

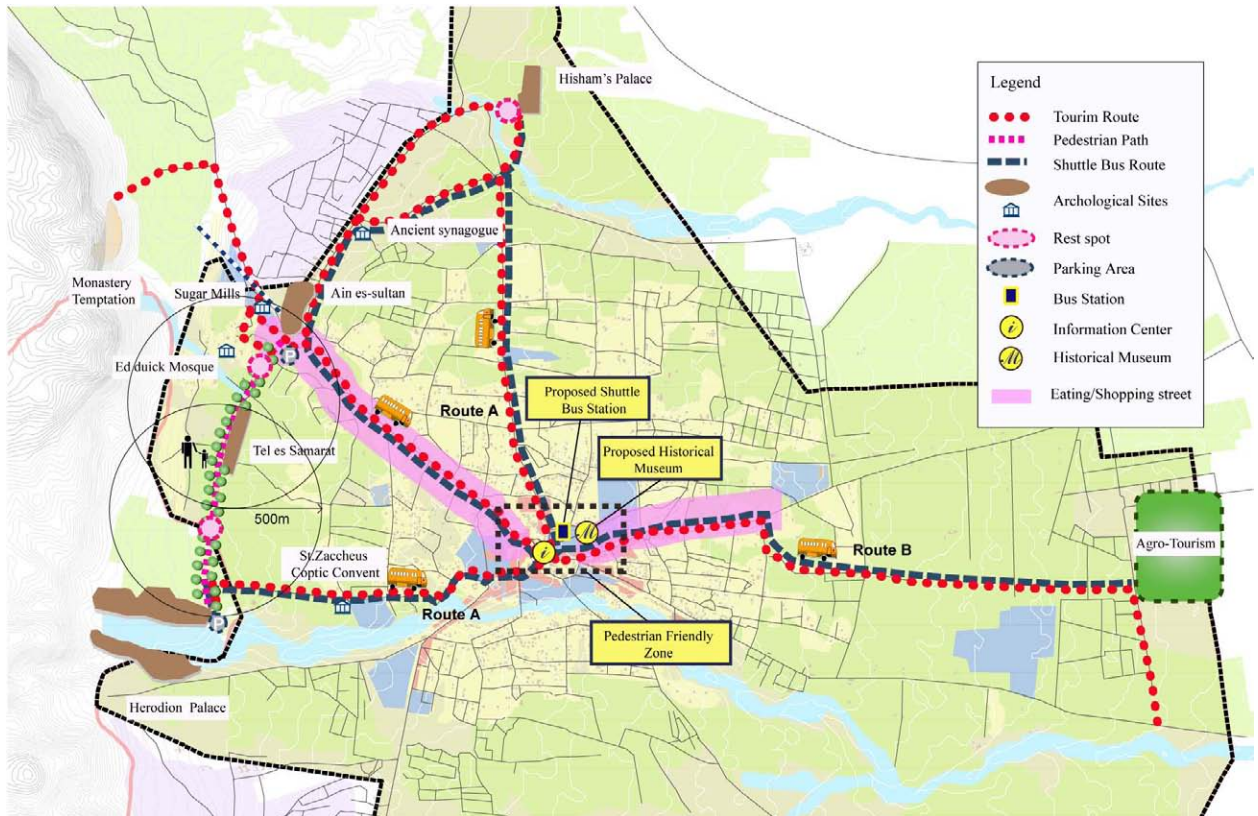
9 DEVELOPMENT PLANS

It is understood that tourism and urban environment are key factors to induce future development of Jericho City. Tourism development plan, redevelopment plan of the city center, and development of agro-tourism zone are to be focused on Jericho Urban Plan and discussed in this chapter.

9.1 Tourism Development Plan

(1) Tourism Facility Development

The following map illustrates a tourism facility development program proposed for Jericho city.



Source: JICA Study Team

Figure 9.1 Tourism Routes and Tourism Related Facilities to be Developed

The proposed facility development program has been elaborated on the basis of the existing conditions and issues to be addressed in tourism development, as well as suggestions on each issue, from the viewpoint of the urban development of Jericho city.

Table 9.1 Issues and Suggestions on Tourism Facility Development

Existing conditions and Issues:	Suggestions:
No linkage among existing tourism assets and lack of informative guides or signage for tourism sites	→ Establish tourism routes with well developed signage
Lack of travel means to travel to tourism sites except by taxi	→ Provide circular shuttle bus services to go around tourism sites
Few facilities for eating or shopping exist near tourism sites	→ Promote establishment of restaurants and souvenir shops along the major tourism routes
The city center is congested with a diversity of uses and cars on the streets which is not a welcoming atmosphere for tourists	→ Set “pedestrian friendly zones” at the city center with a tourism information center, historical museum, and other facilities

(2) Landscape Improvement

In general, there is no consideration given to landscaping to improve the image of the cityscape for tourism promotion. No informative or attractive signage is observed in the city center or tourism sites. Furthermore, local characteristics and landscape are not presented well to attract tourists and visitors. It is, therefore, necessary to prepare a landscape improvement plan, including a signage system and street improvement. The landscape improvement plan should include; (i) an integrated signage design and system, (ii) improvement plan for the streetscape for tourism sites and the city center, and (iii) guidelines for signage and streetscapes

In the plan formulation, the following points should be taken into consideration:

- (i) Local assets such as the archeological sites, existing landscape, and green open spaces need to be reserved in landscape improvement. Especially for archeological sites, it is recommended to protect them by putting buffer zones around the sites;
- (ii) Local assets such as historical sites and existing landscape should be incorporated in the elements of landscape improvement;
- (iii) The city center and tourism sites deserve priority in improvement for tourism promotion; and
- (iv) Trees or green spaces are to be increased throughout the city for the amenity value and comfortable city life.

As proposed in the tourism facility development plan, pedestrian walk ways connecting archeological sites are proposed. As shown in the following pictures, existing streets to connect archeological sites currently pay no attention to landscaping, and the following concepts are proposed to be introduced.

- (i) Roman style which represents the city's history is taken in the design concept;
- (ii) Pavement and trees along the road are to be installed for pedestrians;
- (iii) Rest stations to enjoy mountainous views with kiosks are to be prepared in the middle of the pedestrian ways; and
- (iv) Materials for facilities are to be local products such as clay, brick and wood in order to harmonize with the surrounding landscape.



Existing condition of proposed pedestrian way



Eastern view from the way

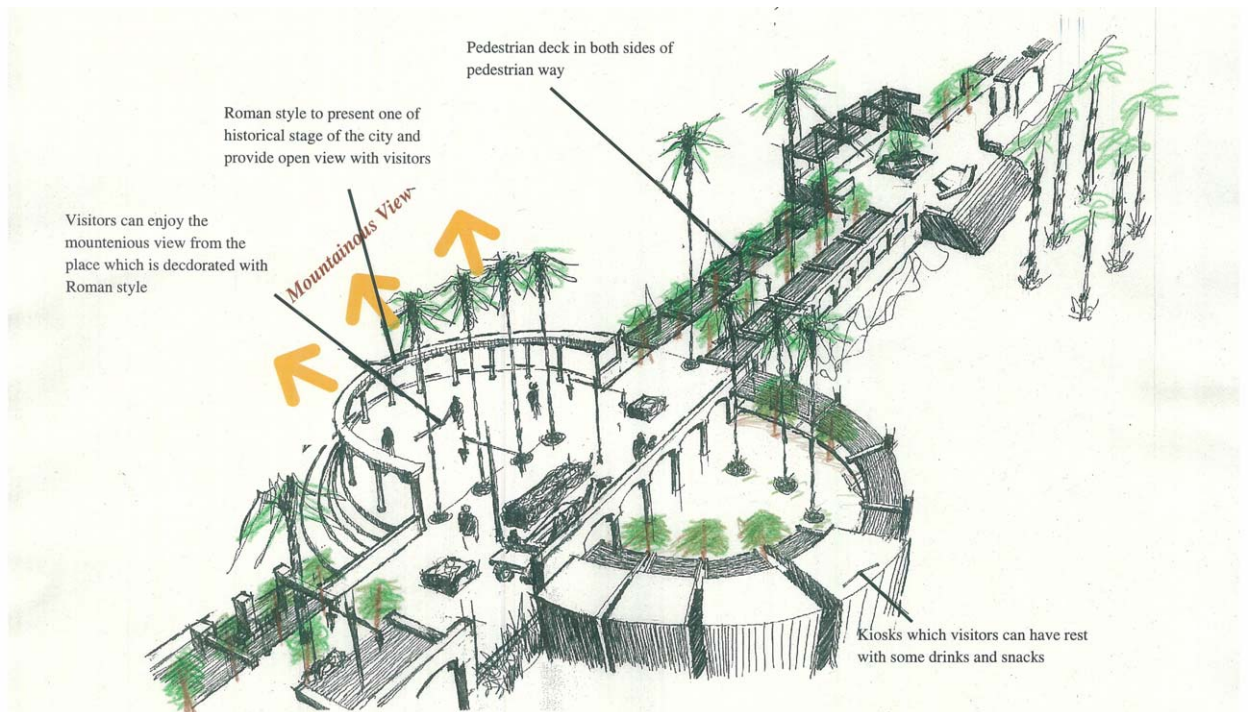


Figure 9.2 Proposed Pedestrian Way

9.2 Development of Agro-Tourism Zone

Agro-tourism zone is planned at the eastern part of Jericho city. Based on the basic concept of urban planning to maintain greenery of the city, this zone will be utilized for natural conservation, as well as for eco-tourism, environmental education and the center of sustainable agriculture activities.

