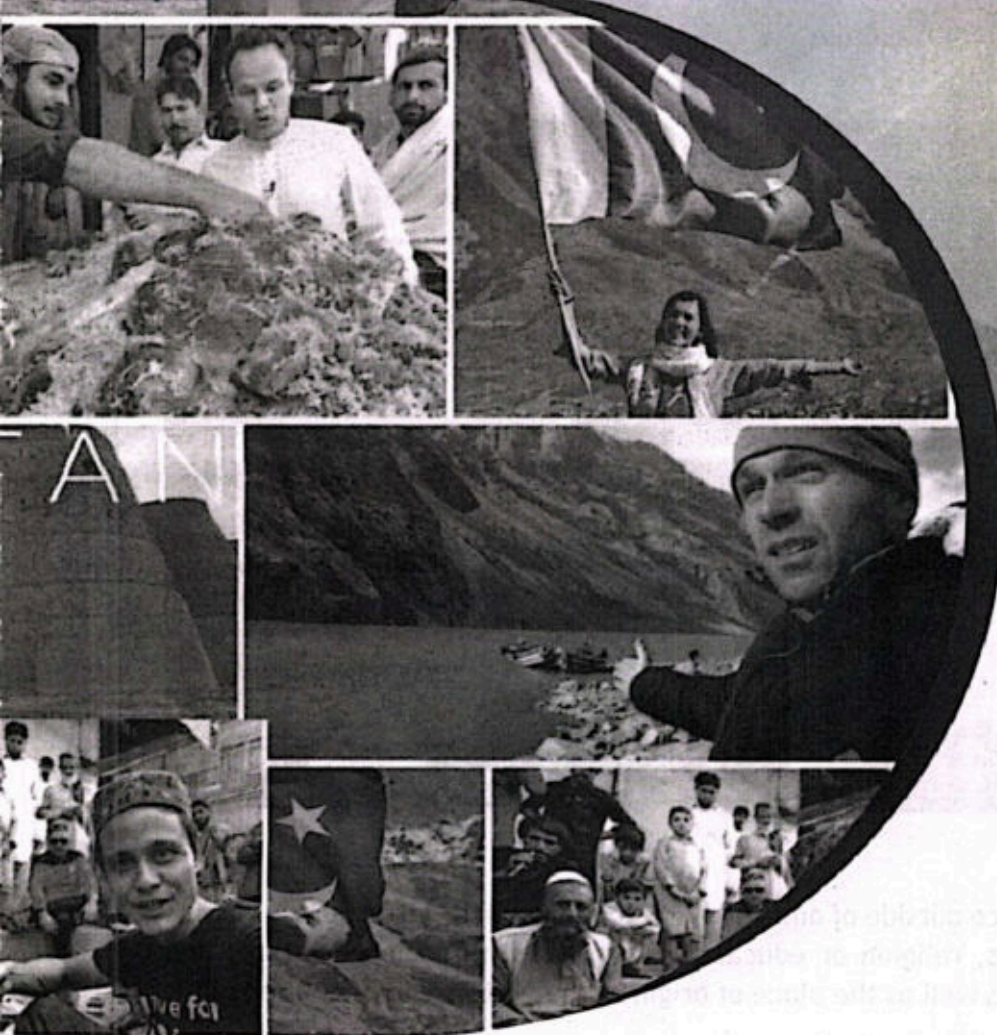


UNIT 08

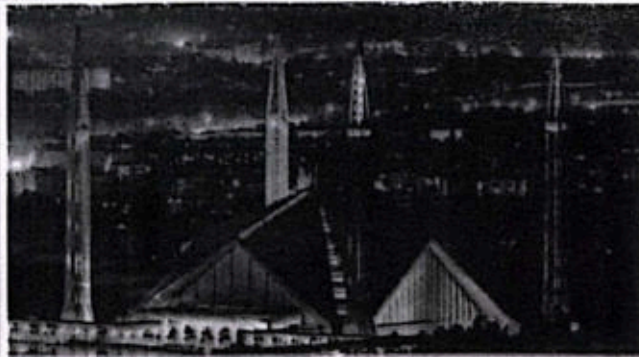
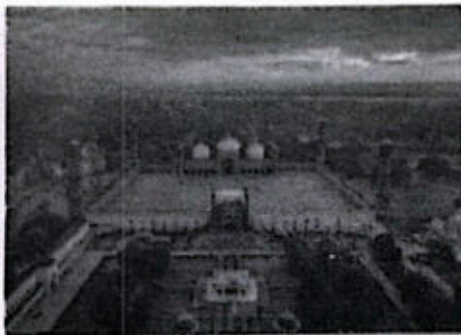
Section 4 Cultural Diversity in Pakistan



Recreation - Tourism

In this unit the students will be able to:

- Acknowledge the significance of tourism as a crucial recreational pursuit, and identify renowned historical, religious, and commercial tourist destinations in Pakistan.
- Analyze the importance of Tourism as an industry in Pakistan supported by the data of revenue generation and its role in the economic development of that particular area as well as for the country on the whole.
- Assess the challenges encountered by the tourism industry in Pakistan, and propose viable and sustainable measures to foster tourism development.



Tourism

Tourism is the act of visiting a place outside of one's usual surroundings in order to pursue various goals, including leisure, business, religion or education. The economy, society, culture, and environment of the destination as well as the place of origin of the visitors can benefit or suffer from tourism.

Types of Tourism

Sightseeing, cultural exploration, adventure tourism, eco-tourism, and beach holidays are just a few of the several activities and experiences that make up tourism. Since it is so important for promoting economic development, creating job possibilities, and enabling cultural connection, the worldwide business is of tremendous relevance. Travellers, sometimes referred to as tourists, engage in travel for a variety of reasons including relaxation, exploration of new locations, professional conference attendance, cultural exchange, and pursuit of fresh interactions.

Significance of Tourism

Tourism plays a vital role in recreation, offering individuals the opportunity to explore new cultures, relax, and break from their daily routines. It not only rejuvenates the mind and body but also fosters cultural exchange and understanding among different communities. In Pakistan, tourism is especially significant due to its rich cultural heritage, diverse landscapes, and historical landmarks that attract both domestic and international tourists.

