

Discussing the Influence of the Effective Valorization of Natural, Cultural, and Tourism Resources on the Economic Development of Tyre: Interpreting Secondary Data

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Abstract— *The main topic of this research was to assess the current situation of tourism in Tyre and to identify and interpret the reasons behind the failure or success of the tourism industry in the area. The main problem that Tyre is facing is the ineffective use of assets, wrong ingrained principles and the weaknesses in human capital. As such, and in terms of research concerns the researchers sought to investigate were that the success or failure of tourism in Tyre relies greatly on the conception and utilization of tourism players of local resources as well as their attempts for development of tourism activities. The study helps in assessing the current situation of Tyre and in highlighting the weaknesses as well as providing alternatives and ways to make better use of resources.*

The research problem and question that the investigators addressed led the research to ask in what way did the valorization of resource said in the development of tourism in Tyre. This led the researchers to assess the current situation in Tyre and study the effect of resources whether human or physical in the economic development of the area through tourism practices. And Besides being one of the major Phoenician capitals, Tyre has tremendous potential for a successful tourism dynamism. And, as such, because of its rich history and yet wealthy land, Tyre can inevitably achieve a promising economic development and well-being of the nation.

In order to analyze the situation, we conducted study through a qualitative descriptive approach and used the interpretation of secondary data through analyzing the results of questionnaires and interviews, following the qualitative descriptive interpretation of qualitative and quantitative secondary data, via secondary data collection methods. Preliminary results showed that sustainable tourism development in Tyre is contingent due to the presence of all necessary resources. However, Tyre lacks proper administrative management and organization of its scarce resources. All results emphasized on the importance of human capital in the development of any tourist destination, in Lebanon through investigating the case in Tyre.

Index Terms— *Valorizing Tourism Activities, Tyre, Coastal Tourism, Natural, Cultural and Tourism Resources*

I. INTRODUCTION

The research involves a critical discussion of a previous study also dealing with valuating the resources in Tyre, following how the city valorizes its natural, cultural and touristic resources, which initially was carried out in April 2018¹. While The research initially was *The Effective Valorization of Resources for the Economic Development of Tyre*, it followed a mixed type methodology whereby the researcher collected both interviews and surveys. Nowadays with the aftermath of the Covid 19 pandemic and the War in Gaza among other impediments, the current researchers sought to study the effects of these major factors on how Tyre actually coped with managing its resources. [1, 2, 24].

A. Purpose of the Study

The purpose of this study was to discuss through the current investigation to reassess how Tyre values its resources, comparing Pre-Covid Lebanon, with today's case, so M. Al Sawi's and M. Knio & G. Bellos's researches were

discussed [1-2]. The initially cited study, which data was collected in April 2018 was discussed by 2 studies, (firstly by a master's thesis, successfully completed at the LIU University and secondly, followed by a scientific article presented in November 2018) was thoroughly reviewed in order to critically assess and revise the original data for reinterpreting some critical findings essential for the community to really understand what is going on in the Levant [1, 2]. Thus, the research problem stated initially that *the success or failure of tourism in Tyre relies greatly on the conception and utilization of tourism players of local resources as well as their attempts for development of tourism activities*. The current situation complicates this!

Currently, the situation is alarming since October 8th 2023, both in Occupied Palestine and all over the Levantine coast facing war threats. While, the 2018 study helps in *assessing the current situation of Tyre and in highlighting the weaknesses as well as providing alternatives and ways to make better use of resources*, we currently need to insure that it is still capable of doing so.

B. Aims and Objectives

The Research aim is as follows. The aim of this project is to assess the current situation in Tyre and study the effect of resources whether human or physical in the economic development of the area through “sustainable” and “smart” tourism practices [3]. Other arguments will help us here, since Tyre is a city dependent on tourism and people are aware of its importance historically and seem to realize the importance to valorise and preserve it, based on former investigations [4]. While in terms of objectives, the following points were raised. Besides being an important Phoenician city with an important symbolism across the centuries, Tyre has tremendous potential for successful tourism dynamism. Initially, the case of valorizing Tyre’s resources, in order to estimate its touristic activity, was discussed to raise awareness of the importance for the city to valorize its resources successfully [1]. We currently seek to see if this is still the case after Covid [1, 2, 24]. Therefore, currently, the researchers objectively stipulated that the main indicators presented in the initial research are similar, i.e. no changes, while others worsened by worsening situations in the region [1]. Here further study is necessary, since we will discuss this case though interpreting secondary data, based on various studies [2-31].

