



EXPLORATION OF LEBANON BY THE PHOENICIANS' ROUTE



Introduction

Within the framework of the cooperation agreement between the Lebanese American University - Louis Cardahi Foundation (LAU-LCF) and The Vibes World (sustainable tourism), the implementation of a number of factual activities for the exploration of "Lebanon Network of Historical Cities" is proposed. This initiative is embedded within the Lebanese American University commitment as a member of the University Network for Cultural Routes Studies into The European Institute of Cultural Routes (EICR) and an active member of the scientific committee of the Phoenicians' Route into the confederation of Euro-Mediterranean cities.

Vibes Tourism in collaboration with the Lebanese American University - LAU Louis Cardahi Foundation is co organizing a familiarization cultural tourism trip hosting Brazilian travel agents and international tour operators for the period of 10 to 18 October 2022. This initiative aims to familiarize Brazilian agents with new routes and itineraries to re-discover Lebanon and its history while following the steps the Phoenicians have taken thousands of years ago. "The Phoenicians' Route" is the main highlight of this trip, showing agents the inspiration that travelers will find through experiences that connect them with the Lebanese cultural routes within the context of Smart Ways Lebanon by the Phoenicians' Route.

This trip marks the first step of a long-term collaboration between Vibes Tourism & The Lebanese American University – LAU-Louis Cardahi Foundation, where both parties will be officially cooperating to develop and implement joint activities to support the implementation of the Phoenicians' Route on the world tourism map.



Who are we:

Vibes Tourism:

Vibes Tourism, an affiliate of **The Vibes World**, is a leading bedbank, established in Beirut, Lebanon, serving worldwide.

Its main role is to provide a global network of travel trade clients with easy access to a wide range of travel services worldwide. Offering comprehensive solutions to all their business needs.

Being a Bedbank it sources a large global inventory from worldwide travel suppliers, avail it on its online booking engine, and distributes it to b2b clients easily via top-notch technology, with the ability to search, book, and confirm any service worldwide in less than 60 seconds.

Vibes Tourism's reputation and its large network in the travel & tourism industry were built through a commitment to the highest standards of ethical business conduct and the principles of Integrity and Commitment.

At The Vibes world, the **aim is** to play an active role in the sustainable growth of the Lebanese travel and tourism industry to drive economic development, enhancing knowledge and skills to create jobs, support local communities, and make tourism creative.

With over 20 years of experience abroad, it is an investment to elevate the tourism sector in Lebanon and transform Lebanon into one of the top touristic hubs in the world.

LAU - Louis Cardahi Foundation:



The Louis Cardahi Foundation was established by the Cardahi Family in 1995 as a tribute to a man who made praiseworthy efforts to revive his beloved city Byblos in all its past glory and to bring its significance as a site of world heritage to international attention.

The Louis Cardahi Foundation aims to be a cultural center for disseminating knowledge about the city of Byblos and promoting research about its history and heritage.

Strong believers in the role and values of the Lebanese American University, the Cardahi family donated the Louis Cardahi Foundation to LAU on February 21, 2013. As part of the agreement, LAU will persevere with the foundation's efforts to promote respect for Byblos' architectural, cultural and historical legacy.



LAU-Louis Cardahi Foundation, in its capacity as an active member of the scientific committee of the Phoenicians' route with the Confederation of the Council of Europe, seeks to sustain the development of cultural communication in the Mediterranean according to the project mission and protocols that include, but are not limited to, the following activities:

- Mapping and defining the Phoenician Cultural Heritage Route within and among Lebanese cities and providing studies and descriptions of monuments (Assist Documentation according to the Hague Convention).
- Academic and communicative role: training local communities and providing interdisciplinary expertise to:
- Foster the preservation of cultural heritage by providing prevention know-how \ against damage to cultural heritage, in support of law enforcement agencies.
- Provide training programs for cultural heritage awareness, offering specialized competencies and targeted curricula.
- Increase public participation by means of the latest technologies and tools to enhance public involvement.
- Promote intercultural dialogue.
- Develop Information Technology centers and/or tourism centers within relevant municipalities that would cater to cultural tourism activities in Lebanon to promote the protection of archaeological sites and the preservation of historical buildings and monuments.



