



The programme

The multilateral cross-border cooperation “Mediterranean Sea Basin Programme” is part of the new European Neighbourhood Policy and of its financing instrument (ENPI) for the 2007-2013 period: it includes the European Union and partner countries regions placed along the shores of the Mediterranean Sea.

The project in brief

At Mediterranean level, tourism has often led many countries and regions to develop the industry in a competitive way rather than in a cooperative manner. For obvious climatic reasons but also due the role played by tour operators, Mediterranean tourism destinations have based their growth essentially on a “sun and sea” vision and developed strategies aimed at maximizing short term profits instead of addressing the needs and expectations of customers and residents. In this sense, there is a real need

to adopt and introduce new consumer models translated into environmentally friendly tourism products, respecting natural resources and diversifying the seasonal nature of tourism demand. **UMAYYAD contributes to this objective by promoting sustainable tourism based on the synergies derived from the design of a cross-border itinerary between 6 countries sharing common history and cultural background.**



Portugal



Spain



Italy



Tunisia



Egypt



Jordan



Lebanon

Expected results

- Mediterranean Cultural Tourism Network established and good practices in cultural tourism and cross-sector activities transferred
- Integrated strategy implemented addressing 3 dimensions: cultural heritage, diversification of the supply of tourism services, tourist infrastructure contributing to the seasonal tourism balance
- Cultural itinerary on Umayyad heritage launched
- Specific Mediterranean common tourism brand designed within the itinerary of Umayyad
- Increased number of arrivals during the off-season period with estimated 10-20% growth Main activities
- Analysis of tourism infrastructure and opportunities for off-season offers
- Identification and exchange of good practices related to cultural tourism
- Development of Local Action Plans containing recommendations for enhancing cultural tourism
- Design of thematic tourism packages within the Umayyad itinerary
- Training sessions dedicated to policy-makers, tour operators and entrepreneurs
- Organization of an exhibition devoted to cultural tourism and Umayyad itinerary

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Beneficiary

Public Andalusian Foundation “The Legacy of al-Andalus” (Spain, Andalusia)

Target Groups

- 80 policy-makers
- 50 tour operators
- 300 entrepreneurs

Partnership

1. Andalusian Council of Chambers of Commerce (Spain, Andalusia)
2. Algarve Tourism Board (Portugal, Algarve)
3. Regional Direction of Culture of Algarve (Portugal, Algarve)
4. Castles and Medieval Towns Circuit Association (Italy, Sicily)
5. Italo-Tunisian Chamber of Commerce and Industry (Tunisia, Tunis)
6. Association “Mediterranean Liaisons” (Tunisia, Tunis)
7. Arab League Educational, Cultural and Scientific Organization (Tunisia, Tunis)
8. Safadi Foundation (Lebanon)
9. Urban Planning Institute, Lebanese American University (Lebanon)
10. Municipality of Jbeil Byblos (Lebanon)
11. CulTech in Archaeology and Conservation (Jordan, Amman)
12. International Development Co. AID-ME (Egypt, Al Iskandanyah)
13. Federation of Egyptian Chambers of Commerce “Alexandria Chamber” (Egypt, Al Iskandanyah)
14. European Association for the Professional and Cultural Development “Maimónides”



“For nearly 20 years, the Fundación Legado Andalusi, (Lead Partner of the Umayyad), has been working on cultural, rural and domestic tourism through the planning and realization of Cultural Routes and Itineraries. Employing this cultural cooperation model that transcends Spain’s borders, the Legado Andalusi aims to contribute to the cultural structuring and dialogue along the Mediterranean. All this translates into a contribution to economic development in cultural tourism, a viable opportunity for local and regional development and an important alternative to the predominant tourism products in the Mediterranean: sun and beach tourism.”

Ms. Marina Martín,
Managing Director of the Andalusian Public
Foundation El Legado Andalusi.

