Chapter 4   Assessment of the Tourism Sector

4.1   Competitiveness

This section uses the well-known Strengths-Weaknesses-Opportunities-Threats [SWOT] approach to evaluate the competitiveness of Lebanon for distinct types of tourism, and to provide a logical basis for key measures to be recommended to strengthen the sector. The three tables appearing in this section summarize the characteristics of nine segments of demand that Lebanon is attracting and together present a SWOT analysis for each to determine their strategic importance.

The first table matches segments with their geographic origin. The second shows characteristics of the segments. Although the Diaspora is first included as a geographic origin, in the two later tables it is listed [as a column] alongside the segments in order to show a profile of its characteristics. The third table presents a SWOT analysis for each segment.

4.1.1   Strengths

The strengths generally focus on certain strong and unique characteristics that Lebanon enjoys building its appeal for the nine segments. The country's mixture of socio-cultural assets including its built heritage and living traditions constitutes a major strength for cultural tourism, and secondarily for MICE segment [which seeks interesting excursions], and for the nature-based markets [which combines nature and culture]. For the Diaspora, Lebanon is the unique homeland and is unrivaled in that role. The country's moderate Mediterranean climate is a strong factor for the vacationing families coming from the hotter GCC countries.

The Lebanese ability to organize logistics and programs and to function well in Arabic as well as western languages is highly relevant for the MICE, medical, and winter skiers segments, all of which are technically demanding. This reflects the cluster concept of bundles or combinations of attributes that working synergistically enables a destination to provide highly competitive products recognized by certain segments as having higher value. Travelers recognize that Lebanon is a high-cost destination, but are disposed to pay the higher prices for high quality services.

The nature-based segment is an incipient one in Lebanon, which cannot be divorced from the country's cultural assets. This budding industry enjoys easy logistics around the country because of the relatively short driving times, but also strives to be qualitatively distinctive by combining natural and cultural experiences with home stays, exploration of remote villages and monasteries for example, to formulate marketable packages. The segment shows some promise.

4.1.2   Weaknesses

The crippling problem of the image of instability in Lebanon and in the region is a weakness with respect to the cultural markets, and for the MICE and competitive sports markets, all of which have potential significant western and Asian visitor volumes that are not coming. The Diaspora, vacation, Levantine, medical and skiers markets do not have the image problem

and hence are not stymied by this obstacle.

Alternatively, some merchants complain of high prices cutting Lebanon's competitiveness, and this may hold for the Levantine markets and the medical ones. These groups of consumers are in a good position through repeated visits and fresh word-of-mouth to gauge the current price levels before making their travel choices. No other factor in addition to poor image and high prices has arisen as a consistent weakness for Lebanon's products.

4.1.3   Opportunities

The opportunities identified for each segment consist of strategic approaches to each that make use of the strengths. Lebanon's unique product [where east meets west] is a selling point for cultural markets, for the winter skiers and for the nature-based travelers. In the unique segment of the Diaspora, family ties can lead to business ties that can be tapped to market Lebanon in distant target countries. The vacation and Levantine markets are leisure consumer markets for which loyalty needs to be cultivated and rewarded. The Lebanese capability to organize and handle complex tasks is the critical factor for the MICE and competitive sports markets that require such capability. Finally the medical community needs to "keep ahead of the pack" by maintaining its leading proficiency in new techniques and therapies for medical treatments and cosmetic procedures not yet available elsewhere in the region.

4.1.4   Threats

Shifting competitive conditions outside of Lebanon can threaten certain segments of business. With normalcy in the region, the Arab vacationing families can shift back to summertime destinations in Europe and North America. Improving provision of advanced health treatments in certain nations will eventually cut medical tourism to Lebanon unless Lebanon's medical industry manages to keep its technological lead. Instability in the region may continue to keep western markets away.

There are strategies that can be used to mitigate even the image problem of the Middle East. However there is a major threat of inaction by the travel trade on this critical need for image repair. Should travel volumes significantly rise above current levels, then the threat of unsustainable uses and degradation of heritage sites and natural resources, related to the growing cultural segment and the nature-based one, will become very real. Action is needed on both of these fronts for the sustainable expansion of tourism to the country.

4.1.5   Possible Strategic Actions

A listing of possible strategic actions that could be included in a development plan to strengthen the tourism sector appears in the last row of the final table. It is intended to give a sense of some of the types of interventions that such a development plan could contain, to address weaknesses and improve conditions for a progressive strengthening of the sector for financial viability and sustainability.

Table 4.1.1 Geo-thematic Segments for Lebanon

	Cultural	Vacation [arab families]	Levantine [short break]	MICE	Medical	Winter skiers	Competitive sports	Nature-based
Arab [GCC+Saudi]	Minor	Major: GCC, Saudi	N/a	Major	Major	Medium	Minor	Minor
International [EU+USA+Asia]	Major: EU, Americas	Minor	N/a	Major	N/a	Minor	Medium	Medium
Regional expatriate	Major	Minor	Minor	Major	N/a	Medium	Minor	Minor
Syrian/Jordanian	Minor	Medium	Major	Major	Medium	Minor	Minor	Minor
Diaspora [overseas Lebanese]	Medium	Major	N/a	Minor	Minor	Minor	Minor	Minor

Source: JICA Study Team

Note:
1. The 5 rows represent broad geographical sources of tourism.
2. The 8 columns represent segments of tourism; the first four are core segments, the latter four are niche segments.
3. Diaspora means overseas Lebanese visiting Lebanon.
4. N/a means not applicable or negligible.

