



## URBAN DESIGN IN CITIES ATTRACTING MULTICULTURAL TRAVELLERS



# Erasmus+

# URBAN DESIGN IN CITIES ATTRACTING MULTICULTURAL TRAVELLERS

## W3.3

The Life Beyond Tourism case study a cultural and economical  
revolution

# LIFE BEYOND TOURISM®

the world of opportunities beyond tourism of services and consumptions



Contributes to the diffusion and affirmation of universal values such as respect and harmony among different cultures.

It is aimed at transforming the touristical experience in a precious moment of encounter.

The design of spaces and services has a crucial role in this.

MANAGEMENT PLANS must help to foster Dialogue among Cultures increasing the **length of the travellers stay** and increasing their **listening attitude** to the story of the place transforming tourists into **TEMPORARY RESIDENTS**

# Life Beyond Tourism Manifesto

**Peace** is essential for sustainable development in the World

**Dialogue** among cultures is strategic for contributing to Peace in the World

**Encounter** among cultures is essential for activating dialogue

**Heritage** – natural and cultural, tangible and intangible – is strategic for favouring Encounter, Dialogue, Knowledge and Respect for cultural diversity.

**Travelling** is strategic both for getting to know heritage and for encountering the multiculturalism present at World Heritage Sites, in order to acquire knowledge and get trained towards the respect of diversity and protection of our planet that we all share.

**Life Beyond Tourism maintains that each World Heritage Site also has the task of promoting Dialogue among Cultures as a form of 'Protection' of World Heritage:**

– World Heritage Sites<sup>[1]</sup> attract visitors from various cultures – the presence of various cultures in the same Site, at the same time and in similar conditions of openness to dialogue, represents an inestimable richness for activating intercultural dialogue – travelling for intercultural dialogue represents an opportunity for getting to know natural and cultural, tangible and intangible heritage<sup>[2]</sup>, as well as for exercising and practically realizing respect for diversity<sup>[3]</sup> and useful ideas on the health of the planet – Knowledge, practical exercise of respect for diversity and useful ideas on the health of the planet favor the process of Peace – World Heritage Sites become Training Centres for Peace – Peace contributes to the 'protection' of Heritage – The Site Training Centres for Peace 'protect' the World Heritage

*[1] UNESCO 1972 Convention for the Protection of the World Cultural and Natural Heritage.*

*[2] UNESCO 2003 Convention for the Safeguarding of Intangible Cultural Heritage.*

*[3] UNESCO 2005 Convention for the Protection and Promotion of the Diversity of Cultural Expressions.*

# Life Beyond Tourism Manifesto

## Movement and Certification for Dialogue

- in World Heritage Sites the 'international **Movement** Life Beyond Tourism' was born
- the Movement Life Beyond Tourism favours travelling within **a new commercial offer based on a different ethics**, together with dialogue for the growth of the international community in peaceful coexistence and for the awareness-raising about the respect for the planet
- **the innovative System of Certification** for Dialogue among Cultures Life Beyond Tourism- DTC-LBT will allow the members of the Movement to distinguish their activity due to their contribution to dialogue, a contribution that can be objectively measured by their own markets.

*Learning Communities for*

**Territorial Development**



Life Beyond Tourism® by the Fondazione Romualdo Del Bianco®

**Intercultural Dialogue**

The 1972 UNESCO convention a contribution to the

UNESCO Conventions of 2003 and 2005 and vice versa to the 1972

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## Therefore, heritage sites responsibility is:

- To be outstanding Schools of Dialogue and Presenter of Local Values
- To be centres of a virtuous business oriented at the growth in peaceful coexistence

*to contribute to Peace*

# LEARNING COMMUNITIES

the actors of this process

All those involved in the travel chain of World Heritage Sites. They believe in their role of travel for dialogue for Peace in the World.

