

2019



THE
PHOENICIANS'
ROUTE

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



NEWSLETTER 02

MAY, 31st 2019

The Phoenicians' Route guest of the "Green Pilgrimage" Project

On Tuesday, April 2nd, at the Cassero del Castello Ducale di Bovino (FG), the Director of the Phoenicians' Route attended the Conference **"Italian and Apulian policies on cultural routes"**. The event is organised by the Puglia Region – Department of Tourism, Economy of Culture and Territory Valorisation in the framework of the **Green Pilgrimage** project, funded by the second call of the Interreg Europe program under the responsibility of the Puglia Region, which has as a strategic priority the study and analysis of regional Policies of 5 European regions belonging to five nations (Great Britain, Norway, Sweden, Romania and Italy) with reference to sustainable tourism and cultural and natural heritage promotion. This confirms the commitment and interest of Puglia towards the Cultural Routes that cross the Region, such as the Phoenicians' Route, strategic tools for the cultural and tourist development of the territories.



"Venti E-venti" – Forum of Mediterranean Hospitality Schools

On the occasion of the XX Anniversary of the IPSEOA Hospitality training Institute in Castelvetro, the Phoenicians' Route promoted an event of the XII Euro-Mediterranean Dialogue, this time aimed at young people and the world of hospitality training institutes. 11 delegations from Italy, Spain, France and Germany attended the event. Among the proposed events, in addition to cooking and bartending competitions, on the theme **"Discovering the Mediterranean: a journey through flavors, knowledge and sensations"**, the Villaggio del Gusto, based on street-food; workshops on oil, wine, ancient grains, coffee, ice cream and cheeses and the live preparation of a Guinness Sicilian cassata. And then workshops created in collaboration with start-ups and companies of excellence in the sector. Even the Councilor for Tourism of the Sicily Region On. Sandro Pappalardo attended the final event.

A student of the Santa Pola School (Spain) won the cooking prize.



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"Phoenicians' Route Smart Way" in Palestine

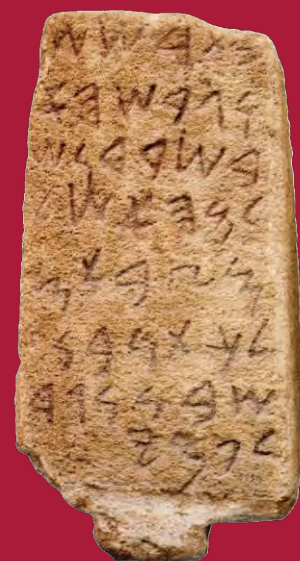
From April 8th to 11th, the Director of the Phoenicians' Route was on a mission in Palestine thanks to the invitation of the ATS pro Terra Sancta in collaboration with the Mosaic Center Jericho, both members of our International Confederation.

The Director, together with our partners and local managers Osama Hamdan, Director of the Mosaic Center Jericho and Carla Benelli, Cultural Heritage sector Coordinator for ATS Pro Terra Sancta, visited the network of centers of the two organizations in various locations, such as Jericho, Sebastia and Bethany, making up the **"Phoenicians' Route Smart Way" in Palestine**. For this proposal, institutional meetings and gatherings with local communities have been held.

Smart Tour in Salento

Great success for the "Smart Tour on the Phoenicians' Route in Salento", organized in collaboration with the PleinAir magazine and the Puglia Region.