Table 4.1.2 Key Segments Characterized

	Cultural	Diaspora	Vacation	Levantine	MICE	Medical	Winter skiers	Compet. Sports	Nature-based
Competing destinations	Broad: All-Mediterranean	None	EU, USA, Egypt	Amman	Dubai, Cairo, Abu Dhabi	Amman, GCC cities	France, Austria, Switzerland, Turkey	Regional	Turkey, Egypt, Greece, others
Key attractions	Baalbek, Tripoli, Byblos, Saida, Tyre, Beiteddine, Bekaa wineries	Revisiting homeland	Cooler climate, conviviality of Lebanese, entertainment, shopping	Conviviality of Lebanese, entertainment, shopping	Full range of high quality services for conventions, meetings/events; good excursions; conviviality.	High quality Medical treatment, Arab language service	Middle East's only snow ski destination	-competitions with Rising international Participation & prestige	-Green mountns, valleys & caves -snow for skiing -seaside resorts & beaches -Assi Riv. rafting
Travel party	Group tours, limited individuals	Families	Families	Friends, families	Professionals, business people	Families-limited	Friends, families	Contestants and their parties	Enthusiasts, club members
Length of stay	3-8 days on tours	2-8 weeks	3-8 weeks	3-4 days	3-7 days	Highly variable	5-10 days	Short	Short [mainly domestic]
Preferred lodging	Hotels [country homes, camping for few]	Family, friends; hotels for inland excursions	Hotels, villas, furnished flats	Hotels	Hotels	Hotels	Ski hotels, chalets	hotels	Variable-hotels, camping, chalets
Seasonality	Year round	Year round, summer peak	July-September, religious holidays	Weekends & holidays	Spring & fall months	Year round	January-April	Per competition calendar	Variable per activity
Transport to Lebanon	Mainly, air; motor coach from Syria	Air	Air, car	Car, taxi, motor coach, tour bus	Air	Air	Air	Air or yacht	Air
Mobility in Lebanon	Tour bus/van/jeep	Personal car, rental auto	Personal car, rental auto	Car, tour bus, taxi	Taxi, tour bus, rental auto	Taxi	Taxi, tour bus	Not applicable	Tour bus/van/ jeep, private car
Information sources	Travel media, specialty tour operators	Relatives in Lebanon	Travel media, promotions in GCC & Saudi	Direct knowledge, tour operators	Meetings trade fairs, professional associations	Home physicians' recommendations	Travel media	Sporting clubs & associations	Specialty tour operators, NGOs publicity
Security sensitivity	High	Low	Low	Low	High/Low depend on market	Low	Low	Medium	Low
Lebanon's key strengths	Unique mix of attractions: classical, Christian, Ottoman, Arab towns, gastronomy	The unique homeland	Cooler climate, Arab language hospitality	Proximity to Damascus & full range of entertainment	Functionality in Arab, French & English; offer of full range of services.	High quality Medical treatment, Arab language service	Unique ski destination in the Middle East	-organizational & logistical capabilities of sponsoring organizations -meeting world standards	Short driving times from Beirut to mountain resort areas, greenness of the mountains
Outlook	Growing, but uncertain per geopol. situation	Good [continuing emigration]	Good [as Arabs feel unwelcome in the West]	Good [Lebanon stronger than Jordan]	Fair per broad regional competition	Good	Good per lack of competition in the region	Good per lack of competition in the region	Growing, but uncertain per geopol. situation

Source: JICA Study Team

Table 4.1.3 SWOT Analysis for Lebanon's International Tourism Industry

	Cultural	Diaspora	Vacation	Levantine	MICE	Medical	Winter skiers	Compet. Sports	Nature-based
Key strength	Unique Mix of socio-cultural assets where East meets West	The uniqueness of the homeland	Moderate climate, conviviality & range of services and activities	Easy road access from Damascus & Amman; full range shopping & entertainment	Functionality in Arab, French & English; offer of full range of services.	High quality Medical care, Arab language service	Unique ski destination in the Middle East	-organizational & logistical capabilities to stage events to international standards	-Easy road access to mountain areas, -high interest of heritage sites in natural areas
Key weakness	Image of instability	None	Security concerns for western markets	High prices for Syrians	None [image of instability for western markets]	rising costs	Lack of awareness in Arab, western markets	Image of instability	Lack of awareness in Arab, western markets
Key opportunity	The unique multicultural gateway between East & West	Strategic use of overseas business ties to boost marketing targeted to the Diaspora	Secure strong position with Arab vacationers to build repeat business, & extend season	Build loyalty with Syrians & Jordanians for repeat business	Easy handling of internationally attended events [languages, etc.]	Specialization in high-cost difficult procedures, cosmetic treatment not available in the region	-to serve Arab & region's expats as Mideast's sole ski destination -to serve Europe as an exotic ski alternative	-To serve as the region's fairest & most efficient organizer of competitive events	-to serve Arab & region's expats as an adventure destination -to serve Europe as an exotic adventuring alternative
Key threats	-Failure to enact effective image repair strategies to mitigate image problems in West -degradation of sites per unsustainability	Failure to use innovative promotional approaches to boost arrivals & spending	Arab vacationers to shift back to EU, USA with normalcy in the region	High prices & border delays to cut appeal of short leisure trips	Region's instability hindering Western attendance	Rising quality of medical care in nations like Yemen or Jordan	-Haphazard urban construction at ski areas -region's instability stifling western attendance	-region's instability stifling western attendance	-Rising competition in regional & Mediterranean destinations -degradation of sites per unsustainability
Possible Strategic actions	-implement image repair promotions in target markets -introduce sustainable site management methods	-create homeward bound unit -enact set of promotional tools in target markets	-increase forms of personalized outreach to Arab customers -strengthen unit for events & festivals	-enact *border smoothing* reforms -harmonize tour bus regulations with Syria & Jordan	-use specialized MICE channels in Arab & western nations to improve image -create a business tourism promotion unit	-strengthen the medical tourism unit -boost promotion at medical trade shows	-adopt close urban controls on building in ski areas -require adequate medical evacuation systems	-facilitate visas for international competitors & their entourages -use tailored strategies to target optimal sports events	-market through specialized channels like clubs/associations -introduce sustainable site management methods

Source: JICA Study Team

4.2   Sustainability

4.2.1   Overview of Practice in the World

According to the United Nations Environment Programme (UNEP) which has been endorsed by the World Tourism Organization (WTO), sustainable development is development that meets the needs of current generations, without jeopardizing the ability of future generations to meet their own needs.

Sustainability rests on shared responsibilities and actions.   Only by working together, in the public and private sectors along with civil society, can sustainable alternatives be successfully developed and implemented.

To catalyze actions in the tour operators' sector, a group of tour operators from different parts of the world joined forces in 2000 to create the Tour Operators' Initiative (TOI) for Sustainable Tourism Development.   The Initiative is voluntary, non-profit, and open to all tour operators, regardless of their size and geographical location.

The Initiative was developed with the support of UNEP, the United Nations Educational, Scientific and Cultural Organization (UNESCO) and WTO, which are also full members of the Initiative, and actively support the TOI by providing guidance and technical advice. The Center for Environmental Leadership in Business (at Conservation International) is an active partner of the TOI, providing technical and financial assistance in all of the Initiative's areas of activity.

