

UNESCO World Heritage Tour

Organized by **Extracurricular Activity Department** of **Swiss Graduate School of Business**



UNESCO World Cultural Heritage Journeys in Europe

Extracurricular Activity Department of Swiss Graduate School of Business is committed to the development of sustainable and high-quality experiences that will spur investment in culture and community-centered creative industries. These journeys enable our International students to see Europe's World Heritage sites from a new and exciting perspective and to 'travel differently, travel deeper' within the European Union. UNESCO World Heritage Tour, Organized by Extracurricular Activity Department of Swiss Graduate School of Business, provides insights into the vulnerability of World Heritage sites to climate change and the potential implications for the tourism industry.

Swiss Graduate School of Business has been developed model countries the different itineraries and providing detailed information on what to discover on the destinations and their surroundings, as well as activities and attractions - that could be useful to plan to travel sustainably and discover World Heritage beyond Europe's major tourism hubs for a Europe Culture Tour

We appreciate and learn through UNESCO recognized outstanding cultural heritage in a travel platform that promotes sustainable tourism development across Europe.

UNESCO World Heritage Tour, which is scheduled and travelled to get an unforgettable experience by Extracurricular Activity Department of Swiss Graduate School of Business is a part of academic project implemented to see World Heritage sites through four different thematic itineraries;

- 1) Royal Europe,
- 2) Ancient Europe,
- 3) Underground Europe and
- 4) Romantic Europe.

Each journey is intended to help travelers develop a greater understanding of Outstanding Universal Value and cultural heritage at large. Cultural heritage is the primary focus for this initiative, combining both built heritage, with historic and existing intangible cultural heritage expressed through the community's living cultural values.

Tourism presents both opportunities and challenges. With more than 1.2 billion people travelling across borders each year, World Heritage sites are attracting a growing number of visitors. This is creating significant opportunities for local economic development, investment, and revenue for conservation. It is enabling us to educate more people about our cultural and natural heritage, and the need to protect it for future generations. Tourism is being used as a tool for creativity and innovation, to support intangible cultural heritage and the creative industries.