

A colorful, stylized border of various architectural elements like domes, towers, and houses in shades of blue, orange, and grey surrounds the central white area.

THE WORLD IN FLORENCE

2021
2025

III EDITION OF THE INTERNATIONAL
FESTIVAL OF LUOGHI PARLANTI

**“Tourism: Unraveling Challenges,
Exploring Solutions”**

21st – 23rd NOVEMBER

Palazzina Reale di Santa Maria Novella
Palazzo Coppini | via del Giglio 10

Discover more on www.theworldinflorence.com

  @lifebeyondtourism

Organizers



luoghiParlanti
Hic est Status Loci

Promoter





PALAZZO COPPINI GOLDEN VENUE

FOR YOUR SPECIAL EVENTS
FLORENCE
WWW.PALAZZOCOPPINI.ORG

PROMOTED BY

Fondazione Romualdo Del Bianco

ORGANIZED BY

Movimento Life Beyond Tourism - Travel to Dialogue srl Benefit Corp

FESTIVAL COORDINATORS

Giorgia Elena Carati
Carlotta Del Bianco
Caterina Del Bianco
Simone Giometti

FESTIVAL SCIENTIFIC COMMITTEE

Corinna Del Bianco
Aurora Savelli
Giorgio Von Arx

SUSTAINABLE PARTNERS

B&B Hotels Group Italia

MAIN PARTNERS

Amici della Repubblica Ceca Associati
Consolato Onorario della Repubblica Ceca per la Toscana
Corpo Consolare di Firenze
Palazzo Coppini
Visit Czechia

MEDIA PARTNERS

ItaliAbsolutely
La Toscana Nuova
The Florentine
The Map Report
Travel Quotidiano

PARTNERS

Chiarello Puliti & Partners
Conservatorio Musicale "Luigi Cherubini"
CSII - Centro Studi e Incontri Internazionali
Dotkom

Fondazione Architetti Firenze
Fondazione E-Novation
Istituto Professionale Alberghiero "Aurelio Saffi"
Lo Scalco
Wove

IN SUPPORT OF THE 20TH ANNIVERSARY OF 2003 UNESCO CONVENTION

UNDER THE HIGH PATRONAGE OF EUROPEAN PARLIAMENT

**UNDER THE AUSPICES OF THE SECRETARY GENERAL OF THE COUNCIL OF EUROPE,
MS MARIJA PEJČINOVIĆ BURČIĆ**

UNDER THE PATRONAGE OF

Ministero degli Affari Esteri
Ministero della Cultura
Regione Toscana
Camera di Commercio di Firenze
Camera di Commercio Italo-Ceca
Comune di Firenze
ICCROM
ICOMOS International
Europa Nostra
BACA - Bahrain Authority for Culture and Antiquities
Arma dei Carabinieri
ENIT - Agenzia Nazionale del Turismo
AITR - Associazione Italiana Turismo Responsabile
Convention Bureau Italia
Czech Tourism Italia
Fondazione Balducci
IFLA Europe - International Federation of Landscape Architects
OTIE - Observatory on Tourism in the European Islands
UCLGA-ALGA Africa
Heritage Commission of the Saudi Arabia
City of Kyoto
Università degli Studi di Firenze

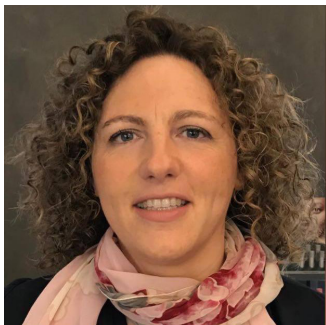
HOSTING VENUES

Palazzo Coppini, via del Giglio 10, Florence

Palazzina Reale, Santa Maria Novella, Florence



UKRAINA



**CARLOTTA
DEL BIANCO**

**President
Romualdo Del Bianco Foundation**

WELCOMING LETTER

It is with great pleasure that we welcome you to Florence and to the Palazzina Reale di Santa Maria Novella for the **third edition of the International Festival of the Diversity of Cultural Expressions of the World and Luoghi Parlanti® (Talking Places), The World in Florence**. This event serves as a chance to share experiences, knowledge and appreciation of the cultures of different regions and of their historical-cultural and natural heritage; to foster dialogue between communities; and to promote a journey, not of consumption, but of values.

The festival is a five-year project (2021–2025) promoted by the **Romualdo Del Bianco Foundation** and organised by the **Life Beyond Tourism – Travel to Dialogue Movement**.

This is not the time to recount the history of the Foundation, but please allow me to note the many initiatives implemented over the years, always guided by the motto **“For Peace in the World, among Young People of different Countries, through Culture”**. Meeting, Getting Acquainted, Understanding each other to develop Friendship among People. Our only goal has been to develop friendship between peoples and create intercultural dialogue, tolerance and mutual respect. I invite you to explore all of this on the Foundation’s website, and in our publications, which are housed both in the Library of Palazzo Coppini and on the website www.lifebeyondtourism.org.

The event’s programme spans three days and includes debates, discussions, workshops, interactive exhibitions and hybrid performances. Internationally renowned speakers, community representatives, academic and institutional delegates and prominent figures from the private sector will take the stage, offering perspectives and best practices in dialogue with younger generations, students, researchers and educators interested in heritage, travel and territorial development related to climate change and cultural diversity.

This year, we welcome participants from over 100 nations and showcase heritage and experiences from countries as far apart as **Azerbaijan, Bahrain, Cameroon, Congo, Georgia, Japan, Italy, Lithuania, Madagascar, Morocco, Nigeria, Poland, Kazakhstan, Romania, the Czechia, Taiwan and Ukraine**.

In the **Learning Journey – Places and Cultures in Transitions** sessions, we will address the theme of mobility, explored in various forms up to its most recent meaning: **mobility as tourism** and, in many

cases, **over-tourism, with the associated challenges related to the environment, heritage and society**. There are many examples of cities emptied of their identities by the massive impact of tourism; Life Beyond Tourism not only aims to prevent these experiences from recurring but also seeks to ensure that territory management, through territorial planning and the daily activities of residents and local operators, fosters dialogue between peoples. Tourism, which is an important tool for prosperity, must be used ethically, supporting virtuous travel practices and learning communities that enhance interaction and dialogue between residents and travellers.

In the philosophy of Life Beyond Tourism, particular attention is dedicated to **heritage sites as centres where local communities can increase awareness of their crucial role in making travel an experience of values and of knowledge of the cultural biography of places**.

A new Luoghi Parlanti®’s (Talking Places) exhibition will enhance participants’ experiences by introducing the hidden beauties of the presented territories in a ‘phygital’ format – both physical and digital simultaneously. The diverse cultural expressions of the participating territories are represented in interactive panels, which will be presented during the festival by the young people who have prepared them.

This edition of the festival is **endorsed** by the most prominent institutions worldwide in the field of heritage: it is one of **the support and celebration events for the 20th anniversary of the UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage**, under the high patronage of the European Parliament and the Council of Europe, and sponsored by ICCROM, ICOMOS, the Tuscany Region, the Metropolitan City of Florence and the Municipality of Florence.

