



Report on the activities to be carried out International Confederation "The Phoenicians' Route" Support network - *Réseau porteur* of the Cultural Route "The Phoenicians' Route" Action Plan Phoenicians' Route 2020 - 2030

Following the decisions taken at the General Assembly held in Zagreb (Croatia) in October 2018, it is possible to summarize as follows the Action Plan of the Phoenicians' Route for the period 2020-2030. Usually the Phoenicians' Route adopts a three-year Plan of interventions but both for the expiry of the monitoring period by the Council of Europe, set in 2020, and for the intention to establish a further strategic Plan with an even more distant cadence, coinciding with the 2030 Sustainability Strategies, it was considered appropriate to proceed with a Planning 2020-2030 operating on 4 3-year periods each (2019-2021; 2022-2024; 2025-2027; 2028-2030). This in order to be able to verify *in itinere* and eventually correct this strategic planning system. Therefore, concerning the accession procedures initiated by different Regions and new Countries, it is considered appropriate to have a more flexible planning instrument capable of being enriched by further contributions during the work.

2020-2030 Phoenicians' Route Action Plan

Strategic lines of intervention

1. Coordination and internal organization
 2. External and international activity
 3. Enhancement of the heritage and strengthening of the assets
 4. Itineraries management and upgrading
 5. Sustainability
 6. Quality and attention for the traveler
 7. Research
 8. Heritage education and pedagogy
 9. Communication and dissemination
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1. Coordination and internal organization

1. The International Confederation. Extension of the partnership both in quantitative and qualitative terms (other countries, better if higher level institutions such as Regions and Provinces).
2. Bodies of the International Confederation. Update of the same for greater operativity and representativeness
3. Territorial Coordination and Networks. Development of technical and operational coordination on initiatives and presence in the territories
4. Operational networks. Development of MeMuNet Networks, Nature, LAGs, FLAGs, etc.
5. Cooperation with the national and regional level. In all countries
6. Friends and supporters. Creation of the level of individual supporters through appropriate categories of members
7. Events. Programming of different types of events on a periodic basis. In addition to the Euro-Mediterranean Dialogue on the Phoenicians' Route - General Assembly and Kick-off Meeting, there will be meetings of the Festival of Intercultural Dialogue, Med Food Festival and others, including projects financed at European level.
8. Thematic days. The Ancient Mediterranean Days are confirmed, better if it coincide with the European Heritage Days.

2. External and international activity

1. International cooperation. Development of relations between partners and members, development of collaboration with international institutions
2. Cooperation with other Cultural Routes. Strengthening ties also through project activities.
3. International planning. Planning of the interventions within international projects. Monitoring of ongoing projects to verify compliance with the needs of the Route
4. Creation and development of the Phoenicians' Route Tour Operators Alliance, on the model of the Silk Road, to develop a dialogue between market and territories, to send the new proposals to those directly involved, to do shared reflections about new trends and new kind of tourism.

3. Enhancement of the heritage and strengthening of the assets

1. Delimitation Smart Ways paths. Existing Smart Ways planning and to be implemented also through a manual for the creation of Smart Ways
 2. Coordination of culture-tourism integration. Development of interactions between the two sectors
 3. Interpretation Centers. Development of models and their application in the territories also through projects
 4. Forum (on the model of the Faro Convention). Development of Faro strategies on a Mediterranean scale
 5. Stakeholders and community tourism. Methodology development and its application.
 6. Accessibility. Development of the theme in the context of Smart Ways.
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4. Itineraries management and upgrading

1. Revenue improvement and optimization. Analysis and development of economic sustainability strategies based on territorial routes.
2. Impulse Hospitality and Business Networks. Creation of Destination Management Companies and Organizations to support Smart Ways.
3. Card. Development of the card service system and branding policies.
4. Experiences and creativity. Development of models and training - capacity building for territorial operators
5. Gastronomic offer (Mediterranean Diet), cultural, wellness, spiritual. Promotion of dedicated portals and related services to enhance the products of the territories (taste maps and more)
6. Bike friendly. Support for promotion strategies for bike use.
7. Family friendly. Development of promotion strategies for family tourism.
8. Routes enhancement also through specific segments linked to the Route such as Tourism in Freedom / En Plein Air, itinerant, and nautical, through new maritime Smart Ways where appropriate.
9. RdF activity planning events. Scheduling appointments in the territories as a factor of tourist attractiveness, especially for the de-seasonality.
10. Traveling exhibitions. Additional attractiveness factor.
11. Route Dissemination in Interpretation Centers. Dissemination, sensitization and advocacy in the territories.
12. Sustainability. Interventions to support sustainability. Applied research and territorial forums. Communication and raise awareness campaigns

5. Quality and attention for the traveler

1. Brand - Mediterranean Quality brand for hospitality and other services
2. Hospitality. Quality certification for hospitality segments.
3. Restaurants. Quality certification for restaurateurs who follow shared specifications.
4. Other services. Quality certification in the service.
5. Guide. Capacity building for service quality certification
6. Incubator creative enterprise. To address young people and innovative companies
7. Training. Coordination with training institutions and organization of capacity building session by territory
8. Interpretative plans and interpretative teaching. Development of models and their application in museums and interpretation centers along the Smart Ways.
9. New professional figures and interpretation centers. Development of models and system of educational offer and heritage pedagogy

6. Research

1. IUN - International University Network. Strengthening and development of the University Network
 2. Research - Alma Tourism. Development of applied research and presentation of the special edition of Alma Tourism. Promotion of a board of young researchers to support the activities of the Route
 3. Degree thesis. Thesis selection and their adoption.
 4. Heritage catalog. Project of the 100 cities Atlas.
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7. Education and Heritage pedagogy

1. EduNet. Development and strengthening of the Mediterranean Schools Network
2. Teaching materials. Processing of common materials.
3. Municipalities and stakeholders Staff training. Liflong learning plan and capacity building for operators
4. Education Centers RdF. Planning and development of the Centers.
5. Creation of Phoenicians' Route Academy, also present in several countries.

8. Communication and dissemination

1. Communication Plan and Campaigns 2020-2030. Development and application
 2. Social. Monitoring and development of their use.
 3. Ambassadors, awards. New communication initiatives through the adoption of the Ambassadors concept and the establishment of annual awards.
 4. Card. Application of the concept also for communication
 5. Gamification. Development of the started model.
 6. Communication strategy through the application of satellite navigator models
 7. "Phoenicians' Route Schooner" Intercultural Cruise, on an annual basis. Promotion of annual routes that touch various Mediterranean and extra-Mediterranean locations following the Phoenicians' Route..
 8. PleinAir Smart Tours. Territorial monitoring and promotion experiences
 9. Esposizioni e mostre itineranti.
 10. Participation in fairs.
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