



Archives and Special Collections Department,  
American University of Beirut  
Beirut, Lebanon  
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## **Lebanese Ministry of Tourism Poster Collection, 2011**

A Finding Aid to the Collection in the University Archives, AUB  
Prepared by Shaden Dada

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## Descriptive Summary

**Call No.:** Ps:LMT:2011

**Library catalog ID:** [b26194776](#)

**Record Creator:** Lebanese Ministry of Tourism, or = Libanaise Ministère du Tourisme, or = وزارة السياحة اللبنانية

**Collection Title:** Lebanese Ministry of Tourism Poster Collection, 2011

**Collection Dates:** 2011

**Physical Description:** 58 posters: color, 70 x 50 cm

**Language:** Arabic, French & English

## Administrative Information

**Source:** Received from Dr. Mariette Atallah Abdel-Hay & Dalal Rahme.

**Access restrictions:** The collection can be used within the premises of the Archives and Special Collections Department, Jafet Memorial Library, American University of Beirut.

**Photocopying restriction:** For copies of the posters, kindly consult with the Ministry of Tourism.

**Preferred citation:** Lebanese Ministry of Tourism Poster Collection, Ps:LMT:2011., Series No., Poster No., American University of Beirut/Library Archives.

## Scope and Content

This collection of 58 posters was published by the Ministry of Tourism to promote Lebanese touristic locations, sites & cuisine the country is known for. The posters feature photos of key Lebanese cities, across all governances from North to South, Mount Lebanon to Beirut. In addition, the second series of posters highlights the local food and delicacies, including but not limited to the famous Chawarma, Manakiche, Tabboule, & selection of fruits, vegetables, roasted nuts & Patisserie (Baklawa). The work of many Lebanese photographers is featured in this collection including Tony Hage, Kamel Jabber, Fares Jammal, Alfred Moussa, Fulvio Roiter, Clément Tannouri, Ayman Trawi, and Armenak Yéténékian.

## Arrangement

This collection is arranged in two series.

**Series I:** Lebanese Touristic Locations

**Series II:** Lebanese Deserts = Délices Libanais = مأكولات لبنانية

## Geographical & Historical Sketch

Lebanon seems a country suspended between the sky and the sea. Despite its small area (10,452 square km), this is a land, resplendent in its diverse geography, landscape, culture and history.

From the white-capped mountains and blue sea, to the countryside, from arid hills to lush forests, the visitor discovers a series of contrasts. Bare rocky mountains are followed by luxuriant valleys watered by rivers and waterfalls. Views change quickly from pine-covered hills to dramatic rocky landscapes, to fertile plains laid out with farms and vineyards.

Lebanon is a country of multiple origins, shaped by 10,000 years of history. From earliest times, its natural beauty and privileged geographical position attracted occupiers who left behind traces of their civilizations.

The legacy of the past is portrayed through the extraordinary variety of archeological sites dispersed all over the country. From Phoenician sarcophagi to Roman temples, to Crusader castles and Mamlouk mosques, wherever you go, evidence of this country's rich and tormented past comes to light..

The cuisine of Lebanon, as its culture is surprising in its diversity. It is known above all for its mezze, countless dishes of savory hors-d'oeuvres, which are endlessly replenished and served in a warm and congenial setting.<sup>1</sup>

## Subject Headings

Tourism -- Lebanon.

Tourism -- Lebanon -- Beirut.

Cooking, Lebanese.

Cooking -- Lebanon.

Food habits -- Lebanon -- History.

## Genre/Form

Posters.

## Container List

### Series I: Lebanese Touristic Location

(*Series I is arranged by Governorates, and then alphabetically.*)

#### Akkar

1. Akkar = عكار, photographed by Clément Tannouri, 2011. Printed by Chemaly and Chemaly S. A. L.; 70 x 50 cm (1 poster 1 duplicate)

#### Baalbek

1. Lebanon Baalbek = Liban Baalbek = لبنان بعلبك, photographed by Alfred Moussa, 2011. Printed by Chemaly and Chemaly S. A. L.; 70 x 50 cm (1 poster)
2. Baalbek = بعلبك, photographed by Alfred Moussa, 2011. Printed by Chemaly and Chemaly S. A. L.; 70 x 50 cm (1 poster)
3. Baalbek, Temple de Bacchus = معبد باخوس، بعلبك, photographed by Armenak Yéténékian. 69 x 49 cm (1 poster 1 duplicate)
4. Baalbek = بعلبك, photographed by Armenak Yéténékian. Printed by Arab Printing Press S. A. L.; 69 x 49 cm (1 poster)
5. مهرجات بعلبك الدولية ١٩٩٨ أوركسترا راديو شتوتغارت السمفونية = International Baalbek festbiele 1998 Radio-Sinfonieorchester Stuttgart (RSO) = Baalbek International Festival 1998

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<sup>1</sup> Lebanon Ministry of Tourism. (2013). *Lebanon [brochure]*.

