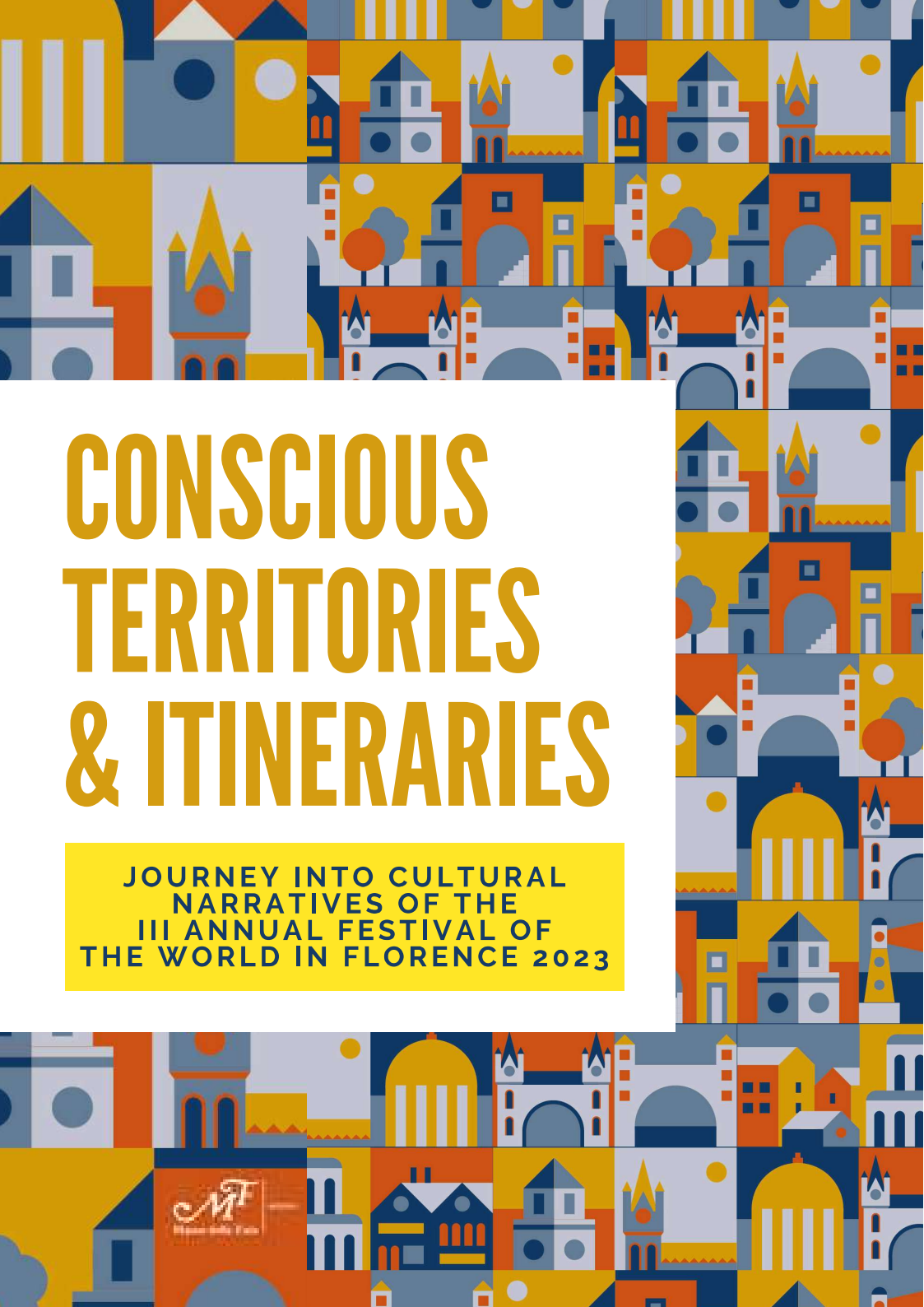




CONSCIOUS TERRITORIES & ITINERARIES

JOURNEY INTO CULTURAL
NARRATIVES OF THE
III ANNUAL FESTIVAL OF
THE WORLD IN FLORENCE 2023

CONSCIOUS TERRITORIES & ITINERARIES

JOURNEY INTO CULTURAL
NARRATIVES OF THE
III ANNUAL FESTIVAL OF
THE WORLD IN FLORENCE 2023

Fondazione Romualdo Del Bianco



@Fondazione Romualdo Del Bianco 2024

Fondazione Romualdo Del Bianco® – Life Beyond Tourism®

Palazzo Coppini – Via del Giglio 10, 50123 Firenze Tel: (+39)055 21 60 66

Website: www.fondazione-delbianco.org

E-mail: secretarygeneral@fondazione-delbianco.org

Fondazione Romualdo Del Bianco® publications are protected by copyright. Therefore, and unless otherwise specified, no part of a Fondazione Romualdo Del Bianco® publication may be reproduced, stored in a retrieval system or utilized in any form or by any means, electronic or mechanical, including photocopying, microfilm, scanning, without prior permission in written form.

Fondazione Romualdo Del Bianco® encourages dissemination of its work and is pleased to consider permissions, licensing, and translation requests related to Fondazione Romualdo Del Bianco® publications.

Permission to photocopy Fondazione Romualdo Del Bianco® material must be obtained through a written licence by the Fondazione Romualdo Del Bianco®.

1a Edizione maggio 2024

ISBN 978-88-6039-620-4

Tutti i Diritti Riservati

© Copyright Masso delle Fate Edizioni

Via Cavalcanti 9/D – 50058 Signa (FI)

Tel. 055 8734414 – Fax 055 875713

www.massodellefate.it



**THE WORLD
IN FLORENCE** 2023

TABLE OF CONTENTS

THE WORLD IN FLORENCE 2023

- *Tourism: Unraveling Challenges, Exploring Solutions* **1**
- *"Luoghi Parlanti" by Mounir Bouchenaki* **7**

CONSCIOUS TERRITORIES AND ITINERARIES **15**

AZERBAIJAN

- *Icherisheher: Preservation and preaching of cultural heritage* **16**
- *Sheki: The destination brings history and tourism values together* **18**
- *Shirvan: Unveiling the Historical Beauty of Azerbaijan's Northwestern Region* **20**

CAMEROON

- *Bertoua: the best place to be* **22**

CZECH REPUBLIC

- *Czech Republic: Regional Wonders* **24**

GEORGIA

- *Marneuli: A new talking municipality* **26**
- *Tbilisi: Three "visiting card"* **28**
- *Tskaltubo: Sanatorium Renovation* **30**

GREECE

- *Messolonghi: the sacred Town, the lagoon, historical lagoon routes – island Vassiladi o Saint Sostis* **32**

ITALY

- *Unlocking Healing Bonds: Animal-Assisted Interventions Across Italy* **34**
- *Tracing Father Balducci's Footsteps* **36**
- *Florence: An artistic cultural journey through its Tabernacoli* **38**
- *From Florence to the World: Sharing cultural friendship and values* **40**
- *The 3 seas: Across the Tyrrhenian, Ionian, and Adriatic Seas* **42**

JAPAN

- *Kyoto: Exploring a fusion among science, art and mental well-being* 44
- *Kyoto : The Gion Festival* 46

KAZAKHSTAN

- *Almaty, Astana and Petropavlovsk: Soviet Legacy and Beyond* 48

LITHUANIA

- *Izenbergas Manor: a Sustainable Travel Destination* 50

MOROCCO

- *Win Tiznit* 52

POLAND

- *Ponidzie: A Dialogue between natural and cultural values* 54

ROMANIA

- *Cluj-Napoca: Traditional music education and restitution* 56

TAIWAN

- *Dalin: The Travel in the Cittaslow* 58
- *Tainan: All you need is a Good Friend and a Full Tank of Gas* 60

UKRAINE

- *Odesa: "Architecture is the music frozen in the stone"* 62
- *Odesa: Pearls of the South Bank* 64

LBT GUIDELINES FOR SUSTAINABLE LOCAL DEVELOPMENT TOWARDS AGENDA 2030 AND BEYOND

67

SPEAKERS AND CONTRIBUTORS

73

TABLE OF CONTENTS

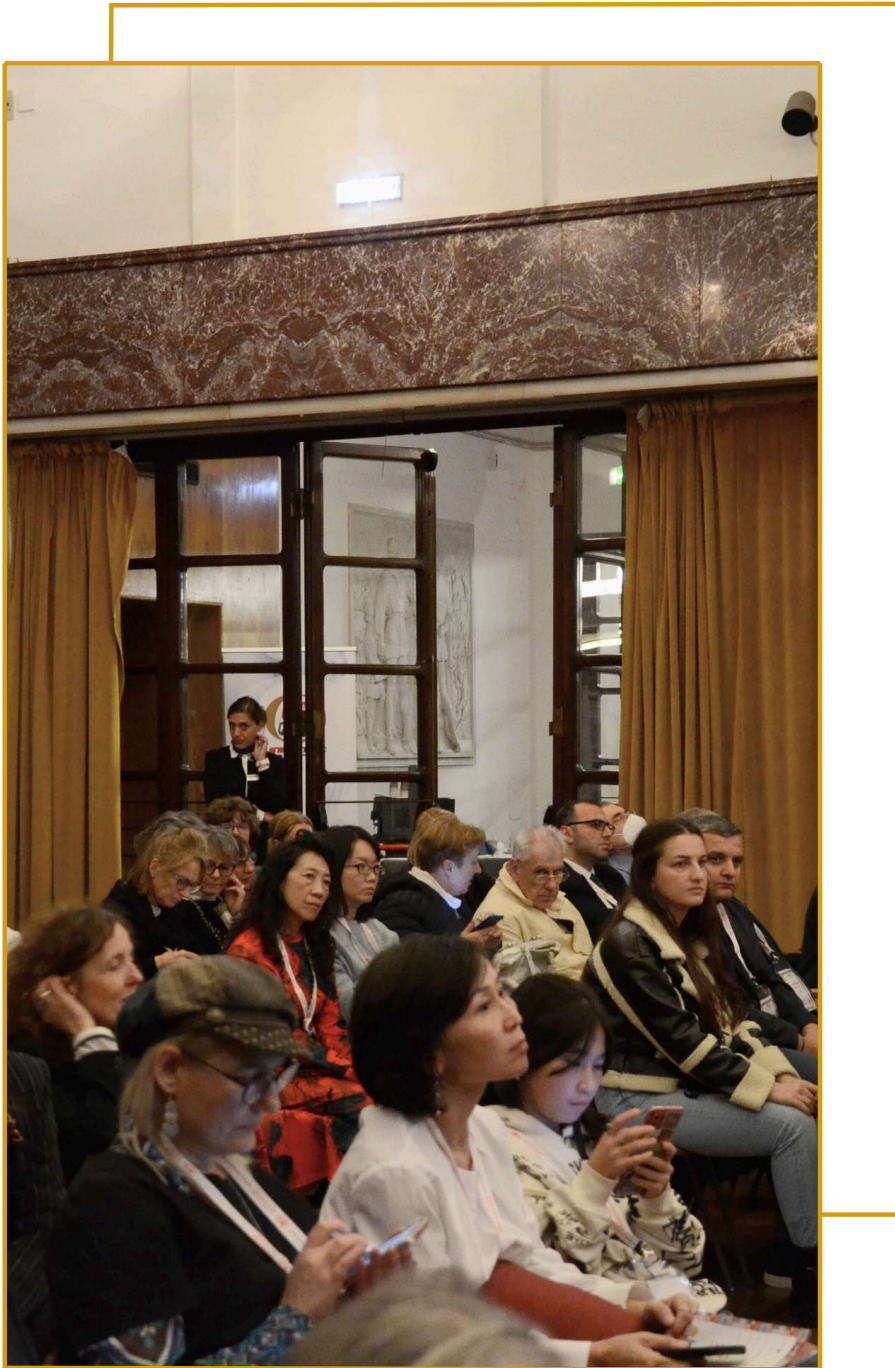
THE WORLD IN FLORENCE

2021
2025

drives Agenda 2030 forward



**SUSTAINABLE
DEVELOPMENT GOALS**



Opening of The World in Florence 2023

#TWIF2023
21-23 NOVEMBER

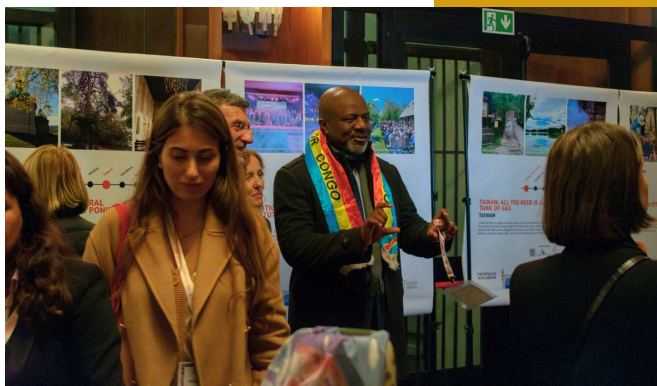
**THE WORLD
IN FLORENCE** 2023

**Tourism: Unraveling Challenges,
Exploring Solutions**



The third annual festival of The World in Florence, held in Florence in the monumental premise of the Palazzina Reale between November 21-23, 2023, was the stage where to share experiences, knowledge, and appreciation of the cultures of different regions and their historical-cultural and natural heritage; to foster dialogue between communities; and to promote a journey, not of consumption, but of values.

The event's program spanned three days and included debates, discussions, workshops, interactive exhibitions, and hybrid performances. Internationally renowned speakers, community representatives, academic and institutional delegates, and prominent figures from the private sector took 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.



