

10. 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

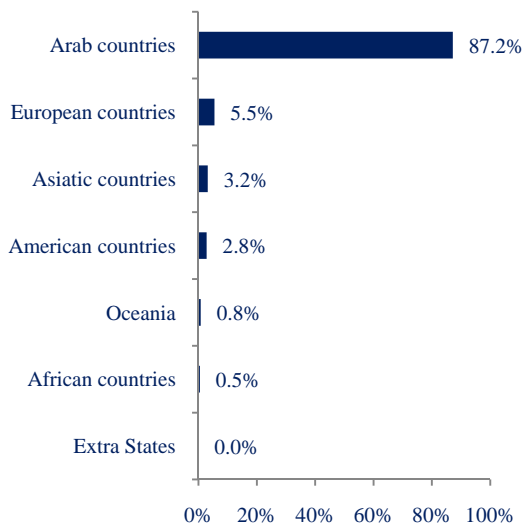
Tourism supply statistics deal with occupancy.

Occupancy – Incomings to Lebanon

8,242,654 people arrived to Lebanon in 2009 of whom:

- 45,619 people having work permits for the first time.
- 100,065 people renewing their work permits.
- 272,856 disembarked tourists in Port of Beirut.
- Peak of arrivals is in July (12.2%) for Arab countries (87.2%).

Graph 10.1 – Incomings by continent. % in 2009



Graph made by CAS based on General Directorate of General Security data (2009)

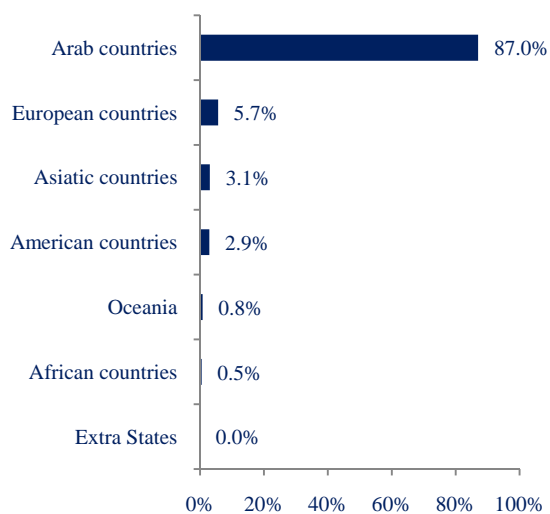
Table 10.1 – Incomings

2009			
Incomings by continent		Top country	
Continent	Number	%	%
All Arabs	7,184,593	87.2	Syria (46.9)
European countries	453,522	5.5	France (26.5)
Asiatic countries	264,021	3.2	Iran (55.2)
American countries	232,694	2.8	United States (48.1)
Oceania	64,059	0.8	Australia (97.0)
African countries	41,947	0.5	Ethiopia (43.0)
Extra States	124	0.0	Non-defined (55.8)
Total	8,242,654	100.0	
Work permits	145,684	1.8	

Table made by CAS based on the General Directorate of General Security data (2009)

Although departures do not constitute a part of tourism supply side – occupancy statistics, it is worthy to draw a graph regarding departures from Lebanon in 2009.

Graph 10.2 – Outgoings by continent. % in 2009



Graph made by CAS based on General Directorate of General Security data (2009)

Table 10.2 – Outgoings

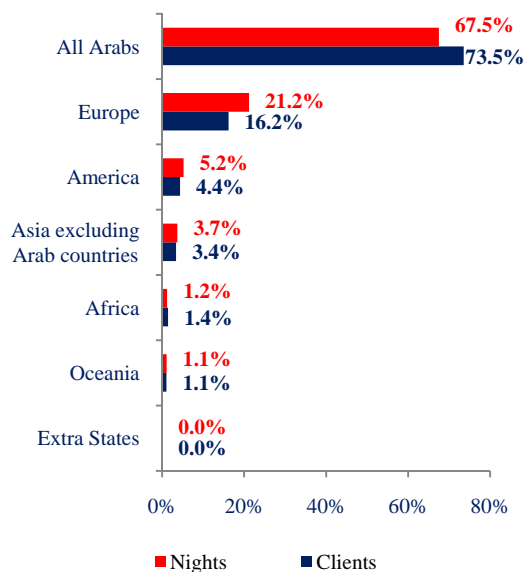
2009			
Outgoings by continent			Top country
Continent	Number	%	%
All Arabs	6,907,641	87.0	Lebanon (44.3)
European countries	449,986	5.7	France (26.6)
Asiatic countries	243,484	3.1	Iran (59.8)
American countries	231,249	2.9	United States (48.5)
Oceania	62,603	0.8	Australia (97.0)
African countries	39,842	0.5	Ethiopia (50.5)
Extra States	1,191	0.0	Other Kuwait (41.6)
Total	7,935,996	100.0	

Table made by CAS based on the General Directorate of General Security data (2009)

Occupancy – Nights spent in accommodations

769,551 clients went to accommodations (hotels and furnished apartments) where they spent 1,955,679 nights with an average of 2.54 nights per client.