The key is the sites management plan



Residents



Travellers



Local Institutions



Local Services



Local Authorities



Research Centres  
on Market trends

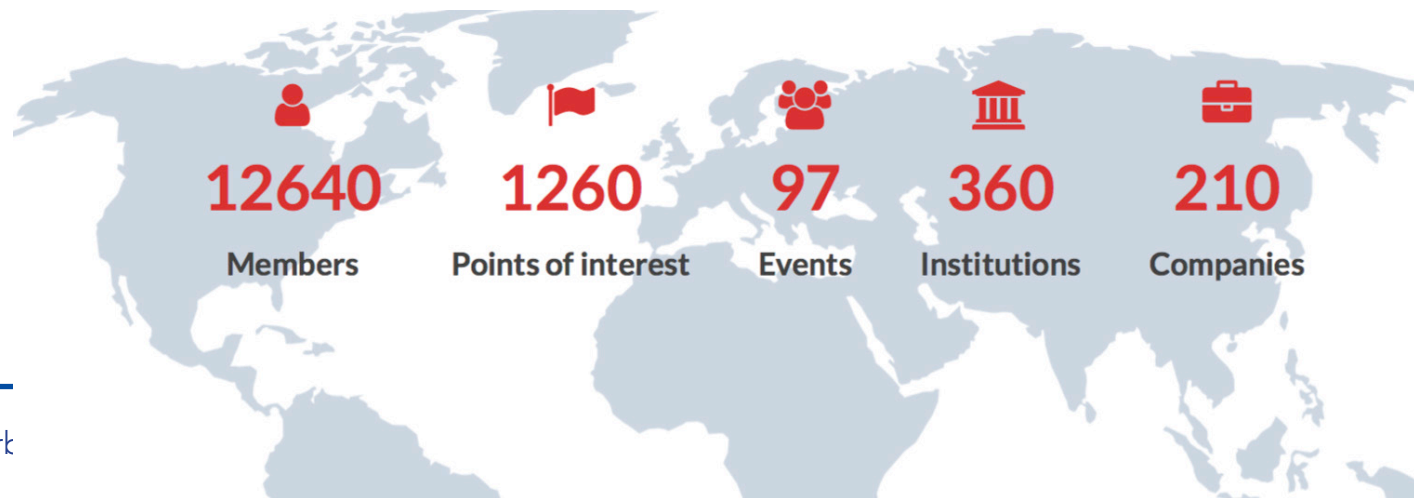


Educational  
Institutions



Intermediaries

*etc...*



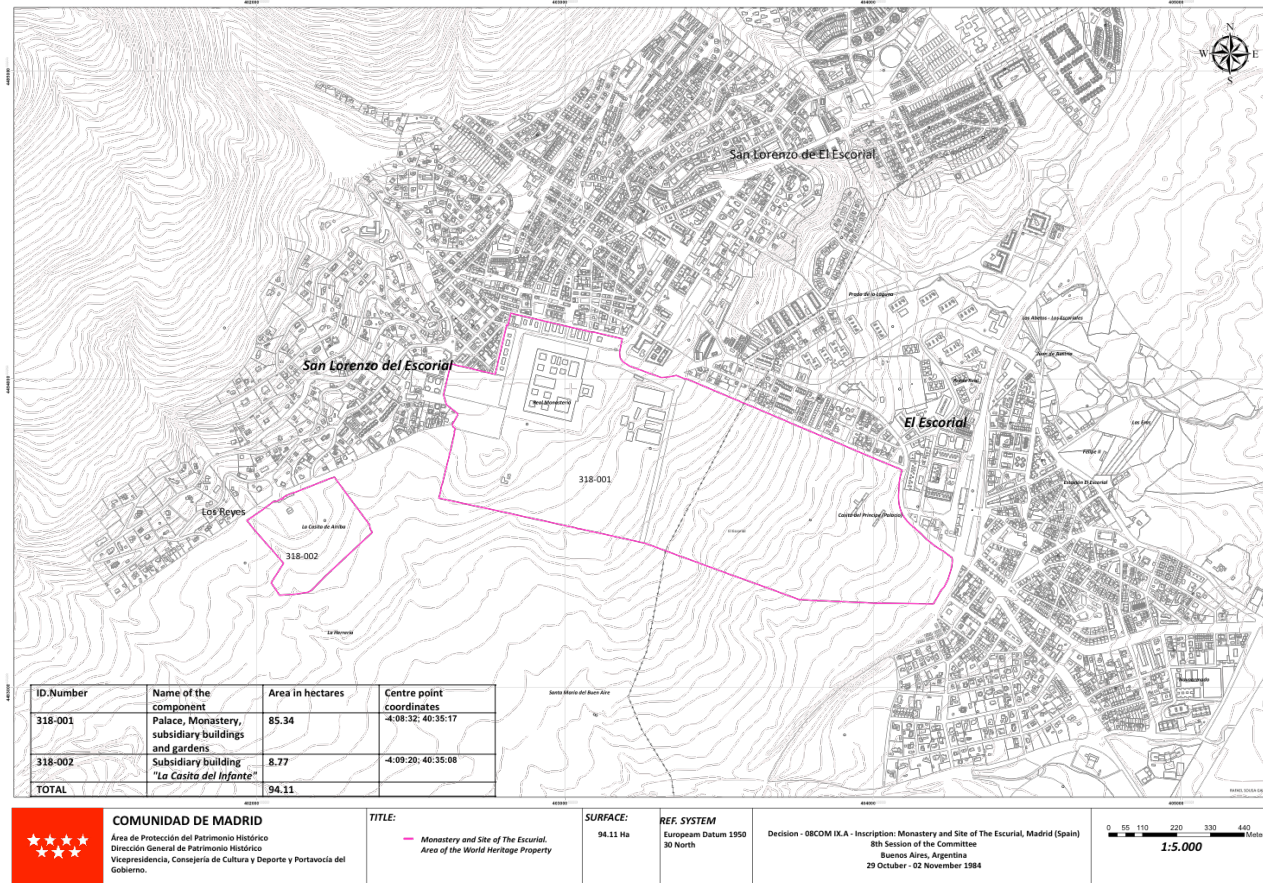


# Life Beyond Tourism is A CULTURAL AND ECONOMICAL REVOLUTION

*to stimulate a growing competition oriented at the common good*

Follow few “best practices” to explain what we mean with “competition” of a new business with another ethic conceived by the

Hotels Company Centro Congressi al Duomo



November 2016 – June 2018 we took more than 400 guests of the hotels of the Centro Congressi al Duomo to meet the craftsman of Florence for free

*Not to know a product but to know the soul of the products*



# Be part of History

Since 1990 the Florentine Hotel company Centro Congressi al Duomo with its guests financially supported the restoration of over 20 art pieces at the:

