

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 II  
Zone Plans and Priority Action Plan

JULY 1998

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The Preparation  
of  
National Tourism Development Plan  
in  
Syrian Arab Republic

**Final Report**

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## **Abbreviations**

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

## **13 INTRODUCTION**

---

This report is Volume II 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:

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



**PART III**

**PLANS FOR THE PRIORITY ZONES (2015)**

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## 14 COMMON PLANNING ISSUES

### 14.1 Proposed Master Plan

A Master Plan of National Tourism Development in Syria was formulated in Volume I. After a detailed assessment of strengths, weaknesses, opportunities and threats of the tourism sector in Syria, three basic development policies and eleven strategies were recommended as tools to shape the future of tourism in Syria. Figure 14.1.1 shows the policies and the strategies. A large number of projects and programs were identified in light of the above strategies and a desirable schedule of implementing them was proposed.

Subsequently, four tourism zones were selected for the purpose of selecting priority projects to be implemented by 2005. This chapter and the next chapter discuss tourism development strategies for the selected four zones from which the priority projects were formulated. Figure 14.1.2 shows logical relationships among the Master Plan, Zone Plans, and Priority Projects and Programs.

Figure 14.1.1 Tourism Development Policies and Strategies

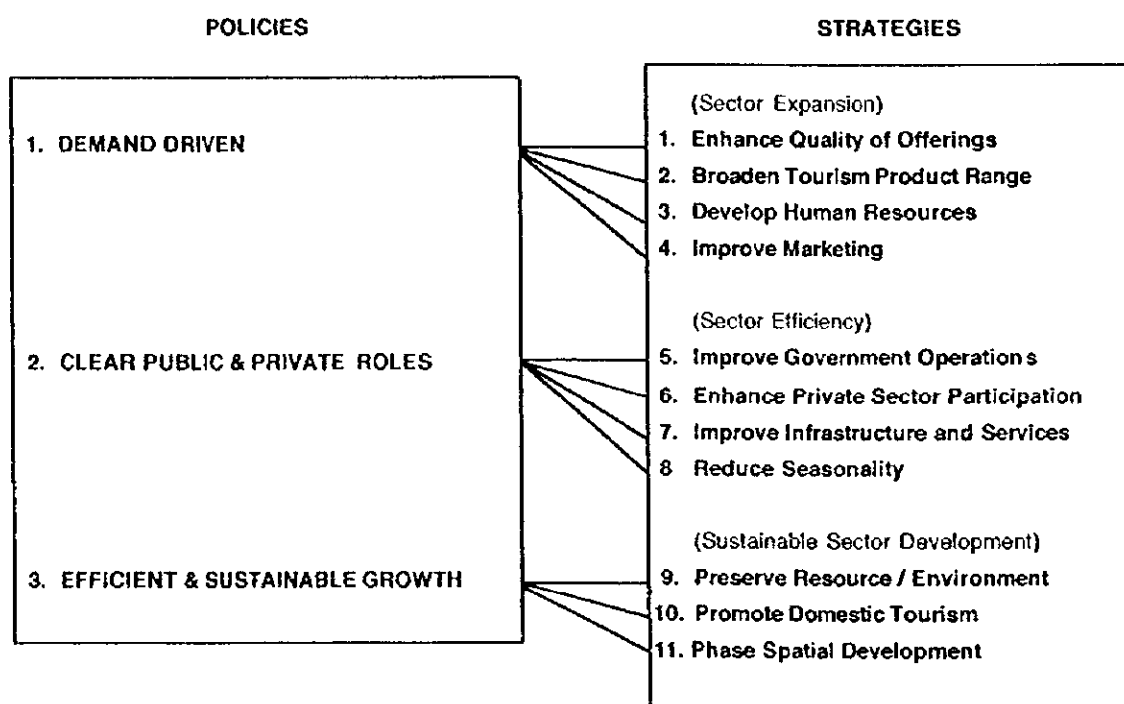
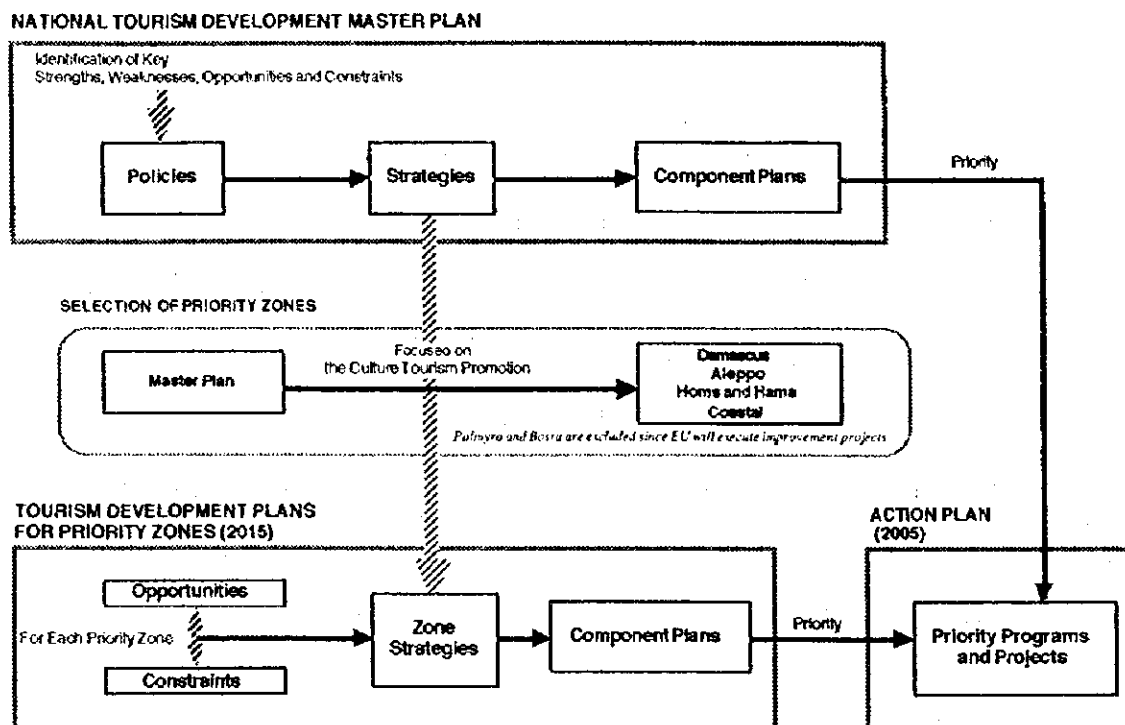


Figure 14.1.2 Relationship among Master Plan, Zone Strategies and Priority Projects



## 14.2 Common Planning Issues

In the following chapter, what should be done in each of the four priority zones are proposed. These indicative plans were prepared in line with the basic directions delineated in the Master Plan. In doing so, the following points were kept in mind as planning issues common to all four zones.

### (1) Introducing the Prerequisites of MODERN TOURISM

Tourism in Syria in general lags decades behind the world's best, notably in the field of site presentation, tourist facilitation and servicing, which constitute the minimum basics of modern tourism to make a site visit satisfactory and enjoyable experience. Lack of tourist signs (direction, information and interpretation), tourist trails and user-friendly maps and brochures are some of the typical examples of current Syrian tourism's deficiency. The zone development strategies and resource development plans are intended to introduce those basics mandatory for the development of modern tourism in the Syrian tourism scene.

### (2) Introducing the Prerequisites of CULTURE TOURISM

Tourism experts and tour operators in the major source markets are unanimous in foreseeing great potential for culture tourism development in Syria. However, current Syrian tourism is so heavily focused on archaeological ruins, that potentials for culture tourism development is neglected or hardly perceived. Most of historical and cultural assets are now presented to tourists with conspicuous lack of basic facilitation means and amenities for tourists (maps,

brochures, signs of various categories, tourist trails, visitor centers, clean toilets, etc.). The zone development strategies and resource development plans are intended to introduce those basics to satisfy the needs of modern culture tourists.

### **(3) Introducing the Basics of URBAN TOURISM**

Gateway urban centers play a crucial role in invigorating tourist activities in any thriving tourist destination today. They constitute an integral part of modern tourism. London and Paris are the good examples of "urban tourism center". Again, all the experts and operators in the major source markets agree that there are so many areas and opportunities undeveloped or underdeveloped in Damascus and Aleppo, the two major gateways for Syrian tourism, which promise a great variety of potentials for development of sophisticated urban tourism products. Tourist trails of the Old Cities in the two cities, tourist utilization of Hijaz Railway Station and train services are just a few of such examples. The zone development strategies and resource development plans are intended to introduce those basics to develop sophisticated urban tourism potentials.

These zone plans are not meant to be comprehensive ones including plans for supporting sectors such as transportation and utilities. They do not indicate the scale of investment needed in any sector including accommodation. Rather, these plans are intended to show what should be done in tourism resources in the future and the general level of demand increase by type of guests. Since the market characteristics for Syria in the foreseeable future do not warrant large scale resort development that require substantial public sector investments, investments in hotels and restaurants and the like are assumed to take place by the private sector with reference to the plan indicated in this report. The role of the public sector will be to maintain and upgrade tourism resources and to provide proper support to the private sector.



## 15 ZONE PLANS

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### 15.1 Damascus Zone

#### 15.1.1 Zone Development Concept

- the international gateway for Syrian tourism both by air and surface;
- abundant cultural tourism resources in the city and around (Umayyad Mosque, St. Anania Chapel, Ma'alula, etc.) and green areas along Barada river (Rabweh, Zabadani, etc.);
- the national center for all forms of tourist services and servicing; and
- the national core for all forms of tourist activities: from history, culture, pilgrimage, urban and cultural entertainment, to business, fair and conference.

#### 15.1.2 Target Market

- culture tourists mainly from OECD countries (increasing);
- religious tourists from OECD countries (Christians) and from Islamic regions (steady);
- business, fair and conference tourists from the world over (increasing);
- holiday, leisure and shopping tourists from GCC regions, resident expatriates and Syrians (steady); and
- shopping tourists from neighboring countries (Lebanon, Jordan, CIS, etc.) (increasing).

#### 15.1.3 Development Strategy

##### (1) Tourism Product Development

- prepare Damascus itself into an urban tourism product;
- upgrade presentation, visitor information and amenities at museums and major tourist sites;
- preserve and rehabilitate historical quarters of Damascus (Old Damascus, Sarouja, Qanawat, Salhiyeh, Midan, etc.);
- develop new tourism products (e.g. walking tour of the Old City, Hijaz Railway ride by classic engine and coaches, cultural performances and events, sophisticated souvenirs and local foods, Mt. Kassioun Lookout, sound and light show, etc.);
- develop recreation and holiday sites environmentally (Rabweh, Zabadani, Gouta, hot spring in Quneitra and others, etc.);
- encourage local tourism related industries (souvenir shops, restaurants, hotels, etc.); and
- develop diversified line of accommodation (e.g. conversion of a traditional Damascene house into an up-market small scale hotel, etc.).

(2) Infrastructure Development

- increase international air access from major tourist-generating markets;
- improve urban infrastructure and amenities (streets and sidewalks, public toilets, public parks, etc.);
- improve overall access to major tourist sites with tourist-friendly sign posting; and
- improve and upgrade the international air terminal of Damascus including landscaping.

