

ANNEX

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ANNEX 1 Key Facilities Lists (Baalbek and Zahle Qazas)

i) Baalbek

Type of Facility	Details	Comment
Lodgings	1 hotel, 4 pensions. Capacity in beds Palmyra 35; pensions unknown.	Necessary to provide more facilities.
Dining Facility	Numerous restaurants and cafes.	Maybe necessary to provide more facilities.
Entertainment Facility	Numerous hubble bubble activities near the park along the Ras al Ain.	Additional special events would facilitate tourism, particularly in the park.
Cultural Facility	One museum (a part of the archeological site is used as a museum space)	Museum is well presented; an additional local heritage museum within the city would be a positive addition.
Resort Facility	No	Not necessary to develop this facility
Natural Park with Facility	No	Not very necessary to develop this facility
Commercial Facility	Numerous shops in the downtown but not many are "merchandised" for tourism. Municipality has renovated space to become more of a visitors souk, which should be encouraged and filled with handicrafts, etc.	Atmosphere of the souq is good. It has a potential to attract tourists visiting the archeological site. But, traffic of the road located between the souq and the archeological site is heavy – the CHUD project is designed to solve this problem and facilitate visitor circulation.
Other facilities for visitors	No	There are no places providing information to visitors, and not many signs guiding to tourist attractions. CHUD project includes a visitors center that should give information on both the sites and the medina.

ii) Zahle

Type of Facility	Details	Comment
Lodgings	Hotels range from 4 star to pensions and include more than 300 beds.	The Kadri is a classy hotel, well located along the Berdawni. Its historic appearance reinforces the heritage character of the city. Nearby are the Akl and Traboulsi pensions, which are 1 star but have tremendous potential to become very attractive inns. The Monte Alberto has decent rooms and a good restaurant above the city.
Dining Facility	There are many restaurants in downtown Zahle, as well as coffee shops, bakeries, etc.	Nearly all the restaurants concentrate on Lebanese cuisine. The scenic riverside restaurants are famous among locals and visitors for their mezze. Many restaurants in Zahle have nice atmospheres, although their business sharply declines in the winter.
Entertainment Facility	There are a number of night clubs.	Quality of the nightclubs might need improvement, although special events would attract more tourists than local clubs.
Cultural Facility	None are provided, although there are a number of religious facilities.	A cultural center and a museum would greatly enhance Zahle's image.
Resort Facility	No major related facilities are provided.	Zahle has a very urbane culture, and resorts are not necessary. The Kadri and Monte Alberto could be improved to include spa facilities and health related tourism.
Natural Park with Facility	No.	This is not a natural park area, although the city is planning to improve the trail that runs along the Berdawni up to the village for hikers/joggers.
Commercial Facility	Many shops are provided in the town, and Zahle is well known in the region for its shopping.	Atmosphere of the shops is good, especially jewelry and some handicrafts. Art galleries to display local art and sculpture would be a good additional facility to draw tourists and promote local products.
Other facilities for visitors	Vantage point from Our Lady of the Bekaa Valley high above the city	This area provides visitors with a visual understanding of the city plan below. However, there are no visitors centers offering written information or maps.

iii) Niha

Type of Facility	Details	Comment
Lodgings	No	Lodging would be helpful to draw more tourists and overnight stays.
Dining Facility	No	Necessary to provide a café for local people and visitors alike.
Entertainment Facility	No	Special events or festivals would be the most effective.
Cultural Facility	Archaeological sites	Needs a small visitors center at entrance to the lower site.
Resort Facility	No	An environmentally sensitive lodge would be appealing to the nature based tourism market.
Natural Park with Facility	No	Not applicable
Commercial Facility	No	Necessary to provide shops for tourists
Other facilities for visitors	No	The guard house sometimes provides visitors with brochures in Arabic; however, there are no signs linking the sites or the lower site to the village.

iv) Aanjar

Type of Facility	Details	Comment
Lodgings	A hotel is under construction and will open in 2004.	Lodging is a positive addition to Aanjar.
Dining Facility	Aanjar is famous for its restaurants and offers 6 or 7.	There are a sufficient number of facilities.
Entertainment Facility	No	Special events would provide unique entertainment to draw visitors and tourists.
Cultural Facility	World Heritage Umayyad archaeological site	Both the archaeological site and the village should provide better presented visitor information. and exhibition galleries for ancient and local heritage.
Resort Facility	No	Not necessary in this area
Natural Park with Facility	No	Not necessary although the lovely Spring of Aanjar area could become a more visitor friendly nature site.
Commercial Facility	Aanjar has a downtown and a strong commercial area outside the entrance gate with many shops. There are also two vendors (souvenirs and drinks) outside the archaeological site.	Shops should be located in the village away from the entrance to the World Heritage site.
Other facilities for visitors	Church with area of sculptures and festival cooking area.	There are no places providing information to visitors in this town, consisting of archeological, restaurants, and residential areas. Although it takes a few minutes by car to move between the areas, there are no signs to guide visitors.