The international representative in private sector interest in tourism is the World Travel and Tourism Council (WTTC).   Their membership includes airlines, hotels, tour operators, travel agents, car rental companies and financial services interests.   They have yet to provide guidelines for sustainable tourism development which are applicable across all components of the international tourism industry.

WTO has elaborated on the UNEP's initial concept by including social and economic as well as environmental considerations as follows.

> "Sustainable tourism development meets the needs of the present tourists and host regions while protecting and enhancing the opportunity for the future.   It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled, while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems". (WTO)

The UNEP's principles on sustainable tourism state that sustainability, for tourism as for other industries, has three interconnected aspects: environmental, socio-cultural, and economic; sustainability implies permanence, so sustainable tourism includes optimum use of resources,

including biological diversity, minimization of ecological, cultural and social impacts, and maximization of benefits to local communities. Sustainability also refers to the management structures that are needed to achieve this.

Some organizations prefer to speak of sustainable development of tourism, rather than sustainable tourism, for two main reasons:
- For tourism to be sustainable it needs to be integrated into all aspects of development; and
- Some aspects of tourism, such as long-haul air travel, may simply not be sustainable with current technologies and best practices.

4.2.2   UNEP Principles
The UNEP's principles on sustainable tourism cover the following:
- Integration of tourism into overall policy for sustainable development;
- Development of sustainable tourism;
- Management of tourism; and
- Conditions for success.

These Principles are summarized in the following

(1)   Integration of Tourism into Overall Policy for Sustainable Development
   (i)   National strategies
- Ensure that tourism is balanced with broader economic, social and environmental objectives at national and local levels by setting out a national tourism strategy that is based on knowledge of environmental and biodiversity resources, and is integrated with national and regional sustainable development plans;
- Establish a national tourism strategy that is updated periodically and a master plan for tourism development and management;
- Integrate conservation of environmental and biodiversity resources into all such strategies and plans;
- Enhance prospects for economic development and employment while maintaining protection of the environment; and
- Provide support through policy development and commitment to promote sustainability in tourism and related activities.

   (ii)   Interagency coordination and cooperation
- Improve the management and development of tourism by ensuring coordination and cooperation between the different agencies, authorities and organizations concerned at all levels, and that their jurisdictions and responsibilities are clearly defined and complement each other;
- Strengthen the coordination of tourism policy, planning development and management at both national and local levels;

- Strengthen the role of local authorities in the management and control of tourism, including providing capacity development for this;
- Ensure that all stakeholders, including government agencies and local planning authorities, are involved in the development and implementation of tourism; and
- Maintain a balance with other economic activities and natural resource uses in the area, and take into account all environmental costs and benefits.

(iii)   Integrated management

- Coordinate the allocation of land uses, and regulate inappropriate activities that damage ecosystems, by strengthening or developing integrated policies and management covering all activities, including Integrated Coastal Zone Management and adoption of an ecosystem approach;
- Maximize economic, social and environmental benefits from tourism and minimize its adverse effects, through effective coordination and management of development;
- Adopt integrated management approaches that cover all economic activities in an area, including tourism; and
- Use integrated management approaches to carry out restoration programmes effectively in areas that have been damaged or degraded by past activities.

(iv)   Reconciling conflicting resource uses

- Identify and resolve potential or actual conflicts between tourism and other activities over resource use at an early stage.   Involve all relevant stakeholders in the development of sound management plans, and provide the organization, facilities and enforcement capacity required for effective implementation of those management plans;
- Enable different stakeholders in the tourism industry and local communities, organizations and institutions to work alongside each other; and
- Focus on ways in which different interests can complement each other within a balanced programme for sustainable development.

(2)   Development of Sustainable Tourism
   (i)   Planning for development and land-use at sub-national level
- Conserve the environment, maintain the quality of the visitor experience, and provide benefits for local communities by ensuring that tourism planning is undertaken as part of overall development plans for any area, and that plans for the short-, medium-, and long-term encompass these objectives;
- Incorporate tourism planning with planning for all sectors and development objectives to ensure that the needs of all areas are addressed. (Tourism planning should not be undertaken in isolation.);
- Ensure that plans create and share employment opportunities with local communities;
- Ensure that plans contain a set of development guidelines for the sustainable use of natural resources and land;

- Prevent ad hoc or speculative developments;
- Promote development of a diverse tourism base that is well-integrated with other local economic activities; and
- Protect important habitats and conserve biodiversity in accordance with the Convention on Biological Diversity.

(ii)   Environmental impact assessment (EIA)

- Anticipate environmental impacts by undertaking comprehensive EIAs for all tourism development programmes taking into account cumulative effects from multiple development activities of all types;
- Examine impacts at the regional, national and local levels;
- Adopt or amend legislation to ensure that EIAs and the planning process take account of regional factors, if necessary; and
- Ensure that project proposals respond to regional development plans and guidelines for sustainable development.

(iii)   Planning measures

- Ensure that tourism development remains within national and local plans for both tourism and for other types of activity by implementing effective carrying capacity programmes, planning controls and management;
- Introduce measures to control and monitor tour operators, tourism facilities, and tourists in any area;
- Apply economic instruments, such as user fees or bonds;
- Conduct zoning of land and marine territories as an appropriate mechanism to influence the siting and type of tourism development by confining development to specified areas where environmental impact would be minimized;
- Adopt planning measures to reduce CO_2 emissions and other greenhouse gases, reduce pollution and the generation of wastes, and promote sound waste management; and
- Introduce new or amended planning or related legislation where necessary.

(3)   Legislation and Standards

(i)   Legislative framework

- Support implementation of sustainable tourism through an effective legislative framework that establishes standards for land use in tourism development, tourism facilities, management and investment in tourism;
- Strengthen institutional frameworks for enforcement of legislation to improve their effectiveness where necessary;
- Standardize legislation and simplify regulations and regulatory structures to improve clarity and remove inconsistencies;
- Strengthen regulations for coastal zone management and the creation of protected areas, both marine and land-based, and their enforcement, as appropriate;

- Provide a flexible legal framework for tourism destinations to develop their own set of rules and regulations applicable within their boundaries to suit the specific circumstances of their local economic, social and environmental situations, while maintaining consistency with overall national and regional objectives and minimum standards; and
- Promote a better understanding between stakeholders of their differentiated roles and their shared responsibility to make tourism sustainable.

