

MINISTRY OF TOURISM (MOT)
COUNCIL FOR DEVELOPMENT AND RECONSTRUCTION (CDR)
REPUBLIC OF LEBANON

JAPAN INTERNATIONAL COOPERATION AGENCY (JICA)

**THE STUDY ON
THE INTEGRATED TOURISM DEVELOPMENT PLAN
IN THE REPUBLIC OF LEBANON**

FINAL REPORT

Vol. 3 Feasibility Study Report

MARCH 2004



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Final Report

List of Volumes

- Vol. 1 Executive Summary
- Vol. 2 Master Plan Report
- Vol. 3 Feasibility Study Report
- Vol. 4 Sector Review Report
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Volume Three Feasibility Studies

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List of Abbreviations

AFD	Agence Francaise de Development
ATCL	Automobile & Touring Club of Lebanon
ATM	Arab Trade Market
AWTTE	Arab World Travel & Tourism Exhibition
B1~B6	Project code for the Bcharre Study Area
BIA	Beirut International Airport
BK1~BK13	Project code for the Bekaa Valley Study Area
BTAC	Bcharre Tourism Action Council
BTDC	Bcharre Tourism Development Council
BVHC	Bekaa Valley Handicraft Cooperative
BVTDC	Bekaa Valley Tourism Development Council
CAS	Central Administration of Statistics
CDR	Council for the Development and Reconstruction of Lebanon
CHUD	Cultural Heritage and Urban Development
CIF	Cost, Insurance, and Freight
COM	Council of Ministers
Coop.	Cooperative
CREADEL	Social and Economic Development of Lebanon (NGO)
DGA	Directorate General of Antiquities
DGCA	Directorate General of Civil Aviation
DGM	Directorate General of Municipality
DGUP	Directorate General of Urban Planning
EIA	Environmental Impact Assessment
EIB	European Investment Bank
ESTs	Environmentally-sound Technologies
EU	European Union
FAO	Food and Agriculture Organization
Fob	Freight on board
GCC	Gulf Cooperation Council
GCF	Gross Capital formation
GDP	Gross Domestic Product
GEF	Global Environment Facility
GIS	Geographic Information System
GTZ	German Technical Cooperation
IDAL	Investment Development Authority of Lebanon
ITB	International Tourismus-Borse
JICA	Japan International Cooperation Agency
MEA	Middle East Airline

MICE	Meeting, Incentives, Conventions and Exhibition
MOA	Ministry of Agriculture
MOE	Ministry of Environment
MOEW	Ministry of Energy and Water
MOI	Ministry of Interior
MOPWT	Ministry of Public Works and Transportation
MOT	Ministry of Tourism
NCHT	National Council for Health Tourism
NCMS	National Center for Marine Sciences
NGO	Non-governmental Organizations
NTCL	National Tourism Council of Lebanon
OCW	Overseas Contract Worker
OMT	Organization Mundial Turismo
PCO	Professional Congress Organizer
PIU	Project Implementation Unit
SARS	Severe Acute Respiratory Syndrome
SMAP	Short and Medium Action Programme
SWOT	Strengths-Weakness-Opportunities-Threats
TMA	Trans Mediterranean Airline
TOR	Terms of Reference
UNDP	United Nations Development Program
UNEP	United Nations Environment Program
UNESCO	United Nations Educational, Scientific and Cultural Organization
USAID	United States Agency for International Development
WTM	World Travel Market
WTO	World Tourism Organization
WTTC	World Travel and Tourism Council

Chapter 1 Introduction

This feasibility study report presents results of more detailed analysis performed on the basis of the Master Plan [Volume 2] and of the sector review for Lebanon [Volume 4] prepared during the first two phases of the Study in 2003. The Master Plan proposes a total of 21 projects and programs and contains a scoring system for evaluating the projects, against a set of 13 different socio-economic criteria. This evaluation step has produced a ranking of projects of which the top four were selected for the feasibility studies to examine in more detail their formulation, design, implementation, cost implications and financial and economic characteristics. Two of these projects are located in the Bcharre qaza, and the two others are in the Bekaa Valley.

In Bcharre:

Qadisha Cedars Management Project (B1)

Crown Villages Destination Project (B3)

In the Bekaa Valley:

Niha Eco-Village Development and Site Management Pilot Project (BK6)

Aanjar Site Management and Village Tourism Project (BK7)

In addition, further *in-depth* work, not as extensive as feasibility work, has also been performed on the next three projects according to this ranking, to more clearly develop the concepts, describe the issues involved in implementation, and in some cases provide more cost information.

Old Qaa mountain Village Project (BK3)

Zahle Heritage Redevelopment Package (BK4)

Bcharre Tourism Development Council Strengthening (B6)

The criteria for this ranking has been discussed with the JICA Study Team's counterparts from MOT and CDR. The projects were discussed with community members in the respective towns during the focus groups held in January 2004. In addition, another in-depth analysis has been conducted on the Cedars ski area to develop a conceptual plan through comparative evaluation of other ski areas, review of existing studies, and field work.

Therefore, this report covers eight projects in all. Four are located in the towns of Niha, Aanjar, Zahle and El Qaa, all in the Bekaa Valley forming elements of the *Bekaa Valley Virtual Museum*. In the Bcharre qaza, the report contains further work which focuses on the Qadisha Valley and Cedars of the Lord, the group of villages overlooking the valley, the Bcharre Tourism Development Council, an existing industry group, and finally on the Cedars ski area. Care has been taken to provide information that any possible donor or organization can easily review to understand the purpose and composition of all of these proposals, and to determine the types of resources and supports required to implement them.

It is the Study Team's intent for each chapter to be as informative as possible so there is some repetition of content from chapter to chapter. Each chapter that focuses on a project contains a template to present key information for ready reference by any interested parties. Later subsections within the same chapter provide rationale, and some further elaboration on topics like costs, financing and implementation. Any significant environmental and social impacts are also identified. The report ends with an Initial Operation Plan contained in Chapter 12, addressing the key topic of the next steps for successful implementation. Project codes [BK6, B1, etc.] used in the Master Plan volume are repeated in this volume.

A general word of advice is offered on the understanding of this report. To best grasp the underlying logic and spirit of these proposals, they should be reviewed with the benefit of the knowledge contained in the Master Plan Report, Volume 2 of this set of reports. Chapter 9 of the Master Plan provides a discussion of considerations and approaches for the successful funding and implementation of all of the projects included in it. The projects evaluated in this volume are best understood against the broader background of the Master Plan.

Note on product design

The projects in this report have been formulated in order to meet the expectations of target user groups who are visiting these places for particular motivations. Their enduring success and ability to create jobs, generate income and alleviate poverty depends on their success in appealing directly to underlying themes that motivate these target user groups. Since tourism is experiential in nature, it is essential for these towns to think as *destinations* to provide high quality experiences and activities matching [or exceeding] the visitors' needs. The section on product design that follows each template presents the conceptual linkage between the user groups on the one hand, and the key experiences and facilities, i.e. the "products" that these projects are designed to produce sustainably. The Master Plan's *projects* are formulated to produce marketable *products*.

Note on the proposed Project Implementation Unit [PIU]

The creation of a PIU is proposed in the Master Plan as the key entity for implementation of its projects and programs (Section 9.3 of the Master Plan Report). It therefore would have a role in the implementation of the projects contained in this Feasibility Study Report and is included in the implementation framework for most of the projects.

Part I Projects for the Bekaa Valley Virtual Museum

This part examines the following priority projects selected by the previous master plan.

