

Religious & Cultural Tourism



Qadisha Valley, Lebanon

Italy's experience in religious and cultural heritage helps in enhancing policies to bring Lebanon back on the map of the international cultural and religious tourism and in creating economic development opportunities in decentralized areas of Lebanon. AICS cooperates with the Office of the Prime Minister and the Lebanese Ministry of Tourism to develop initiatives and to identify proper policies to maximize the economic return from the rich cultural patrimony of the country.

Italy funded € 414,000 to finance the project Religious Tourism Development in Lebanon. Launched in 2017, the initiative is based on analysis and studies to identify touristic itineraries for visitors interested in religious sites across Lebanon.

Within this framework, Lebanese and Italians implemented several activities, including a database covering approximately 250 religious sites; the creation of the logo "LebanONE"; the publishing of the book "Celebrating our Diversity"; the printing of six maps to locate the religious sites of interest, and a large poster; an interactive

website:

www.culturalreligious tourism.com; the production of a documentary on Lebanon, a TV advertisement and photo shooting.

In addition, AICS implemented two pilot projects: the lighting of Tripoli's Taynal Mosque, one of the oldest and most beautiful ones in Lebanon, and the rehabilitation of Qana site.

The project included analysis and economic studies on the religious tourism in Lebanon, its economic impact on the communities, the role of the private sector and the possible strategic partnerships for its development in Lebanon. Finally, a number of Conferences were held in Lebanon and Jordan to progressively involve the Lebanese diaspora.



Tripoli Mosque, Lebanon