ANNEX 2 Questionnaire for Municipalities

Category A – TOURISM

- A.1** Is there any study concerning tourism in your municipality or region?
- A.2** Please provide a list of historical and cultural heritage sites as tourism resources in your municipality (such as ruins, mosques, churches, traditional architecture, etc).
- A.3** Please provide a list of natural resources for tourism (gorge, beautiful scenery, forests, etc) Any camp sites or eco-tourism activities?
- A.4** Do you have any council or association (public or private) for tourism in your region? If so, please provide the name of the association or organization. Do they have any tourism promotion activities – if so, what type? Do they have an operating plan or budget?
- A.5** How do you evaluate the current tourism in your municipality or region? How do you evaluate the tourism potential?
- A.6** How many tourists are visiting your municipality or region every year (annual number of visitors for 1997-2002)? Do you know how many are day visitors and how many stay overnight? What is your peak period? What is the difference between your peak period and your low period?
- A.7** What are the most popular tourist destinations in your municipality and region?
- A.8** Do you have hotels or guesthouses? B& Bs? What are the names and locations and how many rooms do they have? What is their occupancy rate in peak period or high season and low season?
- A.9** How many and what types of restaurants?
- A.10** How many and what types of gift shops? Handicraft shops or vendors?
- A.11** Please provide information on handicrafts of your municipality or region.
- A.12** Is your municipality or region involved in any tourism projects?
- A.13** Have you produced any brochures for any sites or attractions? Do you offer any brochures produced by others?
- A.14** Do you have any visitors' centers? If so, where are they located?
- A.15** Are there any entertainment facilities for tourist such as family entertainment, nightclubs, amusement parks?
- A.16** Are there any health facilities?
- A.17** Budget sheet for municipality for 2001-2002.

Category B – ENVIRONMENT

- B.1** Do you have a land use plan? Zoning for your municipality? Any controls on development?
- B.2** Is there any protected area, forest or heritage in your municipality or region? What are the regulations?
- B.3** Do you have a map showing the region's vegetation? Other information on flora and fauna?
- B.4** We are aware of the World Bank/CDR project in Baalbek. Are there any other international organizations currently working for your municipality? UNDP? EU? GEF? French? GTZ? METAP/Mediterranean Environmental Technical Assistance Program? USAID? Other?
- B.5** How do you control or manage your garbage and sewer? Who is responsible? How often is trash picked up?

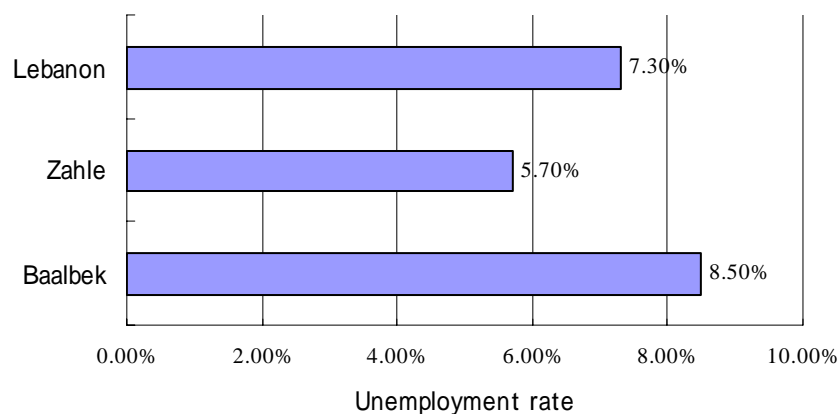
- B.6** Is there a recycling program for paper, glass, or plastic?
- B.7** Has there been a public awareness campaign to encourage people not to litter and to preserve the natural and cultural heritage?
- B.8** We are studying water quality. Therefore, we would like information on farm animals, i.e., approximate number of cows, horses, pigs in the region?
- B.9** Could you tell us the number and location of natural springs in your municipality or region?
- B.10** We are also looking at air quality? Do you have any data on air pollution?

