

Governing Board Meeting Report of Activities

May 27, 2022

Dr. Rachid Chamoun, Director, [LAU-Louis Cardahi Foundation](#)

SUMMARY

In collaboration with our partners at the Cultural Routes of the Council of Europe, and the Ministry of Tourism we have engaged in five major international forums celebrating Lebanon's membership into the EPA:

- 1. EPA Governing Board Meeting, The Cultural Routes of the Council of Europe , Luxembourg on May 5-6, 2022**
- 2. Iter Vitis - Wine Route Lebanon Union Vinicole Du Liban (UVL), Prowein 2022 Messe Dusseldorf international wine fairs - 15th until the 17th of May**
- 3. The Intercultural Dialogue Forum at the Lebanese American University, Lebanon on April 20 -23, 2022**
- 4. Jbeil District Sustainable Tourism Vision, Lebanese American University, Byblos April 7-9, 2022**
- 5. Intercultural Forum-The Cultural Tourism Roadmap for Lebanon at the Lebanese Pavilion- Expo 2020 Dubai- March 4-11, 2022**

EPA: Lebanon joins the Enlarged Partial Agreement on Cultural Routes of the Council of Europe

Lebanon, the 35th Member State of the Enlarged Partial Agreement On the Cultural Routes of the Council of Europe
February 15, 2022

The Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA) is pleased to welcome the Republic of Lebanon as a new EPA member State.

On 15 February, HE Mr. Walid NASSAR, Minister of Tourism, informed HE Mrs. Marija PEJČINOVIĆ BURIĆ, Secretary General of the Council of Europe, of the decision of the Republic of Lebanon to accede to the EPA as of 1 January 2022.

The Lebanese Council of Ministers in their meeting on February 10, 2022 have approved the EPA membership in accordance with the accession letter of the Ministry of Tourism of the Republic of Lebanon dated 15 November, 2021 to the Enlarged Partial Agreement on Cultural Routes of the Council of Europe (EPA). On February 18, 2022 ,During the International Conference on the Cultural Routes of the Council of Europe Crossing Italy: officially announced Lebanon , **the 35 Member State of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe.**

The accession follows a Committee of Ministers' decision on the request of Lebanon to become a member of the EPA. An Enlarged Partial Agreement, the EPA is open to non-Council of Europe member States in accordance with Resolution CM/Res(2013)66 confirming the establishment of the Enlarged Partial Agreement on Cultural Routes (EPA). Lebanon becomes the 35th member State of the EPA.



