Editorial

The recent developments in the recognition and promotion of the heritage are often beyond the traditional framework of the Ministries of Culture and Antiquities. Certainly it is imperative to assert first of all the dimension of the cultural heritage. But a heritage policy must now be more comprehensive and involve other departments: urban planning, environment, housing, tourism ... through concerted «transversal» actions.

Indeed, the economic and social dimension is increasingly taken into account to justify the expenditure incurred for the preservation or restoration of the heritage and of historic towns. This edition of Connecting addresses this economic dimension. It’s about becoming aware that such expenses are real investments that generate economic benefits. But we must bear in mind that we must make sure that the positive aspects outweigh the negatives.

A Euromed Heritage workshop was devoted to these questions by also examining the financing mechanisms for conservation. This workshop was held in Damascus in June 2009 and its acts are available on our website.

Christiane Dabdoub Nasser, RMSU Team Leader. Regional Monitoring and Support Unit.

FOOD FOR THOUGHT

Heritage preservation and quality of life

By Jean-Louis Luxen, RMSU Senior Legal Expert

For many years, conservation professionals have been convinced that measures of prevention and enhancement of the cultural heritage brought an essential contribution to improve their citizens’ quality of life. This belief is based particularly on the operations of rehabilitation cities and historic neighbourhoods, often coupled with actions to improve historical housing. Beyond the cultural aspect, those benefits to local communities provide an additional social justification to the conservation efforts.

It was necessary that some economists were willing to study the size of these investments and develop models to quantify the economic benefits. In the last twenty years that large institutions (such as the World Bank or the European Union) were convinced and agreed to fund conservation work for museums, archaeological sites and urban neighbourhoods.

In fact, some working sites are beneficial, while others are less so. More detailed analysis is therefore necessary to clearly identify costs and benefits. This independent analysis must be able to convince ministries of finance, owners or investors and to mobilize the necessary resources, often through partnerships between public and private sectors. In the same vein, it is important to promote modern management methods to our museums and heritage sites, because if there are economic benefits, there are also negative effects. Not to mention the damage to physical assets due to uncontrolled traffic. Economic measures must be taken to minimise these negative effects and capture the opportunities for positive resources.

The importance of this economic and financial dimension requires the collaboration of trained staff. But it should be understood that the cultural dimension, with everything it stands for in terms of social life, must remain the major concern. Therefore, the management of museums and heritage sites must continue to be undertaken by heritage specialists. It is always necessary to put every issues in the right perspective.
A window into an enormous hidden treasure

From the opening of the Suez Canal to the football final of the 2008 Africa Cup of Nations, via late 1960s Egyptian divorce dramas. These are some of the images that will be available for free on the web at the end of 2012, thanks to the Med-Mem project, co-funded by the European Commission under Euromed Heritage IV. The trilingual (Arabic, English, French) website (www.medmem.eu), will host over four thousand video files coming mainly from the region’s television archives, selected by a consortium of broadcasters in France (INA), Italy (RAI), Morocco (SNRT), Jordan (JRTV) and Algeria (Algeria EPTV) and COPEAM (Permanent Conference of the Mediterranean Audiovisual Operators). In addition to these will be television from Mediterranean territories, and soon also Cyprus and Catalonia. ‘Anyone who visits the website - explains Mireille Maurice, INA’s Med-Mem project chief - will be able to find traces of a common history in the map of archaeological sites in the Mediterranean.’ It will be interesting to see how each country dealt with social issues such as the status of women. «Egyptian television - says Maurice - produced dramas in 1969, on topics like divorce and homosexuality. There is one produced dramas in 1969, on topics like divorce and homosexuality. There is one produced dramas in 1969, on topics like divorce and homosexuality. There is one produced dramas in 1969, on topics like divorce and homosexuality. There is one produced dramas in 1969, on topics like divorce and homosexuality. There is one produced dramas in 1969, on topics like divorce and homosexuality. There is one produced dramas in 1969, on topics like divorce and homosexuality. There is one produced dramas in 1969, on topics like divorce and homosexuality. There is one produced dramas in 1969, on topics like divorce and homosexuality. There is one that speaks of the right of every woman to choose her own husband, called: ‘I want this man’.” Then there are programmes about pilgrimage sites in Jordan shared by the three monotheistic religions, documentaries on the Palestinians in the occupied territories, on the health effects of swimming in the Dead Sea, and images of water distribution systems that date back to the eighteenth century, in Fez and Tetouan. There are portraits of great cultural figures, as well as documents of historical challenges, such as the opening of the Suez Canal, provided by the library of Alexandria. Other images cover economic sectors, from transport to craftsmanship. ‘Today - says Maurice - participants in the project are committed to continue feeding the website and maintaining the archive.’ The Med-Mem site is merely a window into an enormous hidden treasure yet to be made accessible. For this reason according to Maurice, ‘an initiative like Med-Mem can in fact act as an accelerator for the digitisation of our audiovisual heritage.’

