

# Discussing the Impact of the Presence or the Absence of the Effective Valorization of Beirut's Tourism Resources for Its Economic Development

[<sup>1</sup>] Georges Bellos\*, [<sup>2</sup>] Samar Bilti Noaman

[<sup>1</sup>] Graduate, IPNET, School of Tourism, Lebanon,

[<sup>2</sup>] Canadian University Dubai, Faculty of Management, UAE

Email: [<sup>1</sup>] ge.bell900@gmail.com, [<sup>2</sup>] amar.noaman@cud.ac.ae

---

**Abstract**— *The main objective of this study is to find out how tourism is viewed in Beirut and if its citizens actually are in favour of valorizing its resources or not. Therefore, the research also wants to assess if it succeeded or failed overall. Today, any coastal Lebanese city, including Tyre, Saida, Jbeil or Beirut faces a problem in properly managing its natural, cultural or touristic resources. Therefore, cities like Tyre, Saida, Jbeil and Beirut, have not utilized their resources optimally (irrespective of natural, cultural or touristic), have had records of possessing incorrect and values and setbacks in human capital.*

*To examine the current situation, in the way that the central authorities in Beirut view the valuation of the Lebanese heritage as a way to improve tourism (and ultimately to improve the country's GDP), our study demonstrates through the findings, collected both from unstructured interviews and structured surveys, that a much larger population wants to preserve the Lebanese heritage as a means of improving economic development (e.g. Saule, 2004). As such, the study utilized mixed qualitative and quantitative research methods through distributing structured questionnaires and unstructured interviews. Provided our selected data collection methods, our results provided a better understanding of how tourism can be sustainable in Beirut, and how it can be beneficial to the GDP. For the purpose of this research, we will discuss further the quantitative statistical interpretation.*

*The results certainly will hold true in other cities of the region. And, to date, Lebanon has been having a deficient central administration unable to properly use our scarce resources (energy, fuel, water, etc.). Consequently, the Lebanese people must benefit from the rich human capital on the long-term, complete sustainable economic growth through, and improve the tourism industry. Because Beirut city lacked the vision once it accepted the destruction of BEY 194 (Minet Hosn, Plot 1398), Lebanon lost a unique chance to valorize a unique heritage and attract tourists, following the real estate developers' and SOLIDERE's acts. On the other hand, Saifi 616, Beirut demonstrates how Lebanese people appreciate valorisation. Therefore, attempt to compare Saifi 616 to Minet Hosn 1398 to showcase our argumentation.*

**Index Terms**— *Beirut, Saifi 616, BEY 194, Natural, Cultural and Tourism Resources, Resource Valorisation, War Conditions*

---

## I. INTRODUCTION

Years ago, in the late 1940s, the Ministry of Education and Higher Education (MEHE) in Lebanon handled issues pertaining to archeological sites at the time of Pr. Maurice Dunand and Emir Maurice Chéhab, when they were respectively excavating the sites of Byblos and Tyre [1]. According to researchers in related fields, the Ministry of Tourism did not exist in the 1940s, as in 1942, tourism was associated with the Ministry of Agriculture. In 1948, tourism was under the umbrella of the Ministry of Economics and Commerce [2] (cf. Tyan, 1968).

However, in 1956, the Lebanese government received a donation of a few million dollars for rehabilitating archeology sites of unique character to prepare them for hosting tourists. At that time there was still no Ministry of Tourism (MOT) per se [2]. A decade later, the MOT was officially created for handling and overlooking archeological sites. This means that Lebanon has been aware of tourism and its importance since the late 1940s. It has also been aware of heritage site valorisation since the late 1950s [1]. The researchers still

wonder why from a good start, Lebanon is currently regressing.

When the Ministry of Culture (MOC) took custody of the sites, the Beirut Central District (BCD) excavations took place with funds from the UNESCO [1]. Yet, valorisation and education issues seemed to be obscured at that time, and the preservation of heritage sites were left to the hands of unscrupulous developers like SOLIDERE. This is when urbanists and conservationists worked unilaterally -in the case of BEY-194, despite the bilateral collaborations that existed among the stakeholders involved in Beirut's reconstruction.

### A. Background of the study

The research background is as follows. While indeed, tourism has become one of the major industries that contribute directly to a country's GDP, this not currently, the case in Lebanon, since before the 1975 civil war, the activity of its tourism constituted to 50% of its economic activities, while during the civil war, the activities were nearly 0 %, as coinciding with tourism statistic figures, However, just like

any other industry, tourism components should be well valorized and conserved for an effective development [4]. Again in the current research, we shall see that since Lebanon is in imminent threat of war, the Lebanese authorities aren't too concerned with improving touristic activities, since tourism activity y dropped dramatically post Covid, for many reasons from October 17 2019, till now, which include the August 4<sup>th</sup> 2020 Beirut harbor blast. As such, the researchers clearly set the stage of a dire situation at hand since October 8<sup>th</sup> 2023, and ongoing ever since. So, if we can valorise it not, depends on if we have the funds to do so, or the will, as in some instances it was found our that the authorities don't care about resource valorisation, or economic development, and de facto, as such don't care about enhancing tourism either.

while indeed Valorization of resources literally means "adding value" to raw materials. In tourism, his implies the efficient and effective use of resources (natural, man-built...) for optimal economic benefits as well as minimal negative impacts on environment and society. The researchers again want the reader to consider, in a country at war, there is nearly no room to valorise anything, as the resources are under imminent threat. As such, Beirut, is like Tyre, and Sidon, one of the Lebanese cities that are abundant with necessary resources for tourism development as discussed in the literature [4-19]. However, this can only happen when the factors of developments are studied, managed, organized and used in the proper way, as a former research postulated. Currently, and with the research conducted, the researchers noticed, it is not the case [1-19] since the Beirut souks are currently deserted, and 90% of the stores closed down due to the dire economic crises striking the country since Oct 17 2019, and during the pandemic as well. So, again, let's see if Lebanon is actually capable to valorise its ressources, and if Beirut can stand out as a touristic city or not.

## **B. Research context**

The current study's context lies in the fact that in order to discuss whether a city or a country successfully valorisés its touristic resources it will de facto be enhancing its tourism activities. The current research needs to set the study framework such that the reader comprehends that it is a critical state in which Lebanon is facing since October 8th 2023, the day after Hamas attacked Israel, so, ever since almost a year ago, during the so called Gaza War, Lebanon faced and still faces quasi daily bombardements among other aggressions from its neighbor. So, in terms of geopolitical tensions, they're at their biggest, and as such, render tourism activities nearly impossible. This could tell us that when countries are at war, they have no time to invest in tourism., so, within the current context we will need to reexamine the fact that the presence or absence of valorizing one's resources is capital to see whether or not tourism activities improve due to enhanced valorisation, and in this case, the relationship of valorisation improving economies through enhancing its

GDP was already proven, but in times of peace, and not wat [3, 8, 12, 15, 19].

Alongside the fact that research in ressource valorisation was proven successful in discussing the link between ressource valorisation, in Tyre, Saida, Beirut, and any place in Lebanon, the current framework poses an important issue since the researches hinted by the current researchers discuss cases of peace, or relative economic stability, nit wars, threats and regional conflicts, geopolitical tension and other impediments to tourism activity development and economic recovery. While the current study does agree with the link od resource valorization and economic development in Beirut, Tyre, Saida, Jbeil or any city or area in Lebanon, Yet the current situation in the country with heightened tensions in Gaza, and the cyberattacks that Lebanon recently faced when pagers blew up, caused confusion among people who do not consider Lebanon as a safe country to visit.

