

Mr.sc. Ksenija KEČA

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28th November 2023, Bratislava Rusovce



**Conference:**  
**Cultural Routes in Slovakia**



Cultural route  
of the Council of Europe  
Itinéraire culturel  
du Conseil de l'Europe

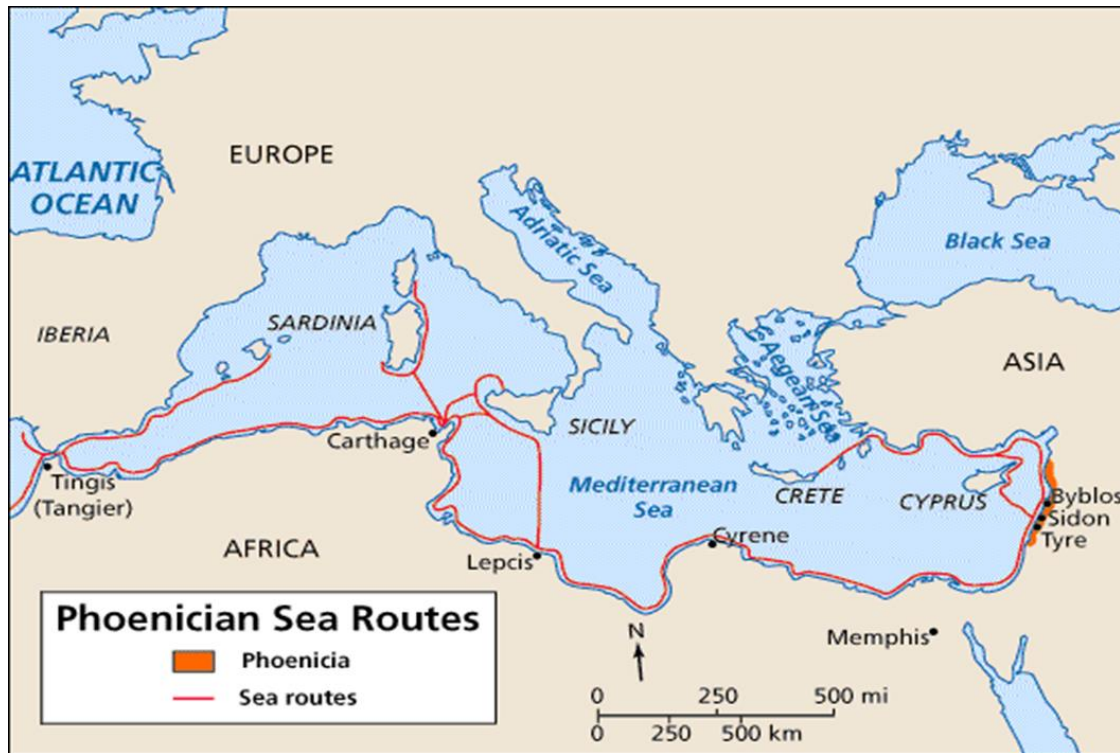


**The Phoenicians' Route: Living  
Cultural Route – best practice**



# The idea: The Phoenicians' Route

(Italian Ministry of Tourism - 1994)  
Mediterranean Intercultural Dialogue



\*follow an historical route or (in the case of cultural tourism) a newly created route

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THE PHOENICIANS' ROUTE

Cultural route of the Council of Europe  
Itinéraire culturel du Conseil de l'Europe



XX

Years (2003-2023) of the Phoenicians' Route as Council of Europe Cultural Route

Années (2003-2023) de la Route des Phéniciens comme Itinéraire Culturel du Conseil de l'Europe

Anni (2003-2023) della Rotta dei Fenici come Itinerario Culturale del Consiglio d'Europa

Años (2003-2023) de la Ruta de los Fenicios como Itinerario Cultural del Consejo de Europa



PARTNER COUNTRIES | PAYS ASSOCIÉS  
PAESI PARTNER | ESTADOS MIEMBROS





# PHOENICIANS' ROUTE GOVERNANCE

## PRESIDENCY BUREAU



## GENERAL ASSEMBLY



Elena Tanou  
President



Paolo Ponzio  
Coordinator  
Phoenicians' Route  
International University  
Network (IUN)



