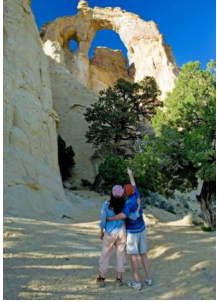


# UNESCO TO TEAM UP WITH INTERNET PARTNER TO SAVE SIGHTS



The solution to the public wanting to save some of the world's most precious sights yet being stuck in a feeling of hopelessness and lack of knowledge about what to do could be coming to an end. TripAdvisor is set to team up with UNESCO in order for the public to be aware of what to do to save their favorite sights and for TripAdvisor to pull a massive publicity stunt at the same time.

TripAdvisor has around 25 million online visitors per month, meaning it is a great source of information and the ideal place to collect data and feedback about traveling around the globe. On the other hand, UNESCO is the well-known representative for cultural and natural sights, indeed of 890 of them. Almost every tourist has his/her favorites, so it is no surprise to find the desire to maintain these places.

It is very common to hear somebody promoting their town by declaring that a certain monument or building is in UNESCO. **However, roughly 29% of the American public does not know how to help the preservation of their favorite places.** This is despite the fact that 72% of the same people declared an interest in being actively involved in saving the 890 places.

The cooperation of UNESCO and TripAdvisor has been planned for a period of 2 years, with the latter providing the former with \$1.5 million over the same period. The aim of UNESCO is not only to raise awareness of World Heritage but also to receive member feedback about the sites. Using customized review forms, **travellers can submit their comments on the condition of the sites** through TripAdvisor and find out more on how to help protect them.

The most popular UNESCO sights, according to surveys, are the Galapagos Islands of Ecuador, the Grand Canyon, the Acropolis and the Venice lagoon. There is naturally a plethora of others, which people all around the world would like to preserve.

Thanks to the information from UNESCO, which is set to be filtered through TripAdvisor, their roles could finally change from being passive to very active and every party could turn out to be a winner.

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