45 CULTURAL ROUTES OF THE COUNCIL OF EUROPE



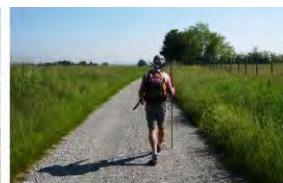
Santiago de Compostela Pilgrim Routes



The Hansa



Viking Route



Via Francigena



Routes of El legado andalusí



Phoenicians' Route



Iron Route in the Pyrenees



European Mozart Ways



European Route of Jewish Heritage



Saint Martin of Tours Route



Cluniac Sites in Europe



Routes of the Olive Tree



VIA REGIA



TRANSROMANICA



Iter Vitis Route



European Route of Cistercian Abbeys



European Cemeteries Route



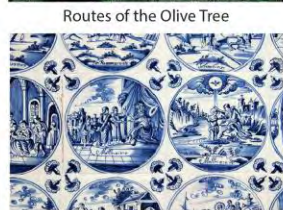
Prehistoric Rock Art Trails



European Route of Historic Thermal Towns



Route of Saint Olav Ways



European Route of Ceramics



European Route of Megalithic Culture



Huguenot and Waldensian Trail



ATRIUM



Réseau Art Nouveau Network



Via Habsburg



Roman Emperors and Danube Wine Route



European Routes of Emperor Charles V



Destination Napoleon



In the Footsteps of Robert Louis Stevenson



Fortified Towns of the Grande Region



Impressionisms Routes



Via Charlemagne



European Route of Industrial Heritage



Iron Curtain Trail



Le Corbusier Destinations: Architectural Promenade



Liberation Route Europe



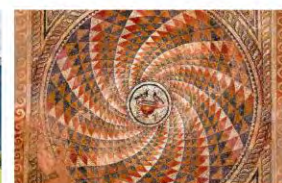
Cyril and Methodius Route



European Route of Historic Gardens



Via Romea Germanica



Aeneas Route



Alvar Aalto Route



Routes of Reformation



European Route d'Artagnan



Iron Age Danube Route

Lebanon is currently crossed by 3 “[Cultural Routes of the Council of Europe](#)”: the Phoenicians’ Route, the Routes of El Llegado Andalusí, the Routes of the Olive Tree and soon will join the Wine Route.

[THE PHOENICIANS’ ROUTE:](#) It refers to the connection of the major nautical routes used by the Phoenicians, since the 12th century BC, as essential routes for trade and cultural communication in the Mediterranean. Through these routes, the Phoenicians - genial sailors and merchants - and other great Mediterranean civilizations contributed to the creation of a "koiné", a Mediterranean cultural community, producing an intense exchange of manufactured articles, people and ideas.

[ROUTES OF EL LEGADO ANDALUSI:](#) In the 8th century, the Iberian Peninsula saw the arrival of Arabs and Berbers who mixed with the Roman-Visigoth inhabitants, engendering what was known as al-Andalus. This successful medieval Muslim civilization extended, at its peak, to most of what is today Spain and Portugal, until its downfall in the late 15th century.

[ROUTES OF THE OLIVE TREE:](#) The presence of the olive tree has marked not only the landscape but also the everyday lives of the Mediterranean peoples. As a mythical and sacred tree, it is associated with their rites and customs and has influenced their lifestyles, creating a specific ancient civilization, the "Olive Tree Civilization": the Routes of the Olive Tree follow in the footsteps of this civilization, from Greece towards the Euro-Mediterranean countries.

[ITER VITIS ROUTE \(THE WINE ROUTE\):](#) The culture of the vine, winemaking and viticulture landscapes are an important part of European and Mediterranean food culture. Since the domestication of the vine, several thousand years BC, its evolution and spread has been considered a great human achievement, which shaped Europe's landscapes, both in terms of its territory and its people.



Iter Vitis - Wine Route Lebanon Union Vinicole Du Liban (UVL), Prowein 2022 Messe Dusseldorf international wine fairs 15th until the 17th of May

Pursuant to Lebanon's accession the 35 Member State to the Enlarged Partial Agreement into the European Institute of Cultural Routes, and in its capacity as an active member of "Iter Vitis Wine Route", Cultural routes of the council of Europe and in collaboration with the Ministry of Tourism and our national and international partners for the promotion of Lebanon's economy, we have participated in the documentation of "Iter Vitis Wine Route" Lebanon and has been presented at the Lebanese pavilion at Prowein 2022 Messe Dusseldorf from the 15th until the 17th of May.

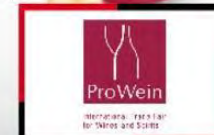
- [Presentation](#)



NEW DATE!

LET'S REUNITE FOR BUSINESS.

15-17 May 2022 | Düsseldorf, Germany
THE WORLD'S NO. 1
International Trade Fair for
Wines and Spirits



EPA Governing Board Meeting of the Enlarged Partial Agreement on the Council of Europe Cultural Routes in Luxembourg - May 5-6, 2022

On Thursday morning, during the opening ceremony the EPA Chair have delivered a special welcome word for the Republic of Lebanon as the 35th EPA member State and have been honored to deliver a speech on behalf of the Ministry of Tourism, Republic of Lebanon.

