



INTERNATIONALIZATION | INTERDISCIPLINARITY | CROSS-CULTURALITY | CROSS-FERTILIZATION

Promoted by
Fondazione Romualdo Del Bianco® - Life Beyond Tourism®

Scientific Programme
Istituto Internazionale Life Beyond Tourism

Organized by
Centro Studi e Incontri Internazionali

Official Partner and Supporter
Life Beyond Tourism Movement

Hosting Venues
Centro Congressi al Duomo – Firenze:
Palazzo Coppini
Auditorium al Duomo
ICLAB Intercultural Creativity Laboratory

Deadlines

10 November 2019: abstract submission to be sent to <secretarygeneral@fondazione-delbianco.org>

30 November 2019: notification of abstract acceptance

15 December 2019: early bird registration

20 January 2020: speakers' participation confirmation and delivery of the full paper

Context

The annual meeting promoted by the Fondazione Romualdo Del Bianco and the International Institute Life Beyond Tourism is based on the *Life Beyond Tourism* ethos. Life Beyond Tourism is the fruit of the flower which petals are Encounters, Communication, Knowledge, Conservation, Economy¹. With Life Beyond Tourism heritage becomes a builder of peace and World Heritage Sites become a common ground for professionals to develop dialogue among cultures and sustainable solutions in respect of our planet Earth. The 2020 annual meeting will turn from a Symposium into a Forum focusing on the topics dealing with economic, socio-cultural, environmental aspects of sustainable development along with *interpretation* and *communication* of different places with their cultural expressions (craftmanship, traditional production etc). The Forum will include the 22nd General Assembly of International Experts of the Fondazione Romualdo Del Bianco, the Symposium *Building Peace through Heritage*, the International Showcase of the cultural expressions part of the Life Beyond Tourism Movement and cultural side events. This call follows the Appeal to the International Community *Building Peace through Heritage* (www.lifebeyondtourism.org/appeal/) formulated with ICOMOS International Scientific Committee Interpretation and Presentation and approved during the 21st General Assembly of International Experts of the Foundation (March 2019).

Introduction

The industrial and technological revolution of the 19th and 20th century led to a complete detachment from the natural world. Mainly because of this development, we started thinking we were able to excessively use the resources of our globe at low price, without considering the consequences of the change on the environment. People began to make choices following the market that often suggests rather a total substitution of goods instead of their reparation and conservation. With the creation of the economic system the human being commenced giving more value to economy, than to the balance with nature, as if a new species of tree, the *tree of money* was born, interrupting the natural system cycle.

The natural systems are our first and foremost heritage and we transformed them as we thought it was more convenient for us. This was not a farsighted vision, as it was not taking into account the overall dynamics of our world but just looking at the economical profit. Today, even though the consciousness on environmental issues and possible solutions and criticity of time is rising, still the majority our life styles is following the market trends and not the logic of respect for the environment and its limits.

Now we need to change our perspective, our point of view in the shortest time possible, and do it not for future generations but already for ourselves; as said by the Secretary General of the United Nations Ban Ki Moon in the *Synthesis Report on the Post 2015 Agenda*: "Transformation is our watchword. At this moment in time we are called to lead and act with courage. We are called to embrace change. Change in our societies. Change in the management in our economies. Change in our relationships with our one and only Planet."

A contribution to this needed change is given by cultural heritage and local contemporary culture with its cultural expressions and traditional knowledge that is often much more related to the environment as peoples were living in a much smarter and longer-term cooperation with nature. In this perspective the travel is a great opportunity and through Life Beyond Tourism will help the survival and growth of the planet and of the international community in peaceful coexistence.

The Forum is aimed at highlighting the power of heritage, both cultural and natural, tangible and intangible, as the diversity of cultural expressions is crucial for operating in respect of and in collaboration with the environment.

The promotion, protection and enhancement of local cultural expressions - powerful resources for the sustainable development of places - are central in the Life Beyond Tourism Movement. Life Beyond Tourism rises the respect for cultural diversity and provides a new commercial offer based on a new ethic by raising awareness about the places' identities. This awareness, if positive and open, is a potential element of individual and social stability and makes dialogue among different cultures possible.

Forum topics

The Forum is conceived as an *open square* for debates. It is addressed to professionals, professors and teachers of different grades, trainers, lecturers, researchers, craftsmen, local typical product-makers, artists and all those who are interested in the transversal topics of the Forum encompassing architecture, heritage, visual arts, music, tourism, biology, planning, social and human sciences, engineering and conservation, as well as fashion and design, all conceived as instruments of dialogue and exchange of experience in territorial and urban development and management, in respect of the planet we all share.

Topics of the Forum include the following themes:

¹ *Life Beyond Tourism*, recognized by, among the others, ICCROM, ICOMOS, UNESCO, was firstly presented in 2007 and was born from the activity of dialogue among cultures of the Fondazione Romualdo Del Bianco, a network of over 500 institutions in 111 countries in 5 continents. The Movement related to Life Beyond Tourism was recently presented at the 42nd UNESCO WHC, Bahrain (July 2nd, 2018) and at the 43rd UNESCO WHC, Baku (July 6th, 2019). *Life Beyond Tourism* contains a set of theoretical and practical tools such as an economical model, an educational program, a set of good practices tested on the Florentine territory and a certification conceived for businesses and institutions that want to add dialogue among cultures in their product, being able to set objectives and to measure them. For more information consult the website www.lifebeyondtourism.org.