Radio Symphony Orchestra Stuttgart, photographed by Armenak Yéténékian. Printed by Express International; 70 x 50 cm (1 poster)

### **Beirut**

1. لبنان [Raouche rock & Old Souks in Beirut], Edited by the National Council of Tourism in Lebanon; Photos by C.N.T. Layout & printed in Lebanon by Ellie Zakka
2. Beirut = بيروت, photographed by Armenak Yéténékian. 69 x 49 cm (1 poster)
3. Beirut = بيروت, photographed by Clément Tannouri, 2011. Printed by Chemaly and Chemaly S. A. L.; 70 x 50 cm (1 poster 1 duplicate)
4. Beirut = بيروت, photographed by Solidere. Printed by Ahmad mag printing press; 70 x 50 cm (1 poster)
5. Down town = Center Ville = وسط المدينة, photographed by Ayman Trawi. Printed by Arab Printing Press S. A. L.; 69 x 49 cm (1 poster)
6. Mozaïque L'enlèvement d'Europe Musée National = إختطاف أوروبا، المتحف الوطني, photographed by Musée National. 69 x 49 cm (1 poster)

### **Beqaa Valley**

1. Anjar = عنجر, photographed by Fulvio Roiter, 2011. Printed by Chemaly and Chemaly S. A. L.; 70 x 50 cm (1 poster 1 duplicate)
2. El Assi River = نهر العاصي, لبنان, photographed by Clément Tannouri, 2011. Printed by Chemaly and Chemaly S. A. L.; 70 x 50 cm (1 poster 1 duplicate)
3. Le Temple de Niha = معبد نيجا. 69 x 49 cm (1 poster)
4. Rashaya Souk, photographed by Armenak Yéténékian. Printed by Express International, Beirut-Lebanon; 70 x 50 cm (1 poster)
5. Ta'anayel = تعنايل, photographed by Armenak Yéténékian. Printed by Ahmad mag printing press; 70 x 50 cm (1 poster)

### **Keserwen-Jbeil**

1. Byblos = جبيل. 69 x 49 cm (1 poster)
2. Byblos = جبيل, photographed by Tony Hage. Printed by Arab Printing Press S. A. L.; 69 x 49 cm (1 poster)
3. Jounieh = جونيه, photographed by Clément Tannouri, 2011. Printed by Chemaly and Chemaly S. A. L.; 70 x 50 cm (1 poster 1 duplicate)

### **Mount Lebanon**

1. Lebanon Afka Grotto = Liban Grotte Afka = لبنان مغارة أفقا, photographed by Armenak Yéténékian, 2011. Printed by Chemaly and Chemaly S. A. L.; 70 x 50 cm (1 poster 1 duplicate)
2. Ayn Dara = Ain Dara = عين دارة, photographed by Alfred Moussa, 2011. Printed by Chemaly and Chemaly S. A. L.; 70 x 50 cm (1 poster 1 duplicate)
3. Beit Eddine Palace = قصر بيت الدين, photographed by Alfred Moussa, 2011. Printed by Chemaly and Chemaly S. A. L.; 70 x 50 cm (1 poster)

