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HERITAGE FOR INTERCULTURAL DIALOGUE  
– A NEW COMMERCIAL OFFER  
FOR THE TOURIST MARKET  
WITH LIFE BEYOND TOURISM

DZIEDZICTWO DLA DIALOGU MIĘDZYKULTUROWEGO  
– NOWA OFERTA KOMERCYJNA  
DLA RYNKU TURYSTYCZNEGO  
Z ŻYCIEM POZA TURYSTYKĄ

Abstract

UNESCO Convention 1972, world heritage, a powerful opportunity to promote intercultural dialogue, promoting the UNESCO Convention 2003 for the Safeguarding of the Intangible Cultural Heritage and UNESCO Convention 2005 on the Protection and Promotion of the Diversity of Cultural Expressions.

*Keywords:* consumerism, diversity, cultural expressions, development, international community, peaceful coexistence, intercultural dialogue, heritage, tangible, intangible, hosting the traveller, a new commercial offer, beyond tourism

Streszczenie

Artykuł dotyczy Konwencji UNESCO z roku 1972, dziedzictwa światowego, wielkiej szansy dla promocji dialogu międzykulturowego, promowania Konwencji UNESCO z roku 2003 na rzecz ochrony niematerialnego dziedzictwa kulturowego, a także konwencji UNESCO z roku 2005 na rzecz ochrony i promocji różnorodności ekspresji kulturowych.

*Słowa kluczowe:* konsumeryzm, różnorodność, ekspresje kulturowe, rozwój, społeczność międzynarodowa, pokojowe współistnienie, dialog międzykulturowy, dziedzictwo, materialne, niematerialne, przyjmowanie podróżnych, nowa oferta komercyjna, poza turystyką

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Considering:

- The Fondazione Romualdo Del Bianco is oriented towards the rapprochement of cultures since 1991;
- The Proclamation of an International Decade for the Rapprochement of Cultures (2013–2022), for which UNESCO has been designated as lead agency for the United Nations system, adopted by UNESCO General Conference’s Resolution 36C/40 in November 2011 followed by the UN General Assembly Resolution 67/104 in December 2012;
- The First UNWTO-UNESCO World Congress on Tourism and Culture, held in Siem Reap, Cambodia, in February 2015 and entitled “Building a New Partnership” to explore new models of interaction between Tourism and Culture.

Furthermore considering:

- The Final Resolutions of the 18th General Assembly of ICOMOS (Florence, Italy, 9th-14th November 2014) and in particular the Final Resolution n° 42.

Reaffirming the importance:

- of the UNESCO Conventions of 2003 for the Protection of the Intangible Cultural Heritage and the UNESCO 2005 Convention for the Protection and Promotion of the Diversity of Cultural Expressions for the development of the international community in a framework of peaceful coexistence; and considering the strategic importance for these two UNESCO Conventions of the UNESCO Convention 1972 – Convention Concerning the Protection of the World Cultural and Natural Heritage

The Fondazione is proposing:

- a new commercial offer for the tourist market, with “the Past for the Future”, contributing to intercultural dialogue, fostering the development of the international community in a framework of peaceful coexistence: heritage for dialogue, travel to dialogue, hosting the traveller deeply aware to promote intercultural dialogue;
- a new commercial offer beyond tourism based on consumer-driven services;
- an offering beyond self-centered tourism, beyond tourism with Life, Beyond Tourism not for profit Model.

### **1. The New Commercial Offer**

#### **Philosophy, LBT Model, Reference, Development, Implementation and Dissemination**

#### **THE LIFE BEYOND TOURISM PHILOSOPHY**

- A. The Fondazione defined a philosophy called *Life Beyond Tourism* which it presented for the first time in an international context at a conference in Baku on 20 November 2007, entitled *Historic Cities of the Islamic World in the 21<sup>st</sup> Century*. This philosophy is designed to foster the right set of broad conditions to ensure that visitors can grasp the values of their destination, thus transcending both tourism based on mere consumer-driven services and so-called “sustainable tourism”, contributing to intercultural dialogue, fostering the development of the international community in a framework of peaceful coexistence;
- B. The Fondazione’s Manifesto for 2014 states that:
1. Peace is essential for a sustainable development;
  2. Intercultural dialogue is strategic for contributing to peace in the world;

