

DOSSIER of APPLICATION

To the Cultural Route of the Council of Europe

Mediterranean Cultural Route “The Phoenicians’ Route”

This dossier constitutes the basis to adhere to the Phoenicians’ Route.

Provided that:

- Since 2003, the Cultural Route “The Phoenicians’ Route” has been part of the Program of the Cultural Route of the Council of Europe and its work is closely related to the themes of intercultural dialogue and cultural, creative, responsible, sustainable, experiential, relational and slow tourism; from 2016 the Route is Pilot Project of the World Tourism Organization and it operates through an International Confederation that is "*réseau porteur*" of the Itinerary and takes the name from the network that composes it, made of operators of different areas, both territorial and thematic;
- The Phoenicians’ Route has been working for many years in the Mediterranean for the cultural and touristic promotion of the territories involved in the Itinerary;
- January 19, 2016, in Madrid, the World Tourism Organization – UNWTO and the Institute of Cultural Routes of the Council of Europe presented the Core Working Group on the Phoenicians’ Route in order to support and develop the activities and programs of the Route, to promote tourism projects, to develop Mediterranean strategies in collaboration with international institutions, the government of the countries involved and the Confederation “The Phoenicians’ Route”;
- recent experiences in the field of tourism promotion of the territory and the growing need for professionalism allow to work in an integrated and systemic way among the sectors of culture, tourism and local development at different territorial scales in terms of sustainability;
- there is a growing interest among the European institutions for the promotion of intercultural dialogue, for the development of Euro-Mediterranean partnerships (Barcelona Declaration) and the support coming from the new neighborhood policies;
- the specificities of attractions, resources and organizational modalities of territorial areas – even within the same national context – impose a reflection of methodological nature that could be able to overcome the obvious obstacles to the generalization of proposals and practices of cultural tourism development, through the networking of the Mediterranean areas;
- by noticing how important and strong the ancient Etruscan, Phoenician, Greek and Roman civilizations were in the Mediterranean areas thanks to the great cultural and historical heritage, the Phoenicians’ Route decided to promote the establishment of an International Confederation that works in collaboration with national governments, international institutions, companies, communities and territories, independently of the current national identities;
- the existence of important sites and cities including many proofs of the ancient civilizations that originate the contemporary Euro-Mediterranean civilization shows that from an historical and cultural point of view they were strictly linked with the ancient Mediterranean, a source of influences for the contemporaneous and successive civilizations. This has resulted in making the cultural identity of these areas as a single fundamental context in history and as an ideal link to the other Mediterranean areas where the presence of these civilizations has expanded. Starting from the integration of this part of Europe in an international system of cultural tourism, proving how important it is to promote the valorization of cultural sites in the affected territories, strengthening the historical and cultural identity through activities that highlight the historical relationship between the Mediterranean and Europe, it is appropriate to put into practice what is needed to facilitate the entrance of this territories where there is evidence of Phoenician-Punic, Etruscan, Greek and Roman origin, among which an ideal circuit could be created;

- other territories and entities that are active in the promotion of cultural, historical, environmental heritage, can be considered deserving to adhere to the Phoenicians' Route;
- that the ecomuseums become protagonists of territorial development policies and their networking contribute to enrich the touristic offer and the small and medium-size cultural cities;
- Since 2011, the Cultural Route "The Phoenicians' Route" has been supervised by the **International Confederation "The Phoenicians' Route"**, that can embrace organizations of national or supranational order, representative of network of public territorial subjects, of private citizens, chamber of commerce, other entities that bring together territorial bodies that works for the valorization of cultural and natural heritage of the Mediterranean and of the Phoenician-Punic civilization, as well as other Mediterranean civilizations.

Considering

the importance and the power of historical and cultural inheritance of this heritage that the Phoenicians' Route testifies in the whole Mediterranean basin, regardless of the current national identities, by means of the promotion of the International Confederation collaborating with many national government, international institutions, communities and territories.

The applicant is aware that the subscription to the Phoenicians' Route Confederation implicate, in particular, the following **fundamental obligations**:

- to promote the values of democracy and cooperation among the populations as a foundation for a peaceful and civil coexistence;
- to guarantee an active participation in the activities (scientific, educational, international dialogue, cultural tourism) of the Phoenicians' Route Confederation and the payment of the annual sum established by the General Assembly of the Itinerary;
- to guarantee the respect of the criteria of each Cultural Itinerary of the Council of Europe (Res – 2010, 52 of the Council of Europe) listed below:
 - Cooperation in terms of research and development
 - Valorization of memory, history and heritage of Europe and Mediterranean
 - Cultural and educational exchanges among the youngsters
 - Actualisation the Cultures and Arts
 - Cultural tourism and development of Sustainable and Responsible Tourism practices

A) Eligibility Criteria

Those who can adhere to the Cultural Route "The Phoenicians' Route" are: public territorial subjects, private citizens, chamber of commerce and other entities that bring together territorial bodies that works for the valorization of cultural, tangible and intangible, natural heritage of the Mediterranean and linked to the Ancient Civilizations of the Mediterranean with their sites, or having historical-cultural relationships with these Mediterranean civilizations, with the Mediterranean Intercultural Dialogue and of sustainable and responsible tourism.

Scientific institutions, research bodies, universities can contribute to the activities of the Phoenicians' Route, too. With them the Itinerary will arrange individual protocols for scientific and technical cooperation, always prior approval of the Scientific Committee.

As for museums and cultural sites, public or private, operating in the above-mentioned fields, they can join the Network of Mediterranean Museums "ME.MU.NET".

To the Network of Mediterranean Schools "EDU.NET" can adhere schools of all levels of the Mediterranean area that are interested in developing good practices of heritage pedagogy linked to the ancient civilization of the Mediterranean.

B) How to adhere

The interested bodies must send the following documents to the Directorate of the Route:

- Application for membership (Annex A)
- Application form (Annex B)

This application will be verified by the International Scientific Committee that will express its opinion within 30 days from the transmission of the documents, specifying also which Confederation Network (territorial network/thematic network) should be in charge of the candidate body.

The Directorate will transmit this decision to the concerned candidates and to the network that it will join, highlighting also the possible membership fee to be paid to accomplish it.

Following the payment of this potential fee, the adhesion to the Itinerary will be ratified by the Steering Committee at the first scheduled meeting. Pending this ratification, it will take place temporarily by electronic mail in care of the Route Director.

Only upon completion of this process of adhesion, the Director will provide to the communication of the new adherent on the Itinerary channels, to its subscription on the platform of the European Institutes of Cultural Itineraries (www.culture-routes.net) and to its inclusion in the mailing lists to be informed on the activities and on the executive proposals of the networks.

The other bodies referred to in the preceding paragraph, can adhere to their respective executive category by contacting the International Director of the Itinerary who will prepare the participation documents (direttore@fenici.net).