Because of its rich history and yet wealthy land, Tyre can (and is doing so to some extent) inevitably achieve a promising economic development and well-being of the nation [3, 4]. Our intention is to discuss this critically, whereby discussing the success, or failure in doing so, considering the current efforts of Tyre’s municipality.

C. Research Questions

A potential research question is (RQ1) *how will the valorization of resources aid in the development of tourism in Tyre?* There are other questions that can be additional to it, but the researchers wanted to stick to the initial research query as initially presented in 2018 [1, 2]. The rationale of this study is to see whether or not the current study findings differ or not from the initial study [1], actually align with the research question.

The study also necessitates addressing the following two questions (RQs) which will be used in this investigation.

- (1) *Is there a link between effective resource valorization and enhancing tourism activities in Tyre?* [14-24]
- (2) *If so, will the valorization of those resources aid in the development of tourism in Tyre?* [14-24]

Since the research problem of a similar study seeking to address whether or not *there were relationships between employing obsolete curricula and delivering tourism education courses, and what will the effects on resources valorization to ultimately improve tourism activities*, in Tyre, therefore these questions could address ways to respond to this problem. [7, 8].

II. LITERATURE REVIEW

The valorization of Resources and Local Development involves a lot of countries rely on tourism to develop their economy whereas others depend on other sectors to enhance their economy [4]. Tourism has become fundamental because tourist expenditure is being injected directly into the tourism business and thus developing the economy. At the same time, the country can share its culture and authenticity with the visitors.

Critically this means that if indeed Lebanon is still considered as a touristic country (or not), tourist entry statistics need to be considered. The authors doubt that international or regional tourists will contribute to tourism, while accusing to more recent studies (on domestic tourism) Lebanese domestic tourism shouldn’t be ignored [5].

One of the main regions that depend on coastal tourism is Antalya [1, 6], so, in order to determine the factors that may lead to tourism development in Tyre, one should compare it to Antalya, as both sites show similar dynamics.

Antalya, the largest coastal region of Turkey on the Mediterranean that shares several characteristics with Tyre is one of the best examples of coastal tourism to be discussed [4, 6]. One way is to study what makes Tyre unique. We shall see that besides from its restaurants, and hotels it’s the cultural, historical, natural and archeology sites that make this city unique and not its bank and university branches, as the former is what categorizes its touristic attractivity [18].

While many sites in the region were noted to have had good destination management organization (DMO) strategies [1, 2], in Lebanon this trend showed poor DMO implementations since its authorities overlooked the human capital and hardly were able to effectively manage their resources. The current assessment of how Tyre manages its resources, from previous studies, needs major revisions.

A. An Overview of the City of Tyre

Tyre is about 80 km from the city of Beirut and 40 km from the city of Sidon. The meaning of the name Tyre can be traced back to the fact that the Tyrians called their city *Sor*, which in most Semitic dialects means flint or sharp stone, in reference to the harsh rocky nature on which the city was built, and Tyre in the Phoenician language means rock [27].

It was known as the “Old Testament”, residing at the entrances to the sea and trading with peoples. Tyre city was considered one of the most famous cities on the Lebanese-Phoenician coast due to its wealth, glory, fame, and the spread of its colonies throughout the ancient world. The city of Carthage in Tunisia is considered one of the most important colonies founded by the city of Tyre in the ancient world [27]. Tyre not only spread its goods through maritime trade to the ancient world, but also spread its civilization, the most important of which was the Phoenician alphabet, through its son Cadmus, who went in search of his sister Europa, who had been kidnapped by the chief god Zeus [27]

The people of Tyre were the ones who were credited with discovering the color purple, which is still considered the color of kings and priests [27].

Tyre city was also considered one of the most famous cities in the Phoenician world, along with Byblos. The founding of Tyre dates back to the beginning of the third millennium BC, but the golden age that the city reached was in the first millennium BC, meaning the era of King Ahiiram, as Tyre in that period consisted of two islands, the northern (main) on which the city was based, and the smaller. To the southwest, the only thing on which was the temple of Baal of Heaven. Then King Ahiiram ordered the sea to be filled in and the two islands connected to each other, thereby gaining additional areas to expand the city onto [27].

