8th UNWTO Silk Road Tour Operators’ Forum
Thursday 7 March 2019, ‘Palais West Room’, ITB Berlin
Ancient Civilizations on the Mediterranean

The Phoenicians’ Cultural Route network of the great nautical routes used by the Phoenicians from the twelfth century B.C. as their main trade and cultural lines of communication in the Mediterranean Sea.

These routes became an integral and basic part of the Mediterranean culture.

Follow these maritime routes all ancient Mediterranean civilizations have contributed to the creation of Euro-Mediterranean culture based on a cultural koiné.

Today these are base of an mediterranean intercultural dialogue route.
1994, the Phoenicians’ Route has been promoted as an international Mediterranean Route and from 2003 it is certified within the Council of Europe “Cultural Routes Program” (1987)

2008 it is the object of the so-called "Ajaccio Declaration", agreement of the Ministers of Tourism from 10 Mediterranean countries

2016 the UNWTO - World Tourism Organisation, in collaboration with the Ministry of Tourism of Lebanon and the Council of Europe (EPA-EICR), promoted a "Core Working Group on the Phoenicians' Route“
http://www2.unwto.org/event/phoenicians-route-cultural-tourism-programme

For technical and thematic features, the Phoenicians' Route is often related to Silk Route
The idea: The Phoenicians’ Route (Italian Ministry of Tourism 1994)

The operating sectors of reference are: Intercultural dialogue, education, enhancement of heritage and innovative and creative sustainable tourism.

*follow an historical route or (in the case of cultural tourism) a newly created route
Phoenicians’ Route in the Mediterranean: tourism strategies

Cultural and tourism focus
2003-2013 Phoenicians’ and Punics civilization
From 2014 Ancient civilizations on the Mediterranean
Ajaccio Declaration 2008 (Mediterranean Countries 5+5)

« Our will and to pursue a concerted policy of sustainable development of tourism, within the framework of the conventions and principles to which we adhere, especially through itineraries on federative, highly cultural themes, such as the Phoenicians’ Route »
The Phoenicians' Route is managed by an international *réseau porteur* (carrier network), the **International Confederation**, which operates in **11 Mediterranean countries** developing new systems for managing cultural, tangible and intangible heritage, **new forms of cultural tourism, based on creativity and experience**, a new approach to develop the hospitality offered by the communities, following models of responsible tourism.
The Phoenicians' Route a **permanent laboratory on new ways of travelling**, communicating places, telling about the heritage and the relevance of its values.

It is a tool fostering the **dialogue between tourism and culture**, between environment and users, in mutual respect and in the optimisation of the balance costs and benefits for all the actors in the process. A **g-local approach** that connects the territories to the international market, and to the stakeholders among them.
A series of excellence national or regional Routes, called "**Smart Ways**", have been developed for their dynamic and relationship skills.

Furthermore, a series of **hubs along the Smart Ways, Interpretation Centres of the Phoenicians' Route**, are being completed to encourage the meeting between guests and communities, to better discover the territory and the experiences it can offer, a more modern version of the welcome and cultural proposal, no longer intended as a collection of objects and testimonies of the history and culture of a territory, but as an indication of the messages that from those places go to the heart of the traveller, even more welcomed by the local community.

The Centres are also able **to provide the services** of the fruition through the participation of local stakeholders, selected and sensitised to the best reception.
Smart ways and Interpretation centers
Ecomuseum to tell the place identity, the vision and the mission, Mediterranean people stories, presents their lifestyle, the origins and the motivations.

Meeting point between travellers and communities.

.....And Creativity incubators
Smart Ways and Interpretation Centers

Work in progress
Smart Ways examples
Partnerships between local operators and international tour operators. Destination management operative tools are being developed to establish stable relationships with the market and the tour operators.

"Phoenicians' Route Tour Operator Alliance" designed to involve Tour Operators in the development of tourism: --- strategies >branding policies >marketing strategies >capacity building >DMO-DMC development and more

From B2B (business to business)
To P2P (people to people)

From Destination to Motivation
“Educational activities in the heritage field are an ideal way of giving meaning to the future by providing a better understanding of the past”

Recommendation No. R (98) 5 to Member States

Committee of Ministers of the Council of Europe 1998
Serious Game for Cultural and Tourism Promotion
in collaboration with

in collaboration with

ICOM
INTERNATIONAL COUNCIL OF MUSEUMS
CONSEIL INTERNATIONAL DES MUSEES
Mediterranean Schools Network Edu.Net
Interculturality Travels, Twinnings & e-twinnings
Operational networks:

welcome and accomodations

Hotel quality network label (SSN)

Food/Mediterranean Diet Services

Cultural tourism offer Mediterranean Museum Network, Ecomuseums, etc

Mediatori territoriali
Mediateurs territorial
Territorial facilitator (Story telling – story doing) *
Meet people, communities.

In collaboration with national associations of tourism guides in Italy, Malta, Tunisia, Lebanon, France, Spain, etc
Follow the Route to discover yourself

La Rotta dei Fenici - The Phoenicians’ Route
Ancient Civilizations on the Mediterranean

www.fenici.net
Fb La Rotta dei Fenici - Youtube La Rotta dei Fenici
https://www.instagram.com/rottadeifenici/
#larottadeifenici #phoeniciansroute

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