21 campers, 43 adults and 3 children were the protagonists of this journey-event under the heading of creative, experiential and outdoor tourism which, starting from Porto Cesareo and Mesagne (Brindisi), the "Land of Messapi", led to the discovery of the wonderful Lecce, the "Lady of the Baroque", which also preserves more ancient treasures such as the Roman amphitheater, and then landed in Galatina (home of the Salento pasticciotto and, according to legend, the place of origin of the "Taranta dance"), up to Santa Maria di Leuca, the Italian Finis-terrae. To then go up along the *corniche* of Salento, the so-called "Strada Litoranea", up to Otranto. And then the Vaste Archaeological Park of the Warriors and Rocky Church of Saints Stefani, the Castles of Otranto and Tricase. Participants also creatively made ceramics in a laboratory in Tricase, prepared *Pittule*, *Sagne 'ncannulate* and *CicirieTria* at the IPSEOA Hospitality Institute in Otranto, they tasted oil and wines, cheeses and artichokes and other local products. In conclusion, in addition to the urban trekking routes, there was also a naturalistic trekking in the area of the lighthouse of Punta Palascia (the most eastern point of Italy) and of Porto Badisco, where according to the legend Aeneas arrived. Forthcoming proposals: Marche and Emilia-Romagna in autumn and Sardinia in 2020.



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Conference on "Archeology and Tourism", Zagreb (Croatia)

On Monday, May 6th Prof. Rachid Chamoun, President of the Phoenicians' Route and Director of LAU-Louis Cardahi Foundation, gave a lecture to the students from Undergraduate Study Program of Tourism and Hotel Management and International Relations (Diplomacy) of the Sveučilište Libertas - Libertas International University in Zagreb. Title of the lecture: "Intercultural Dialogue: Interplay of History and Geography". In the next days he attended the International Conference on Archeology and Tourism "Sense and Sustainability" organized by the Archaeological Museum in Zagreb and the EAA European Association of Archaeologists under the auspices of Republic of Croatia - Ministry of Tourism. During his speech, Prof. Chamoun presented the "**Phoenicians' Route Smart Way in Lebanon**".



Carlos V European Prize Award

On Thursday May 9th, on the occasion of Europe Day, in the splendid setting of the Royal Monastery of Yuste (Spain), His Majesty the King of Spain presented Carlos V European Prize Award to the Council of Europe's Secretary General Thorbjørn Jagland. The jury of the award chose the Routes of the Council of Europe because *«they put into practice the values that we all share in the European Union, such as human rights, cultural diversity and intercultural dialogue»*, stated Rosa Balas, President of the Executive Committee of the European and Ibero-American Academy of Yuste Foundation. 21 representatives and delegates of the Cultural Routes certified by the Council of Europe attended the ceremony. The Phoenicians' Route was represented by Dr. Sara Ferrari, a member of the Management team.



Intercultural travels

As part of the initiatives of the Mediterranean Schools Network (EduNet) of the Phoenicians' Route, the students of the **IIS Classic High School "Luca Signorelli" of Cortona** in the second week of March and the students of the **Collège Cours Bastide of Marseille** in the third week of May, traveled to discover some of the most important cultural and naturalistic places that are part of the Route in Sicily, such as Segesta, Mozia, Castelvetro, Selinunte, Palermo, Agrigento, Piazza Armerina, the Zingaro Natural Reserve and the "Grotte di Santa Ninfa" Natural Reserve. The educational and tourist experience has also been enriched by the encounter with other local schools and with productive realities of excellence in the territory, in the name of heritage pedagogy. Furthermore, this year a twinning between the **School of Art of Eivissa (Ibiza)** and the **Scientific High School "Giovanni da Castiglione" of Casigliu Fiorentino (AR)** has been realized.



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The Intercultural Dialogue today. The Phoenicians' Route meets UNICEF