Key message from my intervention: *"we call for the support of the European Institute of Cultural Routes of the Council of Europe and reach out to the international community to support Lebanon and help re-build our socio-cultural system from the present state of unrest and chaos to its ideal future state where the Lebanese Citizen can live in a peaceful state of humanity, harmony, and peace – we need your help to continue."*



Euro Mediterranean Intercultural Dialogue Forum Celebrating Lebanon, the 35th Member State of the Enlarged Partial Agreement On the Cultural Routes of the Council of Europe April 20-23, 2022

Under the Patronage of His Excellency, President of the Republic General Michel Aoun, in the Presence of His Excellency Minister of Tourism Eng. Walid Nassar, The Lebanese Ministry of Tourism and the Lebanese American University shall launch the Euro Mediterranean Intercultural Dialogue Forum in collaboration with the Ministry of Culture, Ministry of Agriculture and the European Institute of Cultural Routes of the Council of Europe, La Rotta dei Fenici, Routes of the Olive Tree, Iter Vitis Route(Wine Route), and Routes of El legado Andalusí' by the Umayyad Route.

The Forum will focus on enhancing the joint mission of the Lebanese Ministry of Tourism and the Lebanese American University to disseminate knowledge about the history of Lebanon and will seek to sustain Lebanon's intercultural dialogue and connectivity with the confederation of the Euro-Mediterranean cities to promote Lebanon's Cultural Tourism industry towards boosting its Economy.

- Invitation ([Arabic](#))
- [Program](#)
- [Presentation](#)
- [Speech](#)



Euro Mediterranean Intercultural Dialogue Forum Celebrating Lebanon, the 35th Member State of the Enlarged Partial Agreement On the Cultural Routes of the Council of Europe April 20-23, 2022

The program included the following activities:

- Celebration of Lebanon, the 35th Member State of the Enlarged Partial Agreement on Cultural Routes of the Council of Europe,
- Announcement of the Intercultural Dialogue Academy for Lebanon,
- The inauguration of the Phoenicians' Route Museum in the historical district of Jounieh,
- Celebrate Bkassine declaration as one of the best tourist villages in the world, as part of the initiative of the World Tourism Organization (UNWTO).



Heritage Archaeological Hinterland - Jabal Moussa - April 11, 2022

The Association for the Protection of Mount Mousa biosphere held a cultural ceremony in the presence of Judge Maya Kanaan, representatives of the Minister of Culture, The American Ambassador to Lebanon Dorothy K. Shea, Honorary President of the Phoenicians' Route, Professor Rachid Chamoun, President of a country that is jammed by Professor Carl Zwain, President and members of the Association for the Protection of Jabal Moussa and some local bodies crowned by Heritage Archaeological Hinterland project from the U.S. Embassy in Lebanon, through the Ambassadors Fund for the Preservation of Cultural Heritage AFCP program, and the launch of the Cultural Center, which will be a mountain centre for the Phoenicians' Route, as part of the EU-based CROSSDEV project under the ENI CBC MED programme.

The foundation stone of the cultural center was laid after the design was explained by Dr. Hani Qahwaji, whose design is in harmony with the site and is inspired by the tymbals.



Jbeil District Sustainable Tourism Vision - April 7-9, 2022

The First Conference on Tourism for the district and city of Byblos concluded its works at the Lebanese American University (LAU) in Blat, Byblos, two days after it started, during which inputs were given and exchange of experiences were carried out by fifty participants, in the presence of more than three hundred people, in addition to many ministers, MPs, mayors, accredited ambassadors, experts, NGOs, tourism service providers, and stakeholders.

