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Il World Heritage Tourism E ospita le prime Giornate Mondiali della Dieta Mediterranea



Cresce l'interesse che gravita intorno al World Heritage Tourism Expo firmato UNESCO e aumentano in modo significativo le adesioni da parte dei tour operator e dei paesi espositori che da tutto il mondo si incontreranno ad Assisi per la terza edizione del "Salone Mondiale Città e Siti UNESCO" che quest'anno, dal 21 al 23 settembre, ospiterà anche la prima edizione "Giornate della Dieta Mediterranea UNESCO". Tra i tour operator che si sono

prenotati ci sono anche "Alpitour", "I Viaggi dell'Elefante", dagli Stati Uniti "My Italian Vacation", "Escape Artists" e inoltre "Natural Voyages" – che già dalla scorsa edizione ha cominciato a proporre pacchetti turistici ad hoc studiati per promuovere i siti italiani del World Heritage List – e "Gambero Rosso Travel", il primo tour operator dedicato esclusivamente agli itinerari enologici e gastronomici in Italia, in Europa e nel mondo.

Obiettivo condiviso da tutti: l'inserimento nei cataloghi internazionali di itinerari turistici dedicati ai



xpo UNESCO 2012

DAL CENTRO STORICO DI ASSISI L'EVENTO APPRODA AL TEATRO LYRICK E NEL CONTIGUO COMPLESSO DEL PALA EVENTI A SANTA MARIA DEGLI ANGELI E SI PREPARA AD ACCOGLIERE UN NUMERO SEMPRE MAGGIORIO DI PAESI E TOUR OPERATOR. INTANTO LA PRIMA EDIZIONE DELLE GIORNATE MONDIALI DELLA DIETA MEDITERRANEA UNESCO CONTINUA A RACCOGLIERE ADESIONI E A SUSCITARE UN CRESCENTE INTERESSE A LIVELLO INTERNAZIONALE



luoghi dichiarati beni dell'umanità e orientati allo sviluppo di un turismo culturale sempre più responsabile e sostenibile, che sia anche fruibile, accessibile e accattivante per il variegato popolo dei viaggiatori. Confermate le presenze dello scorso anno, il WTE 2012 potrà contare sulla presenza di Grecia, Marocco, Spagna, i paesi che insieme all'Italia hanno visto riconoscersi la Dieta Mediterranea come patrimonio UNESCO, e molti altri siti italiani e collettive di presenze dalle regioni di Puglia, Sicilia, ecc. Tra gli espositori stranieri in via di

adesione ci sono Cina, Croazia, Cuba, Egitto, Germania, Giordania, Iran, Isola Di Reunion, Kenia, Marocco, Norvegia, Polonia, Portogallo, Romania, Sri Lanka, Svezia, Thailandia, Turchia, Slovenia. Intanto, anche il Gambero Rosso entra nella rosa dei partner dell'evento, mentre continuano a piovere le richieste di adesione alla prima edizione delle Giornate Mondiali della Dieta Mediterranea, il grande evento organizzato nell'ambito della borsa internazionale del WTE firmato UNESCO per far conoscere in tutti i suoi aspetti il modello nutri-

zionale e culturale della Dieta Mediterranea, che dal 2010 è stato inserito nella lista del patrimonio immateriale dell'UNESCO come esempio di eccellenza di stile di vita, oltre che alimentare.

