



## Introduction

Welcome to the first Umayyad Project Newsletter!

The purpose of this newsletter is to provide information and updates for the Umayyad Project funded by the EU under the ENPI CBC MED Programme.

The 2007-2013 ENPI CBC Mediterranean Sea Basin Programme is a multilateral Cross-Border Cooperation initiative funded by the European Neighbourhood and Partnership Instrument (ENPI). The Programme objective is to promote the sustainable and harmonious cooperation process at the Mediterranean Basin level by dealing with the common challenges and enhancing its endogenous potential. It finances cooperation projects as a contribution to the economic, social, environmental and cultural development of the Mediterranean region. The following 14 countries participate in the Programme: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestine, Portugal, Spain, Syria (participation currently suspended), Tunisia. The Joint Managing Authority (JMA) is the Autonomous Region of

Sardinia (Italy). Official Programme languages are Arabic, English and French ([www.enpicbcmmed.eu](http://www.enpicbcmmed.eu)).

The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.

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## Presentation

In times of economic recovery, tourism has proven to be one of the most dynamic activities and main drivers of economic and social development, due to both its impact on production and employment and its ability to carry other sectors.

The main challenges facing the tourism industry in established and emerging markets are diversifying tourism products, increasing average tourist spending and reducing seasonal volatility. Faced with these challenges, cultural tourism has surfaced as one of the most effective responses, and in turn, has become one of the most demanded today. It has morphed from an afterthought next to the traditional 'sun and beach' tourism to becoming a competitive product itself.



**Ms. Marina Martín.**  
Managing Director of the Andalusian Public  
Foundation El Legado Andalusi.

For nearly 20 years, the Fundación Legado Andalusi has been working on cultural, rural and domestic tourism through the planning and realization of Cultural Routes and Itineraries. Employing this cultural cooperation model that transcends Spain's borders, the Legado Andalusi aims to contribute to the cultural structuring and dialogue along the Mediterranean. All this translates into a contribution to economic development in cultural tourism, a viable opportunity for local and regional development and an important alternative to the predominant tourism products in the Mediterranean: sun and beach tourism.

Working together in the same direction, the Umayyad Project's objective is to transfer our experience and best practices in the creation of international tourist itineraries; acting as an engine for economic development and job creation, and providing an alternative that adds value to heritage and generates revenue that can support cultural preservation and promotion. Overall, our aim is to establish a more complete tourism offering that turns Cultural Tourism into a more competitive product".

## Umayyad Project

This first Islamic dynasty has left an outstanding cultural and architectural heritage throughout the Mediterranean, which, unfortunately, has been underestimated from a tourist perspective. Umayyad Project will contribute to correct this imbalance and enhance the rich Umayyad heritage providing an alternative to sun and sand tourism (seasonal spread). The project will promote a **sustainable tourism based on the synergies derived from the design of a cross-border itinerary across seven countries**. The itinerary will have national and local routes. The synergic effect of these tourist itineraries, in which all the participants in the network benefit from the existence of additional nodes, will provide a strong incentive to extend the route to other territories with significant elements related to Umayyad Legacy, located in and outside the space programme.

The Project has a total budget of 4,153,653 of which 3,738,288 euros of CBC Med contribution (90%).

### The project aims to:

- Achieve competencies and capacities of territorial cohesion in order to overcome the seasonal imbalances in the touristic sector within the Mediterranean territory.
- Promote sustainable tourism based on synergies derived from the design of a cultural itinerary, focusing on the Umayyad heritage.
- Improve territorial cohesion, through product diversification (sport, rural and cultural tourism, etc.)



## Kick-off Meeting in Granada, Spain



The kick-off meeting took place on the 25th, 26th and 27th of June in Granada (Spain) hosted by the Lead Partner, Andalusian Public Foundation El legado andalusí.

The purpose of the meeting was to familiarize all partners with the overall concept, methodological framework, work plan and procedures of the project, as well as to make all partners aware of ENPI CBC MED Programme rules and reference material.

Project partners had the opportunity to present their organizations and territories. Moreover, administrative and financial procedures of the project, details and guidance on the implementation of specific tasks and deliverables, and dissemination/ evaluation activities were presented by the responsible partners and discussed.

Mr. Vincent Ernoux, in representation of the Branch Office for the Western Mediterranean ENPI CBC MED, attended the event and present practical guidelines on projects' implementation.

The meeting concluded with an overview of the activities foreseen for the next period, timeframes and responsible partners to implement them.

## Project Partners

The project involves a competitive consortium covering three EU Member Countries and Mediterranean Partner Countries, whereas the type of organizations involved is quite similar.

The partnership lies on the cooperation among partners from regions with different development, experience and capacity levels, providing thus the grounds for effective transfer of experiences, know-how and good practices from more advanced- in terms of tourism promotion- regions to the weaker ones.

### Beneficiary

- Andalusian Public Foundation El legado andalusí. Spain

### Partnership

- 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
- Italo-Tunisian Chamber of Commerce and Industry. Tunis
- Association «Mediterranean Liaisons. Tunis
- Arab League Educational, Cultural and Scientific Organization (ALECSO). Transnational partner based in Tunis

- Safadi Foundation. Lebanon
- Urban Planning Institute, Lebanese American University. Lebanon
- Municipality of Jbeil Byblos. Lebanon
- CulTech in Archeology and Conservation. Jordan
- Academy for International Development-Middle East (AIDME). Egypt
- Federation of Egyptian Chambers of Commerce "Alexandria Chamber". Egypt
- European Association for the Professional and Cultural Development "Maimónides". Spain

## MED Route, other initiative of interest within ENPI CBC MED Programme

### Title

Mediterranean Route for Tourism and Culture (MED-ROUTE)

### Project in Brief

MED-ROUTE focuses on the potential of tourism in terms of economic development through the use of information and communication technologies.

### Specific Objectives

- Enhance the capacity of Mediterranean authorities in promoting their local identities and alternative forms of tourism
- Develop new trans-Mediterranean tourism products, i.e. "routes" on cultural and thematic tourism
- Create networks among project partners and wider groups of stakeholders focusing on the exchange of experience, know-how and information

- Coordinate the formulation of policies regarding the promotion of thematic tourism through the use of new technologies
- Improve the visibility of cultural assets and natural wealth

### Final Beneficiaries

- Organizations operating in the field of the promotion of cultural and natural heritage
- Tourists
- Local populations

