

2020



THE
PHOENICIANS'
ROUTE

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

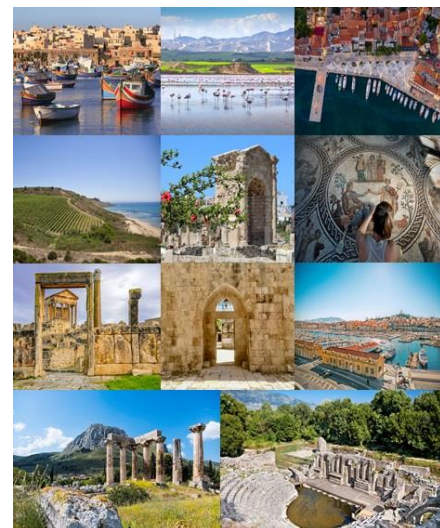


NEWSLETTER 02

DECEMBER, 16th 2020

Towards a new Humanism of Tourism

The General Assembly, annual meeting of the Phoenicians' Route named "Euro-Mediterranean Dialogue on the Phoenicians' Route" was held online on November 12th due to the Covid19 emergency. It was a moment of reflection and promotion of new strategies for cultural tourism of the Euro-Mediterranean countries. We thank Karsten Xuereb, coordinator of the Phoenicians' Route in Malta for the work carried out in the organisation of the meeting in Malta, unfortunately in vain, which would have seen the involvement of the Maltese government, Heritage Malta, Initjamed and other local organizations. The online event was attended by delegates of the 11 national networks members of the International Confederation, and by the representatives of the 3 transversal networks. Despite this year's difficulties, 21 new members have joined the International Confederation. Nowadays the Phoenicians' Route counts 104 members and the official number of countries involved increases to 11 with the entry of Albania. A boom in applications for membership demonstrating that Cultural Routes are considered winning solutions for the tourism of the future. During the meeting, Ms Elena Tanou from Cyprus has been elected New President of the Phoenicians' Route. A heartfelt thanks goes to Prof. Rachid Chamoun, outgoing President and now Honorary President of the Phoenicians' Route, for his valuable support during his presidency years (2018-2020). The Assembly also ratified the appointment of Prof. Paolo Ponzio, new Coordinator of the Scientific Committee, and the appointment of Angelofabio Attolico and Marco Marinuzzi, new members of the Technical-Steering Committee. Finally, the budget and the scheduling of activities planned for 2021, in line with the Phoenicians' Route 2020-2030 Action Plan, have been approved.



Phoenician gold broad collar, dated to c. 1750 BCE. Found in Byblos, Lebanon, the pectoral shows clear Egyptian influence
Louvre Museum (France)



Message from Elena Tanou, 2020-2022 President

I am very proud and delighted to be elected for the next 2 years as the President of the Phoenicians' Route, Cultural Route recognized by the Council of Europe. The incredible legacy left to us by the Phoenicians, skilled masters in trade and in the circulation of culture thanks to the encounter with other great Mediterranean civilizations, will be our source of inspiration for the production of contemporary and creative tourism practices. Their peaceful means and tactics based on free trade, the spread of the world's first alphabet that provided the bedrock of learning and communication in the western world, are other great legacies of this civilization. Their first stop was probably Cyprus, followed by Crete, the Aegean, Malta, Sicily, Sardinia and the northern coast of Africa. Cyprus was a juncture for the Phoenicians and played a significant role as we can witness through significant archaeological findings. Following the model and principles of the Cultural Routes, we will innovatively promote "The Phoenicians' Route" by establishing sustainable and effective synergies between creative actors and places in the world. We will utilize skills, technological tools and expert knowledge aligned to the creative tourism needs and expectations of post Covid19 Era. We aim to generate intriguing and meaningful Phoenician cultural content and experiences adapted to the new challenges.

Let us all together keep the Magic going!!



Smart Ways and Interpretation Centres

During the Assembly, it became clear that Cultural Routes can be considered winning solutions for the tourism of the future. In particular, the Phoenicians' Route strategy based on the so-called "Smart Ways" is giving excellent results. Smart Ways are designed as paths of excellence involving directly the "host communities" and following the principles of the Faro Convention (2005). Thus far, 11 Smart Ways have been created (10 on land and one nautical). Along these Smart Ways, also developed thanks to projects funded by the European Union, a network of Interpretation Centres is being created: meeting places for travellers, guests, local communities, cultural and tour operators, but also cultural and creative business incubators, to offer new opportunities to young people. Last October, the Interpretation Centre of the Phoenicians' Route and Iter Vitis, other Cultural Route certified by the Council of Europe, was inaugurated in Menfi (AG) – Sicily. These new tourism development models, based on soft mobility, well respond to the needs of the new post-Covid19 tourism.



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MEditerranean MUseum NETwork (MeMuNET) of the Phoenicians' Route

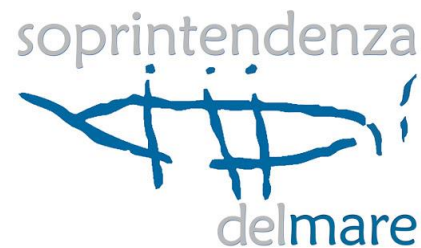
Thanks to the coordination of the MANN National Archaeological Museum of Naples and Eleonora Sandrelli, Coordinator of the MeMuNET Network, a rich calendar of initiatives has been planned. In particular, virtual exhibitions and travelling exhibits starting in 2021. Online conferences and other events involving all the museums that are part of the Network, currently 30 between museums and archaeological sites, have been planned. To this end, an operational online meeting with some Directors of Museums and Managers of cultural sites, members of the MeMuNET Network, was held on November 30th.

