Coastal Area Management Program (CAMP)-Lebanon

Thematic Activity: Tourism and Sustainable Development

Final Report

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FOREWORD:

CAMP (Coastal Area Management Program) is the MAP (Mediterranean Action Plan) component for sustainable coastal management, integrating environmental concerns into development planning and management, oriented at understanding and resolving practical environment, development and management problems in Mediterranean coastal areas. CAMP-Lebanon is defined at two levels:

- The national coastal area located to the South of Beirut, the Capital.
- The three municipalities of Damour, Sarafand and Naqoura, as the operational level.

One of the expected outputs of CAMP project is an integrated ecotourism development plan for the three municipalities in question. The general objective of this report is to assess tourism as one of the strategic choices for sustainable development in Damour, Sarafand and Naqoura. Specific objectives are as follows:

- To identify the natural resources in CAMP area (defined as the area extending from south of Beirut to the border with Israel with a width of 8 km from the seashore) and to assess conflicts and opportunities regarding their future use.
- To assess the recreational value of natural beaches in CAMP area.
- To analyze tourism planning in CAMP area (analysis of demand and supply, community involvement, carrying capacity, visitor and traffic management).
- To describe the potential of a nature-based tourism in Damour, Sarafand and Naqoura.
- To formulate recommendations for future development of tourism in CAMP area.

1. INTRODUCTION:

The Mediterranean region remains a key world zone for tourism activity. This region accounts for nearly one-third of the world total international tourist arrivals and 26% of world tourism receipts. Coastal tourism activity constitutes the main type of tourism of most Mediterranean destinations. A high proportion of Mediterranean destination countries have allocated extensive areas in which developed tourism resorts are situated (e.g. areas in Tunisia). These zones may offer little interaction between visitors and locals. Increasingly, growing numbers of politicians, entrepreneurs, and ordinary people are becoming aware of the importance for sustainable tourism development. Some areas are still virgin whilst others have witnessed a pronounced destruction of their natural environment as a result of development processes. The World Tourism Organization encourages tourism destinations to give priority to sustainability criteria and to the participation of the local resident population in the development and management of tourism activities (PAP/RAC, 2003).

The World Ecotourism Summit (held in Québec in 2002) recognized that ecotourism embraces the principles of sustainable tourism, concerning the economic, social and environmental impacts of tourism. It also embraced the following specific principles which distinguish it from the wider concept of sustainable tourism:

- Contributes actively to the conservation of natural and cultural heritage.
- Includes local and indigenous communities in its planning, development and operation, and contributing to their well-being.
- Interprets the natural and cultural heritage of the destination to visitors.
- Lends itself better to independent travelers, as well as to organized tours for small size groups.

The Summit emphasized that wherever and whenever tourism in natural and rural areas is not properly planned, developed and managed, it contributes to the deterioration of natural landscapes, threats to biodiversity, marine and coastal pollution, poor water quality, displacement of local communities, and the erosion of cultural traditions.

According to Hector Ceballos-Lascurain, ecotourism is defined as: "Tourism that consists in traveling to relatively undisturbed or uncontaminated natural areas with the specific objective of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in these areas". According to its definition, ecotourism involves a broad spectrum of activities related to nature. At one end of this spectrum, some market segments are relatively small and well defined such as a specialized ornithologist or those who seek out rare species. At the other end, one might have people who casually observe and enjoy scenic beauty while on trips taken primarily for another purposes (Munasinghe, 1994). Ecotourism is seen as a form of alternative tourism. The more widely accepted understanding of alternative tourism is a one involving modes of tourism thought to be more benign with respect to their impacts upon the destination.

Alternative tourism characteristics are presented as the idealized polar opposites of those of mass tourism. Mieczkowski (1995) does identify alternative tourism as a tourism type but only in its relation as one of two broad categories along a spectrum of tourism types (Annex 1). The first is conventional mass tourism. The second broad category is that of alternative tourism, a flexible generic category that contains a multiplicity of various forms that have one feature in common: they are alternatives to conventional mass tourism. That is, they are not associated with mass large-scale tourism but are essentially small scale, low density, dispersed in non-urban areas, and they cater to special interest groups of people with mainly above average education and with relatively high disposable incomes. The main characteristics of alternative tourism in comparison to mass tourism are presented in Annex 2.

The report consists of seven chapters. Chapter one (Introduction) gives a theoretical background. Chapter two is the executive summary. Chapter three describes the natural resources in CAMP area, while chapter four assesses the recreational value of its natural beaches. Chapter five outlines tourism planning in CAMP area. In chapter six, the nature-based alternative tourism in Damour, Sarafand and Naqoura is discussed. Special attention is paid to the touristic potential in each municipality, and to the strategic objectives and policies. In the final chapter the conclusion is presented.

2. EXECUTIVE SUMMARY:

Tourism supply in CAMP area can be differentiated into two broad categories: 1) a current mass tourism (the high density beach tourism in Jiyeh, Rmayleh and Sour) and a potential alternative tourism (a low density nature-based and culture-based tourism). Alternative tourism is thought as a strategic choice for the sustainable use of natural resources in Damour, Sarafand and Naqoura. This kind of tourism is ecologically sound and avoids the negative impacts of many large-scale tourism developments undertaken in areas that have not previously been developed. Potential alternative tourism can be differentiated into two categories:

- Nature-based tourism: Hiking, biking, wildlife-watching, camping, diving and low density sunbathing on natural beaches.
- Culture-based tourism[1]: Archeology (ancient sites, fortifications), historic buildings (traditional houses, historic buildings), industrial heritage (silk industry, glass industry), surviving crafts (pottery production, reed mattresses and baskets and glass production) and military heritage (World War II remains).

Alternative tourism is expected to play a dominant economic role in Naqoura, given the natural potential of this region (intact seashores and woodlands), its cultural heritage (archeological remains, defensive military architecture), its rural character, its traditional fishing and goat keeping, and the broad range of alternative tourism activities which can offered, extending from common activities like hiking and low density beach tourism, to less common ones like camping, to more specialized ones like diving and wildlife-watching. Alternative tourism would support the local economy in Damour without being a dominant activity in terms of revenues. This support will be mainly through the touristic use of the natural beach (low density beach tourism), of the agricultural plain (biking) and of the valley (camping, hiking, wildlife-watching) as well as through the visits of the remains of the silk and glass factories[2] and of World War II.

[1] Reference: CAMP Cultural Heritage Component. A report prepared by Dr. Sami el-Masri for CAMP project/Lebanon, 2003.

[2] Annex 4: photos 15, 16 and 17 (silk factory).

The surviving old traditional craft (production of ceramic, baskets and reed mattresses) is also an important touristic attraction in Damour.

Ranked least in terms of its tourism product among the three municipalities in question, Sarafand would benefit from tourism mainly through its archeological remains, its traditional surviving glass industry (Annex 4: photos 39 and 40), its traditional fishing and through the touristic use of its agricultural plain (biking). The coastal degradation of Sarafand through resorts and illegal housing activities (Annex 4: photos 31, 32 and 33) placed this town in a disadvantaged position, compared with Damour and Naqoura.

In order to enhance and sustain alternative tourism as a strategic choice for the sustainable use of natural resources and as an economic activity which can either dominate the local economy like in Naqoura or complement other economic activities (Damour and Sarafand), the following points have to be taken into consideration:

- Concerning land use:

In Damour:

- The agricultural plain has to keep its agricultural character and for this purpose, it has to be protected by legislation against construction. This could be through a low coefficient of land use for construction (less than 5% for example). The suggested kind of tourism can not be a strong economic argument in the economic thinking of land owners to keep agriculture in the long run. Therefore, only the legislation can ensure the preservation of the plain. This would mean the preservation of around 1,950,000 square meters of the agricultural land located between the highway and the sea (Map 1, page 35).

- The strict preservation through legislation of the natural beach bordering the agricultural plain (Map 1, page 35). This would mean the preservation of around 170,000 square meters against any construction activities.

- The declaration of the Damour Valley as a “specially protected area”, mainly its part located between the old bridge and the meeting point of the two rivers: Safa and Hamam (Map 3, page 38).

In Sarafand:

- The agricultural plain, located between the coastal road and the village, has to keep its agricultural character and for this purpose, it has to be protected by legislation against construction. This could be through a low coefficient of land use for construction (less than 5% for example). This would mean the preservation of around 3,800,000 square meters. In this plain (shown as red color in Map 5, page 46), already 361,000 square meters were lost for construction (shown as blue color in Map 5).

- The remaining 562,000 square meters of natural beaches and agricultural areas bordering the sea (shown as pink color in Map 5) have to be strictly protected against any construction activities. They present the last non-artificial areas of the whole seashore of Sarafand.

- The non-artificial areas (shown as green color in Map 5) of around 2,900,000 square meters (mainly agricultural land), located in the hill side between the plain (shown as red color in Map 5) and the inland highway, have to be regulated by legislation for construction (appropriate coefficient of land use for construction, appropriate number of floors, etc.) in order to minimize the visual pollution.

In Naqoura:

- Preservation through legislation of the agricultural character of around 1,500,000 square meters of currently cultivated land. This could be through a low coefficient of land use for construction (less than 5% for example).

- Declaration of Naqoura beach and Naqoura woodlands (around 17,000,000 square meters of woodland) as “specially protected areas”.

The expansion of housing activities of the local community as well as of small-size accommodation units for tourists has to be concentrated in one zone surrounding the village (Map 7, page 49). Any new construction in the suggested zone has to be perfectly integrated in the natural surrounding, according to specific legislations. The current, relatively large, area used by UNIFIL could serve in the future as a construction area for small-size touristic accommodation units and as a car parking for the visitors.

- Concerning supportive policies for the preservation of the agricultural character:

The suggested preservation of the agricultural land in Damour, Sarafand and Naqoura would imply definitely a social benefit but also a private cost to land owners, which is the opportunity cost (or the benefits forgone) of using the agricultural land for other purposes such as construction. This urges the government intervention in order to provide supportive measures for those who will be bearing the cost of the preservation of the agricultural character of the three areas.

- Regarding the agricultural plains in Damour and Sarafand to be preserved (Map 1 in page 35 and Map 5 in page 46), fees paid by tourists for using these plains for biking would present a small compensation for the benefits forgone. A direct significant support from the ministry of agriculture is needed, mainly for citrus and banana producers in CAMP area in general. This support could be through the protection of the local products from foreign competition. Higher prices of citrus and banana should be accepted as the cost paid by the society in Lebanon for preserving the last coastal plains cultivated with these crops and for enjoying their landscape. Additional support can come through extension services in order to reduce the cost of production and to improve the quality and the productivity.

