



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 Cultural Routes Programme of the Council of Europe and its work is closely related to the themes of intercultural dialogue and cultural, creative, responsible, sustainable, experiential, relational, accessible, community-based 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 Route 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 basin for the cultural and tourism promotion of the territories involved in the Route;
- On January 19th, 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 and governments of countries involved in the Confederation “The Phoenicians’ Route”;
- recent experiences in the field of tourism promotion of territories and the growing need for professionalism allow us 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 neighbourhood policies;
- the peculiarities of attractions, resources and organizational modalities of territorial areas – even within the same national context – impose a reflection of methodology 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 working in collaboration with national governments, international institutions, companies, communities and territories, aside from current national identities;
- the existence of important sites, cities and many proofs of the ancient civilizations originating the contemporary Euro-Mediterranean civilization shows that from an historical and cultural point of view they were strictly linked to the ancient Mediterranean, a source of influences for the contemporaneous and subsequent civilizations. It resulted in making the cultural identity of these areas a single fundamental context in history, as well as an ideal link to the other Mediterranean areas where these civilizations expanded. Starting from the integration of this part of Europe in an international system of cultural tourism, the importance of promoting the cultural sites in the affected territories emerges. Consequently, the strengthening of historical and cultural identity through activities aimed at highlighting the historical relationship between the Mediterranean and Europe is carried out. In order to do so, it is appropriate to foster by all



means the entrance of the territories with evidence of Phoenician-Punic, Etruscan, Greek and Roman origins, with the possibility of creating an ideal circuit among them;

- other territories and entities active in the promotion of cultural, historical, environmental heritage can be considered worthy of the adhesion to the Phoenicians' Route;
- the eco-museums become protagonists of territorial development policies and their networking contribute to enrich the tourism 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, private citizens, chambers of commerce, other entities bringing together territorial bodies that works for the valorisation of cultural and natural heritage of the Mediterranean and of the Phoenician-Punic civilization, as well as of other Mediterranean civilizations.

Considering

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

The applicant is aware that the adhesion 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 and educational ones, international dialogue, cultural tourism) of the Phoenicians' Route Confederation and the payment of the annual fee established by the General Assembly of the Route;
- to guarantee the respect of the criteria of each Cultural Route of the Council of Europe (Res – 2010, 52 of the Council of Europe) listed below:
 - Cooperation in terms of research and development
 - Valorisation of memory, history and heritage of Europe and Mediterranean
 - Cultural and educational exchanges among youngsters
 - Actualization of Cultures and Arts
 - Cultural tourism and development of Sustainable and Responsible Tourism practices

A) Eligibility Criteria

Organizations that can join the Phoenicians' Route are: public local authorities, private citizens, chambers of commerce, foundations, associations, ONG and other institutions that bring together territorial authorities working for the enhancement of cultural, tangible and intangible, natural heritage of the Mediterranean and linked to the Ancient Civilizations of the Mediterranean and their sites, or having historical-cultural relationships with these Mediterranean civilizations, with the Mediterranean Intercultural Dialogue and sustainable and responsible tourism.

Scientific Institutions, Research Centres, Universities can join the International Universities Network – IUN promoted by the Phoenicians' Route.

Museums and cultural sites, both public and private ones, operating in the above-mentioned fields, can join the Network of Mediterranean Museums "MeMuNet" of the Phoenicians' Route.

Schools of all levels in the Mediterranean area that are interested in developing good practices of heritage pedagogy linked to the ancient civilizations of the Mediterranean can join the Network of Mediterranean Schools "EduNet" promoted by the Phoenicians' Route.

B) How to adhere

The interested organizations 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 reception of the documents, specifying also which Confederation Network (territorial network/thematic network) should oversee the candidate organization.

The Directorate will transmit this decision to the candidate in question and to the network it will join, highlighting also the potential membership fee to be paid to accomplish it.

Following the payment of the potential fee, the adhesion to the Route will be ratified by the Steering Committee during the first scheduled meeting. Pending this ratification, an e-mail by the Director of the Phoenicians' Route will be received.

Only upon completion of the membership process, the Director will proceed to communicate the new adherent through the Route channels, to include it in the platform of the European Institutes of Cultural Routes (www.coe.int/en/web/cultural-routes) and in the mailing lists to be informed on the activities and on the executive proposals of the networks.

The other organizations referred to in the previous paragraph can join their respective executive category by contacting the Executive Secretariat of the Route (info@fenici.net).