

# 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

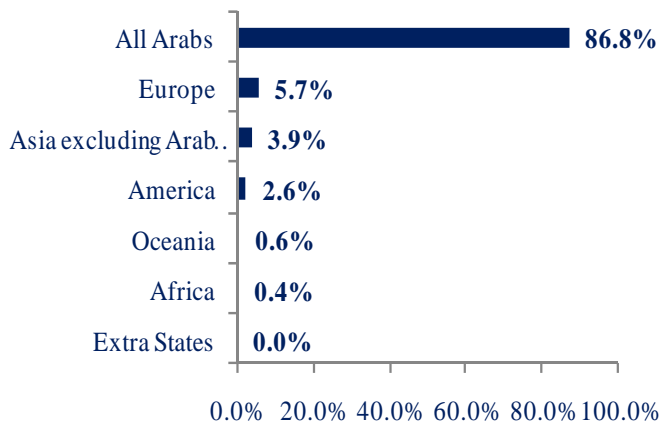
*Tourism supply statistics deal with occupancy.*

### Occupancy – Incomings to Lebanon

9,666,459 people arrived to Lebanon in 2010 of whom:

- 45,008 people having work permits for the first time.
- 114,762 people renewing their work permits.
- 7,121 disembarked tourists in Port of Beirut.
- Peak of arrivals is in July (11.7%) for Arab countries (86.8%).

**Graph 10.1 – Incomings by continent. % in 2010**



*Graph made by CAS based on General Directorate of General Security data (2010)*

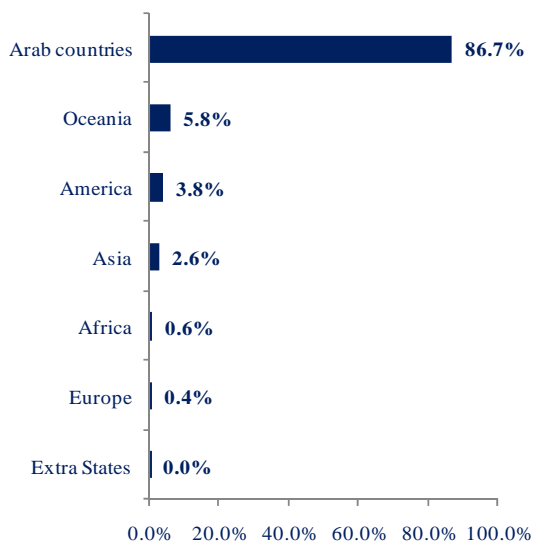
**Table 10.1 – Incomings**

2010			
Incomings by continent		Top country	
Continent	Number	%	%
All Arabs	8,393,317	86.8	Syria (48.9)
Europe	549,481	5.7	France (25.4)
Asia excluding Arab countries	373,490	3.9	Iran (64.7)
America	248,725	2.6	United Sates (57.5)
Oceania	60,433	0.6	Australia (96.2)
Africa	39,304	0.4	Ethiopia (47.5)
Extra States	1,709	0.0	Non-defined (44.7)
<b>Total</b>	<b>8,242,654</b>	<b>100.0</b>	
<b>Work permits</b>	<b>159,770</b>	<b>1.7</b>	

*Table made by CAS based on the General Directorate of General Security data (2010)*

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 2010.

**Graph 10.2 – Outgoings by continent. % in 2010**



Graph made by CAS based on General Directorate of General Security data (2010)

**Table 10.2 – Outgoings**

2010			
Outgoings by continent			Top country
Continent	Number	%	%
Arab countries	8,219,805	86.7	Syria (44.9)
Oceania	549,179	5.8	Australia (96.2)
America	355,961	3.8	United States (57.6)
Asia	249,725	2.6	Iran ()
Africa	60,961	0.6	Ethiopia (52.4)
Europe	42,077	0.4	France (25.5)
Extra States	1,195	0.0	Other Kuwait (43.1)
<b>Total</b>	<b>9,478,903</b>	<b>100.0</b>	

Table made by CAS based on the General Directorate of General Security data (2010)

