



ESTET

**EMBEDDING SUSTAINABILITY SKILLS IN TOURISM
EDUCATION AND TRAINING**

Project No. : 2020-1-PL01-KA202-081845

THEME ALLOCATED: World Heritage Sites	
PARTNER ORGANISATION: SAN	
TITLE OF THE WEBQUEST: The Value of World Heritage Sites (Core)	
INTRODUCTION:	
<p>Whether you have been a tourist abroad or spent time exploring your own country, the chances are that you have already visited a world heritage site (WHS). There are currently about 1150 WHS worldwide, and these include internationally famous sites such as the Pyramids in Egypt, the Acropolis in Greece, or Alhambra in Spain. They could also include less internationally famous sites such as the Medieval town in Toruń, Poland. World heritage sites may also be natural sites such as the Galápagos Islands, a volcanic archipelago in the Pacific Ocean's Ecuadorian coast, which is considered one of the world's foremost destinations for wildlife-viewing. To a lesser extent, there are mixed world heritage sites such as Mount Perdu in France and Spain. The majority of WHS are cultural with about three cultural sites for every natural site.</p> <p>WHS are listed as such by the United Nations Educational, Scientific, and Cultural Organization (UNESCO). UNESCO WHS are protected by the international community. For UNESCO to list a site as a world heritage site it must display "Outstanding Universal Value", which means cultural and/or natural significance which is so exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity.</p>	
TASKS	
<p>The next time you visit a world heritage site you might wonder what makes it so valuable, or why it even qualifies as a world heritage site. This WebQuest can assist you in raising awareness among staff and/or tourists on the value of WHS. You might want to ask yourself:</p> <ol style="list-style-type: none"> 1. What cultural value or elements does the site possess? 2. What natural value or uniqueness does the site have? 3. Am I in a mixed site? And what exactly makes it so? 	
PROCESS	
<p>Step 1: How do you define the value in cultural world heritage sites?</p> <p>Cultural WHS come in different forms and they are defined as such based on a variety of criteria. You can find more information on this on the following links:</p> <p>World Heritage Criteria</p> <p>World Heritage Explained</p>	

[WORLD HERITAGE: DEFINING THE OUTSTANDING UNIVERSAL VALUE](#)

Step 2: How is the outstanding universal value of natural sites determined?

Natural WHS exemplify the bonds between humans and nature, as well as the remarkable biodiversity of nature itself. You can find more information about this on the following links:
[World Heritage Criteria for Selection](#)

[World Heritage Centre - Natural World Heritage](#)

Step 3: What qualifies as a mixed world heritage site?

[Canada's first mixed UNESCO heritage site may lead to more protected Indigenous areas](#)

[Wadi Rum Protected Area](#)

[Khangchendzonga National Park \(KNP\), Sikkim Inscribed as India's First 'Mixed' Site on UNESCO World Heritage List](#)

EVALUATION

Reflection Exercise: Respond to the following questions with brief written answers or in bullet points.

1. Describe the different forms of cultural or natural outstanding universal value?
2. Referring to the examples of mixed sites, what are some of the criteria that determine their value?

3. If you worked in a world heritage site, in what ways can you use the above information in raising awareness of the value of world heritage sites among staff and tourists/visitors?

CONCLUSION

Culture is a source of pleasure and gratification, and is also important for our identity/ies. We are also in an interactive and interdependent relationship with nature. World heritage sites embody the most outstanding of both these aspects of our existence. Therefore, knowing and raising awareness on the value of these sites increases our appreciation for them, encourages us to visit more of them, but also impels us to protect them.

The information provided in this WebQuest can assist in raising awareness on the value of world heritage sites among staff and tourists by creating and producing infographics, brochures, posters, material for workshops and training, and presentations for seminars. If you are a current or potential manager or staff, can you think of other ways this material can be used?

