

The Minister of Tourism Eng. Walid Nassar has the honor to welcome you to celebrate the announcement of Lebanon's membership in [the Cultural Routes of the Council of Europe](#) and the launch of [Smart Ways Lebanon by The Phoenicians' Route](#) (La Rotta Dei Fenici) February 21, 2022 Layla El Solh Hall, [Ministry of Tourism](#), Beirut, Lebanon.



COUNCIL OF EUROPE Cultural Routes  
CONSEIL DE L'EUROPE



LA ROTTA DEI FENICI  
Cultural route of the Council of Europe  
Itinéraire culturel du Conseil de l'Europe



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### Phoenicians' Route



The Phoenicians' Route 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 "koine", a Mediterranean cultural community, producing an intense exchange of manufactured articles, people and ideas.

**Heritage**  
The route passes through all the Mediterranean countries, including many North African and Middle East countries, thus strengthening historical bonds. These connections are represented by a relevant heritage, originating from ancient Mediterranean civilisations, present in numerous archaeological, ethnic, anthropological, cultural and naturalistic sites throughout the countries of the Mediterranean, and also a significant intangible Mediterranean heritage.

**Travelling today**  
The Mediterranean cities were the stopping places of a journey along the Phoenicians' Route, through which people exchanged artefacts, knowledge and experience. In this respect, the Phoenicians' Route travel experience is intended to show the traveller our common routes, linking the countries of three continents and over 100 towns, originating from ancient Mediterranean civilisations.

**Council of Europe values**  
The Phoenicians' Route aims to foster Mediterranean intercultural dialogue, sharing the values of the Council of Europe, especially human rights and democracy. Established in many non-European countries, including several places of conflict, the routes help to promote freedom of expression, equality, freedom of conscience and religion, and the protection of minorities. This network is a way to work together for the development of peace and mutual respect in the Mediterranean.



Albania



France



Malta



Lebanon



Belgium



Greece



Spain



Cyprus



Croatia



Italy



Governorate of Jericho



Tunisia



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Cultural Routes

### Cultural Routes of the Council of Europe programme

The Cultural Routes programme (DG Democracy <https://www.coe.int/en/web/democracy>) was launched by the Council of Europe in 1987 with the Declaration of Santiago de Compostela. The Cultural Routes of the Council of Europe are an invitation to travel and to discover the rich and diverse heritage of Europe by bringing people and places together in networks of shared history and heritage. They put into practice the values of the Council of Europe: human rights, cultural diversity, intercultural dialogue and mutual exchanges across borders. Over 30 Cultural Routes of the Council of Europe provide a wealth of leisure and educational activities for all citizens across Europe and beyond and are key resources for responsible tourism and sustainable development. They cover a range of different themes, from architecture and landscape to religious influences, from gastronomy and intangible heritage to the major figures of European art, music and literature. The certification "Cultural Route of the Council of Europe" is a guarantee of excellence. The networks implement innovative activities and projects pertaining to five main priority fields of action: co-operation in research and development; enhancement of memory, history and European heritage; cultural and educational exchanges for young Europeans; contemporary cultural and artistic practice; cultural tourism and sustainable cultural development. Through its programme, the Council of Europe offers a model for transnational cultural and tourism management and allows synergies between national, regional and local authorities and a wide range of associations and socio-economic actors.



Phoenicians' Route [link](#)

Cultural Routes of the Council of Europe programme [link](#)

### Exploration of Smart Ways Lebanon – Network of Historical Cities





**TYRE**  
The Phoenicians' Route in Lebanon starts in Tyre, a city with a long history of trade and cultural exchange. The route passes through the city's ancient ruins and modern landmarks, highlighting its role as a major port and center of commerce.



**SIDON**  
The route continues to Sidon, a city known for its ancient ruins and modern architecture. The route passes through the city's historic center, highlighting its role as a major port and center of commerce.



**BEIRUT**  
The route continues to Beirut, a city known for its ancient ruins and modern architecture. The route passes through the city's historic center, highlighting its role as a major port and center of commerce.



**JOUNIEH**  
The route continues to Jounieh, a city known for its ancient ruins and modern architecture. The route passes through the city's historic center, highlighting its role as a major port and center of commerce.



**BYBLOS**  
The route continues to Byblos, a city known for its ancient ruins and modern architecture. The route passes through the city's historic center, highlighting its role as a major port and center of commerce.



**BAALBEK**  
The route continues to Baalbek, a city known for its ancient ruins and modern architecture. The route passes through the city's historic center, highlighting its role as a major port and center of commerce.



**SIDA**  
The route continues to Saida, a city known for its ancient ruins and modern architecture. The route passes through the city's historic center, highlighting its role as a major port and center of commerce.



**TIROLOS**  
The route continues to Tirolos, a city known for its ancient ruins and modern architecture. The route passes through the city's historic center, highlighting its role as a major port and center of commerce.



**BAALBEK**  
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Phoenicians' Route | Lebanon banner [link](#)