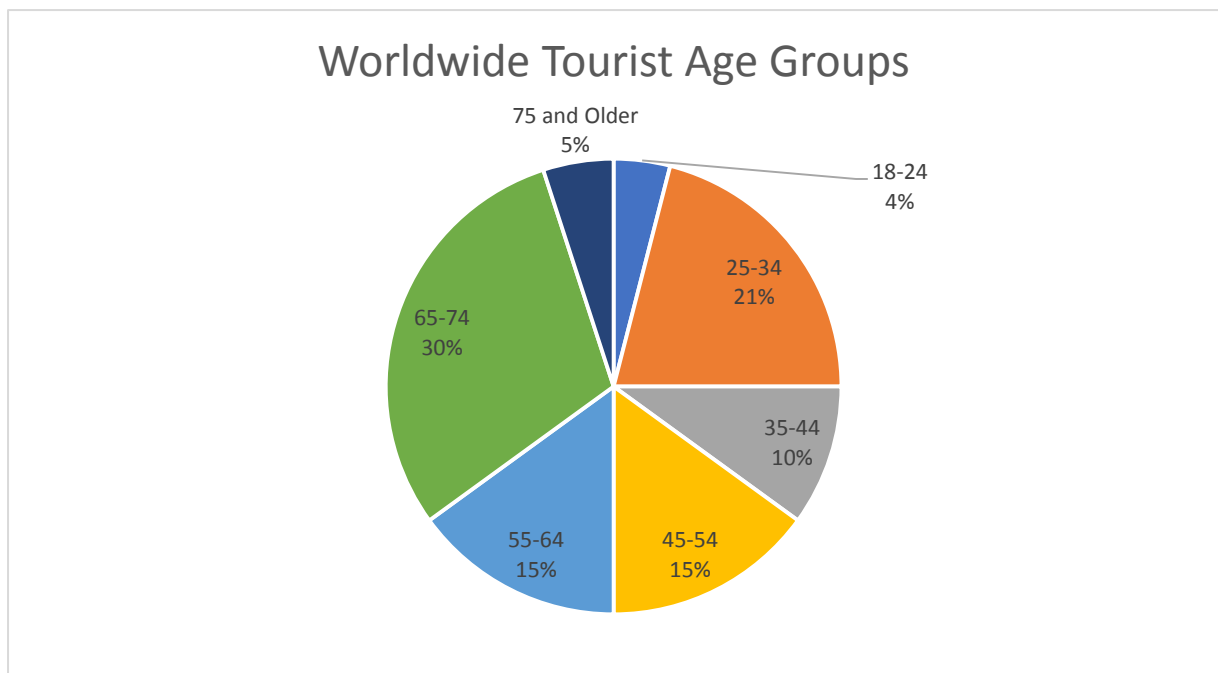


Figure Y: A pie chart showing the split of the age groups of Worldwide tourists who visited Canterbury in May 2017. Source: The Author (2017).

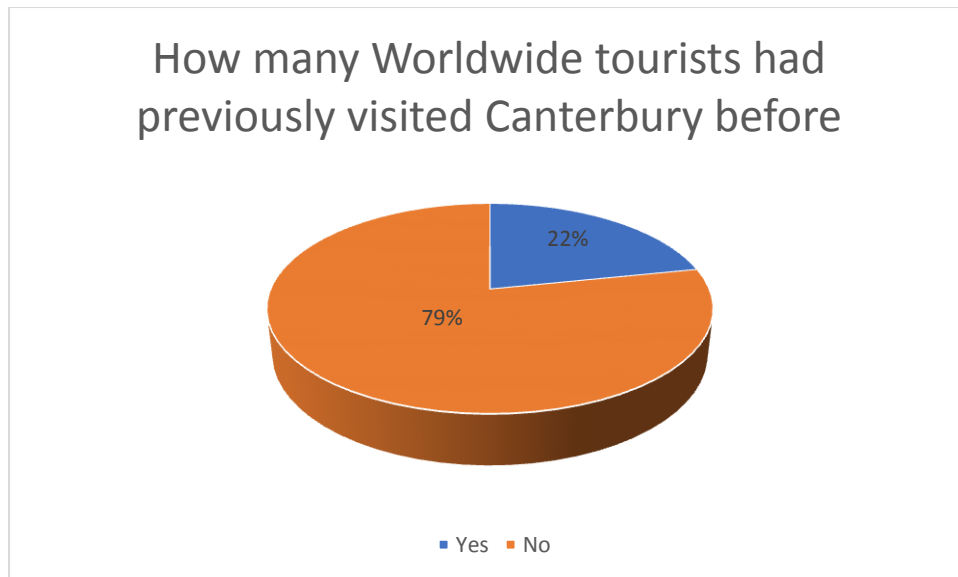


Figure Za: A pie chart showing how many Worldwide tourists had visited Canterbury before when taking part in the Questionnaire Surveys in Canterbury in May 2017. Source: The Author (2017).

