

in their 60s, 70s or 80s. But for the benefit of future generations, I believe rapid globalization, when fewer young people are we must never stop trying<sup>5</sup> Both Jeju Haenyeo and falconry illustrate the tremendous range of cultural practices which the ICH list was created to preserve. Falconry is practised around the world from France to Mongolia to the United Arab Emirates, which is home to the world's first falcon hospital and each year hosts a falcon 'beauty contest'. In this age of interested in learning about the customs of their ancestors, it may already be too late to preserve much of our diverse and precious cultural heritage. And yet, while most of us would agree that UNESCO's efforts are valuable, I find myself questioning the fairness and usefulness of the ICH list.