(ii)   Environmental standards

- Protect the environment by setting clear ambient environmental quality standards, along with targets for reducing pollution from all sectors, including tourism, to achieve these standards, and by preventing development in areas where it would be inappropriate;
- Minimize pollution at source, for example, by waste minimization, recycling, and appropriate effluent treatment; and
- Take into account the need to reduce emissions of CO_2 and other greenhouse gases resulting from traveling and the tourism industry.

(iii)   Regional standards

- Ensure that tourism and the environment are mutually supportive at a regional level through cooperation and coordination between states, to establish common approaches to incentives, environmental policies, and integrated tourism development planning;
- Adopt overall regional frameworks within which states may wish to jointly set their own targets, incentive and environmental policies, standards and regulations, to maximise benefits from tourism and avoid environmental deterioration from tourism activities;
- Consider regional collaboration for integrated tourism development planning;
- Develop mechanisms for measuring progress, such as indicators for sustainable tourism; and
- Develop regional strategies to address trans-boundary environmental issues, such as marine pollution from shipping and from land-based sources of pollution.

(4)   Management of Tourism
   (i)   Initiatives by industry

- Ensure long-term commitments and improvements to develop and promote sustainable tourism, through partnerships and voluntary initiatives by all sectors and stakeholders, including initiatives to give local communities a share in the ownership and benefits of tourism;
- Structure initiatives to give all stakeholders a share in the ownership, to maximise their effectiveness;
- Establish clear responsibilities, boundaries and timetables for the success of any initiative;
- Encourage small and medium-sized enterprises to develop and promote their own initiatives for sustainable tourism at a more local level;

- Consider integrating initiatives for small and medium-sized enterprises within overall business support packages, including access to financing, training and marketing, alongside measures to improve sustainability as well as the quality and diversity of their tourism products; and
- Market tourism in a manner consistent with sustainable development of tourism.

(ii) Monitoring

- Ensure consistent monitoring and review of tourism activities to detect problems at an early stage and to enable action to prevent the possibility of more serious damage;
- Establish indicators for measuring the overall progress of tourist areas towards sustainable development;
- Establish institutional and staff capacity for monitoring; and
- Monitor the implementation of environmental protection and related measures set out in EIAs, and their effectiveness, taking into account the effectiveness of any ongoing management requirements for the effective operation and maintenance of those measures for protection of areas where tourism activities take place.

(iii) Technology

- Minimize resource use and the generation of pollution and wastes by using and promoting environmentally-sound technologies (ESTs) for tourism and associated infrastructure;
- Develop and implement international agreements which include provisions to assist in the transfer of ESTs for the tourism sector, such as the Clean Development Mechanism of the Kyoto Protocol for energy-related issues; and
- Promote introduction and more widespread use of ESTs by tourism enterprises and public authorities dealing with tourism or related infrastructures, as appropriate, including the use of renewable energy and ESTs for sanitation, water supply, and minimization of the production of wastes generated by tourism facilities and those brought to port by cruise ships.

(iv) Compliance mechanisms

- Ensure compliance with development plans, planning conditions, standards and targets for sustainable tourism by providing incentives, monitoring compliance, and taking enforcement activities where necessary;
- Provide sufficient resources for maintaining compliance, including increasing the number of trained staff able to undertake enforcement activities as part of their duties;
- Monitor environmental conditions and compliance with legislation, regulations, and consent conditions;
- Use compliance mechanisms and structured monitoring to help detect problems at an early stage, enabling action to be taken to prevent the possibility of more serious damage;

- Take into account compliance and reporting requirements set out in relevant international agreements; and
- Use incentives to encourage good practice, where appropriate.

(5)   Conditions for Success

   (i)   Involvement of stakeholders

- Increase the long-term success of tourism projects by involving all primary stakeholders, including the local community, the tourism industry, and the government, in the development and implementation of tourism plans;
- Involve all primary stakeholders in the development and implementation of tourism plans, in order to enhance their success. (Projects are most successful where all main stakeholders are involved.); and
- Encourage development of partnerships with primary stakeholders to give them ownership shares in projects and a shared responsibility for success.

   (ii)   Information exchange

- Raise awareness for sustainable tourism and its implementation by promoting exchange of information between governments and all stakeholders, on best practice for sustainable tourism, and establishment of networks for dialogue on implementation of these principles; and promote broad understanding are awareness to strengthen attitudes, values and actions that are compatible with sustainable development;
- Exchange information between governments and all stakeholders, on best practice for sustainable tourism development and management, including information on planning, standards, legislation and enforcement, and on experience gained in implementation of these principles;
- Use international and regional organizations, including UNEP, that can assist with information exchange; and
- Encourage development of networks for the exchange of views and information.

   (iii)   Capacity building:

- Ensure effective implementation of sustainable tourism, and these principles, through capacity building programmes to develop and strengthen human resources and institutional capacities in government at national and local levels, and amongst local communities; and to integrate environmental and human ecological considerations at all levels;
- Develop and strengthen their human resources and institutional capacities to facilitate the effective implementation of these principles;
- Transfer know-how and provide training in areas related to sustainability in tourism, such as planning, legal framework, standards setting, administration and regulatory control, and the application of impact assessment and management techniques and procedures to tourism;

- Facilitate the transfer and assimilation of new environmentally-sound, socially acceptable and appropriate technology and know-how;

- Encourage contributions to capacity-building from the local, national, regional and international levels by countries, international organisations, the private sector and tourism industry, and NGOs; and

- Encourage assistance from those involved in tourism in countries which have not yet been able to implement sustainability mechanisms in training at the local and the national levels in the sustainable development of tourism in co-operation with the governments concerned.

4.2.3 WTO Global Codes

WTO has created the Global Codes of Ethics for Tourism, in which a frame of reference for the responsible and sustainable development of tourism is set out. A full set can be obtained from www.world-tourism.org/frameset/frame_project_ethics.html.

The Global Code of Ethic for Tourism sets a frame of reference for the responsible and sustainable development of world tourism at the dawn of the new millennium. It draws inspiration from many similar declarations and industry codes that have come earlier and adds new thinking that reflects our changing society at the end of the 20th century. With international tourism forecast to nearly triple in volume over the next 20 years, members of WTO believe that the Global Code of Ethics for Tourism is needed to help minimize the negative impacts of tourism on the environment and on cultural heritage while maximizing the benefits for residents of tourism destinations.

The code was called for in a resolution of the WTO General Assembly meeting in Istanbul in 1997. Over the following two years, a special committee for the preparation of the Global Code of Ethics was formed and a draft document was prepared by the Secretary-General and the legal adviser to WTO in consultation with the WTO Business Council, WTO's Regional Commissions, and the WTO Executive Council.