Per la prima volta a livello internazionale, i prodotti e tutte le risorse del modello nutrizionale e culturale radicato in Italia, Spagna, Grecia e Marocco si ritrovano ad Assisi per presentare e promuovere al grande pubblico, agli operatori di settore e alla stampa tutto quello che rappresenta la dieta mediterranea: stile di vita e costumi alimentari, tradizioni culinarie e prodotti tipici, benessere e territorio, elementi culturali e folcloristici, aspetti nutrizionali e medici. La manifestazione si articola in vari spazi dedicati all'esposizione, alle degustazioni, a convegni e workshop, dedicando particolare attenzione anche all'animazione; ogni paese, infatti, organizzerà delle iniziative per presentare in modo vivace e accattivante le componenti non alimentari del proprio territorio, dalla tradizione all'artigianato, fino alle suggestioni offerte dal folclore locale. I principali prodotti che caratterizzano la dieta mediterranea sono: olio di oliva, cereali (pasta, pane, mais, orzo, farro, avena), legumi (lenticchie, ceci, fagioli, fave, piselli, lupini), frutta fresca e secca, pomodoro e verdure, erbe aromatiche (basilico, rosmarino...), uova e latticini, e inoltre pesce azzurro, carne e vino in quantità moderata.

Per ora tra le principali novità organizzative della terza edizione del WTE - hanno annunciato gli organizzatori - c'è il trasferimento della manifestazione dal centro storico di Assisi al Teatro Lyric e al nuovo complesso del Pala Eventi. Si tratta di uno spostamento dettato da motivi funzionali e logistici, che garantisce la disponibilità di maggiori spazi. L'anno scorso il WTE ha chiuso il bilancio con oltre 100 siti italiani e stranieri rappresentati, 150 tour operator provenienti da tutto il mondo, 40 incontri scientifici e divulgativi e oltre 15 mila ingressi di pubblico. Quest'anno, considerato che prenderà il via anche la prima edizione delle Giornate della Dieta Mediterranea, si stima un notevole incremento di espositori e di pubblico. L'interesse generale che riscuote la Dieta Mediterranea, coinvolgendo tutto il settore del benessere, della cucina, del costume, degli aspetti nutrizionali e medico-salutistici, è molto alto e lo dimostrano le richieste di informazioni e di adesione che l'organizzazione sta ricevendo dall'inizio dell'anno, con un forte incremento registrato dopo la presentazione ufficiale svolta alla BIT di Milano.

UNESCO CYCLING TOUR

Pedal your way around the sites

by ENRICO CAVALLINI

It's back! The UNESCO Cycling Tour is under way for 2012, a challenge embracing the four trials linked to four Italian sites declared World Heritage by UNESCO, the United Nations Educational, Scientific and Cultural Organization. The circuit was set up in 2010, repeated in 2011, and has now decided to modify its scope by enhancing the chief points of its mission.

Firstly, this involves creating an actual UNESCO Cycling Tour Committee: a non-profit organization that will manage the circuit directly. This decision was rendered necessary as one of the UNESCO Cycling Tour's objectives will be to raise money through sponsors and other initiatives, to be donated to projects of public utility for the promotion and/or recovery of UNESCO sites.

The rules have also changed both for clubs and individuals for winning the points required to make the final ranking and thus be part of the end-of-year awards ceremony in Ferrara, the home of the Secretariat of the Association of Italian UNESCO World Heritage Sites. The association is a sponsor and supporter of the UNESCO Cycling Tour, currently chaired by the Mayor of Assisi, Claudio Ricci.

The 2012 circuit of the challenge will comprise four trials.

The first was held on 6 May, with the *Granfondo della Vernaccia*, a cycling marathon held at San Gimignano (Siena). The tiny town, its old center, and its towers are world famous and were inscribed on the UNESCO World Heritage list in 1990 with the following motivation: "the town represents a masterpiece of human creative genius. It offers a unique testimony of a civilization that existed in the past and an outstanding example of an architectural and landscape complex, proof of important stages of human history."

The *Granfondo della Vernaccia* is not just a marathon, but is above all a celebration of cycling: the Tuscan hub around which many other events revolve. Touring bikes are used to explore areas that are famous "on paper" and become available to all levels of cyclists for two days. Cycling, but also some competitive spark because, ultimately this is Tuscany, the birthplace of the great champions of the past like Bartali and Nencini, and today's Cipollini, Barilari, and Bettini, to name just a few.

