

# 2018



THE  
PHOENICIANS'  
ROUTE

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



# NEWSLETTER 01

FEBRUARY 14th, 2018

## 2018 European Year of Cultural Heritage

2018 will be the European Year of Cultural Heritage. For the Phoenicians' Route it will be a very important and significant year. Many activities are in progress in all the countries of the Route, starting with the initiatives that are part of the "**Ancient Mediterranean Days**", the event that brings together all the countries belonging to the Phoenicians' Route. From March to May, numerous activities will be carried out to promote Intercultural Dialogue, enhancement of Heritage, Council of Europe values. Program available soon on our website.

2018   
EUROPEAN YEAR  
OF CULTURAL  
HERITAGE  
#EuropeForCulture

## XV Anniversary of the Phoenicians' Route

In 1994, the Italian Ministry of Tourism proposed the Phoenicians' Route as case for a Cultural Route of the Council of Europe. However, only in 2003, a Network of municipalities obtained the inclusion of the Route in the Program of the Council of Europe. Therefore, in 2018 the Phoenicians' Route celebrates its 15 years of activity in the fields of culture, education and sustainable tourism. All the initiatives organized this year will celebrate this anniversary in all the countries involved.



## Output of the General Assembly 2017

The annual General Assembly of the Phoenicians' Route - X Euro-Mediterranean Dialogue was held in Jaén (Andalusia - Spain). Delegations from 6 countries attended the meeting. As observers, also Eleonora Berti, Project Coordinator – European Institute of Cultural Routes and Pilar Barraca, Ministry of Education, Culture and Sport of Spain attended the meeting. The University of Jaén hosted the Assembly. A meeting of the Scientific Committee approved the proposals for the Assembly. Among the most significant actions discussed: new Network Me.Mu.Net, IUN International Universities Network, SmartWays and Interpretation Centers, Ancient Mediterranean Days, EDU.Net.



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### New countries in the Phoenicians' Route

Our Route has been enriched with important new adhesions or substitutions that have been approved during the Assembly of Jaén. OITS - International Organization of Social Tourism has taken the place of EARTH as a result of their merger. New Networks and partners now work in Croatia, Greece, France and Malta.

Moreover, during the 2018 Eu-China Tourism Year, important contacts have been developed with Chinese stakeholders, including some government agencies, in order to implement new joint initiatives between the Phoenician s' Route and China routes, such as Shangri-La (Yunnan Region) and the Silk Road by land and sea. Existing agreements with South America will be consolidated throughout the year.

### Fitur Madrid

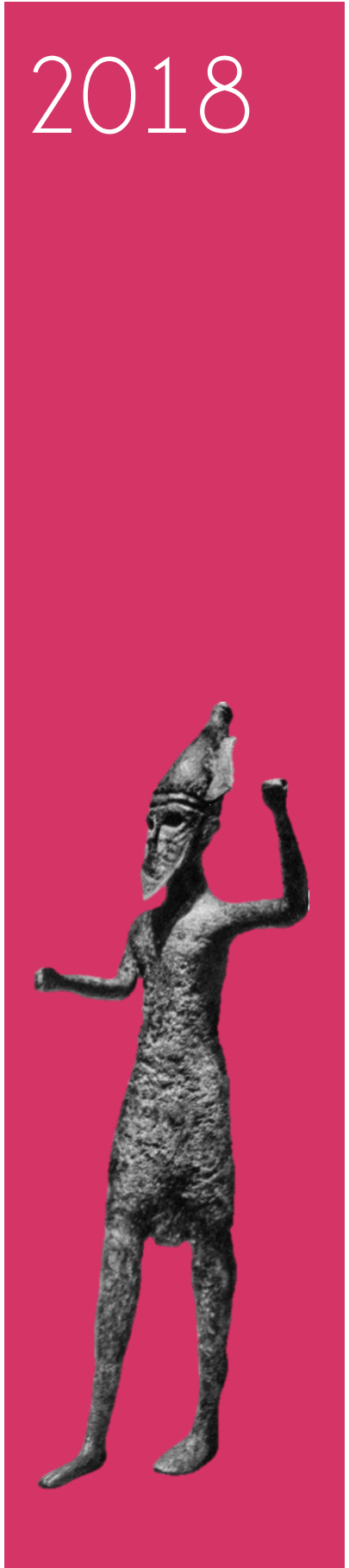
The Phoenicians' Route was the protagonist of numerous presentations in the stands of the Spanish partners, the most important was the Melilla one. In fact, Melilla promoted the creation of the first Edition of a Festival of Intercultural Dialogue in 2018, immediately joined by the Minister of Tourism of Lebanon, Mr. Avedis Guidanian, and which will also include Italy and Malta among the most active subjects.

### Ancient Mediterranean Days

The Ancient Mediterranean Days in 2018 will be held in more countries than the first edition. In the period from March to May 2018, events of all kinds will be held to reinforce the image and dissemination of information and knowledge on the Route, on the intercultural dialogue and on CoE values.

### Edu.Net Intercultural Travels

Moreover, in 2018 there are many schools belonging to the Network of the Mediterranean Schools Edu.Net that are organizing "Intercultural Travels" and twinning among schools. A confirmation of the existent dialogue among young people and countries.



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## Plein Air Tour and Smart Ways

The Smart Ways strategy has been confirmed, planned and implemented in several Mediterranean countries, including Lebanon, the Governorate of Jericho, Italy, Tunisia, France, Spain and Croatia. Some Interpretation Centers are already operative. On the left, the Interpretation Center of Byblos (Lebanon).

To test the value of the Smart Ways, in collaboration with the Plein Air Magazine a Plein Air camper tour will be organized in Sicily (April 25th - May 2nd) along the "Antica Via Selinuntina".



## Creative Tourism on the Phoenicians' Route

The Phoenicians' Route and Creative Tourism Network agreed to promote each other on the Route through the methodology that refers to the studies of prof. Greg Richards of 2004. At that time, the Phoenicians' Route had already been reported as a case study in which creative tourism was carried out. Now the proposals for the territories are studied together in terms of training for operators, management of territorial systems, marketing and promotion.



## Exhibition "Hannibal. The end of a Journey"

The exhibition "Hannibal. The end of a Journey" continues at the National Museum of Capo Colonna of Crotona (Calabria, Italy). A project realized, in collaboration with Capitale Cultura Group, the Magna Grecia Scientific, Technological Park of Crotona and Drypto-Ingenium Logic, with the scientific direction of Dr. Filli Rossi and Prof. Giovanni Brizzi, President of the Phoenicians' Route.

Other exhibitions related to the figure of Hannibal are scheduled in Italy (Capua and Piacenza) and in France by General Association of Conservators of Public Collections of France AGCCPF-PACA and Ministry of Culture.



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