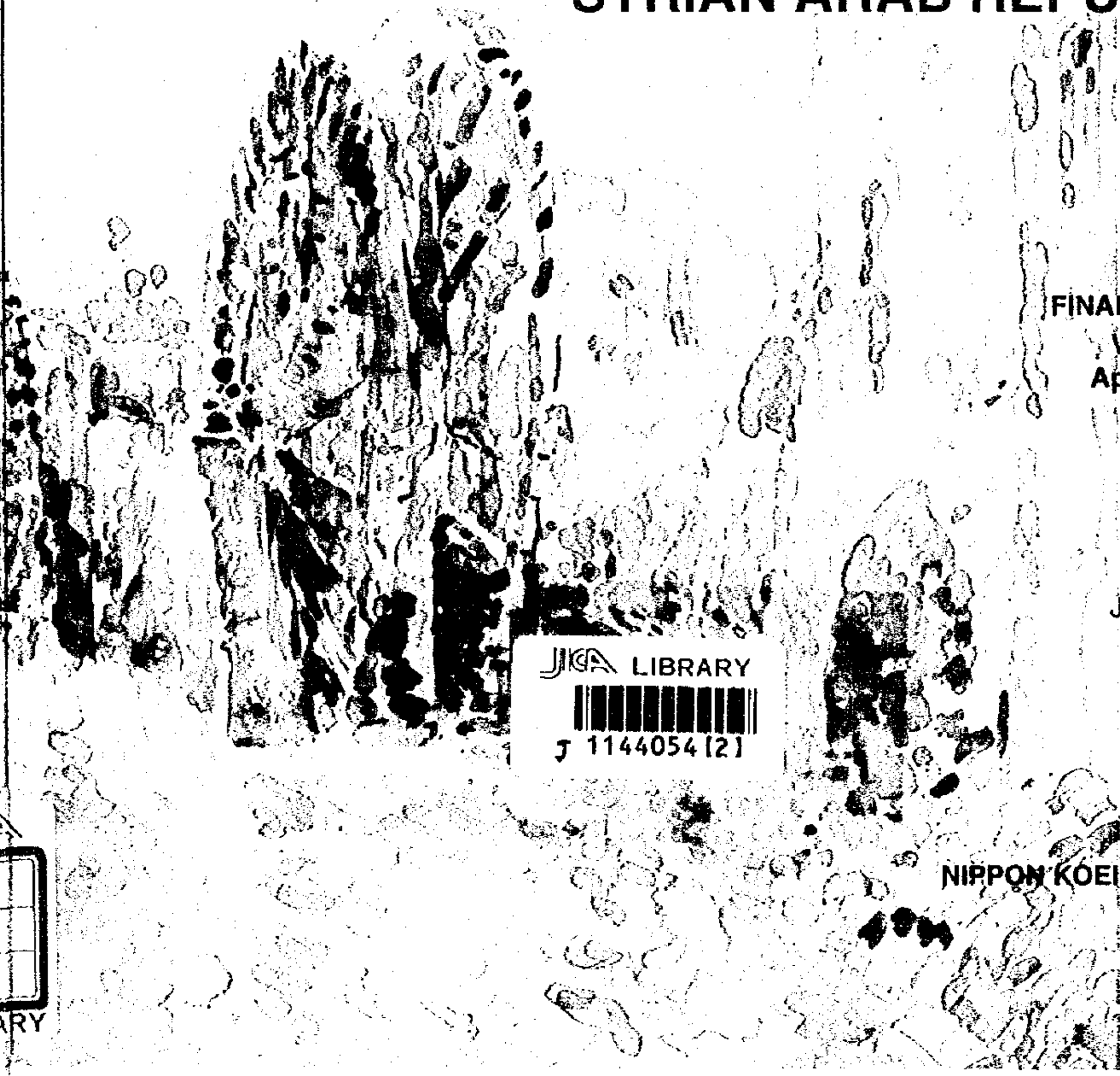
社会開発調査部報告書

No. 32

MINISTRY OF TOURISM
SYRIAN ARAB REPUBLIC

JAPAN INTERNATIONAL COOPERATION AGENCY
(JICA)

THE PREPARATION OF NATIONAL TOURISM DEVELOPMENT PLAN IN SYRIAN ARAB REPUBLIC



FINAL REPORT
Volume III
Appendixes

JULY 1998

PADECO
NIPPON KOEI CO., LTD.

THE PREPARATION OF NATIONAL TOURISM DEVELOPMENT PLAN IN SYRIAN ARAB REPUBLIC
FINAL REPORT Volume III Appendixes JULY 1998

MINISTRY OF TOURISM
SYRIAN ARAB REPUBLIC

JAPAN INTERNATIONAL COOPERATION AGENCY
(JICA)

THE PREPARATION OF NATIONAL TOURISM DEVELOPMENT PLAN IN

SYRIAN ARAB REPUBLIC

FINAL REPORT
Volume III
Appendixes

JULY 1998

PADECO
NIPPON KOEI CO., LTD.

for the currency conversion, in case necessary,
exchange rate in May 1998 is applied:
US$ 1.00 = SP 45.00.

Cover Picture: Painted by Emad Jarwa, Hama

The Preparation
of
National Tourism Development Plan
in
Syrian Arab Republic

Final Report

TABLE OF CONTENTS
(Volume I)

LIST OF TABLES
(Volume I)

LIST OF FIGURES
(Volume I)

TABLE OF CONTENTS
(Volume II)

LIST OF TABLES
(Volume II)

LIST OF FIGURES
(Volume II)

TABLE OF CONTENTS
(Volume III)

LIST OF TABLES
(Volume III)

LIST OF FIGURES
(Volume III)

Abbreviations

AAGR	: Average Annual Growth Rate
ALS	: Average Length of Stay
CIQ	: Customs, Immigration and Quarantine
DGAM	: Directorate General of Antiquities and Museum
DGCA	: Directorate General of Civil Aviation
EIA	: Environmental Impact Assessment
FIT	: Foreign Individual Tourist
GCC	: Gulf Cooperation Council (Countries)
GCETP	: General Commission for Execution of Tourism Projects
GCTHT	: General Commission for Tourism and Hotel Training
GDP	: Gross Domestic Product
GTZ	: Gesselschaft für Technische Zusammearbeit (Germany)
IEE	: Initial Environmental Examination
IFAPO	: Institut Français d'Archeologie de Proch-Orient
IFEAD	: Institut Français d'Etude Arabe de Damas
JATA	: Japanese Association of Travel Agencies
JICA	: Japan International Cooperation Agency
JNTO	: Japan National Tourist Organization
MOC	: Ministry of Culture
MOCO	: Ministry of Communications
MOE	: Ministry of Environment
MOF	: Ministry of Finance
MOH	: Ministry of Health
MOHU	: Ministry of Housing and Utilities
MOLA	: Ministry of Local Administration
MOT	: Ministry of Tourism
MOTR	: Ministry of Transport
OECD	: Organization for Economic Cooperation and Development
OECF	: The Overseas Economic Cooperation Fund of Japan
RB	: Syrian Arab Airlines
SYRTEL	: Syrian Arab Company for Tourist Establishments
SATTA	: The Syrian Association of Tourist and Travel Agents
SCTT	: Syrian Company for Transport and Tourism (TRANSTOUR)
SIT	: Special Interest Tourist
SP	: Syrian Pounds
SPC	: State Planning Commission
WTO	: World Tourism Organization

INTRODUCTION

This report is Volume III of the Final Report of the Preparation of National Tourism Development Plan in Syrian Arab Republic.

The Final Report consists of four volumes as follows:

1. Executive Summary
2. Volume I: Tourism Development Master Plan
   Part I: Tourism in Syria, Problems and Prospects
   Part II: The Master Plan
3. Volume II: Zone Plans and Priority Action Plan
   Part III: Plans for the Priority Zones
   Part IV: Action Plan
4. Volume III: Appendixes

"Part I: Tourism in Syria, Problems and Prospects" examines past history and existing conditions of tourism development in Syria, identifies issues, and assesses its future prospects.

"Part II: The Master Plan" synthesizes the results of work presented in Part I, recommends the most appropriate policies and strategies for tourism development in Syria, and formulates development plans for various components contributing the sector development. Part I presents background information and analyses and Part II presents plans. Together they constitute a master plan.

"Part III: Plans for the Priority Zones (2015)" illustrates concrete strategies and plans for the four selected zones of Damascus, Aleppo, Homs and Hama, and the Coastal.

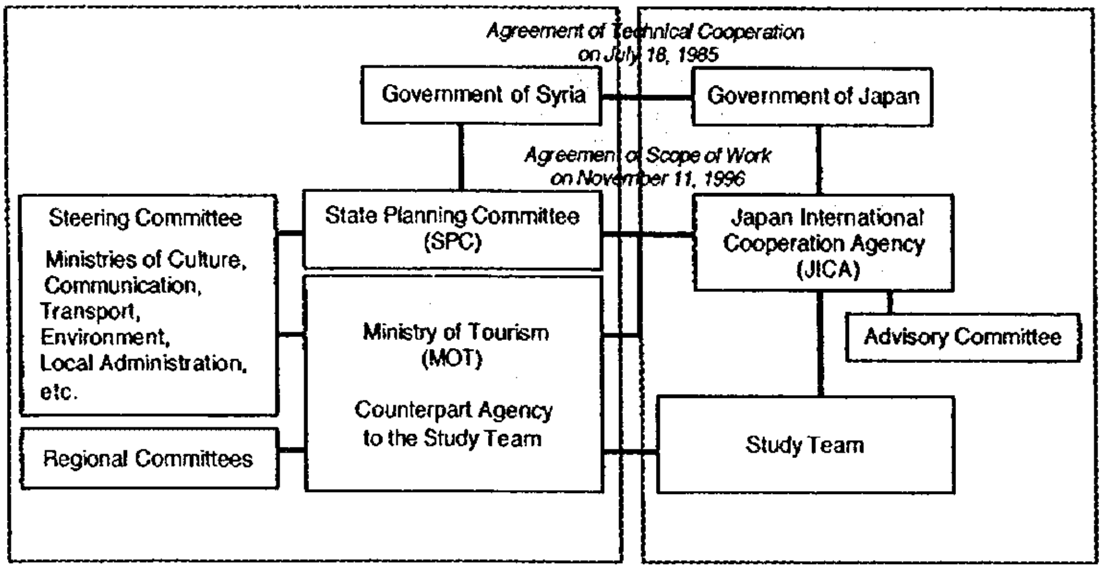
Finally "Part IV: Action Plan (2005)" indicates the most necessary and immediate actions to achieve the goals of the formulated Master Plan.

Appendixes of Volume III include detailed data and information supporting the Study.

A1.1 Study Background

A1.1.1 Study Organization

Figure A1.1.1 Study Organization



(1) Steering Committee

Ministry of Tourism

H.E. Mr.	Ahmad Helwani	Deputy Minister (Chairman)
Eng.	Abdul Mou'een Fitrawi	Director General of GCETP
Eng. Mrs.	Falak Al-Abrash	Deputy Director of GCETP
Mrs.	Sawsan Jouzi	Director of Tourism Relations
Mr.	Abdul Mou'een Al-Maleh	Director of Planning and International Relations
Eng.	Walid Joujeh	Director of Technical Affairs
Mr.	Salah Khurbutli	Head of Studies Dept.
Eng.	Firas Shaqfeh	Head of Hotels Dept.
Eng.	Samer Hamoda	GCETP
Eng.	Nidal Machfej	GCETP
Eng.	Waiel Kossara	GCETP
Dr.	Fawaz Arnaout	Directorate of Tourist Relations
Mr.	Mutaz Daghistani	Director of Information Bureau

GCETP: General Commission for the Execution of Tourism Projects

Related Agencies

Mrs.	Afaaf Olabi	Director of Internal and External Commerce Planning, State Planning Commission
General	Abdul Kader Obaisi	Head of Passport and Residence Branch, Passport Administration
Eng.	Bassam Jairoudieh	Member of Executive Bureau, Damascus Municipality
Mr.	Moukhles Abou-Hamoud	Director of Planning, Ministry of Transport
Mr.	Khalid Kiki	Advisor for Administration and Financial Affairs, Ministry of Communications
Eng. Ms.	Hazaar Omraan	Principal of High Institute of Ruins and Museums, Ministry of Culture
Eng.	Yahia Awaida	Ministry of Environment
Eng.	Nadia Hilmi	Ministry of Environment

Dr.	Abdul Rahman Attaan	Secretary of Chamber of Commerce, Damascus
Mr.	Basel Hamwi	Chamber of Industry
Mr.	Ibraheem Nahaas	Chamber of Industry
Mr.	Adel Haaj Ali	Vice President of Tourism and Travel Association

(2) JICA

JICA Advisory Committee

Responsibility	Name	Position
Chairperson / Tourism Administration	Shigenori MIYATAKE	Director, Regional Development Division, Tourism Department, Ministry of Transport
Tourism Development / Tourism Resource Evaluation	Toru OKUHARA	Chief of Section, Planning and Research Office, Planning Division, Tourism Department, Ministry of Transport
Tourism Promotion Plan	Satoshi NISHI	Planning and Research Division, General Affairs Department, Japan National Tourist Organization (JNTO)
Regional Development	Atsuyoshi TODA	Development Specialist, Institute for International Cooperation, JICA
Project Evaluation	Susumu ITO	Deputy Director 1st Division, Operation Department III OECF

Members of JICA in charge of monitoring of the Study.

Mr. Takao KAIBARA	Director, First Development Study Division, Social Development Study Department, JICA
Mr. Masahide MATSUNAGA	Deputy Director, First Development Study Division, Social Development Study Department, JICA
Ms. Tomoko NISHIUMA	First Development Study Division, Social Development Study Department, JICA
Mr. Yutaka NISHIDA	First Development Study Division, Social Development Study Department, JICA
Mr. Katsuhiko EBINA	Resident Representative of JICA Syria Office
Ms. Ako MUTO	Assistant Resident Representative of JICA Syria Office

(3) Study Team

Team Leader:	Yuichiro MOTOMURA
Deputy Team Leader/ Regional Development:	Toshikazu TAI
Tourism Administration:	Akira KATAYAMA
Tourism Promotion:	Ariyoshi SATO
Land Use:	Masafumi TANIFUJI
Tourism Marketing:	Kiyoaki TAKAKUWA
Human Resource Development /Social Impact:	Masafumi IKENO
Tourism Facilities / Tourism Services:	Tetsuo ISONO
Transport:	Akio NAKAMURA
Cultural Heritage Management:	Manuel KNIGHT
Environmental Management:	Mamoun FAHHAM
Utilities / Infrastructure:	Toshiki NAKA
Demand Forecast /Financial Analysis:	Hiroshi IMAIZUMI
Coordinator:	Yasuhiro HONDA

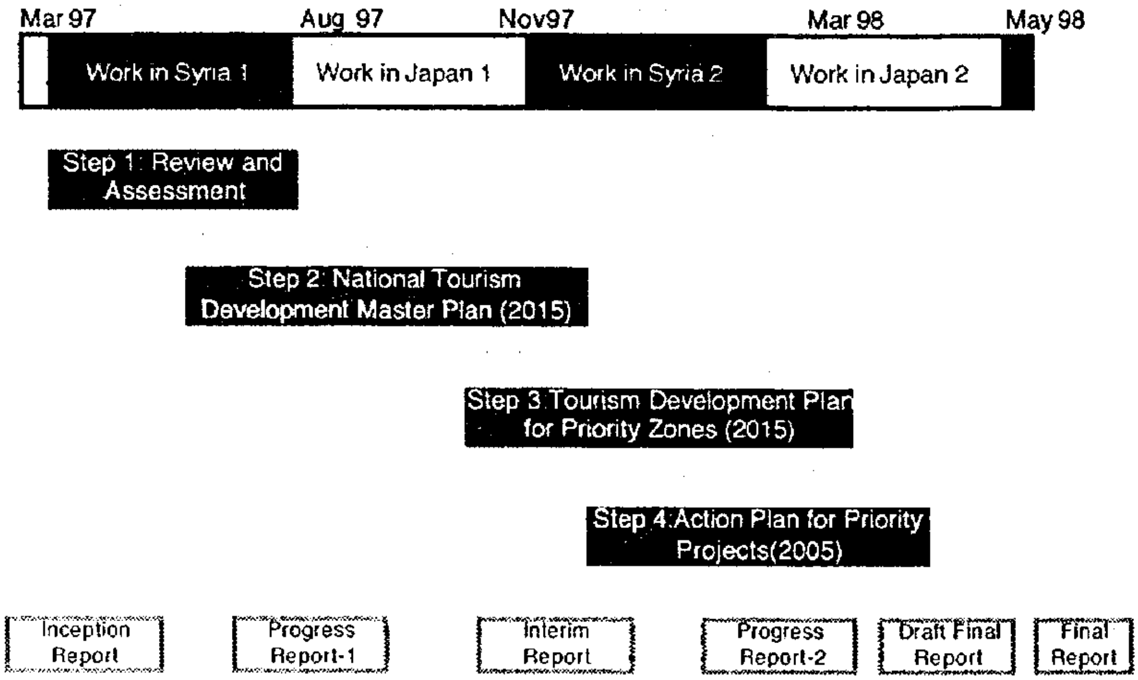
A1.2 Study Schedule

The Study comprised the following steps according to the objectives of the Study, which cover all aspects described in the Scope of Work for the Study:

- Preparatory Study;
- Step 1: Review of the previous tourism plans and assessment of the tourism sector in Syria;
- Step 2: Formulation of National Tourism Development Master Plan with the target year 2015;
- Step 3: Formulation of Tourism Development Plan for the selected Priority Zones with the target year 2015;
- Step 4: Formulation of Action Plan with the target year 2005; and
- Final Report preparation.

