



# Tourism Vision

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- 1 > Improving tourism capacity
- 2 > Introducing new tourism options
- 3 > Tourism as a national development option

## Vision:

Lebanon is a rich and diverse global tourist destination.

### ➤ Mission

Lebanon has been the leading tourist destination in the East, making tourism a fundamental pillar of the Lebanese economy.

Lebanon enjoys rare natural beauty and diversity, attracting tourists from all over the world to discover its rich natural, architectural, historical, human, and cultural heritage, and to enjoy its hospitality and lifestyle year-round.

Restoring the tourism climate through infrastructure development and providing security and safety has crucial benefits for Lebanon.

Increasing the length of stay, facilitating accommodation and mobility, and focusing on quality will make Lebanon a sustainable tourist destination worldwide.







## Strategy and Steps:

### › Section One: Improving Tourism Capabilities

1. Create an attractive touristic environment and improve infrastructure accordingly (transportation sector).
2. Facilitate obtaining tourist visas and offer travel tickets at encouraging prices.
3. Develop and improve touristic products (archaeological centers, markets, clubs, hospitals, hotels) to meet global standards that encourage tourist influx.
4. Promote sustainable and advanced tourism while preserving and continuously developing seasonal festivals.
5. Activate and update the tourism police to protect Lebanon's tourism image in touristic areas. Address the encroachment on maritime properties by involving the state in the income or paying real annual rent.



## Strategy and Steps:

### › Section Two: Creating New Tourism Options

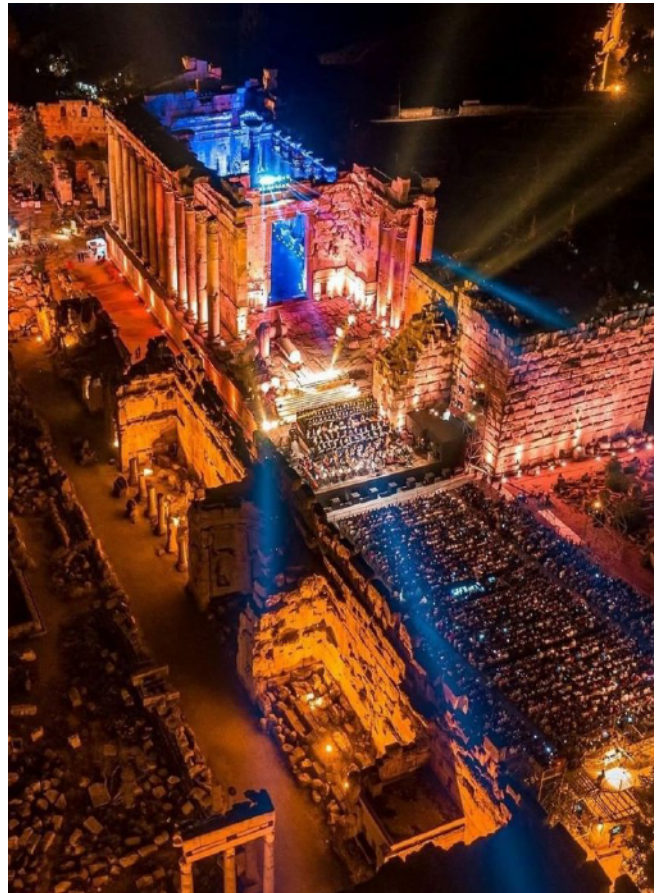
1. Establish specialized investment tourism sectors in partnership with the private sector.
2. Implement marketing programs for tourism (urban tourism, shopping tourism, medical and cosmetic tourism, religious tourism, scientific tourism, internal agricultural tourism, seasonal tourism, archaeological tourism) and create tourism offers in collaboration with global travel agencies.
3. Set standards for hotels to include them within tourist areas and evaluate them annually.
4. Implement smart tourism (digital platforms for tourist sites with an electronic application) and modern technologies (audio) in tourism guidance with translation into several languages, cooperate with local and international social media promoters, and create tourism promotion platforms.
5. Implement a master plan for governing the tourism sector: establish a management authority for touristic sites that will develop a management plan for historical and natural sites, encourage private and public assistance to improve investments and preserve these sites.





## Strategy and Steps:

6. Enhance human capital capabilities (hospitality and professionalism) in partnership with tourism colleges in universities.
7. Equip the tourism sector to understand and meet special tourist demands and provide necessary logistical tools.
8. Sign tourism programs and agreements with other countries to ensure the protection, security, and facilitation of tourism.
9. Implement a master plan to protect historical sites: establish the Lebanese Heritage Foundation, which will develop a plan to protect and rehabilitate historical heritage with the assistance of UNESCO and civil society. Encourage private and international funding to rehabilitate national historical heritage.



### ➤ Section Three: Tourism as a national developmental option

1. Encourage internal tourism between Lebanese cities to create opportunities for national integration, coexistence, and the blending of the Lebanese fabric.
2. Adopt tourism as a strategic source and advantage for developing remote and distant areas.
3. Encourage expatriate Lebanese to invest in tourism by employing resident Lebanese, creating a mutual relationship, and strengthening ties between the expatriate and the motherland.