3. Heritage, both natural and cultural, is a strategic factor for intercultural dialogue;
4. Knowledge and respect for cultural diversity are essential for intercultural dialogue;
5. Encounter, especially among young people, is essential for intercultural dialogue;
6. Travel, acquiring knowledge of the destination visited with its values and knowledge; is therefore a strategic tool for the acquisition of knowledge and respect of diversity for the development in peaceful coexistence.

### **THE LBT MODEL**

The Fondazione:

- has defined the LBT Model, an economic yet not-for-profit model which is independent of the various changing powers and authorities;
- has presented, in the 2014, the LBT Model in two publications:
  - i) in February *Life Beyond Tourism, Travel for Dialogue* (ISBN 9788840404226);
  - ii) in November *Life Beyond Tourism with Heritage for Sustainable Development* (ISBN 9788840400433).

### **THE LBT MODEL AND UNESCO**

The LBT Model is in perfect harmony with the principles of UNESCO; in particular, it contributes to the implementation and dissemination of the following Conventions:

- UNESCO 2003 for the Safeguarding of the Intangible Cultural Heritage;
- UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions; both of which can benefit from the strength and fame of the Convention known as;
- UNESCO Convention of 1972, for the Protection of the World's Cultural and Natural Heritage.

### **THE LBT MODEL AND UNWTO-OMT**

The LBT Model:

- is in perfect harmony with the Global Code of Ethics for Tourism adopted at the 13<sup>th</sup> General Assembly of the WTO – World Tourism Organisation;
- makes a genuine contribution to the implementation of that Global Code of Ethics for Tourism.

### **THE LBT MODEL FOR TERRITORIES**

In view of the fact:

1. The LBT Model operates for a territory and its residents to promote:
  - an in-depth interpretation and presentation of the territory in question;
  - the presentation of the territory's less well-known but equally important cultural players;
  - the protection of the territory's dignity in a world in the grip of ceaseless, rapid globalisation;
  - support for the territory's heritage;
  - its economic development;
  - local jobs for young people;
  - the safeguarding of the territory's environment;
2. The LBT Model:
  - fosters the development of independent management, thus allowing commission for mediation in the provision of services to remain in the region;

- ploughs back any profit into the region’s own heritage;
  - constitutes a “certified model”, measurable in the results of intercultural dialogue with an original purpose-designed certification entitled “Travelling for Dialogue”,
  - is not standardizing, but fosters local cooperation among those players who can be involved;
  - is interested in enlisting the participation:
    - of local authorities
    - of local universities for researching and uploading onto the LBT <.ORG> Portal information on the cultural players of individual regions and for researching those players’ cultural biography;
3. The LBT Model operates in the traveller’s favour to turn him or her into a “temporary resident”:
- fostering knowledge of a site not in terms of mere consumer-driven services but of the site’s “personality” with all of its values;
  - increasing travellers’ average length of stay, thus changing tourists into “temporary residents”;
  - facilitating the genuine use and enjoyment of a region’s services in their true spirit;
  - fostering respect for a region on the part of its visitors;
4. The LBT Model operates through a new commercial offer for the consumer market, but based on a very different ethic:
- facilitating the offer of a choice tailored to suit customers’ varying needs;
  - clearly offering two alternatives:
    - a trip providing purely consumer-driven services;
    - a trip providing knowledge and appreciation of local reality;
    - a trip based on giving one’s time and attention to contribute to the construction of a common future within a framework of peaceful coexistence.