Kids, come and discover the port cities in the Mediterranean

CARTHAGE - The educational tool was distributed in the cities of Carthage, Marsaxlokk (Malta), Rhodes, Tartous and Tyre: the activities to raise awareness among 150 teenagers for the preservation of heritage of the port cities in the Mediterranean have taken place during the month of November 2011. The educational workshop «Discovering the Mediterranean port cities» was created in the frame of the Mare Nostrum project, as part of the European programme Euromed Heritage 4. This workshop tool elaborated by Claudine Abdelmassih - is available for school teachers and aims at teaching teenagers different characteristics of a Mediterranean port city through a series of activities involving student observation and synthesis skills. What are the objectives of the workshop? We asked this question to Giorgio Risicaris, manager of this project: «The objectives are many. It aims to discover Mediterranean port cities, through their morphology, their history, their monuments and port activities such as fishing, shipbuilding, repairing nets, markets, etc. Then it aims to make people understand the reasons for the existence and development of a port city and its cultural diversity». «But a key point is to raise awareness among teenagers about the fragility of marine ecosystems and the difficulty that craft jobs have in the face of globalization,» continues Risicaris.

When writing and art meet

GHARDAIA - Why to promote calligraphy? Because it is an essential component of human civilization. The richness, diversity and the universality of the calligraphic heritage should be shared with the public. For this reason an exhibition on the theme of calligraphy - «La main du calligraphe»(The hand of the calligrapher) - was opened on November 25, 2011 in Ghardaïa (Algeria) by the Centre de Conservation du Livre (Arles), in partnership with the Directorate of Culture Ghardaïa. This project is part of the framework of the Manumed project, funded by the European Union within the Euromed Heritage Programme. The exhibition features the work of several calligraphers from different Mediterranean countries (Algeria, France, Turkey, Morocco, etc.). It is also an opportunity to discover many manuscripts, centuries old, presented by the association of Abi Ishak Tefeyche, the Bibliothèque Nationale d’Algérie (National Library of Algeria) and the association for the protection of the heritage of the town of Bou Saada. Workshops for young people and a calligraphy contest were held in collaboration with the Association
TagEMI and El-Atteuf Cultural Centre. They were led by three calligraphers participating in the exhibition.

Bringing back to life the medieval water cistern discovered under a mosque

Kairouan - The mosque has been ‘sitting’ on top of it for decades: the water cistern was buried 10 meters deep, just under its floor. This ancient reservoir contains 4 galleries divided by thick walls and covered by vaults, like in a huge buried basilica. The discovery of this heritage treasure happened by pure coincidence: few months ago, big humidity problems were detected in a Kairouan mosque built in the middle of the twentieth century, and it was decided to intervene. Imagine the surprise when it was discovered that the mosque was hiding an ancient, huge water cistern, which could even date back to the ninth century. Following the recent discovery of the Musalla medieval water cistern in the Tunisian city of Kairouan, the Euromed Heritage - Montada project has decided to take advantage of the public interest to raise awareness of the importance of the city’s cultural heritage. To that end, Montada is now actively involved in the restoration of the cistern, with a view to facilitating visitor access and turning it to one of the city’s major landmarks.

