

WORLD HERITAGE for BUILDING PEACE¹

with the Life Beyond Tourism Movement

World Heritage Sites take on a new life:

fostering intercultural dialogue and forming visitors, residents

and every player involved in the travel chain for World Peace

¹ World Heritage and contemporary culture in the service of intercultural dialogue and of the international community's development in a framework of peaceful coexistence.

Contents

- Introduction
- The Life Beyond Tourism Manifesto for 2019
- The Life Beyond Tourism Movement
- Appeal to the International Community

Introduction

Unexpected development

The exponential development of transport and travel in today's world and the enormous power of multicultural attraction wielded by World Heritage could not be foreseen when UNESCO adopted its Convention Concerning the Protection of the World Cultural and Natural Heritage in 1972².

The Life Beyond Tourism Movement's answer

In the current context and with growing development both in mobility and in the interest shown in World Heritage by growing numbers of people, the Life Beyond Tourism Movement³ considers it important to highlight the fact that *in those heritage sites working for peace, heritage acquires a new soul, fostering intercultural dialogue and forming visitors, residents and every player involved in the travel chain for peace in the world.*

It will become clear that World Heritage has an enormous potential for contributing to dialogue; heritage sites can become an excellent training ground for intercultural encounter, contributing to interpersonal acquaintance and to the construction of the right conditions for fostering friendship and peace; thus heritage itself can work to protect and enhance itself and to facilitate reflection and action useful for development in a context of respect for our planet Earth.

This objectifies *a dissemination of the Movement on a global scale with an economic lever that leads to a new commercial offer based on a different ethic, for the international community's growth in a framework of peaceful coexistence.*

The ethic underlying the Life Beyond Tourism Movement is starting to be implemented at the global level as a fully-fledged cultural and economic revolution. The economic lever guarantees its widespread dissemination at the global level, triggered by a strong commercial interest that makes its impact virtuous in this instance.

² UNESCO, Convention Concerning the Protection of the World Cultural and Natural Heritage, 1972.

³ Established by the Fondazione Romualdo Del Bianco with the 20th General Assembly of Experts in Florence on 2-3 March 2018.

A short history of Life Beyond Tourism® and its Movement from its inception

This new commercial offer was presented for the first time in Baku on 20 November 2007 in the course of a conference entitled "Historic Islamic Cities in the 21st Century", and subsequently introduced in numerous venues and international institutions.

It was subsequently subscribed to by ICOMOS, first in Quebec in 2008 and then in Florence in 2014, including in the latter instance with two resolutions⁴. It was presented thereafter also at the 3rd and 4th World Forums on Intercultural Dialogue in Baku.

The 20th General Assembly of the Fondazione Romualdo Del Bianco's International Experts in 2018 witnessed the birth of the Life Beyond Tourism Movement which was recently subscribed to by the UNESCO World Heritage Committee in Manama, Bahrain, on 2 July 2018.

Overall, some 153 institutions, universities and administrations in 37 countries on 4 continents have subscribed to the Memorandum of Cooperation with the Fondazione and subscribe to its principles.

This result has been achieved with a contribution from all of *the Fondazione's international experts* who, year after year, *have built this edifice that is Life Beyond Tourism with their international bricks*. Today the Life Beyond Tourism Movement uses both face-to-face training courses and e-learning to teach students to use those selfsame *international bricks, but well tailored to their own cultural reality, to build new edifices in their own countries*. In addition to the Life Beyond Tourism International Institute's training programme, the issues involved in the Life Beyond Tourism approach have been introduced since 2019 into the university study curricula of architects, conservators and landscape planners at the Polytechnic Universities of Madrid, Lublin and Vilnius and at Rome's Università La Sapienza, with the Erasmus+ *SURE: Sustainable Urban Rehabilitation in Europe* project. Also in the context of the Erasmus+ scheme, 2018 witnessed the start of the *UNINET: University Network for Cultural Heritage – Integrated Protection, Management and Use* project for the creation of a master's degree for architects, landscape planners and archaeologists⁵.

