



CALL for PAPERS

(14.12.2015)

12,13 March 2016

18th General Assembly

Fondazione Romualdo Del Bianco® – Life Beyond Tourism®

The Fondazione's International Experts and signatories to the MoU are to meet in Florence to offer their contribution on the topic

Learning Communities for Intercultural Dialogue for Territorial Development

Communities of residents, travellers, service providers, on- and off-line mediators for a contribution to the UNESCO 2003 and 2005 CONVENTIONS

A New Commercial and Educational Offer

'Culture for Dialogue' – 'Travel for Dialogue'

Life, Beyond Tourism

In particular, the *International Experts* of the Fondazione's network and the *signatories to the MoU* and to the LBT 2014 Declaration of Auspices **are invited to submit an abstract** on one or more of the following points in relation to the topic of LBT:

- 1- on the topics proposed by the Fondazione in points A) and B) after the 'Premise' below;
- 2- on their own experiences, best practices and proposals for practical implementation;
- 3- on their interest in academic educational activity on LBT topics in their area (as already implemented in Japan and planned for next April in Azerbaijan).

The MIBACT, UNESCO, UNWTO, ICCROM and ICOMOS are invited to attend the meeting, and we also hope to see a delegation from the Florence city authorities.

Our goal is to contribute to the aims established by UNESCO and UNWTO at the International Congress in Siem Reap, Cambodia, in February 2015 on:

"Tourism and Culture" "Building a New Partnership"

Deadline for submitting abstracts:	31 January 2016
Abstract length:	2000 characters
Format:	Microsoft Word
Font:	Times New Roman 12
Emails to be addressed to:	secretarygeneral@fondazione-delbianco.org





WHEREAS

The Fondazione Romualdo Del Bianco

- a) attended the *UNWTO/UNESCO World Congress on Tourism and Culture: "Building a new partnership"* held in Siem Reap, Cambodia, on 2–4 February 2015, the aim of the Congress being to identify the key opportunities, challenges and models for bolstering cooperation in these two closely interlinked areas of operation;
- b) has been working in the field of cultural rapprochement since 1991;
- c) has defined a philosophy called Life, Beyond Tourism and made it operational with the LBT Model;
- c) intends to make its contribution to the above-mentioned UNWTO/UNESCO goals with a number of useful indications for a 'formal approach' suited to the combination between *tourism* and *culture*, a combination which the Fondazione prefers to call ***culture and travel for intercultural dialogue***;
- d) **eyes the combination between Tourism and Culture with a degree of concern, fearing that the exuberance of the tourist phenomenon may prompt tourism itself to engage in an excess of dynamic action in the area visited, whereas such action should always be controlled in order to avoid *distort* the culture of the territory hosting the tourist.**

The Fondazione con Life Beyond Tourism recognises:

1- that *travel* and *culture* are two words which should always stand together in order to foster development in a context of peaceful coexistence, contributing to promote the UNESCO 2003 CONVENTION (on intangible heritage) and 2005 CONVENTION (on the diversity of cultural expressions), with the strategic role played by the UNESCO 1972 CONVENTION (World Heritage) which encourages personal mobility for the pleasure of getting to know World Heritage sites.

The 2003 and 2005 Conventions cannot afford to wait forty years to become known worldwide like their parent convention, the UNESCO 1972 Convention.

2- the importance of the expressions "*Culture*" and "*Travel for Dialogue*", inasmuch as the visitor brings abundant wealth to the area, but above all the visitor's presence offers cues for cultural reflection which, together with travel, provide *an unparalleled opportunity for the exchange of values between cultures with the knowledge of diversity and the exercise of respect in its regard*.

3- that those countries most involved in the UNESCO 1972 Convention, such as Italy, will be able to enjoy greater opportunities to promote this ***new commercial offer*** by working to become ***Centres of Global Education for Intercultural Dialogue***.