Eleonora Sandrelli  
Project Manager  
Phoenicians' Route  
International Museum  
Network (MeMuNET)

## MANAGEMENT OFFICES



Antonio Barone  
Director



Sara Ferrari  
Executive Secretary



Clara Mollica  
Management  
Assistant



Barbara Palermo  
Head of Educational  
Services



Flavio Leone  
Webmaster

## SCIENTIFIC COMMITTEE



## TECHNICAL STEERING COMMITTEE



## National Networks Coordinators

- Antonio Barone, Italy
- Arturo Ruiz + Manuel Peregrina, Spain
- Karsten Xuereb, Malta
- Ksenija Keča, Croatia
- Nana Asmeni, Cyprus
- Rachid Chamoun, Lebanon
- Anthi Panagiotou + Kostantinos Tziampasis, Greece
- Sandrine Modolo, France
- Klodiana Cuka, Albania
- Ahmed Trabelsi, Tunisia



## RESEARCH AND CULTURAL COOPERATION

The Route performs

- ❖ a function of **PROTECTION** of Europe's cultural values that considers the tensions between local, national and European identity;
- ❖ the function of a **DYNAMIC OBSERVATORY** allowing the exchange of information and experiences;
- ❖ an **EXPERIMENTAL** function that allows the emphasis to be placed on new programmes of **COOPERATION** between different and complementary research areas



# STRATEGIC DEVELOPMENT

- **STRATEGIC AND BUSINESS PLAN**

The strategic plans developed by the Phoenicians' Route analyse the cultural and socio-economic context in which the Institution is based and operates, identify the development axes, priorities and objectives to be realised in the short, medium and long term, provide quantitative and qualitative tools, and identify the times, techniques and financial resources needed to realise the project, in connection with the other realities that are part of the Route.



## CAPACITY BUILDING

The Route promotes

training programmes and capacity building at local, regional, national and international level.

Among them:

- ✓ SPECIAL TRAINING PROGRAMMES
- ✓ COLLABORATION WITH SCHOOLS/UNIVERSITIES
- ✓ WORKSHOP AND SHORT COURSES

## EUROPEAN PROJECTS

The Route elaborates, develops and coordinates European projects that combine research, innovation, training and development, and address various target groups including, as a priority, members, the younger generation, cultural and tourism operators, and other Cultural Routes.

### ERASMUS+

- ❖ 2021-2024  
QUEST – promoting Quality internships in Sustainable Tourism and cultural heritage management
- ❖ 2022-2024  
U-Mar – Enhancing underwater archeology to make it an innovative tool for development Sustainable & Creative Tourism
- ❖ 2023-2025  
NEXT ROUTES – Upskilling of staff through digital, creative gamification and innovative strategies for the enhancement of EU Cultural Routes

### COSME

- ❖ 2023-2026  
SMARTIES for SMEs – Pills of Sustainable, Smart, Regenerative Tourism to Empower SMEs in the EU Mediterranean area

### INTERREG MED

- ❖ 2023-2026  
MED ROUTES - Enhancing MED sustainable cultural tourism through the creation of eco-itineraries inside European Cultural Routes



## RESULTS



**108** Members

**15** Countries

**18** Technical-scientific collaborations

**8** European Projects

**30** Attendance at conferences and seminars

**15** Cooperation Agreements

## DISSEMINATION

 +64%  +30%

# PRIORITY FIELDS OF ACTION:

## 1. Cooperation in the field of research and development

### Phoenicians' Route

#### International University Network (IUN)

Since 2017

24 Universities and Research Centers  
in 9 Countries

Encuentro de la Red Internacional de Universidades (IUN) de la Ruta de los Fenicios - Itinerario Cultural del Consejo de Europa

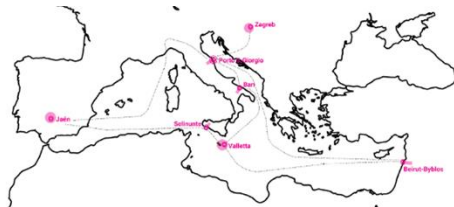
1<sup>st</sup> Meeting of the International University Network (IUN) of the Phoenicians' Route - Cultural Route of the Council of Europe

2021  
15 y 16 de Octubre  
October 15<sup>th</sup> - 16<sup>th</sup>  
**MAZARRÓN**  
España | Spain

fenici.net

### EChOWAYS

A network of Eco-museums of the Sea on the Phoenicians' Route



### Erasmus+ Projects co-funded by the European Union



2017-2019  
AllTourist: Consolidation of a cross-cutting competence in social tourism at a European level.