The Movement today

⁴ ICOMOS GENERAL ASSEMBLY Resolutions 2014/1 and 2014/42.

⁵ The working group comprises ICOMOS Poland, Politechnika, Lubelska, Università degli Studi di Firenze, Alma Mater Studiorum - Università di Bologna, Panepistimio Ioanninon, Norges Miljø-Og Biovitenskaplige Universitet, Fondazione Flaminia and Fondazione Romualdo Del Bianco.

A year after its establishment, the Movement today is fuelled by the Fondazione Romualdo Del Bianco network, a network of private individuals and institutions in 5,211 cities, 111 countries and 5 continents.

The Movement promotes the Certification of Quality for Intercultural Dialogue (DTC-LBT: 2018) designed to meet international standards and subscribed to on a voluntary basis to communicate one's commitment to actively fostering intercultural dialogue. The DTC-LBT 2018 certification may be voluntarily subscribed to by all those who decide to distinguish themselves from their competition by displaying their will to take part in the Life Beyond Tourism Movement in order to contribute to intercultural dialogue and thus to the international community's development in a framework of peaceful coexistence.

A note

The first players to be certified in Florence were the Centro Congressi al Duomo, a hotel company established in Florence 1975 which set up the Fondazione Romualdo Del Bianco as an *Intercultural Dialogue Study and Experimentation Centre* in the tourist industry in world heritage sites. That the Centro Congressi al Duomo believed and continues to believe profoundly in what it has been asserting for years is shown by planning permit DIA n° 3921 del 21/07/2009 lodged with the Comune di Firenze, Florence's municipal authority, forgoing building a historic residence (a hotel) and choosing instead to set up a museum⁶ and a Study Center for International Encounters for the cultural internationalisation of businesses.

⁶ The Fondazione Del Bianco Museum situated in Palazzo Coppini, Via del Giglio 10, Florence.

The Life Beyond Tourism Manifesto for 2019^{®7}

Introduction to the 2019 Manifesto

The Fondazione Romualdo Del Bianco intends with this Manifesto 2019 to launch an 'appeal' to the international community for heritage to become a leading player in fostering dialogue with intercultural encounters, thus a promoter of friendship and a builder of peace in the world.

Manifesto Life Beyond Tourism[®] 2019

1. **Peace** is crucial for **sustainable development**;
2. **Dialogue** among cultures is strategic to contribute to **peace** in the world;
3. **Encounter** among cultures is crucial for activating **dialogue**;
4. **Travel** is strategic for fostering intercultural **encounter**;
5. **World heritage** attracts travellers from **different cultural backgrounds** to the same place at the same time and in the same mindset in terms of ability to listen;
6. **Different cultures together** have an opportunity for **encounter, dialogue, knowledge and respect** for cultural **diversity**;
7. **For the multicultural richness** present on its site, **world heritage must promote intercultural dialogue** as a way of 'protecting' and 'enhancing' world heritage;⁸
8. **The Life Beyond Tourism Movement - a cultural and economic lever** - is born in world heritage sites to **foster travel with a new commercial offer** based on a different ethic, travel with dialogue for the growth of the international community in a framework of peaceful coexistence and for respect for planet earth;
9. **World heritage sites** become **centres for training to dialogue**

⁷ The 2008 Manifesto comprised the following points:

1) Tourism is a crucial source of prosperity; 2) Tourism provides an opportunity for getting to know spirit of place, cultural diversity and traditional knowledge; 3) Tourism, in its various forms goes way beyond the mere satisfying of personal needs; 4) People working in the tourist industry foster awareness of spirit of place and of intercultural dialogue; 5) The tourist is a potential harbinger of knowledge and of intercultural dialogue; 6) The site visited is a laboratory of knowledge for all visitors; 7) The community in the site visited considers the traveller to be first and foremost a guest of the city, then a guest of the companies providing services and only in the last instance their customer; 8) The workshop for knowledge triggers a demand for increasingly high quality tourist products not only in terms of consumer-related services but also and above all in value-related terms; 9) The planning and management of the territory and its neighbouring areas cannot help but foster 'Traditional Knowledge', 'Encounter' and 'Intercultural Dialogue'; 10) Natural and cultural heritage – both tangible and intangible – is a reason for travelling thus an opportunity for knowledge and encounter; its 'use and enjoyment for intercultural dialogue' must be fostered together with its 'safeguarding' and 'enhancement'.

