

## Sustainable development for the production and activation of ecotourism “House of Salt”-Lebanon

### Goals

- ❖ Activate the commercial movement of the heritage production
- ❖ Attract more customers and visitors
- ❖ Increase the production and continue its prosperity
- ❖ Open many doors for business and investment in our town thanks to the flourishing of ecotourism, the activity of the museum and the salt paths
- ❖ Attract the media to take photos and to publish on this sector and to attract as well the interest of university students and professors for researches and university theses.

### Activities

- ❖ Restoration of abandoned salt pan and installation of the archeological wheel to pump sea water on wind energy
- ❖ Involving visitors, students and tourists, in salt picking
- ❖ Establishment of the environmental museum in the navigation room and in the outdoor yard tent
- ❖ Brand design and improvement of salt flower product packaging
- ❖ Creation of a promotional website



### Expected Results

- ❖ Increasing production and ensuring sustainability by improving quality on the one hand and activating eco-tourism in an atmosphere of suspense and entertainment among visitors taking photos, the fact that constitutes a free promotion of our products and activities on social networking sites.
- ❖ The establishment of this museum with the paths of salt and the filming of the film complement the fame of Anfah, a city of salt, through all ages until today, and this gives a sustainable moral and material result and supports the movement of eco-tourism and culture associated with salt and salt pans.

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