THE SEMINAR ON
“NEW STRATEGIES FOR TOURISM AND LOCAL DEVELOPMENT IN THE MEDITERRANEAN REGION”

CULTURAL RELIGIOUS TOURISM (CRT) PROJECT IN LEBANON
“LEBANON IS MORE THAN A COUNTRY... IT IS A MESSAGE”.

Pope John Paul II, Lebanon 1997

LEBANON IS THE “ENERGY OF HOPE FOR PEOPLES OF THE REGIONS AND THE WORLD”...

Apostolic Exhortation
TO PAINT A CLEARER PICTURE, HERE ARE THE BENEFICIARIES AND IMPACTS OF THIS PROJECT.

THE PROJECT WILL HELP:

- Improve the living conditions of local farmers, craftsmen, and others in all cities and villages, by selling their products to tourists
- Raise individual income as a result of the recent cash flow
- Empower local communities to achieve more
- Deploy new tools of knowledge in which a considerable number of local communities will integrate

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- Enhance interactive participation in society
- Create new job opportunities
- Enhance pride in local heritage
- Enhance the meaning of coexistence and clarify the conception of citizenship

ALL SOCIAL STRATA, THEN, WILL BENEFIT FROM THIS PROJECT.
AS FOR THE CRT PROJECT’S EXPECTED RESULTS, THESE ARE:

- Restoring to Lebanon its former leading role as a pilgrimage passageway in the region
- Paving the way for attracting investment in local economies and creating incentives for sustainable development
- Creating a new database that will benefit all travel and tourism companies, as well as tourists, by providing easy and complete access to Lebanon’s tourist sites

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• Maintaining Lebanon’s demographic balance (the demographic change Lebanon is witnessing is a reality, but such change would not lead to Christian emigration) as occurred in neighboring countries

• Limiting emigration in general, including ‘brain drain’ emigration

• Transforming diversity from a source of conflict intro a point of intersection and unity

• Placing Lebanon within the framework of active participation on a global level

• Attracting new generations of tourists
The Cultural Religious Tourism Project (CRT) in Lebanon is held in collaboration with the Italian Cooperation Office in Beirut.