The study was carried out according to the following study flow.

Figure A1.2.1 Study Schedule



A2.1 Syria Today

A2.1.1 Geography in Syria

(1) Land Use

From the land use perspective, Syria is classified mainly into the following four categories: 1) Cultivable Land, 2) Uncultivable Land, 3) Steppe and pasture, and 4) Forests in the statistics. Cultivable land is further sub-divided into cultivated land including irrigated, non-irrigated and fallow lands. Uncultivable land is sub-divided into building and public roads, marshes and lakes and others. Table A2.1.1 indicates the areas and their composition rate of the land categories.

Table A2.1.2 Land Use in Syria

Land Use			Area (x 1,000 ha)	Composition Ratio (%)
1)	Cultivable land		5,971	32.2
a)	Cultivated land	Irrigated	1,082	5.8
		Non-irrigated	3,770	20.4
b)	Fallow		635	3.4
c)	Uncultivated		484	2.6
2)	Uncultivable land		3,761	20.3
a)	Building and public roads		606	3.3
b)	Marshes and lakes		138	0.7
c)	Others		3,017	16.3
3)	Steppe and pasture		8,299	44.8
4)	Forests		487	2.6
	Grand Total		18,518	100.0

Source: Central Bureau of Statistic, 1996, Statistical Abstract

(2) Geographical Characteristics

Syria has an area of 185 thousand sq.km and a 2,413 km border which is shared by Turkey in the north, Iraq in the east, Lebanon in the west, and Palestine and Jordan in the south. Syrian coastline stretches 183 km along the Mediterranean Sea. The narrow coastal plain extends from Latakia (Ras al Bassit) in the north to Tartous (Hamidiye) in the south. Population living in Syria at mid-year 1996 is estimated at 14.6 million in total.

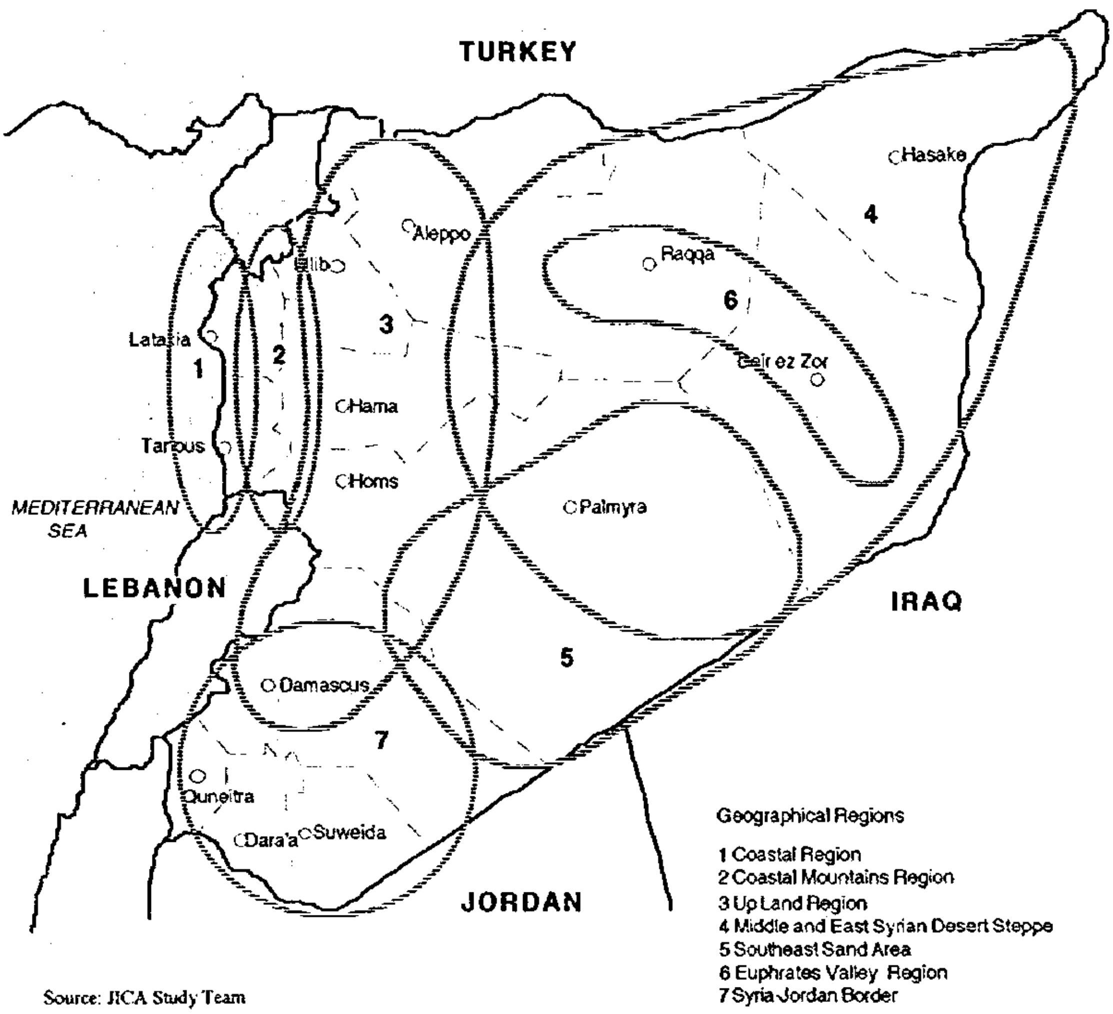
Syrian steppe has an area of 60 thousand sq.km, which is equivalent to about one third of the country. Syrian desert steppe comprises about 60 percent of the national territory. Seven major physical regions can be distinguished. These regions have contrasting climates and different ground covers, population densities and ways of utilizing the land. These features are summarized in Table A2.1.2 and shown in Figure A2.1.1.

Table A2.1.2 Characteristics of Regions in Syria

Region	Characteristics
1. Coastal Region	This region exists in a narrow strip of land between the Mediterranean coast and the adjoining uplands. Major parts of Latakia, Banias, and Tartous are located in this region, and are gaining significance in industries, such as major port development in Latakia and an oil refining complex in Banias. New resort areas have been developing at Ras Ibn Hani, north of Latakia and at Amrit, south of Tartous. Moderate temperatures, strong winter rains and high humidity during the summer are characteristics of this region.
2. Coastal Mountains	The coastal mountains extend along the coast from north to south and are divided by the Antakya depression and other coastal mountains. The outlying zones are incised with valleys. Extensive forests are still found in the northern area. The south was already depleted by ruthless deforestation in antiquity. The areas in the mountains more than 1,000m high is characterized by a rainy winter and moderate climate during the summer months. The precipitation (600 to 1,000 mm/year) and melted snow from high regions emerge in the lower elevations in Karstic springs, making extensive cultivation of crop possible. Isolated scattered settlements are fund in the Karstic mountains.
3. Upland	The uplands are bounded by the striking, rocky folds of the foothills of the East African falls to the east. The Orontes river creates a fertile valley extending north to Homs, Hama and Aleppo plains. The Al-Ghab region is rich agricultural region dependent on irrigation. Winter rains allow rain-fed crops. Summer is hot and dry. The boarder to the middle and east Syrian desert steppe runs through this region from north to south. Along this border a string of settlements were established at the crossings of ancient caravan routes and pilgrims' roads including the major Syrian cities of Aleppo, Idleb, Hama, Homs and the capital of Damascus situated in a wide oasis. The southern cities of Quneitra, Dara'a and Suweida were established in the basalt landscape.
4. Middle and East Syrian Desert Steppe	The middle and east Syrian desert covers almost 60% of Syria and oasis and meager water points are inhabited by Nomads, Bedouins, and Shepherds. The table land is divided by mountain ridges and stratified crests of Palmyra mountain range and highlands of inner Syrian creases elevations with a depression in between.
5. Southeast Sand Area	This region is cut by valley and extensive sand spread over the area towards the Euphrates. Precipitation in this region is only 150 to 200 mm per year.
6. Euphrates Valley	The Euphrates flows diagonally into Syria, crossing the desert and providing fertile land on its banks, extensively used for agriculture. The Euphrates forms a widely utilized river oasis and after the completion of Assad Dam, broad irrigation fields are located along the Euphrates's tributaries. Areas such as Deir ez Zor and Raqqa have been promoted as centers for touring historical sites in this region, which are previously neglected by tourism promoters. Lake Assad is being developed as a new tourist resort attraction.
7. Syrian-Jordan Border	The landscape of this region is marked by volcanic summits, slag cones and craters with intermittent, extensive lava fields, and provides excellent soil conditions for the cultivation of cereals.

Source: General Organization of Remote Sensing, 1996, Syria Space Image Atlas

Figure A2.1.1 Geographical Characteristics of Syria



Source: JICA Study Team

A2.1.2 Demography

(1) Population

Over the past 25 years Syria has had one of the highest population growth rates in the world. Census population shows a 6,305 thousand, a 9,046 thousand and a 13,782 thousand in 1970, 1981 and 1994 respectively, and average annual growth rate between 1970 and 1994 is 3.3 percent. The mid-year population estimate (of those actually living in Syria) for 1996 is 14.62 million. The estimated population between 1975 and 1996 is shown in Table A2.1.3.

Table A2.1.3 Estimated Mid-year population in 5 year interval

Unit: thousand person

Year	1975	1980	1985	1990	1995	1996
Mid-year population	7,380	8,740	10,276	12,116	14,186	14,619
Ave. Annual Growth Rate	-	3.44%	3.27%	3.37%	3.20%	3.10%

Source: Central Bureau of Statistics

The population by Mohafazat during the period of 1986-1996 is presented in Table A2.1.4. The population growth rate between 1986 and 1996 in Mohafazats of Damascus, Aleppo, Deir ez Zor and Raqqa is higher than that of 1970's. While, in other Mohafazat, it has decreased or stabilized for the period from 1986 to 1996.

The population is concentrated in the Aleppo-Hama-Homs-Damascus corridor running north to south in the west of the country, and on the coast in the provinces of Latakia and Tartous. However, the implementation of the Euphrates irrigation project has made the north-east more important and the government is trying to encourage the development of this neglected area.

Table A2.1.4 Mid-year Population Changes by Mohafazat

Unit: thousand person

Mohafazat	1986	1996	AAGR	Mohafazat	1986	1996	AAGR
Damascus	2,347	3,223	3.22%	Tartous	524	778	4.03%
Aleppo	2,196	3,170	3.74%	Dara'a	442	611	3.29%
Homs	971	1,287	2.86%	Deir ez Zor	472	651	3.27%
Hama	862	1,160	3.01%	Raqqa	408	590	3.76%
Hasake	784	1,085	3.30%	Suweida	232	280	1.90%
Idleb	695	963	3.31%	Quneitra	32	53	5.18%
Latakia	647	778	1.86%	Total	10,612	14,619	3.26%

Notes: AAGR: Average Annual Growth Rate.
Damascus includes Damascus Countryside Mohafazat
Source: Central Bureau of Statistics, 1986 & 1996, Statistical Abstract

Population projections for the periods from 1995 to 2005, 2010 and 2015 were conducted by Central Bureau of Statistics. By Mohafazat, the highest annual growth rate of 4.72 percent during the period from 1994 to 2005 is applied to Quneitra, followed by Damascus Countryside (4.44 %), Deir ez Zor (4.21 %) and Suweida (3.89 %). The lowest growth rate of 1.67 percent is applied to the Damascus Mohafazat. The population of 2015 as a whole nation is forecast at about 25 million.

Table A2.1.5 Population Projection

Mohafazat	1994 (Existing)	2000 (Projected)	2005 (Projected)	2015 (Proj.)	AAGR(%) 1994-2000	AAGR(%) 2000-2005	AAGR(%) 1994-2005
Damascus	1,394,322	1,539,163	1,672,737		1.66	1.68	1.67
Damascus Countryside	1,646,744	2,131,124	2,655,109		4.39	4.49	4.44
Aleppo	2,975,063	3,643,072	4,328,259		3.43	3.51	3.47
Homs	1,217,342	1,453,866	1,690,598		3.00	3.06	3.03
Hama	1,097,769	1,307,708	1,517,298		2.96	3.02	2.99
Latakia	746,441	851,774	952,455		2.22	2.26	2.24
Deir ez Zor	711,375	908,869	1,119,904		4.17	4.26	4.21
Idleb	905,483	1,101,089	1,300,365		3.31	3.38	3.34
Raqqa	553,395	677,140	803,973		3.42	3.49	3.45
Suweida	268,337	305,292	340,506		2.17	2.21	2.19
Dara'a	606,620	760,935	922,950		3.85	3.94	3.89
Tartous	587,519	664,234	736,855		2.07	2.10	2.08
Hasake	1,022,940	1,232,309	1,443,655		3.15	3.22	3.18
Quneitra	48,774	64,122	80,976		4.67	4.78	4.72
Total	13,782,119	16,640,697	19,565,640	25 m	3.19	3.29	3.24

Source: Central Bureau of Statistics

(2) Population Structure and Unemployment

The Syrian population can be characterized as being very young. The age group below 20 years old accounts for 56.4 percent of the total population in 1994 Census. This trend has been maintained over the past two decades. Unemployment ratio in labor force was increasing gradually form 4.7 percent, 5.9 percent and 6.8 percent in 1984, 1989 and 1991 respectively. Unemployment will become a serious problem in Syria for which government should take effective countermeasures. Service sector development including tourism will be an effective strategy as a countermeasure.

(3) Ethnic Divisions and Religions

About 90 percent of the population are Arabs, including Bedouins (about 100,000). The remainder is made up of smaller groups of Kurds, Armenians, Caucasian and Turks. Arabic is the mother tongue of the majority. Kurdish is spoken in the north, especially towards the east, Armenian in Aleppo and other major cities, and Turkish in some villages east of the Euphrates. Aramaic, the language of the Bible, is still spoken in two or three villages. Nearly 70 percent of Syria nationals are Arab Sunni Muslims.

A2.1.3 Social and Economic Development

(1) Administrative Structure

The Syrian territory is divided into 14 Mohafazats. Each Mohafazat has an executive board (council) which consists of locally elected members and a Governor who is appointed by the President.

Mohafazat is geographically subdivided into several Mantikas, and Mantikas are further subdivided into several Nahias. Mantikas and Nahias are not administrative units, yet are territorial divisions in terms of general security. Smaller administrative units are called Medina (city), Balda (town) and Karia (village).

Table A2.1.6 Administrative Units in Syria

Mohafazat	Mantika	Nahia	Mdina (city)	Balda (town)	Karia (village)
Damascus City			1		
Damascus Countryside	9	27	22	29	178
Aleppo	8	31	8	32	1,453
Homs	6	17	7	16	453
Hama	5	16	5	21	503
Latakia	4	17	4	17	449
Deir ez Zor	3	11	3	21	129
Idleb	5	18	7	13	410
Raqqa	3	6	4	6	293
Suweida	3	9	3	9	121
Dara'a	3	12	8	15	122
Tartous	5	22	5	21	484
Hasake	4	11	5	10	1,609
Quneitra	2	4	2	3	162
Total	60	201	84	213	6,364

Note: Mohafazat's Mantika center is not included in Matikas. Mantika's Nahia similarly.
Source: Central Bureau of Statistics, 1995, Statistical Abstract

(4) Economic Structure

In 1995, the GDP was SP 551.7 billion. The public sector contributes almost 50 percent of

GDP. The local economy relies heavily on a seasonally fluctuating agricultural output which accounts for about 21 percent of GDP. The oil and gas sector accounts for 62 percent of exports and is the largest source of foreign currency.

Table A2.1.7 Trend in GDP in Syria (at constant prices of 1985)

Unit: million Syrian Pounds

Year	1975	1980	1985	1990	1995	Average Annual Growth Rate(%) 1975-80	1980-85	1985-90	1990-95
GDP	52,145	72,078	83,225	89,485	126,106	6.69%	2.92%	1.46%	7.10%

Source: Central Bureau of Statistic, 1995, Statistical Abstract

In 1990-95, Syria's economic growth (GDP) averaged 7.1 percent annually. The Gulf war provided Syria an aid of nearly US$ 5 billion dollars from Arab, European, and Japanese donors. However, nationwide financial difficulty and increasing inflation were accompanied by a decline in GDP growth rate to 3.6 percent in 1994-95. Syria's economy is still loaded with a large number of poorly performing public sector firms, and industrial productivity remains to be improved even though the Syrian economy has been in the process of gradual transformation from a planned and state-sector oriented system to a market economy.