The prosperity and power that Tyre achieved only brought trouble to it. In the sixth century BC, the Babylonian king Nebuchadnezzar tried to occupy the city, but its fortified walls prevented him from doing so. He besieged it for 13 years and was unable to enter it. [27].

However, in the year 332 BC, Alexander the Great besieged the city for 7 months, and during this period he was able to destroy the land city and then fill the waterway that separated it from its sea part, thus creating a corridor through which his armies could reach the sea city and enter it. The city was completely destroyed due to the damages inflicted on the city by Alexander's armies [24].

After Greek rule, Tyre was subjected to Roman and then Byzantine rule. Tyre experienced a period of prosperity attested by the remains of its buildings, cemeteries, and writings [24].

Images of the Christian religion were known early on, and their name was mentioned in the texts of the New Testament. In the year 634, Muslim armies entered the city and continued its process of prosperity under the Umayyad and Abbasid caliphs. Then the Crusaders and Mamluks entered it. It then underwent Ottoman rule, and after the end of World War I it became part of the state of Greater Lebanon [24].

B. Valorizing Tyre through its Banks

Although valorizing Tyre through its banks was possible in pre-Covid Lebanon [1], *today, we can / and will no longer valorize it by its banks, as banks nationwide defaulted.* Since the Lebanese banks are the main cause of the deficient system, the current researchers disregard this as a valorization tool for Lebanese sites in present day Lebanon [14-24]. As such, it's foolish to valorize a Lebanese city's touristic activity by its banks, because they defaulted since October 17th 2019, and caused the meltdown of the entire Lebanese economy. The sector, is more of a burden than an asset, especially that Ex BDL Mr. Riyad Salame was arrested since September 3rd 2024, and currently questioned. Table A.1 as presented in the initial study research as a way to valorize Tyre's resources is no longer valid [1]. So, currently it's resources need to be valued differently, so as Sidon's [24].

A. Valorizing Tyre through its educational institutions

Most, it not all major educational institutions are still operational today, & thrive post-Covid, which unlike the banks, survived the 2019-2024 crisis. as such, most schools (technical, private, public and academic) regained pre October 2019 impetus. So, yes by using Table A.2 from the initial study, we can still valuate Tyre's education as a resource [1, 2].

C. Valorizing Tyre through its HORECA facilities

Being a major component of the tertiary or services sector, Lebanese Tourism prides itself from having had impeccable services, Tyre's hotels, hostels, inns, auberges, guesthouses etc., and restaurants had good reputation pre-Covid [1, 2]. Currently, the researchers agree that the hotels, hostels, auberges and other institutions offering accommodation for visitors choosing to remain overnight in Tyre, as shown in Table A.3 in the initial study are still valid as ways to measure Tyre's resources, as compared to other Lebanese touristic sites [1]. The same also applies if one sees Table A.4 of the initial study, since the restaurants also currently can be marked as an indicator to measure Tyre's effective use of its touristic resources. Thus, Valorizing Tyre through its restaurants was also possible in Pre-Covid Lebanon, and still is now. To us, Restaurant "Le Phénicien" is iconic. As such, fast food chains are ignored, since they are not unique to Tyre and proceeds don't contribute to improving Tyre's economy.

D. Valorizing Tyre through its Natural, cultural and touristic attractions

Following recent studies, a question arises *what are the most important and key valorization potential for Tyre?* Well, it's not the schools, and the banks. As research proved, banks and universities found in Tyre are also found elsewhere in Lebanon, but definitely, not the Archeological remains that made Tyre known through the Centuries, are only found in Tyre, as with Al Bass (Fig. 1), which is only found in Tyre. Several natural sites in Tyre and touristic sites unique of Tyre could also enter this description. This enters the definition attractivity of Tyre, or its touristicness [14-29],



Figure 1: Tyre's Al Bass Cemetery.

E. Concepts to Discuss Pertaining to the Variables to Discuss

The following statements and concepts were discussed throughout this research that are discussed hereafter comprise the variables that were discussed during the secondary data analysis.

The first concept stipulates that “*connection to the existing cultural heritage while designing a sense of place*” points out to several issues that R. Grynspan discussed while she raised the importance of sustainable development [1, 12]. Here the more the connection is high, the more people feel attached to a specific place [24, 25]. Thus, the higher the connection of the people to a place, the better the valorisation of its heritage, showing a positive correlation with these variables.