4. Beit Eddine Palace = Palais Beit Eddine = قصر بيت الدين, photographed by Alfred Moussa, 2011. Printed by Chemaly and Chemaly S. A. L.; 70 x 50 cm (1 poster)
5. Centre de sky - Faraya = فاريّا - مركز تزلج. 69 x 49 cm (1 poster)
6. Chehim = شحيم, photographed by Caline Karam. Printed by Arab Printing Press S. A. L.; 69 x 49 cm (1 poster)
7. Chute d'eau Mont Liban = شلال في جبل لبنان. 69 x 49 cm (1 poster)
8. Deir El Kamar = دير القمر, photographed by Fares Jammal, 2011. 70 x 50 cm (1 poster 1 duplicate)
9. Douma = دوما, photographed by Fares Jammal. Printed by Ahmad mag printing press; 70 x 50 cm (1 poster)
10. Faraya Kfardebian = فاريّا كفرديبان, photographed by Fares Jammal, 2011. Printed by Chemaly and Chemaly S. A. L.; 70 x 50 cm (1 poster 1 duplicate)
11. Hardin = حردين, photographed by Fares Jammal. Printed by Ahmad mag printing press; 70 x 50 cm (1 poster)
12. Jeita = جعيّا, photographed by Mapas Liban. 69 x 49 cm (1 poster)
13. The Cedars = Les Cédres = الأرز, Photographed by Tony Hajj [Tony Hage], 2011. Printed by Chemaly and Chemaly S. A. L.; 70 x 50 cm (1 poster 1 duplicate)
14. Barouk Cedars = Cédres du Barouk = أرز الباروك, photographed by Tony Hajj [Tony Hage], 2011. Printed by Chemaly and Chemaly S. A. L.; 70 x 50 cm (1 poster 1 duplicate)
15. Mir Amine Palace = قصر مير أمين. 69 x 49 cm (1 poster)

### **Nabatieh**

1. Hasbaya Serail = سرايا حاصبيا. 69 x 49 cm (1 poster)

### **North Lebanon**

1. Batroun = البترون, photographed by Fares Jammal. Printed by Arab Printing Press S. A. L.; 69 x 49 cm (1 poster)
2. Bziza = بزيزا, photographed by Alfred Moussa, 2011. Printed by Chemaly and Chemaly S. A. L.; 70 x 50 cm (1 poster 1 duplicate)
3. Lebanon, Kferhalda cascades Batroun. Printed by Societe General Libano Europeenne de Banque SAL = ٦٩ م. ل.; x 49 cm (1 poster)
4. Tripoli, Khan El Khayatinne = خان الخياطين, طرابلس, photographed by Fares Jammal, 2011. Printed by Chemaly and Chemaly S. A. L.; 70 x 50 cm (1 poster 1 duplicate)
5. Wadi Kannoubine = وادي قنوبين, photographed by Clément Tannouri, 2011. Printed by Chemaly and Chemaly S. A. L.; 70 x 50 cm (1 poster 1 duplicate)

## South Lebanon

1. Arnoun, El-Chikif = الشقيف، أرنون، photographed by Clément Tannouri, 2011. Printed by Chemaly and Chemaly S. A. L.; 70 x 50 cm (3 duplicates)
2. Jezzine = جزين، photographed by Fares Jammal. Printed by Ahmad mag printing press; 70 x 50 cm (1 poster)
3. Sidon = Saida - صيدا، photographed by Kamel Jabber. Printed by Arab Printing Press S. A. L.; 69 x 49 cm (1 poster)
4. Saida, Khan El Franj = صيدا خان الفرنج، photographed by Kamel Jabber, 2011. Printed by Chemaly and Chemaly S. A. L.; 70 x 50 cm (1 poster 1 duplicate)
5. Tyre = Tyr = صور، photographed by Kamel Jabber, 2011. Printed by Chemaly and Chemaly S. A. L.; 70 x 50 cm (1 poster 1 duplicate)

## Series II: Lebanese Cuisine

*Series II is arranged alphabetically.*

*Running title as featured on posters: Lebanese Deserts = Délices Libanais = مأكولات لبنانية*

