THE LIFE BEYOND TOURISM
GLOSSARY

Corinna Del Bianco
in collaboration with Aurora Savelli
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Corinna Del Bianco

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INTRODUCTION
The Fondazione Romualdo Del Bianco® was born inside a hotel company operating on the Florentine territory since 1975, and has grown and developed on the basis of the idea that accommodation activities and businesses survive thanks to culture, of which the Italian territory represents an expression for the whole world, and that the true role of those who provide tourist services is to promote hospitality, or in other words encounter, dialogue and dissemination of tolerance, which stimulates respect and peaceful coexistence. In the aftermath of the fall of the Berlin Wall in 1991, the hotel company began to question itself about its business and social objectives and its own possible field of action for making a contribution to building peace among peoples. The Foundation, therefore, was established in 1998 as a qualified center of studies and research of the company, oriented to interpret the opportunities offered by the distribution network of ‘tourism’ and to use them to bring the multiple experiences of travelling towards the definition and creation of an original cultural product, without forgetting about - in coherence with the history and origins of the Foundation itself - its commercial value and keeping firmly in mind the need for a close link to the enhancement of the territory. Today, a network of international, interdisciplinary and intercultural collaborations radiates from the Foundation: over five hundred institutions, organizations and universities from more than eighty countries on five continents share and participate in the development of the Life Beyond Tourism® Movement, which the Fondazione Romualdo Del Bianco®, in its twenty-six years of activity, has come to conceive in order to offer a concrete opportunity to go beyond a responsible and sustainable tourism.

The activities carried out by the Foundation have been transversal and interdisciplinary: university workshops, scientific seminars, exhibitions, concerts and other cultural events that have created, in the heart of Florence, numerous opportunities for encounter and knowledge. I would like to mention here some of these initiatives: ICOMOS Scientific Committees (International Council on Monuments and Sites) which take place periodically in the Foundation’s headquarters in Florence since 2013, the session Sharing and experiencing the identity of communities through tourism and interpretation of the ICOMOS 2014 Symposium, conferences like Domes in the World1 or, among the most recent ones, on urban issues, Everyday life in the 21st Century City2 e Creative society: Ideas, Problems, and Concepts3, and in 2016 Carnivals in the World. Dialogue among Cultures4. It is important to remember also Costume Colloquium5, international conference on dress and fashion held every two years, as well as the educational offer of the International Institute Life Beyond Tourism

5 The sixth edition will be dedicated to Textiles in Fashion. Creativity in Context (Florence, 14-18 November 2018).
(IILBT) on themes related to travelling for dialogue among cultures.

The youth has always been at the center of the Foundation’s activities since its origins with an intense activity of interdisciplinary and international workshops, and connections with the world of employment and work through the competition Degree and Profession (active since 2003).

I would particularly like to mention the Florence Youth and Heritage Festival, which I had the honor to coordinate and follow in all its aspects, which was the official parallel event dedicated to the youth of the ICOMOS General Assembly on Heritage and Landscape as Human Values (Florence, 9-14 November 2014).

The Festival was a lively moment of encounter between ICOMOS experts, pupils and students of all levels (from elementary to university) and professionals, with a program divided into two round tables, six workshops, a photo contest, a graphic contest and a contest of diploma theses, as well as exhibitions such as Playful Architect, Expo CZ 2015, 1 M³ SPACE and moments of meeting and performance with the Philippine and Peruvian communities of the Florentine territory.

The theme of environment and its safeguard through heritage is also, from 2016, at the heart of our research activity with Heritage for Planet Earth, a conference and a photo contest. Since 2013, we work with NASA World Wind on the topics related to environmental resources and their management: in 2014, in the framework of the Florence Youth and Heritage Festival, we hosted The internet of Places days: much better than a hackathon!, and in 2017 we presented the app DelBianco City Smart, an instrument designed for municipalities, in order to let them discuss city management and solutions to other urban issues.

Each of these activities is linked to the others by a minimum common denominator: the possibility of creating exchanges, mutual knowledge, opportunities for dialogue among cultures through travel. In the wake of this range of experience, since 2007 the Foundation has embarked on a new path, initiating the Life Beyond Tourism movement, enormous opportunities beyond tourism based on services and consumption, dialogue among cultures for the growth in peaceful coexistence.

In the last ten years there have been many public occasions, on which Life Beyond Tourism was presented with numerous people that believed in it, actively participated and wrote on the topic. Since 2013, the Foundation, together with the hotel company - Centro Congressi al Duomo - has given life to the International Institute Life Beyond Tourism®, which birth I saw and of which today I’m the director; the Institute’s is dissemination and education on the themes Life Beyond Tourism and its training offer in Florence is dedicated to students, teachers and professionals.

It is no accident, of course, that the Foundation and the International Institute Life Beyond Tourism are born and operate in Florence on such sensitive subjects as travel and tourism. The World Heritage Sites like Florence welcome ‘natural’ flows of people from all over the world who come to visit them. The numbers are very high: just think that 51% of world travelers go to Europe, for a total of 608 million visitors in 2015; in the international context, Italy is in fifth place, with 50.7 million arrivals in 2015.

In particular, cities of historical and artistic interest represent a destination for more than 24.5 million arrivals (I draw this data from UNWTO, World Tourism Barometer - July 2016). In Florence,
tourism has a strong impact on the city, and it is often seen - as also emerges from the Glossary - as a consumerism-based tourism, an exclusively economic opportunity.

The study *Tourism in Florence: a residents’ point of view*, that the Foundation conducted with the International Institute Life Beyond Tourism in 2016, in partnership with the Center for Tourism Studies in Florence and the European Tourism Association (ETOA), investigated the perception of tourism by citizens. A city like Florence, which in its five districts has just over 370,000 inhabitants, finds itself to host 3.85 million people a year, for a total of 9.2 million overnight stays in accommodation facilities, to which are added 8.2 million overnight stays in private apartments and 5 million excursionists who visit the city in one day.

These numbers are significant and have an opportunity to represent a great wealth, not so much in economic terms, but in cultural terms, because thanks to the travel experience and thanks to the heritage we can create opportunities for encounter among different cultures that are peacefully and simultaneously present in one and the same place.

In this third millennium the Foundation believes in the possibility of a travel that is also and above all an opportunity for encounter and dialogue between cultures; it believes, also, in the particular responsibility that the World Heritage Sites have in this process, for rendering this opportunity a reality, through occasions that must be created, ‘governed’ and made profitable by the city itself, its institutions, its commercial entities and its residents.

In this regard, it is necessary to imagine the consequences of a management strategy of these flows aimed at creating intercultural dialogue, also given the growing tourism trends and equally positive forecasts for the coming decades. This theme, still in its beginning and far from general awareness, is nowadays addressed by many disciplines, as well as by emerging commercial offers.

This widespread awareness represents for Life Beyond Tourism® a great opportunity for further development and exchange with communities and realities that are becoming increasingly sensitive to this issue.

In the Life Beyond Tourism philosophy, the level of participation and awareness of local communities, called by Life Beyond Tourism® learning communities, is fundamental in order to render the journey a *travel experience based on values*, and not merely a *consumption* act.

There are many examples of cities distorted and emptied in their identity by tourism; Life Beyond Tourism® not only wants to help prevent these experiences from happening again, but intends to ensure that territorial management, both with local planning and with the daily work of residents and operators, creates dialogue among peoples that meet thanks to travelling, dialogue being a fundamental condition for the growth of the international community in peaceful coexistence, a contribution to the path towards peace.

The Centro Congressi al Duomo is now a seat of practical application of Life Beyond Tourism® and as such its mission is to transform the journey into an opportunity for discovery, knowledge and exchange between different travelers. Its policy is of development for the benefit of guests; the goal of the Company is to make the tourist feel truly welcomed by the city and not as a customer.

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6 Data processed by the Center for Tourism Studies in Florence for the year 2015.
The activities proposed in the framework of Life Beyond Tourism, aim to promote intercultural
dialogue, enhancement of tangible and intangible heritage and of the visited territory.

After many years of publications and innovative research, the Glossary proposed here represents
the result of the need to crystallize and spread a greater awareness of the terminology used by Life
Beyond Tourism.

Above all, the Glossary intends to be an instrument for sharing the present state of the research on
travelling (in 2016) undertaken by the Fondazione Romualdo Del Bianco. In addition to collecting
and defining the most significant terms, through the glossary it is possible to trace the evolution
of the terms themselves, in total sixty-two. In the first years of activity, these terms expressed
concepts that were enriched and clarified over time. This path is explained by the quotations given
after the definition, which cover a large period of time - the time of evolution of the movement.
The research is by no means over, and therefore the entries present here are still ‘in travel’ towards
richer and wider meanings and may likewise grow in number.

The bibliography used here consists of thirty-seven texts, which largely represent the result of
the energetic work by the President of the Fondazione Romualdo Del Bianco, Paolo Del Bianco,
and by the Councilors of the Foundation, including Maurizio Bossi, Francesco Civita, Carlotta
Del Bianco, Marc Laenen, Emma Mandelli and the author of the present. Being many of these in
multiple languages and being the goal of the glossary to create a solid piece of work that crystallizes
the concepts of Life Beyond Tourism from its origin to today, which will be used as a basis of the
education and training activity of the International Institute of Life Beyond Tourism (programs in
the English language), we preferred to analyze and refer to the publications only in the English
language. At the end of this volume, the reader will find the complete bibliography updated in
September 2017.

A decisive contribution to the selection of citations and the refinement of all aspects of this work
was given by Aurora Savelli. The entries were then brought to the attention of a selected com-
mittee with the participation of Francesco Civita, Carlotta Del Bianco, Paolo Del Bianco, Marc
Laenen and Emma Mandelli.

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Among the activities of Life Beyond Tourism available at the premises of the Centro Congressi al Duomo,
we can remember the following: the Microsguardi, identity cards of each room in which to find, in addition to the
number, also the name of the room and photographic details of its view; the film Florence 1000 years of history on
the room’s TV, realized in Italian, French and English by Art Media Studio with the contribution of Antonio Paolucci,
Bruno Santi and Cristina Acidini; the Traveler’s Kit, delivered upon arrival and containing some free offers for guests.
These include Be Part of History, an initiative for the shared protection of the artistic and cultural heritage of Florence;
an invitation to visit the Museum of the Fondazione Del Bianco, a private collection of gifts from all over the world; Vo
per Botteghe, a walk through the city that allows to discover ‘historic’ workshops of the Florentine territory, activities
handed down with passion from generation to generation; a map of the city created by the International Institute of
Life Beyond Tourism with eight itineraries designed to discover the most hidden faces of Florence; the Sites for Dia-
logue, the book that tells the meaning of Life Beyond Tourism; proposals for itineraries of art and knowledge of local
agricultural production with guides trained and certified by Life Beyond Tourism.
The Councillor of the Foundation Maurizio Bossi has always believed in the need for a Life Beyond Tourism glossary. Therefore, with joy we dedicate this work to him.

Corinna Del Bianco
Director of the International Institute Life Beyond Tourism
La Fondazione Romualdo Del Bianco nasce all’interno di un’azienda alberghiera operativa fin dal 1975 sul territorio fiorentino, cresciuta e sviluppatisi sulla base dell’idea che le attività ricettive vivono grazie alla cultura che il territorio italiano esprime al mondo intero e che il vero ruolo di coloro che offrono servizi turistici è quello di promuovere l’accoglienza, l’incontro, il dialogo e la diffusione della tolleranza, quella che stimola il rispetto e la pacifica coesistenza. All’indomani della caduta del muro di Berlino, nel 1991, la compagnia alberghiera ha iniziato a interrogarsi sulle proprie finalità aziendali e sociali e sul proprio possibile campo d’azione per dare un contributo al percorso di costruzione della pace tra i popoli.

La Fondazione, pertanto, è stata costituita nel 1998 come un qualificato centro di studi e ricerche dell’azienda, orientato ad interpretare le opportunità offerte dalla rete distributiva del ‘turismo’ e ad utilizzarle per ricondurre le esperienze molteplici del viaggio verso la definizione e la realizzazione di un originale prodotto culturale, senza dimenticarne – in coerenza con la storia e le origini della Fondazione stessa – la valenza commerciale e tenendo ferma la necessità di uno stretto rapporto con la valorizzazione del territorio.


I giovani sono stati al centro delle attività della Fondazione fin dalle sue origini con una intensa attività di workshop interdisciplinari e internazionali e di collegamento con il mondo del lavoro con

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1 Congresso scientifico internazionale, Firenze, Auditorium al Duomo, 19-23 marzo 2012.
4 Simposio internazionale, Firenze, Auditorium al Duomo e Viareggio, Palace Hotel, 3-7 febbraio 2016.
5 La sesta edizione sarà dedicata a Textiles in Fashion. Creativity in Context (Firenze, 14-18 novembre 2018).
il concorso Degree and Profession (attivo dal 2003). Vorrei ricordare in modo particolare il Florence Youth and Heritage Festival, che ho avuto l’onore di coordinare e seguire in tutti i suoi aspetti, l’evento parallelo ufficiale dedicato ai giovani dell’Assemblea Generale ICOMOS su Heritage and Landscape as Human Values (Firenze, 9-14 novembre 2014). Il Festival è stato un vivace momento di incontro tra esperti ICOMOS, studenti di ogni grado scolare (dalle elementari all’università) e professionisti, tramite un programma articolato in due tavole rotonde, sei workshop, un concorso fotografico, un concorso grafico e uno per tesi di laurea, mostrare come Playful Architect, Expo CZ 2015, 1 M³ SPACE e momenti di incontro e performance con le comunità filippine e peruviane del territorio fiorentino.

Il tema dell’ambiente e della sua salvaguardia attraverso il patrimonio è inoltre, dal 2016, al cuore della nostra attività di ricerca con Heritage for Planet Earth, convegno e concorso. Sui temi inerenti le risorse ambientali e la loro gestione, dal 2013 lavoriamo con NASA World Wind: nel 2014, nell’ambito del Florence Youth and Heritage Festival, abbiamo ospitato The internet of Places days: much better than a hackathon! e nel 2017 abbiamo presentato l’app DelBianco City Smart, uno strumento pensato per le municipalità, per confrontarsi sulla gestione e risoluzione di temi urbani. Ognuna di queste attività è legata alle altre da un minimo comune denominatore: la possibilità di creare scambi, conoscenza reciproca, opportunità di dialogo tra culture tramite il viaggio. Nel solco di questo ventaglio di esperienze, dal 2007 la Fondazione ha intrapreso un nuovo percorso, avviando il movimento Life Beyond Tourism, le enormi opportunità oltre il turismo dei servizi e dei consumi, il dialogo tra culture per la crescita in pacifica coesistenza. Negli ultimi dieci anni molte sono state le occasioni pubbliche in cui Life Beyond Tourism è stato presentato e moltissime le persone che hanno creduto, partecipato e scritto sul tema. Dal 2013 la Fondazione, insieme alla compagnia alberghiera – Centro Congressi al Duomo - ha dato vita all’Istituto Internazionale Life Beyond Tourism®, che ha visto nascere e oggi ho l’incarico di dirigere, per diffondere ed educare ai temi Life Beyond Tourism, tramite un’offerta formativa a Firenze rivolta a studenti, docenti e professionisti. Non è un caso, naturalmente, che la Fondazione e l’Istituto Internazionale Life Beyond Tourism nascano e operino a Firenze su temi così sensibili come il viaggio e il turismo. I Siti patrimonio dell’umanità come Firenze accolgono flussi ‘naturali’ di persone che da tutto il mondo vi si recano per visitarli. I numeri sono altissimi: basti pensare che il 51% dei viaggiatori mondiali si reca in Europa, per un totale di 608 milioni di presenze nel 2015; nel contesto internazionale, l’Italia si posiziona al quinto posto, con 50,7 milioni di arrivi sempre nel 2015. Le città di interesse storico-artistico, in particolare, sono state meta di più di 24 milioni e mezzo di arrivi (traggo questi dati da UNWTO, World Tourism Barometer – July 2016). A Firenze il turismo impatta in modo forte sulla città, ed è spesso visto – come emerge anche dal Glossario – come un turismo dei consumi, un’opportunità esclusivamente economica. Lo studio Il turismo a Firenze: il punto di vista dei residenti, che la Fondazione con l’Istituto Internazionale Life Beyond Tourism ha condotto nel 2016, in partnership con il Centro Studi Turistici e con European Tourism Association (ETOA), ha studiato proprio la percezione del turismo da parte dei cittadini. Una città come Firenze, che nei suoi cinque quartieri conta poco più di 370.000 abitanti, si trova a ospitare 3,85 milioni di persone all’anno, per un totale di
9,2 milioni di pernottamenti in strutture ricettive, ai quali si aggiungono 8,2 milioni di pernottamenti in appartamenti privati e 5 milioni di escursionisti che visitano la città in giornata⁶. Questi numeri sono rilevanti e hanno la possibilità di rappresentare una grande ricchezza, non tanto in termini economici, ma in termini culturali, perché grazie al viaggio e grazie al patrimonio possiamo creare occasioni di incontro tra culture differenti che si trovano pacificamente e contemporaneamente presenti in uno stesso luogo.

