



Istituto Internazionale Life Beyond Tourism Educational Program A.Y. 2018-2019

Following the 20th General Assembly of the International Experts of the Fondazione Romualdo Del Bianco® - Life Beyond Tourism® (Florence, March 3-4, 2018), here below is presented the educational program addressed to our international network. The educational program is carried out by the Istituto Internazionale Life Beyond Tourism and its secretariat office.

Intensive Course Training for Trainers Life Beyond Tourism®

PREMISE

The Istituto Internazionale Life Beyond Tourism aims at sharing its knowledge and research on Life Beyond Tourism® worldwide. In the A.Y. 2017/2018, after several years of teaching at University students in different countries (such as, Japan, Azerbaijan, Italy and others), it was clear to us that the transmission of Life Beyond Tourism principles should be done in the local territorial contexts and in the local mother tongue. For this reason, for the A.Y. 2018/2019, the International Institute focuses its educational offer on the Training for Trainers courses.

All the Experts of the Fondazione Romualdo Del Bianco®, the signatories of the Memorandum of Understanding Life Beyond Tourism and those who identify as active members of the Life Beyond Tourism Movement and that want to enrich their professional and research contents are welcome to take part in this programme.

GENERAL INFORMATION

The intensive Life Beyond Tourism® Training for Trainers course represents a 5-day (30 hours class) high-level professional preparation for education, tourism and heritage professionals willing to upgrade their specialisation with the fundamentals of the philosophy and movement Life Beyond Tourism®.

During the training, the participants will have the opportunity to acquire solid theoretical and practical basis, as well as the educational methodology developed by Life Beyond Tourism®, so as to ensure the continuity of the didactic approach used by trainers while imparting Life Beyond Tourism® throughout the world in their home institutions.

At the conclusion, participants will be required to draft a personal training action plan reflecting their vision on conducting Life Beyond Tourism® training activities in accordance with the common framework of the Life Beyond Tourism® philosophy implementation in the world.

WHY CHOOSE THIS COURSE

- Acquire the high level professional training
- Upgrade your personal qualification level
- Acquire the specific theoretical education on risks and advantages of tourism
- Know the innovative method: how to develop economy and culture at the same time through travel
- Acquire the resource and bibliography package of the Life Beyond Tourism Ethos and Model
- Enter a global network of contacts in the academic and professional fields
- Have the opportunity to include a new component into your own educational and teaching portfolio at the home institution
- Become a Trainer Life Beyond Tourism® in your home institution

TO WHOM THE COURSE IS ADDRESSED

Education professionals, trainers, PhD students and researchers



TRAINING ACTIVITY

The Life Beyond Tourism® Training for Trainers consists of 4 major elements aimed at enabling participants to incorporate the Life Beyond Tourism® philosophy and Model into their regular educational and didactic activity. The elements are:

1. Preliminary individual preparation

Individual preliminary study of the Glossary Life Beyond Tourism® and other bibliography provided by the Institute, which is essential to make sure the participants acquire the fundamentals of the Life Beyond Tourism® language and conceptual basis.

2. Intense Training

A) Theoretical part:

- Current tourism paradigm and sustainability; risks and opportunities of the global travel industry; ethical perspectives on Tourism according to the guidelines by UNWTO, UNESCO and other major international organizations.
- Life Beyond Tourism® Movement and philosophy: historic background and origins; from theory to practice, from practice to certification and education.
- The role of the Learning Communities by Life Beyond Tourism® for the participatory best practices and enhancement of territories.
- Life Beyond Tourism® in the global context.

B) Practical part:

- Life Beyond Tourism® Model and its components: Non-Profit Cultural Portal www.lifebeyondtourism.org and cultural-economic network of booking services portals <destination.beyondtourism.net> with a Florence pilot scheme www.vivafirenze.it.
- Methodology and educational techniques for the use of the portals and strategic activation of <destination.beyondtourism.net> on one's own territory.
- Certification Life Beyond Tourism® for Intercultural Dialogue for the Quality Management System: conceptual basis, levels, requirements and process of attainment.

3. Drafting a personal Life Beyond Tourism® training proposal, its presentation, evaluation by the jury and final conclusions

At the conclusion of the course, the participants are requested to draft their personal Life Beyond Tourism® training proposal, based on the acquired knowledge and tailored for the specific needs of the territory and institution of belonging, as well as type and characterises of a potential audience, their specialisation, and other parameters. The personal training proposal is to be presented by each participant in front of the rest of the group and the jury of experts of the Fondazione Romualdo Del Bianco® and Istituto Internazionale Life Beyond Tourism®.

4. Certification, post-course advancement and re-certification

Upon the completion of the course, all the participants will be delivered a Certificate of Trainer Life Beyond Tourism® for the duration of 1 year. In order to remain recognized as Trainers Life Beyond Tourism® for the following years and ensure continuous improvement of Life Beyond Tourism® training conducted outside Florence, participants need to update their professional profiles via e-learnings held by the Istituto Internazionale Life Beyond Tourism®, upon the successful completion of which they acquire updated 1-year duration certification for conducting Life Beyond Tourism® Trainings in their home institutions.

FINAL EXAMINATION, CERTIFICATION AND USE OF COPYRIGHTED MATERIAL

At the end of the course the participants will be required to pass a final test. Each participant will then receive a certificate accredited by the Fondazione Romualdo Del Bianco® - Life Beyond Tourism® for becoming a Life Beyond Tourism® Trainer for 1 year. The trainers will have to use official Life Beyond Tourism® materials (publications, logos and presentations) to hold their own courses. The use of the above-mentioned copyrighted material is allowed by the Institute and the Fondazione Romualdo Del Bianco® - Life Beyond Tourism®, only if the source is correctly quoted.