The zone will be divided into two parts by the Wadi al Qilt water axis, which is planned to be a major eco-tourism route in the Jordan Valley. A pedestrian way along the wadi is planned to improve the existing environment conditions from St. George Monastery toward Baptism sites nearby the Jordan River, along which tourists could feel an atmosphere of the Roman time and the rich nature in the valley.

On the northern part, it is planned to develop a center for research and development of agricultural technology as well as for extension to local farmers. The existing Arab Development Foundation complex would constitute a base for such activities. It is strongly recommended that the compound of MoA Jericho branch and its experimental farm be relocated from the city center to this agro-tourism zone. It will strengthen the cooperative relationship between the research activities by National Agriculture Research Center (NARC) and extension activities by MoA.

The agro-tourism zone could be developed as a borderless friendship circle for international societies, taking advantage of its geographical location in the borders of the West Bank, Jordan and Israel. For confidence building toward the creation of peace valley, development of an international youth center would be conceivable. Various opportunities for cooperative activities for young generations could be programmed in the field of environmental education, agriculture research and tourism activities. The existing complex of the Ford Foundation with of seminar rooms, a board house and a playground could be renovated for the international friendship activities.

The wastewater treatment plant will be planned for installation on the eastern corner of the agro-tourism zone. The treated water and produced sludge could be effectively utilized for recycling agriculture. The area will therefore be developed as a pioneering zone for recycling water agriculture farm. A compost factory will be proposed at the wastewater treatment plant for utilization of sludge for hydroponics agriculture and soil improvement, since soil around the Jordan River and the Dead Sea is not so fertile. The sludge could be also utilized to improve soils for fodder production for livestock grazing at the first step. Mixing the compost with soils along the Jordan River would develop suitable land for agriculture and animal husbandry. At the same time, compost could be utilized for hydroponics agriculture as a media for planting. Since groundwater in this area contains high salinity and direct irrigation affects the soil fertility, such composts could be utilized as a media for brackish water agriculture by sealing to the ground.

On the southern part, eco-tourism and agro-tourism development for natural environmental conservation could be developed. The existing botanic garden is currently saving as a sanctuary for migrating bird. This area should be preserved and improved as the natural sanctuary as well as for the environmental research and education. There is a resort cottage nearby the botanic garden, which could be renovated as an ecological village for tourists and students as a center of eco-tourism and agro-tourism.

The following figure illustrates a preliminary concept and functions of the proposed agro-tourism zone.



Figure 9.3 Proposed Functions of Agro-Tourism Zone

9.3 Redevelopment of Jericho City Center

The city center is the place that major streets cross from all of the directions. It usually creates traffic jams in daytime. On-street parking by public taxis or private cars on both sides of the streets spurs the congestion. It is also congested with the mixed commercial, public, school, and religious uses. As noted in the tourism development plan, the city center plays an important role for tourism business. It is necessary to redevelop the existing city center and create a symbolic place for tourism.

Several suggestions on the redevelopment of the city center are presented in the following table.

Table 9.2 Issues and Suggestions for Jericho City Center

Existing conditions and Issues:	Suggestions:
Existing uses are mixed with commercial, residential, public, and open spaces	→ Reorganize land use which is suitable for tourism and commercial centers
Main streets are clogged with on-street parking which causes traffic jams	→ Ban on-street parking on major streets and prepare car-pools for taxies and also utilize the unused land behind buildings for car parks
The city center is planned to be an information center for tourists by installing an information facility in the central square	→ Facilitate a historical museum in connection with the tourism information center
No guide signs for tourists and no rules for on-the-wall advertisements currently exist	→ Install well designed signage to guide tourists and improve the streetscape with a guideline for beautification

As a flagship of redevelopment of the city center, a historical museum is planned in the center. Currently, the land is used for a demonstration farm for agriculture including date cultivation. Considering the potential location of this compound, it is strongly recommended that the agricultural farm be relocated to the proposed agro-tourism area to the east of the city and that the land in the city center be used for tourism related activities such as a historical museum, event plaza, open café, and taxi terminal to ease the traffic jams at the center. An image of the tourism center is presented in the following.

