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The Umayyad Route Seminar

“Interactive tools for Cultural Tourism”

Tuesday, 10th of May 2016

Lebanese American University (LAU) - BLAT - JBEIL

Science Building – 6th Floor – Conference Room 608

Introduction

The two Umayyad Caliphates in the eastern Mediterranean (661 – 750) and in Spain (756 – 1031) are the periods during which the formation of Islamic art and architecture added to the rich cultural heritage of the Mediterranean basin.

The arts and architectures of the two Umayyad periods in the Mediterranean countries, essential as they are, have been overlooked when cultural tourism is discussed or practiced in these regions. The Umayyad strategic project will contribute to correct this lack and enhance the rich Umayyad heritage.

The project aims at promoting the Umayyad cultural legacy, design and launch a tourism itinerary across seven countries covering the original extension of the empire from the Atlantic to the Middle East, as well as build a museum in Anjar - Lebanon and a documentary film dedicated to the Umayyad heritage.



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***Preliminary Programme**

08:00 - 09:00 **Registration**

09:00 - 09:30 **Opening Ceremony:**

Led by Lebanese Government Officials and "Umayyad Route" Lebanese Partners

Master of Ceremony: Dr. Rachid Chamoun, Partner Coordinator, Lebanese American University

- *Municipality of Byblos – Speaker : Mrs Najwa Bassil – Umayyad Route, Project Coordinator*
- *Safadi Foundation – Speaker: Mrs Rana Mawlawi – General Manager*
- *Lebanese American University – Name of the Speaker – To Be Determined (TBD)*
- *Ministry of Tourism in Lebanon – Speaker - Mr Rabih Chaddad*

09:30 - 10:15 **Session 1: Umayyad History and Presentation of the Project**

- ***Intervention 1: European Culture Itineraries Policies***
Speaker: Mr Stefano Dominioni – President of Cultural Routes of Europe – Council of Europe
- ***Intervention 2: History of the Umayyad***
Speaker: Dr. Abdalla Kahil – Heritage Expert of the Umayyad Route Project - LAU
- ***Intervention 3: The Umayyad Route Project: Purposes & Achievements***
Speaker: Mr. Juan Manual Cid – Project Manager – El Legado Andalusi

10:15 - 10:45 **Coffee Break**

10:45 – 13:00 **Session 2: Presentation of the 7 thematic tourist packages**

During these interventions, speakers from the seven Mediterranean countries, including Spain, Portugal, Italy, Tunisia, Egypt, Jordan and Lebanon representing their local partners, will expose the thematic tourist packages they developed in their countries.

Intervention 1: The West Mediterranean Packages

- *Spain – Speaker: Mr. Juan Manual Cid – Project Manager – El Legado Andalusi*
- *Portugal - Speaker: Mrs Maria Luisa Da Silva Francisco – Requite Turquesa Assistant Director*
- *Italy - Speaker: Mr. Sergio Campanella – Associazione Circuito Castelli e Borghi Medioevali Expert in Cultural Tourism Policies*
- *Tunisia - Speaker: Mr. Mohamed Lamine Chaabani – The "Mediterranean Liaisons" Association – General Secretary*
- *Transnational Packages: Spain and Portugal – Speaker, Mr. Juan Manual Cid – El Legado Andalusi*



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Intervention 2: The East Mediterranean Packages

- Jordan - Speaker: Mr. Mohammad Debajah - Cultural Technologies for Heritage and Conservation
- Egypt - Speaker: Mrs. May Hassan - International Development Co. AID-MENA - Business Development Officer
- Lebanon - Speaker: Dr Wissam khalil – Assistant Professor of Ancient & Classical Archaeology Lebanese University

13:00 – 13:30 Session 3: Marketing Tools and Social Media in Cultural Tourism

During this intervention, a social media specialist will focus on the importance of the multiple social media existing tools that will foster their use in the marketing of cultural tourism and the Umayyad project more specifically, and will expose the best practices to implement in order to reach the highest number of targeted audience

Speaker: Dr Mahmoud H. Tarabay Ph.D. – Strategic Communication Expert – Lebanese University

13:45 – 16:15 Lunch & Networking Opportunities - Frem Civic Center LAU

Networking events, lunch and an exhibition, will be integrated at the end of the seminar to ensure the maximum of networking opportunities for all, partners, stakeholders and participants.

The exhibition will be organised to expose all itineraries and information about the countries and cities, part of the project, and allowing to each partnering country to promote and distribute their brochures and packages to a large number of tour operators and travel agents who will have the opportunity to meet their participation objectives in full.

16:15 End of the Seminar

*** Preliminary program is subject to Changes**



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