Apart from improving human well-being, tourism is a significant leisure activity that significantly influences global understanding, economic development, and preservation of cultural legacy. Travel is interesting since it offers a broad spectrum of events fit for the goals and interests of people from many backgrounds.

Tourism contributes to the economy by generating revenue, creating jobs, and promoting local

businesses. It also plays a crucial role in preserving cultural heritage and natural beauty, as these assets become valued attractions that need to be maintained and protected.

Do You Know?

France consistently ranks as the world's most visited country. According to the United Nations World Tourism Organization (UNWTO), France attracts around 90 million international tourists annually.

Famous Tourist Destinations of Pakistan

From historical civilizations and architectural marvels to spiritual sanctuaries and contemporary business hubs, tourism destinations of Pakistan highlight the numerous attractions. Apart from leisure enjoyment, visiting these locations enhances knowledge of Pakistan's cultural and historical inheritance.

Celebrated for their special beauty and relevance, Pakistan boasts a range of historical, religious, and commercial tourism destinations. Among the most well-known ones are these:

Historical Destinations of Pakistan

Pakistan features a great number of historical tourism destinations displaying the rich and varied cultural past of the country. Significant historical sites include:

Taxila

The archaeological site Taxila chronicles the evolution of ancient civilization from the Indus culture. It presents quite thorough proof of the several phases of development as shaped by Persia, Greece, and Central Asia. Furthermore, it is thought that Alexander the Great visited this location at one time during his conquest of the area. It is also a UNESCO World Heritage Site. The site has stupas, monastic buildings, finely kept relics, Gandhara era sculptures.