The Phoenicians' Route:

The Phoenicians' Route refers to the connection of the major nautical routes, which, since the twelfth century BC, were used by the Phoenicians as essential routes for trade and cultural communication in the Mediterranean. Through these routes, the Phoenicians - genial sailors and merchants - gave origin to a great civilization, for some verses still little known, that asserted itself through an expansion towards the West, producing an intense exchange of manufactured articles, people, and ideas and contributing in ancient times to the creation of a koine, a Mediterranean cultural community and the circulation of this culture. But also, other great Mediterranean civilizations used these routes for the same purpose: Greeks, Romans, Etruscans, Iberians, and many others. So, these routes have become an integral and essential part of the Mediterranean culture. The confederation of the Phoenicians' Route encompasses over 100 associations and partners including Italy, Spain, France, Lebanon, Tunisia, Greece, Croatia, Malta, Cyprus, Portugal, and the Governorate of Jericho in Palestine.

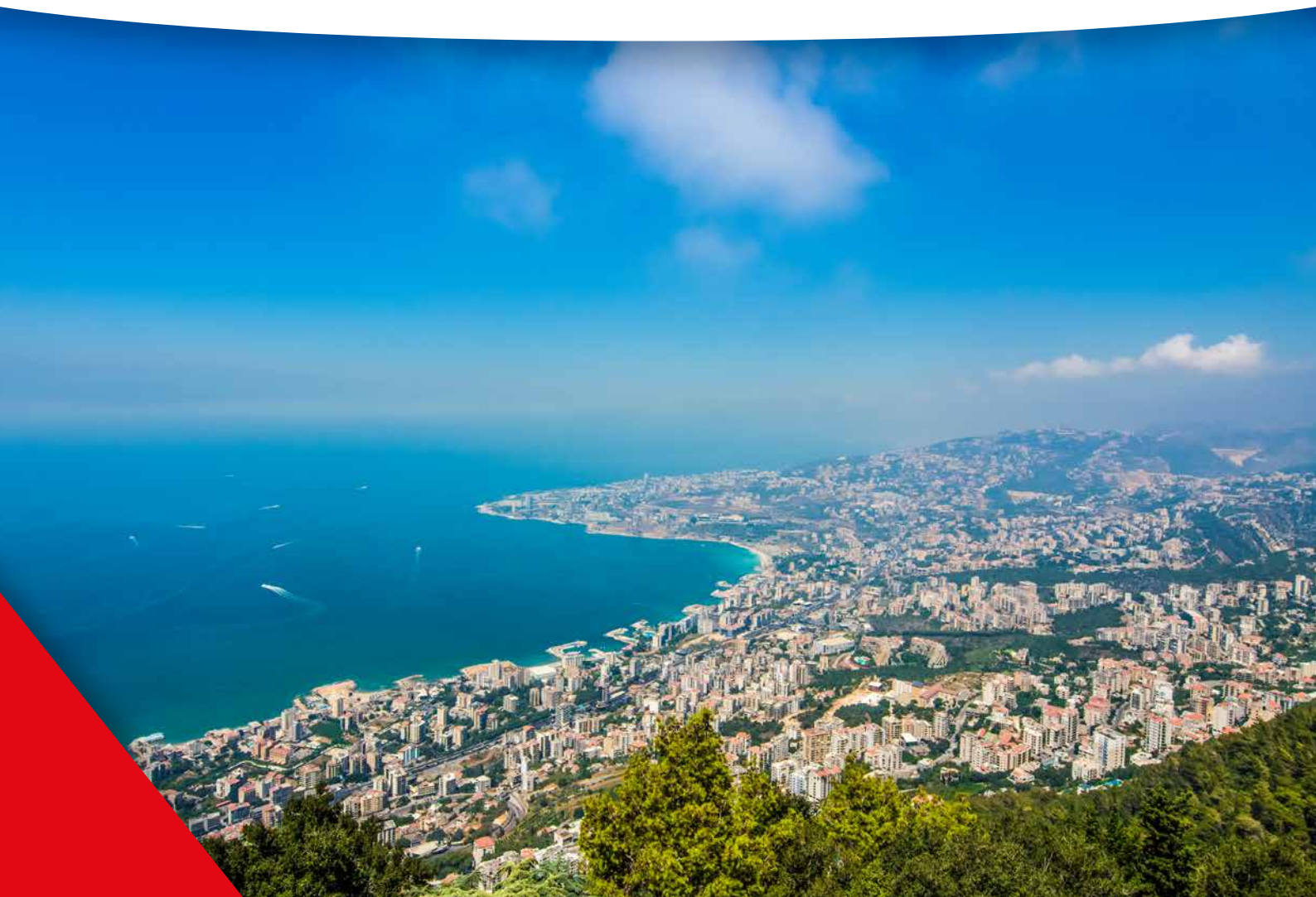
The Phoenicians' Route aims to foster Mediterranean intercultural dialogue, sharing the values of the Council of Europe, especially human rights and democracy. Established in many non-European countries, including several places of conflict, the routes help to promote freedom of expression, equality, freedom of conscience and religion, and the protection of minorities. This network is a way to work together for the development of peace and mutual respect in the Mediterranean.