Financial Beneficiaries

- Local Communities
- Tourists

Specific Objective

To contribute to the improvement of territorial cohesion in order to overcome the seasonal misbalances in tourism sector within the Mediterranean territory through promotion of sustainable tourism based on synergies derived from the design of a cultural itinerary focusing on the Umayyad heritage

Tangible / intangible results



The project culminated with a comprehensive set of guidebooks publication for all partners

The Umayyad guide books are considered, among the main tangible and intangible results of the project along with the Umayyad digital museum adding cultural significant value to the media tech information center located in the premises of the LAU Louis Cardahi Foundation, in the heart of the medieval city of Byblos. It aims to recount the history of the Umayyad Dynasty, its expansion and its prosperity in all partner countries, and to highlight the common heritage that these different cultures and countries share.

The Program

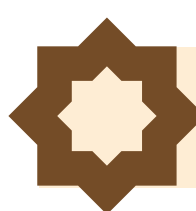
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Duration

36 months (December 2012 - December 2016)

The Budget

- Total budget: € 4.153.653
- Programme contribution: € 3.739.288 (90%)
- Project co-financing: € 414.365 (10%)

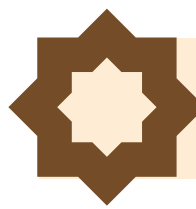


Portugal



Of the Umayyad legacy in the Algarve, it is worth highlighting the traces of urban walls and husun –sets of fortified palatines, property of clan groups that dominated the territory and its natural resources. Also noteworthy is the set of places of memory that, due to the absence of physical record, became a markedly immaterial heritage. In addition, there are a lot of archaeological remains, most of which are on display in the museums throughout the region.

<http://umayyad.eu/?q=portuguese-route>

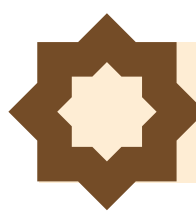


Spain



This cultural route seeks to publicize the profound human, cultural, artistic and scientific relationship between East and West and the way in which the Greco-Roman legacy was passed on to Europe through al-Andalus. In fact, the proposed route embodies many meaningful aspects of al-Andalus, one of its great milestones being the Umayyad caliphate of Córdoba, a cultural bridge between Europe and the Arab-Islamic world. In the 10th century the Hispano-Andalusian civilization was at its peak. At the crossroads between the Christian, Jewish and Muslim cultures, this cradle of literature, science and the arts

<http://umayyad.eu/?q=andalusian-route>

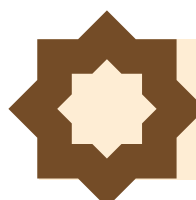


Italy



Thanks to its natural wealth and central position in the Mediterranean, Sicily has always been at the crossroads of different cultures, forming a bridge between Europe and Africa. Through the centuries the Greeks, Romans, Arabs and Normans, and at other times the Phoenicians, Carthaginians, Swabians, Angevins, Aragonese and Spanish all made Sicily their home, helping shape its history and leaving behind a mixture of cultures and important architectural remains scattered around a unique island with an attractive mélange of styles and traditions.

<http://umayyad.eu/?q=sicilian-route>



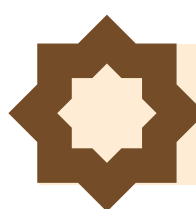
Tunisia



Located on the Mediterranean, with almost 1,300 kilometres of coastline, the Tunisian lands have served as a bridge between east and west, between sub-Saharan Africa and Europe, throughout their long history. The land also has roots in the Sahara, whose desert covers almost 40% of the country's surface area. Between both worlds, fertile plains like those of the Medjerda mix with areas of salt lakes, the vast palm groves like those in Gabes and a vast catalogue of historical cities.

Inhabited since pre-historic times, Tunisia was home to several Phoenician colonies like Carthage. In the end, the Carthaginians supplanted their Phoenician backers and founded cities like Kerkouane. They struggled for power with the Romans, who built new cities that supplied the empire with wheat, wine and the renowned olive oil.

