

The Urban Planning Institute at the Lebanese American University, Safadi Foundation and the Municipality of Byblos are pleased to invite you to the capacity building workshop on product development and destination management, in the framework of the cultural tourism project entitled "Umayyad Route".

UMAYYAD ROUTE is an ENPI-CBCMED cultural tourism project across Spain, Portugal, Italy, Tunisian, Egypt, Jordan and Lebanon. This project aims to implement an integrated strategy for the enhancement of the cultural tourism.

Attached is the agenda of the workshop that will take place on Friday April 24 from 08:30 till 15:00 at The LAU Executive Center in Solidere, Beirut Central District.

Location map: http://www.lau.edu.lb/locations/ecs/maps.php

We look forward to your valuable participation and we appreciate if you could RSVP as soon as you can by reply to: <u>upi.umayyad@lau.edu.lb</u>

As we wait for your reply, please receive our best regards,

















## CAPACITY BUILDING WORKSHOP IN PRODUCT DEVELOPMENT AND DESTINATION MANAGEMENT

**Date**: Friday, April 24, 2015. 08:30 - 15:00 **Location**: The LAU Executive Center - Solidere, Beirut Central District

TIME	TOPIC	SPEAKER
8:30 - 9:00	REGISTRATION AND COFFEE	
9:00 - 9:10	Welcome Speech	Dean Haddad
9:10 - 9:25	Presentation Of The Umayyad Project And The Itinerary In Lebanon	Dr. Abdallah Kahil
9:25 - 10:00	Management Of Sustainable Tourism Destinations	Keynote Speaker - Ms. Silvia Barbone
10:00 - 10:20	COFFEE BREAK	
10:20 - 10:40	Best Practices In Cultural Tourism Product Development And Destination Management In Spain	Mr. Juan Manuel Cid
10:40 - 11:00	Best Practices In Cultural Tourism Product Development And Destination Management In Lebanon	Dr. Rania El Haddad Chamelian
11:00 - 11:20	The Lebanon Mountain Trail: A Tourism Destination Promoting Rural Heritage	Ms. Martine Btaich
11:20 - 11:40	The Role Of New Technologies In Cultural Tourism: The Case Of The Permanent Exhibitions In Spanish State Museums	Mr. Victor Cageao
11:40 - 12:00	Questions	
WORKING GROUPS		
	Working Group I "Marketing A Destination: From Place To Experience"	Mr. Rabih Chaddad
12:00 - 13:00	Working Group II "Measuring The Impact Of The Umayyad Itinerary - Development Of Sustainability Indicators"	Mr. Pascal Abdallah
	Working Group III "Cooperation Mechanisms For Better Destination Management"	Ms. Silvia Barbone
13:00 - 14:00	Presentation Of The Results And Wrap Up	Mr. Rabih Chaddad
		Mr. Pascal Abdallah
		Ms. Silvia Barbone
		Dr. Rachid Chamoun
14:00	LUNCH IN DOWNTOWN	











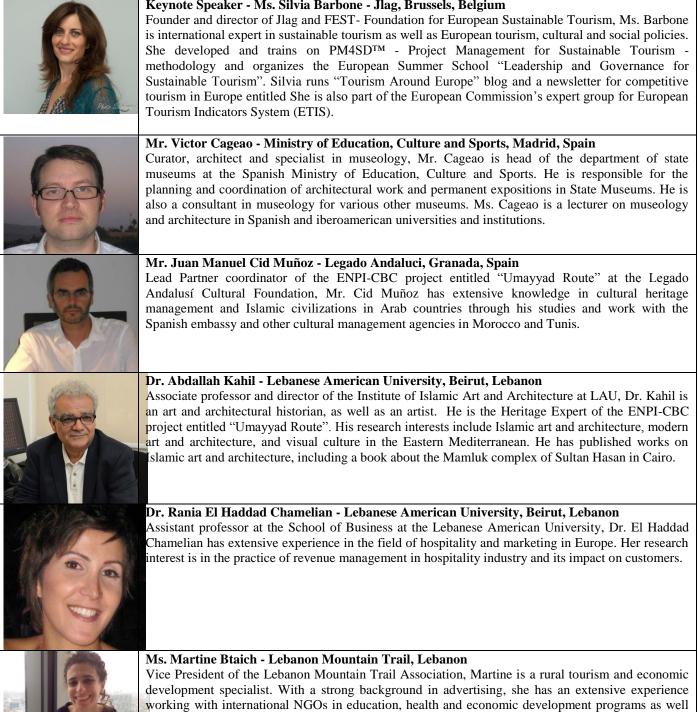






## **SPEAKERS - PROFESSIONAL BIOGRAPHIES**

## Keynote Speaker - Ms. Silvia Barbone - Jlag, Brussels, Belgium



as rural tourism development and promotion of tourism destinations. She managed the DHIAFEE program, which supports the development of rural accommodations and responsible tourism. She is one of the main consultants on the Rural Tourism Strategy for Lebanon adopted by the Ministry of Tourism in February 2015.



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