Throughout its five-year course, **The World in Florence Festival has involved and will involve young generations, local communities, businesses and leading experts in a proactive dialogue aimed at both outlining future scenarios and publicising and enhancing best practices**. This is to ensure that heritage can be a solid vehicle for self-awareness and territorial hospitality, for social and environmental development and for respect for diversity and inclusivity. **Among the achievements of this edition are “guidelines for sustainable local development” that support the UN’s 2030 Agenda for Sustainable Development from the perspective of Life Beyond Tourism, contributing to the development of mobility that is in synergy with local cultural contexts and with the environment**.

Significant challenges still await us.

We will not be able to face them without sharing our practices and experiences. World heritage sites, like Florence, with their well-known issues related to mass tourism, are and will continue to be fruitful laboratories for the Foundation to imagine, develop and implement a new commercial framework of virtuous travel practices. They will also remain places of meeting and exchange for the civil growth of the international community in peaceful coexistence.

Welcome to Florence, to the World in Florence Festival – and good work!

Carlotta Del Bianco

SCIENTIFIC COMMITTEE OF THE WORLD IN FLORENCE 2023



Corinna Del Bianco, PhD in architecture and urban design. Post-doctoral researcher and adjunct professor of Urban Design at Politecnico di Milano and founder and board member of the Fondazione Romualdo Del Bianco. Her research focuses on the documentation and analysis of local cultural identities in changing urban environments, tourism dynamics management and nature-culture relationship. Since 2016, she carries out research and photographic, curatorial, educational projects as consultant for institutions, international and local organizations and Municipalities.



Aurora Savelli, Senior Tenure Track Researcher at the University of Naples L'Orientale, specializes in Modern History and the Modern and Contemporary Mediterranean. She explores urban control, women's associations, city rituals, and intangible heritage. Engaged in Public History, she advises on the "Palio di Siena" project. She holds positions on the boards of the Italian Society of Modern History (SISEM) and the Italian Public History Association (AIPH) and serves on the editorial boards of "Ricerche Storiche" and "Storia delle Donne".



Giorgio von Arx, a marketing and communications consultant, specializes in strategic marketing, corporate identity, and branding. Since 2018, he has led the "talking objects" project with Europromo, utilizing NFC technology or QR codes for marketing. Collaborating with Movimento Life Beyond Tourism, he creates "Talking Places" for territorial marketing and develops interactive environments for training. He also offers the "Talking Hospital" service in the health sector, building on the success of the pilot project in Madagascar at Hopitaly Vezo, Andavadoaka, with the OdV Amici di Ampasilava.

LOCAL PARTICIPANTS



Azerbaijan Tourism and Management University
Azerbaijan



Azerbaijan University of Architecture and Construction
Azerbaijan



Dastan - Center for Traditional Arts of Icherisheher Reserve
Azerbaijan



Bertoua City Council
Cameroon



Ordre Nation des Architectes du Congo
Congo



Nadace Partnerstvi
Czech Republic



Georgian Technical University
Georgia



International Black Sea University
Georgia



Tourism and Reality
Georgia



Il Banco degli Asini
Italy



Cultural Centre of Sacret Town Messolonghi
Greece



Il Bosco
Italy



Il Laghetto di Melody
Italy



Anche noi a cavallo
Italy



La città degli Asini
Italy



Baby Alpaca
Italy



La Coda di Ulisse
Italy



Corte G-ihoh-ia
Italy



Mio Alpaca
Italy



Cote di Mezzo
Italy



Quel Raglio del Lago di Como
Italy



Fattoria Borgo Casoni
Italy



Xlam Italia
Italy



I Racconti del Carrubo
Italy



Kyoto University
Japan

京都精華大学
KYOTO SEIKA UNIVERSITY

Kyoto Seika University
Japan



International Educational Corporation
Kazakhstan

SMK

SMK University of Applied Social Sciences
Lithuania



Provincial Council of Tiznit
Morocco



Splendid tunes and the Amazing Grace Voices
Nigeria



Kielce University of Technology
Poland



Georgi Dima Academy of Music
Romania



Nanhua University
Taiwan



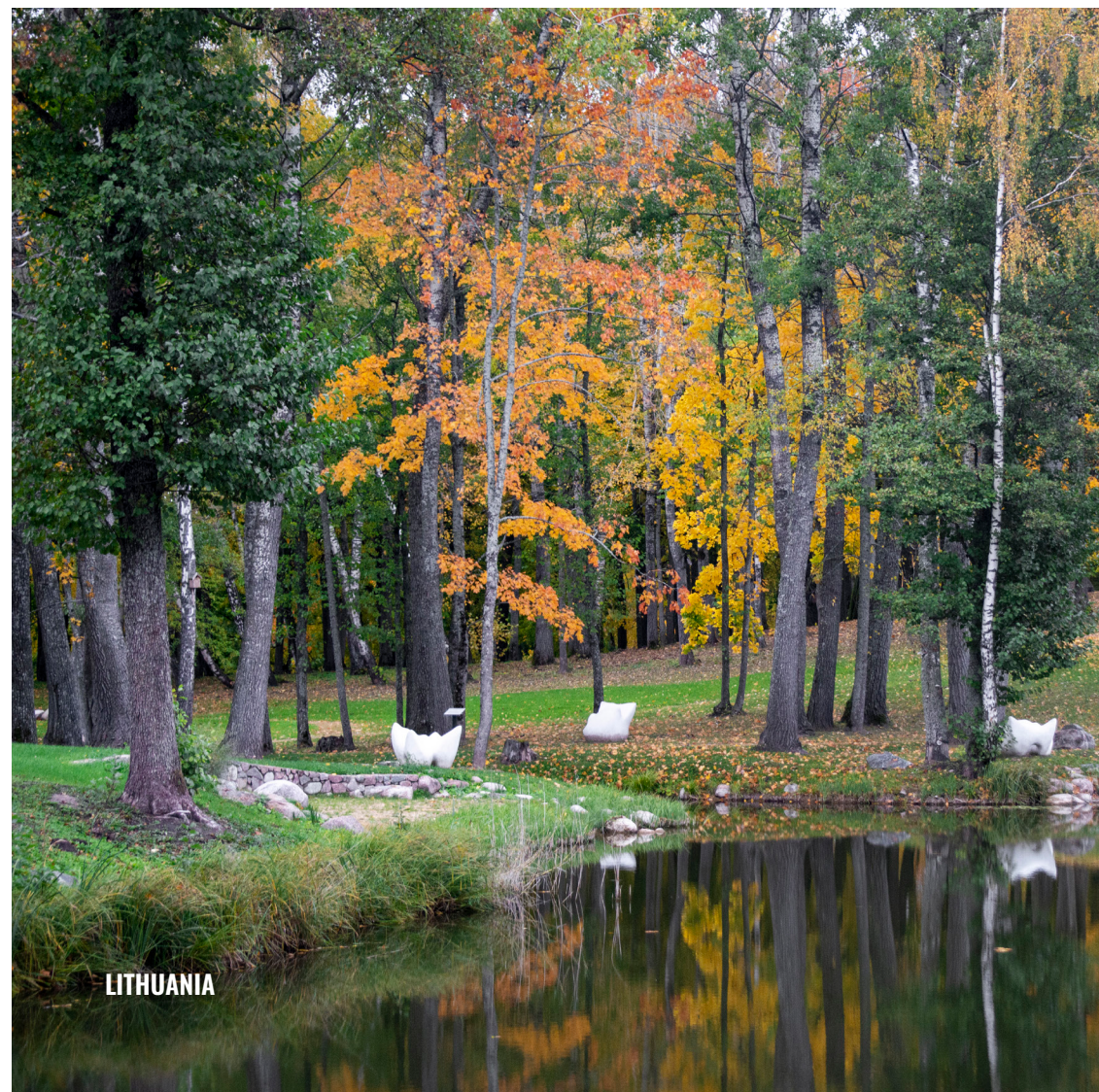
Chung Hwa University of Medical Technology
Italy