On-site heritage preservation for high-school students in Amman

Amman - About 30 high school students from Malta and Jordan were brought together in Amman to learn about a very special subject: heritage conservation. The 5-day workshop was organised by the EU funded Elaich project, within the framework of the Euromed Heritage 4 programme. The purpose was notably to give teenage students a valuable insight into Petra, the 2,000-year-old capital of the Nabataean civilisation, in an effort to raise awareness about cultural heritage sites. Participants included a group of Jordanian students and a group of Maltese students, who had already participated in a similar Elaich course in Malta earlier this year. The initiative comprised of both a theoretical part and an on-site session in the Amman Citadel. Subjects varied from air pollution and preventive conservation, to historic building materials and techniques of conservation processes. The project is being carried out in coordination with the Education Ministries of respective countries. «The main challenges we are facing – said the Euromed Heritage 4 expert Christophe Graz to a group of journalists on the spot - are how to make this kind of projects sustainable and get governments interested». «This is a unique opportunity to encourage international intercultural dialogue between course participants in the field of cultural heritage protection,» said Dr. Anna Lobovikov-Katz, Coordinator of Elaich. «By bringing together high-school students from Jordan and Malta for five full days we can demonstrate the effectiveness of the pedagogical concept developed by Elaich.»
The economy of cultural tourism and the preservation of the heritage

BY VALERIE PATIN, ECONOMICS

The taking into account of the economic dimension of the heritage, as an issue of development and support for development policies, is relatively recent. This evolution is mainly due to the rapid growth of tourism (almost one billion international tourists worldwide in 2010, including 15% for cultural tourism) that runs through this area very directly (ticket, spending on sites), indirect (expenditure close to the sites, transportation) and induced (spending on equipment and services close to the sites). But the lure of short-term profitability can lead to neglect of the heritage traditional and essential functions that are the heritage conservation, the scientific research, dissemination of knowledge and strengthening of social ties. To manage this situation in a balanced and shared way, we must first better understand the economic and social problems of the heritage, and precisely understand the issues and processes that facilitate the observation, the types and levels of benefits that its attendance produces, the skills and methods that need to be mobilized.

Valéry Patin (Université Paris 1 Panthéon-Sorbonne, Expert Consultant of the World Bank and UNESCO) and Hervé Passamar (Director of the Agency for the development and promotion of the heritage) give us an update on this topic.

What are the elements considered by the economy of the heritage?

The economy of the heritage concerns a set of values associated with the existence, the use and the effects induced by the operation of cultural property. The monetary value of goods in the property market (built and unbuilt) and furniture (movable property) is a first basis for assessment. In some cases, changing this value may be of a speculative nature (purchase and sales of tourist and non-tourism residences in the historic centres). The values associated with the use of heritage sites are better known: parking fees, ticketing, guided tours or visit support, shopping in the boutiques of sites and collateral activities (restaurants and cafes located on the sites), transport within the sites but also right for picture or speech. Other ways of use of the heritage are less well known: management of image rights, location for filming (growing business), rental for special events. All public and private investment, the non-budgetary contributions (sponsorship, donations) and tax benefits associated with the heritage protection are also essential elements of the economy. Along with these direct revenues, there are other important aspects such as jobs, trades and skills, financial flows and tax developed on the sites themselves, but also the indirect economic benefits associated with their management. They can be generated, among other things, thanks to the facilities, the equipment, the conservation and restoration work, some management fees, training, printing of documents. Finally, we consider the effects induced by the attendance of sites, that is to say, the impact in terms of jobs, financial flows and taxation, the amount spent by visitors outside the sites in accommodation, restaurants, shops and services, but also the impact of amount spent by private and public operators to protect and enhance the heritage. This set represents an overall financial volume much higher than the one produced by the direct use and the indirect revenue for the management of sites themselves. For example, a study conducted in 2008/2009 by the Agency for the development and promotion of heritage, estimated at 21 billion euros the impact of attendance Heritage protected in France.

What are the methods for assessing the economic role of the heritage?

