

# 2019



THE  
**PHOENICIANS'**  
ROUTE

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



# NEWSLETTER 03

DECEMBER, 19th 2019

## Exhibition "The Phoenicians' Route. The Spanish Network" in Lebanon

On September 23rd-27th 2019, at the Phoenicia Hotel in Beirut, the exhibition "The Phoenicians' Route - The Spanish Network" was held to illustrate the complexity of the Cultural Route but also its potential from a cultural and touristic point of view.

In addition to the exhibition that was welcomed at the Cervantes Institute in Beirut from September 28th to October 28th, at the CISH-UNESCO site of Byblos, a conference was organized on the subject «**Intercultural Dialogue in the Mediterranean. IBERIANS-PHOENICIANS**»: a whole day of cultural exchange and cooperation organized by the Spanish Embassy in Lebanon and by the CISH Byblos. Furthermore, on September 27th, the "Phoenician Alphabet - A Contemporary Living Culture" exhibition was inaugurated at the headquarters of the LAU-Louis Cardahi Foundation in Byblos. During the opening ceremony at the Phoenicia Hotel a cooking show was organized to present the Spanish cuisine.

A series of events resulted from the collaboration between The Phoenicians' Route – Cultural Route of the Council of Europe, the Spanish Embassy in Lebanon, the Cervantes Institute in Beirut, the Association "Spanish Network of the Phoenicians' Route", the LAU - Louis Cardahi Foundation, the American Lebanese University and the University Institute of Iberian Archaeology-University of Jaén and the UNESCO-Byblos CISH, aimed at strengthening the ties between the two countries, international institutional relations and establishing contacts for the realization of future projects in Lebanon and Spain.



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## TRAMES project. Capacity Building Meetings

Among the actions envisaged by the **TRAMES project** - "smart Tourism Across the Mediterranean Sea", the Capacity Building meetings have a fundamental role. They are dedicated to cultural and tourist operators and aimed at the design of the "Smart Ways", paths of excellence based on slow, creative, experiential, accessible and responsible tourism. At least 8 of them are planned. These meetings, organized by the experts of the Phoenicians' Route, in addition to the presentation of the project, consider shared strategic planning activities using the technique of the Business Model Canvas. By doing so, the participants are the real protagonists and actively collaborate in providing operational indications, strategies and ideas to better develop the "Smart Way" product in their territories. A series of meetings took place in Cyprus in September, organized by the Director of the Phoenicians' Route with the heads of the Cypriot Ministry of Tourism and the 6 Tourism Boards of the island, in preparation for the next meeting in November. The Capacity Building meetings in: Xanthi (Greece), September 21st-23rd, in collaboration with the Xanthi Chamber of Commerce; in Portoferraio (Elba Island), October 11th-12th, in the splendid setting of the Medici Fortress in the Municipality of Portoferraio; in Melilla (Spain), October 17th-18th, on the occasion of the second project meeting. On October 23rd, the meeting was held in Bari with the stakeholders of the Puglia Region and on October 31st in Selinunte (Sicily). Additional Capacity Building Meetings: on November 12th, in Malta, in collaboration with Inizjamed and Heritage Malta, in Nicosia (Cyprus) on November 14th, in collaboration with Top Kinesis Tour Operator, in Vico Pisano (Italy), November 19th in collaboration with Timesis and Monte Pisano DMC. An active participation was shown by local communities, called to reflect on the territorial offer and how it should adapt to the new needs of contemporary travellers, focusing more on motivated tourism than destination. Further meetings will take place for the TRAMES project at the beginning of 2020.

## XII Euro-Mediterranean Dialogue on the Phoenicians' Route. 2019 General Assembly

The **XII Euro-Mediterranean Dialogue on the Phoenicians' Route**, including the **2019 General Assembly**, was held in **Bari on October 24th and 25th**. In front of delegations from 9 of the 10 countries currently members of the Phoenicians' Route (Italy, Spain, France, Croatia, Greece, Cyprus, Malta, Lebanon, Jericho Governorate), the meeting focused on new strategies for cultural tourism in the Mediterranean and for the development of the Route.