Odessa State Academy of Civil Engineering & Architecture
Ukraine



Odessa National Economic University
Ukraine





**Gli Amici dei Musei
e dei Monumenti Fiorentini ODV
offrono ai Soci e alla Cittadinanza:**

**Biblioteca
Conferenze della Domenica
Corso di Storia dell'Arte
Decoro e Restauro Tabernacoli
Itinerari Artistici e Viaggi
Visite Guidate Mercoledì e Sabato
Volontariato Culturale
Volontariato Sociale**

**Segreteria Associazione
Amici dei Musei e dei Monumenti Fiorentini
Via Folco Portinari 5A - 50122 Firenze (Italia)
Tel. +39 055 293007
email: segreteria@amicideimusei.it
www.amicideimusei.it**

Travel Open Village 2024 **WE ARE RIGHT OUTSIDE THE FAIR**

evolution
10th edition

An industry focal point

MISSION:
to foster relationships and business opportunities
for operators during the days of the BIT in Milan...
JUST OUTSIDE THE FAIR

Meetings Workshop Party

**GIVE MORE VALUE
TO YOUR BUSINESS**



**Meet the trade
at b2b meetings
without
wasting time**



**4-5 February, 2024
Hotel Meliá Milano
Via Masaccio, 19, Milan**



TOURISM: UNRAVELING CHALLENGES, EXPLORING SOLUTIONS

THE PROGRAMME

TUESDAY, 21 NOVEMBER 2023

Palazzina Reale di Santa Maria Novella | Piazza della Stazione, Florence

3.30 p.m. CET

Welcome

4.00 p.m. CET

Opening of the Festival

Carlotta Del Bianco, President of the Romualdo Del Bianco Foundation
Alessia Bettini, Deputy Mayor and Councilor for culture, tourism, participation, active citizenship, maintenance and decorum
President of the Fondation Architects Firenze

4.30 p.m. CET

Round Table Discussion: "Life Beyond Tourism" and local communities: some perspectives for Florence (in Italian language)

A round of interventions and discussion among speakers from various sectors on the everyday actions in local realities, the importance of "communities" as a reference point for both institutional and private operators in enhancing the economy and tourism of the territory

Coordinates:

Massimo Lucidi, President of the E-novation Foundation and Director of the newspaper "The Map Report"

Speakers:

Alessia Bettini, Deputy Mayor and Councillor for Culture, Tourism, Participation, Active Citizenship, Maintenance, and Urban Decor

Giorgia Giovannetti, Vice Rector for International Relations and Multilateral Agreements, University of Florence

Eleonora Odorino, Deputy Director Destination Florence Convention & Visitors Bureau

Fabio Fanfani, Dean of the Consular Corps of Florence

Sara Schiaffonati, Commercial and Marketing Director, B&B Hotels Group Italy

Eleonora Sorbi Salvini, Member of the Council of Amici dei Musei e dei Monumenti Fiorentini Association

Maria Carniglia, Journalist of the "Travel Quotidiano"

Francesca Lascialfar, Principal of the Aurelio Saffi Professional Hotel of Florence

6.30 p.m. CET

Inauguration and visit of the "phygital exhibition Luoghi Parlanti - Territori e itinerari consapevoli (Talking Places - Conscious Territories and Itineraries)

Exhibition of photographic panels depicting the cultural expressions typical of 24 countries, with multimedia content accessible via mobile

7.00 p.m. CET

Welcome cocktail

By the Honorary Consulate for Czech Republic in Tuscany and the ARCA Association in collaboration with Aurelio Saffi Professional Hotel Institute in Florence

8.30 p.m. CET

Conference-performance Homo turisticus Evolution (in Italian language)

Duccio Canestrini, Fondazione Campus, Lucca
Event open to the public - tickets on Eventbrite: € 15

A show about the dynamics of the relationship between humans and the environment, the symbolism of the human body, responsible tourism, and the study of processes related to intercultural encounters. An entertaining and informative event that takes us through the crucial stages of the history of travel, leading us to explore current tourist landscapes: micro-territorial, playful, and sustainable. The show goes further, imagining future scenarios in a constantly changing world. From ancestral emotions to new technologies, the evolution of Homo turisticus forces us to confront essential questions: our desire for nature, the ethics of encounter, and the characteristics of host territories.

Duccio Canestrini, through his anthropological perspective, reminds us that mobility and hospitality are intertwined with powerful myths and rituals rooted in the past but constantly evolving. There is no journey without narration, and tourism itself has become a form of performance. From songs to comics, from advertising to YouTube reports, our travels are a representation, often entrusted to ourselves through selfies, of an essential life experience.

The future of tourism looks clean, fair, and sustainable, promoting more balanced and satisfying relationships for all. Tourism is changing, and we should change with it, at least a little."

WEDNESDAY, 22 NOVEMBER 2023

Palazzina Reale di Santa Maria Novella | Piazza della Stazione Square, Florence

9.30 a.m. CET

Opening

Scientific Committee of the Festival

Corinna Del Bianco, Romualdo Del Bianco Foundation - Politecnico di Milano

Aurora Savelli, Romualdo Del Bianco Foundation - University of Naples L'Orientale

Giorgio von Arx, Life Beyond Tourism Movement

9.40 a.m. CET

Greeting messages

Mounir Bouchnaki, Honorary President of the Romualdo Del Bianco Foundation, Special Advisor to the UNESCO Director General and to the ICCROM Director General, archaeologist.

Jasir S. Alherbish, CEO of the Saudi Arabia Heritage Committee

Hajer Krimi, Mission Officer at the office of Her Excellency the Minister of Cultural Affairs of the Republic of Tunisia

Jean Pierre Elong Mbassi, Secretary General of the United Cities and Local Governments of Africa (video)

9.55 a.m. CET

Introduction: The "Talking Places"

Mounir Bouchnaki, Honorary President of the Romualdo Del Bianco Foundation, Special Advisor to the UNESCO Director General and to the ICCROM Director General, archaeologist.