The second concept, or factor “*Economic Instability*” discusses, like with previous studies that *the current economic instability in Lebanon may lead to a decrease in tourism due to a lack of disposable income among locals*. Here, increasing economic problems lead to decrease in valorisation potential, thus showing an inverse relationship with these 2 variables.

The third concept or variable “*Political Tension*” points out that the current political vacuum in Lebanon could lead to a decrease in tourism. Currently, in Lebanon the war in Gaza or any geopolitical tensions in the region as the area is deemed unsafe, people avoid traveling within the country due to safety concerns. These variables also show inverse relationships. This variable is directly linked to Variable 9.

The COVID *pandemic*, and *Natural disasters* among other *environmental factors* (like wildfires and pollution) could limit tourism potential in some areas that suffered from lockdowns, among other problems. We could present these as factors 4 to 6. Here, all three factors could hamper tourism [5]. These concepts were also discussed elsewhere as per their effects on Lebanese tourism, for example [1, 2, 5, 24].

The 7th factor “*Infrastructure and Development*” discusses that *the lack of proper infrastructure and development of tourism sites in Lebanon may lead to a decline in domestic tourism, as people may not find the facilities and services they need*. Here there is a relationship between infrastructure availability and tourism.

The 8th factor “*Perception and Image*” discusses that *a negative perception or image of Lebanon in the international community may discourage locals from exploring their own country, leading to a decrease in domestic tourism*. Here there is a relationship between Tyre’s image and its tourism potential, and it could be proportional, as a good image increases tourism potential. A recent study on Sidon shows this [24]. Variable 8 and 11 also show further relations [18].

The 9th factor “*Security Concerns*”, just as the concept linked to political strife show links to each other. Here, the 8th factor points out that *Crime rates and security concerns in certain areas of Lebanon may deter locals from traveling domestically, leading to a decline in domestic tourism*. There

is a link to be discussed here, since high security leads to better tourism as compared to places with low security. The study on how Sidon markets itself, or should, is to be taken in to account here [24]. Tyre is no different [1, 2].

The 10th factor discusses “*Demographic Factors*”. These concepts discuss *Changing demographics and lifestyles may lead to a decrease in tourism, as people may prefer to spend their time and money on other activities*. Again, in Tyre, we can see a link with these variables, that a change in demographic factors will affect (or has) its tourism [1, 2].

The 11th factor “*Lack of Marketing*” points out that *a lack of effective marketing and promotion of domestic tourism in Lebanon may result in lower interest and awareness among locals, leading to a decline in tourism*. In Tyre, if the municipality doesn’t market its city for tourism, rival cities will benefit from the touristic activities at its expense [1, 2, 24]. So, the lack of marketing directly impinges on tourism in Tyre, or any other city in Lebanon, ex. Sidon [1, 2, 24].

The last concept “*Competition from International Tourism*” definitely affects local tourism. So, the popularity of international tourism destinations will lead to a decline in local tourism, as locals prefer to explore other countries rather than their own [5, 24]. This rivalry urgently increased now that Lebanon faces a war with its neighboring countries.

III. METHODOLOGY

While the initial research required mixed methods, the selected data collection and research design point to the choice of qualitative methods because the experts needed to discuss and interpret qualitatively various secondary data sources [1, 2, 8]. This explains the unstructured interviews distributed to various sampled participants conveniently, among other qualitative tools initially selected. While the interpretivist philosophy was selected, for the nature of the study, we needed to interpret the gathered data qualitatively using inductive and other qualitative descriptive methods.

As such, and due to the nature and the scope of the study, no time horizon were needed. While, through the usage of interpretivist methods, hypothetico inductive methods that allowed the researchers, through these approaches to design *a posteriori arguments* to later on, test them were needed. In examining the current case towards protecting Tyre’s resources our study demonstrates, through our findings, that the majority wants us to preserve its heritage to enhance tourism activities.