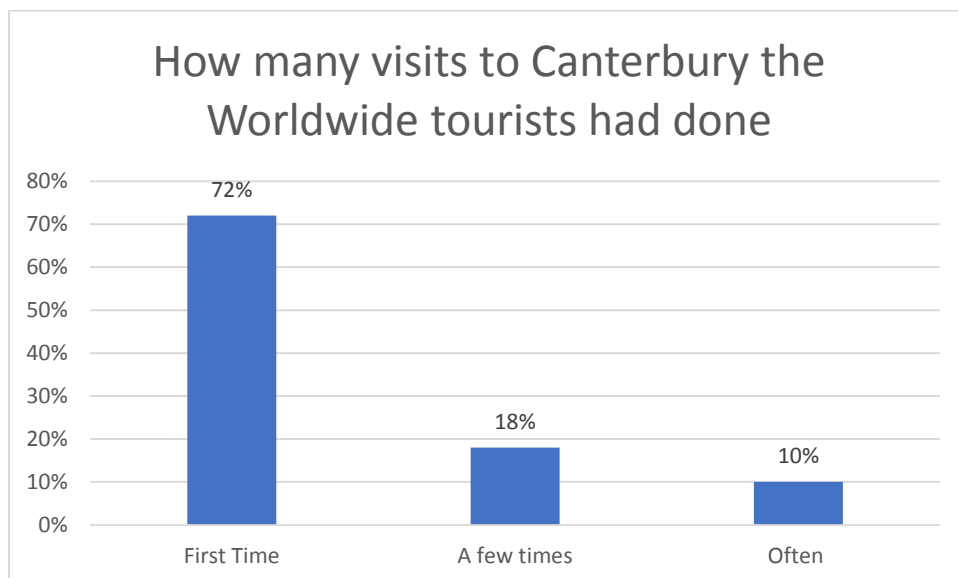


Figure Zb: A bar graph showing how many times the Worldwide tourists had visited Canterbury before. Source: The Author (2017).

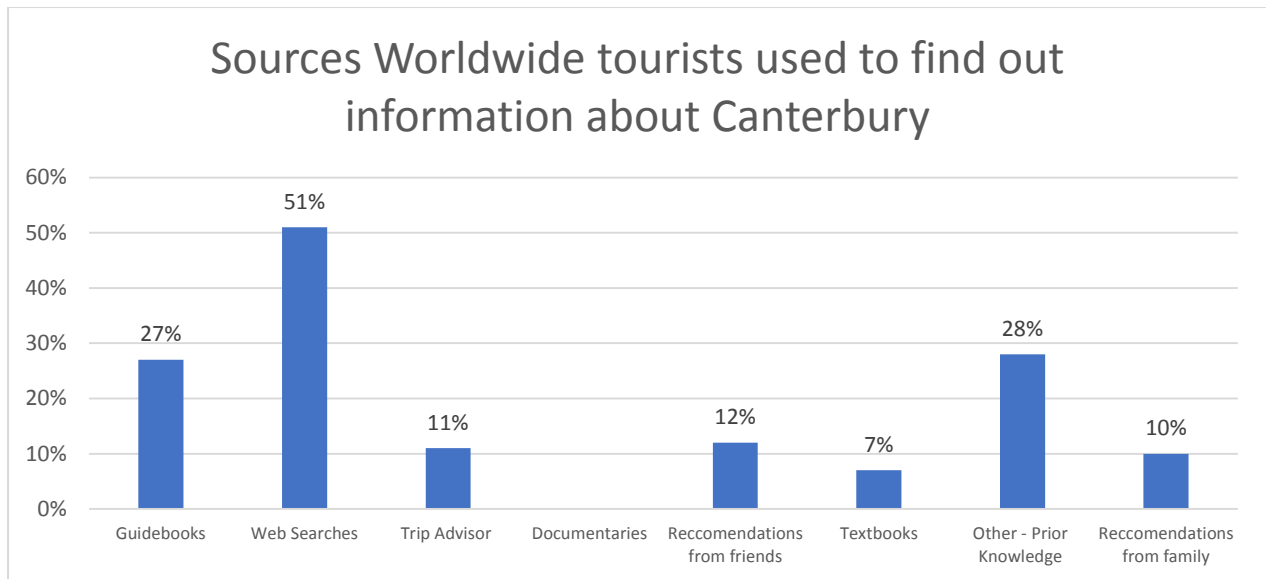


Figure Zc: A bar graph showing how the 93 Worldwide tourists found out information about Canterbury took part in the Questionnaire Surveys in Canterbury in May 2017. Source: The Author (2017).