ITENERARY



DAY 1: Monday 10/10/2022: BEIRUT

- Arrival at Beirut International airport at 11:35 a.m. on flight QR 0416.
- Meet and assist at the airport and transfer to The Smallville Hotel
- 13:00: Check-in
- 14:00: Lunch at The Smallville hotel.
- 15:00: Inspection at The Small Ville Hotel
- 16:00: Visit the National Museum
- 18:00: Beirut city tour including the highlights of the city between historical and modern buildings. Visit the heart of the city.
- 19:00: Visit the pigeon rocks, a landmark of Beirut.
- 20:00: Inspection Trip at Lancaster Eden Bay
- 20:30: Dinner in Fume Rooftop at Lancaster Eden Bay
- Overnight in Beirut the Smallville Hotel



DAY 2: Tuesday 11/10/2022: BYBLOS and JOUNIEH

- 09:00: Departure from The Smallville Hotel
- 10:30: Reception at LAU-Louis Cardahi Foundation
- **Visits in the city of Byblos:**
- 11:30: Tour the city and the archaeological site of Byblos
- 13:45: The Armenian Museum
- 14:15: The Phoenician Alphabet Museum at the Municipality of Byblos
- 14:45: Inspection Aleph Hotel
- 15:00: Lunch in Aleph Hotel
- 16:00: Departure to Jounieh
- 16:30: Reception at Jounieh Municipality
- 17:30: Visit Harissa by Cable Car Telefrique
- 18:30: Departure Byblos
- 19:00: Check-In Byblos Majestic Hotel
- 20:30: Departure from Byblos Majestic Hotel
- 20:45: Inspection at Byblos Sur Mer
- 21:00: Dinner at Azrak Restaurant at Byblos Sur Mer
- Overnight in Byblos Majestic Hotel



DAY 3: Wednesday 12/10/2022: BYBLOS TO BATROUN

Triplet Cultural Route (Route of the Olive Tree, the Wine Route, and the Phoenicians Route)
Itinerary: Byblos – Rashana – Smar Jbeil – Ixsir Winery – Abdelli Terraces – Bchaaleh – Douma – Batroun