### **ICOMOS CREDENTIALS**

- International Council on Monuments and Sites;
- ICOMOS first subscribed to Life Beyond Tourism since its General Assembly in Quebec in 2008;
- ICOMOS signed a Memorandum of Cooperation with the Fondazione on the LBT theme in March 2013;
- The Fondazione worked very hard to ensure that the ICOMOS Assembly for 2014 was held in Florence, in Italy;
- The Fondazione Romualdo Del Bianco attended the 18<sup>th</sup> ICOMOS General Assembly 2014 devoted to *Heritage and Landscape as Human Values* as a scientific and priority partner, and as a scientific delegate to Session I on “Sharing and experiencing the identity of communities through tourism and interpretation”. In its contribution, the Fondazione expressed the strong hope that heritage can be used to further intercultural dialogue, thus to facilitate the promotion and dissemination of the above-mentioned UNESCO Conventions of 2003 and 2005. Putting it in a nutshell, the Fondazione’s message was: “While the UNESCO Convention of 1972 may have taken forty years to be sufficiently widespread and appreciated, our international community cannot afford to wait forty years for the similar dissemination and appreciation of the UNESCO Conventions of 2003 and 2005 because their importance in ensuring a balanced respect for diversity and thus development in a framework of peaceful coexistence is far too great!”;

- At its General Assembly in 2014, ICOMOS approved Resolution 2014/42 recognising, among other things, the development of the Life Beyond Tourism philosophy and of the LBT Model and its implementation on the ground.

Resolution 42 recognizes:

1. The Fondazione's work and experience in the field of travel as a tool for promoting intercultural dialogue;
2. The Life Beyond Tourism philosophy;
3. The LBT philosophy and Model for the presentation, interpretation, use and enjoyment of local tangible and intangible cultural heritage for sustainable development;
4. The LBT International Institute;
5. LBT's ability to generate economic resources for a region.

The Resolution supports:

1. Travel as a tool for intercultural dialogue, in particular among young people, clearly considering it a priority;
  2. The Fondazione as an institution that contributes to disseminating knowledge of ICOMOS among young people.
- The final “Declaration of Florence” issued by the 2014 ICOMOS General Assembly seems particularly inclined to appreciate a philosophy such as that of Life Beyond Tourism and its practical implementation on the ground, as presented in the Fondazione's two publications in 2014 mentioned in point B) “The LBT Model” above.

## **A NEW WORLDWIDE COMMERCIAL OFFER**

In this globalised yet far from harmonious world it is easy to travel to distant destinations rapidly, economically and comfortably, but it is not as easy or rapid to understand cultural diversity. In addition to tourism based on consumer-driven services, but also to sustainable tourism the Fondazione, from Florence, has devised a new commercial offer with its “LBT Model”.

### **2. Heritage for Intercultural Dialogue Hosting the traveller to promote intercultural dialogue Life, Beyond Tourism**

- To substantively cut the number of tourists in world heritage sites, like Florence, without cutting the number of overnight stays, simply creating the right conditions for increasing the average length of stay in order;
- to turn them into “temporary resident travellers”;
- to know the local “cultural biography”.

The new cultural offer is conceived in the shape of travel designed to facilitate the practical implementation on the ground of the UNESCO Convention of 2003 for the Safeguarding of the Intangible Cultural Heritage and the UNESCO Convention of 2005 on the Protection and Promotion of the Diversity of Cultural Expressions, both of which sink their roots in the UNESCO Convention of 1972, for the Protection of the World's Cultural and Natural Heritage; it is a commercial offer that transcends consumer-driven, self-seeking and self-centered tourism, proposing that travel should be understood as a personal mission, as a gift to the international community, to be shared with others, to get to know and to be known, to

open up to dialogue, to appreciate and to respect “diversity”; thus the LBT Model transcends even what is commonly known as sustainable tourism.