The share of GDP by sector indicates the "mining & manufacturing" sector in 1995 occupied 28.5 percent of the total, followed by the "agriculture" sector (20.7%) and the "wholesale & retail trade" sector (18.5%). The "transport & communication" sector has gradually increased its share. The "government services" has lost its share from 14.3 percent in 1991 to 11.7 percent in 1995.

In 1995 commodity export earned SP 44,561.8 million and import required SP 52,856.0 million. As a result, the trade balance in 1995 marked a deficit of SP 8,294 million. In export, "fuel and lubricants" has the largest share of about 62.5 percent of total export value in 1995 and is the country's largest source of foreign currency. In import, the major commodity is machinery with its share of 45.6 percent of the total.

Table A2.1.8 Trend in Values of Export and Import in Syria

Unit: SP million

	1990	1991	1992	1993	1994	1995
Exports	47,281.6	38,504.1	34,719.8	35,318.0	39,818.5	44,561.8
out of which:	21,218.5	20,488.9	24,087.4	23,533.2	22,353.0	27,842.1
Fuel & Lubricants	44.9%	53.2%	69.4%	66.6%	56.1%	62.5%
Imports	26,936.1	31,066.4	39,178.3	46,468.9	61,374.1	52,856.0
out of which:	12,071.9	15,111.3	16,126.0	19,059.4	24,389.2	24,084.5
Industrial Supplies	44.8%	48.6%	41.2%	41.0%	39.7%	45.6%
Balance	20,345.5	7,437.7	-4,458.5	-11,150.9	-21,555.6	-8,294.2

Source: Central Bureau of Statistics

Step towards liberalization continued with the introduction of a new investment law in 1991, which became the cornerstone of the government's turn towards the private sector. Trading procedures were simplified and state intervention was reduced and the demand for labor was increased. In such sectors as tourism and agriculture, joint ventures between the public and private sectors have become more common in recent years.

Starting in 1991 the government adopted a new fiscal policy aimed at economic expansion. Investment expenditures have grown substantially which accounted for 47 percent (SP 67.9

billion) of the total budget expenditures in 1995. The 1995 budget emphasized expenditures in utilities (24% of total), agriculture (21%) and manufacturing (15%). The total estimated expenditures budgeted in 1995 were SP 162 billion. The national income in 1994 was SP 475,764 million. About 75 percent of country's debt is owed to the former Soviet Union while the balance is owed to European Union member states and international institutions such as the World Bank.

(2) National Development Plans

The SPC is responsible for preparing the national economic development plan. By the end of the 1960s the formal planning apparatus as it now exists had been set up with the Supreme Planning Council, consisting of the prime minister and the various ministers and heads of general organizations, responsible for the Plan's design and implementation. The First Five Year Plan was prepared for the period of 1961-1965. During this planning period the banks, insurance companies, and many private industrial firms were fully nationalized. Since the preparation of the first plan, the five year plan has been prepared every 5 years. Main characteristics of the past plans are summarized in the following table.

The eighth five-year plan (1996-2000) is being prepared. Agriculture will continue to be an important sector providing stability for the future economic development. Electricity, telecommunications, water and sewage are also high priority sectors. Targeted growth rates of GDP and population during planned period are set at 6.0 and 3.0 percent p.a. respectively.

Table A2.1.10 Five-Year Plans in Syria

5 year Plan	Description
The First Plan (1961-65)	This plan was an overall guiding plan and by its final year, only about 60 percent of planned public investment had been made.
The Second Plan (1966-70)	This plan aimed at the double of national income of 1960, with growth of 7.2 percent per year. Railways, the oil pipeline to Tartous and the Euphrates Dam figured prominently in the capital investment program. However, the average growth of net domestic products in real terms was only 4.7 percent.
The Third Plan (1971-1975)	A economic liberalization was initiated in this period including ease of restriction of foreign trade and setting up of free trade zones in 1971 to attract both foreign and Syrian investment. This plan concentrated on public-sector industrial investment, but was disrupted by October 1973 war. Total investment had been put at SP8 billion whereas actual investment reached some 12.76 billion, the plan aimed at an annual growth 8.2 percent, but average annual growth actually reach 13.0 percent.
The Forth Plan (1976-1980)	This plan was formulated in the light of massive injections of Arab Capital, and therefore a large-scale investment program was planned. Actual investment spending fell SP4 billion short of targets while average annual growth rate reached only 6.2 percent in comparison with the planned 12 percent.
The Fifth Plan (1981-1985)	This pan was focused on the continuation of projects that were started in previous plans. The ultimate goal was self-sufficiency in agriculture, which was targeted to expand by 45.8 percent. The target of average annual growth of GDP was set at 7.7 percent. However, GDP growth fell a long way short of the target, after a 10.2 percent surge in 1981. Investment spending was 15 percent below the target level. The squeeze on imports also affected supplies of vital inputs to all productive sectors.
The Sixth Plan (1986-1990)	The plan emphasis on agriculture, irrigation, and medium-scale agro-industries. Agriculture and irrigation received more government assistance, benefiting medium-sized agro-industries and plants producing agricultural inputs. Actual investment in agriculture accounted for 18.7 percent of total spending, but share of industry and energy, at 19.7 percent, was far below the target.
The Seventh Plan (1991-1995)	The basic principles of this plan includes, liberalization of the economy, continued development of agriculture and irrigation, and self-sufficiency in cereals. The agriculture sector was to receive particular attention, with self-sufficiency in cereal production. The highest average growth rate is to be that of Utilities (electricity and water) at 9.2 percent, followed by financial and social services at 7.5 percent and 7.0 percent respectively.

Source: EIU

A2.1.4 Donor Activities

The international aid to Syria, in general, has played a moderate role in the national development during the past fifty years of Syrian independence. Most of the development needs and requirements were covered nationally, in a period of continuos pressure on the economy resulted mainly by international and regional affairs and conflicts.

The United Nations agencies used to provide the biggest share of the available funds, which were destined originally to humanitarian aid, emerged after the consecutive refugee waves from Palestine and occupied territories. This important source could help in covering some of the urgent needs of sudden crises, but could not help in the ensuing consequences, which heavily affected the Syrian economy. In fact, as the negative impacts were increasing, the amounts of the allocated funds decreased.

The United Nations Development Program, UNDP, launched lately several projects related to development activities, which focused mainly on social problems such as, health, poverty, and women's role in the society, in addition to other projects which deal with priority development sectors, such as, agriculture, electricity, and environment.

The new trend of the economic reform and challenges facing this reform raised international attention into this area in Syria during the past five years. This coincided with the growing interest in the Middle East Region, shared mainly by the European Union and Japan as the main actors in this activity, besides UN organization represented by UNDP. Other actors are also involved in a less active role, such as Germany, France and England through their technical and cultural establishments in Damascus, and other countries through their diplomatic delegations. This international effort now represents the major source of dedicated funds for long term development planning and technical assistance, extremely needed in the current development activities.

The State Planning Commission which is the responsible authority for the international cooperation, coordinates with other government agencies to launch the funded projects through inter-sectoral coordination, and according to national priorities.

The official development assistance to Syria consists of the following types:

- Free-standing Technical Cooperation (FTC);
- Investment related to Technical Assistance (ITC);
- Investment Project Assistance (IPA);
- Program/Budgetary aid or Balance of payment support (PBB);
- Food Aid (FAO); and
- Emergency and Relief Assistance (ERA).

The available data of the ODA according to "UNDP report" indicated that in 1994 the total amount of external aid to Syria exceeded US$ 102 million exclusive the disbursements by GCC and Japan.

In the same year FTC constituted approximately 50 percent of the total amounts FOA and ERA approximately 45 percent; ITC and IPA approximately 5 percent; and PBB less than 1 percent. The main beneficiary sectors are:

- Economic Management;
- Public Administration and Planning;
- Natural Resources: (Land Use, Water Resources, and Environment);
- Human Resources Development: (education, training, schooling, etc.);
- Agriculture, Forestry and Fishery: (Research, Support Services, Food Crops, Livestock, etc.);
- Area Development: (integrated rural development);
- Industry: (Technological Research, medium scale industry);
- Energy: (concentrated energy, sources, generation, transmission and conservation);
- Industrial Trade;
- Transport;
- Communication;
- Social Development (Legislation and Administration, Resources, Housing, etc.);
- Health (Primary Care, Immunization, family planning, hospitals and clinics); and
- Humanitarian Aid (Refugees and returnees and emergency relief).

The following summarizes activities and projects by donor.

(1) UN

United Nations system agencies used to be the major donor source in Syria for the past 30 years. At present UNDP represents most of the current UN activities in Syria together with

- UNRWA: United Nation Relief and Works Agency for Palestinian Refugees;
- UNIDO: United Nation Industrial Development Organization;
- WHO: World Health Organization;
- WFP: World Food Program;
- IAEA: International Atomic Energy Agency;
- GEF: Global Environment Facility;
- UNISCO: United Nation Education, Scientific Cultural Organization; and
- UNFPA: United Nation Population Fund.

The main activities covered by UN Agencies are as follows:

Economic management;

- Macro-economic policy and planning - Free-standing technical cooperation
- Employment policy and planning - Free-standing

Natural Resources;

- Water resources planning - Free-standing ...investment project assistance
- Environmental preservation and rehabilitation - Free ...

Human resources development;

- Sector policy and planning - Free-standing ...
- Primary schooling
- Secondary schooling
- Tertiary Education
  Technical and managerial education and training
  - Free-standing ...
  - investment-related technical cooperation
  - investment project assistance
- Non-formal education - Free standing ...

Social Development;

- Social legislation and administration - Free-standing
- Housing - Free-standing technical cooperation

(2) EU

The European Union created new opportunity for developing countries to reshape the former bilateral cooperation into an international scale assistance programs, with a special attention to the Mediterranean countries through the Euro-Mediterranean partnership under way which is expected to raise considerably the EU assistance to Syria as one of the beneficiary countries. The main current programs are the following:

Cultural Tourism Development Program:

This program deals with tourism as a rapidly expanding sector worldwide, considering the exceptional cultural tourism potentials of Syria. This program will launch a US$ 3.9 million program aimed at enhancing and modernizing the Syrian tourism activity.

Banking Sector Support Program:

This program aims to improve the quality of banking services in Syria that are urgently needed to increase the level of investment resources. The expected fund will be approximately US$ 6 million.

Soutien a l'institut Superieur de Science Appliquees et de Technologie (ISSAT):

This program is related to the technical assistance presented by the University of Montpellier to ISSAT. The fund is approximately US$ 1.3 million.

Demographic Sector Program:

This program represents the European Union support to the efforts of Syria to reduce maternal fertility with a grant of approximately US$ 2.6 million.

Business Sector Support Program in Syria:

The objectives of this program is promoting economic growth and diversification and the development of economy in Syria with an immediate objective to increase output, experts and employment.

The total cost of the project is expected to reach about US$ 12 million.

Electricity Sector Support Program:

The European Union will support economic development in Syria by helping the Public Establishment of Electricity to deliver electricity in required quantities and quality for different consumers. The total amount of this program is approximately US$ 15 million.

Water Supply for Rural Regions in Syria:

The European Union is contributing to the supply of potable water to rural regions of Syria, through projects implemented under the responsibility of the Ministry of Housing and Utilities and the Ministry of Local Administration. The total amount of those projects is about US$ 10 million.

Forestry Sector Support Program:

This program aims at promoting a sustainable long term development of the forestry sector, in order to protect the environment, to increase agricultural and forests production, and to improve the living standards of the rural population.

The total amount of this 4 year program is US$ 6 million.

(3) JICA

Japan, the world largest donor nation in terms of net ODA disbursed, has been increasing its activities in Syria and the Middle East for the past ten years.

JICA; Japan International Cooperation Agency, is the responsible agency for the major portion of bilateral cooperation. JICA today is executing a large number of technical cooperation programs in Syria as follows:

Training Programs

Technical training programs which bring to Japan engineers and administrators. About 44 trainees attended group training courses in Japan and 40 trainees were sent for individual training courses from Syria in 1996.

Dispatch of Experts:

Recently more than 10 Japanese Experts are working in Syria at different fields such as: agriculture, industry and many others.

Development Studies:

In Syria JICA is executing many development studies of different projects, some of which are:

- Study on rehabilitation and manpower training for power plants
- Study on development of water supply system for Damascus city
- Study on ports development plan
- Study on the introduction of the integrated photo voltaic system
- Feasibility study on the cement plan development
- Study on national telecommunications network expansion plan
- Study on development of textile industry
- Study on the preparation of national tourism development plan
- Study on water resources development in the northwest and central basins

Grant Aid Program:

The major targets of Japan's grant aid are in the area of basic human needs, which covers medical care, public health, the domestic water supply, rural and agricultural development of human resources.

JICA carries out preliminary studies, expedites execution and conducts follow-up work.

Municipal Administration Modernization Program:

The program will provide tools, training and experience to municipal staff in the four cities, Damascus, Aleppo, Latakia and Homs, so that the modernization of their administrative structures and practices may be achieved, allowing them to deliver services of better quality to their inhabitants. The total amount of this program is about US$ 24 million.

Telecommunication Section Support Program:

The telecommunication sector support program will assist the Syrian Government's policy of economic development by supporting the STE in its efforts to strengthen the telecommunication sector. This will be done through a grant amounted to US$ 13 million.

A2.1.5 NGO and WID

(1) NGO

NGO's field of activity in Syria is not yet well established as an active movement with clear roles and support. Actually it is still limited to few societies in some of the professional and social fields. The main factor of this situation might be related to the focus on the popular organizations system in Syria, that played a major role in the new social structure on the local and the national levels, and substituted to some extent the activities of NGOs.

However, the awareness for the need of a proper NGO's role is increasing with the new trends of the economic reform, the private sector full partnership in the development process, and international cooperation. This awareness is essential for all parties concerned in taking the initiative in the NGOs foundation, and in providing the needed institutional, legislative, and financial support that can ensure its sustainability.

The main fields of the currently active societies are the following:

- Professional fields, such as medical societies,
- Scientific activities, such as the Syrian Computer Society,
- Services fields, such as Tourism and Travel Agents Society.
- Social awareness, such as the Syrian Family Planning Society, and
- Public interest local issues, such as Damascus Friends Society.

Most of the activities exerted by these societies are limited to sociable events or occasional conferences, coordinated and co-financed by other organizations due to the narrow range of adherence to the societies memberships and to the scarcity of their resources.

(2) WID

Syria adopts a relatively advanced policy towards the women involvement in social, economic, and political activities, in comparison with other countries in the Middle East Region. However it is still early to insure the women's involvement in various development sectors, in order to achieve full participation in the required sustainable development movement.

The main factor that would help in the encouragement of a better role for women, in the near future, is the wide spread mandatory free education in the primary school phase, and the free education in the high school and university levels. This advantage is providing a chance of an equal percentage of education and professional formation between male and female. But it will increase the actual demand for job opportunities. This fact is affecting the linkage between women and development in Syria in both directions, in a way that new investments in Syria are needed to enhance the growth of employment, for the increasing number of graduates in general, and women in particular.

The Women's Union, one of the most active popular organizations in Syria, is focusing on the awareness and the importance of the women's role in the social side of the development issues, mainly related to the family structure in the society. The Family Planning Society is one of the earliest social organizations to be established in Syria by women majority of members. It deals with social issues related to population growth. Despite the fact that the population growth in Syria is threatening to overload the limited natural resources, it is not yet perceived as a national priority problem, because of the lack of awareness in the general environmental management and the sensitivity of this issue for the officials in the relevant authorities.

NGOs provide an essential role in such matters, being able to take initiatives and raise the awareness to enable the society making progressive changes. Tourism sector is one of the most attractive sectors for the growing qualified labor and the private sector participation. Its activities are attracting particularly an increasing number of graduate women in various fields and backgrounds. This sector could provide a major opportunity for NGOs in general and women's organizations in particular, to participate in the development through the rich cultural heritage that can be used as Syrian tourism products.

A2.2 National Plan for Tourism Development, 1974

A2.2.1 Main Features

Prior to formulating the national plan inventory of Syrian tourism including natural, historical and cultural ones was reviewed and their potentialities were analyzed. Review and projection of the tourist demand were also conducted for different markets classified into international, regional (Arab countries) and domestic ones. Then, four alternative development plans were formulated based on the different growth rates of the future tourism demand. Through comparison of the alternative plans, the development plan with the moderate growth rate was selected as the optimum plan. The objectives of the national tourism development applied in the plan and indicative figures are summarized below.

(1) Development Objectives

- to increase foreign earnings and to create employment opportunity
- to harmonize tourism development with the resources preservation
- to coordinate and integrate tourism sector with development in other sectors
- to diversify tourism supply
- to develop urban tourism, summer resort, beach holiday and desert trip

(2) Projected Tourists and Tourist Motives in 1990

Projected Tourists

	Average Annual Growth Rate (%)	No. of Tourists in 1990
Foreign	4.9	560,000
Arab	4.8	950,000
Lebanese	7.1	1,150,000
Syrian	3.0	900,000
Total	4.9	3,560,000

Tourist Motives

Beach and Summer Resort	75.9%
Business	14.1%
Excursion, Spa and Transit	6.8%
Others	3.2%

(3) Development Plan

Based on the projected number of beds (136,000) in 1990, required accommodations and the related facilities were planned with the target year of 1990. The projected spatial development plan is also presented in Figure A2.2.1.

