

MARCH 2021

# NEWSLETTER #3

## smart TouRism Across the MEditerranean Sea

It's been two years since the start of our TRAMES project (launched in March 2019) and we are now drawing near its end: it's time for TRAMES consortium to look back at what we achieved so far but also to look forward at how we can expand and build upon TRAMES results!

In this last update from the project, we give the floor to the partners primarily responsible for the development of the main TRAMES products to detail what has been done and what can be done in the future: Entertainment Game Apps for the Mediterranean videogame, La Rotta dei Fenici for the Smart Way model, and Top Kinisis for the Intercultural Dialogue Festival model. Each one of these three products represents an important asset for the future. The Mediterranean videogame - now ready and downloadable for free from Android and Apple app stores - is looking forward to expand its agreements with local museums and institutions to enrich its content and to develop more reward strategies to engage the players with the tourism locations.

The Smart Way model has been applied with success in 9 Mediterranean destinations: in each of them further engagement of local stakeholders is already in development through protocols and commercial agreements. Furthermore, the model can now be replicated in other destinations

linked to the Cultural Route of La Rotta dei Fenici.

The Intercultural Dialogue Festival model has been fully developed and successfully tested both in presence and as a digital forum: it represents an engaging way to celebrate the Mediterranean culture and promoting its locations that all partners agree to replicate in the future. For our part - as Coordinator of the project - we are glad that the project achieved the objectives we envisaged when we wrote its proposal, notwithstanding the challenges we met along the way - especially the COVID19 emergency that drastically transformed our way of living and working since March 2020.

All partners were proactive in facing this emergency, promptly adapting the project activities to the new social distancing measures and proposing alternative solutions when needed. The last two meetings of the project - that should have been held in Sicily and in Cyprus - have been transformed into online meetings, combined with virtual and online engagement activities to reach local people and other stakeholders. Moreover, the partners agreed to develop two extra products that can help the destinations facing the crisis of the tourism sector: 3D promotional animation videos (one for each Smart Way) to engage potential tourists even at distance and an updated dissemination strategy to give additional visibility to TRAMES results.

### TRAMES partners

#### ITALY

- Timesis, Project leader and Montepisano DMC - Destination Management Company
- La Rotta dei Fenici (The Phoenicians' Route), Cultural Route of the Council of Europe
- Sistema Plein Air, Publisher of the tourism magazine PleinAir

#### CYPRUS

- Top Kinisis, Tour Operator

#### GREECE

- Xanthi Chamber of Commerce

#### MALTA

- Inizjamed, Cultural Association

#### UNITED KINGDOM

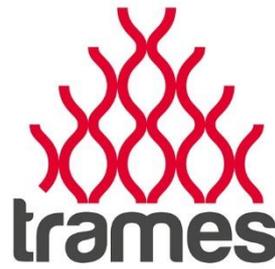
- EGA Entertainment Game Apps

#### SPAIN

- Autonomous Municipality of Melilla

### In this Newsletter

Cyprus Virtual Festival,  
Smart Ways and  
Videogame Beta  
Version



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# CYPRUS VIRTUAL FORUM

25 February – 25 March

## “In search of the Phoenicians”

**D**uring this historic yet unpleasant time with people all over the world trying to fight the covid19 pandemic with social distancing and quarantined lives, our partner, TOP KINISIS, came up with a different, yet effective way of engaging people and successfully deliver the TRAMES Forum in Cyprus. The Forum was organized and delivered in the form of an online Forum and was placed under the auspices of the Cyprus Deputy Ministry of Tourism and the Tourism Boards of the Nicosia, Limassol, Pafos and Larnaka cities.

To host the Cyprus Virtual Forum, partner Top Kinisis designed an open to the public web portal, [www.topkinisis.eu](http://www.topkinisis.eu), which provided information about the TRAMES project, the TRAMES Festival and Forums, the SMART WAYS and the *Mediterranean 1200 BC: a new age* video game. The general public and other interested stakeholders were invited to engage through the portal in the following activities:

### CULINARY COMPETITION - *Tastes of Antiquity* (26 February – 19 March)

The competition was held in collaboration with Intercollege and the CyChefs. The contestants were asked to get inspired by the Phoenicians’ lifestyle and create a cooking recipe of their own using 5 ingredients the Phoenicians used in their diet. The competition was a great hit with 1800+ people visiting the web portal and the submission of 41 valid recipes. The 6 finalists competed on the 19th of March 2021 and the best 3 recipes were awarded.