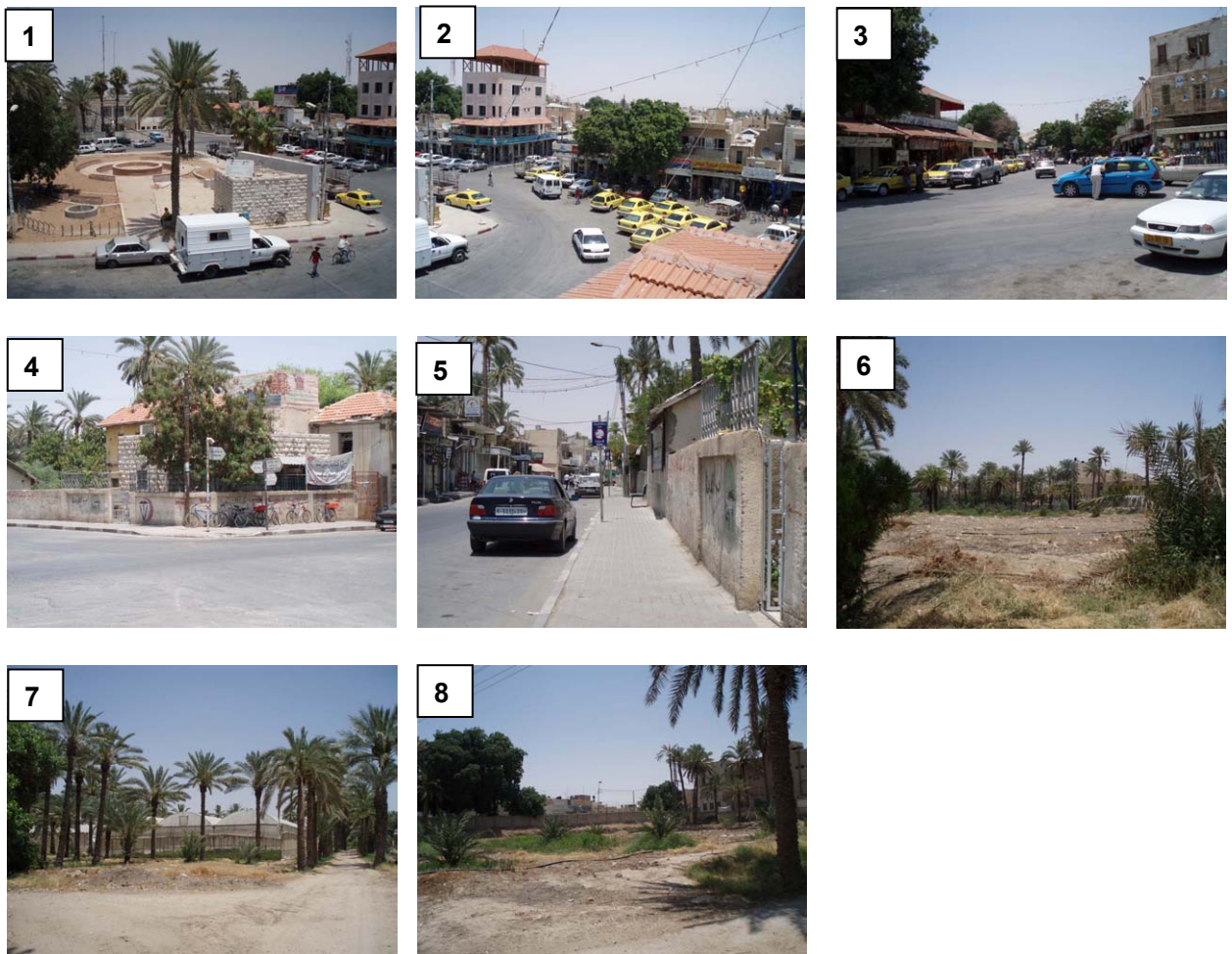
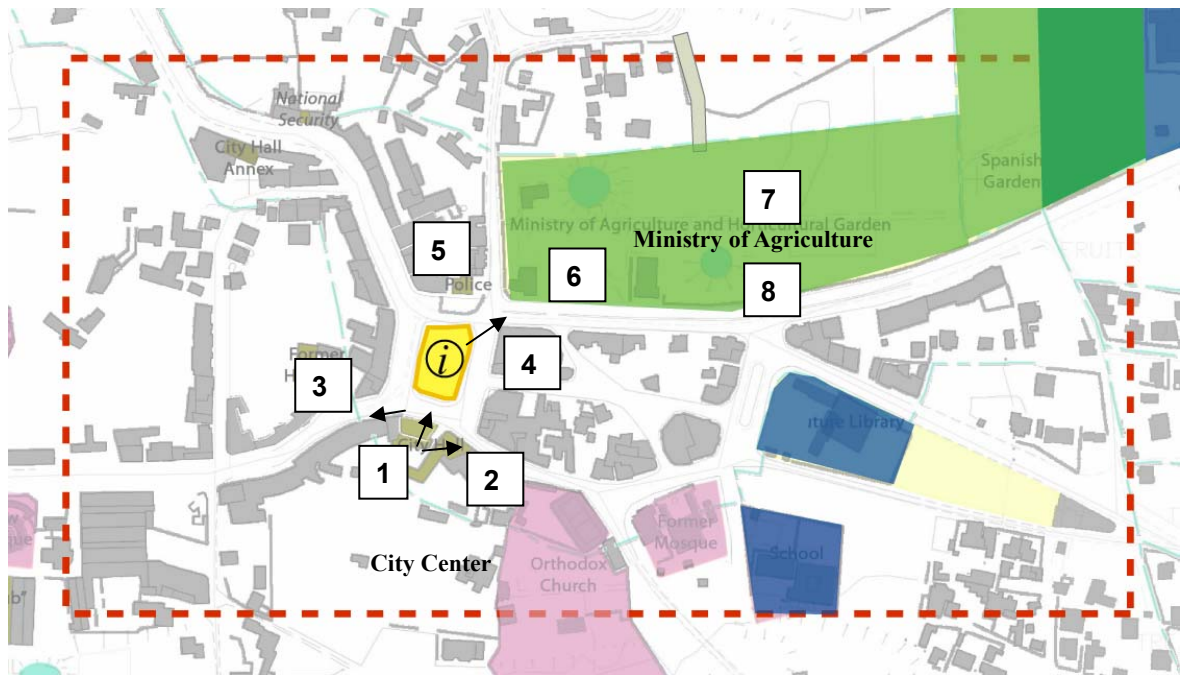
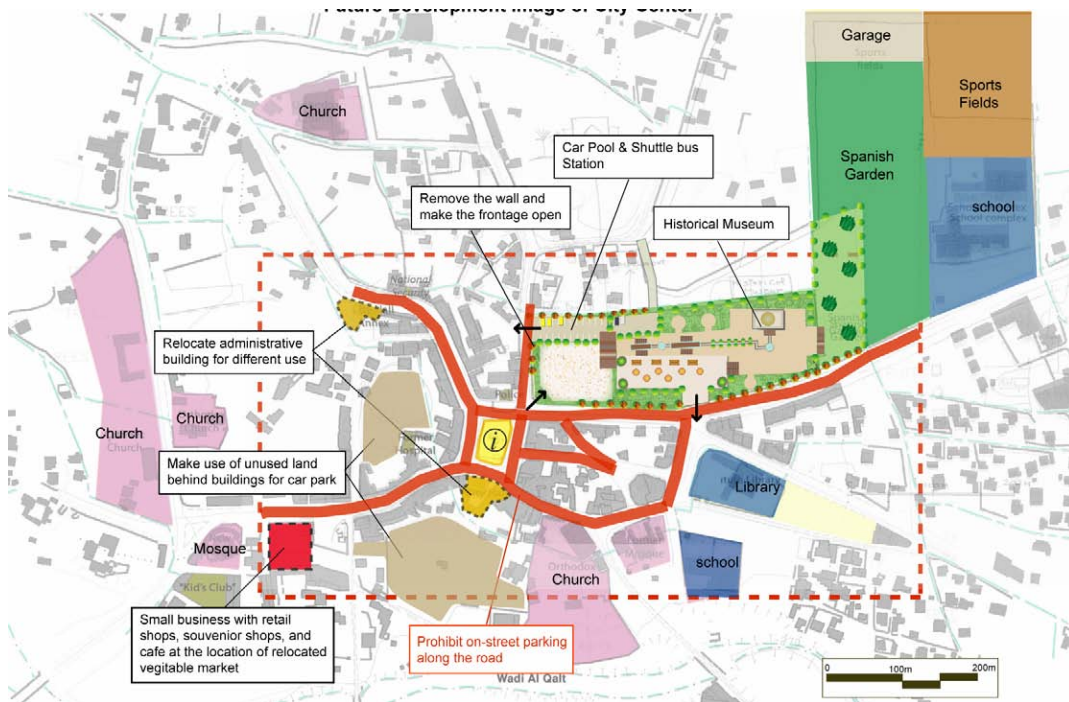
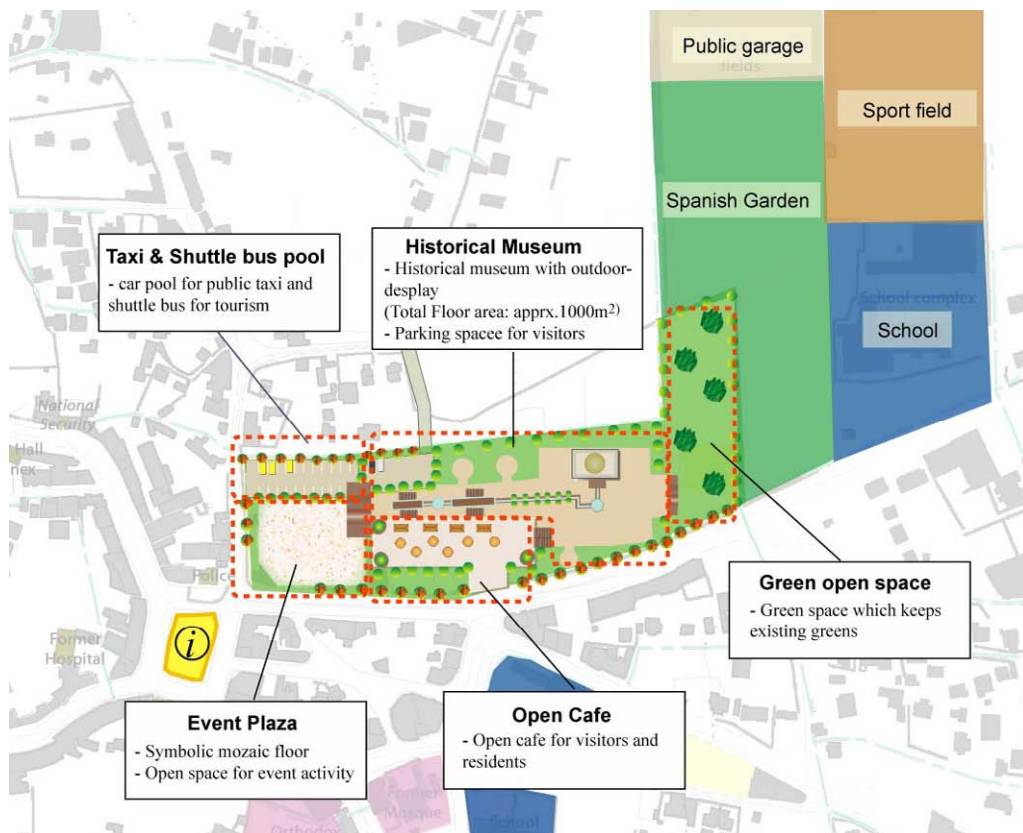


