

Mare Nostrum: A heritage trail along the Phoenician maritime routes and historic port-cities of the Mediterranean Sea

Countries involved: Grèce, Italie, Liban, Malte, Syrie, Tunisie

Themes: *archaeology, cultural tourism, conservation & rehabilitation, education & training, research*

Lead Partner:

- DiCR is Dipartimento Costruzioni e Restauro
<http://www.dicr.unifi.it/mdswitch.html> / <http://www.eh4-marenostrum.net/>

Partners:

- Medieval City of Rhodes (Grèce)
<http://www.rhodes.gr>
- Tyre Municipality (Liban)
<http://www.tyremunicipality.com>
- Département de Géographie, Faculté des Lettres et des Sciences Humaines, Université Saint-Joseph de Beyrouth (Liban)
<http://www.usj.edu.lb>
- Paralleli (Italie)
<http://www.paralleli.org>

Summary:

The project contributed to the promotion and awareness-raising of the heritage value of historic port cities of the Mediterranean Sea, spread along the Phoenician maritime routes. It aimed at providing a sustainable mechanism for the protection and management of cultural heritage resources in the targeted countries, leading to an awareness of cultural heritage in the public conscience. In order to enhance cultural heritage as part of the sustainable development of Mediterranean cultural heritage, the project adopted a holistic approach which satisfied economic and social objectives as well as high quality cultural tourism needs. The action aimed at the revitalization of the targeted areas, turning them into places of life for the local people and enhancing connections between past and present.

Main achievements:

- Development of a methodology for the development of a tourism integration plan based on two pilot projects implemented in Rhodes, Greece, and Tyre, Lebanon.
- Publication of a Vademecum of Participatory Planning in the Mediterranean Sea Areas.
- Design and realization of an awareness raising campaign and an appropriation process – various competitions with school children and students of architecture and graphic designing (for the Melkart logo), exhibition of results...
- Development of cultural trails in the six partner cities- including signage, maps, brochures- and training of guides and promotion of trails with the tourism sector.
- Development of an online virtual tour for each city
- Identification of and establishing of network of artisans and craftsmen in the port cities.
- Organisation of regional traditional markets and creation of the Melkart label for branding project's products.