



TRAMES - smartTouRismAcross the MeditErranean Sea

CORONAVIRUS

An unforeseen challenge

TRAMES partners have overcome the lockdown with virtual meetings, re-planning the events, re-modulating the development of activities and meetings, further working for the establishment of Smart Ways.



TRAMES partners during the meeting held in Melilla, last October; below, an image from one of the virtual meetings held during the lockdown.

TRAMES partners

ITALY • Timesis, Project leader and Montepisano DMC – Destination Management Company
• The Phoenicians' Route, Cultural Route of the Council of Europe
• Sistema 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

In this newsletter:

- ✓ **Festival and capacity building** Smart Ways: the framework process
- ✓ **Videogame** Beta Version to be released

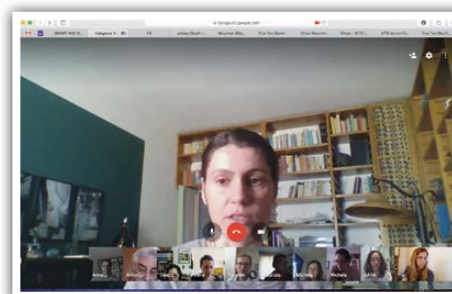
Spring 2020 was shaken by novel coronavirus outbreak both in Europe and worldwide, directly affecting all countries involved in the European TRAMES project. The project consortium, facing this unforeseen challenge generated by the situation took immediate action by implementing a contingency plan guaranteeing adherence to the work programme previously planned. Taking advantage of the tools provided by digital technologies, the representatives of the initiative launched a series of online meetings in order to arrange the development of the activities in consideration of the current situation. Some slippage of activities has been evaluated with regards to activities of national and international travels and physical involvement of stakeholders.

Firstly, partners arranged to postpone until October the third meeting of the project, which was scheduled for the end of March. The meeting will be organised in compliance with social distancing and all health measures of the place where it will be held, provided that, by then, flight connections in Europe will be safe and available at a fair cost.

The partners have agreed to proceed with the organisation of the two Festivals of Intercultural Dialogue in Greece and Tuscany for next autumn, whereas the Cyprus

festival together with the 4th partner meeting are postponed until Spring 2021. And given that for now and until the end of the project it is not possible to predict any new coronavirus emergency developments, neither any future mobility restrictions, the partners have also examined alternative solutions for the organisation of these three remaining Festivals. These solutions include virtual activities and online initiatives to reducing the health risk and at the same time guaranteeing the involvement of stakeholders.

Lastly, all partners agreed upon a careful monitoring of the evolution of the ongoing emergency in order to provide for alternative solutions and take prompt decisions in this regard.



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FESTIVAL AND CAPACITY BUILDING

Smart Ways: the framework process

The capacity building workshops have been carried out specifically for Smart Ways stakeholders, contributing to a more accurate definition of these paths. The meetings are organised by experts of the Phoenicians' Route to make local and entrepreneurial communities aware of TRAMES project. Furthermore, the meetings are aiming in introducing a reflection on the variations affecting the world of tourism which is changing into a more experiential, slow, responsible and creative tourism, with attention to sustainability and accessibility.

Two meetings were dedicated to capacity building and were held last autumn in Italy. Two Festivals of Intercultural Dialogue were organised in parallel, showing the cultural koine of the Mediterranean populations through performances, exhibitions, wine tasting and food delicacies. The events took place in Bari on October 24th-25th, 2019, at the same time as the XII Euro-Mediterranean Dialogue on the Phoenicians' Route – International General Assembly. The capacity building was characterized



On top, a moment of the Intercultural Dialogue Festival in the elegant setting of the Momentum bio-resort in Selinunte; above and to the right, two images from the capacity building in Malta and Cyprus.



by workshops bringing together local and international stakeholders into a joint vision; to foster exchanges of best practices through specific events and labs, in view of introducing and developing the smart way of the Apulian territory. The Festival of Intercultural Dialogue was an important opportunity to strengthen the work carried out in the workshops for the improvement of connections between tourism and creative sectors of music, fashion, design, art and literature.