A moment of the opening of the
"Conscious Territories and Itineraries"
Exhibition

This third edition welcomed participants from **36 nations** and showcased heritage and experiences from countries as far apart as **Azerbaijan, Bahrain, Cameroon, Congo, Georgia, Japan, Italy, Lithuania, Madagascar, Morocco, Nigeria, Poland, Kazakhstan, Romania, the Czech Republic, Taiwan, and Ukraine.**

In the **"Learning Journey – Places and Cultures in Transitions"** sessions, we addressed the theme of **mobility**, explored in various forms up to its most recent meanings: **mobility as tourism** with its extreme development such as over-tourism with its implications on environment, society and heritage.

Many were the examples of cities emptied of their identities by the massive impact of tourism. **Tourism**, which is an important tool for prosperity, **must be planned ethically, supporting virtuous travel practices and learning communities that enhance interaction and dialogue between residents and travellers.**

Life Beyond Tourism 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 among peoples. In the Life Beyond Tourism philosophy, particular attention is dedicated to heritage sites as

"(...)Here, there is represented the world, which, however, is found in values that are those of Community, Knowledge, Awareness and also Cooperation(...)"

– **Alessia Bettini** –
Deputy Mayor, City of Florence

"(...)Our goal is to enhance THE HERITAGE OF PLACES, to give value to the talking places and with the Foundation create an additional step, creating an Academy to attract talent, be able to retain them and create future for the new generations."

– **Sara Schiaffonati** –
Sales and Marketing Director,
B&B Hotels Italia



"Homo turisticus Evolution"
by and with prof. Duccio Canestrini



Delivery of "Luoghi Parlanti"
plaques to the AAI centers

centres where local communities can increase the awareness of their crucial role in making travel an experience of values and knowledge of the cultural biography of places.

Also this year a renewed **Luoghi Parlanti®'s** (Talking Places) **exhibition** was shown enhancing 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 places were represented in interactive panels, which, during the festival, were presented by the young and senior participants who prepared them. Finally, it was particularly relevant

to see the sharing of this edition of the festival by the most prominent institutions worldwide in the field of heritage such as UNESCO, that listed it among the events for the 20th anniversary of the **UNESCO Convention for the Safeguarding of the Intangible Cultural Heritage** and with the high patronage of the **European Parliament** and the **Council of Europe**, 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 publicizing and enhancing best



Centmanship Exhibition by the
International Center for
Traditional Arts - Azerbaijan

Mol signing between
the Romualdo Del Bianco Foundation
and the Municipality of Marneuli



practices. This 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, the resulting document, **Life Beyond Tourism Guidelines for Sustainable Local Development: Towards Agenda 2030 and Beyond**, supports the UN's 2030 Agenda for Sustainable Development from the perspective of Life Beyond Tourism, contributing to the development of a mobility 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.

Carlotta Del Bianco
President
Fondazione Romualdo Del Bianco

"(...) This was the kind of event where heritage is the main aspect, which is then also linked to other aspects, including tourism.

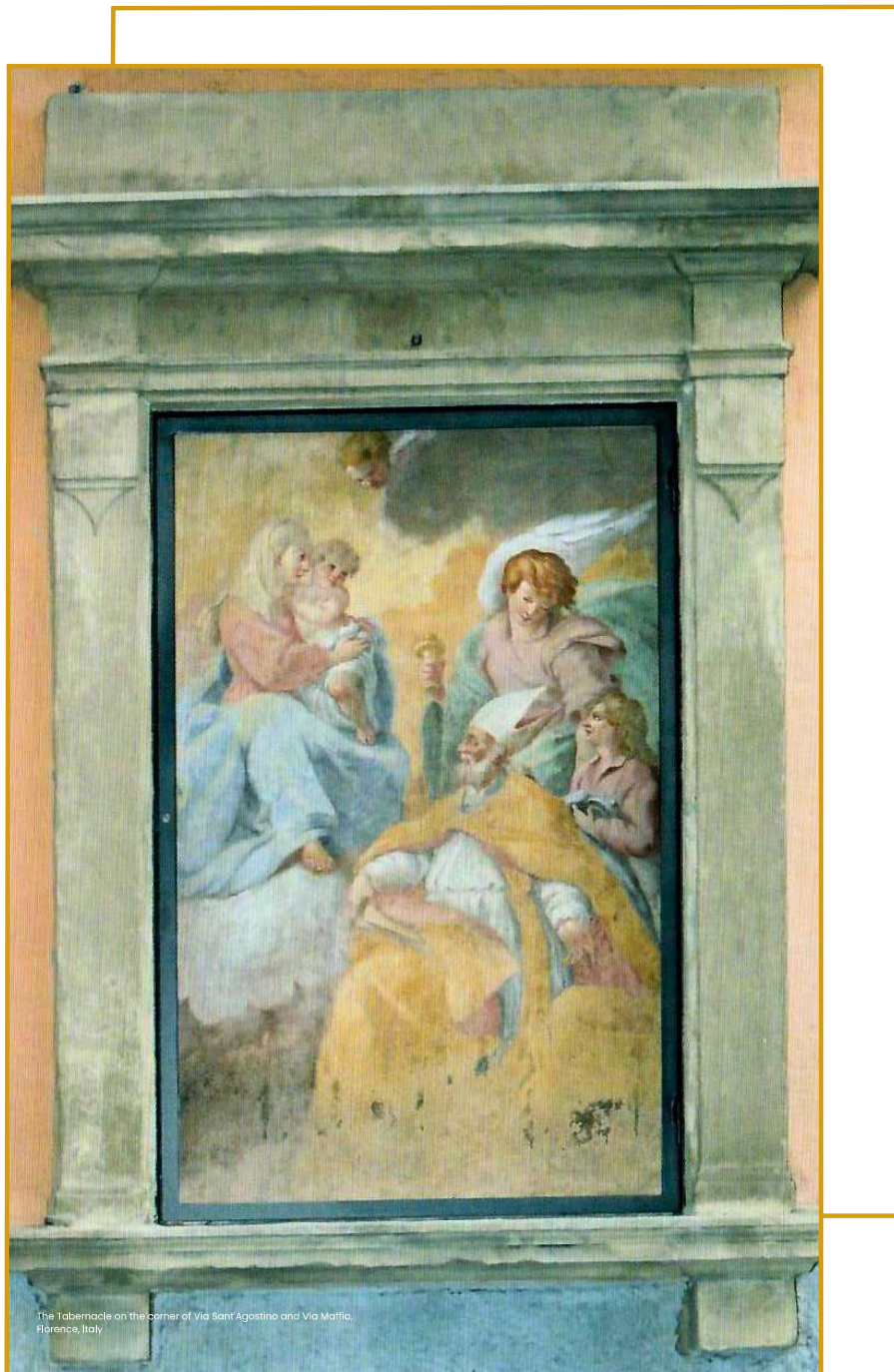
We as the Saudi Heritage Commission will be happy to say that with this presence we have initiated a series of future cooperations with the different institutions, and of course with the next editions of the Festival."

-Jasir S Alherbish -
CEO of Saudi Arabia
Heritage Commission



Closing concert of the TWIF2023
by Conservatorio Statale di Musica
L. Cherubini





The Tabernacle on the corner of Via Sant'Agostino and Via Maffio, Florence, Italy



Phygital Exhibition "Conscious Territories and Itineraries"

LUOGHI PARLANTI (TALKING PLACES)



Mounir Bouchenaki
Honorary President
Fondazione Romualdo Del Bianco

It is a great honor for me to participate in the third edition of the magnificent 2023 Festival "Florence in the World and the World in Florence," launched by the Del Bianco Foundation in 2021, with a specific project entitled "Luoghi Parlanti."

I quote: "**Luoghi Parlanti®** is a service created by Life Beyond Tourism as **a storytelling tool for territories to enhance their attractiveness and access to visitors**. This project is presented as an itinerant experience that invites discovery and intervenes in the territory **to create a deeper connection, authentic knowledge, and a direct bond with the local community**."

In my intervention last year, during the opening session on 15th November 2022, I expressed my opinion about this new approach promoted by my colleagues and friends at the Del Bianco Foundation, which considers, "*the visited territory*"

begins to be perceived not as a simple travel destination, but as a place which turns tourists into temporary residents of good places they visit". And the theme of this year's Festival is Heritage, Travel, and Peaceful Coexistence among People in Relation to Mobility and Overtourism.

During the years 1997 to 2003, the date of the adoption in Paris of the UNESCO Convention for the Safeguarding of Intangible Cultural Heritage, UNESCO has embarked on a lengthy quest for the recognition of the function and values of living cultural expressions and practices. I was then in charge, along with my colleagues at the Division of Cultural Heritage, of organizing an International Consultation on the Preservation of Popular Cultural Spaces in the central square of the historic city of Marrakech, called "**Jamaa Al Fnaa**," in June 1997. It is a living example of what is called today "**Luoghi Parlanti**"!

The Jamaa el-Fna Square is one of the primary cultural spaces in Marrakech and has become a symbol of the city since its foundation in the eleventh century. It represents a unique concentration of popular

Moroccan cultural traditions performed through musical, religious and artistic expressions.

Intangible cultural heritage is defined by UNESCO (2003, 1) as "**the practices, representations, expressions, knowledge, skills – as well as the instruments, objects, artifacts, and cultural spaces associated therewith – that communities, groups and, in some cases, individuals, recognize as part of their cultural heritage**".

Intangible cultural heritage is transmitted from generation to generation and is constantly recreated by groups in response to their environment, their interactions with nature, and their history, providing them with a sense of identity and continuity.

In "**Luoghi Parlanti**," prime consideration is given to those **examples of intangible cultural heritage which promote mutual respect among communities, groups, and individuals, as well as the principles of responsible and sustainable development**.

According to available literature, particularly by authors Evaristus Irandu and Parita Shah in their



Jamaa el Fnaa, Marrakech, Morocco



Angkor Wat, Cambodia

book entitled "*Conservation of Natural and Cultural Heritage in Kenya*," cultural heritage tourism is the hottest trend in the tourism industry. Cultural heritage sites not only possess intrinsic beauty and value but are also among the key assets of tourism. Cultural heritage and tourism enjoy a special symbiotic relationship, with each enriching the other.

The meaning refers to the **social and psychological practices** upon which a **people or society understand and interpret the world around them**.

The definition is adopted because of its emphasis on the intangible aspects of culture, which defines **cultural heritage tourism** as "**travelling to experience the places and activities that authentically represent the stories and people of the past and the present**."

It can be argued that cultural heritage tourism includes historic buildings and monuments, as well as the sites of important past events.

According to the World Heritage Convention, cultural heritage

includes both tangible and intangible assets.

Some examples show how much **the storytelling is originating from the monuments themselves**.

I quote an article written by Fausto Sarmiento, Edwin Bernbaum, Jessica Brown, Jane Lennon, and Sue Feary: "**Managing Cultural uses and features**" (July 2023, page 697): "*Sacred sites are viewed and revered in a multiplicity of ways—for example, as centers of the cosmos; places of power; abodes of deities, ancestors, and spirits; sources of water, life, and other blessings; symbols of identity; or places of revelation, contemplation, and inspiration. Through the views they have of sacred sites and the beliefs and practices associated with them, people of different cultures and traditions, both modern and traditional, believe they experience a deeper reality that gives meaning and vitality to their lives, linking them to something greater than their individual selves. Sacred sites can be places created by humans, such as Machu Picchu, the statues of Rapa Nui (Easter Island), or churches and monasteries*

belonging to different religions. Such places are often situated in dramatic natural settings and sacred sites frequently combine both natural and cultural elements”.

During recent years, I have been involved in the follow-up of projects dealing with the rehabilitation and restoration of historic monuments and sites, and I have witnessed firsthand the feelings of visitors and the emotions they experience in front of these monuments and sites. Let me share with you some of my experiences where I could see how visitors, whether from local communities or from abroad, view sites as "Talking sites" or "Luoghi Parlanti."

First of all, I would like to mention **Mostar**, where the war following the dissolution of former Yugoslavia terribly damaged the historic city and its famous bridge on the Neretva.

I saw how the people of the city were present after the reconstruction and restoration of the bridge, literally speaking to the stones and touching them!

The reconstructed Old Bridge and Old City of Mostar are considered

by UNESCO as a symbol of reconciliation, international cooperation, and the coexistence of diverse cultural, ethnic, and religious communities.

The second example that I would like to introduce is the site of **Angkor** in the Kingdom of Cambodia. Angkor, located in Cambodia's northern province of Siem Reap, is one of the most important archaeological sites in Southeast Asia. It extends over approximately 400 square kilometers and consists of scores of temples, hydraulic structures (basins, dykes, reservoirs, canals), as well as communication routes.

In the internet site "Odinovo, A way to discover the world", it is said: "No visit to Cambodia is complete without visiting Angkor Wat. Head deep into the Cambodian jungle to discover the lost city of Angkor - a religious monument said to be the largest one on earth. Giant tree roots strangle many temples, exquisite bas-reliefs tell ancient stories, and massive sandstones lie on the ground."

Millions of visitors are present each year at the Angkor site, where they stand in front of the bas-reliefs engraved in the



Old Bridge, Mostar, Bosnia-Erzegovina



Lascaux Caves, France

galleries of the Temple. They depict wars, religious rituals, and expressions of the power of the Khmer King, as well as illustrations of the daily life of the Khmers during the rich period of their Empire, which lasted more than seven centuries.

The impressive stones used to build the Temple, the statues of the apsaras, and the inscriptions in Sanskrit or Khmer language "speak" to the visitors.