<http://umayyad.eu/?q=tunisian-route>

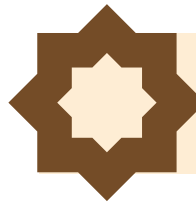


Egypt

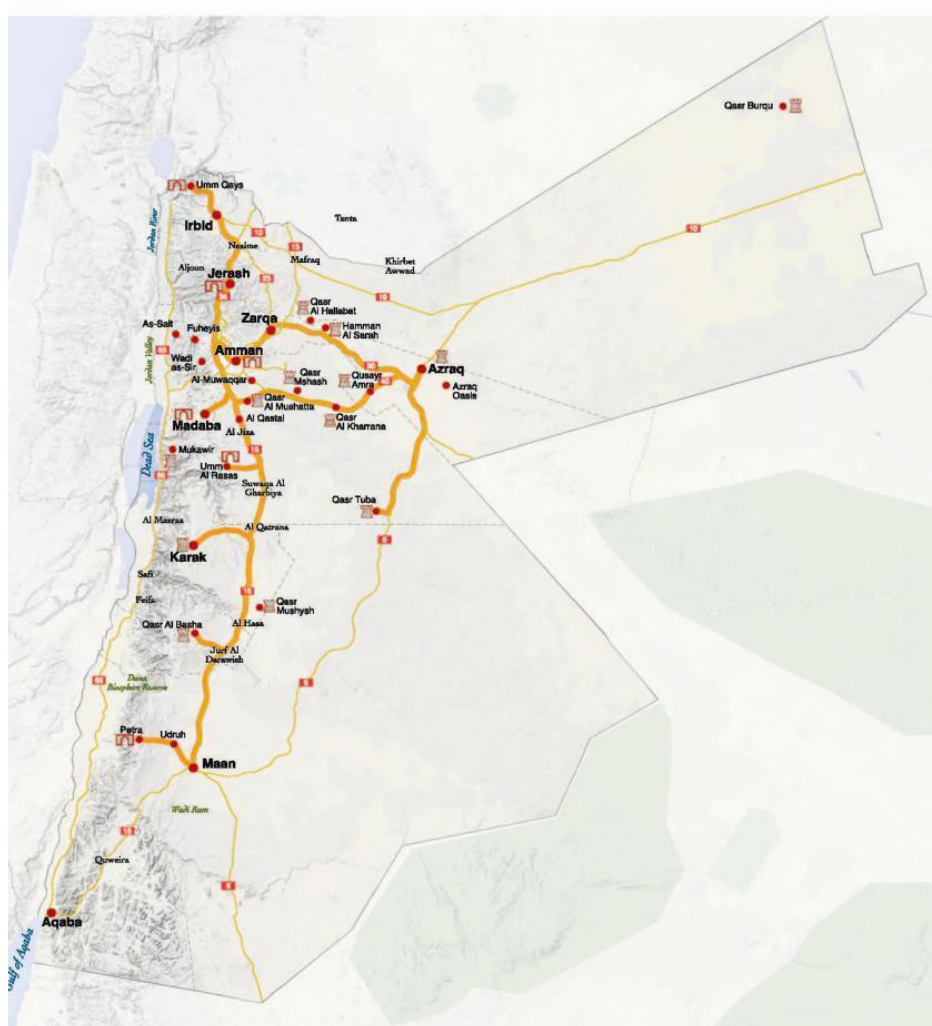


According to the Greek geographer Herodotus, “Egypt is a gift of the Nile”. The river’s mighty waters form an uninterrupted oasis, a long strip of intensely green lands encircled to the west by the Libyan Desert and to the east by the Arabian Desert. North of Cairo, the Nile divides into various branches that fan out forming the fertile Nile Delta, which drains into the Mediterranean. Apart from a few oases scattered about the desert, almost all life in this North African country is concentrated in the Nile valley, which has truly astonishing heritage in terms of its agriculture, cities and society amassed over five thousand years of history.

