

PRESS RELEASE:



**2018: European Year of Cultural Heritage:
The Phoenicians' Route and the Creative Tourism Network®
partner to satisfy the new cultural and creative traveler.**

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**#RottaDeiFenici #PheniciansRoute #CreativeTourismNetwork #CreativeTourism
#EuropeForCulture #EYOCH #EYCH18**

The Phoenicians' Route and the CreativeTourism Network®

Partner to satisfy the new cultural and creative traveler.

Within the framework of **2018 - European Year of Cultural Heritage**, the international networks of the Phoenician Route (Rotta Dei Fenici) and CreativeTourism Network® have formalized a collaboration agreement in order to develop joint actions to create synergies between two forms of cultural tourism, which are the archaeological and the creative one.

Both organizations are world leaders in their respective sectors and share an outstanding experience in tourism and cultural engineering.

The Phoenicians' Route is an international cultural route, certified by the Council of Europe in 2003, which addresses the theme of intercultural dialogue, following the model of the ancient civilizations, that have laid the foundations of the current Euro-Mediterranean civilization. Its actions contribute to the development of competences and projects between local communities and public and private operators spread over the three continents that surround the Mediterranean Sea.

The Creative Tourism Network® is the official organization for the development and promotion of creative tourism, which grants *Creative Friendly®* recognition to destinations that opt for this new trend, characterized by the participation of tourists in creative activities characteristic of the local culture.

This collaboration will allow on the one hand, to adapt the tourist offer of the destinations that are part of both networks, to the new demand of creative travelers, and on the other, to create value chains for the territories, through the organization of training seminars, the exchange of good practices and joint promotional campaigns.

Specifically, visitors to the Phoenicians' Route will be able to experience the Mediterranean culture through a selection of activities taught by local artisans:

from creating their own pieces of jewelry or clothing of the ancient civilizations (in particular, Phoenician and Punic, Greek, Roman but also Iberian, Etruscan, etc), to participate in a pottery workshop, to cook authentic culinary recipes, to share their vision of a site in a photographic route or a sketching session, among an infinity of possibilities.

These activities will be previously designed within the framework of training sessions in which not only representatives of the tourism sector will participate, but also local actors from crafts, art, creative industries and citizenship. In this sense, **the creative tourism should be understood as a creative way of managing tourism and more precisely, focusing on the human resources, that is to say, the local communities through their traditions and skills.**

Future initiatives, such as **the creation of the "Rotta dei Fenici" category within the [Creative Tourism Awards](#)**, as well as meetings and conferences, will be announced soon.

This project has received **a very enthusiastic reception from the World Tourism Organization, for the benefits it generates in favor of a mutual understanding of heritage and local cultures, within the framework of a quality and responsible tourism.**

La Rotta Dei Fenici - *The Phoenicians' Route*



Promoted by Italy, the Phoenicians' Route in 1993 was recognized by the Council of Europe as an International Cultural Route in 2003. This Route, which crosses the Mediterranean countries and many cities and focuses on the legacy of ancient civilizations, such as the Phoenicians, in three continents, is considered as the Route of Mediterranean interculturality.

Therefore, from 2016 it is also a Route of interest for the World Tourism Organization along with the Silk Road. Since 2007 it is also a case study of UNITWIN university network "Culture-Tourism-Development" - Paris La Sorbonne Unesco Chair, with routes from South America and Asia. On the occasion of the European Year of Tourism 2018 China-Europe, collaborations are ongoing with China's routes, with the Silk Road, with routes of Central and South America for the development of joint pilot actions.

The Phoenicians' Route: philosophy and mission

For Rotta dei Fenici we mean the connection of the great maritime communication routes used by the Phoenicians from the 12th century BC, as the main means of commercial and cultural communication in the Mediterranean. Through these paths, the Phoenicians, navigators and expert traders, gave life to a great civilization that was established through its expansion in the West, for the development of exchanges of manufactured products, people and ideas, and for the creation of a Mediterranean culture "koiné" (commonality) and its diffusion.

These routes have become an essential and basic part of Mediterranean culture. Currently the Phoenicians represent the model of interculturality, on which the Cultural Route of the Council of Europe is based. It aims to promote Mediterranean culture and strengthen the historical ties between the Mediterranean countries. In fact, the Route is based on the historical, social and cultural relationships that the Phoenicians and other ancient civilizations have established along the continuous maritime routes and places of the Mediterranean.