### TRAVEL COMPETITION - *Traveling along with the Phoenicians* (13-23 March)

The contestants were asked to read the itineraries developed through the TRAMES project and vote for their favorite SMART WAY. The competition is still ongoing with 860 people so far voting and leaving messages on Facebook.



### ONLINE CREATIVE TOURISM WORKSHOP (9 March 2021)

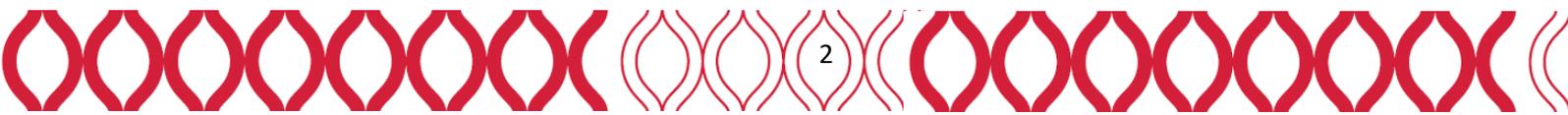
The workshop was delivered online and was attended by representatives of the Deputy Ministry of Tourism, the Ministry of Education and Culture, Regional and City Tourism Boards and other interested stakeholders. During the workshop, the participants were presented with the results of the TRAMES project; the TRAMES Intercultural dialogue Festival and the 7 Forums, the 9 SMART WAYS developed and the *Mediterranean 1200 BC: a new age* video game as an innovative mean of promoting the tourism destinations. The participants had the opportunity to present their organizations and discuss opportunities for cooperation given through the project. The Pierides museum in Larnaca and the Lanitis Foundation in Limassol, expressed a keen interest in the inclusion of their museums in the video game.

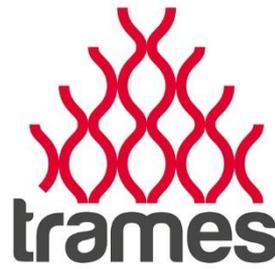
### FINAL TRAMES CONSORTIUM MEETING (10 March 2021)

The meeting was delivered online, and the consortium members discussed the results of the TRAMES project and made arrangements for the final reporting and to continue the activities after the end of the project.



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# Smart Ways

One of the most significant results of the

TRAMES project is the development of the **Smart Ways model**, innovative itineraries created during the two years of project implementation, leading us to travel with the Phoenicians, the Etruscans, the Greeks, the Romans and the Iberians along a sort of circular path. Starting from Tuscany, with a focus on Monte Pisano splendour and the Etruscan traces in Elba, the path proceeds to Sicily, retracing the wonders of the ancient Via Selinuntina between Syracuse and Marsala; then towards Apulia, from the treasures of the so-called Italian “heel” to the evidence of Hannibal’s passage to Canne della Battaglia.

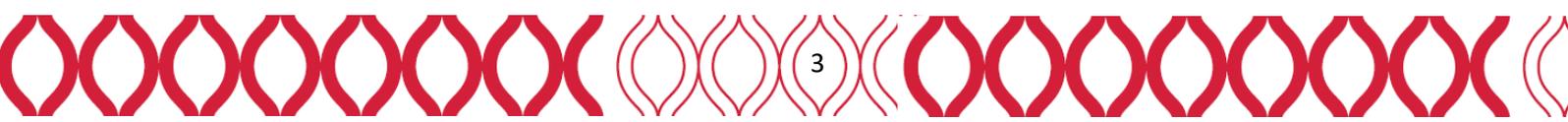
The discovery of Smart Ways’ territories goes on with two itineraries of the Spanish region of Andalusia – following the recall of ancient Iberians – and in the Autonomous City of Melilla, fascinating Spanish enclave of Phoenician origin overlooking the African coast, with a medieval fortress and modernist architecture. We will then head to the far east of Greece with the province of Xanthi, in the region of Thrace, linkage between cultures where the uncontaminated charm of coastal environments is a prelude to the lush nature of the hinterland. Afterwards, Cyprus awaits us with countless suggestions related to the cult of Aphrodite, the goddess of love and beauty that came from the waters of the island.