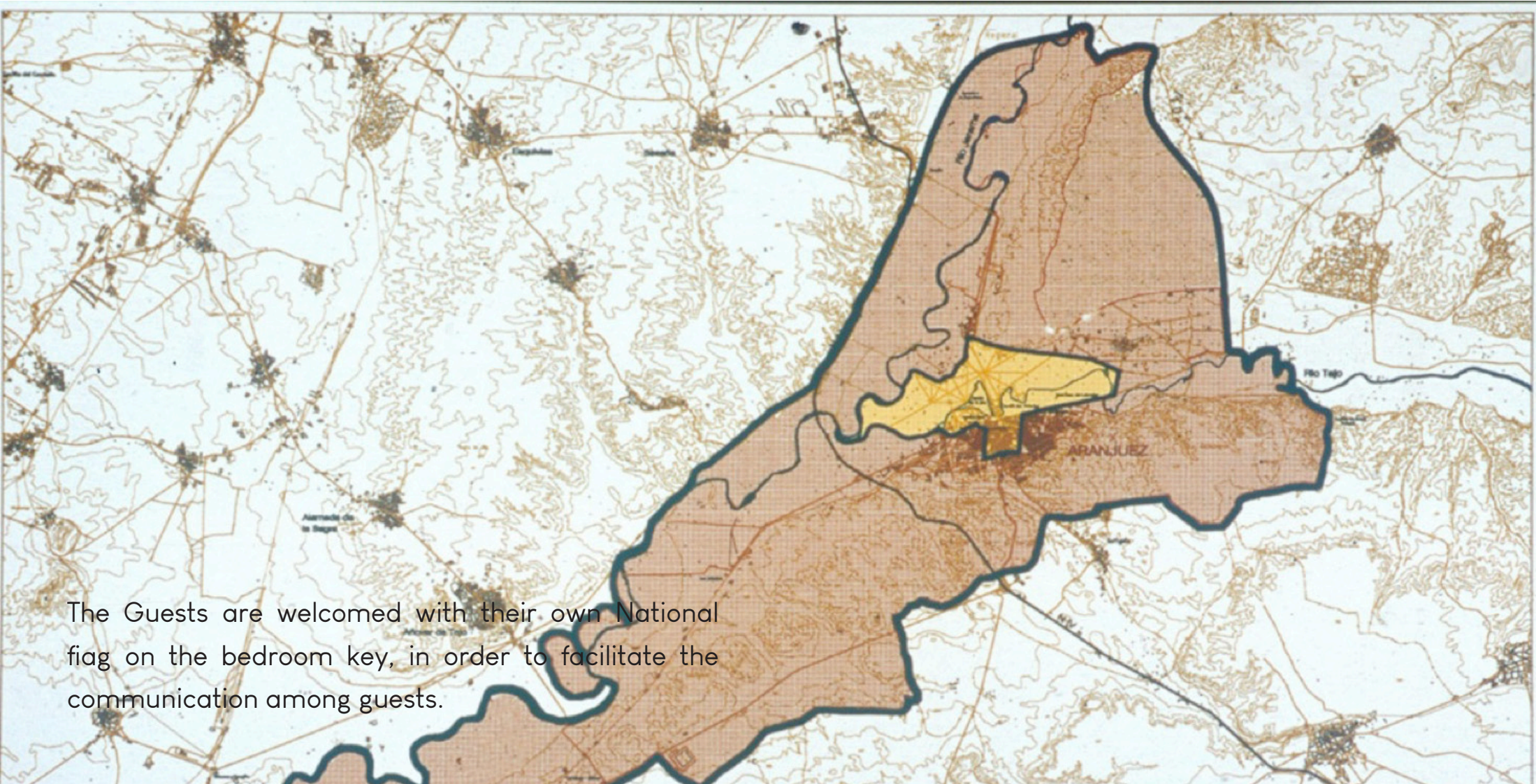
Galleria degli Uffizi, Galleria Palatina di Palazzo Pitti, Archivio di Stato, San Miniato al Monte,  
Archeological site of Villa Romana in Somma Vesuviana, Pompei.

We welcome the guests of the Centro Congressi al Duomo with this video made in collaboration with:

**Antonio Paolucci, Cristina Acidini and Bruno Santi**

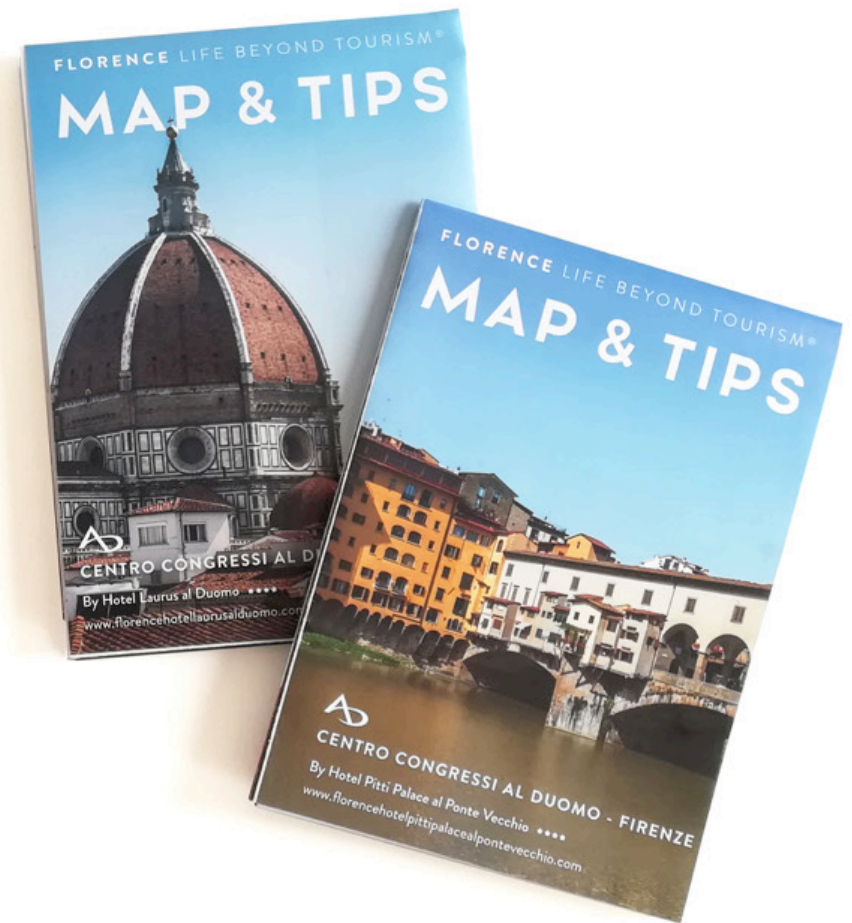
*explaining the history of Florentine territory to let the traveller understand the context in which the World Heritage Site was born.*



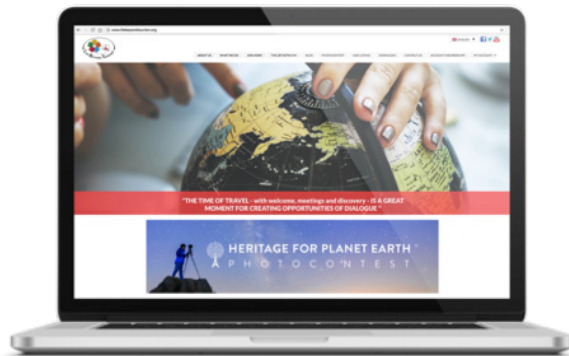


The Guests are welcomed with their own National flag on the bedroom key, in order to facilitate the communication among guests.

The Guests are welcomed with a map, with tips, itineraries and the Decalogue of the traveller and with the free initiatives dedicated to the guests of the Centro Congressi al Duomo.



# LIFE BEYOND TOURISM INSTRUMENTS



Global Cultural Portal  
[www.lifebeyondtourism.org](http://www.lifebeyondtourism.org)