The second trial was the *Granfondo Damiano Cunego*, on 3 June in Verona. The city famous for its arena and Romeo and Juliet was inscribed on the UNESCO World Heritage list in 2000: "For its urban structure and architecture, it is a splendid example of a city that has developed gradually and continuously over two thousand years, integrating the best artistic elements of a succession of periods. It represents a unique concept of a fortified city during different stages of European history."

So here there were two competition courses which, since the first event in 2006, have garnered enthusiastic reviews from competitors whose desire to ride is fully satisfied. "This competition reflects increasingly and more completely how I like my cycling to be. I think the main differences compared to any other bike marathon are the lovely slopes surrounded by greenery and the location in the heart of Verona, undoubtedly an added value," commented Damiano Cunego last year, right on time for the start of "his" race.

The first Sunday in July, the first day of this summer month, is scheduled for the *Granfondo Stradale in Urbino* (Pesaro-Urbino). The city, a





testimony to the masterpieces of Raphael and Piero della Francesca, was inscribed as UNESCO World Heritage in 1998. "The appearance of the city has reached us intact and represents the peak of Renaissance art and architecture, harmoniously adapted to its physical environment and its medieval past, making it an exceptional place. During its brief cultural supremacy, the city attracted some of the most distinguished scholars and artists of the Renaissance, who created an urban complex of exceptional homogeneity, influencing the cultural development of the rest of Europe."

The *Stradale* marathon's organizing committee will not disappoint. Alessandro Gualazzi, back at the helm for 2012, declared: "The pieces of the puzzle are gradually falling into place. The state of the art currently boasts numerous confirmations and certainties. Firstly, the date has been set for the weekend of 1 July; a change to help us recover prestige. An opportunity we grabbed with both hands for a project that required little work, since the *Granfondo Stradale* is already very appealing to riders who enjoy ascents."

The Italian grand tour crossing four masterpieces of humanity and nature will end on 9 September in Deiva Marina (La Spezia), with the *Granfondo delle Cinque Terre*, which takes in all of this "cultural area of exceptional value, which represents the harmonious interaction between humanity and nature, resulting in a landscape of extraordinary quality and beauty that illustrates a traditional lifestyle preserved for millennia."

On 25 October, just over a month after the 17th cycling marathon took place, violent and unexpected flooding devastated the Cinque Terre, one of the most beautiful Italian areas defined as World Heritage by UNESCO. The town of Vernazza was literally swept away, while the village of Monterosso suffered enormous damage. The hinterland – the Vara Valley – was greatly affected. A situation like this would have brought any organizer to its knees. It was only to be expected that any local administrator, municipal, provincial, regional, or national park authority would have turned all economic efforts to these territories, and they did! The organizers of the Cinque Terre Granfondo are men of the sea and mountains: They are accustomed to obstacles. So they rolled up their sleeves, swallowed the bitter pill, and instead of canceling, they chose to help the Cinque Terre exactly when it needed it most, bringing tourism to this area with their event, and tourism is the lifeblood of this area.

The UNESCO Cycling Tour does not require any kind of membership and each participant can register according to the procedures of each event.

One of the new features this season is the UNESCO Grid. For an additional fee of 50 euros when registering for the individual event or 150 euros for all four events, participants can set off from a pole position on the grid. Moreover, UNESCO supporters will also receive a nice surprise gift.

There are also new scoring regulations, which will include not only acknowledgement of the miles pedaled, but also attribution for distance and expenditure undertaken in the UNESCO sites of the four marathons throughout the year. Thus, this is a circuit that has chosen to promote tourism and attentive exploration of the sites covered, rather than the cycling skills of individual participants.

The regulations are fully explained on the circuit website at www.unescocyclingtour.it, online since 15 February.

THE WORLD HERITAGE TOURISM EXPO UNESCO 2012

hosts the 1st World Days of the Mediterranean Diet

The event is moving from the historic district of Assisi to the Lyric Theatre and the adjacent Pala Eventi complex at Santa Maria degli Angeli, and is preparing to welcome a growing number of countries and tour operators.