An overview of firsthand experiences at "Talking Places" as both a scholar and traveler (Jemaa el-Fna square in Marrakech, Morocco; Lascaux Caves in Dordogne, France; Angkor Wat, Cambodia; Mostar, Bosnia and Herzegovina; Piazza Navona, Rome) is presented, each with its unique characteristics. The aim is to discern the elements, whether material or intangible, that unveil their capacity to transform cultural tourism into an opportunity for an intellectual journey marked by knowledge, encounters, and inclusivity. These elements enable individuals to "encounter a deeper reality that imparts meaning and vitality to their lives, linking them to something greater than their individual selves."

10.15 a.m. CET

Keynote speech: Heritage and tourism: how to balance uses to benefit conservation and enhance visitors' experience

Francesco Bandarin, architect, Assistant Director-General of UNESCO for Culture (2010-2018)

In many parts of the world, heritage sites are experiencing heavy tourist pressures that are threatening its survival and limiting the value of the visitors' experience.

This situation has created great concern among conservationists and tourist managers alike, as the trends seem to continue upwards in an almost unstoppable way. Historic centers, iconic sites, and more and more other places of archaeological, architectural, spiritual and natural value are experiencing changes due to unsustainable demand.

International organizations have addressed the issue and proposed solutions. Some sites and some administrations have developed initiatives to re-balance tourist uses and to optimise visitors' experience, local economic development and effective conservation efforts. A discussion on the current trends and possible directions is today even more necessary, as the post-pandemic tourist rebound has created severe problems for many heritage sites all over the world.

10.45 a.m. CET

Round table Session: "Overtourism: issues and challenges"

A round table dedicated to the discussion among top-level speakers in the international panorama on phenomena intertwined with tourism dynamics, such as mobility, climate change, cultural heritage, and conflicts.

Moderates: Maria Teresa Jaquinta, ICOMOS Italy Secretary General, Scientific Committee of the Association for the Foundation of the International University of the Mediterranean Sea

Mobility and tourism: the long history of places of attraction
Gilles Bertrand, Professor of modern history at the Grenoble-Alpes University, France (in streaming)

The concentration of tourist flows is the result of a long history. As far back as the Middle Ages, certain sanctuaries attracted crowds of pilgrims, generating flourishing trade and hotel facilities, while students from the north of Europe descended on the cities of the south. The Grand Tour from the sixteenth to the eighteenth centuries also focused the curiosity of the elites on places that were considered must-sees: Paris, Rome, Naples, Venice, Florence, Vienna, Dresden, Amsterdam, London... At the end of the eighteenth century and during the Romantic period, mountain areas and seaside resorts were added to the great political and artistic capitals.

But this merely shifted the problem, by adding a few densely populated areas to those that already existed (the Mont Blanc glaciers, the Staubbach waterfalls, the Amalfi coast). On the other hand, a whole part of Europe and the world remained unknown to the curious. Even before the advent of tourism, with the development of railways and steam power, the problems associated with the over-consumption of tourism were already in the making: the over-exploitation of certain places and the profits made by certain professions, the conformism of travelers and the ritualism of itineraries, mental limitations in the process of knowledge, unequal preservation of spaces.

Climate action and tourism

Tim Fairhurst, Secretary-General of ETOA (European Tourism Association AISBL)

The EU's commitment to 55% reductions in carbon emissions by 2030 requires system change. Tourism contributes over 10% of European employment and revenue - its loss during the Covid-19 pandemic was keenly felt - but it quickly became the subject of social and political tension once more. Part of the political push-back relates to carbon cost: some destinations no longer fund promotional activities in long-haul markets, but Europe continues to welcome visitors from around the world, most of whom arrive by air. We confront a social, economic, and political necessity to manage down tourism's negative impacts and maximize its potential benefits.

Against this backdrop, how should we react? The Glasgow Declaration on Climate Action in Tourism commits its signatories to rapid change but the business environment is becoming ever more challenging. From compliance with the EU's forthcoming 'Green Claims' directive to the multiplicity of certification and accreditation systems related to tourism and sustainability, how will Europe's visitor economy - and its guests - respond? This presentation will provide an overview of the status quo from regulation to good practice initiatives, exploring what may help and what may get in the way as the sector transitions to more sustainable practice.

Between under and overtourism. Or how to make tourism development sustainable

Jan van der Borg, KU Leuven, Università Ca' Foscari

Striving for sustainable tourism development has become an essential ingredient of virtually all tourism destinations and tourism firms.

Obviously, the recent overtourism debate has contributed a lot to this. Paradoxically, the covid19 crisis has momentarily disrupted the global growth in tourism demand but has not fundamentally changed the debate on either over- or under tourism. In fact, the question of how to use public tourism spaces and public facilities used by visitors in an intelligent way is more pressing than ever before.

To answer this important question, a thorough analysis of the impacts (and hence the benefits and the costs) of tourism for the various sectors and for the different stakeholders that together form the destination is necessary. One may argue, simplifying, that only when all these parts and all these stakeholders perceive the highest possible net benefit related to tourism development, the use of tourism assets and facilities is optimal. This equilibrium can be found precisely where the tourist carrying capacity of the destination is matched by actual tourism demand, both in quantitative as well as in qualitative terms.

This contribution intends to investigate the relationship between sustainable tourism, tourism impacts and the tourist carrying capacity.

Culture in the Pursuit of Disaster Resilience, Just Climate Action and Sustainable Development

Aparna Tandon, ICCROM Senior Leader Program, First Aid and Resilience for Cultural Heritage in Times of Crisis | Sustaining Digital Heritage; Focal point: Activities on Disaster Risk Management, Climate Action, Peacebuilding and Sustaining Digital Heritage

Through case studies from Egypt, Brazil and India, this presentation will illustrate how traditional knowledge and community-led cultural heritage safeguard initiatives can contribute to effective disaster risk reduction, just climate transitions, as well as sustainable tourism. The case examples to be discussed are drawn from ICCROM's cascading capacity development project, Net Zero: Heritage for Climate Action conceived within the framework of the Organization's flagship programme, First Aid and Resilience for Cultural Heritage in Times of Crisis (FAR).

12.30 a.m. CET

Discussion and conclusion

Francesco Bandarin, architect, Assistant Director-General of UNESCO for Culture (2010-2018)

1.00 p.m. CET

Break

“TALKING PLACES” SESSION

2.30 p.m.