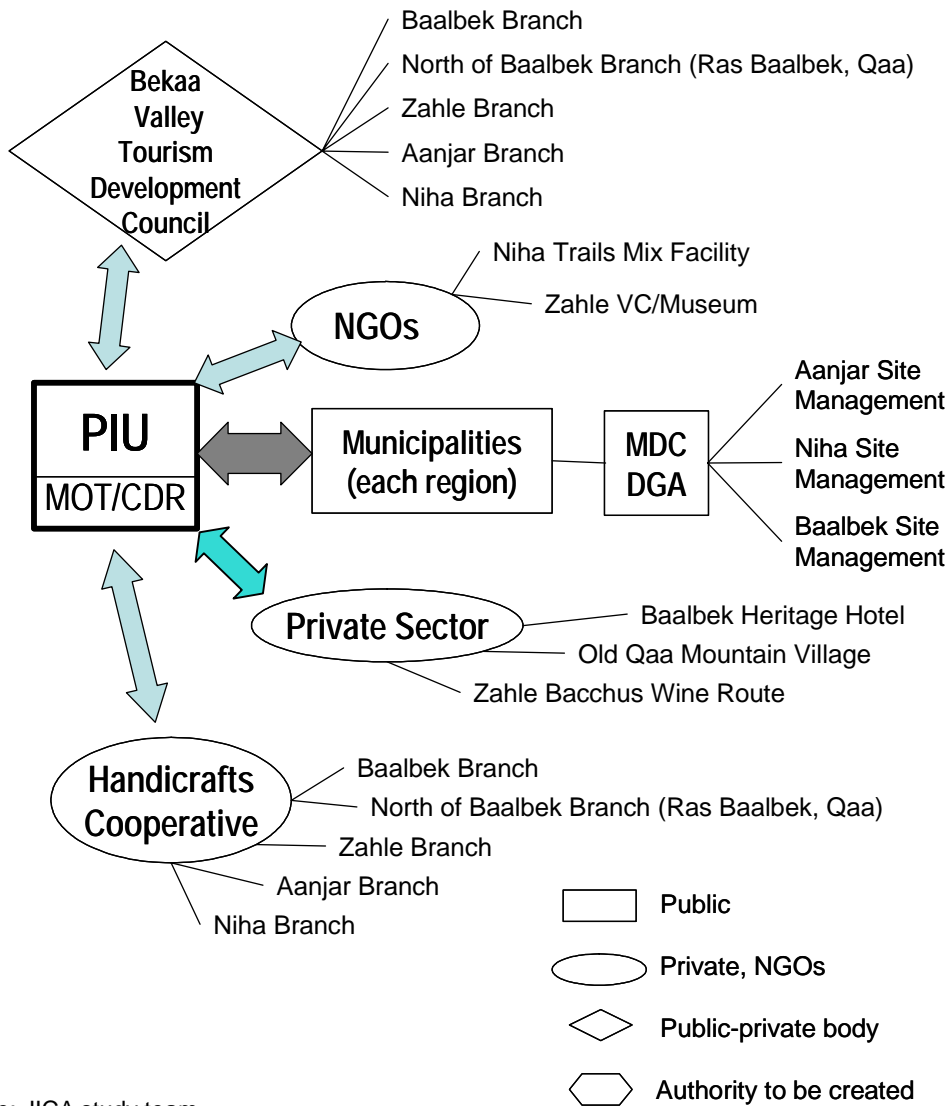
<Feasibility Study>

- Niha Eco Village Development and Site Management Pilot Project (BK6)
- Aanjar Site Management and Village Tourism Project (BK7)

<In-depth Study>

- Old Qaa Mountain Village Project (BK3)
- Zahle Heritage Redevelopment Package (BK4)

This material is contained in Chapters 2 through 5. Chapter 6 closes Part I with an economic and financial evaluation for these projects.



Source: JICA study team

Figure 1.1 Diagram of PIU's Key Working Relationships – Bekaa Valley

Chapter 2

Niha Eco Village Development and Site Management Pilot Project (BK6)

2.1 Project Brief

The Niha Eco Village proposes to create a model for sustainable nature based tourism, that utilizes local resources (archaeological, agricultural, and living heritage) and community intellect to benefit local people, while recognizing the need for feasible, well managed development. In order to meet small groups of tourism demand, the model would meet the common needs of nature based tourists, who are usually middle income, well educated, middle-aged visitors, traveling in specialty tours and looking for the following:

- well organized and managed small environmentally sensitive facilities,
- with a mid-level of comfort (clean rooms, hot water showers, and good food and wine) at medium prices,
- offering clear interpretation and knowledgeable guides of natural and cultural attractions and a range of living heritage activities.

Like many villages in Lebanon, Niha is a small community that features Roman archaeological sites and a beautiful rural landscape. There is little job opportunity, other than its agricultural base, and villagers must commute to Zahle and Beirut to work. Within the Bekaa Valley, Niha's Roman sites can not compete on cultural heritage tours with World Heritage sites like Aanjar and Baalbek. As there are currently no other attractions, few people visit Niha. The JICA Study Team proposes to "spin" Niha and give it a clear tourism identity and purpose – nature based eco-tourism juxtaposed with improved cultural resources. Throughout Lebanon, there is potential to develop this linkage between silent, unattended cultural resources and contemporary life and nature.

Part 1: Niha Eco Village Development

Utilizing municipality owned land and government and donor financing to pay for up-front infrastructure and private financing to pay for eco-lodge facilities, the project would promote sustainable environmental systems as educational models to create environmental awareness throughout the country and the region.

For example, the building would be sited for solar and wind gain and enticing views. Building construction would utilize low technology, low maintenance renewable energy systems, such as passive solar water heating, downdraft cool towers for natural ventilation rather than air conditioning, solar lighting, rainwater collection, low water usage toilets at the lodge and flushless composting toilets at the campsite. The façade would be of natural materials, like local stone, to unobtrusively blend into the landscape.

To showcase the landscape, plantings would be native and Xeric, using low water usage plants to educate visitors through interpretive nature walks. An Eco Management Unit would create recycling programs (reduce, reuse, recycle) and promote biodegradable products.

A partial model already exists at the “Eco-Club Bcharre,” an eco-lodge that uses solar energy, hires locally, re-vegetates the landscape, and educates guests about sound environmental practices, including Japanese and German youth camps.

Apart from the eco-lodge, organic agriculture would be promoted, and a solar powered agro facility (similar to Akhtamar in Aanjar) would be created in the Niha village near the bus parking by local farmers to use local dried fruits and nuts to produce “Niha Trail Mix.” This “energy food” could be purchased by trekkers, who walk the Roman trail from the lower Roman archaeological site to the eco-lodge and on to the Roman upper site. Long distance trekkers would continue one hour to Zahle. Like the current move to put Lebanese olive oil into the international marketplace, Niha Trail Mix could be exported to provide stronger demand for local producers.

The eco-lodge’s exterior and interior design would create a “sense of place” through utilization of Bekaa Valley stone, handicrafts (locally made bedspreads, rugs, linens, etc.), furnishings, and art. With its “buy local” policy, the lodge’s wine bar would promote Bekaa Valley wines, and its café would feature local traditional foods. The lodge’s gift shop would also feature local handicrafts and art.

This “buy local” policy would extend to training and hiring people from the community, to build activity and a sense of pride, and benefit the community directly. To promote awareness, the eco-lodge could join UNDP’s Global Compact campaign, by pledging to respect employees’ rights and purchasing less polluting products. While lodge management expertise would probably need to be brought in from the outside, a community fund (possibly 10% of lodge post tax profits) would be established to annually finance special projects (Youth Green Corps, Grape Harvest Festival or Rose Festival promotions, etc.).

The target market who would benefit from the 12 bedrooms and 10 tents (accommodating up to 44 people), seminar room, café and wine bar, environmental library with internet, and gift shop, would include the following:

- school children who would participate in environmental camps and hikes;
- Beirutis and expatriate foreigners who would stay at the lodge to participate in a wide variety of activities (environmental, wine tastings, traditional music and dance, festivals, hiking, orchard picking, film festivals, weddings, family reunions);
- environmental NGOs – Lebanese and regional – who could attend

meetings/seminars at an affordable price and do research in the Niha Environmental Library; and

- a limited number of serious archaeologists, specialized in Roman sites.

As there are no restaurants or internet cafes in Niha, the lodge's café and library would serve as gathering places for locals, young and old, and visitors to interact. The eco-facilities would become Niha's primary attraction.

Part 2: Site management

The eco-facilities would be tied to improved existing attractions – the Roman archaeological sites - through a visitor trail and marketing strategies. Under a site management plan which would be simultaneously developed by the local community and the national government, the sites would be better preserved, interpreted and presented, and managed by a technically trained local staff working with the DGA and MOT.

Management structure

The Niha management structure coordinated with the municipality's president would include a branch of the Bekaa Valley Tourism Development Council (BVTDC) and a branch of the Bekaa Valley Handicrafts Cooperative (BVHC). Both would train local people, and BVTDC would strategically market and promote the sites, linked to MOT and other communities and attractions within the Bekaa Valley Virtual Museum framework. In addition to the eco-lodge, solar agro-processing facility, and archaeological sites and trails, the Niha branch of the Bekaa Valley Tourism Development Council would organize two annual festivals – the Rose Festival in May, already existing in a limited format, and the Grape Harvest Festival in the fall. A winter film festival and Bekaa Valley wine tasting, and winter survival camp, could give Niha a year-round tourism season. It is anticipated that the eco-lodge and camp site would be managed by an experienced hotel operator.

1. Project Code/Title	BK6 Niha Eco Village – Living Heritage Community and Site Management – Part 1
2. Objectives	To pioneer a model to create a sustainable village project that can be replicated around Lebanon; To demonstrate synergy between environmental and cultural and living heritage preservation, directly linked to site preservation, local capacity building and socioeconomic benefits, to lengthen visitors' stay
3. Project Components	3.1 Community strengthening and training 3.2 Land use planning and design and construction of facilities (model eco-tourism lodge with educational renewable systems, solar agro-processing trails mix facility, improved archaeological site) 3.3 Design and construction of infrastructure (improved access roads, Roman trail, water and sewage) 3.4 Aggressive marketing and promotion strategy targeting schools,

