

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



CULTURAL RELIGIOUS TOURISM  
(CRT)  
PROJECT IN LEBANON

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“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

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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.**

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## **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 into a point of intersection and unity
- Placing Lebanon within the framework of active participation on a global level
- Attracting new generations of tourists

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The Cultural Religious Tourism Project (CRT) in Lebanon is held in collaboration with the Italian Cooperation Office in Beirut.