The last step in our design was to fairly clearly interpret the various data in order to build our own arguments. We then, through the usage of qualitative descriptive approaches, interpreted the variously collected secondary data (via discussing the results from the various surveys collected quantitative secondary data, via secondary data collection methods) [9]. Preliminary results showed that sustainable tourism development in Tyre is contingent due to the presence of all necessary resources [1]. However, Tyre lacks

proper administrative management and organization of its scarce resources. All results emphasized on the importance of human capital in the development of any tourist destination, in Lebanon through investigating the case in Tyre [1, 2].

While the current study required analysis of the data that necessitated interpreting the both the surveying results of the 2018 and the 2019 surveys that were collected from the field [1, 8] among other secondary sources, we also relied on observation. Following Saunders's Onion [9], and through our selected data collection methods, study results provided a better understanding of how tourism can be sustainable in Lebanon, on the condition that all of the stakeholders get involved in the process, and aim towards a better Lebanon [24]. Thus, while interpreting the results, the secondary data results show to be reliable since the Cronbach's Alpha value, is very high (Table 1). The 2018 and 2019 instruments, alongside the Cronbach alpha table from the 2019 survey were compared with both the 2018 and the 2019 conducted expert interviews, were checked for consistency [1, 8, 9].

Table 1 shows the results of the 2019 survey we interpreted from the study that was used to answer the research questions, when the case of resource valorization in Lebanon, was first investigated, by looking at how the Beirut authorities dealt with economic development through enhancing touristic activities [14-24]. The high Cronbach Alpha showed that the initial 2019 survey was well correlated [8]. Hence this survey was used as a basis for the current investigation, in order to see the trend nationwide.

Table 1: Cronbach Alpha Test from the secondary data.

Cronbach's Alpha	0.964878
Split-Half (odd-even) Correlation	1
Split-Half with Spearman-Brown Adjustment	1
Mean for Test	500
Standard Deviation for Test	315
KR21 (use only 0 and 1 to enter data for this)	1.38546
KR20 (use only 0 and 1 to enter data for this)	1.38546

Figure 2 shows the selected research methodology the researchers opted for. Summarizing our selection criteria for the research design, we opted for interpretivist approaches, using hypothetico inductive methods, as postulates must be generated after the research completes, while no time horizon is needed for secondary data interpretations, we didn't need any sampling strategies either as weren't collecting any new primary data.

Previously collected quantitative and qualitative data were thus interpreted following these quantitative descriptive methods, whereby analyzing these data qualitatively, through providing abstract arguments. This concludes our methodology part. We now presented our findings discussing the interpretations of the secondary data collection [1, 8].

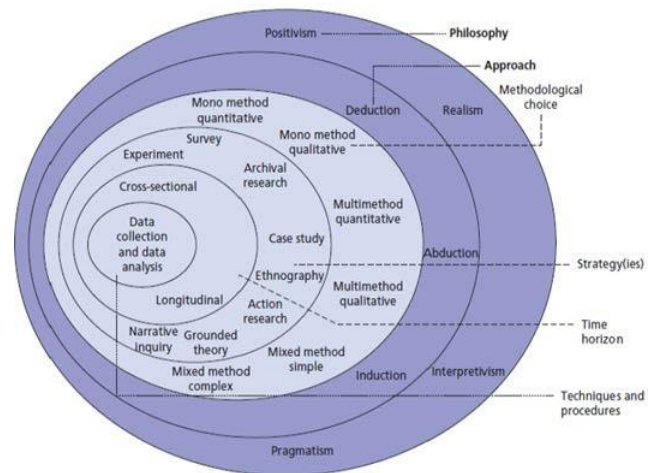


Figure 2: Research onion as used in the research

IV. RESULTS AND DISCUSSION

Accurate statistics on the profile of tourist is highly important for tourism success. So, *knowing that tourists interested in your country, helps you target this market and increase tourism in the desired area.* this helps Tyre marketing itself as a touristic destination versus any other competing destination, like Sidon [24]

Unfortunately, *we lack statistics in most areas of Lebanon.* There is no study to identify tourists to Tyre. And *most businesses hold no records. Even the municipality has a vague overview* on who comes to Tyre. Lebanese tourism statistics aren't accurate after 2012, and if we follow Mr. P. Achkar's arguments, we realize that post 2012, tourism in Lebanon declined for many reasons [24].

The presence of the UNIFIL, as it was initially pointed out, is of great benefit to the area; where most UNIFIL members get their family members for vacation in Lebanon and Tyre precisely. Some even married local Tyrian residents [1]. Comparing with Sidon, Tyre's tourism increased, with respect to its rival, because of the presence of UNIFIL in southern Lebanon [24].