	Beirut and regional leisure tourists including expats, local, regional, and international environmental organizations and tour operators, and archaeological specialists/researchers of the Roman period												
4. Location	Niha Village and Roman Trail to Upper Site												
5. Main Promoters, Local Champions and Implementing Organizations	CDR/MOT/PIU/MOE and UNDP as part of Lebanon's existing National Eco-tourism Committee Municipality and President of Niha Local entrepreneurs including Dr. Mallouf National eco-lodge management company Bekaa Valley Tourism Development Council/local branch Bekaa Valley Handicrafts Cooperative/local branch												
6. Main Beneficiaries	Local people, targeting youth, women, and farmers Environmental NGOs and associations throughout Lebanon and region												
7. Possible Donor , NGO, Foundation Support	Japanese Government Grassroots Program (Niha Trails Mix solar agro processing grant) British Government Canadian Development Fund (Niha Trails Mix) World Bank (sewer, water, road improvements) USAID (sewer and water facilities) GEF (eco-lodge renewable systems grant) EU (stocking the environmental library with shelves and books/magazines and environmental promotions program) Swedish/ASDI (tents and environmental camping program) Phillip Morris Foundation (environmental awareness/programs) UNDP (join Global Compact) American Express Foundation (Roman site interpretation and trails) Banque Audi and Blom Bank (Rose and Harvest Festivals promotion) Air France (sponsor of web site) <i>(eco-lodge facilities private sector financed)</i>												
8. Project Cost	<table border="1"> <tr> <td>Total</td> <td>(land to be leased by the municipality)</td> <td>1,063,500</td> </tr> <tr> <td>Construction of facilities</td> <td>Ecolodge, etc. Agro processing facilities</td> <td>380,000 31,000</td> </tr> <tr> <td>Infrastructure</td> <td>Road and trails Water supply</td> <td>401,000 132,000</td> </tr> <tr> <td>Training</td> <td>Environmental awareness, master planning, operations, handicrafts, promotion</td> <td>125,000</td> </tr> </table>	Total	(land to be leased by the municipality)	1,063,500	Construction of facilities	Ecolodge, etc. Agro processing facilities	380,000 31,000	Infrastructure	Road and trails Water supply	401,000 132,000	Training	Environmental awareness, master planning, operations, handicrafts, promotion	125,000
Total	(land to be leased by the municipality)	1,063,500											
Construction of facilities	Ecolodge, etc. Agro processing facilities	380,000 31,000											
Infrastructure	Road and trails Water supply	401,000 132,000											
Training	Environmental awareness, master planning, operations, handicrafts, promotion	125,000											
9. Implementation Schedule	2004 grant and loan applications 2005 training and site management 2006-2008 facilities implementation												
10. Project Description	This is an ambitious undertaking, and would have to be accomplished in phases for funding, capacity building, infrastructure development, and facilities construction.												
Activities to be funded	10.1 Development of master plan 10.2 Development of standards and "green" logo for organic agro certification program (policy soil/water not depleted, no chemicals) and facilities design 10.3 Festival development (initially Grape and Harvest with existing resources – eventually regional Environmental Fair) 10.4 Seminar development (initially project and local schools –												

	<p>eventually linkages to draw regional environmental NGOs and organizations)</p> <p>10.5 Institution building of Tourism Development Council (to become branch of Bekaa Valley Tourism Council)</p> <p>10.6 Training for local handicraft development (to become branch of Bekaa Valley Handicrafts Cooperative)</p> <p>10.7 Training for local guide program (under site management plan)</p> <p>10.8 Advocacy program for organic agriculture – environmental education program, specialized library and data base for summer eco-camp, spring and fall eco-seminars</p> <p>10.9 Marketing and promotion program to include advertising strategy, brochure and web design and production and linkages to national, regional, and international eco-tourism operators</p> <p>10.10 Building and landscape design (native Xeric species) and construction (renewable energy efficient systems)</p> <p>10.11 Organization of camp and educational outdoor activity program with local schools (Wild Xpeditions, Liban Trek, Cyclamen)</p> <p>10.12 Road design and construction (access improved between lower and upper sites and primary road from Ablah-Niha-Qsarnaba)</p> <p>10.13 Signage development (road and trails)</p> <p>10.14 Sewage and water plant design and construction</p> <p><i>POLICY: To preserve agro landscape/views</i></p>
Expected Results	<ul style="list-style-type: none"> • Increased jobs and income to local people through utilization of local resources and products • Improved environmental awareness • Preservation of rural landscape • Promotion of tourism niches (nature-based/agro and cultural tourism) • Increased visitation to Niha and the Bekaa Valley
Staffing and Management	<ul style="list-style-type: none"> • 74 permanent jobs • 56 temporary jobs • 130 total jobs generated by the project
Training	<ul style="list-style-type: none"> • Strengthening of municipality and local people to be involved in project development and long-term management and marketing • Constructing, staffing and managing a visitors center, lodge, hospitality, guide training, agro production • Handicrafts design and production • Special events organization and promotion

1. Project Code/Title	BK 6 Niha Eco Village – Living Heritage Community and Site Management – Part 2										
2. Objectives	To Protect and better promote Niha's archaeological heritage for long-term sustainability and to increase visitation										
3. Project Components	3.1 Site management planning and implementation 3.2 Training for site preservation, operations, visitor management, interpretation, and guiding 3.3 Design and construction of mini-visitors center at relocated site entrance; demolition of existing ticket building 3.4 Design and fabrication of site interpretive program										
4. Location	Niha Lower Roman Site										
5. Main Promoters, Local Champions and Implementing Org.	DGA, MOT/PIU, CDR Niha Municipality										
6. Main Beneficiaries	Local People; future cultural heritage tourists and researchers										
7. Possible Donor , NGO, Foundation Support	Global Environmental Facility (GEF) Canadian Development Fund (site improvements similar to Byblos) Italian Government (training and site preservation) ICCROM (training) American Express Foundation – Niha site interpretation										
8. Project Cost	<table border="1"> <tr> <td>Total</td> <td>US\$ 672,500</td> </tr> <tr> <td>Site Management Plan (including conservation)</td> <td>50,000</td> </tr> <tr> <td>Mini Visitors Center (kiosk), Signage, Parking</td> <td>38,000</td> </tr> <tr> <td>Sewerage</td> <td>556,000</td> </tr> <tr> <td>Training & Site Brochure</td> <td>28,500</td> </tr> </table>	Total	US\$ 672,500	Site Management Plan (including conservation)	50,000	Mini Visitors Center (kiosk), Signage, Parking	38,000	Sewerage	556,000	Training & Site Brochure	28,500
Total	US\$ 672,500										
Site Management Plan (including conservation)	50,000										
Mini Visitors Center (kiosk), Signage, Parking	38,000										
Sewerage	556,000										
Training & Site Brochure	28,500										
9. Implementation Schedule	2004 grant and loan applications 2005 site management plan and training 2006 construction of VC; design and fabrication of signage and brochure										
10. Project Description											
Activities	10.1 Site management planning including <ul style="list-style-type: none"> organizational framework (DGA/MOT/Municipality) long-term conservation plan for archaeology, short-term action plans for site improvements including changed lighting and clean-up, staffing including financial management and operations, etc. visitor management and interpretation (education and circulation to include site identificational and interpretive signage, 10.2 Staff training program 10.3 Road and trails design and construction (under Part One) 10.4 Sewage and water plant design and construction 10.5 Design and construction of mini-visitors center 10.6 Marketing and promotion program to include brochure and web site in Arabic and other languages – English and French										
Expected Results	<ul style="list-style-type: none"> Site protection – preserved for future generations Site interpretation – to educate visitors about the site's value Promotion of cultural heritage tourism in Niha/Bekaa Increased number of tourists Increased revenue to community and governments 										

	<ul style="list-style-type: none"> Increased job opportunity through training (including local guides)
Staffing and Management	<p>Site manager and 2-3 staff (ticketing and maintenance) Conservator/archaeologist (Roman period specialist) Site guides (on-call)</p> <p><i>* Recommendation: that the site entrance fee for foreigners be increased from 4000 LL to 7500 LL (\$5), and left at the current rates of 2500 LL for Lebanese and 1000 LL for students. Include statement on ticket thanking the visitor for helping Niha to preserve its ancient heritage.</i></p>
Training	<ul style="list-style-type: none"> Strengthening of municipality and organization of public/private site management plan to preserve, present, and promote the sites Local guiding program

2.2 Product Design

2.2.1 Design Considerations

(1) Target Markets/clientele

The basic concept of this project is to pursue complementary realization of heritage enhancement and environmental preservation for a relatively low volume of nature and culturally oriented visitors, using products designed to be of low impact by nature. The project targets four user groups: (1) school/youth groups, (2) Beirutis and expatriates on leisure trips mainly by auto, (3) domestic and internationally attended environmental meetings, and (4) academic gatherings along cultural and archeological themes.

(2) Key Resources to be Utilized/enhanced

The project would effectively utilize the Roman archeological sites and the pleasant rural landscape of Niha. The village of Niha would serve as a host community to accommodate visitors. To serve the target markets, the host community itself should be environmentally and culturally oriented, and also economically active and lively, to be called an *eco-village*. This model may be repeated in other rural areas with similar resources, and a number of *eco-villages* may be created throughout inland rural areas of Lebanon.

(3) Social Considerations

Niha currently suffers from out migration and faces serious unemployment problems. To revitalize its rural socio-economy, viable employment opportunities need to be generated. As an *eco-village*, Niha needs to create and maintain an environmentally sensitive culture.

(4) Environmental Impact

As conceived, the project would create an inherently low impact. The project would offer opportunities for environmental education and awareness programs by utilizing project resources, products and facilities. It would also encourage environmentally sound production and waste management practices such as organic agriculture, recycling and

use of renewable energy including various solar systems.

(5) Management Considerations

The project should be supported by sustainable environmental management with the community's initiative. The development of various tourism products and their marketing would require innovative planning and management. Management capacity may effectively develop along with project implementation in steps, but some external supports would be required initially.

(6) Institutional Aspects

The existing Tourism and Festival Committees of Niha are limited in their resources and membership. The successful implementation and management of the project would call for much wider participation of local people coupled with outside entrepreneurship, technical skills, and financial and other resources. The committees should be consolidated and strengthened. Also it would be necessary to create an effective environmental management unit as part of the lodge management, which may be called an *Eco-management Unit*.

2.2.2 Product Formulation

To enhance the tourism experience and increase tourist length-of-stays and spending, more culturally and environmentally oriented visitor attractions and events should be created. For Niha to become a viable "eco-village," with secondary cultural heritage sites, it should offer environmentally educational facilities and well preserved and presented archaeological sites as key resources, supported by viable economic activities.

