Museums and historical sites often don't look very appealing from the perspective of the local people. This essay will examine the reasons for this and suggest some possible solutions.

There are several reasons why locals don't tend to visit places that tourists are usually interested in.

One of them is the acquaintance of the locals with the culture they are surrounded with.

Local people deem that they know the culture they live in good *(well)* enough, and therefore, don't see local landmarks as something worth paying attention to. As a result, guided tours and exhibitions can't attract their attention *(spark their interest)*. One of the solutions that can be made *(offered, provided, put forward)* in order to tackle this issue is an additional advertisement. Tourist companies and the government should show *(introduce them to)* locals how many interesting *(exciting, fascinating)* historical sites can be discovered in the area. The advertisement must be focused on unexpected touristing destinations or interesting although *(yet)* unpopular facts about well-known landmarks. For instance, it may be done by organising *(various)* public events in historical areas *(organising … is a great way to encourage people’s attendance).*

Another reason why local people don't usually visit *(miss out on/overlook)* places that are outstanding from the historical perspective is unreasonably high entry fees. Too high fees *(Ridiculously overpriced tickets)* can be unappropriate *(inappropriate)* or even unaffordable *(deter smb from smth)* for those locals who are interested in the history of the area. Many *(The majority)* would prefer to spare money for essentials *(manage their budget more sensibly)* rather than spending it to visit *(attend)* a museum. The solution is introducing lower fees for locals. The government should take actions to ensure that visiting some ancient ruins in the area don't cost a fortune and can be afforded by anyone *(anyone is able to afford it)*. This can be *(the most effective strategy of resolving the issue is)* done by subsidising museums and touristic companies so that they reduce *(cut)* the prices for locals *(local inhabitants).*

To conclude, the lack of interest in history sites by the locals is caused by high fees and their familiarity with the culture. The government and touristic companies can combat these issues by both lowering entry fees and conducting extensive advertisement.