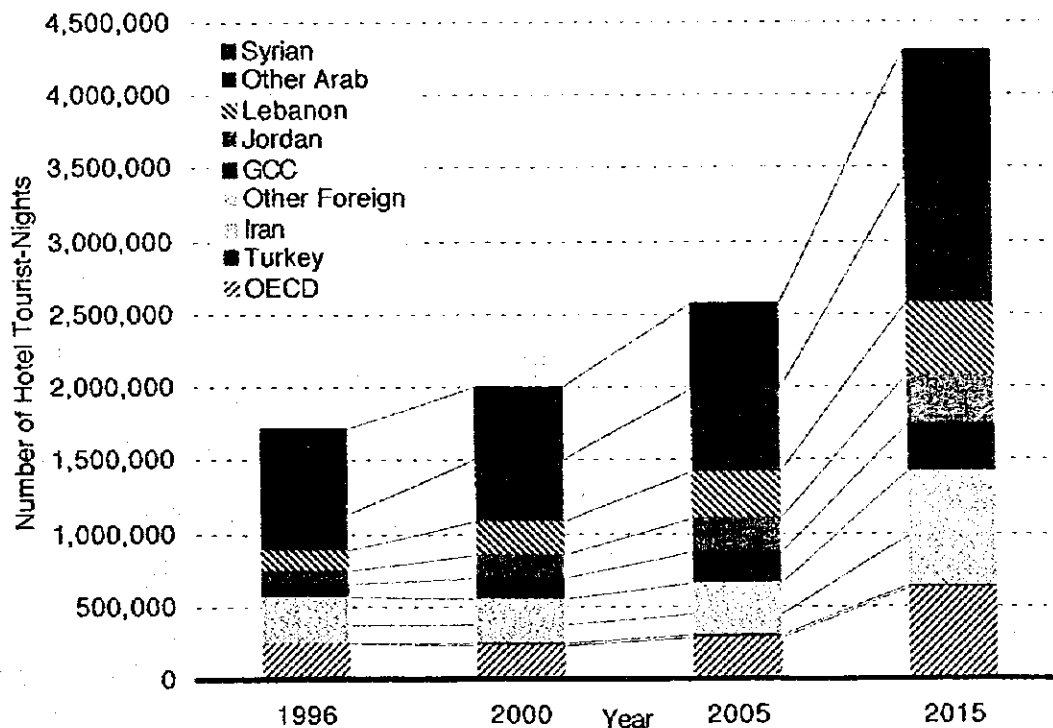
(3) Resource and Environment Management

- increased pace of improvement in the presentation of museums and cultural sites (see Visitor Services Unit, proposed for DGAM);
- consistent monitoring of physical conditions in neighborhoods of tourist interest (sanitation, pedestrian safety at key avenues, street and sidewalk conditions, etc.);
- improving public services provided by Mohafazats and Municipality for cleanliness and orderliness near cultural sites and museums; and
- adoption of selected reforms in the building and investment codes to stimulate beautification and renovation projects, especially in the old cities.

15.1.4 Development Plan

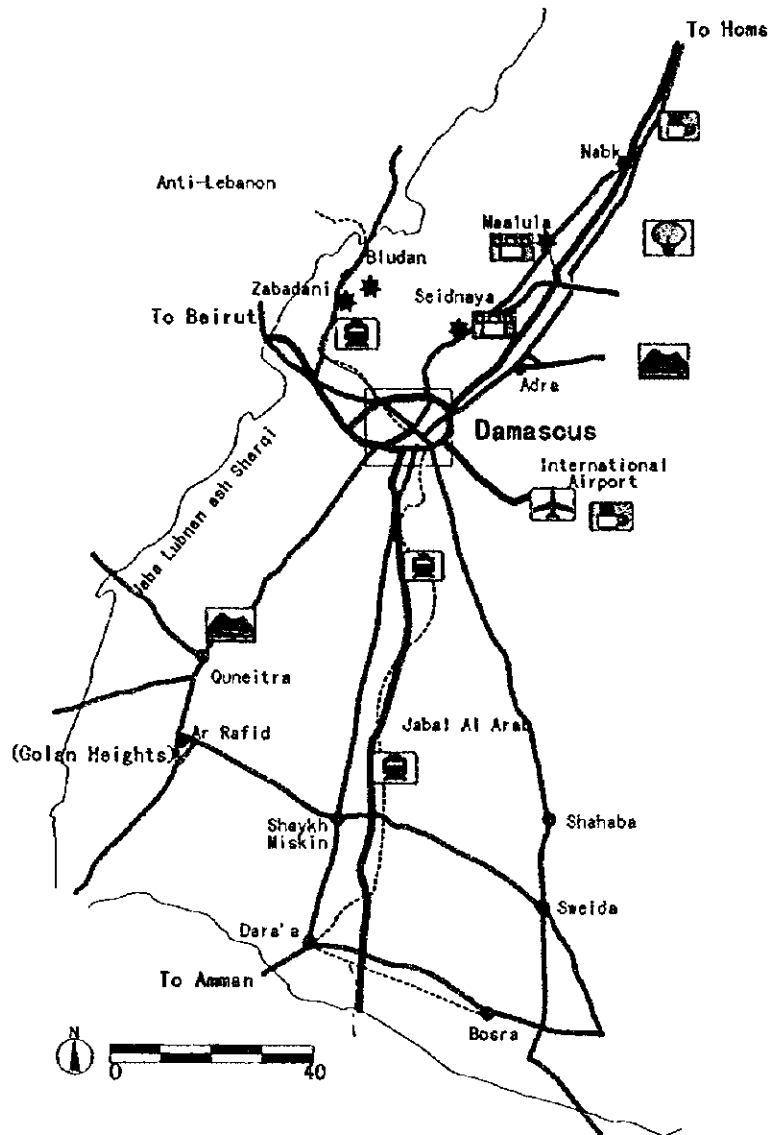
The following figures show the indicative tourism development plan in Damascus zone till the year 2015.

Figure 15.1.1 Indicative Demand Projections for Damascus Zone



Source: JICA Study Team

Figure 15.1.2 Tourism Resources Development in Damascus Zone (1)



LEGEND		
1		Site Improvement
2		Hotel Improvement/Establishment
3		Old City Improvement
4		Museum (New Improvement)
5		Information Center Upgrading
6		Visitor Center (New Improvement)
7		Green Promenade/Trails Establishment
8		Tourist Trails Establishment
9		Lookout/ Rest Spots Construction
10		Amenity Improvement (Restaurant, Theaters)
11		New Product Development (Soft Adventure)
12		Resort Development
13		Airport Improvement
14		Road Improvement
15		Station Restoration/ Railway Upgrading
16		Bus Terminal Improvement
17		Mediterranean Cruise Promotion
18		Port Improvement
19		Environmental Improvement

Figure 15.1.3 Tourism Resources Development in Damascus Zone (2)

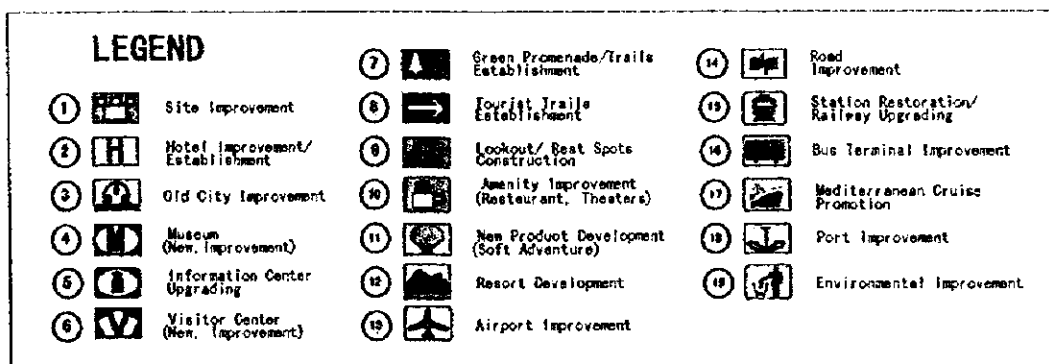
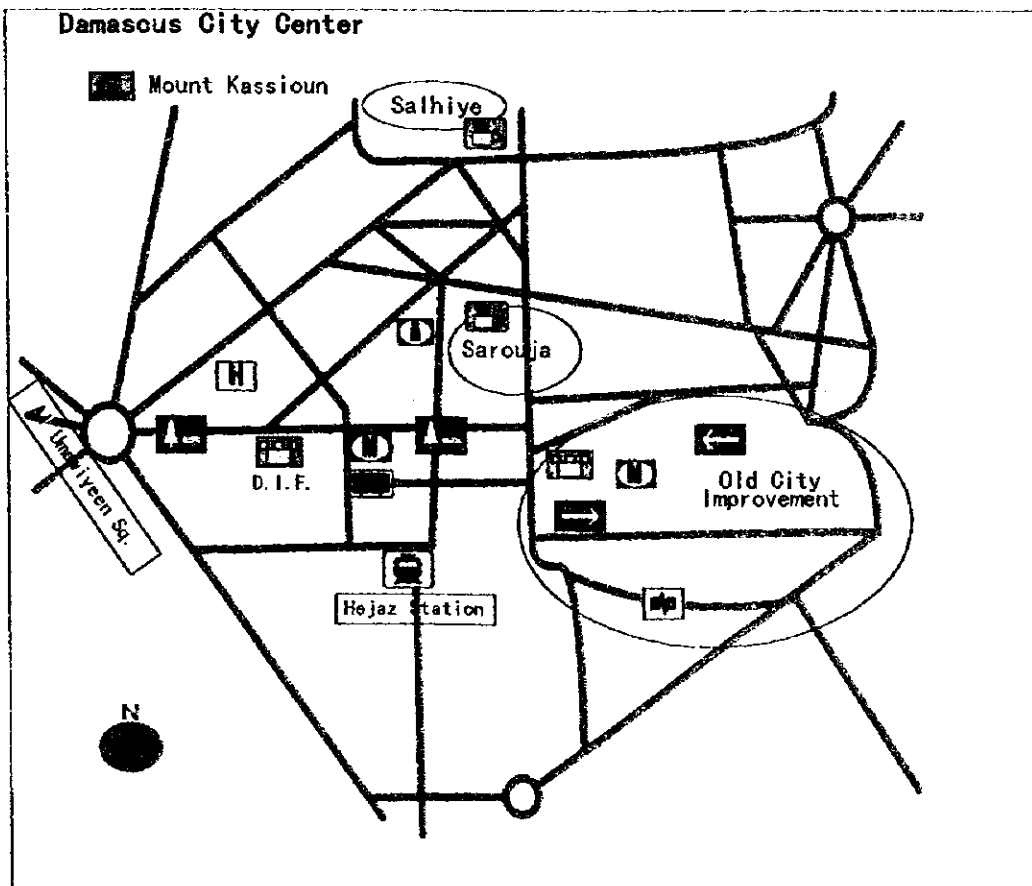
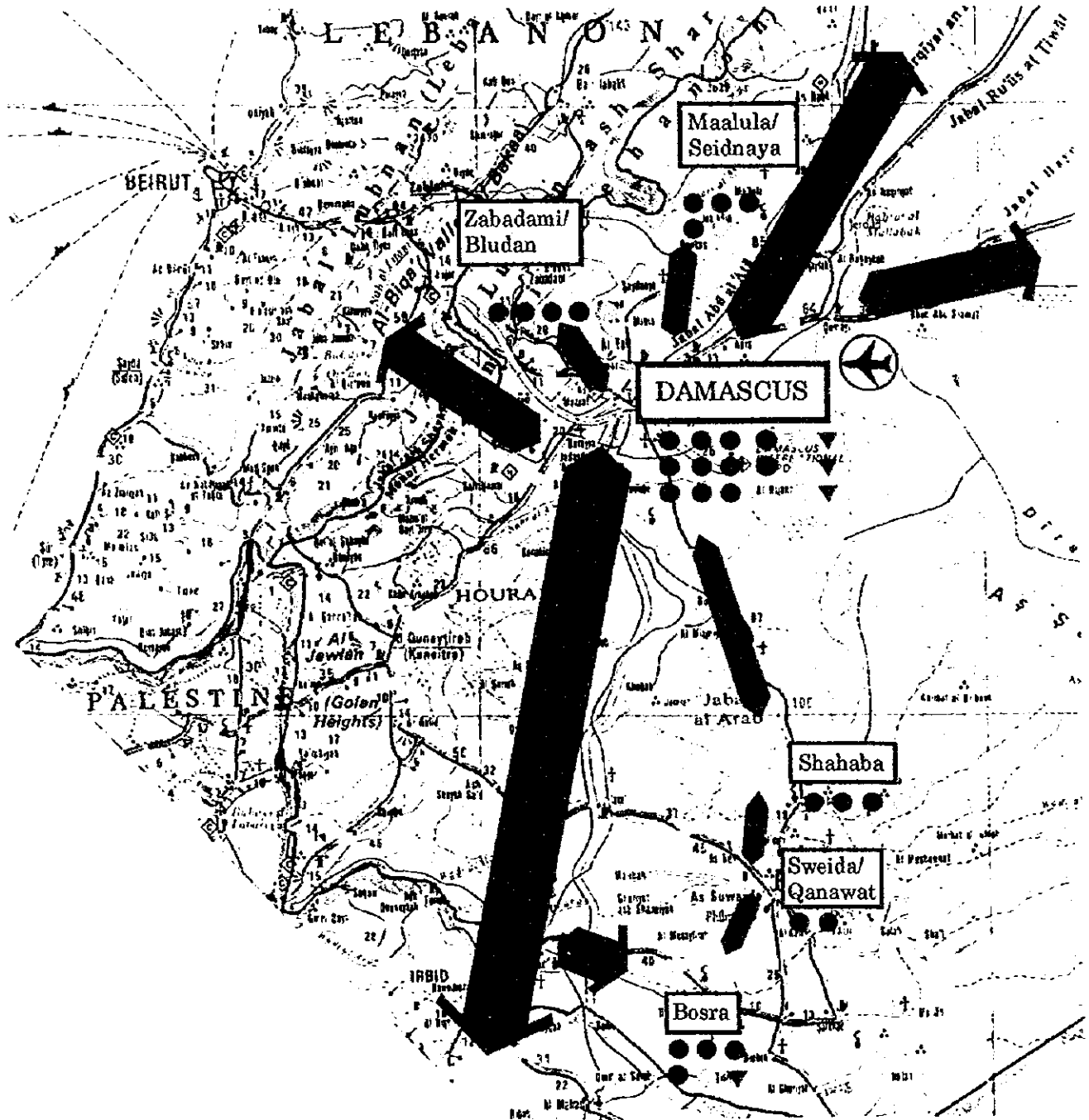


