



TRAMES - smartTouRismAcross the MeditErranean Sea

The TRAMES project, co-financed by the European Union, is now in full swing! Based on the creation of new tourist routes in five Mediterranean pilot areas, it investigates innovative promotion strategies, including the creation of eight Smart Ways, the organization of seven Festivals of Intercultural Dialogue and the creation of a video game dedicated to the Phoenicians' ancient routes.



The representative from the eight TRAMES partners posing in the Certosa di Calci's cloister during the first project meeting. Below, a moment from Melilla's workshop.

TRAMES partners

ITALY • Timesis, Project leader and Montepisano DMC – Destination Management Company
• The Phoenicians' Route, Cultural Route of the Council of Europe
• Edizioni PleinAir, Publisher of the tourism magazine *PleinAir*

CYPRUS • Top Kinisis, Tour Operator

GREECE • Xanthi Chamber of Commerce

MALTA • Inizjamed, Cultural Association

UNITED KINGDOM • EGA Entertainment Game Apps

SPAIN • Autonomous Municipality of Melilla

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The partners of the European project TRAMES - smart TouRismAcross the MEditerranean Sea - are pleased to introduce the first issue of the newsletter, aimed at spreading the aims of the initiative, co-financed by the European Union under the COSME Program.

The project, involving eight partners from six European countries in the creation of an innovative tourist offer in five pilot areas of the Mediterranean basin, is based on the Phoenicians' Route – Cultural Route included in 2003 in the program of the Council of Europe and recognised in 2016 by UNWTO – which promotes cultural dialogue through the cultural and archaeological heritage of Mediterranean civilizations following the ancient nautical and maritime routes.

The initiative includes the creation of eight Smart Ways (routes based on innovative and current topics including sustainability, creative tourism, active involvement of local populations and entrepreneurs) and as many heritage interpretation centres where local communities will be at the core of tourist offer; the organization of a circuit of Festivals

of Intercultural Dialogue with seven events in five countries; the development of a video game based on the trade routes of the ancient Mediterranean Sea as a tool to promote the involved territories.

Officially launched on March 26th, 2019, TRAMES was presented on May 7th in the evocative setting of the Certosa di Calci (Pisa) and then got to its heart in the following months with a dense line-up of international events: in this text we want to offer a summary, referring to the next three newsletters we will publish by the end of the project, illustrating the updates of ongoing activities. We hope it will meet your interests and we wish you a good reading!



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ITALY • PISA May 6th-7th

TRAMES, on its mark

Two intense days dedicated to the presentation of the TRAMES project took place at the beginning of May at the foot of Monte Pisano. On May 6th, at the Officine Garibaldi, Pisa, the first operative meeting was held with the partners of the initiative and offered a detailed technical illustration of the guidelines and all the phases scheduled by March 2021. On May 7th, in the evocative setting of the Certosa di Calci, surrounded by the Val Graziosa, a few kilometres away from the administrative centre, a further technical session was held, as well as a convention in Italian language attended by a significant representation of stakeholders and representatives of the press of the Tuscan area. During the meeting, the goals of the initiative were illustrated. Their aim is: the revitalization of EU destinations, de-seasonalizing and implementing the sustainability of tourist offer; the promotion of the collaboration between tour operators and cultural industries of the participating countries; the creation of solid public-private partnerships in the involved areas by the promotion of exchanges of experience and



expertise at an international level. The participants also had the opportunity to visit one of the oldest museum collections in the world: The Natural History Museum of the University of Pisa, set in an entire wing of the Certosa

complex. During the guided tour, the new primate's gallery was particularly appreciated, reopened to the public on the 18th, after a radical restyling that enriched it with five great dioramas.



Above, Piazza dei Miracoli in Pisa with the dome and the famous leaning tower. From the left, the Certosa di Calci and two moments from the partners meeting.

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MALTA • VALLETTA August 22nd-24th

A dialogue for the Mediterranean at Forte Sant'Elmo

New methodologies for developing responsible tourism with low environmental impact, involving the host community in the process of building the tourist offer and creating a Mediterranean koinè. These were the focal points of the workshop and festival organized as part of the TRAMES project by Inizjamed at Forte Sant'Elmo, the sixteenth-century fortress symbol of the Maltese capital. The initiative was held in conjunction with the fourteenth edition of the *Festival mediterranju tal-letteratura ta' Malta* Festival, which involved some exponents of the Maltese literary scene such as Antoine Cassar, Lorraine Vella, Rena Balzan e Elizabeth Grech.

Among the international guests, also attended the event: Rasha Abbas (Syria-Germany), Astrid Alben (UK), Yolanda Castaño (Galicia), Eric Ngalle Charles (Cameroon-Wales), Sampurna Chattarji (India), Yolanda Pantin (Venezuela), Davide Rondoni (Italy) e Habib Tengour (Algeria-France). The initiative was supported by the Malta Council of Arts and the Cultural Partnership Agreement and was organized in collaboration with various partners, including the Cultural Route of the Council of Europe The Phoenicians' Route.