## **C. Rationale**

In terms of the *rationale*, the researchers discussed in a previous study [3] how Beirut managed its natural, cultural, and touristic resources to find out that sustainable tourism development in Lebanon is contingent on the presence of all necessary resources, following a thorough literature research [4, 5]. Sustainable development in Lebanon won't occur until the corruption issue is resolved. we see that Beirut lacks proper administrative management and organization of its scarce resources. All results emphasized the importance of human capital in the development of its tourist destination [3]. Even though it was demonstrated that tourism contributes directly to a country's GDP, currently in Lebanon, tourism is halted due to the war in Gaza [20], among other geopolitical problems [15]. However, just like any other industry, tourism components should be well valorized and conserved for effective development [5]. In 2018, a study was presented that illustrated this case with Tyre [15]. Today we want to extend this to the rest of the Lebanese main (coastal) cities. So, *we wonder why Beirut isn't capable of doing so*. The researchers consider this to be a research question.

While valorization of resources means "adding value" to raw materials, in tourism, this implies the efficient and effective use of resources (natural, man – built...) for optimal economic benefits as well as minimal negative impacts on the environment and society. This was proven before to have a direct relationship. This study shows that it is important that the tourism industry utilizes economic development to properly valorize the actual resources through systemized archeology [7]. We ought to find out the reasons for ignoring Beirut's archeology sites, as such, or the preference of certain sites over others. Hence, main coastal sites, such as Tyre, are abundant with necessary resources for tourism development [4]. However, this can only happen when the factors of development are studied, organized, managed, and utilized adequately which is still not the case in Beirut.

## **D. Aims and objectives**

This paper is to *assess the current situation of tourism in Beirut and to identify and interpret the actual case of how tourism industry can benefit from economic development projects in Beirut*. Currently, we refer to Beirut as one of the worst cases of preservation of archeology sites since Solidère, the company in charge of planning and redeveloping Beirut Central District following the conclusion, in 1990, of the Lebanese Civil War, bulldozed many archeological sites to the ground. As such, the main problem lied that *Lebanon is incapable of properly using its natural and cultural assets in spite of their very rich potentials*. To analyze the situation, we conducted a survey questionnaire, primarily to test a previously validated theory [3].

### **E. Research question**

The research question(s) based on our research prerogatives, and purpose to co0nduct the study requires the researchers to address this guiding question (RQ1) “*what is the relation between economic development and enhancing tourism activities in Beirut?* We need to phrase it because the research the researchers initially cited addressed a different point and haven’t really pinpointed the exact relationship of the 2 variables in a situation of war and high uncertainty, heightened geopolitical tensions and in situations too precarious to consider a smooth and relaxing life [20]. The literature did present us with an alternative issue to discuss that is related to the scope of the current study. So, here is the second question (RQ2) to address: *How will the valorization of resources aid in the development of tourism in Beirut?* Literature noted a cyclical link between resource valorisation, GDP enhancement and enhancing tourism activities and also points related to tourism education, as education about the effective valorisation od resources also leads to enhancing a country’s tourism acridities, and ultimately to improving its economy as well, as hinted by the literature review search [14]

### **F. Hypotheses to Test**

Alongside the hypotheses to test, the researchers carefully consider the current situation in Lebanon in view of the adverse economic conditions that hamper tourism. Based on several research as well as recent unprecedented observations including the recent cyberattacks, Lebanon has been declared a state of high alert. Meanwhile, it has been facing adverse economic conditions since 1850. Lebanon has witnessed the 3<sup>rd</sup> worst economic drawdown in the world. It is critical to view the indicators that are preventing tourism enhancement in Lebanon. Accordingly, the hypotheses are the following:

*H0: There is no link between the presence or the absence economic growth and enhancing tourism in Beirut.*

*H1: There is a positive link between the presence or the absence economic growth and enhancing tourism in Beirut.*

*H2: There is a negative link between the presence or the absence economic growth and enhancing tourism in Beirut.*

While the above hypotheses give us the main empirical question being addressed in this research, for a better understanding of this phenomenon the question of *the relation between economic development and enhancing tourism activities in Beirut* needs to be addressed in view of the geopolitical conditions including the September 2024 cyberattacks in Lebanon, as well as other issues related to the Gaza War.

## **II. LITERATURE REVIEW**

Previously, a *positive* identified *case* is *Tyre*, and *Jbeil* from the literature [8]. While some scholars have demonstrated the importance of economic development and tourism in Tyre, it was found that Jbeil preceded in terms of valorization [3]. True, Lebanon is plagued with mismanagement, corruption, and poor management of resources among others. In 2024, the huge amounts of mismanagement of solid human wastes in these sites render them uninviting to tourists. The sites considered in the literature [8] possess positive factors of valorisation, yet they are negatively abandoned. This research shows the role archeologists can demonstrate in tourism and economic development. Recent research initiated by several scholars, including people who conducted ground observations realized that the valorisation attempts by the state for Tyre and Jbeil were close to non-existent, [12]. So, in lieu of saying positive cases of valorisation, it is better according to recent observation to refer to these as less negative if one is to refer to Lebanon as being successful in valorizing its touristic resources [12, 15, 19].

*Negative* cases, *Beirut*, and *Others*. To date the negative cases of valorization as identified in the literature [8] are widespread of the entire territory. since the willing lack of managing resources through archeology, or economic development yielded cases like BEY 194 or the Minet El-Hosn (Plot 1398); the “so-called Phoenician Harbour”, Beirut is indeed marked as a failure in valorizing its heritage sites. Beirut, in this case is one big mess. Development destroys heritage for the benefits of Aswek Beirut... and other development projects. These don’t preserve the heritage to valorize it for the benefits of tourism. To us, it’s the opposite! Solidère is indeed exemplified as the corruption and political interests ever since its inception in the 1990s, which also discussed the corruption found with the BDL, as Mr. Riyad Salame was arrested in sept 3 2024, and is currently undergoing questioning for these accusations [15].

### **A. Ideas of valorizing a City’s resources**

The idea was proposed to valorise any Lebanese costal city’s resources such as Tyre through its banks (Table 1), its universities (Table 2), its hotels (Table 3) and its restaurants (Table 4) [6, 7]. Current research disregards the ideas to use Lebanese banks to valorise any Lebanese city (Tyre, Saida, Beirut, Jbeil, Tripoli, Zahle, Nabatieh, Baalbeck...) through

its banks, or universities, since banks defaulted in Lebanon after October 17 2019, and are the main cause of Lebanon's economic crisis [15, 19]. While universities could work as a way to valorise a city such as Tyre, other cities in the Country could have campuses as well, of the same university, so in this regard, we will definitely not Valorise Beirut through its banks, but could consider the universities.

Table 2, will not be considered by us as a way to propose a way to valorise a city, but using Tables 3 and 4, yes

definitely we can valorize a city with its hotels and restaurants as they're more likely to be unique to the locality, in terms of attractivity, or touristiciness [14, 15]. So the case of Tyre could be proposed for Beirut and while Figures 3 and 4 will be helpful for us to valorise Beirut, we must take into account that the Beirut authorities did more harm than benefit to the vestiges of Ancient Beirut [3, 15, 19].