Mohenjo-Daro

Located in Sindh, Mohenjo-Daro is one of the world's oldest planned cities, dating back to the Indus Valley Civilization around 2500 BCE. It is a UNESCO World Heritage site known for its advanced urban planning, complex drainage system and architecture. Made of mud and baked bricks, Mohenjo-Daro is thought to have been one of the very first cities that spurred the Indus Valley Civilization and among the ancient major urban centres whose designs other civilizations, including Old Egypt, adopted.



Mohenjo-Daro

Mehrgarh

Located in the Balochistan, Mehrgarh is one of the most important Neolithic (7000 BCE to 2500 BCE) sites in South Asia, providing crucial insights into the early development of human civilization in the region. At Mehrgarh, archaeological discoveries include complex pottery, tools, and the first known evidence of dentistry. These finds point to sophisticated social, economic, and technological systems even before Indus Valley urban centres began to grow.

Lahore Fort

Also known as Shahi Qila, the Lahore Fort is a perfect example of the rich architectural and cultural legacy of the Mughal Empire. It is also one of the UNESCO World Heritage sites. Originally constructed under Emperor Akbar's tenure in the 16th century, the fort was improved under later Mughal leaders, especially Emperor Shah Jahan and Aurangzeb, who erected elaborate palaces, pavilions, and gardens.

Shalimar Gardens

Situated in Lahore, this UNESCO World Heritage site is a stunning example of Mughal garden design, reflecting the grandeur and sophistication of the Mughal Empire. Constructed in 1641 by Emperor Shah Jahan, the gardens are laid out in the traditional Persian style. The gardens feature 410 fountains, making it one of the most elaborate and beautiful Mughal gardens in the subcontinent. This UNESCO World Heritage site not only offers a glimpse into the opulence of the Mughal era but also serves as a serene retreat for visitors, showcasing the perfect blend of nature and architectural splendor.

Takht-i-Bahi

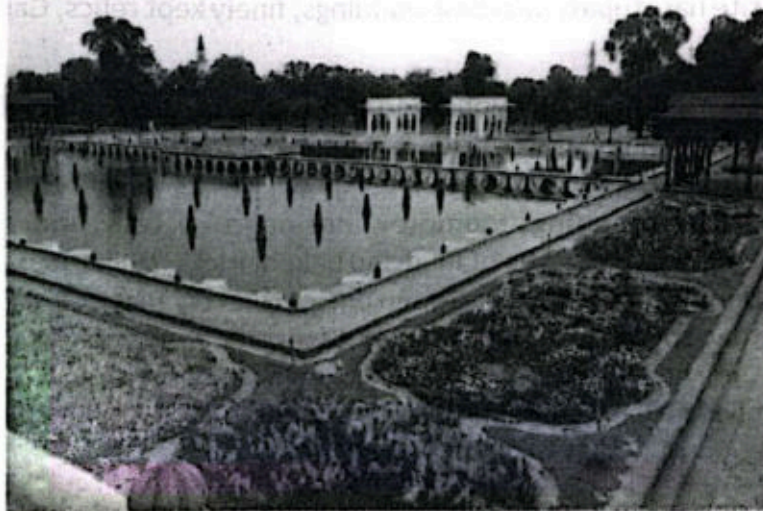
Takht-i-Bahi, located near Mardan, is one of the most well-preserved Buddhist monastic complexes in the Gandhara region. Dating back to the 1st century CE, this UNESCO World Heritage site is perched atop a hill and offers a panoramic view of the surrounding area. The complex includes stupas, meditation cells, assembly halls, and living quarters, showcasing the architectural brilliance of ancient Buddhist monastic life.

Do You Know?

A number of teeth found from Mehrgarh show drilling marks. It provides an evidence that during that time dentistry was common among people of Mehrgarh.



Lahore Fort



Shalimar Gardens

The Rohtas Fort

Rohtas Fort, located near Jhelum, is a magnificent example of military architecture. Built under Afghan king Sher Shah Suri in the sixteenth century, this UNESCO World Heritage Site is known for its wonderful design. During the Mughal-Afghan wars the fort served as a fortified stronghold.



