

BARI DECLARATION

XII Euro-Mediterranean Dialogue on the Phoenicians' Route Forum Bari, October 24th – 25th, 2019 Cultural tourism in the Mediterranean scenario

We, participating in the XII Euro-Mediterranean Dialogue on The Phoenicians' Route Forum, held in Bari (Italy) on October 24th - 25th, 2019, "Cultural tourism in the Mediterranean scenario",

BEING AWARE OF

- Tunis Declaration, in the framework of the 1st Summit of Heads of State and Government of the western Mediterranean basin countries, held in Tunis on December 5th-6th, 2003, requesting "touristic flows encouragement, exchanges support and environment safeguarding";
- the Declaration of the 1st Meeting of the Tourism Ministers (5+5) held in Hammamet on May 5th, 2006;
- the conclusions of Euromed Ministerial Conference on Tourism held in Fez, April 2nd-3rd, 2008;
- the Ajaccio Declaration, in the framework of the 2nd Conference of 5+5 Tourism Ministers For Mediterranean cooperation in tourism sector, Summit of Heads of State and Government of the western Mediterranean basin countries, held in Ajaccio, May 15th-16th, 2008;
- the general principles and advices of different agreement, initiatives, treaty and researched on tourism development in the Mediterranean (Barcelona Declaration, Mediterranean Action Plan, Plan Bleu, Euro-Mediterranean partnership, Mediterranean strategy for sustainable development);
- the boost given by the "Barcelona Process: Union for the Mediterranean" to analyse existing tools and their synergy and working towards the development of sustainable tourism in the Mediterranean region;

Aiming to implement this forum as mutually profitable exchange of views, joint reflection and consultation;

Aware that tourism is a lever of economic and social development, as well as a key factor for dialogue, reconciliation, comprehension, tolerance and peace among populations;

Confident supporters of the promotion of a partnership in different tourism sectors between Mediterranean shores through cooperation projects;

Aware of the importance of cultural tourism and the development of nautical activities as drivers of tourism development for Mediterranean basin;

Confident of the importance of promoting joint investments in the tourism sector, through public and private partnerships;

Considering vocational training and services quality as essential and fundamental elements of tourism activity, in view of an international harmonization of quality operative standards highlighting environment and sustainability;

Fully convinced that the respect of sustainable development principles will ensure economic feasibility and effectiveness of tourist activities development;

Sharing the vision and initiatives carried out by the Phoenicians Route, which develops – thanks to its technical and scientific bodies, as well as its Networks working in most Mediterranean Countries - ideas and programs for the improvement of intercultural Euro-Mediterranean dialogue, promotion of cultural and natural heritage, cooperation on cultural, responsive, slow, experiential, creative, accessible, sustainable and compatible tourism, development of transnational integrated products where local communities play a major

role in managing touristic flows according to bottom-up approaches and the principles of Faro Convention on the Value of Cultural Heritage for Society (2005);

Adhering to the initiative launched in the Kick-off Meeting of the XII Euro-Mediterranean Dialogue of the Phoenicians' Route - held in Lebanon, January 2019, under the auspices of Lebanon Tourism Ministry, supporter of this document – and carried out in Bari in this event hosted by Apulia Region, which become main supporter body;

Declare:

- The intention of the undersigned to consolidate the tourist vocation of Mediterranean territories as a factor of reconciliation and understanding among populations and vector for socio-economic and cultural development, in particular within the "Barcelona Process: Union for the Mediterranean";
- The willing to use this dialogue forum to encourage all interested parties to develop tourism products, provide adequate fundings and establish a permanent exchange of proposals and information;
- The willing to carry on cooperation with all relevant international, national and regional institutions, whose vocation is helping the development of tourism in the region, in particular the World Tourism Organization, proposing them the adhesion to this programmatic document;
- The willing to develop an established policy of sustainable, responsible, accessible, experiential and creative tourism development within the framework of the conventions and principles we are part of, in particular:
 - for the recognition of the fundamental role of innovative cultural tourism based on the position of local communities as a tool for the enhancement of cultural, natural heritage;
 - for the development of common tourism products, through the design, planning and creation of innovative itineraries from a methodological and implementation point of view, around unifying themes, in particular cultural ones, as conceived, proposed and implemented by the Phoenicians' Route - Mediterranean Cultural and Tourism Route,
 - for the creation of integrated products to better meet the needs of both tourists and host communities, the promotion of mixed work groups bringing together administrations and professionals (tour operators, travel agencies, promotional agents, others categories, etc.);
 - to put greater care and attention to the tourism flows.

At the same time, the intention to build a concrete cooperation through the following aspects is expressed:

- the development of nautical tourism and sustainable cruises, both in archaeological and naturalistic Mediterranean underwater routes, as a tool for the enhancement of involved countries, through collaboration in terms of training, qualification and employment in this sector, the creation of a Mediterranean tourism portal facilitating the inventory, monitoring and promotion of tourism destinations;
- the networking of vocational training institutes, in order to promote the establishment of quality tourism, and the proposal to create Masters of Mediterranean countries referring to these contents;
- other initiatives that will be developed by working groups promoted and implemented in collaboration with the Phoenicians' Route.

This set of proposals will be transmitted to the Heads of State and Government of the Mediterranean basin, to Euro-Mediterranean Regions and to all organizations operating in the related sectors; moreover, a follow-up committee will be established to pursue this goal.

All delegations warmly thank Italian authorities and Apulia Region for the exceptional welcome they received during this Forum.

Bari, October 25th, 2019