⁸ Travel for intercultural dialogue provides an opportunity for getting to know natural and cultural heritage, both material and immaterial (UNESCO Convention 2003), for promoting and protecting diversity of cultural expression (UNESCO Convention 2005) and for exercising respect for diversity and reflecting on the state of health of our planet.

10. **Site management plans stimulate specific actions for intercultural dialogue** on their territory as a form of 'protection' and 'enhancement'
11. **Life Beyond Tourism enhances territorial cultural expressions** to guarantee their dissemination and survival over time;
12. With centres for training to dialogue **Heritage becomes a builder of peace** in the world;
13. **The innovative voluntary system of Certification of Quality for Intercultural Dialogue DTC-LBT: 2018** makes for publicly transparent goals and results.

With this Life Beyond Tourism Manifesto®

It is recognised

- . that heritage has an outstanding potential for building peace at the global level;
- . that in heritage sites working for peace, heritage takes on a new soul, protecting and enhancing itself and training visitors, residents and all the players in the travel chain to dialogue, thus to protect all heritage and our planet Earth;
- . that sites with their management plans, with the Learning Communities and with DTC-LBT: 2018 Certification, must work for a new, powerful, widespread and virtuous commercial competition at the global level, *'to do well, for the common good'*.

It is hoped

that intercultural dialogue for peace will be considered a goal for the millennium.

The Life Beyond Tourism Movement

for a new commercial offer in which heritage becomes a builder of peace

Whereas

- some 1.4 billion people travel each year and that their stays can be generally estimated to be somewhere in the region of 10 billion days a year;
- these figures are too significant for them not to be used to foster intercultural dialogue;
- globalisation needs *intercultural dialogue* for growth in a framework of peaceful coexistence.

In view of

the Proceedings of the 20th General Assembly of the Fondazione Romualdo Del Bianco 2018 with the Resolution adopted with an invitation to subscribe to the Life Beyond Tourism Movement and to its Certification.

In consideration of

The Fondazione's Manifesto 2019

We subscribe to the Life Beyond Tourism Movement which consists of

1. a *new commercial offer* with the virtuous effects triggered by the *economic lever* whereby businesses gain an immediate benefit from following Life Beyond Tourism. *The new commercial offer based on a different ethic renews heritage sites, causing them to take on a new life, safeguarding and enhancing themselves and training visitors, residents and all players in the travel chain to dialogue.* The network of World Heritage sites ensures the rapid worldwide dissemination of this new commercial offer with a spontaneous cultural evolution: *doing business by doing well for the good of the international community*;
2. a *training offer* supplied by the Life Beyond Tourism International Institute, specifically established by the Fondazione as the Movement's steering Institute;
3. *Learning Communities* throughout the world: these communities comprise all those in the travel chain who feel involved in promoting sustainable development in World Heritage Sites; in other words *those who believe in the importance of travel for building peace in the world with their services, their accommodation and their hospitality*, with intercultural dialogue

for familiarity with and respect for diversity, *turning tourists into industrious temporary residents who average length of stay 'in loco' will be determined by an object assessment of the public administration defining its strategies in the Management Plan;*

4. a *Certification* for Intercultural Dialogue - Life Beyond Tourism (DTC-LBT: 2018);
5. an *online platform* www.lifebeyondtourism.org with its Development Model⁹.