(4) Total Investment Cost and Expected Revenue

Total Investment Cost (up to 1990)

Hotel and Accommodation	1,522 million	48.2%
Services and Tourism Facilities	309 million	9.8%
Infrastructure	1,019 million	32.3%
Training Facilities, Preservation	242 million	7.6%
Promotion and PR	66 million	2.1%
Total	3,158 million	100.0%

Unit: SP

Expected Revenue in 1990

Revenue from Accommodation Guest	710 million
Revenue from Non-accommodation Guest	43 million

Unit: SP

Following the preparation of the national tourism development plan (up to 1990), a plan for the first phase development (up to 1980) was also prepared on the basis of the targeted number of tourists. The required number of the accommodation bed in 1980 was set at 61,000. Investment cost for the first phase development was estimated at SP 1,433 million, or 45 percent of the total investment cost.

In the plan, high priority was given to the development of the coastal resort and the mountain resort for which a detailed plan including their development programs during 1980-1990 was prepared as an additional study.

A2.2.2 Actual Implementation and Reasons for Limited Implementation

After the preparation of the national plan, several projects have been implemented, which include beach resort facilities along the coast and summer resorts near Damascus as well as hotel construction in major cities. However, implementation of projects has been limited and the tourism development in Syria has not attained the target level envisaged in the plan. That was caused by the following reasons:

(1) Change in Tourism Trend and Resulting Optimistic Demand Projection

The trend in the world tourism has changed from the classic beach holidays towards a more diversified one. Changes in the pattern of tourism demand occurred during the 1980s are summarized as follows:

- short breaks became much more popular, while main holiday lengths shortened;
- growth in mass tourism flows to Mediterranean resorts slowed considerably as activity, rural, city, health-based and cultural heritage holidays increased in popularity;
- growth in business travel including conference, incentive travel and leisure add-on to business trips boosted international tourism.
- demand for higher quality increased as incomes rose.

As a result, the Mediterranean has been loosing its market share though it remains the most important destination in the world. (The share of the Mediterranean region in the world tourism fell from 31 % in 1987 to 27% in 1991.)

In Syria, major purpose of foreign tourists except those from neighboring Arab countries has been the cultural heritage. In the national tourism plan, however, development of the coastal area and summer resort was awarded the highest priority, in which considerable investment was planned (Actually, about 59% of the planned accommodations were allocated to the coastal area).

Number of hotel guests	Actual (1990)	Projected in the plan (1990)
Foreign	468,000	560,000
Arab	512,000	950,000
Lebanese	462,000	1,150,000
Sub-total	1,442,000	2,660,000
Syrian	1,245,000	900,000
Total	2,687,000	3,560,000

Due to this misleading direction of the priority area and partly due to political instability in the Middle East, actual tourist demand in Syria did not attain the projected level. As indicated in the following comparison, actual total arrivals including Syrian tourists were 2.7 million in 1990, which is still 25 percent lower than the projected one in the national plan. Excluding the Syrian tourists, the number of actual tourists is only 54 percent of the planned figures.

(2) Facilities Oriented Development Plan without Practical Implementation Plan

In the national plan, facility development plan including hotel and accommodation was planned in detail to meet the projected increase in demand. The results of the accommodation construction are presented in Table A2.1.1. As indicated overall accomplishment rate is relatively high of 75 percent though that of the coastal area was lower than 50 percent.

Table A2.2.1 Number of Hotel Beds in 1990

	National Tourism Development Plan of 1974	Actual Implementation	Accomplishment (%)
Damascus *	15,600	13,391	85.8
Aleppo	2,900	5,074	174.9
Homs	2,500	1,225	49.0
Hama	450	524	116.4
Latakia	10,600	5,776	54.5
Tartous	4,000	1,471	36.8
Deir ez Zor	500	816	163.2
Idleb	170	58	34.1
Hasake	200	409	204.5
Raqqa	1,600	288	18.0
Sweida	50	82	164.0
Dara'a	150	282	188.0
Quneitra	570	-	-
Total	39,290	29,396	74.8

Note: * includes Damascus Countryside
Source: JICA Study Team

The relatively high rate of accommodation construction has not led to the projected development level of the Syrian tourism. This might be due to the lack of in-depth analysis of the marketing and promotion and their practical improvement measures. This was reflected by the allocation of the investment cost where only two percent of the total investment cost was distributed to the marketing and promotion. It was considered that the development of the tourism facilities could enhance tourism activity in Syria and solve most of problems faced at that time.

However, actual tourism market was not fixed one and has changed a great deal. More important and necessary things are to prepare flexible marketing and promotion strategies including institutional strengthening corresponding to the changing demand. An approach that could allow a flexible adaptation to the world market was lacking in the national plan.

For realizing the national development plan, a practical implementation plan should be prepared, which includes plans for improving organizations and securing finance in due consideration of the existing institutional framework and the national budget. However, a practical implementation plan was not incorporated in the national plan.

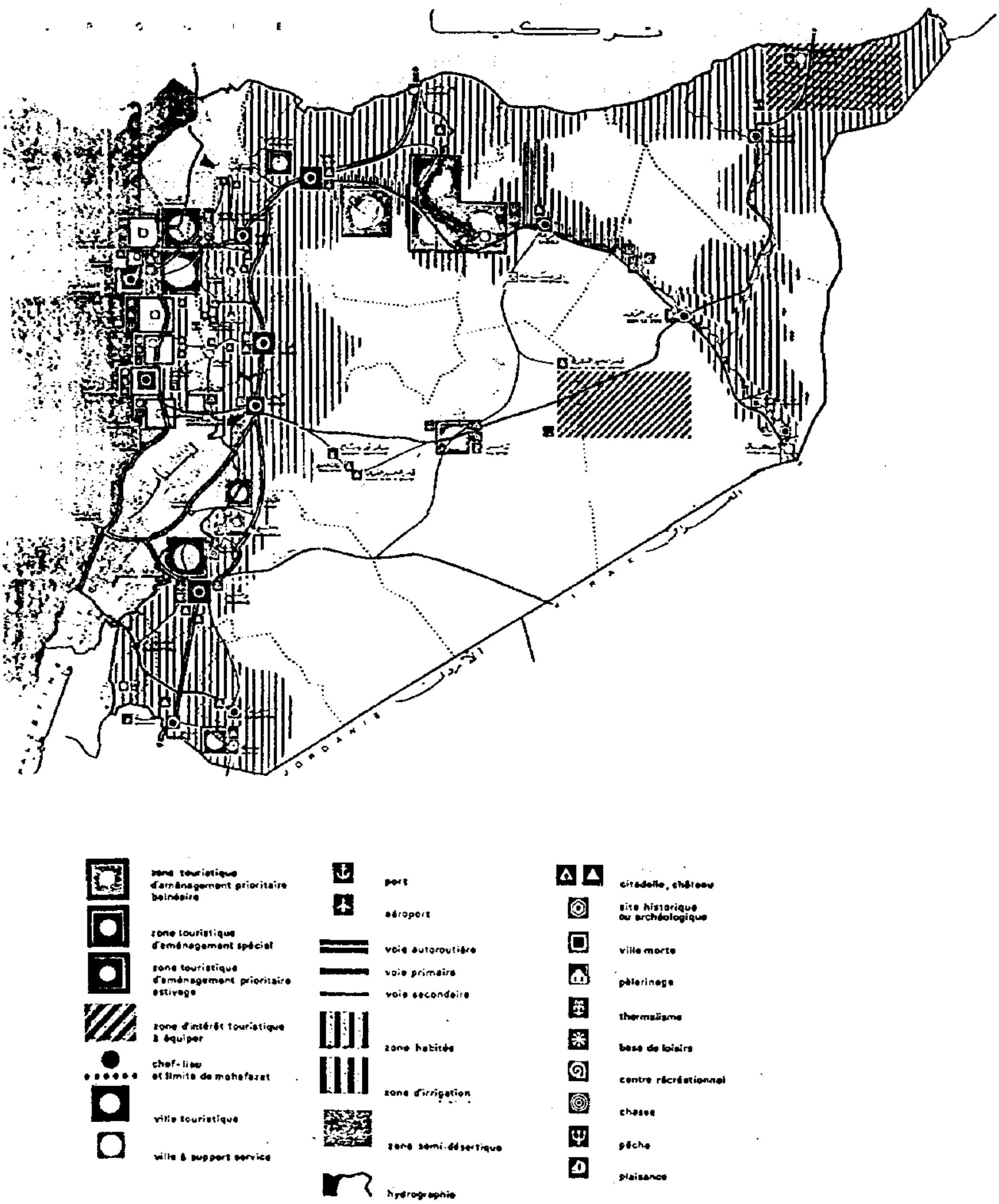
(3) Unclear Division of Roles between the Private and Public, and Insufficient Deregulation

In the national plan a considerable amount of investment was planned. About 58 percent of the total investment (SP 1,831 million) was allocated to hotels and other accommodations, and tourism facilities, while 32 percent to infrastructure. However, the roles of the private and the public were not clearly stated. The investment in hotels and accommodations, and tourism facilities was planned to be made by both the public and the private sectors.

From around mid-1980s, the government policy for tourism development was changed and the government ceased to implement any accommodation projects by itself. Since then, the private sector was expected to take the leading role in the tourism investment.

For facilitating this, laws and decrees were issued to promote private investment particularly for foreign direct investments. The related ones are Decision No. 186 in 1985, Direction No. 8 in 1986 and Decision No. 1987 in 1987. However, there still remain regulations and obstacles in practical application and approval process, which have hampered actual investments, particularly by foreign investors including those from other Arab countries. As a result, only 3 projects have been materialized under the joint venture with Arab investors since the policy change in mid 1980s.

Figure A2.2.1 Proposed Spatial Development Plan for National Plan for Tourism, 1974



A 2.3 Five-Year Plan for Tourism Development

A2.3.1 Objectives of Tourism Development in Syria

The following objectives for tourism development in Syria were approved by the Supreme Council for Tourism and adopted in 6th Five Year Nation Development Plan:

A. Economic Objectives

- Secure new income sources to support the development plans
- Obtain hard foreign currency needed for the country
- Create employment in tourism and related activities
- Stimulate production in other sectors

B. Social Objectives

- Contribute to social development
- Modernize cities and tourist sites
- Deal with the world in civilized manner

C. Cultural Objectives

- Introduce Syria's history, heritage, and culture to the world
- Offer Syrian folklore and handicrafts to the world
- Present the proper image of Syrian people and society to the world

D. Political Objectives

- Promote Syria's standings, achievements, and other policies in the world
- Secure a suitable position for Syria among the countries
- Counter the negative image of Syria in the world media

The importance of Objective A is manifest in the national statistics. Tourism is already one of the highest foreign exchange earnings in Syria (only next to oil and agricultural products) and growing fast. Tourism is definitely one of a few sure means of earning foreign exchange in the face of expected decrease in earnings by oil export (projected to be depleted in 20 years time). Tourism related industries are already producing a significant portion of the wealth of the nation (estimated at about 5% of GDP)

Concerning Objectives A and B, it can be said that tourism development contributes to providing a proper social structure and changes needed to the overall social and economic development of the nation. Labor force is expected to grow for the coming 10 years. Creating sufficient job opportunities for the expanding labor force, particularly for the young, is of utmost priority considering the sociological impact of unemployment. Tourism industry is, by its relatively labor intensive nature, one of the most promising absorbers of the young labor force. Exposure to tourists, if properly managed, may also induce social changes necessary for sustained economic and social development.

Concerning Objectives C and D, another dimension may deserve consideration. Tourism development can nurture the identity of Syria within the country as well as outside the country at right position in the world. This land hosted diverse civilizations successively from 5,000 years ago, which culminated in the present day Syria as a center of the Arab world. This is indeed a unique country of profound history. By developing tourism, particularly the culture tourism, the identity of Syrian people as a citizen of the unique country will deepen and the rightful image of Syria among peoples of the world will be strengthened. Historical and cultural resources in Syria can be utilized for educating its young citizens in parallel with their preparation for foreign tourists.

A2.3.2 Seventh Five-Year Plan for Tourism (1991-1995)

(1) Plan Target and Investment

MOT prepared a draft Seventh Five-Year Plan for Tourism with the target year of 1995. General objectives contemplated in the plan are to support tourism industry as well as providing new appropriate capabilities and upgrading the existing tourist services and utilities. In the plan, the following targets are set;

- increase the total number of hotel beds from 29,396 in 1990 to 35,138 in 1995 by the public sector, joint companies and the private sector;
- increase the rate of hotel occupancy from 35 percent in 1990 to 79 percent in 1995 by increasing number of tourists, tourist-nights and average length of stay; and
- implement supplementary tourist projects such as tourist information centers, rest houses and handicraft markets.

In due consideration to the specific targets mentioned above, the total investment required was estimated at SP 3,081 million, which includes the cost of construction and improvement for hotels, tourist villages, information centers, other related facilities and capital increases in joint companies.

(2) Policies to be applied

In the plan a considerable number of tourism development policies are listed for realizing targets mentioned above, which are classified into the following categories.

Improvement of Marketing and Promotion

- attract outer tourist groups to Syria coast;
- emphasize tourist promotion in various fields;
- establish a society for tourist promotion in Syria to be operated under MOT; and
- open tourist offices abroad.

Institutional and Management Improvement

- evaluate legislation and regulations in force and submit necessary recommendations for their development;
- enforce strict control on tourism supply and health;
- adjust the classification of tourist establishments for improving the quality of tourist services;
- establish a general company for technical application for investment under the hotel training center,
- establish a general company for research, plan and implement of tourist projects to replace GCETP; and
- issue a law enabling MOT representative to participate in local council committee for the development of urban organizational plan.

Improvement of Tourist Services

- facilitate CIQ for tourist arrival and departure;
- arrange for improvement of Syrian Arab Airline services; and
- provide support Karnak and TANSTOUR for better tourist transport.

Improvement of training and education

- arrange for establishing two training centers in Aleppo and Latakia;
- apply intensive training systems and rehabilitation courses in the Hotel Training Center in Damascus; and
- upgrade training and rehabilitation through external training and recruitment of expert.

Enhancement of finance for Tourism Development

- issue a law to impose duties on tourist establishments for financing rehabilitation of hotels and tourist staff;
- instruct banks to give loans to investors with special incentives; and
- reconsider the loan policy for investors in tourism sector.

Coordination with Other Agencies

- coordinate with the Ministry of Social Affairs and the Ministry of Labor for marketing and promotion of handicraft;
- coordinate with the Ministry of Local Administration and the Ministry of Transport for improved access to the tourist sites and protection of the tourism resources; and
- coordinate with MOC for appropriate investment in tourist sites.

(3) Evaluation on the Intermediate Results and Remaining Issues

An evaluation of intermediate results of the plan covering the period of 1990-1994 was made by MOT.

According to the evaluation report, implementation of the projects has been made successfully in general, which includes increase in total beds and construction of supplementary tourist projects stipulated as the specific objectives of the five-year plan.

Actual investment during 1991- 994 is estimated to attain 79 percent of the planned figures. However, realization of the strategic policies emphasized in the plan has been delayed and most of them remained not implemented.

Following the evaluation of the previous plan, MOT has started to prepare the Eighth Five-Year Plan. Its basic development policy is under preparation.

A3.1 International Tourist Arrivals

A3.1.1 Global Tourism Trends

According to WTO[1] preliminary estimates, total international tourist arrivals worldwide came to 592 million in 1996, representing a growth of 4.5 percent in comparison with 1995 and 3.6 percent in 1995 over 1994. During the period 1986-1996, worldwide international tourist arrivals have grown at an average rate of 5.7 percent per year. International tourism has shown itself to be strongly resistant to fluctuations in economic conditions; the Gulf War in 1991 and the economic recession of the OECD countries in 1993. International tourism receipts for 1996 are provisionally estimated at US$ 423 billion, that is 7.6 percent higher than in 1995. During the period 1986-1996, worldwide international tourist arrivals have grown at an average rate of 5.7 percent per year, and international tourism receipts (excluding transport) at 11.5 percent. (But, some of the estimated tourism receipts are questionable from the point of value of elasticity.)

Air transport is one of the main areas of tourism growth and development. Worldwide, in 1995 more than one-third of international travelers arrived at their destination by air. In the markets with highest growth in Eastern Asia and the Pacific, close to 60 percent of all international tourist arrivals by air.