- Regarding the agricultural land in the Damour Valley and in Naqoura, organic farming can be promoted in these two areas. There is an increasing demand for bio-products in Lebanon and worldwide. The geographical isolation of these two areas combined with their potential for alternative tourism present good conditions for organic farming from supply and demand points of view. The high revenues of bio-products are expected to compensate the benefits forgone from alternative land uses.

The ministry of agriculture should provide also extension services to promote bee keeping. Bee keeping could become an important source of income for the local community, especially if organic farming will take place in Naqoura and the Damour Valley.

- Concerning implementing agents:

Above average income and education levels urban residents of the metropolitan Beirut, who are interested in a nature-based and/or culture-based soft tourism, present the main potential visitors to CAMP area. In this context, the media would play an essential role in the promotion of alternative tourism. Municipalities, supported by local NGOs, should be responsible of tourism management at site level. The involvement of the private sector in the implementation of the touristic superstructure is crucial for tourism development. The government is responsible of legislation related issues regarding land use and of improvement of the infrastructure.

3. NATURAL RESOURCES IN CAMP AREA:

In this section, CAMP area will be analyzed in relation to its natural resources. Focus will be on the coastal agricultural plains, on the natural beaches and on the wildlife. Special attention will be paid to the coastal plains and natural beaches of Damour and Sarafand as well as to the wildlife potential in Naqoura.

3.1. Coastal agricultural plains:

The coastal plains of CAMP area could be considered as the last remaining agricultural plains in the country, which are bordering the sea. Particularly, the plain of Damour presents the last largest agricultural coastal area located in the metropolitan region of Beirut, after the losses of the other plains (the region of Beirut River, Hadath, Chouyafat, Antelias) in the last 30 years. These plains have, in addition to their agricultural value, a cultural value and an aesthetic value. Preserving the current use of these plains for agriculture, would increase the touristic attractiveness of CAMP area and would preserve a national cultural heritage. The major threat for these coastal plains is their conversion into construction. Here, an economic insight is needed in order to assess the risk of this kind of future development.

Based on a recent study carried out by the American University of Beirut (Owaygen, 2003), it was revealed that the gross margin for citrus production and for banana production is $1400/ha and $7200/ha respectively, for the agricultural year 2001/2002. Gross margin is a simple mean of assessing individual enterprise performance.

The value of production (yield * market price) for a certain crop per unit of land minus its variable production cost per unit of land results in the gross margin for this crop per unit of land. The relatively low gross margin for citrus production, compared with banana production, explains the tendency in CAMP area to convert citrus orchards into banana. Taking into consideration the uncertainty of economic profits of agriculture in general and their low magnitude, the lack of governmental support and the foreign competition on one hand and the relatively high prices of land for construction on the other hand, one can conclude that, in absence of conservation-led legislation, the agricultural coastal

plains will be lost in the future in favor of construction. A study (CAMP project[3], 2002) has shown that, in the last 40 years, the urban pressure in Lebanon has been more toward high inland rather than coastal land. However, this should not minimize at all the risk of the loss of coastal plains in CAMP area in the future. One should keep in mind that the drastic transformation of agricultural plains located north of Beirut into construction took place during the war and continued actively after it ended in 1991. In South Lebanon, the Israeli occupation, which ended around two years ago, discouraged construction of touristic resorts and slowed down housing activities. Thus, it has indirectly preserved the natural resources from irreversible changes for more than 20 years.

In this context, after the Israeli withdrawal from the South, the threat of large "touristic" resorts along the seashores of CAMP area is evident. Investors in large resorts can afford to pay relatively high prices for the land and they do require relatively large areas, which makes it very profitable for the original owner of such areas. For instance, if a farmer owes and cultivates one hectare of banana with an annual profit of $7200, the sale of his land with a minimum estimate of $20/square meter will yield an amount of $200,000. With an interest rate on a saving account of 5%, this would mean an annual interest of $10,000. This is around 1.5 times higher than the average profit of one hectare of banana and seven times higher than the average profit of one hectare of citrus. One should keep in mind the high certainty of the bank interest relatively to the agricultural profit due to the general risk associated with agriculture (weather related crop failure, low prices due to foreign competition, etc.) and the opportunity cost (benefit forgone) of the farmer working or managing his land (which has to be subtracted from the annual profit).

One should mention that the visual pollution resulting from resort construction on agricultural land is qualitative rather than quantitative. In other words, just few resorts built inside the agricultural coastal plains would be enough to reduce the aesthetic value of the landscape and to decrease its touristic attractiveness.

[3] Reference: Bakhos, W., 2002. Urban Management and Sustainable Development/Second phase report. Prepared for CAMP project/Lebanon.

This might be very true for the plain of Damour, where there is one large block of agricultural plain (with nearly no construction) and for the coastal plain of Naqoura which is relatively narrow and where a small cement intervention might have a huge impact on the landscape (Annex 4: photos 1 and 3 for Damour; photos 44 and 45 for Naqoura). Therefore, the risk of the decrease of the quality of the tourism product is very high for these two zones.

This risk seems to be less for the plain of Sarafand, which is already altered by household constructions (Annex 4: photos 21 and 22) and whose landscape can be enjoyed only from the hills bordering the plain, while the landscape of the plains of Damour and Naqoura can be enjoyed by driving on the main coastal highway or road. In addition to this, the current trend of household construction in Sarafand is towards the hills and not the plain. The construction of large resorts in the plain of Sarafand is less likely because this plain is not bordering the sea and is separated from it by a strip of construction (household and shopping constructions).

3.2. Natural beaches:

More than 70% of the linear coastline of CAMP area is natural (beaches, rocks, dunes), compared with 52% for the whole country (CAMP project[4], 2002). This shows the potential and the comparative advantage of CAMP area for a kind of natural beach-based tourism. One should mention that there is an increasing demand in Lebanon for sunbathing in natural beaches rather than in artificial resorts and this increase in demand is revealed by the high and increasing number of visitors to such beaches like the rocky beach located south of Batroun and the sandy beaches of Jbeil, Jiyeh, Rmayleh and Sour.

The natural beaches of Sarafand are altered by a significant amount of illegal constructions and by few large resorts (Annex 4: photos 28, 29, 31 and 32). The remaining small part is less likely to be attractive for tourism, where other nearby much more attractive destinations like Sour, Jiyeh and Rmayleh have more advantages.

[4] Reference: Bakhos, W., 2002. Urban Management and Sustainable Development/Second phase report. Prepared for CAMP project/Lebanon.

Regarding the beaches of Damour, mainly those bordering banana plantation, and with no current significant touristic use (sunbathing), there is a potential for a certain kind of ecotourism (hiking along the beach between the sea and bananas) or a low density luxurious beach tourism, where narrow beaches bordered by bananas can offer a unique place for privileged tourists who might be willing to pay a significant fee in order to enjoy such isolated beaches. The beaches located between Sour and Ras El Biyada have a similar potential.

3.3. Wildlife:

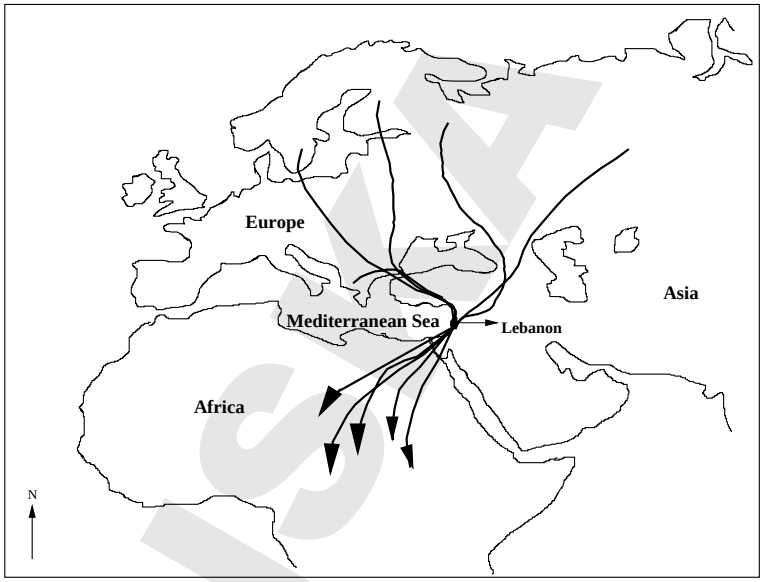
In this section, focus will be on migrating birds and their touristic importance. Bird-watching or birding, is one of the fastest growing wildlife recreation activities. Worldwide, over 630 million people participate in bird-watching activities and the number is growing every year. In Canada, at least 13.1 percent of the population undertake special trips to observe, photograph, or study birds.

In Great Britain, Bird-watching ranks third among the most popular recreation activities and the number of bird-watchers is estimated to be one million. In the United States, bird-watching is the second most popular activity after gardening and an estimated 63 million Americans participate in bird-related recreation.

In addition to the joys they bring to people's lives, bird-watching is a big business and has become a major industry in North America. It is worth $25 billion a year and employs over 60,000 people.

Geographically, Lebanon lies on the great migration routes between three continents, bound by the sea from the West and arid land from the East (Figure 1). Thus, it constitutes a bridge where most migrating birds tend to concentrate, estimated to be one billion birds per year distributed over 250 species. This migration takes place twice a year from the north to the south and vice-versa. Such a number of birds, with a high degree of diversity over a relatively small area gives Lebanon a high touristic potential for bird-watching.

Figure 1: Birds migration through Lebanon



Source: based on a map from ICBP (International Council for Birds Protection).

Unfortunately, hundreds of thousands of migrating birds are killed every year in Lebanon. Most of them, like predatory birds (as falcons, buzzards, eagles), storks and all small singing birds are protected in most European countries. The protection of these birds and the promotion of bird-watching activities can result in significant ecological and economic benefits for Lebanon. The hills located near of the village Naqoura (Annex 4: photo 50), close to the border with Israel, present a very high potential for bird-watching activities for several reasons:

- It is a relatively virgin wild area. This provides a perfect enjoyable natural setting for bird-watchers.
- It is a vast area. This gives a great opportunity to detect migrating birds.
- Based on several field visits to this area, it was observed that raptors remain flying above it for a relatively good period of time searching for food. It seems that this area has some ecological characteristics favoring the availability of food for raptors (frequency of rodents and serpents, for example).