There are four nodes of activity involved in product formulation. The first is located adjacent to the village parking area, where a solar powered agro-processing facility would be located to produce an organic product called "Niha Trails Mix." This would be the first stop on the visitor's environmental education circuit, where the visitor could shop in preparation for a later hike on the Roman Trail.

Visitors would proceed to the second stop, the lower Roman archaeological site, where they would learn about the historical cultural heritage of Niha. A newly created Roman Trail would lead from the rear of the site a little more than one kilometer to the third stop, the Niha Ecolodge, where the visitor could learn about ecologically sensitive building design systems, enjoy local traditional food, and shop for local handicrafts. They could also stay overnight, either in tents or in the lodge, for a traditional music/dance show, Bekaa Valley wine tasting, and history under the stars at a campfire. The Roman Trail hike would continue uphill to the fruit orchards, where visitors might pick local fruit or simply enjoy the natural landscape, en route to the final stop, the upper Roman site.

In addition to adult education, environmental camps for youths would be provided in tents adjacent to the ecolodge, where school children could learn about passive solar power and biodegradable systems, while enjoying the rugged outdoors amidst the Roman heritage. The project would also support environmental education and awareness for local people and regional NGOs. A Niha environmental library would be established to encourage research and seminars. Roman period scholars could stay at the ecolodge while preparing site surveys on the archaeological sites.

Training and marketing constitute other important project components, and cover product development including agro-processing and handicrafts, facility and events management, archaeological site interpretation and management, and marketing and promotional training. As part of proactive marketing, a brochure and website would be developed.

Product formulation for the four target user groups is summarized in Table 2.2.1.

Table 2.2.1 Product Formulation for Target User Groups

Target Users [visitor focus]	Key themes [product focus]	Relevant Activities, product [matching <i>experiences</i>]	Travel pattern
School & Youth groups	1 discovery of nature, study of ecological innovations including solar trails mix 2 study of ancient history 3 healthy outdoor activities	1 environmental awareness lectures/tours including ecolodge systems and Trails Mix solar unit, nature survival courses 2 history lectures, hiking the Roman Trail, temple visits 3 Camping, hiking, rock climbing, star gazing, snow hiking	seasonal programs with schools, youth associations
Beirutis, expats leisure	1 gastronomy & the arts 2 authentic country traditions 3 social, family celebrations 4 healthy outdoors activities	1 dining, wine-tastings, picnicking, buying agro-products, food-themed festivals, film festival 2 rose & grape harvest festivals, "pick it yourself" orchards 3 weddings, family reunions, celebrations, with local music & dance 4 hiking the Roman Trail, strolling, regional touring	-weekend escape -family gatherings -gastronomic clubs & societies
Regional, international environmental meetings	1 living case study of environmental innovation 2 community-lead initiatives	1 meetings, conferences on environmental themes [examining Niha as pilot case] 2 meetings on community mobilization & environmental excellence	-meetings [some jointly with Zahle & Aanjar] -study tours -celebrations
Cultural heritage academia	archaeological sites	universities, institutions sponsoring research, meetings on local excavations, themes relating to Lebanon's archaeology	-site/field surveys -meetings

Source: JICA study team

2.3 Preliminary Design

2.3.1 Facilities Planning

There are two types of works involved in the facilities planning: 1) construction of lodging (eco-lodge building and a tent site, and 2) construction of ticketing facility for visitors to the lower archaeological site. The work program is described below in detail.

(1) Construction of Eco-lodge and Tent Site (Figure 2.3.NS)

The eco-lodge building is built along a trail connecting the lower archaeological site with the upper one (Figure 2.3.NL). It is planned as a one-story building, having a floor area of approximately 500 square meters. As it is planned in the countryside on a trail surrounded by rocky hills and grape orchards, the walls and roof colors of the building are planned to harmonize with the surrounding landscape. The interior is planned to be designed with local products, including handicrafts, linens, art, etc.

In addition, in order to support the project concept, the building is designed to be energy-saving with renewable systems, such as passive solar hot water heating and water saving (rain water collection and supply recycling), with high levels of insulation and appropriately placed windows and ceiling heights to reduce the need for air-conditioning.

Floor plan: The building provides not only bedrooms with baths, but also a meeting room, library with internet, café and shop in order to function as a place where locals and visitors can interact. Floor area allocation is given in Table 2.3.1, and the floor plan in Figure 2.3.NP1.

Table 2.3.1 Rooms of Eco-lodge

Room	Approx. Floor Area(sq m)	Notes
Bedrooms (including halls)	250	There are 12 bedrooms. Each of them has a bathroom.
Meeting room	70	Space for lectures on environmental awareness to visitors, including school children
Library	35	Environmental books, internet search system
Café	70	Gathering space where locals and visitors interact with each other
Shop	25	Place for selling local products including agro-products dried by passive solar panels, which is planned to be built off-site by the project (see Exhibits about location)
Reception	25	Place for registering users of lodge and conference room
Toilets	30	Provided in the reception area and for users of café and conference room
Total	500	

Source: JICA study team

Figure 2.3.NE1 shows an elevation plan. Exterior design is planned so that it

harmonizes with its surrounding landscape.

Next to the eco-lodge site there is a tent area for visitors, especially children (schools and scout organizations) wishing to experience outdoor life. The site accommodates 10 tent units.

(2) Construction of Facilities and Interpretation on the Lower Archaeological Site
The project would provide limited site facilities and interpretation for the lower archaeological site. Specifics are given in Table 2.3.2.

Table 2.3.2 Programs of Facilities Development in the Lower Archaeological Site

Programs	Notes
Signage Fabrication	Five signs: one building ID, 2 directional, and 2 interpretive
Construction of visitor information center	One unit; kiosk type of structure (3m*2m). Staff rotate, when not present, kiosk would display brochures for visitors (e.g. pre-paid bus tour visitors). Existing visitor ticketing booth would be demolished. New entrance would be located closer to the little Temple (dedicated to Hadranus) (Figure 2.3.NO).
Parking Space	Parking would be located behind the catholic church, adjacent to the Niha Trails Mix solar agro-processing facility (see (3) and Figure 2.3.NO about location).
Lighting	Equipped for agro-processing building, visitor information center, and parking.

Source: JICA study team

(3) Construction of Agro-production Facility with Solar Panel
This project proposes to construct a small building for processing and one passive solar panel to power a fan attached to a drying platform to dry local fruits in order to produce “Niha Trails Mix” (location shown in Figure 2.3.NO). The mix would be sold at the eco-lodge and to health food stores and supermarkets in Beirut.

2.3.2 Infrastructure Design

The project would involve as infrastructure development (1) 1.5 km arterial access road to Niha village, (2) culvert bridge for Niha upper site access, (3) the Roman Trail with two parts, (4) potable water supply network, and (5) sewage collection and treatment facility. The locations of the facilities are shown in Figure 2.3.1. Each component is described in detail.

(1) Niha Town Access

Repaving with asphalt concrete, traffic signage, and painting works for the 1.5 kilometer municipal road from the intersection of the secondary road to the catholic church will reduce the general transport cost for the municipality as well as create the ideal footpath for eco-tourists. Repaving work will utilize existing road bed structures. A few of the existing properties near the new church need to be set back as much as 1 meter. The typical cross section is shown in Figure 2.3.2.

