



Life Beyond Tourism® Cultural Portal & Heritage Community

Promoting dialogue among the regions of the world



Life Beyond Tourism®

offers a global platform - in 10 languages - for the different regions of the world to highlight the range of cultural activities, tangible and intangible heritage and related heritage-led opportunities and **benefits for local communities** and **visitors** in their area.

is distinguished by recognizing the **interdependency of cultural heritage protection** and significance of cultural activities, seeking to empower communities to retain or recapture the **spirit of place** by offering ways to sustain vibrant living environments through a global cultural network and engaging commercial operators in the practice of this philosophical approach - it is possible to provide opportunities for inter-cultural dialogue, a varied and satisfying visitor experience and a financial return for the territories.

Life Beyond Tourism® comprises:

- A regionally managed participatory cultural database
- A capacity to enrich lives through inter-cultural dialogue and support the continuing diversity of cultural expressions
- A coherent and comprehensive rationale for coordinating and developing public/ private and non-profit partnerships
- A major methodology and practice in empowering the retention and creation of public spaces in urban and rural environments for encounter and dialogue between people.
- A commercially viable opportunity to support the protection of cultural heritage assets and operations by returning profits to the public sector organizations and communities

Join the Heritage Community 2.0

Territory Cultural Expressions

- Territorial Representative Business
- Cultural Institutions

The Life Beyond Tourism community: responsible tourism for discovering territories and cultural heritages

- Create your next trip itinerary and share and compare with other users' travel itineraries
- Search for a place, view it, and comment on the points of interest posted by other users or add your own
- Load your photo gallery and your videos and share your trip with other users
- Participate in the events on your trip itinerary or add new events
- Explore the territory and discover a world of services offered by companies and institutions
- The Photoblog: vote the best theme photo galleries and participate in the contests
- Discover the companies and institutions that express the "spirit of place"
- How to join the Life Beyond Tourism community? It's easy, fast, and free!

Your advantages:

- Become part of a value-based tourism
- Give visibility to your enterprise as representing the character of the territory
- Become part of the cultural tissue of a place
- Access to an international network
- Communicate with other travellers
- Present events and news
- Publish photos & videos
- Join other's initiatives
- Share points of interest
- Enter in contact with all the supporters of LBT

lifebeyonddtourism.org

The **Fondazione Romualdo Del Bianco**® is based at the Palazzo Coppini within the Florence World Heritage site and has developed a philosophy and on-line portal 'Life Beyond Tourism®'. The concept of Life Beyond Tourism® embraces the increasingly broad understanding of cultural heritage and widening participation in cultural heritage protection described in key UNESCO declarations and conventions over the past 40 years, starting with the World Heritage Convention (1972); Nara Document on Authenticity (1994) and including in particular the Convention for the Safeguarding of the Intangible Cultural Heritage (2003); Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005); and Recommendation on the Historic Urban Landscape (2011).

