

**LIFE BEYOND TOURISM-Oltre il Turismo
For Intercultural Dialogue**

Declaration of Intent
15-16 March 2008

On the 15th of March 2008 the Delegates and Experts of the Foundation present in Florence, Palazzo Vecchio, in Salone dei Duecento, the philosophy expressed in the 'document' presented by the Fondazione Romualdo Del Bianco in the presence of the Deputy Major, Eugenio Giani, the Director of Uffizi Gallery Antonio Natali, the Director of Centro Romantico of the Gabinetto Scientifico Letterario G.P. Vieusseux Maurizio Bossi, the former Director General of ICCROM (International Center for the Study of the Preservation and Restoration of Cultural Property) Andrzej Tomaszewski -and in this occasion- representative of the Director General of ICCROM Mounir Bouchenaki, the former Director General of ICCROM Marc Laenen, 'document' of which title is 'Life Beyond Tourism-Oltre il Turismo', to launch an initiative of this new approach to tourism.

Considering

- the potential of tourism with 'Life Beyond Tourism-Oltre il Turismo philosophy' to promote mutual understanding and respect for the different cultures and societies and to support policies to enhance cultural diversity;
- the need to implement the policy documents and charters on heritage care issued by international intergovernmental organizations such as UNESCO, UNWTO, ICCROM as well as the Council of Europe and international non governmental organizations such as ICOMOS (International Council on Monuments and Sites), ICOM (International Council of Museum), IUCN (The International Union for the Conservation of Nature) especially the Document on Cultural Tourism and how to use it for *intercultural dialogue*;
- the need to strengthen the cultural and intercultural content for the mobility of youngster students, thanks to the more than ten years experience of the Romualdo Del Bianco Foundation in the field;
- to respond to the increasing need of individuals, members of societies and their visitors (tourists) to receive *substantial* and *emotional* information about heritage values, their changes and their consequences for the social, natural and built environment and their significance for society today on the one hand and to foster an *intercultural dialogue* within these societies and other parts of the world to launch 'Life Beyond Tourism-Oltre il Turismo' philosophy;
- to develop appropriate *integral* (all heritage sectors together) and *integrated* approaches of opening up heritage resources within the framework of regional development linking heritage with other sectors within development such as planning, education, economy, environment, culture ensuring the *safeguard* of the heritage resources in the frame of a sustainable tourism, mainly oriented to the knowledge for the intercultural dialogue; following the guide lines issued by the ICOMOS international Committee on tourism;

The Fondazione Romualdo Del Bianco wishes to set up a research programme from 2008 to 2013 with the following objectives under the philosophy of '*Life Beyond Tourism-Oltre il Turismo*'

1) to refine appropriate professional methodologies to practice 'Life Beyond Tourism-Oltre il Turismo' philosophy for *intercultural dialogue* tourism within development strategies in a small number of heritage sites of different nature (cultural landscapes, historic cities and villages, archaeological sites...) in different cultural environments in the world.

The first pilot project will be organised in Europe and neighbouring regions and cultures.



2) to develop models of *best practices* to launch 'Life Beyond Tourism-Oltre il Turismo' philosophy in the different cases in collaboration with the relevant international organizations oriented towards the intercultural dialogue

3) to promote the development of training curricula in collaboration with UNESCO, UNWTO and ICCROM, and WTO, and the Tourist industry for all possible stakeholders involved in development processes especially the tourist industry, to develop the intercultural dialogue

4) to disseminate this information to all possible stakeholders in the most efficient way for a their involvement.


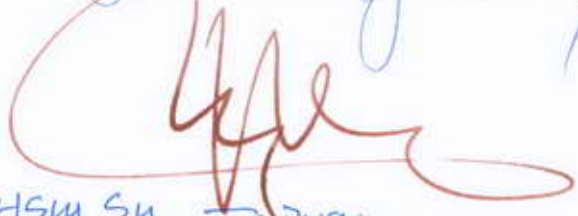
The Foundation Romualdo Del Bianco in Florence is available to act as focal point for the coordination of the initiatives and the actions that will be linked to it.

ANNA KANDARI
Jan Zi Bns'
Andrzej Tomaszewski
TATIANA KIROVA


Andrzej Tomaszewski
Tatiana Kirova


MARC LAENEN

IRMELA SPELSBERG


Irnela Spelsberg


PAOLO DEL PORTOLO

Sh Ming An MING-HSU SU, Taiwan.

Jau Pamute

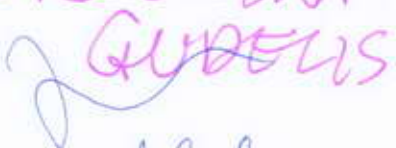
JOH PAKULA

Yasuo Watanabe (渡辺泰男)

ROMANA PRZYBYSCZEWSKA




JAN KAROL SLOWINSKI



GIORGI KHUBUA 

Henie Murawska

MARIA MURAWSKA

Kondareli Tamaz - 

GIA BUGADZE -  Georgian Academy of Arts.