Originally built as a Hindu temple dedicated to the god Vishnu, breaking the previous kings' tradition of worshipping Shaiva, it gradually turned into a Buddhist temple towards the end of the 12th century and is still used for worship today.

The monks who live near the Temple regularly honor what they consider religious heritage buildings, which are not only archaeological monuments but also living sites.

I have had another very interesting approach to the concept of stones speaking to visitors. An invitation was sent by UNESCO at the end of the 1990s to an Aboriginal group

from Australia to come and visit a prehistoric site with engravings and paintings, the famous Lascaux in France, also called **Lascaux Grotto**. This cave contains one of the most outstanding displays of prehistoric art yet discovered. It is located above the Vézère River valley near Montignac, in Dordogne.

In collaboration with the Ministry of Culture of France, during the tenure of Jack Lang, this group of Aboriginal Australians was exceptionally authorized to visit the Lascaux Grotto, and we were greatly surprised to see their reaction to the paintings from prehistoric times.

They began by burning a fire at the entrance of the grotto and maintained a very grave and respectful attitude inside. During a seminar we organized at UNESCO, with some well-known experts such as Yves Coppens (who discovered the oldest human remains in Ethiopia), they told us that they could understand these paintings and derive meaning from them. However, this group of Aboriginals did not want to be

photographed at the Lascaux site! They said, *"Our paintings are our title deed on this earth. If we lose that title, the paintings are meaningless. It's that simple. So strong is the pressure we are under from herders, mining companies, and tour operators who are trying to keep us away from our land. They are trying to deny our rights."*

This is another unexpected example of "Luoghi Parlanti," perfectly illustrating the initiative and the project launched by President Carlotta of the Del Bianco Foundation.

The young Marcel Proust opens up a fantastic world by discovering that by covering his lamp with the magic lantern, he can make unexpected worlds appear on the walls. *"And,"* he wrote, *"like the first architects and master glassmakers of the Gothic age, she substituted the opacity of the walls with impalpable iridescences, supernatural multicoloured apparitions, where legends were depicted like a flickering and momentary stained glass window".*

Who has not followed with their eyes the play of light filtered by a curtain, a shutter, a half-open

door, to imagine marvelous shows? Who has not contemplated the curve of a molding on the ceiling, a design of a tapestry or carpet to undertake journeys or use it as decorations, to bring toys to life in infinite scenarios?

"How many times have we not been reminded that Leonardo da Vinci advised painters lacking inspiration from nature to gaze dreamily at the cracks in an old wall!", wrote the French philosopher Gaston Bachelard

And to conclude, I quote the introduction of a French book published in 2021, entitled *"Production of Sense, Issue of Knowledge, Operational Dimension"*, by Georges-Henry Laffont and Denis Martouzet, with a preface by Nicole Matthieu: *"How do places affect us? What are the factors, the mechanisms at work? On the one hand, our mood of the moment, our representations, memories, experiences, expectations enter into this construction. On the other hand, the place, by its very configuration and the meaning that we attribute to it, gives off 'something,' those surprises, those worries or soothes morally and physically.*



Australian Aboriginal people



Pasquino Statue, Rome, Italy

In this changing relationship, which crystallizes in the transition from emotion to feeling, the image and the stakes of the self are never absent. Between philosophy, sciences of action, and human sciences, by allowing a detour through neurosciences, passing from the Usher house to the bleachers of a football stadium, resulting from a symposium organized in Cerisy in 2018, this book offers a necessarily incomplete overview of our relationships with places and tries to understand how these places affect us, what they make us do, and what we do with them.

I would like to add a recent article published in 2017 by Dr. Anne Sophie Bourg from the Ecole Française de Rome under the following title: *«Faire parler les statues et faire taire les statues. de l'invention de l'écriture à l'usage de l'explosif»*. The investigation took as its starting point a figure familiar to the inhabitants of the Piazza Navona district, the famous talking statue of Pasquino. From its discovery in the Renaissance until today, this ancient marble has become the site of epigrams and other forms of written expression against religious and political

authorities, the 'pasquinate'. In fact, since the 16th century, 'words' – they should be his – have been displayed on his pedestal. They take the form of epigrams in dialect, Latin or Italian, attacking power, denouncing injustice or expressing discontent, depending on the times, to the death. One type of political satire has also taken the name 'Pasquinades' because it is inspired by these texts displayed at the foot of the statue that seem to 'make it speak'.

I wish all success to this project, which is already widely presented in a number of sites in Italy, starting with Florence, where I had the pleasure to visit with my colleagues and friends who are the initiators and developers of the concept "Luoghi Parlanti," namely the Del Bianco family!

(As we say in French: *À tout seigneur, tout honneur!*)



Delegation from Molnam to the Cultural Festival of the Gbaya people, Bertoua, Cameroon

TWIF 2023'S ITINERARIES

Luoghi Parlanti
Hic est Genius Loci

Embark on an enriching adventure through all the "Conscious Territories and Itineraries" by simply scanning the QR code:



The natural and cultural heritage provides solutions to modern challenges such as climate change and conflicts, thereby supporting the Sustainable Development Goals. Increasing awareness within local communities promotes social well-being by fostering shared knowledge and inclusion.

Through collaborative efforts involving universities, local, and cultural institutions, curated journeys have been developed to preserve cultural traditions and advocate for responsible travel practices.

Spanning 13 diverse nations with 20 itineraries, each destination contributes a unique history and cultural heritage.

Explore these destinations to immerse yourself in their rich culture and experience the warmth of their communities.

Let these itineraries be your guide on a journey of exploration and enrichment.



The Old City of Baku, Azerbaijan

ICHERISHEHER AZERBAIJAN

Nestled in the heart of **Baku** lies a cherished treasure known as the '**Gala**' or the '**Old City**.' Spanning 22 hectares, this historical marvel proudly displays Azerbaijan's vibrant heritage. Within its ancient walls, **Icherisheher**, an open-air museum, beckons with iconic landmarks such as the **Maiden Tower** and **Shirvanshahs' Palace**, both **UNESCO World Cultural Heritage sites**.

But it's not just history that lives within these walls.

The **Icherisheher Centre for Traditional Arts**, established in 2012 by the Heydar Aliyev Foundation, stands as a guardian of timeless crafts—from silver jewellery to batik, ceramics, woodwork, and decorative painting. Here, skilled artisans seamlessly blend tradition with innovation, inviting you on a journey of discovery through Azerbaijani craftsmanship and the uncovering of hidden treasures.

Begin your exploration at the **Icherisheher Historical Architectural Reserve**, where the



Icherisheher:
Preservation and preaching of
cultural heritage



Gala Reserve, Baku, Azerbaijan

mysteries of the Maiden Tower await.

Traverse to the **Gala State Historical Ethnographic Reserve** to immerse yourself in the charm of traditional Azerbaijani village life. Lastly, venture to the **Centre for Traditional Arts**, where artisans breathe life into centuries-old crafts before your very eyes.

Luoghi Parlanti
Hic est Genius Loci

Embark on an enriching adventure through Icherisheher's cultural legacy by simply scanning the QR code:



Work Team:

Arzu Habib Guliyeva
Emil Almazov
Mahluga Huseyn
Shahriyar Mardiyev

Affiliation



Traditional craftsmanship of "Dastan" brand





SHEKHI

AZERBAIJAN

The Palace of Sheki Khan, Azerbaijan

Located in northwestern Azerbaijan, **Sheki** holds profound historical importance, showcasing a diverse array of monuments and cultural heritage.



Explore the storied **Palace of Sheki Khan**, a majestic structure constructed in 1797 by Muhammad Husayn Khan Mushtaq, hailed as one of Azerbaijan's premier attractions.

Uncover the mysteries of the ancient **Gelersen-Gorersen fortress**, standing proudly along the banks of the Kish River since the 8th or 9th century. Its name, meaning "will come-will see," echoes through time, inviting exploration. Delve further into history with a visit to the **two Caravanserais**.

Conclude your adventure by indulging in the **flavors of Sheki** with a delectable **Shekiti Pitia-round** and the exquisite sweetness of **Piti Halva**, ensuring a delightful conclusion to your Sheki experience.

Sheki:
The destination brings history and tourism values together



Delicious Sheki Halva.

The **city's downtown area** and the **Palace of Sheki Khans** were inscribed on the **UNESCO World Heritage List** in 2019.

This acknowledgment is attributed to their distinctive architectural style and historical significance, reflecting Sheki's pivotal position as a vital trading hub along the Silk Road.



Embark on an enriching adventure through Sheki's cultural legacy by simply scanning the QR code:



SCAN

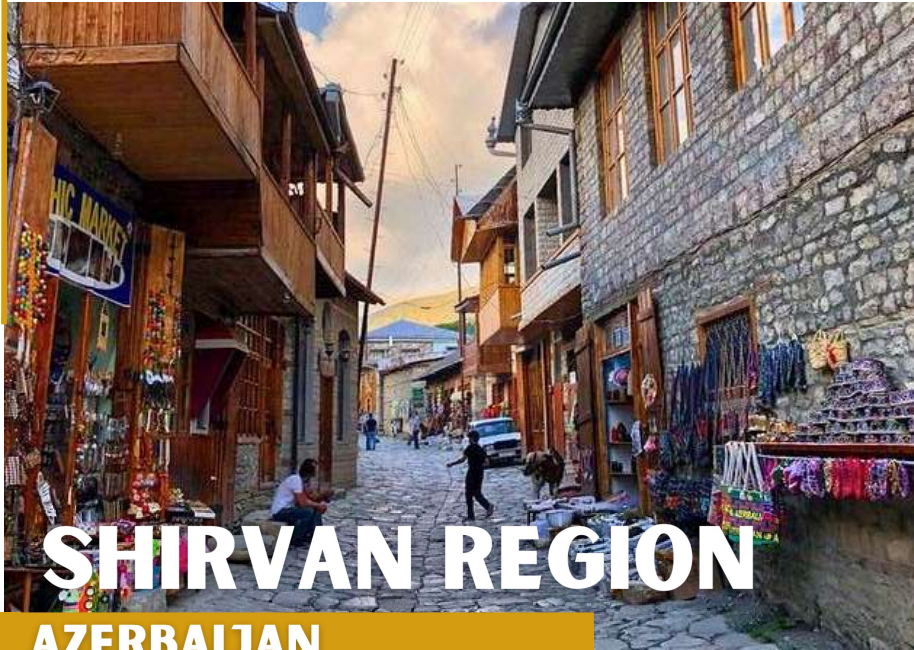
Work Team:

Orkhan Musa

Affiliation



Sheki Fortress



Lahij, Azerbaijan

Imagine embarking on a breathtaking journey through Azerbaijan's oldest regions, **Shirvan**, dating back to the 16th century.

Get ready to uncover the hidden treasures of this remarkable destination as we unveil its rich heritage and abundant tourism potential. You will gain access to an extraordinary itinerary filled with captivating stops and immersive experiences.

From charming **wineries** to captivating **observatories**, our journey through Shirvan promises an adventure like no other.

Discover **ancient mosques** and palaces in **Shamakhi**, stroll through picturesque villages like **Meysari**, and marvel at the wonders of the night sky from the Observatory.

Explore the majestic **mausoleums of Yeddi Gumbez**, hike through lush forests in **Pirgulu Town**, and admire traditional copperware in Lahij.



Shirvan:
Unveiling the Historical Beauty of
Azerbaijan's Northwestern Region

Harvest festival at Meysari winery
in the Shirvan region,
Azerbaijan



Experience the serene beauty of pastoral landscapes in **Ivanovka**, savour the flavours of regional cuisine in Goycay, and immerse yourself in the rich cultural heritage of Shirvan at every turn.

Your adventure awaits!

Work Team:

Arzu Qasimli
Laman Hajiyeva
Jale Abushova
Aygün İmanova (tutor)

Affiliation



Embark on an enriching
adventure through Shirvan's
cultural legacy by simply
scanning the QR code:

SCAN



Shamakhi landscape,
Azerbaijan





Bust of the first mayor of Bertoua built in his honor in the Sembe Park

Embark on a journey to uncover the cultural treasures of **Bertoua**, guided by the enigmatic figure of **King Mbartoua**, a revered symbol among the Gbaya people.

Follow the path of **the "Lagbi" initiation rite**, delve into the legends of **the fearless King warriors**, and witness the mystical **rain-stopping ceremony**.

Immerse yourself in the vibrant festivities of the **Gbaya cultural festival**, where traditions come alive.

Explore the tranquillity and the beauty of **Parc Sembe Lecco** and the **Holy Family Cathedral**, steeped in history and spirituality.

Explore the town's natural wonders, where the diversity of flora and fauna astounds. The Bertoua town council's commitment to environmental stewardship is evident in the creation of green spaces and gardens, designed to complement



Bertoua:
The best place to be



The Moinam Festival, Bertoua, Cameroon

he rivers that meander through this picturesque city.

These efforts ensure the preservation of the riverbeds while enhancing the town's beauty and ecological integrity.

Don't miss the chance to celebrate the rich cultural heritage of this captivating region during **Cameroon's National Day** on May 20th.

Work Team:

Yannick Bendeke Mbele

Affiliation



Luoghi Parlanti
Hic est Genius Loci

Embark on an enriching adventure through Bertoua's cultural legacy by simply scanning the QR code:



Sirta demonstration, Bertoua, Cameroon



FROM PRAGUE TO MORAVIA

CZECH REPUBLIC

Saint Clara Vineyard, Prague, Czech Republic

This itinerary unveils the **Czech Republic** from a unique perspective, emphasising its resurgence in Europe post-Berlin Wall. With common roots and a shared cultural heritage, the nation exhibits remarkable maturity, notably seen in its peaceful split from Slovakia, showcasing resilience and pragmatism.