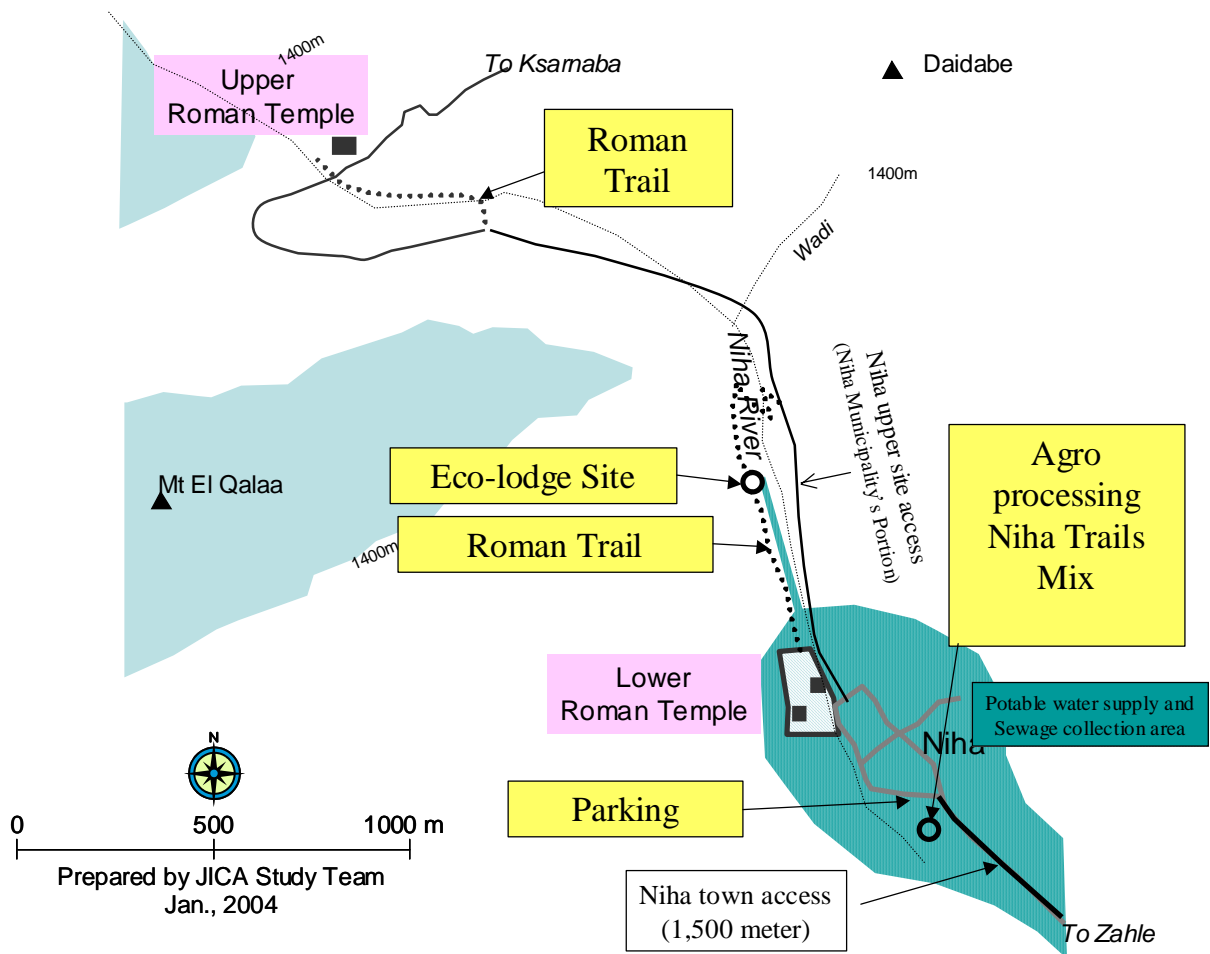


Figure 2.3.1 location of the facilities

(2) Niha Upper Site Access

This component includes the culvert installation, viewpoint development, and creation of pedestrian trails for the upper site. The culvert structure will be installed on the seasonal wadi in order to secure the pavement from the flooding. The viewpoint will accommodate parking for two passenger cars and serve also as a passing point of the existing access road. The viewpoint shall be provided at the culvert point, which commands a view of the eco-lodge, the lower site, vineyard, and the Anti Lebanon Mountains.

(3) Roman Trail

The first portion of the Roman Trail connects the lower archaeological site to the viewpoint via the eco-lodge. Surface treatment will either be gravel or liquid soil solidifier. The second portion will connect from the end-point of the paved road to the upper Roman site with 500 meter length passage through orchards. Its surface will be treated by liquid soil solidifier to keep in line with the natural conditions.



Figure 2.3.3 Roman Trail and Viewpoint

Up: Existing Trails,

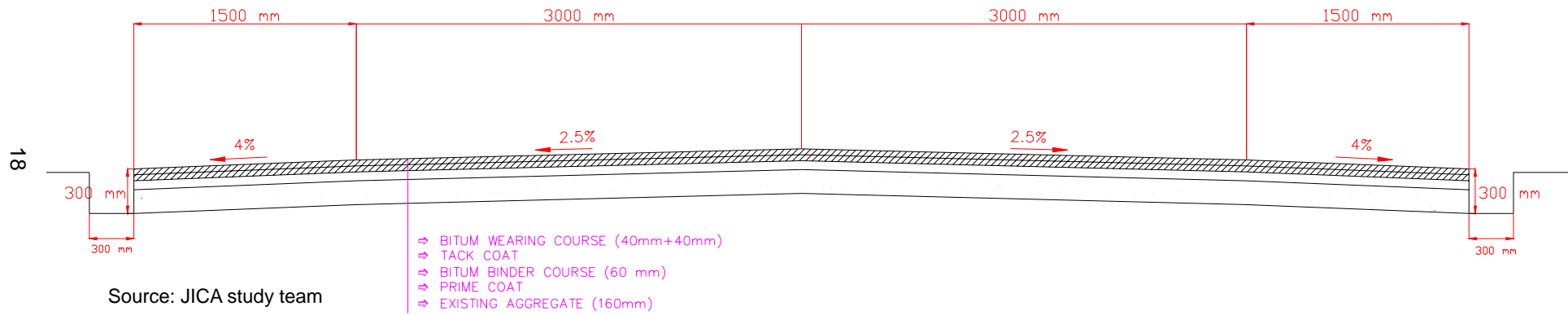
Right: Location of Viewpoint next to the Culvert point

Source: JICA study team

(4) Potable Water Supply

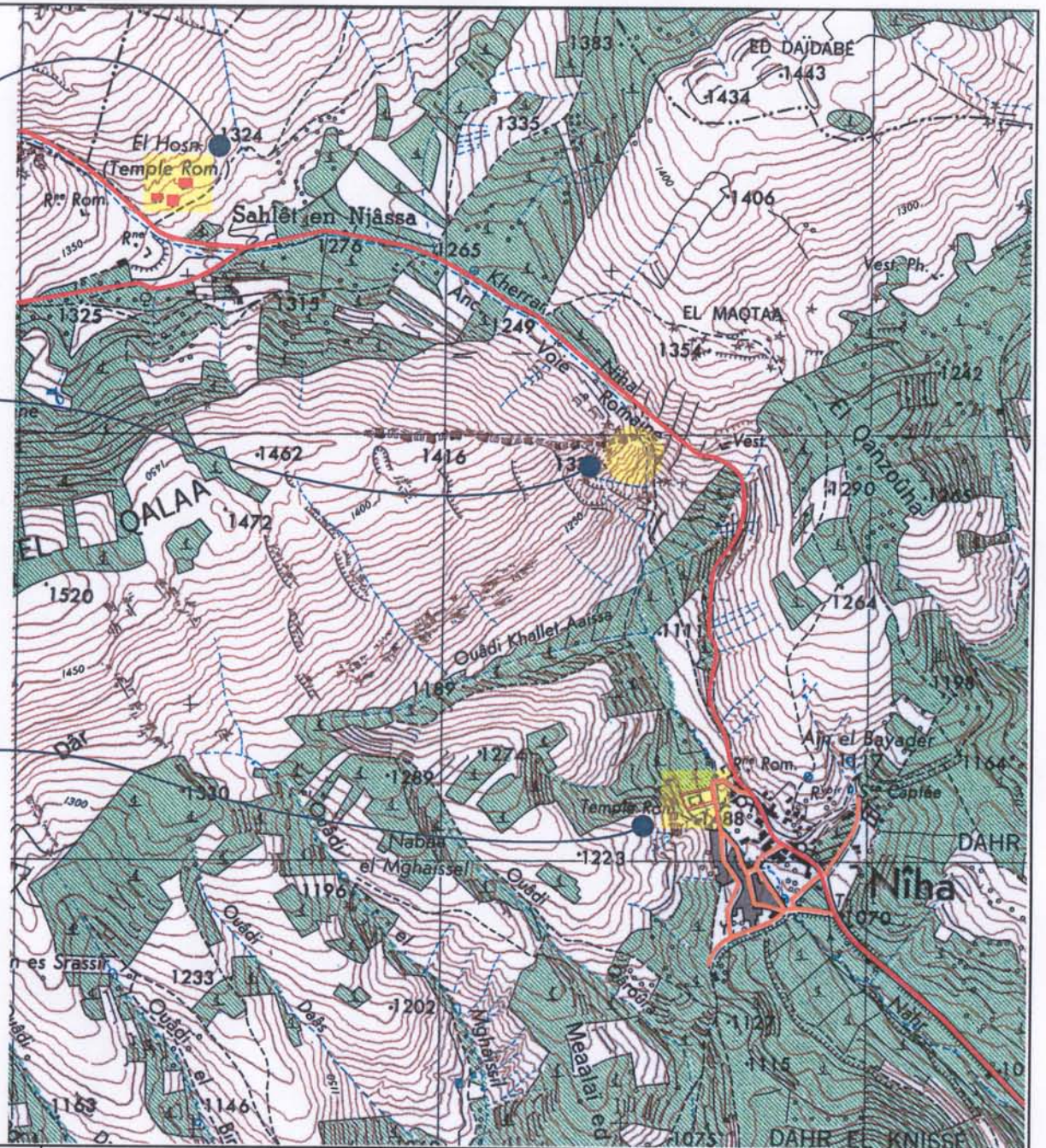
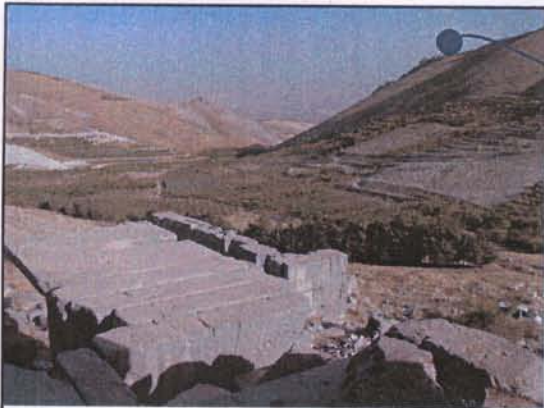
The potable water network including connections to individual sites, which had been studied by an EU funded project, has been revised in view of the tourism development. The raw water will be taken from existing springs near the lower site, and guided to the system. Tanks, pumps and pipe network comprise the system. The planned service population is up to 5,000 persons.

Superior Project: Niha eco project and site management
Title: Access road inside Niha
Scale:



Source: JICA study team

Figure 2.3.2 Typical Cross Section for Niha Town Access



2.3.NO

Niha, Site plan, city center.