The United Nations Commission on Sustainable Development meeting in New York in April, 1999 endorsed the concept of the code and requested WTO to seek further input from the private sector, non-governmental organizations and labor organizations. Written comments on the code were received from more than 70 WTO member states and other entities. The resulting 10 point Global Code of Ethics for Tourism, the culmination of an extensive consultative process, was approved unanimously by the WTO General Assembly meeting in Santiago in October 1999.

The code includes nine articles outlining the "rules of the game" for destinations, governments, tour operators, developers, travel agents, workers and travelers themselves. The tenth article involves the redress of grievances and marks the first time that a code of this type will

have a mechanism for enforcement. It will be based on conciliation through the creation of a World Committee on Tourism Ethics made up of representatives of each region of the world and representatives of each group of stakeholders in the tourism sector including governments, the private sector, labor and non-governmental organizations. A summary of the articles is provided below:

- Tourism's contribution to mutual understanding and respect between peoples and societies;
- Tourism as a vehicle for individual and collective fulfillment;
- Tourism, a factor of sustainable development;
- Tourism, a user of the cultural heritage of mankind and contributor to its enhancement;
- Tourism, a beneficial activity for host countries and communities;
- Obligations of stakeholders in tourism development;
- Right to tourism;
- Liberty of tourist movements;
- Rights of the workers and entrepreneurs in the tourism industry; and
- Implementation of the principles of the Global Code of Ethics for Tourism.

4.3   Regulatory Issues

When an existing law is amended or abolished, it is not removed from the statute books. This leads to confusion as to which laws are currently applicable. A list of laws considered relevant to the administration and regulations, provided by MOT, is presented below.

(1)   Ministry of Tourism
Administrative Organization
Law no: 21/66 promulgated on 29 March 1966, amended by law no: 215 on 20 April 1993

(2)   Tourism Establishments
Hotels, nightclubs, restaurants, coffee shops and bars (pubs)
Law promulgated on 4 August 1954, amended by virtue of law no: 4/87 on 6 January 1987

Gambling and entertainment games
Law promulgated on 4 August 1954, amended by virtue of law no: 4/87 on 6 January 1987

Cable cars
Law promulgated on 1 August 1962

Working hours at tourism associations
Law no: 282 promulgated on 6 April 1966, abolishes law no: 367 date: 13 May 1953

Exemption of fees for tourism associations

Decree no: 13908 promulgated on 30 October 1956, amended by virtue of

Decree no: 18220   date: 31 December 1957

Decree no: 3476 date: 3 March 1960

Decree no: 3551 date: 17 March 1960

Decree no: 7302 date: 9 August 1961

Decree no: 7535 date: 30 August 1961

Decree no: 9140 date: 30 March 1962

Summer vacationing

Decree no: 6012 promulgated on 17 August 1954, amended by virtue of decree no: 12609 date: 28 June 1956

Beaches and underwater fishing sports

Beaches:Law no: 1716 promulgated on 19 July 1963 (safety of sunbathers at beaches)

         Law no: 5118 promulgated on 29 July 1969 (beach & pool system in Beirut)

         Abolishes law no: 55 date: 1 September 1964

Underwater fishing sports: Law no: 1/254 promulgated on 8 December 1995, amended by virtue of law no: 202 date: 14 April 1997

Abolishes law no: 247 date 11/December 1972

Tourism and travel agencies and tourism transportation

Law promulgated on 2 June 1949

Transportation of pilgrims

Law no: 153 promulgated on 13 February 1967

Immigration

Law no: 2975 promulgated on 4 December 1924

Tourism fees

Law promulgated on 9 June 1928

International Tourism Agreements

Law no: 18/70 promulgated on 26 December 1970

There is a need to review these legislations and remove those which are no longer applicable. This could be achieved through the Legislative Review Committee comprising MOT, relevant government agencies and private sector syndicates. The Ministry of Administrative Reform is also concerned with organizational restructuring of the government including MOT.

Annex

Annex 1.2.2

MOST COMMON TREES IN LEBANON

Annex 2.3.2

Questionnaire Forms for Marketing Survey

Annex 3.3.1

Attendance in International Trade Fair / Exhibition

Annex 3.3.2

Promotion materials issued/produced by MOT

Annex 1.2.2

MOST COMMON TREES IN LEBANON

	Latin Name	Elevation Zone (meters)	Common Name (English)	Common Name (Arabic)
1.	*Abies cilica*	1300 - 2000	Cilician Fir	الشوح الكيلكي
2.	*Acer syriacum*	0 - 800	Syrian Maple	القيقب السوري
3.	*Acer tauriculum*	0 - 800	Taurus Maple	القيقب الطوروسي
4.	*Arbustus andrachne*	500 - 1500	Oriental Strawberry Tree	القطلب القبرصي
5.	*Arbustus unedo*		Common Strawberry Tree	القطلب الفراولي
6.	*Cedrus libani*	1200 - 2000	Cedar of Lebanon	الأرز اللبناني
7.	*Celtis australis*	200 – 1400	European Nettle-Tree	الميس
8.	*Ceratonia ciliqua*	Sea – 800	Carob	الخرنوب
9.	*Ceris siliquastrum*	Sea- 800	Judas Tree	الزمزريق
10.	*Cupressus sempervirens*	Sea – 1700	Cypress	السرو/ الشربين
11.	*Fraxinus ornus*	500 – 2000	Flowering Ash	الدردار المزهر
12.	*Fraxinus syriaca*		Syrian Ash	الدردار السوري
13.	*Juglans regia*	400 – 1800	Walnut	الجوز العادي
14.	*Juniperus drupacea*	1000 – 2000	Juniper	الدفران أو العرع السوري
15.	*Juniperus excelsa*	1500 – 2800	Grecian Juniper	اللزاب
16.	*Juniperus foetidissima*		Fetid Juniper	عرعر نتن
17.	*Juniperus oxycedrus*	500 - 1500	Prickly Juniper	عرعر كادي
18.	*Laurus nobilis*	Sea - 1200	Laurel	الغار
19.	*Myrtus communis*	Sea - 800	Myrtle	حب الآس أو الريحان
20.	*Ostrya carpinifolia*	500 - 1500	Flowering Ash	الصلع الشردي أو القنابية
21.	*Pinus brutia*	500 - 1700	Calibrian Pine	الصنوبر البيروتي
22.	*Pinus halepensis*	0 – 500	Aleppo Pine	الصنوبر الحلبي
23.	*Pinus pinea*	500 – 1600	Stone Pine	الصنوبر المثمر
24.	*Pistacia lentiscus*	0 – 400	Mastic Tree	البطم العلكي
25.	*Pistacia palaestina*	500 – 1000	Palestine Pistachio	البطم الفلسطيني
26.	*Platanus orientalis*	Sea – 1800	Oriental Plane	الدلب الشرقي
27.	*Populus alba*	500 – 1500	White Poplar	الحور الأبيض
28.	*Populus nigra*	500 – 1500	Black Poplar	الحور الأسود
29.	*Populus tremula*	1000 – 2000	Trembling Poplar	الحور المرتجف
30.	*Quercus brantii*	1400 – 1800	Brant's Oak	البلوط البرانتي