The more traditional methods include the approaches in terms of land and property value and balance sheet analysis. These approaches are strictly limited to the site itself, which only takes into account its financial dimension. This approach is quite restrictive. It significantly devalues the fragile cultural properties that require heavy investment in conservation. Methods from economic theory allow the assessment of the cultural goods from a development and investment perspective. These methods are used by international donors. This is particularly the case for the contingent valuation method which allows us to take into account non-monetary values like the image of the site and consists of measuring the theoretical contribution that people are willing to make to preserve a heritage. Other methods are sometimes used: travel costs, cost - benefit, hedonic price, multi-criteria. Finally, the assessment of consequences induced by the heritage management is done most frequently by using the so-called method of impacts. This method measures employment, cash flows (wages, tax benefits) and social impact (heritage awareness, public participation in the preservation and enhancement of cultural property, developing a sense of belonging, transmission, citizenship ...) generated by visitor spending and actions in the territories near the site visited but also the expenditure of public and private investors to protect and enhance the heritage. All these methods value a monetary approach easier to assess objectively and facilitate national and international comparisons. But the benefits of heritage activity are not just monetary. It should also be able to better assess the social, educational and cultural heritage activity. This is an important issue for donors, but still poses real methodological difficulties.

How does an accurate assessment of the economic role of heritage promote the management of cultural property?

The sanctity and the sustainable preservation of cultural property is now closely linked to the sustainability of economic systems that ensure the management, implementation of dynamic evaluation approaches structurally integrated policies to make heritage promotes the attractiveness and development of territories. We switch from the concern of maintaining the allowance to a demanding measure of production articulating services in cultural, historic, scientific, social and economic dimensions.

In addition, the rationalisation and the identification of multiple levels of economic impact allow individual institutions to make policy choices supported by objective data. This is a determinant factor of professionalisation, deregulation of practices and partnerships between culture and tourism (co-production data sharing).

Finally, the identification of economic and social issues related to heritage is a factor of acceptability, ownership and strong adherence to local policies for the conservation and recovery. However, it should avoid any slippage, increasing the economic performance due to the optimisation of management methods to first ensure and promote the inalienable cultural heritage. The main challenge of these approaches is therefore in the consideration of the complex link between cultural development and economic promotion.

At the initiative of the Ministry of Culture (Heritage Branch), France has implemented since 2007 a national mechanism responsible for these assessments, a device managed by the Agency for the development and enhancement of heritage. The results of this work are available on the site

http://www.agence-patrimoine.eu

In the framework of the programme for the Union for the Mediterranean, partner countries have registered as a common goal the establishment of national monitoring of the economic benefits of heritage.

Bibliography

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- GREFEE, X. (2003), Economic valuation of the assets, La Documentation Française
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In terms of urban regeneration, what are the major budget items?

Given that urban regeneration comes under public action, funding generally remains closely tied to the state and its auxiliaries. As part of the state budget, the space reserved for the restoration of monuments by the Ministry of Culture is still insignificant despite sustained efforts observed during the last 15 years. However the historic centres of some big cities began to know in the last few years a campaign of urban renewal generally included as part of an urban upgrade.

So the communities that are the main institutions responsible for rehabilitation of historic centres were able to mobilize the budgets for urban regeneration under different sources of funding: the budget of the state, as part of the annual budget law; the redistribution of VAT through the Directorate General of local government; the investment budget of the communities; other funds that may come from state and parastatal agencies in the frame of a partnership; donations in the context of decentralised cooperation. These financial resources can produce a multitude of basic actions in the historic centres such as paving streets and alleys, the «treatment of the facades», the restoration of walls and forts, public lighting, arrangement of squares, etc. These actions have an important role in the development of those areas. They increase their attractiveness, the public support for conservation and development programmes and the interest of private investors. They are the visible face of safeguarding programmes.

However, for certain operations, the urban rehabilitation actions undertaken in the absence of a real strategic vision may cause serious harm to the historic built environment and to the landscape... We spoke with Fouad SERRHINI, CEO of ADER-Fez, Morocco.

How do you assess the consequences of the economic and social investments?

Today, the economic returns of public investment in heritage is well known. Apart from general studies conducted by international organizations, studies and operational research carried out for the assembly of urban rehabilitation projects in the
Medina of Fez have shown that these projects have an ERR (Economic Rate of Return) of 10 to 17%. This is mainly due to the jobs created by the projects during their realization and by their use after the conclusion of the project, and to capital gains created by the main and secondary activities, taxes collected by the state during the project implementation and operation, the increase of the number of transactions and their values around the urban rehabilitation projects, etc.

In the field, these findings were highly visible, urban rehabilitation projects in the Medina of Fez (tours, improved access, emergencies roads, squares and small squares, etc...) had an immediate economic impact, seen in particular by the valorisation of the area and the number of private investments that it has generated.

