

ABSTRACT BOOK

HERITAGE FOR PLANET EARTH 2018 INTERNATIONAL SYMPOSIUM



20TH 1998 | 2018

GENERAL ASSEMBLY
OF INTERNATIONAL EXPERTS
& SYMPOSIUM
HERITAGE FOR PLANET EARTH® 2018

PATRONAGES

INTERNATIONAL INSTITUTIONS



Arab Regional Centre for World Heritage (ARC-WH) under the auspices of UNESCO



ETOA
European Tourism Association



ICOMOS
International Council on Monuments and Sites

UNIVERSITIES & ACADEMIES



Azerbaijan University of Architecture and Construction



Balikesir University



Centro Interuniversitario di Ricerca sul Territorio (CIRT)



Cracow University of Technology



Crimean Federal University



European University Tbilisi



Eastern Mediterranean University



Grigol Robakidze University



Ivanovo State University



Saint King Tamar University

PATRIARCHATE OF GEORGIA
SAINT KING TAMAR
UNIVERSITY



Magnitogorsk State Technical University



Moscow State University of Civil Engineering



NATIONAL RESEARCH
MORDOVIA STATE UNIVERSITY

National Research Mordovia State University



Riga Technical University



Tambov State Technical University



T B I L I S I S T A T E
A C A D E M Y O F A R T S

Tbilisi State Academy of Arts



Universidade de Beira Interior



University of Georgia



Wrocław University of Science and Technology

OTHER INSTITUTIONS AND ORGANIZATIONS



APAB
Istituto di Formazione



Archiva



Associazione Siti Italiani UNESCO



Bandierai degli Uffici



Centro UNESCO Torino



Città Metropolitana di Firenze



Confcommercio Imprese per l'Italia
Provincia di Firenze



Coop Culture



Yegor Gaidar Foundation



Fondazione Balducci



Foundation Jelena Gora Valley



Library for Foreign Literature



Kharkiv City



Municipality Idrja



NC ICOMOS Russia



NIISF-RAASN



Regione Toscana



Salone Arte Restauro



SB Research Group



The Government of the Autonomous Republic of Abkhazia



Toscana Promozione Turistica



Town of Birgu



Unione Fiorentina Museo Casa di Dante

INTERNATIONAL INSTITUTIONS

- Arab Regional Centre for World Heritage (ARC-WH) under the auspices of UNESCO
- ETOA - European Tourism Association
- ICOMOS - International Council on Monuments and Sites

UNIVERSITIES & ACADEMIES

- Azerbaijan University of Architecture and Construction (Azerbaijan)
- Balikesir University (Turkey)
- CIRT - Centro Interuniversitario di Ricerca sul Territorio (Italy)
- Cracow University of Technology (Poland)
- Crimean Federal University (Crimea)
- Eastern Mediterranean University (Northern Cyprus)
- European University of Tbilisi (Georgia)
- Grigol Robakidze University (Georgia)
- Ivanovo State University (Russia)
- Saint King Tamar University (Georgia)
- Magnitogorsk State Technical University (Russia)
- Moscow State University of Civil Engineering (Russia)
- National Research Mordovia State University (Russia)
- Odessa National University (Ukraine)
- Riga Technical University (Latvia)
- Tambov State Technical University (Russia)
- Tbilisi State Academy of Arts (Georgia)
- Universidade de Beira Interior (Portugal)
- University of Georgia (Georgia)
- Wroclaw University of Science and Technology (Poland)

OTHER INSTITUTIONS AND ORGANIZATIONS

- APAB Istituto di Formazione (Italy)
- Archiva (Italy)
- Associazione Siti Italiani UNESCO (Italy)
- Bandierai degli Uffizi (Italy)
- Centro UNESCO Torino (Italy)
- Città Metropolitana Firenze (Italy)
- Confcommercio Firenze (Italy)
- Coop Culture (Italy)
- Yegor Gaidar Foundation (Russia)
- Fondazione Balducci (Italy)
- Foundation Jelena Gora Valley (Poland)
- Library for Foreign Literature (Russia)
- Kharkiv City (Ukraine)
- Municipality of Idrija (Slovenia)
- NC ICOMOS Russia (Russia)
- NIISF-RAASN (Russia)
- Regione Toscana (Italy)
- Salone Arte Restauro (Italy)
- SB Research Group (Italy)
- The Government of the Autonomous Republic of Abkhazia (Abcasia)
- Toscana Promozione Turistica (Italy)
- Town of Birgu (Malta)
- Unione Fiorentina Museo Casa di Dante

