

Manifesto

1. Tourism is a crucial source of prosperity
2. Tourism provides an opportunity for getting to know
 - spirit of place
 - cultural diversity
 - traditional knowledge
3. Tourism in its various forms goes way beyond the mere satisfying of personal needs
4. People working in the tourist industry foster awareness of spirit of place and of intercultural dialogue
5. The tourist is a potential harbinger of knowledge and of intercultural dialogue
6. The tourist destination is a workshop of knowledge providing all visitors with an opportunity for personal growth
7. The community of the visited tourist destination considers the traveller to be first and foremost a guest of the city, then a guest of the business providing the services and facilities, and only lastly, their customer
8. Workshops for knowledge trigger a demand for increasingly high quality tourist products not only in terms of consumer services but also, and above all, in value-related terms
9. Architectural, urban and environmental planning and management need to foster 'Traditional Knowledge' and 'Intercultural Dialogue'
10. 'Cultural heritage', both tangible and intangible, prompts people to travel, providing them with an opportunity to increase their knowledge; thus not only must that heritage be 'protected' and 'enhanced', it must also be used to fuel intercultural dialogue.



Patrons

International Organizations

- ICCROM
- ICOMOS Italia
- COUNCIL of EUROPE
- Soc. Italiana per la Protezione dei Beni Culturali (SIPBC)
- Borsa Mediterranea del Turismo Archeologico
- Associazione Città e Siti Italiani Patrimonio Mondiale UNESCO

Italian Local Authorities

- Region of Tuscany
- Province of Firenze
- Municipality of Firenze
- Municipality of Castelfiorentino, Firenze, Tuscany
- Municipality of Forte dei Marmi, Lucca, Tuscany
- Municipality of Montecatini, Pistoia, Tuscany
- Municipality of Pisa, Pisa, Tuscany
- Municipality of Reggello, Firenze, Tuscany
- Municipality of Rignano sull'Arno, Firenze, Tuscany
- Municipality of San Piero a Sieve, Firenze, Tuscany
- Municipality of Scarperia, Firenze, Tuscany
- Municipality of Villa Basilica, Lucca, Tuscany

Foreign Local Authorities

- Municipality of Tbilisi, Georgia
- Municipality of Krakow, Poland

Universities

- European University of Tourism
- Tbilisi Public University "Metekhi"
- Institute of Arts and Culture - Tomsk State University
- Odessa State Economic University
- Tambov State Technical University
- Environmental College Bydgoszcz
- Clothing Design College
- Belarussian National Technical University

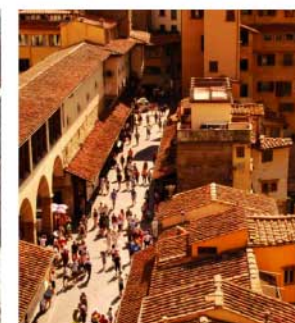
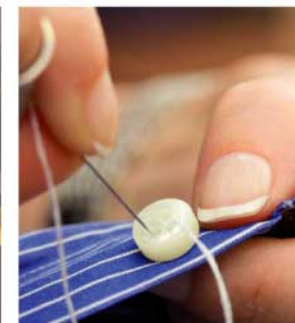
The Life Beyond Tourism® Non-Profit Portal will be one of the projects included within the new Management Plan for the Historic Centre of Florence UNESCO World Heritage



For more information and for joining the Portal
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Il Portale No-Profit Life Beyond Tourism®

Where regions discover and present themselves

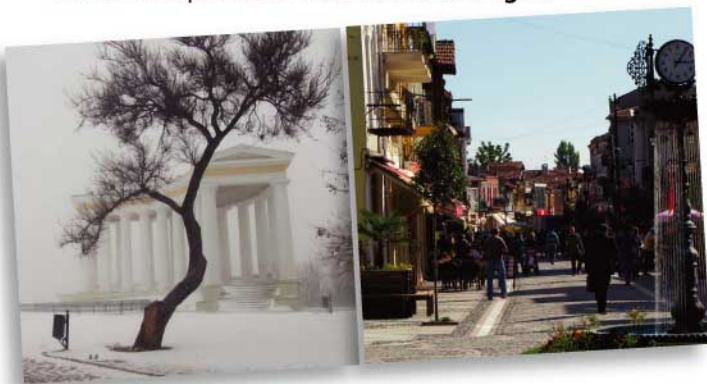


www.lifebeyondtourism.org

Promoted by
Fondazione Romualdo Del Bianco®

For over 15 years, the **Fondazione Romualdo Del Bianco®** devoted its energies to promoting cultural exchange programmes and projects among young students and professional people from different walks of life and cultural backgrounds. The experiment was very successful and soon led to the forging of a broader vision designed to **promote the enhancement of a region and its local economy** through tourism based, on the welcome extended and on a real knowledge of the destination and its traditions and local realities as they have evolved and continue to evolve over time.

In lifting the lid on what we share and what typifies us, **LBT** aims to promote **intercultural dialogue**



to foster mutual understanding, in accordance with UN and UNESCO guidelines. **Through cooperation with over 400 cultural institutes and international organizations, including UNESCO, LBT** devises projects for the safeguard and enjoyment of cultural assets at the local and international levels, as best practices designed to promote intercultural dialogue.

To date **LBT** has promoted over 100,000 days' worth of intercultural dialogue, organizing major events and occasions in its region.

The Non-Profit Portal



Who We Are

The Portal, an offshoot of the LBT vision, is a tool for the dissemination of knowledge targeting a region's potential visitors. Its underlying principle is the contention that a region's culture is the result of interaction between its cultural heritage and its ongoing development

Aims

The Portal aims to highlight and communicate a region's specific features as they change over time, stressing the way in which an area puts its tangible and intangible heritage to good use on both the human and environmental levels.

The Region as a Team

A key factor in this process are the institutions and businesses spawned by their region and which have grown up around their heritage in a context of respect for the region and the visitor alike. An important aspect in ensuring that a region's specificity is recognized, is the presence of institutions and businesses which, despite their importance, don't enjoy the high profile they deserve. The Portal offers businesses a chance to stand out and to highlight their activities as being representative of their region's culture.

Information

Cultural institutions and businesses present their history and current activities on the Portal in a concise and communicative manner. Entries lay special emphasis on each institution's or business' origins in order to highlight its nature of as a genuine expression of the region.

Self-Awareness

Self-awareness is one of the Portal's most crucial aims. Businesses and the public at large can improve their awareness of the cultural institutions that live and work among them. Lesser-known cultural institutions can present simply and clearly the heritage on which they base their existence and the deep bonds they have with the society to which they belong.



Self-awareness is the key ingredient in the successful promotion of a true ethos of hospitality, so crucial in presenting a region's character to the world at large.

Who It Is For

Life Beyond Tourism® is for everyone:

- for people working in the cultural heritage environment
- for people working in the service, trade and tourism industries
- for people who, in working in close contact with the public, foster intercultural dialogue while also contributing to the region's economic development

With **Life Beyond Tourism®** our aim is to promote both quality and quantity in the supply and demand of institutions, businesses and travellers who subscribe to this ethos and feel that it can help them to make their operation truly stand out!

For information on how to subscribe:
www.lifebeyondtourism.org