Introduction by Festival's Scientific Committee

Corinna Del Bianco, Romualdo Del Bianco Foundation - Politecnico di Milano

Aurora Savelli, Romualdo Del Bianco Foundation - Università di Napoli L'Orientale

Giorgio von Arx, Life Beyond Tourism Movement

2.50 pm. CET

Presentations of the regional cultural storytelling

Moderate: Mohona Chakraborty and Jui Ambani (ICCRUM)

1. Traditional Music Education and Restitution in Cluj-Napoca, The National Academy of Music "Gheorghe Dima" of Cluj Napoca, Romania (in streaming)
2. Shekhi, the destination brings history and tourism values together, ATMU Azerbaijan Tourism Management University, Azerbaijan (in presence)
3. Tainan: All you need is a Good Friend and a Full Tank of Gas, Chung Hwa University of Medical Technology USR Office, Taiwan (in presence)
4. Shirvan Region: having historical importance and its attractions, Azerbaijan University of Architecture and Construction, Azerbaijan (in streaming)
5. Odessa: Pearls of the South Bank, Odessa National Economic University, Ukraine (in streaming)
6. Three "visiting cards" of Tbilisi, Georgian Technical University, Georgia (in presence)
7. Soviet legacy and beyond: discovering the Kazakhstan's historic landmarks, Inter. Education Corporation, Kazakhstan (in presence)
8. Across Three Seas, Xlam Italia (Italy)
9. Sanatorium renovations in Tskaltubo, International Black Sea University, Georgia (in presence)
10. Odessa: "Architecture is the music frozen in the stone" (Friedrich Schelling), Odessa State Academy of Building Engineering & Architecture, Ukraine (in presence)
11. Ilzenbergas Manor- a Sustainable Travel Destination in Lithuania, SMK University of Applied Social Sciences, Lithuania (in presence)

12. Dialogue between natural and cultural values in Ponidzie, Kielce University of Technology, Poland (in presence)
13. Messolonghi, the sacred Town, the lagoon, historical lagoon routes - island Vassiladi o Saint Sostis, Town of Messolonghi, Greece (in streaming)

Circle table, Q&A, conclusions

6.00 p.m.

Break

6.15 p.m. CET

Screening of the film **Prime meridian of wine** (Hollywood International Independent Documentary Award 2017; finalist at Phoenix Film Festival Melbourne 2017) by the Georgian director **Nana Jorjadze** (60 min.)

This movie is not only about wine, it is a film about Georgia through wine. Wine as a symbol, an integral and very significant part of Georgian culture and mentality

Follows: tasting of Georgian wines from **Saakashvili** wine producer

#VisitCzechia



Lasciati incantare
dalla magia dei mercatini
di Natale in Cechia

visitczechia.com



B&me

I tuoi vantaggi
in più di 700 hotel
nel mondo!

Scopri il nuovo
programma fedeltà
di B&B HOTELS.

**ISCRIVITI ORA.
È GRATIS!**



GRATUITO | DIGITALE | VANTAGGIOSO



COLAZIONE GRATIS
per il tuo prossimo
soggiorno



LATE CHECK-OUT
la domenica
entro le 14



WELCOME RATE 50€
a notte nei
nuovi B&B HOTELS

SOLO SU BBHOTELS.COM

THURSDAY, 23 NOVEMBER 2023

Palazzina Reale di Santa Maria Novella | Piazza della Stazione Square, Florence

8.30 a.m. CET

Welcome

“TALKING PLACES” SESSION

9.00 a.m. CET

Presentations of the regional cultural storytelling

Moderate: **Mohona Chakraborty** and **Jui Ambani** (ICCROM)

1. Travel in Cityslow Dalin, Nanhua University Office of International and Cross-Strait Affairs, Taiwan (in streaming)
2. Gion Festival, Kyoto Seika University, Japan (in streaming)
3. The best places to be, Town of Bertoua, Cameroon (in presence)
4. Cultural heritage and modern identification of Ukraine in the world 2022 - 2023, Ukrainian Cultural Foundation, Ukraine (in streaming)
5. Win Tiznit, Provincial Council of Tiznit, Morocco (in presence)
6. Marneuli Municipality Talking Tourist Places, Town of Marneuli, Georgia (in presence)
7. Cultural, musical activities and stage drama of Yoruba people, Splendid Tunes and Amazing Grace Voices of Ibadan, Nigeria (in presence)
8. Iron Curtain itinerary in Czech Republic, Partnership Foundation Brno, Czech Republic (in streaming)
9. Vernacular architecture and socio-cultural realities of the Kabeya Kamuany Territory, National Union of Architects, Democratic Republic of Congo (in presence)
10. Icherisheher Reserve/Gala Reserve/Centre for Traditional Arts: preservation and preaching of cultural heritage, Centre for Traditional Arts of the Icherisheher State Historical-Architectural Reserve Administration, Azerbaijan (in presence)
11. The talking places of the centers for assisted interventions in Italy, We Animal and La Melagrana Formazione, Italy (in presence)
12. Kyoto: Harmony Within Mind and Body from science-cultural perspective, Kyoto University, Department of Neuropsychiatry, Graduate School of Medicine, Japan (in presence)

Circle table, Q&A, conclusions

12.30 a.m. CET

Actual practices of Cultural storytelling

The ‘Shining Land’ – The role of emotion and narrative in placemaking

Sue Hill, storyteller (in streaming)

Sue Hill has been using theater and art with communities experiencing rapid social change, caused by the decline of traditional industries, conflict or the pressures of tourism. Sharing examples of this work, she will seek to illuminate the role of art and culture in building community confidence and developing a new shared narrative. How the authentic spirit of place and people can be revealed and made legible. Tracking the emotional connection of people to their terrain. Finding the new heroes and making new myths.

1.00 p.m. CET

Break

2.30 p.m. CET

Keynote speech Saudi Arabia’s urban heritage - Protecting, managing, enabling innovation & ensuring sustainability of the cultural expressions

Special Guest **Jasir S. Alherbish**, CEO of the Saudi Arabia Heritage Committee

Dr. Jasir S Al Herbish CEO, Heritage Commission, Ministry of Culture The Commission is responsible for advancing and preserving the heritage sector in the Kingdom by sector strategy within the framework of the National Strategy for Culture based on the strategic objective “Honoring Saudi Arabia’s heritage as a cultural treasure nationally and internationally.” The session provides overview of the Saudi Heritage Commission practices on protecting, managing, enabling innovation, and ensuring sustainability for urban Heritage in the kingdom of Saudi Arabia. In addition, the urban Heritage scope, styles, previous and current projects and activities, lastly the Commission’s efforts to build national capacity to protect and manage the urban heritage sites.

3.00 p.m. CET

Keynote speech Where do we go from here? Reinforcing post-COVID Intercultural Dialogue via the new ICOMOS International Cultural Heritage Tourism Charter

Fergus Maclaren, President of ICOMOS-Cultural Committee Tourism Committee

The COVID era had a devastating impact on the global travel industry, particularly local visitor economies and livelihoods. What was often lost in these circumstances was that people were separated via border and public health controls, missing out on opportunities to connect, appreciate and bond through tourism. The 1976 ICOMOS Cultural Tourism Charter can be considered the first international document focused on the need for a responsible tourism approach to cultural heritage and it also anticipated the recognition of sites and monuments as a source of economic benefit and cultural education. Since that initial text, there have been two subsequent updated iterations ratified in 1999 and 2022, that were both reflective of the dynamic changes in the tourism sector and pressing issues challenging destinations. While many of these 'Charters' objectives and principles were operational in nature, there are now embedded approaches in bringing people together to better generate awareness and understanding. As international and regional travel begin to ramp up again, the new ICOMOS International Cultural Heritage Tourism Charter provides in part, a framework to plan and implement intercultural dialogue through different mechanisms.