31.	*Quercus calliprinos*	Sea – 1500	Kermes Oak	السنديان
32.	*Quercus cedrorum*		Cedar Oak	البلوط الأرزي
33.	*Quercus cerris*	1400 – 1800	Turkey Oak	الملول أو البلوط الشعري
34.	*Quercus infectoria*	500 – 1500	Cyprus Oak	الملول أو البلوط العفصي
35.	*Quercus libani*		Lebanese Oak	البلوط اللبناني
36.	*Quercus pinnatifida*		Pennatiforme Oak	البلوط الريشي
37.	*Salix alba*	500 – 1800	White Willow	الصفصاف الأبيض
38.	*Sorbus torminalis*	1000 – 2000	Wild Service-Tree	غبيراء المغص
39.	*Styrax officinalis*	500 – 1700	Storax	اللبان أو الحور

Source: MOA/ONF, 1999 (Common names in English and Arabic are based on Nehme, 2000).

Annex 2.3.2

Questionnaire Forms for Marketing Survey

Ministry of Tourism, Lebanon / Japan International Cooperation Agency (J I C A) Questionnaire about Lebanon Tourism

Q-1   Are You On A Packaged Tour?   (1)   Yes   (2)   No

Q-2   You Are Travelling With
      (1) Alone   (2) Spouse   (3) Family   (4) Friends   (5) Others

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

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

Q-5   Purpose of Visit
    (1) Holiday   (2) Business/Conference/Official   (3) Visit Friend/Relative
    (4) Medical/Healthcare
    (5) Others (   )

Q-6   How Long Are You Staying in Lebanon and Neighboring Countries?
    1) Total Days in this trip   (Days)
    2) How many nights in Beirut   (1) One (2) Two (3) Three (4) 4 more
    3A) How many nights in Other Cities in Lebanon
      (where A: (1) Zero (2) One (3) Two   (4) 3 more
    3B) How many nights in Other Cities in Lebanon
      (where B: (1) Zero (2) One (3) Two   (4) 3 more
    4) How many nights in Syria   (1) Zero   (2) One (3) Two   (4) 3 more
    5) How many nights in Jordan   (1) Zero (2) One   (3) Two   (4) 3 more

Q-7   Why Have You Chosen Lebanon for Your Visit?:   (Multiple Answers)
      (1) Cultural/Historical Sites (such as Baalbek, Tripoli)
      (2) Nature/Scenic Wonders (such as Ceders, Qadisha Valley)

(3) Leisure/Holiday (such as beach, summer retreat, skiing)

(4) Special Interest (such as health/medical/education)

(5) Business/Work

(6) Visit Friends/Relatives

(7) Others (   )

Q-8   Useful Information Source: Please choose only One.

　　　　(1) Tour Brochure / Travel Agency   (2) Guidebook

　　　　(3) Newspaper / Magazine   (4) Recommended by Friends

　　　　(5) Web-site,   (6) Others (   )

Q-9   More Information Needed About: Please choose Three.

　　　　(1) Tourist Site   (2) Hotel   (3) Restaurant   (4) Map

　　　　(5) Transport   (6) Souvenir   (7) City Activity

　　　　(8) Others (   )

Q-10 How Good is Your Accommodation in Beirut/in Lebanon generally?

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

Q-11 How Good is Your Tour in?

1) Baalbek	Good	Fair	Poor
2) Bucchare/Cedars	Good	Fair	Poor
3) Zahle	Good	Fair	Poor
4) Qadisha Valley	Good	Fair	Poor
5) Beirut	Good	Fair	Poor
6) Others (where:			)
	Good	Fair	Poor

Q-12 What Souvenir Did You Buy?

　　　　1) Souvenirs

　　　　　　　　(1) Handicrafts (glass, pottery, tableware, etc.)

　　　　　　　　(2) Dress/Clothes (scarves, dresses, etc.)

　　　　　　　　(3) Woven Goods (traditional rug, embroidery, mat, etc.)

　　　　　　　　(4) Wine/Foodstuff (dried fruits, etc.)

(5) Others (   )

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

Q-13 Have You Tried Restaurant Outside of Your Hotel?

(1)   Yes   (2)   No

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

Q-14 What Is Your Approximate Travel Expenditure in Lebanon?

Please fill the expenditure for yourself alone,

and NOT Including Tour Fare Pre-Paid in Your Home Country

Total About _____(US$, UK£, EURO, etc)

(of which: Meals   %,   Souvenir   %,   Others   %)

Q-15   How Do You Rate Lebanon in terms of:

1) Cultural/Historic Sites	Good	Fair	Poor
2) Nature/Scenic Wonders	Good	Fair	Poor
3) Tradition/Folk Life	Good	Fair	Poor
4) Urban Amenity	Good	Fair	Poor
5) Security	Good	Fair	Poor
6) Sanitary Conditions	Good	Fair	Poor
7) Tourist Attractions	Good	Fair	Poor
8) Tourist Transport	Good	Fair	Poor
9) Tourist Information	Good	Fair	Poor
10) Tourist Guide	Good	Fair	Poor
11) Customs & Immigration	Good	Fair	Poor
12) Hospitality Good	Fair	Poor	

Q-16 Do you plan to visit Lebanon again?

(1) Yes   (2) Maybe   (3) No

Q-17 Will you recommend Lebanon for your friend/relative?

