

# TEXTTOUR

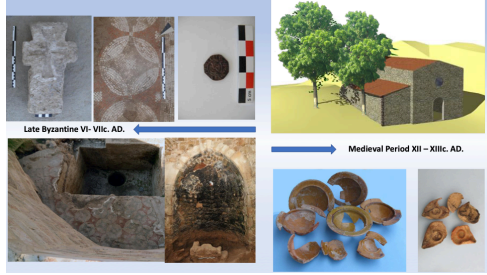
Social Innovation and **TE**chnologies for sustainable growth through participative cultural **TOUR**ism

**JOINT ACTION Pilot 8 ANFEH-FIKARDOU**

Roadmap report (Sept 2023)

Roadmap for Heritage management, cultural tourism & development: Promoting transnational cooperation between Anfeh and Fikardou





(Sources: Rita Kalindjian, Nadine Panayot- Castilla y Leon – Webinar Conference on the Economics of Cultural Heritage – Nov 2020)

## Objectives

This Roadmap lays the foundation for developing a sustainable cooperation between the municipalities of Anfeh (Lebanon) and Fikardou (Cyprus). It focuses on the management of cultural heritage resources for socio-economic development, which form the basis of TExTOUR Project methodology. The strategy addresses the overarching principles of sustainable growth, community development, heritage management and conservation.

Specifically, the Roadmap is designed to:

- Set common activities for developing cultural heritage management in both areas
- Guarantee a balanced approach between site-conservation and site-promotion
- Identify strategic opportunities for cultural exchange and promotion of local know-how thus creating alternative sources of revenues.
- Outline the different characteristics of the sites while demonstrating their complementarities.
- Promote maximum engagement from all relevant stakeholders
- Provide a step-by-step picture of how this collaboration will be implemented

The Roadmap in 3 Phases

Phase I: Situation Analysis & Needs Assessment (workshop#1)

Phase II: Project development and Prioritization (workshop#2)

Phase III: Implementation, monitoring and evaluation (until end of TExTOUR)

## Phase I: Situation Analysis & Needs Assessment

1. Mapping of heritage sites in Anfeh and Fikardou including an analysis of strategic positioning, visitor management, interpretation, accessibility, environment and sustainability
2. Evaluate and assess the situation in each site and identify areas of collaboration between Fikardou and Anfeh to increase complementarity.
3. Highlight intrinsic characteristics and natural resources of each site that create a link between traditional goods and producers

### Main Challenge:

- Fikardou has difficulties attracting and maintaining population and therefore remains a quasi-abandoned settlement. This is partly due to the complex nature of ownership of the buildings within the village and the inflexibility of the Antiquities Law regarding the use of the buildings in the village
- Anfeh – The economic and political crisis in Lebanon has decimated the infrastructure of the country and has crippled the services needed to advance the strategies for development of Anfeh (technology, funding, access to facilities, electricity, internet, cloud storage, open access sources etc.). The impact of the crisis interrupts the restart of the salt pumps. TExTOUR aims to shift part of the sea tourism towards other zones of interest in Anfeh and its territory. Nature, agricultural products, archeology and arts would multiply cultural and touristic values of Anfeh.

### The intrinsic characteristics:

- Fikardou – The architectural character of the buildings is the crowning jewel of the village of Fikardou combined with their historic ties. Additionally, the inhabitants were engaged in loom weaving, animal husbandry and land cultivation. The cultivation of vines, almonds, olives, cereals, and pulses was the main occupation and gave rise to the production of wine and spirits, olive oil and other culinary products.
- Anfeh – The significance of the historic elements that the settlement presents (prehistoric, Early-Bronze, Byzantine, Medieval) render it a gem in archeological and historical terms. The salt mines and the salt production that took place there is what makes the site unique. The historic center of Anfeh is conceived as one element among other components of the cultural landscape (sea, salt, rural and agricultural zones)