With Life Beyond Tourism, tourism is transcended and its functional mechanisms are turned into tools for knowledge and respect through travel and dialogue, so that the journey, the traveller and the service system all work together to foster intercultural dialogue, each in his, her or its own proper role:

- **the purpose of travel** must be to acquire knowledge of a site’s heritage in order to foster dialogue;
- **the world of tourist services**, well aware of its role as host, which does not simply mean offering services but also fostering knowledge for intercultural dialogue;
- **middlemen** (agencies and such like) in their central position between supply and demand, as consultants for the most appropriate choice for each traveller, for the benefit of knowledge;
- **the traveller**: Life Beyond Tourism focuses strongly:
  - a) on the decision of the traveller, who
    - must be stimulated in making his or her choices as to where to go and why to go there, without being influenced by middlemen;
    - must realise that he or she faces the choice of whether to be a consumer of services or to take part in a movement for the development of mankind in a framework of peaceful coexistence;
  - b) on the awareness of the region concerned, which must prove increasingly capable of steering, and interesting in steering, its visitors towards an offer consistent with the destination’s level of quality.

### **LIFE BEYOND TOURISM ON THE GROUND**

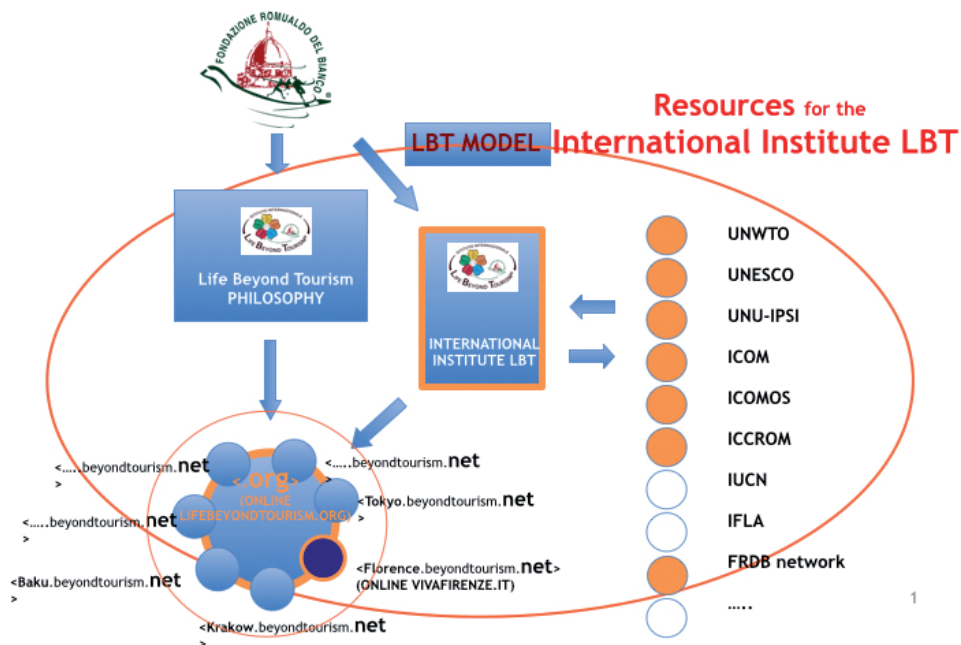
The LBT Model is implemented via a Manual for the practical implementation of affiliation and for support for its development from a technical point of view, with the “Travel for Dialogue” Certification of quality of LBT travel for intercultural dialogue, with the Heritage Community Cultural Portal <.ORG> [www.lifebeyondtourism.org](http://www.lifebeyondtourism.org) and with the Local Services Portal <.NET> [www.location.beyondtourism.net](http://www.location.beyondtourism.net) (pilot scheme: [vivafirenze.it](http://vivafirenze.it)).

### **DEVELOPING THE NEW COMMERCIAL OFFER IN FRANCHISING AT THE GLOBAL LEVEL**

The LBT Model is designed for rapid implementation in a worldwide network of regions that have opted to join the scheme, blessed with a growing awareness of their own cultural values, thus of their personality and of the importance of interpreting and communicating that personality to the best of their ability by taking part in a network for the commercialisation of not-for-profit structures in the various destinations. The faster regions are involved, the faster the broad network of local (commercial, yet not for profit) organizations aware of their cultural personality and of the importance of their contribution to intercultural dialogue will grow.

# Life Beyond Tourism MODEL

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designed to be operated by the International Community



III. 1. The Life Beyond Tourism Model

II. 1. Model życia poza turystyką

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