In questo terzo millennio, la Fondazione crede nella possibilità di un viaggio che sia anche e soprattutto opportunità di incontro e di dialogo tra culture; crede, anche, nella particolare responsabilità che i Siti patrimonio dell’umanità hanno in tale processo, per rendere quest’opportunità una realtà, attraverso occasioni che devono essere create, ‘governate’ e rese vantaggiose dalla città stessa, dalle sue istituzioni, dai suoi esercizi commerciali, dai suoi residenti. A tal riguardo, è necessario immaginare le conseguenze di una strategia di gestione di questi flussi mirata alla creazione di dialogo interculturale, dati anche i trend del turismo in crescita e le previsioni altrettanto positive nei prossimi decenni. Questo tema, all’inizio ancora lontano dalla sensibilità generale, è oggi affrontato da tante discipline e dal mondo delle offerte commerciali. Tale consapevolezza diffusa, rappresenta per Life Beyond Tourism® una grande occasione di ulteriore sviluppo e confronto con comunità e realtà sempre più sensibili a questo tema.

Nella filosofia Life Beyond Tourism il grado di partecipazione e di consapevolezza delle comunità locali, chiamate da Life Beyond Tourism® learning communities, è fondamentale per poter rendere il viaggio un viaggio di valori, e non un fattore meramente di consumo. Tanti sono gli esempi di città stravolte e svuotate nella loro identità dal turismo; Life Beyond Tourism® non solo vuole contribuire ad evitare che queste esperienze si ripetano, ma intende far sì che la gestione del territorio, sia con la pianificazione territoriale che con l’operato quotidiano dei residenti e operatori locali, crei dialogo tra i popoli che si incontrano grazie al viaggio, dialogo che è un presupposto fondamentale per una crescita della comunità internazionale in pacifica coesistenza, un contributo al percorso di pace.

Il Centro Congressi al Duomo è oggi sede della pratica applicazione di Life Beyond Tourism® e come tale la sua missione è trasformare il viaggio in un’occasione di scoperta, di conoscenza e di scambio fra diversi viaggiatori. La sua politica è di sviluppo a beneficio degli ospiti; l’obiettivo della Compagnia è far sentire il turista accolto dalla città e non un cliente. Le attività proposte nell’ambito di Life Beyond Tourism, mirano a promuovere il dialogo interculturale, la valorizzazione del patrimonio tangibile e intangibile e quella del territorio visitato⁷.

⁶ Dati elaborati dal Centro Studi Turistici per l’anno 2015.
⁷ Fra le attività Life Beyond Tourism® presenti nelle strutture ricettive del Centro Congressi al Duomo ricordiamo: i Microsguardi, carte d’identità di ogni camera in cui ritrovare, oltre al numero, anche il nome della camera e i dettagli fotografici della sua vista; la proposta in TV del filmato Firenze 1000 anni di storia, realizzato in italiano, francese e inglese da Art Media Studio con il contributo di Antonio Paolucci, Bruno Santi e Cristina Acidini; il Kit del Viaggiatore, consegnato all’arrivo, e contenente alcune proposte gratuite per gli ospiti. Tra queste Be Part of History, iniziativa per la tutela condivisa del patrimonio artistico e culturale di Firenze; un invito a visitare il Museo della Fondazione Del Bianco, collezione privata di doni provenienti da tutto il mondo; Vo per botteghe, passeggiata per la città che permette di scoprire botteghe ‘storiche’ del territorio fiorentino, attività tramandate con passione di generazione in generazione;
Dopo tanti anni di pubblicazioni e ricerche innovative il Glossario che qui si propone è frutto dell’esigenza di poter cristallizzare e diffondere una maggiore consapevolezza sulla terminologia utilizzata da Life Beyond Tourism®. Il Glossario vuole, anzitutto, essere strumento di condivisione dello stato di fatto (al 2016) della ricerca sul viaggio intrapresa dalla Fondazione Romualdo Del Bianco®. Oltre a raccogliere e definire i termini più significativi, attraverso il glossario è possibile ripercorrere l’evoluzione dei lemmi stessi, in tutto sessantadue. Nei primi anni dell’attività essi esprimevano concetti che si sono arricchiti e precisati nel corso del tempo. Tale percorso viene esplicitato dalle citazioni riportate dopo la definizione, che coprono un ampio lasso di tempo - il tempo di evoluzione del movimento. La ricerca non è affatto conclusa, quindi le voci qui presenti sono ancora ‘in viaggio’ verso significati più ricchi e ampi e potranno, altresì, crescere nel numero.

La bibliografia utilizzata consiste in trentasette testi, in larga parte frutto dell’energia del Presidente della Fondazione Romualdo Del Bianco, Paolo Del Bianco, e dei Consiglieri della Fondazione, tra cui Maurizio Bossi, Francesco Civita, Carlotta Del Bianco, Marc Laenen, Emma Mandelli e la scrivente. Essendo molti di questi in più lingue ed essendo obiettivo del glossario creare un solido tassello che cristallizzi i concetti Life Beyond Tourism dalla loro origine ad oggi, da poter utilizzare anche come base dell’attività formativa dell’Istituto Internazionale Life Beyond Tourism (programmi in lingua inglese), si è scelto di analizzare e riportare il lavoro in inglese. Alla fine di questo volume il lettore troverà la bibliografia completa e aggiornata al settembre 2017.

Alla selezione delle citazioni e all’affinamento di tutti gli aspetti di questo lavoro ha dato un contributo determinante Aurora Savelli. Le voci sono poi state sottoposte all’attenzione di un comitato ristretto di cui hanno fatto parte Francesco Civita, Carlotta Del Bianco, Paolo Del Bianco, Marc Laenen ed Emma Mandelli.

Alla necessità di un glossario Life Beyond Tourism, il Consigliere della Fondazione Maurizio Bossi ha sempre creduto. È dunque con gioia che gli dedichiamo questo lavoro.

Corinna Del Bianco
Direttore Istituto Internazionale Life Beyond Tourism

una mappa della città realizzata dall’Istituto Internazionale Life Beyond Tourism con otto itinerari pensati per scoprire i volti più nascosti di Firenze; i Siti per il Dialogo, il libro che racconta il senso di Life Beyond Tourism; proposte di itinerari d’arte e di conoscenza della produzione agricola locale con guide formate e certificate Life Beyond Tourism.
Best practices are a complex of actions conceived in the framework of Life Beyond Tourism throughout the years of its development, which are aimed to apply and effectively implement its principles on the grassroots level among the members of Learning Communities. The notion “best” practice refers to a performative excellence in specific cultural contexts. Different in type, scope, methods of application, involvement of actors/partners and other parameters, all best practices, however, can be brought to the common denominator of aiming at the promotion of intercultural dialogue, respect for cultural diversity and peaceful coexistence on the planet.

«Life Beyond Tourism® produces examples of good and best practice and defines standards, but it also offers an international, intercultural and interdisciplinary platform for an important exchange of experiences and debate, including on the presence of intangible cultural heritage in its tangible counterpart, and the extent to which awareness of this fosters dialogue». (P. Del Bianco 2011b, p. 38)

«Alongside intense activity comprising the promotion of encounters, particularly among young people from all around the world, and experimenting with best practices in Florentine hotels in the context of its Life Beyond Tourism® initiative, the Fondazione has set up a portal designed to allow every region to increase its own self-knowledge and to make itself known to the outside world». (P. Del Bianco 2012c, p. 133)

«The goal of certification is to promote the adoption of best practices for maximizing the quality of services and products offered by organizations (public and private) involved in the tourism industry, while minimizing the negative impacts on the heritage, a primary source of the influx of travellers. The certification (CID-LBT) is useful for verifying the results of the management policy on single territories and entities linked to them for the Intercultural Dialogue - Life Beyond Tourism®». (Board Members of the Fondazione Romuald Del Bianco 2016a, p. 45)
BUSINESS, REPRESENTATIVE BUSINESS

Business, or a representative business, is one of the categories of partners within the Learning Communities by Life Beyond Tourism; representative businesses are those companies that operate on territories in a traditional way, introducing contemporary innovations, but still remaining faithful to traditional knowledge and best practices.

«Thus, from Florence, we are establishing a practice to contribute to: the enhancement of territories; the economic and financial support of heritage, with the participation of local authorities, residents, travellers, players in the tourist and accommodation industry, cultural institutions and representative businesses, especially those that are less well-known [...].» (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 195)

«Life Beyond Tourism gives institutions and businesses a high profile. The Not-for-Profit Life Beyond Tourism Portal® gives those companies and institutions that decide to subscribe to it an instant high profile [...].» (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 209)

«The task assigned to us in the context of the Life Beyond Tourism® Heritage Community project proved to be a challenge for us university researchers because we had to address the transition from the definition of a model to the indication of a practical course of action designed to implement a concrete objective, namely to devise a meeting point between the demand for travel services from players sensitive to the enhancement of an area, and the community of small and medium businesses, entities and institutions that intend to offer visitors those services.» (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 211)
BUSINESS PLAN

Business plan is a management system/plan for reaching goals and objectives for the implementation of the Life Beyond Tourism vision. It comprises the setting of concrete objectives, an efficient strategy to reach these objectives, the establishment and operational involvement of a sustainable network of partners by franchising, and a set of professional outputs/products following scientific standards and a code of ethics/values.

“The main points in which the Development Plan in – not-for-profit – franchising and feasibility for the sustainable development of regions are the following: (1) Business Plan; (2) Franchisor Profile; (3) Franchisee Profile. (1) Business Plan: the aim is on the one hand to contextualise the idea behind this initiative, the aims, the basic values or guidelines on which it is based and the project’s strategic vision, and on the other, to describe the “product” (which is technological in nature) around which the initiative revolves, as well as the competition and strategy for developing it in franchising”. (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 212)
The Certification for Intercultural Dialogue - Life Beyond Tourism® (CID-LBT) meets the growing demand of travellers for programs and products promoting sustainable tourism. The certification was defined within the Life Beyond Tourism Model in relation to Travel for Dialogue, and it fosters the establishment of a circuit of communication between the public sector of the destination, its civil society, hospitality industry, intermediaries and visitors certifying those companies that operate for the promotion of dialogue among cultures.

«Quality Certification, as long as it is based on international standards, guarantees both the formative process of the individuals involved and the monitoring of the results achieved, as well as potential remedies when necessary». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 200)

«With certification, Life Beyond Tourism seeks to foster, for the purpose of intercultural dialogue, the establishment of a circuit of communication between: the public-sector’s will at the national, regional and local level; the civic environment that is the destination of travel [...] host structures [...] intermediate travel structures [...] visitors to a destination». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 207)

«The Certification for Intercultural Dialogue - Life Beyond Tourism® (CID-LBT) is a certification for those entities of the territory that distinguish themselves for sharing, adopting and strengthening the practices favoring sustainable tourism, with Intercultural Dialogue and in respect for the local Heritage [...]». (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 44)

«The Certification proposes a protocol that sets out management criteria and performance indicators of results at different levels of management and operational structure of an organization». (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 44)

«The Certification for Intercultural Dialogue-Life Beyond Tourism® (CID-LBT) meets the growing demand of travelers for programs and products in favor of sustainable tourism and was developed in response to the guidelines expressed and promoted by numerous international organizations including: UNESCO, “International Decade for the Rapprochement of Cultures 2013-2022”; UN, “2017, Year of Tourism for Sustainable Development”; UN, “Millennium Development Goals in 2030”. The goal of certification is to promote the adoption of best practices for maximizing the quality of services and products offered by organizations (public and private) involved in the tourism industry [...]». (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 45)
COMMUNICATION

A fundamental value for dialogue in the world, which has been disastrously ravaged by time and by the breakneck pace of modern daily lives. Communication plays an indispensable role within the Life Beyond Tourism ethos, and it is also represented in the Life Beyond Tourism logo as one of the five petals revolving around the globe. Within the Life Beyond Tourism movement, communication is referred to as proper communication of local cultural identities on behalf of territories that interpret and present the specificity of their natural and cultural heritage.

«Its [Life Beyond Tourism’s] symbol is a five-leaf clover, a message devised by Carlotta Del Bianco, showing a globe revolving around a vessel called Life Beyond Tourism – Oltre il Turismo, the heart of a flower whose five petals are: encounters, communication, knowledge, conservation and economy». (P. Del Bianco 2010b, p. 212)

«[…] we must combat the risk of the deterioration of our cultural heritage caused by mass tourism by offering the interpretation and communication of that heritage to all visitors […]». (P. Del Bianco 2011f, p. 9)

«[…] the new concept indicated by Andrzej Tomaszewski involving the use and enjoyment of that heritage - entailing its interpretation and communication - for furthering intercultural dialogue: a new mission for the city which, with its heritage, is no longer merely a beacon testifying to past splendour, but also a beacon for the present and the future thanks to its contribution to the promotion of intercultural dialogue». (P. Del Bianco 2012c, p. 133)

«If a historical city joins the UNESCO list, its mission radically changes because it becomes a centre of worldwide attention, thus acquiring the honour, and the burden, of becoming an example, a workshop for communication, an area with an educational role». (P. Del Bianco 2013d, p. 8)
CONSUMER-DRIVEN, CONSUMERISM

Consumerism and consumer-driven services are associated, in the Life Beyond Tourism framework, with the negative aspects of tourism; they might lead to the lack of awareness, neglect or superficiality, which could endanger the Spirit of Places. A life “beyond tourism”, with the concepts of “Travel for Values” and “Travel for Dialogue”, represents a correct countermeasure contributing to an appreciation of the importance of travelling for the discovery of values of a destination and respect for the diversity of cultural expressions.

