



URBAN DESIGN IN CITIES ATTRACTING MULTICULTURAL TRAVELLERS



Erasmus+

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W4.3

World Heritage Sites Management Plans for a virtuous competition.

CROWDED OUT: THE STORY OF OVERTOURISM
[HTTPS://WWW.YOUTUBE.COM/WATCH?V=U-52L7HYQIE](https://www.youtube.com/watch?v=U-52L7HYQIE)

WORLD HERITAGE AND INTERCULTURAL DIALOGUE

Intercultural Dialogue Equitable exchange and dialogue among civilizations, cultures and peoples, based on mutual understanding and respect and the equal dignity of all cultures is the essential prerequisite for constructing social cohesion, reconciliation among peoples and peace among nations.

UN General Assembly declared the

2010 International Year for the Rapprochement of Cultures

and has designated UNESCO to play a leading role in the celebration of the Year - capitalizing on the Organization's invaluable experience of over 60 years to advance "the mutual knowledge and understanding of peoples".

UNESCO declared the

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

Source whc.unesco.org



WORLD HERITAGE SITES FOR DIALOGUE

From the experience of intercultural dialogue of the Romualdo Del Bianco Foundation, a private institution based in Florence and dedicated to intercultural dialogue since its birth, World Heritage Sites for dialogue was presented and published.

The publication focuses on a series of concepts related to the Life Beyond Tourism ethos that will be explained in the next lecture and that are related to the concept of the opportunities of dialogue among cultures in World Heritage Sites.

Life Beyond Tourism, recognized by ICCROM, ICOMOS, UNESCO and many others, was born in 2007 by the activity of dialogue among cultures of the Fondazione Romualdo Del Bianco, a network of over 500 institutions in 111 countries in 5 continents. Life Beyond Tourism became a Movement during the 20th General Assembly of the Experts of the Foundation (2018) and it was recently presented at the 42nd UNESCO WHC, Bahrain.



Travel industry is growing globally, in 2017 international tourist arrivals in the world were 1.322 million (data UNWTO), an unheard-of multicultural mobility. This resource is changing the urban environment and impacting citizens life, especially in World Heritage Sites that were not designed/planned for it and usually have had just small adaptations. But the multiculturalism is an important resource for intercultural encounters that can lead to the international community's sustainable growth in peaceful coexistence. Considering Heritage as a Builder of Peace, for its protection, fruition and enhancement, the Foundation is reinterpreting the UNESCO Convention 1972.

Life Beyond Tourism* focuses the protection and enhancement of the local cultural identities; promoting respect for cultural diversity and providing a new commercial offer oriented at travel of values through a no-profit system for territories support, valorisation and representation.

Life Beyond Tourism, combines a set of theoretical and practical tools such as a model and its manual for its practical implementation on the territories, an educational program, a set of good practices tested on the Florentine territory. Moreover, the innovative 'Quality Certification for Dialogue among Cultures (DTC-LBT: 2018)' has been released, conceived for businesses and institutions, allows them to add dialogue among cultures in their commercial product in complete transparency analyzing their work, setting objectives and measuring their results.

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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

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

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1. DIALOGUE among CULTURES as one of the Sustainable Development Goals

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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**

Life Beyond Tourism proposes to reinterpret the UNESCO 1972
Convention after 50 years of its publishment.



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