Czech cuisine reflects its rich heritage, with distinctive dishes in each region: delight in **Bohemia's culinary** treasures like **Svíčková na Smetaně** and **Knedlíky**, savour **Moravia's** delectable offerings such as **Smažený Sýr** and **Moravský Vrabec**, and indulge in **Silesia's** hearty specialties like **Bramborový Guláš** and **Halušky se zelím**. And of course, savour the iconic **Pilsner beer**, a speciality of the **Pilsen region**.

Explore the vibrant traditions and folklore woven into the fabric of each region. From Bohemia's **artisanal crafts** to Moravia's **wine traditions** and Silesia's rich **craft heritage**, discover the diverse tapestry of Czech culture.

Czech Republic: Regional Wonders



Crystal of Bohemia,
Liberec,
Czech Republic

Photo Archive CrystalValley.cz

Marvel at the colourful costumes, lively folk dances, and enchanting tales that showcase the Czech Republic's cultural tapestry.

Immerse yourself in the unique customs and **festivals** of Southern Bohemia, renowned for its rural traditions and natural beauty.

Experience the allure of the Czech Republic as you traverse its enchanting landscapes and vibrant cultural heritage, spanning **all 13 captivating regions** and **its capital, Prague**.

Represented by



CzechTourism



Embark on an enriching adventure through Czech Republic's cultural legacy by simply scanning the QR code:



Beer Factory in Pilsen,
Region of Pilsen,
Czech Republic

Photo by Czechtourism



German trace in the Marneuli history, Georgia

Situated in eastern Georgia, the city of **Marneuli** stands as a key city in the Kvemo Kartli region.

It shares its borders with Gardabani to the east, Tetritskaro to the north, and Bolnisi to the west, while its southern edge meets Armenia and Azerbaijan.

Spanning an area of 935.2 square meters, Marneuli encompasses 18 administrative units, connecting 79 villages spread across 16 rural settlements.

The landscape of Marneuli is diverse, featuring semi-desert expanses, lush mixed forests, and rugged mountains enduring lengthy winters.

The average temperature hovers around 12.1°C.

With a population of 136,000, the city's demographic makeup includes a nearly equal distribution of men and women.



Marneuli: A new talking municipality



Mount Imiri /Imiri Gora/
dated 800 B.C
Marneuli, Georgia

Predominantly inhabited by Azeris (83.1%), followed by Georgians (8%) and Armenians (7.9%), with a small fraction from other ethnic backgrounds.

Marneuli beckons with its rich tapestry of landscapes and cultural diversity, inviting exploration and discovery for those eager to delve into its vibrant streets and captivating heritage.

Work Team:

Nino Davidze
Maia Amashukeli
Eka Davidze

Affiliation



LuoghiParlanti
Hic est Genius Loci

Embark on an enriching
adventure through Marneuli's
cultural legacy by simply
scanning the QR code:



Transformation of
"Mount Imiri"
into a Tourist Site,
Marneuli, Georgia



TBILISI

GEORGIA

Opera and Ballet Theatre, Tbilisi, Georgia

Set out on a journey to uncover the essence of **Tbilisi** through its iconic landmarks, often referred to as the city's "visiting cards."

These three gems stand as testaments to Tbilisi's rich history, culture, and architectural splendor.

Begin your exploration at **the Opera and Ballet Theater**, a symbol of resilience and grandeur. Rising like a phoenix from the ashes, this majestic structure boasts a remarkable history, its enduring architecture captivating visitors with every performance.

Located along the prestigious Rustaveli Avenue, it shares its allure with **the National Youth Palace**, an institution steeped in heritage dating back to 1802. Together, they form a cultural nexus where past meets present, inviting you to delve into Tbilisi's artistic legacy.

For a breathtaking panorama of the city, venture to **Mtatsminda**, where the sweeping views from



Tbilisi: Three "visiting card"

The National Palace, Tbilisi, Georgia



its heights enchant visitors from all corners.

From this vantage point, you'll gain a newfound appreciation for Tbilisi's unique blend of historic charm and modern vitality.

Unveil the heart of Tbilisi through these extraordinary landmarks, each offering a glimpse into the soul of this dynamic and captivating city.

Work Team:

Manana Kajaia
Temur Jagodnishvili
Tamar Shaishmelashvili (tutor)

Affiliation



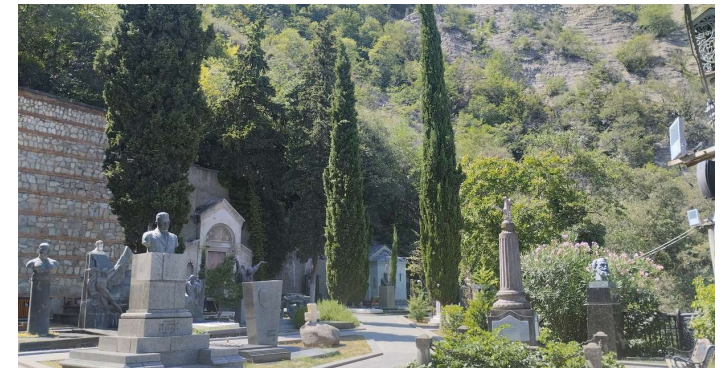
Luoghi Parlanti
Hic est Genius Loci

Embark on an enriching adventure through Tbilisi's cultural legacy by simply scanning the QR code:



SCAN

Mtatsminda Pantheon, Tbilisi, Georgian





TSKALTUBO

GEORGIA

Bath House number 8, Tskaltubo, Georgia

Tskaltubo's Sanatoriums were built back in 1950's and were famous with their unique healing characteristics.

Today most of the buildings are abandoned, but they are still fascinating visitors with their typical soviet architectural elements and structural decisions. and the only thing showing the beauty of the area is a landscape.

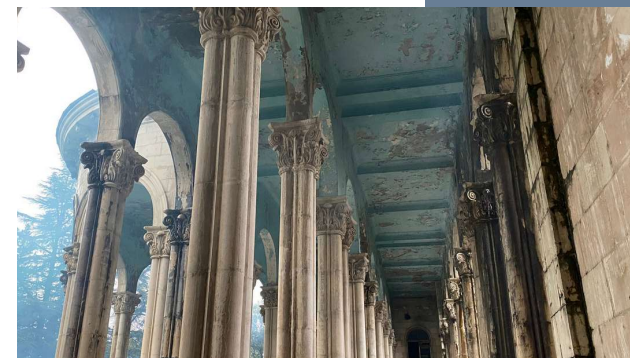
With its countless columns, the facade of **Hotel Medea** was certainly the most impressive building to look at in Tskaltubo. Today, it is abandoned and ruined. But, in 2021, the building was granted the status of an immovable monument of cultural heritage.

There is something undeniably captivating about the idea of reviving old things.

Whether it's breathing new life into a historic heritage and restoring structures is a testament to our appreciation and the enduring value of the



Tskaltubo: Sanatorium Renovation



Sanatorium Medea,
Tskaltubo, Georgia

past.

Old things possess a timeless appeal that transcends generations.

LuoghiParlanti
Hic est Genius Loci

Embark on an enriching adventure through Tskaltubo's cultural legacy by simply scanning the QR code:

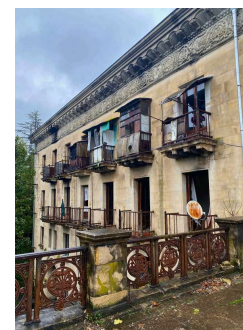
SCAN



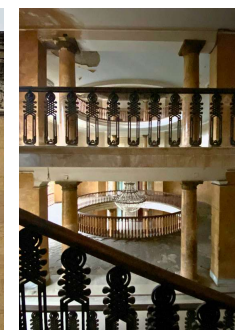
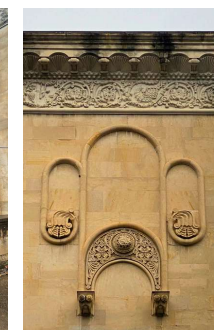
Work Team:

Elizabeth Demurovi
Tekla Mamphoria
Levan Gogoladze
Lizi Khavloshvili
Giorgi Tsanatskenishvili (tutor)

Affiliation



Sanatorium "Metallurgi,"
Tskaltubo, Georgia





MESSOLONGHI

GREECE

Messolonghi, Greece

Indulge in the allure of **Messolonghi**, a town whose name harkens back to its Italian roots, derived from "Mezzolaghi," meaning "between the lakes."

True to its name, this quaint town of 12,000 inhabitants is cradled by water, creating a picturesque setting unlike any other.

Embraced by the serene embrace of a **captivating lagoon**.

Step into its storied past as you traverse its historic islands aboard traditional **"gaites"** boats, where echoes of bygone eras resound.

Venture to **Vassiladi**, an island steeped in tradition, and behold the time-honored art of fishing alongside sightings of **rare bird species**.

Conclude your odyssey with a culinary extravaganza, savoring the bounty of the local waters with **fresh-caught fish and delectable sweet treats**.



Messolonghi:
the sacred Town, the lagoon,
historical lagoon routes - island
Vassiladi o Saint Sostis



Saint Sostis,
Messolonghi, Greece

In Messolonghi, history intertwines with nature's splendor and gastronomic delights, offering a harmonious blend of experiences to savor.

Your enchanting journey beckons, promising to unveil the treasures of this remarkable destination and leave you longing for more.

Work Team:

Marianna Savrami

Affiliation



LuoghiParlanti
Hic est Genius Loci

Embark on an enriching
adventure through Messolonghi's
cultural legacy by simply
scanning the QR code:

SCAN



Ancient fishing method
on a gaita
Messolonghi, Greece



AAI CENTERS ITALY

The Tyrrhenian landscape from the sailboat, Italy

Discover a wellness and relationship itinerary throughout Italy, embarking on a transformative journey that explores the profound impact of the **centers dedicated to Animal-Assisted Interventions.**

These innovative centers represent a paradigm shift in traditional Pet Therapy, offering a diverse array of animals including donkeys, horses, dogs, cats, and rabbits serve as gentle healers, providing emotional support and companionship to individuals in need.

Through ethical, safe, and effective interventions, they enhance people's quality of life and contribute to the well-being of the local community.

Here, the love and care bestowed upon these animals intricately intertwine with the mission to heal souls and forge indelible bonds.

This journey isn't merely about therapy; it's a



Unlocking Healing Bonds: Animal-Assisted Interventions Across Italy



profound exploration of the transformative power of friendship between humans and animals.

So, immerse yourself in this enriching odyssey, where every interaction becomes a step towards personal growth, self-discovery, and profound emotional healing. In the embrace of these remarkable animals, you'll find not only solace and comfort but also a renewed sense of purpose and vitality that will stay with you long after the journey's end.

Work Team:

Lorena Lelli
Camilla Siliprandi

Affiliation



Embark on an enriching adventure through the AAI Centers' cultural and human legacy by simply scanning the QR code:





The Church of San Giovanni, Rome, Italy

In celebration of the **Centenary of Father Ernesto Balducci's birth**, an immersive journey through the places that shaped his remarkable life is presented.

Spanning across the picturesque landscapes of the **Maremma area, Florence, and Rome**, the itinerary consists of 12 stages, each representing a significant chapter in Father Balducci's life.

As we traverse through these locales, we have the opportunity to reflect on Father Balducci's profound insights and wisdom through a collection of quotes sourced directly from his writings, offering a deeper understanding of his philosophy and contributions.

What sets this itinerary apart is its fusion of historical significance with the rich tapestry of Father Balducci's narrative. By intertwining the exploration of his life with the exploration of the Tuscan and Lazio regions, we not only gain insight into his visionary ideas for the renewal of Italian



Tracing Father Balducci's Footsteps



The Badi Fiesolana's Cloister, Fiesole, Italy

society in the 20th century but also embark on a journey of discovery through landscapes that hold endless treasures for the modern traveler.

Come along on this transformative voyage as we explore the intersections of spirituality, philosophy, and culture, shedding light on the path forged by Father Ernesto Balducci and embracing the lasting legacy he has bequeathed to us.

Represented by

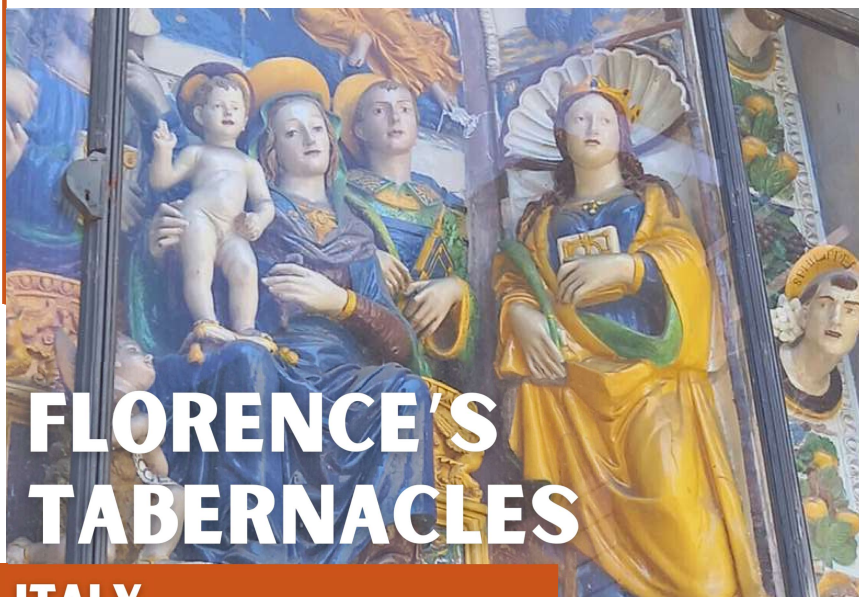


Davide Lazzaretti's Hermitage, Mount Lambro, Grosseto, Italy

Luoghi Parlanti
Hic est Genius Loci

Embark on an enriching adventure through Father Balducci's Places of Reverence by simply scanning the QR code:





ITALY

The Tabernacle of Fonticine, Florence, Italy

In the heart of **Florence**, more than **40 tabernacles**, exquisite examples of art and architecture, tell their stories.