No data on the number of migrating birds (mainly raptors and storks) over the Naqoura region are available. However, one can have an estimate of this number based on bird migration data in Northern Israel of the survey stations located within 30 km from the seashore (Figure 2). The zone covered by these stations is located south of the region of Naqoura. Therefore, a large percentage of the migrating birds counted by these stations should have flown over the Naqoura region before soaring Northern Israel during the autumnal migration. The information below refers to six of the main soaring species that migrate over Northern Israel in autumn (and for many of them over Southern Lebanon):

White Stork: *Ciconia ciconia*

Black Stork: *Ciconia nigra*

White Pelican: *Pelecanus onocrotalus*

Lesser Spotted Eagle: *Aquila pomarina*

Levant Sparrowhawk: *Accipiter brevipes*

Honey Buzzard: *Pernis apivorus*

Around 37,000 birds distributed over the above mentioned species were counted by two observation stations during the autumn migration survey between August first 2001 and December 31, 2001. At least four species, *Ciconia ciconia*, *Pelecanus onocrotalus*, *Accipiter brevipes*, *Pernis apivorus* fly above Lebanon before entering Northern Israel.

A relatively dense oak forest is located close to the village Naqoura and presents part of the border with Israel. It is considered as a military zone and therefore it is a highly protected area for wildlife like jackals and hyenas (based on an interview with a goat keeper). The protection of this wildlife and their resulting abundance promote a night wildlife-watching in the nearby non-military zone (Annex 4: photo 50). This activity can be also promoted in the Damour Valley.

Figure 2: Geographical location of bird migration survey stations in Northern Israel

Table 1: Birds count (from August 1, 2001 to December 31, 2001) in two main survey stations located at 15 km and 26 km from the seashore in Northern Israel

Bird species	Number of birds (Station located at 15 km)	Number of birds (Station located at 26 km)
Black Stork	108	366
Honey Buzzard	1087	14947
Lesser-spotted Eagle	1439	8649
Levant Sparrowhawk	271	2898
Pelican	400	6662
White Stork	46	7
Global sum	**3351**	**33529**

Source: www.birds.org.il

4. RECREATIONAL VALUE OF NATURAL BEACHES:

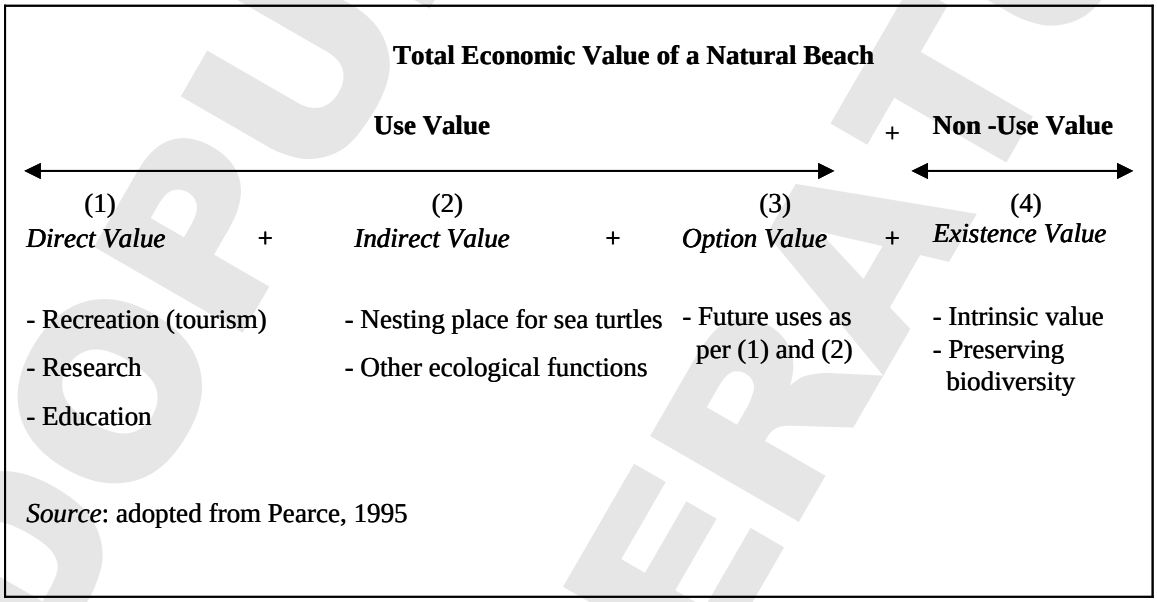
Natural beaches have a total economic value (Figure 3), which comprises use and non-use values and has to be taken into consideration in any cost-benefit analysis related to an alternative use of these beaches such as construction.

Direct use values are not necessarily easy to measure in economic terms. Economics of recreation activities (bathing for example) could be measurable from market and survey data but the value of the beach for research and education is more difficult to measure.

Indirect use values correspond to the ecological functions of the beach. A sandy beach might be a nesting place for sea turtles, so that replacing the beach by a resort would reflect negatively on the population of sea turtles.

Option value relates to the amount that individuals would be willing to pay to conserve a natural beach for possible future use. That is, no use is made of it now but use may be made of it in the future. Thus, option value is seen as an insurance premium to safeguard the supply of something, the availability of which would otherwise be uncertain.

Figure 3: Total economic value of a natural beach



Option value is likely to be positive in the context where the resource is in demand for its environmental qualities and its supply is threatened by construction for example.

Existence value suggests values which are in the real nature of the thing but unassociated with actual use, or even the option to use the thing. Instead such values are taken to be

entities that reflect people's preferences, but include concern for, sympathy with, and respect for the rights or welfare of non-human beings.

The total economic value of the mostly visited natural sandy beaches located between Damour and Naqoura, namely the sandy beaches of Jiyeh, Rmayleh and Sour will be reduced to their recreational value. Indirect, option and existence values are not taken into consideration, as well as other direct values than recreation, like values for research and education.

To assess the recreational value of these beaches, a general survey was carried out for the year 2001/2002. The following information is based on the data bank of a report prepared for the World Bank (Owaygen, 2002).

- **The natural beach of Jiyeh:**

The sandy beach of Jiyeh is divided into two zones: A and B. The following information is based on an interview with the owner of a restaurant (St John restaurant) bordering and managing a part of the beach:

Zone A:

- The sandy beach of zone A is around 1.5 km long and 50 m wide.
- It is managed by 7 restaurants/kiosks.
- The season extends from May 1 to the end of September.
- Average entrance fee: 7,000 LP/person/day. It covers the provision of an umbrella, a chair and a shower facility.

- Visitors' pattern:

In July and August: 2,000 persons/weekend day
200 persons/week day

In May, June and September: 1,000 persons/weekend day

100 persons/week day

- 80% of visitors are coming from Beirut and its surroundings, the rest are from the region of Jiyeh and from the region of Saida.
- Domination by families (60%), the rest is young single people.
- Parking of cars is free of charge except of one restaurant.

Information about the part of the beach managed by St. John restaurant:

- The beach is 70 m long and 50 m wide.
- In July and August: 300 persons/weekend day
  50 persons/week day

Zone B:

- It is managed by 1 restaurant and 4 resorts. The resorts have swimming pools but no chalets (except one resort).
- Entrance fee: 6,000-8,000 LP/person/day. It covers the provision of an umbrella, a chair and a shower facility.
- Visitors' pattern:

In July and August: 1,000 persons/weekend day
100 persons/week day

In May, June and September: 500 persons/weekend day
50 persons/week day

- Domination by families coming from Beirut and its surroundings.

- **The natural beach of Rmayleh:**

The following information is based on an interview with a key person from the city of Rmayleh:

- The sandy beach of Rmayleh is 1.5 km long and 30 to 150 m wide.
- The season extends from May 15 to the end of September.

- It is managed by 3 restaurants and one resort:

First Restaurant (Golden Beach):

- The sandy beach managed by this restaurant is 300 m long and 25 m wide.
- Entrance fee: 5,000 LP/person/day. It covers the provision of an umbrella, a chair and a shower facility.
- Parking fee: 1,000 LP/car.
- Visitors' pattern:

Between June 15 and the end of August:	1,100 persons/weekend day
	300-400 persons/week day
Between May 15 and June 15 and in September:	550 persons/weekend day
	150-200 persons/week day

- 20% of visitors are coming from Beirut and its surroundings, 70% are from the region of Rmayleh and the rest are from the region of Saida.

- Domination by families.

Second restaurant (Oceana):

- The sandy beach managed by this restaurant is 450 m long and 40-50 m wide.
- Entrance fee: 15,000 LP/person/day. It covers the provision of an umbrella, a chair and a shower facility.
- Parking of cars is free of charge.

- Visitors' pattern:

Between June 15 and the end of August:	2,000 persons/weekend day
	300-400 persons/week day
Between May 15 and June 15 and in September:	1,000 persons/weekend day
	150-200 persons/week day

- 95% of visitors are coming from Beirut and its surroundings.

- Domination by young couples.
- Visitors belong to above average income group.
- Cars: 2 persons/car are estimated.

Third restaurant (Kazzi):

- The sandy beach managed by this restaurant is 400 m long and 60 m wide.
- Entrance fee: 5,000 LP/person/day. It covers the provision of an umbrella, a chair and a shower facility.
- Parking fee: 1,000 LP/car
- Visitors' pattern:

Between June 15 and the end of August:	700-800 persons/weekend day
	200-300 persons/week day
Between May 15 and June 15 and in September:	350-400 persons/weekend day
	100-150 persons/week day

- 20% of visitors are coming from Beirut and its surroundings, 70% are from the region of Rmayleh and the rest are from the region of Saida.
- Domination by families.

The resort (Sindibad):

- The sandy beach managed by this restaurant is 250 m long and 60 m wide.
- Entrance fee: 10,000 LP/person/day. It covers the provision of an umbrella, a chair and a shower facility.
- Parking fee: 1,000 LP/car

- Visitors' pattern:

Between June 15 and the end of August:	1,500 persons/weekend day
	300-400 persons/week day
Between May 15 and June 15 and in September:	750 persons/weekend day
	150-200 persons/week day

- 10% of visitors are coming from Beirut and its surroundings, 30% are from the region of Rmayleh and 60% are from the region of Saida.
- Domination by families.

- **Sour Beach Reserve:**

The sandy beach south of the city of Sour is a part of a nature reserve established in November 1998. The following information is based on an interview with a committee member related to the reserve:

The sandy beach is divided into two zones: zone A which is managed by the municipality of the city of Sour and zone B which has a free access without any management.