A moment from the Festival of the Intercultural Dialogue organised in Malta. Below, two pictures of the workshops held during the event within the TRAMES project.

In the TRAMES Maltese days, the Inizjamed team, composed of professionals, researchers, creators and academics, proposed a workshop attended by many international companies - from North Africa, Asia, Europe and South America - such as Literature Across Frontiers, The Phoenicians' Route, Europe for Festivals/Festivals for Europe and European Festivals Association, Literary Europe Live, as well as Maltese organizations such as ArtsCouncil Malta, Heritage Malta and the Institute for Tourism Studies, Travel & Culture of the University of Malta. Starting from the current challenges concerning the Mediterranean area, the focus was then extended on reflections at a global level, promoting intercultural dialogue and the exchange of innovative approaches to creative and sustainable tourism at local, regional and international level in line with the goals of TRAMES project.

A good success in terms of participation and visitors was registered for the Festival of Intercultural Dialogue: prose and poetry readings, performances, projections and musical shows effectively demonstrated the liveliness - and the inexhaustible charm - of the cultural koinè that connects the Mare Nostrum populations through the language of art.



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Xanthi (Greece), Elba Island (Italy), Melilla (Spain)

Capacity building, how and why?

Among the actions of the TRAMES project, the Work Package 3 has a particularly important role, namely the realization of Capacity building meetings specifically dedicated to Smart Ways stakeholders under construction. In fact, considering that the latter are paths of excellence in which the most modern concepts of tourism are applied (including accessibility, sustainability of interventions, but also experiential, slow, responsible and creative tourism), it is essential to introduce those stakeholders who have the characteristics to be involved in the construction of the territorial offer to these issues.

Within the framework of the TRAMES project, the Capacity building is set as a first meeting organized by the experts of the Phoenicians' Route, creators of the Smart Ways concept, aimed at presenting the project (with dissemination and divulgation functions), while introducing a reflection on tourism changes and the way for local communities and entrepreneurs to adapt and remain competitive on the international market. Therefore, they are not only meetings, but "capacity building processes" of the participants.

Naturally, the meetings are strongly influenced by local reality, by the entrepreneurial dynamics and the tourist offer of the country and places. Moreover, thanks to the Business Model Canvas technique, the participants are not mere audience, but true protagonists: once introduced to the project's themes, they actively collaborate in providing the project partners and Phoenicians' Route experts with operational guidelines, strategies and ideas for developing the product along the Smart Ways with the added value of contributing with new proposals and suggestions to enrich the project and its effects.

The Capacity building meetings were preceded by a major tour in Cyprus (September 18th-20th) to meet the heads of local Tourism Ministry and the 6 Tourism Boards of the island in preparation for November meeting.

The first Capacity building meeting was held in Xanthi (Greece) from September 21st to 23rd, and it was an important moment of verification and reflection led by the Chamber of Commerce, partner of the project, to elaborate a strategy that reflects itself on the Smart Way. Guests of the Museo delle Tradizioni Popolari, which is a candidate to become a Smart Way Interpretation Centre, we discovered the combination that creates this part of Greece between mountain and sea in the name of culture and nature.

The second meeting was held on October 11th and 12th in Portoferraio, the main centre of the Elba Island (Italy), guests of a Fortress co-managed by the Municipality and the Tuscan Archipelago National Park, a candidate to become Interpretation Centre of the Smart Way of the

island. Numerous public and private operators attended the meeting addressing various reflections on the sustainability of tourism on the island and how to arrive at an innovative territorial offer that respects the identity and fragility of the context.

The following week (October 17th-18th), it was the turn of Melilla (Spain). In this case the peculiarity of the place, an enclave in a small-sized and less-populated African territory, influenced the topics of the discussion, leading towards local identity and its cultural heritage, as if it were a small island.

We will report on the other meetings in the next newsletter, but in the meantime we can draw a positive balance: wherever they are held, the local community is asked to reflect on how tourism is welcomed in those places and how it should change to adapt the territorial offer to the new needs of contemporary society, focusing more on destination tourism than motivated tourism.



Melilla's capacity building held on October 18th.

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SPAIN • Autonomous Municipality of Melilla October 16th-18th

Where Europe meets Africa

The second Spanish enclave on the North African coast together with Ceuta, the Autonomous Municipality of Melilla hosted the second meeting of the TRAMES project, and the concurrent Festival of Intercultural Dialogue organized in collaboration with local administration. On the first day, after presenting the project to institutional representatives, the discussion led on the Smart Way development applied to a specific area such as the one of Melilla, evaluating possible promotion strategies. Therefore, an in-depth analysis was dedicated to the role of the *Mediterranean* videogame as a sounding board in an international context and with an innovative target of potential visitors. On October 17th, in the morning, the partners met to take stock of the project development and subsequent actions, sharing guidelines and updates regarding the organization of the Festivals of Intercultural Dialogue, the design of



Smart Ways, the imminent launch of the dedicated website (www.tramesproject.eu) and the development of the *Mediterranean* videogame (see details on page 7).