<http://umayyad.eu/?q=egyptian-route>



Jordan



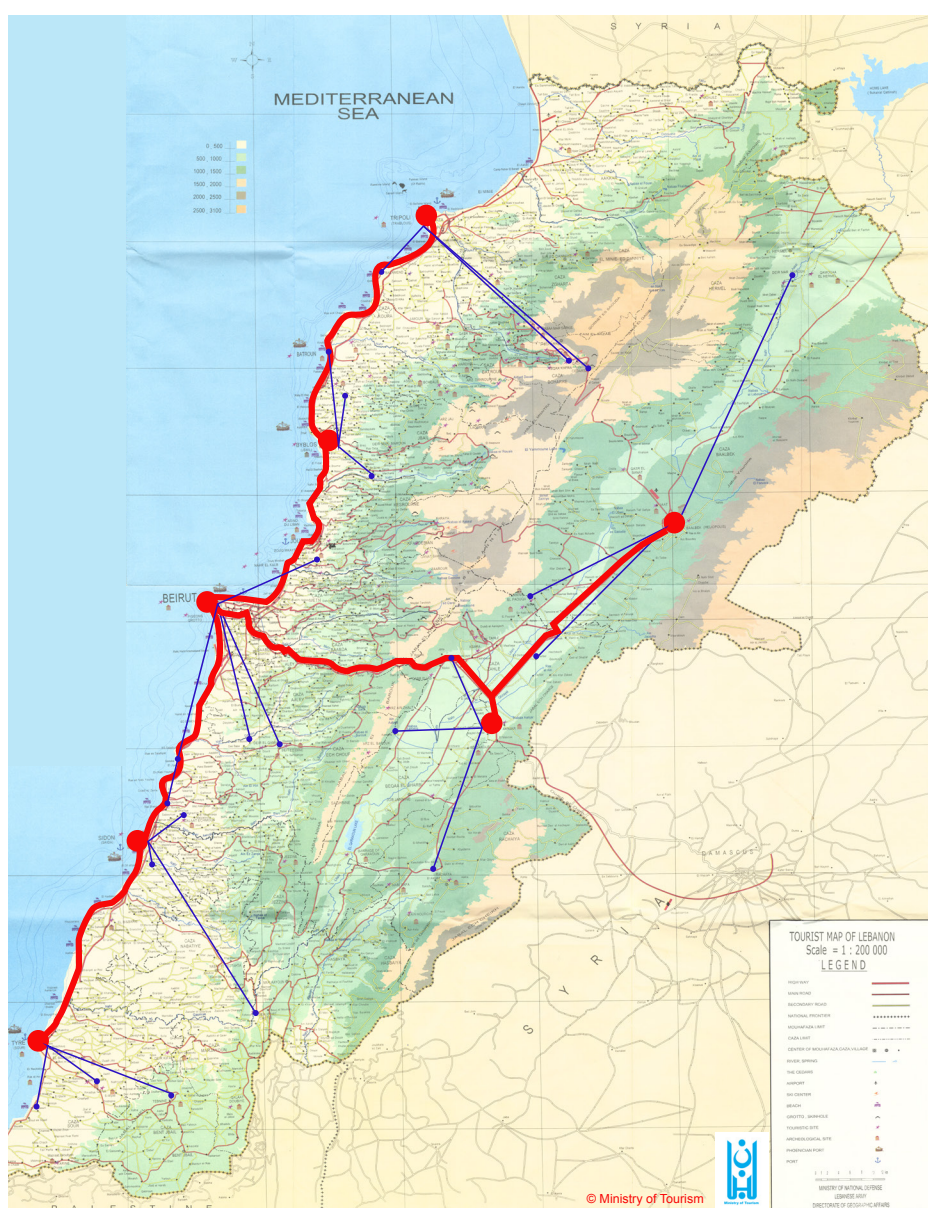
The Jordanian territory, located on the borders within the great empires of the Middle East, was crossed by endless numbers of conquering armies: Egyptians, Assyrians, Babylonians, Persians, Greeks, Romans and Byzantines.

The first confrontation of Islam and the byzantine world in Jordan was in 629 AD in the battle of Mutha near Karak. In 636, the Arabs were able to control Syria, Jordan and Palestine after the decisive battle of Yarmouk. Omar ibn al-Khattab, the second of the Rashidun Caliphs, founded the administrative system of Ajnad (military districts; also Junds).

