

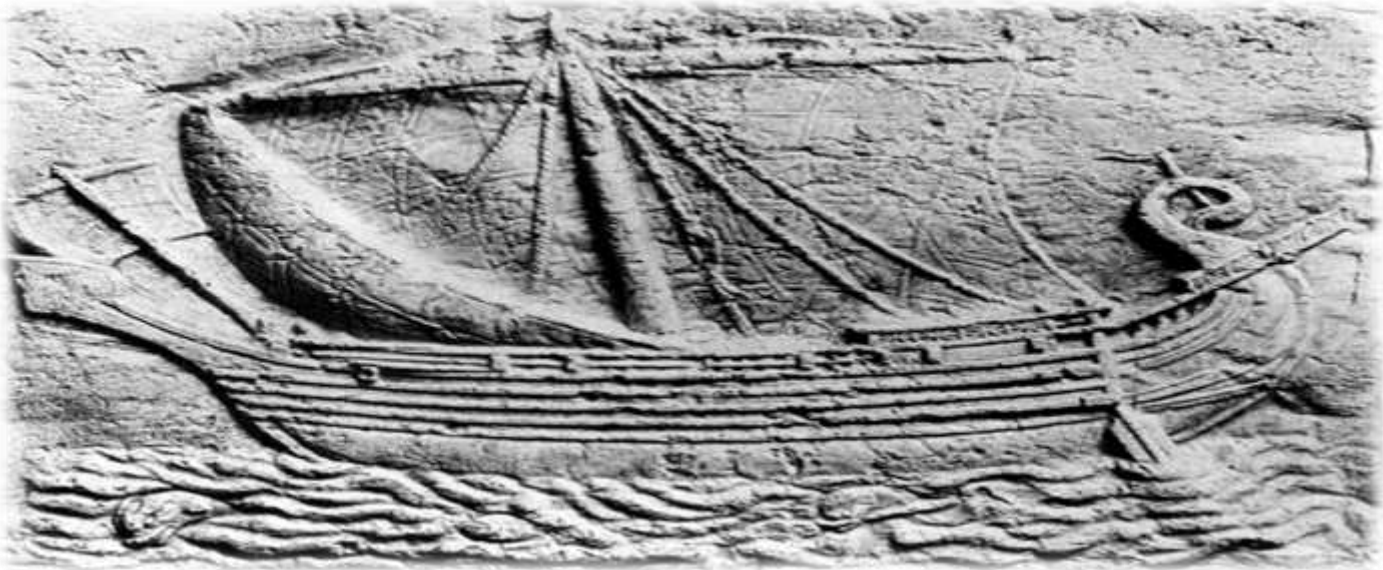


ANCIENT CIVILIZATIONS ON THE MEDITERRANEAN - CIVILIZATIONS ANTIQUES DE LA MÉDITERRANÉE



The Phoenicians' Route Cultural Tourism Programme

Riding the Phoenician Wave



The UNWTO, the Council of Europe (EPA-EICR) and the Ministry of Tourism of Lebanon developed three pilot cultural route tourism itineraries to be presented

**on Monday 7 November 2016
at 16:00-18:00 pm,
at the South Gallery room 9, WTM
London, United Kingdom**

Itinerary 1: The Origin

A land where mythology and history merge:

Meet Europe, the daughter of the King of Tyre

Countries: Lebanon-Cyprus-Greece



| | |
|-------|----------------------|
| Day 1 | Byblos- Becharee |
| Day 2 | Tyr- Sidon- Sarafand |
| Day 3 | Baalbek- Ksara |
| Day 4 | Beirut |
| Day 5 | Beirut- Paphos |
| Day 6 | Paphos |
| Day 7 | Larnaca |
| Day 8 | Nicosia |
| Day 9 | Rhodes |