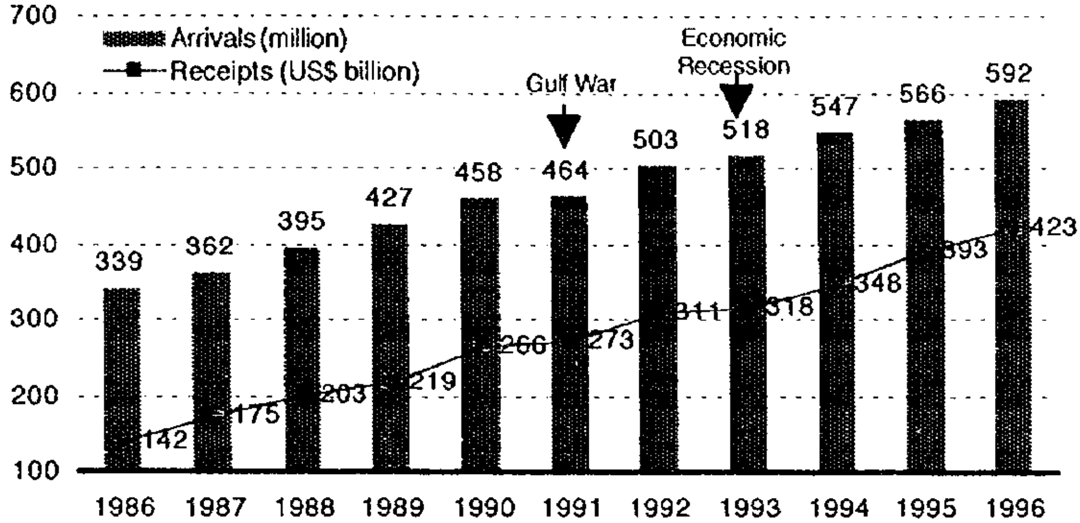
Figure A3.1.2 shows the regional market shares of international tourists arrivals between 1960 and 1996. Europe and the Americas maintained their position of leadership in international tourism in 1996, together accounting for over 78 percent of tourist arrivals. However, they have been losing world market share to East Asia and the Pacific over the past few decades. Rather than an actual decline in Europe, that trend is representative of the diversification of world tourism, the emergence of other economic centers, and the advent of new tourism destinations, especially in Asia.

East Asia and the Pacific's market share has made huge strides in international tourist arrivals. That region's share tripled between 1960 and 1970 and increased five-fold over the following 26 years. Even in the past five years, during the Gulf War and an economic recession in the major travel generating markets, this region has continued to gain ground.

The market share of the Middle East has also improved in terms of tourist arrivals. However, its share fell back again between 1980 and 1996.

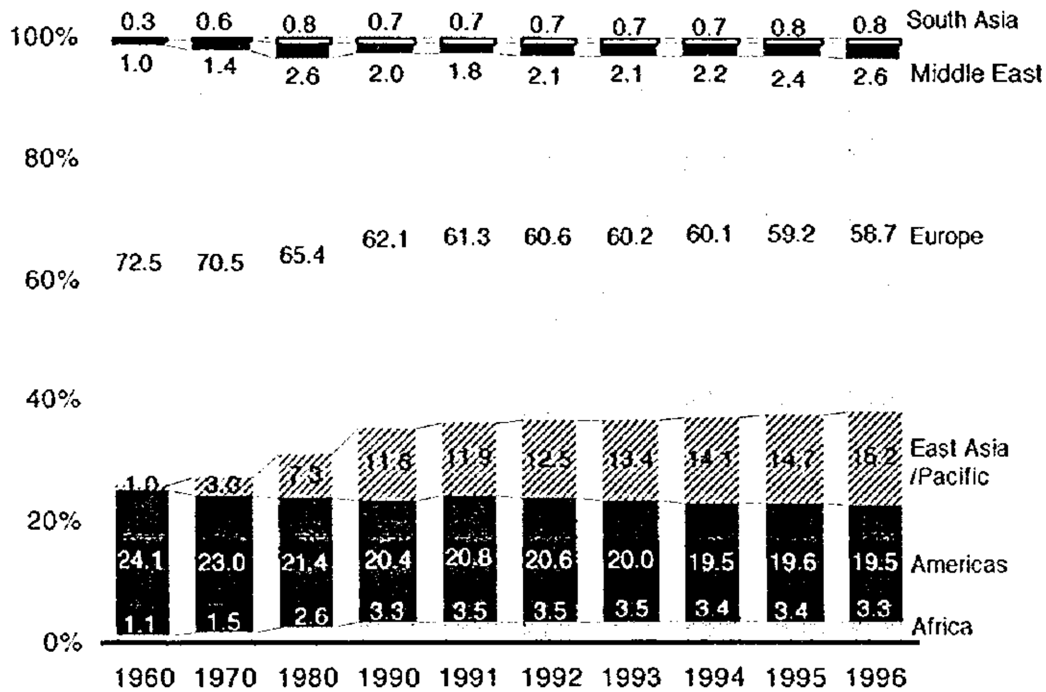
[1] WTO defines a tourist as a visitor staying in the country for one or more days. Analysis in this and the next section are based on WTO estimates, which are not directly comparable to statistics presented in the ensuing sections.

Figure A3.1.1 International Tourist Arrivals and Receipts Worldwide



Source: WTO

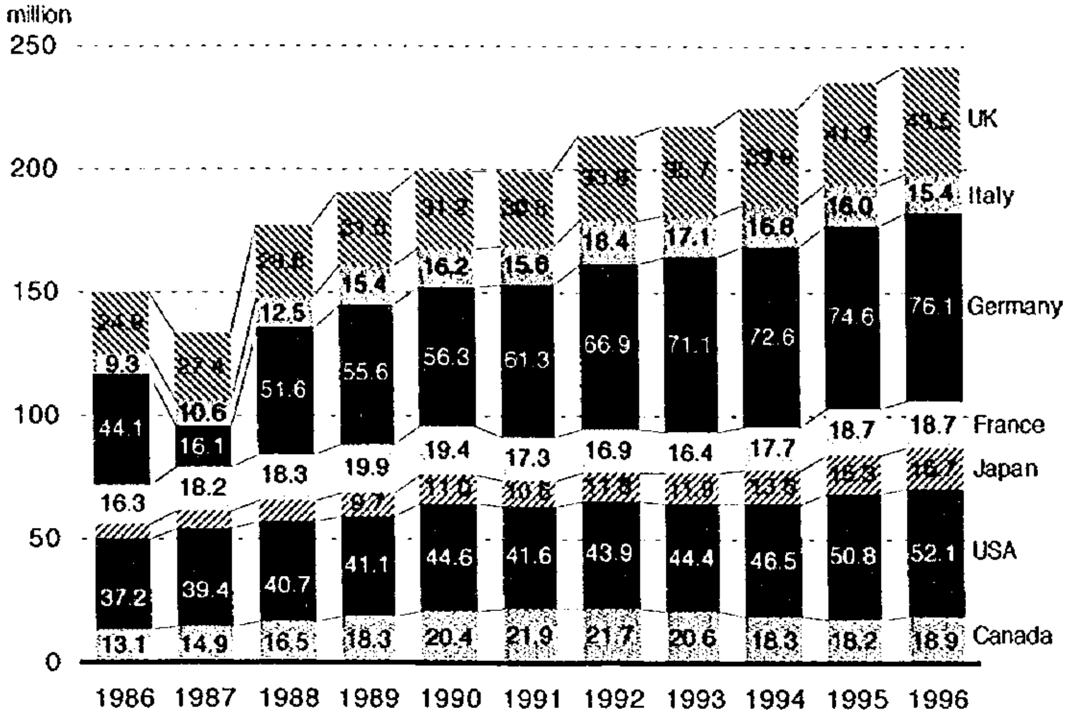
Figure A3.1.2 Market Share of International Tourist Arrivals



Source: WTO

Outbound tourists are mainly being generated by the UK, Italy, Germany, France, Japan, the USA, and Canada. These countries produce approximately 40 percent of world tourists.

Figure A3.1.3 Outbound Tourists from Major Generating Countries



Source: WTO

A3.1.2 Regional International Tourism Trends

(1) Tourism Trends in the Expanded Region

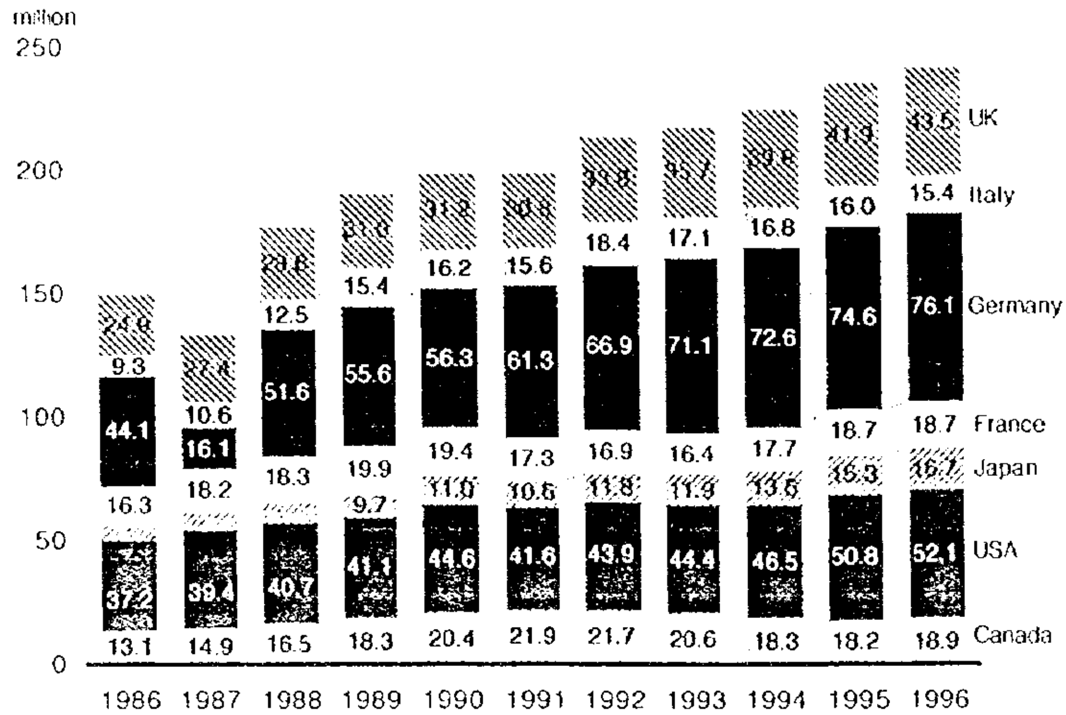
Modern tourism is a fiercely competitive market. Therefore, in considering a regional international tourism trend, the Middle East and the following two sub-regions were taken into accounts:

- Northern Africa (Algeria, Morocco, Sudan, and Tunisia)
- Europe-Mediterranean region (Cyprus and Turkey)

The share of this Extended Region in the world tourist arrivals was 5.8 percent and in world tourism receipts 5.3 percent. This share has fluctuated only marginally on a year to year base. All three region taken together registered almost 35 million tourist arrivals in 1996, generating an estimated US$ 22 billion in tourism receipts, on an average of US$ 650 per tourist arrival. This average hides significant differences between one sub-region and another. The average receipts per tourist arrival in Northern Africa were US$ 380 as against US$ 973 for the Europe-Mediterranean region and US$ 545 for the Middle East region.

As Figure A3.1.4 shows, the Northern Africa region includes mature destinations with a relatively well established tourism industry, such as Tunisia and Morocco. Between 1986 and 1992, the region recorded a steady growth of tourist arrivals of around 12.3 percent a year. The growth was not negatively affected during the Gulf War but immediately after, although receipts fell by more than 20 percent in 1991 due to a decline in arrivals from higher spending markets. Since 1993, however, arrivals have been in decline. The reason of this downward trend is considered to be due to the decline of holiday tourists from Europe.

Figure A3.1.3 Outbound Tourists from Major Generating Countries



Source: WTO

A3.1.2 Regional International Tourism Trends

(1) Tourism Trends in the Expanded Region

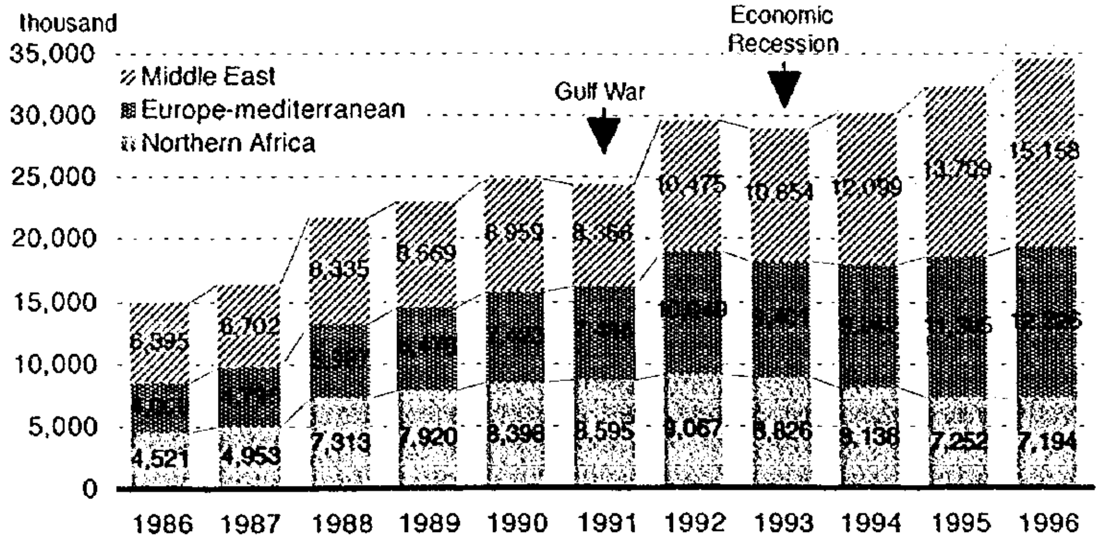
Modern tourism is a fiercely competitive market. Therefore, in considering a regional international tourism trend, the Middle East and the following two sub-regions were taken into accounts:

- Northern Africa (Algeria, Morocco, Sudan, and Tunisia)
- Europe-Mediterranean region (Cyprus and Turkey)

The share of this Extended Region in the world tourist arrivals was 5.8 percent and in world tourism receipts 5.3 percent. This share has fluctuated only marginally on a year to year base. All three region taken together registered almost 35 million tourist arrivals in 1996, generating an estimated US$ 22 billion in tourism receipts, on an average of US$ 650 per tourist arrival. This average hides significant differences between one sub-region and another. The average receipts per tourist arrival in Northern Africa were US$ 380 as against US$ 973 for the Europe-Mediterranean region and US$ 545 for the Middle East region.

As Figure A3.1.4 shows, the Northern Africa region includes mature destinations with a relatively well established tourism industry, such as Tunisia and Morocco. Between 1986 and 1992, the region recorded a steady growth of tourist arrivals of around 12.3 percent a year. The growth was not negatively affected during the Gulf War but immediately after, although receipts fell by more than 20 percent in 1991 due to a decline in arrivals from higher spending markets. Since 1993, however, arrivals have been in decline. The reason of this downward trend is considered to be due to the decline of holiday tourists from Europe.

Figure A3.1.4 International Tourist Arrivals in the Extended Region



Source: WTO

As Table A3.1.1 shows, Lebanon generated the highest receipts per arrival, estimated at US$ 1,702. The next destinations with average receipts per arrival of more than US$ 1,000 were Kuwait (US$ 1,453) and Syria (US$ 1,664)[2]. By comparison, Cyprus and Turkey averaged US$ 928 and US$ 827 respectively. Turkey ranks quite low in the overall ranking of receipts per arrival, despite being the most important destination in terms of international tourist arrivals.

The three most important tourism destinations in the Extended Region in terms of arrivals: Turkey, Tunisia and Egypt, generated more almost 45 percent of total arrivals in the region in 1996. The top five destinations including Saudi Arabia and Morocco accounted for a 70.4 percent market share. However, the international tourism receipts for these countries do not match up to the arrival records. In terms of receipts per arrival, some of these destinations feature well down the ranking, such as Saudi Arabia (US$ 378 receipts per arrival), Tunisia (US$ 368) and Morocco (US$ 473)[3].