**Table 1: Valorising Tryre through its banks.**

Bank	Branch	Province	Area & District	Phone
Bank Audi s.a.l	Tyre	South Lebanon	Tyre	07/345196-7-8
Bank Med s.a.l				07/351251-03/332243
Bank of Beirut s.a.l				07/740051-742149
Bank of Beirut s.a.l				07/348232-3-4
Banque du Liban				07/740471
Banque Libanaise Pour Le Commerce s.a.l				07/343100-1
Banque Libano-Francaise s.a.l				01/791332-03/791332-ext:7212
Banque Misr Liban s.a.l				07/343052-740244
BBAC s.a.l				07/343651-2-03/265505
Blom Bank s.a.l				07/740900-741649-742903

Table 2, presenting the Universities in Tyre, won't be attracting our attention to how universités can be used to valorise a city like Tyre through them, since all campuses are available at or near Beirut. However, Tables 3 and 4,

respectively showing the hotels and restaurants in Tyre, definitely can be used to valorise it, since we are sure that these places are only, if not mainly, unique to Tyre [19].

**Table 2: Valorising Tryre through its universities.**

University	Abbreviation	Faculty	Major
Islamic University of Lebanon	IUL	/	/
Lebanese International University	LIU	Faculty of Business and Management	Hotel management and Tourism
American University of Culture & Education	AUCE	Faculty of Business	International Hospitality Management International Tourism Management
Lebanese German University	LGU	Faculty of Business and Tourism	Hotel Management Tourism
Arts, Sciences and Technology University in Lebanon	AUL	Faculty of Business Administration	Hospitality Management Travel & Tourism Management

**Table 3: Valorising Tryre through its hotels.**

1. Murex	5. Victory Village
2. Platinum	6. Queen Elissa
3. Rest House	7. Abou Deeb Motel
4. Yasmine Guest House	8. Al Fanar

**Table 4: Valorising Tryre through its restaurants.**

1- Shawatuna	4- Salinas
2- Alfānar	5- Abou Deeb
3- Tyros	

### B. Valorizing Lebanese Coastal cities

In 2018, an interesting study, initially initiated by academicians, was cited for reference [7]. It explains how the Lebanese State, probably through initiatives or inter-ministerial collaborations, sought to promote national heritage, as was the case for Pre-Covid Tyre [6]. The aim of this approach is to benefit the tourism sector of the land of cedars. For this reason, the researchers hope for compiling a series of articles similar to this one, treat each site individually. Currently, after the 2018 study conducted on how Tyre valorized its resources, the actual case oh how Tyre

manages its touristic resources was recently reinvestigated [15]. The same was done for Saida, Beirut and Jbeil [12, 19, 20].

The staggering decline of the Lebanese economy was mainly triggered by the corruption of the Lebanese political elite [3]. This was accentuated by the Covid 19 pandemic. Our objective is now to demonstrate that, if the authorities would have valorized properly our cultural and natural heritage as a means of boosting the country's tourist activity, instead of squandering it, the economic impact was not as disastrous. Therefore, the aim of this interdisciplinary study project joins geology, archeology and business management. This approach was used to, respectively, understand how to manage the country's natural and cultural resources and to promote cultural and natural assets in order to boost the tourism sector. In short, it was a question of assessing the current situation of tourism in Tyre, or other cities in the country such as Beirut [3, 6, 7]. This, in order to identify and interpret the various reasons for the dynamics of the tourism industry in the pre-Covid 19 region, and to see if the same region post-Covid had any changes noticed in tourism activity.

Unfortunately, in the end, as the research subject is preparing to study the current state of tourism in Lebanon, it is necessary to deal with the annoying subject, and pull the devil by its horns. For this reason, we must look into the matter of preserving the remains of the most important ancient Phoenician sites (i.e. *Tyrus, Sidon, Berot, Gubla* and *Aradus*). This research literature will be, respectively, discussing Tyre and Beirut, in the following subsections.

### **C. Issues in valorizing Tyre**

The problem Tyre currently faces is the inefficient use of its natural and cultural resources [6, 7]. As we have seen, Lebanon has never been capable of managing its resources. In order to analyze the situation, a study using a qualitative approach was conducted [6]. It relied on word processing to synthesize a possible conclusion indicating the technique that the leaders or notables of the city opted for, as being in their eyes, the best method of valorizing their resources [7]. The results demonstrated that the development of sustainable tourism in Tyre is exceptional due to the presence of all the necessary resources according to some specialists who have undertaken scientific research on similar sites. However, the city seriously lacks administrative management and adequate organization of its resources. All results highlighted the importance of human capital in the development of any tourist destination, as demonstrated by its history, and its occupation since Canaanite times, while Saida may see similar problems as well [12].

The city, between 1200 and 333/2 BC, was an important capital of the Kingdom of Tyre. In the Phoenician era, and in

Antiquity it had served as a great metropolis of the ancient Levant. It was well known to various travelers from the Greco-Roman (from the time of Herodotus and Flavius Josephus) and historical (from the Byzantine, medieval, and Ottoman times) periods who described, through their stories, several important remains. Unfortunately, today, they are not properly valued to testify to its greatness. Another fact, which is a shame, is the cancellation of the Tyre festival [15]. Also, the fact that many archaeological remains, or other important cultural witnesses of the city, have been left abandoned by the authorities, would be something that is shameful! In short, the academic studies, discuss that Tyre is sorely lacking in administrative management, management and organization of its resources [6, 7]. It does not manage its natural and cultural heritage as it should. In summary, all observations converge with the fact that human capital is essential for the development of any tourist destination, especially now, since the current geopolitical tensions highly and negatively affect Lebanese Tourism [12].

### **D. Issues in Valorizing Beirut**

While This city was quite present in Canaanite history, during the Bronze Age, it was less so during the Iron Age I before it returned to the geopolitical scene as a vassal city of the kingdom of Sidon, around the Iron Age II [3]. An important witness to its history has disappeared because either the remains of the ancient city have either been poorly exposed, or eroded (subjected to bad weather, therefore damaged naturally), or threatened with destruction, or destroyed by real estate developers, such as SOLIDERE [3]. For this reason, we no longer have visible witnesses of its role during the Phoenician era. As a result, unlike other locations in the world who were able to preserve their touristic resources, Tyre, Sidon Beirut, and Jbeil were unable to effectively manage their remains [3, 6, 7, 12]. Which suggests that Beirut residents have a long way to go on the heritage conservation issue.

the published article by Mr. Scandre Hachem on BEY 194<sup>1</sup> reminds us how the Lebanese authorities in charge of safeguarding our natural and cultural heritage handled the issue valorisation of the ancient Phoenician dry docks dating from the Persian era (or from the 5th century BC)). While some claim that the Bey 194 did not bear artefacts of a Phoenician harbor, currently there are very few Persian (or Phoenician) remains in Beirut [12]. Or, if there were they have not been well preserved, except the remains of the BEY010 and Bey 039. Apparently, they were recently undergoing renovation, showing parts of the Ancient Phoenician (Iron Age III) domestic quarters, located near the Beirut Downtown Cinema complex at the end of the Beirut Souks complex, as per recent observations.

