



Introduction

Welcome to the sixth 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 country 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).

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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The Director-General of the Arab League Educational, Scientific and Cultural Organization (ALECSO) visits the Andalusian Public Foundation El legado andalusí to address issues concerning the Umayyad Project.



The managing director of the Andalusian Public Foundation El legado andalusí, Mrs. Marina Martin, has welcomed the general director of the Arab League for Educational, Scientific and Cultural Organization (ALECSO), Mr. Abdullah Muhareb, who has visited the headquarters of the Foundation El legado andalusí in the al-Andalus and Science Pavilion, in the Parque de las Ciencias (Museum of Science) of Granada (Spain).

During the meeting, they discussed different issues related to the Umayyad Project. The Foundation, which belongs to the Andalusian Regional Government, applies its extensive experience in the implementation of cultural tourism routes in Andalusia, that link heritage and resources such as gastronomy, nature, active tourism, etc. Moreover, it also provides an extensive background in managing European projects through these routes.

In the framework of this meeting, both institutions have agreed to prepare a cooperation agreement in order to promote the work carried out by the Foundation in the Arab world and to promote cultural and educational cooperation between Andalusia and the Arab World.

Are you ready for Europe?¹

Tourism provides an opportunity to promote Europe in the world, its talents, rich heritage and history, results of centuries of cultural exchanges, linguistic diversity and creativity.



Four thousand years of history, nature, culture, art and traditions: land of diversities united in a common sense of belonging. The natural beauty and cultural diversity of Europe makes it the world's favourite tourism destination. Tourism provides an opportunity to promote Europe in the world, its talents, rich heritage and history, results of centuries of cultural exchanges, linguistic diversity and creativity.

The following publication describes the assets of European tourism and highlights some of the European actions in this field.

You can download the Publication in the following [LINK](#)

Live events on digital tourism

These live events, promoted by European Commission, are a series of webinars that aim to provide support, insight and guidance on digital issues to small and medium-sized enterprises (SMEs) in the tourism industry, as well as practical advice on the day-to-day running of a business.



Click in PLAY to watch the recordings of past events below.

¹ <http://bookshop.europa.eu/en/are-you-ready-for-europe--pbNB3013375/>



[Your business. Today's visitor](#)

This webinar introduced the series and offered an insight into what it means to be a small or medium-sized business marketing itself to visitors in 2015.



[Marketing your business](#)

A practical guide to marketing your tourism business, whether you are an attraction, hotel, tour operator or a destination. This webinar ran through key marketing basics.



[Managing your online reputation](#)

Aimed at helping established businesses understand the importance of 'reputation' online.



[Importance of Content](#)

Explaining the importance of content in tourism marketing and how to plan for, publish and disseminate great content to promote any business.

The next Live Events will be the following:

- **Succeeding Social:** 11th March 2015 at 15:00 BST/ 16:00 CET/ 17:00 EET
- **Thinking Mobile:** 1th April 2015 at 15:00 BST/ 16:00 CET/ 17:00 EET

You can engage with the speakers, experts and industry leaders on the day of the live event. Simply use Twitter and the hashtag #MyTourismBiz to share your feedback and experiences.

Further information in the following [LINK](#)

The routes within the Umayyad Project draw considerable attention during their presentation to local and regional authorities in its fourth Steering Committee meeting in Alexandria

The Umayyad Project's fourth steering committee took place in Alexandria (Egypt) from the 15th until the 17th December. It lasted three days and a field visit was organized on the 17th. The partners visited the most relevant and interesting places in Alexandria city such as the Library of Alexandria, the Roman Amphitheatre and the Citadel of Qaitbay, built in the 1480s on the site of the former Alexandria's lighthouse.



During the first day, the partners reviewed the project's progress. The most important activities lately implemented are the training sessions organized in Portugal, Jordan, Lebanon and Tunisia involving entrepreneurs and stakeholders from the tourism sector. Furthermore, the Umayyad museum to be developed in Anjar, Lebanon was presented and it is planned to be inaugurated at the end of 2015.

During these days, a Euro Mediterranean Tourism Forum has been organized by the Federation of Egyptian Chambers of Commerce, one of the Egyptian partners. As the project's coordinator, Mr. Cid, presented the project to the participants. The forum, that had a great press coverage and was attended by tourist enterprises and stakeholders, received an excellent institutional support. Among the speakers were, H.E. Mr. James Moran, Ambassador of the European Union to Egypt, Gen. Tarek Mahdy, governor of Alexandria, Mr. Ahmed Al-Wakil, head of FEDCOC and representatives from the Tourism and Religious Affairs ministries, took part in the event and share their ideas on tourism in Egypt and the Euro Mediterranean region.



Finally, the project website (www.umayyad.eu), in which the Umayyad Route in Andalusia is available, has been promoted. In the near future, the information referred to the other countries of the transnational Umayyad route: Portugal (Algarve), Italy (Sicily), Tunisia, Egypt, Lebanon and Jordan will be uploaded on this website, so the tourists can may have an overall view of it.



GOALS Project, other initiative of interest within ENPI CBC MED Programme

Title

GOVERNANCE for Achieving Local Strategies for tourism

Project in brief

In order to combine competitiveness and sustainability in tourism development, GOALS project aims to implement a shared strategy for the integration of the “Total Quality Management” model in the tourism industry and its application to the creation of new touristic itineraries and packages.

Specific Objective

- To experiment innovative structures of tourism planning/management based on broad institutional/socio-economic cooperation
- To foster the application of “Total Quality Management” systems and schemes for sustainable tourism development in target areas.