«The philosophy of Life Beyond Tourism “Travel for Dialogue” - thus going well beyond tourism based on consumer-driven services - intends to contribute to an appreciation of the importance of travelling to discover the values of a destination and to appreciate and respect diversity of cultural expression». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 196)

«[…] the portal is an international platform for the exchange of experiences and of best practices for a journey amid the values of a destination, in order to travel way beyond “tourism” based exclusively on consumer-driven services». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 199)

«This virtual platform is a practical application of the “LIFE BEYOND TOURISM” philosophy designed to help supersede, to go “beyond”, the concept of tourism – now irrevocably associated with consumer-driven services – to achieve “travel for values” (“beyond tourism”) for INTERCULTURAL DIALOGUE with a view to promoting the sustainable development of mankind». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 201)
CONSUMPTION

Consumption is intended as the materialistic approach brought to life by touristic services, which changed our society deforming the concept of “friendship” and interpersonal relations and making it vulnerable to betrayal. The Life Beyond Tourism movement itself was conceived to prevent the negative influence of services and consumption on tourism and create therefore a journey of knowledge of single places, aimed at encouraging the dialogue among cultures.

«Consumption makes short work of values in our economic system, and the priority of the profit motive prompts us to sacrifice the quality of the environment [...]». (P. Del Bianco 2012c, p. 132)

«It would be desirable to see, from cities like Florence, the birth of 'movements' oriented at realizing that, apart from tourism of services and consumption, we can expect a journey of knowledge of single places aimed at encouraging the dialogue among cultures, indispensable for sustainable development today». (P. Del Bianco 2014b, p. 102)

«The potentialities of travel industry, of welcome and hospitality become ever clearer, which, if not limited to services and consumption, could stand out in the theme of intercultural dialogue and knowledge of diversity in this age of globalization». (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 34)

«It is important to emphasize that the result of the 18° Assembly represents a particularly important moment after the first congress in Cambodia held by UNWTO and UNESCO, in order to move beyond the tourism of services and consumption, with a new cultural, commercial and educational offer». (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 43)
The character of a destination in its evolutionary development over time was christened by the Fondazione Romualdo Del Bianco the “cultural biography” of a destination. Students willing to put into practice the Life Beyond Tourism Model present to the international community the cultural biography of their area, which is also presented to travellers, or temporary residents within the Learning Communities of a territory.

“Cultural biography” investigates here the changing interpretation and implementation of values and their impact on living environments over time, clarifies the dialectic process of value abandonment, renovation and innovation and makes the cultural stratification and the actual appearance of our continuous evolving living environments understood. (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 95)

It is obvious that such cultural biography relies on the reliability or “authenticity”, that is to say the “credibility and truthfulness” of the resources, on the scientific methods of investigation and the policy purpose that the interpreter wants to achieve. (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 95)

Landscape “history”, “biography” or “cultural biography” (when stress is put on human interaction) reveals influential and determining physical and cultural dynamics and human interaction and identifies heritage resources that are to be conserved in a regional development that wants to enhance and further develop the specific character of our living environments. (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 202)

The Model also intends to be devised and defined to become an area for research in those local universities that wish to be part of the process of their area’s development and presentation alongside local authorities and cultural players, with projects in which young students will help to collect the information on their area’s cultural players and upload the resulting data onto the Life Beyond Tourism Portal www.lifebeyondtourism.org in order to use that information to mould a structure for the area; and in parallel, students on the verge of gaining their graduate or doctoral degrees will be able both to study and present their area’s cultural biography, and to lay the groundwork for self-funding conservation and restoration operations for their area’s cultural players, with local businesses that subscribe to the Model. They themselves will be able to create start-up businesses, with the help of their universities, which will initially act as incubators for the start of their budding entrepreneurial careers. (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 208)
CULTURAL INSTITUTION

*Cultural institution is an institution that conserves, disseminates and promotes culture and cultural heritage, past and present, tangible and intangible. A cultural institution has the power to decide to share the Manifesto Life Beyond Tourism.*

«[...] we are establishing a practice to contribute to [...] the economic and financial support of heritage, with the participation of local authorities, residents, travellers, players in the tourist and accommodation industry, cultural institutions and representative businesses, especially those that are less well-known». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 195)

«Everyone is welcome to subscribe to Life Beyond Tourism®. Among those who choose to join the Portal by subscribing to the principles enshrined in the Manifesto, we have identified at least three main categories: a. Cultural Institutions, Foundations and Associations, Non-Governmental Organisations, Local Authorities operating in the sphere of cultural and natural heritage, both tangible and intangible; b. Businesses operating for the benefit of the area; c. Individuals and travellers wishing to get to know and to dialogue with different cultures and to understand the real history and identity of their destination; as well as scholars, thinkers and professional people who consider travel, intercultural dialogue and interdisciplinary dialogue to be a crucial tool for civic and economic growth». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 209)

«I would consider precisely the following two aspects to be the [LBT] project’s core business, namely: a) the ability to forge a system embracing the businesses, entities and cultural institutions in the travel destination area in order to make the offer of services both more integrated and more identifiable; and b) to weld destinations together in a common vision of travel in support of cultural heritage through a common formative process and through the exchange of experience». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 211)
DESTINATION, TRAVEL DESTINATION

Within the territories, “travel destinations” coincide with those sites that represent a primary source of tourist attraction. The Life Beyond Tourism Model has developed a system embracing businesses, entities and cultural institutions within a travel destination area and rendering the offer of services both more integrated and more identifiable, as well as welding destinations together in a common vision of travel in support of cultural heritage through a common educational process and exchange of experience.

«[...] we translated the achievement of the predefined mission in terms of the dissemination of the knowledge of the “destinations” at the international level. This involvement commences with the local community through the enhancement of the network of portals for online reservations and services (in the various destinations) as provided for by the Life Beyond Tourism Model. Thus the Model aims to help to increase and to enhance local cultural heritage by ploughing back into the destination a part of the profits generated by the system of sales». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 211)

«In the Model Life Beyond Tourism® for the World Heritage Sites for Dialogue, LEARNING COMMUNITIES are those communities made up of physical or legal entities involved in various activities of the area of destination [...]». (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 43)

«The Certification for Intercultural Dialogue - Life Beyond Tourism® (CID-LBT) is a certification for those entities of the territory that distinguish themselves for sharing, adopting and strengthening the practices favoring sustainable tourism, with Intercultural Dialogue and in respect for the local Heritage, the primary source of attractiveness of a tourist destination [...]». (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 44)
DEVELOPMENT

Development of territories as well as of the international community is a key-point of the Life Beyond Tourism ethos. Well-thought-out development strategies of territorial planning foresee a dynamic multi-year research, necessary to avoid an unwanted cultural distortion. The term refers also to a further development of a cultural landscape/living environment in its complex and interrelated social, economic, environmental and cultural dimensions. Sustainable development enables to preserve, enhance and further develop the fundamental natural and cultural resources, for a humane human existence. Life Beyond Tourism contributes to the sustainable development by promoting intercultural dialogue, fostering cultural travel and making humanity, its past and its present, more understood and respected.

«Precisely because the Fondazione was conceived and is fuelled by the tourist industry, it is all the more aware of the importance of helping to safeguard development in a framework of peaceful coexistence, which is why it is committed to following a given path and to fostering that path». (P. Del Bianco 2015b, p. 130)

«In the world heritage sites of humanity, particularly in those existing largely because of the flows of visitors interested in Heritage, one should come to a full awareness of how much the development of such places depends, even before the heritage itself, on the factor of peace». (Board Members of the Fondazione Romualdo Del Bianco 2016b, p. 53)
Dialog, or intercultural dialogue, is the communication within interpersonal relations among people of different cultural realities and backgrounds. It is a crucial concept for the birth and evolution of the Life Beyond Tourism ethos, contributing to promote values and the sense of respect for diversity, which is becoming more and more necessary in our increasingly multicultural societies. Intercultural dialogue offers infinite opportunities for encounters and becomes, also through heritage, strategic for peace in the world.

«While we were fully aware of what we were doing in all the various different fields and disciplines, what we had not realized was that our greatest achievement had been to merge the activities described in the two points in our statute: namely, the enhancement and preservation of cultural heritage, and intercultural dialogue». (P. Del Bianco 2010b, p. 207)

«It is worth repeating that this research was prompted by our belief that the conservation and enhancement of the commitment to foster intercultural dialogue and hospitality is part and parcel of the world’s intangible heritage [...]». (P. Del Bianco 2010b, p. 208)

«People working in the tourist industry can help to spread a more authentic familiarity with a destination, and that in turn will focus the tourist’s attention and respect for that destination; by the same token, they can help to create opportunities for dialogue among tourists from different cultural backgrounds». (P. Del Bianco 2010b, p. 210)

«[...] the Fondazione considers intercultural dialogue to be the golden pathway leading to peace, and it is convinced that in order to achieve the goals enshrined in the UNESCO declarations [...] it is necessary to work within the framework of their common vision, the first Convention of 1972 offering us the strategy for doing so and the Conventions of 2003 and 2005 forming the ultimate goal». (Board Members of the Fondazione Romualdo Del Bianco 2014b, p. 47)

«Palazzo Coppini [...] opens itself towards a new competition for Dialogue among Cultures on the World Heritage Sites; here visitors are very numerous and come from various cultures and there are many powerful opportunities for dialogue and, for this reason, the resulting opportunities to contribute to dialogue and, consequently, to peace, cannot be lost, and therefore to the protection of heritage from the destructions and war damage». (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 35)
DIVERSITY, CULTURAL DIVERSITY

As affirmed by the UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005), diversity is a defining characteristic of humanity that Life Beyond Tourism considers to be an important resource and a great opportunity for intercultural dialogue. Cultural diversity is a concept in need of protection and promotion, and the conservation of the world’s tangible and intangible heritage depends on the knowledge of cultural diversity and requires awareness-raising and communication activities.

«Tourism should be regarded as a peace-spreading strategy fostering acquaintance with, and respect for, diversity». (P. Del Bianco 2007b, p. 257)

«Thus what we are looking at here is something rather exceptional: those who are helping today to standardize the world and to threaten the conservation of our heritage and of the spirit of place, will be able, thanks to the philosophy of Life Beyond Tourism-Oltre il Turismo, to contribute to safeguarding, preserving and disseminating heritage and spirit of place, becoming leading players and making a concrete contribution to intercultural dialogue, and to spreading appreciation for cultural diversity and for traditional knowledge throughout the world». (P. Del Bianco 2010b, p. 210)

«[...] our aim is to foster opportunities for interpersonal acquaintance among different cultures, thus forging relationships which, while maybe not always based on mutual understanding, lead at least to an appreciation of diversity, thus to esteem and possibly even to friendship». (Board Members of the Fondazione Romualdo Del Bianco 2014b, p. 43)

«With their collapse after the shocking terrorist attack, those [Twin] towers prompted us to reflect once again on the importance of our motto, which had by no means been rendered obsolete by the fall of the Berlin Wall, and bolstered our conviction that the Fondazione’s mission was even more necessary than before, continuing to “use” heritage to promote intercultural encounters and to further knowledge of tangible values but also, indeed above all, of the intangible heritage of each individual culture and an appreciation of cultural diversity, both of which are crucial factors in forging peaceful coexistence in a shrinking world with a population nearing the 10 billion mark». (Board Members of the Fondazione Romualdo Del Bianco 2014b, p. 45)

«In this globalised yet far from harmonious world it is easy to travel to distant destinations rapidly, economically and comfortably, but it is not as easy or rapid to understand cultural diversity». (P. Del Bianco 2015e, p. 11)
Education and training activities for intercultural dialogue in the framework of the Life Beyond Tourism Movement are carried out by the International Institute Life Beyond Tourism. Its educational programmes are aimed at and exchanging knowledge, skills and expertise. In this way, such programmes produce a new competitive cultural and commercial travel offer, with a new ethical framework for the international community in the context of peaceful coexistence and sustainable development of humanity.

«The goals which have driven the entire initiative are, very succinctly, the following: with universities and local institutions involving the local community in a participatory approach both in building its knowledge and understanding of its own heritage and in presenting the specific nature and temperament of its area [...]; getting universities and local institutions in particular to commit to making research into the nature of an area a crucial part of their study courses and educational programmes [...].» (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 199)

«Quality Certification, as long as it is based on international standards, guarantees both the formative process of the individuals involved and the monitoring of the results achieved, as well as potential remedies when necessary. It will be educational, both towards the public and towards those involved in the industry, so that they can recognise genuine certification, avoiding getting involved in the ambiguity of certificates that have nothing to do with certification based on international standards». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 200)

«We recognise the importance of the proposed “Centres of Global Education and Training for Intercultural Dialogue” [World Heritage Sites for Dialogue] in producing a new competitive cultural and commercial travel offer [...].» (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 40)

«[...] the Sites of World Heritage of Humanity, cultural and natural, should become the centres constructors of peace, places of education in synergy with the UNWTO for the encouragement of reflection on the 2003 UNESCO Convention for the safeguarding of the intangible cultural heritage and the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions, and therefore centres of education on dialogue among cultures in line with the Code of Ethics and its derivatives». (Board Members of the Fondazione Romualdo Del Bianco 2016b, p. 53)
ENCOUNTER

An encounter between people from different cultural backgrounds is a powerful opportunity and a precious moment of knowledge, implying the act of building an interactive network between travellers and their destinations. Encounters provide an opportunity for promoting an intercultural awareness that we cannot afford to miss.

«To mark the expansion of Europe it was thought best to begin the series with works offering an introduction to the history of the encounters between Central and Eastern Europe and Florence, the city which perhaps best symbolises western civilization». (P. Del Bianco 2005, p. 7)

«The Foundation’s mission addresses intercultural dialogue and world heritage, as the statute explains [...] to promote the establishment in Florence of a Center for the Development of International Encounters designed to attract, in particular, young people from the worlds of culture, art and science, in order to foster mutual acquaintance, understanding, friendship and peace among people of different nationalities, religions and ethnic groups [...]|.» (P. Del Bianco 2010b, p. 207)

«Its [Life Beyond Tourism’s] symbol is a five-leaf clover, a message devised by Carlotta Del Bianco, showing a globe revolving around a vessel called Life Beyond Tourism-Oltre il Turismo, the heart of a flower whose five petals are: encounters, communication, knowledge, conservation and economy». (P. Del Bianco 2010b, p. 212)

«Thus the final outcome of the project Florence in the Works of European Writers and Artists: Project of Encyclopaedic Dictionary for Guides and Tourists hopefully will bring (and encourage) us to reflect on the long history of contacts and encounters which link our societies and cultures together in a common perception of the shared values and principles». (P. Del Bianco 2011e, p. 9)
The term environment can define a physical aspect of territories and living environments, in which a community develops. The Life Beyond Tourism ethos is based on the assumption that environment consist of different sectors such as the physical environment, its economy, its cultural and social components, all of which need to be developed according to ethical and high-level qualitative standards and parameters.