In fact, they don't want to talk about it, there is a school of

<sup>1</sup> See: the article published on [www.wordpress-826931-2844281.cloudwaysapps.com](http://www.wordpress-826931-2844281.cloudwaysapps.com). The original cited source, being of course

Mr. Scandre Hachem's article published in 2020 on the [www.libnanews.com](http://www.libnanews.com) online newspaper.

archaeologists in Lebanon who believe that Lebanon is not a Phoenician country, a sort of identity denial [12]. As soon as they arrive in Roman times, they stop working and switch to excavators. This is why former Prime Minister Rafic Hariri destroyed a Neolithic village which was located near the souks of Beirut, something which should be avoided, henceforth article for more details for a proposal for a possible plan of protection of historical and cultural heritage).

Perhaps it is an intentional desire on their part to make all traces of this magnificent civilization disappear. But this fact was already raised by Ernest Renan, already in 1864, who considered the Phoenician heritage in danger! Let us not let these corrupt politicians and their acolytes destroy what remains of our great civilization. They've done enough damage as it is, as they instill this climate of uncertainty, economic meltdown, political chaos, etc. [12]. While, the initial research found out that in 2019, the overall agreement of the relationship between the *resource valorisation and tourism enhancement* was agreed by 79.00% of the respondents, and only 2.00% were Neutral and 14.00% disagreed. Still, and according to the scholars who studied this research at the time, the city failed to valorise its resources [3].

### III. METHODS

Using the onion research, shown in Figure 1, we decided to design a survey that was used to gather data about the attitudes of the stakeholders, through both structured and unstructured surveys as our data collection method [9]. This was for the pilot study. We then interviewed key people in municipalities and in the academic circles (archeology, engineering, education, journalism, business, economics, etc.) to pursue further the investigation. The interviews and surveys showed similar results as Figure 2 explains the research procedure further. This was followed by a Cronbach Alpha statistical research through excel to verify the validity and accuracy of our data. Our findings show preliminary discussions of quantitative data. Finally, we present the research design scheme discussing the process through discussing Figure 2, as it discusses the reason why we selected this specific research method [10].

It primarily discusses the research process the researchers took from start to finish, starting with the exploration phase. This coincided with the introduction and literature review. The proposal phase was when the research was presented to the ethics committee, followed by detailing the methodology, and all it took in terms of designing and setting up the research tools. Finally, it was conducted, where the findings presented, and concluded [10].

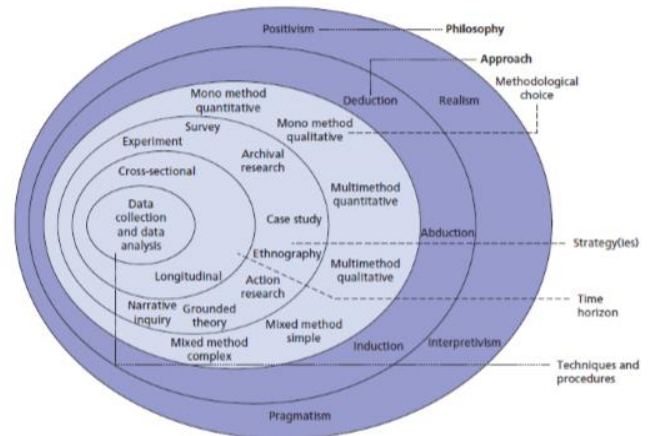


Figure 1: Research onion (adapted from Saunders et al., 2003: 83)

### IV. FINDINGS

We discuss the *results of the Interviews and Surveys*, but focus on *Discussing quantitative results*, since the Cronbach's Alpha test results a fairly well correlated survey. So, from **question 1 of the surveying**, we see that Based on what we would do in our city/village, based on question 1, the findings were interesting as we **generally see 92% accepting the concept, and 8% refusing the concept of valorization**. Interpretation of these results stipulate that indeed as, *only 8% will allow the BEY 194 and Minet El-Hosn Case (Beirut Phoenician Harbour) to happen in their village/ city a minority will accept the destruction of heritage sites for pretended modernization projects*, like what happened in Beirut on June 27<sup>th</sup> 2012. While, *92% would agree with, convince or defend their municipality in protecting their heritage!* In terms of the "relation with Economic development and enhancing tourism", it is believed that valorization of such resources does enhance tourism, had BEY 194 been kept and not destroyed [3].

The researchers recently discussed cases at war since the literature evidenced that during wars, people have no time to valorise any heritage site since the main focus is survival, as to basically target the basic needs of Maslow's pyramid, corresponding to tiers 1 and 2, covering the psychological and physical needs, among others, good, shelter and safety. Therefore, at war situations people have to time or interest in fulfilling the top tier needs, if the bottom tier ones aren't fulfilled first, as the literature discussed this with Saida, upon a recent study [12, 20]. Tyre, and definitely Beirut, the object of the current research also shows similar patterns, amid a country at war, and which already faces a terrible economic turmoil, let alone the already deplorable safety and geopolitical conditions, making valorisation nearly impossible [20]. At the time of the research when 92 % of the surveyees agreed to valorization versus 8%, the tourism dynamics were different in Beirut, sand in Lebanon and the country was not facing a war [2, 3, 12, 15, 19, 20].

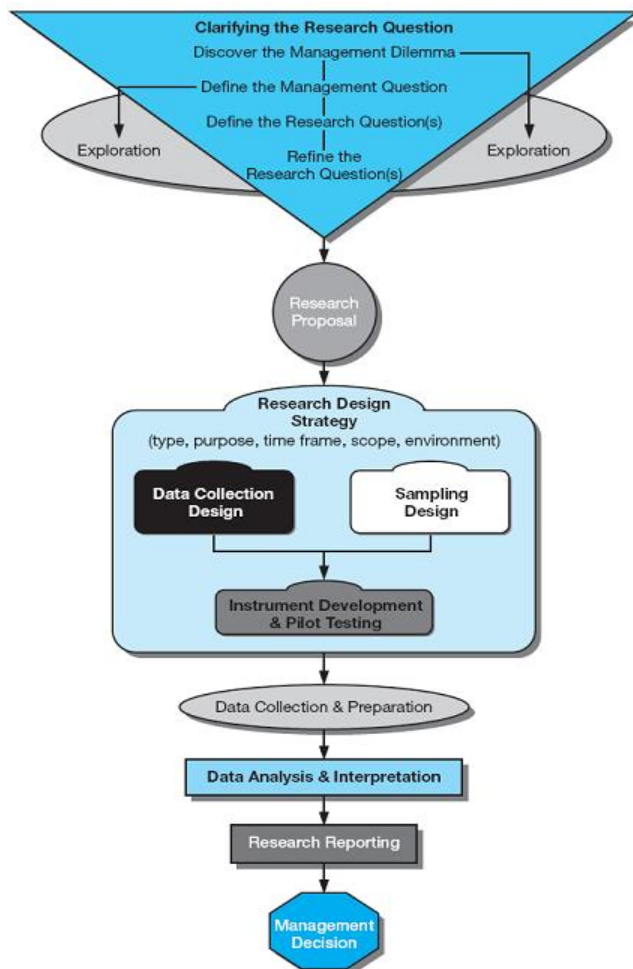


Figure 2: Research Scheme used in our research.