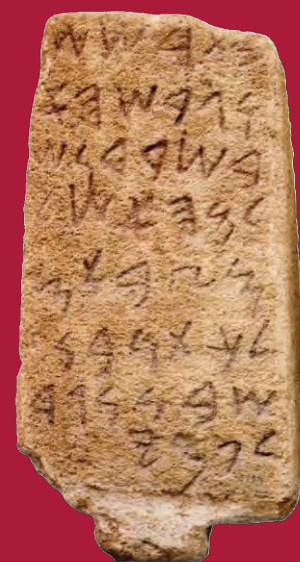
On May 16th a conference on the theme "The Intercultural dialogue today. The action of UNICEF" was held in Gibellina (Sicily). The event was organized by the Unicef Provincial Committee of Trapani together with the Institute "Garibaldi-Giovanni Paolo II" of Salemi-Gibellina and the Municipality of Gibellina, with the collaboration of the Phoenicians' Route and the Orestiadi Foundation. Among the speakers, the General Director of Unicef Italy, Paolo Rozera, the Head Teacher Salvino Amico, the Councilor for Culture of Gibellina Tanino Bonifacio, the Director of the Mediterranean Crafts Museum in Gibellina, Enzo Fiammetta and the Director of the "Phoenicians' Route". The conference was attended by many teachers and managers of the schools participating in the Unicef / Miur project "Friendly school- Let's keep in touch@". We talked about the **Intercultural Dialogue in art, cultural routes and in the awareness and solidarity actions of UNICEF**. The speakers' speeches alternated with moments animated by choreographies created by the Gibellina students, partially using sign language. This event marked the beginning of a collaboration between the Phoenicians' Route and UNICEF.

TRAMES - smart TouRism Across the MeditErranean Sea. COSME Programme

The **TRAMES project - smart TouRism Across the MEditerranean Sea** was presented on May 7th, in the Certosa di Calci (Pisa). Co-financed by the European Union within the COSME Programme, the initiative involves eight partners representing six European nations for the creation of an innovative tourist offer in five pilot areas of the Mediterranean basin.

TRAMES is based on the Phoenicians' Route and it provides for the creation of **8 Smart Ways** (i.e. routes based on innovative and current topics including sustainability, creative tourism, active involvement of local populations and entrepreneurs) and as many **Heritage Interpretation Centres** where local communities will be at the centre of the tourism offer; the organization of an **Intercultural Dialogue Festival circuit** with 7 events in 5 different countries; the development of a **video game based on the trade routes of the ancient Mediterranean** as a tool to promote the territories involved and their assets. Among the goals of the initiative: the revitalization of the EU destinations, the deseasonalization and the implementation of the sustainability of tourism offers; at the same time, the project aims to promote collaboration between tourism operators and cultural industries of the participating countries, and not least to the creation of solid public-private partnerships in the areas involved.

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CEREBALIA Festival. Ceres and the Mediterranean (June 6th-9th)

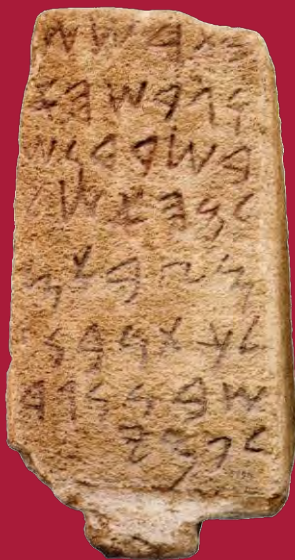
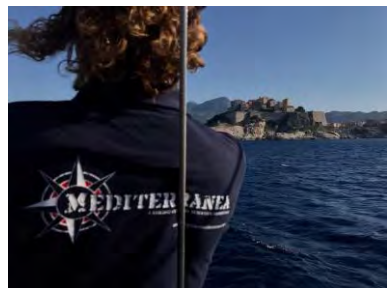
The IX Edition of the CEREBALIA Festival, an annual cultural event inspired by the Vestalias and Ludis of ancient Rome will be held from June 6th to 9th in Rome and Lazio, and subsequently in other Italian regions, with the aim of enhancing intercultural exchange and enrichment among the Mediterranean countries, focusing on the themes of culture, food, environment, territory, society, economy and tourism. A project born and promoted by the Cerealia Festival Network, which counts among the promoters the Phoenicians' Route. The cereal chosen for this edition is the **spelt** and the guiding theme is "**Ethics in the plate. Food, health and the environment**". Guest country the **Tunisia**. On June 6th, the Macro Museum of Rome will host the official opening event of the Festival in the presence of the Ambassadors of Malta and Tunisia, including installations, debates and theatrical activities.