«Nor can anyone deny the reality of our individual societies, where we are shifting increasingly from predominantly solidarity-based ethos towards materialistic, individualistic, defensive and aggressive society. But then consumption makes short work of values in our economic system, and the priority of the profit motive prompts us to sacrifice the quality of the environment [...].» (P. Del Bianco 2012c, p. 132)

«Landscape history, biography or cultural biography [...] reveals influential and determining physical and cultural dynamics and human interaction and identifies heritage resources that are to be conserved in a regional development that wants to enhance and further develop the specific character of our living environments». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 202)

«The LBT model operates for a territory and its residents to promote: - an in-depth interpretation and presentation of the territory question; - the presentation of the territory’s less well-known but equally important cultural players; - the protection of the territory’s dignity in a world in the grip of ceaseless, rapid globalisation; - support for the territory’s heritage; - its economic development; - local jobs for young people; - the safeguarding of the territory’s environment». (P. Del Bianco 2015e, p. 9)
Within the Life Beyond Tourism Model, the profiles of Franchisor and Franchisee, and the concept of Franchising compel to the following roles: the upstream (Franchisor) and downstream (Franchisee) legal frameworks of the Development Plan in the framework of a not-for-profit franchising system. A technical representation of these concepts is the relationship between the franchisor platform “.org” and the franchisee portal “.net” in a franchising contract: the franchisor organises centralized services spawning a network of affiliated franchisees not in competition with one another, but all benefiting from the broadest possible development of the “.net” network.

«And in this connection it seemed only natural to consider the relationship between those working in the regions “.net” and the entity “.org” organising central services as a variant of the relationship between the franchisor “.org” and the franchisee “.net” in a franchising contract. This spawns a network of franchisees affiliated to the beyondtourism.net TM trademark with the difference that in this specific instance the franchisees are not in competition with one another but, on the contrary, they benefit from the broadest possible development of the “.net” network». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 211)

«The main points in which the Development Plan in – not-for-profit – franchising and feasibility for the sustainable development of regions are the following: (1) Business Plan; (2) Franchisor Profile; (3) Franchisee Profile. [...] Franchisor Profile: the aim is to describe on the one hand the profile of the Franchisor, in other words its history, mission, and institutional and organisational setup; and on the other, to analyse the investments devoted to the project and to then proceed to outline all of the aspects considered to lie at the base of the development of a franchising strategy, in other words: (i) the identification of the elements that will make up the franchising package (affiliati on manual, technological manual, manual of relations with the region, modalities for the transfer of know-how to franchisees, and so forth); (ii) the legal and financial terms defining the relationship between the Franchisor and the Franchisee; and (iii) the terms for assigning profits to the enhancement of the destination’s cultural heritage. [...] Franchisee Profile: the aim is to define: (i) the profile of areas of competency; (ii) the legal framework both upstream (Franchisor) and downstream (a region’s businesses and entities - Franchisee); (iii) the organisational model; (iii) the investments and the economic and financial plan designed to highlight the requirements of balance». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 212)
GLOBALISATION

Globalisation is a fast and inexorable process currently under way, encompassing both culture and economy and facilitated by the concomitant development of such factors as transportation, media, communications and Internet, among others. Life Beyond Tourism focuses on cultural globalisation implications as factors of potential homogenization of cultural diversity and differences and intends to address the complex positive and negative potential of the globalisation process in order to help the international community follow the direction of a widespread commitment to build a future of peaceful coexistence.

«In a globalised society, the theme of intercultural relations is a priority». (P. Del Bianco 2013d, p. 8)

«It is impossible for those who believe in intercultural dialogue not to be aware of the difficulties today’s society is experiencing in the changes caused by the now rampant phenomena of relativism and of globalisation». (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 82)

«It is our generation’s fault if it has proven incapable of perceiving in time the complex positive and negative potential of the globalisation process [...].» (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 90)

«The outstanding importance of the Convention Concerning the Protection of the World Cultural and Natural Heritage (17 October - 21 November 1972) makes it a strategic factor for engineering a rapprochement among people of different cultures in order to get them to think, transcending the issues of daily life (in which we are often at daggers drawn, not always in harmony, sometimes in open conflict) in order to serenely address and digest the new problems that globalisation sets us and to face which we are increasingly ill-prepared». (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 100)

«[...] peace is a crucial precondition for sustainable development in a globalised world.» (P. Del Bianco 2015b, p. 131)

«[...] in this particular moment of globalization, a strong promotion of the UNESCO Conventions 2003 and 2005 is indispensable and urgent, while the 1972 UNESCO Convention should be perceived today not only in its function of protection and valorisation of heritage, but also as an extraordinary help for the fruition of heritage at the global level for favouring encounters, knowledge and dialogue among peoples all over the world». (Board Members of the Fondazione Romualdo Del Bianco 2016b, p. 44)
HERITAGE, CULTURAL HERITAGE

Both tangible and intangible, heritage or cultural heritage is a powerful engine for initiating meetings, exchanges, interpersonal knowledge, understanding and friendship among cultures. Cultural heritage should be protected, promoted and used in an optimized way to bring people together.

«Past and future activities of international exchange promoted by the Romualdo Del Bianco Foundation among its network of experts in 37 centre-Eastern Eurasia Countries are conceived under the main ideals and philosophy that cultural heritage could be a powerful engine for initiating meetings, exchanges, interpersonal knowledge, understanding and friendship». (P. Del Bianco 2006a, p. 27)

«It is worth repeating that this research was prompted by our belief that the conservation and enhancement of the commitment to foster intercultural dialogue and hospitality is part and parcel of the world’s intangible heritage, just as much as the traditions that need to be safeguarded and promoted». (P. Del Bianco 2010b, p. 208)

«The message that I took home from my visit to The Cracow Central Market Square Underground Museum on 17 and 25 September 2010 was this: we must combat the risk of the deterioration of our cultural heritage caused by mass tourism by offering the ‘interpretation’ and ‘communication’ of that to all visitors - not only to the world of experts and scholars - and we must achieve this by managing tourism rather than simply putting up with it [...].» (P. Del Bianco 2011f, p. 9)

«[...] because mass tourism is not stupid by definition, it becomes stupid if it is treated stupidly. That is the belief that inspired the Fondazione to develop a philosophy which it has christened Life Beyond Tourism, an operational practice designed to offer a virtual platform to intercultural knowledge through heritage». (Board Members of the Fondazione Romualdo Del Bianco 2014b, p. 44)
HOSPITALITY

*The culture of hospitality allows the traveller to perceive the spirit of place through intercultural encounters. It must be oriented, beyond services and consumption, towards the art of dialogue among cultures.*

«Today, tourism is a widespread asset and a generator of wealth, but it is underutilized and misunderstood [...] misunderstood because: *hospitality* is seen principally as a consumer-driven service, lacking the crucial sphere of values [...].» (P. Del Bianco 2011b, p. 40)

«In earlier centuries *hospitality* meant making someone who had been away for months feel at home, today *hospitality* has taken on a completely different meaning, it means making the traveller feel in the shortest time possible that he is in our home, in other words allowing him to perceive our spirit of place in as short a time as possible». (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 91)

«The Fondazione is currently presenting the Life Beyond Tourism Model to UNESCO with a special Declaration of Auspices, also with a view to triggering a debate on the theme of traditional *hospitality* in various different cultures; this is a particularly topical theme in view of the proclamation of the decade dedicated to the rapprochement of cultures announced by UNESCO Director General Irina Bokova, together with the National UNESCO Committee of Kazakhstan, the ISESCO and the Kazakhstani Ministry of Foreign Affairs in Almaty (Kazakhstan) on 23 August 2013». (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 105)

«The Fondazione’s activities thus gave a new meaning to the word *hospitality*, which in my capacity as a hotelier I had never associated with the feelings that these young people experienced, almost to the point of tears, before their departure at the end of their week in Florence». (Board Members of the Fondazione Romualdo Del Bianco 2014b, p. 43)

«I perceived a new mission for the art of hotel *hospitality* and began to experience a certain revulsion for the word “tourism” in as much as it is universally associated with consumer-related services, creature comforts and so on, but not with *hospitality*, not with *hospitality* from the heart». (Board Members of the Fondazione Romualdo Del Bianco 2014b, p. 43)
IDENTITY, CULTURAL IDENTITY

Identity, or cultural identity, is the embodiment of those special characteristics that make a place or a person unique. It is a dynamic of territories and people in a continuing evolution, a value which must be safeguarded and enhanced for its natural further development.

« [...] it is hard for us today to argue that our identity (in other words, those specific characteristics that make a place unique) is still our own and unchanged, or to dispute the contention that it has taken on some kind of anonymous international identity». (P. Del Bianco 2006a, p. 27)

«We feel that there is no sense in demanding a coke at the foot of the pyramids or expecting to be able to order eggs and bacon for breakfast in a Muslim country; there is no sense in it, it is offensive to the place’s identity, and in all likelihood it is offensive also to the sensitivity of who wants to get acquainted with the true spirit of the place and to understand how even such a simple gesture as shaking hands may mean different things in different countries – things that aren’t always easy to grasp». (P. Del Bianco 2008c, p. 12)

«Thus one of the mainstays of Life Beyond Tourism-Oltre il Turismo’s philosophy involves safeguarding a tourist destination’s identity in its most vibrant tradition and its ability to address historic change». (P. Del Bianco 2010b, p. 211)

«A cultural identity is rather a dynamic continuously evolving reality including change». (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 95)
INTEGRATION

Since societies are increasingly multicultural because of different factors of mobility (among which there is travel) Life Beyond Tourism is aimed at the creation of the basis for peaceful coexistence through the exercise of dialogue, which is enabled and increased by the opportunities of travel.

«Usually tourists do not integrate much with the people of the Country they are visiting». (P. Del Bianco 2006a, p. 27)

«The Foundation believes that people coming from different countries and cultures meeting together fostering direct socialisation among them and contribute to the development of a “Culture of International Integration”, while at the same time respecting diversities». (P. Del Bianco 2006a, p. 27)

«The preservation and restoration of monuments and sites is one of the main tasks of the Foundation, which strongly believes that international integration and understanding is only possible through focusing together on the preservation and conservation of our “roots”, of our historical identity». (P. Del Bianco 2007b, p. 253)

«Politeness and helpfulness are not genuine, which makes integration an impossible goal to achieve». (P. Del Bianco 2007b, p. 256)

«The Foundation has organized numerous study-days devoted to international integration among young university students and their teachers, without competition and within a framework of respect for individual identity». (P. Del Bianco 2008a, p. 12)
INTERMEDIARY, MIDDLEMAN, MEDIATOR

Introduced in the Life Beyond Tourism Model and also part of the Learning Communities for intercultural dialogue, intermediaries, middlemen and mediators are those actors, agencies and such like, that find themselves in the central position between supply and demand as consultants for the most appropriate choice of each traveller, for the benefit of acquiring knowledge. They are entrusted with the definition of the cultural biography of local learning communities and its presentation to travellers and guests of territory.

« With Life Beyond Tourism functional mechanisms of tourism are turned into tools for knowledge and respect through travel and dialogue, so that the journey, the traveller and the service system all work together to foster intercultural dialogue, each in his, her or its own proper role: - the purpose of travel must be to acquire knowledge of a site's heritage in order to foster dialogue; - the world of tourist services, well aware of its role as host, which does not simply mean offering services but also fostering knowledge for intercultural dialogue; - middlemen (agencies and such like) in their central position between supply and demand, as consultants for the most appropriate choice for each traveller, for the benefit of knowledge. - the traveller: Life Beyond Tourism focuses strongly: a) on the decision of the traveller, who must be stimulated in making his or her choices as to where to go and why to go there, without being influenced by middlemen; must realise that he or she faces the choice of whether to be a consumer of services or to take part in a movement for the development of mankind in a framework of peaceful coexistence; and b) on the awareness of the region concerned, which must prove increasingly capable of steering, and interesting in steering, its visitors towards an offer consistent with the destination's level of quality». (P. Del Bianco 2016a, p. 34)

«[...] mediators (intermediary agencies) occupy a central position midway between supply and demand, in their role as consultants helping each traveller to make the right choice between egocentric-egotistical travel based on consumer-driven services and travel for knowledge of a destination for knowledge and for dialogue». (Board Members of the Fondazione Romualdo Del Bianco 2016b, p. 62)
INTERNATIONAL COMMUNITY

A broad group of actors, on the global level, which hold potential to contribute to sustainable development of humanity in the context of peaceful coexistence. Both the theoretical and practical aspects of Life Beyond Tourism, such as Philosophy, Model and Certification, have been put at the disposal of the international community.

«[...] there is a need to fuel strategies in which the community can act in a multi-faceted manner, dovetailing economic needs with cultural, social, ethical, aesthetic and educational requirements. That is the context in which we have set the initiative that we have called the Life Beyond Tourism Heritage Community cultural portal: “.ORG”; and the network of destination portals: “.NET”, i.e. www.destination.beyontourism.NET». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 199)

«The Hotelier Company Centro Congressi al Duomo, hopes that this research will enable in all the travellers a useful reflection about the importance of their travel for the International Community, or namely their possible contribution to sustainable development [...].» (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 34)

«[...] Palazzo Coppini contributes to create the opportunity of a moment of reflection on behalf of the new residents, temporary residents, travellers who move not only to receive services and consumption, but are intended to give their own contribution to the encouragement of opportunities for dialogue among cultures in this international community increasingly in need to know and respect the diversities, in particular, those of the intangible heritage of humanity». (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 35)

«[...] the Foundation [...] puts at the disposal of the International Community the philosophy and Model LBT with its Manual and Quality Certification for Intercultural Dialogue. Together with its own International Experts, the Foundation will focus its efforts on education and training activities with the help of its International Institute Life Beyond Tourism®». (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 37)
Interpretation is a step prior to communication in the process of disseminating and promoting cultural heritage. In the entire areas of the world, interpretation has become a new mission for the city which, with its heritage, is no longer merely a beacon testifying the past splendour, but also a beacon for the present and the future thanks to its contribution to the promotion of intercultural dialogue.

«Interpretation for communication are two crucial concepts for dialogue in our world [...]». (P. Del Bianco 2011c, p. 13)

«The Fondazione [Romualdo Del Bianco] [...] has set up [...] the Life Beyond Tourism Non-Profit Portal to contribute to the interpretation and presentation of the cultural heritage of the world’s various regions and cities». (P. Del Bianco 2013d, p. 8)

«In synthesis, the Life Beyond Tourism model has no lack of creative elements to make the initiative attractive [...] it stimulates interpretation and presentation of the region’s character and temperament». (Board Members of the Fondazione Romualdo Del Bianco 2015, p. 48)

«Thus, the Foundation hopes that, from Italy, from Florence, initiatives as A dictionary without boundaries will reaffirm the importance not only of protection and enhancement, but also of the third concept: social use and enjoyment of heritage for the peaceful development of mankind [...] interpretation and presentation of a place’s values and of its cultural biography, first and foremost in order to understand how much there is in common with other cultures, and to sensitize the population to protect and enhance them, precisely so that they can be used and enjoyed to promote dialogue». (P. Del Bianco 2015c, p. 5)
Traditional knowledge is a body of knowledge belonging to local communities, which is related to their cultural and natural environment and creates the local identity. It is often orally transmitted and generated on the basis of the community experience in time, and therefore it is difficult to be protected. It can also be a reason for travelling.

