



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: [upi.umayyad@lau.edu.lb](mailto:upi.umayyad@lau.edu.lb)

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



Project  
funded by the  
**EUROPEAN UNION**









## 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	<b>REGISTRATION AND COFFEE</b>	
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	<b>COFFEE BREAK</b>	
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	
<b>WORKING GROUPS</b>		
12:00 - 13:00	Working Group I “Marketing A Destination: From Place To Experience”	Mr. Rabih Chaddad
	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	<b>LUNCH IN DOWNTOWN</b>	

## SPEAKERS - PROFESSIONAL BIOGRAPHIES

	<p><b>Keynote Speaker - Ms. Silvia Barbone - Jlag, Brussels, Belgium</b>          Founder and director of Jlag and FEST- Foundation for European Sustainable Tourism, Ms. Barbone is international expert in sustainable tourism as well as European tourism, cultural and social policies. She developed and trains on PM4SD™ - Project Management for Sustainable Tourism - methodology and organizes the European Summer School “Leadership and Governance for Sustainable Tourism”. Silvia runs “Tourism Around Europe” blog and a newsletter for competitive tourism in Europe entitled She is also part of the European Commission’s expert group for European Tourism Indicators System (ETIS).</p>
	<p><b>Mr. Victor Cageao - Ministry of Education, Culture and Sports, Madrid, Spain</b>          Curator, architect and specialist in museology, Mr. Cageao is head of the department of state museums at the Spanish Ministry of Education, Culture and Sports. He is responsible for the planning and coordination of architectural work and permanent expositions in State Museums. He is also a consultant in museology for various other museums. Ms. Cageao is a lecturer on museology and architecture in Spanish and iberoamerican universities and institutions.</p>
	<p><b>Mr. Juan Manuel Cid Muñoz - Legado Andaluci, Granada, Spain</b>          Lead Partner coordinator of the ENPI-CBC project entitled “Umayyad Route” at the Legado Andalusí Cultural Foundation, Mr. Cid Muñoz has extensive knowledge in cultural heritage management and Islamic civilizations in Arab countries through his studies and work with the Spanish embassy and other cultural management agencies in Morocco and Tunis.</p>
	<p><b>Dr. Abdallah Kahil - Lebanese American University, Beirut, Lebanon</b>          Associate professor and director of the Institute of Islamic Art and Architecture at LAU, Dr. Kahil is an art and architectural historian, as well as an artist. He is the Heritage Expert of the ENPI-CBC project entitled “Umayyad Route”. His research interests include Islamic art and architecture, modern art and architecture, and visual culture in the Eastern Mediterranean. He has published works on Islamic art and architecture, including a book about the Mamluk complex of Sultan Hasan in Cairo.</p>
	<p><b>Dr. Rania El Haddad Chamelian - Lebanese American University, Beirut, Lebanon</b>          Assistant professor at the School of Business at the Lebanese American University, Dr. El Haddad Chamelian has extensive experience in the field of hospitality and marketing in Europe. Her research interest is in the practice of revenue management in hospitality industry and its impact on customers.</p>
	<p><b>Ms. Martine Btaich - Lebanon Mountain Trail, Lebanon</b>          Vice President of the Lebanon Mountain Trail Association, Martine is a rural tourism and economic development specialist. With a strong background in advertising, she has an extensive experience working with international NGOs in education, health and economic development programs as well 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.</p>