



# GoUNESCO Country Research Internship

## An overview

We Make Heritage Fun! – through travel challenges, fun runs, a global student outreach program and a series of distributed social media campaigns.



Make Heritage Fun!  
gounesco.com

- Inspires travel to UNESCO WHS globally
- Founded in 2012
- UNESCO Approved
- Country-level Challenges
- Global Challenges
- World-renowned bloggers, photographers and travelers participate



- Heritage run series
- Fun runs, not races!
- Founded in 2014
- 8 Runs at Indian heritage sites since 2014
- Over 3000 runners
- Growing network of partners and non-profit heritage associations.
- 2015 Manthan Award winner in the e-Culture, Heritage & Tourism category



- Global Student Outreach Program
- Founded in 2014
- Over 500 students over 5 intakes
- Students from over 50 countries
- Discovery of local heritage and emphasis on intangible heritage



- Co-ordinated online campaign
- Partnerships with heritage organizations and non-profits globally
- Trigger and amplify conversations around heritage using #makeheritagefun
- Jun 2015, Sep 2015. Dec 2015, Mar 2016

# THE PROJECT

- Build gounesco.com into a repository of all things heritage
- Collect travel information for 1031 UNESCO World Heritage Sites

**199**

**interns**

**24**

**countries**



# YOUR ASSIGNMENT

- Gather travel information and site data for the 10 World Heritage Sites assigned to you ...
- ... by the end of August in this format >>> [HERE](#)

2

WHS/week

6

hrs/WHS



# The GoUNESCO Country Research Internship will run between 12 JUL and 30 AUG

## INTERNSHIP TIMELINES

before 12 JUL	Review spreadsheet with your assigned UNESCO World Heritage Sites (a total of 10)	
19 JUL	Research & gather travel information for ... <i>World Heritage Sites # 1 and #2</i>	<b>PLAN FOR:</b> <ul style="list-style-type: none"><li>6 hrs of research per World Heritage Site.</li><li>Therefore, 12 hrs a week for 5 weeks to gather data for 10 heritage sites.</li></ul>
26 JUL	... <i>World Heritage Sites #3 and #4</i>	
2 AUG	... <i>World Heritage Sites #5 and #6</i>	
9 AUG	... <i>World Heritage Sites #7 and #8</i>	
16 AUG	... <i>World Heritage Sites #9 and #10</i>	
30 AUG	Review travel information for <i>a different set</i> of 10 World Heritage Sites	Data gathered by another intern and shared with you
after 30 AUG	Internship ends – your name appears against the UNESCO WHS profile pages at <a href="http://gounesco.com">gounesco.com</a> ( <i>and you are listed as a local heritage expert*</i> )	.. and you remain a part of the GoUNESCO family!

\* based on the quality of data gathered

# So let's get down to brass tacks ...

1. ABOUT	GUIDANCE	OTHER TIPS
<p><b>Website</b></p> <p><b>Description</b></p> <p><b>History</b></p>	<p>Provide a link to the site's web page. (Do not link to the UNESCO page or GoUNESCO page)</p> <p>Describe the WHS using a neutral, unbiased tone. (200 words)</p> <p>Provide some historical context to the site (200 words)</p>	<p>Our recommendation is to fill this in once you have gathered the other travel data and gained a strong understanding of the site. Do not plagiarize.</p> <p>If this is a natural site, provide some geological context instead.</p>
2. SOCIAL MEDIA	GUIDANCE	OTHER TIPS
<p><b>Official Facebook Account</b></p> <p><b>Official Twitter Account</b></p> <p><b>Official Youtube Account</b></p> <p><b>Official Instagram Account</b></p>	<p>Provide a URL/Link</p> <p>Provide a URL/Link</p> <p>Provide a URL/Link</p> <p>Provide a URL/Link</p>	<p>Leave blank if not available</p>

## So let's get down to brass tacks ... (2/5)

3. TRAVEL PLANNING	GUIDANCE	OTHER TIPS
<b>When To Visit - Peak tourist season</b>	The months in the year when tourism peaks	Check local tourist websites, the country's tourism board, or online travel forums.
<b>When To Visit - Shoulder Season</b>	The months between peak and off-peak seasons.	Check local tourist websites, the country's tourism board, or online travel forums.
<b>When To Visit - Non-peak tourist season</b>	The months in the year when tourism lags	Check local tourist websites, the country's tourism board, or online travel forums.
<b>Where To Stay</b>	Identify three budget hotels in the vicinity - preferably those with good Tripadvisor ratings.	Check tripadvisor.com.
<b>How To Get There</b>	By Air, Road and Rail.	Provide directions from the nearest large city.
<b>What Not To Miss - at the site</b>	Things to see and do at the WHS	Leave blank if not available
<b>What Not To Miss - in a 100km radius</b>	Things to see and do within a 100km radius of the WHS	Give preference to other UNESCO World Heritage Sites.
<b>Nearest City (with distance in kms)</b>	Self-explanatory	
<b>Timings</b>	When the heritage site is open to the public	If access to the site is unregulated and there are no timings, state the same.
<b>Festivals</b>	Heritage festivals the WHS is associated with	If there are many, provide a link to a calendar that lists these.