Not to scale

Date: January 19, 2004

Notes:

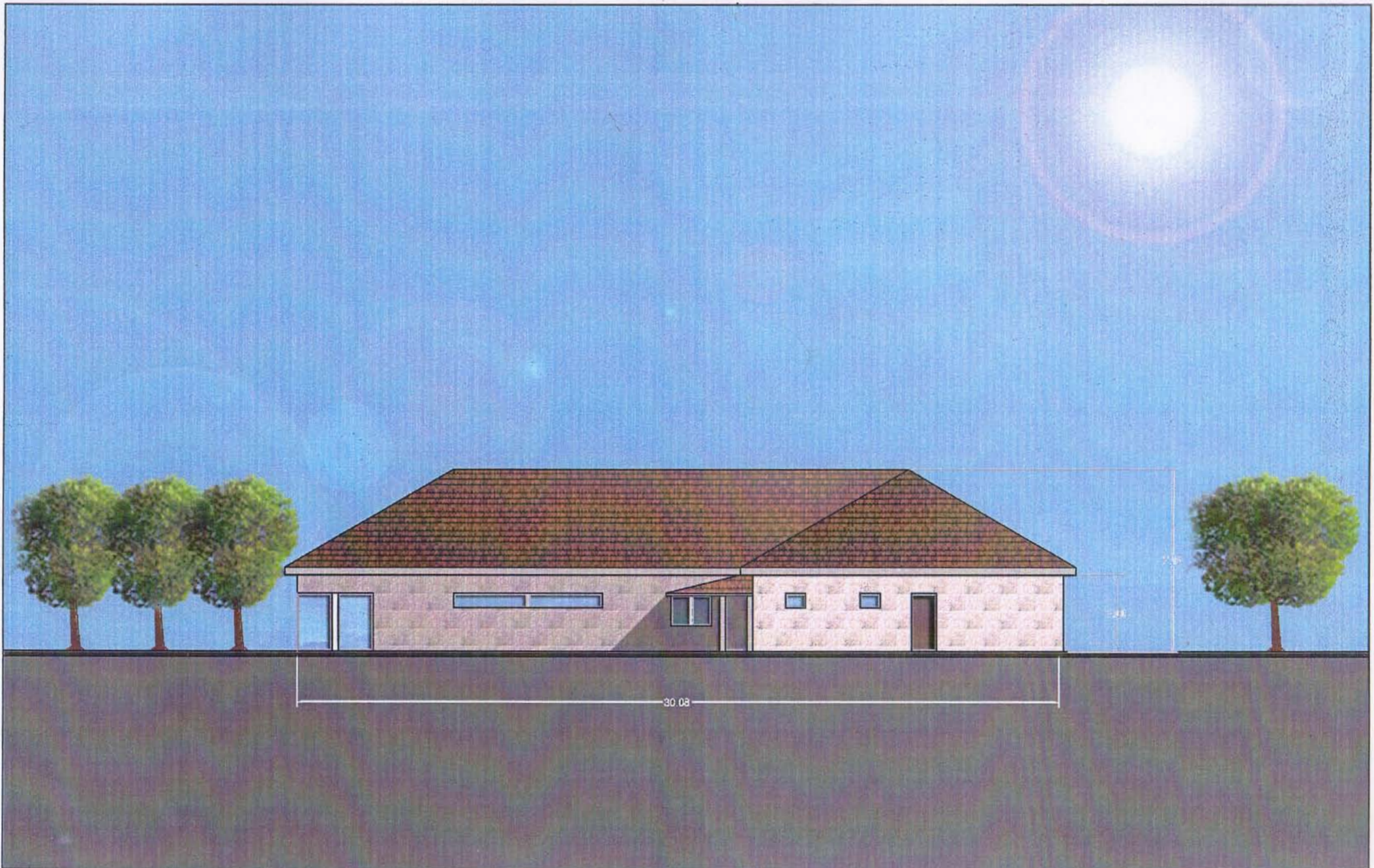


2.3.NP1 Niha, Eco-club, First floor plan.

Scale 1:200

Date: January 19, 2004

Notes:



2.3.NE1

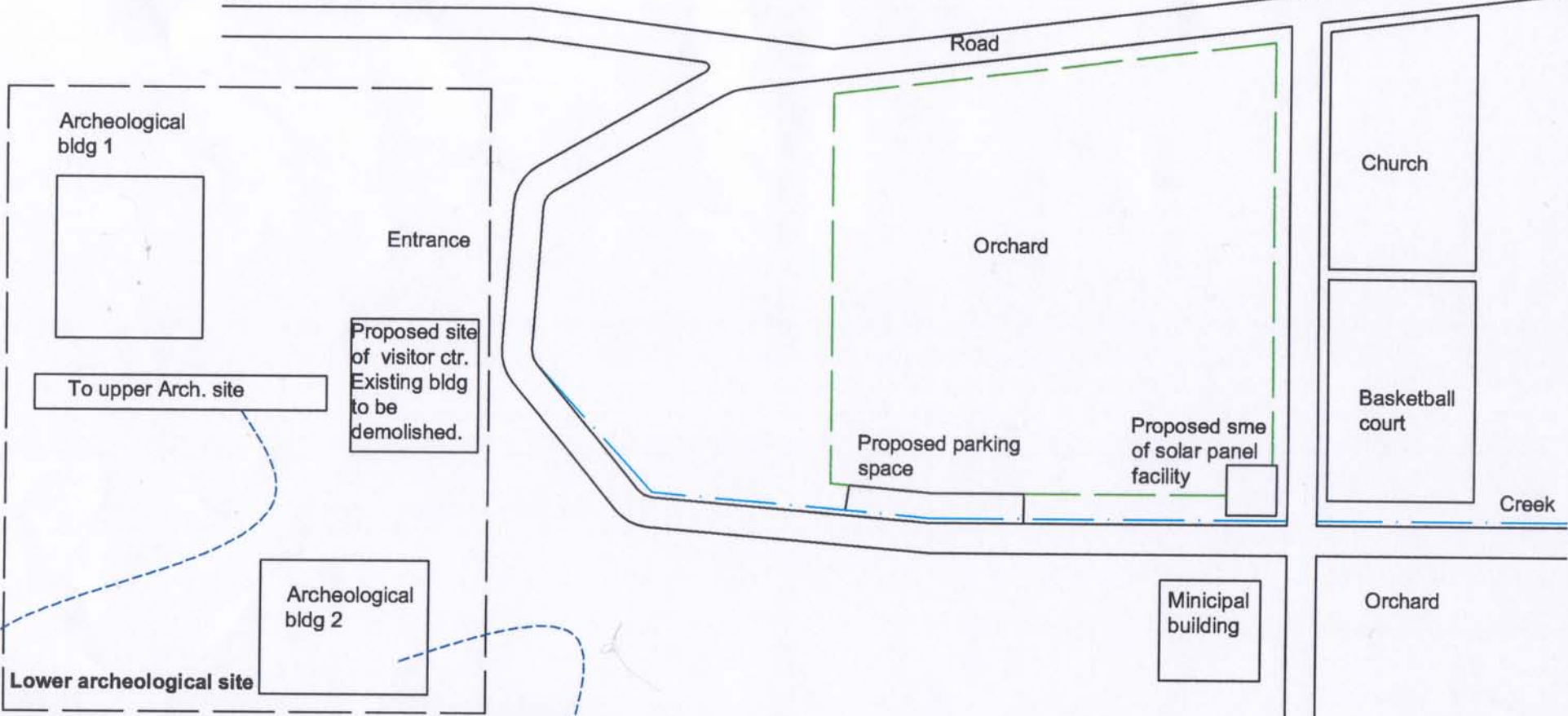
Elevation, Eco-lodge, Niha.

Scale 1:200

Notes:

Access road to upper archeological site

To main road



(5) Sewage Treatment System

The system consists of collection pipe networks and treatment facility, separated from storm water. The treatment facility will be located at the lowest point of the municipality near the secondary road, with a capacity for 5,000 persons/night. The treated effluent water shall contain BOD less than 20 mg per liter, to be drained into the Niha River. Electricity and regular maintenance are necessary during the operation period.

2.4 Marketing and Promotion

2.4.1 Current Marketing and Promotion Activity

At present, other than the archaeological site, tourist attractions do not exist in Niha. It is still not a major tourism destination. Only simple promotional materials were prepared by MOT and NGO (Table 2.4.1), and they were mainly distributed at MOT tourist offices and/or the site.

Table 2.4.1 Major Current Promotional Materials

Type	Contents
Pamphlets	<ul style="list-style-type: none"> A simple pamphlet (140*210mm, 4 pages, 1997) in Arabic was printed by MOT, but no copy is available at the moment. A nature trail pamphlet of the Beqaa Valley Region (97*140mm, 12 pages, 2003) was printed by the Social and Cultural Development Association (INMA). Niha's coverage is two pages.
Posters	A poster of the lower Roman Temple was printed by MOT.
MOT Photo Library	Around 70 photos (mainly about the archeological site/some for panoramic view)

Source: Compiled by the JICA Study Team based on hearings and surveys.

Following are the major issues on marketing and promotion:

- Lack of magnetic tourism attraction and image to motivate tourists to visit Niha;
- Limited tourism marketing and promotional activity for Niha; and
- Very little experience in small town tourism marketing and promotional activity in Lebanon.