The objective of the Route is to enhance the heritage of the participating sites, through the cooperation of cities, institutions and other partners that will contribute to the search for a new relationship between man and his cultural and natural heritage and in the development of new pedagogical models and tourism that respond to the current needs of cultural exchange. The "ancient cities" therefore represent the stages of a journey along the Mediterranean, during which objects, knowledge and experiences are exchanged.

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El Creative Tourism Network®



The **Creative Tourism Network®** was created in Barcelona in December 2010, within the framework of the *1st International Conference on Creative Tourism* in the continuity of the pioneering platform Barcelona Creative Tourism (2005).

Being its main objectives the structuring and revitalization of this booming sector, the Creative Tourism Network® has become the reference body worldwide for destinations and initiatives that are betting for this new tourism.

ITS MISSIONS:

- **To structure the offer:** Identify, train, certify and promote the destinations recognized as "Creative Friendly" by the Creative Tourism Network®.
- **To encourage the demand:** Identify creative tourists and their intermediaries and to recommend them "Creative Friendly®" destinations through B2B or B2C.
- **To inform, advise, promote, create synergies** between agents interested in international creative tourism.
- **To develop collaborations** with specialized organizations and networks.
- **To foster the academic research and exchanges with practitioners** to elaborate and guarantee the *"Good Practices of Creative Tourism"*.

At present, the Creative Tourism Network® count on destinations as diverse as Barcelona, Medellin, Salvador de Bahia, Jinju (South Korea), Saint-Jean Por-Joli (Quebec), Biot (French Provence), Loulé (Portugal), among others.

www.creativetourismnetwork.org

About the Creative Tourism:

This concept appeared in the 2000s, in the research work of Professors Greg Richards and Crispin Raymond, who defined it as:

Tourism that offers visitors the opportunity to develop their creative potential through active participation in courses and learning experiences, which are characteristic of their holiday destination. "

Nowadays, Creative Tourism is a sector in full expansion that gathers more and more followers in the world **eager to carry out an artistic and creative activity that allows them to discover the culture of their destiny, sharing privileged moments with their inhabitants.**

Making sculpture on snow in Quebec, blowing their glass pieces in Provence, painting the landscapes of Tuscany, being a "sillettero" for a day in Medellín, participating in a DJ course in Ibiza, performing a concert at the Barcelona Opera Hall, participating in a cooking workshop in Tokyo or in the Algarve, creating their pieces of handicrafts in Ecuador, are some of the countless unique experiences that you will have the chance to do in the destinations worldwide recognized as "Creative Friendly®" by the Creative Tourism Network®.

Beyond a simple tourism offer, **the creative tourism has become a tool for territorial development** that, managed with flexibility and creativity, has a positive influence on:

- **the differentiation and attractiveness of the destination by reinforcing its cultural identity,**
- **the preservation and promotion of its tangible and above all intangible cultural heritage.**
- **the revitalization of the local economy and the creation of an eco-system** among several sectors: crafts, culture, creative industries, education, agriculture, etc.
- **the seasonality,**
- **the empowerment of local communities** (through professional training),
- **the social cohesion,**
- **the positive image of destination,** associated with authenticity, creativity and human relationships,
- **the sustainability, with creativity as the main resource.**

Full press release available at:

www.creativetourismnetwork.org



Interview with Antonio Barone, Director of the Phoenicians' Route

What is the Phoenicians' Route?

“La Rotta dei Fenici” comes from the consideration that the Mediterranean Sea in ancient times was contact tool between the communities of different ethnic groups and the civilizations that inhabited it. Then it became a frontier. It is necessary to return to a more open vision of the ancient maritime routes that led from east to west and vice versa, and from south to north, knowledge, products that came from afar and which today identify the Mediterranean world. The objectives of the Route are, therefore, intercultural dialogue through the improvement of the common cultural heritage, the resulting sustainable development, the implementation of Mediterranean culture and the communities of today, the heritage pedagogy as a tool for the growth of the young generations. Naturally, we consider sustainable, slow, responsible, creative and experiential tourism that can contribute to local development. The Route is governed by a network of national, local and cross-cutting thematic networks. Today there are cultural, educational and tourist operators from 12 countries, but others are being added. Among these, we mention the IOST - International Organization of Social Tourism, OTIE - Tourist Observatory of the European Islands, FEISCT - European Federation of Historical Cultural Touristic Routes, national networks of Spain, Italy, Croatia, Greece, France, Malta, Tunisia, Lebanon and in Jericho.

Can you list any of your actions?