Category C – SOCIO-ECONOMIC AND EMPLOYMENT

- C.1** What is the major industry or source of employment in your municipality or region?
- C.2** What is the local unemployment rate?
- C.3** What is the population of each municipality? Region?
- C.4** What is the number of households? What is the average number of people who live in each household (# of parents and children and other family members)?
- C.5** What percentage of the registered residents has emigrated from your municipality?
- C.6** Who are the most marginalized or low-income people in your community (widows, landless farmers, handicapped, etc.)?
- C.7** What is the most important issue in your municipality (education, job opportunity, health, price of agricultural products, infrastructure, etc.)?
- C.8** Which organization is taking care of social welfare in your municipality? How?
- C.9** Which organization is taking care of income generation for the low-income people in your municipality? How?
- C.10** How can tourism contribute to the economic development of your municipality?

ANNEX 3 SOCIO-ECONOMIC DATA [referenced in Chapter 3]

Figure: Unemployment Rates in Baalbek & Zahle



Source: "Social-Economic Fact, Population Characteristic" Ministry of Social Affairs & UNDP

Figure: Distribution of establishments in Baalbek Qaza by Economic Activity

Economic Activity	Share (%)
Agriculture	32.8
Industry & handicrafts	10.2
Construction	0.3
Sale & maintenance of motorized vehicles	11.5
Trade	33.6
Hotels & restaurants	3.2
Transport	0.1
Communication	0.3
Financial services	0.2
Education	1.0
Medical services	2.2
Entertainment & cultural services	0.8
Miscellaneous services	3.2
Total	100

Source: "Cultural Heritage and Urban Development Project" IBRD

Figure: Distribution of households in Baalbek Qaza by monthly income

Monthly income (LL)	Number of households (%)
Less than 500	30%
500 over – 1 M	36%
1 M over – 2 M	29%
2M over – 3 M	3.3%
More than 3 M	1.7%
Total	100%

Source: "Cultural Heritage and Urban Development Project" IBRD

Figure: Qaza Ranking based on the rate of the deprived of Qaza's Population

(Qaza)	Low	Medium	High	Total
1. Bint Jbeil	76.2%	28.5%	4.34%	100%
2. Hermel	65.9%	28.6%	5.58%	100%
3. Akkar	63.3%	29.1%	7.59%	100%
4. Marjayoun	60.0%	32.3%	7.63%	100%
5. Minniyeh	54.2%	39.3%	6.51%	100%
6. Baalbeck	49.2%	40.1%	10.7%	100%
7. Tyr	45.0%	41.0%	14.0%	100%
8. Hasbaya	41.5%	48.4%	10.1%	100%
9. Nabatiye	40.0%	47.4%	12.6%	100%
10. Rashaya	39.5%	51.9%	8.66%	100%
11. Jezzine	35.7%	38.2%	26.9%	100%
12. Tripoli	32.1%	41.6%	26.4%	100%
13. Bcharre	34.8%	45.4%	19.8%	100%
14. Batroun	34.2%	45.0%	20.8%	100%
Lebanon Average	32.1%	41.6%	26.4%	100%
15. Baabda	31.6%	42.2%	26.1%	100%
16. Chouf	31.0%	50.0%	19.0%	100%
17. Western Beqaa	30.7%	53.6%	15.8%	100%
18. Jbeil	30.1%	46.7%	23.2%	100%
19. Zoghorta	29.7%	43.0%	27.3%	100%
20. Saida	28.9%	45.3%	25.8%	100%
21. Zahle	29.7%	43.0%	27.3%	100%
22. Koura	27.0%	44.7%	28.3%	100%
23. Alley	25.0%	45.6%	29.3%	100%
24. Metn	19.7%	43.9%	36.4%	100%
25. Beirut	18.4%	38.7%	43.0%	100%
26. Kesrouan	13.5%	38.3%	48.2%	100%

Source: UNDP

Figure: Population Distribution in Baalbek Qaza by Sex and by Age Group

Age	Male	%	Female	%	Total	%
0-14	50,252	51%	48,262	49%	98,514	35%
15-29	43,948	51%	41,744	49%	85,692	30%
30-64	39,364	48%	43,314	52%	82,678	29%
65-79	6,802	49%	6,958	51%	13,761	5%
80 over	1,798	49%	1,869	51%	3,668	1%
	142,164		142,148		284,312	100%

Source: UN population Fund/Ministry of Social Affairs survey, 1996

Figure: Population Distribution in Zahle Qaza by Sex and by Age Group

Age	Male	%	Female	%	Total	%
0-14	17,142	51%	16,463	49%	33,605	29%
15-29	17,408	51%	16,535	49%	33,943	29%
30-64	19,043	48%	20,955	52%	39,998	34%
65 over	3,799	49%	3,886	51%	7,685	7%
No answer	594	49%	617	51%	1,211	1%
	57,986		58,456		116,442	100%

Source: UN Population Fund / Ministry of Social Affairs survey, 1996

ANNEX 4 Carrying Capacity Analysis

Carrying capacity for tourism is a term that implies a fixed number of visitors that a site can hold at one time or over a day, month, or year, without either harming the resource or negatively impacting the visitors' experience. Carrying capacity can change over time, depending upon weakening or strengthening of the resource and site management efficiency. Natural processes that change a resource can also change the carrying capacity.