LUDICA VITKOVA, Faculty of architecture STU, Bratislava
EVA KRÁĽOVÁ, FACOLTA' DELL' ARCHITETTURA STU
BRATISLAVA, SLOVACCHIA

Nadiya Vetsargova Odessa State Academy of
Civil Engineering and Architecture
ALLA LAZAROVA Crimea, Char'kov

Nataliya Ishchenko, Crimea, Ukraine

Nana Iashvili Georgian state academy of
Faculty of media art. arts.
N. Iashvili

Maya Kipiani - Coordinator of International
Relation. Experts M. Kipiani
Georgian State Academy of Arts.

CIRCE GAMA MONTEIRO (FACUL) DEPARTAMENTO DE ARQUITETURA
UNIVERSIDADE FEDERAL DE PERNAMBUCO
BRAZIL

Nikolay Gorsky-Chernyshev Russia, Moscow
Russian Academy
of Fine Arts
faculty of Arts (Moscow
state University)

Kandareli Tamaz - Ka
Tbilisi Public University "Metekhi"

Professor Sarah Meredith - U. of Wisconsin-
Green Bay
Sarah Meredith

Vera Dzhkina Russia, Moscow State University, prof of
Fine arts, member of Artists Union, Russian
Federation

MICHEL FUTIN, PRESIDENT ASSOCIATION FORMATION and INNOVATION

M. Futin LYON - FRANCE

A. Jackson

ARLENE JACKSON, DIRECTOR OF INTERNATIONAL EDUCATION
AMERICAN ASSOCIATION OF STATE COLLEGES & UNIVERSITIES
WASHINGTON, DC, USA

1. Michail ZVEZJAKOV RERIOANODESSE STATE
ECONOMICS UNIVERSITY *M. Zvezjakov*

2. OLGA DEGTIAREVA *Olga*

3. JIŘI VANIČEK *J. Vanicek*

4. Zuzana MARTINAČKOVÁ *Z. Martináčková*

5. Andrea Mavričková *A. Mavričková*

6. Joanna Kuba *J. Kuba*

7. Bożena Zimnowska-
Kuperska *B. Zimnowska-Kuperska*

8. Renvyagina Nina Sibanda. University KPR *N. Renvyagina*

9. Fedotova Polina, Moscow Conservatory *P. Fedotova*

10. *J. Krastine* JARIS KRASTINE
RIGA TECHNICAL UNIVERSITY

11. UGIS BRATUSKINS

- RIGA TECHNICAL UNIVERSITY
FACULTY OF ARCHITECTURE & URBAN PLANNING

12. LIJANA SEPIĆ *L. Sepić*

FACULTY OF ARCHITECTURE, UNIVERSITY OF
ZAGREB

12A. MILAN PRODANOVIĆ *M. Prodanović*

FACULTY OF TECHNICAL SCIENCES
NOVI SAD, SERBIA

VLADIMIR BEKSAČOV *V. Beksačov* Odessa State SMIL *V. Beksačov*

14. Marija Kylian *M. Kylian*

Faculty of Architecture Warsaw

15. Stefan Westrych *S. Westrych*

- " - *S. Westrych* University

16. KRZYSZTOF DYGA *K. Dyga*

- " - *K. Dyga*

17. STEFAN WRONA *S. Wrona*

- " - *S. Wrona*

Alexander Lantukhoff artist. UKRAINE
A.M. Odessa

• PALÉZS BALOGH ARCHITECT, BUDAPEST - HUNGARY
[Signature]

• BONA ISTVÁN PAINTER CONSERVATOR BUDAPEST H

[Signature]

• MARIA PROKOPOV Prof. storia d'arte - Budapest, Università ELTE
[Signature]
Arch. Andrii Chernov-composer, Budapest.

崔鹏飞 Cui pengfei is Peter 2008

中央美术学院 建筑学院.

Ray Hutchison University of Wisconsin -
Green Bay

Marina Skuzhynska Lviv Ukraine

Mammadova Gulchohra - Baku

[Signature]
EMILY MICHALYKA, PRAG, CZECH REP.

[Signature]
HAJIYEVA SABINA, Baku, *[Signature]*

CARLO FRANCINI, RESPONSABILE UFFICIO CENTRO STORICO
UNESCO COMUNITA FIRENZE

[Signature]

*Per la PACE nel Mondo,
fra i GIOVANI di Paesi diversi,
con la CULTURA - Incontrarsi,
Conoscersi, Comprendersi,
per sviluppare l'Amicizia tra i Popoli.*

*For PEACE in the World,
among YOUNG PEOPLE of
different Countries,
through CULTURE - Meeting,
Getting Acquainted,
Understanding each other to
develop Friendship among Peoples.*