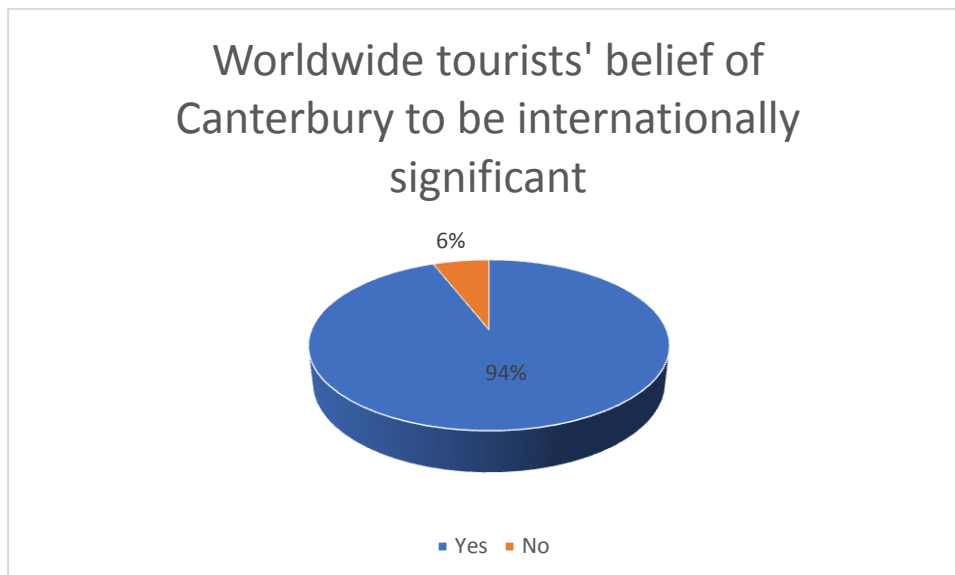


Figure Zd: A pie chart of Worldwide tourist's opinion of Canterbury to be internationally significant. Source: The Author (2017).

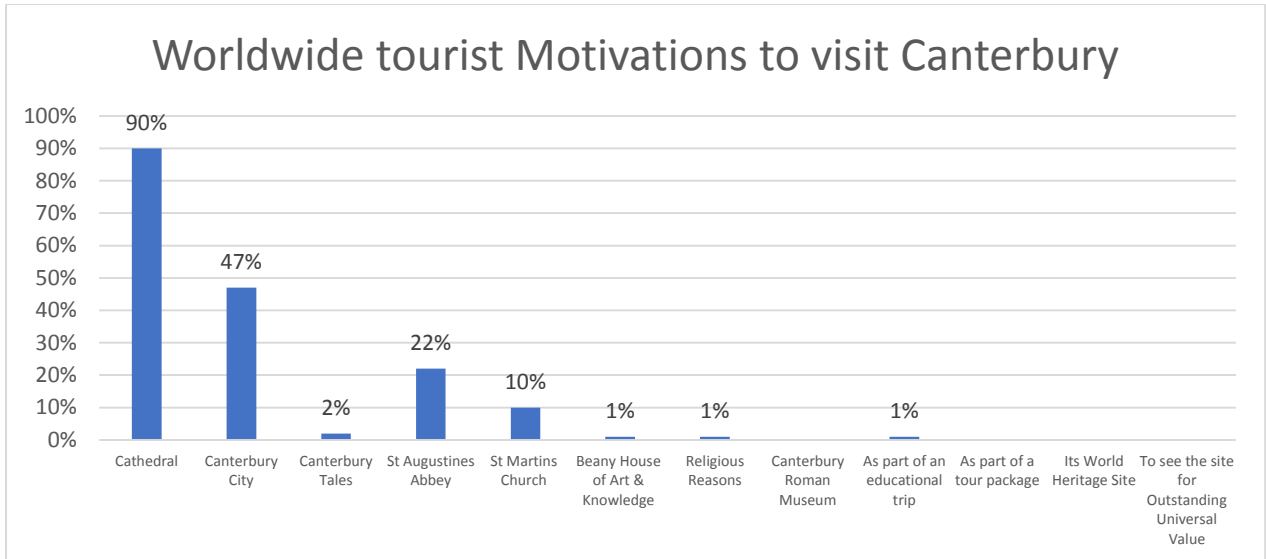


Figure Ze: Bar graph showing the motivations for Worldwide tourists visiting Canterbury between 1st-31st May 2017. Source: The Author (2017).