In the afternoon, a Capacity building workshop took place with the participation of local stakeholders to help them understand the goals of the project: the promotion of



Above and on the left, the TRAMES partners in the Kursaal Theatre and at the seat of the presidency of the Autonomous City of Melilla.

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sustainable tourism involving the community and encouraging its growth in the City of Melilla, through so-called Smart Ways.

On October 18th, in the afternoon, TRAMES partners met Eduardo De Castro González, President of the Autonomous City of Melilla, for institutional greetings. In the evening,

the setting of the Maritime Club, overlooking the harbour and the ancient fortress as well, hosted the Festival of Intercultural Dialogue events open to the public organized by the Spanish partner. On this occasion, the participants attended a dance performance that embodied Melilla's four souls - Berber, Sephardic, Hindu and Spanish.

In addition to it, a talk on the Mediterranean as a network of cultural exchange closed the event with the participation of the journalist Antonio Bravo Nieto and Juan Antonio Bellver, Director General de Cultura of the city of Melilla, and a varied tasting of local gastronomic specialties.



Above, two pictures of the beautiful fortress that overlooks the city; on the left, a performance by the local dance school during the Festival of the Intercultural Dialogue (directly above, from the left: Juan Antonio Bellver, Director General de Cultura of the city of Melilla, Antonio Barone, director of the Phoenicians' Route and the journalist Antonio Bravo Nieto).

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EGA

A video game on the Phoenicians' Route

In the Entertainment Game Apps studios, the work for the development of *Mediterranean* proceeds at a fast clip: a video game based on the trade routes of the ancient Mare Nostrum as a tool to promote the territories involved in the TRAMES project. Within a couple of months, through the website www.tramesproject.eu the alpha test will be available (in the next newsletter the registration details will be communicated).

What happens in *Mediterranean*? By covering a time span ranging approximately from 1200 BC to the fall of Carthage in 146 BC, the player will be immersed in an exciting and original exploration of the past: he or she will experience the opportunity to follow the routes of Phoenician maritime expansion and discover the numerous cities and emporiums founded along the Mediterranean coasts by not only the Phoenicians, but also Etruscans, Greeks and Romans. The goal of the game is to develop the Phoenician settlements by implementing their commercial activities and moving resources across the

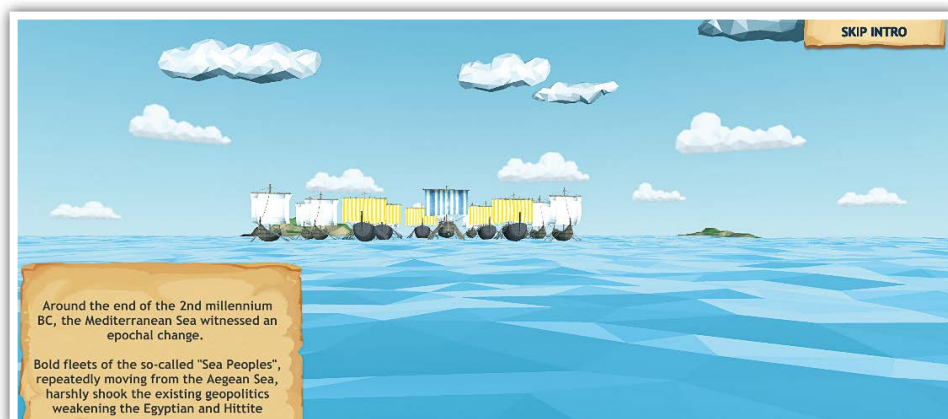


Mediterranean, along specific routes and with means of transport offered with historical fidelity: to guarantee maximum adherence to historical reality, in fact, the team of EGA has carried out in-depth bibliographical researches supported by specialized scientific staff.

Participants will be assigned special cards that are geo-localized in museums and archaeological sites partners of the game: these cards will either unlock the corresponding locations on the map or show one of the archaeological objects specifically selected by the participating museums. An opportunity made possible thanks to the collaboration with museums and local institutions

in order to guarantee – for the *Mediterranean* video game and the TRAMES project as a whole – a positive impact on the communities and the promotion of their cultural heritage.

It is important to remember that the first 3D Mediterranean map for video games has been created for the development of *Mediterranean*. Finally, to strengthen the connection between the video game and the objectives of the TRAMES project, at the beginning of each session, a video clip will narrate the Phoenicians' history, on whose routes the Smart Ways proposed in the project are based: an extra tool of dissemination at the service of the player.



In the next newsletter:

- ✓ The Festivals of Intercultural Dialogue in Bari and Selinunte (Italy)
- ✓ Capacity building workshops in Bari and Selinunte (Italy), Malta, Cyprus, Vicopisano (Italy) and Andalusia (Spain)
- ✓ The alpha release of *Mediterranean* videogame

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