Figure 15.1.4 Tourist Flows and Tourism Facility Development in Major Locations



**DAMASCUS TOURISM ZONE**

TOURIST SITES,  
TOURIST FLOW, and  
PROJECT LOCATION

- ← Current Tourist Flow
- ← Future Tourist Flow
- ◻ ALEPPO Tourism Core
- ◻ MAALULA Tourist Site
- ✈ International Gateway

- Site Improvement/Restoration (1) (5)
- Visitor Center/Museum (4) (5) (6)
- Tourist Trail/Signposting (1) (6)
- Hotel/Resort (2) (6)
- Lookout/Rest Area (3) (6)
- Access Road/Parking/Amenities (1) (6)
- ▼ Infrastructure Provision/Improvement (2) (6) (10) (11) (12) (13)

Note: Number in circle corresponds to the number in legend of the previous figures.

## **15.2 Aleppo Zone**

### **15.2.1 Zone Development Concept**

- the second international gateway for Syrian tourism;
- abundant cultural tourism resources in the city and around (Aleppo Citadel, St. Simeon, etc.), and natural tourism resources around the city (Assad Lake, etc.);
- the northern core for cultural and religious tourism as well as urban and shopping tourism.

### **15.2.2 Target Market**

- culture tourists mainly from OECD countries (increasing);
- religious tourists from OECD countries (Christians) and from Islamic regions (increasing);
- shopping tourists from neighboring countries (Turkey, CIS, East Europe, etc.) (steady); and
- holiday, leisure and shopping tourists from GCC regions and Syrians (rather small for the moment).

### **15.2.3 Development Strategy**

#### **(1) Tourism Product Development**

- prepare Aleppo itself into an urban tourism product;
- upgrade presentation, visitor information and amenities at museums and major tourist sites;
- preserve and rehabilitate historical quarters of Aleppo (Old Aleppo, Jdaidah, etc.);
- develop new tourism products (e.g. walking tour of the Old Souq, cultural performances and events, sophisticated souvenirs and local foods, sound and light show, etc.);
- develop environmentally friendly recreation and holiday sites (e.g. Assad Lake tourist village, etc.);
- encourage local tourism related industries (souvenir shops, restaurants, hotels, etc.); and
- develop diversified line of accommodation (e.g. conversion of Baron Hotel into an up-market one, etc.).

#### **(2) Infrastructure Development**

- improve urban infrastructure and amenities (streets and sidewalks, public toilets, public parks, etc.);
- improve overall access to major tourist sites with tourist-friendly sign posting;
- accelerate construction of new highway linking Ariha and Latakia;
- increase air access from major tourist-generating markets and Damascus; and
- accelerate construction of the new Aleppo international air terminal including landscaping, and upgrade other airport facilities.

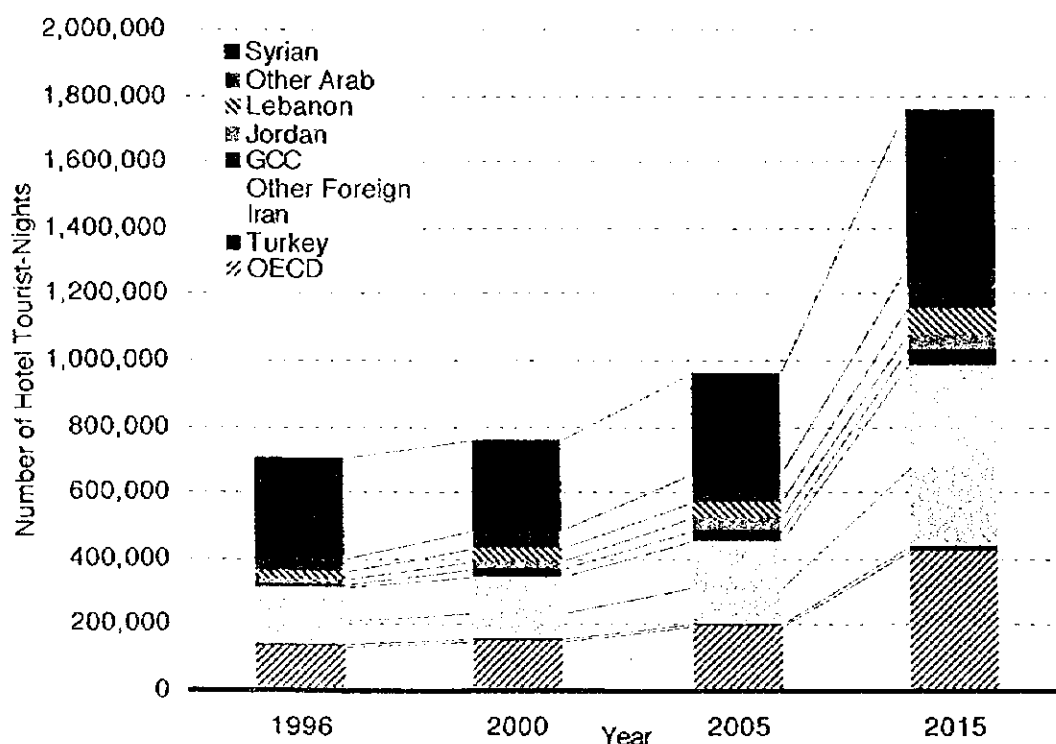
### (3) Resource and Environment Management

- consistent monitoring of physical conditions in neighborhoods of tourist interest (sanitation, pedestrian safety at key avenues, street and sidewalk conditions, etc.);
- improving public services provided by Mohafazats and Municipalities for cleanliness and orderliness near cultural sites and museums; and
- through the Aleppo City Rehabilitation Project design and implementation of additional neighborhood upgrade schemes for the city's crumbling old town.

#### 15.2.4 Development Plan

The following figures show the indicative tourism development plan in Aleppo zone till the year 2015.

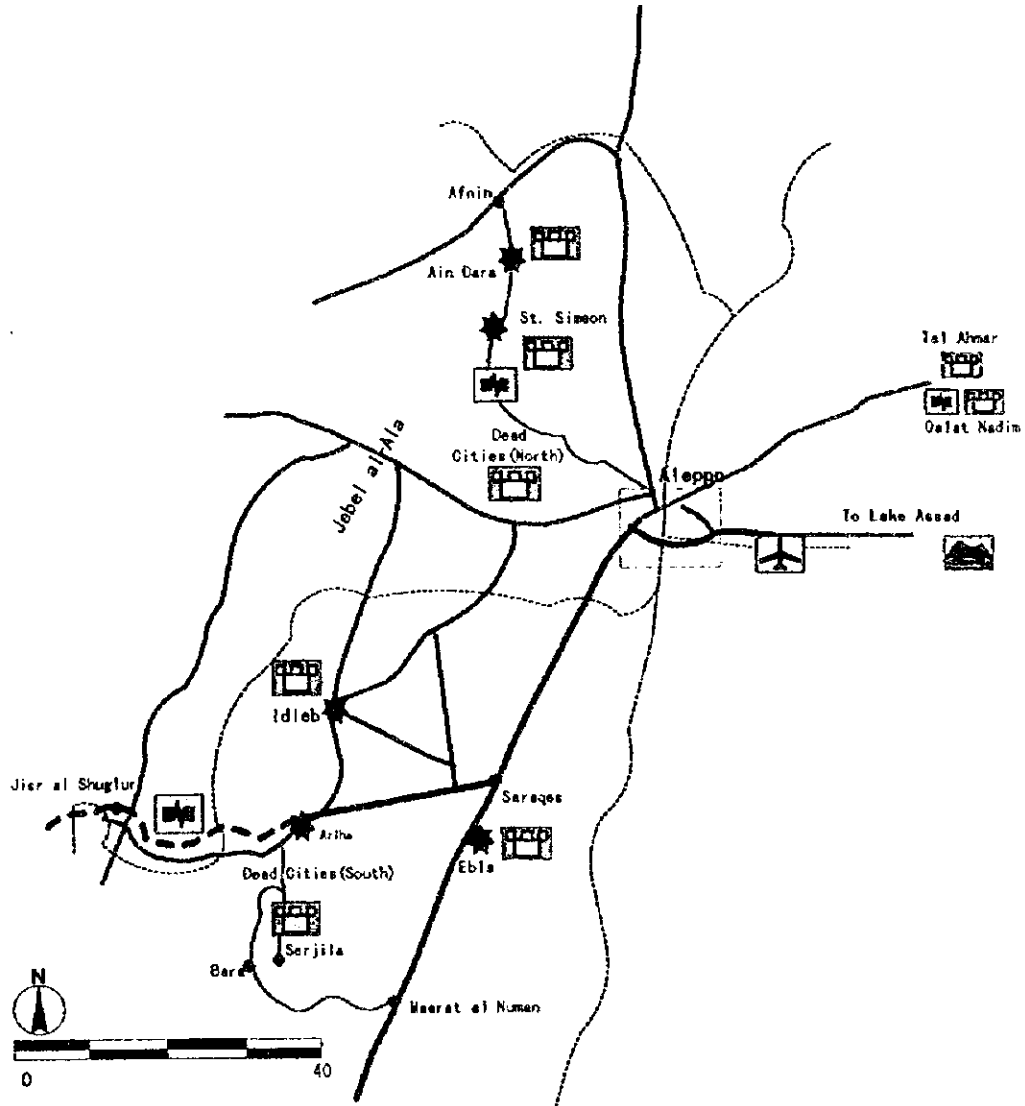
Figure 15.2.1 Indicative Demand Projections for Aleppo Zone



Note: Scale of the vertical axis is 2.5 times of that of Damascus.