Rohtas Fort Jhelum

Religious Tourism Destinations of Pakistan

Rich in both religious and cultural legacy, Pakistan hosts many sites of religious tourism drawing millions of people annually. Reflecting its diversified civilization, the nation's varied historical tapestry consists in important sites for Muslims, Hindus, Sikhs, and Buddhists.

Some of the famous religious tourism sites of Pakistan are as under:

The Badshahi Mosque

Located in Lahore, the Badshahi Mosque is a site with amazing construction. Built during the reign of Emperor Aurangzeb Alamgir, this massive mosque distinguishes itself among all the established mosques in Pakistan. The architecture of this mosque is its main draw; while it was built in 1671, the type of workmanship and skill used in its building is still a wonder.



Badshahi Masjid Lahore

Kartarpur Sahib

Located near Narowal, it is a significant pilgrimage site for Sikhs, especially with the development of the Kartarpur Corridor. It allows Sikh pilgrims from India and other parts of the world to visit the historic Gurdwara Darbar Sahib.



Kartarpur- Sacred Place for Sikhs

The Katas Raj Temples

The Katas Raj Temples, located in the Chakwal, are a complex of ancient Hindu temples that date back to the Mahabharata era. The temples are centered around a sacred pond. The site holds immense religious significance for Hindus and is a popular pilgrimage destination.

Gurdwara Panja Sahib

One of the holiest Sikh sanctuaries, Gurdwara Panja Sahib sits near Hasan Abdal, Punjab. It is linked to Sikhism's founder, Guru Nanak Jee, who is thought to have left his footprint on a boulder

near the spot. Particularly on the Baisakhi celebration, the gurdwara draws thousands of Sikh pilgrims from all around.

Jaulian

Jaulian, another important site in the Taxila valley, is known for its well-preserved monastery ruins. It features several stupas and numerous sculptures of Buddha, along with inscriptions and artifacts that offer a glimpse into the Buddhist culture and education system of the time.

Expand Your Horizon

Using different means find more about the religious tourism sites for Hinduism, Sikhism, and Buddhism in Pakistan.

Commercial Tourism Destinations of Pakistan

Pakistan boasts several cities that serve as major commercial tourism destinations, attracting visitors with their bustling markets, modern shopping malls, and vibrant cultural scenes. These cities highlight the commercial vibrancy and economic potential of Pakistan, offering tourists a mix of traditional markets and modern shopping experiences. They are crucial for promoting tourism, supporting local businesses, and showcasing the diverse urban culture of Pakistan.

Here are some of the key commercial tourist destination cities in Pakistan:

Karachi

Karachi, the largest city and economic hub of Pakistan, offers a diverse array of commercial attractions. Key destinations include Frere Hall, Zainab Market, Dolmen Mall, Sadar Bazar and Tariq Road.



Frere Hall Karachi

Lahore

Lahore, the cultural capital of Pakistan, is renowned for its historical landmarks and lively markets. Major commercial spots include Anarkali Bazar, Liberty Market, Fortress Stadium, Emporium Mall etc.

Islamabad

The capital city of Islamabad is known for its modern infrastructure and upscale shopping destinations. Key spots include Aabpara Market, Centaurus Mall, Safa Gold Mall featuring numerous shops, restaurants, and recreational activities.

Rawalpindi

Adjacent to Islamabad, Rawalpindi is known for its bustling bazaars and commercial centers. Famous attractions include Saddar Bazaar, Giga Mall, Raja Bazar and other such shopping attractions.

Gujranwala

Gujranwala is well-known for both its strong sports culture and its industrial strength, particularly in the production of ceramics and pottery. The city has a mix of traditional bazaars and modern shopping centres, giving travellers a diversified shopping experience.

Sialkot

Sialkot is well-known for both its historical importance and active sports goods sector. Discover the old Iqbal Manzil, the birthplace of poet Allama Iqbal, and have a distinctive shopping experience for leather products and sporting equipment.