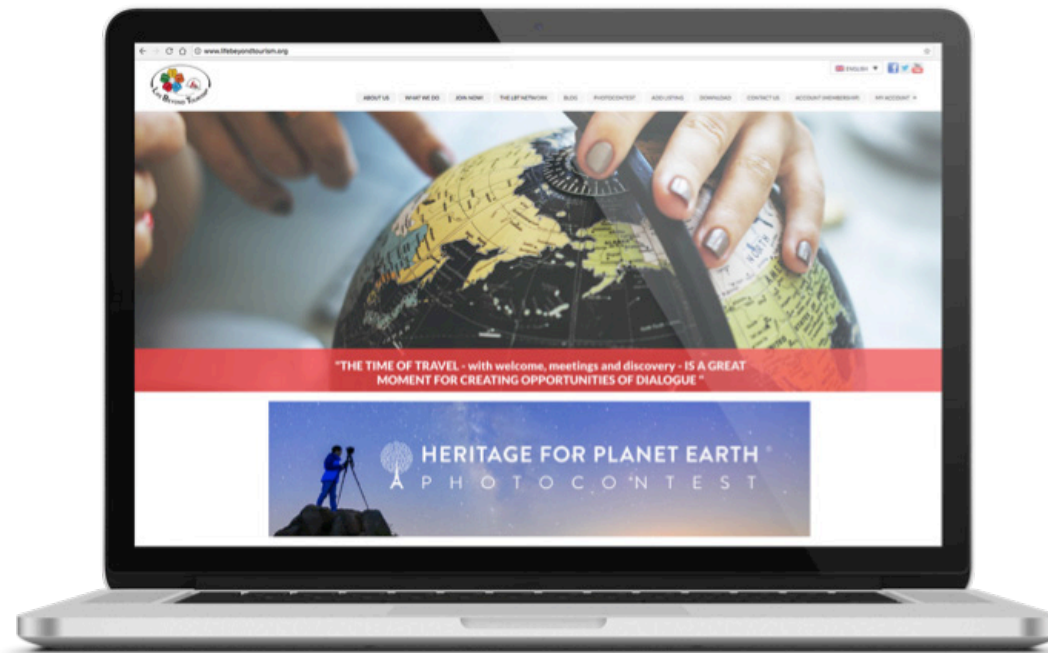
Certification for Dialogue among  
Cultures – Life Beyond Tourism®  
DTC-LBT:2018



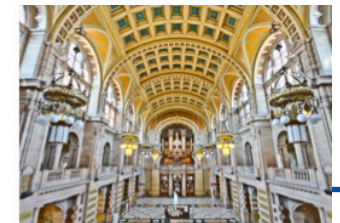
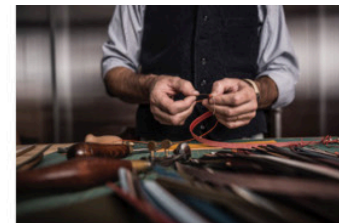
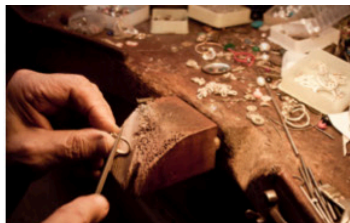
Specific training at various levels  
created and distributed by the  
International Institute Life Beyond  
Tourism

It is the **virtual place** where cultural expressions of the territories are represented and meet.

for the representation of territories cultural expressions



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





# The certification DTC-LBT:2018

Represents a **practical instrument to guarantee the transparency of services especially those more intangible.**

It certifies the quality of the management and services of those institutions and businesses that propose commercial products oriented at the creation of dialogue among cultures.

## WHY TO GET CERTIFIED?

**To demonstrate** your will of transparency

**To set goals** to work by creating opportunities for dialogue among cultures

**To measure** the progresses

**To be measured** by an external auditor

## WHO CAN GET CERTIFIED?

**Businesses**

**Institutions**



# LEVELS OF CERTIFICATION



**AFFILIATE  
MEMBER**



**SELF-CERTIFIED  
MEMBER**



**CERTIFIED  
MEMBER**

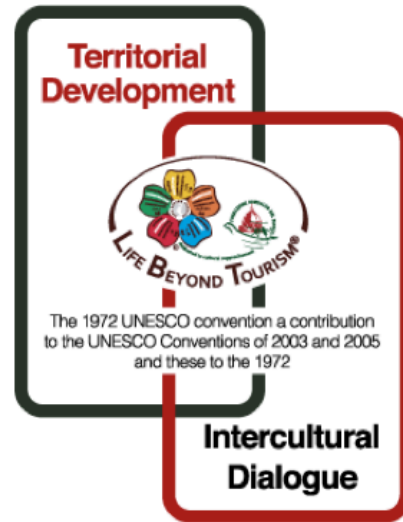
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affiliate member