«Heritage is not only great art; it is also part and parcel of our everyday life with our traditional knowledge». (P. Del Bianco 2011a, p. 190)

«[…] a business always has a strong bond with the region in which it operates […] the history, culture and traditional knowledge of a region form a major part of a business’s identity […] that identity is a value which must be safeguarded, albeit while allowing for its natural development over time». (P. Del Bianco 2011b, p. 40)

«The masses that travel the world today, tourists, fill their eyes mostly with images that are barely sufficient to allow them to say that they have “been there, done that, bought the t-shirt”, whereas in order to make a contribution to the intercultural dialogue that is so necessary in this day and age, the most important factor is, first and foremost, knowledge of what lies behind the façade […].» (P. Del Bianco 2011c, p. 13)

«By studying the life and analysing the work of those persons who lived in Florence, artists, writers, musicians and others, coming from all over the world, it is possible to confirm the importance of the process of mutual knowledge between different cultures they contribute to; by one side, through the transmission of their experience in Florence to their native culture as well as to the ones encountered as travellers». (P. Del Bianco 2011e, p. 9)

«[…] we need widespread ‘communication’ sensitive to need to promote the expansion of nonspecialist knowledge, in order to inform the nonspecialist and to help him or her to know and understand the context of a given culture as it has developed over time […].» (P. Del Bianco 2011f, p. 9)

«In practice, Life Beyond Tourism’s activity consists in the construction (already achieved) and implementation of a database of cultural players (including both cultural institutions and private businesses representative of a place) and of traditional knowledge in different regions of the world […].» (P. Del Bianco 2013d, p. 8)
LEARNING COMMUNITIES

Introduced by the Fondazione Romualdo Del Bianco in 2016, the Learning Communities are those institutions, administrations, professionals and individuals involved in the development of territories for intercultural dialogue.

«The traveller, choosing accommodation facilities that operate with this mission, represents an active part of this cultural movement entering to be a part of these Learning Communities in the framework of this important document of the Conclusions that should be disseminated in order to encourage the awareness of it and the respective application». (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 35)

«Dialogue among cultures, or rather “culture for dialogue” or “culture of dialogue”, “Culture for Dialogue” will become possible also and especially thanks to the “travel for dialogue”, or in other words “in travel for dialogue”, “Travel for Dialogue”, “hosting the traveller for establishing dialogue”, with the participation of all the Learning Communities on the international level at the development process in peaceful coexistence [...]». (Board Members of the Fondazione Romualdo Del Bianco 2016b, p. 40)

«[...] Learning Communities are: residents, travellers – or rather temporary residents, services of the territory (hotels, restaurants, etc.), cultural institutions, intermediaries online and offline, public administrations, centers for research on market trends, educational institutions». (Board Members of the Fondazione Romualdo Del Bianco 2016b, p. 54)
Within the Life Beyond Tourism Model, local administrations are cultural actors that contribute to the economic and financial support of heritage. Therefore, their activity should be aimed at introducing an approach based on the awareness of the “spirit of place” of the destination thus allowing the visitors to grasp the values that comprise its cultural character in its evolutionary development over time.

“The Fondazione’s Network, currently active in seventy-nine countries on every continent with over five hundred institutions and universities, presents [...] a best practice designed to contribute to the enhancement of territories with the participation of local authorities, residents, players in the tourist and accommodation industry, cultural institutions and representative businesses (particularly those that are less well-known) and, of course, the travellers themselves”. (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 195)

“The Model also intends to be devised and defined to become an area for research in those local universities that wish to be part of the process of their area’s development and presentation alongside local authorities and cultural players, with projects in which young students will help to collect the information on their area’s cultural players and upload the resulting data onto the Life Beyond Tourism Portal www.lifebeyondtourism.org [...]”. (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 208)
MANIFESTO

The Life Beyond Tourism Manifesto, conceived by the Fondazione Romualdo Del Bianco in 2008 and edited in 2014, embodies the fundamental principles developed in the Life Beyond Tourism framework, such as the role of Travel, Heritage, Dialogue in the development of humanity in peaceful coexistence.

«Life Beyond Tourism Manifesto. 1. Tourism is a crucial source of prosperity; 2. Tourism provides an opportunity for getting to know spirit of place, cultural diversity, traditional knowledge; 3. Tourism in its various forms goes way beyond the mere satisfying of personal needs; 4. People working in the tourist industry foster awareness of spirit of place and of intercultural dialogue; 5. The tourist is a potential harbinger of knowledge and of intercultural dialogue; 6. The tourist destination is a workshop of knowledge providing all visitors with an opportunity for personal growth; 7. Workshops for knowledge trigger a demand for increasingly high quality tourist products not only in terms of consumer services but also, and above all, in value-related terms; 8. Architectural, urban and environmental planning and management need to foster ’Traditional Knowledge’ and ’Intercultural Dialogue’». (P. Del Bianco 2011b, p. 42)

«The Fondazione’s Manifesto for 2014. • Peace is essential for sustainable development • Intercultural dialogue is strategic for contributing to peace in the world • Heritage, both natural and cultural, is a strategic factor for intercultural dialogue • Knowledge and respect for cultural diversity (both tangible and intangible) are essential for intercultural dialogue • Encounter, especially among young people, is essential for intercultural dialogue • Travel, acquiring knowledge of the destination visited with its values and knowledge, is therefore a strategic tool for the acquisition of knowledge and for the development of respect». (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 100)

«This [the Certification for Intercultural Dialogue] is an instrument that is implemented starting with the support of the fundamental principles contained in the Manifestos Life Beyond Tourism® (2008 and 2014) and that is developed through the implementation of management policies and operational procedures». (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 44)

«Anyone can become a member [of the Life Beyond Tourism movement] by supporting the manifesto of the Foundation of 2008 and 2014». (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 45)
The term manual refers to didactic and practical guidelines for the implementation of the Life Beyond Tourism Model and Certification, drafted by the Board of Directors of the Fondazione Romualdo Del Bianco and Florentine experts collaborating with the Foundation. The manual is at the disposal of the International Institute Life Beyond Tourism for its education projects.

«The 10th International Round Table of the Fondazione’s Experts in 2008 witnessed not only the signing of a Declaration of Intent by fifty-nine experts from twenty countries, mapping out a clear path for the practical implementation of the project presented, debated and approved. The Fondazione also pledged to put this philosophy into practice with a multi-faceted “Model, with Manual and Certification” and to set up alongside it a Life Beyond Tourism International Institute for the specific purpose of “making it happen and promoting deeper understanding”». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 195)

«The Manual has been drafted by Professor Giovanni Liberatore and Francesca Papini, lecturers at the University of Florence and members of the Inter-University Centre for Research into Tourism, CIRT; the Certification has been drafted in collaboration with Dr. Gianluca De Simone». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 201)

«As Life Beyond Tourism’s concrete contribution to appreciation of the UNESCO Constituent Charter, and in particular of the UNESCO 2003 and 2005 Conventions, as well as to the launch of the “decade for the rapprochement of cultures” proclaimed by UNESCO’s Director General Irina Bokova in Almaty, Kazakhstan, on 23 August 2013, the model, its manual and its certification are designed to enhance travel so that it may be conceived, organised and experienced both by travellers and by those who live in the destination visited as a major opportunity for intercultural dialogue, thus also for the education of the so-called mass market, toward a quality certification of Travel for Intercultural Dialogue for sustainable development». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 208)
MEET, MEETING

The act of encountering and exchanging knowledge and experience that generates dialogue in the framework of intercultural respect.

«The activities of the Fondazione Romualdo Del Bianco have enabled many young people from a number of countries to meet in Florence in an uncompetitive and international spirit, with respect for the individual identities of all those concerned». (P. Del Bianco 2005, p. 7)

«The Foundation believes that people coming from different countries and cultures meeting together fostering direct socialisation among them and contribute to the development of a “Culture of International Integration”, while at the same time respecting diversities». (P. Del Bianco 2006a, p. 27)

«While promoting fitness areas, en-suite mini-bars and other services, hotels should also encourage their clientele hailing from different parts of the world to meet and become acquainted in the course of their stay». (P. Del Bianco 2007b, p. 258)

«The historical city in the 21st century will have no choice but to take into account both the importance of international exchange, and the fact that the city is becoming a venue for meeting and dialogue within a framework of intercultural respect». (P. Del Bianco 2008c, p. 13)
MISSION

The development of the Life Beyond Tourism vision/movement, the ideals conceived by the Fondazione Romualdo Del Bianco and developed through Life Beyond Tourism since 1991, which contribute to fostering knowledge and respect for cultural diversity and aim at the rapprochement of cultures in the world.

«The Fondazione’s mission is to foster intercultural dialogue». (P. Del Bianco 2013d, p. 8)

«Cultural heritage provides a strong motivation for bringing young people together, thus in the Fondazione it is not seen as an end in itself but as a tool for the achievement of our mission». (Board Members of the Fondazione Romualdo Del Bianco 2014b, p. 43)

«[…] we persevered in our mission because that mission was not confined solely to contributing to peace, it also involved promoting dialogue among young people from different cultures, and when, barely a month after the end of the war on the opposite shore of the Adriatic, we saw young people from Croatia, Serbia and Bosnia-Herzegovina dancing together in Florence, we could not help but feel both emotional and proud of our minute contribution, whose full effectiveness was embodied on that occasion by the dancing». (Board Members of the Fondazione Romualdo Del Bianco 2014b, p. 43)

«In pursuing our mission, we have always placed man’s activity at the very heart of our work, viewing it as an admirable construction within the created world, capable of being proactive, of seizing opportunities such as those that now, for all their intrinsic difficulties, offer themselves to us in this newly globalised world». (Board Members of the Fondazione Romualdo Del Bianco 2014b, p. 44)

«Could we, here in Florence, give birth to this ‘movement’ of reflection and invite to think with us, in the first place, the twin cities of Florence, so as to understand what can be a new mission of these urban contexts that, like Florence, have observed an incredible decrease in its own population in order to give space to the so-called “hit-and-run tourism”?» (P. Del Bianco 2014b, p. 102)
**MODEL**

The Life Beyond Tourism Model is an international operational system for the implementation of the Life Beyond Tourism vision worldwide. It is thought for local/regional partners and networks for fostering travellers’ awareness about the necessity of creating funds for territorial heritage through purchasing their travel packages. The model is implemented with the help of the Manual for practical implementation and its local development is supported by Life Beyond Tourism from a technical point of view.

«The Life Beyond Tourism Model, built up through research and the scientific supervision of its implementation from 2007 to the present day, has been applied in Florence and is a real, functioning system today. It is an operational model based both on theory in an effort to explore and to disseminate the values of a place, and on practice by pursuing strategic action among visitors and professionals in the industry for the benefit of the existing cultural and art heritage». (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 85)

«[...] Life Beyond Tourism has developed its beyondtourism.net Model which consists in interaction between the www.lifebeyondtourism.org cultural portal and Heritage Community embodying the will of a region to advertise itself at the international level by presenting its cultural players [...] and destination.beyondtourism.net, a network of local portals designed primarily to help visitors improve their knowledge of a destination [...].» (Board Members of the Fondazione Romualdo Del Bianco 2014b, p. 207)

«The LBT Model is a territorial system which: 1. is independent [...] 2. seeks to remain independent of authority [...] 3. seeks its own autonomy from international mediation systems; 4. is economic but not-for-profit; 5. for boosting the territory’s economy; 6. for supporting the territory’s heritage; 7. for creating jobs for young people in the territory; 8. for keeping the profits from the mediation of services in the territory; 9. boosts the territory’s awareness of its own character and temperament; 10. fosters the interpretation and presentation of the region’s character and temperament; 11. fosters the presentation of less well-known but equally important cultural players; 12. fosters respect for the territory on the part of residents and visitors alike; 13. raises visitors’ average length of stay; 14. turns tourists into temporary residents; 15. fosters the true use and enjoyment of what the territory has to offer; 16. fosters the vision of a territory seen not only through the lens of consumer-driven services; 17. ensures a financial return on the conservation and enhancement of local heritage; 18. is a certified model whose results can be measured; 19. is a new consumer product based on a different commercial ethic». (Board Members of the Fondazione Romualdo Del Bianco 2015, p. 42)

«[...] we would try to devise a model capable of turning mass tourism into a “friend” of heritage». (P. Del Bianco 2016a, p. 32)
MOVEMENT

The Life Beyond Tourism Movement, born in order to launch a project that from Florence could give a start to the message that affirms the travel of values, involving large masses in contributing to the peace in the world.

«The Romualdo Del Bianco Foundation has given the name Life Beyond Tourism to the 'movement' that it conceived and launched, in other words, a life, a world of opportunities, beyond hit-and-run tourism, beyond tourism of services and consumption [...]». (P. Del Bianco 2014b, p. 102)

«Alongside the City of Florence and its Administrators, we are creating this movement in order to launch a project that from Florence could be the beginning of a message that, with Life Beyond Tourism®, affirms the travel of values, involving large masses». (P. Del Bianco 2014b, p. 103)

«LBT focuses strongly on the decision of the traveler who: must be stimulated in making his or her choices as where to go and why to go there, without being influenced by middlemen; must realize that he or she faces the choice of whether to be a consumer of services or to take part in a movement for the development of mankind in a framework of peaceful coexistence [...]». (P. Del Bianco 2016a, p. 35)

«Times have changed and from many sides we perceive this desire, which is turning into a movement oriented at Life Beyond Tourism to promote dialogue among cultures, to which all the sphere of hospitality industry will be confronted in the nearest future in a virtuous competition for the good of the international community». (Board Members of the Fondazione Romualdo Del Bianco 2016b, p. 46)
NEW COMMERCIAL PRODUCT/OFFER

A product capable of fostering intercultural dialogue once introduced to the economic and touristic market. Within the Life Beyond Tourism Model, it is foreseen to substantively cut the number of tourists in world heritage sites, like Florence, without cutting the number of overnight stays, but simply creating the right conditions for increasing the average length of stay in order to turn the visitors into “temporary residents” and to let them know the local “cultural biography”.

«Thus mass tourism must turn from being a risk factor for heritage into a friendly factor from an economic standpoint, from the standpoint of protection and enhancement, and from the standpoint of ‘use and enjoyment for the social purposes’ of peaceful coexistence for sustainable development. All of this can become possible if we feed the market a new commercial product capable of fostering intercultural dialogue […]». (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 90)

«This is going to be the biggest challenge of the coming years, with generous commercial benefits for those addressing the market with a concept of new commercial products with major added value for the international community simply by fostering appreciation for the above-mentioned UNESCO Conventions of 2003 and 2005, and making use of the reputation of the Convention of 1972, thus the civic use and enjoyment of heritage, in addition to protection and enhancement». (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 91)

«[...] the LBT Model operates through a new commercial offer for the consumer market, but based on a very different ethic [...]». (P. Del Bianco 2015e, p. 10)

«The new cultural offer is conceived in the shape of travel designed to facilitate the practical implementation on the ground of the UNESCO Convention of 2003 for the Safeguarding of the Intangible Cultural Heritage and the UNESCO Convention of 2005 on the Protection and Promotion of the Diversity of Cultural Expressions, both of which sink their roots in the UNESCO Convention of 1972, for the Protection of the World’s Cultural and Natural Heritage; it is a commercial offer that transcends consumer-driven, self-seeking and self-centered tourism [...]». (P. Del Bianco 2015e, p. 11)

«From that time the Foundation began to disseminate throughout the international Academic Community its new commercial offer [...] to substantively cut the number of tourists in world heritage sites, like Florence, without cutting the number of overnight stays, simply creating the right conditions for increasing the average length of stay in order: • to turn them into “temporary resident travelers” - • to know the local “cultural biography” [...]». (P. Del Bianco 2016a, p. 34)
Opportunities are the uncountable chances given by the travel industry, which are often put at risk because of the negative effects of tourism such as the so-called mass and hit-and-run tourism. These opportunities, which are not to be wasted, are the essence of Life Beyond Tourism itself.