<http://umayyad.eu/?q=jordanian-route>



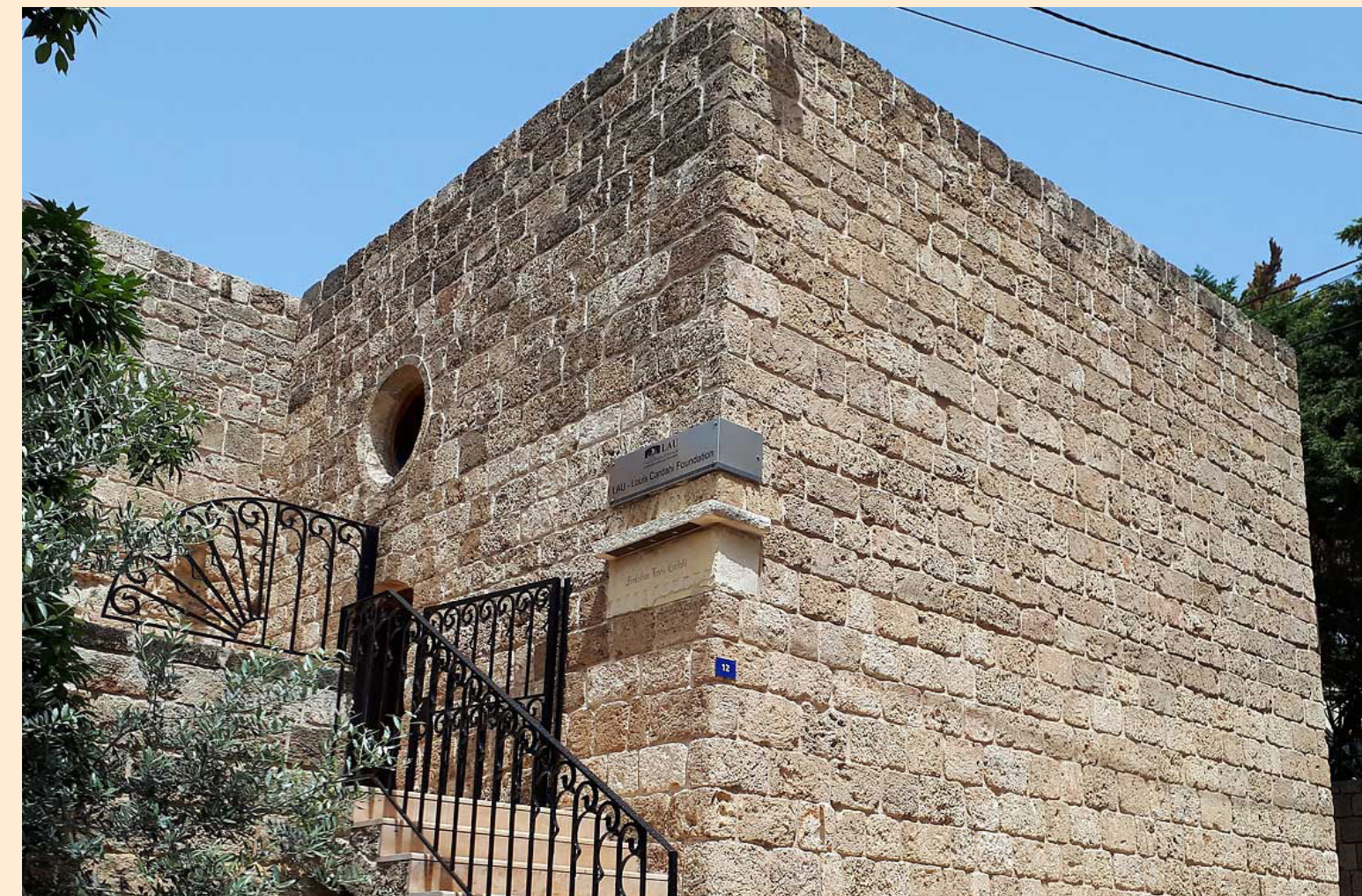
