



EUROMED Invest Academy Barcelona

“Barcelona Declaration+20, Trade and Investment for a Mediterranean of shared prosperity”

Title presentation: Umayyad Route

Barcelona, 25 November 2015

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UMAYYAD PROJECT

<http://umayyad.eu/>

Improvement of Mediterranean territorial cohesion through setup of tourist-cultural itinerary Umayyad

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AIM OF THE PROJECT

**Promoting sustainable tourism based on a cross-border itinerary
among seven Mediterranean countries sharing common history
and cultural background**

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SPECIFIC OBJECTIVE OF THE PROJECT

- **To create one transnational tourist itinerary (UMAYYAD)**
- **To achieve competencies and capacities in the cultural tourism field in the Mediterranean territory**
- **To promote sustainable tourism based on the Umayyad heritage**
- **To improve territorial cohesion, through tourism product diversification (sport, rural and cultural tourism, etc.)**

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LOCATION OF THE PROJECT

The countries who will benefit from project are :

Spain, Portugal, Italy, Tunisia, Egypt, Jordan, Lebanon,

Regions involved: Andalusia, Algarve, Sicily, Tunis, al-Qāhira, Al-Iskandanyah, Amman, Lebanon and Arab world (ALECSO).

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Portugal
(Algarve)
Portugal
(Algarve)

España
(Andalucía)
Spain
(Andalusia)

Italia
(Sicilia)
Italy
(Sicily)

Túnez
Tunisia

Líbano
Lebanon

Jordania
Jordan

Egipto
Egypt

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PARTNERS

- Fundación *El legado andalusí* -The Andalousian Heritage Cultural Foundation is the Leader of the project – Leader of the project
- Andalusian Council of Chambers of Commerce (*Spain*)
- Algarve Tourism Board (*Portugal*)
- Regional Direction of Culture of Algarve (*Portugal*)
- Medieval Castles and Boroughs Circuit Association (*Italy*)
- Chambre Tuniso-Italienne de Commerce et d'Industrie (*Tunisia*)
- Association Mediterranean Liaisons (*Tunisia*)
- Arab League Educational, Cultural and Scientific Organization (*Tunisia*)

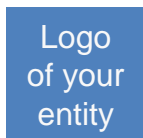
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... PARTNERS

- Safadi Foundation (*Lebanon*)
- Lebanese American University (*Lebanon*)
- Jbeil Municipality (*Lebanon*)
- Cultural Technologies for Heritage and Conservation (*Jordan*)
- Academy for International Development - Middle East (*Egypt*)
- Federation of Egyptian Chambers of Commerce - “Alexandria Chamber” (*Egypt*)
- European Association for the Professional and Cultural Development “Maimonides (*Spain*)





ACTIVITIES

- **Work package 1: *Management and coordination:***

Each partner will be responsible for the local action embedding offered management methodology of LSGs creation in order to engage the maximum number of relevant stakeholders in a field of tourism. Establishment of a Mediterranean Cultural Tourism Network in cultural tourism and cross-sector activities

- **Work- package 2: *Communication:***

The applicant is responsible for the coordination of the communication and visibility plan preparation. Each partner commits to communicate and to disseminate all the project results and take part in the elaboration of communication activities: awareness campaigns, forums, round-tables, press conferences and social media marketing (internet, facebook, youtube, twitter...)

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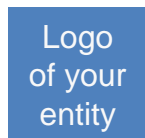


- Work-package 3: *Capitalisation of the results*

Each partner will be responsible to design an integrated strategy in order to produce the unique Local Action Plan per country according to the economic and cultural particularities of the specific territory.

Integrated strategy is articulated in three areas:

- Cultural heritage
- Diversification of the supply of tourism services
- Tourist infrastructure





Work-package 4: *Stakeholders capacity-building*

- The EU partners will transfer their good practices in field of cultural tourism management to the partners from Mediterranean Partner Countries.
- The crucial point in the business context is to integrate local products and services within the thematic travel packages linked to Umayyad itinerary.



