In today's ever-changing global landscape, most of us recognize the importance of preserving our own unique cultural heritage. In this age of rapid globalization, when fewer young people are 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. You may already know of UNESCO's famous list of World Heritage Sites, consisting of places selected for special protection because of their value to the world, such as the Pyramids of Giza in Egypt or the Great Barrier Reef in Australia. 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. The answer, according to UNESCO (United Nations Educational, Scientific and Cultural Organization). is yes. A magnificent building which is under threat?