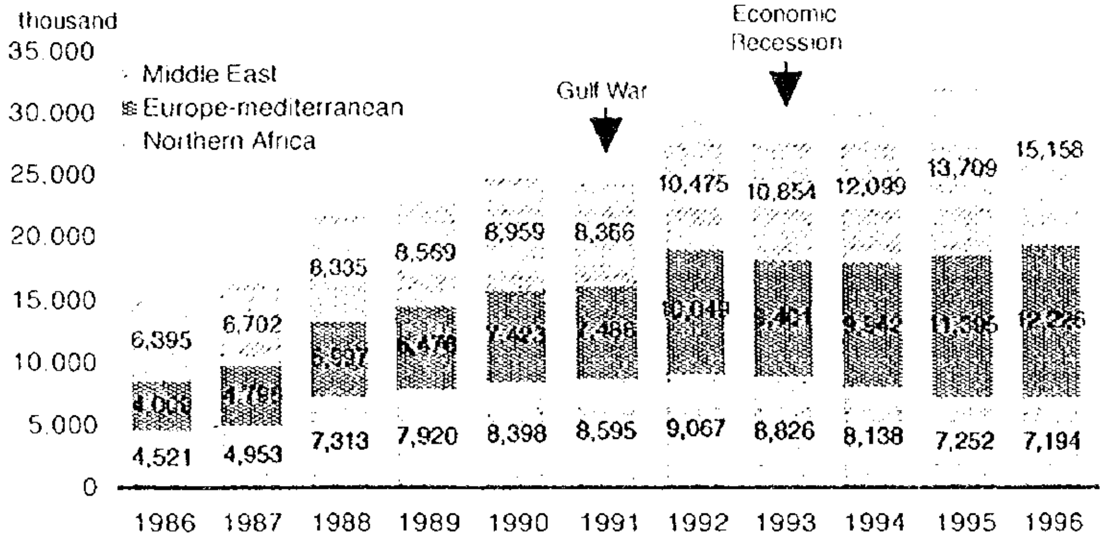
As a whole, Middle East is the least developed of the Extended Region. There are indeed some exceptions. The most important is Egypt, which has been a true success story in terms of tourism development over the last decade. The strong growth of the tourism sector in Egypt was interrupted by the incidents of extreme fundamentalist attacks on tourists and by the resulting perceived safety and security risks for tourists. In 1992, Egypt accounted for 28 percent of total arrivals in the Middle east and 51 percent of receipts. In 1995 the respective shares of Egypt were 24.3 percent for arrivals and 41 percent for receipts, followed by Saudi Arabia with 23 percent of arrivals and 16 percent of receipts in the region. International tourist arrivals mostly Europeans and Asians in Egypt in 1996 bounced back significantly from the level in the year of the fundamentalist attacks on tourists in 1993.

---

[2] This value estimated by WTO seems high compared to the information obtained from travel agencies.

[3] Immigrant workers and returning to their home countries for annual holidays represent an important market of more than 1 million in Morocco and a half million in Algeria. However, their expenditure are generally not reflected in the statistics on travel expenditure.

Figure A3.1.4 International Tourist Arrivals in the Extended Region



Source: WTO

As Table A3.1.1 shows, Lebanon generated the highest receipts per arrival, estimated at US$ 1,702. The next destinations with average receipts per arrival of more than US$ 1,000 were Kuwait (US$ 1,453) and Syria (US$ 1,664)[2]. By comparison, Cyprus and Turkey averaged US$ 928 and US$ 827 respectively. Turkey ranks quite low in the overall ranking of receipts per arrival, despite being the most important destination in terms of international tourist arrivals.

The three most important tourism destinations in the Extended Region in terms of arrivals: Turkey, Tunisia and Egypt, generated more almost 45 percent of total arrivals in the region in 1996. The top five destinations including Saudi Arabia and Morocco accounted for a 70.4 percent market share. However, the international tourism receipts for these countries do not match up to the arrival records. In terms of receipts per arrival, some of these destinations feature well down the ranking, such as Saudi Arabia (US$ 378 receipts per arrival), Tunisia (US$ 368) and Morocco (US$ 473)[3].

As a whole, Middle East is the least developed of the Extended Region. There are indeed some exceptions. The most important is Egypt, which has been a true success story in terms of tourism development over the last decade. The strong growth of the tourism sector in Egypt was interrupted by the incidents of extreme fundamentalist attacks on tourists and by the resulting perceived safety and security risks for tourists. In 1992, Egypt accounted for 28 percent of total arrivals in the Middle east and 51 percent of receipts. In 1995 the respective shares of Egypt were 24.3 percent for arrivals and 41 percent for receipts, followed by Saudi Arabia with 23 percent of arrivals and 16 percent of receipts in the region. International tourist arrivals mostly Europeans and Asians in Egypt in 1996 bounced back significantly from the level in the year of the fundamentalist attacks on tourists in 1993.

[2] This value estimated by WTO seems high compared to the information obtained from travel agencies.

[3] Immigrant workers and returning to their home countries for annual holidays represent an important market of more than 1 million in Morocco and a half million in Algeria. However, their expenditure are generally not reflected in the statistics on travel expenditure.

Table A3.1.1 International Tourist Arrivals and Receipts in the Extended Region

	Tourist Arrivals (thousand)		change (%)	Receipts (US$ million)		change (%)	Receipts per Arrival (US$)	
	1995	1996	96/95	1995	1996	96/95	1995	1996
Middle East	13,719	15,168	10.56	7,193	8,250	14.69	524	544
Saudi Arabia	3,325	3,458	4.00	1,210	1,308	8.10	364	378
Egypt	2,872	3,675	27.96	2,700	3,410	26.30	940	928
Bahrain	2,483	2,669	7.49	288	300	4.17	116	112
UAE	1,601	1,763	10.12					
Jordan	1,074	1,103	2.70	696	770	10.63	648	698
Syria	815	888	8.96	1,325	1,478	11.55	1,626	1,664
Lebanon	410	420	2.44	710	715	0.70	1,732	1,702
Oman	350	351	0.29	92	95	3.26	263	271
Iraq	340	345	1.47	13	13	0.00	38	38
Qatar	250	263	5.20					
Kuwait	72	75	4.17	107	109	1.87	1,486	1,453
Libya	56	88	57.14	6	6	0.00	107	68
Yemen	61	60	-1.64	38	39	2.63	623	650
Sudan	10	10	0.00	8	7	-12.50	800	700
Northern Africa	7,242	7,184	-0.8	2,513	2,724	8.4	347	379
Tunisia	4,120	3,884	-5.73	1,323	1,430	8.09	321	368
Morocco	2,602	2,701	3.80	1,163	1,278	9.89	447	473
Algeria	520	599	15.19	27	16	-40.74	52	27
Europe-Mediterranean	11,395	12,226	7.29	9,524	11,461	20.34	836	937
Turkey	7,083	7,935	12.03	4,957	6,536	31.85	700	824
Israel	2,212	2,286	3.35	2,784	3,065	10.09	1,259	1,341
Cyprus	2,100	2,005	-4.52	1,783	1,860	4.32	849	928
Total EME	32,356	34,578	6.90	19,230	22,435	16.7	594	649

Source: WTO

In terms of motivations, the leisure market is less important for this region than for the Europe-Mediterranean region and Northern Africa, again with the exception of Egypt. Business travel is still largely preponderant for the Middle East region as a whole, although the situation is changing rapidly.

From 1986 to 1996, the growth of international tourist arrivals in the Middle East region averaged 9 percent a year and receipts 7.4 percent. As far as generating markets are concerned, the Intra-Middle East arrivals absorbed the highest share, of around 40 to 45 percent. Despite fairly marked fluctuations on an annual basis, the European share fell sharply during the Gulf War in 1991. This share has fallen steadily since the mid-1980s, in line with a growth in traffic from Europe, and East and South East Asia.

Europe, which accounts for around one-third of total arrivals in the region, represents an important source market for some traditional destinations such as Egypt. The relative share of Europe is also growing to destinations in the Gulf, such as Oman, Bahrain and the United Arab Emirates, where a sizable leisure market is developing alongside traditional business travel.

The following Table A3.1.2 shows that the comparison of visitor arrivals in Egypt, Jordan and Syria by the main markets of origin.

Table A3.1.2 Comparison of Arrivals by Major Markets of Origin, 1996

	Egypt	%	Jordan	%	Syria	%
Germany	436,809	13.2	56,589	1.9	25,436	1.1
UK	328,235	9.9	43,754	1.5	13,363	0.6
France	242,238	7.3	30,278	1.0	21,545	1.0
Japan	89,807	2.7	-	-	-	-
GCC Countries	292,408	8.8	566,097	19.4	269,018	12.1
Other Arab Countries	451,544	13.6	1,784,679	61.1	1,427,211	64.0
Other OECD Countries	990,057	29.9	267,397	9.2	24,999	1.1
Others	477,946	14.4	171,125	5.9	474,776	21.3
Total	3,309,044	100.0	2,919,919	100.0	2,230,912	100.0

Source: WTO, 1997

As the above figures make apparent, the origin of visitors to Egypt and Jordan, Syria vary widely between the countries. Over 60 percent of visitors to Egypt come from OECD countries including Germany, the UK, France, and Japan. On the other hand, only 13 percent of visitors to Jordan and 4 percent of visitors to Syria come from these countries. Egypt has already invested heavily in tourism and is now reaping benefits from these investments. Syria and Jordan are now realizing the importance of investing in tourism as a tool for development and are adopting progressive measures to create a better climate for potential investors, both from within and without. Comparing with Jordan and Syria, the rate of visitors arrivals from other countries is also noticeably different; other countries are mainly occupied by USSR. The rate of visitors arrivals from OECD countries excluding German, the UK. and France is far less in Syria. The difference is due to the difference of the USA visitor arrivals. As such, it appears that Syria is not yet recognized as a tourism destination by OECD countries in particular.

(2) Outbound Travel to the Middle East from OECD Countries

The following table shows the trends of outbound travel destinations to the Middle East from France, Germany, the UK and Japan.

Syria is recognized to some extent as a travel destination in the Middle East in France and Germany, but it is not established as a travel destination in the Middle East in Japan and the UK, in particular in the UK. In Japan, about 50 thousands visited Egypt in 1994, but only about 5 thousands visited Syria. In the UK, the rate of visitors compared with Egypt and Syria is largely different. And the number of visitors from the UK to Dubai is large comparing to France, Germany and Japan. This situation is largely due to the convenience of air transportation between the UK and Syria. In France, the number of visitors to Lebanon exceeded the number of visitors to Syria in 1994. This trend in France will continue as the progress of peace process in the Middle East.

Table A3.1.3 Outbound Travel Destinations of Major Markets

France	1990	(%)	1991	(%)	1992	(%)	1993	(%)	1994	(%)
Iraq	2,805	1.4	522	0.5	371	0.1		0.0		0.0
Jordan	11,244	5.7	5,359	5.2	11,275	4.2	16,795	8.8	24,766	13.7
Lebanon		0.0		0.0	16,120	6.0	24,347	12.8	34,888	19.3
Syria	6,373	3.2	5,896	5.7	7,923	3.0	11,361	6.0	27,423	15.2
Dubai	6,422	3.2	8,264	8.0	10,455	3.9	12,063	6.3	12,141	6.7
Egypt	164,267	82.9	78,846	76.8	213,376	79.8	117,491	61.7	77,163	42.7
Yemen	7,090	3.6	3,833	3.7	7,849	2.9	8,343	4.4	4,502	2.5
Total	198,201	100.0	102,720	100.0	267,369	100.0	190,400	100.0	180,883	100.0

Germany	1990	(%)	1991	(%)	1992	(%)	1993	(%)	1994	(%)
Iraq	4,614	1.6	718	0.4	1,167	0.3		0.0		0.0
Jordan	19,401	6.8	8,533	4.2	17,331	4.0	25,261	7.1	34,235	9.1
Lebanon		0.0		0.0	4,699	1.1	8,864	2.5	13,076	3.5
Syria	10,163	3.6	6,002	3.0	8,659	2.0	12,100	3.4	36,559	9.7
Dubai	26,724	9.4	18,784	9.2	27,520	6.4	30,501	8.6	39,801	10.5
Egypt	217,212	76.1	163,904	80.6	356,178	83.2	261,630	73.7	242,109	64.0
Yemen	7,189	2.5	5,395	2.7	12,479	2.9	14,035	4.0	9,427	2.5
Libya		0.0		0.0		0.0	2479	0.7	2892	0.8
Total	285,303	100.0	203,336	100.0	428,033	100.0	354,870	100.0	378,099	100.0

UK	1990	(%)	1991	(%)	1992	(%)	1993	(%)	1994	(%)
Iraq	4,552	1.6	455	0.2	437	0.1		0.0		0.0
Jordan	15,444	5.4	10,235	4.3	20,785	4.9	26,653	6.8	38,055	9.9
Lebanon		0.0		0.0	4,727	1.1	7,309	1.9	11,173	2.9
Syria	3,431	1.2	4,132	1.7	5,636	1.3	8,028	2.0	9,094	2.4
Dubai	46,167	16.0	54,330	22.6	64,249	15.2	76,786	19.5	81,127	21.0
Egypt	215,765	74.8	167,093	69.5	316,803	74.8	262,148	66.5	231,757	60.1
Yemen	2,913	1.0	4,061	1.7	6,095	1.4	6,053	1.5	3,527	0.9
Libya		0.0		0.0	4727	1.1	7309	1.9	11173	2.9
Total	288,272	100.0	240,306	100.0	423,459	100.0	394,286	100.0	385,906	100.0

Japan	1990	(%)	1991	(%)	1992	(%)	1993	(%)	1994	(%)
Iraq	2,610	3.8	262	0.6	85	0.1		0.0		0.0
Jordan	4,600	6.8	2,826	6.8	3,850	4.5	4,631	7.2	5,864	7.1
Lebanon		0.0		0.0	464	0.5	560	0.9	1,475	1.8
Syria	2,403	3.5	1,195	2.9	2,132	2.5	3,143	4.9	5,591	6.8
Dubai	6,055	8.9	7,797	18.9	8,461	9.9	8,809	13.7	10,189	12.3
Egypt	51,697	76.0	28,117	68.0	68,076	80.0	45,767	71.0	58,728	71.0
Yemen	666	1.0	1,124	2.7	2,029	2.4	1,539	2.4	905	1.1
Total	68,031	100.0	41,321	100.0	85,097	100.0	64,449	100.0	82,752	100.0

Source: WTO

A 3.3 Tourist Characteristics

A3.3.1 Tourist Interviews

(1) Objectives and Survey Method

Objectives

A marketing survey interviewing international tourists to Syria was conducted with the following objectives:

- to understand behaviors, itineraries, levels of satisfaction and other aspects of international tourists in Syria; and
- to prepare basic data necessary for analyzing tourism projection and for developing new tourism promotion plans.

Survey Method

The marketing survey interviewed more than 1,300 foreign tourists to Syria comprising various nationalities: French, Italian, German, American, South African, etc. including some Arab nationalities. The interviews were carried out at major hotels and tourist sites in Damascus, Aleppo, Palmyra, Bosra, Latakia, etc.

The first survey was made during May to June 1997 and the second was made during October to November 1997.

(2) Survey Results

Tourist Profile

Gender	Female accounts for 52.0%, while male remains at 42.9%.
Age Group	20-39 Years accounts for 36.9%, followed by 40-59 Years of 35.2% and 60 Years/Over of 19.3%.
Occupation	Professional or Administrative accounts for 20.8%, followed by Retired of 14.2% and Office/Sales Clerk of 13.8%.
Traveling With	Spouse accounts for 28.9%, followed by Friends of 26% and Family of 16.3%.
Purpose of Visit	Holiday dominates with 83.8%. Other purposes are negligible with Other of 6.6% and Business of 4.5%.
Package or NOT	Package dominates with 76.5%. Those Not On Package tour accounts for 18.3%.
Travel Experience	2-4 Times holds 39.7%, followed by 5-9 Times of 37.3% and 10 Times/More of 20.7%.

Destination Appeal

Syria's Appeal	48.1% of respondents cite Historical Site as their reason for choosing Syria, followed by Cultural Site of 29.3% and Religious Site of 15.4%. Beach Holiday is almost negligible with only 5%.
Competitive Destination	23.6% of respondents cite Egypt as their alternative destination before choosing Syria, followed closely by Jordan of 22.6% and Turkey of 21.1%.

Tourist Facilities

Accommodation	On all four elements of Room, Meal, Facility and Service, Good holds an average of 55 - 60% and Fair of 25 - 29%. On Facility count, however, Good remains the lowest of 51.5%, with Fair and Poor the highest of 33.6% and 7.1% respectively.

	Improvement Required for Hotel Facility other than Room and Restaurant: e.g. reception, lobby, other peripheral services of business, fitness and entertainment.
Tourist Services	
Hospitality	Overwhelming majority of 84.5% gives Syrian hospitality Good rating, with Fair 8.5% and Poor only at 0.6%.
Security	Good holds dominant 74.6%, with Fair at 16.5%. Poor remains only at 1.8%.
Customs & Immigration	Good remains moderate at 41.0%, while Fair and Poor hold relatively high share of 32.0% and 12.2%. Improvement Required.
Urban Amenity	Fair comes first with 41.9%, followed by Good of 35.2% and Poor of 6.7%. Improvement Required.
Sanitary Condition	Hygiene at Restaurant outside of the hotels is one certain area of concern with overall poor rating. Good remains very low at 23.8%, while Fair stands out at 40.1% and Poor at alarming 23.0%. Immediate Improvement Required.
Tourist Information	
Information Provision	Good remains at 45.3%, while Fair and Poor hold relatively high 28.2% and 11.4%. Improvement Required for general provision of tourist information.
Information Source	Out of the five useful information sources about the destination, Guidebooks comes the first with 31.3%, followed by Tour Brochure of 25.2% and Recommended by Friends and Relatives of 21.6%.
Information Needs	Out of eight information items desired, Map and Tourist Site stand out with 28.5% and 26.4% respectively, followed by Hotel of 11.0%, Transport of 9.3% and Restaurant of 8.5%. Improvement Required.

(3) Questionnaire

The following is the questionnaire used for the interview survey. This was translated into other 4 languages form the original English version. They were French, Italian, German and Arabic.

Q-1 How Long Are You Staying in Syria?