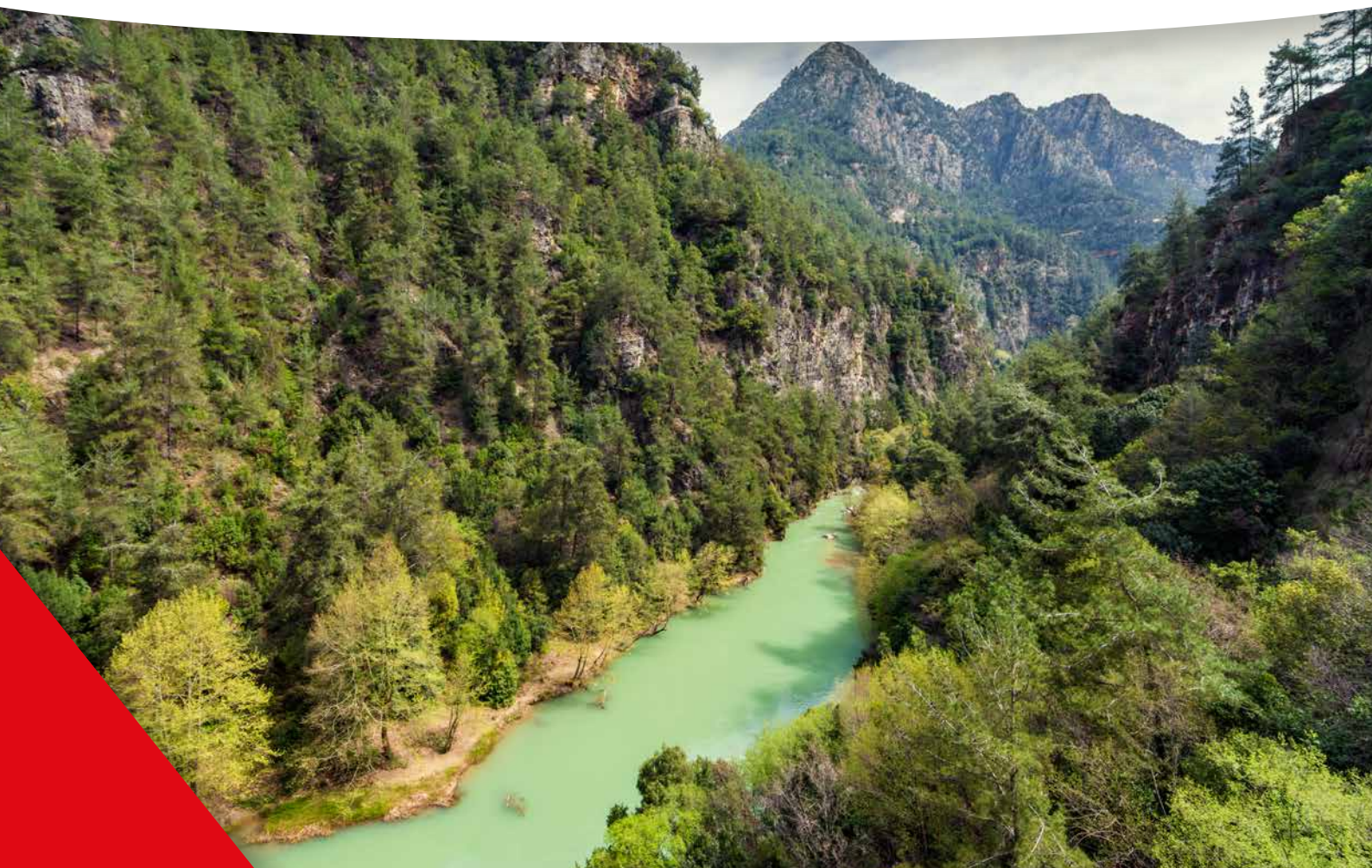
- 09:00: Departure from Byblos Majestic Hotel
- 09:30: Rashana: Visit the sculpture museum established by the Basbous brothers
- 10:15: Departure to Smar Jbeil: visit the citadel and tour the city
- 11:15: Departure Ixsir: Visit the winery and wine tasting
- 12:00: Departure Abdelli Terraces and Boutique Winery
- 12:30: Lunch Abdelli Terraces and Boutique Winery
- 13:30: Departure to Bchaaleh
- 14:10: Arrival Bchaaleh: Reception at the municipality
- 15:10: Departure to Douma
- 15:30: Arrival in Douma
- 16:30: Departure to Batroun
- 17:00: Batroun: City tour + Sunset
- 19:00: Departure to Beirut
- 20:00: Arrival at Bossa Nova Hotel for check-in
- 20:45: Inspection at Warwick Palm Beach Hotel
- 21:00: Dinner in Al Hindi Restaurant at Warwick Palm Beach Hotel
- Overnight in Beirut Bossa Nova Hotel