«To this end, travel is seen as an opportunity for better understanding and contributing to the UNESCO Conventions of 2003 for the protection of intangible cultural heritage and of 2005 for the protection and promotion of the diversity of cultural expressions [...]». (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 89)

«Thus art is seen also as a crucial opportunity for dialogue because it can prompt us to see in every human being the selfsame questioning astonishment that we all share». (Board Members of the Fondazione Romualdo Del Bianco 2014b, p. 44)

«In this boundless mobility we can no longer miss any opportunity to foster crucial intercultural dialogue. Thus we must keep an eye out for the Opportunities (Life) that exist Beyond Tourism, opportunities that are not tourism, of course, but the practice of dialogue and of respect!» (Board Members of the Fondazione Romualdo Del Bianco 2014b, p. 46)

«This is a new way of looking at cultural heritage: how many opportunities for intercultural dialogue, can each individual heritage create, and how effectively can it create them, through opportunities for encounter, knowledge, exchange and the exercise of respect for diversity?» (P. Del Bianco 2015b, p. 129)

«For this reason, the Fondazione Romualdo Del Bianco-Life Beyond Tourism sees in Heritage not only the issues of protection and valorisation, but especially fruition for encouraging dialogue among different culture, and thus it sees in Heritage a strategic opportunity that our international community should not absolutely miss: both for the opportunity given by the important worldwide dissemination of the phenomenon of tourism and for the dissemination of world heritage sites of humanity and for the opportunity that is given by the traveller, this one by choice, in conditions of relaxation and confidence towards the company that organizes the trip, to which he entrusts his own time and own money, and follows attentively the suggested program». (Board Members of the Fondazione Romualdo Del Bianco 2016b, p. 53)
Peace is the ultimate aim behind the Life Beyond Tourism movement, to which intercultural dialogue and heritage lead and which must be considered a priority on behalf of the entire international community.

«Thus this style of ‘tourism beyond tourism’ for a mission of peace has been called Life Beyond Tourism». (P. Del Bianco 2008c, p. 13)

«Tourism has also the capacity to assist the world’s inhabitants to live better together and thereby contribute to the construction of peace in the minds of men and women, to paraphrase the Constitution of UNESCO». (P. Del Bianco 2011b, p. 37)

«It [social fruition] includes concern for all relevant aspects of quality of life: responsible use of heritage resources, democratic participation in heritage experience conducive to a social environment of tolerance, respect, acceptance and integration of different “cultural” or “heritage” societies and peaceful coexistence». (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 93)

«However such superficial consumerism is not what the UNESCO’s, UNWTO’s and ICOMOS’ and ICOM’s charters intended: UNESCO’s institutional mandate and the Council of Europe’s Framework Convention on the Value of Cultural Heritage for Society (2005) clearly define a – for all societies meaningful – policy orientation and stress the strategic potential of heritage interpretation for self-knowledge for local communities and for knowledge of the “others”, the tourists and recognize its potential for mutual understanding, appreciation, respect and peaceful coexistence». (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 94)

«Would I be wrong to argue that we should never forget the fact that the first great heritage we have in this world is peace, by which I mean peace among peoples in a serene climate of coexistence, in a framework of respect for individual traditions and for one’s own cultural heritage?» (Board Members of the Fondazione Romualdo Del Bianco 2014b, p. 45)

«Briefly, in the numerous International Community with a number of travellers who has long time ago exceeded one billion per year, the fruition of heritage for dialogue among different cultures represents an opportunity for the international community which cannot be lost as dialogue is essential for peace and peace is essential for the so-called tourist economy, which, thus, becomes the economy of peace with peace, that together with peace itself protects also the heritage: the circularity of the synergy of the UNESCO Conventions 2003, 2005, 1972». (Board Members of the Fondazione Romualdo Del Bianco 2016b, p.53)
PHILOSOPHY, ETHOS

A possible approach to putting into practice and widening the dissemination at worldwide level of the fundamental role of cultural diversity and intercultural dialogue. The Life Beyond Tourism Philosophy with its Life Beyond Tourism Model give an active contribution to Intercultural Dialogue and local heritage.

«THE LIFE BEYOND TOURISM PHILOSOPHY 1. The Fondazione defined a philosophy called Life Beyond Tourism [...]. This philosophy is designed to foster the right set of broad conditions to ensure that visitors can grasp the values of their destination, thus transcending both tourism based on mere consumer-driven services and so-called sustainable tourism, contributing to intercultural dialogue, fostering the development of the international community in a framework of peaceful coexistence». (P. Del Bianco 2015e, p. 8)

«The results of this research [the Foundation’s research on Heritage, Travel and Dialogue] are: A) Theoretical: the ethos Life Beyond Tourism®, B) Practical: the Model Life Beyond Tourism® with the Manual of practical application, the Certification of Quality for Intercultural Dialogue, online platforms to present the culture of territories, which are also economic even though non-profit for the fruition of services on territories themselves and in support of the Heritage of the Territory. These online platforms have proven their efficiency also during the ICOMOS GA 2014 as recognized by the Resolution 2014/42 of the ICOMOS GA - www.lifebeyondtourism.org - www.vivafirenze.it pilot scheme». (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 43)

«We the participants of the 18th General Assembly of Experts of the Fondazione Romualdo Del Bianco® - Life Beyond Tourism®, encourage the international community: • to consider Travel for Dialogue at worldwide level as a new cultural and commercial offer, with a new ethical framework, for culturally and environmentally sustainable development of the international community in the context of peaceful coexistence; • to take note that the Life Beyond Tourism Philosophy with its Life Beyond Tourism Model has been tested, contributing to Intercultural Dialogue and local heritage; • to consider this philosophy as a possible approach to putting into practice and improving the dissemination at worldwide level the recognition of cultural diversity and intercultural dialogue». (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 76)
In the framework of Life Beyond Tourism, the Planet is considered to be our greatest heritage, the stage where cultural heritage, young people and peace come together, as also represented in the logo of the Fondazione Romualdo Del Bianco. The Planet is evolving fast in this era of globalization and its population is reaching 10 billion people; it is fundamental to promote the protection of Heritage for the sake of the Planet itself, through travel.

«Perhaps we should always remember our location on the planet in order the better to grasp what has developed as a result of mankind’s settlement in the area in which we live». (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 77)

«As long ago as back then [in 1991] the Fondazione’s statute forged a harmonious accord between such factors as cultural heritage, young people, the planet we live on and peace, four symbols explicitly identified in its logo and in its anthem». (P. Del Bianco 2015b, p. 129)

«[…] ma per la rapida e consistente crescita del numero degli abitanti sul pianeta da un lato, dall’altro per una economia che si basa su uno sfrenato uso delle risorse stiamo percorrendo una via con effetti probabilmente non reversibili per il nostro consumo di risorse che pare superiore a quelle che la natura mette a disposizione»1. (P. Del Bianco 2015g, p. 45)

«Transformation is our watchword. At this moment in time, we are called to lead and act with courage. We are called to embrace change. Change in our societies. Change in the management of our economies. Change in our relationship with our one and only planet». (Board Members of the Fondazione Romualdo Del Bianco 2016b, p. 14)

1 «[…] but from one side, for the rapid and consistent growth of the number of inhabitants on the planet, and from another side because of the economy, based on an uncontrolled use of resources, we are treading a path with probably irreversible effects for our resources consumption that looks superior to what nature provides». 
PLAYER, CULTURAL PLAYER

Within the Life Beyond Tourism Model, the cultural players at a destination are those cultural institutions and representative businesses that have a role in guaranteeing mutual respect between the destination and its visitors. Cultural players have the Model at their disposal, as it was devised and defined as an area of research for those that wish to be part of the process of their area’s development and presentation of their area.

«The intention, therefore, is to offer a blueprint for reflection on the activities of the above players in which the host environment, the host structures, a destination’s cultural players (cultural institutions and representative businesses), tourist industry intermediaries and visitors indicate the manner and extent to which they operate to guarantee mutual respect between the destination and its visitors». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 208)

«The various players mentioned above will be called on to provide predominantly quality-related opinions on their experience in relation to the each other, in a kind of cross-check system. The data will be collected through questionnaires and processed by the Life Beyond Tourism International Institute in accordance with a sample-based statistical methodology. The data will be published on a six-monthly/annual basis in a dedicated section of the Heritage Community Life Beyond Tourism cultural portal and on the individual destination.beyonthotourism.net websites accessible only to registered uses with access credentials». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 208)

«The Model also intends to be devised and defined to become an area for research in those local universities that wish to be part of the process of their area’s development and presentation alongside local authorities and cultural players, with projects in which young students will help to collect the information on their area’s cultural players and upload the resulting data onto the Life Beyond Tourism Portal www.lifebeyondtourism.org in order to use that information to mould a structure for the area; and in parallel, students on the verge of gaining their graduate or doctoral degrees will be able both to study and present their area’s cultural biography, and to lay the groundwork for self-funding conservation and restoration operations for their area’s cultural players, with local businesses that subscribe to the Model. They themselves will be able to create start-up businesses, with the help of their universities, which will initially act as incubators for the start of their budding entrepreneurial careers». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 208)
PORTAL

A cultural portal is a platform for the exchange of traditional knowledge and typical local expressions. Life Beyond Tourism has developed its beyontourism.net Model which consists in the cultural portal and Heritage Community www.lifebeyontourism.org, which embodies the will of territories to advertise themselves at the international level by presenting their cultural players (institutions and businesses), and in the <destination.beyontourism.net>, which is a network of local portals designed primarily to help visitors improve their knowledge of a destination so as to ensure that they can get the most out of their visiting experience, contributing also to generate funds for the benefit of local cultural heritage, with no additional costs to travellers.

«The Life Beyond Tourism® Social Enterprise: a not-for-profit entity (.ORG), it manages the cultural portal, which is the only such database worldwide». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 200)

«The relationship between the Heritage Community cultural portal and the destination.beyontourism.net cultural portal is regulated by a franchising contract». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 207)

«The Cultural and Heritage Community Portal is a platform in ten languages that contributes to knowledge of cultural diversity through communication, interpretation and dialogue. Thus it constitutes a repertoire of different regions, hosting for each one a description of the cultural institutions and businesses that best represent it. In particular, it boosts the profile of those players which may be less well-known but which are crucial for understanding a region’s cultural character, offering them the same amount of space as their more famous counterparts. The Community Portal is equipped with a powerful database and search engine in which institutions, businesses, traditional skills and simple individuals can exchange ideas, projects and knowledge regarding tangible and intangible heritage, using the Community’s tools». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 209)

«Among those who choose to join the Portal by subscribing to the principles enshrined in the Manifesto, we have identified at least three main categories: a. cultural institutions, foundations and associations, non-governmental organisations, local authorities operating in the sphere of cultural and natural heritage, both tangible and intangible; b. Businesses operating for the benefit of the area; c. Individuals and travellers wishing to get to know and to dialogue with different cultures and to understand the real history and identity of their destination; as well as scholars, thinkers and professional people who consider travel, intercultural dialogue and interdisciplinary dialogue to be a crucial tool for civic and economic growth». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 209)
Preservation is a process aimed at the prevention of damage of tangible and intangible heritage, which includes the removal of harmful factors. Within Life Beyond Tourism the term is mainly used in reference to the intangible heritage that is more difficult to be safeguarded.

«The preservation and restoration of monuments and sites is one of the main tasks of the Foundation, which strongly believes that international integration and understanding is only possible through focusing together on the preservation and conservation of our “roots”, of our historical identity». (P. Del Bianco 2007b, p. 253)

«While we were fully aware of what we were doing in all the various different fields and disciplines, what we had not realized was that our greatest achievement had been to merge the activities described in the two points in our statute: namely, the enhancement and preservation of cultural heritage, and intercultural dialogue». (P. Del Bianco 2010b, p. 207)

«Nor is heritage the only thing that should be judged in this light; the same yardstick should also be applied to the territory of which that heritage is a part, because the territory is responsible for its preservation and for its use and enjoyment for social purpose; and above all, that territory must be committed to interpreting its own character and temperament in order to help build relations between people from different cultural backgrounds in an effort to foster development in a framework of peaceful coexistence». (P. Del Bianco 2015b, p. 130)
Public Administrations as members of Learning Communities, are directly involved in the chain of travel on the territory. To distinguish themselves for sharing, adopting and strengthening the practices that favour sustainable tourism, they can adopt the Certification for Intercultural Dialogue - Life Beyond Tourism® (CID-LBT).

«If we truly understand travel to be an exercise in meeting, knowing, communicating, appreciating and respecting cultural diversity, then we have to forgo using the word “tourism”, a phenomenon which, as it has developed over the years, has not been probed deeply enough in terms of its cultural and civic implications by public administrations, for whom it was “good news” regardless; and when they have bothered talking about it, it has only been about how to promote it». (Board Members of the Fondazione Romualdo Del Bianco 2014b, p. 44)

«The certification for Intercultural Dialogue is extended to everyone involved in the chain of travel on the territory (Residents, Travelers, Services on site - hotels, restaurants, etc., Cultural Institutions, on line and off line Intermediaries, Public Administration, Market trends research centres, Education and training institutions)». (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 44)

«[...] Learning Communities are: residents, travellers – or rather temporary residents, services of the territory (hotels, restaurants, etc.), cultural institutions, intermediaries online and offline, public administrations, centers for research on market trends, educational institutions». (Board Members of the Fondazione Romualdo Del Bianco 2016b, p. 54)
Rapprochement of cultures is the aim, for which intercultural dialogue is developed, particularly in the field of tourism and hospitality. The Fondazione Romualdo Del Bianco has explored and studied, both in theory and practice, how the opportunities of travel can be used as a tool for the rapprochement of cultures. Moreover a decade dedicated to the rapprochement of cultures was announced by the UNESCO Director General Irina Bokova, together with the Kazakhstan National Commission for UNESCO, the ISESCO and the Ministry of Foreign Affairs of the Republic of Kazakhstan in Almaty on 23 August 2013.

«[...] travel is seen as an opportunity for better understanding and contributing to the UNESCO Conventions of 2003 for the protection of intangible cultural heritage and of 2005 for the protection and promotion of the diversity of cultural expressions, as well as to the very recenti proclamation of a decade of **rapprochement of cultures**, announced on August 23, 2013, in Almaty (Kazakhstan) by UNESCO Director-General Irina Bokova, along with the UNESCO National Commission of Kazakhstan, ISESCO, and the Ministry of Foreign Affairs of Kazakhstan». (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 89)

«Life Beyond Tourism is a philosophy based on the practice adopted by the Fondazione on 14 September 1991 to foster a **rapprochement among cultures** [...]». (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 99)

«The outstanding importance of the Convention Concerning the Protection of the World Cultural and Natural Heritage (17 October-21 November 1972) makes it a strategic factor for engineering a **rapprochement among people of different cultures** [...]». (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 100)

«As Life Beyond Tourism’s concrete contribution to appreciation of the UNESCO Constituent Charter, and in particular of the UNESCO 2003 and 2005 Conventions, as well as to the launch of the “decade for the **rapprochement of cultures**” proclaimed by UNESCO’s Director General Irina Bokova in Almaty, Kazakhstan, on 23 August 2013, the model, its manual and its certification are designed to enhance travel so that it may be conceived, organised and experienced both by travellers and by those who live in the destination visited as a major opportunity for intercultural dialogue, thus also for the education of the so-called mass market, toward a quality certification of Travel for Intercultural Dialogue for sustainable development». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 221)
RESEARCH

The research “Life Beyond Tourism” was promoted by the Centro Congressi al Duomo of Florence and carried out by the Fondazione Romualdo Del Bianco. On the basis of the research, the ethos “Life Beyond Tourism” and the “Model Life Beyond Tourism” for its implementation on territories were born. The research outlines the points for the implementation of the Life Beyond Tourism Model and underlines the Responsibility of the World Heritage Sites.