Gwadar

Driven by its deep-sea port, Gwadar is fast becoming into a vibrant commercial centre with modern amenities and great economic opportunities. Gwadar is an economically interesting area because of its strategic orientation and future development possibilities.

Faisalabad

Faisalabad, an industrial city, also has vibrant commercial areas. Clock Tower Market surrounding the iconic Clock Tower with eight bazaars, each specializing in different goods is the most famous commercial attraction of Faisalabad.

Importance of Tourism as an Industry in Pakistan

Tourism is a vital sector for Pakistan, that greatly boosts its regional development and national economy. Following are the areas related to promotion of tourism in Pakistan:

Revenue Generation

With more domestic and foreign visitors, Pakistan's tourism has exhibited notable rise throughout the years. The Pakistan Tourism Development Corporation (PTDC) estimates that the travel industry brought about almost \$1 billion in income in 2019. According to the World Travel and Tourism Council (WTTC), travel and tourism account for roughly 2.8% of Pakistan's GDP overall, or roughly \$7.9 billion. This revenue is generated through a variety of channels, such as souvenir sales, food and beverage sales, accommodation, and travel and tourism services.

Pakistan Visitor Spending			
2019	2023	2024 (E)	2024 (F)
 International Visitor Spending:			
PKR273.6BN (USD 967.5MN) 3.4% of total exports	PKR459.5BN (USD 1.6BN) Annual Change: 40.7% (67.9% vs 2019)	PKR473.3BN (USD 1.7BN) Annual Change: 3.0% (73.0% vs 2019)	PKR561.5BN (USD 2.0BN) 5.6% of total exports CAGR (2024 - 2034): 1.7%
 Domestic Visitor Spending:			
PKR3.34TN (USD 11.8BN)	PKR3.85TN (USD 13.6BN) Annual Change: 5.1% (15.2% vs 2019)	PKR4.12TN (USD 14.6BN) Annual Change: 7.0% (23.2% vs 2019)	PKR6.91TN (USD 24.4BN) CAGR (2024 - 2034): 5.3%

Pakistan Visitor Spending - World Travel & Tourism Council 2024 Annual Research

By means of several projects, including the construction of tourism infrastructure, simplification of visa regulations, and promotion of Pakistan as a safe and appealing country, the government has been aggressively pushing tourism. These initiatives have resulted in higher tourism industry expenditure and more visitor visits, therefore augmenting income generation in the sector. According to the "World Tourism Barometer" published by the World Tourism Organisation (WTO) of the United Nations, Pakistan was the "best performing destination" in terms of tourism during the first nine months of 2023.

The United States is the top earner from international tourism in the world. In 2023, the United States' tourism revenue reached approximately \$207 billion.

Employment Opportunities

One major employment source in Pakistan is tourism. From hotels and travel to local artists and guides, the sector offers a broad spectrum of employment. The World Travel and Tourism Council (WTTC) estimates that around 3.8 million jobs in Pakistan in 2019 (about 6.3% of all employment) were related to tourism.

Infrastructure Development

As tourism grows, so does infrastructure including roads, airports, hotels, and leisure facilities. High tourist areas like Gilgit-Baltistan, Khyber Pakhtunkhwa and Azad Kashmir have experienced improvements in infrastructure, which in turn helps local businesses and improves resident quality of life.

Cultural Interaction and Maintenance

Travel helps to preserve cultural legacy and fosters cross-cultural communication. Attracting visitors to historical and cultural monuments allows Pakistan to support their upkeep and repair. Local businesses also gain boost because of cultural events, handcrafted goods, and local cuisine.

Local Development

Through visitor spending and investment, tourism helps to boost local businesses. Tourism has brought economic uplifting to areas including Swat Valley, Hunza Valley, and the coastal areas of Sindh and Balochistan. This progress helps to lower regional inequalities and encourage national balanced economic development.