1) How many nights in Syria	(1) below 2	(2) 3 to 5	(3) 6 more
2) How many nights in Damascus	(1) Zero (2) One	(3) Two (4) 3 more	
3) How many nights in Aleppo	(1) Zero (2) One	(3) Two (4) 3 more	
4) How many nights in Latakia	(1) Zero (2) One	(3) Two (4) 3 more	
5) How many nights in Palmyra	(1) Zero (2) One	(3) Two (4) 3 more	
6) How many nights in Others (where:		)	
	(1) Zero (2) One	(3) Two (4) 3 more	

Q-2 Countries You Plan To Visit Before / After Syria?

(1) Jordan (2) Lebanon (3) Turkey (4) Egypt (5) Cyprus
(6) Others ( )

Q-3 Are You On A Packaged Tour?

(1) Yes (2) No

Q-4 You Are Traveling With

(1) Alone (2) Spouse (3) Family (4) Friends (5) Others

Q-5 How Many Times Have You Traveled Overseas?
(1) First time (2) 2~4 times (3) 5~9 times (4) 10 times or more

Q-6 Have Visited Syria
(1) First time (2) 2 times (3) 3 times (4) 4 times or more

Q-7 Purpose of Visit
(1) Holiday (2) Business (3) Official (4) Holiday/Business combined
(5) Others ( )

Q-8 Have Considered Other Destinations Before Choosing Syria
(1) Jordan (2) Lebanon (3) Turkey (4) Egypt (5) Cyprus
(6) Others ( )

Q-9 Have Chosen Syria Because Of:
(1) Historical Sites (such as Palmyra / Bosra)
(2) Cultural Sites (such as Souq in Damascus / Aleppo)
(3) Religious Sites (such as Ma'alula)
(4) Beach Holiday (such as Latakia)
(5) Others ( )

Q-10 Useful Information Source
(1) Tour Brochure (2) Guidebook (3) Newspaper / Magazine
(4) Recommended by Friends (5) Others ( )

Q-11 More Information Needed
(1) Tourist Site (2) Hotel (3) Restaurant (4) Map (5) Transport
(6) Souvenir (7) City Amusement (8) Others ( )

Q-12 How Good is Your Accommodation?

1) Room	Good	Fair	Poor
2) Meal	Good	Fair	Poor
3) Facility	Good	Fair	Poor
4) Service	Good	Fair	Poor

Q-13 How Good is Your Tour?

1) Damascus	Good	Fair	Poor
2) Aleppo	Good	Fair	Poor
3) Palmyra	Good	Fair	Poor
4) Latakia	Good	Fair	Poor
5) Others (where:)	Good	Fair	Poor

Q-14 What Souvenir Do You Buy?
1) Souvenirs
  (1) Handicraft of Fabric (Embroidery, Rug, Weaving)
  (2) Handicraft of Wood (Basket work, Carving)
  (3) Handicraft of Brass, Copper, Ceramics
  (4) Jewelry
  (5) Others ( )

2) Quality of Product	Good	Fair	Poor
3) Price	Good	Fair	Poor
4) Shop Attendant	Good	Fair	Poor

Q-15 Have You Tried Restaurant Outside of Your Hotel?
(1) Yes (2) No

1) Food / Menu Served	Good	Fair	Poor
2) Price	Good	Fair	Poor
3) Hygiene	Good	Fair	Poor
4) Waiter / Waitress	Good	Fair	Poor

Q-16 What Is Your Approximate Travel Expenses in Syria?
If You Are On A Package Tour
Total About (in Syrian Pound)
(of which: Meals %, Souvenir %, Others %)
If You Are NOT On A Package Tour
Total About (in Syrian Pound)
(of which: Hotels /Meals %, Transport %,
Souvenir %, Others %)

Q-17 How Do You Rate Syria in terms of:

1) Inland Landscape	Good	Fair	Poor
2) Seaside Landscape	Good	Fair	Poor
3) Urban Amenity	Good	Fair	Poor
4) Security	Good	Fair	Poor
5) Sanitary Conditions	Good	Fair	Poor
6) Tourist Attractions	Good	Fair	Poor
7) Tourist Transport	Good	Fair	Poor
8) Tourist Information	Good	Fair	Poor
9) Tourist Guide	Good	Fair	Poor
10) Customs & Immigration	Good	Fair	Poor
11) Hospitality	Good	Fair	Poor

Q-18 Are You Satisfied With Your Syria Visit?
Good Fair Poor

Q-19 Your Profile Please
1) Gender (1) Male (2) Female
2) Age (1) 19 below (2) 20-39 (3) 40-59 (5) 60 over
3) Country of Residence ( )
4) Occupation (1) Professional / Administrative (2) Office / Sales Clerk
(3) Worker / Farmer (4) Self-Employed
(5) Official / Diplomat (6) Housewife (7) Retired

A3.3.2 Package Tour Analysis

Prior to the arrival, every tour guide who would escort a group of more than 8 members must report its itinerary to MOT. The Study Team analyzed these reports for the entire year of 1996. By nature, these reports do not reflect sudden cancellation or alteration after arrival. However, the result of this analysis is considered virtually representing the real structure of package tours to Syria.

In 1996, there were 99,625 package tour tourists from 46 countries. The number of package tour tourists occupies 4.1 percent of frontier arrivals in 1996. The number of package tour tourists and the share are close to the estimated culture tourists before in this section (94,579 and about 4 % respectively).

Figure A3.3.1 Package Tour Average Length of Stay

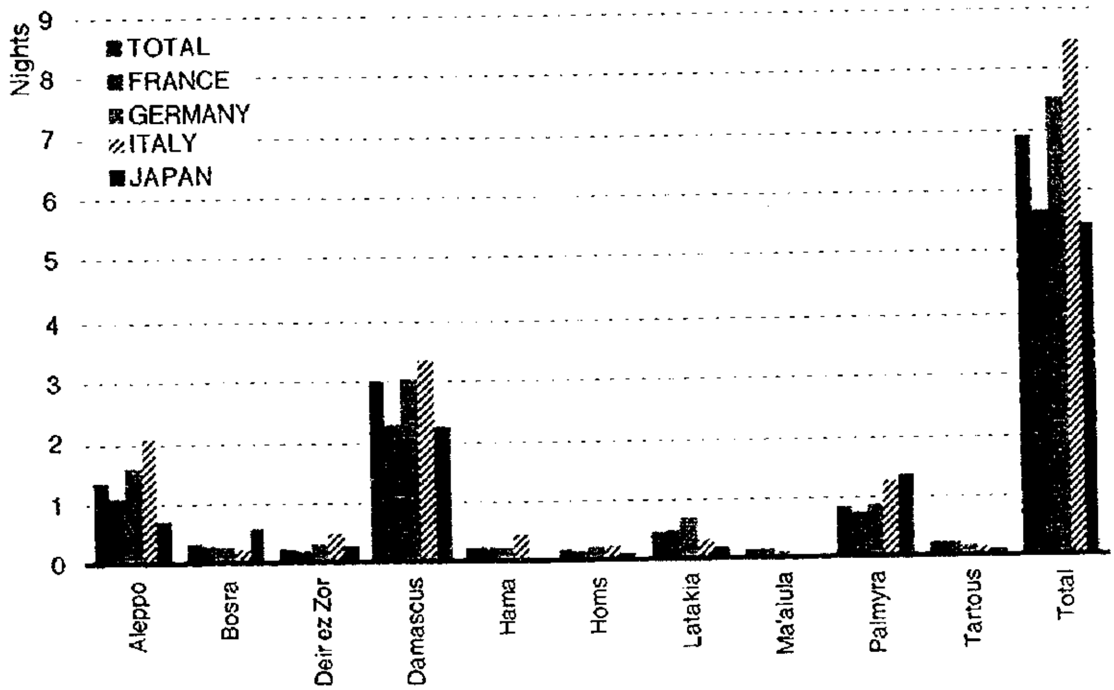
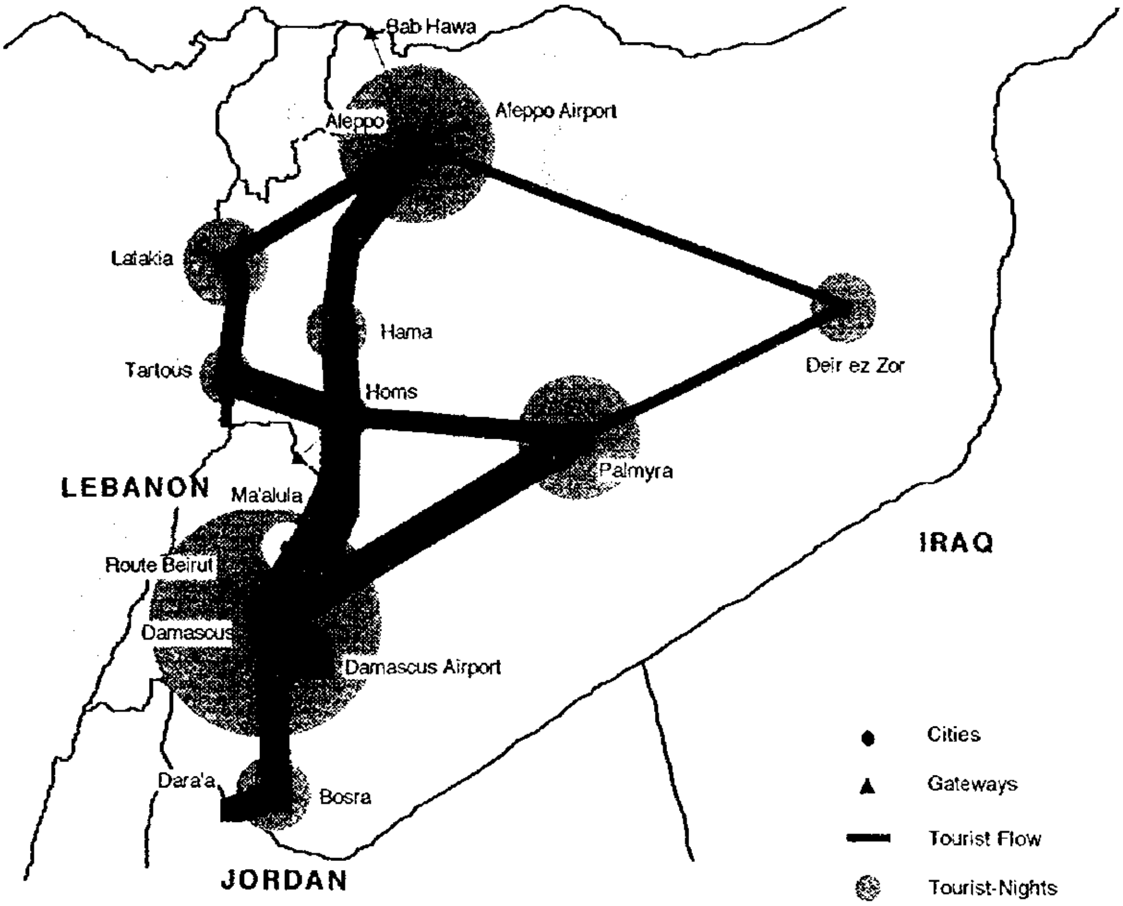


Figure A3.3.2 Package Tour Tourist Flows and Tourist-Nights (Total)

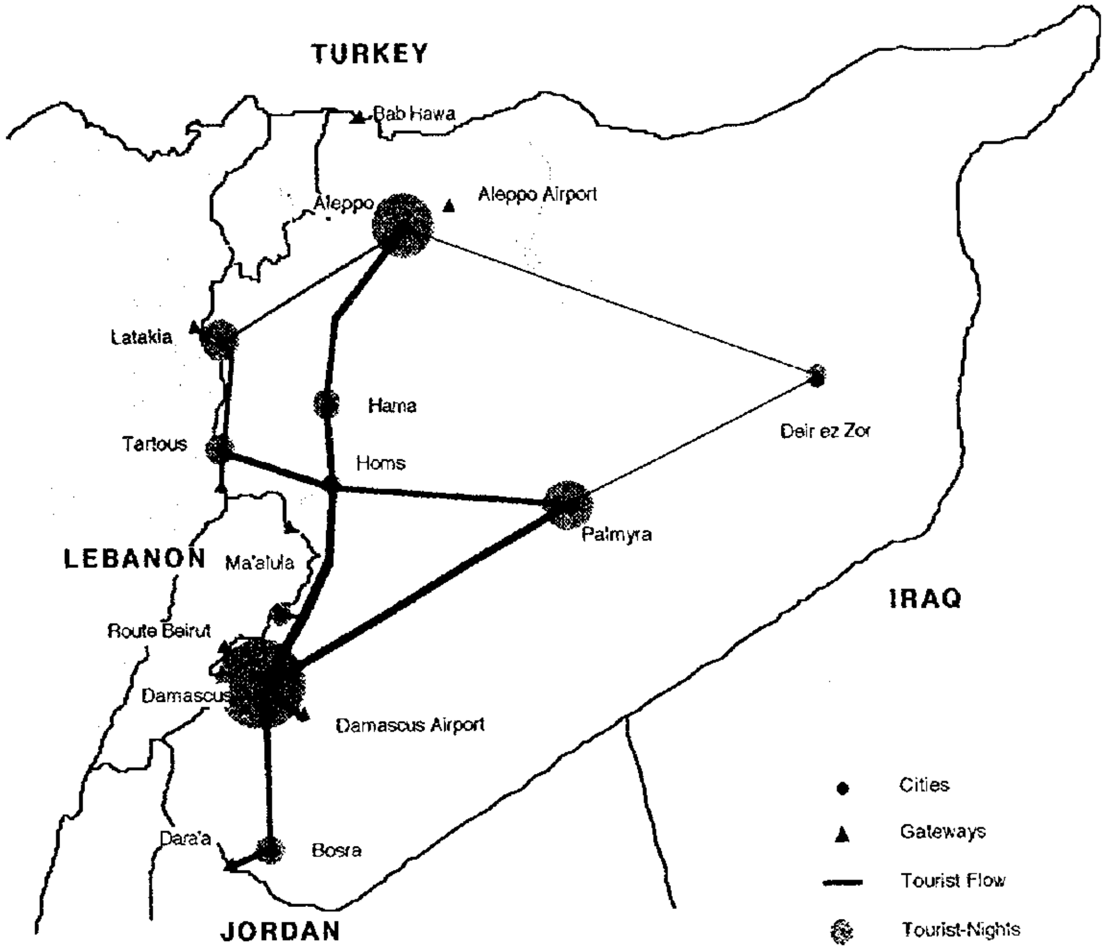


Suorce: MOT

Note: This figure was made according to the places of stay. The following assumptions were applied.

- Tourist Flow to Ma'alula does not include visitors without spending night.
- Tourist Flows through Bosra includes all tourists between Dara'a and Damascus.
- Other places also include all tourists similary.

Figure A3.3.3 Package Tour Tourist Flows and Tourist-Nights (France)

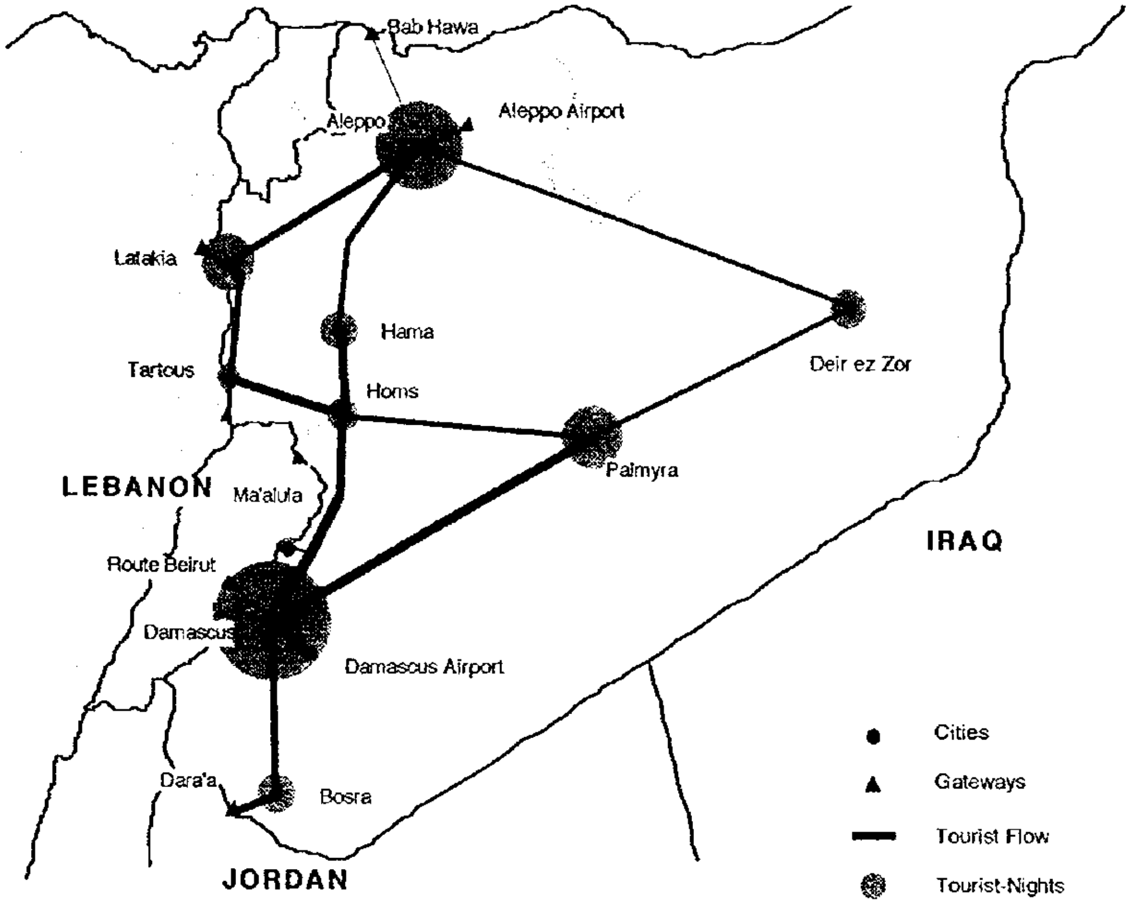


Suorce: MOT

Note: This figure was made according to the places of stay. The following assumptions were applied.