4- that special attention should be devoted to the Communities

- . of Residents;
- . of Travellers;
- . of local Service Providers (hotels, restaurants, museums and so forth);
- . of Travel Agencies;
- . of On- and Off-Line Mediators;
- . of Institutions involved in Education;
- . others

For Life Beyond Tourism it is equally crucial that *these Communities should acquire a strong awareness of their decisive role in fostering intercultural dialogue for territorial development in a context of peaceful coexistence*.

For these Communities the right conditions must be put in place for ongoing (and even cross-sector) learning with regard to this responsibility that they have.

For Life Beyond Tourism the places that facilitate this development will be able to propose a ***new commercial offer***, becoming ***Centres of Education for Intercultural Dialogue*** (what might be called "altruistic tourism" today, although the Fondazione does not plan to use the word *tourism* in order to avoid clouding its message, which aims to be geared only towards the appreciation of a place's values, whereas the word tourism is associated with a message to the world of consumer-driven services).



On that basis

the proposed topic is
A new commercial and educational offer
'Culture for Dialogue' – 'Travelling for Dialogue'
Life, Beyond Tourism

The **Fondazione** with its Life Beyond Tourism philosophy (with its LBT Model, its LBT Manual for practical implementation on the ground and its Certification of Quality for Dialogue) **intends to open a debate on the research that its network has achieved to date.**

The aim, with this debate, is to be in a position to make a contribution to UNWTO and UNESCO and to cities such as Florence.

It will be a debate on the topic **"A new commercial and educational offer: 'Culture for Dialogue' – 'Travelling for Dialogue' Life, Beyond Tourism":**

- . among the *International Experts* in the Fondazione's network and the *signatories to the MoU* and to the LBT 2014 Declaration of Auspices
- . for the formulation of proposals for a contribution to education regarding LBT.

- 1- on the topics proposed by the Fondazione in points A) and B) after the 'Premise' below;
- 2- on their own experiences, best practices and proposals for practical implementation;
- 3- on their interest in academic educational activity on LBT topics in their area (as already implemented in Japan and planned for next April in Azerbaijan).

In particular, participants are invited to submit an abstract on one or more of the following points in relation to the topic of LBT:

- 1- on their experiences, best practices and proposals for practical implementation,
- 2- on their interest in academic educational activity on LBT topics in their area (as already implemented in Japan and planned for next April in Azerbaijan)
- 3- on points A) and B) below:-

A) local culture, in the broadest and deepest sense of the term, must be the driving force behind travel, thus tourism must not distort its destination's culture;

B) the importance of setting in motion a new commercial offer: altruistic travel
Travel shifts from being '**egocentric**' and '**egotistical**' (deeply rooted in the consumer-driven market, with such products as 'cultural tourism' for personal culture, 'spa tourism' for personal well-being, 'sports tourism' for personal health benefits and so forth) to being **altruistic**, in other words it becomes an opportunity for the **traveller to give of himself** (of his time and money) **to the international community so that he can contribute to that community's growth in a context of peaceful coexistence.**

Thus the tourist of consumer-driven services turns into a **traveller**, then into a '**temporary resident**' thanks also to **residents** who foster mutual acquaintance, knowledge and appreciation for cultural diversity, with the constructive participation of the **service industry and the mediation industry** which can benefit from a new product, a new commercial offer but an offer that rests on a different ethical basis.



- to increasing sensitivity to the diversity of cultural expressions (**UNESCO 2005** Convention);
thereby contributing to intercultural dialogue with a widespread commercial application at the global level, resting on a different ethical basis, thus to growth going well beyond mere sustainable development.

In conclusion, this is also one of the opportunities for ennobling organised travel so that it makes the largest contribution possible to the international community as it approaches the 10 billion mark.

An important witness to the signing of the memorandum for this cooperative venture was Professor Masanori Aoyagi, Commissioner with the Japanese Agency for Cultural Affairs. Also, an initial conference on Life Beyond Tourism was held at Toyo University in Tokyo last October. The two universities, Toyo and Josai, total almost 50,000 students between them. Many universities in Japan, including Kyoto Prefecture University, are opening a Faculty of Tourism.

The courses are available on request both to (private and public) institutions and to (graduate and post-graduate) educational institutes.

