



Thursday, April 7

9:30 - 10:00	Registration	
Opening Session 10:00 - 11:00	Conference Presentation President of LAU Minister of Environment Minister of Culture Minister of Information CEO of NUH Foundation Documentary about Jbeil President of the Roman Road – Byblos Association (Via Appia) Minister of Tourism	Journalist Roula Mouawad Prof. Michel Mouawad Dr. Nasser Yassine Judge Mohammad Mortada Eng. Ziad Makari Governor Nicolas Saba By Télé Liban Lawyer Raphaël Sfeir Eng. Walid Nassar
11:00 - 11:30	Coffee Break	
Session 1: 11:30 - 13:30	Presentation of the Conference Schedule Intervention about Adonis Valley – Director General of Antiquities Tourisme pédestre Tourism Administrative Decentralization Hotels Sector Lebanese University – Faculty of Tourism Tourist Guide Syndicate – Lebanon Live Love Lebanon Association of Travel and Tourist Agents in Lebanon	Mr. Imad Farhat Eng. Sarkis Khoury Mr. Bertrand Gasiglia Arch. Rania Abdul Samad/MoT Eng. Najwa Chlala El Khoury Dr. Jad Bou Arraj Head of the syndicate: Mrs. Elissar Baalbaky Mr. Eddy Bitar Head of the syndicate: Mr. Jean Abboud
13:30 - 14:30	Lunch Break	
Session 2: 14:30 - 16:30	14:30 - 15:30: Discussion panel (1): The role of the Municipalities Union – Head of the Union Bkassine – Case Study Byblos International Festival Responsible Tourism Approach – USEIL Union of Sustainable and Ecotourism Institution in Lebanon 15:30-16:30: Discussion Panel (2): * Lebanon membership to the Cultural Routes of the Council of Europe Agreement (EPA) * Byblos in Focus – Risk Preparedness Planning and Disaster Risk Reduction * LAU - Center for the Preservation and Protection of Cultural Heritage (CPCH) Interactive Map – GIS Visitor Experience Kiosk Classic Lebanon	Mr. Fadi Martinos Mr. Antoine Naim Dr. Ilham Kallab Mr. Pascal Abdallah Prof. Rachid Chamoun Eng. Georgy Nasrallah Mrs. Tania Abou Merhi (GWR Consulting) Arch. Karl Abi Karam

Friday, April 8

Session 3: 9:30 - 11:00	Discussion panel (3): Wine Route – Ghalboun President of Municipality Jbeil Maritime Reserve – Municipality President Jaj cedars Reserve Bentaël Nature Reserve Arz Ehmej Jabal Mousa Biosphere Reserve Akoura Landmarks Lebanon Mountain Trail Association (LMTA) Religious Tourism with the Ambassador of Italy to Lebanon - Mrs. Nicoletta Bombardiere presented by Dr. Emanuele D'Andrassi Holy Lebanon, the first interreligious Tourism Application in Lebanon	Arch. Elie Gebrael Mr. Wissam Zaarour Mr. Imad Farhat Mr. Raymond Khoury Dr. Maya Nehmé Mrs. Joelle Barakat - APJM team Mr. Alaa ElHachem Mr. Omar Sakr Mrs. Rola Ajouz Sidani Dr. Nour Farra
11:00 - 11:30	Coffee Break	



<p>Session 4: 11:30 - 13:30</p>	<p>11:30 – 12:30: Discussion Panel (4): Croisières en Méditerranée (l'escale à BYBLOS) Blat - Qartaboun - Mastita Municipality (The Touristic Lake Project) Via Appia Local Development Project Tajwal project – Amchit</p> <p>12:30 - 13:30: Discussion Panel (5): Fair Trade Lebanon Adonis Valley NoGarlicNoOnions Nature by Marc Beyrouthy</p>	<p>Arch. Bechara Mouwanes Pr. Abdo Outayek Lawyer Raphaël Sfeir Dr. Paul Zgheib</p> <p>Lawyer Samir Abdul Malak Mr. Fadi Daou Mr. Anthony Rhayel Dr. Marc Beyrouthy</p>
<p>13:30 - 14:30</p> <p>Session 5: 14:30 - 16:30</p>	<p>Lunch Break</p> <p>14:30 – 15:30: Discussion Panel (6): MACAM Museum Fossils – Hakel Distinguished Archeological Landmarks in Jbeil District Institute of Management and Services - IMS UNDP/LDN Project</p> <p>15:30 – 16:30: Discussion Panel (7): Wellness Tourism Mountains Resorts Rural Lodging Guesthouses Ecole de Mer Sports Tourism The Quest of the Explorers Grand Slam: Tourism development, entrepreneurship and women's empowerment</p>	<p>Mrs. Diala Nammour Mr. Pierre Abi Saad Dr. Zeina Haddad Arch. Juliana Najem Sfeir Mrs. Lara Kallas</p> <p>Mrs. Alice Eddé Mrs. Nour Saab Mr. Philip Germanos Mrs. Geraldine Ghostine Mrs. Ray Bassil Dr. Joyce Azzam</p>
<p>Saturday, April 9</p>		
<p>Session 6: 10:00 - 12:30</p> <p>Closure Session</p>	<p>Meeting of the follow-up committees to issue the recommendations and execution plans</p> <p>Coffee Break</p> <p>Press Conference Announcing the organization of a second session of the conference in September 2022</p>	