Zone A:

- The beach is 900 m long and 120 m wide.
- The season extends from June 1 to the end of September.
- The municipality rents spaces for kiosks on the beach (80 kiosks for summer 2001).
- Entrance fee: in the form of renting a table and an umbrella from the kiosk (3,000 LP/table).
- Visitors' pattern: In July and August: 5,000-7,000 persons/weekend day
  1,000- 1,400 persons/week day
  70% of the visitors are coming from the city of Sour and its region, 20% are coming from Saida and the rest from different regions of the country.
- Average expenditure/person/day (including food and services): 10,000 LP.
- Parking of cars is free of charge.
- Domination by families.

Zone B:

- The beach is 500 m long and 150 m wide.
- No entrance fee and no facilities.
- Visitors' pattern:

In July and August: 4,000 persons/weekend day

- Domination by families, nearly all of them are coming from the city of Sour and its surroundings.

The sandy beach of the city of Sour seems not to be a destination for Beirut residents seeking bathing on sandy beaches. The relatively far distance from Beirut might be one of the responsible reasons.

To assess the recreational value of these surveyed beaches, the travel cost method was applied. The underlying assumption of the travel cost method (TCM) is that the incurred costs of visiting a site (for example petrol cost and time cost) in some way reflect the recreational value of the site. The survey revealed that around 191,000 day-visits from Beirut and its surroundings (including Jounieh) to the natural beaches of Rmayleh and Jiyeh took place between May and October 2002. The travel and time cost of the 191,000 day-visits to these two natural beaches reflect the recreational value of these beaches. This value was calculated to be around $4,450,000 in the survey year. This should be considered as a minimum estimate because the calculation includes only the visitors to these beaches coming from Beirut and its surroundings. If the same visitors' patterns to the sandy beaches of Jiyeh and Rmayleh will continue in the future while keeping the petrol and time costs constant, then the yearly benefits resulting from the current use of these beaches (conservation for bathing activities) will be a minimum of $4,450,000 and these benefits have to be compared with the benefits of any alternative use of the beaches; construction of a resort for example, before making a decision about this alternative use. One should keep in mind that the recreational value is just one component of the total economic value of the beaches.

To get the total benefits from the current use of the beaches, one should add to the recreational benefits, the benefits of their ecological function as well as their option and existence values. The natural beaches of Damour and Naqoura might have a low current recreational value (due to limited tourism activities), however, it is expected to have a high potential recreational value as well as a high ecological and existence values. One should also mention that the type of beach tourism on the sandy beaches of Jiyeh,

Rmayleh and Sour should be considered as a high density mass tourism rather that a low density alternative tourism.

5. TOURISM PLANNING IN CAMP AREA:

In tourism planning, focus will be on the analysis of demand and supply, on the community involvement in tourism decision-making process, on the carrying capacity of touristic sites and on the visitor and traffic management[5]:

[5] Reference: Youell, R., 1998. Tourism/An Introduction. USA.

5.1. Analysis of demand:

This demand is usually expressed in terms of visitor arrivals and of visitor characteristics. Estimating demand is a problematic exercise but it is the foundation of tourism development planning. The analysis will seek to provide information on volume of demand and on visitor characteristics. Analysis of demand will usually involve 3 stages: historic demand pattern relative to CAMP area, current demand patterns and future demand potential.

- Historic demand pattern:

Tourism in CAMP area was negatively affected by the Israeli occupation of some parts of South-Lebanon (located mainly south of Sour, including Naqoura). Significant tourism activities before May 24, 2000 do not exist.

- Current demand patterns:

Significant tourism activities are taking place on the sandy beaches of Jiyeh, Rmayleh and Sour. As mentioned before, around 191,000 day-visits from Beirut and its surroundings (including Jounieh) to these natural beaches took place between May and October 2002.

- Future potential:

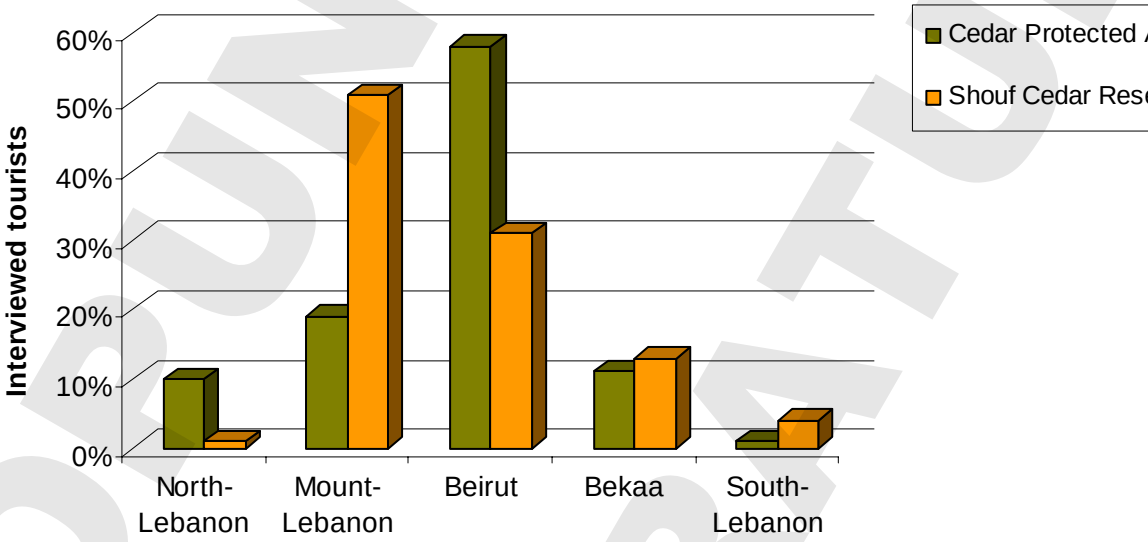
Visitors to the Shouf Cedar Reserve as well as to other protected areas, like the Cedar Protected Area of Bcharri in Northern Lebanon can be considered as potential visitors to CAMP area.

A study revealed the importance of urban tourists, coming mainly from the capital Beirut and its surroundings, in the visits to the Shouf Cedar Reserve and to the Cedar Protected Area, as shown in Figure 4. This indicates the existence of an urban demand in Lebanon (mainly from the capital) for a nature-based tourism located in rural areas. The analysis of the different sectors of expenditures of interviewed tourists revealed that around 30% of the visitors to the Shouf Cedar Reserve purchased souvenirs and agricultural products

(processed by the local community) as shown in Annex 3a. In the Cedar Protected Area, around 50% of the interviewed tourists purchased souvenirs while around 40% bought agricultural products directly from the farmers along the road leading to the protected area (Annex 3b).

One can conclude that the potential tourism in CAMP area in general and in Damour, Sarafand and Naqoura in particular, is expected to activate the handicraft and the agricultural sectors through the creation of new markets for these products.

Figure 4: Provincial origin of interviewed tourists (in terms of percentage) visiting the Shouf Cedar Reserve (2001) and the Cedar Protected Area (1996)



Source: Owaygen, 2002

The average expenditure of interviewed tourists in the Cedar Protected Area was calculated to be US$26/person/trip (1 to 3 days). In the Shouf Cedar Reserve, more than 40% of the interviewed tourists have a monthly income level of more than US$ 2,000 (Annex 3c). This indicates a relatively good purchasing power of nature-based tourists. This is a precondition for potential alternative tourism in CAMP area to improve the well-being of local communities. Around 50% of the interviewed tourists in the Shouf Cedar Reserve have a university degree (Annex 3d). One should keep in mind that

alternative tourism is characterized by above average income and education levels groups.

Around 80% of the interviewed tourists in the Shouf Cedar Reserve are interested in potential bird-watching activities in the reserve. This could be considered as promising for the development of this activity in Naqoura. Tourists in the Cedar Protected Area were asked about their motivations to visit potential protected areas in the mountain region of Akkar located in the extreme north of Lebanon. Enjoyment of nature was mentioned by the majority of them, followed by the discovery of a new area (Annex 3e). Both reasons can be valid for CAMP area in general and for Naqoura in particular, located in the extreme south of the country. One should keep in mind that around 60% of the interviewed tourists (in the Cedar Protected Area) came from the capital Beirut and its surroundings and that many regions in the CAMP area are unknown for many Lebanese because of the Israeli occupation for more than 20 years and the related instability in South-Lebanon.

Based on the above, one can conclude that the potential tourists to CAMP area are expected to be dominated by urban visitors coming mainly from the capital Beirut and its surroundings, who are mainly interested in nature-based tourism and who are characterized by above average income and education levels. Part of the visitors to the Shouf Cedar Reserve (around 13,000 in 2001) and to the Cedar Protected Area (around 85,000 in 1996) can be considered as potential visitors to CAMP area, in case alternative tourism would be promoted. Some of the visitors to the sandy beaches of Jiyeh, Rmayleh and Sour present also a potential. In addition to domestic tourism, Naqoura is expected to attract international tourism, due to the specialty of this area.

