

# 2019



THE  
**PHOENICIANS'**  
ROUTE

Cultural route  
of the Council of Europe  
Itinéraire culturel  
du Conseil de l'Europe



# NEWSLETTER 01

APRIL 8th, 2019

## XII Euro-Mediterranean Dialogue on the Phoenicians' Route, Kick-off Meeting

From January 9th to 12th, the Kick-off Meeting of the XII Euro Mediterranean Dialogue on the Phoenicians' Route was held in Lebanon. The event was organised under the patronage of His Excellency Minister of Tourism in Lebanon, Avedis Guidanian, and in affiliation with the Lebanese Ministries of Tourism and Culture, the Lebanese American University – LAU, the Louis Cardahi Foundation and the Municipalities of Jbail-Byblos, Jounieh, Saida (Sidon) and Tyre. Four days of intense work in Lebanon among international meetings, scientific conferences and cultural and tourist planning. The members of the Scientific and Steering Committee and of our Presidency Bureau from Cyprus, Lebanon, Spain, Malta, Croatia, France and Italy attended the meeting. On behalf of the Council of Europe Dr. Stefano Dominioni, Director of the European Institute of Cultural Routes and Dr. Barbara Toce, Vice-President of the CoE Congress of Local and Regional Authorities. On the evening of January 9th, the participants were welcomed at the National Archaeological Museum in Beirut by Dr. Sarkis Khoury, General Director of the Department of Antiquities and Mr. Rabih Chaddad, Head of Tourist Festivals, Ministry of Tourism. [See the detailed program.](#)



## New members in the Phoenicians' Route

Friday, January 11th, in Jounieh (Lebanon) the International Scientific Committee Meeting of the Phoenicians' Route was held. Among the items on the agenda, the members of the Scientific Committee evaluated and approved 10 new applications received from the **Galicja Region** (Spain), the Municipalities of **Byblos** (Lebanon), Pula (Sardinia, Italy), **Fermo** (Marche, Italy) and by the Associations **Agan +** (Spain), **MenteGlocale** (Umbria, Italy), **The Phoenicians** (Sicily, Italy), **Marettimo** (Sicily, Italy), **FAITA Sardinia** (Italy) and **Tunisian Heritage and Environment** (Tunisia). We welcome these new members of the International Confederation of the Phoenicians' Route.



Blue and white glass bead shaped like the head of a bearded man with earrings, Phoenician, 6th-5th Century BC.  
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## The Phoenicians' Route at Fitur, the International Tourism Trade Fair

As usual in recent years, the Phoenicians' Route attended the **FITUR – the International Tourism Trade Fair**, which took place in Madrid from **January 23th to 27th**, with lots of events. On Wednesday, January 23rd a **Phoenician-Punic Cooking Show** was organised in collaboration with Sa Galera Association and the Municipality of Ibiza at the Tourism Stand of Eivissa/Ibiza. In the afternoon, the first '**Nautical Smart Way**' in Spain: "**The Phoenicians' Route in the Atlantic – The Cassiterides**" was presented at the Galicia Region Stand. The project was born thanks to the collaboration among the Phoenicians' Route, the Xunta de Galicia and Agan+ Galician Association. After that, the adhesion of the **Galicia Region** to the Confederation of the Phoenicians' Route was signed, in the presence of Eladio Fernandez-Galiano, representing the European Institute of Cultural Routes.

On Friday, January 25th, at the stand of the Province of Granada, the Director of the Phoenicians' Route and the Mayor of the Municipality of Galera presented the **IV National Assembly of the Spanish Network of the Phoenicians' Route** which will be held on November 21st-22nd, 2019 in the Municipality of Galera in Andalusia.

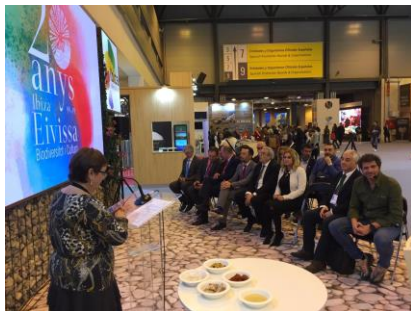
## The "Festival of Intercultural Dialogue and Creativity" Project funded by MIBAC

Following the goals of the 2018 European Year of Cultural Heritage, the Phoenicians' Route - Cultural Route of the Council of Europe gave birth to the "**Festival of Intercultural Dialogue and Creativity: routes of dialogue and creativity on the Phoenicians' Route, from the past to the future**", a stage event in Tuscany, Puglia and Sicily, aimed at highlighting the role of the Route in the dialogue between the different Mediterranean populations and the cooperation between its adherents and supporters. A mosaic of reflections and proposals on the theme of intercultural dialogue, faced from multiple points of view, from literature to education, from culture to art, to the Mediterranean diet and creative tourism.

The project was admitted to the funding of the **2018 European Year of Cultural Heritage**, by the **MIBAC - Italian Ministry of Cultural Heritage and Activities**.