LIST OF THE SIGNATORIES OF THE DECLARATION OF INTENT AND THE INSTITUTIONS THEY REPRESENT

Emma	Mandelli	Florence University	Florence	Italy
Maurizio	Bossi	Gabinetto Scientifico Letterario G. P. Vieusseux	Florence	Italy
Andrzej	Tomaszewski	Warsaw Technical University	Warsaw	Poland
Tatiana	Kirova	Technical University of Turin	Turin	Italy
Alexander	Petrovich Kudryavtsev	Moscow Architectural Institute – Russian Academy of Architecture	Moscow	Russia
Marc	Laenen	Centre for cultural heritage	Hasselt	Belgium
Irmela	Spelsberg	Viadrina European University	Frankfurt	Germany
Paolo	Del Bianco	Fondazione Romualdo del Bianco	Florence	Italy
Ming-Song	Su	Yunlin Technical University	Yunling	Taiwan
Jan	Pamula	Academy of Fine Arts	Krakow	Poland
Yasuo	Watanabe	Tohoku Bunka Gakuen University	Sendai	Japan
Romana	Gudelis Przybyszewska	University of Economics of Bydgoszcz	Bydgoszcz	Poland
Jan Karol	Slowinski	University of Economics of Bydgoszcz	Bydgoszcz	Poland
Giorgi	Khubua	Tbilisi State University	Tbilisi	Georgia
Maria	Murawska	Academy of Music of Bydgoszcz	Bydgoszcz	Poland
Tamaz	Kandareli	Tbilisi Public University Metekhi	Tbilisi	Georgia
Giorgi	Bughadze	Tbilisi State Academy of Arts	Tbilisi	Georgia
Lubica	Vitkova	Technical University of Bratislava	Bratislava	Slovakia
Eva	Kralova	Technical University of Bratislava	Bratislava	Slovakia
Nadiya	Yeksareva	Odessa State Academy of Architecture	Odessa	Ukraine
Alla	Lazareva	Cultural Heritage Protection Board of Republic of Crimea - Kharkiv State Technical University	Kharkiv	Ukraine
Natalia	Grinenko	Cultural Heritage Protection Board of Republic of Crimea Kharkiv State Technical University	Kharkiv	Ukraine
Nana	Iashvili	Georgian State Academy of Arts	Tbilisi	Georgia
Maya	Kipiani	Georgian State Academy of Arts	Tbilisi	Georgia
Circe	Monteiro	Federal University of Pernambuco	Recife	Brasil
Nicolai	Gorsky-Chernyshev	Russian Academy of Fine Arts	Moscow	Russia
Tamaz	Kandareli	Tbilisi Public University Metekhi	Tbilisi	Georgia
Sarah	Meredith	University of Wisconsin	Green Bay	U.S.A.
Vera	Dazhina	Moscow State University	Moscow	Russia
Michel	Futin	University of Lyon	Lyon	France
Arlene	Jackson	American Association of State University and Colleges	Washington	U.S.A.
Michail	Zveryakov	Odessa State Economics University	Odessa	Ukraine
Olga	Degtiareva	Odessa State Economics University	Odessa	Ukraine
Jiri	Vanicek	Technical University of Jihlava	Jihlava	Czech Republic
Zsuzsanna	Martinakova	Academy of Music of Banska Bystrica	Banska Bystrica	Slovakia

FONDAZIONE ROMUALDO DEL BIANCO

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Bozena	Zimnovoda-Krajewska	Nicolaus Copernicus University	Torun	Poland
Nina	Revyakina	Ivanovo State University	Ivanovo	Russia
Polina	Fedotova	Moscow State Conservatory	Moscow	Russia
Janis	Krastins	Riga Technical University	Riga	Latvia
Ugis	Bratuskins	Riga Technical University	Riga	Latvia
Ljiljana	Sepic	University of Zagreb	Zagreb	Croatia
Milan	Prodanovic	University of Novi Sad	Novi Sad	Serbia
Vladimir	Yeksarev	Odessa State Civil Engineerich and Architecture	Odessa	Ukraine
Maciej	Kysiak	Warsaw Technical University	Warsaw	Poland
Stefan	Westrych	Warsaw Technical University	Warsaw	Poland
Krzystof	Dyga	Warsaw Technical University	Warsaw	Poland
Stefan	Wrona	Warsaw Technical University	Warsaw	Poland
Alexander	Lantukhov	Ukrainian Union of Painters	Odessa	Ukraine
Balasz	Balogh	Budapest University of Technology and Economics	Budapest	Hungary
Istvan	Bona	Hungarian Academy of Fine Arts	Budapest	Hungary
Maria	Prokopp	ELTE University	Budapest	Hungary
Andras	Morgos	University of Tsukuba/ World Cultural Heritage Studies	Tsukuba	Japan
Pengfei	Cui	Central Academy of Fine Arts	Beijing	China
Ray	Hutchison	University of Wisconsin	Green Bay	U.S.A.
Maria	Sluzhinska	Lviv State Technical University	Lviv	Ukraine
Mammadova	Gulchokra	Azerbaijan Architecture and Construction Academy	Baku	Azerbaijan
Bohumil	Fanta	Technical University of Prague	Prague	Czech Republic
Sabina	Hadjieva	Azerbaijan Architecture and Construction Academy	Baku	Azerbaijan
Carlo	Francini	Florence City Hall – UNESCO Office	Florence	Italy

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