DAY 4: Thursday 13/10/2022: BEIRUT TO BCHARRI

Itinerary: Beirut – Bcharri – Ehden – Wadi Qadisha-Jounieh-Beirut

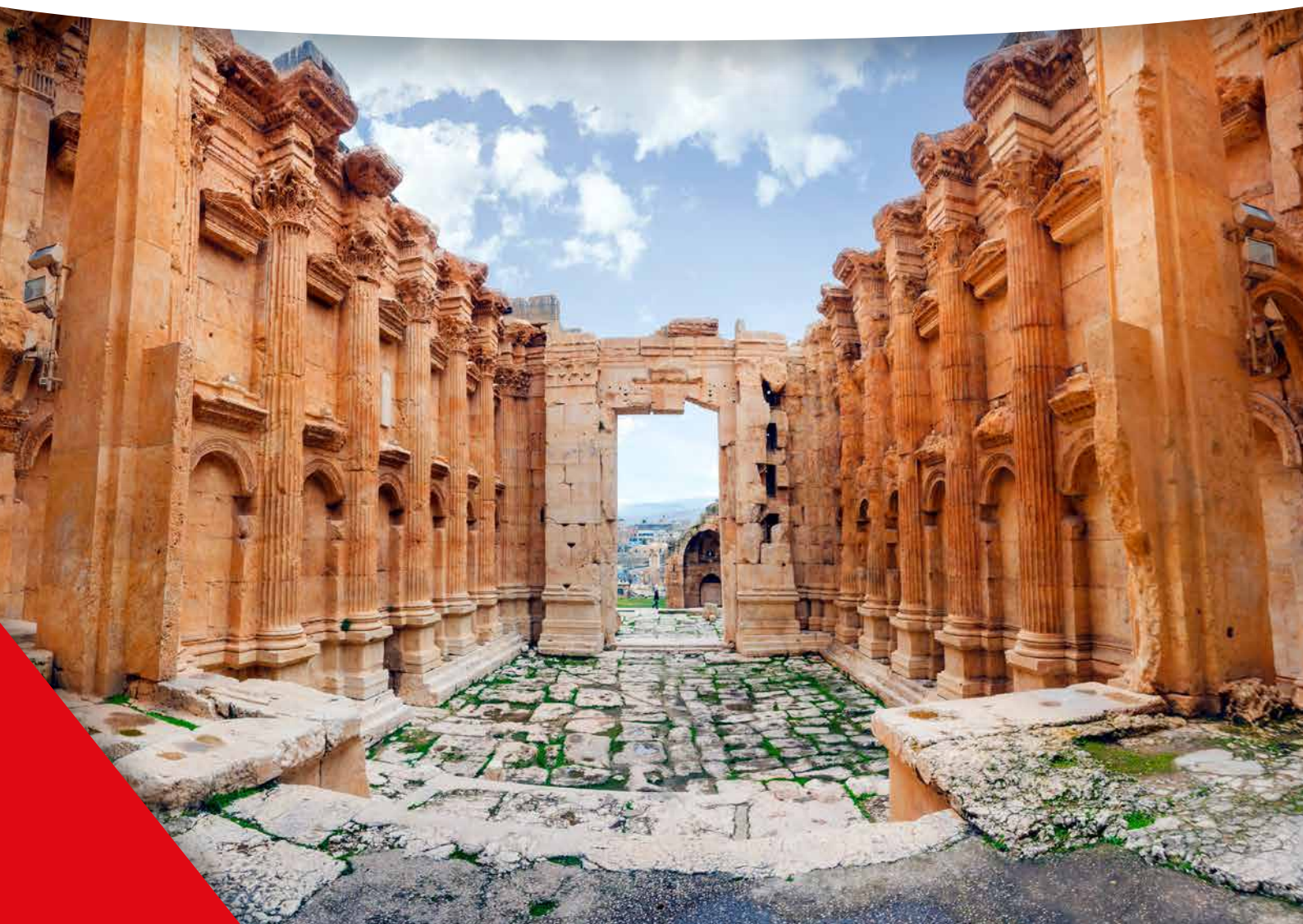
- 09:00: Departure from Bossa Nova Hotel
- 11:00: Arrival Gibran Khalil Gibran Museum in Bcharri
- 12:00: Departure to Cedars Forest
- 12:15: Arrival at Cedars Forest
- 13:00: Departure Cedars Forest
- 13:45: Arrival at Mist Hotel & Spa Ehden for lunch at Taj restaurant
- 14:45: Inspection of Mist Hotel & Spa
- 15:20: Departure to Lady of the fortress in Ehden
- 16:00: Mar Antonios Kozhaya (Wadi Qadisha)
- 17:30: Departure to Jounieh
- 19:30: Arrival at Reston Hotel Jounieh Inspection Trip
- 20:00: Dinner at Reston Hotel Jounieh
- Overnight in Beirut Bossa Nova Hotel