«The Hotel Company Centro Congressi al Duomo CCAD-Firenze has promoted the present research, which was given the name Life Beyond Tourism®, thanks to the Fondazione Romualdo Del Bianco® that carried it out and publishes its “Conclusions” presented at the end of the 18° General Assembly of the Experts of the Foundation held on 12, 13 March 2016 under the patronage of the Italian UNESCO Commission, UNWTO, ICCROM, ICOMOS and SIPBC and with the participation of most prominent world institutions in the theme of cultural heritage and travel, such as UNWTO, UNESCO, ICCROM, ICOMOS, ARC-WH Arab Regional Centre for World Heritage». (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 33)

«The research has taken place inside the world involved in the theme of travel, with travelers, and consequently, also with the Guests of the Centro Congressi al Duomo. This research brings about some interesting and stimulating innovations that cannot fail to be carefully evaluated for their concrete contribution to the territories and to development in peaceful coexistence. The potentialities of travel industry, of welcome and hospitality become ever clearer, which, if not limited to services and consumption, could stand out in the theme of intercultural dialogue and knowledge of diversity in this age of globalization». (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 34)

«This research confirms the decisions undertaken in recent years by the Centro Congressi al Duomo as a company of tourist and congress services which - in a city World Heritage of Humanity - is working for the opening of a new path oriented to raise the awareness of its own Guests about the circularity of the synergy between the aforementioned UNESCO Conventions of 1972, 2003 and 2005, encouraging dialogue and thus contributing to peace, which is an indispensable condition for the protection of heritage». (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 34)
Members of Learning Communities, residents are meant to encourage knowledge and appreciation of cultural diversity both among themselves and with the visitors. They are part and parcel of their heritage, and their role is the one of ambassadors of peace.

«Residents and professional people in the area must understand the importance of the fact that they too, with their culture and sensitivity, are part and parcel of their heritage, and hey must be aware of their new role as ambassadors of peace». (Board Members of the Fondazione Romualdo Del Bianco 2014b, p. 46)

«The [LBT] Model has been devised and developed by the Fondazione Romualdo Del Bianco over the past five years as a support and best practice in an effort to contribute to sustainable development, with knowledge, with intercultural dialogue and with respect for cultural diversity, thus contributing to residents’ awareness of self and to the preservation and enhancement of heritage, but also to its economic support, and above all to its use and enjoyment for social purposes for sustainable development». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 222)

«[…] a tourist of services and consumption is transformed into the traveller, and then into the “temporary resident” thanks to the residents that encourage knowledge and appreciation of cultural diversity between the resident and the visitor [...].» (Board Members of the Fondazione Romualdo Del Bianco 2016b, p. 57)
RESPECT, RESPECT FOR DIVERSITY

As stated in the Fondazione’s Manifesto 2014, «Knowledge and Respect for Cultural Diversity (both tangible and intangible) are essential for intercultural dialogue». Respect for diversity is a universal value, for which Life Beyond Tourism was conceived. It is meant to be spread specifically through tourism and travel, which contribute to the sustainable development of mankind in peaceful coexistence.

"Travel is the rediscovery of heritage as our roots. Travel is a means of learning about these roots, of learning to appreciate and to respect other cultures". (P. Del Bianco 2011a, p. 187)

"Life Beyond Tourism is designed to contribute to the dissemination of such universal values as respect and harmony among people, specifically through tourism". (P. Del Bianco 2011a, p. 189)

"This is a contribution towards conjugating “heritage” with “knowledge” and with “dialogue” as we enter the third millennium; it is a contribution towards promoting a sense of respect for diversity, which is becoming increasingly necessary in this day and age". (P. Del Bianco 2011f, p. 9)

"The Fondazione Romualdo Del Bianco set up an Istituto Internazionale Life Beyond Tourism in October 2013 for the implementation of the model and for a constant deepening of the philosophy in order to foster knowledge of cultural players (in particular those that may be less wellknown) to promote respect for cultural diversity [...]"). (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 99)

"[...] the LBT Model operates in the traveller’s favour to turn him or her into a “temporary resident” [...] fostering respect for a region on the part of its visitors [...]"). (P. Del Bianco 2015e, p. 10)

"The new cultural offer [...] transcends consumer-driven, self-seeking and self-centered tourism, proposing that travel should be understood as a personal mission, as a gift to the international community, to be shared with others, to get to know and to be known, to open up to dialogue, to appreciate and to respect “diversity” [...]"). (P. Del Bianco 2015e, p. 11)
RESPONSIBILITY

In the Life Beyond Tourism vision, the opportunities of dialogue generated by travel in World Heritage Sites create the responsibility of the tourism industry for fostering, on behalf of the International Community, opportunities for knowledge, appreciation and interest in territories, their history, culture and traditions, their past, present and future.

«Sites of cultural and natural interest thus have a duty and a responsibility to foster, on the international community’s behalf, a series of opportunities for knowledge, appreciation and interest in their history, culture and traditions, in their past, present and future. There is certainly no dearth of tools for information or communication in this modern world, to assist us in such a task». (P. Del Bianco 2011b, p. 38)

«[...] cities such as Cracow, on the UNESCO World Heritage List, have undertaken a new mission which they must take on board in international civil society. That mission involves promoting dialogue among different cultures. This is a new responsibility which the cities on the UNESCO list must embrace today». (P. Del Bianco 2011f, p. 10)

«Thus our endeavor is to acquaint the broad public with Heritage not as a relic of the past but as part of the bustling daily life [...] this will arouse the interest and the sense of responsibility of the broad masses – currently feared as a threat to heritage by those who bear the responsibility for its protection – bringing them closer to, and bolstering their sensitivity towards the principles enshrined in the UNESCO Conventions; it will also contribute to the achievement of a real opportunity for development for mankind within a framework of peaceful coexistence». (P. Del Bianco 2015c, p. 5)

«[...] the responsibility of World Heritage Sites emerges strongly in the promotion of Dialogue among Cultures». (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 42)
SAFEGUARD

Safeguarding is the process of protection of both Heritage and Territories. The safeguard of heritage, along with its enhancement and use and enjoyment for social purposes, furthers the development of humanity in the framework of peaceful coexistence. Within the Life Beyond Tourism Model for territories, safeguarding is strongly supported and applied to environment of territories for the protection of the dignity in a world in the grip of rapid globalization.

«The Foundation’s mission addresses intercultural dialogue and world heritage, as the statute explains: “...to enhance, pass on, disseminate and safeguard the cultural, artistic, historical and scientific heritage...” of mankind, and “to promote the establishment in Florence of a Center for the Development of International Encounters designed to attract, in particular, young people from the worlds of culture, art and science, in order to foster mutual acquaintance, understanding, friendship and peace among people of different nationalities, religions and ethnic groups [...]». (P. Del Bianco 2010b, p. 207)

«Thus what we are looking at here is something rather exceptional: those who are helping today to standardize the world and to threaten the conservation of our heritage and of the spirit of place, will be able, thanks to the philosophy of Life Beyond Tourism-Oltre il Turismo, to contribute to safeguarding, preserving and disseminating heritage and spirit of place, becoming leading players and making a concrete contribution to intercultural dialogue, and to spreading appreciation for cultural diversity and for traditional knowledge throughout the world». (P. Del Bianco 2010b, p. 210)

«It [the Istituto Internazionale Life Beyond Tourism®] organises lectures, conferences, courses, seminars, debates and research in various cultural fields for the safeguard and enhancement of heritage, but above all for its use and enjoyment for the specific purpose of promoting intercultural dialogue and respect for cultural diversity». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 219)
The spirit or soul of the place is the specific cultural expression of a site. Introducing the visitors of the destination to an approach based on awareness about the spirit of the place, enables them to grasp the values that comprise the cultural character of the place in its evolutionary development over time.

«Life Beyond Tourism is a style, not a product; it isn’t used to sell but to offer, to propose. In the view of Life Beyond Tourism [...] the tie between the entrepreneurial spirit and the spirit of a place is both crucial and indissoluble [...]». (P. Del Bianco 2008c, p. 12)

«Life Beyond Tourism - Oltre il Turismo is a new vision of tourism designed to highlight its strategic nature rather than its consumer-driven aspects; this, in order: 1) to safeguard spirit of place; 2) to communicate spirit of place; 3) to stimulate and to encourage all visitors to enhance their knowledge, 4) to promote interpersonal awareness and familiarization among tourists from different countries of the world, and to promote intercultural dialogue to boost respect for cultural diversity». (P. Del Bianco 2010b, p. 211)

«Tourism provides an opportunity for getting to know the spirit of place». (P. Del Bianco 2010b, p.212)

«Mass tourism is making a major contribution to the destruction of the soul of a place because industrializing the services offered to tourists makes travel simpler to organize, with standard services being offered internationally and having an immediate appeal for most tourists». (P. Del Bianco 2011a, p. 188)
STAKEHOLDER

Stakeholders are personalities or companies interested in the application of the notions of the Manifestos Life Beyond Tourism (2008 and 2014). The system of Certification for Intercultural Dialogue - Life Beyond Tourism® represents the training necessary for the stakeholders for providing services and products in line with the values defined by the major international organizations (like UNESCO and the UN) for the development of sustainable tourism.

«The Certification proposes a protocol that sets out management criteria and performance indicators of results at different levels of management and operational structure of an organization. This is an instrument that is implemented starting with the support of the fundamental principles contained in the Manifestos Life Beyond Tourism® (2008 and 2014) and that is developed through the implementation of management policies and operational procedures; it also provides for specific training of the interested stakeholders for providing contextualized services and products in line with the values defined by the major international organizations for the development of sustainable tourism». (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 44)

«The statistic surveys are mainly of numeric character on the basis of data such as presence, average length of stay, average expenditure per person, turnover, etc. These surveys should always be compared with the permissible limit of presences - when eventually established by the public administration and possibly distinguished on various markets - with a consequent forecast of necessary services for such limits in order not to exceed the possibilities offered by the territory; everything will be in the perspective of the targeted objective, but will represent also a limit in the eyes of all, stakeholders and observers». (Board Members of the Fondazione Romualdo Del Bianco 2016b, p. 53)
SUSTAINABLE DEVELOPMENT, SUSTAINABILITY

Sustainable development is the goal, towards which travel should be moving for the sake of the Planet. This will be possible if it is achieved in the context of peaceful coexistence, thus only if we foster respect for cultural diversity through interpretation, communication and dialogue. Sustainability of humanity is here related as the respect for other cultures, past and present ones, and their promotion by means of cultural travel that would conduce to a better understanding of humanity in its historical and contemporary dimensions and hence to its sustainable development. Cultural diversity is considered as a key issue of sustainability to be compared to physical diversity.

«[...] if sustainable development is not strived for, citizens risk deeming tourists as a negative element for them and their city, rather than a richness». (P. Del Bianco 2006a, p. 27)

«[...] Professor Bouchenaki defines the world’s cultural and natural heritage as a resource for development, he highlights the importance of community involvement and he says: “Preserving cultural and antural heritage, to bring it within reach of all, making cultures and civilizations better known, improving daily living conditions and reducing poverty, its what gives meaning to the sustainability of tourism development”». (P. Del Bianco 2011b, p. 37)

«That was how Andrzej Tomaszewski worked to foster an even closer affinity between ICOMOS’s aims and the many other international relations with which the Fondazione [Romualdo Del Bianco] was cooperating, formally introducing the Fondazione also to the ICCROM (International Centre for Conservation Rome), once again with a view to furthering sustainable development in peaceful coexistence». (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 84)

«It would be desirable to see, from cities like Florence, the birth of ‘movements’ oriented at realizing that, apart from tourism of services and consumption, we can expect a journey of knowledge of single places aimed at encouraging the dialogue among cultures, indispensable for sustainable development today: a real contribution to the Convention for the Safeguarding of the Intangible Cultural Heritage (Paris, 17 October 2003) and, besides from this, to the Convention on the protection and promotion of the diversity of cultural expressions (Paris, 20 October 2005), for that extraordinary variety of human knowledge, developed from the origins with the logic of survival, in various environmental conditions of the territory of belongings». (P. Del Bianco 2014b, p. 102)

«[...] peace is a crucial precondition for sustainable development in a globalised world». (P. Del Bianco 2015b, p. 131)
SUSTAINABLE TOURISM

Tourism that takes into account its impact on the economic, social and environmental level. It is favoured by the Certification for Intercultural Dialogue - Life Beyond Tourism®.

«The Fondazione defined a philosophy called Life Beyond Tourism which it presented for the first time in an international context at a conference in Baku on 20 November 2007, entitled Historic Cities of the Islamic World in the 21st Century. This philosophy is designed to foster the right set of broad conditions to ensure that visitors can grasp the values of their destination, thus transcending both tourism based on mere consumer-driven services and so-called sustainable tourism [...].» (P. Del Bianco 2015e, p. 8)

«[...] travel should be understood as a personal mission, as a gift to the international community, to be shared with others, to get to know and to be known, to open up to dialogue, to appreciate and to respect “diversity”; thus the LBT Model transcends even what is commonly known as sustainable tourism». (P. Del Bianco 2016a, p. 34)

«The Certification for Intercultural Dialogue - Life Beyond Tourism® (CID-LBT) is a certification for those entities of the territory that distinguish themselves for sharing, adopting and strengthening the practices favoring sustainable tourism, with Intercultural Dialogue and in respect for the local Heritage [...].» (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 44)

«The Certification for Intercultural Dialogue-Life Beyond Tourism® (CID-LBT) meets the growing demand of travelers for programs and products in favor of sustainable tourism and was developed in response to the guidelines expressed and promoted by numerous international organizations including: UNESCO, “International Decade for the Rapprochement of Cultures 2013-2022”; UN, “2017, Year of Tourism for Sustainable Development”; UN, “Millennium Development Goals in 2030”» (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 45)
TEMPORARY RESIDENT

Part of Learning Communities, temporary residents are travellers who acquire knowledge of a site not in terms of mere consumer-driven services but discovering the “personality” of the territory with all of its values, in order to get to know the local “cultural biography”.