Source: JICA Study Team

Figure 15.2.2 Tourism Resources Development in Aleppo Zone (1)



LEGEND		
①		Site Improvement
②		Hotel Improvement/Establishment
③		Old City Improvement
④		Museum (New, Improvement)
⑤		Information Center Upgrading
⑥		Visitor Center (New, Improvement)
⑦		Green Promenade/Trails Establishment
⑧		Tourist Trails Establishment
⑨		Lookout/ Rest Spots Construction
⑩		Amenity Improvement (Restaurant, Theaters)
⑪		New Product Development (Soft Adventure)
⑫		Resort Development
⑬		Airport Improvement
⑭		Road Improvement
⑮		Station Restoration/ Railway Upgrading
⑯		Bus Terminal Improvement
⑰		Mediterranean Cruise Promotion
⑱		Port Improvement
⑲		Environmental Improvement



Figure 15.2.3 Tourism Resources Development in Aleppo Zone (2)

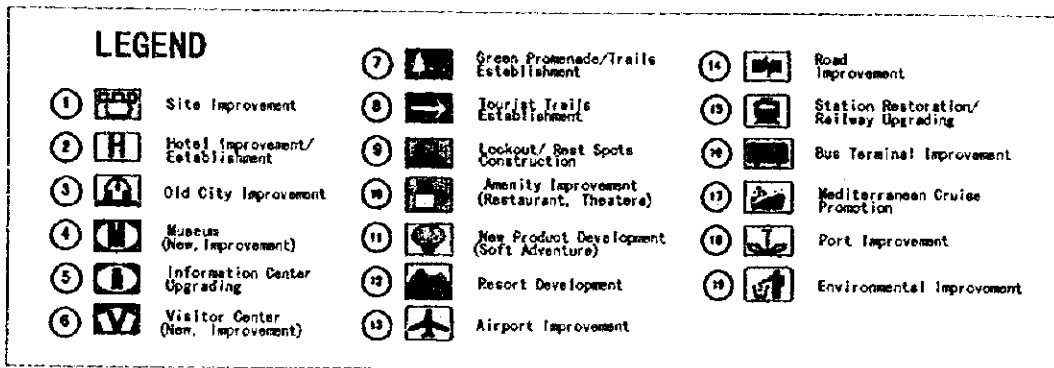
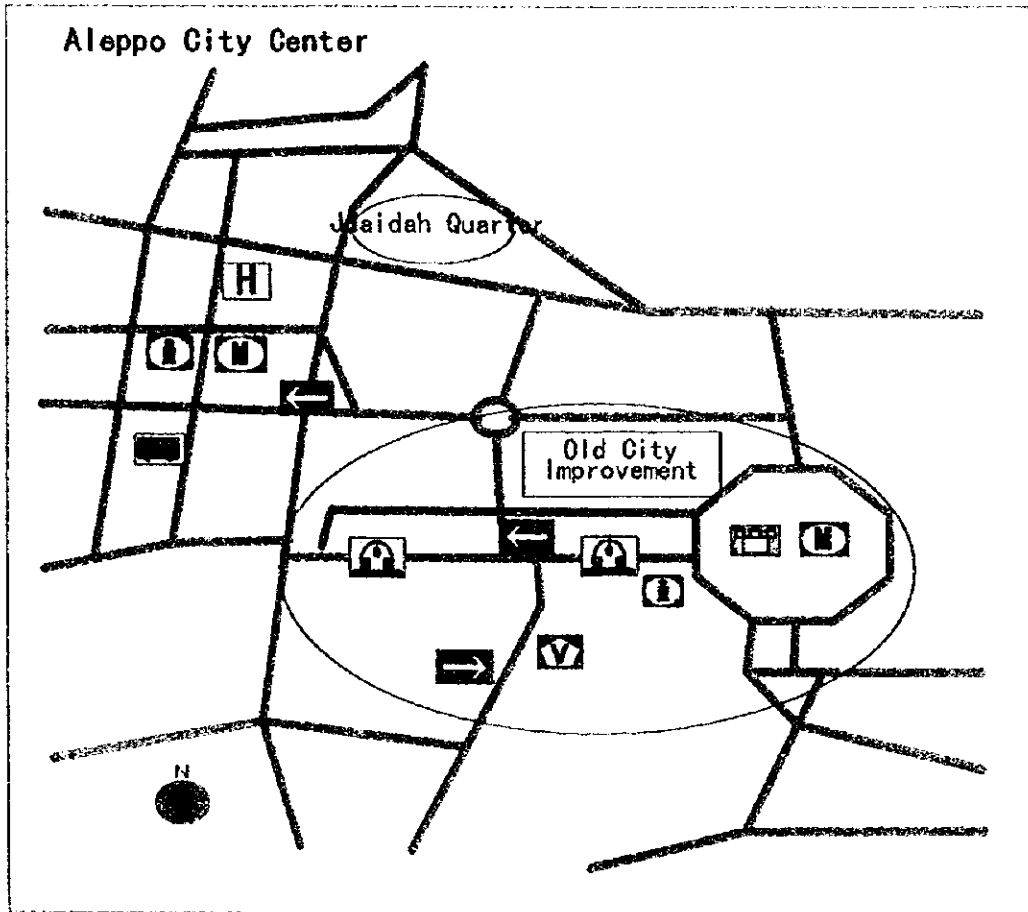
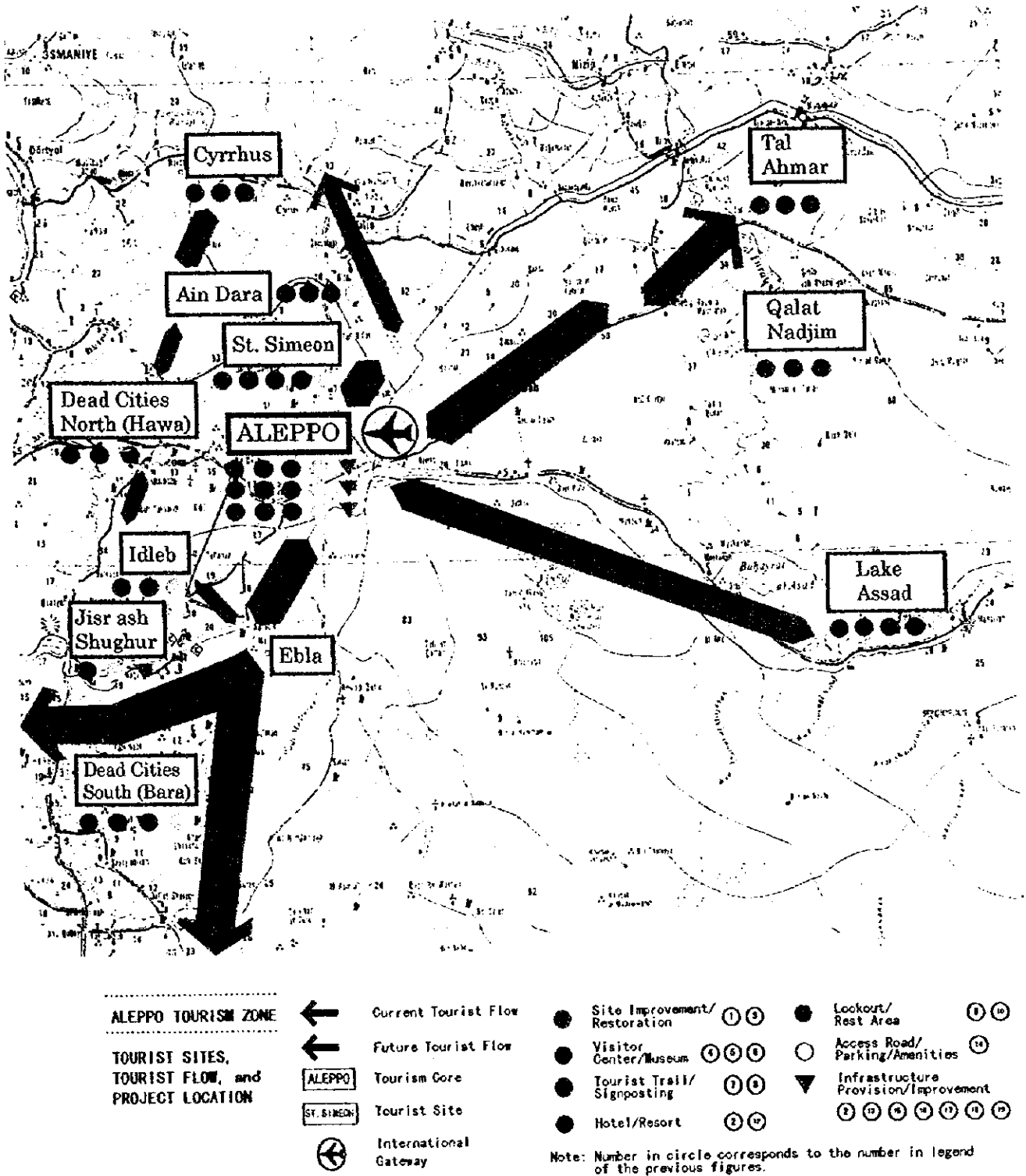


Figure 15.2.4 Tourist Flows and Tourism Facility Development in Major Locations



## **15.3 Homs and Hama Zone**

### **15.3.1 Zone Development Concept**

- the central tourism core of Syria for the cultural circuit, situated at the strategic cross point of the north-south corridor and the east-west corridor;
- abundant cultural tourism resources in the zone (Apamea, Crac des Chevaliers, etc.), and nature resources in the western mountains; and
- picturesque scenery of Hama and along Orontes river.

### **15.3.2 Target Market**

- culture tourists mainly from OECD countries (increasing); and
- holiday and leisure tourists from GCC regions, neighboring (Lebanon, etc.) countries and Syrians (rather small for the moment).

### **15.3.3 Development Strategy**

#### **(1) Tourism Product Development**

- upgrade presentation, visitor information and amenities at museums and major tourist sites;
- formulate new day trip excursion circuits for historical and cultural sites (e.g. east to Salamiyah, west to Qatina lake, etc.);
- preserve and rehabilitate historical quarters of Hama (Tawafra, Souq Tawil, etc.) and Homs;
- develop new tourism products (e.g. water wheels and mills along Orontes river, Orontes river and mountain trekking, cultural performances and events, sophisticated souvenirs and local foods, etc.); and
- encourage local tourism related industries (souvenir shops, restaurants, hotels, etc.).

#### **(2) Infrastructure Development**

- improve urban infrastructure and amenities (streets and sidewalks, public toilets, public parks, etc.); and
- improve overall access to major tourist sites with tourist-friendly sign posting, and formulate day-trip circuits of scattered tourist sites (Apamea with Dead Cities, etc.).