The Life Beyond Tourism Movement

A) Enhances the *new commercial offer with an economic lever*:

- Life Beyond Tourism's *new commercial offer* - in the chain of travel professionals worldwide - will immediately activate a virtuous form of competition based on the economic lever;
- this *economic lever* is an important opportunity for its widespread and rapid development at the global level;
- the greater the economic impact, the greater the benefit for the international community, because peace is crucial for growth in a framework of peaceful coexistence, but it is also crucial for the conservation of heritage and for the development of the travel industry;
- in this new commercial offer - in Life Beyond Tourism travel - heritage becomes a *builder of peace*: it is travel for dialogue, for familiarity with and respect for cultural diversity, thus for the growth of the international community in a framework of peaceful coexistence.

B) Underscores the importance of Management Plans

Management Plans for World Heritage Sites are a key factor, also representing the local authorities' will to stimulate the imagination of all the players involved in travel to devise the actions required for the various World Heritage Sites to be able to set themselves concrete and increasingly ambitious goals to foster dialogue while also making it

⁹ The LBT Model is a not-for-profit economic model providing for the creation of a network of reservation platforms in the territories which use the collection of commission on reservations to support given projects. The pilot platform <Vivafirenze.it> created for the Florence area is up and running. The bibliographical reference is: Board Members of the Fondazione Romualdo Del Bianco, Life Beyond Tourism. Travel and Dialogue [texts by Paolo Del Bianco, Marc Laenen, Emma Mandelli, Corinna Del Bianco, Carlotta Del Bianco, Caterina Del Bianco, Maurizio Bossi, Giovanni Liberatore; documentation by various authors], 16th International Round Table of the Experts of the Fondazione Romualdo Del Bianco, Vol I/2, Fondazione Romualdo Del Bianco (IT - ENG - RU), Florence, 2014, ISBN 978-88-404-0422-6.

possible for guests to measure results in a transparent manner. Thus all the players will be contributing to the preservation of a common asset and to the growth of the international community in a framework of peaceful coexistence, and the sites will prove to be *builders of peace*.

The Management Plans for these *sites that are builders of peace* stimulate virtuous competition in the chain of travel professionals to create new ideas and specific actions for promoting intercultural dialogue in natural and cultural world heritage areas with positive economic results in terms both of image and of job opportunities.

All of this is conceived with a view to fueling a commercial offer with initiatives that will trigger a virtuous economy for promoting dialogue through:

- guidelines defined by the Management Plans in World Heritage Sites;
- private initiatives in virtuous commercial competition to become *leaders* in the offer of new commercial proposals characterised by the promotion of the exercise of intercultural dialogue;
- Certification for Intercultural Dialogue (DTC-LBT: 2018) which must accompany the development choices in the Management Plans to help Learning Communities to set themselves goals, and to measure those goals and allow also guests and/or local users to become aware of the goals and to measure them in their turn.

Thus the Sites, with their Management Plans, with their Learning Communities and with Certification for Intercultural Dialogue (DTC-LBT: 2018), will lead to a new, powerful and widespread form of commercial competition, *to do well for the common good*, throughout the world, to distinguish one's business from the competition.

In view of all the above, it is considered that

1. the **Life Beyond Tourism Movement** becomes the driving force behind a virtuous change through the economic lever;
2. **Management Plans** also become tools for stimulating a new commercial offer and a guide for achieving the desired goals;
3. **Certification for Intercultural Dialogue** (DTC-LBT: 2018) is of

- crucial importance for subscribers to the Movement - Learning Communities-, for Management Plans, for guests and for users;
4. **training courses**, both face-to-face and in e-learning, create awareness;
 5. sites are enhanced with the **Life Beyond Tourism Development Model** and its online platforms.

In conclusion, **subscribers to the Life Beyond Tourism Movement state**

1. that **heritage has an excellent potential for building peace at the global level** and that in heritage sites - which work for peace - heritage takes on a new life, protecting and enhancing itself while training visitors, residents and all the players in the travel chain to dialogue;
2. that they are launching an **Appeal** to the international community entitled *Building Peace through Heritage*.