«[...] the LBT Model operates in the traveller’s favour to turn him or her into a “temporary resident”: - fostering knowledge of a site not in terms of mere consumer-driven services but of the site’s “personality” with all of its values: - increasing travellers’ average length of stay, thus changing tourists into “temporary residents”; - facilitating the genuine use and enjoyment of a region’s services in their true spirit; - fostering respect for a region on the part of its visitors [...]». (P. Del Bianco 2015e, p. 10)

«[...] Palazzo Coppini contributes to create the opportunity of a moment of reflection on behalf of the new residents, temporary residents, travellers who move not only to receive services and consumption, but are intended to give their own contribution to the encouragement of opportunities for dialogue among cultures [...]». (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 35)

«[...] the Foundation from Florence, at the invitation of Andrzej Tomaszewski, with your contribution, is defining and applying new concepts such as “altruistic journey”, “the temporary resident”, the “cultural biography”, but above all “Learning Communities for Territorial Development and for Intercultural Dialogue”; all this is considered by the Foundation a vital contribution to the globalized International Community that is moving towards ten billion people, in order to contribute to its development in peaceful coexistence». (Board Members of the Fondazione Romualdo Del Bianco 2016b, p. 48)

«[...] Learning Communities are: Residents. Travellers – or rather temporary residents. Services of the territory (hotels, restaurants, etc.). Cultural Institutions. Intermediaries online and offline. Public Administrations. Centers for Research on market trends. Educational institutions». (Board Members of the Fondazione Romualdo Del Bianco 2016b, p. 54)

«Thus, a tourist of services and consumption is transformed into the traveller, and then into the temporary resident thanks to the residents that encourage knowledge and appreciation of cultural diversity between the resident and the visitor, with the constructive participation of the sphere of services and intermediaries that can take advantage of a new product, a new commercial offer, but with a different ethics». (Board Members of the Fondazione Romualdo Del Bianco 2016b, p. 57)
**TERRITORY**

*Territory is a living environment that embodies the culture of a place in all its social, economic, environmental and cultural aspects. Territories, which promote their authentic characters, can stimulate the opening of Formative Centres for Dialogue, Education and Training in order to encourage Dialogue among Cultures.*

«The Fondazione's Network [...] presents [...] a best practice designed to contribute to the enhancement of territories with the participation of local authorities, residents, players in the tourist and accommodation industry, cultural institutions and representative businesses [...] and, of course, the travellers themselves». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 195)

«Nor is heritage the only thing that should be judged in this light; the same yardstick should also be applied to the territory of which that heritage is a part, because the territory is responsible for its preservation and for its use and enjoyment for social purpose; and above all, that territory must be committed to interpreting its own character and temperament in order to help build relations between people from different cultural backgrounds in an effort to foster development in a framework of peaceful coexistence». (P. Del Bianco 2015b, p. 130)

«The LBT Model for territories. In view of the fact: 1. that the LBT Model operates for a territory and its residents to promote: an in-depth interpretation and presentation of the territory in question; the presentation of the territory's less well-known but equally important cultural players; the protection of the territory's dignity in a world in the grip of ceaseless, rapid globalisation; supports • for the territory's heritage; • its economic development; • local jobs for young people; • the safeguarding of the territory's environment [...]». (P. Del Bianco 2015e, p. 9)

«The territories start stimulating the opening of the Formative Centers for Dialogue, Education and Training in order to encourage dialogue among cultures, thanks to heritage of their territory». (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 34)

«All this certainly does not depend on a tourist, but on a failure to control development and business that in such an effervescent way anticipates the territorial planning, influences impulsively its evolution, with the absence of a dynamic multi-year research necessary in order to avoid the cultural distortion that nobody wants, least of all the visitors wishing to get to know the territory in its authentic character». (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 42)
TOURISM, TOURIST

Tourism, in the Life Beyond Tourism framework, is a global phenomenon and a powerful resource for territories. It offers great opportunities for dialogue and development of peace as well as causes threats due to the influence of consumerism and egotism. A quality tourism, authentic and receptive, is the key to the safeguard of the identity of a place. Unlike the traveller, a common tourist is often unable to go beyond the façade of services and consumption of the so-called “mass tourism”, and is satisfied with “having been” to a place, instead of “having known” a place.

«[...] Fast Tourism [...] risks contributing to the growing increase of individualism [...]. Hasty tourists usually are not interested in befriending the inhabitants of the city they are visiting. [...] cities neglect the planning of increasing tourist flows, risking to suffer and undergo the bad effects of such uncontrolled richness». (P. Del Bianco 2006a, p. 27)

«Tourism could work as a powerful engine to promote deeper mutual understanding». (P. Del Bianco 2007b, p. 256)

«So the aim is to find a way of promoting a new trend based on “authentic tourism”, “receptive tourism”». (P. Del Bianco 2007b, p. 257)

«In the Foundation’s future programmes Florence might well become a case in point [...] in a dogged search for an increasingly novel and universal style of tourism designed to graft beneficially and productively onto the commitment for the conservation and restoration of our cultural heritage, but capable at the same time of evoking [...] interpersonal relations [...] which are in themselves part and parcel of a heritage deserving of the greatest care and attention». (P. Del Bianco 2008a, p. 13)

«Life Beyond Tourism - Oltre il Turismo is not a product, it is an ethos [...]. With LBT destinations visited by tourists, particularly if they are recognized UNESCO World Heritage sites, take on a new and crucial role as workshops for contributing to dialogue and to cooperation». (P. Del Bianco 2010b, p. 210)

«Today, tourism is a widespread asset and a generator of wealth, but it is underutilized and misunderstood [...])». (P. Del Bianco 2011b, p. 40)

«We want to say that tourists become “travellers as temporary residents” rather than as “fast consumers” [...]». (Board Members of the Fondazione Romualdo Del Bianco 2015, p.46)
Training is a process of setting and disseminating professional standards and methodologies related to the interpretation and presentation of the identity/spirit of the place and of the learning communities. In the Life Beyond Tourism vision, specifically tailored training activities should target all relevant actors in the territory.

“We recognise the importance of the proposed “Centres of Global Education and Training for Intercultural Dialogue” in producing a new competitive cultural and commercial travel offer, with a new ethical framework for the international community in a context of peaceful coexistence and sustainable development of humanity”. (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 40)

“The International Institute Life Beyond Tourism® will enable the launch of educational and training activity on various territories for the Universities and Institutions that have signed the Memorandum Life Beyond Tourism® for its practical application on the territories themselves. International Experts of the Foundation who will obtain a formal authorization by the Foundation are invited to carry out educational and training activity on their territories in their own language”. (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 46)

“[…] the International Institute Life Beyond Tourism is involved in teaching the conclusions of this research and practice of the institutions concerned, as it is already being done in Japan, Tokyo, in Azerbaijan and in those Countries that have already requested it and that will demonstrate in future their interest training to trainers in the English, Russian, Spanish, Japanese languages and we hope also in Arabic and Chinese, opening towards close cooperation with international universities interested in designing and project-making for the development of territory where strong is the commitment to promote dialogue among cultures and hoping to launch the courses and scholarships on the topic “Architectural Education for Territorial Development and for Intercultural Dialogue”. The Foundation hopes to be able set up and conduct all the above in consultation with UNESCO and UNWTO […]]. (Board Members of the Fondazione Romualdo Del Bianco 2016b, p. 51)
TRAVEL FOR DIALOGUE, TRAVEL TO DIALOGUE

This concept, within the Life Beyond Tourism philosophy, intends to contribute to the appreciation and respect of cultural diversity. Part of the Life Beyond Tourism Model, travel for dialogue is a keystone concept defining the Quality Certification and it becomes itself a new cultural and commercial offer for sustainable development of the international community in peaceful coexistence.

«These concepts have been summarised in a philosophy for sustainable development christened Life Beyond Tourism implemented in the shape of a Life Beyond Tourism Model with its own user manual and eminently measureable with “travel for dialogue” certification». (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 89)

«The philosophy of Life Beyond Tourism “Travel for Dialogue” [...] intends to contribute to an appreciation of the importance of travelling to discover the values of a destination and to appreciate and respect diversity of cultural expression». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 196)

«[...] we have moved from practice to theory and from theory back to practice, but with the assistance of applied research to enhance the concept of “Travel for Dialogue”,
- to ensure that travel can be devised, organised and experienced as a way of fostering dialogue, to accompany the globalisation process currently taking place;
- to contribute to an area’s self-awareness;
- to sensitise residents to welcome visitors in order to encourage them to “travel for intercultural dialogue”;
- to educate the so-called “mass market”;
- to certify the quality of travel for intercultural dialogue as “Travel for Dialogue” (a concrete contribution to appreciation of the UNESCO Constituent Charter, and in particular of the UNESCO 2003 and 2005 Conventions, in keeping with the spirit of the “decade for the rapprochement of cultures” proclaimed by UNESCO in Almaty, Kazakhstan, on 23 August 2013)». (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 198)

«The Fondazione Romualdo Del Bianco launches the Certification of Quality for Dialogue among Cultures, in Travel for Dialogue, beyond Sustainable Tourism, beyond Tourism of Services and Consumption, for companies operating on various territories that in their everyday operational code are sensitive towards the themes of Hospitality, Dialogue, Sustainability, - both in view of the year 2017 declared “International Year of Sustainable Tourism” [...] - and in view of the 2030 Millennium Development Goals [...] – and also with the hope of including Intercultural Dialogue among the Millennium Goals». (Board Members of the Fondazione Romualdo Del Bianco 2016b, p. 42)
In the Life Beyond Tourism framework, travel is intended as the re-affirmation of its ancient function of discovery and appreciation of the values of a place. The travel for values fosters knowledge and understanding of the true spirit of places and represents a unique opportunity for intercultural dialogue. The traveller therefore is the actor of discovery experience; he/she respects diversity and truly lives in the Site he/she visits, turning into a temporary resident of the place.

«The first of these [two considerations] is the prominence given to the role and responsibilities of individual travellers in the transmission of their experience to their native cultures as well as to the ones encountered as travellers». (M. Bossi 2005, p. 5)

«Reviewing the activities in which we were engaging, we realized that what we had been unwittingly promoting was authentic tourism, in other words travel not simply for personal pleasure but also to allow the traveller to familiarize with the identity of his or her chosen destination in its unique development through time...». (P. Del Bianco 2010b, p. 209)

«Private and public institutions can make a determined effort to help the traveller to better understand her/his role not only as a beneficiary of services but also as a pro-active player...». (P. Del Bianco 2010b, p. 210)

«To this end, travel is seen as an opportunity for better understanding and contributing to the UNESCO Conventions of 2003 for the protection of intangible cultural heritage and of 2005 for the protection and promotion of the diversity of cultural expressions...». (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 89)

«A simple but substantial transformation: from the ‘egoistic tourism’ to the travel for sustainable development, profoundly ‘human’ in the best sense of the word». (P. Del Bianco 2014b, p. 103)

«The traveller, choosing accommodation facilities that operate with this mission, represents an active part of this cultural movement entering to be a part of these Learning Communities in the framework of this important document of the Conclusions that should be disseminated in order to encourage the awareness of it and the respective application». (Board Members of the Fondazione Romualdo Del Bianco 2016 a, p. 35)
USE AND ENJOYMENT FOR SOCIAL PURPOSES

The term means using and enjoying heritage keeping in mind its social importance, which makes it possible to create a new commercial and cultural offer for promoting intercultural dialogue and, therefore, contributing to peaceful coexistence.

«Over the years the Fondazione has forged its own definition, the use and enjoyment of heritage for civic purposes for peaceful coexistence, which has spawned the concept of
• heritage for dialogue, leading to
• travel for dialogue, thus for
• discovering opportunities well beyond consumer-driven services and the hit-and-run tourism we know today». (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 89)

«Thus mass tourism must turn from being a risk factor for heritage into a friendly factor from an economic standpoint, from the standpoint of protection and enhancement, and from the standpoint of use and enjoyment for the social purposes of peaceful coexistence for sustainable development». (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 90)

«Thus where heritage is concerned, we have gone beyond the terms “safeguard” and enhancement” and added a third term: “use and enjoyment for social purposes to promote intercultural dialogue”. (Board Members of the Fondazione Romualdo Del Bianco 2014c, p. 195)
VALUES

Values are concepts such as respect among cultures and harmony among people, opposed to egotism, that can be shared by various cultures. The vision of tourism based on values gave birth to Life Beyond Tourism. Values are the principles guiding action within a value system adopted by learning communities for organizing their living together. The Foundation’s values are presented in the Manifestos 2008 and 2014.

«Since the beginning, the Romualdo Del Bianco Foundation has been promoting cultural and educational initiatives aimed to spread fundamental and universal values such as respect among cultures and harmony among people, while developing and promoting intercultural dialogue». (P. Del Bianco 2011e, p. 9)

«With Life Beyond Tourism® we are rekeying towards a form of tourism based on values, values which are daily winning back precious ground from the predominant, overbearing ethos of consumer-oriented services in a world of spreading egotism». (P. Del Bianco 2011f, p. 10)

«Heritage in this context becomes, in every one of its forms, the potential driving force behind “travel” and it spawns a widespread awareness among the local population, an essential prelude to the sense of value and of belonging, which is the only certain way to understand, to love and thus to experience in a responsible manner the conservation and renewal of our historical cities and of the husbanded areas surrounding them». (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 85)

«Where relevant, conservation was interpreted as a complex dynamic and creative process in which heritage values were reinterpreted and renovated and were given new significances, integrated in regional “sustainable” development». (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 93)
WORLD HERITAGE SITE

Sites defined by UNESCO as World Heritage for their Outstanding Universal Value; in Life Beyond Tourism view they have a great potential for promoting intercultural dialogue through favouring communication and encounters.

«I luoghi meta di viaggio, e in particolare i siti Patrimonio Mondiale dell’Umanità, come Firenze, possono, e devono in questa fase storica dell’umanità, divenire laboratori di conoscenza e di crescita comune nel reciproco rispetto»¹. (C. Del Bianco 2014, p. 209)

«By their participation in tourism, heritage sites enter in a very competitive arena with a wide range of offerings, from mere physical entertainment to cultural events, all different in quality, but all strongly promoted». (Board Members of the Fondazione Romualdo Del Bianco 2014a, p. 94)

«From that time the Foundation began to disseminate throughout the international Academic Community its “new commercial offer” [...] to substantively cut the number of tourists in world heritage sites, like Florence, without cutting the number of overnight stays, simply creating the right conditions for increasing the average length of stay [...]». (P. Del Bianco 2016a, p. 34)

«It is evident [...] how much the UNESCO 2003 Convention - promotion of intangible heritage - and the 2005 Convention - promotion of the diversity of cultural expressions - affect implicitly but decisively the mission of World Heritage Sites orienting it towards development in peaceful coexistence. Since 2006, the Foundation has been sustaining that the Sites of World Heritage of Humanity, UNESCO Convention 1972 - after the adoption of the UNESCO 2003 and 2005 Conventions - should aim not only at the protection and enhancement of their heritage, but following the above adoption their task has been extended to include the fruition of heritage for dialogue among cultures, representatives of which visit it. This fruition for dialogue should be perceived as yet another form of protection and enhancement since the dialogue itself contributes to peaceful coexistence: thus, this is a task, from which World Heritage Sites cannot withdraw». (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 41)

«In other words, the responsibility of World Heritage Sites emerges strongly in the promotion of Dialogue among Cultures». (Board Members of the Fondazione Romualdo Del Bianco 2016a, p. 42)

¹ «Travel destinations, and in particular World Heritage Sites, like Florence, can and should in this historic phase of the humanity, became laboratories of knowledge and common growth in mutual respect». 
ACRONYMS

ARC – WH = Arab Regional Centre for World Heritage

ICCROM = International Centre for the Study of the Preservation and Restauration of Cultural Property

ICOM = International Council of Museums

ICOMOS = International Council on Monuments and Sites

IILBT = Istituto Internazionale Life Beyond Tourism

ISESCO = Islamic Educational, Scientific and Cultural Organization

LBT = Life Beyond Tourism

SIPBC = Società Italiana Protezione Beni Culturali

UN = United Nations

UNESCO = United Nations Educational, Scientific and Cultural Organization

UNWTO = United Nations World Tourism Organization
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The glossary is the result of the commitment of a community that in time has built, each member with its own brick, a movement for the growth of the international community in peaceful coexistence.

Travel, encounter, dialogue, knowledge, diversity, respect.

Paolo Del Bianco
President Fondazione Romualdo Del Bianco®