# So let's get down to brass tacks ... (3/5)

4. TRAVEL TIPS	GUIDANCE	OTHER TIPS
<b>Clothing</b>	Comfortable clothing options for male and female travelers.	Gather this information from the country's tourism board's website or other travel forums.
<b>Weather</b>	Typical Weather conditions in the different seasons - Spring, Summer, Autumn, Fall	Gather this information from the country's tourism board's website or other travel forums.
<b>What To Buy</b>	Souvenirs and local arts and craft worth exploring	Gather this information from the country's tourism board's website or other travel forums.
<b>Local Transport</b>	How to get to the WHS	Gather this information from the country's tourism board's website or other travel forums.
<b>Culture</b>	Local languages and customs to be aware of	Gather this information from the country's tourism board's website or other travel forums.
<b>Local Food/specialities</b>	Local food options that are worth exploring.	Gather this information from the country's tourism board's website or other travel forums.
<b>Tour Guides</b>	Link to local tour guide websites if they have a presence online	Gather this information from the country's tourism board's website or other travel forums.

# So let's get down to brass tacks ... (4/5)

5. TECHNOLOGY	GUIDANCE	OTHER TIPS
<p><b>Audio Guides</b></p> <p><b>Mobile Apps</b></p>	<p>Provide URL/Link</p> <p>Provide URL/Link</p>	
6. BOOKS	GUIDANCE	OTHER TIPS
<p><b>Name</b></p> <p><b>Link</b></p>	<p>List books associated with the WHS</p> <p>Provide Amazon links to where the books can be purchased online.</p>	<p>Provide Amazon links to where the books can be purchased online.</p>



# So let's get down to brass tacks ... (5/5)

7. FACILITIES ( Y / N )	GUIDANCE	OTHER TIPS
<b>Accessibility</b>	Type Y if facilities for the differently-abled exist	
<b>WiFi</b>	Type Y if WiFi Facilities exist	
<b>Food and Drinking Water</b>	Type Y if Food and Drinking Water exist	
<b>Toilets</b>	Type Y if Toilets exist	
<b>First Aid Facilities</b>	Type Y if First Aid Facilities exist	



## ... And here are some answers to questions that could be frequently asked

### FAQs

#### 1. How do I know which heritage sites I have been allotted?

You should receive a link to a Google sheet that has 10 heritage sites. The majority of these will be in a single country – so by the end of the 2 month exercise you will be quite knowledgeable in that country's heritage.

#### 2. Where do I save all the information I have gathered?

In the Google Sheet shared with you! This is a link only you have access to. Use one row for each World Heritage Site. In the event that the World Heritage Site you have been allocated is a *group of sites* use one row for each sites. So you will create two rows if you were allocated the [West Norwegian Fjords – Geirangerfjord and Nærøyfjord](#).

#### 3. What sources can I use to gather data from?

Refer to country tourism board websites, UNESCO World Heritage Site web pages,

#### 4. Timelines?

We expect you to gather data for 2 UNESCO World Heritage Sites each week. Researching each World Heritage Site should take 6 hours. Ensure your Google Sheet is updated with your 2 UNESCO WHS by 11.59 PM GMT every Tuesday.

## ... And here are some answers to questions that could be frequently asked

### FAQs

#### **5. How does the review process work?**

The internship duration is 7 weeks long. The first 5 weeks will be spent gathering data for 10 World Heritage Sites each. The last two weeks will be spent reviewing another intern's research. You will receive a Google Sheet with researched travel information for 10 World Heritage Sites as gathered by another intern.

#### **6. What happens after the internship ends?**

- You receive a certificate from GoUNESCO
- Your name appears against the UNESCO World Heritage Site profiles you gathered data for, and
- (if you give us permission) we will create a channel for heritage enthusiasts to contact you for travel advice.

Needless to say, all of the above is dependent on you providing high quality researched travel information.

#### **7. What is your stand on plagiarised content?**

Any plagiarised content, if found, will result in a complete purge of all your inputs. We require originally researched content. Given that the majority of travel data points will be < 50 words each, we think this is a fair ask. For the few data fields (site description, historical context) that require about 200 words of researched content, we recommend you fill these in after researching other travel data.

... And finally some other useful resources before we wrap up.

## RESOURCES



### **UNESCO WHS WEBSITES**

[www.tajmahal.gov.in](http://www.tajmahal.gov.in)

[www.losglaciares.com/en/parque](http://www.losglaciares.com/en/parque)

[www.suomenlinna.fi/en/](http://www.suomenlinna.fi/en/)

### **TOURISM BOARD WEBSITES**

[www.visitnorway.com](http://www.visitnorway.com)

[www.visittheusa.com](http://www.visittheusa.com)

[www.egypt.travel](http://www.egypt.travel)

[en.destinationcanada.com](http://en.destinationcanada.com)

[www.visitfinland.com](http://www.visitfinland.com)

[www.incredibleindia.org](http://www.incredibleindia.org)

### **AGGREGATOR WEBSITES**

[www.tripadvisor.com](http://www.tripadvisor.com)

go UNESCO

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gounesco.com