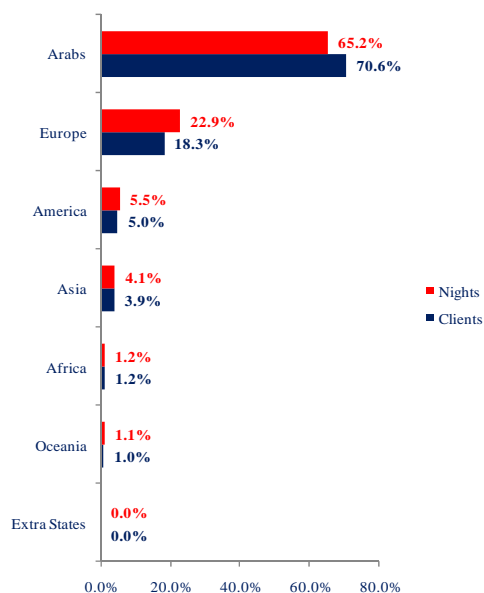


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## Occupancy – Nights spent in accommodations

877,909 clients went to accommodations (hotels and furnished apartments) where they spent 2,106,277 nights with an average of 2.4 nights per client.

**Graph 10.3 – Accommodations clients and nights by continent. % in 2010**



Graph made by CAS based on General Directorate of General Security data (2010)

**Table 10.3 – Accommodations clients and nights**

2010				
Continent			Top country. %	
Continent	Clients	Nights	Clients	Nights
Arabs	619,477	1,374,271	Lebanon (27.7)	Lebanon (27.6)
Europe	160,664	482,069	France (21.7)	France (18.1)
America	43,626	114,962	United States (59.9)	United States (53.0)
Asia	34,575	86,686	Iran (43.3)	Iran (37.6)
Africa	10,942	24,248	Central Africa (47.1)	Central Africa (31.1)
Oceania	8,611	24,018	Australia (72.5)	Australia (74.0)
Extra States	14	23	Antarctica (100.0)	Antarctica (100.0)
<b>Total</b>	<b>877,909</b>	<b>2,106,277</b>		

Table made by CAS based on the Ministry of Tourism data (2010)

The Ministry of Tourism survey for 2010 revealed that the amount spent in the hotel sector is 421,255,400 USD.

Investment in accommodation built 3 new hotels with 485 rooms and suites and 652 beds. Two hotels were international in Beirut and one hotel was 3 stars in Mount-Lebanon.

## Tourism demand statistics: Tourist sites visitors

943,318 persons visit 10 tourist sites in Lebanon in 2010:

- Peak nationality: Lebanese (20.3%).
- Peak tourist site: Jeita Grotto (45.4%).
- Peak month: July (16.5%)

**Table 10.4 – Tourist sites visitors excluding Jeita Grotto by continent**

2010				
Continent	Visitors	Visitors. %	Peak site visitors	Peak site visitors. %
All Arabs	262,889	61.6	Baalbeck (92,703)	Baalbeck (35.3)
Europe	122,998	24.3	Byblos Citadel (34,413)	Byblos Citadel (33.1)
America	19,240	4.5	Byblos Citadel (6,682)	Byblos Citadel (34.7)
Asia excluding Arab countries	16,718	3.9	Byblos Citadel (7,156)	Byblos Citadel (42.8)
Oceania	4,322		Baalbeck (2,401)	Baalbeck (55.6)
Africa	785	0.2	National Museum (367)	National Museum (46.8)
<b>Total</b>	<b>426,952</b>	<b>100.0</b>		

Table made by CAS based on the Ministry of Tourism and Ministry of Culture data (2010)

67,484 students visited 4 tourist sites: Beiteddine Palace (42.8%), Byblos Citadelle (39.8%), Saida Citadelle (14.8%), and Tripoli (2.6%).

Regarding tourist sites tariffs, Jeita Grotto has the most expensive tariff for foreigners (LBP 18,150), while Faqra Grotto, Tebnine and Majdal Aanjar have the less expensive one (LBP 3,000).