Among the most interesting actions we have the Network of the Mediterranean Schools - Edu.Net, which promotes intercultural travel and twinning between schools, the Mediterranean Museums Network - Me.Mu.Net, IUN – International Universities Network for the Phoenicians' Route, for the development of research and innovative strategies. Then every year, between March and April, we organize an event that brings together all the events we carry forward in the Mediterranean: the Ancient Mediterranean Days, with events in all the areas where we operate. But let us not forget the applied methodologies, such as Heritage Pedagogy, communicative interpretation and others. That's why we offer operators training meetings and continuous updating on new tourism models, tourist hospitality, training for tourist guides, hospitality and catering networks, actions for the promotion of new businesses, especially for young people. We also have specific fairs, like the BTE in Sicily. Finally, every year meetings between partners such as the Assembly, called "Euro-Mediterranean Dialogue", which has passed the tenth edition, celebrating fifteen years of activity this year.

Who are the beneficiaries?

The beneficiaries of the Route are all: places and destinations, to develop their hospitality offer; tourists, who can visit special places; the operators, who can improve their work; local communities, which can finally develop a strategy based on their identities and sustainability, creating new opportunities for citizens and young people and growing in terms of understanding others, following the principles of intercultural dialogue.

How does all this translate into a tourist offer?

The tourist offer we work on has ethical aspects and economic aspects. In fact, it is an offer respectful of environmental and social sustainability, but lays the foundation for a new tourism that can really give development to the territories. This is why Phoenicians' Route can be understood as a large en plein air laboratory where research, implementation of strategies and the final offer are taken care of and made available to local communities, the real protagonists of the process.

What do you think are the advantages of creative tourism for the Phoenicians' Route or cultural itineraries in general?

"La Rotta dei Fenici" has always considered the activities that can be defined as creative tourism. Precisely because we observe what the community offers and how it compares with its past, cultural and natural heritage, its identity, its immaterial culture. Only in this way can we think of building a future made up of activities that can last over time keeping the primary resource, ie the territorial context and the characteristics of the local community. But all this within an international network through which to share good practices, strategies and ideas.

How do you envisage this collaboration with Creative Tourism Network?

With CTN we share visions and mission. We do very similar things and pursue the same goals. This is why we are honored to propose La Rotta dei Fenici as Route of creativity and experience. The tools of this collaboration could be communication, training and shared planning on a Mediterranean scale. Moreover, this collaboration is in line with the open reflections of the Erasmus + "All Tourist" project on the themes of the most innovative forms of tourism to offer to the territories.



Interview with Caroline Couret, Director of the Creative Tourism Network®

How was born the collaboration between the Phoenicians'Route and the Creative Tourism Network®?

I could say that it was almost an obviousness. The hyper-segmentation of the tourism sector poses new challenges, but also offers us great opportunities if we perceive them. And this collaboration opens up a world of possibilities to satisfy the most creative travelers! When we talk about cultural tourism nowadays, we can not limit ourselves to visits to monuments and museums. The current traveler wants experiences that elevate him to a higher level of knowledge, reflection and even transformation for his personal life. And it is precisely the common goal of the Phoenicians'Route and the Creative Tourism Network®, to create meaning and to associate cultural heritage with a new understanding of contemporary society.

In addition, on the one hand, our both organizations have many similarities in how to work in a cross-border network, with public and private entities and agents from different sectors. On the other hand, we are also complementary in terms of the geographical areas in which we operate and the methodologies and best practices that we can now exchange.

Was the celebration of the European Year of Cultural Heritage an additional reason?

If it is true that this project goes beyond 2018, it perfectly meets the values and objectives of the *European Year of Cultural Heritage* by "encouraging, for example, more people to discover and involve themselves in the preservation of European cultural heritage ", as well as to strengthen the feeling of belonging to a common European area". Of course, this celebration will encourage the extension of this collaboration to other partners and eventually to other cultural routes.

What are the actions planned in the framework of this collaboration?

First of all I would like to point out that this is an open collaboration framework that favors synergies and the permanent stimulation of ideas and projects, both between our two entities and between our respective members. From there, we already have planned the organization of seminars that allow the co-creation of experiences of creative tourism in the member destinations, always based on the mutual exchange of experiences and with a guarantee of quality. We Will also create a category of *Creative Tourism Awards*, exclusively dedicated to the Phoenicians' Route and of course, a joint promotion of the member destinations of both networks, towards the final public, but above all, through actions with specialized tour operators.

Please find a full interview at the following [link](#)

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