Figure 9.4 Existing Condition of the City Center



Source: JICA Study Team

Figure 9.5 Redevelopment Plan for Jericho City Center



Source: JICA Study Team

Figure 9.6 Proposed Tourism Center in Jericho City Center



Source: JICA Study Team

Figure 9.7 Image Sketch of the Event Plaza in Tourism Center



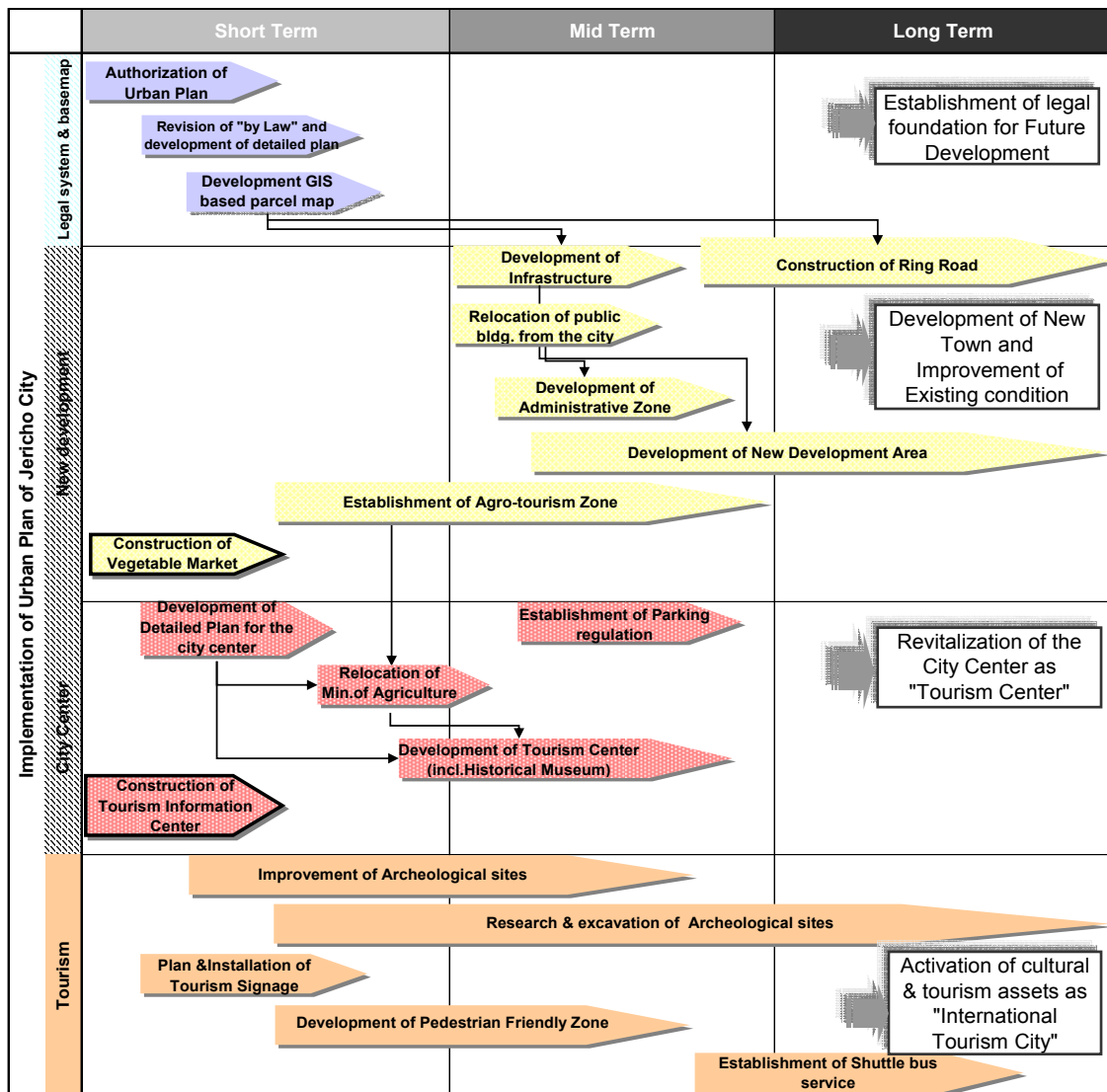
Source: JICA Study Team

Figure 9.8 Image Sketch of an Open Café in the Tourism Center

10 IMPLEMENTATION SCHEDULE

10.1 Implementation Schedule

A development schedule for the stage wise implementation of the urban plan for Jericho city is proposed in the following chart. The schedule is categorized into four elements: i.e., (i) establishment of a support system to activate the urban plan, (ii) implementation of new development, (iii) redevelopment of the city center, and (iv) implementation of tourism development.



Note:
 Planned Projects
 Ongoing Projects

Source: JICA Study Team

10.2 Implementation Programs

The implementation programs are further discussed as follows.

Programs for Establishment of a Support System

Programs	Actions needed to be taken	Recommended Input
To authorize the Urban Plan for Jericho city	- To design and implement the official procedure for authorization of the plan	
To review and revise the existing by-law	- To set up a planning committee in the municipality to review the valid law - To draft the revision of regulations in the planning committee - To design and implement the official procedure to get approval by MoLG - To develop detailed plans with detailed regulations for density, subdivision, buildings, and etc	- To be assisted by experts in urban planning in establishing detailed regulations in accordance with the land use plan
To develop a GIS based parcel map	- To develop GIS based parcel maps with land ownership information - To train personnel in GIS operation and management of a GIS database	- To be assisted by experts in GIS and urban planning in developing GIS based parcel maps and a GIS database - To be assisted by experts in GIS for GIS operation and management of a GIS database
To review the land use plans every 5 years	- To regulate the review of the land use plans in law for the urban planning of towns, villages, and buildings	

As for the development of GIS based parcel map, the GIS map is needed primarily for preparation of a detailed land use plan as a base map. The detailed land use plan is to be developed after this master plan is approved by the municipality, MoLG, and High Planning Council. Considering that it takes time for GIS map’s development, it is recommended that the base map be prepared in parallel to the approval process.

Regarding the schedule of development of GIS base map, some recommendations are added as follows.

- (i) It is necessary to prioritize a project area for development of a GIS database considering the development schedule of the city in order to efficiently implement the urban plan. It can be assumed that it would take time and money to develop a GIS parcel map for the entire city judging from the fact that the landownership information of the built-up area is currently stored on a paper basis; the following two areas are put in the high priority areas for GIS-based parcel mapping.

- City Center

The city center is planned to be redeveloped in the short term, and a parcel map is needed for a detailed redevelopment plan at the early stage of the plan formulation.

- Ring road

A ring road is planned to be installed in such a manner as to improve the existing road network. In order to prepare for land acquisition and fix the routes, the parcel maps for the proposed ring road are to be prepared with priority.

- (ii) It is also necessary to provide GIS training to the municipality staff for better utilization and maintenance of the GIS database for development control.

Programs for Implementation of New Development

Programs	Actions needed to be taken	Recommended Input
To establish an agro-tourism zone	<ul style="list-style-type: none"> - To determine the facilities to be installed in the zone such as an agro-research center, demo-farm, and academic facilities - To relocate existing facilities in the land held by the Min. of Agriculture - To prepare services and facilities for agro-tourism 	<ul style="list-style-type: none"> - To be assisted experts in agriculture for development of agricultural products - To invite academic or private researches
To construct a new vegetable market	<ul style="list-style-type: none"> - Ongoing project 	<ul style="list-style-type: none"> - To be funded
To prepare for implementation of new town development	<ul style="list-style-type: none"> - To develop a detailed plan for new development area including a subdivision map and infrastructure plan 	
To develop an administrative zone	<ul style="list-style-type: none"> - To relocate administrative buildings to the zone 	

Programs for Implementation of the Redevelopment Plan

Programs	Actions needed to be taken	Recommended Input
To develop a detailed plan for the city center	<ul style="list-style-type: none"> - To develop detailed plans with detailed regulations for density, lot size, buildings, and etc - To authorize those regulations 	<ul style="list-style-type: none"> - To be assisted by experts in urban planning for developing detailed plans and setting detailed regulations
To develop a tourism center including historical museum, event plaza, cafés, and a taxi terminal	<ul style="list-style-type: none"> - To establish a study team for research for historical museums and tourism centers in European countries, Egypt, and/or Japan - To develop concepts and introduce functions for the tourism center in the study tours - To train curators to manage the historical museum - To select a design for the tourism center through competition - To develop the tourism center 	<ul style="list-style-type: none"> - To be assisted by experts in tourism planning for creating the concept plan for the tourism center - To be assisted by experts in art/archeology for making a master plan for the historical museum - To be assisted by experts in art/archeology for training curators - To obtain funds for construction of the historical museum - To obtain funds for development of the tourism center
To regulate on-street parking along major roads	<ul style="list-style-type: none"> - To set up regulations for prohibition of on-street parking 	
To construct a tourism information center	<ul style="list-style-type: none"> - Ongoing project 	<ul style="list-style-type: none"> - To obtain funds for construction

Programs for Implementation of the Tourism Development Plan

Programs	Actions needs to be taken	Recommended Input
To improve the archeological sites	<ul style="list-style-type: none"> - To fix a boundary for each archeological sites for its protection - To design an improvement plan for the archeological sites 	<ul style="list-style-type: none"> - To be assisted by experts in archeology to prepare the improvement plan - To obtain funds for preparing the plan
To conduct research & excavation of the archeological sites	<ul style="list-style-type: none"> - To conduct research & excavation of the sites in corporation with tourism development 	<ul style="list-style-type: none"> - To be assisted by experts in archeology - To obtain funds for research and excavation
To install tourism signage through the city	<ul style="list-style-type: none"> - To set up a tourism promotion association organized by the municipality, tourism related industries, and NGOs - To select designs for the signage from local artists' work or through competition - To install the signage through the city 	<ul style="list-style-type: none"> - To obtain funds for the design competition and installation of the signage
To develop pedestrian friendly zones connecting the archeological sites	<ul style="list-style-type: none"> - To select a design for the pedestrian zone from local artists' work or through competition - To develop pedestrian friendly zones 	<ul style="list-style-type: none"> - To obtain funds for the design competition and development of the pedestrian zones
To establish shuttle bus services	<ul style="list-style-type: none"> - To establish a route for shuttle buses connecting the tourism center and tourism sites - To improve the road network for shuttle bus operation 	<ul style="list-style-type: none"> - To obtain funds for improvement of the road network