A standard method for analyzing carrying capacity is the Visitor Experience and Resource Protection Process (VERP). The VERP systematically, rationally, and in a well documented manner addresses carrying capacity for protected areas. It does not have to specify exact number of visitors to a site, as long as a site management plan is in place that protects the resource and social conditions. This can be determined through the use of management zones, indicators and monitoring, to concentrate management efforts on those areas that might be most impacted.

If a site management plan is in place, carrying capacity is greater because visitor interaction with the cultural or natural resource is controlled, and the site is protected. If there is no site management plan, the number of allowable visitors is less in order to reduce impact on the resource. A standard definition for carrying capacity is defined as: "The type and level of visitor use which can be accommodated while sustaining the desired resource and social conditions that complement the purposes of a park and its management objectives." (*US National Park Service, 1996*)

Carrying capacity is a concept that is useful but not scientific, as it involves subjective opinion. Each visitor's judgment of what constitutes a positive experience varies. For example, the concept of visitor experience on a beach where crowds are expected is very different than in a national park or nature reserve where pilgrims and trekkers anticipate solitude. Nonetheless, a carrying capacity analysis is an important tool for reserve management, as it provides a basis for examining interactions between supply and demand and between resource quality and visitor quality of experience.

Under the Bcharre B1 Project, the JICA Study proposes a site management planning framework for the Qadisha Valley and Holy Cedars World Heritage site. Within this one year participatory planning framework, a carrying capacity study would be completed. Comprehensive carrying capacity analyses are based on significant stakeholder input and definition of management objectives, as well as technical documentation of resource and social conditions. Transportation strategies also impact carrying capacity. The Qadisha carrying capacity analysis should analyze the maximum number of people that can visit the site on a daily basis without deterioration of the visitor experience or serious threat to site resources. Estimates would be based on site conditions, which are subject to change; thus, a monitoring program should be put in place as a tool for measuring changes to the resources.

Technical staff who would manage the site would be responsible for monitoring conditions. They would use an array of indicators, such as loss of vegetation, erosion, looting, graffiti, visitor satisfaction (by exit survey) and community satisfaction. A drop in indicator satisfaction of 10% or more would prompt site management action. An annual report would include observations of site

problems, actions taken to correct the problems, and further actions required for mitigation.

An analysis of carrying capacity considers limiting factors, maximum use levels, and potential management strategies. Management objectives are derived from an explicit statement of the significance of the site on a regional and national scale. In the case of a World Heritage site, there is significance to the universal community.

From the statement of significance, interpretive themes are determined. Site managers consider significance, management objectives, and interpretive themes in order to specify the appropriate resource conditions and the appropriate social conditions for optimal visitor experience and community involvement.

Statement of Significance - Example

Qadisha Valley and Holy Cedars of the Lord is an important cultural and religious landscape. Therefore, its statement of universal significance might state how well the site's striking natural and cultural remains convey its natural heritage and the religious roots of the Maronite faith.

Management Objectives – Examples

1. Preserve the cultural artifacts and natural landscape.
2. Determine all potential impacts of planned actions prior to their approval.
3. Ensure that local people of the surrounding villages are involved in planning and management; provide opportunities for local employment wherever possible.
4. Provide for visitor education and appreciation through a high quality experience in such a way that cultural and natural resources are not negatively impacted, including trails and signage.
5. Ensure that visitor facilities are aesthetically compatible and adequate to meet visitor needs and safety, and are maintained at a high level of quality.

Interpretive Themes – Examples

- A. Visible aspects of the Maronite culture and how it developed the site over time.
- B. The biology of the region and how it continues to influence its scenic value.
- C. The agriculture of the region and how it shaped the terraced landscape.
- D. Current research at Qadisha (e.g., frescoes restoration, monastery preservation, olive terrace regeneration – special exhibits in the Visitors Center).
- E. The role of the visitor in preserving the site.

Development of Management Zones - Examples

- Arrival Zone – After parking and walking through the visitors center, the visitor would descend to the arrival zone or the first encounter with the site. This area, which currently contains quite a bit of development, should be enhanced and well presented as an important first impression.
- Nature Zone – Below Hadchit, there is a lovely natural area along the river, which is being negatively impacted by picnickers. This should be a hiker's paradise, full of solitude and rich environmental experience.