Challenges to the Tourism Industry in Pakistan

In recent years, due to change in different policies, Pakistan's tourism sector has demonstrated promising development. Nevertheless, its complete potential has not been realised in terms of economic and social progress. Despite its vast potential, the tourism industry in Pakistan faces several significant challenges that hinder its growth and development. These challenges include:

Infrastructure Deficiencies

Many tourist destinations in Pakistan suffer from inadequate infrastructure. Poor road conditions, limited access to remote areas, lack of quality accommodations, and insufficient public amenities are common issues. These deficiencies make travel difficult and uncomfortable for tourists, reducing the attractiveness of these destinations.

In order to improve the situation of infrastructure in the tourist points of Pakistan, ample funds

need to be allocated so that better roads, transportation networks, and high-quality accommodations could be built or improved. In this regard, public-private partnerships can be encouraged to invest in tourism infrastructure, such as hotels, resorts, and recreational facilities.

Security Concerns

Security has remained a major concern for tourists visiting Pakistan. The country has faced issues related to terrorism and bad governance, which have negatively impacted its image as a safe tourist destination. Although the security situation has improved in recent years, the perception of risk still deters many potential visitors.

These concerns may be tackled by improving the security situation through robust measures, ensuring that tourist areas are safe and well-protected. In order to guarantee the safety of foreign tourists and mountaineers in the Gilgit-Baltistan region, the Gilgit-Baltistan Police Department has implemented a high-altitude police unit. Similarly, Khyber Pakhtunkhwa and Murree Tourism Police have also been launched to facilitate and protect tourists in the resort station.

Another step could be launching international campaigns to highlight the improved security landscape and success stories of tourists who have visited Pakistan safely may also help improving the situation.

Lack of Promotion and Marketing

Pakistan has not effectively marketed itself as a tourist destination on the global stage. There is a lack of coordinated efforts to promote the country's diverse attractions, ranging from historical sites to natural landscapes and religious tourism. This results in low awareness and visibility among international tourists.



Tourism Police in Pakistan



International Travel Vloggers Showing Beauty of Pakistan

In order to deal with the challenge, global marketing campaigns may be launched to promote Pakistan's tourist attractions globally. Government needs to utilize social media, travel blogs, and partnerships with international travel agencies to reach a wider audience. Moreover, a strong tourism brand for Pakistan is to be created that highlights its unique cultural and natural assets. Participation in international tourism fairs and exhibitions to showcase the country's offerings and organizing road shows may also be helpful.

A more balanced and accurate representation of Pakistan on the international stage can be achieved through the promotion of Pakistan through word of mouth and positive tourist experiences. Tourists can contribute to the transformation of global perceptions and the attraction of additional visitors by emphasising the country's cultural richness, natural attractiveness, and hospitality.

Complicated Visa Processes

Complicated visa processes can discourage tourists from visiting Pakistan. Lengthy and cumbersome visa procedures, coupled with inconsistent policies, make it difficult for tourists to plan their trips efficiently.

In the recent years, Pakistan has taken significant steps in this directions. The E-Visa facility has been extended to one hundred and seventy-five countries, while the citizens of fifty countries will be issued visas upon arrival, in accordance with recent policies. Ensuring consistent and clear visa policies to facilitate easy access for tourists is very important to meet the challenge.



Environmental and Cultural Preservation

Tourist activities can sometimes lead to environmental degradation and cultural erosion. Overcrowding, pollution, and the commercialization of cultural sites pose significant risks to the sustainability of tourism in Pakistan. Excessive construction in Murree and Galliat is an example of the threat posed to environment.

Measures to Foster Sustainable Tourism

It is imperative to encourage sustainable tourism practices in order to safeguard the environment and cultural heritage. By promoting responsible tourism, implementing eco-friendly initiatives, and increasing awareness of the significance of conservation, it is possible to guarantee that tourism development is sustainable and advantageous for future generations. Moreover, the preservation of cultural heritage may be encouraged by involving local communities in tourism development. Promotion of responsible tourism that respects local traditions and cultures is extremely important for preservation of culture and sustainable tourism.