ORGANIZATIONAL NOTES

FEES

- **€ 1175** per person
- **€ 800** per person for representatives of organisations which signed a Memorandum of Understanding “Life Beyond Tourism” (not expired)
- **€ 800** per person for representatives of organisations which signed the “2015 Life Beyond Tourism Declaration of Auspices for UNESCO”)
- **Free registration** for Experts of the Fondazione Romualdo Del Bianco® - Life Beyond Tourism® (formally appointed year by year)

The fee includes*:

- 30 hours of high-level educational and training activity Life Beyond Tourism® with interactive lectures, discussions, presentations
- Support by a referent who will: be in touch with you via e-mail before your arrival, keep you informed on the program and other communications, answer any question and request from you, accompany you during the entire duration of the course, organize eventual special lectures, conferences or side visits with qualified Florentine experts
- Assistance with invitation letters for visa application (within and not later than 45 days prior to the course)
- Constant management and updating of the course official webpage on the www.lifebeyonddtourism.org Portal and on the official website of the Istituto Internazionale Life Beyond Tourism® (<http://www.istitutointernazionalelbt.org>)
- Didactic material and course kit
- Certificate of “Life Beyond Tourism Trainer” recognized by the Fondazione Romualdo Del Bianco® - Life Beyond Tourism® (member of UNWTO, Forum UNESCO University and Heritage, ICOM, ICOMOS), which will allow you to teach Life Beyond Tourism® within your own institution for one year
- Course premises for the working days, situated in the Renaissance building of the Palazzo Coppini, seat of the Fondazione Romualdo Del Bianco Museum.

*The fee does not include: travel, accommodation and board, health insurance and any other expense unless noted otherwise.

DEADLINES

Participants must confirm their presence through the payment of the participation fee no later than 5 weeks prior to the beginning of the course. The organizers reserve the right to cancel the course up to 4 weeks before its programmed beginning.

The course will be activated with a minimum of 5 participants.

SPECIAL ECONOMIC CONDITIONS FOR 2018 (exceptionally extended from June 30 to December 31, 2018):

- for representatives of organisations, which signed a Memorandum of Understanding “Life Beyond Tourism” (not expired) → 25% discount; special prize 200,00 € (v.a.t. included);
- for representatives of organisations, which signed the “2015 Life Beyond Tourism Declaration of Auspices for UNESCO” → 25% discount; special prize 200,00 € (v.a.t. included).

CANCELLATION POLICIES

The cancellations carried out by written communication to the secretariat 30 days before the event will be reimbursed with a 70 Euro deduction for secretarial costs. After this deadline, cancellation is possible only for visa problems, a copy of the embassy refusal letter must be sent to the secretary office and 50% of the paid



amount will be reimbursed. Starting one week before the event no reimbursements will be possible. Reimbursement will be realized only by bank transfer, IBAN and SWIFT code are necessary and the bank costs will be upon the participants. The reimbursement will be done within maximum 60 days after the closing of the event or after receiving the bank information. Please note that reimbursements in accordance with the cancellation policies are only possible if, at the moment of cancellation notification, the necessary data and bank details are transmitted. The fees of processing the reimbursement operation will be deducted from the due reimbursement sum.

If the course is cancelled by the organizers the registrations will be automatically postponed to the next edition of the course.

ACCOMMODATION

Accommodation is not included and should be chosen and provided independently.

We encourage all the participants to use the www.vivafirenze.it web site as a *Best Practice* of the Life Beyond Tourism® MODEL and a practical application of the Life Beyond Tourism® philosophy. Born from the Life Beyond Tourism philosophy, it is the first non-profit booking portal for hotels in Florence and its surroundings and proposes an innovative model of sustainable tourism that connects the traveler, tourist operators and the heritage of the territory. By booking in one of the structures of vivafirenze.it the traveler can contribute to conservation projects and development of the area and of the culture of Florence, UNESCO World Heritage Site.

The traveler books his room for free with direct payment at the hotel, after the stay. What differentiates Vivafirenze.it is the direct relationship between each booking made and the financing of projects in support of the heritage of Florence, at no extra cost to our guests.

Vivafirenze.it is not responsible for prices and rates published directly by the hotels and accommodation facilities that have joined the booking portal sharing our approach to enhancing the territory.

APPLICATION FORM “LIFE BEYOND TOURISM® INTERNATIONAL COURSES”

to be filled in and sent to iilbt@lifebeyondtourism.org.

PART 1 | GENERAL INFORMATION

Surname

First Name

Home address

Town & Post Code

Country

Affiliation (university/faculty/Institute)

Address

Town & Post Code

Country

Telephone

Fax

E-mail

Web Site

APPLYING FOR INTENSIVE COURSE TRAINING FOR TRAINERS LIFE BEYOND TOURISM®

Session:

- May 14-18, 2018
 October 22-26, 2018
 January 28 – February 1, 2019



PART 2 | DETAILED INFORMATION

BRIEF CURRICULUM (max 2000 characters)

MOTIVATION (max 2000 characters)

PREVIOUSLY ATTENDED COURSES (if any)

- INTERNATIONAL STUDENTS WORKSHOPS LIFE BEYOND TOURISM®**
 - INTENSIVE THEORETICAL COURSE LIFE BEYOND TOURISM®**
 - INTENSIVE COURSE TRAINING FOR TRAINERS LIFE BEYOND TOURISM®**
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The undersigned, _____, declares to have read and accepted the present guidelines.

Place and data

Signature of the Proposer

Signature of a competent referent of the institution/university

Please return this form to iilbt@lifebeyondtourism.org.