These tabernacles, once open-air altars used during plagues and markers along the paths of the condemned, now stand as restored gems, thanks to the Committee for the Decorum and Restoration of Tabernacles, and give life to a captivating network of itineraries.

From the renowned **Tabernacle of the Fonticine** on **Via Nazionale**, a splendid example of Robbiana ceramic art, to the one at the corner between **Piazza Santa Maria Novella** and **Via della Scala**, commissioned by the Guild of Doctors and Apothecaries, and through the one between **Via del Porcellana** and **Via Palazzuolo**, a precious testament to the assistance provided in this part of the city, linked to the ancient Porcellana hospital.

Without forgetting the so-called **"five lamps"**



Florence:
An artistic cultural journey
through its *Tabernacoli*

under the patronage of



The Tabernacle on the corner of via
Ricasoli and via del Pucci,
Florence, Italy



tabernacle, in front of which a crime was committed in 1731 that shook the city, targeting Tommaso Bonaventuri, a court official of the Grand Duchy of Tuscany in the time of Grand Duke Gian Gastone de' Medici, or the evocative work located on a beveled corner of the building between **Via del Leone** and **Via della Chiesa**, attributed to an artist rumored to be the son of **Giotto**.

For those seeking deeper exploration, five distinct itineraries await, each tailored to specific areas, offering a comprehensive journey through Florence's rich cultural tapestry.

represented by



The Tabernacle on
the corner of via dei Preti
and via delle Caldaie,
Florence, Italy

LuoghiParlanti
Hic est Genius Loci

Embark on an enriching adventure
through the Florentine
Tabernacles cultural legacy by
simply scanning the QR code:





ITALY

In a testament to cultural diplomacy and artistic heritage, the **Romualdo Del Bianco Foundation**, in collaboration with the De Ranieri art studio, has orchestrated a remarkable journey through its **"Busts" program**.

The **Galileo Galilei bust**, titled *"Observer of the Skies,"* inspires local authorities to show similar determination in governance, fostering the development of their territories.

The *"Michelangelo and the Arts of Drawing"* gift honors Italy's artistic legacy by highlighting representative figures of Italian artistry and it underscores the importance of preserving and celebrating this renowned cultural heritage, acknowledged as a World Heritage.

The **Leonardo da Vinci bust**, titled *"Creator of the Imaginable,"* aims to ignite young minds' imagination, encouraging exploration of creativity and ingenuity.

Donation of Leonardo da Vinci's bust to the National University of Architecture and Construction of Armenia, Yerevan, Armenia



**From Florence to the World:
Sharing cultural friendship
and values**

Donation of Galileo Galilei's bust to the Museum of Municipal Engineering, Krakov, Poland



While, the **Cesare Beccaria bust**, symbolically titled *"The Tree Whose Good Fruits Give Life to Life,"* expresses respect and love for others, with deep roots ensuring stability and a sturdy trunk supporting the weight of the branches.

Lastly, in honor of **Dante Alighieri's 700th death anniversary**, a bust was donated, serving as a tribute to his enduring literary legacy and inspiring future generations to embrace creativity and intellect.

represented by



Donation by the Italian Ministry of Foreign Affairs of Cesare Beccaria's bust to the Council of Europe at the conclusion of the Italian semester (november 2021-may 2022) Strasbourg, France



Luoghi Parlanti
Hic est Genius Loci

Embark on an enriching adventure through the busts donations by the Romualdo Del Bianco Foundation by simply scanning the QR code:





The Tyrrhenian landscape from the sailboat, Italy

Embark on a 2000-mile odyssey around Italy, sailing through the majestic waters of the **Tyrrhenian, Ionian, and Adriatic Seas** aboard a majestic sailboat.

This voyage of discovery takes you from the sun-kissed shores of Tuscany to the enchanting vistas of Veneto, allowing you to immerse yourself fully in Italy's breathtaking beauty.

As you navigate these pristine waters, you'll not only behold the stunning landscapes but also experience a profound connection with nature.

Harnessing the power of the sun and wind, you'll learn to live with limited resources, embracing a sustainable way of life that respects the delicate balance of the marine environment.

But this journey is more than just a scenic tour—it's an opportunity to cultivate a deeper understanding of communal living.



Across the Tyrrhenian, Ionian, and Adriatic Seas



Sharing close quarters with your fellow sailors, you'll practice patience, cooperation, and mutual respect, forging bonds that will last a lifetime.

So set sail on this unforgettable adventure, where every wave carries you closer to the heart of Italy's rich cultural heritage and the essence of what it means to truly live in harmony with the sea.

Work Team:

Egidio Raimondi
Giancarlo Moro
Marino Callegaro

Affiliation



www.xlamitalia.com - info@xlamitalia.com

Luoghi Parlanti
Hic est Genius Loci

Embark on an enriching adventure through the Tyrrhenian, Ionian, and Adriatic Seas' cultural legacy by simply scanning the QR code:



Purple Shrimp, Ionian Sea



KYOTO

JAPAN

Butokuden, Kyoto, Japan

Step into the enchanting realm of **Kyoto**, where a tapestry of science, art, and mental well-being awaits your exploration.

Uncover the rich tapestry of historical sites intricately woven into the fabric of Japanese culture, each revealing layers of tradition and timeless wisdom

Immerse yourself in the delicate balance of **Budo**, the disciplined martial arts, and the serene tranquility of the traditional tea ceremony, where every movement is a meditation in itself.

Here, **philosophy** serves as a guiding light, prompting contemplation of life's profound questions and offering insights into the nature of existence.

This journey celebrates the enduring connection between mind and body, inviting you to deepen your understanding of mental health and well-being.



Kyoto:
Exploring a fusion among science,
art and mental well-being



Chawan is a tea bowl for drinking matcha tea

Join us in Kyoto, where the convergence of science, art, and the human experience illuminates the path to inner harmony and self-discovery.

Luoghi Parlanti
Hic est Genius Loci

Embark on an enriching adventure through Kyoto's balance and cultural legacy by simply scanning the QR code:



Work Team:

Hironobu Fujiwara

Affiliation



京都大学
KYOTO UNIVERSITY



The Philosopher's Path
Kyoto, Japan



GION FESTIVAL

JAPAN

Yasaka Shrine, Kyoto, Japan

At the commencement of their summer hiatus at Kyoto Seika University, two eager students found themselves embroiled in a spirited exchange regarding their upcoming vacation endeavors.

Brimming with anticipation, they embarked on a venture to Shijo Karasuma, where the vibrant festivities of the **Gion Festival** awaited their exploration.

Amidst the bustling energy of the festival, they traversed the hallowed grounds of **Yasaka Shrine**, partaking in the revered traditions and rituals of the **Otabisyo event**.

Their adventure continued with a visit to the **Eco Station**, where they gained insights into sustainable practices and environmental stewardship.

Additionally, they were captivated by an engaging workshop hosted by **"QUESTION,"** where thought-provoking discussions and creative endeavors unfolded.



Kyoto: The Gion Festival



Otabisyo,
Kyoto, Japan

Join these intrepid travelers as they recount their experiences, revealing the treasures they've encountered and the wisdom they've gleaned along the way.

Work Team:

Muraki Kanoko
Nagao Kentaro
Yoshino Sayaka
Oussouby Sacko
Andrea Flores Urushima
Kawai Toshiaki
Yamamoto Akari
Yoshino Hisako
Oshiro Yuka
Oussouby Sacko (tutor)

Affiliation

京都精華大学
KYOTO SEIKA UNIVERSITY

LuoghiParlanti
Hic est Genius Loci

Embark on an enriching adventure through the Gion Festival by simply scanning the QR code:



Eco-station
at the Gion Festival
Kyoto, Japan



Talan Towers, Astana, Kazakhstan

Embark on a journey of discovery through the rich tapestry of **Almaty**'s history, where magnificent architecture stands as a testament to its storied past.

Marvel at the grandeur of iconic Soviet structures such as the towering **Hotel Kazakhstan**, the stately **Palace of the Republic**, and the whimsical **Kazakh state circus**.

Delve into the intellectual heritage of the region with a visit to the prestigious **Kazakh National Agrarian Research University**, where centuries of agricultural knowledge are preserved and cultivated.

Then, immerse yourself in the sacred beauty of the historic **Ascension Cathedral**, a cherished symbol of faith and resilience.

Venture further afield to the north, where **Astana** beckons with the modern elegance of **Talan Towers**, a testament to Kazakhstan's ever-evolving



Almaty, Astana and Petropavlovsk: Soviet legacy and beyond



Palace of the Republic,
Almaty, Kazakhstan

landscape.

Journey to **Petropavlovsk**, where the **Water Tower** and the **Residence of Abylai Khan** stand as silent witnesses to the nation's enduring legacy, adding layers of historical depth to Kazakhstan's captivating vistas.

Join us as we uncover the architectural wonders of Almaty and beyond, each structure a chapter in the vibrant story of Kazakhstan's cultural heritage.

Work Team:

Assel Kanafina
Dana Abuova
Tomiris Balmanova
Elvira Danibekova (tutor)
Yuliya Onichshenko (tutor)

Affiliation



LuoghiParlanti
Hic est Genius Loci

Embark on an enriching adventure through Kazakhstan's Soviet cultural legacy by simply scanning the QR code:



Residence of
the Abylai Khan,
Petropavlovsk,
Kazakhstan



ILZENBERGAS MANOR

LITHUANIA

Manor House, Ilzenbergas, Lithuania

Ilzenbergas Manor House and its **Park** are nestled in the picturesque landscapes of northern Lithuania, near the Latvian border.

This historic estate, meticulously restored to its former glory, invites travelers to step back in time and immerse themselves in a bygone era.

As you wander through the authentically renovated halls, lounges, and vaulted cellars of the manor house, you'll be transported to a world of aristocratic elegance and refinement.

Outside, the sprawling Manor Park awaits, adorned with lush greenery and graced by **two** serene **lakes**. Here, you can indulge in leisurely strolls amidst artistic park sculptures, or simply bask in the tranquility of nature's embrace.

A highlight of your visit is sure to be the **Manor Farm**, renowned as the largest biodynamic farm in the Baltic States.



Ilzenbergas Manor:
a sustainable travel destination



Products of the farm,
Ilzenbergas,
Lithuania

Here, sustainable practices and a deep respect for the land come together to create a harmonious ecosystem, reflecting the region's commitment to preserving its natural heritage.

This enchanting destination promises an unforgettable experience, where the past meets the present in a seamless blend of heritage and charm.

Luoghi Parlati
Hic est Genius Loci

Embark on an enriching adventure through Ilzenbergas Manor's cultural legacy by simply scanning the QR code:

SCAN



Work Team:

Nerijus Trilikauskas
Kaunas Samanta Pikalauskaite
Dileta Aleksandraviciene (tutor)

Affiliation

SMK



The park of the Manor,
Ilzenbergas,
Lithuania



TIZNIT PROVINCE

MOROCCO

Painted Rocks, Tafraout, Morocco

Start a captivating odyssey through the vibrant tapestry of **southern Morocco**, where each moment is a brushstroke painting a picture of culture, history, and natural splendor.

Begin in **Tiznit's ancient Medina**, its labyrinthine alleys echoing with centuries of tales. Immerse in the serene Blue Spring, steeped in mystique and reverence.

Continue to **Aglou Beach**, where waves tell stories of seafaring adventures. Seek solace at **Zaouïa Sidi Wagag**, a spiritual sanctuary frozen in time.

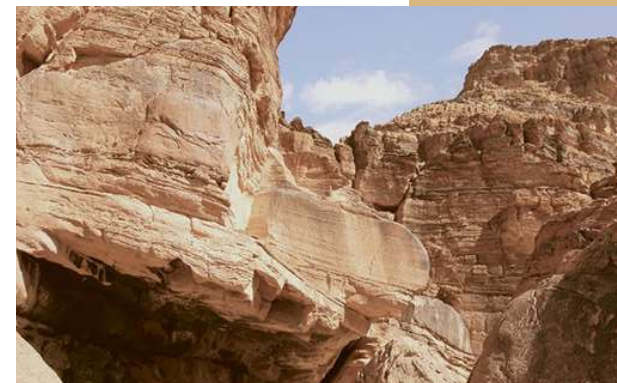
Marvel at nature's fusion at **Boutboulalt Spring** and **Youssef Ben Tachefin Dam**. Trace history's footsteps at **Riad Caïd Aaiyad** and cultural gems like **Zaouïa Sidi Ahmed** ou **Moussa and Dar Iligh**.

Explore **Tafraout's lively souk** and nature's wonders at **Painted Rocks**, **Lion's Head**, and **Napoleon's Hat**.



Win Tiznit

Ait Mensour Valley,
Oukkas Mountain (Jebel Oukass),
Tiznit, Morocco



lose yourself in **Ait Mensour Valley's** rustic charm before succumbing to **Agadir Ighirouriz's** historic allure.