In terms of **Question 2**, around 91% of the respondents will take a firm stance if in their city/village the same scandal that occurred with the presumed Phoenician Harbour would occur there. This is important to raise because people tend to be aware of the importance to valorize heritage sites, which explain why only 9% would not take a stance! “relation with Economic development and enhancing tourism”, it is noted that the people who’d fight to protect their heritage, want to defend their heritage, in order to share with future generations, as observation demonstrated [3]. Will the people take firm stance tin today’s Beirut? Well, yes, since if a monument in a city in Lebanon is bombed, chances are the peoples of Lebanon will create the buzz on social media, if for instance a foreign power bombards an archeology site, or threatens to destroy a world heritage site in Lebanon, which may explain currently the high percentage of acceptance to take action versus the low percentage of refusal (91% accepting, versus 9% refusing)

With **survey question 3**, we get from it that 38% of the respondents were aware of a study or project being undertaken in Tyre, whereas 62% of them were not. This is in an interesting fact since as expert curriculum designers [14]

discussed tourism education curricula are currently deemed outdated, if otherwise, would’ve known about these cases! Here, “relation with Economic development and enhancing tourism”, while it is believed that valorization enhances tourism, the improper education curricula maybe at fault here. So, even though the people want to preserve their heritages, if the authorities don’t encourage this as well, it will be very complex [3] indeed! *Will the curriculum designers accept to include the factor of war as an impediment to valorisation?* Yes, they should, but the intricate political control of the educational system becomes obvious, if expert educators or the government who accepts or refuses curricula refuse to mention the tensions the country has among its belligerent neighbors could be creating a momentum that the governments prefer to control; or suppress [12, 14, 15, 19, 20]. This, according to the literature could explain why people still nowadays aren’t aware of the importance of resource valorisation, as the overall interest politically is to prevent Lebanon from being touriste again, and it’s in the consensus of the authorities to v=control the economy such that it’s in the brink of total collapse, if one realizes what the recent events did to the country, the findings in Sidon were categorical, as the authorities don’t want the city to prosper, based on collected evidence from the conducted study, and current happenings in the wake of the 3<sup>rd</sup> quarter of 2024 [12, 20].

With **survey question 4**, a similar finding is found if one compares it with **question 10**. To this question 4, 85% respondents agree that presenting their city to the cultural scene actually will improve tourism. while only 15% don’t. Hence the majority agrees. (**Question 10** shows the same result). This is evidenced as a similar number of respondents realized the benefits of favoring multilateral communications between the CDR, Solidère, the MOT, the MOC, etc... and while here the “relation with Economic development and enhancing tourism”, is pretty obvious, if there is no intention in valorizing a country’s resources, from the authorities, the task will be very daunting if the people take on this inconsumable task alone [3]. So, if the majority of people agree to the consensus to valorisé their community(ies), and the authorities seem to want the country to flourish, the que question to as is *why allow the tensions to currently escalate in the Middle East? Do we really have multilateral agreement among stakeholders in terms of preserving or valorizing out country’s resources?* Currently the answer to both queries is no, and the researcher, through the extensive literature review and desk studies carried out, brings about the tensions in Saida to be a major impediment to its tourism, so Beirut’s tourism is definitely hindered because of the massive bombings occurring in September 2024 [12, 15, 19].

**Survey question 5** shows that the absolute majority of the respondents either strongly agree or agree that archeology is beneficial to Tourism (92%). Only a minority (8%) neither agree nor disagree. Interesting facts here, as these relate to questions 1 and 2 as well as **Question 6**! So, in

**question 6** the same 92% respondents here (who either **strongly agreed or agreed** that archeology site protection and economic development go hand in hand) agree to the statement, through **their acceptance in its contributing role**. Here the “relation with Economic development and enhancing tourism”, is shown by the fact that archaeology sites can give a site its unique character, where no 2 sites in the world have the exact same monument [3]. Ex the Statue of Liberty in New York City, as it is very hard to create the exact same replica to be 100% similar to the original. The researchers point out that in the case of Saida, currently being bombed, and being inscribed as a site on the world’s heritage list of the UNICCO since recently, is perhaps, and actually effectively in grave danger, and while the surveyees agreed to preserving and protecting archeology sites for an improvement in economic development, we can see the impact, if archeology sites, or touristic sites are bombed in Beirut, definitely, economic development will be severally affected and the country’s economy will face a very sharp blow as a result. Again the impediments listed in the Saida study discusses similar impediments [12] that deserve our scrutiny.

**Question 7 points out that This question links Archeology and heritage management in improving GDP.** Findings were interesting [6, 17, 18]. The absolute majority agree that **proactive action must be taken** here (92%). The same minority (8%) who **neither agreed nor disagreed** (see Question 5) or who don’t think that **archeology and GDP have a link**. They also **won’t contribute, or take a stance**. **Note:** The same 92% and 8% respondents were the same as those from former questions. It’s interesting to see this here! Among the surveyees, a political journalist was among the people to show no interest in valorisation since her arguments were following the reader’s interests, giving a dire image of the media if it is biased, and this currently can pose problems if the media is using biased arguments, or views to share propaganda information favoring one area, site, or attraction or another. We are not criticizing the journalist but objectively explaining why some people, even archeologists themselves not seeming to agree with valorisation of resources, this is simply stated by Mr. Scandre Hachem, how in some instances sites are kept, or dismantled by pure political interest. This is again paralleled with Saida, in some cases its authorities deliberately allowed the destruction of certain sites versus others, or mismanage other sites, like the Temple of Eshmoun p12[. The arguments currently the researchers are attempting to share here is that of archeology sites are mismanaged, or deliberately destroyed for whatever the reason, the tourism activities will drop and ultimately the country’s economy will suffer. In current situation this will be disastrous for Lebanon! Again, Saida presented similar impediments with mismanaged sites [12] according to the literature, hoe in this case some sites were deliberately abandoned, vandalized, or for other reasons unkept.

**Question 8** addressing if **investors waste and destroy**

**assets?** You will see that this seems to be problematic, hence maybe erratic data. (we suspect this needs to be tested using Cronbach’s Alpha Test, if we go back to the study that was presented in Ayadin University in 2020 [8]. Here in “relation with Economic development and enhancing tourism”, it is shown that correct valorization of touristic, or any site never leads to negative tourism activities there. While a 0.96 Cronbach alpha value was obtained, in the initial survey this question was ignored, as erratic data were obtained, so it was rephrased for proper understanding. And when the surveyees finally understood the question, the survey responses for this question gave a better “or more accurate response” was that indeed assets aren’t destroyed, as confirmed by the literature [17, 18]. Let’s take Saida in to account, its authorities having no interest in preserving its integrity, archeology, or any artefact, according to the data collected, could mean in this case that the assets in Saida are deliberately being destroyed [12]. The researchers have no idea if it is for fir political interest, or other motives but indeed argue that indeed it is a foolish act if an investor, or person, entity deliberately dilapidates or mis manages assets, to serve specific agendas [12]. The current “war” in Lebanon will definitely leave irreversible damages on Tyre, Saida and Beirut, if the shelling targets archeology, and touristic sites [20]. Deliberate mismanagement of assets could be indirect, because what is the cause of the bombardment? What initially caused these acts to happen? Since they’re political arguments we won’t go further and dwell on to them, but this is the take away the researchers want to leave. *If the authorities really wanted peace, there wouldn’t be a conflict in the region, and there wouldn’t be enemy forces threatening bomb, and effectively shelling various Lebanese cities, including Saida and Beirut, apparently, and by doing so the authorities failed to protect their sites for tourism purposes* [12].