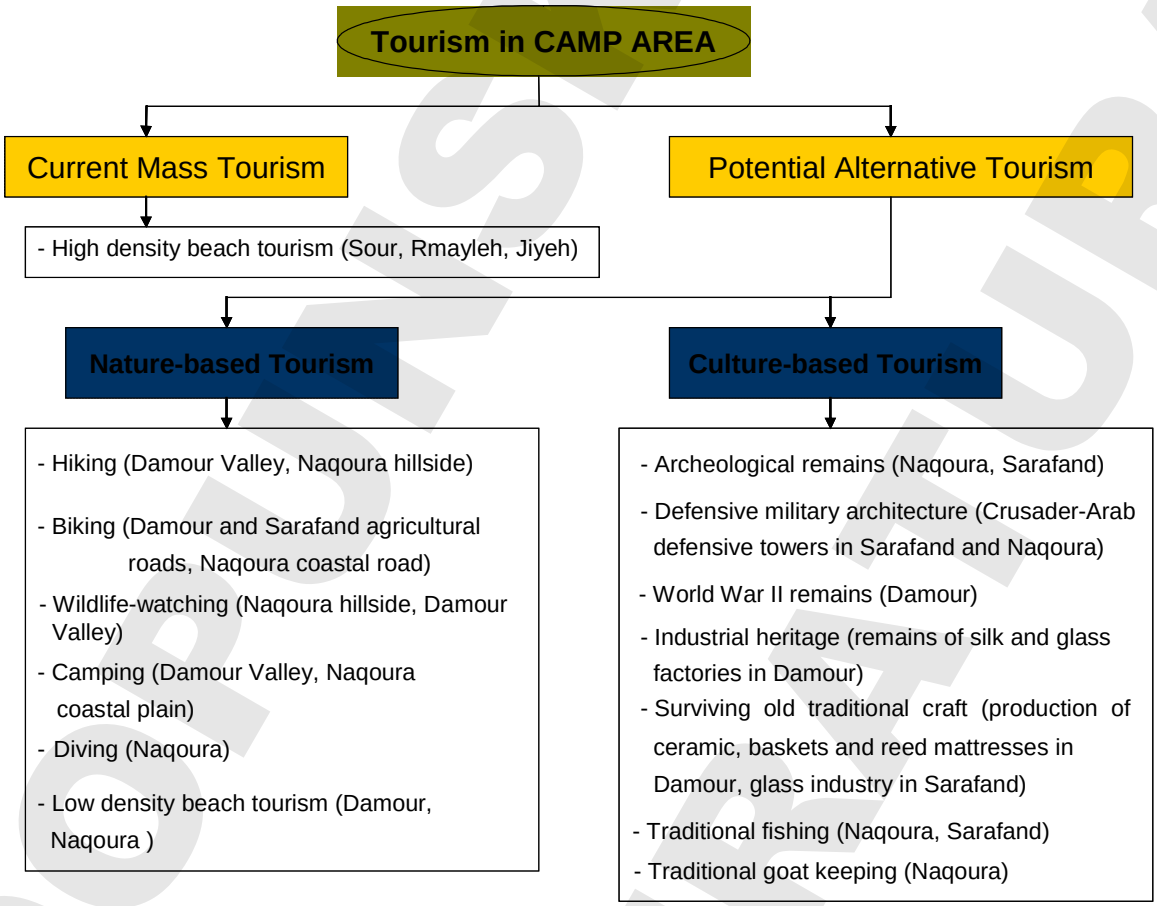
5.2. Analysis of supply:

For tourism development purposes the list of potential attractions (natural and cultural attractions) is the starting point. These attractions have to be identified and integrated into a tourism inventory. The general tourism supply[6] in CAMP area is presented in Figure 5.

[6] The alternative nature-based tourism supply of Damour, Sarafand and Naqoura will be presented in details in the coming section.

It is necessary to prioritize the assets listed: which are more attractive and accessible than others? Are there any assets which are unique and might provide the region or country with unique selling proposition which would confer a comparative marketing advantage on a region or country relative to competitors?

Figure 5: Tourism supply in CAMP area



Decisions have to be made on what constitutes a marketable inventory. Some of these decisions relate to the following:

- Access: can the location be visited easily or are there particular difficulties which will inhibit tourists from visiting?

- Support services: are there facilities at the location for rest and lodging? Are there the medical facilities available in the area?

5.3. Community involvement:

There is growing interest in the belief that early and continued involvement of local communities in decisions concerning tourism development in their locality can help to alleviate many of tourism negative impacts. Host communities vary in their ability and willingness to absorb and benefit from tourism activity. One difficulty is that costs and benefits could be distributed unevenly and those who bear the brunt of the costs whether economic, social or environmental, may not always be those who receive the benefits. Municipalities should play an essential role in the community involvement in tourism and in a fair distribution of tourism benefits. The following example relates to community involvement in tourism: almost 100 families depend on the fishery sector in Naqoura[7]; fishermen can be involved in tourism through the supply of fresh fish to tourists and through the fees paid for a cruise or for renting a boat for diving. Regarding tourism-related job opportunities, priorities should be given to those who have an opportunity cost resulting from the preservation of their resources for tourism development (for example keeping agriculture versus using the land for construction). Further issue concerning community involvement in tourism decision-making is determining who should present the community's views and represent their interests. In the case of CAMP area, municipalities are able to assume this role. This was proven by the active involvement and support of the municipalities of Damour, Sarafand and Naqoura in CAMP project.

5.4. Carrying capacity:

Many of tourism's adverse socio-cultural and environmental problems stem from overcrowding and the overuse of facilities. In simple terms, too many tourists in an area will spoil their own enjoyment, inconvenience local people and cause damage to the environment. Controlling the number of tourists in an area therefore seems an obvious

[7] Reference: Questionnaires to CAMP municipalities, CAMP project, 2001.

way of reducing their harmful effects. It can be argued that every tourist area or facility has a carrying capacity, a threshold number of visitors above which the resource and the quality of the visitor experience deteriorate. Youell[8] (1998) defined three categories of carrying capacity :

- *Physical capacity*: the spatial capacity of a tourist resort or facility, such as the land available, number of bed spaces and car parking spaces.
- *Perceptual capacity*: relates to the threshold level that determines the quality of the visitor experience or host community's acceptance of tourists.
- *Biological capacity*: the threshold above which damage or disturbance to flora and fauna becomes unacceptable.

In this study, the selected level of geographical limits for carrying capacity assessment is the small size-local level (municipality). At this geographical level, only technical carrying capacity of the areas in question can be assessed, such as the maximum capacity of the beaches; generally the size of these areas is smaller than 200 square km, typically with less than 20,000 inhabitants, and often representing one settlement, beach area etc.[9] This would apply to the natural beach of Damour, to its valley and to the coastal plain of Naqoura. Focus will be on the perceptual carrying capacity in relation to the quality of the visitor experience. One should mention that the precise carrying capacity of an area is not always easy to establish since people have different tolerance thresholds.

What is an overcrowded resort to one person may be an enjoyable place to another. However, a rough estimation of the perceptual carrying capacity of selected sites will be assessed (in the coming section) for an alternative tourism development scenario.

5.5. Visitor and traffic management:

[8] Reference: YOUELL, R., 1998. Tourism/An Introduction. USA.

[9] Reference: Guide to Good Practice in Tourism Carrying Capacity Assessment. A document prepared by the Priority Actions Program Regional Activity Center (PAP/RAC) of the Mediterranean Action Plan (MAP-UNEP), 2003.

Whether or not the number of tourists to an area constitutes a problem to threaten its carrying capacity, all visitors to an attraction need to be managed in some way. The use of cars and other vehicles for excursions can result in problems of erosion, air pollution, loss of land to car parks and congestion in the suggested destinations. The problem is particularly acute in natural attractions where private cars and coaches often spoil the atmosphere that attracted the tourists in the first place. Among the techniques used to manage tourist traffic are the following:

- Signposting: to attract drivers away from sensitive or over-used areas.
- Public transport initiatives: to encourage car owners to leave their vehicles in car parks away from the tourist's areas they are visiting, as a way of reducing congestion and providing a safer and cleaner environment. Municipalities are expected to play a major role regarding this issue.
- Road closures: whether permanent or seasonal, road closures can help alleviate acute congestion problems, for example in towns and villages that have narrow streets like the old center of Sour.

The techniques and tools that a tourist area uses to inform and educate its visitors can have a significant influence on its popularity and the movement patterns and behavior of its visitors. Before tourists arrive in an area, the messages and images conveyed in brochures and other publicity materials can influence destination choice. Municipalities, local clubs and organizations should be involved in this activity.

6. NATURE-BASED ALTERNATIVE TOURISM IN CAMP ZONES:

In this section, a description of the various nature-based tourism activities which do not have a mass tourism character and which might take place in the administrative boundaries of Damour, Sarafand and Naqoura will be highlighted. Among the three municipalities in question, potential alternative tourism is highest in Naqoura and lowest

in Sarafand. Carrying capacity assessment will be presented as well as policies and strategies.

6.1. DAMOUR:

Potential for a nature-based alternative tourism:

The natural beach of Damour (Map 1) has an area of around 170,000 square meters (with a length of around 4 km, a width between a minimum of 20 m and a maximum of 90 m). This beach located between the green banana plantation and the blue sea offers a unique place, at national level, for luxurious sunbathing activities. Although sunbathing is usually associated with mass tourism, the natural beach of Damour is thought to attract a relatively few number of privileged tourists, who are willing to pay a relatively high amount of fees to enjoy such a uniqueness. The beach offers also possibilities for hiking.

The coastal plain of Damour, located between the highway and the sea, encompasses an area of around 1,950,000 square meters (Annex 4: photos 1 and 3). Banana dominates around 70% of the area. The agricultural roads inside this plain present a total length of around 20 km and offer a great opportunity for biking activities (Maps 1 and 2).

The valley of Damour (Annex 4: photos 6, 7, 8, 9, 10 and 11) is relatively wild and offers good opportunities for hiking and night wildlife-watching. The river banks located between the old bridge (Annex 4: photo 18) and the meeting point of the Safa and Hamam Rivers present a nice place for camping (Annex 4: photo 7). The tents may be located, as Map 3 shows, either between the banana plantations and the river or between the river and the dense oak forest. The few old abandoned houses in the valley could be restored to accommodate tourists (Annex 4: photo 11). Agricultural products in the valley can be converted to bio-products to supply mainly the campers and hikers.

Map 1: Natural beach and biking roads in Damour

Visitors to the Shouf Cedar Reserve, who have to drive the road along the valley to reach the reserve are also potential customers. The valley presents a good potential for bee

keeping (currently, there is one farmer with 40 bee hives, mainly for household use[10]). Bee keeping would be encouraged if organic farming will be adopted in the valley.

Carrying capacity assessment:

The perceptual carrying capacity (Youell, 1998) of the natural beach of Damour and of the Damour Valley will be assessed in this subsection. As mentioned before, the perceptual carrying capacity of an area is not easy to establish since people have different tolerance thresholds. Therefore, the following assessment should be considered as a rough and subjective estimation.

- Carrying capacity of the natural beach of Damour:

The area of the natural beach of Damour (Map 1, page 35) is estimated to be 170,000 square meters. Because an alternative tourism is thought to take place on this beach, a low density of tourists is targeted. The following assumptions are made:

- 20% of the above mentioned area can be used for superstructure (kiosks) and as sunbathing areas; 5% of the remaining area is used for kiosks supplying food and drink
- An area of 100 square meters (10*10) is allocated per two sunbathers

Based on these assumptions, the carrying capacity of the natural beach of Damour would be around 2,600 persons per day.