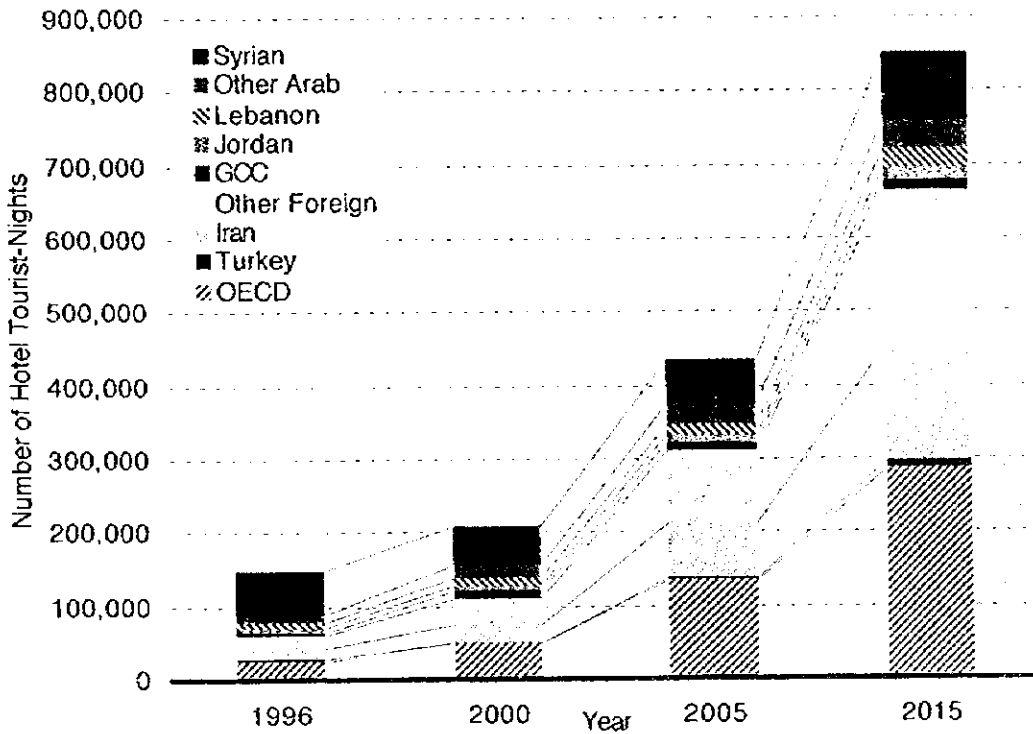
#### **(3) Resource and Environment Management**

- enhance environmental management of Orontes river and Qatina lake which are also important historical sites;
- consistent provision of sanitary conditions along Hama's river front where waterwheel viewing is a key tourist activity (trash management, water quality); and
- minimization of common problems in the tourist areas such as street and sidewalk deterioration, traffic congestion, unsafe pedestrian crossings, abusive peddlers, etc.

### 15.3.4 Development Plan

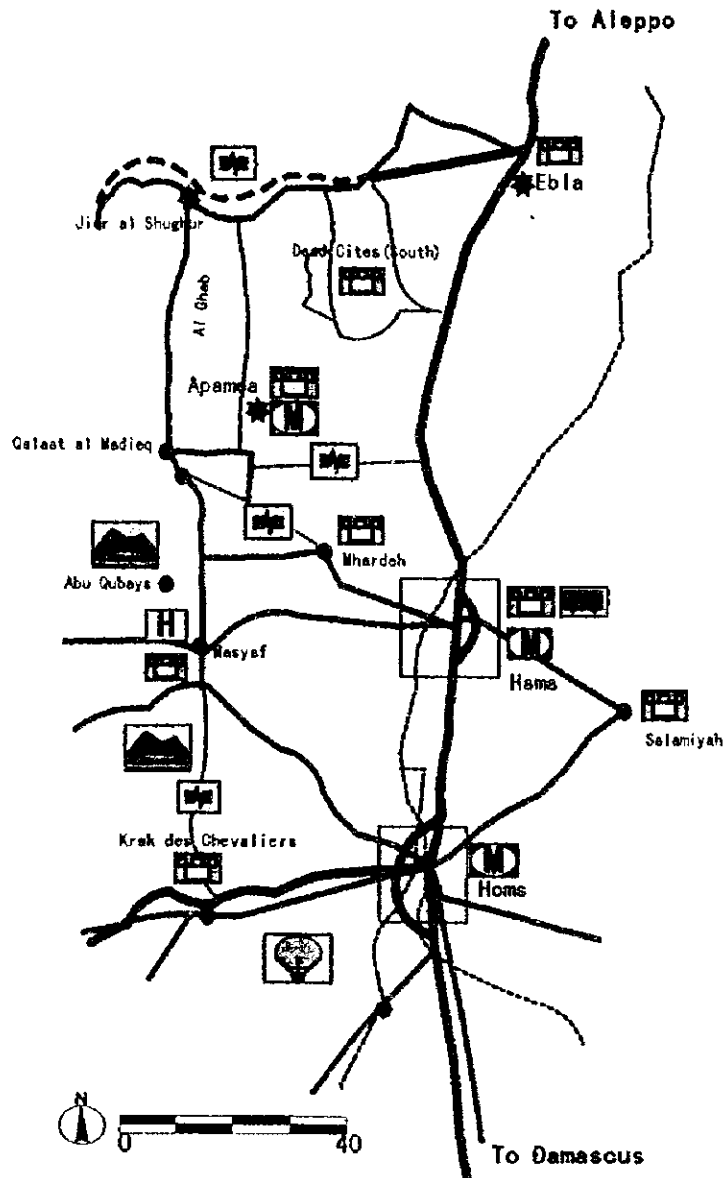
The following figures show the indicative tourism development plan in Homs and Hama zone till the year 2015.

Figure 15.3.1 Indicative Demand Projections for Homs and Hama Zone



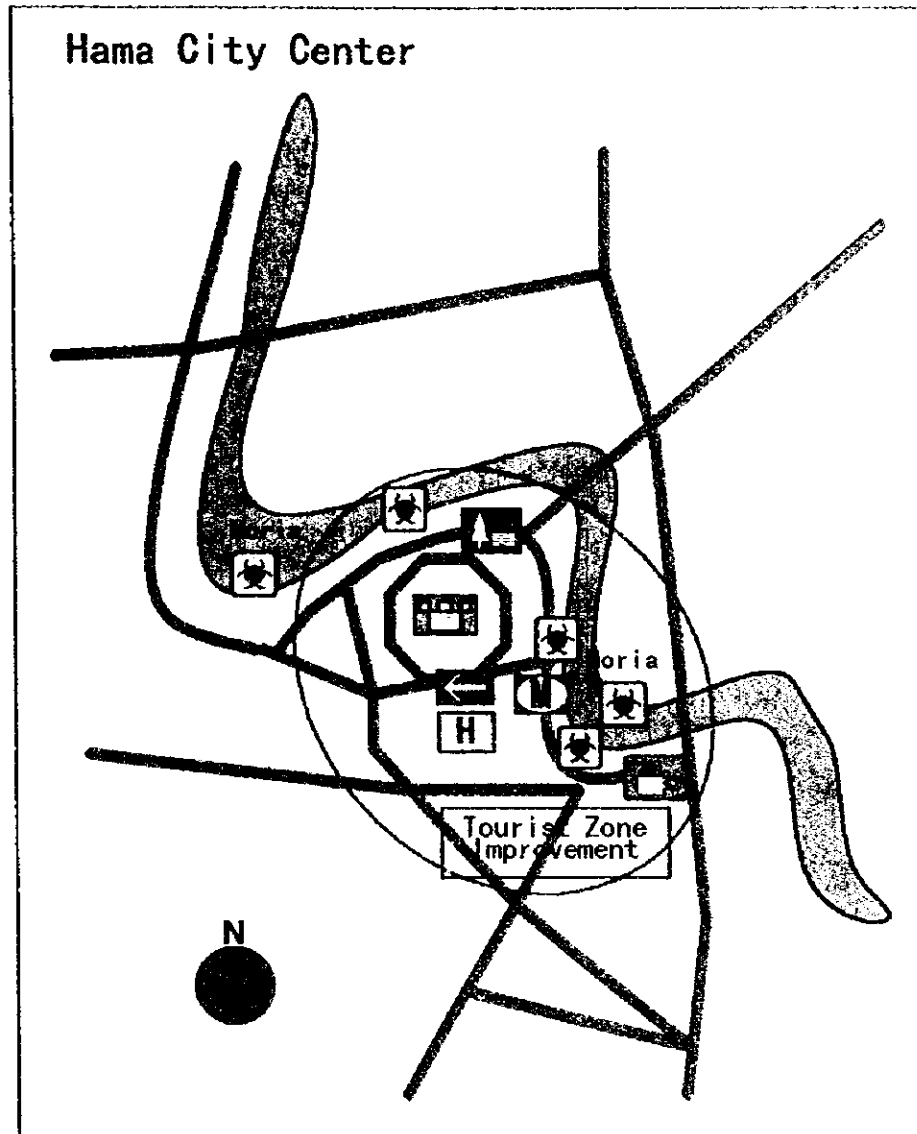
Note: Scale of the vertical axis is 5 times of that of Damascus.  
Source: JICA Study Team

Figure 15.3.2 Tourism Resources Development in Homs and Hama Zone (1)



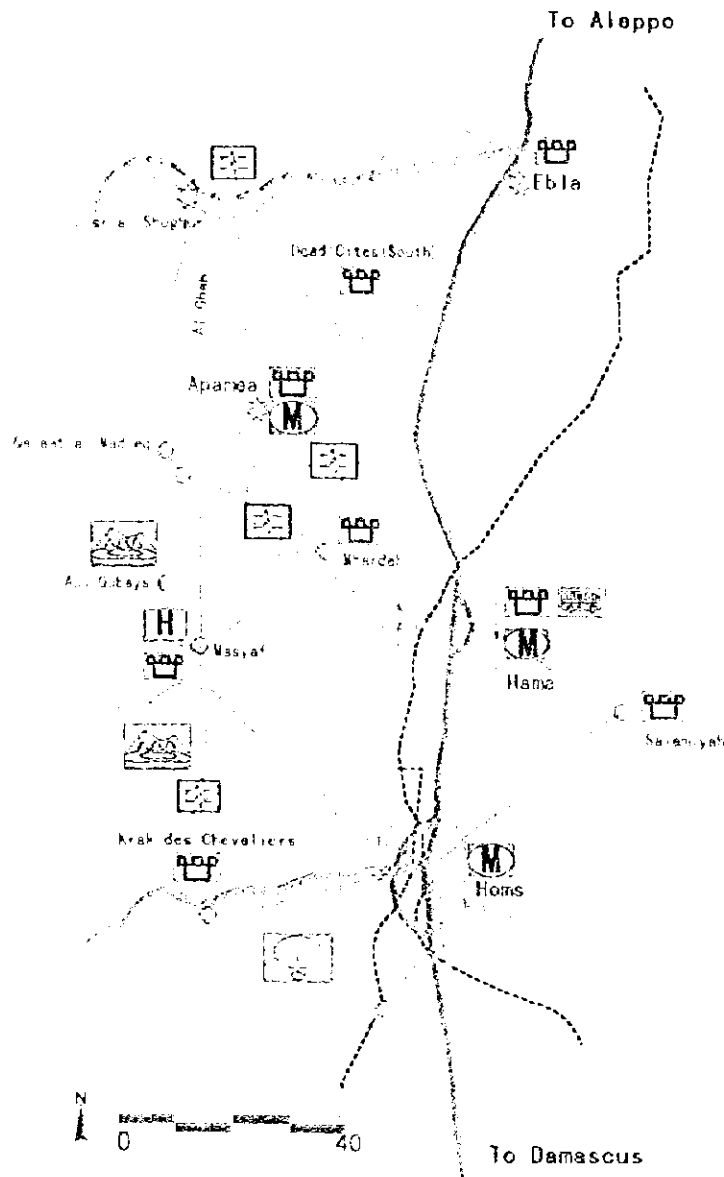
LEGEND		
①		Site Improvement
②		Hotel Improvement/Establishment
③		Old City Improvement
④		Museum (New, Improvement)
⑤		Information Center Upgrading
⑥		Visitor Center (New, Improvement)
⑦		Green Promenade/Trails Establishment
⑧		Tourist Trails Establishment
⑨		Lookout/ Rest Spots Construction
⑩		Amenity Improvement (Restaurant, Theaters)
⑪		New Product Development (Soft Adventure)
⑫		Resort Development
⑬		Airport Improvement
⑭		Road Improvement
⑮		Station Restoration/ Railway Upgrading
⑯		Bus Terminal Improvement
⑰		Mediterranean Cruise Promotion
⑱		Port Improvement
⑲		Environmental Improvement