**Table 5:** Cronbach Alpha Test.

Cronbach's Alpha	0.96
Split-Half (odd-even) Correlation	1.00
Split-Half with Spearman-Brown Adjustment	1.00
Mean for Test	500.00
Standard Deviation for Test	315.00
KR21 (use only 0 and 1 to enter data for this)	1.39
KR20 (use only 0 and 1 to enter data for this)	1.39

**Question 9** addressing that “**once an asset is gone, it isn’t coming back**” was answered correctly. Assuming, once an asset (valuable item, building) gets destroyed) it’s gone forever. In terms of the “relation with Economic development and enhancing tourism”, it is believed that valorization enhances tourism activities since the tourist site “the asset” will never be intentionally destroyed, since no one is dumb enough to blow us antique Jbeil or Baalbeck citadels. Again the survey is correctly pointing out that a dilapidated, damaged or destroyed asset isn’t coming back. Let’s take the various sites that could be bombarded in Saida currently. If the enemy were to bomb an archeology site in Saida, it will



disappear, and Saida would lose an attraction, and have only 17 of the 18 initial monuments proposed to tourists [12]. For us in Beirut the main threat to the economy is the loss of most, if not all of the Beirut Harbor on August 4 2020. This was a clear evidence that once Beirut port exploded, the activity shifted to Haifa, according to some sources, Speculations indicate that the blast was deliberate. Needless to say who or what causes it, the Beirut Harbor was disfigured, and the maritime trade and economy in the country suffered greatly. Let's discuss tourism implications, if there were any maritime cruises planning to stop by Beirut, that will no longer be the case, so tourism will be lost in this case as a result, as shown in Tyre, Saida, Beirut and Jbeil, recently [20].

**Question 10.** The same 85% of respondents (like in question 4) agree with the collaboration of the DGA and DGU. Here in a way to solve the issue. In a way to present the city to the cultural to improve tourism. Only 15% don't agree. So, in terms of the "relation with Economic development and enhancing tourism" we notice that proper multilateral communications with all stakeholders will definitely benefit tourism, and the survivable and responsible one too! Let's critically analyze the initial data from the discussion that was presented in the Turkey meeting in 2020 [8], indeed the multilateral negotiations in tourism affairs and DMO strategies are essential for their successes, but currently in Lebanon, there is no intention of multilateral discussions. Let's try to see why. Has there been any, there would have the respective sites in archeological Beirut, or in certain touristic areas protected from zealous developers, and also from dangerous people wanting to destroy them, through brutal acts of war. Credit is given to the initial researchers of discussing if Beirut valorized the resources, or not since we agree that back in 2019, Beirut failed in doing so, now we see more of an evidence that it is miserably failing, since according to some political agendas there in an interest of war, and war means zero tourism and zero economic enhancement, as was seen with the case of Saida [12, 20].

While this This study confirms this [3] and also, through reinterpreting the quantitative data from the initial survey, Table 5 discusses extremely well correlated survey questions. At the same time, the Table 6, showing the relationship between "Economic development and enhancing tourism" because, it is clear that there is a relationship with "Economic development" and "Tourism activities" (Table 6). So, de facto, we reject H-0. So, here [3] we are left with H-1 and H-2. And while, logically, why we finally reject H-2 is because, by increasing economic growth, and development, tourism activities should enhance, and by this, we accept H-1. Why did we reject H-0? Simple, because there is a relationship between Economic development and enhancing tourism as the independent variable "Economic development" does affect the dependent variable "tourism activity in Beirut", we equally rejected H-2, since although there is a relationship, it is said to be proportional, as an increase in valorisation leads to an improvement in tourism, as H-2 stipulates an inverse

relationship between the IV and the DV which is a false premise. This is why H-1 is accepted, since an increase or decrease in our IV leads to a proportional change in DV, therefore saying that an absence in valorisation leads to a decrease in tourism activities, which coincides in times of conflict and war, because tourism drops at conflict periods, as was shown in Saida [12]. Therefore, following this, we can now conclude the research.

**Table 6:** Final Results.

Status	Hypothesis	Statement
<b>Rejected</b>	H0:	There is no link with the presence or the absence economic growth and enhancing tourism in Beirut.
<b>Accepted</b>	H1:	There is a positive link with the presence or the absence economic growth and enhancing tourism in Beirut.
<b>Rejected</b>	H2:	There is a negative link with the presence or the absence economic growth and enhancing tourism in Beirut.

## V. CONCLUSION AND RECOMMENDATIONS

While the main objective of this study was to find out how tourism is viewed in Beirut and if the citizens actually are in favour of valorizing its resources or not. Therefore, the research also wanted to assess if it succeeded or failed overall, it noted an overall failure of the city to valorize its resources, even though the majority of its people were in favour of preserving its heritage. Today, any coastal Lebanese City, including Tyre or Beirut faces a problem in properly managing its natural or cultural resources. Consequently, cities like Tyre, Saida, Beirut and Jbeil, have not utilized their resources optimally (irrespective if natural or cultural), have had records of possessing incorrect and deeply rooted values and setbacks in human capital. The case in how Saida manages this needs to be cited [12].

As shown by 92% of the respondents, they basically accept or agree to do something henceforth with archeology, archeologists or tourism as a way to preserve the ancient sites, through economic development (thus accepting H1). This should as a result improve GDP! The link with the presence or the absence economic growth and enhancing tourism in Beirut indeed was agreed widely according to our findings and the literature [3, 8, 12, 15, 19].

It is NOT SOLIDERE who will help, it is in fact destroying and undermining GDP in the long run. Thankfully only a mere 8% maybe favoring its barbaric actions to heritage. Hence this minority doesn't think archeology helps in tourism management or improving GDP. Hence, we are in Business! As noted, 85% of the respondents agree that protecting an archeology site in the long run can improve tourism, they agree that the DGA and the DGU should work together. This

implies that they should not work against each other, as it is actually the case. As 15% only disagree. So, collaborations are beneficial. Has there been truly multilateral agreements, there wouldn't have been wars, or threats of escalation, and the valorisation and tourism activities being enhanced of properly valorizing the country's resources would've led to economic growth potentials in Beirut or elsewhere in Lebanon [3, 8].

Lebanon has a deficient central administration unable to properly use our scarce resources (energy, fuel, water, etc.). Thus, we as Lebanese must benefit from our rich human capital on the long-term, complete sustainable economic growth through and improving the tourism industry (in Beirut or elsewhere). As long as the resources' in Lebanon will be mismanaged, and human capital ignored, the research proves the link exists with both the presence and the absence economic growth and enhancing tourism in Beirut. The link is proportional, as an increase in one variable automatically translates to a link in the other. Thus, at times of war, like now in Lebanon, or at risks of war, the valorisation of resources come secondary to survival, and whilst people are facing dire needs to seek safety, food, and needs of shelter, there is no room to satisfy the higher level needs within Maslow's pyramid. Therefore, by the absence of valorisation, we see a halt in tourism activity; ultimately leading to a hindrance in economic development, a point that the researchers agree that the previous findings of studies that defended similar hypotheses about positive links were right [8].

