

## 8. TOURISM

*"Tourism is a social, cultural and economic phenomenon related to the movement of people to places outside their usual place of residence, pleasure being the usual motivation" (UNWTO, 2008, p. 1).*

*There are several forms of tourism:*

*"Domestic tourism: activities of a resident visitor within the country of reference either as a part of domestic trip or part of an outbound trip.*

*"Inbound tourism: activities of a non-resident visitor within the country of reference on an inbound trip".*

*"Outbound tourism: activities of a resident visitor outside the country of reference, either as a part of an outbound trip or as a part of domestic trip".*

*"Internal tourism = domestic tourism + inbound tourism".*

*"National tourism = domestic tourism + outbound tourism".*

*"International tourism = inbound tourism + outbound tourism" (UNWTO, pp. 16-17).*

*Source: UN World Tourism Organization (UNWTO) (2009), International Recommendations for Tourism Statistics, New York, 139 p.*

Tourism is a phenomenon with supply and demand sides and it generates employment.

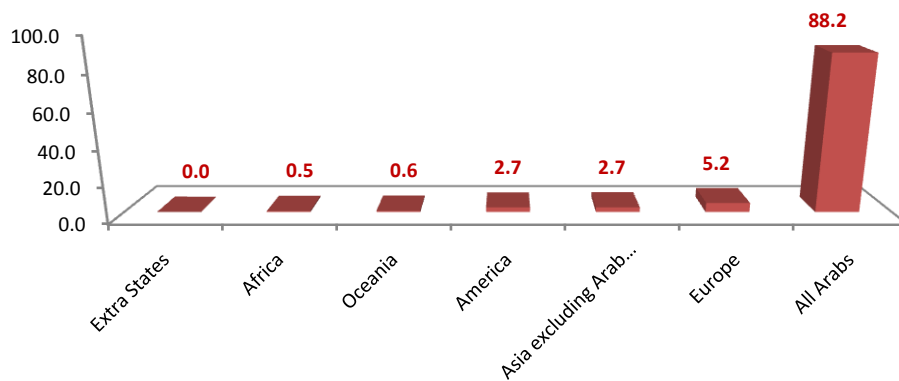
### Tourism supply statistics

*Tourism supply statistics deal with occupancy.*

#### **Occupancy – Arrivals to Lebanon**

According to the General Directorate of General Security, total arrivals to Lebanon are 6,515,425 people. Statistics of the Ministry of Labor show that there are 36,715 people having work permits for the first time in Lebanon and 94,396 people renewing their work permits in Lebanon in 2008. Beside, the statistics of the Compagnie de Gestion et d'Exploitation du Port de Beyrouth show that there are 2,694 disembarked tourists in Port of Beirut in 2008.

**Graph 8.1 – % of geographic distribution of visitors incoming to Lebanon in 2008**



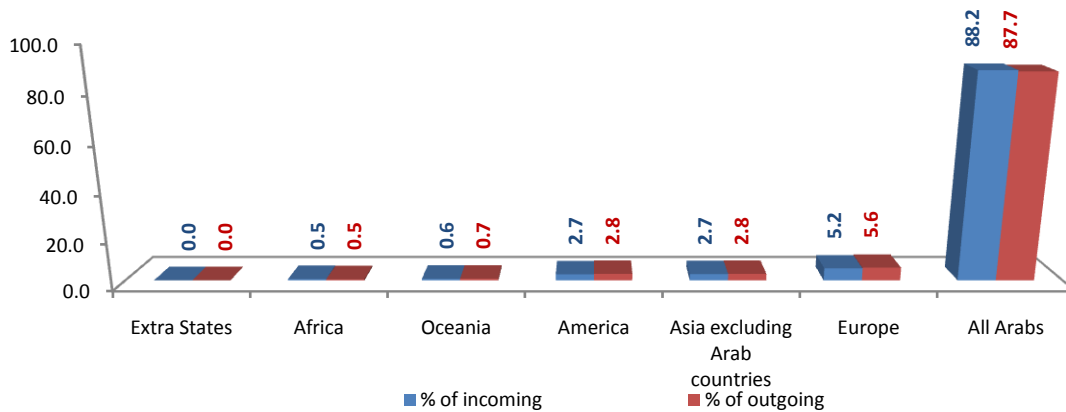
*Graph made by CAS based on General Directorate of General Security data (2008)*