3.30 p.m. CET

Tourism: exploring case studies

The session focuses on in-depth case studies that constitute best practices for implementing concrete activities capable of bringing about real change or evolutionary steps towards conscious and sustainable tourism. The speakers will provide evidence of how they have intervened in favor of the environment or in response to climate action, safeguarding cultural heritage and aiming for its enhancement, responding to disasters caused by conflicts, and promoting the involvement and empowerment of local communities..

Coordinates: Aparna Tandon, ICCROM Senior Leader Program, First Aid and Resilience for Cultural Heritage in Times of Crisis | Sustaining Digital Heritage; Focal point: Activities on Disaster Risk Management, Climate Action, Peacebuilding and Sustaining Digital Heritage

The cultural and heritage tourism great circuits: Djerba and the “Great south of Tunisia” as a model

Hajer Krimi, Mission Officer at the office of Her Excellency the Minister of Cultural Affairs of the Republic of Tunisia

The “Great Tunisian South” circuit, a great tourist circuit that has developed over the last few years (since the end of the 90s) and which continues to attract attention not as a destination for tourism in its classic form (the mass tourism of the late 70s) but as a “mixed” destination

between “mass seaside tourism and cultural tourism”. This successful experiment deserves to be taken as a case study in order to improve it but also, in order to launch similar experiences in regions that are accumulating the sad consequences of the crisis in the field of tourism especially following the covid years. Regions rich in heritage resources but which do not find a way out towards a sustainable alternative. This alternative can only succeed through the exploitation of local or regional potential, in its natural, material and intangible diversity. This alternative can only succeed through the exploitation of local or regional potential, in its natural, material and intangible diversity. This great southern tour had as its starting point the island of Djerba as a local and unique destination for the entire region, endowed with a nature and infrastructure compatible with the mass tourism strategy of the time. The ups and downs of the tourism sector all over the world have opened the door to alternative tourism, namely the natural and the cultural. The island of Djerba with its richness and diversity of heritage has been able to serve as a point of enlargement and divergence to other destinations such as: the Sahara, the Ksour, the oasis of the South, the troglodyte villages... etc. We believe that the inscription of Djerba on the UNESCO World Heritage List will have a great impact in the coming years on this model of exploring cultural diversity and plurality for the benefit of sustainable development.

Bahrain: Tourism at World Heritage Sites: challenges and opportunities of the Pearling Path

Sheikh Ebrahim Al Khalifa, ad interim Director of the Arab Regional Centre for World Heritage (ARC-WH), Bahrain

Cultural and Natural heritage sites of outstanding universal value are important and valuable sites for countries around the world but it is essential

that any development around the sites consider the importance of preserving its integrity and authenticity. Tourism is one of the world's fastest-growing sectors, and Cultural Heritage is one of its most important assets therefore finding the right balance between development and preservation is essential towards the long term sustainability of the sector. The presentation will focus on the case study of the Pearling Path looking into the promotion of World Heritage sites in the Kingdom of Bahrain

The Overtourism impact: a challenge for a site manager

Carlo Francini, Unesco World Heritage Office of the Municipality of Florence

The uniqueness and identity of natural and cultural sites inscribed on the UNESCO World Heritage List are features that attract travelers from

around the world. The visibility that comes from being listed on the UNESCO World Heritage List promotes heritage conservation and the development of local communities through economic exchange and intercultural dialogue opportunities, but it also exposes new sites to more intense tourism. While tourism represents a significant economic resource, when tourist flows are not managed sustainably, they can cause irreversible damage to the built and natural heritage, as well as the social fabric of the place. Among the impacts caused by mass tourism are environmental damage related to pollution and waste management, land and water consumption, carbon emissions, and negative social impacts such as the depopulation of historic centers, urban development, gentrification, changes in building and housing use, as well as the loss of local knowledge and traditional activities.

The Historic Center of Florence faces common issues shared by many other sites inscribed on the World Heritage List and negatively affected by mass tourism. Always, the challenge for the site manager is to find a balance in complex situations between the lives of residents and visitors.

Thriving fishers, thriving oceans

Paul Antion, Blue Ventures

The ocean is the lifeblood of many people in Madagascar - for food, money, and identity. With rapid globalization and increasing effects of climate change, the ocean and the often marginalized people who depend on it are under threat from natural disasters, overfishing, and habitat destruction. However, the NGO Blue Ventures has seen proof in the remote villages of Madagascar that the ocean can quickly recover if it's treated with care, and livelihoods can flourish if stakeholders work together. When the ocean thrives, fishers thrive.

Blue Ventures (BV) is a marine conservation organization that puts people first. It supports coastal fishers in remote and rural communities to rebuild fisheries, restore ocean life and build lasting pathways to prosperity. Across more than a dozen countries, BV is partnering with traditional fishers and community organizations to design, scale, strengthen and sustain fisheries management and conservation at the community level. BV brings partners together in networks to advocate for reform, and share tools and best practices to support fishing communities across the globe. Two decades ago BV started off as a social enterprise in Madagascar's southwestern village of Andavadoaka, with an award winning eco-tourism model. Foreign volunteers came to be trained in scuba diving and monitoring of critical marine habitats and fisheries. This provided jobs for local

villagers as part of the expedition team as well as data for local fishers to understand on a scientific level the changes they were seeing in the ocean and their livelihoods. This data would allow them to make informed decisions about the resources they relied on. Overtime, Blue Ventures has shifted away from this eco-tourism model, adopting a fisher-centric approach, recognizing the importance of fishers being the ones collecting, analyzing and interpreting their own data. BV has promoted a different type of tourism - exchanges between fishers in nearby villages to see first hand the success of small, permanent, nearshore protected areas. We travel to see new things and be inspired. We come back with stories and newfound motivation. For fishing communities, it's the stories behind the data that spark decisions to protect and restore ocean life. And it's the fishers who should have the opportunity to own them.

5.30 p.m. CET

Conclusions and approval of the Life Beyond Tourism guidelines for sustainable local development towards Agenda 2030

6.00 p.m. CET

Bestow of special mentions:

best storytelling/itinerary
most original storytelling/itinerary (tangible heritage)
most original storytelling/itinerary (intangible heritage)
most original storytelling/itinerary (natural heritage)

Subscription of the new Memorandum of Understanding with the Fondazione Romualdo Del Bianco for the development of the "Talking Places" projects:

City of Kyoto, Japan (video greetings by the Mayor, Daisaku Kadokawa)
Town of Marneuli, Georgia
Splendid Tunes and Amazing Grace Voices, Nigeria

9.00 p.m. CET

Concert - Music and dances from the world

Jazz music concert organized by the Honorary Consulate of the Czech Republic for Tuscany and the ARCA Association in collaboration with the Luigi Cherubini Music Conservatory of Florence

Cherubini Conservatory Jazz Department Trio

Renzo Cristiano Telloli, Alto Saxophone
Miguel Mario Cheti, Guitar
Andrea Marianelli, Double Bass

Traditional songs and dances of the Yoruba people, organized by **Splendid Tunes and Amazing Grace Voices of Ibadan**, Nigeria

FRIDAY, 24 NOVEMBER 2023

Palazzo Coppini | Via del Giglio 10 str., Florence

2.30 p.m. CET

After the Festival:

Festival participants will have the opportunity to visit the painting and sculpture exhibition *Florence New Athen* by the Venetian artist Andrea Valleri at the Foundation's headquarters in Palazzo Coppini, free of charge, and discover classical and Renaissance art from an original perspective.