International University Network (IUN) of the Phoenicians' Route

The activity of the International University Network (IUN), currently made up of 11 universities and research centres, has been strengthened thanks to the stimulus given by Prof. Paolo Ponzio, Director of the Department of Humanities (DISUM) of the University of Bari Aldo Moro, new Coordinator of the Scientific Committee of the Phoenicians' Route. In particular, in 2021 we intend to carry out: joint research projects and doctorates between universities; advanced training courses (Summer School, Short Master) on topics of interest to the Phoenicians' Route, European projects and other initiatives that will involve all the Universities of the Network.

New transversal network dedicated to Underwater Archaeology

The Phoenicians' Route renewed the scientific collaboration agreement with the Superintendence of the Sea of the Sicilian Region in order to collaborate on the following sectors: museum didactics and underwater archaeology activities in the Interpretation Centre of the Phoenicians' Route in Menfi (AG), organization of thematic exhibitions, dissemination of seafaring construction techniques and methods of the navy from ancient times to the present day, joint studies and research on underwater archaeology, support in European projects' design, underwater archaeology campuses and other dissemination initiatives. Moreover, an international network dedicated to Underwater Archaeology has been launched within the Phoenicians' Route, and the Superintendence of the Sea of the Sicilian Region will assume the role of leader and promoter.



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FAB ROUTE

FAB ROUTES Erasmus+ Project

The Phoenicians' Route is among the partners of the project "THE FAB ROUTES: Digital Skills To Promote EU Cultural Routes" selected for funding by the European Commission as KA202 - Strategic Partnerships for vocational education and training project co-funded by the Erasmus+ Programme under the "Cooperation for innovation and the exchange of good practices" call. The general objective of the project is to design a new training methodology and educational module aimed at fostering and enriching the knowledge and transversal competences of the staff members and operators of EU Cultural Routes (CR) recognized by the Council of Europe, in order to improve CR management and promotion in the field of sustainable and cultural tourism. The project, which will last 24 months (1 October 2020 - 30 September 2022), brings together 6 Cultural Routes of the Council of Europe, the University of Bologna (Centre for Advanced Studies in Tourism – CAST) and ARGO, a consultancy firm with expertise on EU funds.

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Co-funded by
the ERASMUS + Programme
of the European Union



Collaboration Agreement with the International Organization of Social Tourism ISTO - America

Following the Collaboration Agreement signed on June 1st, 2020 with OITS America - International Organization of Social Tourism, the Phoenicians' Route has launched general planning activities based on 4 axes: cultural exchanges, university exchanges (cooperation between universities), tourist exchanges (promotion and marketing), commercial exchanges.



Collaboration Agreement between The Phoenicians' Route and the "Rete Museale e Naturale Belicina"

A Collaboration Agreement was signed between the Phoenicians' Route and the "Rete Museale e Naturale Belicina", the Association of museums of the Belice area that forms a very active territorial museum system. The objective of the Agreement is: collaboration for initiatives to enhance and improve knowledge on tangible and intangible heritage of the territory and of the entire Mediterranean area; promotion of cultural, slow, creative, responsible and sustainable tourism; improvement of the management and use of the museums and cultural sites involved, also through pilot initiatives.



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Rediscovered Archaeology

On the occasion of the "National Days of Rediscovered Archaeology" of the Archaeological Groups of Italy, held on October 9th-11th, 2020, the Phoenicians' Route was chosen as a case study for the enhancement of the so-called "minor" heritage. For 16 years, Rediscovered Archaeology has been promoting the enhancement and protection of cultural heritage in danger of abandonment and erased from people's historical memory. For this reason, the event was patronized by MiBACT and the Presidency of the Italian Republic. The event, involving volunteers from the Archaeological Groups from all over Italy who gathered in Selinunte, was divided into visits, exhibitions, debates and itinerant meetings organized by the Archaeological Group of Selinunte in collaboration with the Phoenicians' Route and fully shared by the whole "Chora selinuntina", between Campobello di Mazara, Selinunte, Sambuca di Sicilia and Menfi. We remind that the Association of Archaeological Groups of Italy has joined the Phoenicians' Route this year as a transversal network.



Eco museums of the Sea

The Phoenicians' Route participated in the workshop of project design co-organized by the Marche Polytechnic University - Faculty of Engineering, member of the International University Network (IUN) of the Phoenicians' Route and the Francisco de Vitoria University of Madrid on the topic "A new Eco museum of the Maritime Culture in Porto San Giorgio", a project supported by the Municipality of Porto San Giorgio and the Phoenicians' Route. The guidelines and operating procedures emerging in Porto San Giorgio, a municipality that is a member of the Phoenicians' Route, will also be applied to other realities and destinations of the Phoenicians' Route, in order to create a Mediterranean Network of Eco museums of the Sea.

ORDINARY LEGACY
Forms of permanence and innovation dynamics as materials for regeneration processes

EXCHANGE DESIGN WORKSHOP
co-organised by
UNIVPM Università Politecnica delle Marche | OCTOBER 2020
UFV Universidad Francisco de Vitoria Madrid | MARCH 2021

2-9.10.2020 Online
A new eco-museum for the maritime culture of Porto San Giorgio
supported by
City of Porto San Giorgio and La Rotta dei Fenici

02-09-2020 WEB VISIT 09-10-2020 GUEST DAY



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