- Qannoubine/Saydet Zone – This area is filled with religious and cultural experience, including Qannoubine Monastery and the stone buildings of Saydet, and it will be the highlight of many pilgrims and cultural heritage tourists' walk in Qadisha. The master plan recommends for limited visitor stays and educational experiences.
- The Monasteries near Hawqa – On both sides of the river are numerous monasteries (Saydet Hawqa, Mar Sarkis, Mar Youhanna), and this section of the Valley should provide the pilgrim with an unusually rich experience. Interpretive information could provide the visitor with a clear understanding of the religious history of the area. (Zones continue up the valley)

Using general standards of visitor levels for rural and recreational activities as cited by the WTO (*Risk of Saturation or Tourist Carrying Capacity Overload in Holiday Destinations. Madrid, 1983.*), examples of visitors per hectare are noted (however, the actual number always depends upon a site management plan):

- Forest park: up to 15
- Suburban nature park: 15-17
- High-density picnicking: 300-600
- Low-density picnicking: 60-200
- Sports/team games: 100-200
- Golf: 10-15
- For nature trails in persons per day kilometer
 1. Hiking: 40
 2. Horse riding: 25-80
- For ski resorts, a general guide is 100 skiers per hectare of trail ways

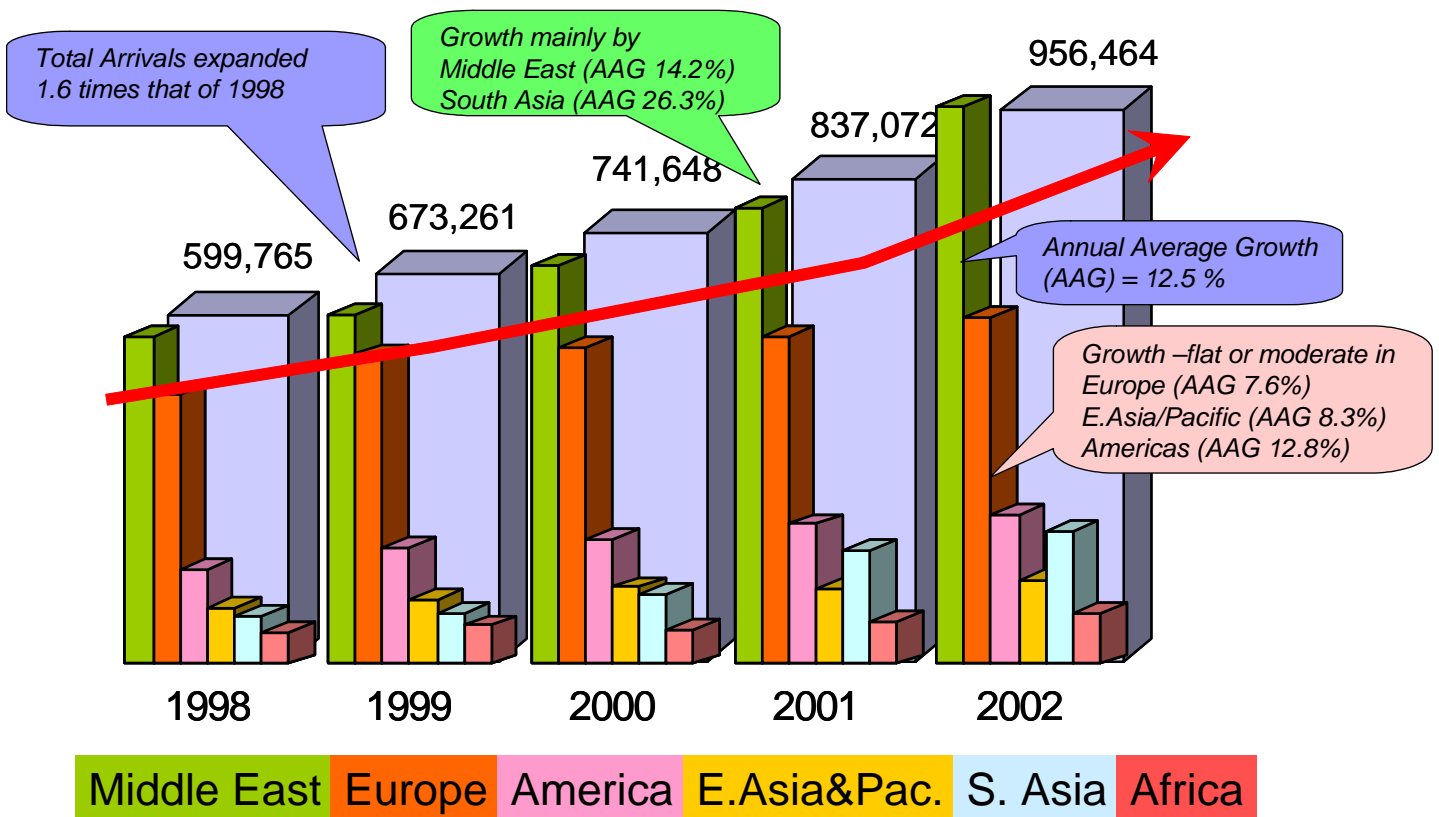
Regarding visitor experience and a feeling of congestion as surveyed on the nature trail in the Ozegahara of Nikko national park., 9.2 meters per person is considered to be a comfortable distance between hikers [*Yuki TAURA, Hiroshi MOCHIZUKI, Megumi ASO (2003): The Relationship between Personal Distance on a Wooden Path and Crowding or Discomfort in Ozegahara of Nikko National Park: Landscape Research Japan. Vol66. No.5. 705pp. Japanese Institute of Landscape Architecture*]

