



Fortaleza de Belixe

## Introduction

Welcome to the 9th 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.enpicbcmmed.eu](http://www.enpicbcmmed.eu)).

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## Training sessions in Jordan

Khawater Training is the company which was chosen to provide the trainings of the Umayyad project in Jordan. The three trainers were involved and perform trainings at King Hussien University in Petra; at Yarmouk University in Irbid and twice at University of Jordan in Amman. The training included presentations, practical issues and all the didactic material both in hard and soft copy. Four sessions had at least 40 students per each one. Teachers and students of the universities who participated (tourism and archaeology faculties) expressed thanks to Cultech and Khawater and they were widely informed about the Umayyad project. Several trainees were from the private sector so the trainings were not restricted only for students. The students who were trained are expected to soon join the tourism agencies and companies.

## Training sessions in Portugal

Under the Umayyad project was developed a training program directed to organizations and companies of the tourism sector of each of the partner countries.

In Portugal - Algarve training was promoted by the Andalusian Association of Chambers of Commerce in collaboration with the Algarve Tourism Board, having been held in Faro and Portimão, between November 23 and December 11, 2015.

Considering that information and communication technologies are a prime tool for business improvement in the tourism sector, it was set a training plan with the following modules: Online reputation management, tourism communication in social networks, cyber security and smart city model.



Training sessions in Portugal

# International Tourism Fair FITUR 2016

We keep promoting the Umayyad Route in FITUR Madrid 2016 and participating in workshops with international travel companies.



Umayyad Route Project corner

El Legado Andalusí Andalusian Public Foundation took part in the FITUR international tourism fair (Hall 5-Andalusia) at Madrid (Spain) from 20th to 24th, March 2016.

The Foundation as a leading partner of the Umayyad project, was promoting in its stand the proposal focused on the Routes of the Caliphate (Córdoba-Granada), Nasrids (Navas de Tolosa-Jaén-Granada), Washington Irving (Sevilla-Granada), Almoravids and Almohads (Tarifa-Granada) and al-Mutamid involving the most important tourist network in Andalusia region that combines a cultural, heritage, art, gastronomy and sustainable tourism offer.

The Foundation showed to the public various materials related with these tourist Routes and as a central proposal, the Umayyad Route with the information focused on establishing a network of cultural tourism in the Mediterranean, in addition to the definition of local routes in each of the partner countries of this itinerary with the common denominator of the rich heritage bequeathed by the Umayyad dynasty in its expansion across the Mediterranean, including the cultures and civilizations that preceded it.

With the objectives of promoting this tourism initiative, El Legado Andalusí took part in various workshops for the dissemination and promotion of the travel itineraries determined in each country to international tourism companies.



Umayyad and El legado andalusí in FITUR

## New headquarters of ALECSO and Umayyad exhibition

The role of the project is reinforced this way in Tunisia

An exhibition about the Umayyad Route was open the same day of the new headquarters of the Arab League Educational, Cultural and Scientific Organisation (ALECSO) in Tunisia last 1st of March. This opening had the presence of President, Beji Caid Essebsi, ALECSO general director, Abdullah Hamad Muhareb, general secretary of the Arab League, Nabil Al-Arabi, and Prince Khaled al-Faisal, President of the Arab Thought Foundation.