Most business owners and managers blamed the municipality for the current situation of tourism in Tyre, regardless of whether they have a positive or negative assessment of the tourism industry in the area [10].

Respondents claimed that the municipality lacks the power, policies and operational plan to conduct the most suitable tourism development plan [4]. However, Tyre's mayor stressed on the future plans of Tyre towards a more sustainable approach with the Territorial Network (TNET) for capacity building and development [1, 2, 4, 9; 11].

Further interpreting the link of the *effective valorization of natural, cultural, and tourism resources on the economic development of Tyre*, we realize the existence of a relationship between both identified variables from the literature, following the below graphs (Figs. 3, and 4).

These figures were discussed from a formerly conducted

survey in 2019, that was similar to the initial research carried out in Tyre. Although the investigated survey was administered in a pool on candidates, mostly located in Beirut, the outcomes were similar, and it is this survey that was well correlated, as Table 1 shows [1, 8].

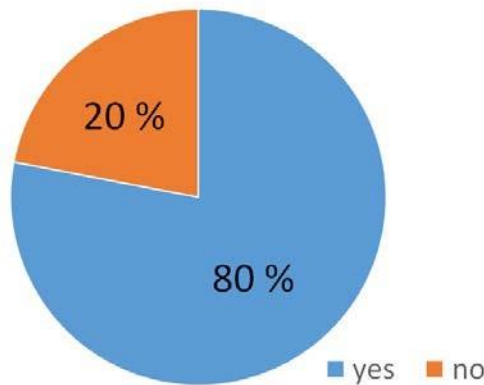


Figure 3 Results showing the link between effective resource valorization and enhancing tourism activities in Tyre.

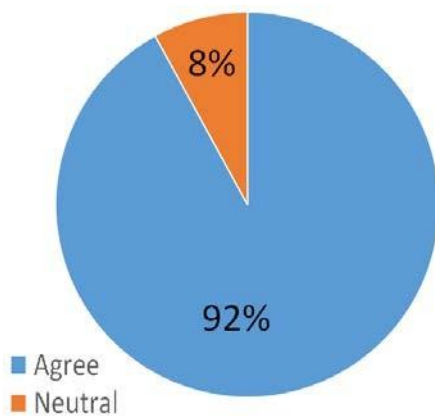


Figure 4: Results showing the link between the valorization of those resources and enhancing tourism development in Tyre.

Figure 3 (Will the valorization of resources aid in the development of tourism in Tyre?) and Figure 4 (You agree to valorize your heritage and you are aware that this actually is beneficial to the tourism industry?) show agreement with the literature from the corresponding research that discussed these points [24].

A. Discussing and Criticizing Proposed Plans

Proposed plans gathered from Secondary data collected by the initial researcher [1] are discussed hereafter. It is noticed that the current researchers proposed that Tyre's initially proposed plans require review. the plans were directed mainly for local development and employment. Some of the plans mentioned are: (1) Rejuvenation of Shamea Castle with Italian funds. And, (2) the employment of Kuwaiti funds for the building a mall in Shamea area.

This mall was postponed for revitalizing the area through employment and increase number of visitors: (1) Building a heritage restaurant near Borak Ras El Ein. (2) Students trail in Deir Kefa, where there is a Roman Castle and wells. And, (3) training projects for tourist guides [9, 13]

Let's critically review this, shall we? A mall in UNESCO protected sites is a bad idea! Just by tourists stampeding in the site, will / could speed up erosion. so, our take is that this mall must be built elsewhere. A similar study also questions this [24].

B. Discussing and Interpreting Initial Interview Results

Interview interpretation from secondary data are presented hereafter [1]. According to Tyre's mayor (interviewed on the 25th of April, 2018) there is a potential for Tyre to value its resources. In general, the questions revolved around the future tourism development in Tyre and the assessment of the industry [1, 2, 4, 10].

Some of the main tourism discouraging factors according to him are: (1) No allocation of resources. (2) Lack of funding, (3) Political instability. (4) Unproductive relation with the Ministry of Tourism. (5) Absence of resident's awareness. (6) Insufficient personal initiative. (7) Absence of the spirit of cooperation among citizens.