Figure 15.3.3 Tourism Resources Development in Homs and Hama Zone (2)



LEGEND								
①		Site Improvement	⑦		Green Promenade/Trails Establishment	⑭		Road Improvement
②		Hotel Improvement/Establishment	⑧		Tourist Trails Establishment	⑮		Station Restoration/Railway Upgrading
③		Old City Improvement	⑨		Lookout/Rest Spots Construction	⑯		Bus Terminal Improvement
④		Museum (New, Improvement)	⑩		Amenity Improvement (Restaurant, Theaters)	⑰		Mediterranean Cruise Promotion
⑤		Information Center Upgrading	⑪		New Product Development (Soft Adventure)	⑱		Port Improvement
⑥		Visitor Center (New, Improvement)	⑫		Resort Development	⑲		Environmental Improvement
			⑬		Airport Improvement			

Figure 15.3.2 Tourism Resources Development in Homs and Hama Zone (1)



**LEGEND**

- |                                    |  |  |
|------------------------------------|--|--|
| ①  Site Improvement                | ⑦  Green Prograde Trans Establishment      | ⑭  Road Improvement                      |
| ②  Hotel Improvement Establishment | ⑧  Journal Trans Establishment             | ⑮  Station Restoration Railway Upgrading |
| ③  Old City Improvement            | ⑨  Lockout Rest Spots Construction         | ⑯  Bus Terminal Improvement              |
| ④  Museum New Improvement          | ⑩  Amenity Improvement Restaurant Theaters | ⑰  Mediterranean Cruise Frontier         |
| ⑤  Information Center Upgrading    | ⑪  New Product Development Soft Adventure  | ⑱  Port Improvement                      |
| ⑥  Visitor Center New Improvement  | ⑫  Resort Development                      | ⑲  Environmental Improvement             |
|                                    | ⑬  Airport Improvement                     |  |

Figure 15.3.3 Tourism Resources Development in Homs and Hama Zone (2)

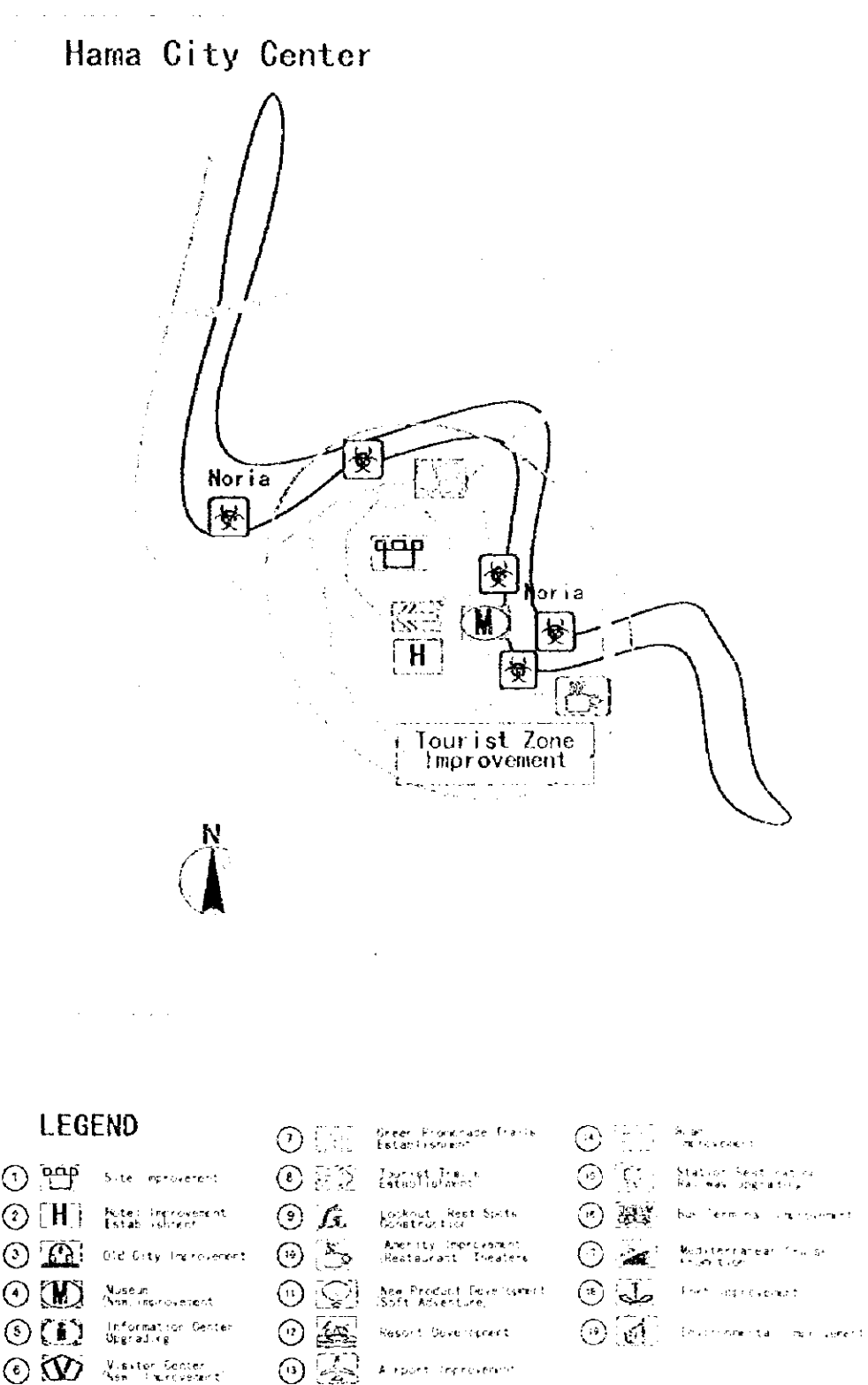
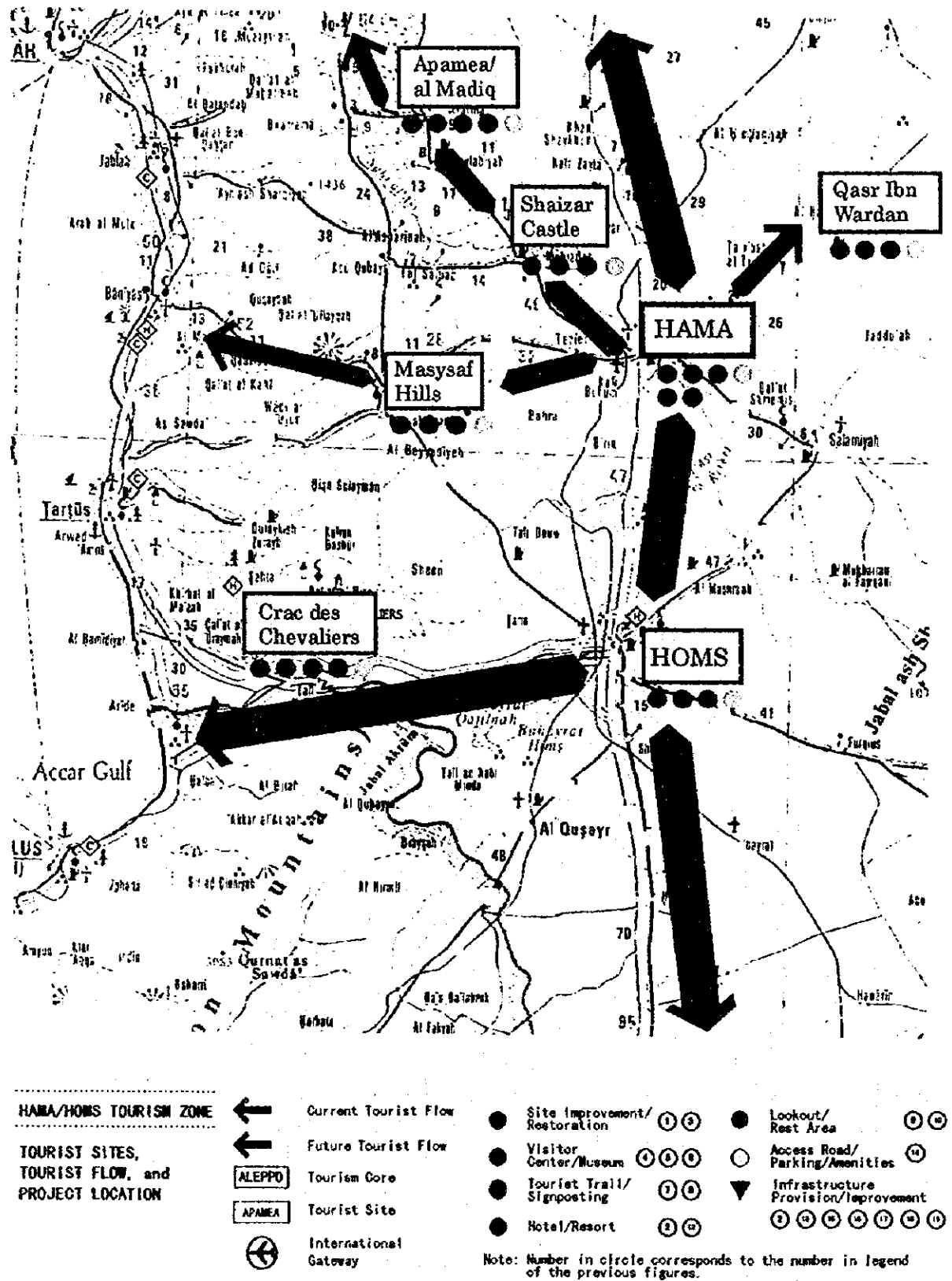




Figure 15.3.4 Tourist Flows and Tourism Facility Development in Major Locations



## **15.4 Coastal Zone**

### **15.4.1 Zone Development Concept**

- Syria's unique holiday and leisure tourism core for beach (Latakia, Tartous and other cities) and mountain tourism (Kassab, Slunfeh, Qardaha, Mushata al Helou, Safita, etc.); and
- complementary circuit for culture tourism with abundant cultural resources (Marqab Castle, Salahdin Castle, Ugarit, Jableh Amphitheater, Yahmour, Housson Sleiman Castle, Amrit, Arwad Island, etc.).