“WH Sites for Dialogue: Heritage for Planet Earth®” Life Beyond Tourism® Movement, beyond Sustainable and Responsible Tourism



FONDAZIONE ROMUALDO DEL BIANCO

HERITAGE for PLANET EARTH®
World HERITAGE SITES for DIALOGUE for our PLANET EARTH
World HERITAGE SITES for DIALOGUE for our PLANET EARTH
with Life Beyond Tourism®
Fondazione Romualdo Del Bianco
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Learning communities for Intercultural Dialogue and Territorial Development
The 1972 Unesco convention a contribution to Unesco Convention 2003 and 2005 and vice-versa to the 1972



LBT

Istituto Internazionale LBT
by FONDAZIONE ROMUALDO DEL BIANCO

ABSTRACTS BOOK

HERITAGE FOR PLANET EARTH 2018 INTERNATIONAL SYMPOSIUM

SESSION 1

Tourism market trends: to manage or to be managed?

SESSION 2

Digital technologies: saving identity or feeding globalization?

SESSION 3

Smart city and heritage conservation by means of modern building technologies



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GENERAL ASSEMBLY
OF INTERNATIONAL EXPERTS
& SYMPOSIUM
HERITAGE FOR PLANET EARTH® 2018



Auditorium al Duomo
FLORENCE, MARCH 3RD - 4TH, 2018

Donated with a special hope

Leonardo Da Vinci, Galileo Galilei and Michelangelo

of the artist Dino De Ranieri (Pietrasanta, Lucca)

Exclusive works delivered by the Fondazione Romualdo Del Bianco® - Life Beyond Tourism®

I The artist Dino De Ranieri and Model of Leonardo Da Vinci in Pietrasanta, Lucca, Italy

LEONARDO DA VINCI

increase imagination and creativity in young people

- 1. October 16, 2008**
All Russia State Library for Foreign Literature - Moscow, Russia
- 2. April 1, 2011**
Ivane Javakishvili Tbilisi State University - Tbilisi, Georgia
- 3. March 30, 2011**
Tbilisi State Academy of Arts - Tbilisi, Georgia
- 4. April 26, 2012**
Azerbaijan University of Architecture and Construction - Baku, Azerbaijan
- 5. October 14, 2011**
Moscow Architectural Institute (State Academy) (MArchI) - Moscow, Russia
- 6. October 17, 2011**
Yerevan State University of Architecture and Construction - Yerevan, Armenia
- 7. July 12, 2012**
Auditorium al Duomo - Florence, Italy
- 8. May 30, 2013**
Ivanovo State University - Ivanovo, Russia
- 9. May 13, 2014**
Wisconsin Green Bay State University - Green Bay, USA
- 10. September 1, 2014**
Kazakh Leading Academy of Architecture and Construction - Almaty, Kazakhstan
- 11. September 4, 2014**
Kyrgyz Russian Slavic University - Bishkek, Kirghizistan
- 12. March 14, 2015 - Gypsum model**
Academy of the Arts of Drawing - Florence, Italy

GALILEO GALILEI

strong prospective vision for the development of one's own city

- 1. May 29, 2012**
Auditorium al Duomo - Florence, Italy
- 2. October 9, 2015**
City of Krakow - Museum of Municipal Engineering - Krakow, Poland
- 3. October 20-23, 2015**
Kyoto Municipality - Municipal Science Center for Youth - Kyoto, Japan





MICHELANGELO

greatness in the third millennium to encourage dialogue among cultures

- 0. March 2017**
Palazzo Coppini - Florence, Italy
- 1. June 23, 2015**
Warsaw University of Technology - Warsaw, Poland
- 2. October 9, 2015**
Tadeusz Kościuszko University of Technology - Krakow, Poland
- 3. January 18, 2018**
Arab Regional Centre for World Heritage - Manama, Bahrain



Michelangelo



LIFE BEYOND TOURISM®

Presentations of World Heritage “Sites for Dialogue” & Courses of International Institute Life Beyond Tourism