ANNEX 5 Exhibits for Demand Analysis

1. Visitor Arrivals by Major Regions 1998-2001

Total arrivals to Lebanon of 2002 expanded 1.6 times that of 2002. The annual average growth (AAG) rate comes up 12.5 %. The growth poles are arrivals from Middle East and South Asia whose AAG is 14.2% and 26.3%. The growth of Europe, East Asia and Pacific, and Americas are flat or moderate.

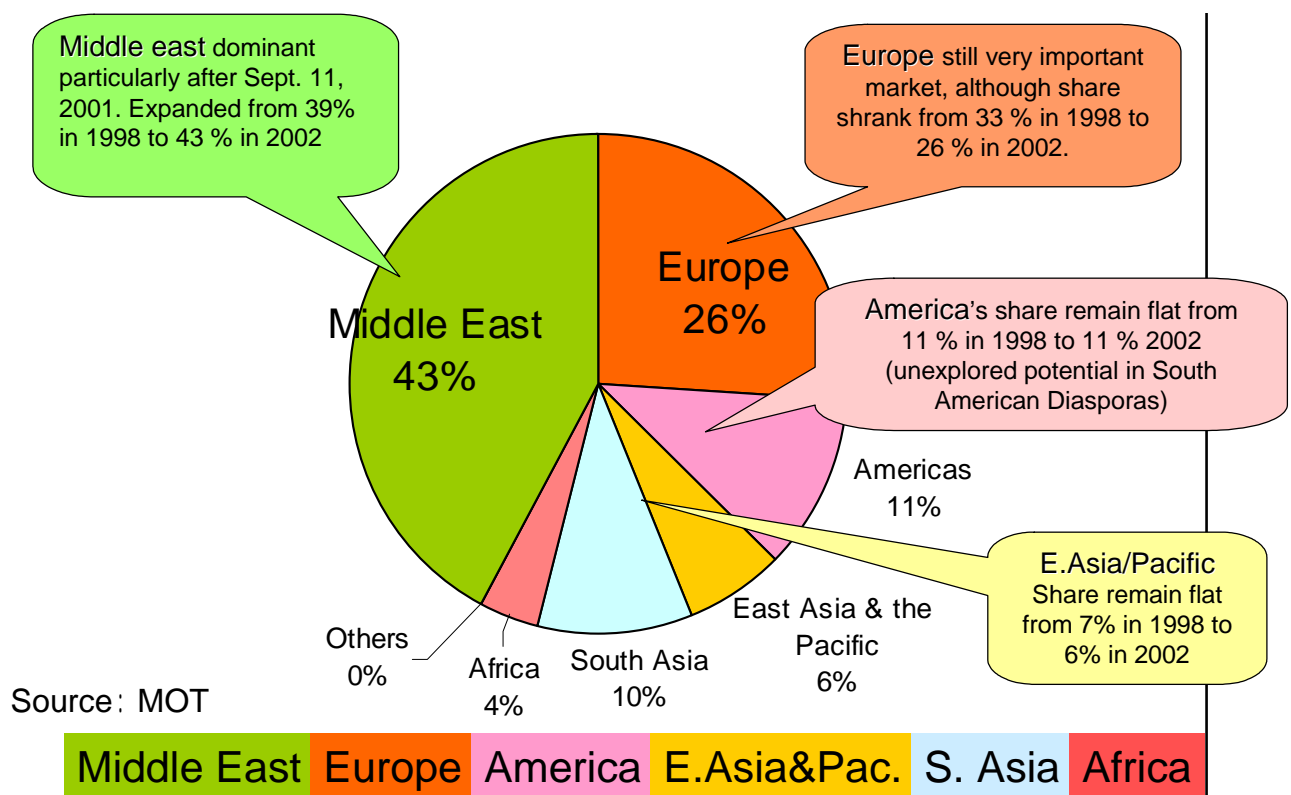
Visitors Arrivals by Major Regions 1998-2001
(source: MOT)