### **15.4.2 Target Market**

- mountain retreat in summer for GCC nationals and Syrians (steady);
- beach and marine holiday for GCC regions, Syrians and some OECD countries (steady);
- culture tourists mainly from OECD countries (increasing);
- Mediterranean cruise tourists; and
- nature and outdoor holidays for Syrians and resident expatriates in Syria (increasing).

### **15.4.3 Development Strategy**

#### **(1) Tourism Product Development**

- preserve nature resources and develop tourist sites environmentally;
- preserve and rehabilitate Old Tartous and Arwad;
- promote Mediterranean cruise by formulating attractive excursion packages (e.g. visiting cultural or historical sites with traditional food and folklore performance show, etc.);
- upgrade presentation, visitor information and amenities at museums and major tourist sites;
- develop new tourism products (e.g. crusader castles trekking tour, cultural performances and events, sophisticated souvenirs and local foods, sound and light show, summer holiday festivals, etc.);
- introduce diversified and sophisticated line of marine activities (e.g. cruise, sailing, fishing, aquarium, etc.); and
- encourage local tourism related industries (souvenir shops, restaurants, hotels, etc.).

#### **(2) Infrastructure Development**

- improve urban infrastructure and amenities (streets and sidewalks, public toilets, public parks, beach, etc.);
- improve overall road access to major tourist sites with sign posting (Salahdin Castle, Marqab Castle, Crac des Chevaliers, etc.) and formulate day-trip circuits of scattered tourist sites;
- accelerate construction of new highway linking Ariha and Latakia;
- improve passenger services of Latakia and Tartous ports; and
- improve and upgrade Latakia airport.

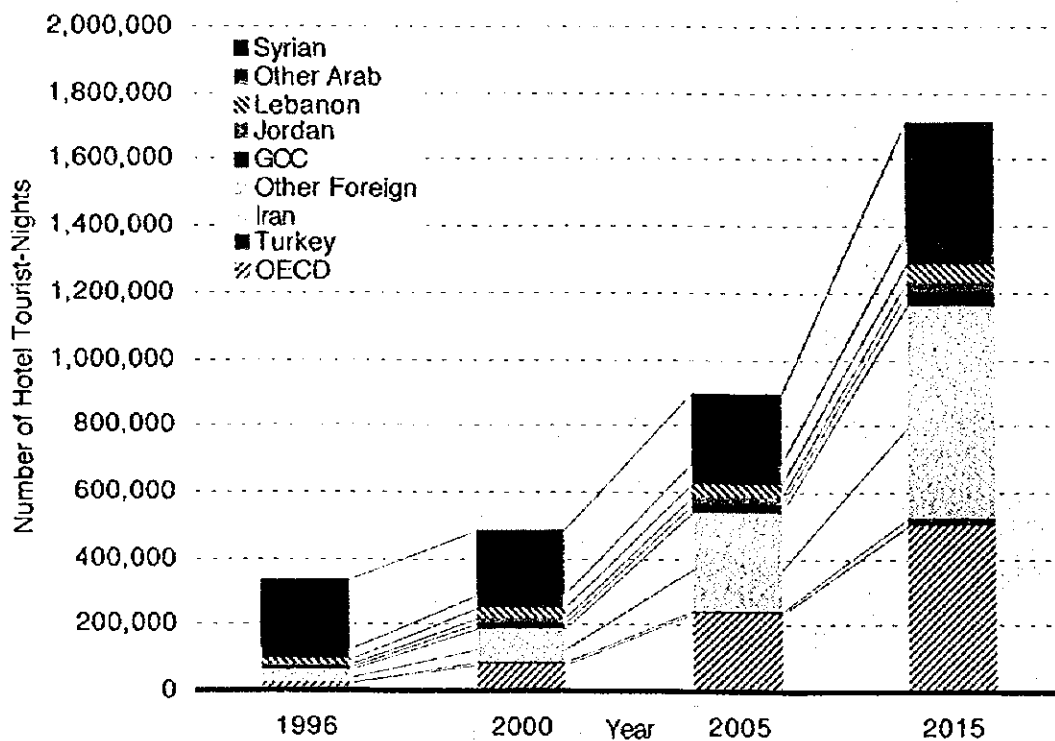
(3) Resource and Environment Management

- ongoing maintenance of pleasant and healthy conditions in the historic and resort areas of Latakia, Tartous and Arwad Island;
- ongoing maintenance of adequate water quality at the recreational beaches and waterside parks and promenades by the proper authorities;
- ongoing maintenance of adequate conditions in the vicinities around the castles of Crac des Chevaliers, Marqab and Salahdin Castles, and in the nearby villages; and
- increased pace of improvement in the presentation of museums and cultural sites (see Visitor Services Unit, proposed for DGAM) especially at the three castles and in old Tartous, at Ugarit and at Amrit.

15.4.4 Development Plan

The following figures show the indicative tourism development plan in Coastal zone till the year 2015.

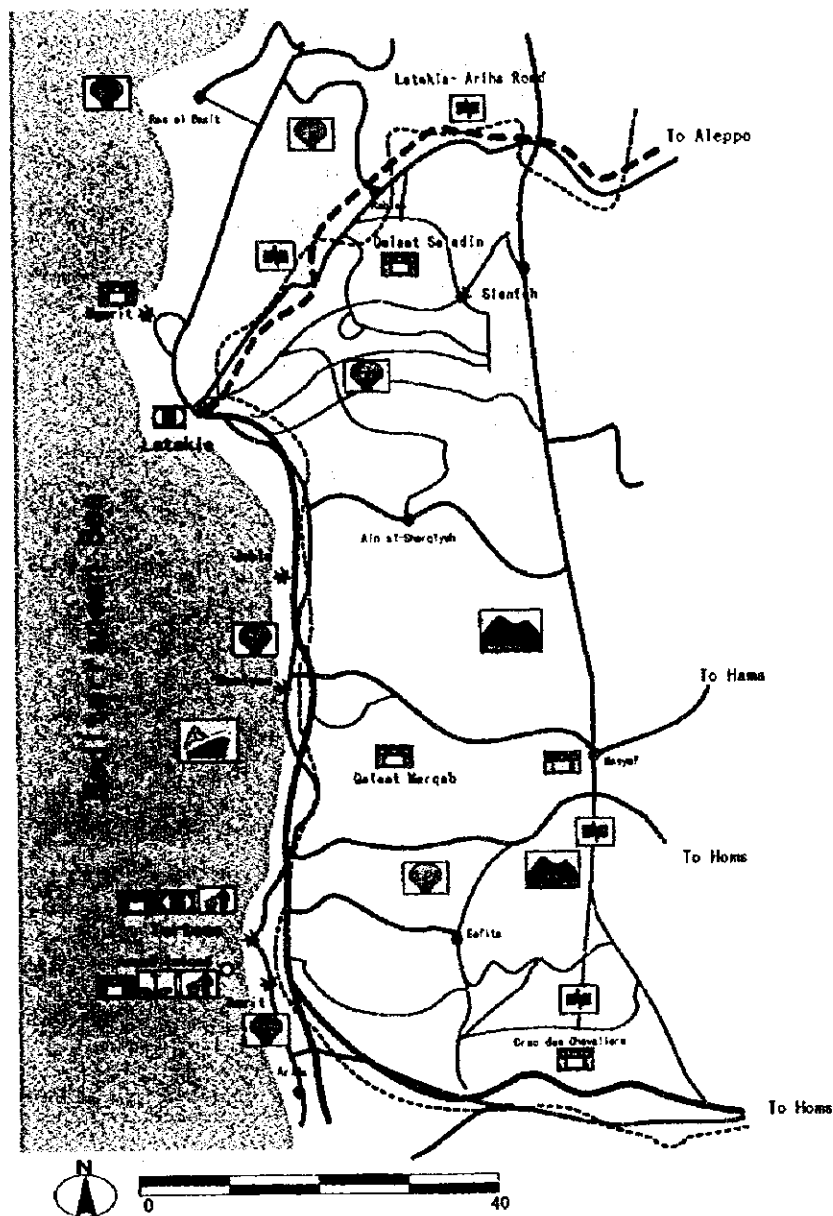
Figure 15.4.1 Indicative Demand Projections for Coastal Zone



Note: Scale of the vertical axis is 2.5 times of that of Damascus.

Source: JICA Study Team

Figure 15.4.2 Tourism Resources Development in Coastal Zone (1)



LEGEND		
①		Site Improvement
②		Hotel Improvement/Establishment
③		Old City Improvement
④		Museum (New, Improvement)
⑤		Information Center Upgrading
⑥		Visitor Center (New, Improvement)
⑦		Green Promenade/Trails Establishment
⑧		Tourist Trails Establishment
⑨		Lookout/ Best Spots Construction
⑩		Amenity Improvement (Restaurant, Theaters)
⑪		New Product Development (Soft Adventure)
⑫		Resort Development
⑬		Airport Improvement
⑭		Road Improvement
⑮		Station Restoration/ Railway Upgrading
⑯		Bus Terminal Improvement
⑰		Mediterranean Cruise Promotion
⑱		Port Improvement
⑲		Environmental Improvement