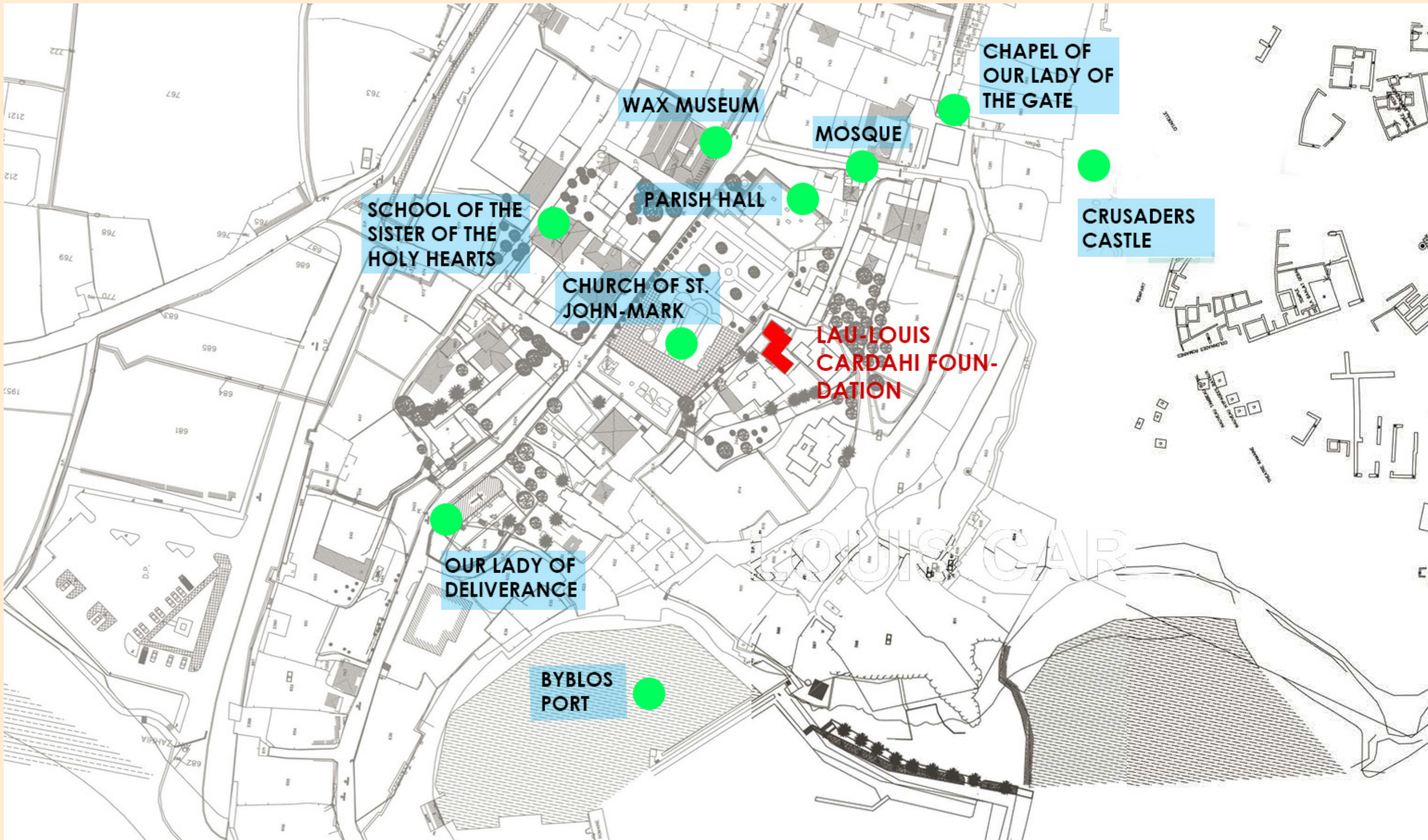
Lebanon