2. Market Share by Major Regions 2002

Middle East is dominant, particularly it expanded after the September 11. The Second shareholder is Europe, although, the share shrank from 33% in 1998 to 26 % in 2002. Following America and East Asia/Pacific remain flat

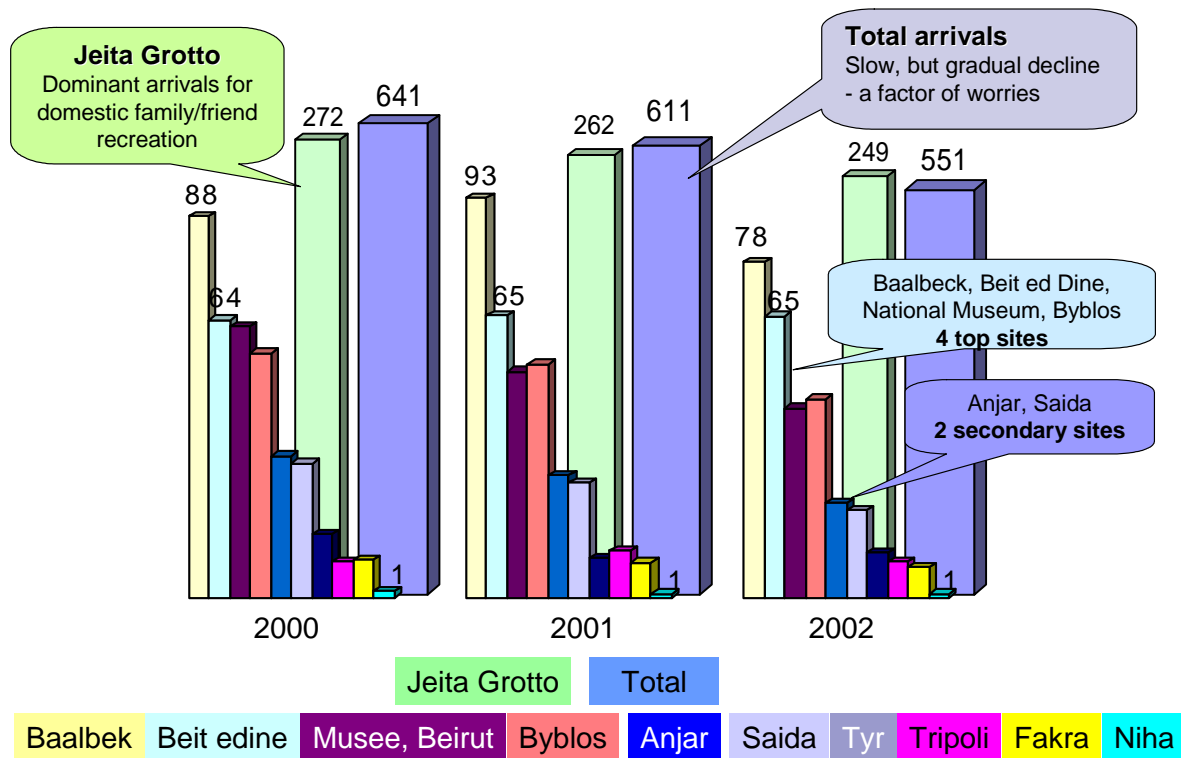
Market Share by Major Regions 2002
(source: MOT)



3. Visitor Arrivals in Major Sites 2000-2002

The total visitor arrivals shows gradual declining tendency, which is a factor of worries. Among the tourism sites, Jeita Grotto dominantly receives visitors, particularly family/friend recreation. Excepting Jeita, Baalbek, Beit ed Dine, National Museum and Byblos are top 4 sites. Anjar and Saida are following.