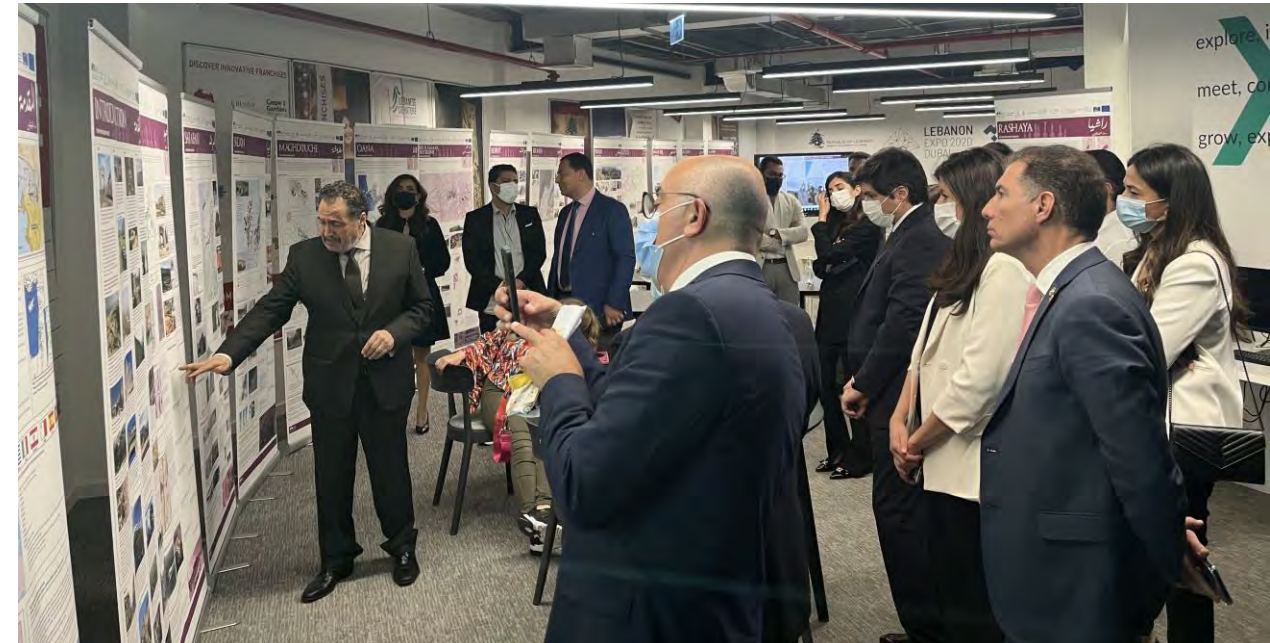
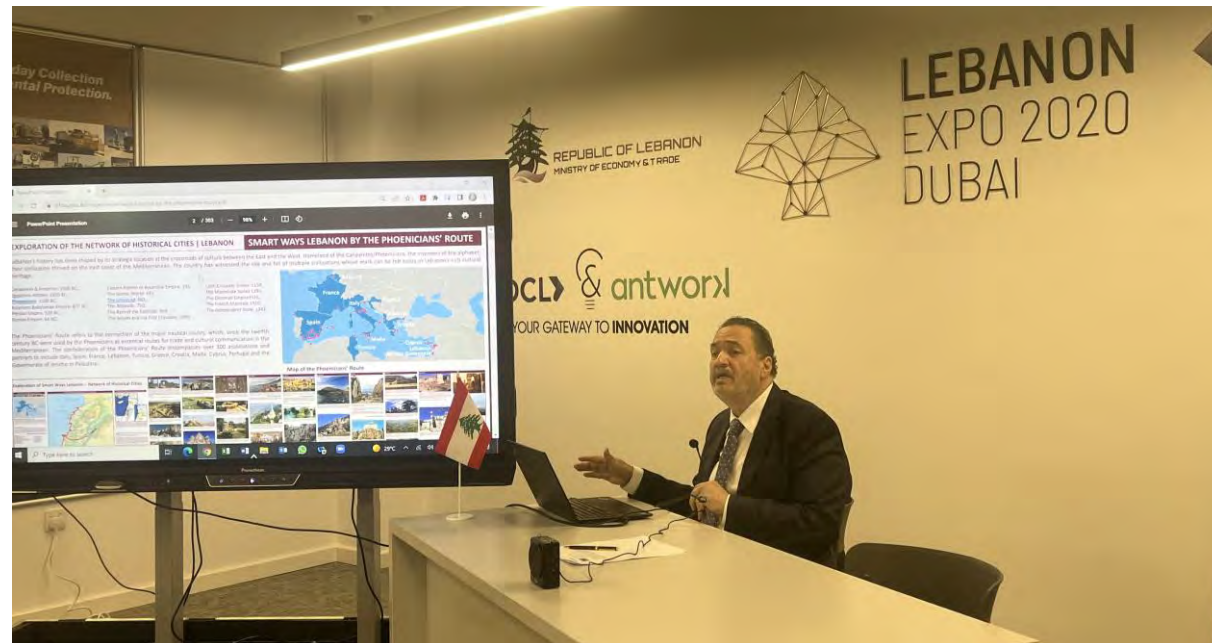


