

# EVENT NEWSLETTER

## CODIFIED SUSTAINABLE TOURISM SEMINAR



**DAY 1: RACHAYA**  
**DAY 2: SEMINAR**  
**DAY 3 : TRIPOLI**  
**DAY 4: GALA DINNER**



**18-20-21-23**  
**JUNE 2023**

This four-days conference is devoted to examining how tourism and law connect in Lebanon and advancing ethical and environmentally responsible travel.

The event focuses on addressing the problem of illegal practices in Lebanon's travel and tourism industry and seek remedies to clean up the market. It includes a conference to discuss the issue and potential solutions.





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There are also tours for travelers, influencers and food enthusiasts, visiting prominent sites and experiencing Lebanese cuisine.

The event concludes with a dinner, where we will celebrate Lebanese hospitality, culture, and our collective efforts in promoting sustainable tourism. This gathering will be a delightful experience for all guests, providing an opportunity to relax, network, and enjoy a memorable evening.



# DAY 1

# RACHAYA

## 18 JUNE 2023

We are bringing 20 foodies and 20 tours operators for a day of gastronomic delight and exploration in the beautiful city of Rashaya with trusted agencies! But it doesn't stop there! Our journey goes beyond the dining table as we embark on a captivating exploration of Rashaya's rich cultural heritage and hidden gems.

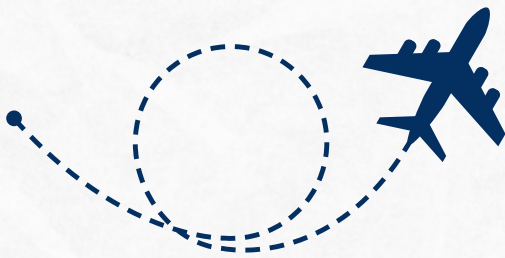


# DAY 2



## SEMINAR

### 20 JUNE 2023



The primary objective of this event is to address the pressing issue of illegal practices within Lebanon's travel and tourism industry. We aim to bring together industry experts, airlines, GDS, and the government to engage in constructive discussions and seek remedies to cleanse the market. By focusing on this critical matter, we strive to create a sustainable and thriving tourism sector in Lebanon.



# DAY 3



# TRIPOLI

## 21 JUNE 2023

We are bringing 20 travelers and influencers for a day of gastronomic delight and exploration in the beautiful city of Tripoli with trusted agencies! It's a day where we will embark on a journey that will leave our guests with a renewed appreciation for food, travel and the beauty of new experiences.



# DAY 4



## GALA DINNER

### 23 JUNE 2023

The dinner will take place at Casino Du Liban. 400 guests will attend.

At the dinner, the President of ATTAL will give a speech summarizing the first day's conference, and there will be speeches from key tourism stakeholders.

Overall, the event ought to be a celebration of Lebanese hospitality, culture, and attempts to advance ethical travel practices. The event should come to a memorable close that leaves the guests with positive memories.