What funding sources do you suggest?

If our urban heritage today is anything but normal space that was common in the past (thanks to the heritage), it is clear that urban heritage has become almost universally, closely related to community activities, culture, crafts and tourism. Remaining on the latter aspect of tourism, two main findings should be established: i) urban heritage is an essential product for cultural tourism, which is operated almost for free. Tour operators (in the cities that offer a cultural oriented tourism) pay very little for the urban heritage which is the main reason for the trip; ii) these tour operators pay a Tourism Promotion Tax (TPT) instead, which does not benefit the urban heritage.

Recently, the Moroccan government has created a company to manage the Moroccan Fund for Tourism Development (FMDT) that has a budget of 15 billion dirhams, with the aim of capitalizing 100 billion dirhams with national and foreign funds. Since the inception of the fund earlier this year, premises of heritage interest have emerged.

The challenge, now more than ever, is for the heritage managers to unleash the areas of poverty and begging, and put to put them on the tack to wealth and money... but without loss and disfigurement. It is important not to sell the heritage in order to save it... the equation is complex but not impossible to solve.
A TALK WITH…
Dr. Nora Ebeid

How do you see the importance of economic approach in a heritage conservation policy?

Museums and archaeological sites are facing increasing operating costs, particularly speaking costs of conservation, documentation, exhibition, maintenance, education and employee compensation. There is also a trend for capital expansion on behalf of museums that is manifested in the renovation of galleries and in the creation of gallery/building extensions. The underlying reasons for such cost increase lie in the increase of museums’ acquisitions and archaeological excavations which imposes a situation of enlarged collections and sites’ number that require all care and maintenance. The rise in tourism for cultural heritage over the past few years necessitates that these destinations avail services and facilities for its comers specially with the aging factor of many of its buildings starting to ring a red alarm. The increase in costs would not be met with staff prayers, but rather with a strategy and plan for an increase in revenue sources and tools. However, with the cutback in public funds in many countries, particularly now with many Arab countries facing an economic recession due to their political situation (e.g. Libya, Yemen, Syria and Iraq), and with the increased competition over grants, donations and sponsorship money, earned income generated from commercial projects becomes of utmost importance, hence, following the Chinese saying that states’ Do not give me a fish, but give me a fishing net’. In addition, the existence of sound financial policies and supporting structure becomes inevitable to manage costs and museums and sites’ harvest of increased revenues.

How should heritage sites or museums increase their income from tourism?

Museums and sites can and do benefit from tourism, but in order to multiply their revenues, the following strategies or ‘10 commandments’, can be useful:

1. Cut or Control Costs Strategy whereby they attempt to analyze their purchases, adjust their payables and evaluate their facilities, infrastructure and grass-root programmes. It is essential also to modify staffing whereby trying to get rid of unneeded staff via voluntary separation, paid leave or early retirement.

2. first, a decrease in tourism avails the chance for museums and sites to address the local market in their native countries. This could be done by well-organized Marketing programmes which attempt to attract local citizens via free-entry days and reduced tickets for transportation and museum services while at the same time targeting the high niche end of the market with special VIP highly priced services and museum tours.
Second, the international market can be addressed by developing an Outreach strategy realized by Exporting museums and sites merchandize (the Metropolitan Museum of Art has over 17 licensed retail outlets) and using IT to reach potential comers abroad through exhibiting museum collections and sites with virtual reality tools, creating image banks which sell for at least 50% profit per single image and developing educational programmes on-line.

Third, a decrease in tourism is also a chance for increasing travelling exhibitions abroad.

Fourth, the idea of creating branches for major national museums in other countries (e.g. the Louvre and Guggenheim museums in Sadyat island in UAE with approximately a 1.3 billion USD and 650 Million USD deals respectively).

Fifth, non-traditional revenue venues should be explored such as imposing a heritage/art Tax on a stable revenue source in the country (e.g. a heritage tax on ships passing through the Suez Canal in Egypt).

Sixth, museums and sites can create alliances by joining forces and agreeing on a several year plan for the introduction of a common 3-day ticket, co-organization of thematic travelling exhibitions and collaboration on educational and promotional activities.

Seventh, Investment Strategies should be reviewed and its management should be given to more professional advisors.