#### **A. Concluding arguments**

Following our findings, 92% of the surveyees accept the concept of valorization since, they'd refuse what happened to BEY 194 happens in their area, while 8% would accept the *destruction of heritage sites for pretended modernization projects*, like what happened in Beirut on June 27<sup>th</sup> 2012. While, *92% would agree with, convince or defend their municipality in protecting their heritage!* Also, 91% of the respondents *will take a firm stance if in their city/village the same scandal that occurred with the presumed Phoenician Harbour would occur there.* [3]. They, therefore also agree on what historic and archeological sites can do to benefit tourism, and does contribute positively to Lebanon's GDP. But, not in times of wars, geopolitical tensions and high levels of insecurity, as was seen recently with Saida [12]. Several impediments to enhancing tourism and ultimately hungering economic development were noted [12].

In terms of the link with the *presence or the absence economic growth and enhancing tourism in Beirut*, several studies from the literature and the current argumentations concur that, the presence of valorisation enhances tourism, while its absence, hinders it. While, in terms or reacting or not could bring about different argumentations. As such, not reacting means that the authorities ignore the potentials of these sites, and show evidence that political interest crowds their vision. So, it is actually recommended that the actions

from the successive governments post 2019, starting with the current caretaker government steps into action to resolve the regional conflicts threatening the country before focusing on improving tourism and its economy.

While 38% of the respondents **were aware of a study or project being undertaken in Tyre**, 62% of them **were not**. While, it is believed that valorization enhances tourism, indeed the improper education curricula is at fault here. So, even though the people want to preserve their heritages, if the authorities don't encourage this as well, it will be very complex [3]. We reiterate this point, since better education means better prepared to valorise, and if the authorities prevent this, it means they don't want to preserve the country's (or Beirut's) heritage. Here there is an agreement that there is a lack of interest by the authorities to modernize the curricula currently presented to the educational sector, since there are deliberate moments of history or events occluded from the curricula for that they don't want students to learn from previous mistakes, as if we are currently living in dark ages, which seems to be the case [14]. The only way out is to modernize curricula and educate students on the best practices of valorisation.

While 85% respondents **want to their city to the cultural scene actually and improve tourism activities, they agree** on the benefits of favoring multilateral communications between the CDR, Solidère, the MOT, the MOC, etc... and while here the "relation with Economic development and enhancing tourism", is pretty obvious, if there is no intention in valorizing a country's resources, from the authorities, the task will be very daunting if the people take on this inconsumable task alone, which is now very hard in mid of a very tensed situation [3]. The consensus indeed is to enhance this sentiment and to have the authorities more involved into protecting its country's resources to indeed enhance tourism, and contribute to economic growth (Tyre, Beirut Saida, regardless where else) [3] to undo the years the country faced under deep economic troughs.

So, in terms of the relation with "Economic development and enhancing tourism" we notice that proper multilateral communications with all stakeholders will definitely benefit tourism, thus reconfirming that, increasing economic growth, and development, actually and effectively enhance tourism activities and as such, accept H-1. Times of war as noted in the current research, showing an absence of valorisation de facto sees a lack or absence of incoming tourists, and this a loss of tourism activities that leads to increasing economic strain in the country [250]. The solution, ideally, to stop the war! Since, the absence economic growth will hinder tourism activities in Beirut, and this link among the variables are definitely cyclical [14]. The literature and desk studies confirm this [12, 15, 13, 20].

#### **B. Recommendation**

This is addressed to the Ministry of Tourism, as it is highly recommended they hire archeologists as consultants,

henceforth. At the time when the Tourism ministry was responsible for archeology, the Architect Kallayan was known for improving monuments to make them look nice to tourists. Although we are against these reconstructions now, the sentiment from this ministry was there then, so it should be now too, as many sites are abandoned currently by the authorities, and are in lamentable state, if we consider the sites that were once pearls of tourism, to be now like trash yards.

The Ministry of Culture should impose/control erratic destructions of sites through legal or illegal excavations, regardless who orchestrates them, so that the DGA can better supervise and control the sites who maybe or are deemed endangered by the UNESCO world's heritage list. If the

authorities still consider the sites to be worth preserving. They need also to make archeology more attractive to potentially attract more students. For example, LIU should include in its curricula (either through its SoBU or Education units or both), classes in archeology, geology, or any subject that it deems useful to answer this new trend.

The Ministry or Public work, syndicate of Engineers, DGU or any other party against preserving heritage (especially our friends at SOLIDÈRE) as a way to improve tourism or GDP henceforth need to change their mindset and work together with the DGA and the Ministries of Culture and Tourism. Below, is the Recommended DMO Strategy for Beirut (Fig. 4).

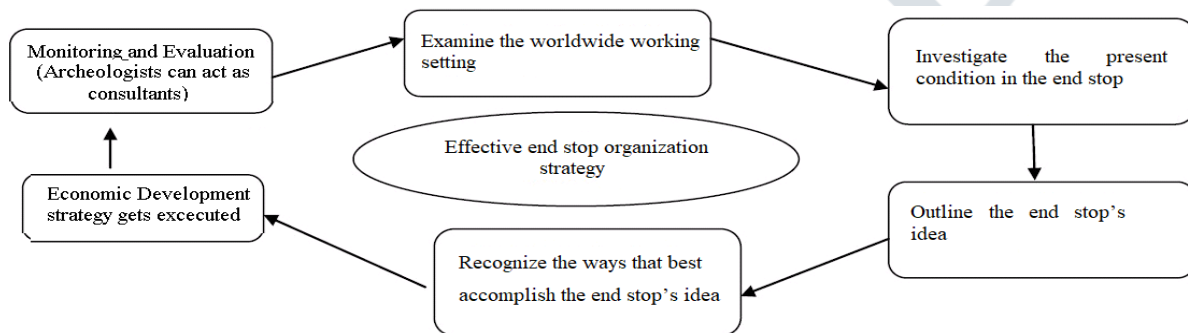


Figure 3: proposed effective end stop DMO organization strategy for Beirut City.

Further suggestions adding to the recommendations carried from the initial study since the authorities didn't take action to improve the conditions if Beirut need to do so urgently since time is running out, at a brink of a war. So before its too late, it is suggested the authorities find a peaceful resolution out of conflict with any foreign entity and focuses on improving its economy, and industries, including tourism they desire Lebanon to be again a primary touristic location. Otherwise it would be a no man's land torn by war, which no one wants.

### C. Future studies

Since part of the research necessitated designing hypotheses following hypothetico-inductive methods, the below postulates were proposed by the researchers. And as abductive methods need to be used in the upcoming study, the deductive component will be needed to test these two theorems, which were designed through *a posteriori* means, to be tested by *a priori* methods as proposed by the below two hypotheses [1, 2]:

H0: There is no relationship between promoting the valorization of Beirut's and enhancing its tourism activities.

Ha: There is a relationship between promoting the valorization of Beirut's and enhancing its tourism activities.

