

»»» NEWSLETTER «««

TOURITAGE NEWS

TOURISM-LED HERITAGE DEVELOPMENT



TRAINING OF TRAINERS IN GRANADA



»»» EXCITING NEWS!

The TOURITAGE project welcomed two esteemed partners from Spain: the University of Granada (UGR) and El Legado Andalusi from the Andalusia region.

ENTRY OF 2 NEW PARTNERS

With their extensive expertise in heritage management, they'll play a vital role in developing training and content for our project beneficiaries, enriching our mission to preserve and promote cultural heritage through innovative tourism strategies.



Fundación Pública Andaluza
El legado andalusí

TRAINING OF TRAINERS

AT EL LEGADO ANDALUSI, GRANADA, SPAIN

- *The ToT in Granada, coordinated by El legado andalusí Andalusian Public Foundation, focused on the management of tourism flows to safeguard the integrity of cultural heritage. It offered a comparative perspective on the tension between visitor access and conservation in iconic Andalusian sites such as the Alhambra, Madinat al-Zahra, and the historic quarters of Granada and Córdoba.*

➤➤➤ TRAINING INCLUDED:

- *Lectures on the role of digital societies in heritage management, examining the challenges and opportunities of disseminating culture through virtual means.*
- *A guided analysis of ICOMOS's 2022 International Cultural Tourism Charter, emphasizing a paradigm shift toward ethical and inclusive tourism.*
- *Field experiences along the Cultural Routes of the Council of Europe, such as the Route of the Caliphate and the Route of Las Alpujarras, illustrating models of territorial heritage integration.*



➤➤➤ TRAINING INCLUDED:

- *Case studies on sustainable tourism policies, with discussions framed by the Dialogue4Tourism project (Euro-MED Programme) in a Cross-Programme action.*
- *Granada's ToT was designed to enrich participants' understanding of policy frameworks, stakeholder engagement, and sustainable planning—competencies central to TOURITAGE's vision of HEIs as catalysts for socioeconomic and environmental transformation.*

ISP: INTENSIVE STUDY PROGRAMS

The Intensive Study Programs aim to provide theoretical and practical development of Cultural Heritage case studies. The ISP in EU universities are firstly delivered to set an example for SEMED universities on the techniques to deliver such innovative and intense educational material.

»»» ISP IN UNIPA, PALERMO

INNOVATIVE APPROACHES FOR KNOWLEDGE, PRESERVATION AND ENHANCEMENT OF CULTURAL HERITAGE

- The UNESCO site of "Arab-Norman Palermo and the Cathedral Churches of Cefalú and Monreale"
- The Underground Built Heritage (UBH) of Palermo: Natural caves, Qanat, "Scirocco rooms"



The ISP training at Università degli Studi di Palermo, Palermo, was concluded successfully from November 18 to December 2, 2024, with active participation from AASTMT Arab Academy For Science, Technology and Maritime Transport and Nahda University members. Focused on "Innovative Approaches for Knowledge, Preservation, and Enhancement of Cultural Heritage," the training explored UNESCO sites like "Arab-Norman Heritage Sites" and the Underground Built Heritage of Palermo, including caves and qanats.

This case study-based program demonstrated innovative educational techniques, combining theoretical knowledge with real-world applications, enhancing the capacity of SEMED universities while fostering international collaboration with EU institutions.



➤➤➤ ISP IN AASTMT, ALAMEIN

REVIVING ROOTS: REINTEGRATING HISTORY AND HERITAGE INTO THE EVOLVING CONTEMPORARY URBAN IDENTITY

Case studies:

- Leucaspis Marina
- Alamein War Cemeteries



- This training captures the essence of blending historical and cultural heritage with the dynamic transformation of cities, emphasizing the balance between preserving the past and shaping a novel urban identity. It highlights the preservation and reinvention of identity in a globalized world. It reflects both the academic and practical aspects of maintaining cultural integrity while adapting to new contexts.

- The aim of this training, “Reviving Roots: Reintegrating History and Heritage into the Evolving Contemporary Urban Identity,” is to bridge this disconnect. It seeks to ensure that the city’s rebirth does not erase its past but rather embraces it, weaving its historical narrative into the fabric of its modern identity. This training captures the essence of blending historical and cultural heritage with the dynamic transformation of cities, emphasizing the balance between preserving the past and shaping a novel urban identity. It highlights the preservation and reinvention of identity in a globalized world. It reflects both the academic and practical aspects of maintaining cultural integrity while adapting to new contexts.



➤➤➤ ISP IN NUB, BENI SUEF

CULTURAL HERITAGE -BASED INNOVATION DOCUMENTATION FOR TOURISM DESTINATIONS, FOCUSED ON TOURISM AND HERITAGE SITES

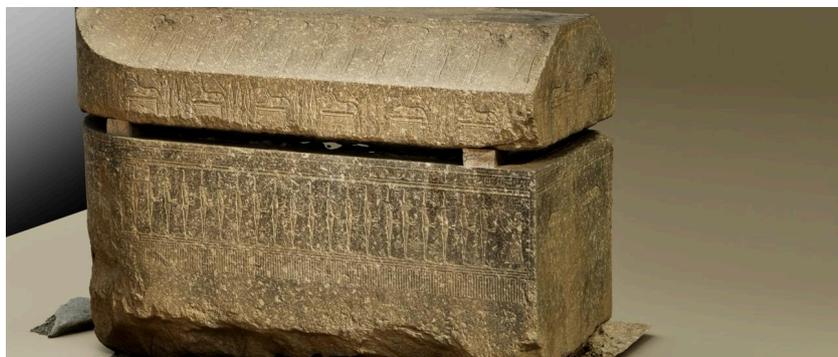
Case studies:

- Case of Meidum Pyramid archaeological area
- Case of Ihnasia city archaeological area



- The Intensive Study Programme (ISP) at Nahda University (NUB) focused on exploring innovative and digital approaches to document and valorize heritage sites for sustainable tourism. Participants engaged in hands-on case studies at two significant archaeological locations in Beni Suef, Egypt: the Meidum Pyramid archaeological area and the Ihnasia city archaeological site. Through field visits and practical workshops, students applied methods such as digital documentation, photogrammetry, and VR integration, linking heritage conservation with tourism development.

- Participants engaged in digital documentation of the archaeological remains, including the sarcophagus, utilizing advanced technologies to enhance heritage preservation efforts. This hands-on experience provided valuable knowledge on the role of digital tools in safeguarding cultural heritage.



➤➤➤ ISP IN UNIPA, PALERMO 2ND CYCLE

INNOVATIVE APPROACHES FOR KNOWLEDGE, PRESERVATION AND ENHANCEMENT OF CULTURAL HERITAGE

The second round of the TOURITAGE Intensive Study Programme (ISP) took place in Palermo, bringing together Tunisian partners to explore innovative approaches for the knowledge, preservation, and enhancement of cultural heritage. The sessions focused on integrating new technologies and participatory methods to support sustainable heritage development in the MENA region.



ACHIEVED activities



- Official entry of new partners from Spain
- Training of Trainers in Granada conducted
- Intensive Study Program content developed
- External Expert Review of the Proposed ISP
- Development of data pre-implementation
- Visual design of site factsheets
- ISP in UNIPA, Palermo conducted
- ISP in AASTMT, Alamein conducted 1st cycle
- ISP in NUB, Beni Suef conducted 1st cycle
- ISP in UNIPA, Palermo 2nd cycle conducted

UPCOMING events



- ISP in Granada
- ISPs of Tunisian Universities
- ISPs 2nd cycle in beneficiary Universities
- Final exhibition and forum



<https://touritage.rnu.tn/>



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