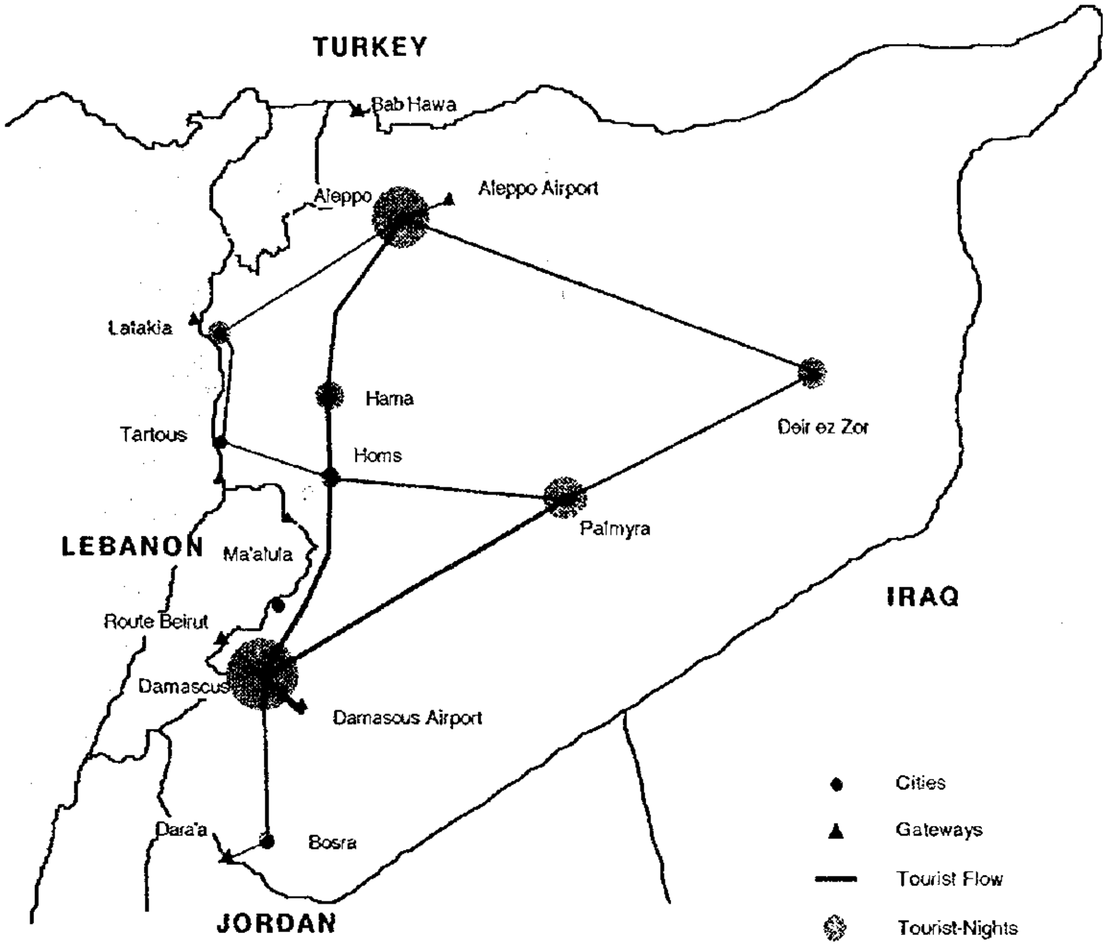
- Tourist Flow to Ma'alula does not include visitors without spending night.
- Tourist Flows through Bosra includes all tourists between Dara'a and Damascus.
- Other places also include all tourists similary.

Figure A3.3.4 Package Tour Tourist Flows and Tourist-Nights (Germany)



Suorce: MOT
Note: This figure was made according to the places of stay. The following assumptions were applied.
- Tourist Flow to Ma'alula does not include visitors without spending night.
- Tourist Flows through Bosra includes all tourists between Dara'a and Damascus.
- Other places also include all tourists similary.

Figure A3.3.5 Package Tour Tourist Flows and Tourist-Nights (Italy)

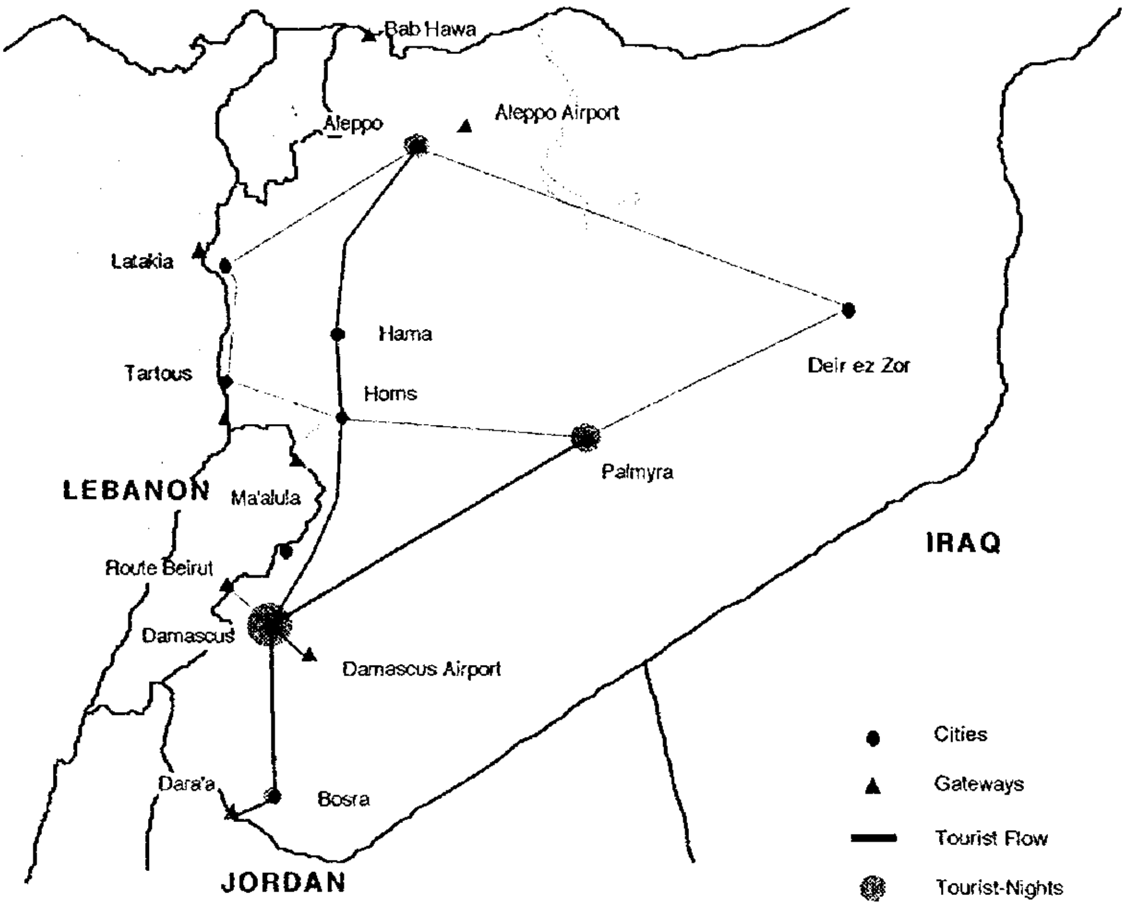


Suorce: MOT

Note: This figure was made according to the places of stay. The following assumptions were applied.

- Tourist Flow to Ma'alula does not include visitors without spending night.
- Tourist Flows through Bosra includes all tourists between Dara'a and Damascus.
- Other places also include all tourists similary.

Figure A3.3.6 Package Tour Tourist Flows and Tourist-Nights (Japan)



Suorce: MOT

Note: This figure was made according to the places of stay. The following assumptions were applied.

- Tourist Flow to Ma'alula does not include visitors without spending night.
- Tourist Flows through Bosra includes all tourists between Dara'a and Damascus.
- Other places also include all tourists similary.

A3.4 Domestic Tourists

A3.4.1 Present Situation of Domestic Tourists

Present situation of Syrians domestic tourists is summarized as follows;

- The number of Syrian hotel guests who stayed at hotels and hostels was counted at 0.79 million in 1996, while the number was 1.3 million in 1989;
- The number of Syrian hotel tourist nights was 1.25 million in 1996, which declined from . 2.1 million nights in 1989; and
- Syrian domestic tourists consist of three types, business, holiday and excursion purposes. Most of the travels are for business purpose, while only 10 to 15 percent for holiday purpose (mainly excursions, or staying around one weak in summer season).

However, it is considered that the number of actual Syrian's tourists increased during the same period reflecting the economic growth and income increase.

Main reasons for this discrepancy are explained below:

- Hotel accommodation charges are set relatively expensive for Syrians compared with the other similar accommodation facilities, such as Chalets. As a results, most of the holiday tourists prefer to stay in villas, chalets or camping sites; and
- Business day travelers increased partly because of the improvement in transport infrastructures and they no longer need to stay overnight in hotels.

Facing this problem, MOT is now considering the following two countermeasures for increasing the numbers of Syrian hotel guests:

- To apply special discount rate for Syrian hotel guests; and
- To apply deferred payments for Syrian hotel guests.

The number of Syrian travelers going abroad has been growing. Since 1991, the number increased every year. In 1995 Syria travelers going abroad were 1.75 million in total, out of which 1.58 million to Arab countries (91%), and 0.16 million to foreign countries(9%). This trend is shown in Table A3.4.1.

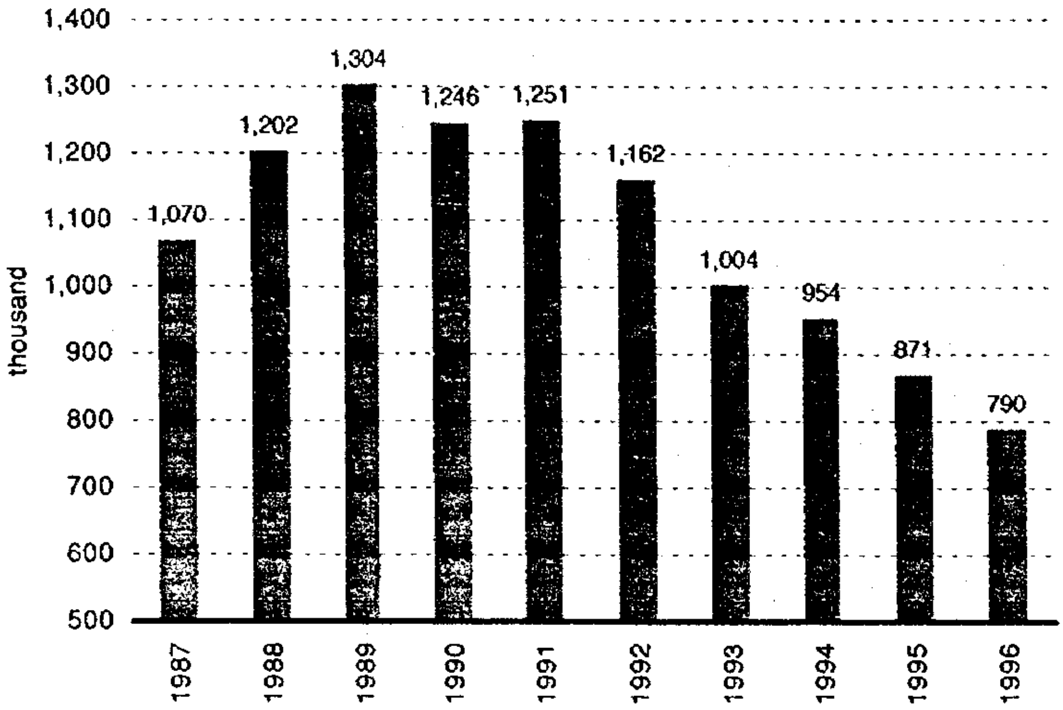
Table A3.4.1 Number of Syrian Going Abroad between 1990 and 1995

Unit: person

	1990	1991	1992	1993	1994	1995
Total Syrian Travelers abroad	1,040,608	996,129	1,246,706	1,521,336	2,435,054	1,746,321
(Growth Rate: %)	(-9.8%)	(-4.3%)	(+25.2%)	(+22.1%)	(+60.1%)	(-28.3%)
of which: to Arab Countries	837,133	762,098	1,055,581	1,320,810	2,240,271	1,583,807
of which to foreign Countries	203,475	234,031	191,125	200,526	194,783	162,514

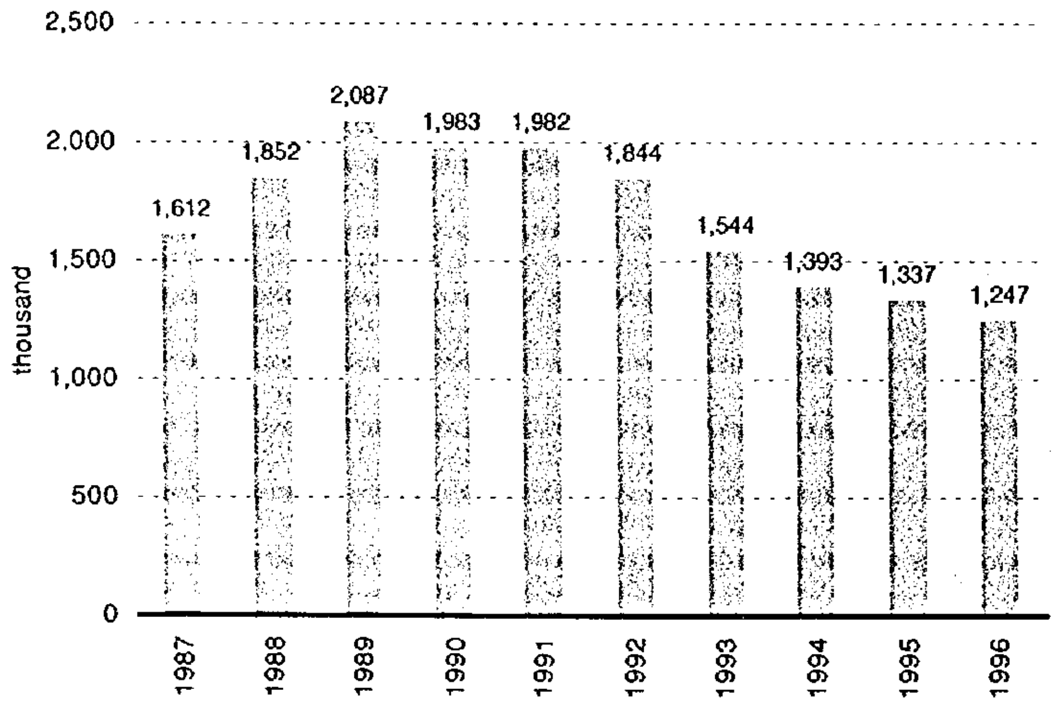
Source: Central Bureau of Statistics

Figure A3.4.1 Syrian Hotel Guests between 1987 and 1996



Source: Central Bureau of Statistics

Figure A3.4.2 Syrian Hotel Tourist-Nights between 1987 and 1996



Source: Central Bureau of Statistics

A3.4.2 Domestic Culture Tourism

Many Syrians like to go to mountain resorts to enjoy cool weather, green forest, fresh air and clear water, to Mediterranean beach to enjoy the sun and to relax. On the other hand, Syria's rich cultural assets are not fully utilized as the subject of domestic tourism.

At present, about ten promotional activities of domestic cultural tourism are held each year in Syria. The Palmyra Festival, the World Tourism Days and the International Flower Shows are hosted by MOT, and other six activities by MOC and one by MOEFT.

It is indeed worth fully utilizing endowed resources for domestic tourism because of the following reasons:

- to increase public awareness regarding tourism in general;
- to increase educational opportunities for the public to appreciate Syria's rich past;
- to ameliorate strong seasonality with properly scheduled incentives; and
- to upgrade and increase provision of tourist services.