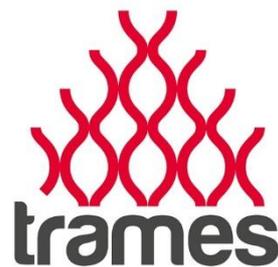
The ideal last destination of our journey is Malta, the heart of the Mediterranean at the crossroads between the East and the West.

In fact, one of the main objectives of the TRAMES project was to create a **network of tourist itineraries** connecting the hidden historical and archaeological heritage of the Mediterranean: connecting different pilot areas of the Mediterranean through innovative promotion strategies.



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The initiative, which involved eight partners representing six European countries, is based on the Phoenicians' Route - included in 2003 in the "Cultural Routes" Programme of the Council of Europe, recognised in 2016 by the World Tourism Organization, presented in 2010 by the European Union among the Itineraries selected for Destination Europe - which promotes cultural dialogue through cultural and archaeological heritage of Mediterranean civilizations following the ancient land and maritime routes.

The project led to the creation of **Smart Ways in eight areas**, paths based on the quality of the territory in terms of active participation of the community and local SMEs by applying innovative and current models including sustainability, creative tourism, active involvement of local populations, and to the establishment of Heritage Interpretation Centres with local communities at the core of the tourist offer.

Among the project goals: revitalizing EU destinations by seasonally adjusting and implementing the sustainability of tourist offers; fostering the collaboration between tour operators and cultural industries of participating countries; last but not least, creating a solid public-private partnership in the involved areas by promoting exchanges of experiences and skills at international level. The features highlighted in recent times have become very timely, responding to the new needs of tourism.

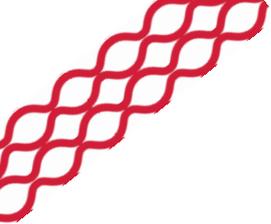
The **Smart Ways seen as innovative model** have

already met the interest and the attention of both the territories concerned and their respective governments that have adopted them as a strategy, and to other countries such as those of the Adriatic-Ionian macro-region, other Mediterranean and European areas, non-European countries in Asia, Africa and in the Americas. Additionally, international markets and tour operators are adopting them in the renewed tourist programs that will be proposed as soon as international borders open. The university research sector is showing interest in these models, too, and other European projects are based on the schemes developed by the TRAMES project. The Phoenicians' Route, which gave birth to this model implemented by the TRAMES project, proposes them to the numerous associated European territories, guaranteeing the future sustainability and repeatability of these project outputs in the name of the continuity of about twenty years of activity. The TRAMES project also stimulates technical reflections possibly leading to a further implementation of the developed models, making them even more concrete and profitable for the communities aiming to adopt them soon and in the future. Moreover, the inclusion of Smart Ways in the website [www.visiteurope.com](http://www.visiteurope.com) will be proposed to the competent bodies in order to give greater visibility to the role of projects funded by the European Union for the implementation of quality tourism products in Europe.



CHAMBER OF COMMERCE  
AND INDUSTRY OF XANTHI

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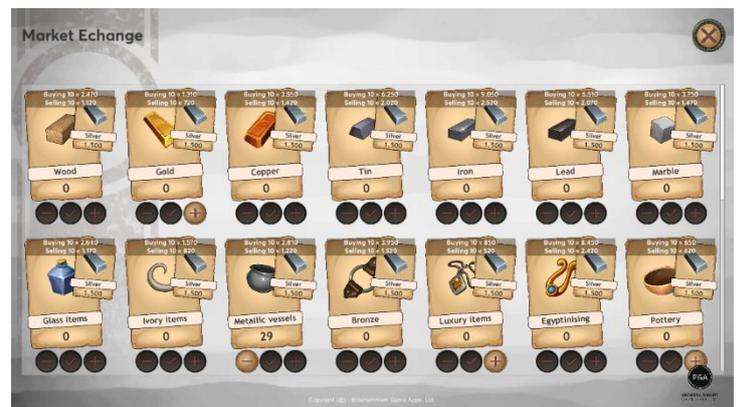