PRESENTED

- 1 Azerbaijan University of Architecture and Construction
Baku, Azerbaijan
- 2 Region Tuscany Council
Florence, Italy
- 3 Tuscany & Tourism
Florence, Italy
- 4 ICOM General Conference Museums and Cultural Landscapes
Milan, Italy
- 5 5th Edition of OTIE International Summer School a Gozo
Gozo, Malta
- 6 Republican Inspection for Protection of Monuments of History and Culture of the Ministry of Culture, Information and Tourism, Bishkek, Kyrgyzstan
- 7 Josai International University
Tokyo, Japan
- 8 Yamagata City Prefecture
Yamagata, Japan
- 9 XXV International Competition of Graduation Projects in Architecture and Design
Novosibirsk, Russia
- 10 International Conference Preventive Conservation of Human Environment
Warsaw, Poland
- 11 International Institute Life Beyond Tourism
Florence, Italy
- 12 Urban Planning and Tourism Consumption
Jerusalem, Israel
- 13 US ICOMOS
Washington DC, USA
- 14 4th World Forum on Intercultural Dialogue
Baku, Azerbaijan
- 15 NC ICOMOS Russia conference “Cultural Heritage - Platform for Dialogue”
Yaroslavl, Russia
- 16 Ministry of Culture
Moscow, Russia
- 17 ERASMUS + SURE
Flaminia Foundation
Lublin Technical University
Madrid Technical University
Vilnius Gediminas Technical University
- 18 M.I. Rudomino All Russia State Library for Foreign Literature
Moscow, Russia
- 19 Lublin Technical University/ICOMOS
Poland/UNESCO Polish NC
- 20 Lublin Technical University/ICOMOS
Poland/UNESCO Polish NC
Lublin, Poland
- 21 Kemerovo University of Culture
Kemerovo, Russia
- 22 Ural State University of Architecture and Art
Ekaterinburg, Russia
- 23 Youth Committee of the Italian UNESCO Commission
Florence, Italy
- 24 Tecnológico de Monterrey (Mexico)
Florence, Italy
- 25 Commission for Education and Human Rights of the Senate of the Czech Republic
Florence, Italy
- 26 APAB Training Association
Florence, Italy
- 27 “Creative Society: Ideas, Problems, and Concepts”, International Conference
Florence, Italy
- 28 BIT International Tourism Fair
Milan, Italy
- 29 DASTA Designated Areas for Sustainable Tourism Administration (Thailand)
Florence, Italy
- 30 Heritage for Planet Earth, Tuscany for Biodiversity – the Renaissance of Antique Grains, the case of Montespertoli
Florence, Italy
- 31 Ernesto Balducci. Planet Earth, Common Home
Florence, Italy
- 32 ICOMOS International Cultural Tourism Committee (ICTC) Symposium & Workshop “Cultural Heritage Conservation & Sustainable Tourism & International Cultural Tourism Charter Review +20
Florence, Italy
- 33 19th General Assembly of International Experts of the Fondazione Romualdo Del Bianco “Heritage for Planet Earth”
Florence, Italy
- 34 ETOA City Fair, European Tourism Association
London, UK
- 35 XIth International workshop of students’ integration “Linguocultural Space of the City with Special Reference to the Dictionary Project “Florence in the Works of World Famous People”
Florence, Italy
- 36 Rondine Cittadella della Pace
Arezzo, Italy
- 37 House of Excellencies, Confindustria,
Florence, Italy
- 38 Touring Club
Milan, Italy
- 39 BTO Buy Tourism Online
- 40 “Carnivals in the World - Dialogue among Cultures”, International Symposium
Florence - Viareggio, Italy
- 41 14th ELIA Biennial Conference “Turn Mirrors into Windows”
Florence, Italy
- 42 Costume Colloquium V, International Symposium
Florence, Italy
- 43 Global Mayors Conference ‘Unity in Diversity’
Florence, Italy
- 44 “National and International Competence for the Conservation and Restoration of the Cultural and Historical Buildings of Russia”
Moscow, Russia
- 45 Everyday Life in the 21st Century City, International Conference
Florence, Italy
- 46 International Forum Bosnia
Sarajevo, Bosnia and Herzegovina
- 47 Commission to Preserve National Monuments
Sarajevo, Bosnia and Herzegovina
- 48 Saint-Petersburg State University of Architecture and Civil Engineering
Saint-Petersburg, Russia
- 49 Laboratory of Responsible Tourism and World Heritage, World Tourism Expo
Padua, Italy
- 50 Fondazione Giacomo Rumor - Centro Produttività Veneto (CPV)
Vicenza, Italy
- 51 InContro Tendenza (Fostering Cultural Seeds)
Vicenza, Italy
- 52 Ministry of Tourism, Government of Sikkim
Gangtok, Sikkim, India
- 53 UNWTO
Madrid, Spain
- 54 UCLGA - United Cities Local Governments Africa
Rabat, Morocco
- 55 The Arab Regional Centre, World Heritage
Manama, Bahrain
- 56 ICOMOS Russia
Moscow, Russia
- 57 Saint Petersburg State University of Culture and Arts
Saint Petersburg, Russia
- 58 ACRA Foundation
Zanzibar, Tanzania
- 59 WTU Siena
Siena, Italy