ANNEX

- ANNEX 1. Urban Planning Working Group Meeting
- ANNEX 2. Interview Survey for Future Development
- ANNEX 3. SWOT Analysis for Jericho City

ANNEX 1: URBAN PLANNING WORKING GROUP MEETING

In order to involve people from different sectors into the process of urban planning for Jericho city, a participatory approach was applied establishing an urban planning working group (UPW). The principal members of the UPW are eighteen members from Jericho municipality, the Ministry of Local Government, Ministry of Public Works, Ministry of Tourism and Antiquities, NGOs, Birzeit University, and local consultants. In the course of planning from March to July 2006, eight working group meetings were held for discussions on future urban development of Jericho city.

Table 1.1 Urban Planning Working Group Members

Organization	Department	Name
Jericho Municipality	Dept. of Planning	Mr. Basel Hijazi, Ms. Tamara Arikat, Ms. Dima Qasem
	Dept. of Agriculture	Mr. Ahmad Al Faris
	Dept. of Sanitary Planning	Mr. Nael Ali Ahmad
Jericho governorate		Mr. Jamal El Rujob
MoLG		Mr. Mohamad Nioum
MPW		Mr. Ihsan Sabobeh
MPWTT		Mr. Numan .M. Jadallah
EQA		Mr. Mahmud Abu Shanab
MOTA		Mr. Wael Hamamreh
UNRWA		Mr. Abed El Karem Shalloudi
Birzeit University	Professor, Dept. of Architecture	Dr. Jamar
Arabtech Jardaneh	Team Manager	Mr. Hasan Abu Shalbak
Arabtech Jardaneh	Socioeconomic Expert	Dr. Ahmad Uwaidat
Arabtech Jardaneh	GIS Expert	Mr. Husni Salah
Arabtech Jardaneh	Researcher	Ms. Samiha Abu Miazar

Table 1.2 Overview of Urban Plan Working Group Meetings

	Date	Issues discussed
1st	19th March, 2006	Kick-off Meeting
2nd	27th March, 2006	Outline of the study
3rd	29th April, 2006	Existing conditions
4th	9th May, 2006	Existing conditions & Result of survey
5th	27th May, 2006	SWOT analysis
6th	10th June, 2006	Development framework
7th	24th June, 2006	Land use plan
8th	1st July, 2006	Urban Management and action programs



Figure 1.1 Photos from Urban Plan Working Group Meetings

ANNEX 2: INTERVIEW SURVEY FOR FUTURE DEVELOPMENT

A questionnaire interview survey was conducted in April 2006 to 137 residents in Jericho city and the neighbouring areas on its future development image. The purpose of this survey was to analyze the current condition of the city and needs for future image development.

The following is a summary of the key findings of the survey:

1) Living Environment

As shown in the following figure, more than two-thirds of the respondents are satisfied or very satisfied with housing, power supply, telecommunication, and safety. In turn, two-thirds of the residents are unsatisfied or extremely unsatisfied with the sanitary conditions in the city.

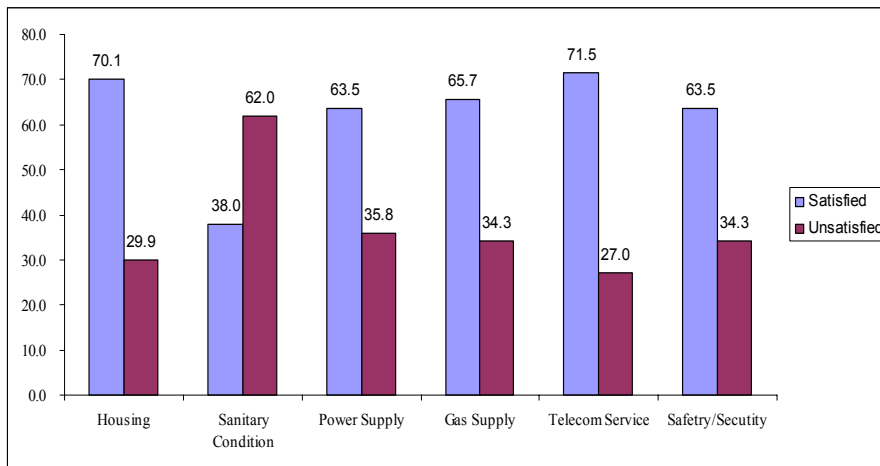


Figure 2.1 Level of Satisfaction with Living Environment

2) Water Supply

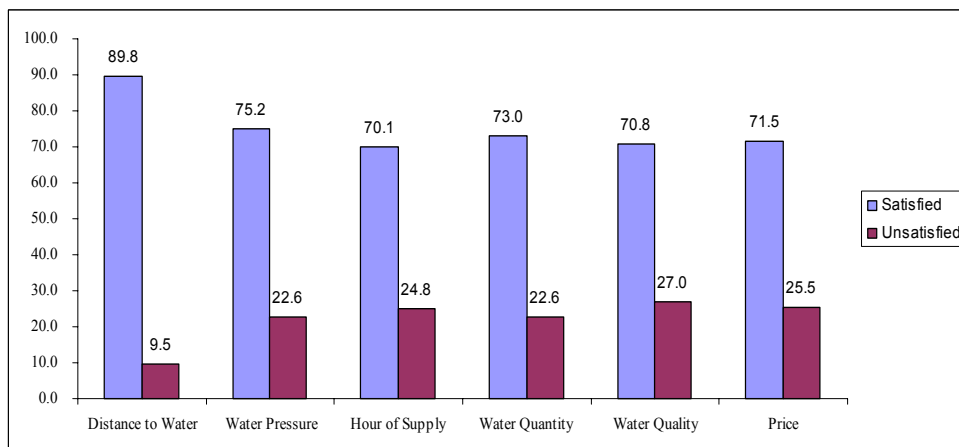


Figure 2.2 Level of satisfaction with Water Supply

Most of the residents are satisfied with the various features of the water supply such as distance to water, water pressure, hours of supply, water quality, and price.

3) Solid Waste Collection

Regarding the solid waste collection, the following figure indicates that about half of the residents are not satisfied with the cleanliness of the dump sites, while the majority is satisfied with the solid waste collection services and fees.