Anyway, Lebanese (38.6%) are the peak of all arrivals to Lebanon. This means that non-Lebanese constitute 61.4% of total arrivals. Lebanese also constitute the peak of "All Arabs" arrivals (43.8%). Ethiopians (44.5%) constitute the peak of total arrivals. But a small comparison with the figures of the Ministry of Labor for 2008, shows that there are 13,255 Ethiopians arrivals to have work permits for the first time and there are

29,722 renewing their work permits. Thus, if we put aside Ethiopians, we find out that visitors incoming from Ghana (8.5%) are the peak of African arrivals. United States Americans (47.5%) are the peak of arrivals from the American continent. Iranians (51.1%) constitute the peak of total arrivals from Asia excluding Arab countries. French (26.2%) are the peak of arrivals from Europe. Australians (96.7%) come first among arrivals from Oceania. Finally, other nationalities (66.3%) are the peak of arrivals incoming of extra-states to Lebanon in 2008.

Although departures do not constitute a part of tourism supply side – occupancy statistics, it is worthy to draw a graph comparing arrivals and departures to and from Lebanon in 2008.

**Graph 8.2 – % of geographic distribution of visitors incoming and outgoing to and from Lebanon in 2008**

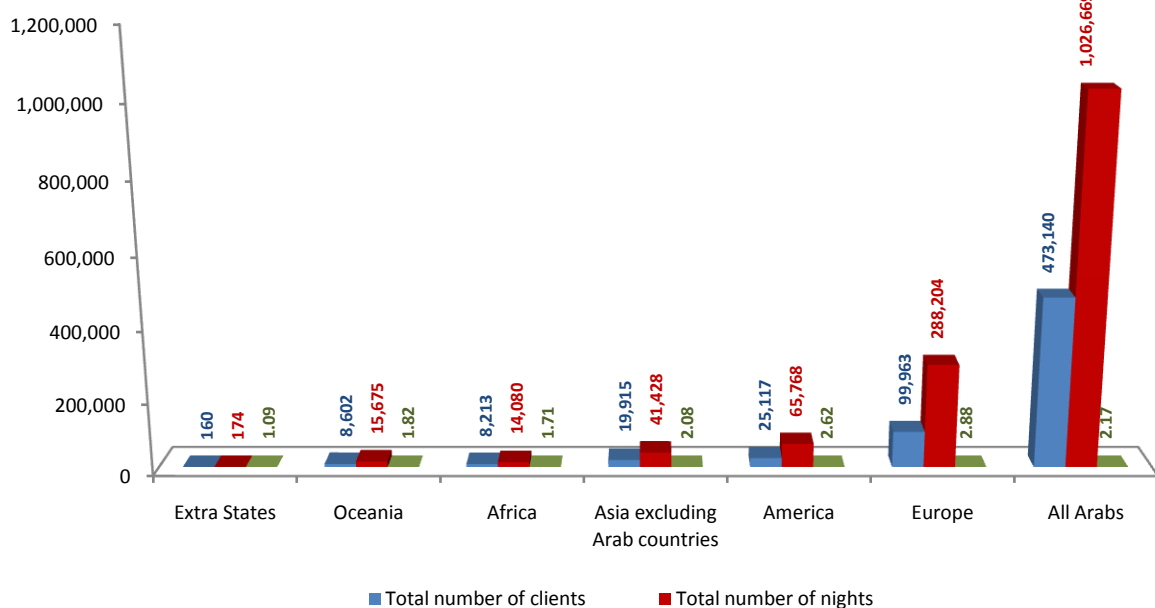


Graph made by CAS based on General Directorate of General Security data (2008)

### ***Occupancy – Nights spent in accommodations in Lebanon***

According to the Ministry of Tourism data for 2008, there are 635,110 clients of accommodation (hotels and furnished apartments) in 2008. These clients spent 1,451,998 nights with an average of 2.29 nights per client.

**Graph 8.3 –Geographic distribution of accommodation clients, nights and average nights per client in Lebanon in 2008**



Graph made by CAS based on General Directorate of General Security data (2008)

Among all Arabs, peaks are Lebanese clients (33.6%) and 30.2% of total "Arab nights". Among Africans, peaks are Central Africans (37.4%) and 29.9% of total "African nights". Among all Americans, peaks are U.S. Americans (58.5%) and 84.0% of total "American nights". Among all Asians excluding Arabs, peaks are Iranians (32.3%) and 35.0% nights of total "Asian nights". Among all Europeans, peaks are 21.4% French and 17.4% of total "European nights".