DAY 5: Friday 14/10/2022: JABAL MOUSSA ROUTE

Itinerary: Beirut - Chouwen - Machnaqa - Yanouh - Akoura - Afqa

- 09:00: Inspection of Bossa Nova Hotel
- 09:15: Departure from Bossa Nova Hotel to Chouwen
- 10:30: arrival in Chouwen
- 11:30: Departure from Chouwen
- 12:30: Arrival in Machnaqa
- 13:30: Departure to Yanouh
- 14:00: Arrival in Yanouh
- 14:45: Departure from Yanouh
- 15:00: Lunch in Guitta Akoura
- 16:30: Departure to Afqa
- 16:45: Arrival in Afqa
- 17:45: Departure from Afqa
- 19:00: Arrival in Bossa Nova Hotel
- 20:00: Departure from Bossa Nova Hotel to Hilton Habtoor Hotel
- 20:10: Arrival in Hilton Habtoor Hotel for inspection
- 20:30: Dinner at Up on 31st-floor restaurant at Hilton Habtoor
- Overnight in Beirut Bossa Nova Hotel



DAY 6: Saturday 15/10/ 2022: BEIRUT TO BAALBEK

Roman-Phoenician Route

Itinerary: Jeita – oyoun Al- Siman – Hadad Baalbek – Baalbek -Niha

- 09:00: Check out from Bossa Nova Hotel
- 09:10: Departure to Jeita Grotto
- 09:45: Visit of Jeita Grotto
- 11:15: Proceed to Baalbek
- 13:15: Arrival at Baalbek Visit Temple
- 15:00: Lunch Bel Baalbaki by Ihab
- 16:30: Departure to Niha Temple
- 17:00: Arrival at Niha Temple*
- 18:00: Departure to Le Pave Residences (from Tarshish road)
- 19:20: Arrival at Le Pave Residences for check-in
- 20:30: Departure to Movenpick Hotel
- 21:00: Arrival at Movenpick Hotel for inspection
- 21:30: Dinner at Madinati Restaurant Movenpick Hotel
- Overnight in Le Pave Residences overlooking Beirut