A reservation at the Festival's secretariat is required.

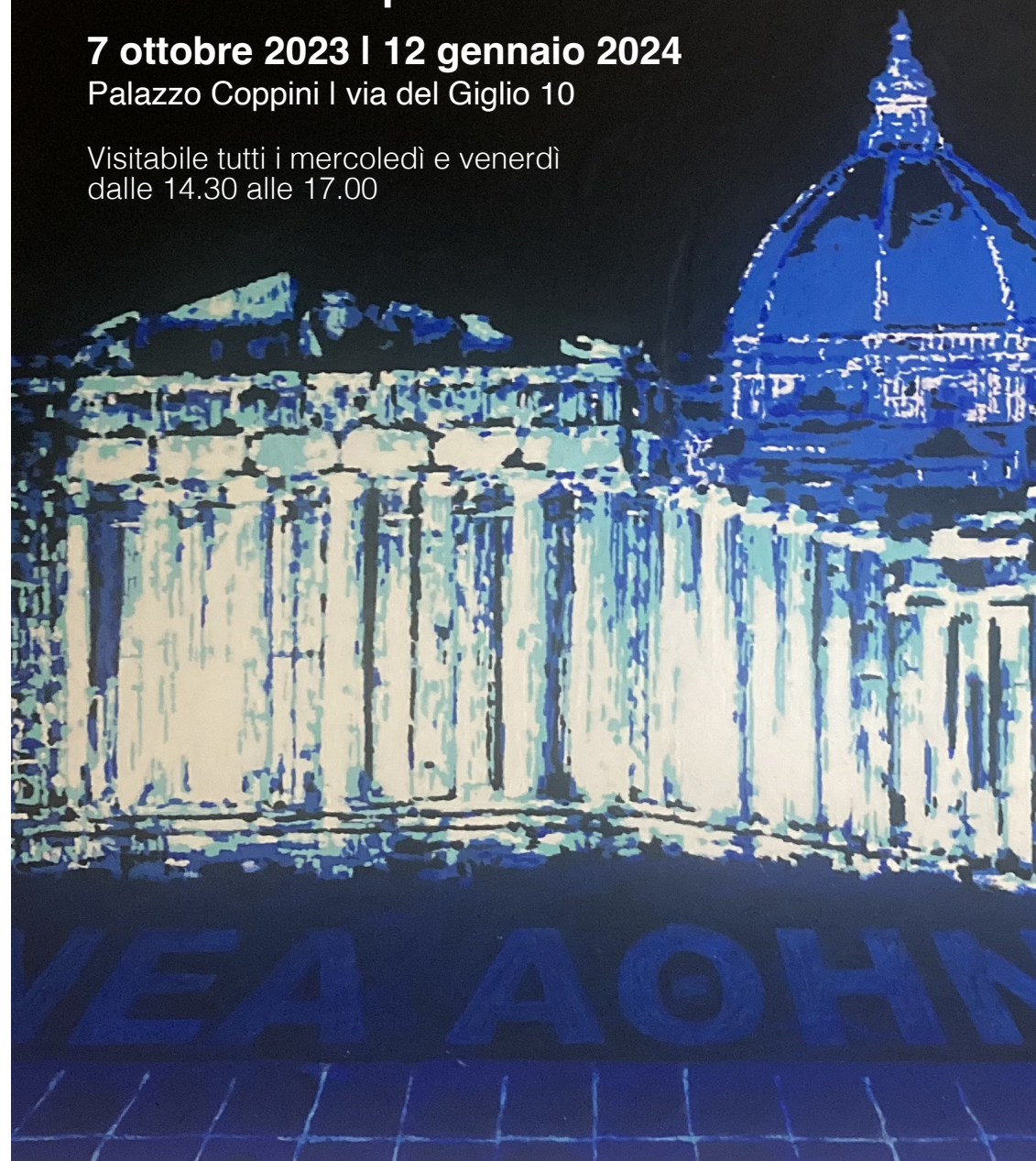
Firenze Nuova Atene

Mostra delle opere di Andrea Valleri

7 ottobre 2023 | 12 gennaio 2024

Palazzo Coppini | via del Giglio 10

Visitabile tutti i mercoledì e venerdì
dalle 14.30 alle 17.00





SPEAKERS



Jasir S Alherbish, Dottorato, Laurea in Scienze, Università Re Sa'ud MSc e Dottorato, Università del Connecticut, USA. Vice Ministro, Affari delle Borse di Studio, Ministero dell'Istruzione, Consulente Senior per l'Istruzione, Ministero degli Investimenti. CEO, Commissione del Patrimonio, Ministero della Cultura Membro del Consiglio in diverse autorità governative.



Ebrahim AlKhalifa, interim Director of the Arab Regional Centre for World Heritage (ARC-WH) in Bahrain, leads initiatives to implement the 1972 World Heritage Convention across 19 Arab States. His role involves raising public awareness, engaging Arab youth, and contributing to UNESCO's efforts in integrating sustainable development policies into World Heritage site management in the Arab Region. He holds a Master's in International Relations (2014) and a Bachelor's in Political Science (2010) from the University of Westminster, UK.



Jui Ambani, a Conservation Architect and Disaster Risk Management Consultant in Rome, contributes to ICCROM's Crisis Programme. From Mumbai, she joined the FAR Team in October 2020, coordinating capacity development initiatives and leading ICCROM's climate.culture.peace conference. Specializing in hybrid events, Jui co-leads FAR communications, graphic design, and authors the FAR publication series. Currently, she's developing an app for post-emergency assessment, field-tested in Ukraine, Pakistan, and the Philippines.



Paul Antion, embedded in Madagascar's fishing communities since 2013, empowers them through Blue Ventures. Specializing in community governance, he amplifies voices and coordinates activities as Head of Programme Management. Committed to transparency and community values, Paul ensures the organization aligns with local needs.



Francesco Bandarin, Architect and Urban Planner, led UNESCO's World Heritage Centre (2000-2010), served as Assistant Director-General for Culture (2010-2018), and is now a Special Advisor to the Director-General of ICCROM. Affiliated with ICOMOS and ICOM, he's a Senior Advisor to the Aga Khan Trust for Culture. Bandarin's recent publications focus on the Historic Urban Landscape and Urban Heritage. His upcoming book, "Changing Heritage," is set for release by Routledge in early 2024.



