

Tourism in Lebanon

Cultural Tourism Roadmap for Lebanon- CTRL

Antwork - Lebanese Pavilion- Expo 2020 Dubai- January 16, 2022

Presented by Dr. Rachid Chamoun, Director LAU-LCF, Honorary President of the Phoenicians' Route
Advisor to the Lebanese Ministry of Tourism representing Lebanon to the EPA -The Cultural Routes of the Council of Europe

Honored Guests and Speakers,

Our collaboration with the Lebanese Ministry of Tourism / started on the occasion of the Ministry's launch of the "Winter Tourism package 2021-2022" at the Grand Serail on the 4th of November 2021. His Excellency, Minister of Tourism Eng. Walid Nassar, presented the Ministry's Action Plan, encompassing his vision and aspirations for the tourism reality in Lebanon for a short, medium and long-term plan. The action plan roadmap highlights reactivating agreements with a network of National and International Tourism Organizations, specifically the World Tourism Organization (UNWTO), the European Institute of Cultural Routes of the Council of Europe, and La Rotta dei Fenici" in which, I serve in my capacity as the honorary president for the confederation and member of the scientific committee. In his speech, Minister Nassar expressed his interest publicly to collaborate with the public and private sectors, and we have taken tangible actions with the support of LAU President Dr. Michel Mawad.

Our collaboration with the International Tourism Organizations is focused on sustaining our institutional development of the cultural tourism roadmap for Lebanon in line with the Ministry's Action Plan and the strategies developed by the Phoenicians' Route Action Plan.

Since 2018, "La Rotta dei Fenici" (RdF) has developed a strategic planning tool; forecasting 9 Strategic Lines of Interventions in line with the United Nations sustainability objectives.

These forecasts are revisited at the annual International Assembly, remodeled if necessary, implemented with strategic themes and actions to be developed according to the changes taking place inside and outside the Route.

Below is the summary of the activities planned for the period 2022-2030.

1. Coordination and internal organization
2. External and international activities
3. Enhancement of the heritage and strengthening of the assets
4. Itineraries management and upgrading
5. Sustainability
6. Quality and attention for the traveler
7. Research
8. Heritage education and pedagogy
9. Communication and dissemination

Through its programme, the Council of Europe offers a model for transnational cultural and tourism management and allows synergies between national, regional and local authorities and a wide range of associations and socio-economic sectors. Our affiliation with the Cultural routes of the council of Europe will pave the way to strengthen our constitutional goal towards the enhancement of memory, history, heritage; cultural and educational exchanges within the discourse of multiple layers of contemporary cultural and artistic practice; cultural tourism and sustainable cultural development.

We shall have a press conference in Beirut at the Ministry of Tourism on January 27 to announce Lebanon's accession to the Enlarged Partial Agreement, into the Cultural Routes of the Council of Europe. Also, we shall celebrate with our international partners and the member states of the Cultural Routes of the Council of Europe and "La Rotta dei Fenici" to promote Lebanon's Cultural Tourism Industry, at Expo Dubai at the Lebanese Pavilion on February 25-March 4, 2022.

Pursuant to exhibiting at Expo 2020 Dubai, the Ministry of Tourism and the Lebanese American University in collaboration with our national and international partners will launch the Euro Mediterranean Intercultural Forum in collaboration with the Lebanese Ministries of Culture, Agriculture, Industry, Environment and Ministry of Foreign affairs.

The forum is an ambitious initiative that links three continents that share Phoenician origins dating back to the 12th century BC. The Forum will focus on enhancing the joint mission of the ministry of tourism and Lebanese American University to disseminate knowledge about the history of Lebanon and will seek to sustain Lebanon's intercultural dialogue and connectivity with the confederation of the Euro-Mediterranean cities to promote Lebanon's Cultural Tourism industry towards boosting its Economy.

Furthermore, the forum will engage the World Tourism Organization (UNWTO), as the European Institute of Cultural Routes of the Council of Europe, and "La Rotta dei Fenici", Routes of the Olive Tree, Iter Vitis Route(Wine Route), and Routes of El legado Andalusí by the Umayyad Route.

Yes indeed, in my capacity as a student of nation building, learning from the intercultural dialogue and programs at the Cultural Routes in the Council of Europe for the past 20 years, it is a privilege to be entrusted in representing the Ministry of Tourism to the EPA.

To conclude, I feel honored to be hosted by our partners ANTWORK and the Lebanese Pavilion Organizers, along with an inspiring and creative panel of scholars to promote and sustain Lebanon's Cultural Tourism Industry, according to the Ministry's Action Plan and (RdF) Strategic Lines of Interventions.