Dear editor and reviewer,

Thank you very much for giving us the opportunity to revise and resubmit the article to sustainability. We appreciate this opportunity since it has allowed us to improve the article by enhancing its consistency, clarifying the empirical analysis, and improving the conclusions, among other aspects.

RESPONSE TO REVIEWER 2

We highly appreciate all your comments and suggestions since they have significantly contributed to the improvement of the research. Your comments especially encourage us to continue research in favor of heritage and tourism from the point of view of management.