- **Heritage Sites for Dialogue**

Keywords: heritage, preservation, fruition, enhancement, heritage site management plans, interpretation, promotion, protection, presentation, diversity, cultural expressions, intercultural dialogue

- **Travel for Dialogue**

Keywords: travel management policies, management plans, over-tourism, mass tourism, hospitality, knowledge of places, actors of travel chain, types of travel, motivations for travel, social media for travelers, innovation for travel, places of encounters, intercultural dialogue

- **Heritage for Planet Earth – Sustainable Design: city, architecture, technology**

Keywords: development, urbanization, environment, from rural to urban environment, society, renewable energies, urban and architectural design, technological solutions, energy saving, energy production, reuse, recycle

- **Uses and Maintenance of Tangible and Intangible Heritage**

Keywords: conservation, restoration, heritage, traditional knowledge, dissemination, cultural and natural heritage, tangible and intangible heritage, local and international policies, heritage conservation meaning, role of art

- **Cultural Expressions of Places**

Keywords: cultural identity, traditional knowledge, best practices, cultural diversity, artistic craftsmanship, intercultural dialogue, spirit of the place, traditional production, family businesses, small and medium businesses, cultural expressions, local awareness

- **Education and awareness**

Keywords: vision & outcomes, programs, schools, university, training, research, projects, cooperation, networking, cross-fertilization, exchanges, awards, contests, internships, career services

Guest Country Meets the World in Florence

Every year a Guest Country is welcomed to present its culture and local identity through the participation of a number of its cultural expressions, representative of the local culture. The Guest Country presents them in the exhibition area of the Centro Congressi al Duomo – Firenze in the Florentine city center (www.centrocongressialduomo.com).

The 2019 Guest Country was Bahrain with its *Authority for Culture and Antiquities* showing its cultural expressions and UNESCO World Heritage Sites.

Have a look at the [video of the 21st General Assembly and Symposium](#).

In 2020 the Guest Country is Azerbaijan with its capital, the Walled City of Baku, Icherisheher, since 2000 UNESCO World Heritage Site.

Candidatures for 2021 are open now.

Guidelines for abstracts submission

All those who are intended to participate have to send an abstract of their contribution **within the 10 November 2019**.

Follow the guidelines in the abstract [template](#). Language for abstract presentation is English.

Also craftsmen and businesses are invited to send within the deadline max 200 words of description of the product, history of the activity and eventually the connection with the place. Send also a short biography (150 words) and a profile picture or business logo.

Papers

It is expected that authors will submit carefully written and proofread material. Careful checking for spelling and grammatical errors should be performed. Papers should clearly describe the background of the subject, the authors' contribution, including the methods used, results and concluding discussion on the importance of the work from both scholarly and managerial perspectives. Contributions will not be double checked in their contents by the publishing house.

Publication

All accepted papers will be published in the online proceedings issued by Life Beyond Tourism Editions with the ISBN number and will be made accessible on the www.lifebeyondtourism.org website after the conference.

The International Institute Life Beyond Tourism and the Centro Studi e Incontri Internazionali are unable to pay for any expenses involved in the preparation and presentation of papers and are not responsible for the contents and quality of materials as well as for obtaining all necessary permissions for the use of images.

Poster

Click here to download the poster template.

The posters have to be sent

- within the abstract deadline via email to the address iilbt@lifebeyondtourism.org the file do not to exceed 5MB
- within February 12 printed on paper (minimum 150gr) to the address Palazzo Coppini, Via del Giglio 10, 50123 Firenze, Italy.

Showcases

The aim of the Showcase is to present, give voice and introduce the cultural expressions of the various places during the scientific cultural Annual Symposium that is on the topic of training for dialogue between culture also with the presentation of the 'know-how of the various places'. The goal is to make visible on a global scale the creativity and inventiveness, of artisans and companies that are active and representative part of each one's place, with the intention of keeping them alive, by enhancing their cultural values and their profound traditions in a multi-cultural and international context represented by renown experts from over 111 countries in the five continents.

By presenting their candidacy the Selected Showcase participants will have the possibility to:

- attend the full programme of the Assembly and Symposium
- have an oral presentation in a specific session of the programme
- be inserted in the programme of the Assembly
- be published in the final proceeding
- connect with media and press present during the Assembly
- be presented in the official Social Medias of the event
- to present directly the 'soul' of the company/institution that gives birth products and the 'soul'
- to be present in a designated exhibition area in the ASSEMBLY VENUE ICLAB the soul that stands behind the products and the activity of the Showcase company/institution participant
- have a desk and show materials which reflect their activity in the form of illustrations, demonstrations, samples, videos, etc.