While we noticed that none of the 7 points were tackled, since the Covid occurred, and the current chain of events led to an increase in instability in the region and that Tyre's tourism is in danger, the mayor still thinks there's hope.

C. Arguments and Discussion

A strategic plan for destination management is essential for the long-term success and sustainability of a destination. Strategic destination planning is a cyclical process that requires ongoing monitoring and review and the flexibility to adapt to changing conditions.

The lack of a strategic plan is a major issue concerning the tourism industry in Lebanon and precisely in Tyre, resulting in loss of resources, cash flow issues and unproductive employees. Still, a lot can be done with what is at hand.

The coast development is a must. Tyre can not only rely on the summer tents regardless of the fact that they ensure income for over 300 families and employment [4]. So, we suggest the DMO in Figure 2.

The interview with the mayor ended with him hoping for a better future for Tyre and Lebanon as a whole and wishing that we be the hope of this country [1, 2, 9].

We interpret the following argument as based on the recent political crises, Covid, the October 17 2019 popular revolt, and the economic crisis, tourism declined in the country, and in some places more than others.

We agreement that the effective and efficient use of resources for the well-being of the society and the increasing number of visitors relies greatly on developing a strategy.

The development of a strategic tourism plan10a for a destination is an articulation of the strategic priorities and

direction that have been identified by stakeholders for the planning, development, management and marketing of a region [4, Li, 2013).

Strategic Plans for destinations have been called Destination Management Plans, Tourism Action Plans or Sustainable Tourism Plans in different regions across the world [11] Shunnaq et al., 2008).

D. Criticizing Tyre’s Proposed Successful Destination Management Organization (DMO) Plan

Tyre’s successful destination management organization (DMO) plan was initially proposed is discussed in Figure 5 [1, 2]. We actually suggest the city to implement it, since it needs to stand out facing its rival cities.

Just as we suggest any one (stakeholder) involved in valorizing Tyre’s resources who wants to do it effectively, to start considering this approach.

We must propose this to defeat seasonality, i.e. through a strategy to market Tyre for its Touristicness all year round, and not just in the “peak season”.

A successful destination management plan is illustrated here-under the following chart (Figure 2):



Figure 5: Proposed DMO plan for Tyre.

E. Discussion

While Figure 1 shows the Al Bass Cemetery in Tyre, we clearly know that Tyre is unique for the remains uncovered in this site by Archeologists, we still understand that there are no two sites like it anywhere else in the world. There are no two Al Bass necropolis as there are no two Qalaat Qlaiaat, Raymond de Saint Gilles Castles, Jbeil Citadel, Saida Sea and land castes, and Chateau de Beaufort, to respectively name a few of the unique remains, found respectively in Qlaiaat, Tripoli, Jbeil, Saida and Sour [4].

Taking Tripoli as an example, the exact replica of the Oscar Neymayer house found at the Rashid Karame International Fair in Tripoli, adds unique charater, because the original Neymayer house design is found in Neymayer’s home country, in Brazil.

Basing our research from Figure 2, methods requiring inductive research approaches actually following the interpretation of qualitative data, and here we need to keep in mind that while the Al Bass site is unique in Tyre, this site gives part of the attractiveness of the site, not the banks or the universities found there, irrespective if they’re useless in valorizing the city today, like Tyre’s banks, or if on the contrary, they can be useful [18, 29].

From Figure 3 one can understand that there is a link between effective resource valorization and enhancing tourism activities in Tyre. This holds true from the 2019

survey [8]. while the majority of the respondents agreed that *the valorization of those resources actually aid in the development of tourism in Tyre* if we analyze the results of Figure 4, from the same survey carried out in 2019 [8].

This leads us to discuss the outcomes of the DMO plan as presented in Figure 5 [1]. Nowadays we see that Tyre was unable to follow this proposal, since after October 17th 2019, the Lebanese Lira started to dramatically lose its value, estimated at a 98% devaluation of the pre October 2019 rate to the Lira to the USD. This is one factor that made funding access more problematic.

Another really dire situation Lebanon faces is the current outcomes of the War on Gaza, and other world problems su as the Wear on Ukraine. The Ukraine war although has marginal effects on Lebanon, is one of the causes of the soaring prices of Flour, among other strains on the economy. While starring on the 8th of October 2023, the Lebanese have had direct threats from its southern neighbor, when therewere nearly daily aggressions, faces dramatic increases in increasing instabilities in the region. And, while this increase highly impinges on Tyre’s tourism potential, it also negatively affects the entire country’s tourism activity.