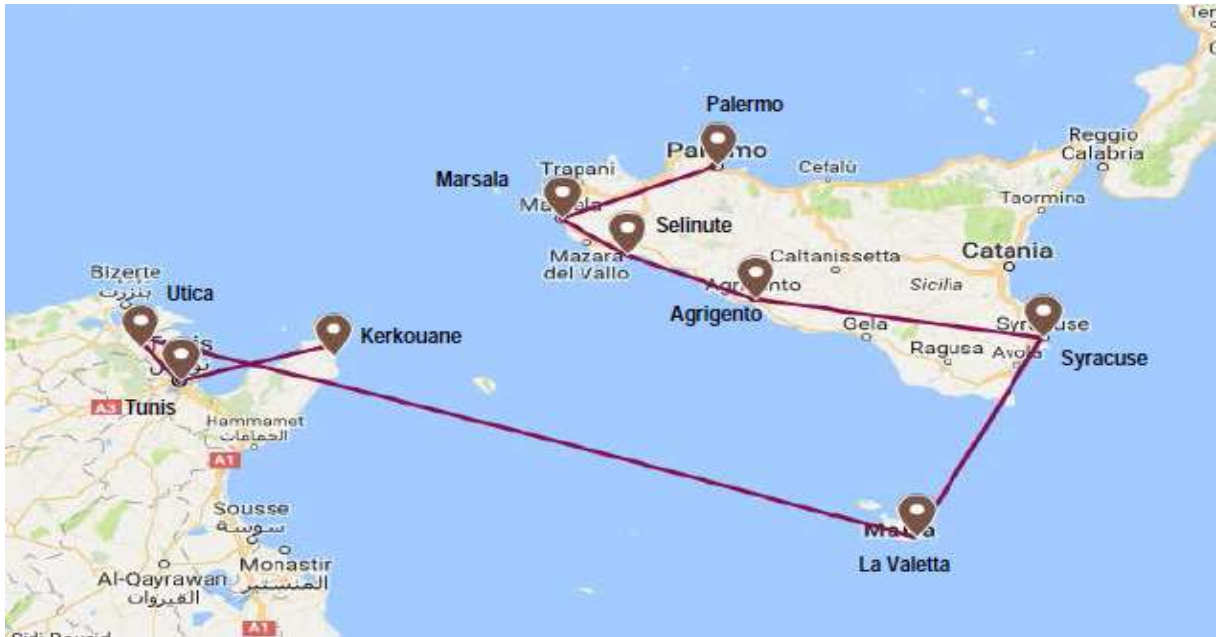
An experiential unique journey of discovery of the origins of the Phoenicians in the cities where it all started



Itinerary 2: The Punics and the sea

A sea of dialogue: cities of exchanges

Countries: Italy- Malta-Tunisia



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|-------|----------------------|
| Day 1 | Palermo |
| Day 2 | Marsala |
| Day 3 | Selinunte- Agrigento |
| Day 4 | Syracuse |
| Day 5 | Catania- La Valetta |
| Day 6 | La Valetta- Utica |
| Day 7 | Carthage |
| Day 8 | Tunis |
| Day 9 | Kerkouane |

An extended excursion to the Punic settlements where Phoenicians' trade and culture flourished in the heart of the Mediterranean



Itinerary 3: The Expansion

*A wind blowing from East to West:
Creating a Mediterranean identity*

Countries: France-Spain



| | |
|-------|---------------------------------|
| Day 1 | Marseille |
| Day 2 | Ampurias |
| Day 3 | Eivissa (Ibiza) |
| Day 4 | Eivissa (Ibiza) |
| Day 5 | Sagunto- Alicante |
| Day 6 | Guardamar del Segura- Cartagena |
| Day 7 | Mazzarron- Jaen |
| Day 8 | Malaga- Melilla |
| Day 9 | Cadiz |

An expedition following the expansion of the Phoenicians from East to West Mediterranean along the maritime trade routes



The Phoenicians' Cultural Route, which was used as the main trade and cultural line of communication in the Mediterranean Sea since the twelfth century B.C. has a great potential to create a suite of visitor experiences that can attract and engage a variety of markets and consumer segments.

The Phoenicians' Cultural Route was incorporated into the programme of Cultural Routes of the Council of Europe in 2003 as an international route crossing three continents, 18 Mediterranean countries and more than 80 towns of Phoenician Punic origin and culture.



Council of Europe and UNWTO aim to jointly contribute to the development of a new model of sustainable and inclusive tourism, designed to provide a more authentic, community-based experience. Each Cultural Route Tourism Itinerary will promote the core values recognized by both Institutions: human rights, democratic citizenship, sustainable development, community involvement, heritage preservation, cultural tourism management.

For more information, please contact
Ms. Lili Kfoury at oftc@unwto.org