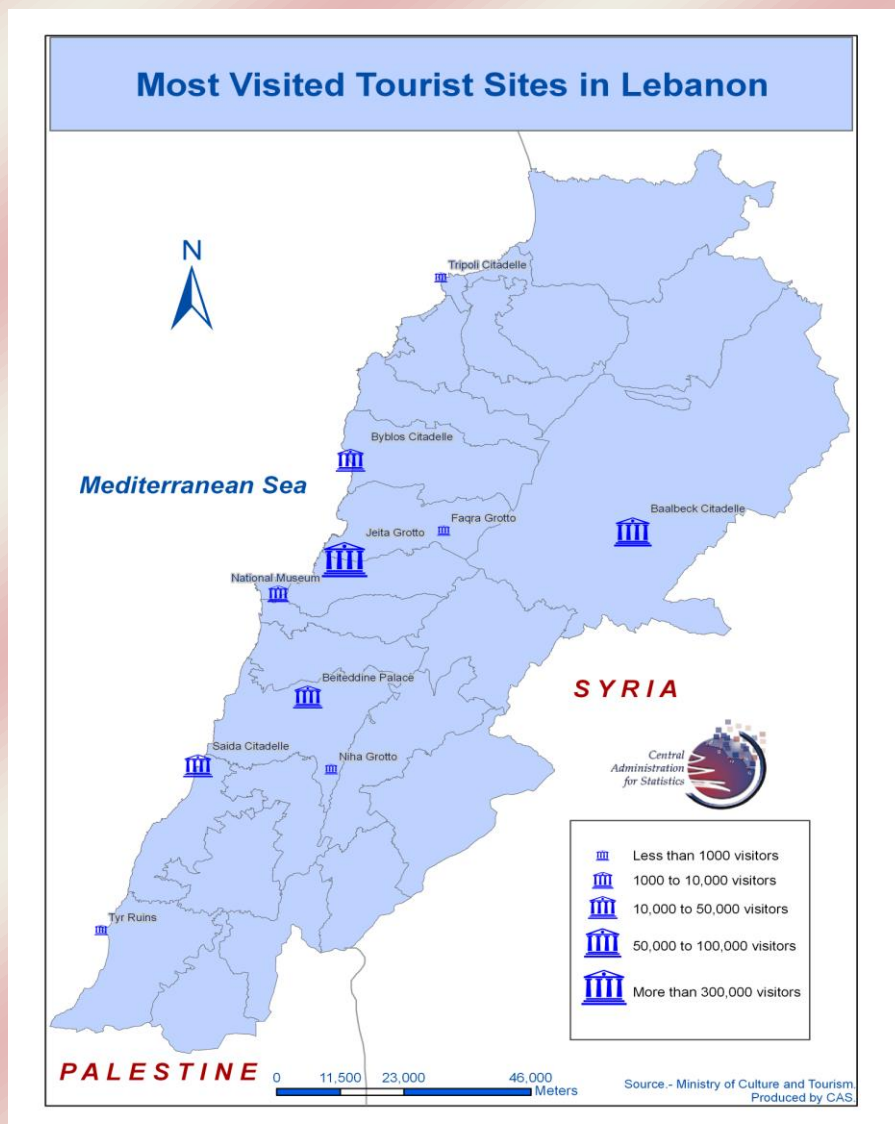
Anyway and according to the Ministry of Tourism 2008 survey done for a period of one year on 110 establishments classified 5 stars, 4 stars A and B, 3 stars A and B and 2 stars A, the total amount spent in the hotel sector is 87,119,880 USD and the percentage of hotel guests is about 47.66% of total arrivals to Lebanon in 2008.

### Tourism demand statistics

*Tourism demand statistics deal with data on tourism expenditures. With the available data at CAS we can compute tourist sites and accommodation expenditures.*

#### Tourist sites visitors and expenditures

559,355 persons visit 10 tourist sites in Lebanon in 2008. Jeita Grotto (59.3%) is the most visited tourist site in Lebanon. August (25.2%) is the peak month of tourist site visitors.



Visitors' nationalities show that Baalbeck Citadelle is the most frequented tourist site. In fact, 36.1% of Lebanese, 27.3% of Arabs without Lebanese, 47.7% of Asians excluding Arabs, 45.8% of Europeans and 72.4% visited this site. While 56.3% of Africans excluding Arabs visited the National Museum and 38.4% of Americans visited Byblos Citadelle. As for students, 41.4% visited Beiteddine Palace.

#### Tourism generated employment

The Ministry of Tourism employs 291 persons and the Ministry of Culture employs 195 persons both in 2008.