# Videogame:

## The Beta Version is ready

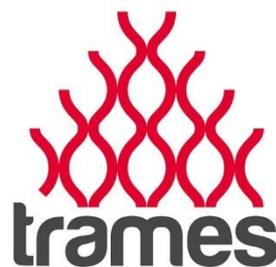
On Tuesday, March 9th, on the occasion of the TRAMES virtual Cyprus Festival, *Mediterranean 1200 BC: a new age* was officially presented, the new strategic serious-game developed by Entertainment Game Apps, Ltd. in the framework of the TRAMES European project. The game focuses on the Phoenician maritime expansion across the Mediterranean Sea. Covering a broad time-span, approximately from 1200 BC to Carthage's fall in 146 BC, the game provides an engaging exploration of the past. Namely, it will allow the players to immerse themselves in the historical atmosphere of the ancient Mediterranean Sea. Players will have the opportunity to follow the early mariners' routes and discover Phoenician, Etruscan, Greek, and Roman towns and emporia scattered along the coasts of the Mediterranean. The game features a total of **117 ancient towns**.

The goal of the game is to develop the Phoenician settlements by implementing their trade activities and moving resources across the Mediterranean Sea, along specific routes and with historically-accurate means of transportation. To progress through the **50 game-levels players** are required to fulfil as many missions as possible. Each mission consists of accomplishing commercial expeditions by transporting goods (featured as resource-cards) from one town to another. As mission-rewards, players will be awarded resource-cards. The **resources** featuring in the game are broken down into **30 categories** mirroring the characteristics of ancient trade: Wood, Silver, Gold, Copper, Tin, Iron, Lead, Marble, Glass items, Ivory items, Metallic vessels, Small bronze items, Luxury items, Egyptian/Egyptinising items, Pottery, Purple dye, Fine textiles, Incense, Perfumes, Spices, Cereals, Salted Fish, Salted Meat, Exotic Animals, Olives and Olive Oil, Wine, Salt, Slaves, Amber, Honey.

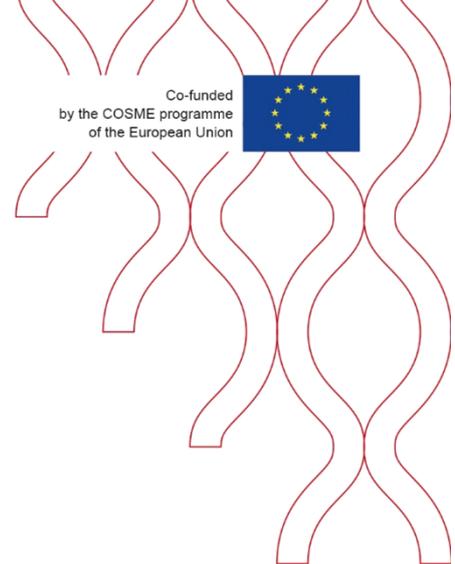


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The **ships** that players can choose appear in the game as **3d models** reproducing 3 different kinds of ancient sea-vessels historically documented by archaeological finds, on either painted or sculpted representations.

The collaboration with local museums and institutions is ensuring the video game Mediterranean - and the TRAMES project as a whole - a greater impact on the communities, while actively and creatively promoting the sites and their cultural heritage.

Provided the set-up of partnership agreements, the players **geolocating** themselves at a museum, archaeological site or tourist institution connected to the TRAMES Smart Ways will be assigned a "special bonus". This bonus will either unlock silver-resources or provide a discount at local cultural/tourist institution or further cultural information about the local site/museum/monument.

To promote TRAMES Smart Ways, EGA also realised **9 short 3d animated videos**, each dedicated to a Smart Way and featuring selected representative monuments, the historical background and a brief description of the Smart Way.



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