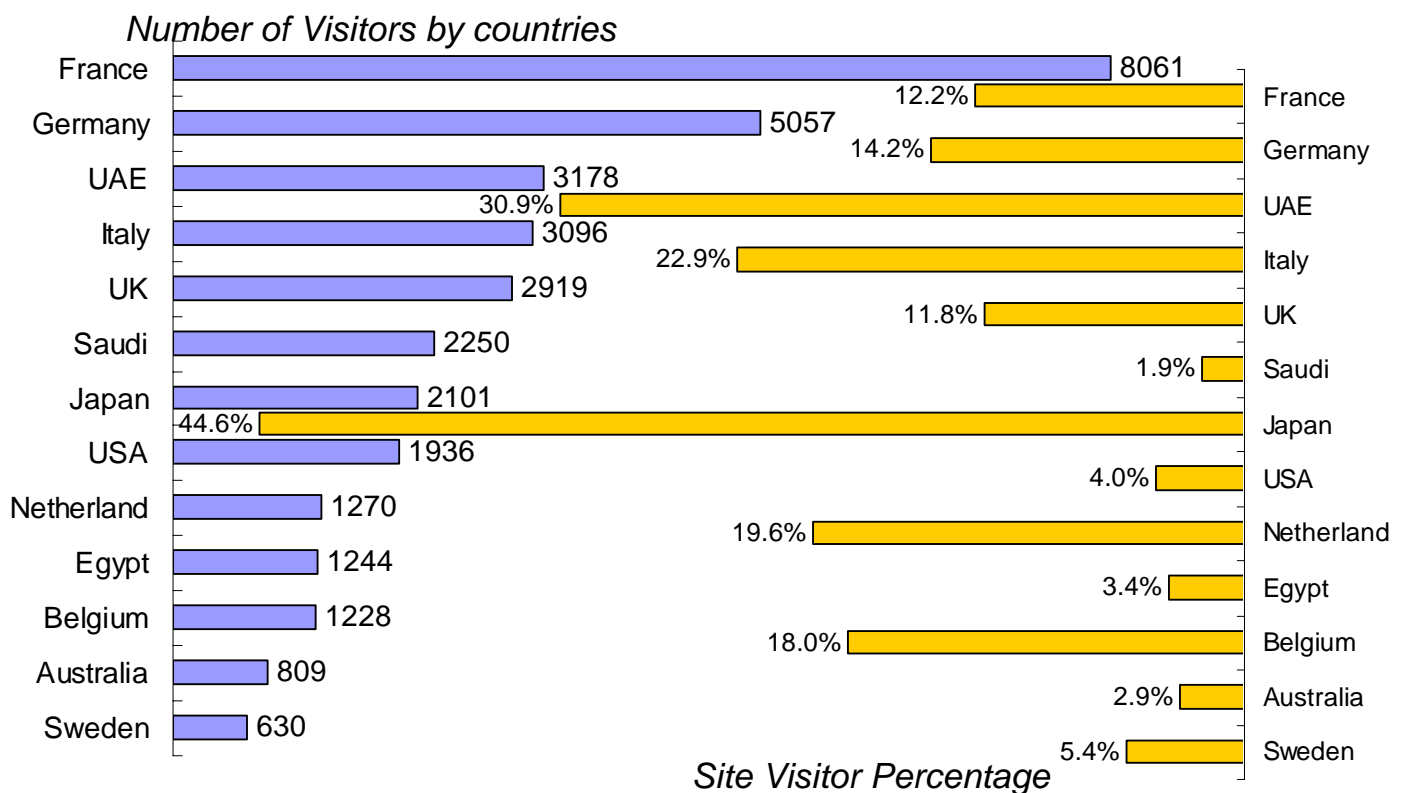
Visitors Arrivals in Major Sites 2000-2002
(Source: MOT, thousand)



4. Demand analysis (Entrees to Baalbek by nationality)

Baalbek is Lebanon’s foremost tourism resource and receives many visitors from western countries, particularly France and Germany (Graph in Blue). Study of the Baalbek visitor profile reveals that visitor interest varies markedly country by country. It is important to consider such tendencies by customer segment and to reflect such considerations into the strategies to boost tourism.

Number of Visitors and site visitor percentage by Country
(source: MOT)



Higher relative propensity for Japan (the highest), Italian, Netherlands, and UAE for cultural sites.
Moderate/rather low relative propensity **France, Germany, UK, US, Canada, Australia** (large share of **Diaspora** passport holders assumed)
Low percentage for in Arab region **Saudi, Egypt.**

5. Site visitor volume patterns compared: Lebanese and Foreigner

Domestic visitor volume holds a larger share than foreign visitor volume, underlining the increasing importance of domestic tourism. The sites located closer to Beirut attract heavy domestic visitor volume.

It is important to target the domestic market, particularly the big Beirut market, into executing tourism promotion.

Site visitor volume patterns
(source: MOT)