While Figure 4 shows the importance to preserve the traces of the ancient Canaanite Beirut (as discussed in several scientific reports from the American University of Beirut (AUB), from 1997 among others) one needs to see the

importance of these remains Beirutis liking their culture and ancestry, as well as culture conscious tourists willing to discover the history of this city to fully understand the dynamics of the ancient pre Roman Beirut [13]. It is recommended to discuss this as a case study, in order to see how valorizing BEY 003, 020 and 032 among others could benefit tourism, while awaiting for this long promised Beirut historical museum, near the Al Nahar Building. While there clearly could be a relationship, it is also recommended to see what it is (positive link, or negative), and according to experts in curriculum design and education, whenever there's education involved, there's no way that valorisation leads to negative activities, or that valorisation hampers tourism activities [14].

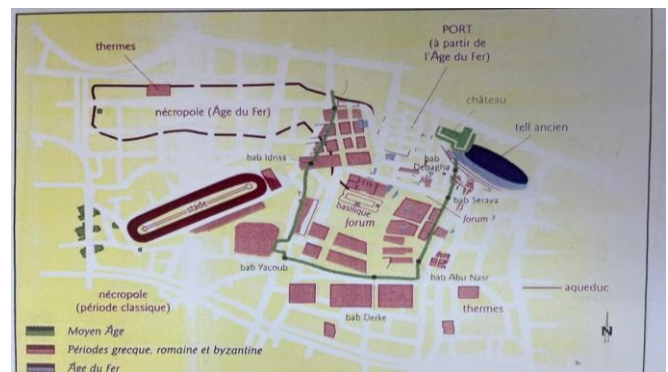


Figure 4: The ancient Beirut site as preserved from Bey 003, 020, 032, 039, 154, etc...

The figure 4 as illustrated above comes from the book, "Le Liban l'autre rive", a publication done during the exhibition on Lebanon organized by the "Institut du Monde Arabe", in Paris, in 1998, while the original site plan (shown in Fig. 4) was discussed in a publication presented by the American University of Beirut Museum in 1997 [13, 16]. It covers all the ancient sites of the Beirut Archeological Tell, dating from the Canaanite times, to the Ottoman period. We need to study this figure in more details as well as find access to rare collections of diapositives and libraries offering unique views of this wonderful treasure before it's lost forever.

The purpose of this future study is to study Beirut's unique history through the forgotten artefacts of the past, so that we could give back to the city what modernism and development from the 1990s by Solidère robes us from the material evidence. Ok, according to experts they kept some artefacts, and systematically destroyed others, we need to try no matter what to keep a trace of these unique remains to propose a newly designed tour path of historic Beirut such that visiting tourists get impregnated by the richness of the millennial city, as it too withstood millennial of civilisations before culminating to the summum of its occupation in the wake of the XXIst Century AD, but it's not an excuse to forget the past, or to erase it. We owe it from our ancestors as we must transmit it to future generations as our collective heritage, and national identity. Currently, while Tyre was exposed to dangerous conditions hampering both its tourism and economic activities, the recent study opposed some steps it could take to improve its tourism there, in terms of valorisation shows the same thing to be required in Sidon, and in Beirut too, like any other city or village in the country having heritage that's worthwhile to valorise [12, 15, 18, 19].

## REFERENCES

- [1] A. Seif, 2014, personal communication.
- [2] E. Tyan, Droit Commercial: Actes de Commerce – Commerçants - Fonds de Commerce – Sociétés, 1ère Edition, Hachette, 1968.
- [3] G. S. G. Bellos. Estimating the impact of the effective valorization of cultural and natural resources for the economic development of Beirut. MBA Project presented at the Lebanese International University, September 2<sup>nd</sup>, 2019.
- [4] C Mitrut, & D. Constantin, D. Quantitative and Qualitative Dimensions of Tourism contribution to Regional Development in Romania. The Case of Cultural Tourism presented at the 48th Congress of the European Regional Science Association, University of Liverpool, U.K., August 27 – 31, 2008.
- [5] Shunnaq, M., Schwab, W. A., & Reid, M. F. (2008). Community development using a sustainable tourism strategy: a case study of the Jordan River Valley tourist way. *International Journal of Tourism Research*, 10 (1), 1-14.
- [6] Al-Sawi. The Effective Valorization of Resources for the Economic Development of Tyre. MBA Project presented at The Lebanese International University (LIU). Spring 2018.
- [7] M.-S. Knio, and G. S. G. Bellos, "The Effective Valorization of Resources for the Economic Development of Tyre", *Account and Financial Management Journal*, 3(11), 1794-1800, 2018.
- [8] M.-S. Knio, Estimating the impact of the effective valorization of cultural and natural resources for the economic growth of Beirut, *Abstract presented at the Istanbul Aydın University Conference*, Turkey, February 2020.
- [9] M. N. K., Saunders, A., Lewis, & P. Thornhill, P. (2019). *Research Methods for Business Students* (8<sup>th</sup> Ed.), Pearson.
- [10] Cooper, D., & Schindler, P.S., (2014). *Business Research Methods*. 14th Edition. Irwin McGraw-Hill. International Edition.
- [11] G. S. G. Bellos. La valorisation efficace des ressources culturelles et naturelles du Liban pour son développement économique: Un aperçu". Retrieved from: <https://libnanews.com/la-valorisation-efficace-des-ressources-culturelles-et-naturelles-du-liban-pour-son-developpement-economique-un-apercu/> Publ., 2020.
- [12] G. S. G. Bellos. "Préservation du patrimoine de Sidon dans le but de promouvoir son tourisme durable" Projet de fin d'étude Présenté à l'Institut Pédagogique National de l'Enseignement Technique (I.P.N.E.T.), Mai, 2024.
- [13] L. Badre, "BEY 003 Preliminary Report Excavations of the American University of Beirut Museum 1993-1996. Report from the excavations in the city center of Beirut under rehabilitation from the early 1990's", *BAAL*, vol.2, pp.6-94, 1997.
- [14] G Khoury. "Estimating the influence of obsolete curricula on the effective tourism education", *Abstract presented at the International Conference on Multi-Disciplinary Research Studies and Education (ICMDRSE-2022)*, Malaysia, May 26<sup>th</sup> & 27<sup>th</sup>, 2022.
- [15] G. S. G. Bellos, and S. B. Noaman. Discussing the influence of the effective valorization of natural, cultural, and tourism resources on the economic development of Tyre: Interpreting secondary data. Abstract presented at the ICCCE Conference, Jakarta, Indonesia, February, 2024.
- [16] B. Nahhas, Personal communication, 2024.
- [17] M. Al Sawi. The Effective Valorization of Resources for the Economic Development of Tyre. MBA Project presented at the Lebanese International University, Spring 2018.
- [18] W. Khalil. *Qab Elyes: Étude archéologique et de plan de valorisation touristique*, Rapport présenté à la municipalité de Qab Elyes. 2015.
- [19] G. S. G. Bellos, and S. B. Noaman, Discussing the impact of the effective valorization of the natural, cultural and tourism resources for the economic development of Beirut, Abstract presented at the ICCCE conference, Jakarta Indonesia, February 2024.
- [20] G. S. G. Bellos, Préservation du patrimoine de Sidon dans le but de promouvoir son tourisme durable: Application en temps de Paix. Retrieved from: <https://gebell900.blogspot.com/2024/09/preservation-du-patrimoine-de-sidon.html>, Publ. 2024.