2021-2022  
THE FAB ROUTES: Digital Skills To Promote Eu Cultural Routes



2021-2024  
QUEST promoting QQuality intErnships in Sustainable Tourism and cultural heritage management



2022-2024  
U-Mar – Enhancing underwater archeology to make it a innovative tool for development Sustainable & Creative Tourism

### Prizzi Lab Hippana Mission

International School of Public Archaeology  
6 Universities and Research Centers

First International **OBSERVATORY** on Intangible Heritage, Sustainable Development and Inclusive Cultural Dialogue for Peace and Security



VNIVERSITAT DE VALÈNCIA

Conferences and publications





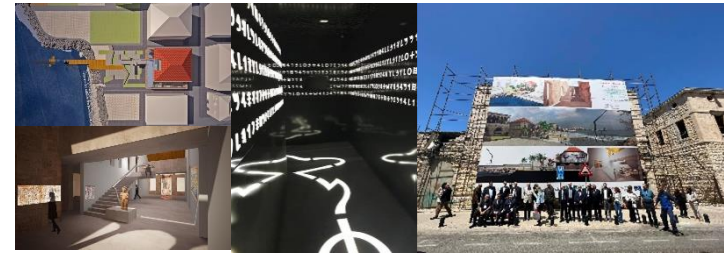


# PRIORITY FIELDS OF ACTION:

## 2. Improvement of knowledge and dissemination of memory, history and European heritage

### Phoenicians' Route Museums

#### Phoenicians' Route Interpretation Centers



#### Exhibitions



#### Phoenicians' Route Mediterranean MUuseum NETwork (ME.MU.NET)

Since 2014

40 Museums in 8 Countries

#### International Iter Vitis – Phoenicians' Route Awards



## Mediterranean MUseum NETwork (ME.MU.NET)





# PRIORITY FIELDS OF ACTION:

## 3. Cultural and educational exchange for young Europeans

### Phoenicians' Route International Network of Mediterranean Schools (Edu.Net)

Since 2014      20 Schools in 6 Countries



#### Products and activities proposed:

- Inter-cultural travels to discover the cultural (tangible and intangible) Mediterranean heritage on the Phoenicians' Route
- Twinning between schools
- Campus Schools
- Museum educational activities and educational workshops
- Activities "school/work"
- European Projects (Erasmus+, PON)

**HERITAGE PEDAGOGY  
ACTION/RESEARCH,  
LEARNING BY DOING  
and other  
EDUTAINMENT  
APPROACHES**

# PRIORITY FIELDS OF ACTION:

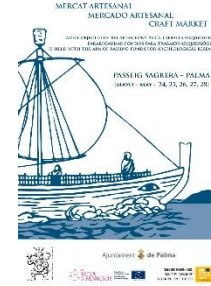
## 4. Contemporary cultural and artistic practices

### Videogame

Mediterranean 1200 BC: a new age



### Historical Regatta



### Heritage & Creativity Festivals



### Historical re-enactment



Gastronomy of the ancient world in today's restaurants





# PRIORITY FIELDS OF ACTION:

## 5. Cultural Tourism and Sustainable Cultural Development

“Phoenicians' Route Tour Operator Alliance”  
 Since 2019  
 n. 30 Tour Operators in 6 Countries



Phoenicians' Route - Smart Ways (Nautical and Land) developed in 9 countries  
 paths of excellence, act as a collector of heritage, communities and single services, developing a territorial quality offer and developing cooperation between different stakeholders.