Eighth, Development offices should continue working, and everyone in the museum or site should participate in fundraising, efforts being coordinated and batteries being charged by the mother center represented by the Development Department.

And finally ninth, although tourism declined, museums and sites should make use of the new nature of travelers being independent, and try reaching them by web information and specialized products and services, hence protecting them from possible prices massacre of travel agents.

Considering the increasing economic value of cultural heritage, which consequences on the management of heritage sites and museums?

The increased economic value of cultural heritage necessitates several changes to be undertaken. The mission should be re-examined to respond to the changing direction of adopting economic values, the legal framework organizing work in museums and sites should be modified to allow for economic activities and ventures to evolve. A Cash Cow for-profit activities and/or for profit subsidiaries such as special economic units for image banks or merchandizing companies should be established. A Financial Unit should be created to manage costs and revenues. Staff of expertise in the economic field should be selected and recruited. Finally, everyone in the museum or heritage site should be mobilized to help market the mission and services of the place, including the managing board.
Prospects for favorable economic conditions

BY JEAN-LOUIS LUXEN, SENIOR LEGAL EXPERT OF THE RMSU

Taking into account the economic dimension of heritage preservation is fairly recent. Drawing on examples from the methods applied to the natural heritage and to the national parks, economic studies have shown that spending on heritage conservation and promotion can be considered a real investment, generating direct and indirect economic benefits. To a considerable extent, these economic benefits are due to the development of cultural tourism, or to the mobilising effects of operations of urban rehabilitation. In both areas, the Mediterranean basin has an area of application that captures the attention of national and international financial institutions.

However, we should not be under any illusion. The economic concern can lead to abuses. Thus, when the same Ministry has joint responsibility of the heritage and tourism, there may be hasty archaeological excavations ordered to support tourist attendance to key heritage sites. Not to mention the risks of destabilisation of the economy, or it can lead to a dangerous over-excitation. Thus, when the same Ministry has joint responsibility of the heritage and tourism, there may be hasty archaeological excavations ordered to support tourist attendance to key heritage sites. Not to mention the risks of destabilisation of the economy, or it can lead to a dangerous over-excitation.

For the local community, it should be taken into account the economic and the social life of the region or of the historic city. This requires a dynamic «destination management». It is recognised that at least one overnight stay is necessary to generate real local benefits, while the cost and nuisance of «day tourism» outweighs the benefits. Sites such as Jerash, in Jordan, Dougga in Tunisia or even historic cities as Meknes in Morocco and Tyre, in Lebanon, are visited in a few hours, as part of a tour without benefits for the local economy. A coordinated approach is therefore needed, based on the cooperation of local government, industry, hotels and restaurants, tourist services and local site managers. The cities of Fez and Marrakech in Morocco, meet more favourable conditions in this regard. Examples could be taken by observing the management of the Alhambra in Granada, Andalusia. There the existence of a coordinated management between municipal authorities, the tourism sector and site managers has generated a kind of virtuous circle of benefit to the economy and local social life. This management practice can even regulate the collective circuits, in order to prevent the local tourism being driven by private coach companies. Forms of a «soft tourism» and eco-tourism are growing especially in Morocco, Tunisia and Egypt especially as short economic circuits that benefit the local economy directly.

For the country as a whole, depending on its level of development and the national context, it is recommended to study the source and the terms of the investments related to the heritage and to the tourism infrastructure. Through a proper study it is important to ensure that their establishment and their operations offer a positive contribution. Economic analysis has demonstrated that the benefits of the tourism industry are often repatriated to foreign countries without leaving correct margins to the national economy. It should also be a negotiation in order to obtain a national participation in tourism companies and to develop national services of local transport. In this respect, it is interesting to use the procedures in force in Turkey. Or it is now generally imposed to use the services of national guides.