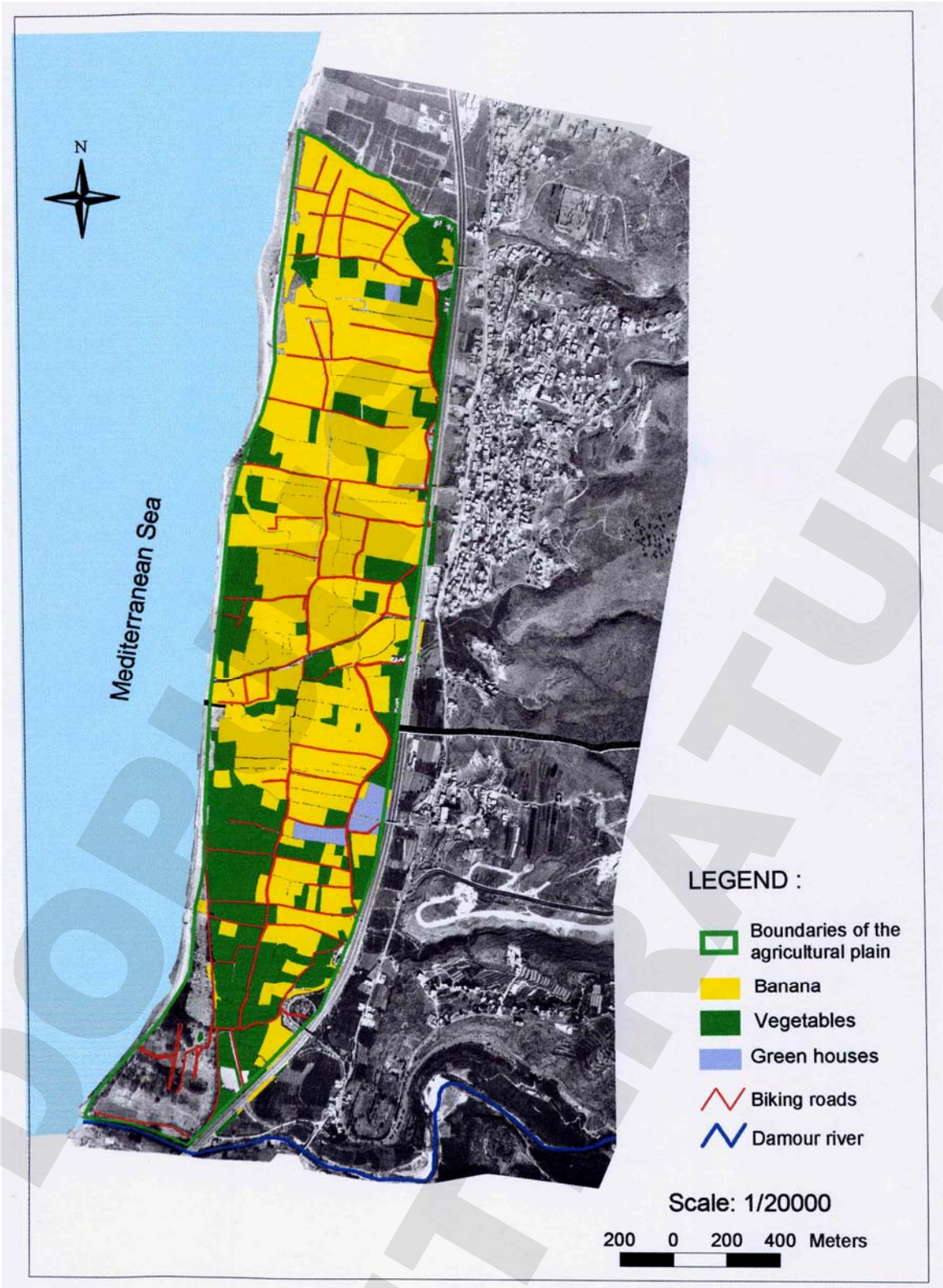
- Carrying capacity of the camping area in the Damour Valley:

The camping area in the Damour Valley (Map 3, page 38) is estimated to be around 150,000 square meters. If 50% of this area can be used for superstructure (tents) and if 500 square meters are allocated per one tent (4 persons), the carrying capacity would be 150 tents and 600 persons per day.

One should mention that these figures of carrying capacity should not be taken as an absolute value. The main objective of such calculations is to give an idea on quantitative estimation of a low density alternative tourism in the sites in question.

Map 2: Biking roads and cropping patterns in Damour

[10] Reference: Questionnaires to CAMP municipalities, CAMP project, 2001.



Map 3: Camping area in the Damour Valley

Touristic infrastructure and superstructure:

The existing support services for tourism in Damour[11] is as follows:

- 1 clinic
- 5 gas stations, 3 of which offer car wash services and all offer oil change services
- 2 restaurants and 2 cafes are found along the Damour River.

Regarding touristic accommodation units, one should keep in mind that the conceived kind of tourism requires simple superstructure, integrated in the natural setting and preferably owned by locals. In this context, the transformation of abandoned historical buildings (Annex 4: photo 19) and traditional houses (Annex 4: photo 11) into accommodation units and restaurants would best match the needs of tourists and would ensure the flow of tourism benefits directly to the local community. For instance, the number of historic buildings and traditional houses amounts to around 15 in Damour[12]. An important issue to be taken into consideration is the management of parking places. These places have to be located relatively far from the attraction in order to minimize the negative environmental impact on the resource in question, mainly fragile habitats like beaches.

Threat and constraints:

The major threat for potential alternative tourism in Damour is the irreversible loss of the agricultural coastal plain in favor of construction. The main current physical constraints facing tourism development relate to the lack of touristic accommodation units and of organized parking places. In addition, the bad urban planning and unfinished buildings reflect negatively on tourism potential.

Strategic objective and policies:

[11] Reference: Questionnaires to CAMP municipalities, CAMP project, 2001.
[12] Reference: CAMP Cultural Heritage Component. A report prepared by Dr. Sami el-Masri for CAMP project/Lebanon, 2003.

In order to enhance and sustain alternative tourism as a strategic choice for the sustainable use of natural resources and as an economic activity which can complement other economic activities taking place in Damour, the following points have to be taken into consideration:

- Concerning land use:

- The agricultural plain has to keep its agricultural character and for this purpose, it has to be protected by legislation against construction. This could be through a low coefficient of land use for construction (less than 5% for example). The suggested kind of tourism can not be a strong economic argument in the economic thinking of land owners to keep agriculture in the long run. Therefore, only the legislation can ensure the preservation of the plain. This would mean the preservation of around 1,950,000 square meters of the agricultural land located between the highway and the sea (Map 1, page 35).

- The strict preservation through legislation of the natural beach bordering the agricultural plain (Map 1, page 35). This would mean the preservation of around 170,000 square meters against any construction activities.

- The declaration of the Damour Valley as a "specially protected area", mainly its part located between the old bridge and the meeting point of the two rivers: Safa and Hamam (Map 3, page 38).

- Concerning supportive policies for the preservation of the agricultural character:

The suggested preservation of the agricultural land in Damour would imply definitely a social benefit but also a private cost to land owners, which is the opportunity cost (or the benefits forgone) of using the agricultural land for other purposes such as construction. This urges the government intervention in order to provide supportive measures for those who will be bearing the cost of the preservation of the agricultural character of the area.

- Regarding the agricultural coastal plain to be preserved (Map 1, page 35), fees paid by tourists for using this plain for biking would present a small compensation for the benefits forgone. A direct significant support from the ministry of agriculture is needed, mainly for banana producers. This support could be through the protection of the local products from foreign competition. Additional support can come through extension services in order to reduce the cost of production and to improve the quality and the productivity.

- Regarding the agricultural land in the Damour Valley, organic farming can be promoted. There is an increasing demand for bio-products in Lebanon and worldwide. The geographical isolation of the Damour Valley combined with its potential for alternative tourism present good conditions for organic farming from supply and demand points of view. The high revenues of bio-products are expected to compensate the benefits forgone from alternative land uses. The ministry of agriculture should provide also extension services to promote bee keeping. Bee keeping could become an important source of income for the local community, especially if organic farming will take place in the Damour Valley.

- Concerning implementing agents:

The involvement of the private sector in the implementation of the touristic superstructure is crucial for tourism development. The government is responsible of legislation related issues regarding land use and of improvement of the infrastructure. The media would play an essential role in the promotion of alternative tourism. The municipality of Damour, supported by local NGOs, should be responsible of tourism management at site level. One should stress (based on a discussion with the head of municipality) the very strong will of the municipality council of Damour to preserve the agricultural character of the plain. This is an essential factor for any future development of alternative tourism in Damour. One should here mention that there is a lot of "external" pressure to classify the plain of Damour as a non-agricultural area.

The municipality council is also concerned about the slow return of the displaced population (during the civil war) to Damour. It seems that this return, even if it will speed up in the future, it will not put more pressure on the use of the agricultural land for construction, since most of the destroyed houses have been already partly reconstructed. Therefore, no significant extra land will be lost in the future for construction (in relation to the displaced population). The municipality council is looking forward to the final output of CAMP project, with the hope to use it as a document which can support its decision to preserve the agricultural plain from construction.