Work-package 5: *Design of thematic travel packages*

- Analysis of cultural heritage and tourism infrastructure, supply chain and policies at each partner-level: constraints and opportunities for “off-season” offers
- n. 1 Cultural itinerary of Umayyad in the territory of seven Mediterranean countries

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Work-package 5: *Stakeholders capacity-building*

- Umayyad Museum in territory of one of MPC
- Thematic travel packages: 1 transnational, 7 national and 7 local tourist packages
- Launch of Cultural Itinerary of Umayyad: cross-border cooperation between public and private actors (PPP) partnership

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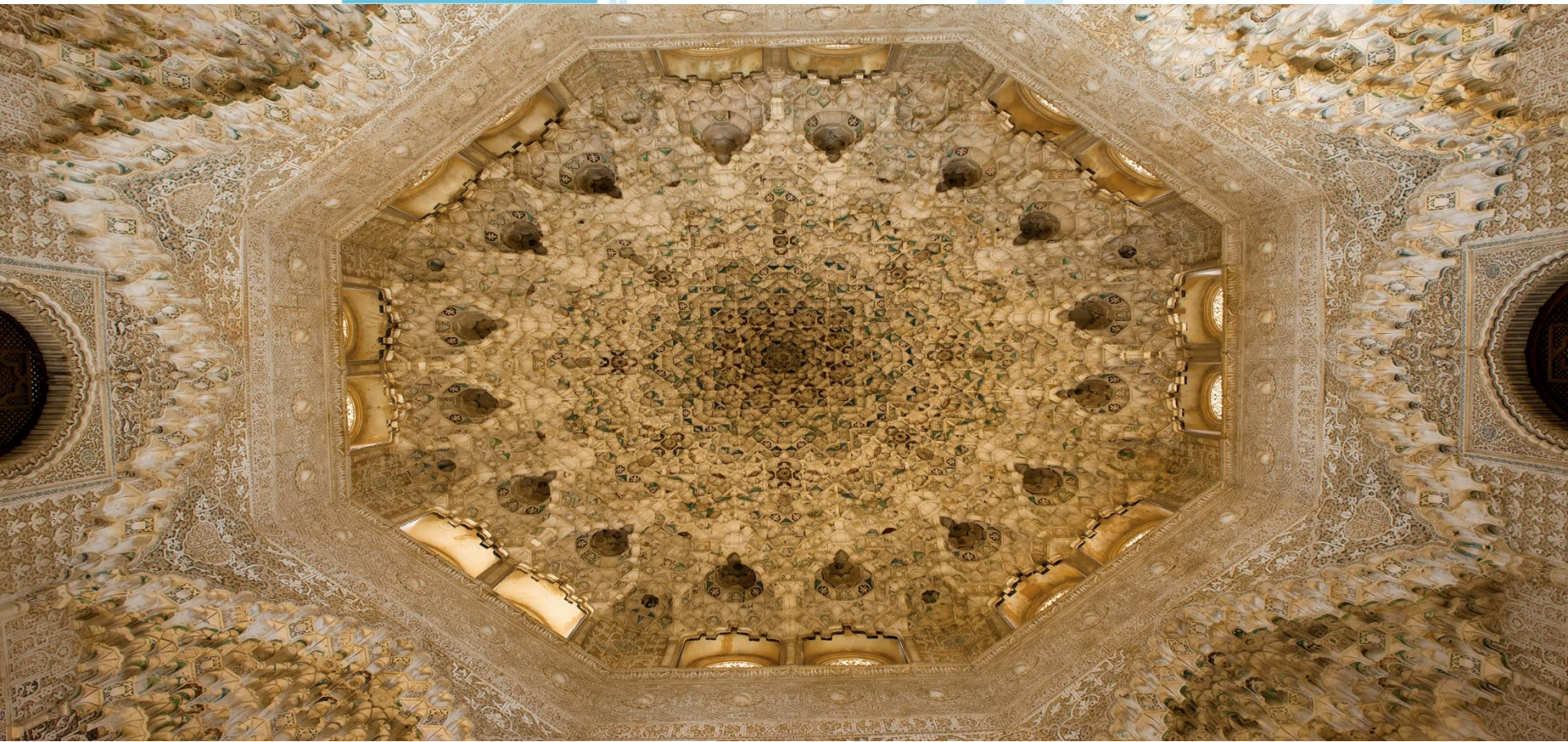
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THANK YOU FOR YOUR ATTENTION

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