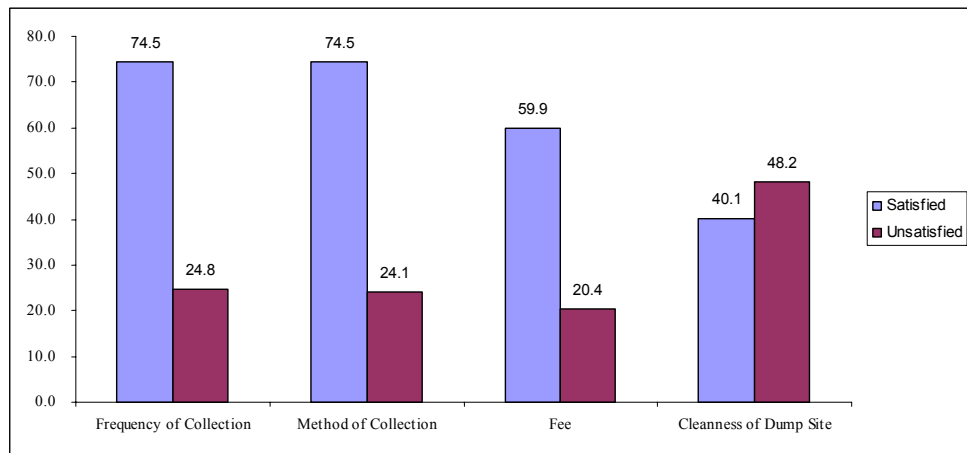


Figure 2.3 Level of Satisfaction with Solid Waste Collection

4) Road Condition

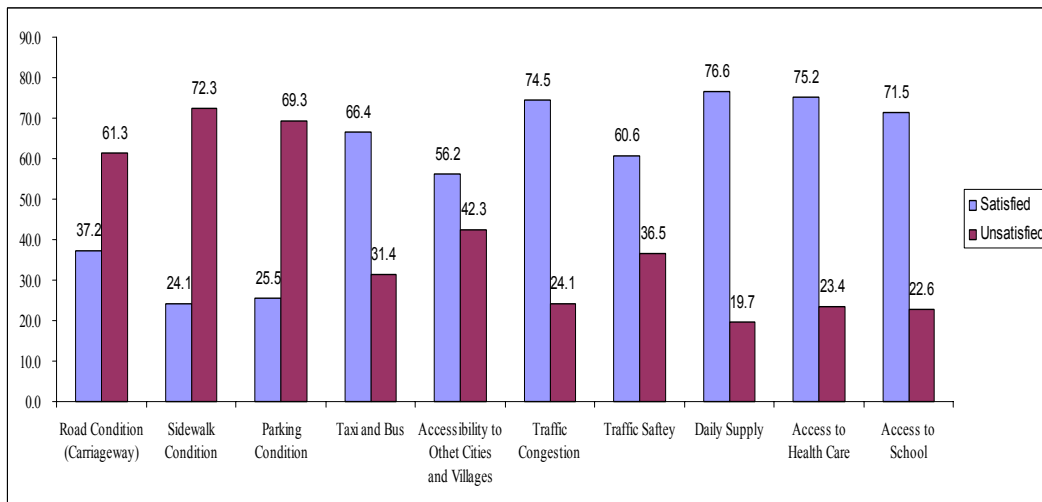


Figure 2-4 Level of Satisfaction with Road Conditions

As indicated in the above figure, 61% of respondents are dissatisfied with road conditions, 72.3% of respondents are dissatisfied with sidewalk conditions, and 69.3% of respondents are dissatisfied with parking conditions. In turn, the majority is satisfied with the accessibility of main services and traffic safety. Almost all of the respondents support the introduction of

transport measures such as strict control of parking, planting trees along streets, and improvement of walking conditions.

5) Landscape

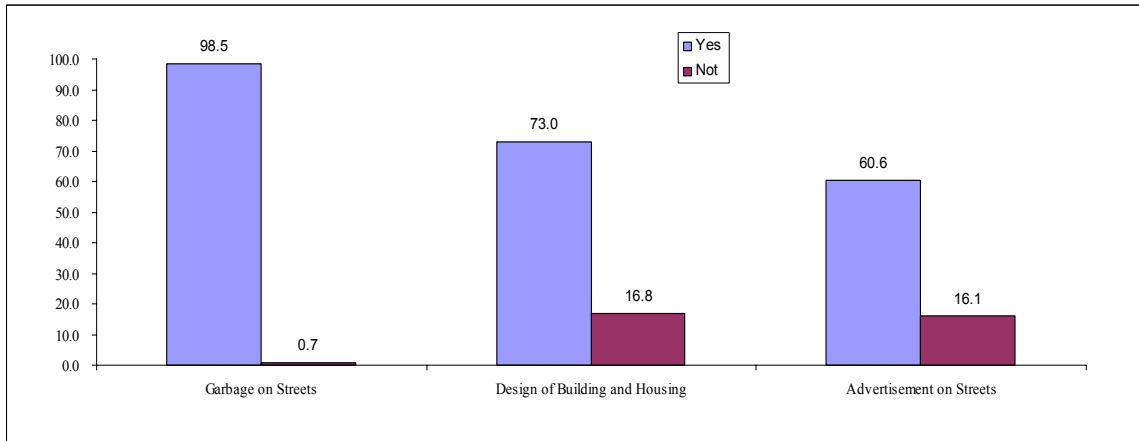


Figure 2.5 Items Affecting Landscaping

Almost all of the respondents recognize the negative effects on the city’s landscape of the garbage along streets and 73% of respondents answer that the design of the buildings and houses has negative effects and 60% of respondents answer that advertising in the streets has negative effects on the landscape in Jericho city.

6) Greenery

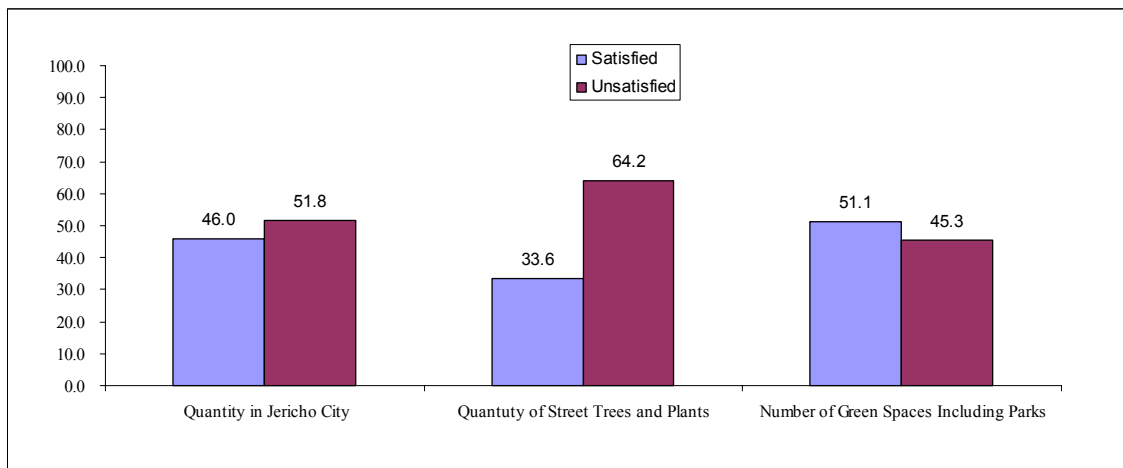


Figure 2.6 Satisfaction with Greenery

About half of the respondents are dissatisfied with the quantity and number of green spaces in the city, while 64.2% of respondents are dissatisfied with the quantity of trees in the streets.

7) Items that affect the living environment

Regarding items that affect the living environment, the prevailing items were safety/security (33.3%), housing (26.7%), power supply (21.5%), and sanitary conditions (14.8%), while telecommunications and gas supply were selected by less than 2% of the respondents.

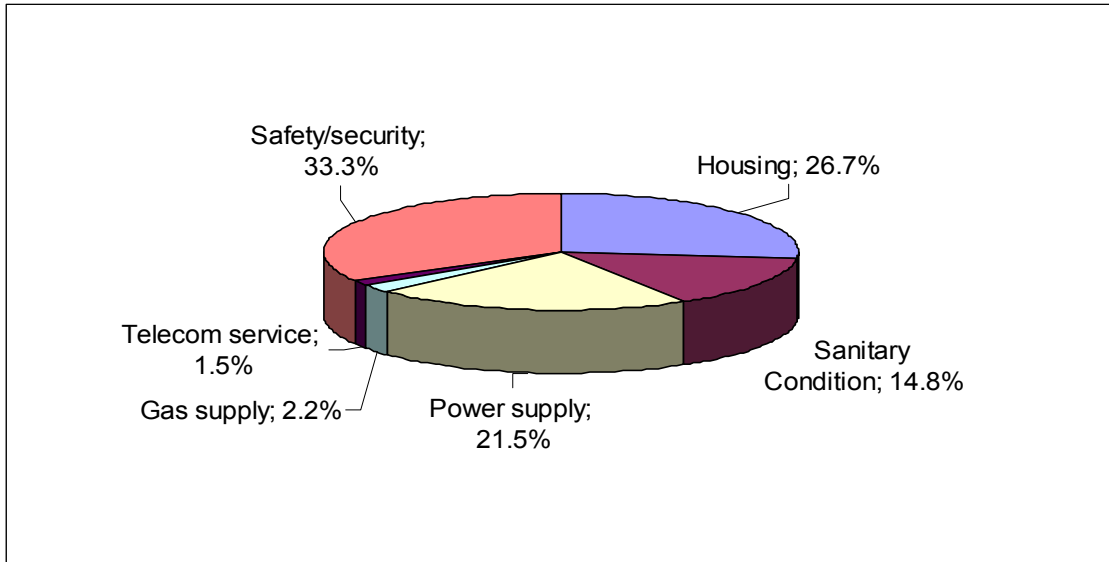


Figure 2.7 Items that Affect the Living Environment

The following charts indicate that 57.7% of the respondents consider water quality to be the most important factor in water supply.