(1) Yes   (2) Maybe   (3) No

Q-18 Your Profile Please

1) Gender   (1) Male   (2) Female

2) Age   (1) 15 ~ 19   (2) 20 ~ 29   (3) 30 ~ 39
         (4) 40 ~ 49   (5) 50 ~ 59   (6) 60 / over

3) Nationality   (1) (   )
         (2) Lebanese descent   a) Yes   b) No

4) Occupation   (1) Professional / Administrative
         (2) Office / Sales Clerk
         (3) Worker / Farmer
         (4) Self-Employed
         (5) Official / Diplomat
         (6) Housewife
         (7) Retired
         (8) Student
         (9) Others (   )

Thank you for your time and cooperation

Location: (1) Beirut Airport
         (2) Baalbek (Palmyra Hotel, etc.)
         (3) Beqaa Valley (Qsara/Kefraya) / Zahle

Date: Month (   )   Day (   )

Sample No.   (   )

Interviewer   (   )

The Integrated Tourism Development Plan
in
the Republic of Lebanon

Ground Service Operators/ Airlines Interview

1. Company name:

2. Date established:

3. Number of employees:

4. What is/ are your main market/s? (by nationality and by type of visitor)

5. What is approx. the total volume of tourists/ people you provide services to per year?

6. *What are the main tourist services you offer? (i.e., organized tours to the main tourist landmarks within Lebanon and/ or neighboring Syria and Jordan, entertainment, special tailor-made excursions, adventure trips, etc.)

7. * In case you provide organized tours, which are the itineraries/ tourist landmark visits most commonly requested by tourists?

8. * Do you have tour catalogs/ brochures of the services offered?

9. * Pricing of all services offered:

10. What is your main promotion channel? (e.g., publicity through the MOT various publications –magazines, guides, booklets, etc.-, catalogues and brochures, marketing campaigns, radio broadcasting, TV broadcasting, advertisement in newspapers, advertisement in special magazines, etc.)

11. Is such promotion taking place exclusively in Lebanon or also in the countries of visitors' origin? If so, in which countries and in which percentages?

12. In your view, what is the major potential of Lebanon as a tourist destination at the moment?

13. Do you see any tourism potential in Bcharre area? In your view, is the place ready for tourism at the moment? If not, why and how do you think it could be improved?

14. Do you see any big tourism potential in the Qadisha area? In your view, is the place ready for tourism at the moment? If not, why and how do you think it could be improved?

15. Despite of being a main tourism landmark in the country, Baalbeck has very short stay visitors. Do you have any suggestion for extending the length of people's visits there?

16. Do you see any tourism potential in Niha? In your view, is it be feasible to include it in the tourist circuit Baalbeck- Anjar in the near future? If not, why and how do you think it could be improved?

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* Only applicable to tour operators, not to airline companies

17. How would you define the main profile of tourists to Lebanon, i.e., which do you think is the main market segment for Lebanon? (e.g., cultural tourism, beach & sun tourism, shopping tourism, entertainment tourism, green tourism, gastronomic tourism, etc.)

18. What is, in your view, the perception of Lebanon in the Arab/ European/ Asian markets as well as among Lebanese emigrants living abroad?

19. In your view, what is the major potential of Syria/ Jordan as tourist destinations?

20. How would you define the main tourist market segment for Syria/ Jordan? (e.g., cultural tourism, beach & sun tourism, shopping tourism, entertainment tourism, green tourism, gastronomic tourism, etc.)

21. How do you see the relation between Lebanon and neighboring Syria/ Jordan? (do they support and complement each other or do they compete?)

22. Do you think Lebanon has potential for further expansion as a tourist destination? If so, what are the main traits for such tourism growth?

23. In your view, what are the main constraints and/ or issues critical to Lebanon as a tourist destination? (e.g., tourist attractions, tourist facilities and services, tourist infrastructure, tourist lodging, tourist transportation services, local prices, airline capacity from market sources, political instability in the region, Lebanon's image to the outside, etc.)

24. In your view, what is the best way to customize services and cater for the special requirements and needs each market may have? (i.e., domestic market, European, Asian, Arab, Lebanese living abroad)

25. In a scale of 0 (very poor) to 5 (excellent), how would you rate Lebanon's tourism promotion within Lebanon? What and how could it be improved?

26. How do you see the role of MEA in Lebanon's promotion? Do you have any suggestion for improvement?

27. In a scale of 0 (very poor) to 5 (excellent), how would you rate Lebanon's tourism promotion in the main markets you are working with outside of Lebanon? What and how could it be improved?

28. How would you evaluate the joint ventures between the public and the private sector regarding tourism promotion in Lebanon? (e.g., the various festivals taking place in the country). Are they being effective?

29. In your view, is it desirable or rather counterproductive to set up a regional framework of promotion for Lebanon, Syria and Jordan together? Why?

30. What do you think is/ are the competitive tourist destination/s to Lebanon? What are their main strengths and weaknesses and how best can Lebanon compete with them?

31. Providing the political situation in the region stabilizes and Lebanon consolidates itself as an important tourist destination in the area, how much and how fast do you estimate tourism growth in the country? (provide rough estimates of percentage!)
32. Name of interviewee:
33. Position held:
34. Date:

Annex 3.3.1

Attendance in International Trade Fair / Exhibition

Trade Fair / Exhibition		Month*	2001	2002	2003
The Bedouk Exhibition	Paris	Jan.	X	X	
Vakantiebeurs	Utrecht	Jan.	X	X	
FITUR	Madrid	Jan./Feb.	X		
BIT	Milan	Feb.	X		X
MITT	Moscow	Mar.	X	X	
Salon Mondial du Tourisme	Paris	Mar.		X	X
ITB Berlin	Berlin	Mar.	X	X	
EIBTM	Geneva	May.	X		
Kuwait International Travel and Tourism Exhibition	Kuwait	May.			X
ATM	Dubai	May.	X	X	X
The Flower Exhibition	Damascus	Jun.		X	X
Damascus International Touristic Meeting	Damascus	Jul.	X	X	
The Mediterranean Travel Fair	Cairo	Sep.		X	X
The Top Resa Exhibition	Deauville	Sep.	X	X	X
Salon du Figaro	Paris	Oct.	X	X	X
Bagdad International Fair	Baghdad	Nov.	X		
WTM	London	Nov.	X	X	X
Gulf Travel	Jedda	Dec.	X		
Total No. of participation			14	12	9

Source: MOT

Note: *Date shows the schedule in 2003

Annex 3.3.2

Promotion materials issued/produced by MOT (No.1)

