



## 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

### Lebanon Route

A country of sea, mountains and green valleys, the Republic of Lebanon overlooks the eastern Mediterranean along 223 kilometers of coastline from south to north, and a width eastwards to the Syrian border that varies between 40 and 75 kilometers. The narrow coastal plain, where cities and towns succeed one another, quickly climbs Lebanon mountain range, whose summits, snow-covered in the winter, reach up to 3,000 meters. Its slopes are carpeted by the famous cedar tree, symbol of the country. After this first mountain range, the Bekaa depression lies down, planted with orchards and vineyards, and overlooked on the east by the tops of another mountain range, the Anti-Lebanon.

This geographical mark of intimate proximity between sea and mountains has shaped up this corner of the Middle East's history. The magnificent Mediterranean seaboard involved

### 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"

exchanges, and a vocation as a bond between East and West never disrupted since the Phoenician times. Throughout history, both mountains and valleys have served as a refuge for many religious minorities, so that Lebanon is today a mosaic that is home to 5 recognized Islam branches (Sunni, Shiites, Alawites, Druze and Ismailis), and 11 Christian faiths.

### ROUTE OF THE Umayyads IN 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

### 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

### Other Details

#### target groups

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

#### financial beneficiaries

- Local Communities
- Tourists

#### Duration

36 months (December 2012 - December 2015)

#### Budget

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

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.

The route illustrates a wonderful and concise course in the history of civilizations, with direct and immediate comparison among all the architectural and cultural legacies of these civilizations.

Among the various architectural remains, the urban fabrics of various periods still exist in various fragments, with pluralistic cultural traits that mark the many aspects of daily life in these cities, including food, relationship with the natural setting and the multitude of diverse landscapes.