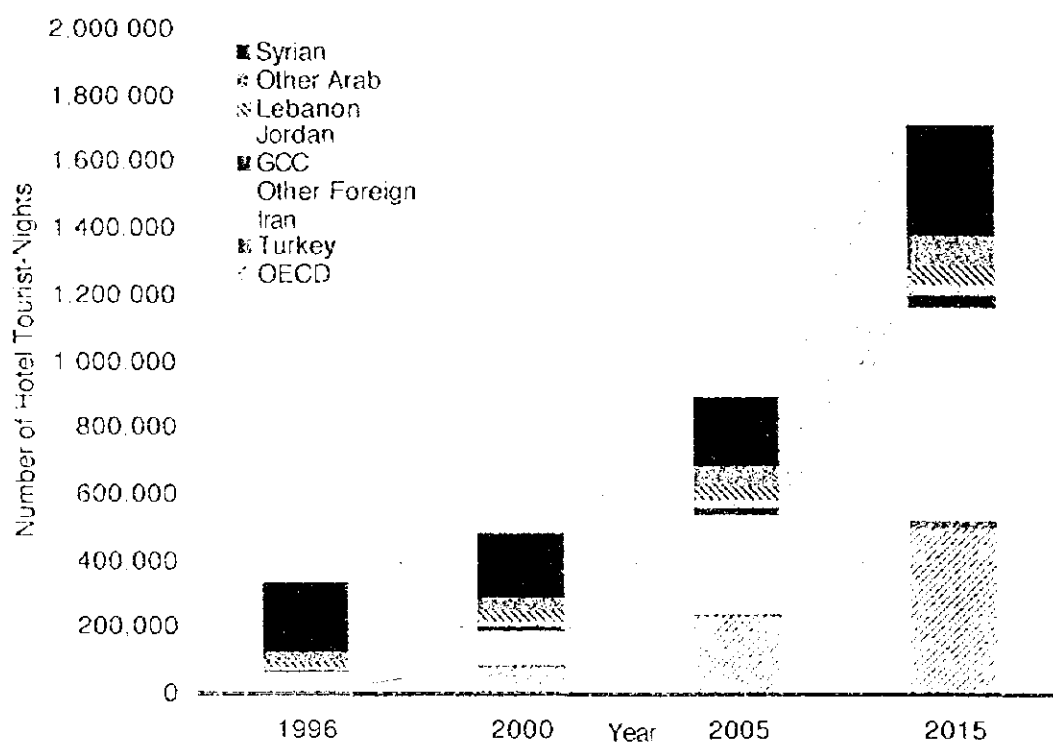
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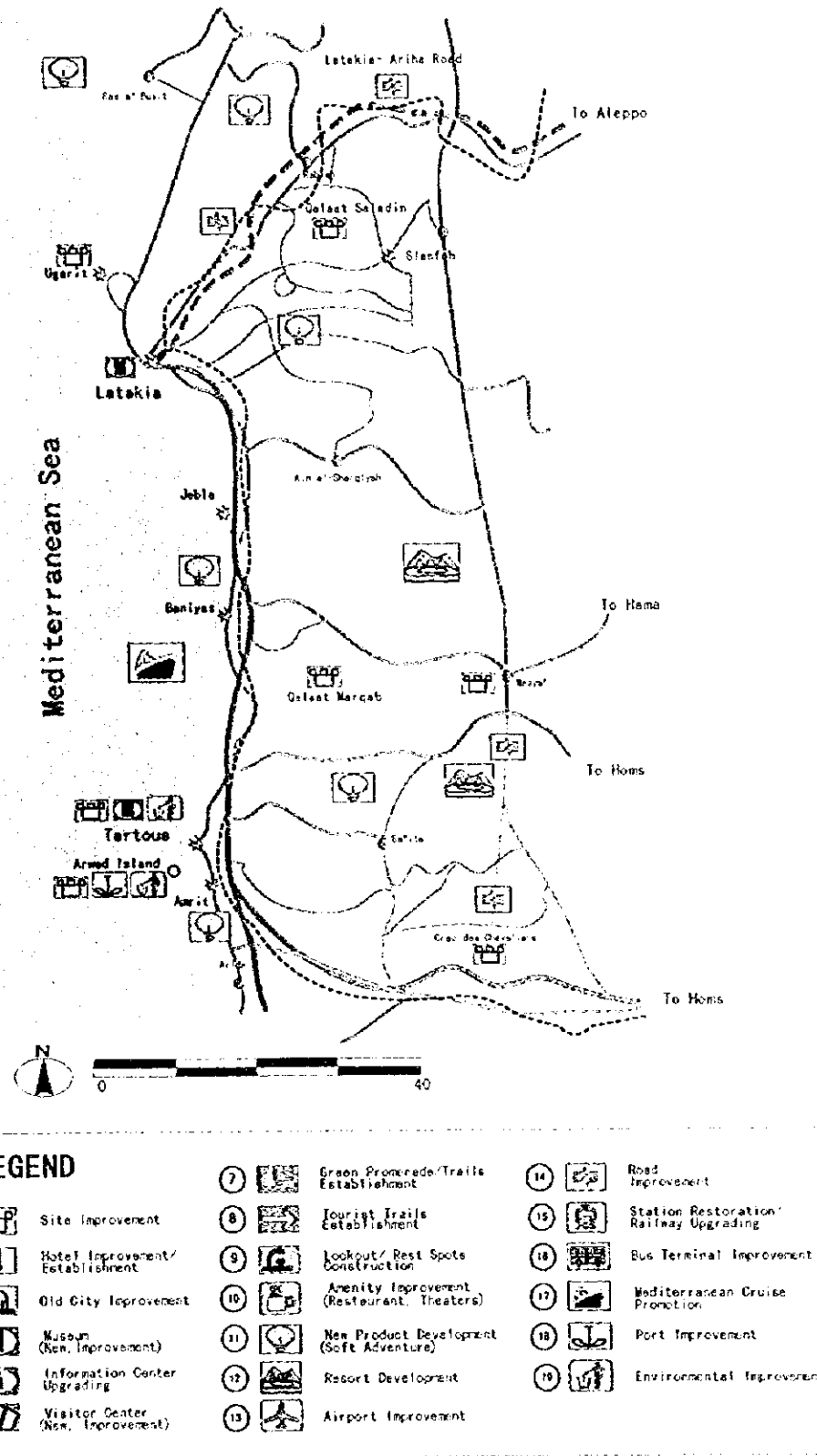


Figure 15.4.3 Tourism Resources Development in Coastal Zone (2)

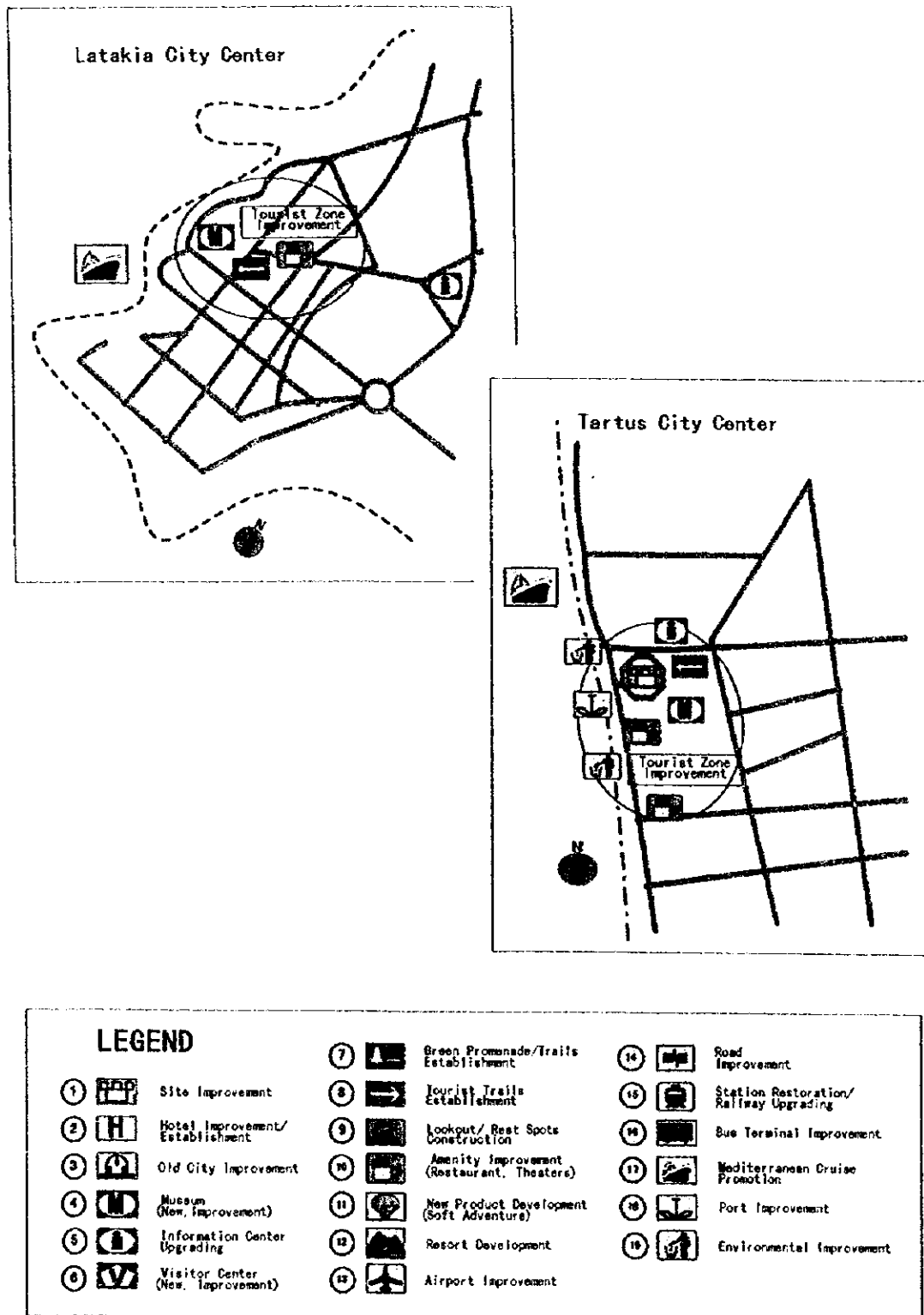
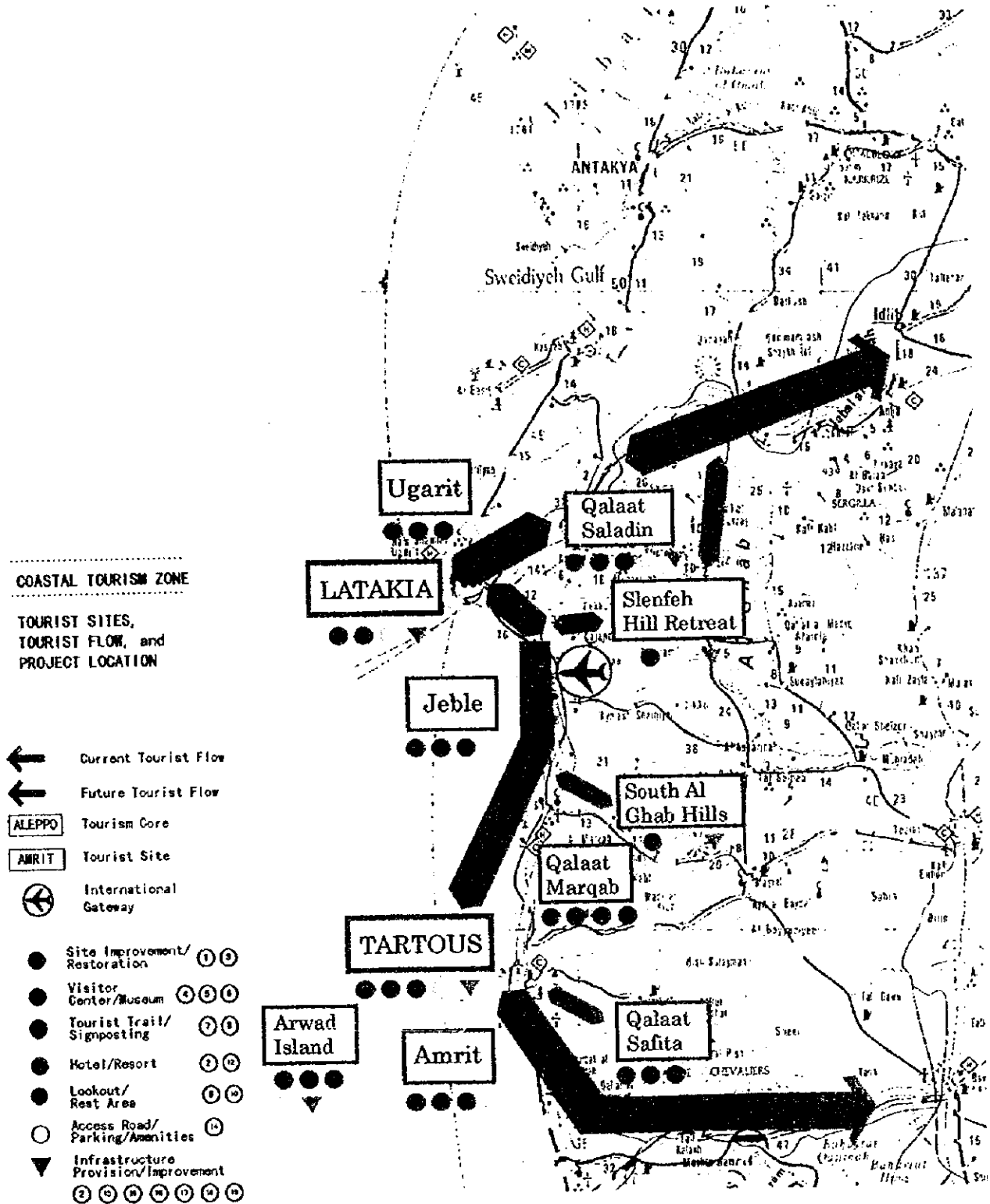


Figure 15.4.4 Tourist Flows and Tourism Facility Development in Major Locations



Note: Number in circle corresponds to the number in legend of the previous figures.