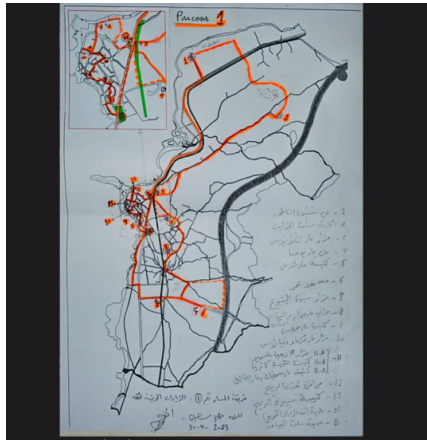
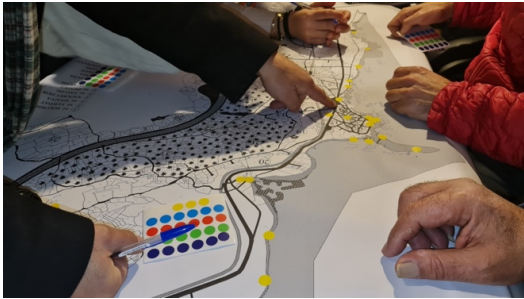
### Similarities and complementarities

- Both sites are inscribed on the Tentative List of the UNESCO World Heritage and both present a harmonious relationship between the built and the natural environment, enabling a perspective of cultural landscape.
- Both sites need revitalization: Fikardou through commercial activity and services infrastructure, and Anfeh through international exposure and expansion of trade reach. Appealing to local producers and promotion of local products are deemed as a commercial vein that is essential to attract tourism and provide a stream of revenue to the sites.
- Both sites aim to digitize and manage their respective cultural heritage (tangible and intangible) and to brand the sites as modern cultural tourism destinations.

### Areas of collaboration to increase complementarity

- Local Product Branding as a commercial avenue for the two sites to generate new sources of revenues through local intangible heritage.

- Accommodation and guesthouses. Anfeh has proven that the renovation of small houses for the purpose of accommodation is more practical and cost-effective than building large accommodation units (like hotels).
- Safeguarding and promoting the cultural heritage in Anfeh and Fikardou



(Source: GAIA-heritage, "made in Anfeh" logo designed by Omar Jreig and Hala Farah)

## Phase II: Project development and Prioritization

Activities will be developed in line with findings of Phase I: Situation Analysis and Needs Assessment.

Within and beyond TExTOUR (if funding available)

1. Two online summer schools to exchange know-how and experience between stakeholders of Anfeh and Fikardou.
2. Signature of 2 MoUs: between the municipal Councils of Anfeh and Fikardou, and between GAIA and CUT.
3. Organize hands-on workshop in Anfeh with 3 stakeholders from Fikardou to exchange know-how. If confirmed by stakeholders, need to set an organization meeting with identified contact point)
4. Online workshop on holistic digital mapping of Anfeh's heritage resources to pitch to Anfeh stakeholders the process as well as the end result of a possible overall digital mapping.
5. Organization of a hands-on workshop in Fikardou with 3 stakeholders from Anfeh to exchange know-how.
6. Organization of annual events "Anfeh visits Fikardou" and "Fikardou visits Anfeh" including cultural events and exchange of artists, scholars/scientists and local producers.

## Phase III: Implementation, monitoring and evaluation (until end of TExTOUR)

1. Three stages of implementation: immediate/short-term actions (for quick wins), mid-term actions (reliant on funding) and long-term actions based on overall objectives
2. A monitoring system will be put in place through TExTOUR Platform to measure the progress of each project in terms of its Key Performance Indicators
3. Evaluation will be an ongoing part of the process, to analyse efficiency and make improvements

### Expected outcomes

- Targeted recommendations that strengthen conservation and management of the heritage assets and provide incentives for the sustainable development of tourism
  - Increased awareness on the cultural heritage resources of both destinations through professional and consistent interpretation, presentation and branding
  - Increased economic growth, and professional development across the destinations
  - Enhanced international cooperation and engagement of stakeholders across all levels
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### About this Roadmap



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**TExTOUR**



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