At the end of October and beginning of November, it was the turn of Selinunte, birthplace of the Phoenicians' Route, on which the European project TRAMES is based and focal point of the Sicilian Smart Way, unfolding along the Via Selinuntina. The capacity building took place on October 31st, in the conference hall of the Admeto Hotel, involving in the debate local entrepreneurs and public bodies, which are willing to create a tourism supply chain linking tangible and intangible heritage for offering a quality tourism experience to visitors.

On November 3rd, the Festival of Intercultural Dialogue was held in the elegant setting of the Momentum Wellness Bioresort. Workshops and seminars, food and wine tastings composed the background endorsing the necessity of promoting the creation of a cultural community of the Mediterranean countries through the shaping of shared best practices and values.

In collaboration with the project partner Inizjamed and Heritage Malta, the Maltese capacity building was organised on November 12th in the Fortress Builders Interpretation Centre, La Valletta. Antonio Barone, Director of the Phoenicians' Route, and Enzo Finocchiaro, expert of the Phoenicians' Route addressed Destination Management Companies, local organisations and stakeholders, operators in tourism and culture supply chains, to involve them in the development of the Smart Way of the Maltese territory.

Two days later, on November 14th, the Cyprus capacity building workshop took place. Organized in collaboration with the Cyprus project partner Top Kinisis and the Phoenicians' Route, this workshop was held with great success at Top Kinisis headquarters in Nicosia. Among the participants were representatives of the Cyprus Deputy Ministry of



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Tourism, the museum curator of the Cyprus Department of Antiquities Dr. Despo Pileidou, and other representatives of regional tourism and cultural institutions. The workshop aimed to present the TRAMES project and its strategy regarding the involvement of local agencies in the development of smart tourist routes in Cyprus.

The workshop in Tuscan was held in the Council Hall of Vicopisano Municipality on November 19th and played a fundamental role in the development of the Tuscan Smart Way; in this occasion, the selection and sharing of creative tourism attractions and proposals to be included in the path took place.

Finally, on February 21st, only a few days before coronavirus emergency restrictions, a capacity building was organised in Galera, Andalusia. In the Centro de Interpretación Yacimiento de Tutugi local stakeholders met the representatives of the Phoenicians' Route: Antonio Barone, Sara Ferrari, Enzo Finocchiaro and Manuel Peregrina.



Attendees at Galera capacity building, Andalusia.

VIDEOGAME

Increasingly well-defined

Key and innovative tool of TRAMES project dissemination, *Mediterranean*, is a strategic videogame based on the commercial routes of the Phoenician civilization, capable of bringing players to the core of the ancient Mediterranean historic atmosphere.

Last February, EGA – Entertainment Game Apps, partner organisation and developer of the videogame, released the Alpha Version: an early version of the videogame including only basic dynamics and the first ten chapters out of fifty. For twenty days it was possible to download this version, after registering on the EGA website. Ten experienced gamers agreed to test the version in order to detect any bugs or programming problems. Thanks to this test, the videogame has been improved and moved to the next step; The Beta Version which will be released this summer.



The full version of **Mediterranean** is currently under development, whereas graphic assets of the videogame have already been defined. The EGA team has integrated in the software ancient commercial routes of Phoenician, Greek and Roman civilizations, thus, allowing the players to venture numerous missions proposed by the system in an arbitrary way, after having chosen a 3D model of their vessel. At the moment, researchers are working on the historical section of the videogame which is dedicated to one

hundred seventeen cities available in the game. Beyond the historical content, the videogame will include an informative section for each Smart Way developed by TRAMES project partners, linking it to the ancient sites in the game map.

Lastly, official agreements have been made to ensure the participation of the Regional Museum Complex of Sardinia, adding an exclusive content they have developed especially for the videogame.

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