Graph 10.3 – Accommodations clients and nights by continent. % in 2009



Graph made by CAS based on General Directorate of General Security data (2009)

Table 10.3 – Accommodations clients and nights

2009				
Continent	Continent		Top country. %	
	Clients	Nights	Clients	Nights
All Arabs	565,978	1,320,127	Lebanon (30.4)	Lebanon (24.8)
Europe	124,683	414,987	France (26.1)	France (19.6)
America	33,504	102,647	United States (58.6)	United States (56.2)
Asia excluding Arab countries	26,160	72,544	Iran (41.0)	Iran (39.0)
Africa	11,116	23,815	Central Africa (49.7)	Central Africa (32.9)
Oceania	8,107	21,555	Australia (59.4)	Australia (69.0)
Extra States	3	4		
Total	769,551	1,955,679		

Table made by CAS based on the Ministry of Tourism data (2009)

The Ministry of Tourism survey for 2009 tackled:

- 104 establishments classified 5 stars, 4 stars A and B, 3 stars A and B and 2 stars A.
- Amount spent in the hotel sector is 203,390,616 USD.
- Hotel guests: 41.57% of total arrivals to Lebanon in 2009.

Tourism demand statistics: Tourist sites visitors

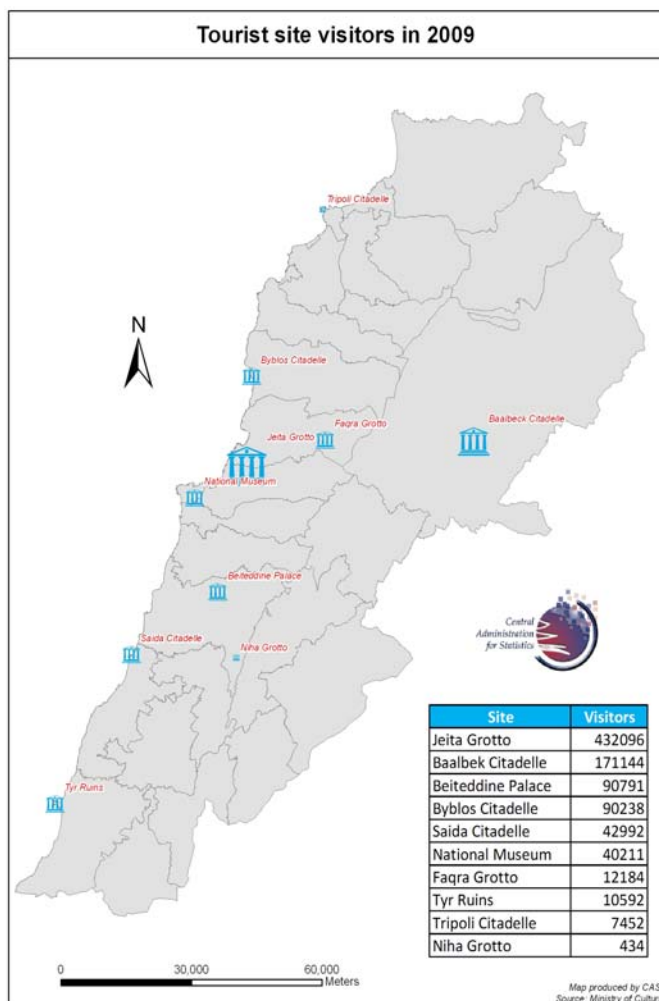
859,641 persons visit 10 tourist sites in Lebanon in 2009:

- Peak nationality: Lebanese (21.8%).
- Peak tourist site: Jeita Grotto (50.3%).
- Peak month: August (19.6%)

Table 10.4 – Tourist sites visitors excluding Jeita Grotto by continent

2009				
Continent	Visitors	Visitors. %	Peak site visitors	Peak site visitors. %
All Arabs	454,775	75.5	Baalbeck (152,149)	Baalbeck (33.5)
Europe	103,840	17.2	Baalbeck (50,903)	Baalbeck (49.0)
America	21,229	3.5	Baalbeck (15,193)	Baalbeck (71.6)
Asia excluding Arab countries	14,869	2.5	Baalbeck (8,603)	Baalbeck (57.9)
Oceania	6,966	1.2	Baalbeck (5,341)	Baalbeck (76.7)
Africa	555	0.1	Byblos (301)	Byblos (54.2)
Total	602,234	100.0		

Table made by CAS based on the Ministry of Tourism and Ministry of Culture data (2009)



55,804 students visited 4 tourist sites: Beiteddine Palace (42.7%), Byblos Citadelle (41.9%), Saida (12.7%), and Tripoli (2.8%).