This odyssey promises timeless memories of culture, history, and natural marvels, weaving a tapestry of unforgettable experiences.

LuoghiParlanti
Hic est Genius Loci

Embark on an enriching adventure through Tiznit's province cultural legacy by simply scanning the QR code:



Work Team:

Nezha Nait Messaoud
Yassir Chehmat

Affiliation



Zaouia Sidi Ahmed
Tiznit,
Morocco



Cistercian Abbey, Jędrzejów, Poland

Explore the captivating **region of Ponidzie**, nestled in the southern Świętokrzyskie Voivodeship of Poland, renowned for its blend of natural wonders and rich history.

Commence your journey in **Pińczów**, where the Nida River gracefully meanders through picturesque landscapes. Begin at the **Market Square** and ascend **Zamkowe Hill** to behold the **Chapel of St. Anna**, a testament to the area's Renaissance past atop the ruins of a once majestic castle.

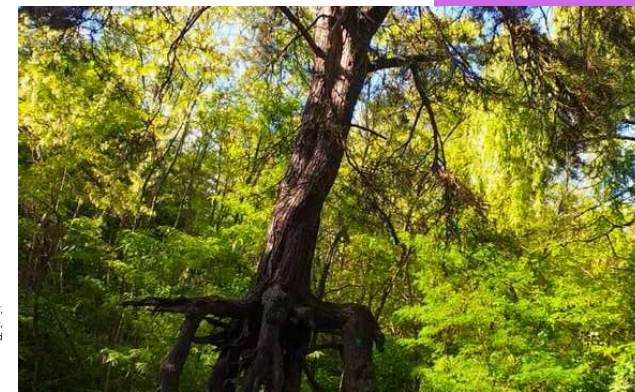
Continue to **Wiślica**, passing through the charming town of **Busko-Zdrój**.

Along the way, marvel at the unique "**hanging pine**" of **Wielec**, a natural wonder suspended in time.

Arrive in **Wiślica**, steeped in historical and religious significance, boasting the **Gothic collegiate church of St. Nativity of the Blessed Virgin Mary** and an **Archaeological Museum** brimming with



Ponidzie:
A dialogue between natural and cultural values



The "hanging pine",
Wielec,
Poland

treasures from ages past.

Journey onwards to **Zagość**, where the **Church of St. John the Baptist**. Then, venture to **Chroberz**, where the **Wielopolskich Palace** stands as a testament to the area's noble heritage and architectural splendor.

Conclude your exploration at the magnificent **Cistercian Abbey** in **Jędrzejów**, a masterpiece of medieval architecture.

Work Team:

Patrycja Kusz
Piotr Fit
Bartłomiej Widanka
Małgorzata Doroz-Turek (tutor)

Affiliation



Luoghi Parlanti
Hic est Genius Loci

Embark on an enriching adventure through Ponidzie's cultural legacy by simply scanning the QR code:



The Church
of St. John the Baptist,
Zagość,
Poland



CLUJ-NAPOCA

ROMANIA

National Academy of Music "Gheorghe Dima",
Cluj-Napoca, Romania

Discover the "**Cluj-Napoca Traditional Music Journey**," a curated itinerary unveiling the city's rich **musical heritage**. This captivating odyssey guides you through three distinct venues, each playing a vital role in the evolution of traditional music.

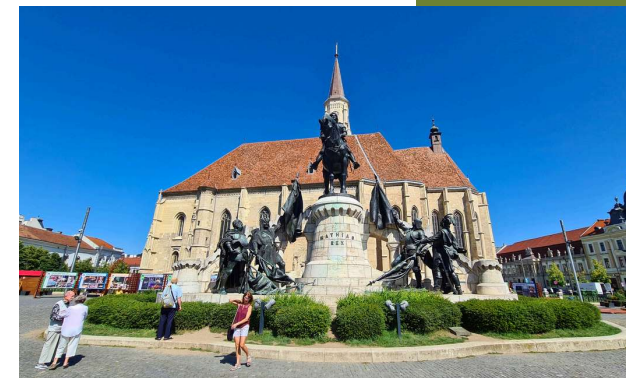


Begin your adventure at the esteemed **Gheorghe Dima National Music Academy**, where the foundations of traditional music are nurtured and passed down through generations of students and scholars.

From there, wander through the historic **Piața Unirii**, where traditional music finds a vibrant stage amidst the bustling city life, captivating audiences from all walks of life with its timeless melodies.

Continue your journey to the **National Ethnographic Park "Romulus Vuia"**, a sanctuary where traditional music enthusiasts gather to celebrate and preserve the cultural treasures of Cluj-Napoca.

Cluj-Napoca:
Traditional music education
and restitution



The city center of
Cluj-Napoca, Romania

As rural populations diminish and modernity threatens age-old traditions, initiatives like the "Cluj-Napoca Traditional Music Journey" play a crucial role in safeguarding and promoting the enduring beauty of traditional music.

Join us on this enchanting odyssey as we honor the melodies and rhythms that have woven themselves into the fabric of Cluj-Napoca's cultural identity.

Work Team:

Ioan Bocșa
Andra Pătraș
Alina Stan
Ciprian Mizgan Danciu (tutor)

Affiliation



Luoghi Parlanti
Here est Genius Local

Embark on an enriching
adventure through Cluj-Napoca's
cultural legacy by simply scanning
the QR code:



The National Ethnographical
Park "Romulus Vuia",
Cluj-Napoca, Romania



Traditional market, Dalin, Taiwan

Discover **Dalin Township**, nestled in the picturesque landscapes of **Chiayi County**, Taiwan, where tradition and agriculture intertwine to create a unique small-town charm.

At the heart of Dalin Township lies its rich agricultural heritage, with fields yielding rice, pineapples, and bamboo shoots, each crop defining the area's agrarian character. In 2016, Dalin Township was globally recognized as a **Cittaslow community**, celebrating its commitment to preserving local culture and fostering sustainable living.

To truly grasp the essence of this locale, take a leisurely stroll through the bustling market in the town center, where vendors showcase a vibrant array of local produce and handicrafts. Here, you can immerse yourself in the sights, sounds, and aromas of daily life, gaining insight into the community's time-honored traditions.

For a deeper exploration of Dalin's cultural and



Dalin: The travel in the Cittaslow



Installation dedicated to the nature reserve for frogs, Dalin, Taiwan

natural landscapes, venture into the Bamboo.

Farm of Shanglin community. Here, you can engage in ecotourism activities, learn about local ecology, and indulge in the region's delectable cuisine.

In Dalin Township, every step reveals a new facet of its rich cultural tapestry and agricultural legacy, inviting visitors to slow down, savor the moment, and embrace the timeless allure of small-town life.

Work Team:

Jun-Hong Lin
Ya-Hsuan Tsai
Che-Yu Hsui
Tzu-Hsuan Chen
Pei-Hsuan Huang
Yu-Jie Chen
Hong-Hua Pan
Jun-Hong Lin (tutor)

Affiliation



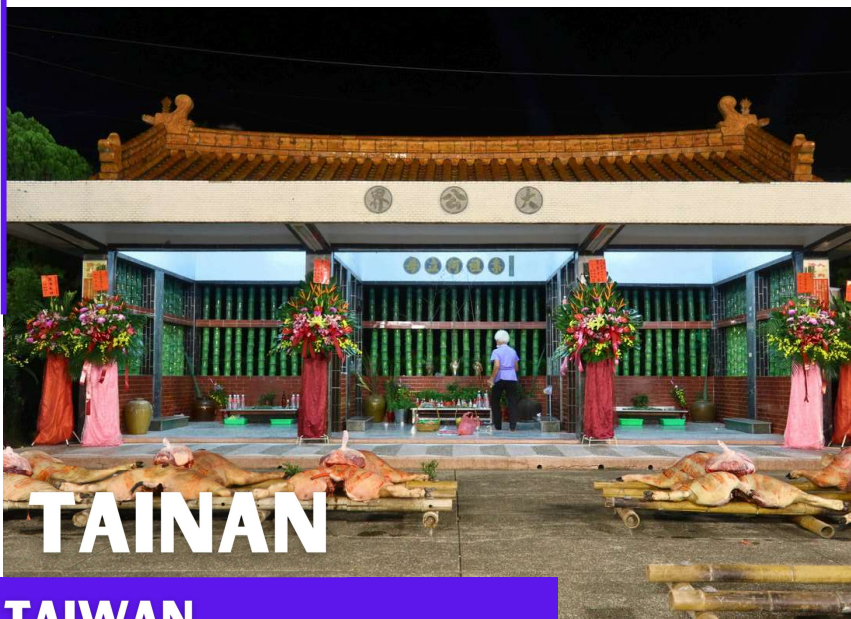
LuoghiParlanti
Hic est Genius Loci

Embark on an enriching adventure through Dalin's cultural legacy by simply scanning the QR code:

SCAN



The colorful and diverse fauna of Shanglin, Dalin, Taiwan



Kabusua Pingpu Cultural Park, Tainan, Taiwan

Explore **Tainan**, the **former capital of Taiwan**, nestled on the southwestern coastal plains, where history, culture, and natural beauty converge to create a mesmerizing tapestry of experiences.

Around 400 years ago, the United East India Company erected Fort Zeelandia in Tainan, solidifying its role as Taiwan's epicenter for political, economic, and cultural affairs until the late 19th century.

But Tainan is more than just a relic of the past; it's a city teeming with natural wonders waiting to be explored.

The **Meiling Scenic Area** beckons with its tranquil landscapes and lush greenery, offering a peaceful retreat from the hustle and bustle of urban life.

Meanwhile, the **Gueidan Hot Spring Pool** provides a haven of relaxation amidst stunning natural surroundings, inviting visitors to unwind and rejuvenate.



Tainan:
**All you need is a Good Friend
and a Full Tank of Gas**

Liuying Jianshanpi Resort,
Tainan, Taiwan



For those seeking a blend of nature and leisure, the **Liuying Jianshanpi Resort** offers picturesque gardens and recreational activities for the whole family to enjoy.

Visit the **Kabusua Pingpu Cultural Park**: it is a must. Here, visitors can learn about the traditions and customs of the indigenous Pingpu people through interactive exhibits and cultural performances, gaining insight into this ancient community's way of life.

Work Team:

Ping-Hua, Wu
Pei-Chi, Chiu
Ching -Ting Wang (tutor)

Affiliation



Luoghi Parlanti
Hic est Genius Loci

Embark on an enriching
adventure through Tainan's
cultural legacy by simply scanning
the QR code:



SCAN

Meiling Area,
Tainan, Taiwan





ODESA

UKRAINE

The National Academic Opera and Ballet Theater, Odessa, Ukraine

Indulge in **Odessa's enchanting musical ambiance** with this curated itinerary designed to immerse you in the city's rich cultural tapestry.

Start your day at the illustrious **Odessa National Academic Opera and Ballet Theater**, where the magic of opera and ballet comes to life on stage, captivating audiences with performances of timeless classics and contemporary masterpieces alike.

Next, venture to the **Regional Philharmonic Theater**, a revered institution that showcases the talents of renowned musicians from Ukraine and beyond. Here, you'll be treated to unforgettable symphonic concerts and chamber music recitals, each promising to transport you to a world of musical splendor.

Take a moment to marvel at the architectural marvels of Odessa, including the **Cathedral of St. Paul**, whose elegant façade and intricate details pay homage to the city's rich heritage and



Odessa:
"Architecture is the music frozen in the stone"
(F. Schelling)

Cathedral of St. Paul,
Odessa, Ukraine



religious tradition.

As the day draws to a close, immerse yourself in the soul-stirring strains of "O Sole Mio," a timeless melody that has captured hearts around the world.

Whether performed by street musicians or in a cozy café, this beloved Neapolitan song serves as the perfect finale to your musical journey through Odessa.

With its harmonious blend of culture and music, this concise itinerary promises to leave you enchanted by the vibrant cityscape of Odessa and its enduring musical charm.

Work Team:

Pelageia Morozova
 Nadiia Yeksarova (tutor)

Affiliation



Luoghi Parlanti
 Hic est Genius Loci

Embark on an enriching adventure through Odessa's music and cultural legacy by simply scanning the QR code:

SCAN



The Regional Philharmonic Theater,
Odessa, Ukraine



UKRAINE

Arcadia, Odesa, Ukraine

Embark on a journey through **Odesa's** captivating tapestry of history, culture, and seaside allure.

Begin your exploration at the iconic **Odesa Opera Theater**, a beacon of sophistication and artistic expression.

Meander through the **Odesa Passage**, an architectural marvel that transports you to a bygone era of elegance and charm.

Find tranquility amidst the vibrant cityscape at **City Garden**, where lush greenery and cultural festivities create an enchanting atmosphere.

Experience the excitement of **Chornomorets Stadium**, a testament to Ukraine's sporting legacy, and immerse yourself in the thrill of the game.

Discover the beauty of **Shevchenko Park**, a serene oasis amidst the bustling city, offering scenic views and leisurely strolls.



Odesa: Pearls of the South Bank



Chornomorets Stadium,
Odesa, Ukraine

Conclude your adventure in the **dynamic district of Arcadia**, where stunning beaches, diverse cuisine, and legendary nightlife beckon.

Odesa offers a rich tapestry of experiences that seamlessly blend the past with the present, making it an essential destination for any traveler seeking beauty, culture, and excitement.