As such, these “inconvenient truths” highly impede on *how the valorization of resources will aid in the development of tourism in Tyre*. [14-24]

V. CONCLUSIONS AND RECOMMENDATIONS

Here this section presents the conclusions, recommendations, and future studies. As all our conclusions stressed the importance of human capital in the development of any tourist destination in Lebanon, like Tyre, Saida, Beirut, or Jbeil, or the Eastern Mediterranean region, the current study outcomes, will undoubtedly hold in any other locality in the region or in the world.

A. Concluding Remarks

As Tyre is indeed a very important city in Lebanon, it ought to stand out in terms of its tourism potential. Both in terms or archeological remains (cultural domain), natural resources (beaches etc) and in terms of entertainment (tourism, leisure, and so on).

Seasonality needs to be tackled, as in many cases, tourism activities are plagued by this. I.e. beach complexes are closed in winter, and function in summer. Here we need to focus on the destination to operate all year round.

And yes, according to our research question there is a link with valorizing Tyre’s resources and improving its tourism. Thus enhancing it, since the more we valorize Tyre’s resources the better its tourism activity will be.

We discussed all questions and noticed indeed the link of all variables together confirming the existence of the link.

This confirms the *link between effective resource valorization and enhancing tourism activities in Lebanon*. And as a result, *the valorization of those resources indeed will*

aid in the development of tourism in Tyre. in our context, unvalorised sites will lose tourism potential, as [14-28] was seen in Saida, where there were many security problems, because increasing geopolitical problems and the higher potential to lose access to funds, will indicate a trend to rendering these sites (Sour, Saida, Beirut, Jbeil, Tripoli, ...) to be unvalorised, and hence tourism activities will drop.

The next argument to raise is that while *the relationship between resource valorization and enhancing tourism activities in Lebanon* is found to be positive and reciprocally involved with tourism education. Parallel researches from the literature saw that education and resource valorization are linked together just as valorization is with tourism activity enhancement [14-24]. Provided it is worthwhile to show the youths in tourism sciences classes the tourism best practice, the researchers confirm that *it is beneficial for the future in terms of befitting tourism activity enhancement.* This is because the youths will be better educated and more aware of the importance of the role of the effective resources valorization on enhancing touristic activities, especially in a country of which 20% of its GDP solely on tourism [24, 26]. But, if we notice pre civil war, the tourism activity in Lebanon was over 50% of its GDP [14-24]. Today, as well as during the civil war, the value is close to zero % GDP!

B. Recommendation

Some of the main tourism discouraging factors according to most, if not all, of the experts we interviewed were include, but not limited to: (1) the lack of resources, (2) economic and geopolitical instability, (3) poor or inexistent relations with the public and private sectors, (4) the lack of awareness for valorizing resources and (5) the uncooperative citizens. These five impediments natively impact resource valorization. Thus, these challenges must be resolved.

According to an important study investigating similar phenomena [13], building cultural awareness is the cornerstone for an effective tourism industry and it can be attained by improving education, public awareness and involvement through:

- (1) Encouraging the involvement of local community, schools and other stakeholders in education and training programs, as Ping Li suggested. This joins in with studies on the importance of proper tourism education [1, 7, 28, 32], as after all Tyre has access to good schools and colleges [2].
- (2) Provide visitors with information about the area, and the importance of conservation [2, 7, 32]. And perhaps fining unwanted behaviour. This also necessitates good education.
- (3) The sustainable use of resources [11] was enforced by rules and regulations. R. Grynspan provided some ground rules on this in a conference in New York City about sustainable development [12].
- (4) Development of educational centers and events [4], like festivals and so on [1, 2],

- (5) And, finally, we actually recommend to revive the Tyre Festival, since it was reported cancelled [2, 7].

C. Future studies

Since the research necessitates designing hypotheses following hypothetico-inductive methods, the below postulates were proposed by the researchers following the literature [29, 30, 31]. 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 bay *priori* methods as proposed by the below two hypotheses [1, 2].

H0: There is no relationship between valorization and enhancing tourism activities in Tyre.

Ha: There is a relationship between valorization and enhancing tourism activities in Tyre.

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