

Intercultural Forum Cultural Tourism Roadmap for Lebanon Lebanese Pavilion- Expo 2020 Dubai- March 4-11, 2022

The Lebanese American University in collaboration with the Lebanese Ministry of Tourism shall launch the “Intercultural Forum on Cultural Tourism for Lebanon” under the patronage of His Excellency, Minister of Tourism Eng. Walid Nassar to celebrate Lebanon’s accession to the Enlarged Partial Agreement, into the Cultural Routes of the Council of Europe. Together with our international partners and member states of the European Institute of Cultural Routes, Council of Europe, <https://www.coe.int/en/web/cultural-routes/by-country> we shall launch “Smart Ways Lebanon by the Phoenicians Route” within the framework of “La Rotta dei Fenici” <https://fenici.net/en/> , <https://www.fenici.net/en/the-phoenicians-route-lebanon/2656>.

The Forum will focus on enhancing the joint mission of the Lebanese 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.

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 within the framework of the European Institute of Cultural Routes, Council of Europe.

Through its program, 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.

Program: Lebanese Pavilion- Expo 2020 Dubai: March 4-6, 2022

(The setup of the exhibition will be for one week from March 4 – 11, 2022)

Date: March 04, 2022 At the Outdoor Area

5.00 pm – 5.30 pm Opening Ceremony:

- Master of Ceremony, LAU Alumni , Ms. Nancy Zakharia Ohanessian
- His Excellency, Minister of Tourism Eng. Walid Nassar
- Honourable Ambassador of Lebanon in the Emirates Mr. Fouad Dandan
- Dr. Michel Mawad, President of the Lebanese American University
- Dr. Stefano Dominioni, Executive Director of the European Institute of Cultural Routes
- Dr. Rachid Chamoun, Director LAU-LCF, Advisor for the Lebanese Ministry of Tourism for International Affairs, Honorary President of the Phoenicians' Route

At the Innovation Space

5.30- 6.00: Private VIP Tour of the Smart Ways Lebanon

Dr. Chamoun and LAU Alumni representatives will lead a tour for a group of VIP invitees.

A Heritage day Experience

6.00 pm – 7.30 pm: Reception in the outdoor area of the pavilion, Lebanese food, beverages and wine, etc.

Date: March 05, 2022 At the Innovation Space

2.00pm – 3.30 pm: Intercultural Dialogue Panel - Master of Ceremony, LAU Alumni Ms. Amal Dimashki

- His Excellency, Minister of Tourism Eng. Walid Nassar
- Dr. Michel Mawad, President of the Lebanese American University
- Dr. Stefano Dominioni, Executive Director of the European Institute of Cultural Routes, Council of Europe
- Mr. Sufian Saleh, President of the Lebanese Business Council - Abu Dhabi

Presentation

3.30 pm – 4.15 pm: The Phoenicians' Route Smart Ways Lebanon by Dr Rachid Chamoun.

Date: March 06, 2022

Tours for the public led by Dr Rachid Chamoun

12.00 pm – 12.30 pm Group 1

1.00 pm – 1.30 pm Group 2

2.00 pm – 2.30 pm Group 3

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