



National Stakeholder Workshop on Ecotourism, 6-7 March, Movenpick Hotel, Raouche Programme

Day 1:

09h30 Official words Mrs. Nada Sardouk, Ministry of Tourism
Mr. Robert Hamwey, UNCTAD

Presentation of the Project and Draft National Action Plan for Ecotourism
Dr. Jacques Samoury, National Expert for this NGER Project¹

10h30 Coffee Break

National experiences with environmental conservation and sustainable development

Conceptual Approach to Ecotourism – Mr. Pascal Abdallah
The Shouf Cedars Reserve Experience – Mr. Nizar Hani
SPNL Hima Approach Experience – Mr. Andre Becharra
WADA Women's Association Experience – Mrs. Dunia El Khoury
Arcenciel Experience – Mr. Gilbert Moukheiber

13h00 Lunch

15h00 Working Group sessions divided into three groups (Coffee Break at 16h30)

Working Group 1: Product development for ecotourism

- Action 1. Diversify ecotourism activities and value added products
- Action 2. Enhance linkages between ecotourism and other economic sectors

Working Group 2: Legislation and institutionalization

- Action 3. Improve the quality of ecotourism products and affiliated services
- Action 4. Advocate institutional support and expand infrastructure

Working Group 3: Marketing and promotion of ecotourism

- Action 5. Promote new marketing and communication strategies for ecotourism
- Action 6. Ensure long-term environmental, social and economic sustainability

Day 2:

09h30 National experiences enhancing ecotourism activities and value-added products

Vamos Todus Ecotourism Experience – Mr. Marc Aoun
Educational Farm Experience – Mr. Alexandre Klargi
Ecotourism Village/Khan el Saboun Experience – Mr. Amir Hassoun
33 North Eco-tour Operator Experience – Mr. Gilbert Moukheiber
The Fair Trade Experience – Ms. Mona Bouazza

11h30 Coffee Break

Reporting of each group (WG1 followed by WG2 followed by WG3)

13h00 Lunch

15h00 Discussion and Adoption of National Action Plan (NAP) for Ecotourism

Election of members of an Ad Hoc Committee to manage follow-up for NAP implementation

17h00 Closure with final remarks

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¹ This workshop is a part of the National Green Export Review (NGER) project of Lebanon which is supported by UNCTAD. For more information see www.unctad.org/nger.