An ongoing analysis of the economic conditions is made necessary in order to have a clear view of the economic flows, both positive and negative. This is something that should be undertaken by the national or local government. But these same governments have an incentive to build on the dynamism of the private sector, by promoting closer consultations and cooperation between public and private sectors.
A Palestinian journalist wins first prize in cultural heritage photo competition

A young Palestinian photo-journalist, Mahmoud Illean, from Jerusalem is the winner of the 2011 edition of “Crossing viewpoints: Mediterranean cities as spaces of socialisation” International Photography Award organised by the EU-funded Euromed Heritage programme and the Rehabimed Association. The photo competition has once more highlighted the place that cultural heritage holds in Mediterranean contemporary societies, especially for the youth who have massively participated at the competition: the jury has received 266 pictures from 23 different countries. The country with the highest number of participants is Algeria, followed by Morocco and France. In total, 63% of all participants are originally from the Mediterranean partner’s countries.
BEST PICTURES

Bargaining at the market, Italy - Gianluca Capri

The Saints of the Sea, France - Olivier Dubuoy

Le culte esthétique méditerranéen, Italy - Elio Germani

L'espace tél., Cyprus - Niel Devernois

Fountain in Morocco - Badrane Wrid
Our selected quotation

“We’ve broadened the definition of cultural heritage far beyond the standard art-historical understanding of beauty that has been the central paradigm for a very long time. I would propose that the sustainability model is terribly useful because it takes into account the way in which we’re stewarding things received from the past.”
Daniel Bluestone, Professor and Director of the Historic Preservation Program at the University of Virginia.

What’s on

Keeping traditions alive in the middle of the desert
Siwa, old women train young girls in embroidery techniques

SiWA - Even in the ancient oasis of Siwa, traditional embroidery techniques are threatened by modernity, by the competition of cheap imported products and rubbish stuff. That’s why 3 old women were selected to train 30 young girls in this unique art, the traditional embroidery, the handicraft decoration of fabric or other materials with needle and thread. This happens in Siwa, one of Egypt’s most isolated settlements, with 23,000 people, mostly ethnic Berbers who speak a distinct language of the Berber family known as Siwi. The training activity is planned in the framework of the Siwa and Tanger project, supported by the European Union through the Euromed Heritage 4 programme. The objective of the project is the promotion of Siwa’s heritage and the creation of awareness among the Siwi locals about the importance of the preservation of cultural heritage. Three very skilled women from the old generation have been selected with the purpose to deliver technical training on traditional hand-embroidery techniques. The target group is 30 young girls aged between 12 and 15. Each of the 3 trainers will be responsible for passing on the skills and accuracy of hand embroidery techniques to one group of 10 young girls of the new generation, emphasizing the importance of keeping alive this unique tradition. The activity – implemented in collaboration with Regione Sardegna, Italy – will start in December and will keep going up to March 2012.

To find out more: http://www.euromedheritage.net/it/news/it/3643/Talleri-sul-vivere-con-il-ricordo

Reader’s corner

Coffee Culture, Destinations and Tourism
By Lee Jolliffe

This book explores the various aspects of coffee culture around the globe, relating the rich history of this beverage and the surroundings where it is produced and consumed to coffee destination development and to the visitor experience. Coffee and tourism venues explored range from the café districts of Australia, Canada, Germany and New Zealand to the traditional and touristic coffee houses of Malaysia and Cyprus to coffee-producing destinations in Africa, Asia, Latin America and the Pacific. This is a must-read for those interested in understanding coffee in relation to hospitality and tourism. Readers should gain a new appreciation of the potential for coffee-related tourism to contribute to both destination development and pro-poor tourism objectives.

Our Agenda

RMSU events

- 12-14 January 2012 - Tunis, Tunisia
  Reinforcing the institutional and legal framework about heritage: EH4 workshop in Tunis

International events

- 6-8 April 2012 - Casablanca, Morocco
  Heritage Days in Casablanca, 4th edition
  http://www.museums.org/en/ad/54

- 26 and 27 January 2012 - Tunis, Bardo
  To preserve heritage, the challenge of a new legal framework

- Du 3 déc 2011 au 26 fév 2012, Paris, France
  Maison des cultures du monde, peinture sur rouleau du Bengale

- 18-20 June 2012 - Antwerpen, Belgium
  Youth in Conservation of Cultural heritage, 3rd International Meeting
  http://www.yococu.com/

- University year 2011-2012
  Cultural Heritage, open classes for everybody in Morocco
  http://www.euromedheritage.net/it/news/it/3636/Cultural-Heritage-Open-Courses-For-Everybody-In-Morocco

- World Monuments Fund, 67 new sites on the Watch list 2012
  http://www.wmf.org/watch