Intercultural Forum Cultural Tourism Roadmap For Lebanon

Smart Ways Lebanon by the Phoenicians' Route

Lebanese Pavilion - Expo 2020 Dubai - March 4-11, 2022

The Lebanese American University in collaboration with the Lebanese Ministry of Tourism have launched the “Intercultural Forum on Cultural Tourism for Lebanon” under the patronage of His Excellency, Minister of Tourism Eng. Walid Nassar to celebrate Lebanon’s accession to the Enlarged Partial Agreement, into the Cultural Routes of the Council of Europe. Together with our international partners and member states of the European Institute of Cultural Routes, [Council of Europe](#), and [“La Rotta dei Fenici”](#).



Cultural Tourism Roadmap for Lebanon- CTRL

Lebanese Pavilion- Expo 2020 Dubai- January 16, 2022

Presented by Dr. Rachid Chamoun, Director LAU-LCF, Honorary President of the Phoenicians' Route

Advisor to the Lebanese Ministry of Tourism representing Lebanon to the EPA -The Cultural Routes of the Council of Europe

Our collaboration with the ministry started on the occasion of the Ministry of Tourism's launch of the "Winter Tourism package 2021-2022" at the Grand Serail on the 4th of November 2021. His Excellency, Minister of Tourism Eng. Walid Nassar, presented the Ministry's Action Plan, encompassing his vision and aspirations for the tourism reality in Lebanon for a short, medium and long-term plan. The action plan roadmap highlights reactivating agreements with a network of National and International Tourism Organizations, specifically the World Tourism Organization (UNWTO), the European Institute of Cultural Routes of the Council of Europe, and La Rotta dei Fenici"

LAU Louis Cardahi Foundation

1312 PHOENICIANS' ROUTE

SMART WAYS LEBANON BY THE PHOENICIANS' ROUTE




Lebanon Network of Historical Cities by the Phoenicians' Route
Presented by Dr. Rachid Chamoun, Director, LAU-LCF
Honorary President of the Confederation of The Phoenicians' Route
<http://lcf.lau.edu.lb/contact/> <https://fenici.net/en/scientific-committee/>

Albania Belgium Italy Spain France Lebanon Tunisia Greece Croatia Malta Cyprus Governorate of Jericho

Tourism Panel

Promoting cultural tourism, sustainable tourism
medical tourism, and wine industry in Lebanon



Dr. Rachid Chamoun
Ph.D. in Urban Studies - Expert in Cultural Tourism
Advisor to the Lebanese Ministry of Tourism



Dr. Mohammad Knio
Ph.D. Economics - Expert in Sustainability Strategies



Dr. Viana Hassan
Ph.D. Tourism and Cultural Management
Expert in Medical Tourism



Mr. Antoine Char
AKA antoineandthewines
Certified Wine Consultant

Sunday, January 16th, 2022, at 6:45 pm
Business & Innovation Space at Lebanon Pavilion

