

**LIFE BEYOND TOURISM-Oltre il Turismo
For Intercultural Dialogue**

Declaration of Intent
15-16 March 2008

On the 15th of March 2008 the Delegates and Experts of the Foundation present in Florence, Palazzo Vecchio, in Salone dei Duecento, the philosophy expressed in the 'document' presented by the Fondazione Romualdo Del Bianco in the presence of the Deputy Mayor, Eugenio Giani, the Director of Uffizi Gallery Antonio Natali, the Director of Centro Romantico of the Gabinetto Scientifico Letterario G.P. Vieusseux Maurizio Bossi, the former Director General of ICCROM (International Center for the Study of the Preservation and Restoration of Cultural Property) Andrzej Tomaszewski -and in this occasion- representative of the Director General of ICCROM Mounir Bouchenaki, the former Director General of ICCROM Marc Laenen, 'document' of which title is 'Life Beyond Tourism-Oltre il Turismo', to launch an initiative of this new approach to tourism.

Considering

- the potential of tourism with 'Life Beyond Tourism-Oltre il Turismo philosophy' to promote mutual understanding and respect for the different cultures and societies and to support policies to enhance cultural diversity;

- the need to implement the policy documents and charters on heritage care issued by international intergovernmental organizations such as UNESCO, UNWTO, ICCROM as well as the Council of Europe and international non governmental organizations such as ICOMOS (International Council on Monuments and Sites), ICOM (International Council of Museum), IUCN (The International Union for the Conservation of Nature) especially the Document on Cultural Tourism and how to use it for *intercultural dialogue*;

- the need to strengthen the cultural and intercultural content for the mobility of youngster students, thanks to the more than ten years experience of the Romualdo Del Bianco Foundation in the field;

-to respond to the increasing need of individuals, members of societies and their visitors (tourists) to receive *substantial* and *emotional* information about heritage values, their changes and their consequences for the social, natural and built environment and their significance for society today on the one hand and to foster an *intercultural dialogue* within these societies and other parts of the world to launch 'Life Beyond Tourism-Oltre il Turismo' philosophy;

-to develop appropriate *integral* (all heritage sectors together) and *integrated* approaches of opening up heritage resources within the framework of regional development linking heritage with other sectors within development such as planning, education, economy, environment, culture ensuring the *safeguard* of the heritage resources in the frame of a sustainable tourism, mainly oriented to the knowledge for the intercultural dialogue; following the guide lines issued by the ICOMOS international Committee on tourism;

The Fondazione Romualdo Del Bianco wishes to set up a research programme from 2008 to 2013 with the following objectives under the philosophy of '*Life Beyond Tourism-Oltre il Turismo*'

1) to refine appropriate professional methodologies to practice 'Life Beyond Tourism-Oltre il Turismo' philosophy for *intercultural dialogue* tourism within development strategies in a small number of heritage sites of different nature (cultural landscapes, historic cities and villages, archaeological sites...) in different cultural environments in the world.

The first pilot project will be organised in Europe and neighbouring regions and cultures.



2) to develop models of *best practices* to launch 'Life Beyond Tourism-Oltre il Turismo' philosophy in the different cases in collaboration with the relevant international organizations oriented towards the intercultural dialogue

3) to promote the development of training curricula in collaboration with UNESCO, UNWTO and ICCROM, and WTO, and the Tourist industry for all possible stakeholders involved in development processes especially the tourist industry, to develop the intercultural dialogue

4) to disseminate this information to all possible stakeholders in the most efficient way for a their involvement.

The Foundation Romualdo Del Bianco in Florence is available to act as focal point for the coordination of the initiatives and the actions that will be linked to it.

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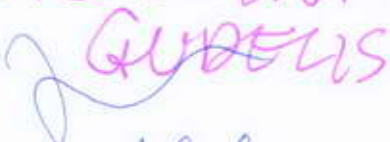
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*Per la PACE nel Mondo,
fra i GIOVANI di Paesi diversi,
con la CULTURA - Incontrarsi,
Conoscersi, Comprendersi,
per sviluppare l'Amicizia tra i Popoli.*

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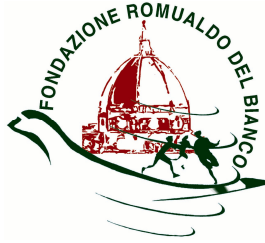
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