In the meantime, UNESCO's first World Days of the Mediterranean Diet continue to attract participants and have aroused great interest worldwide.

Interest in UNESCO's World Heritage Tourism Expo continues to grow, and there has

been a large increase in the number of participating tour operators and exhibiting countries. They will meet in Assisi for the 3rd World Tourism Expo of UNESCO Sites and Cities, from 21 to 23 September, which will also host the first UNESCO Days of the Mediterranean Diet. Tour operators that have already reserved a place include the Italian groups Alpitour and I Viaggi dell'Efante; from the United States, My Italian Vacation, Escape Artists and Natural Voyages, which last year began to offer special tourist packages designed to promote the Italian sites inscribed on the World Heritage List; and Gambero Rosso Travel, the first tour operator devoted exclusively to food and wine itineraries in Italy, Europe, and around the world. Everyone shares a single objective: the inclusion in international catalogues of tourist itineraries devoted to World Heritage sites, for packages oriented towards developing increasingly responsible and sustainable cultural tourism that is also accessible and appealing to a wide range of visitors. Last year's participants have been confirmed, but WTE 2012 can also count on the attendance of Greece, Morocco, and Spain, countries that, along with Italy, have had the Mediterranean Diet recognized as a UNESCO heritage, plus many other Italian sites and groups attending from the regions of Puglia, Sicily, and more. The foreign exhibitors now signing up include China, Croatia, Cuba, Egypt, Germany, Jordan, Iran, Réunion, Kenya, Morocco, Norway, Poland, Portugal, Romania, Sri Lanka, Sweden, Thailand, Tunisia, and Slovenia. In the meantime, Gambero Rosso has also joined the event partners, and numerous applications to participate in the first World Days of the Mediterranean Diet continue to arrive. This great event has been organized as part of the WTE, an international exchange backed by UNESCO to make people aware of every aspect of the nutritional and cultural model of the Mediterranean Diet, which has been part of UNESCO's Intangible Heritage List since 2010 as an example of excellence in diet and lifestyle. For the first time on an international level, the products and all the resources of the nutritional and cultural model rooted in Italy, Spain, Greece, and Morocco will converge in Assisi to present and promote to the general public, sector professionals, and the press everything representing the Mediterranean diet: lifestyle and diet, culinary traditions and typical products, well-being and serenity, cultural elements and folklore, and nutritional and medical aspects. The event will be divided into various spaces devoted to the exhibition, tastings, conferences, and workshops, paying special attention to entertainment. Each country will organize initiatives to offer a lively and appealing introduction to the non-dietary aspects of their areas, from traditions to craftsmanship and elements of local folklore. The main ingredients that characterize the Mediterranean diet are olive oil, cereals (pasta, bread, corn, barley, spelt, oats), legumes (lentils, chickpeas, beans, fava beans, peas, lupini beans), fresh and dried fruit, tomatoes and dried vegetables, aromatic herbs (basil, rosemary), eggs and dairy products, and oily fish, meat, and moderate amounts of wine. The organizers have announced that the main innovation of the 3rd WTE is the move from the town center of Assisi to the Lyric Theatre and the new Pala Eventi complex. This move is dictated by functional and logistical needs, guaranteeing a larger space. Last year's WTE event boasted over 100 Italian and foreign sites represented, 150 tour operators from around the world, 40 scientific and educational meetings, and more than 15,000 visitors from the general public. This year, given that the event will also include the 1st Days of the Mediterranean Diet, a significant increase in exhibitors and visitors is expected. The Mediterranean diet, which involves sectors from wellness to cuisine, customs, and nutritional and health aspects, has garnered immense interest, as demonstrated by the requests for information and applications to participate that the organization has received since the beginning of the year, and these numbers have continued to grow after the official presentation at the BIT fair in Milan.