Exhibition Area

ICLAB – Intercultural Creativity Laboratory (viale Guidoni 103 – Florence)

Desk of 120cm x74cm with two chairs

Possibility to exhibit company/institution's informative materials (as pictures, roll-up, brochures, dépliants, etc)

Personalization

Proposals can be sent to: company@lifebeyondtourism.org

Registration and fees

Fees are all-inclusive registration fees and entitle participants' access to all academic sessions of the program as well as to all of the featured visits, tours and receptions.

Fees for members of the Life Beyond Tourism Movement

	For Non Life Beyond Tourism Movement Members				For Life Beyond Tourism Movement Members			
	Standard	Early Bird	MOU and 2020 Foundation's Experts - 20%		Standard	Early Bird	MOU and 2020 Foundation's Experts - 50%	
Speakers (with publication)								
Adults	650 €	550 €	520 €	440 €	350 €	300 €	175 €	150 €
Youth (under 30)	575 €	490 €	460 €	392 €	275 €	230 €	138 €	115 €
Co-authors	575 €	490 €	460 €	392 €	275 €	230 €	138 €	115 €
International Showcase for Cultural Expressions, Institutions and Business								
Desk (inclusive of publication and one presentation as Speaker)	950 €	810 €	760 €	648 €	650 €	550 €	325 €	275 €
Poster (with publication)								
Poster (with participation to the Forum for one person)	575 €	490 €	460 €	392 €	275 €	230 €	138 €	115 €
Poster (no participation)	390 €	330 €	312 €	264 €	90 €	75 €	45 €	38 €
Auditors								
Adults	750 €	640 €	600 €	512 €	450 €	380 €	225 €	190 €
Youth (under 30)	675 €	575 €	540 €	460 €	375 €	320 €	188 €	160 €

EXTRA REBATE FEE OF -5% FOR DELEGATIONS OF MINIMUM 5 PERSONS AVAILABLE ON REQUEST
 EXTRA REBATE FEE OF -10% FOR PARTICIPANTS OF AT LEAST 1 OF THE PAST 4 EDITIONS OF THE GENERAL ASSEMBLIES OF THE FONDAZIONE ROMUALDO DEL BIANCO (2016-2017-2018-2019)
 FOR THE ABOVE SPECIAL CONDITIONS WRITE TO secretarygeneral@fondazione-delbianco.org

Information on Registration

All participants are welcome! Get more information on the available registration options and fees on the Life Beyond Tourism Portal at this link www.lifebeyondtourism.org/registration-to-building-peace-through-heritage/

Special fees are available for the Members of the Life Beyond Tourism Movement. Follow this link to become a member <https://www.lifebeyondtourism.org/membership-levels/>

Payment methods

- by Paypal or credit card on the website www.lifebeyondtourism.org/registration-to-building-peace-through-heritage/

- by bank transfer on the following bank coordinates:

Reason of payment: Building Peace through Heritage - World Forum to Change through Dialogue, Name of the participant(s)

Made out to: Centro Studi e Incontri Internazionali - Comi Spa

Bank name: Banca Intesa - Via Casentino, 57 – 50127 Firenze

BIC code: BCITITMM

IBAN code: IT52G0306902908000000902871

NOTE: all paid fees shall be net of all bank costs and commissions

Cancellation policies

The cancellations of packages carried out by written communication to the secretariat before the 31 January 2020 will be reimbursed with a 40% deduction for secretarial costs. After this deadline, cancellation is possible only for visa problems, a copy of the embassy letter must be sent to the secretariat office and 50% of the paid amount will be reimbursed. Starting 20 days before the event no reimbursements will be possible.

Reimbursement will be realized only by bank transfer, IBAN and SWIFT code are necessary and the bank costs will be upon the participant. The reimbursement will be done maximum 60 days after the closing of the event or after receiving the bank information. Please note that reimbursements in accordance to the cancellation policies are only possible if, at the moment of cancellation notification, the necessary data and bank details are transmitted. The fees of processing the reimbursement operation will be deducted from the due reimbursement sum (40% of the paid amount).

Accommodation with florence.beyondtourism.net

Hotel accommodation is not included in the conference fee. Participants are invited to use the reservation non profit portal florence.beyondtourism.net, that is a practical application of the [Life Beyond Tourism Movement](http://www.lifebeyondtourism.org). Participants can choose among over 200 accommodation facilities to get the option that better suits them in terms of prices (the same hotel fares as

in the other international reservation portals), location, category, etc. Moreover, the stays booked with Florence.beyondtourism.net (with-out any extra-costs) contribute to support a crowd-funding campaign for 4 special restoration projects in Tuscany.

PHOTO GALLERY

21st General Assembly and Symposium of the Romualdo Del Bianco Foundation “Heritage as a Builder of Peace”

Florence (Italy), 1-5 March 2019

<https://www.lifebeyondtourism.org/events/21-general-assembly-frdb/>

Tribute to Georgia: 100th jubilee of the Tbilisi State University and donation St. Nino Cross



International Symposium “Heritage as a Builder of Peace”



Life Beyond Tourism International Showcase



Exhibition “Bahrain Meets the World in Florence”