2.4.2 Proposed Marketing and Promotion Plan

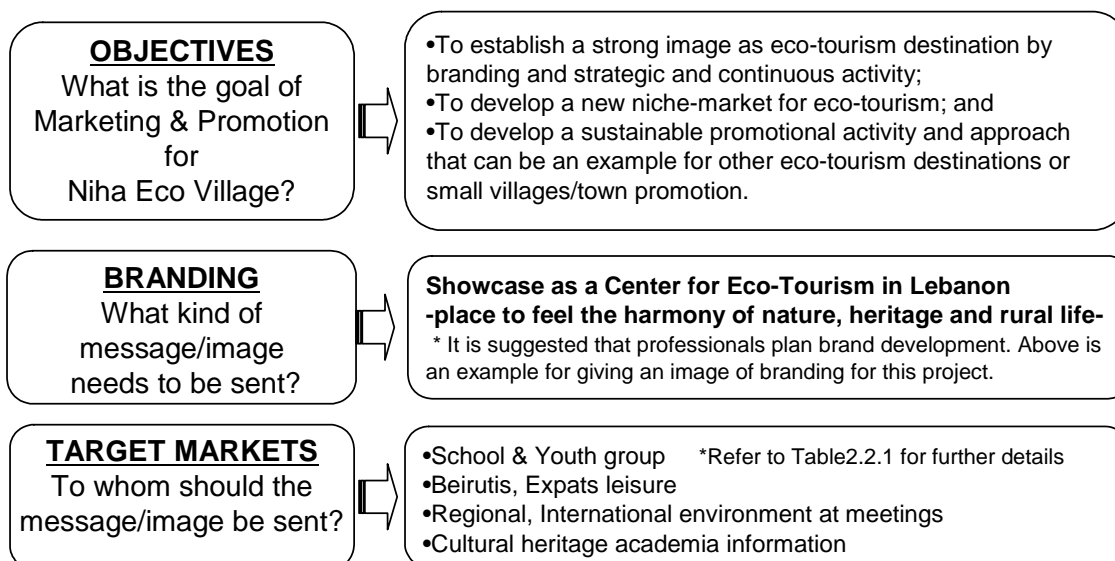
(1) Strategy

In order to develop Niha as an eco-tourism destination, it must have a clear and sustainable strategy to position itself in a competitive market. The proposed strategy is presented in Figure 2.4.1.

(2) Promotion Plan

According to the strategy, the promotional activities and preparation of promotional materials should be carried out as summarized in Table 2.4.2.

Figure 2.4.1 Strategy for Marketing



Source: JICA study team

Table 2.4.2: Suggested Promotion and Communication Tool

Activity	Suggested Actions	Main Target Markets
Magnetic-Event Promotion	<ul style="list-style-type: none"> ➤ Create “unique and familiar” events with delicious homemade food, traditional music and special activity in nature and archeological site for kids/visitors in order to encourage people to visit untapped tourism destination. <ul style="list-style-type: none"> - e.g. <i>Spring Rose Festival (Apr.) / Harvest Festival (Oct.)</i> ➤ Create specialized event on “Eco-tourism” to strengthen the brand image (after establishment of eco-lodge) <ul style="list-style-type: none"> - e.g. “Earth Day in Lebanon” 	-Beirutis, Expats -Regional/International (Meetings) -Academia
Word-of-Mouth Promotion	<ul style="list-style-type: none"> ➤ Conduct “ the resident direct sales campaign ” for event promotion (word of mouth promotion by Niha residents) 	-Beirutis, Expats
Sales Promotion	<ul style="list-style-type: none"> ➤ Conduct “events promotion visit” to media, hotels, gathering places (restaurant/supermarket/salons) in order to distribute event information materials. ➤ Visit school, university, youth clubs, NGO directly and constantly. ➤ Visit eco-tourism operators, clubs, wedding organizers, family reunions, and etc. directly and constantly. 	-Beirut is, Expats -School & youth -Regional (meetings) -Beirut is, Expats, -Regional, Diaspora

Familiarization Tours (FAM Tour)	<ul style="list-style-type: none"> ➤ Organize FAM tours for educational organizations (includes school tour organizer) to give them clear image about the place, facility, activities, programs, services etc. ➤ Organize FAM tours for eco-tourism operators/meeting organizers/nature & heritage clubs to encourage their interests on site. ➤ Organize FAM tours for regional/International media (include academic media for environment and heritage) to have them write articles about the Eco-Village. ➤ Invite MOT/MOE/DGA to get good cooperation. 	<ul style="list-style-type: none"> -School & Youth -Academia -Beirutis, Expats -Regional/International (Meetings) -All market -Government
Website Promotion	<ul style="list-style-type: none"> ➤ Create Website in Arabic/English/French to provide a wide variety of information out reaching different markets. <ul style="list-style-type: none"> - General information for visitors - Technical information for academia/school/tour operators 	<ul style="list-style-type: none"> -All Markets -Academia/School
Media Advertisement	<ul style="list-style-type: none"> ➤ Promote events in media to reach leisure market. <ul style="list-style-type: none"> - Event magazine (e.g. <i>L'agenda Culturel, The Guide</i>) - Newspapers (e.g. <i>Daily Star</i>) - Put articles in technical magazines to reach the specific target market 	<ul style="list-style-type: none"> -Beirutis, Expats -All Markets -Regional/International -School/Academia -Tour operators
Trade Fair Promotion	<ul style="list-style-type: none"> ➤ Attend domestic trade fair for promotion (AWTTE). 	<ul style="list-style-type: none"> -Regional/International -School
Logo Promotion	<ul style="list-style-type: none"> ➤ Create logo mark to symbolize the Eco-Village. 	<ul style="list-style-type: none"> -All Markets

Source: JICA Study Team

Printed materials

Regarding the printed materials, the following are strongly recommended:

- All prints, no matter what their format, should have a similar design according to the brand image; and
- Target audience, size, profile, distribution channel and cost should be clearly established before you print anything.

Specifics are proposed in Table 2.4.3

Table 2.4.3: Suggested Promotional Printed Materials/Distribution Plan

Type	Image of Material	Type of Use
Visitors Guide	Handy-size pamphlet (e.g. A4-1/3 double –sided copy, full colors) with all basic information about the area: <ul style="list-style-type: none"> - Eco-lodge: concept of eco-tourism, activity and program including Bekaa Valley wine tasting - history & character of town - tourist attraction: nature, culture (the Roman temples, living culture), Niha trails mix, homemade food, activity: pick your own fruit - access from major city (map) 	-On-site (Eco-lodge, Trails mix facility site, visitor’s center) - MOT tourist office (In Beirut and Zahle) -Sales promotion -FAM tour
Map	Handy-size leaflet (laminated double-side) with attractive drawing, clear information about trekking route, scale, direction, landmark, general time duration and brief nature/culture information.	-On-site (Eco-lodge, Trails mix facility site, visitor’s center) -Sales promotion -FAM tour
Posters	Image posters to develop a strong image of the center for the Eco-tourism.	-Sales Promotion -Trade fair promotion
Sales Manual	A4 size color booklet with information about eco-tourism in Niha (concept, facilities, activity & program, services, etc.) Need to have simple and visual presentation.	-Sales Promotion -FAM tour -Trade fair promotion

Source: JICA Study Team

(3) Implementation Organization for Promotion

It is suggested that the Niha branch of the proposed Bekaa Valley Tourism Development Council (BVTDC), including the municipality, the eco-lodge operator, NGOs and Niha Trails mix operator, will be responsible for the eco village tourism marketing and promotion with the coordination of MOT Project Implementation Unit (PIU). As for the eco-lodge, its management will undertake some level of promotion itself. However, the eco-lodge operator should also undertake promotional activity in cooperation with the Niha branch of BVTDC.

2.5 Implementation and Operating Organizations

The existing Tourism Development and Festival Committees of Niha should be expanded with respect to their functions and membership as well as resources. Not only issues directly related to tourism, but other issues should also be dealt with including environmental education and awareness programs. The membership should include a wider range of local people and immigrants/returnees. It is anticipated that the Niha Trails Mix facility will be operated by a local NGO, following the Aanjar Akhtamar model.

The wider participation would facilitate the expansion of the resource base, including entrepreneurship, technical skills, and financial resources. The injection of external elements, including innovative ideas on new businesses and products, and the formation of a broader human network would be the outcome to support the project implementation and operation.

The project would create, within the municipality a special unit for effective environmental management, called an Eco-management Unit. The proposed BVTDC will assist in the creation of this unit. It will serve as the local branch of the BVTDC, but would be created as soon as possible, even before formal creation of the BVTDC itself. The Unit should be staffed with private sector representatives just like the Municipal Council, to be selected by the Council from volunteers. The Unit would serve as a change agent to realize the environmentally and culturally oriented community or the Eco-village. The ecolodge would be operated by the private sector, possibly a local shareholding company with professional hotel management, and they would have a building operations eco-management unit.

Technical and limited financial supports necessary for the project implementation would be channeled through the central-local cooperative mechanism with the PIU of MOT/CDR. The Advisory Committee for the project would include members of BVTDC and BVHC

2.6 Cost Estimates

Cost estimates are discussed first for tourism facilities included in this project, and secondly for infrastructure works.

2.6.1 Tourism Facilities

Costs of the tourism facilities to be provided by the project are summarized in Table 2.6.1. The total cost is estimated at US \$ 443,500.

