



## Introduction

Welcome to the third Newsletter of the Umayyad Project!

The purpose of this Newsletter is to provide information and updates for the Umayyad Project.

Umayyad Project is co-financed by the multilateral cross-border cooperation programme ENPI CBC MED funded by the European Union. It aims to reinforce cooperation between the EU and partner countries regions located along the shores of the Mediterranean Sea.

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.enpicbcmc.eu](http://www.enpicbcmc.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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# Importance of the Cultural Tourism<sup>1</sup>



The southern and eastern shores of the Mediterranean, the Arab world in general, have been acquainted with tourism for a very long time, particularly in the form of trade caravans and pilgrimages. Tourism is therefore an age-old practice in the Arab world, which, over recent years, has seen, as has the rest of the globe, the emergence of new forms of tourism that have modified the links between the worlds of culture and development. In recent years, thanks to strong and constant growth, tourism has become a major phenomenon economically, socially and culturally, and has brought both risks and opportunities for culture and development, depending on how it is managed.

The Mediterranean region is without doubt one of the largest and best-known destinations in the world. However, in the end, its popularity is just

founded on individual products of the states belonging to the Mediterranean region: different initial situations of tourism in individual states lead to problems in the overall development as a homogeneous destination due to different levels of development of market-oriented products.

The significance of culture tourism for the Mediterranean region has come at the same time as the growing crisis of classical bathing holidays, with the richness of cultural heritage also making up a significant part of the Mediterranean region's attractiveness for the classical bathing tourist. Culture tourism can make use of buildings, relics, and traditions in the respective landscape, in villages, and in edifices to give visitors an understanding of the cultural, social, and economic development of the respective region by means of package offers, guided tours, sightseeing opportunities, and specific information material. This kind of tourism **remains one of the best means of teaching people about and giving them access to culture.**

The culture-touristic engagement can be a motive for cooperation across the borders of Mediterranean countries. In this sense, **Umayyad Project will take advantage of the Umayyad heritage to promoting a sustainable cultural tourism based on the synergies derived from the design of a cross-border itinerary across seven countries.**

1 Excerpt from: <http://unesdoc.unesco.org/images/0011/001183/118316eo.pdf>





## Birth of the Umayyad WebSite



The Umayyad Project's website has been recently launched: [www.umayyad.eu](http://www.umayyad.eu).

The website presents information about the project, partnerships and the routes. At the moment, it is at a preliminary stage but is expected to contain detailed information for tourists and photo galleries of the route and tips to plan your route. The Umayyad website will be multilingual and its contents will be translated to English, Arabic and local languages using an automatic translator.

Social Media and Social Networking is a major tool for effective communication of Umayyad taking into accounts its concept and nature. Therefore, a series of Social Media pages have been developed on Facebook and Twitter.



Please click in the images to follow us, like us and stay up-to-date on our project



## Presentation of the Umayyad Route in FITUR 2014

The **Public Andalusian Foundation “The Legacy of al-Andalus”** presented the Umayyad Route in the International Tourism Trade Fair 2014 (FITUR). FITUR is a **global meeting point for tourism** professionals and the leading trade fair for inbound and outbound Ibero American markets.



The route was presented by **Antonio Jesús Roldán**, Deputy Councilor of Tourism and Trade of the Autonomous Government of Andalusia, and **Marina Martín**, Director of The Public Andalusian Foundation “The Legacy of al-Andalus”.

Click in PLAY to watch the video (SPANISH)

## Presentation of Umayyad Project on the Lebanese TV

The Lebanese partner, Safadi Foundation, presented the Umayyad Project on the Lebanese TV Chanel ‘MTV’. In the interview, Rima Abdel Fattah explains the objectives and activities that will be carried out within the project to promote the Umayyad route.



Click in PLAY to watch the interview (ARABIC)