Awards for promoting the
Tourist Service Portals
www.worldsitehotels.com and www.vivafirenze.it
of the Life Beyond Tourism® Non Profit Portal

Promoters
The award is promoted by the Fondazione Romualdo Del Bianco®-Life Beyond Tourism® together with the Life Beyond Tourism® Non-Profit Portal.

Introduction to the Tourist Services Portals of Life Beyond Tourism® Non Profit Portal
For over 15 years the Romualdo del Bianco Foundation® (Florence, Italy) has been promoting cultural exchange programmes and projects among young students and professionals from different cultural/geographical backgrounds. The success of those projects soon led to the creation of a broader ideology called Life Beyond Tourism.

This vision is designed to promote the enhancement of the cultural identity of individual territories and their local economy through tourism based on a profound knowledge of a destination, its traditions and its local realities. This orientation has been implemented in the Life Beyond Tourism® Non Profit Portal (www.lifebeyondtourism.org), a portal dedicated to the discovery, interpretation, communication and preservation of cultural diversity of individual territories.

In order to guarantee the economic autonomy of the Life Beyond Tourism Non Profit Portal, the Foundation then provided it with a “Tourist Service Section”, devoted to promoting cultural tourism by means of the portals:

- www.worldsitehotels.com or
- www.vivafirenze.it (pilot project for Florence)

These portals support the activity of the Foundation. By booking services on those portals (for leisure or business trips) the visitors support the Life Beyond Tourism® Non Profit Portal and help the Foundation to sustain its activities of intercultural dialogue and promotion of the different cultural expressions with no extra-costs.

Aim of the Awards
Participants in the contest are required to promote the online visibility of the Tourist Services Portals  www.worldsitehotels.com and www.vivafirenze.it.

To do so, participants should share, at an international level, through social networks (Facebook, Linkedin, Twitter, Myspace, forums, blogs, communities, directories, etc...) and other tourism-related websites the highest number of links of www.worldsitehotels.com and www.vivafirenze.it.

In order qualify for the award it is necessary to demonstrate the publication of at least 20 different tourism related websites for each above mentioned links (www.worldsitehotels.com and www.vivafirenze.it, thus 40 links in total), by sending a print-screen of each page where the link has been posted.

Who can participate?
Participation is free and open to everyone, with no age limitations.

How to participate?
1. Send an email of participation to secretarygeneral@fondazione-delbianco.org with your name, surname and e-mail address (to keep you informed on the updates)
2. Promote www.worldsitehotels.com, www.worldsitehotels.com, and www.lifebeyondtourism.org by setting a link and/or posting an appropriate message on the social networks (Facebook, Linkedin, Twitter, Myspace, forums, blogs, communities, directories, etc...) and other tourism-related websites or highly visited websites.
3. Send (before the deadline) to the Secretariat address, a zipped folder named with the last name of the participant enclosing the following:
   a. List of links in *.*EXCEL format including:
      i. General link of the website
      ii. Link to the publication
      iii. Date of publication
b. Print screen (in *.JPEG or *.PDF format, numbered following the excel list) of each page where the link has been published

**Deadlines**

Deadlines for receiving all the required material:
**November 30th 2012 (midnight Italian time)**

**Minimum requirements**

Each participant must reach at least 20 different links for each Portal www.worldsitehotels.com and www.vivafirenze.it, thus 40 links in total. Only one link published from each website/social network will be considered (for example: 1 link on Facebook for www.worldsitehotels.com, 1 link on Facebook for www.vivafirenze.it. Different links on different groups/walls/etc. for each portal do not count).

Only participants with at least 40 links will be taken into consideration.

**Winner selection:**

After the deadline the Secretariat will confer all the received material and prepare the final ranking of all the participants that have reached the minimum criteria.

The 30 participants with the highest number of links published will be selected to receive the awards. In case of equality in the number of published links the participant that sent the material first will be awarded.

**Awards**

The thirty best positioned participants in the final ranking will be awarded as follows:

- First prize: 5 nights of accommodation in double room on bed and breakfast basis
- Second to Fifth prizes: 3 nights of accommodation in double room on bed and breakfast basis
- Sixth to Fifteenth prizes: 2 nights of accommodation in double room on bed and breakfast basis
- Sixteenth to Thirtieth prizes: 1 night of accommodation in double room on bed and breakfast basis

Awards will be delivered by:
- **February 15th 2013 for the materials received by June 30th 2012**

with written communication via e-mail with enclosed hotel vouchers. The hotel vouchers will have to be used by the end of the year 2013.

The hotel reservation will have to be done according to the availability of the Hotel Pitti Palace al Ponte Vecchio or another 3 stars hotel in Florence (Information on how to use the awarded voucher will be communicated directly to the winners).

**Queries and further details**

The Secretariat is on the premises of the Fondazione Romualdo Del Bianco®-Life Beyond Tourism® (Via del Giglio 10 - 50123 Firenze)

For information please contact:
E-Mail: info@lifebeyonddtourism.org
Website: www.lifebeyonddtourism.org

**Competent Court**

Florence

**Composition of the jury and general criteria for judging the works**

The Jury will be appointed by the promoters. The Jury's decision is final.

The Jury reserves the right to announce no winners in the event that the works submitted fail to meet the requirements of the contest.

**Data Protection**

The data collected will be processed pursuant to Legislative Decree 196/2003 (Personal Data Protection Code).

They will be used by the Romualdo Del Bianco Foundation®-Life Beyond Tourism® for the purpose of correct organization of the contest.

The data collected within the framework of this contest may be treated for institutional and promotional purposes only by the Fondazione Romualdo Del Bianco® and the other promoting entities.

Florence, July 2012