*The opening ceremony*

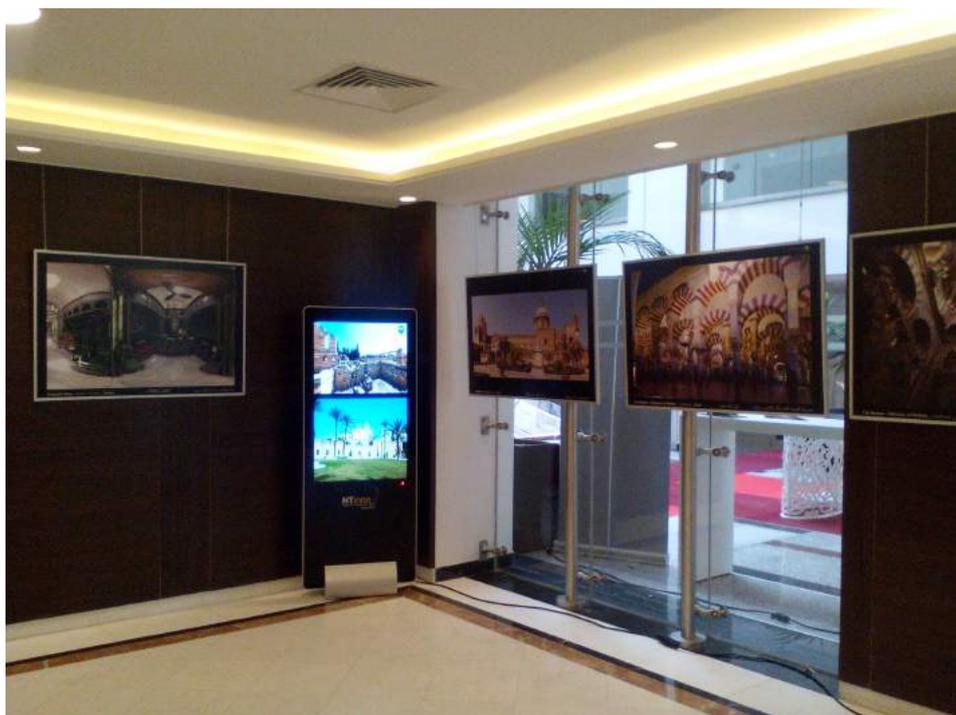


*The inaguration with wide public*

Tunisia is now at the forefront in the fight against terrorism, said President Caid Essebsi, pointing to the great achievements made by the country in this area.

For his part, Nabil Al Arabi said the ALECSO, which is celebrating today the anniversary of its creation, has contributed to the promotion of education and knowledge and to anchoring the unity of the Arab Nation as part of a scientific and cultural approach.

Abdulaziz Othman Al-Twajjri, general director of ISESCO thanked Tunisia, on behalf of the organisation, for its support to promote joint Arab and Islamic action, especially in the educational, scientific and cultural fields.



*The Umayyad Route exhibition*

ALECSO general director Abdullah Hamad Muhareb said the inauguration of the new headquarters in Tunis is a new milestone in the fulfilment of a good image of joint co-operation in the fields of education, culture, arts and scientific research. Among the priorities of the current stage is the promotion of education, he added.

The ceremony was attended by Government members, diplomats, presidential of regional and international organisations as well as business operators, intellectuals and artists from various Arab countries.

## Algarve introduces new apps with tourist information

Applications are for free and they are already available

The partner of Umayyad project, Algarve Tourism Board (RTA) has launched two new apps for Android and iOS systems - Umayyad Route in the Algarve and Algarve Events with simple and intuitive usage. These free applications enable instant access to tourist information in real time, making it a very useful tool both, for visitors and residents.

With the new mobile application Umayyad Route, the user can explore the legacy of the Umayyad Arab Dynasty in the Algarve, using a map with 14 locations: Alcoutim Martim Longo, São Brás de Alportel, Estoi, Faro, Silves, Monchique, Aljezur, Vila do Bispo, Alvor, Vilamoura, Tavira, Cacela Velha and Vila Real de Santo António. The application allows users to discover the each of this sites with an access to the interactive map and routes with the relevant information about the area. The application is for now available in three languages: Portuguese, Spanish and English.

With the Algarve Events app users can search quickly the events that are taking place in the Algarve using an interactive map. It is organized by categories: Music, Dance, Theatre, Exhibitions, Sports, Events and Festivals, Fairs and Markets.

"The digital world provides thousands of opportunities for tourism. The tourist nowadays are using the internet not only for inspiration but also to plan and organize the trip" says Desiderio Silva, president of the RTA, stressing that "the participation of Algarve in digital marketing through the activation of this two new apps, trough social networks and other online communication channels is in line with new trends and new tourist profile that demand an accurate and immediate information for the trip".

### ALGARVE EVENTS



iOS:

<https://itunes.apple.com/pt/app/algarve-eventos/id1087303748?mt=8>

Android:

<https://play.google.com/store/apps/details?id=pt.turismoalgarve.eventos>



iOS:

<https://itunes.apple.com/pt/app/rota-omiada-algarve/id1062250398?mt=8>

Android:

<https://play.google.com/store/apps/details?id=com.rotaomiada.algarveomiada>

FINANCIADO POR:



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SECRETÁRIO DE ESTADO  
DA CULTURA



## The Umayyad project featured in the British national newspaper “The Independent”

The Umayyad project was recently featured in the British national newspaper, “The Independent”.



Ruins of the Great Palace in Anjar, Lebanon



Damascus' Great Mosque

The article, under the title EU-funded project plans huge tourist trail from Middle East to Europe to show Umayyad dynasty’s legacy, tells how Umayyad has linked a large number of countries - Lebanon, Jordan, Egypt, Tunisia, Italy, Spain and Portugal - to create a transnational trail, which highlights the common history of the Mediterranean Basin.

*“It is a bold concept for a tourism initiative at a time when relations between East and West are strained by terrorism, a refugee crisis and Islamophobia,”* writes Venetia Rainey, the author of the article.

Project partners are focusing offering the best possible experience for those who do come to try out the trails. *“These trips put you in contact with Lebanon’s gastronomy, its natural reserves, the social fabric of cities,”* said Lebanon’s project coordinator Dr Rachid Chamoun on the article. *“We hope it will bring people closer together.”*