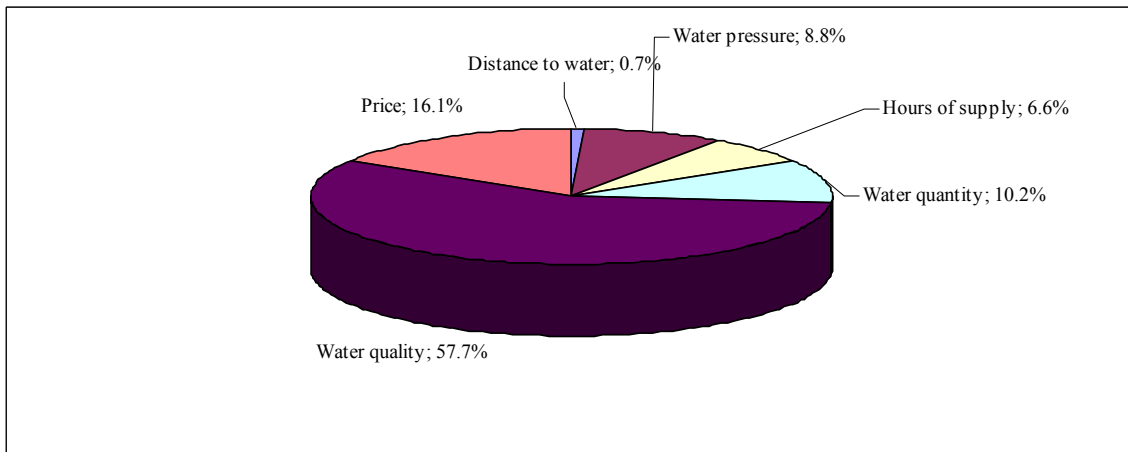


Figure 2.8 Factors that affect Water quality

A total of 50% of respondents consider that cleanness of the dump site is the most important factor in the solid waste collection.

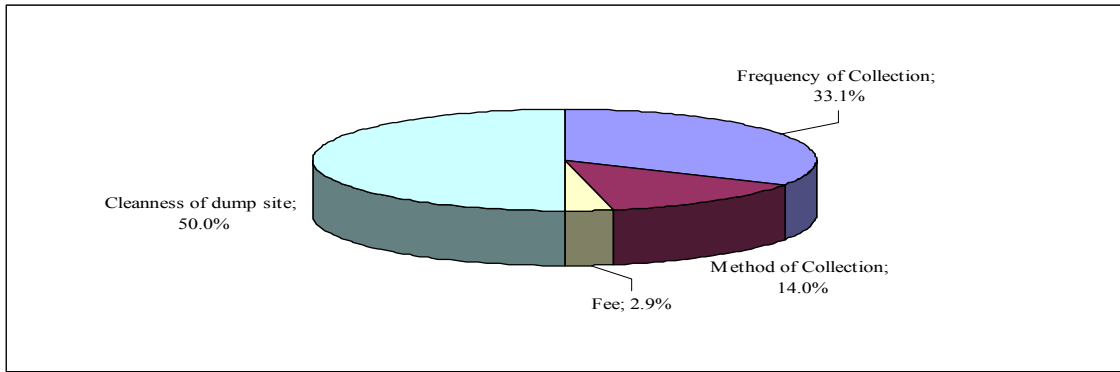


Figure 2.9 Factors that affect solid waste collection

A total of 82.5 % of the respondents indicate that “garbage on the streets” is the most important item that negatively affects the landscape in Jericho city.

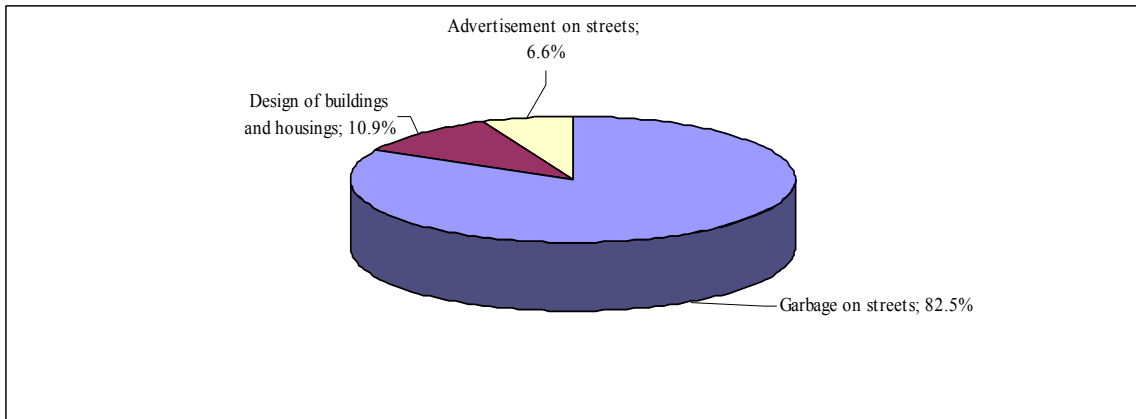


Figure 2.10 Factors to affect landscape

Regarding greenery, about half of the respondents indicate that the quantity of trees is the most important factor to be considered.

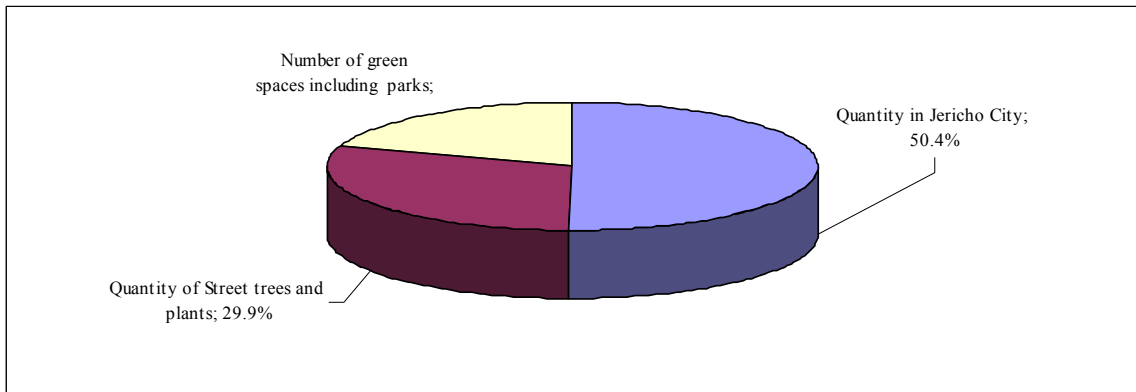


Figure 2.11 Factors that affect greenery

8) The thing in the city that people are most proud of

Regarding the thing people are most proud of in Jericho city, the following figure indicates that 58.4% of the residents are proud of the city for tourism and historical elements such as history, tourism, and culture/heritage, while 18.2% of the respondents are proud of the city for agriculture.

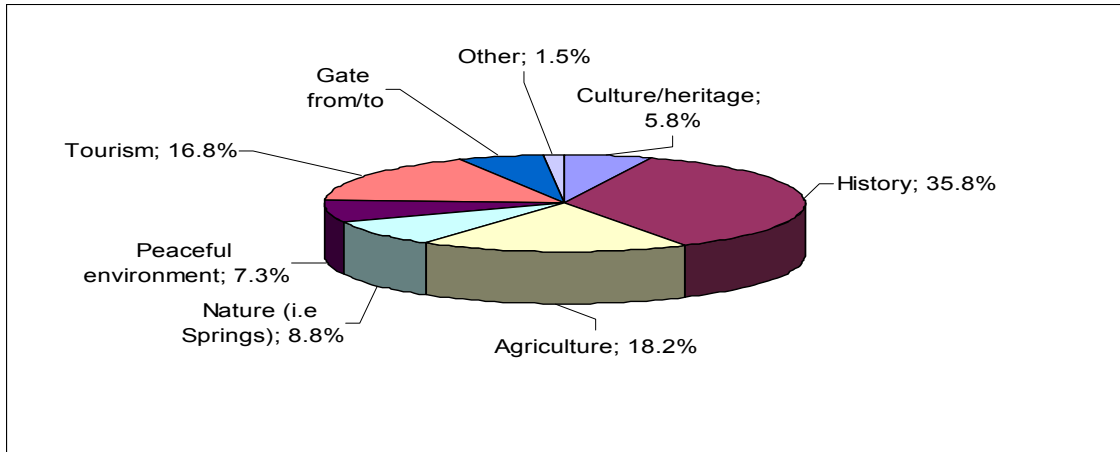


Figure 2.12 Respondents’ view of the things they are most proud of in Jericho city

9) The suitable image for the future Jericho City

Regarding the most suitable image for the future Jericho city, 43.1% of the respondents consider tourism, history, and culture as the most suitable future image for Jericho city. 15.3% of the respondents consider “Gate way” as the most suitable future image for the city.