For further information: www.cerealiaudi.org

MEDITERRANEA Project

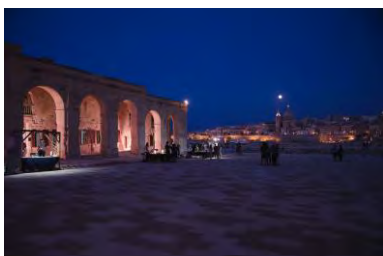
This year too, the Phoenicians' Route is partner of the **MEDITERRANEA Project**, a nautical, cultural and scientific initiative, of connection among people based on the idea of the writer and sailor Simone Perotti and carried out with a group of about 50 people, the "Mediterranei", from 2014. Every year, the theatre of this expedition is the Mediterranean, the heart of civilization, languages, culture, art, ethnicities and thought. The 2019 Edition will start on **June 8th, from Lisbon (Portugal)** and, touching the coasts of Morocco, Algeria and Tunisia, will sail the "*Mare Nostrum*" to meet people, places, tastes, thoughts and listen to the stories of the Mediterranean, and then will reach **Genoa (Italy) on October 12th**.

Thanks to the Phoenicians' Route and the involvement of its members, meetings and events will be organized to enrich the Intercultural Dialogue along the nautical and maritime routes used by the Ancient Civilizations of the Mediterranean.



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

Following the Kick-off Meeting in Lebanon (January 2019), the XII Euro-Mediterranean Dialogue on the Phoenicians' Route entitled "*Cultural Tourism in the Mediterranean scenario*" will be held on October 25th, in Bari (Italy) hosted by Puglia Region. During the event, on **October 25th in Bari**, the 2019 International General Assembly will be held. It is the most important annual meeting of the Route. This year, thanks to the Puglia Region, a rich program full of events, workshops, capacity building sessions in collaboration with international stakeholders and exchanges of good practices awaits us, in connection with BuyPuglia, workshop for international tour operators. At the same time, it will be one of the stages of the Festival of Intercultural Dialogue, realized within the Trames Project on the Phoenicians' Route. The Bari Declaration, a Mediterranean agreement on Cultural Tourism, will also be signed. **SAVE THE DATE!**

Exhibition "The Journey" dedicated to the "Culture of the Sea", Selinunte (Sicily)

The Phoenicians' Route, in collaboration with Kiwanis Cub - Valle del Belice and Hotel Admeto, presents the **Exhibition "The Journey", dedicated to the "Culture of the Sea" in Selinunte (May 31st - June 2nd)**. An ethno-anthropological exposition of artifacts related to the sea by Isidoro Passanante, with a photographic exhibition and video on the sea cycle. The initiative introduces the project for the realization of an Ecomuseum of the Sea and of the Fishermen of the Mediterranean promoted by the Phoenicians' Route within an international initiative that sees the participation of many sea destinations.

Upcoming events:

Exhibition "Illibéris, in the footsteps of Hannibal"

May 27th – June 30th Musée Terrus, Elne (France)

Architects meet in Selinunte

June 13th – 16th, Selinunte (TP) and Favara (AG) - Sicily

Ramadoro Festival

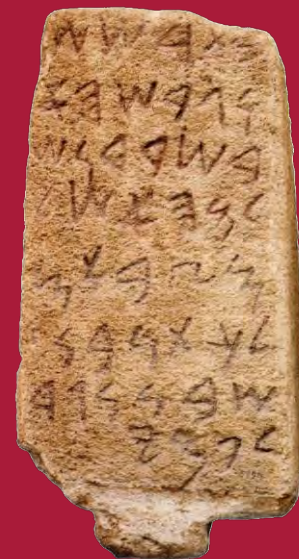
July 4th -18th, Elba Island (Tuscany – Italy)

Bethany Festival

August, Bethany (Palestina)

Malta Mediterranean Literature Festival

August 22nd-24th, Malta



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