Pakistan has the potential to establish its tourism industry as a significant economic generator through the collaborative efforts of the government, private sector, and local communities. Pakistan can attract tourists from around the globe and establish a more prosperous and promising future by showcasing its rich cultural heritage, hospitality, and beauty.

What I have Learned

- Tourism is vital for recreation, offering relaxation, cultural exchange, and educational experiences.
- Pakistan boasts a variety of renowned historical destinations such as Mehrgarh, Taxila, and Lahore Fort.
- Important religious sites include Badshahi Mosque, Panja Sahib, and Katas Raj Temples.
- Commercial tourist hubs like Saddar Bazar in Karachi, Centaurus Mall in Islamabad, and Anarkali in Lahore attract numerous visitors for shopping and entertainment.
- Tourism significantly contributes to Pakistan's economy, generating substantial revenue and supporting millions of jobs.
- The industry encourages infrastructure development and cultural preservation.
- Regional economies benefit from tourism through increased investment and spending, reducing regional disparities.
- Security concerns have historically deterred tourists, although the situation is improving.
- Inadequate infrastructure in remote areas makes travel challenging.
- Lack of effective promotion and marketing reduces international visibility.
- Complicated visa processes and bureaucratic hurdles hinder tourist planning.
- Environmental degradation and cultural erosion are risks of unmanaged tourism growth.
- Enhancing security measures and promoting a positive international image can help improve tourism.
- Investment in infrastructure development and public-private partnerships can help improve tourism facilities in Pakistan.
- Implementation of global marketing campaigns and create a strong tourism brand may help spread Pakistan's message across the globe.
- Promotion of sustainable tourism practices are needed to protect the environment and cultural heritage.

EXERCISE

Answer the following questions by choosing the best answer A, B, C or D.

1. Which of the following is a renowned historical tourist destination in Pakistan?
a) Faisal Mosque b) Mall Road
c) Harappa d) Centaurus Mall
2. What is the primary architectural style of the Badshahi Mosque in Lahore?
a) Persian b) Mughal
c) Gothic d) Modern
3. Which city is known for its vibrant Liberty Market?
a) Islamabad b) Karachi
c) Lahore d) Murree

4. Which of the following is a key challenge faced by the tourism industry in Pakistan?
- a) Excessive marketing
 - b) Overpopulation
 - c) Security concerns
 - d) Abundant infrastructure
5. What measure is suggested to improve the security perception for tourists in Pakistan?
- a) Reduce visa requirements
 - b) Enhance marketing campaigns
 - c) Increase security measures and promote a positive image
 - d) Lower accommodation prices
6. What is the significance of the Katas Raj Temples in Chakwal?
- a) They are a major Buddhist site
 - b) They are an important Hindu pilgrimage site
 - c) They are a modern commercial complex
 - d) They are a Mughal-era garden
7. What is a recommended sustainable tourism practice for Pakistan?
- a) Encouraging mass tourism in all regions
 - b) Promoting eco-friendly tourism and protecting cultural heritage
 - c) Increasing hotel construction without regulations
 - d) Focusing only on urban tourism
8. Analyze the potential effects of simplifying visa processes on the tourism industry in Pakistan. Which of the following is the most likely outcome?
- a) A decrease in the number of international tourists due to reduced security measures
 - b) An increase in international tourist arrivals, boosting local businesses and revenue
 - c) No significant change in tourism patterns
 - d) An increase in short-term tourism but a decrease in long-term economic benefits
9. Considering the challenges faced by the tourism industry in Pakistan, which strategy would be most effective in ensuring long-term sustainable tourism growth?
- a) Increasing the number of tourist visas issued annually
 - b) Implementing comprehensive marketing campaigns without addressing infrastructure issues
 - c) Developing eco-friendly tourism policies and investing in local community training

- d) Encouraging only luxury tourism to attract high-spending tourists
10. How might improving infrastructure in remote tourist areas impact the local communities economically and socially?
- a) It would lead to overcrowding and diminish the local culture
- b) It would provide economic opportunities and improve the standard of living
- c) It would increase pollution and environmental degradation
- d) It would discourage tourists due to increased commercialization

Answer the following questions briefly.