Work Team:

Halyna Koshelok
Olha Orlenko
Viktorii Yakovlieva
Marina Beseda
Ilya Vanin
Polina Yerhiieva
Yaroslav Salnikov
Sofia Lyaschenko
Chaplinskaya Katya
Olga Degtiareva (tutor)

Affiliation



Luoghi Parlanti
Hic est Genius Loci

Embark on an enriching adventure through Odesa's cultural legacy by simply scanning the QR code:



Shevchenko Park,
Odesa, Ukraine



Photographic exhibition by Corinna Del Bianco

LIFE BEYOND TOURISM GUIDELINES FOR SUSTAINABLE LOCAL DEVELOPMENT TOWARDS AGENDA 2030 AND BEYOND

INTRODUCTION

Experts and Friends of the Fondazione Romualdo Del Bianco, meeting at the 2023 edition of the The World in Florence Festival (Florence, 21-23 November), share new guidelines for sustainable local development with this document, in keeping with the goals of Agenda 2030, in particular the SDGs 8.9, 12b, 14.7[1], in relation to the specific nature of individual sites and with a view to optimizing the benefits of travel and minimizing its negative impacts.

The challenges facing us today are enormous: conflicts, violent extremism and terrorism with their attendant humanitarian crises, poverty and unemployment (with growing inequality both within and between countries), global health threats and increasingly frequent natural disasters threaten to jeopardise much of the progress made in recent decades. Moreover, the depletion of natural resources and the impact of environmental deterioration – desertification, drought, the shortage of fresh water and the loss of biodiversity spring to mind – only exacerbate the list of problems that mankind has to face.

Climate change is one of the greatest challenges of our time. Rising temperatures worldwide, rising sea levels, the acidification of the oceans and other results of climate change are seriously impacting coastal regions, including in many less developed countries and in small, developing island states. The survival of many societies is at stake. Each country is called on to address specific challenges in the pursuit of sustainable growth.

As Agenda 2030 makes quite clear, sustainable development cannot be achieved without peace and security; while peace and security are in jeopardy without sustainable development. In addition, culture tends to unite what is divided in other fields[2] and the Mexico Declaration, resulting from the MONDIACULT UNESCO Conference, calls to recognize culture as a global public good, which means no nation can adequately provide it alone, and its vital role in the well-being of humanity as a whole, calling for positioning culture as an objective in the future international sustainable development agenda.

THE FONDAZIONE ROMUALDO DEL BIANCO AND LIFE BEYOND TOURISM

The Fondazione Romualdo Del Bianco has been pursuing its activities, since the 1990s, under the motto *"For peace in the world among young people from different countries, through culture. Meeting, getting acquainted and understanding each other to develop friendship among peoples"*, with international initiatives designed to foster intercultural dialogue, tolerance and mutual respect alongside the recognition of natural and cultural diversity. In the context of this intense activity we have developed a specific programme entitled Life Beyond Tourism (subsequently LBT) – major opportunities for travel for the global community, beyond tourism driven solely by consumer services – to promote and to safeguard the natural and cultural heritage, both tangible and intangible, with which local communities identify and which can facilitate sustainable development open to hospitality and to encounter among different peoples.

The Fondazione has updated its LBT Manifesto over time, from the first version in 2008 to the most recent in 2019. They all acknowledge that tourism is an indispensable resource for prosperity and an opportunity for becoming acquainted with places, with different cultural expressions and with traditional skills, that is absolutely consistent with the goals laid down in Agenda 2030. Above all, the manifestos identify tourism as a tool for encounter to foster intercultural dialogue. In 2016 the Fondazione introduced the concept of Learning Communities as those institutions, administrations, professionals and individuals aware of their potential and capacity and of the importance of being involved in the development of territories for intercultural dialogue. Residents and travellers are part and parcel of these learning communities, with that conscious role to play: residents have that of "ambassadors of peace" encouraging familiarity with, and appreciation of, cultural diversity; travellers have that of "temporary residents" acquiring knowledge not only of what a site has to offer in commercial and cultural terms but also of its "personality" and its "cultural biography".

This is a virtuous process inasmuch as this kind of

travel represents an opportunity for safeguarding and promoting knowledge of heritage (UNESCO Conventions of 1972, Protection of the World Cultural and Natural Heritage, and 2003, Safeguarding of the Intangible Cultural Heritage), for promoting and safeguarding diversity of cultural expression (UNESCO Convention of 2005, Protection and Promotion of the Diversity of Cultural Expressions) and for exercising respect for diversity in synergy with the sustainable development of territories, contributing through intercultural dialogue to the reduction of conflicts and thus to improved protection for heritage, as enshrined in the 2017 Declaration of Auspices and in the Appeal to the international community entitled Building Peace through Heritage presented in the course of the UNESCO Cultural Heritage Committee's assembly in Baku in 2019.

In the course of the The World in Florence 2022 Festival, held in partnership with OurWorldHeritage, the need was aired for a new definition of heritage highlighting: the implications of the urbanisation process and the ceaseless growth of the number of metropolises; the relationship between nature and culture in its rural and urban aspects, also in relation to the types of assets registered in the heritage list; cultural and biological diversity, and the need to explore relations with cultural landscapes and ecosystems (in addition to the approach to the Historical Urban Landscape). Also discussed were places of memory and the conflicts that cause not only material but also immaterial destruction, allowing whole generations to grow to adulthood without any memory of their heritage. The debate also addressed the lack of inclusivity on the part of conservation institutions, particularly with regard to civil society, and the difficult position of young graduates caused by insufficient policies to safeguard their role and their work.

There can be no doubt that the modalities for safeguarding heritage reflect the development and adaptation of the contemporary world and that tourism continues to represent one of the most widespread ways of enjoying heritage and of promoting the encounter of different cultures, thus of furthering knowledge and, by extension, of contributing to the growth of the global community in peaceful coexistence.

TOURISM AND LOCAL COMMUNITIES

Following the halt enforced by the pandemic, tourism has now come back with a vengeance, growing exponentially and impacting both the environment and social and cultural balances. The process is a challenge for all those communities that are objects of this touristification, having a negative influence on the possibility of enjoying the nature, the culture and very often even the economy of a place. Thus it is a process that needs to be urgently countered and rapidly rethought.

The UNESCO Declaration of Cultural Diversity and the New Urban Agenda – Quito Declaration – UN Habitat identify culture and cultural diversity as resources capable of making a substantial contribution to sustainable development, underscoring the crucial role played by heritage in all its forms. The active involvement of communities and territories in this process can determine the transition from tourism to travel as an experience of encounter and of the exercise of respect of cultural diversity.

The fact that models for the use and enjoyment of heritage need to be devised and developed as alternative economic systems linked to cultural heritage emerges quite clearly also from the LBT Manifestos, which highlight, in particular, the responsibilities of world heritage sites in turning those prospects into a reality through opportunities that need to be created, to be "governed" and to become beneficial for the sites, their institutions, their traders and their residents. In that connection, and also in the light of tourism's tendency to expand and of the positive outlook for the coming decades, it is necessary to envisage the results of a strategy for managing these tourist flows targeted on the promotion of intercultural dialogue. This issue, which was initially still distant from broader global sensitivity and in connection with which the Fondazione made a pioneering move with the fall of the Berlin Wall back in 1989, is currently being addressed by numerous disciplines and by the world of trade and commerce, and it recognises that local authorities have a unique steering role to play.

In LBT's philosophy, the participation of heritage sites as centres in which to further learning communities' awareness of their role is crucial to ensure that travel is a value-based occasion rather than simply a moment of consumption. There are numerous instances of cities that tourism has emptied of their unique identity; LBT not only aims to help prevent such experiences from being repeated, it also intends to ensure that management of the territory with territorial planning and the daily work of local traders and residents fosters dialogue among peoples.

LBT Certification for Intercultural Dialogue is designed as a tool for gauging goals and results and for allowing participants to become Builders of Peace in the World. It is also worth pointing here to the "cultural storytelling" initiative first promoted at the 2021 edition of the World in Florence Festival for communities' active involvement in narrating territories (which help to forge both awareness in residents and respect in travellers), along with other LBT events and initiatives such as training for administration, courses for trainers or the three Erasmus+ master degree courses. Training is the tool through which we can envisage the future of our world, planting the seeds for a new way of planning. Handing down "traditional knowledge" and an awareness of its importance is a crucial factor in forging a respectful and virtuous bond with the territory in order to govern the negative impact of tourism while maximising its potential benefits.

TOURISM, HERITAGE AND ENVIRONMENTAL SUSTAINABILITY

Tourism has a strong environmental impact, for example through emissions, the excessive consumption of resources and the production of refuse. This compounds the effects of climate change, which are more strongly perceived by underrepresented and vulnerable groups; the transformation of tourism into an inclusive asset must afford priority to their voices and to their needs, as well as to those of the younger generations who will otherwise have to bear the cost of our inertia.

Proper transition towards Net Zero before 2050 will only be possible if the resumption of tourism speeds up the adoption of sustainable consumption and production and allows for the regeneration of ecosystems, biodiversity and communities (Glasgow Declaration). Also moving in that direction is the recently adopted European Green New Deal's industrial plan, which argues that reducing the risk of greenwashing and market transparency will facilitate the dissemination of net zero emission products with superior technological and environmental performance and characteristics.

The sessions developed with ICCROM at the Festival's 2022 edition focused on the dramatic effect of climate change on heritage: extreme weather conditions, heatwaves, drought, insects and disease, the rising sea level, damage to infrastructures and so forth have seriously impactful consequences for heritage, which can be used to understand and to develop mitigating actions capable of fostering resilience to climate change. All the players and parties involved need to work on the effects of climate change, each player needs to feel that he or she is responsible for the environmental transition, working with local cultures and traditional skills while also bearing in mind the major contribution offered by science and technology and by cross-prospects, avoiding a "silo" approach.

The theme of the environment and its protection through heritage has lain at the very heart of our activity since 2016 with our Heritage for Planet Earth conference and competition. We have been working with NASA World Wind on issues involving environmental resources and their management since 2013. We hosted The internet of Places days: much better than a hackathon! in the context of the Florence Youth and Heritage Festival in 2014. We presented an app known as Del Bianco City Smart, a tool devised for municipalities to debate the management and resolution of urban problems, in 2017. And in 2021 we created the Heritage for Planet Earth Certification.

[1] From the SDGs (Sustainable Development Goals): Goal 8 Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all; 8.9 - By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products. Goal 12 Ensure sustainable consumption and production patterns; 12.b - Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products. Goal 14 Conserve and sustainably use the oceans, seas and marine resources for sustainable development; 14.7 - By 2030 increase the economic benefits to small island developing States and least developed countries from the sustainable use of marine resources, including through sustainable management of fisheries, aquaculture and tourism.

[2] Words by Alejandra Frausto Guerrero, Minister of Culture of Mexico, October 2023.

CONCLUSIVE REMARKS

World Heritage Sites such as Florence, with their well-known problems associated with mass tourism on the one side and the opportunities of multiculturalism on the other, are and will continue, for the Fondazione, to be fruitful workshops that allow us to envisage, to develop and to implement a new commercial offer for a virtuous kind of travel.

Sites - Via our Certification for Intercultural Dialogue - will reduce the effects of mass tourism and will foster the growth of the international community in peaceful coexistence contributing also to the protection of heritage and to the respect of cultural diversity.

REFERENCES AND SITOGRAPHY

Life Beyond Tourism references:

LBT manifestos may be consulted at: <https://www.lifebeyondtourism.org/it/manifesto/>

LBT publications may be consulted at: <https://www.lifebeyondtourism.org/it/ricerca/>

particularly relevant are those that follow:

- Del Bianco, C., Savelli, A. (2018) The Life Beyond Tourism Glossary. Florence: Nardini.
- Fondazione Romualdo Del Bianco. (2019). World Heritage for Building Peace. Florence: Life Beyond Tourism Editions.
- Life Beyond Tourism Movement. (2021). Certification for Intercultural Dialogue Life Beyond Tourism® Heritage for Planet Earth DTC LBT-H4PE:2021. Florence: Life Beyond Tourism Edizioni.