1. Baklawa (Pâtisserie) = بقلوة. Printed by Zakka Graphic Design; 70 x 32.5 cm (1 poster 1 duplicate)
2. Chawarma = شاورما. Printed by Zakka Graphic Design; 70 x 32.5 cm (1 poster 1 duplicate)
3. Choix de Cacahuètes = قلوبات مشكلة. Printed by Zakka Graphic Design; 70 x 32.5 cm (1 poster 1 duplicate)
4. Choix de Fruit = فاكهة مشكلة. Printed by Zakka Graphic Design; 70 x 32.5 cm (1 poster 1 duplicate)
5. Choix de Légumes = خضرة مشكلة. Printed by Zakka Graphic Design; 70 x 32.5 cm (1 poster 1 duplicate)
6. Choix de Pâtisseries = حلويات مشكلة. Printed by Zakka Graphic Design; 70 x 32.5 cm (1 poster 1 duplicate)
7. Délices Libanais Tabboulé = تبولة. Printed by Zakka Graphic Design; 70 x 32.5 cm (1 poster 1 duplicate)
8. Fraises = فريز. Printed by Zakka Graphic Design; 70 x 32.5 cm (1 poster)
9. Légumes Farcis = محشي. Printed by Zakka Graphic Design; 70 x 32.5 cm (1 poster 1 duplicate)
10. Manakiches = مناقيش. Printed by Zakka Graphic Design; 70 x 32.5 cm (1 poster 1 duplicate)
11. Pain Markouk = خبز مرقوق. Printed by Zakka Graphic Design; 70 x 32.5 cm (1 poster 1 duplicate)
12. Znouk Al-Sit (Pâtisserie) = زنود الست. Printed by Zakka Graphic Design; 70 x 32.5 cm (1 poster)

## Related Material

### Archives

Arab and Middle Eastern Political, Social & Cultural Ephemera Collection.

[A 956.1](#)

*Selection of brochures featuring various Lebanese cities & locations, from north to south, including but not limited to, Anjar, Anfeh, Baalbeck, Batroun, Byblos, Cedars Hermel, Kfardebian, Rachaya el Wadi, Sidon, Tripoli, Tyr & Zahle.*

### Books

- [Office national du tourisme au Liban], (1964). *Liban = Lebanon = لبنان* Beyrouth: Office national du tourisme au Liban. [CA 915.692:L694L](#)
- Stafford, M. (1998). *Silent stories: A photographic journey through Lebanon in the sixties*. London: Saqi Books. [CA 915.692:S779s](#)
- Homsy, Raya. (2009). *23 visions: [Lebanon through the lens of its photographer's talents = 23 visions: le Liban a travers le talent de ses photographes*. [Place of publication not identified]: [publisher not identified]. [F 779:H768t](#)
- Kanafani-Zahar, A. (1994). *Mune: la conservation alimentaire traditionnelle au Liban*. Paris: Maison des sciences de l'homme. [CA 641.4:K16m](#)
- Sardouk, N., Abboud, F., Tayah, M., & Lebanon. Ministry of Tourism. (2013). *Beirut in motion*. Ministry of Tourism. [J 956.92:S244b:2013](#)
- Tannouri, C. (2009). *Liban: sur la terre comme au ciel = Lebanon: on earth as it is in heaven*. Beyrouth, Liban: Clément Tannouri. [F 956.92:T167L](#)
- Tannouri, C. (2010). *Cedre du Liban: promesse d'éternité = Cedar of Lebanon: pledge of eternity*. Beyrouth: Clément Tannouri. [CA:F 585.2:T167c](#)
- Trawi, A. (2003). *Lebanon rebuilt: 10 years of achievement, 1992-2002*. [Place of publication not identified]: Ayman Trawi. [CA 956.92044:T728L](#)
- Trawi, A. (2004). *Beirut's memory: La mémoire de Beyrouth*. Beirut: Ayman Trawi. [CA 307.1:T782b](#)
- Waterbury, John. [2011]. *A Photographic remembrance of Lebanon*. Beirut: Dar an-Nahar. [J 770.956:W324p](#)
- Yazbeck, Cherine. (2009). *The rural taste of Lebanon: a food heritage trail*. Lebanon: Raidy. [J 641.595692:Y35r](#)
- دباس، فؤاد. (١٩٩٤). *بيروت ذاكرتنا: جولة مصورة في المدينة القديمة*. بيروت، لبنان: بيسان. [CA:F 956.925:D286bA](#)
- *ضيعتنا: لبنان: مدن وقرى وعائلات وطوائف*. (٢٠٠٥). بيروت: Editio Creps International. [CA 320.85:D275dA:v.1-8](#)
- دياب، حسن. (١٩٩٨). *تاريخ صور الاجتماعي، ١٩٢٠-١٩٤٣*. بيروت: دار الفارابي. [CA 956.92:D622tA](#)
- بدوي، منير محمود. (١٩٩٨). *دليل صور في القرن العشرين: محطات صور عبر التاريخ ٢٧٥٠ ق.م - ١٩٨٥ م*
- *بحث تاريخي شامل ١٩٠٠ - ١٩٩٧ م (الصوريون الأوائل) أرشيفي - تربوي - سياحي - صحي - معلوماتي ...* بيروت: دار الملاك. [RLEB 956.9204:B132dA:1998](#)