Table 2.6.1 Cost Estimate for Tourism Facilities

Unit: US \$

(1) Constructions of Niha Eco-lodge and Tent Site				
Items	Quantity	Unit Cost	Cost	Notes
1.Eco-lodge building	500 sqm (Floor Area)	440	220,000	Design and construction costs
2.Shop Interiors	All items	40,000	40,000	For selling products
3.Excavation and filling	One area	10,000	10,000	Work for all building site area (2,500 sqm)
4.Pavement for car spaces	1,250 sqm	35	43,750	Work for car parking and moving spaces
5.Plantation or landscaping	1,250 sqm	35	43,750	Evergreen plants
6.Soil compaction for tent sites	One area	5,000	5,000	Cleaning rubble and site leveling (500 sqm)
7.Tents	10 units	250	2,500	One unit: 5m*5m
8.Signage fabrication	One unit	3,500	3,500	Design and construction costs
9.Lighting	All units	6,000	6,000	Solar power system lights
Sub-total (1)			374,500	
(2) Construction of Facilities and Interpretation on the Lower Archaeological Site				
Items	Quantity	Unit Cost	Cost	Notes
1.Signage fabrication	5 units	2,500	12,500	Design and construction costs
2.Small visitors center	One unit	8,000	8,000	Kiosk size: 3m*2m, metal and wood made
3.Space for parking space and agro-production solar facility	250 sqm	30	7,500	Pavement, including excavation and land filling
4.Lighting	All units	5,000	5,000	Lights for signs and visitors center
5.Demolition of existing ticketing structure	100 sqm (Floor Area)	50	5,000	Demolition of a building
Sub-total (2)			38,000	
(3) Construction of Agro-Production Facility W/ Solar Panel				
Items	Quantity	Unit Cost	Cost	Notes
1.Agro-production facility with solar panel	All units	25,000	25,000	Drying platform (3.6m-long), solar panel (1.2 m-long), and building for this facility
2.Building construction for agro-production facility	30 sqm	200	6,000	
Sub-total (3)			31,000	
Grand Total (1)+(2)+(3)			443,500	

Source: JICA Study Team

2.6.2 Infrastructure Costs

Costs of Infrastructure are summarized in Table 2.6.2.

Table 2.6.2 Cost Estimate for Infrastructure

(USD, in 2003 prices)	Detail Design	Construction	Maintenance
(1) Niha Town access road	33,052	330,520	1,750
(2) Niha upper site access road	1,233	12,325	1,350
(3) Trails	2,138	21,375	---
(4) Potable water supply	12,000	120,000	---
(5) Sewage treatment system	50,513	505,125	34,515

Source: JICA Study Team

The detailed design cost includes consulting fee for bidding at 10 % of the construction cost. The construction cost includes site work, materials, personnel, and transportation to the site. The maintenance costs are incurred annually for electricity, operation, personnel, cleaning, and management resources. All the cost including costs for training, site management planning, and promotion are summarized in Table 2.6.3.

Table 2.6.3 Summary of Cost Estimates (BK6 - Part 1)

Item	Cost	Remark
Land – owned and donated by the municipality	---	
Ecolodge/500 sq m - design & construction (12 rooms/toilets/showers Café/Terrace, Seminar Room, Environmental Library with internet/computers, signage, lighting, interiors of local products, parking, landscaping)	\$372,000	construction
Outdoor Tent Area (10 tents), Composting Toilets	\$2,500	
Library Books and Publications	\$5000	
Agro-production facility w/solar panel, including building	\$31,000	
Training Environmental Awareness (guide training is under site management plan and costs)	\$50,000	
Training Bekaa Valley Handicrafts	\$25,000	
Training Bekaa Valley Tourism Development Council – Branch	\$10,000	
Training under existing Interior Ministry program for municipalities to use IT to manage finances (SUNY/USAID)	-----	
Brochure, Advertising, Web Site, Green Logo	\$15,000	
Festival Development and Promotion	\$25,000	
Roman Trail (trail markers tied to map – 7 - sec)	\$24,000 (\$14,000) (\$7,125)	lower section upper section
Road Improvements/Signage	\$377,000	
(Secondary line of Sewage System under Part Two)	\$23,000	
Water	\$132,000	
Total:	\$1,070,000	

Source: JICA Study Team

Table 2.6.3 Summary of Cost Estimates (BK6 - Part 2)

Item	Cost
Site Management Plan (to include conservation)	\$50,000
Site Interpretation/Signage Design and Fabrication (5)	\$12,500
Construction of Small Visitors Center (ticketing kiosk on site)/demolition existing kiosk)	\$13,000
Landscape (site cleanup/remove existing lighting/install solar lighting)	\$5,000
Visitor parking for site (adjacent to agro-processing behind church)	\$7,500
Training (site operations, guide, etc.)	\$25,000
Brochure	\$3,500
<i>Subtotal</i>	<i>\$116,500</i>
Sewage Package (linked to village)	\$556,000
<i>Total</i>	<i>\$672,500</i>

Source: JICA Study Team

2.7 Financing and Scheduling

The range of donors that may be interested in funding one or more components of this project is presented in the following section. Aspects relating to the timing of the project are discussed in section below.

2.7.1 Possible Donors

Table 2.7.1 presents possible donors for different components of the Niha Eco-Village project.

Table 2.7.2 Possible Donors - Niha

Items	Possible Donors
Eco-village Master Plan, Standards for organic agro certification program and facilities design	GEF
Niha Trails Mix Agro-processing and Advocacy Program	Canadian Development Fund Japanese Embassy Grassroots Grant USAID (remaining funds YMCA)
Eco-lodge Environmental Library Eco-lodge Environmental Programs/Seminar Development Eco-lodge Renewable Systems	European Union Swedish Aid Agency German Government Ford Motor Co. of Lebanon Phillip Morris Foundation
Site Management Plan – including community participation process, organizational structure, site interpretation, guide program Construction of small Visitors Center (ticketing kiosk)	GEF
Sewer/Septic and Water Road Improvements	German Government World Bank USAID
Eco-lodge Tents Area – Construction and Organization Camping Program	GEF
Eco-lodge – Design and Construction Building/Landscape	IFC German Government Private Sector
Lower Roman Archaeological Site Management/Conservation and Presentation	Italian Aid Agency
Training/Inst. Building Local Branch Bekaa Valley Tourism Development Council and Handicrafts Coop Branch	USAID (IT/SUNY) European Union Swiss Aid
Roman Trail – Construction and Interpretation	Canadian Development Fund
Promotions – Brochures, Ads, Site Interpretation, Web Site, Festival Development – Rose and Harvest and Environ Fair	Air France (sponsor) Arab Bank Banque Audi Blom Banque

Source: JICA Study Team

2.7.2 Scheduling

The general schedule from initial search for funding to launch of operations is envisioned as shown in Table 2.7.2.

Table 2.7.2 Scheduling - Niha

Items	Year				
	2004	2005	2006	2007	2008
- Funding negotiation & agreements					
- Eco-Village Master Plan and Site Management Plan for overall Eco-Village and Archaeological Site					
-Construction of Tents Area/Camping Program					
- Niha Trails Mix Agro-processing					
- Design - sewage, septic, road improvements					
- Training Programs design - Training implemented					
- Lower Roman Site (conservation and presentation implemented under site management plan)					
- Eco-lodge Design - Eco-lodge Construction					
- Construction Infrastructure Design and Construction (sewer, road, water)					
- Design Environmental Programs/Systems - Implementation Environ Awareness - Environmental Library organized					
- Promotions (brochures, web site, ads, festival development)					

Source: JICA Study Team

Photo 2.7.1

Agro-processing Facility for Akhtamar C.P Center in Aanjar
(Example for Proposed Agro-processing Facility for Niha)



2.8 Social and Environmental Impacts

(1) Positive Impacts

The project is expected to bring about some positive changes to the social and natural environments, directly and indirectly, in the study area. Specifically, the project would:

- Help to counter the flow of out-migration from Niha village to Zahle and Beirut for employment;
- Bring local people into contact with outsiders, increasing cultural openness and awareness;
- Help to maintain a high level of education, illustrating that more education can result in employment opportunities (higher perceived value);
- Increase public awareness of the importance of Niha's cultural and environmental awareness and the long-term benefit from protecting it;
- Contribute to improved environmental conditions through the implementation of a sewer and water system;
- Provide training to enhance NGOs and social standing in the community, particularly amongst disadvantaged women and youth;
- Improve institutional structure at the municipal governance level; and
- Encourage organic orchards, decreased use of agrochemicals in the soil and water runoff.

(2) Negative Impacts

No negative social impacts are anticipated. The recommended facilities are small and in keeping with the scale of the village. The increase in a limited number of tourists is seen as positive. The project does not involve resettlement or substantial changes to the way of life.

No negative impacts to the natural environment are anticipated. Flora and fauna would be protected, and indigenous, low-water vegetation (Xeric) would be encouraged. Soil erosion from construction activities should be kept to a minimum, including from eco-lodge construction and when the sewer (preferred long-term method instead of septic) and water systems are constructed. There is very limited air pollution anticipated from additional vehicular traffic through the village.

Expansion of the access road into the village has been designed to avoid the necessity for major expropriation of property, as only a small amount of width will be required from each side of the road. Those Niha residents who will be affected believe that the road widening will benefit them. Improvement of the access road from the lower to the upper archaeological site does not involve road widening, only improvement to the surface, which is already contracted by the municipality. The project proposes very careful placement of eco-lodge facilities into the natural landscape, as well as sensitive interventions on the lower archaeological site to improve existing conditions.