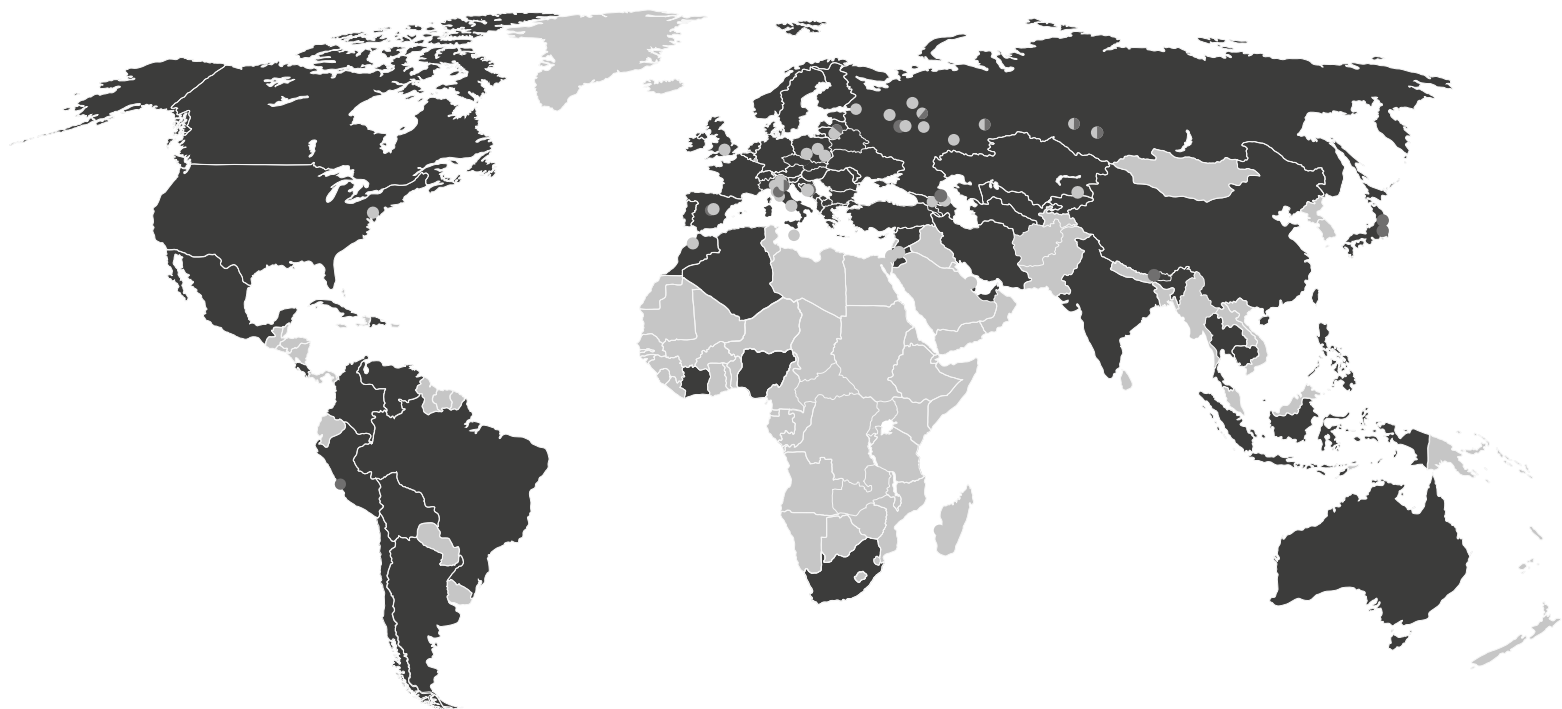
MESSAGE TO THE WORLD

at MARCH 2018

REQUESTED

- 1 8th International Conference on Contemporary Problems of Architecture and Construction
Yerevan, Armenia
- 2 The Arab Regional Centre, World Heritage
Manama, Bahrain
- 3 Ivanovo State University
Ivanovo Government Region, Russia
- 4 Egor Gaidar Foundation
Saint Petersburg, Russia
- 5 Wroclaw State Technical University
Wroclaw, Poland