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Numerous meetings, debates, workshops, presentations of activities and new proposals, experiential visits took place. Among the most important results: the approval of the **2020-2030 Action Plan**, a strategic planning tool for all members and partners in connection with the United Nations sustainability goals. An agreement was also launched by the Euro-Mediterranean countries and regions in support of the Route, promoted by the Regions of Puglia, Galicia and Sicily, and the "**Bari Declaration**" was approved and presented: a programmatic manifesto on Cultural Tourism in the Euro-Mediterranean area promoted by the Phoenicians' Route, which emphasizes the role of local communities in the territorial tourist offer and in the cooperation between public and private Mediterranean operators on innovative cultural tourism proposals. All the initiatives focus on the four strategic axes shared by the participants: enhancement of cultural and museum attractors and land Smart Ways; development of Smart Ways and sustainable maritime routes; enhancement of products and territories linked to the Mediterranean diet (taste maps); enhancement of the brand and the image of the Phoenicians' Route. Among the activities carried out, a Capacity Building for cultural and tourist operators was developed in collaboration with the UNWTO (World Tourism Organization - Silk Road Initiative) and the Puglia Region. In the end, the **Melqart Award** was offered to the Puglia Region, in the Entities category, and to the Lebanese Minister of Tourism, Avedis Guidanian, in the Personality category. A Special Award went to the Galicia Region for having developed the first "Nautical Smart Way" of the Phoenicians' Route. Among other activities, the meeting of the Scientific and Technical-Steering Committee was held at the University of Bari, in the office officially assigned to the Route in the Puglia Region. Nada Sardouk, former General Director of the Ministry of Tourism of Lebanon, was named Ambassador of the Phoenicians' Route and Michel Thomas-Penette, former Director of the IEIC, received the Honorary Presidency for their activities in favour of the Route. Starting in 2020, more annual events will be organized to deal separately with the 4 strategic axes. A big thank you to the Puglia Region, to the wonderful Bari and to the whole Puglia for the warm welcome to the participants: we still felt at home.



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## The Phoenicians' Route wins the Globus Award

The video, made by ArcheoFrame (IULM University of Milan) and directed by Leonardo Modonutto, received the **Globus Award - Via dei Corti for the Development of the Territory**", an important recognition for the enhancement of the Sicilian territory through videos and short films. The award is sponsored by Globus Television, a television that has always aimed at enhancing Sicily in all its facets.



## EUSAIR and Sustainable Tourism: the knowledge sharing seminar. Bari November, 21st

The Phoenicians' Route was guest of the seminar "Perspectives of the EUSAIR strategy: Projects, initiatives and stakeholders in the Pillar IV Sustainable Tourism", organized by the Puglia Region and held in Bari, in conjunction with the eleventh meeting of the thematic steering group of EUSAIR pillar IV. The seminar saw the participation, among others, of Loredana Capone, Councillor for the Tourism and Cultural Industry, Management and Enhancement of Cultural Heritage of the Puglia Region; Joanna Moliou, DG Regio of the European Commission; Blanka Belošević, Croatian Ministry of Tourism and Aldo Patruno, Director of the Department of Tourism, Economy of Culture and Development of the Territory of the Puglia Region. The Phoenicians' Route was presented as a further proposal for the EUSAIR strategies.



## RO.ME Museum Exhibition, Rome November 27th-29th

"The new professions in the field of tourism and heritage interpretation", this is the theme of the panel coordinated by the Santagata Foundation for the Economics of Culture and by the UNESCO Office of Venice. Among the speakers: The Director of the Phoenicians' Route; Andrea Paoletti, Founder of Wonder Grottole; Raffaele Vitulli, President of the Creative Basilicata Cluster and head of the Materahub Consortium; Andrea Pugliese, Digital Experience Designer-Federculture. Moderator: Matteo Rosati, UNESCO Regional Office for Science and Culture in Europe. Many proposals to work on soon.



## First appointments in 2020:

- January 22nd-26th, Madrid (Spain) FITUR International Tourism Fair
- February 4th-7th Greece, Mission of the Director for the adhesion of other Greek regions and cities to the Route
- February 20th-21st, Galera (Spain) IV Assembly of the Spanish Network of the Phoenicians' Route, during which a Capacity Building Workshop for Andalusia will also be held within the TRAMES project.



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