



SUSTAINABLE URBAN DESIGN IN WORLD HERITAGE SITES



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W6.3

World Heritage Sites management plans for a virtuous competition

THE WORLD HERITAGE SITES MANAGEMENT PLANS *for a virtuos competition*

presented by the Fondazione Romualdo Del Bianco
at the UNESCO 42° WH Committee Manama
July 2, 2018

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1. DIALOGUE among CULTURES as one of the Sustainable Development Goals
2. HERITAGE AS A BUILDER OF PEACE

by promoting dialogue

HERITAGE as BUILDER OF PEACE

a possible way to reinterpret the UNESCO 1972 Convention after 50 years
of its publishment.

The intercultural dialogue is widely recognized for its strategic role in building the conditions for the development in peaceful coexistence. The world is more and more interconnected but it does not mean that individuals and societies really live together. Today there is more information, technology and knowledge available than ever before.

All this allows people to move, travel and visit cultural and natural heritage sites all over the world; but our wisdom will help us to grasp the opportunities offered by the encounters among multicultural visitors attracted by heritage for advancing intercultural dialogue across the world.

Intercultural dialogue, in its turn, will extend the impact of heritage on the “UNESCO International Decade for the Rapprochement of Cultures (2013 – 2022)” and will extend the goals of the UN 2030 Agenda for Sustainable Development.

Which role the international community of heritage conservators, urban planners, architects, travel and hospitality operators, world heritage sites managers, local traditional and typical producers can play?

**APPEAL
to UNESCO
“BUILDING PEACE through HERITAGE”
by Fondazione Romualdo Del Bianco - Life Beyond Tourism
2019**

www.lifebeyondtourism.org

CONTEXT

Our Appeal to ‘Build Peace through Heritage’ has its roots in the origin and foundations of UNESCO – the United Nations Educational, Scientific and Cultural Organization. Scarcely had hostilities ended in the immediate aftermath of World War II than a conference was held in London UK where it was decided to create an organization that would embody a genuine culture of peace. The new organization was designed establish the “intellectual and moral solidarity of mankind” and, in so doing, to prevent the outbreak of another world war. At the end of the conference, thirty-seven countries founded the United Nations Educational, Scientific and Cultural Organization. The Constitution of UNESCO, signed on 16 November 1945, came into force on 4 November 1946 after ratification by twenty countries.

WORLD HERITAGE SITES

Taking up an invitation from Andrzej Tomaszewski, President of the ICOMOS International Scientific Committee for the Theory and Philosophy of Conservation and Restoration, the Fondazione Romualdo Del Bianco-Life Beyond Tourism began in 2006 to conduct research into the major opportunities offered by World Heritage Sites in the field of Intercultural Dialogue and stretching well beyond tourism based purely on consumer-driven services; these major opportunities were grouped together under the moniker “Life Beyond Tourism”.

World Heritage Sites are unquestionably one of UNESCO’s most important achievements and initiatives and attract numerous visitors from many countries and different cultures. The current boom in tourism is creating unprecedented opportunities for World Heritage: UNWTO figures tell us that 1.4 billion people travel each year. This creates extraordinary opportunities for interpersonal and intercultural encounters among people interested in World Heritage. However, there is currently no model for fostering this dialogue.

Life Beyond Tourism offers an opportunity to transform the traveller from 'hurried tourist' into 'temporary resident.' This will be open to all players in the travel chain, especially those working in and for World Heritage sites: travellers, residents, local service providers, cultural institutions, intermediaries, public authorities and administrations, market research institutions, heritage specialists, educational institutions and planners fielding market requirements and demands.

All of these players, in contributing to intercultural dialogue, will not only help build peace in the world but also promote their own work in creating peaceful communities. By joining the "Life Beyond Tourism" Movement, they will help create a new commercial offer with a different ethic to contribute to peace in the world and participate in an outstanding opportunity for virtuous competition on a worldwide scale. Through the Life Beyond Tourism Movement, World Heritage sites will acquire a soul through contributing to intercultural dialogue and fostering friendship between local residents and travellers, and among travellers themselves. In this way, World Heritage sites will become platforms for global strategies to contribute to peace throughout the world; strategies based not only on economic exchange and trade but also on mutual acquaintance, on the appreciation of traditions and on respect for diversity among fellow human beings who share this planet and the biosphere in which we all live.

INTERCULTURAL DIALOGUE

By way of example and insofar as it is relevant to do so, we point to two messages delivered by UNESCO Director General Irina Bokova to mark the proclamation of two especially meaningful moments:

- "International Year for the Rapprochement of Cultures (2010)"
- "International Decade for the Rapprochement of Cultures (2013-2022)"

APPEAL of the Life Beyond Tourism Movement:

BUILDING PEACE through HERITAGE

From the Andrzej Tomaszewski amphitheater in Florence, Italy, the Life Beyond Tourism Movement with the Fondazione Romualdo Del Bianco-Life Beyond Tourism (FRDB-LBT) and the ICOMOS International Scientific Committee for the Interpretation and Presentation of Cultural Heritage Sites (ICIP), together with all those who attended the 21st General Assembly of the Fondazione's International Experts meeting in Florence and listed in the attached list, launch the following APPEAL to UNESCO:

1- Within the framework of UNESCO founding members' aspirations and ideals, we ask UNESCO to undertake actions that place a strong emphasis on 'Building Peace through Heritage' by considering the opportunity for World Heritage Sites to become platforms for intercultural dialogue.

2- Specifically we ask to UNESCO

2.1. to develop methodologies to “enhance dialogue between cultures leading to meaningful cultural exchange and an increase in a shared understanding of the importance of open discourse to peaceful lives and for the health of the planet that we all share”;

2.2. to present and to enhance these methodologies as an added value in a new commercial offer in the world of travel, thereby triggering productive competition in the world of services in order to propel its dissemination at a global level;

2.3. to give deeper consideration to making heritage interpretation a key principle for dialogue in planning for World Heritage Sites in order, inter alia, the better to facilitate positive interventions on the pathway to achieving peaceful co-existence through heritage;

2.4 to officially recognize the importance of the “Quality Certification for Intercultural Dialogue” in order to ensure proper training for dialogue, the proper implementation of the methodology and the possibility for both businesses and users to gauge the results achieved.

SIGNATORIES

- Fondazione Romualdo Del Bianco
- ICOMOS International Scientific Committee for the Interpretation and Presentation of Cultural Heritage Sites (ICIP)
- Life Beyond Tourism Movement



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