LEBANON EXPO 2020 DUBAI antworx

وزارة السياحة اللبنانية
MINISTÈRE LIBANAIS DU TOURISME
LEBANESE MINISTRY OF TOURISM

[Visits and Delegations](#)

[Activities](#)

[Broadcasting and News/Articles/Newsletters](#)

[Institutional Collaboration-MOC \(DGA\)](#)

[Institutional Collaboration-MOT](#)

[Smart Ways Lebanon by the Phoenicians' Route](#)

[Smart Ways Lebanon by the Umayyad Route](#)

[Smart Ways Lebanon by the Iter Vitis - Wine Route](#)

Smart Ways Lebanon by the Route of the Olive Tree (in progress)

Institutional collaboration

[The Vibes World Company Profile](#)

www.vibestourism.com

<https://www.vibestourism.com/services/>

Future activities: Series of webinars and workshop starting June 2022

1. In preparation of the celebrations for the 50th anniversary of the UNESCO World Heritage Convention and in line with WATCH <http://www.eyeonculture.net/> mandate in the field of Cultural and Natural Heritage protection, in continuity with the experience gained in the areas of Risk Preparedness Planning and Disaster Risk Reduction . LAU- Louis Cardahi Foundation in collaboration with the World Association Tangible and Intangible Cultural Heritage (WATCH) , the Lebanese Ministries of Tourism and Culture propose to implement a number of factual activities to support the creation of independent heritage protection missions:

Organize and implement of six series of Webinars, starting June 2022, on Disasters Risk Reduction dedicated to the protection of the Lebanese World Heritage Sites (Cultural, Natural or Mixed). The webinars will be organised with the cooperation and direct involvement of International experts and Academicians with great experience.

The six sets of webinars will treat the following arguments:

- W1_Introduction to Disasters Risk Reduction for the protection of Cultural and Natural Heritage sites;
- W2_Progressive Cultural & Natural Heritage Classification and Documentation for operative application during emergency;
- W3_Movable Heritage Risk Reduction and Response Policies and Measures;
- W4_Immovable Heritage Risk Reduction and Response Policies and Measures;
- W5_DRR planning & implementing concrete measures to contrast the effects of catastrophic events;
- W6_Developing logistics for evacuation and sheltering to protect heritage in emergency. How to set safe haven for heritage under threat.

- Following the webinars we shall have international workshops and onsite training in Byblos and other heritage sites in Lebanon, entitled: Disasters Risk Reduction dedicated to the protection of the Lebanese World Heritage Sites.

Future activities: international events starting September 2022 (Falls within 22/23 academic year budget)

2. EPA Governing Board, European Institute of Cultural Routes, Council of Europe to take place during the Annual Advisory Forum in Chania, Greece on 5-7 October 2022. (date confirmed) Tentative budget : travel and accommodation \$ 2,500
3. Co-organise a conference within the ED-ARCHMAT programme that was originally between September/October 2022 . This activity is about to be defined. The conference should be co-organised as a STAC 9 together with other stakeholders; for the protection and promotion of Byblos. Engage faculty and students Budget for travel and accommodation for 6 people 6000 euros. Co-organise a conference in Venice 2022-2023 (TBA) to promote Byblos architectural and historical integrity/ authenticity and Byblos heritage within the Heritage for Peace network; (travel and accommodation for two people). In collaboration with the University of Venice, University of Bologna and LAU and others, (date to be confirmed). Proposed Budget \$11,900
4. Co-organize international exhibition and symposium of the Phoenicians' Route to encompass the twelve active partner countries within the Cultural routes of the council of Europe in collaboration with the UNESCO, the European institute of Cultural routes and to take place at the at the UNESCO facilities in Paris. (date to be confirmed)
Tentative Budget \$7,000 : travel and accommodation \$2,500+ printing \$2,000+ receptions \$2,500