INTERNATIONAL REFERENCES

European Commission (2023). Green Deal Europeo <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=COM%3A2023%3A0166%3AFIN>

UN (2015). Resolution of the General Assembly. Transforming our world: the 2030 Agenda for Sustainable Development <https://sdgs.un.org/2030agenda>

UN Habitat (2016). New Urban Agenda. Quito Declaration. <https://habitat3.org/the-new-urban-agenda/>

UNESCO (1972). Convention Concerning the Protection of the World Cultural and Natural Heritage. <https://unesdoc.unesco.org/ark:/48223/pf0000114044.page=145>

UNESCO, ICOMOS, ICCROM. (1994). Nara Document. Nara: UNESCO World Heritage Centre. <https://whc.unesco.org/archive/nara94.htm>

UNESCO (2001). Universal Declaration on Cultural Diversity. <https://www.ohchr.org/en/instruments-mechanisms/instruments/universal-declaration-cultural-diversity>

UNESCO. (2003). Convention for the Safeguarding of the Intangible Cultural Heritage. <https://ich.unesco.org/en/convention>

UNESCO. (2005). Convention on the Protection and Promotion of the Diversity of Cultural Expressions. <https://www.unesco.org/creativity/en/2005-convention>

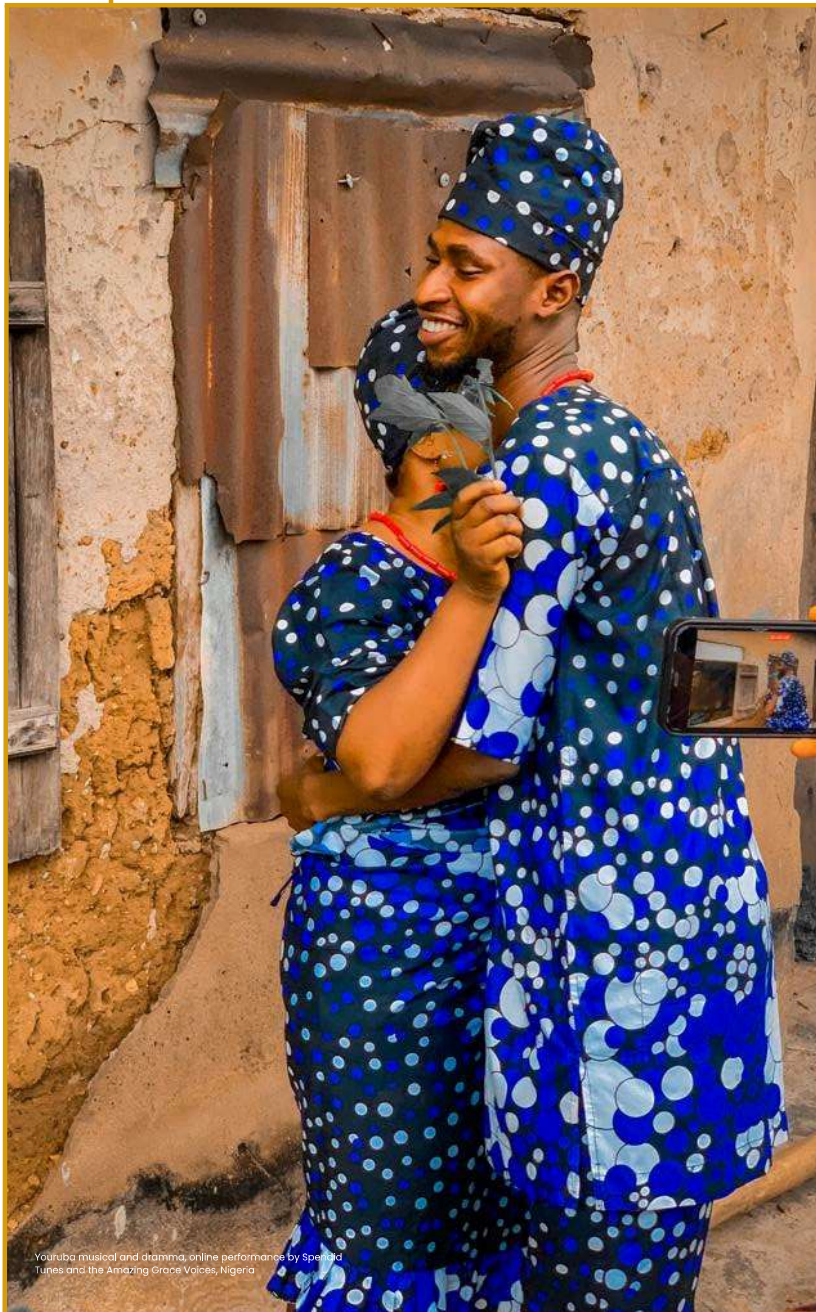
UNESCO. (2011). Recommendation on the Historic Urban Landscape. <https://whc.unesco.org/en/hul/>

UNESCO. (2016). The Ngorongoro Declaration on Safeguarding African World Heritage as a Driver of Sustainable Development. <https://whc.unesco.org/en/news/1506>

UNESCO. (2018). Culture for the 2030 Agenda. <https://unesdoc.unesco.org/ark:/48223/pf0000264687>

UNESCO. (2022). MONDIACULT, Mexico Declaration. https://www.unesco.org/sites/default/files/medias/fichiers/2022/10/6.MONDIACULT_EN_DRAFT%20FINAL%20DECLARATION_FINAL_1.pdf

UNWTO. (2016). The Glasgow Declaration. <https://www.unwto.org/the-glasgow-declaration-on-climate-action-in-tourism>



YouTube musical and dance online performance by Spoken Tunes and the Amazing Grace Voices, Nigeria

TOURISM: UNRAVELING CHALLENGES, EXPLORING SOLUTIONS

SPEAKERS & CONTRIBUTORS



Giuli Alasania

She holds a Ph.D. in History from Tbilisi State University (1973) and a Doctor of Historical Sciences degree (1987). A distinguished historian with a Ph.D. and Doctorate in History, she excels in academia and research. Holding key roles like Head of Department and Professor at Tbilisi State University, she's made notable contributions to international scholarly circles, reflected in her extensive publications and memberships in esteemed academic institutions.



Noora Al Hashimi

Currently pursuing an MSc in Architecture and Urban Design at the Politecnico di Milano, having completed her BA in Architecture at the University of Liverpool in 2020. Interested in the regeneration and preservation of urban heritage through public space, she has interned in Bahrain at Gulf House Engineering and most recently at the National Bahrain Pavilion at the Venice Architecture Biennale.



Jasir S. Al Herbish

PhD, King Sa'ud University MSc and PhD, University of Connecticut, USA. Deputy Minister, Scholarship Affairs, Ministry of Education, Senior Advisor for Education, Ministry of Investment. CEO, Heritage Commission, Ministry of Culture Council Member in various governmental authorities.

Ebrahim Al Khalifa

Interim Director of the Arab Regional Centre for World Heritage (ARC-WH) in Bahrain. 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.

**Jui Ambani**

Conservation Architect and Project Officer at ICCROM in Rome. As part of ICCROM's flagship Programme, First Aid and Resilience for Cultural Heritage in Times of Crisis (FAR), her work focuses on providing training, in-crisis assistance, DRM and climate action. She has customized a mobile and web-based app for damage and risk assessment for heritage and is currently co-leading FAR's efforts in safeguarding heritage in Ukraine.

**Paul Antion**

Embedded in Madagascar's fishing communities since 2013, empowers them through Blue Ventures. Specializing in community governance, he 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.

**Gilles Bertrand**

Modern history professor at Grenoble Alpes University, specializes in Italian history and Franco-Italian relationships. Author of *"Le Grand Tour revisité"* about French travelers in Italy from 1750 to 1815 and *"Histoire du carnaval de Venise"*, from 18th to 20th century, he co-authored *"La France et l'Italie. Histoire de deux nations-sœurs"* and edited works like *"Exil, asile: du droit aux pratiques (XVIe–XIXe siècle)"*.

**Alessia Bettini**

From 2014 to 2020, served as Councilor for the Environment and Civil Protection in the Municipality of Florence, and since 2020, Deputy Mayor of the Municipality of Florence with responsibilities in Culture, Tourism, and Urban Decorum.

**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.

**Duccio Canestrini**

Anthropologist and journalist, he creates multimedia lectures connecting travel, overtourism, environmental issues, and intercultural encounters. As a former correspondent for the geographical magazine 'Airone', he's traveled globally, directing ethnographic documentaries. Author of books like "Antropop" and "Non sparate sul turista" (Don't shoot the Tourist), Canestrini offers insightful perspectives.

**Giorgia Elena Carati**

As a Business Strategist, she drives sustainable tourism initiatives. With prior roles in new business development and digital marketing, she fostered growth. Formerly, she facilitated foreign investment in Tuscany at Toscana Promozione. Passionate about driving positive change and economic development.

**Maria Carniglia**

Travel journalist affiliated with Travel Quotidiano and co-founded the Gatte Tricolore blog during Covid-19. This platform aims to advocate responsible tourism in Italy and preserve the local territory by promoting professionalism across the country's supply chain.

**Mohona Chakraborty**

Project Officer at ICCROM in Rome, focusing on DRM, Climate Action, and Peacebuilding. As part of First Aid and Resilience for Cultural Heritage in Times of Crisis (FAR), she contributes to peacebuilding tools like PATH and Community-Based Heritage Indicators for Peace. She is also co-leading ICCROM's Net Zero project, focusing on using Indigenous knowledge to address climate-related challenges.

**Carlotta Del Bianco**

President of the Romualdo Del Bianco Foundation since 2021, she has a background in Arts and Humanities and worked with the major institutions in the field of cultural heritage. Entrepreneur in the tourism sector since 2002, her work was always aimed at developing new forms of travel, promoting the internationalization of cultural expressions.

**Caterina Del Bianco**

Entrepreneur experienced in communication, marketing, finance, and information systems management. She co-founded and is part of the Vice President of the Romualdo Del Bianco Foundation. She holds a Digital Marketing Master from the London School of Business and Finance.

**Corinna Del Bianco**

PhD, adjunct professor of urban design at the Politecnico di Milano. She focuses on local development, also in the context of the global south, through the enhancement of cultural identities in changing urban environments. As a consultant she carries out photographic projects of documentation of modern forms of heritage.



Jean Pierre Elong-Mbassi

He has served as Secretary General of UCLG Africa since 2007. He chaired the Cities Alliance Interim Management Board until April 2016. He co-chairs WCSDA and is Deputy Secretary General of the China-Africa Forum of Local Governments. He initiated the Africities Summit in 1998 and has nearly 40 years of experience in urban development, governance, and slum upgrading. Formerly, he directed the first World Bank-financed urban project in Cameroon.

**Tim Fairhurst**

ETOA's policy lead, specialises in the business environment for tourism in Europe, and its institutional and destination engagement from EU to city hall. As co-chair of the European Tourism Manifesto, he contributes to the European Commission's 'Together for EU Tourism-T4T' expert group and the UN Tourism's sustainability working group.

**Fabio Fanfani**

Dean of the Consular Corps of Florence. He was awarded the Knight of the Order of the Merit of the Italian Republic. This is given to those who contribute to Italy in the fields of science, economics, public service, and social, philanthropic and humanitarian activities.

**Carlo Francini**

He has been the site manager of UNESCO's "Historic Center of Florence" since 2005. He oversees the Florence World Heritage office. 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.

**Simone Giometti**

As a PR & conference organizer and Secretary General of a Foundation, he is specialized in promoting brands, organizing events, and managing partnerships. With over two decades of experience, he is a passionate about travel and culture.

**Giorgia Giovannetti**

Pro Rector for International Relations and Multilateral Agreements and professor of International Economics at the University of Florence. She is involved in the board for the Foundation for Higher Education within Africa, and advises multiple Italian and European institutions and is active in multiple European policy roundtables.

**Sue Hill**

Curator and artist, delves into the interplay of people and place, unveiling hidden narratives. As Artistic Director for the Eden Project (2000-2006), she pioneered interpretative strategies and global sustainability projects. Presently, she leads storytelling and performance for new Eden Projects in Qingdao, Morecambe, and Dundee, showcasing her work across diverse global locations.

**Maria Teresa Jaquinta**

Secretary-General of the Italian Committee of ICOMOS, serves on various international committees. 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.

**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.

**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.

**Francesca Lascialfari**

Bachelor's degree in Mathematics and a Ph.D. in mathematical research, specializing in the field of mathematical analysis. Currently serving as Principal of the "Aurelio Saffi" Hotel Management Institute in Florence.

**Massimo Lucidi**

President of the E-Novation Foundation and a lecturer at multiple universities, excels in international communication and marketing. 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 professional in sustainable tourism and cultural heritage management. 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.

**Eleonora Odorino**

Deputy Director for the Destination Florence Convention & Visitors Bureau. She has more than 18 years of experience in promotion, management, and organizing events.

Aurora Savelli

Senior Researcher at the University of Naples L'Orientale, specializing in Modern History and the Mediterranean. Her research covers urban control, women's associations, and intangible heritage, with involvement in Public History projects like the "Palio di Siena". She also serves on the editorial boards of historical journals and is a member of the scientific committee of the Festival "The World in Florence 2023".

**Sara Schiaffonati**

Experienced Sales & Marketing Director at B&B Hotels Italia. She has a demonstrated history of working in the hospitality industry, with robust skills in including Hotel Booking, Hospitality, Tourism, Yield Management, Revenue Analysis, and Food & Beverage.

**Eleonora Sorbi Salvini**

She has been a board member of the Friends of Florentine Museums and Monuments since the 1990s. Since 2004, she has spearheaded the Tabernacle Committee, working with a team of experts to restore tabernacles and tombstones in Florence and its surrounding areas. She actively collaborates with various Florentine entities and institutions.

**Aparna Tandon**

Senior Programme Leader at ICCROM in Rome, Aparna spearheads and leads ICCROM's flagship programme, First Aid and Resilience for Cultural Heritage in Times of Crisis (FAR) and Sustaining Digital Heritage (SDH). She conceives and implements projects at the intersection of cultural heritage safeguarding, disaster risk reduction, climate action and peacebuilding.

**Andrea Valleri**

Born in Venice in 1959, he blends ancient myths with Pop Art in his works, aiming to reconnect viewers with historical tradition. His art reflects Greek culture and Plato's philosophy, expressed through paintings and sculptures. Valleri's perspective emphasizes the enduring relevance of classical art and Greek culture's universal value.

**Zoe Vandenhende**

Young professional with a degree in International Cooperation, specialising in the intersection of cultural heritage and human rights, with a background in Art History. Committed to leveraging skills for a green, just and inclusive future for people and heritage. Currently working as a FAR Programme consultant at ICCROM.

**Jan van der Borg**

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.

**Giorgio von Arx**

Marketing and communications consultant specialized in strategic marketing, corporate identity, and branding. Since 2018, created the "talking objects" project with Europromo/Wove, utilizing NFC technology or QR codes for marketing. He created the "Talking Hospital" service in the health sector. Additionally, he is a member of the scientific committee of the Festival "The World in Florence 2023".



Printed in May 2024
by Nova Arti Grafiche
Via Cavalcanti, 9/D - 50058 Signa (FI)
www.novaartigrafiche.it

© Fondazione Romualdo Del Bianco 2024