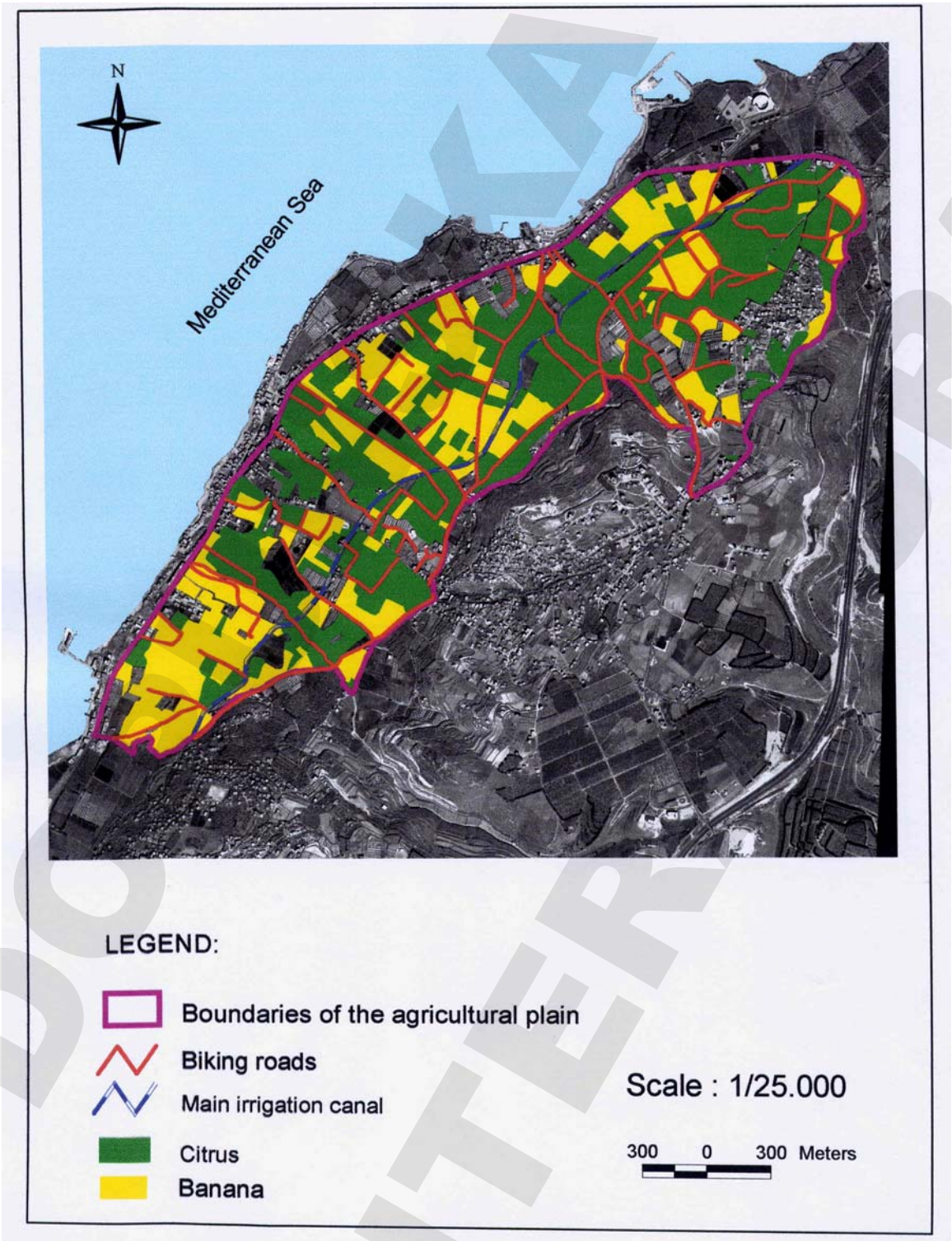
6.2. SARAFAND:

Potential for a nature-based alternative tourism:

The coastal plain of Sarafand, located between the coastal road and the village, encompasses an area of around 4,000,000 square meters (Annex 4: photos 21, 22, 23 and 24). Citrus orchards occupy around 40% of the area, while banana occupies around 30%. The agricultural roads of this plain, with a total length of around 25 km, offer a good opportunity for biking activities, especially during the flowering season of citrus (Map 4). With its nice smelling citrus flowers, the plain of Sarafand has an advantage over the plain of Damour in attracting bikers.

The natural beach of Sarafand is, in its current status, heavily altered by household constructions and resorts (Map 4, in Annex 4: photos 31, 32 and 33). Unfortunately, the beach is not attractive anymore for tourism. The radical changes that have occurred on this beach are irreversible. The remaining natural part of this beach can serve as a destination for swimming and sunbathing activities for the local community of Sarafand. The geographical location of Sarafand near the touristic city Sour reflects positively on the future development of tourism because, at least, a part of the tourists to Sour can be considered potential tourists to Sarafand.

Map 4: Biking roads in Sarafand



Touristic infrastructure and superstructure:

The existing support services for tourism in Sarafand[13] is as follows:

- 6 gas stations, 2 of which offer car wash services and all offer oil change services
- 2 hospitals and 3 clinics
- 3 hotels, 15 restaurants and 5 cafes

Regarding touristic accommodation units, the conceived kind of tourism requires, as mentioned before, simple superstructure integrated in the natural setting and preferably owned by locals. This does not apply to the large-scale sea resorts in Sarafand which have destroyed irreversibly a part of its natural beach and of its agricultural coastal plain.

Threat and constraints:

The major threat for potential alternative tourism in Sarafand is the irreversible loss of the remaining part of the agricultural coastal plain in favor of construction. The main current physical constraints facing tourism development is the lack of touristic accommodation units and of organized parking places. In addition, the bad urban planning, unfinished buildings and illegal housings reflect negatively on tourism potential. The inland highway splitting the area of Sarafand in two affects negatively the development of any potential inland nature-based tourism. However, it is expected to result in less pressure on the agricultural coastal plain regarding future construction activities. Such constructions (mainly for business activities) will most likely take place nearby the highway.

Strategic objective and policies:

In order to enhance and sustain alternative tourism as a strategic choice for the sustainable use of natural resources and as an economic activity which can complement other economic activities taking place in Sarafand, the following points have to be taken into consideration:

[13] Reference: Questionnaires to CAMP municipalities, CAMP project, 2001.

- Concerning land use:

- The agricultural plain, located between the coastal road and the village, has to keep its agricultural character and for this purpose, it has to be protected by legislation against construction. This could be through a low coefficient of land use for construction (less than 5% for example). This would mean the preservation of around 3,800,000 square meters. In this plain (shown as red color in Map 5), already 361,000 square meters were lost for construction (shown as blue color in Map 5).

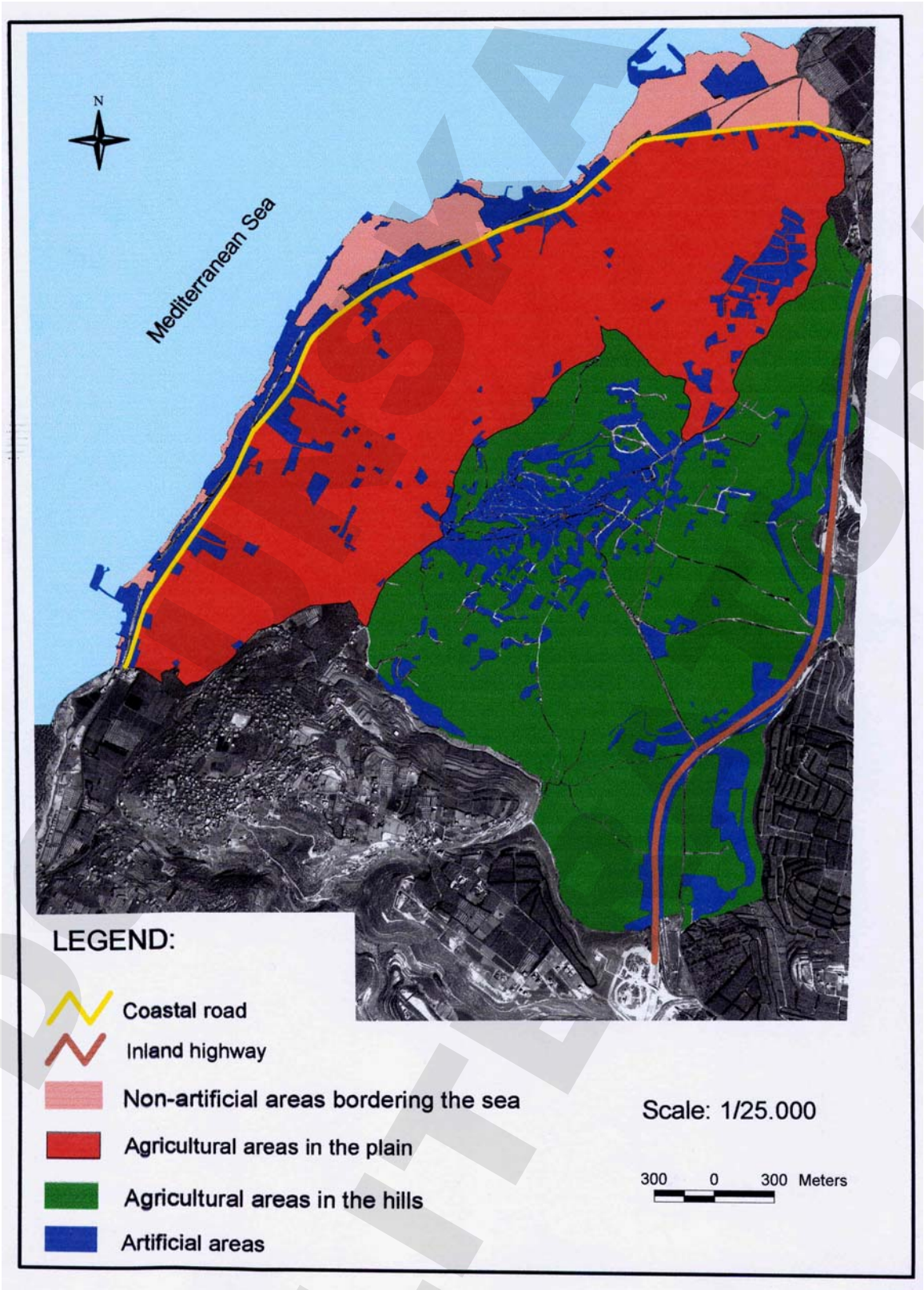
- The remaining 562,000 square meters of natural beaches and agricultural areas bordering the sea (shown as pink color in Map 5) have to be strictly protected against any construction activities. They present the last non-artificial areas of the whole seashore of Sarafand.

- The non-artificial areas (shown as green color in Map 5) of around 2,900,000 square meters (mainly agricultural land), located in the hill side between the plain (shown as red color in Map 5) and the inland highway, have to be regulated by legislation for construction (appropriate coefficient of land use for construction, appropriate number of floors, etc.) in order to minimize the visual pollution.

- Concerning supportive policies for the preservation of the agricultural character:

As in the case of Damour, the suggested preservation of the agricultural coastal plain in Sarafand would imply definitely a social benefit but also a private cost to land owners, which is the opportunity cost (or the benefits forgone) of using the agricultural land for other purposes such as construction. This urges the government intervention in order to provide supportive measures for those who will be bearing the cost of the preservation of the agricultural character of this plain. Fees paid by tourists for using this plain for biking would present a small compensation for the benefits forgone. A direct significant support from the ministry of agriculture is needed, mainly for citrus and banana producers. This support could be through the protection of the local products from foreign competition. Additional support can come through extension services in order to reduce the cost of production and to improve the quality and the productivity.

Map 5: Land use in Sarafand



- Concerning implementing agents:

The involvement of the private sector in the implementation of the touristic superstructure is crucial for tourism development. The government is responsible of legislation related issues regarding land use and of improvement of the infrastructure. The media would play an essential role in the promotion of alternative tourism. The municipality of Sarafand, supported by local NGOs, should be responsible of tourism management at site level. One should here stress the awareness of the municipality council regarding the threat of the irreversible loss of the coastal plain in favor of construction. The municipality council is looking forward to the final output of CAMP project with the hope of making use of it for the development of the town. One should mention that CAMP project has contributed in the emergence of a new environmental NGO in Sarafand.