## Digital Collections

- [Travel Books](#)

## Digital Resources

- [Ministry of Tourism, Lebanon](#) *The Middle East Photograph Preservation Initiative (MEPPI)*

## LibGuides

- [Travelers to the Middle East: Visual Resources, Travel Guides, and Maps](#)

## Maps

- Lebanon. Ministry of Tourism. (1996). General map of Lebanon. Ministry of Tourism. [MP 912.5692:LEB:1996b](#)

## Photos

- Lebanon Tourism Photo Collection, 1969. [Ph:LT:1969](#)  
A small collection of 17 historical images of Lebanon, 1969. The images depict famous archeological sites and places across the country from Beirut to the South, the North, Beqaa and Mount Lebanon. These photos were taken by famous photographers such as Fattal, Manoug, Magnin, Varougan and Yetenegian.
- Richard Sterling Finnie Photograph Collection, 1951. [Ph:RSF:1951](#)  
The Richard Sterling Finnie Photograph Collection includes 52 black and white photographs taken by Finnie (1906-1987) in Lebanon and Syria in 1951. Finnie was a documentary filmmaker and photographer who took special interest in keeping memories of individuals, sounds and places, during his visit to these two countries.
- Three American Sisters Photo Album, ca. 1900s. [Ph:ASP:1900s](#)  
120 black & white and sepia-toned photographs taken in the Arabic part of Ottoman Empire, mainly Lebanon, by three American Sisters.
- Ghandour Fathallah El-Sheikh Collection, 1900-2010. [A.920.1](#)  
154 mainly black-white and sepia low-resolution digital copies of photos. The collection portrays the life of a Muslim Sunni Beirut family during the 20th century, family genealogy, achievements, social life, gatherings, outings around Lebanon, celebrations, wedding ceremonies.
- Nahr Ibrahim Photo Collection, [1920] [Ph:NI:1920s](#)  
27 black and white photos contains photos of landscapes of regions in Mount Lebanon, particularly Afqa Valley, cave and waterfalls.
- Saul Rosenberg Collection, 1932-1978. [Ph:SR: 1932-1978:1512](#)



The albums contain 1,432 photographs taken by Dr. Rosenberg himself mostly during his days at AUB Medical School, between 1932 and 1939, along with forty-nine digital copies of colored photos that portray Saul's later visit to Beirut in 1978.

- [Middle East Photo Album, 1933-1943](#)  
86 black and white photos that depict views of towns, daily life, occupations, archeological sites, landscape as well as portraits of Bedouins throughout Iraq, Transjordan, Lebanon, Syria, and Palestine, during the period from 1933 to 1943.
- The Manoug Photo Collection, 1940-1970  
463 black and white photographs as well as 20,000 negatives of Lebanon, Syria, Jordan, Armenia, etc. The collection mainly documents Lebanon between the 1940s to 1970s. The print collection can be checked onsite.
- Aida Kanafani Zahar Photograph Collection, 1977-1998. [Ph:akz:1977-1998](#)  
228 colored and black and white photos taken in Lebanon, Syria, and United Arab Emirates between 1977 and 1998.

## Periodicals

- *Baalbeck International Festival*. (1956). Bayrūt: Mihrājānāt Ba‘labakk al-Dawlīyah. [CA:PA 394.269:M588mA:1998:c.1](#)

## Postcards

- [AUB Postcard Collection](#)
- [Al Mashriq - Postcards](#)

## Thesis

- El-Hibri, H. (2001). *Marketing the image of Lebanon as a tourist destination in the new millennium*. [Pj:930](#)
- Issa, I. A. (2008). *Tourism in Lebanon: dissonance between idealism and reality*. [T:5039](#)
- Saad, M. G. (1998). *Marketing Lebanon as a tourist destination*. [Pj:707](#)
- Salem, P. (1984). *The National Council for the Development of Tourism in Lebanon (1962-1975): a case study*. [T:3176](#)
- Dumit, K. (1976). *Some characteristics of the Lebanese tourist industry, 1960-1973*. [T:2411](#)
- Matar, M. E. (1997). *Tourism demand in Lebanon*. [T:3784](#)