

NEWSLETTER

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CODIFIED SUSTAINABLE TOURISM SEMINAR 2023



ABOUT THE EVENT

The entire week-long event was dedicated to the mission of cleaning up the market from illegal practices within Lebanon's travel and tourism industry. With a strong focus on advancing ethical and environmentally responsible travel, the event brought together stakeholders, experts, and enthusiasts to address the issue head-on and find sustainable remedies.

The highlight of the event was a significant conference where participants engaged in productive discussions about the challenges posed by illegal practices in the tourism sector and explored potential solutions. This conference aimed to create awareness among the attendees about the importance of responsible tourism and its impact on Lebanon's environment and society.

In addition to the conference, the event offered captivating tours for travelers, influencers, and food enthusiasts. These tours allowed participants to explore Lebanon's prominent sites, immerse themselves in its rich culture, and indulge in its delectable cuisine. Through these experiences, attendees not only enjoyed the beauty of Lebanon but also gained valuable insights into the significance of preserving its natural and cultural heritage.

All throughout the event, we had the support of generous sponsors who understood the significance of the cause and were committed to promoting sustainable tourism practices. Their contributions helped make the event a resounding success and enabled us to further our mission of cleaning up the market from illegal activities.

The event culminated in a delightful celebration dinner, where we came together to appreciate Lebanese hospitality and culture. It was a moment of shared triumph, celebrating the progress made in our collective efforts to promote responsible and sustainable tourism in Lebanon.

Overall, the event was not only a celebration of Lebanon's beauty and allure but also a powerful initiative to advance the connection between tourism and law, promoting ethical practices, and ensuring a bright and sustainable future for the country's travel industry. Through collaboration, dedication, and a commitment to environmental responsibility, we are confident that Lebanon's tourism market will thrive in a manner that benefits both the locals and visitors alike.

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عقدت نقابة أصحاب مكاتب السياحة والسفر برئاسة جان عبود وبرعاية وحضور وزير السياحة وليد نصار لقاءً موسعاً في مقر نقابة أصحاب مكاتب السياحة والسفر، للأطراف المعنية بحجوزات الطيران (وزارة السياحة نقابة مكاتب السياحة والسفر، الميدل ايست، وممثلين عن شركات الطيران الأجنبية، وممثلين عن نظام التوزيع العالمي (GDS)، لإتخاذ إجراءات لمنع الغش في سوق بيع بطاقات السفر، تحت شعار: لسياحة مستدامة ومقنونة.

التوصيات:

- 1- إرسال الحلول المقترحة لوزير السياحة لاعتماد الممكن من الحلول التي تستدعي موافقة الوزير منفرداً، وإحالة ما يتطلب مشروع قوانين إلى مجلس الوزراء.
- 2- تنظيم فرق عمل بين النقابة وكل من وزارة السياحة، شركات أنظمة الحجز (GDS)، شركات الطيران للحد من الممارسات الغير شرعية بخطوات عملية.
- 3- الاجتماع مع شركات الطيران كل على حدى لمناقشة مقترحات النقابة لتنظيم السوق المحلي.
- 4- تنظيم ورش عمل تدريبية للعاملين لتحسين الأداء وجودة الخدمة.
- 5- دعمت الشركة الوطنية MEA مقترحات النقابة للنهوض بالقطاع.
- 6- اعتماد قواعد السلوك المهني وتعميمه على جميع الأعضاء والجهات المعنية.

RACHAYA VISIT



TRIPOLI VISIT



ATTAL

THE GALA DINNER AT CASINO DU LIBAN



ATTAL

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“DIGITAL TRANSFORMATION AND INNOVATION IN FINANCIAL SERVICES”

A PRESS CONFERENCE BY BANK OF BEIRUT IN PARTNERSHIP WITH BOB FINANCE

In the presence of a large number of companies and business groups gathered around the topic “Digital Transformation and Innovation in Financial Services”, Bank of Beirut held a press conference in partnership with BoB Finance featuring the collaboration of both financial institutions with the aim of offering integrated financial services for businesses allowing them to embrace digital transformation and benefit from a full suite of Fintech solutions.

Commenting on the event, Mr. Fred Khoury Head of the Transaction Banking Department at Bank of Beirut stated that through this collaboration with BoB Finance, “we are offering integrated fintech services for companies”, highlighting that Bank of Beirut is the only local bank to offer electronic payment and collection solutions for businesses, including cash management, receivables, payables and e-invoicing, helping Lebanese firms not only to ensure business continuity at all times but also to keep pace with digital transformation.

For his part, Mr. Michael Abdel Noor, Managing Director of BoB Finance stated that the offerings of the Money Transfer Company complement Bank of Beirut digital business solutions. “Through this cooperation, we will ensure maximum benefits to Lebanese companies”, he said, providing them with money transfer services in local and foreign currencies along with payment, collection and instant withdrawal services in the currency that suits them.

The Press conference was an occasion for the participating businesses to share the digital and financial experience they have with Bank of Beirut and BoB Finance and to discuss the global trends of digital transformation.



SPECIAL THANKS TO OUR SPONSORS

We are writing to extend our heartfelt gratitude on behalf of ATTAL's Board for your invaluable support as one of our esteemed sponsors.

Your sponsorship not only provided the necessary financial resources but also served as a powerful endorsement of our 1 week event. We are sincerely grateful for your belief in our Syndicate's vision and values.

We deeply appreciate your partnership and the trust you have placed in us. And we remain committed to maintaining a strong relationship with You and ensuring that we continue to deliver meaningful outcomes.

On behalf of the entire board and team at ATTAL, we would like to express our sincere thanks once again for your sponsorship.

Should you have any feedback, suggestions, or would like to explore additional ways to collaborate, please do not hesitate to reach out to us. We value your input and we are open to further discussions.



CASINO DU LIBAN



وزارة السياحة اللبنانية
MINISTÈRE LIBANAIS DU TOURISME
LEBANESE MINISTRY OF TOURISM



MEDYAR