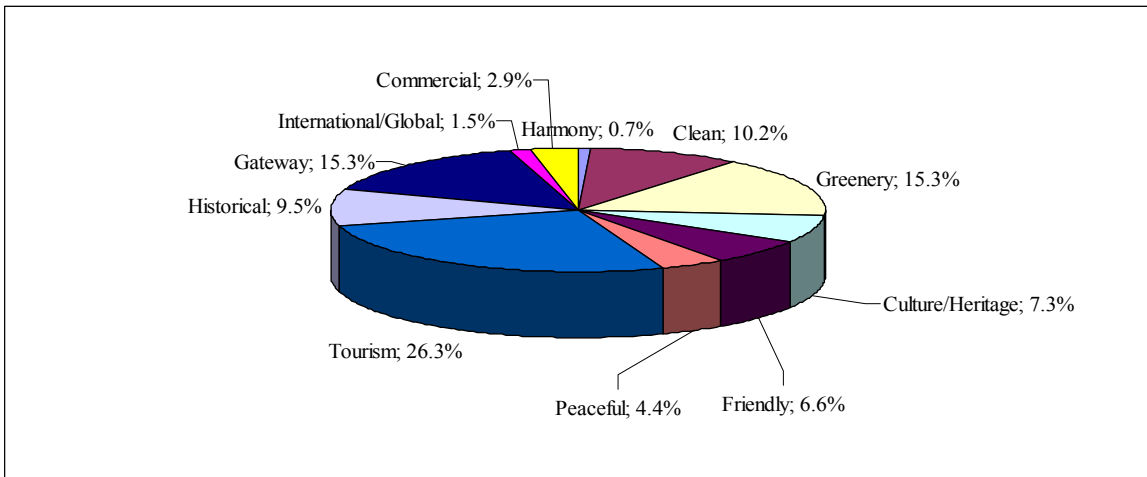


Figure 2.13 The most suitable image for the future Jericho City

ANNEX 3: SWOT ANALYSIS FOR JERICHO CITY

A SWOT analysis for the urban plan for Jericho city was conducted jointly at the urban planning working group meeting on 27 May 2006. More than twenty participants from local government, NGOs, and the private sector discussed the Strengths, Weaknesses, Opportunities and Threats of the city for setting a vision for the future development. For the analysis, twelve sectors including tourism, water, agriculture, environment, infrastructure, land use, industry, politics, NGOs, commerce, housing, and health were listed for detailed discussion. As the main factors, which would be keys for the future development of the city, agriculture, tourism and water resources were selected by the participants.



Figure 3.1 Photo from SWOT Analysis

3.1 SWOT Analysis

The results of the SWOT analysis are summarized as follows.

Table 3.1 TOURISM – Summary

Points of Strength	Points of Weakness	Points of Opportunity	Points of Threats
The 10,000 year history	Marketing in tourism	Jericho as a regional center for tourism	Factories
Climate, Tourism season in winter	Not taking advantage of archeological sites		Political factors
The existence of many tourist sites and their closeness to each other	Infrastructure for tourist services including: Archeological site services and sub services like restaurants, Parks		
	The lack of attractive souvenirs for tourists to buy, especially in Jericho city		
	The lack of education in the tourist industry for guides and those who work in tourism sectors		

Table 3.2 WATER – Summary

Points of Strength	Points of Weakness	Points of Opportunity	Points of Threats
	Insufficient water resources for future expansion	Best exploitation of groundwater	Political factors
	No sewage system network		Pollution resulting from untreated wastewater
	Lack of control of water resources		

Table 3.3 AGRICULTURE - Summary

Points of Strength	Points of Weakness	Points of Opportunity	Points of Threats
Weather	Marketing	Agricultural Cooperative societies	Political Factors (Occupation)
Existing sufficient area for agriculture & Land fertility	Water Availability	Export Abroad	soil salinity
Some crops with a special character are only produced in Jericho & Jordan Valley	Scientific Techniques		Lack of water, especially in summer
Highly experienced laborers in agriculture			Decrease in the prices according to the Israeli an competence

Table 3.4 ENVIRONMENT – Summary

Points of Strength	Points of Weakness	Points of Opportunity	Points of Threats
Natural Parks	Random disposal of garbage on the streets	National Parks	Political factors
Aesthetic natural views	Dump site	The use of treated wastewater in irrigation	Shortage and pollution of water
Land topography	Pollution in Jericho city center because of the cars parked on sidewalks and lack of green trees		

Table 3.5 INFRASTRUCTURE – Summary

Points of Strength	Points of Weakness	Points of Opportunity	Points of Threats
The only gateway to the West Bank.	Dump site location	Wastewater reuse	The large numbers of tourists and passengers increasing the actual number of inhabitants from 50,000 to 200,000
	Lack of services in the terminal	Taking advantage of the unused wells	Independency in the infrastructure especially in the electricity field
	No Sewage Network System	Exploitation of dump sites to generate natural gas	
	The random expansion of construction posing a problem to the service institutions		
	Transportation and roads, especially outside the Jericho Municipal region such as Al Duyuk el Foqa, Nuwei'ma		

Table 3.6 LAND USE – Summary

Points of Strength	Points of Weakness	Points of Opportunity	Points of Threats
Availability of land	Inadequate regulations	Appropriate use of the land between Al' Auja and Jericho	Political factors
Diversity in Land uses: tourist, Agricultural	Not taking advantage of governmental Lands	Horizontal Expansion	Difficulties in implementing the regulations on the ground
	A physically divided country.	Geographical continuity Between Lands	

Table 3.7 INDUSTRY – Summary

Points of Strength	Points of Weakness	Points of Opportunity	Points of Threats
Agricultural industry	Lack of industrial schools	Manufacturing food products	Pollution caused by factories such as the metal factory near Hisham's Palace
Standard of living and income	The dependence on imported products	Manufacturing souvenirs fortourists	
	Lack of industrial schools		
	Industrial activities are implemented on Agricultural lands		

Table 3.8 POLITICAL ENVIRONMENT – Summary

Points of Strength	Points of Weakness	Points of Opportunity	Points of Threats
	Weakness in financial contributions	High level of education	Political situation and the occupation
	No commitment in implementing the laws	Occupation withdrawal	The separating wall
	Current political situation		

Table 3.9 NGOs – Summary

Points of Strength	Points of Weakness	Points of Opportunities	Points of Threats
	No coordination among NGOs		Palestinian children future
	No Financial recourses		The financial recourses
	No cooperation between the municipality and the private/Community sectors		

Table 3.10 COMMERCE – Summary

Points of Strength	Points of Weakness	Points of Opportunity	Points of Threats
	Marketing	Considered to be a commercial crossover point for the whole region	
		Marketing of the agricultural products	
		Create Job Opportunities	

Table 3.11 HOUSING – Summary

Points of Strength	Points of Weakness	Points of Opportunity	Points of Threats
Availability of governmental lands	No housing plan	Vast areas available	Check Points & Closures
Intact planning	No encouragement for the local capitalism	Easy topography	Bedouins
Low population density	No facilitation for construction	Horizontal expansion	
Tourist locations		Increase in population and the existing lands	

Table 3.12 HEALTH – Summary

Points of Strength	Points of Weakness	Points of Opportunity	Points of Threats
The existence of health centers in Jericho	No hospital specialization and the health sector does not grow to meet the increase in the population		Lack of local training for qualified staff
	Lack of efficiency		
	Human health is a secondary aim		

3.2 Sustainable Development Suggestions

Based on the facts which were found from the SWOT analysis, several suggestions were raised regarding the future development of Jericho city in the SWOT analysis meeting.

3.2.1 Tourism

- To develop tourism related services such as restaurants, souvenir shops, and parks to encourage local or international visitors
- To improve archeological sites to become major tourism sites
- To protect archeological sites and not to abandon them for other development activities
- To develop a handcraft and souvenir industry related to Jericho and Jordan Valley
- To develop tourism programs for daytrips or longer stays
- To develop a guiding system such as signage
- To train tourism guides

3.2.2 Water

- To develop a sewage system and waste water treatment plant
- To control water resources for economical and efficient water use

3.2.3 Agriculture

- To reuse waste water for agriculture use
- To develop the agriculture market as a center of the West Bank
- To produce economic crops
- To develop agricultural crops which are suitable for high salinity soil

3.2.4 Environment

- To protect natural reservations from development activities
- To install public parks and green areas in the city
- To increase green areas, especially in the city center

- To rehabilitate the dump site
 - To provide sufficient parking spaces in the city center
 - To develop a garbage collection system
- 3.2.5 Infrastructure**
- To provide a sewage network system
 - To improve transportation system and roads
- 3.2.6 Land Use**
- To legislate regulations to support a Jericho land use plan
 - To create geographical continuity between Jericho and Al' Auja
- 3.2.7 Industry**
- To facilitate provision of industrial factories for light industry
 - To promote agri-industry and tourism related industry
- 3.2.8 Political Situation**
- To develop an integrated Jordan Valley master plan for the situation after the withdrawal of occupation
- 3.2.9 NGOs**
- To involve NGOs in planning and empowerment of community participation
- 3.2.10 Commerce**
- To develop a central market for agriculture products
 - To develop a free market area such as the one in Al Aqaba-Jordan)
 - To develop tourism related businesses by encouraging souvenirs stores
- 3.2.11 Housing**
- To maintain the horizontal landscape in expansion of built-up areas
- 3.2.12 Health**
- To improve the quality of services in the health sector