Gilles Bertrand, a modern history professor at Grenoble Alpes University, specializes in Italian history and Franco-Italian relations. Author of "Le Grand Tour revisité" and "Histoire du carnaval de Venise," he co-authored "La France et l'Italie" and edited works like "Exil, asile: du droit aux pratiques." Bertrand's upcoming book, "Changing Heritage," is set for release by Routledge in early 2024.



Mounir Bouchenaki, born in Algeria in 1943, was crucial in launching a UNESCO category II Centre in Bahrain (2013-2017) and now serves as an advisor. Former ICCROM Director-General, he has a distinguished career at UNESCO and holds a Ph.D. in archaeology. Recognized with prestigious awards, he is currently a Special Advisor to the UNESCO Director-General and ICCROM Director-General.



Mohona Chakraborty, a Conservation Architect and Programme Assistant at ICCROM in Rome, holds a Master's in Architectural Conservation. With prior work in prestigious conservation projects in India, she joined ICCROM in July 2020. As part of FAR, she coordinates capacity development, leads training courses, and contributes to resources like PATH. Currently, she heads ICCROM's Net Zero project, focusing on using Indigenous knowledge to address climate-related challenges.



Tim Fairhurst, ETOA's policy initiatives leader, specializing in EU regulations and destination engagement. As co-chair of the European Tourism Manifesto, he contributes to the European Commission's 'Together for EU Tourism – T4T' expert group and the UNWTO's sustainability working group. With a legal and mediation background, Tim previously worked in educational and cultural travel. ETOA, based in Brussels, supports climate action in tourism and hosts events for networking, market insights, and webinars, representing 370+ global operators and 700+ suppliers.



Carlo Francini, art historian, has been the site manager of UNESCO's "Historic Center of Florence" since 2005. He oversees the Florence World Heritage office, mediating between local and international entities. Since 2009, he has been the scientific coordinator of the Italian World Heritage Association and coordinates HeRe_Lab, a joint research laboratory between the Municipality of Florence and the University of Florence.



Sue Hill, a Cornwall-based theater maker, curator, and artist, delves into the interplay of people and place, unveiling hidden narratives. With Kneehigh since 1988 and as Artistic Director for the Eden Project (2000-2006), she pioneered interpretative strategies and global sustainability projects. As a Founding Artist with WildWorks, her contributions include notable projects like The Passion of Port Talbot and The Enchanted Palace. Presently, she leads storytelling and performance for new Eden Projects in Qingdao, Morecambe, and Dundee, showcasing her work across diverse global locations.



Maria Teresa Iaquina, Secretary-General of the Italian Committee of ICOMOS, serves on various international committees, including ICOMOS-CIF, ISCEAH, and ICORP. Formerly in ICCROM, she managed the NAMEC program and coordinated initiatives in the Mediterranean. In 2021, she led a Working Group for the Memory of the World, and she is a Visiting Professor and author of numerous publications, specializing in architectural conservation, heritage management, education, and risk preparedness.



Massimo Lucidi, President of the E-Novation Foundation and a lecturer at multiple universities, excels in international communication and marketing. Renowned for consultations and events globally, he founded the Italian Excellence Award in Washington DC and moderates events on sustainability. His advocacy emphasizes the unique model of sustainable excellence within the global promotion of Made in Italy.



Fergus T. Maclaren, President of ICOMOS International Cultural Tourism Committee, is a Canadian professional in sustainable tourism and cultural heritage management, boasting over 25 years of global experience. His current focus involves tourism to World Heritage sites and implementing the 2030 UN Sustainable Development Goals. Maclaren works with UNESCO, UNWTO, ICOMOS, and other organizations, and runs his consulting firm, MAC-DUFF Tourism | Heritage | Planning.



Aparna Tandon, Senior Programme Leader at ICCROM, spearheads First Aid and Resilience for Cultural Heritage in Times of Crisis (FAR) and Sustaining Digital Heritage (SDH). With an MA in Art Conservation, she specializes in disaster risk reduction and post-conflict recovery for heritage. A Fulbright Arts Fellow and Getty Conservation Guest Scholar, she leads initiatives integrating cultural heritage with humanitarian assistance, development, and peacebuilding. Presently, she coordinates Net Zero: Heritage for Climate Action, researching the role of heritage in climate action and sustainable peace.



Jan van der Borg, a lecturer at KU Leuven and Ca' Foscari University, specializes in Tourism Economics and Management. His focus on sustainable urban tourism stems from his PhD on overtourism in Venice. Nominated to a DG Grow panel, he contributes to enhancing the sustainability of European tourism. He is also the executive director of EURICUR.



Duccio Canestrini, an anthropologist and journalist, teaches Anthropology of Tourism and creates multimedia lectures connecting travel, overtourism, environmental issues, and intercultural encounters. A correspondent for 'Airone' magazine, he's traveled globally, directing ethnographic documentaries. Author of books like "Antropop" and "Non separate sul turista," Canestrini offers insightful perspectives.



Nana Jorjadze, Georgia's acclaimed film director, screenwriter, and actress, is renowned for her film "Prime Meridian of Wine." A member of prestigious film academies, including the European, American, and Georgian Film Academies, she made history as the first Georgian director nominated for an Academy Award. With numerous awards for her seven feature films, four documentaries, and six TV series, she won the Camera d'Or at Cannes for "Robinsonade or My English Grandpa" and serves on the juries of major film festivals worldwide.



The trio of musicians, comprising Miguel Mario Cheti on guitar, Renzo Telloli on saxophone, and Andrea Marianelli on double bass, originated at the Luigi Cherubini Conservatory Jazz Department in Florence. Formed during the Specialist Biennium program, the ensemble extends its presence beyond the Conservatory, presenting a diverse repertoire rooted in jazz, blues, and bossa nova traditions.



Hajer Krimi, Ph.D. in Roman archaeology, leading archaeological and historical research, director of museums within the Tunisian Ministry of Cultural Affairs, and a mission officer in the cabinet of the Minister. Directed numerous excavation, conservation-restoration, museography, and enhancement projects. Author of a book ('Civilians in military zones of Southern Africa: cults, beliefs, and syncretisms') and several scientific and popular articles.



TAIWAN

Sustainable Partners



Main Partners



Consolato Onorario
della Repubblica Ceca
per la Toscana



#VisitCzechia



Media Partners

Italy **absolutely**
Travel, Travel & Experience

TOSCANA
TOSCANI

FIRENZE
FLORENTINE

The **MAP**
TRAVEL

Travel

Partners

**CHIARELLO
PULITI** PARTNERS



dotkom
emmetek

Fondazione
Architetto
Firenze



Gaffi

Lo Scalco

wove
DO WHAT YOU LOVE

In support of the 20th Anniversary of 2003 UNESCO Convention



Under the High Patronage of



Under the auspices of the Secretary General of the Council of Europe,
Ms Marija Pejčinović Burić



Under the Patronage of



ICOMOS
International Council on Monuments and Sites



ETOA
European Tourist Operators Association

**ASSOCIAZIONE
BENI ITALIANI
PATRIMONIO
MONDIALE**



IFLA
International Federation of Library Associations and Institutions

OTIE



**CONVENTION
BUREAU
ITALIA**