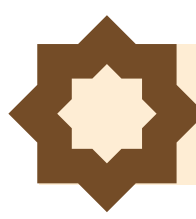
The Umayyad route in Lebanon is a journey through port cities that connected the eastern Mediterranean with the rest of the world. Coastal Lebanese cities had been the link between East and West from the second millennium BC. The archaeological and architectural remains in these cities attest to the succession of the civilizations that developed in the Mediterranean. They display the wealth of the cultural exchange in the Mediterranean from the Phoenicians’ first sailings to the European and North African shores to present. These coastal cities are supplemented by one of the Umayyad cities, which sprouted in the eastern Mediterranean in the first half of the seventh century.

<http://umayyad.eu/?q=lebanese-route>





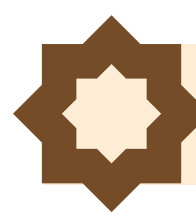
The Louis Cardahi Foundation was established by the Cardahi Family in 1995 as a tribute to a man who made praiseworthy efforts to revive his beloved city Byblos in all its past glory and to bring its significance as a site of world heritage to international attention. The foundation aims to be a cultural center for disseminating knowledge about the city and promoting research about its history and heritage. The Louis Cardahi Foundation is located in the St. Jean-Marc quarter of the old town of Byblos (Jbeil), next to St. Jean-Marc church. Its premises consist of a built-up surface of 217 square meters with a 71 square meters terrace. The Foundation premises also host the digital display and documentation for the Umayyad Route project and the Phoenicians' Route. A governing board comprised of five LAU representatives and two Cardahi family representatives oversee the foundation's strategic planning.



The Louis Cardahi Foundation

The Umayyad digital museum is one of the main tangible results of the Umayyad project; the digital museum is a media tech information center and a library located in the premises of the LAU Louis Cardahi Foundation, in the heart of the medieval city of Byblos.

It aims to recount the history of the Umayyad Dynasty, its expansion and its prosperity in all partner countries to highlight the common heritage that these different cultures / countries share.



The Museum

This room contains treasures from the private Louis Cardahi collection, including:

- Phoenician artifacts, such as a statuette of Ishtar-Aphrodite taking her abluion
- Oil lamps and small glass vases
- Lithographs by the famous archeologist Ernest Renan.
- Reproduction from the Louvre Museum: bust of Osorkon, stone of Yehawmilk, basalt lion of the Persian fortress.



<http://lcf.lau.edu.lb>

CNRS–LEREVE)

- La Navigation à Byblos (by Julie Bresse/USEK)
- Mémoire de maîtrise sur l'articulation site–Vieille ville (by Jean-Christophe Monnet/Institut Français d'urbanisme Paris VIII)
- The Romanesque Cathedrals: Byblos and Tartous (by Stephanie Kordahi/LAU)
- Figures du patrimoine au Liban représentations et trajectoires des espaces Hérités à Tyr, Saida et Byblos (by Maud Moussi/ Université de Tour)
- Franco Bis Beyrouth 2002, Hommage aux chercheurs francophones qui ont contribues a la renommee de la ville de Jbeil – Byblos

Recent Activities

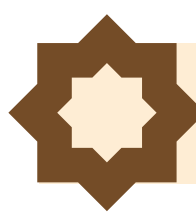
- Phoenician Route Conference (March 2017)

- Umayyad Route Conference (December 2016)

Past Exhibitions

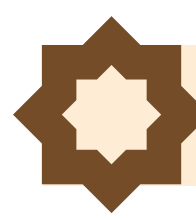
- Byblos Photograhly Exhibition by Paul Zgheib and Pierre Daou (June 1997)
- Painting Exhibitions about Byblos (by Joseph Matar, Samira Nehme, Father Jean Jabbour, Chucrallah Fattouh, Antoine Matar and others) (May 1996)

- Sculpture Exhibition “Phoenician Spirit” by Nabil Basbous (July 1996)



The Library

The foundation's Library holds approximately 1500 specialized volumes dedicated mostly to the historic and cultural life of the city of Jbeil and its region. Print periodicals are supplemented by subscriptions to various online databases (books, journals, magazines, brochures and CDs).