DAY 7: Sunday 16/10/2022: BEIRUT TO BEKAA VALLEY

Wine route

Itinerary: Beirut – Zahle- Ksara -Kefraya – St. Thomas –Beirut

- 09:00: Inspection Trip at Le Pave Residences
- 09:15: Departure to Our lady of Zahleh (from Tarshish road)
- 10:15: Arrival to our lady of Zahleh
- 10:30: Departure from the lady of Zahleh to Grand Hotel Kadri
- 10:40: Inspection Trip of Grand Hotel Kadri and welcome drink
- 11:00: Departure from Grand Hotel Kadri to Ksara Winery
- 11:15: Arrival at Ksara Winery for Wine tasting
- 12:00: Departure to Kefraya Winery
- 12:30: Arrival at Kefraya Winery for Wine tasting
- 13:00: Lunch in Kefraya Winery
- 14:30: Departure from Kefraya Winery to St. Thomas Winery
- 15:00: Arrival at St. Thomas Winery
- 16:00: Departure to Le Pave Residences
- 17:30: Arrival at Le Pave Residences
- 19:30: Departure to Intercontinental Le Phoenicia Beirut
- 20:00: Inspection of Intercontinental Le Phoenicia Beirut
- 20:00: Dinner in Eau De Vie restaurant 11th floor at Intercontinental Phoenicia Beirut
- Overnight in Le Pave Residences overlooking Beirut



DAY 8: Monday 17/10/2022: BEIRUT - MARJEYOUN- HASBAYA

Olive and Cultural routes

Itinerary: Qlaya - Marjeyoun - Kawkaba - Rashaya El Fokhar - Abou Qamha

- 08:00: check out from Le Pave Residences Hotel
- 08:15: Departure to St George's Church of the Maronite and St Anne Monastery
- 09:00: Arrival in St George's Church of the Maronite and St Anne Monastery
- 09:30: Departure to Sidon
- 10:30: Arrival in Sidon
- 11:00: Departure to Deir Mimas
- 12:00: Arrival in Deir Mimas visit St. Mema Monastery
- 12:20: Departure to Klayaa
- 12:30: Arrival in Klayaa visit St. Georges Church
- 12:45: Departure to Marjeyoun
- 12:55: Arrival in Marjeyoun (stop at Sobhyeh for Mouneh) and then visit the main square and St. Hana Church
- 13:20: Departure to Rashaya El Fokhar
- 13:45: Arrival in Rashaya El Fokhar Visit of Rashaya el Fokhar Pottery and church
- 14:15: Departure to Abou Qamha
- 14:30: Arrival at Abou Qamha to visit Saint George's footprints
- 14:50: Departure to Kawkaba
- 15:00: Arrival in Kawkaba visit Our Lady of Haramoun church and Jesus Christ spring
- 15:30: Departure to Tyr
- 16:45: Arrival in Tyre lunch at le Phoenicien Restaurant
- 17:45: Departure to Qana
- 18:15: Arrival in Qana
- 18:40: Departure to Beirut Summerland Kempinski
- 20:00: Arrival in Kempinski Summerland Hotel for check-in
- 22:00: Departure to Lancaster Plaza Hotel
- 22:15: Arrival at Lancaster Plaza for inspection
- 23:00: Dinner in Daoud Bacha with belly dancer and dabke show at Lancaster Plaza
- Overnight in Beirut Summerland Kempinski Hotel



DAY 9: Tuesday 18/10/2022: BEIRUT

- 10:00: Departure to Vibes Tourism Offices
- 10:15: Visit Vibes Tourism Offices
- Free morning at leisure or return to Summerland Kempinski Hotel
- 13:00: Inspection Trip Summerland Kempinski Hotel
- 13:30: Lunch in Beirut Summerland Kempinski Hotel
- 16:00: Transfer to Beirut International airport for the return flight at 20:00 QR 427.

This Event Is Sponsored By



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