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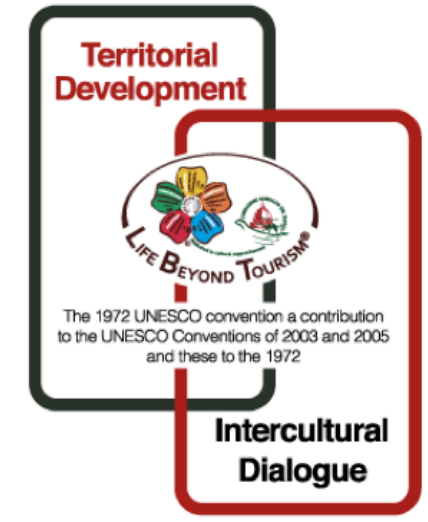
*Learning Communities for*



self-certified member

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*Learning Communities for*



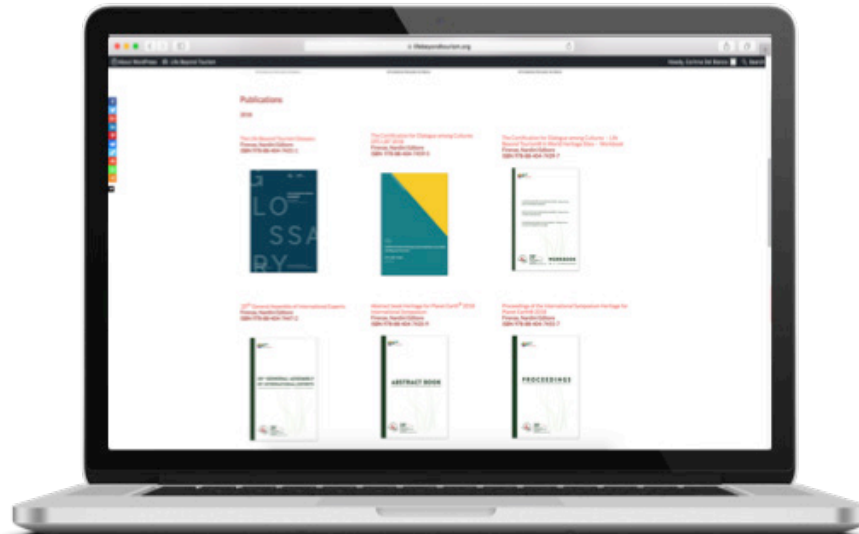
certified member

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# Research and Publications



## Participation to International Scientific Conferences Since 2006



37 PUBLICATIONS SINCE 2007

*our milestones*

Life Beyond Tourism Glossary  
2014 Life Beyond Tourism Model Manual  
2016 World Heritage Sites for Dialogue  
2017 Heritage for Planet Earth resolution  
2018 Life Beyond Tourism Movement

The Institute shares its research with the download of the publications on the portal for Life Beyond Tourism Movement members

# Educational Offer

## Frontal & e-learning

### To students since 2015

- **Baku**, 2016 Azerbaijan University Architecture
- **Tokyo**, since 2015 at the Josai International University and Toyo University
- **Yamagata**, Prefecture to professionals (Tohoku University of Art and Design)

### To trainers since 2017

- **Firenze**, October 2017, 3 countries (Azerbaijan, Russia, Belorussia)
- **Firenze**, February 2018: from 10 countries (Russia, Morocco, South Africa, Ghana, Tanzania, Togo, Angola, Mauritania, Germany, Tunisia)

April 18, 2018 All State Library for foreign literature in Moscow opens the Auditorium Del Bianco to perform the Life Beyond Tourism training

**ERASMUS +** for a master course for architects, conservators and urban planners – Polytechnic of Madrid, Vilnius, Lublin, La Sapienza di Roma, ICOMOS Poland, Fondazione Flaminia, Fondazione Romualdo Del Bianco





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