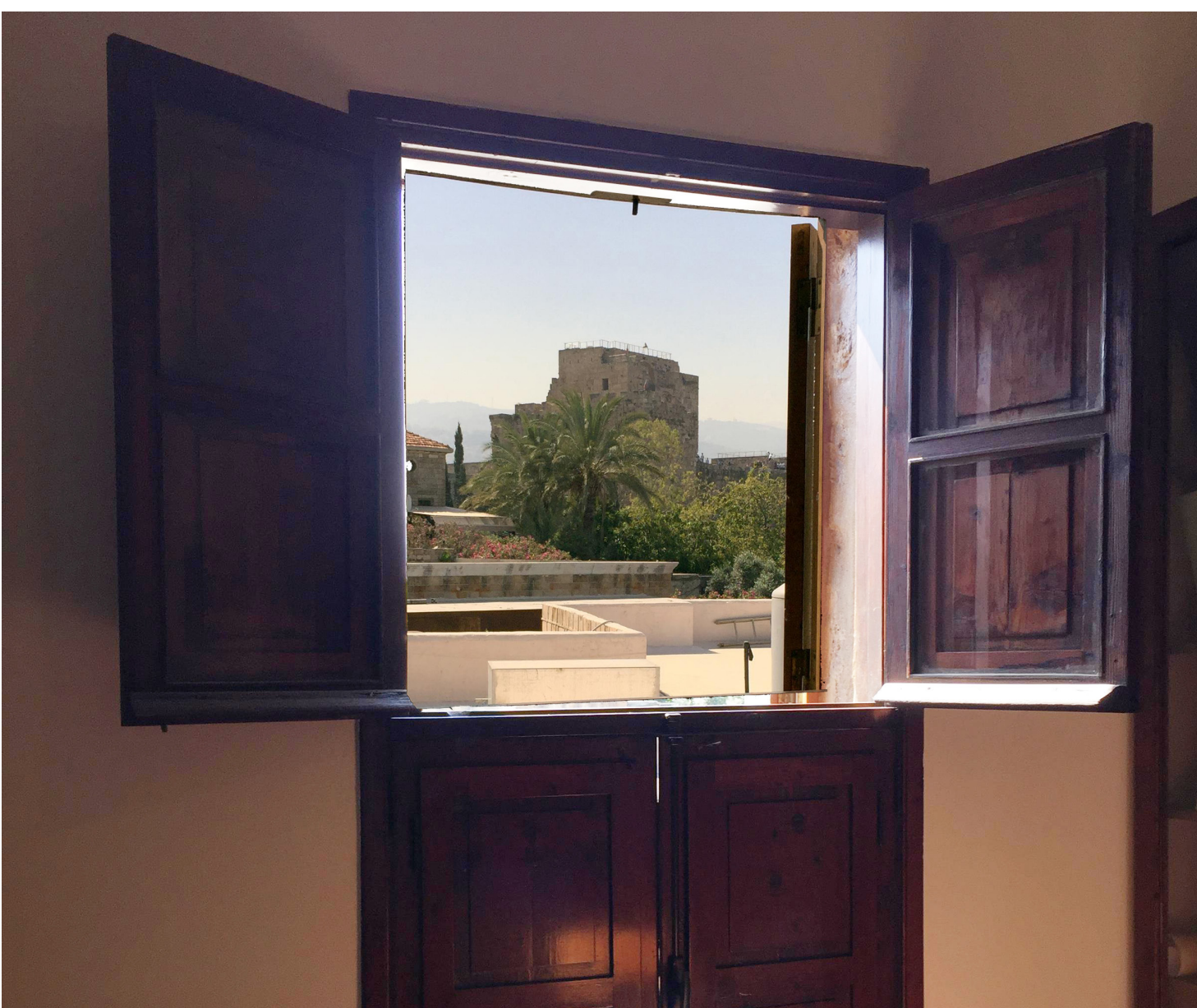
Activities

Research at the Foundation

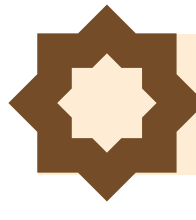
The Louis Cardahi Foundation Library welcomes students, researchers or any visitors who wish to learn more about Byblos over the centuries, as well as about other topics relevant to Lebanon and the broader region.

Some examples of research conducted at the Foundation Library by prominent external researchers in recent years include (but are not limited to):

- Perspectives de l'Archéologique sous-marine (by Zareh Amadouny)
- Aménagement des espaces vertes à Byblos (by Julie Lakkis/ Université de Montréal)
- Le Port Phénicien (by Rania Aoun, Karine Mansour, and Pamela Atieh /ALBA)
- Géomorphologie du Port de Byblos (by Christophe Morhange/



Umayyad Route reception (December 19th, 2016)



Phoenician Route reception (March 23rd, 2017)