Blue and white glass bead shaped like the head of a bearded man with earrings, Phoenician, 6th-5th Century BC.  
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## Meet Tourism Lucca

From February 28th to March 2nd, Lucca hosted the International Meeting of Cultural Routes - **Meet Tourism Lucca** - organised by FEISCT (European Federation of Historical Cultural and Tourist Routes) at the Real Collegio, under the High Patronage of the European Parliament and the Patronage of the Council of Europe Office of Venice, European Institute of Cultural Routes of the Council of Europe, Federturismo Confindustria, Federculture, Tuscany Region, Municipality of Lucca and University of Pisa. Toscana Promozione Turistica, Campus di Lucca Foundation, Promo PA Foundation, ITRIA (Religious, Accessible Intercultural Itineraries) and 3 Cultural Routes of the Council of Europe: the Phoenicians' Route, the Via Francigena and EHTTA - The European Route of Historic Thermal Towns, collaborated in its realisation.

Three days of meetings, workshops, training courses, with the participation of tour operators and travel agencies with spaces dedicated to B2B and Educational Tours.

The Director of RdF coordinated the workshop "Europe as a tourism destination" with Peter De Wilde, President of European Travel Destinations of Excellence, Manuel Soliño, President of Asociación Gallega de Actividades Náuticas (AGAN +) and Manos Vougioukas, ECTN - European Cultural Tourism Network.

## VIII Edition of "UNWTO Silk Road Tour Operators' Forum" - ITB Berlin

On Thursday, March 7<sup>th</sup> at the ITB Berlin, the VIII Edition of the "UNWTO Silk Road Tour Operators' Forum", organised by the World Tourism Organisation (UNWTO) in collaboration with the Phoenicians' Route, EastguidesWest and Caravanistan took place.

A very special session of capacity building for tourism professionals working within the sphere of Cultural Routes and Cultural Tourism. In addition to presentations focused on recent activities along the Silk Road and the Phoenicians' Route, a training session for Tour operators and Destination Management Companies (DMC's).

Experts from the Phoenicians' Route, from Eastguides West and from Caravanistan reported on issues related to stakeholders expectations and service quality, analysing strategies and providing examples of best practices. The **"Phoenicians' Route Tour Operator Alliance"** was also presented, in order to involve tour operators in the development of tourism strategies (such as branding policies, marketing strategies, capacity building on Smart Ways, development of DMOs and more) in the various territories crossed by the Phoenicians' Route.

**SAVE THE DATE**

**LUCCA REAL COLLEGIO**

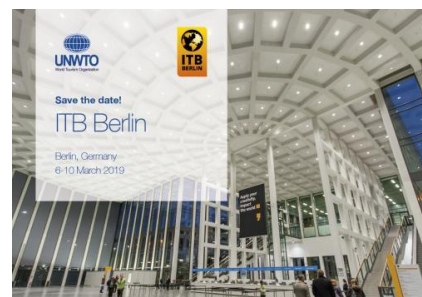
**28 FEBBRAIO - 2 MARZO 2019**

Info: feisct@libero.it - meetluccatourism@gmail.com

**Meet Tourism Lucca**

Itinerari culturali e destinazioni d'eccellenza

Meeting Internazionale Itinerari Culturali e destinazioni d'eccellenza



**UNWTO**  
World Tourism Organization



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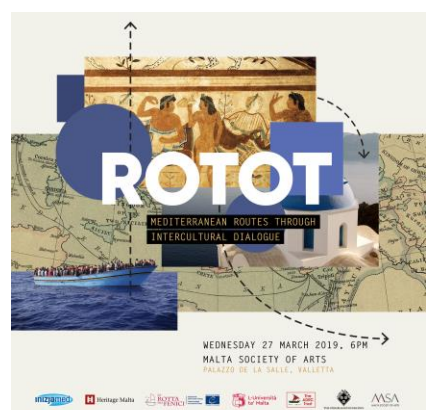
## Do the Right Thing! 2019, Milan

The Phoenicians' Route, guest at the stand of the Puglia Region, attended "Do the Right Thing!", Exhibition for Sustainable Consuming and Lifestyle, held in Milan from March 8th to 10th. The event promoted the importance of a responsible economy through events, books and newspapers. Among the meetings, a round table on the theme "2019: the year of slow tourism" with a particular focus on the methods experimented by the Cultural Routes to promote the Italian territories that are less known by international flows, and relaunch them in a sustainable way favouring innovative travel experiences with the participation of 7 Italian regions. The President and the Director of the Phoenicians' Route were present at the stand.



## ERASMUS+ "All Tourist" Project. The final event, Jaén (Spain)

On Thursday, March 21st the final event of the ERASMUS+ "All Tourist" project was held in Jaén (Spain), on new professional skills related to "Social Tourism". In addition to the project leader, the University of Jaén - University Institute of Iberian Archeology, the partners of the project - the Phoenicians' Route, the International Social Tourism Organisation ISTO-OITS, the ADESPER - Association for Sustainable Development and the promotion of employment in rural field and Siksali Arendusselts MTU Estonia - attended the meeting.



## ROTOT - Mediterranean Routes through Intercultural Dialogue, Malta

Wednesday, March 27th Malta Society of Arts, Palazzo De La Salle, Valletta, hosted the seminar "ROTOT - Mediterranean Routes through Intercultural Dialogue" organised by Inizjamed Association - Phoenicians' Route in Malta. ROTOT in Maltese means "routes". The debate focused on archetypes and models with common roots in the Mediterranean and how they inspire cultural operators in the search for exchanges through cultural heritage. Mario Gerada, Manager for the development of social enterprises, moderated the meeting, the Director and President of the Phoenicians' Route, Osama Hamdan, Mosaic Centre of Jericho, Carla Benelli, ATS Pro Terra Sancta and Nouredine Ezarraf, artist from Morocco were also present.



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