1. Name key historical tourism destinations of Pakistan. Also mention their location.
2. Enumerate the main challenges facing the tourism industry in Pakistan.
3. What sustainable measures can be implemented to promote tourism in Pakistan?
4. How does tourism contribute to the economic development of specific regions in Pakistan?
5. What is the role of religious tourism in Pakistan, and which sites are most significant?

Answer the following questions in detail.

1. Discuss the significance of tourism as a recreational pursuit in Pakistan. Identify and elaborate on at least three renowned historical, religious, and commercial tourist destinations in the country.
2. Evaluate the challenges encountered by the tourism industry in Pakistan and propose sustainable measures to address these challenges.
3. Analyze the economic impact of tourism on specific regions in Pakistan with reference to revenue generation and job creation.
4. How can Pakistan balance the need for tourism development with environmental sustainability and cultural preservation?
5. Considering the global trends in tourism, what innovative approaches can Pakistan adopt to enhance its appeal as a tourist destination?

Compare and Contrast

Analyze the differences and similarities between historical and commercial tourism destinations in Pakistan based on their significance, visitor experience, and economic impact.

Relevance across Time

Analyze how historical, religious, and commercial tourism destinations in Pakistan have remained relevant over time and their significance in different historical contexts. Choose one sight of Pakistan and analyze its historical relevance. Later, examine its contemporary relevance followed by comparing and contrasting relevance across times.

Project

Choose a historical, religious, or commercial tourist site in your local area. Gather information about the history, significance, and current status of the chosen site. Use online resources, local libraries, and interviews with local residents or site managers. Prepare a brief presentation that includes name and location of the destination, its key historical facts and significance, present-day importance and visitor experience, contribution to the local economy and your thoughts on the importance of this site and any suggestions for improving its tourism potential. Include pictures, maps, or videos to make your presentation engaging. Present your findings to the class. Be prepared to answer questions and engage in a discussion about the site's significance and tourism impact.

Glossary

- **Archaeological Site:** A location where evidence of past human activity is preserved and studied by archaeologists. Examples include ancient cities, burial sites, and artifacts.
- **Cultural Heritage:** The legacy of physical artifacts (such as buildings, monuments, and artworks) and intangible attributes (like traditions, languages, and folklore) passed down through generations.
- **Eco-Tourism:** Responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education.
- **Historical Tourism:** Tourism focused on visiting historical sites and monuments to learn about past cultures, events, and civilizations. It often involves museums, heritage sites, and ancient ruins.
- **Infrastructure:** The basic physical and organizational structures needed for the operation of a society or enterprise, such as roads, bridges, water supply, and electrical systems.
- **Mughal Architecture:** A style of architecture that flourished in the Indian subcontinent under the Mughal Empire (16th-18th centuries). Notable features include large domes, slender minarets, and ornate decorations.
- **Pilgrimage Site:** A place of special religious significance where people travel to for spiritual reasons, often associated with a holy person or event. Examples include shrines, temples, and mosques.
- **Public-Private Partnership (PPP):** A cooperative arrangement between one or more public and private sectors, typically of a long-term nature, to fund and operate projects like infrastructure and public services.
- **Revenue Generation:** The process of creating income for a business or government through various activities, including tourism, which involves spending by visitors on accommodations, food, entertainment, and more.
- **Sustainable Tourism:** Tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It aims to manage all

resources so that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, and biological diversity.

- **UNESCO World Heritage Site:** A landmark or area recognized by the United Nations Educational, Scientific and Cultural Organization (UNESCO) for its cultural, historical, scientific, or other forms of significance. These sites are legally protected by international treaties.

List more words and write their meaning that you find difficult in this unit.