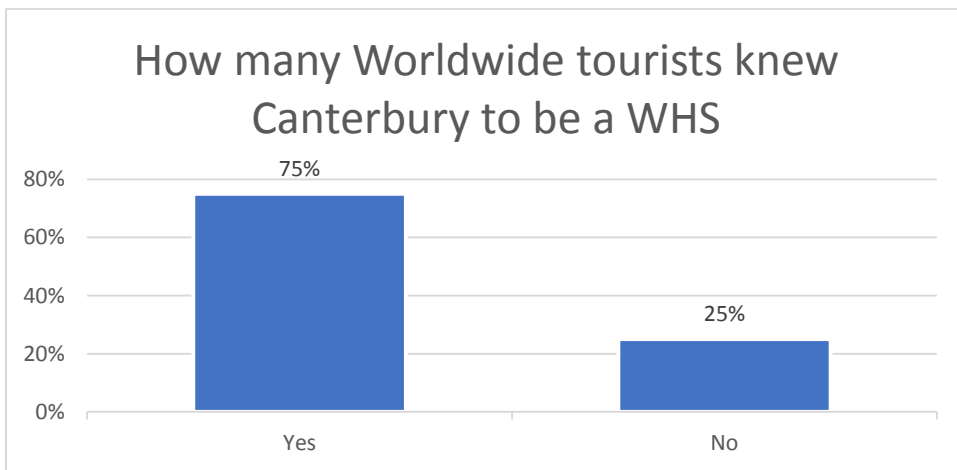


Figure Zf: Bar graph showing the knowledge of the 93 Worldwide tourists that took part in May 2017, knew Canterbury to be a WHS. Source: The Author (2017).

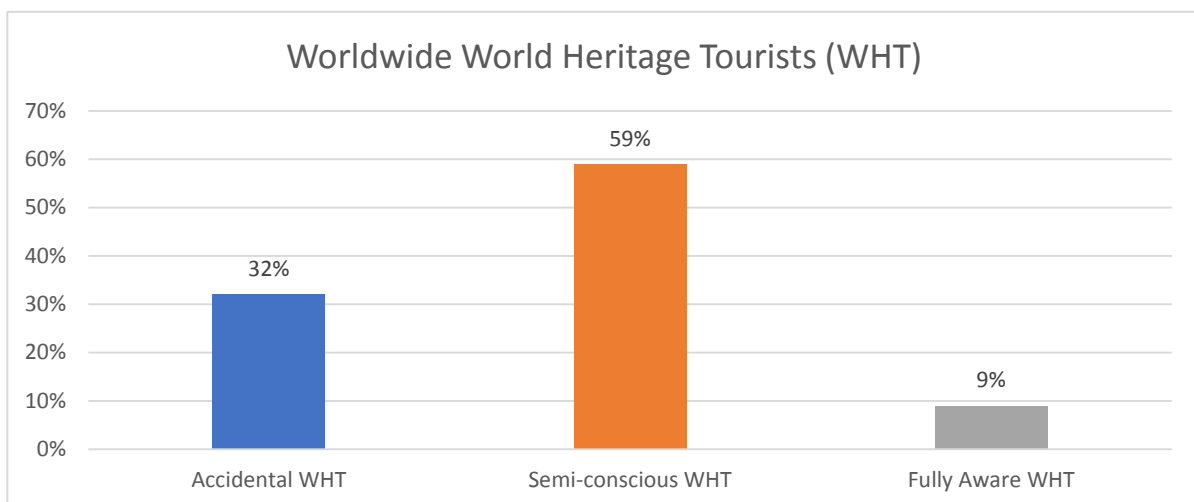


Figure Zg: A bar graph showing how the 93 worldwide tourists that took part in the questionnaires labelled themselves to the three World Heritage Tourist categories. Source: The Author (2017).

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