- The Foundation's Network
- Academic Courses and International Workshops
- Presentation of "World Heritage Sites for Dialogue"
- Presentation of "World Heritage Sites for Dialogue" & Academic Courses and International Workshops



REHABILITATION OF LUZIAMAR TOURIST COMPLEX: STRUCTURE AND COMPOSITION AS A WAY TO PRESERVE ARCHITECTURE HERITAGE

Ana Paula Rainha, Liliana Branco

University of Lisbon, Lisbon, Portugal

University of Beira Interior, Covilhã, Portugal

The subject “rehabilitation” is a topic that is increasingly discussed and present in Architecture, not only for sustainability issues, but also for the ability to revitalize areas where they are inserted and for the ability to return life to spaces that remain forgotten. Thinking architecture having as focus shape and structure is the main goal of this rehabilitation proposed and expansion of the LUZIAMAR tourist complex.

The LUZIAMAR tourist complex opened to the public in 1974, and for many years was a reference space in the north and neighboring Galicia, marking various generations between the seventies, eighties and nineties. This space ended up closing to the public in the nineties and it is until today to the abandonment.

It is with the intention of giving life to what once was important for a population, that the idea of the theme for this article arises. Consequently, this is a proposal for the rehabilitation of an old tourist complex, near the coast of Viana do Castelo - Cabedelo, in which it is intended to recover the tourism component (programmatic) proper of the complex, adding also a residential slope, taking existing architectural language and combining it with a current expression.

The volumetric complexity of LUZIAMAR, the necessity to understand its space, and how it can be coherently rehabilitated and expanded, has led to the need to understand volume by volume and its connections. Shape (composition and geometry) and structure then appear as protagonists of a basic concept for the analysis and development of this project and that will support the solution for its rehabilitation / expansion.

ICT TO MANAGE TOURISM IMPACTS

Giovanni Ruggieri

Observatory on Tourism in the European Islands (OTIE), Palermo, Italy

New technologies have radically changed the way to share information, to speak, to consider relationships, to work, to travel and, in general, to live. They can represent, for some aspects, both a problem and a precious resource. As we concerns, in tourism sector, ICT can help in managing and promoting destinations in a better way than in the past, especially in those cases where problems linked with the management of tourist flows and the need to manage a sustainable development exist.

Monitoring tourism impact at the destination is a fundamental issue in order to respect the right pressure and to avoid negative effects in the destination and with the residents. ICT, in this case, can be employed to drive tourists towards alternative paths, promoting other sites, as well as to monitor the number of tourists visiting or walking through a specific site at the destination, reducing for example the lack of data deriving from the administrative nature of traditional surveys.

There are several devices available and useful for different needs, then almost each kind of monitoring and analysis can be supported by the right tools. This knowledge should encourage local responsible to implement regular and meticulous surveys and analysis to manage the impact of tourism pressure and to respect the optimal carrying capacity of the site.

The paper will present some of the existing technologies and methods to monitor and to evaluate the impact of tourism at the destination, showing how ICT tool can support an efficient and effective management. The aim is, indeed, to keep the attention towards the available methods and tools and encourage the use of technologies in promoting the preservation of the site, through the evidences obtained in the existing case studies. Particularly, the attention will be on the use of ICT tools in contexts characterized by high levels of tourism pressure and relevant problems between residents and tourists. Cities involved are usually characterized by a relevant city center which includes notable treasure of arts attracting a lot of tourists. But, since the considered cities are often islands or on the coast with amazing beaches, the tourist flows are concentrated during the summer, causing congestion and high pressure in the destination. The need to reduce the impacts of tourist flows in the destination is linked with the preservation of local heritage, either material and immaterial, and the promotion of a real exchange between residents and tourists, based on a respectiv approach oriented to the relationality and the valorization of the local identity. Without any form of control, in case of very popular sites, the risk is to receive so much visitors that they are perceived as invaders rather than guests by the residents. This doesn't help the creation of a good exchange between residents and tourists as well as the valorization of the local culture. In general, the whole local heritage, is threatened by this massive flow.