< Distribution Materials for Tourist >

	Title of Contents	Current Year	Size (cm)	Pages	Langages						
					A	E	F	G	I	P	S
Brochure	Aanjar	2002			X	X	X	X	X	X	X
	Baalbeck	2002			X	X	X	X	X	X	X
	Bchare Arake	2003				X					
	Beirut	2002			X	X	X	X	X	X	X
	Beiteddine	2002			X	X	X	X	X	X	X
	Byblos	2002			X	X	X	X	X	X	X
	Deir El Qamar	2000			X	X	X				
	Eshmoun	2002			X	X	X	X	X	X	X
	Hasbaya	2001			X	X	X				
	Hermel	2002					X				
	Jeita	2002			X	X	X				
	Jezzine	2003					X				
	Liban Terre sainte	2000	2.1×9.8	12	X	X	X	X	X	X	X
	The Cedars	2002			X	X	X	X	X	X	X
	The National Museum of Beirut	2002			X	X	X	X	X		X
	Tripoli	2002			X	X	X	X	X	X	X
	Tyre	2002			X	X	X	X	X	X	X
	Rachaya el Wadi	2003			X	X	X				
	Sainte Rafqa	2001			X	X	X	X	X		X
	Sidon	2002			X	X	X	X	X	X	X
	Tripoli	2002			X	X	X	X	X	X	X
	Zahle	2002			X	X	X	X	X	X	X
	Al Mtein	2002									
	Al Sfireh	2002									
	Arka	2002									
	Baakline	2002									
	Deir El Qalaa	2002									
	Ferzol	2002									
	Iaal	2002			Three language in one pamphlet (Arabic, English, French)						
	Kamed Al Loz	2002	2.1×9.8	12							
	Nahr Al Kalb	2002									
	Maisons des jeunes	2001									
	Qadisha :Lebanon The Holy Land	2001									
	Ras El Metn	2002									
	Tibnine	2002									
Map	The map of Beirut (1/15,000)	2002			X	X	X				
	The map of Lebanon with Beirut	2002			X	X	X				
	Pocket Map of Beirut	-			X	X	X				
Guide Book	The Hotel guide	Every year				X					
	The Restaurant guide	Every year				X					
	The businessman guide	1996-1997			X	X					

Source: MOT, JICA study team

Note: A: Arabic, E: English, F: French, G: German, I: Italian, P: Portuguese, S: Spanish

Promotion materials issued/produced by MOT (No.2)

< Distribution Materials for Special Promotion >

	Title of Contents	Current Year	Languages						
			A	**E**	**F**	**G**	**I**	**P**	**S**
Booklet	The Lebanon (general)	2002	X	X	X	X	X	X	X
	The North	1997	X	X	X	X			
	The Bekaa	1998	X	X	X	X			
	Mount Lebanon	1999	X	X	X	X			
	The South	2000	X	X	X	X			
	Christian site in Lebanon	2002	X	X	X	X		X	X
	Islamic sites in Lebanon	2003	X		X				
Video Tape	Lebanon tells all history	-	X	X	X	X			
	The Bekaa	-	X	X	X				
	The North	-	X	X	X	X			
	Lebanon today	-	X	X	X				
	Cana movie	-	X	X	X				
	The south movie	-	X						
Album	Roiter Album (-), Omar Onsi Album (1985), Cesar Gemayel Album (1985) , Carthage Album (1986), The Key to Lebanon Album(1999). (almost out of stock)								
General Gifts	Gold medals, files, conference portfolios, paperweights, slides, T-shirts, music disks, photogravures and others.								
Flag	Material flags, flags with a base, plastic flag (small), logo buttons								

Source: MOT, JICA study team

Note: A: Arabic, E: English, F: French, G: German, I: Italian, P: Portuguese, S: Spanish

Promotion materials issued/produced by MOT (No.3)

<Posters for Promotion>

Region	Title of Contents		Region	Title of Contents	
Lebanon	The sea of Lebanon	X	Mount Lebanon	Mount Lebanon: water fall	X
	Lebanese food	X		Rashaiya	
	The millennium	X		Rashaiya: souk	X
	Ancient Knitting			Rashaiya: fortress	X
Beirut	Beirut: Raouche	X		*Ksarnaba*	
	Beirut	X		Afqa : Afqa grotto	X
	Beirut: at night	X		Faraya	
	Beirut: The National Museum (Mosaic)	X		Aayoun es Simane	X
	Beirut: The Great City of Beirut	X		Faqra	X
	Beirut: Al Maarad Street	X		Byblos: the port	
	Beirut: Khalde	X		Byblos: the citadel	
Bekaa	General: Bekaa Valley (general)			Byblos: Zibdine	X
	General: wild flowers in the Bekaa	X		Byblos: Paradise valley	X
	General: Assi River			Byblos: the ruins of Mar Jerjes Yanouh	X
	Baalbeck: in spring			Byblos:obelisc	
	Baalbeck: at night			Jeita : Upper Jeita	X
	Baalbeck: the international festival (1998:length)	X		Jeita : Lower Jeita	X
	Baalbeck: the international festival (1998-width)	X		Jounieh: The bay of Jounieh	X
	Baalbeck: the international festival (1997)	X		Jounieh: ancient jounieh	X
	Baalbeck: general view		The South Lebanon	Tyre: the columns	X
	Baalbeck: Bacchus temple	X		Tyre: the Triumphal arch	X
	Tebnine: the ruins of Tebnine	X		Saida: Eshmoun	
	Niha: Temple of Niha	X		Jezzine	X
	Zahle: general view	X		Sidon	X
	Zahle: Ouadi el Arayech	X		Sidon : the citadel	
	El Hermel: water fall of Dirdara	X		Tebnine: Tebnine Fortress	X
	El Hermel : Qamouha			Qana	
	Qaraaoun : Qaraaoun lake	X		Hasbaya : the government	X
	El Fourzol	X	El Metn	El khenchara	X
	Aanjar (length)			Sannine	X
	Aanjar (general view)			Ras el Metn: the land of pine trees	X
	Aanjar : Majdel Aanjar		El Chouf	Deir el Qamar	X
	Aanjar : the statue of Aanjar	X		Beit ed Dine	X
	El Manara: El Manara temple	X		Beit ed Dine (length)	
	Qabb Elias- The engraved alter	X		Beit ed Dine:MirAminepalace	
	Taanayel	X		El Barouk: The cedar sofel Barouk	
Mount Lebanon	Aannaya: the grotto of Saint Maroun	X			
	Aiin Harsha: Bekfaya	X			

Source: MOT, JICA study team

Note: X= available for distribution.