The Phoenicians' Route in strategic tourism plans



Capacity Building Activities and Educational Tours along the Smart Ways



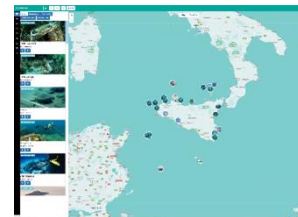
Tourist packages sold by tour operators



The Phoenicians' Route at the most important tourism fairs



Dedicated websites



The Route logo present on the panels of cultural places and in certified accommodations





# Capacity Building and Disciplinary of quality

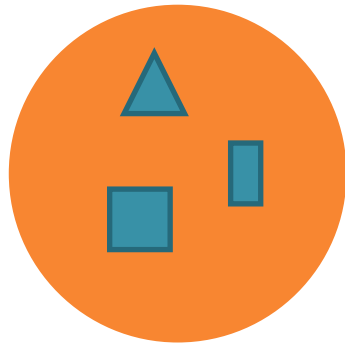


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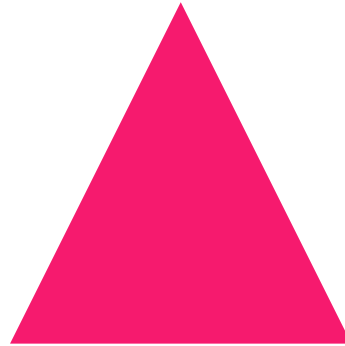


# Smart Ways > Experience Approach

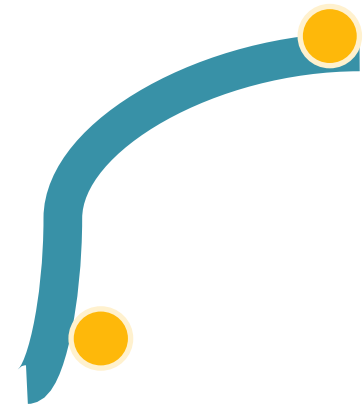
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- Greater **integration between attractions** = networking activities and creation of a sustainable integrated supply chain



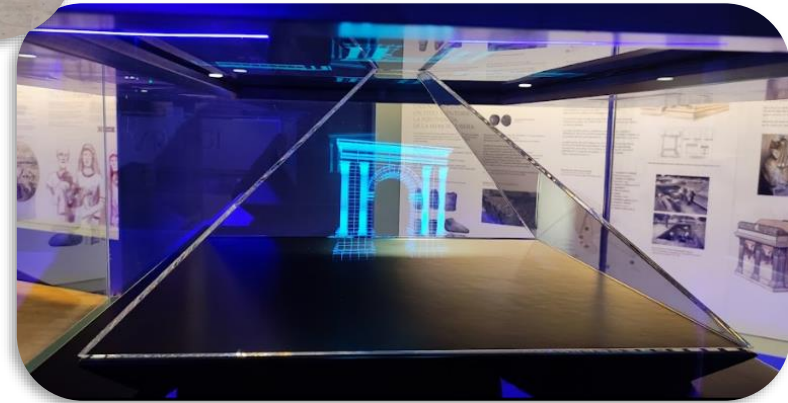
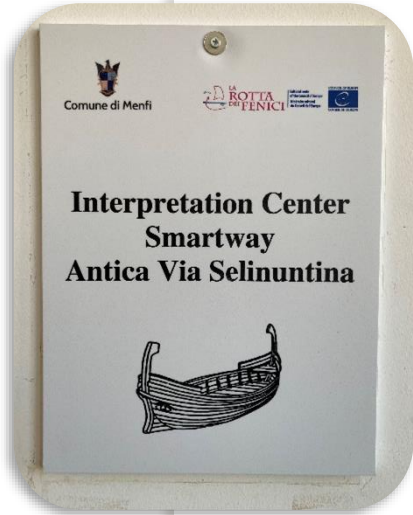
- Greater **integration territory-attractions** = not only elements of history and “high” culture but also landscapes, local community values, craftsmanship, folklore, food and wine, the atmosphere, intangible heritage



- Development of **Smart Ways** intended as a collector of assets, communities and individual services, developing a territorial quality brand and the creation, along the Smart Ways, of a network of heritage interpretation centers



# PHOENICIANS' ROUTE INTERPRETATION CENTERS







ANCIENT CIVILIZATIONS ON THE MEDITERRANEAN - CIVILISATIONS ANTIQUES DE LA MÉDITERRANÉE

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Thank you!