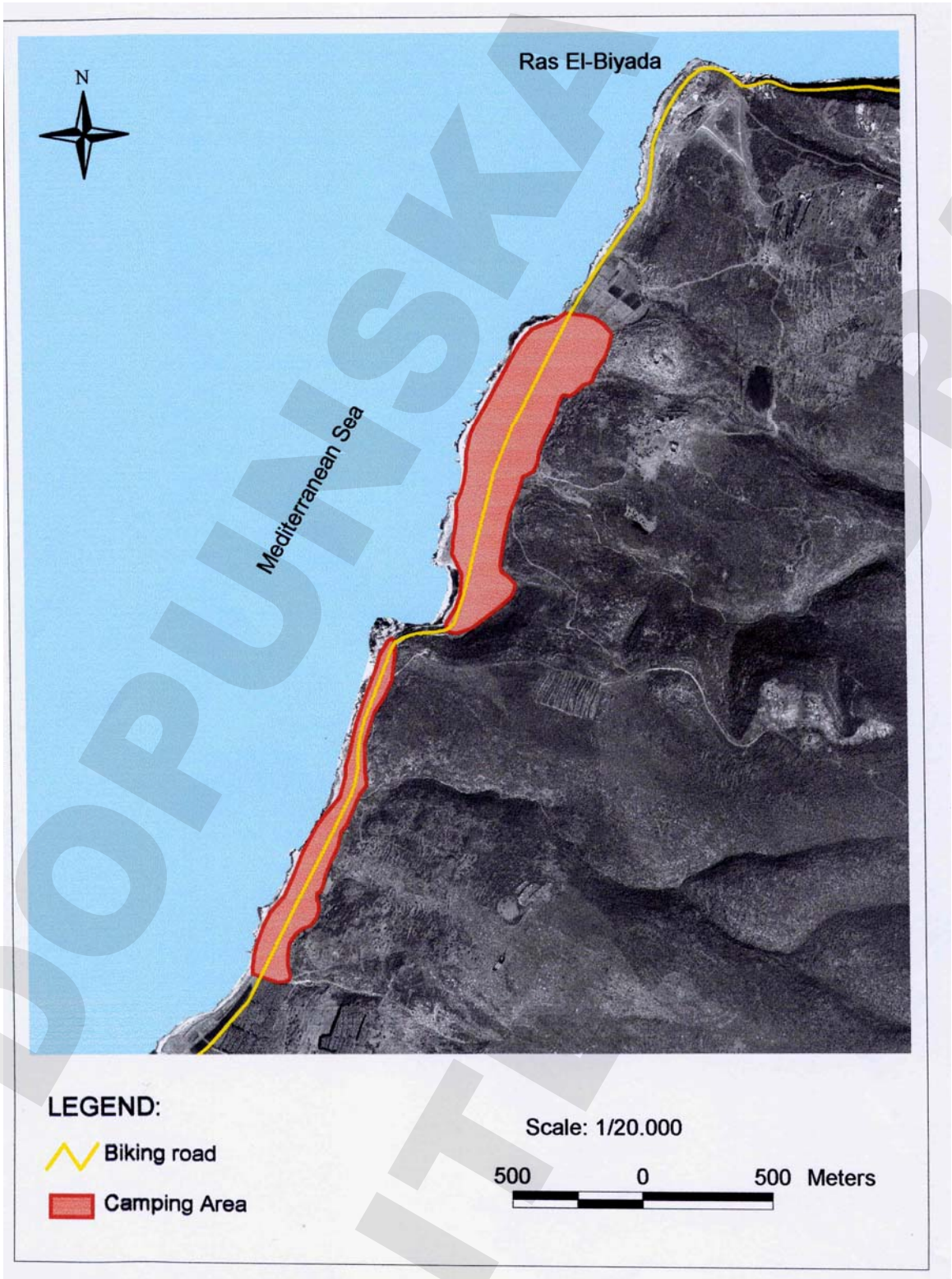
6.3. NAQOURA:

Potential for a nature-based alternative tourism:

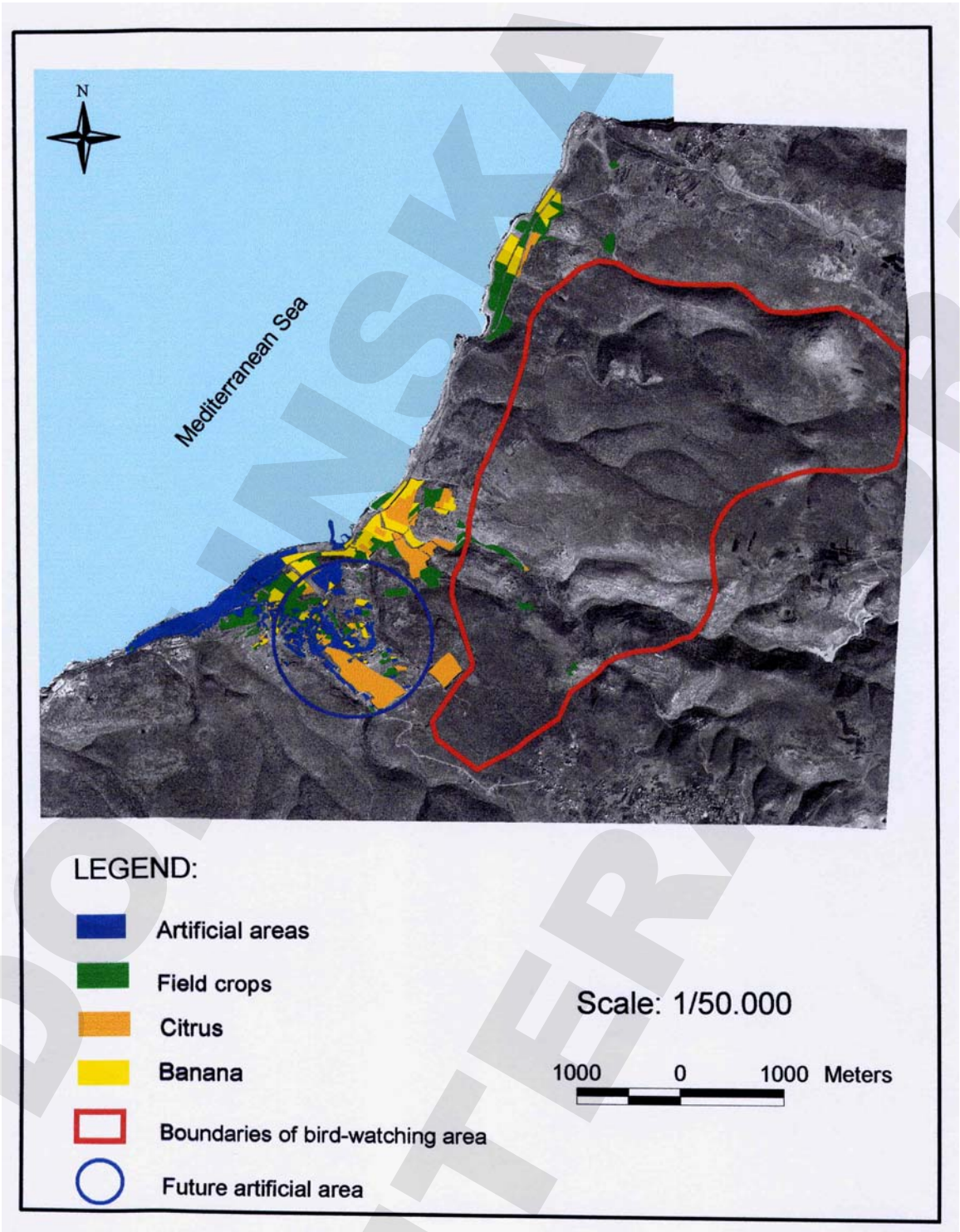
The narrow coastal plain extending between Ras El Bayada and Naqoura village presents a potential for camping activities (Map 6). The presence of a striking rocky shore with clear blue waters offers a very special place for bathing and diving. The coastal road running inside the coastal plain with a length of around 6 km is suitable for bikers who are seeking to enjoy unique scenery. The administrative boundary of the municipality of Naqoura encompasses a woodland area (mainly oak trees) of around 17,000,000 square meters. Out of these, around 2,500,000 square meters are very dense. This wild woodland area, presenting in its large part the border with Israel, is an important habitat for wildlife, mainly jackals and hyenas. This is expected to increase the chances of seeing these animals at night. Because of the sensitive location of these woodlands, these species have been protected for a long time and most likely became abundant

A large area of around 13,000,000 square meters (Map 7, in Annex 4: photo 50) presents a potential for migratory bird-watching, for hiking and for night wildlife-watching, coming mainly from the dense nearby oak woodlands. Wooden towers, equipped with infra-red binoculars, serve for night wildlife-watching.

Map 6: Camping area in Naqoura



Map 7: Land use in Naqoura



The cultivated land located inside the administrative boundary of the municipality of Naqoura (Map 7, page 49) amounts to an area of around 1,500,000 square meters. The cropping pattern is a follows:

- Citrus: 465,000 square meters
- Banana: 380,000 square meters
- Other crops (mainly field crops): 678,000 square meters

The relative isolation of this agricultural land, located relatively far away from other cultivated land in neighboring villages, in addition to the absence of polluting industries, both give Naqoura a unique opportunity for organic farming. Bio-products are expected to serve visiting tourists as well as national markets. Large-scale bee keeping has to be promoted (currently, there are 15-20 bee hives in Naqoura for household use[14]).
Naqoura has also a specialty, its proximity to the Israeli borders. Keeping in mind the long history of Israeli occupation of South-Lebanon and its recent repatriation, the seeing of the border with Israel and of a road sign like "Towards Palestine" (Annex 4: photo 53) is itself a touristic attraction.

Carrying capacity assessment:

The perceptual carrying capacity (Youell, 1998) of the camping area in Naqoura will be assessed in this subsection. As mentioned before, the perceptual carrying capacity of an area is not easy to establish since people have different tolerance thresholds. Therefore, the following assessment should be considered as a rough and subjective estimation. The camping area in the coastal plain of Naqoura (Map 6, page 48) is estimated to be 430,000 square meters. If 50% of this area can be used for superstructure (tents) and if 500 square meters are allocated per one tent (4 persons), the carrying capacity would be 430 tents and around 1,700 persons per day. One should mention that these figures of carrying capacity should not be taken as an absolute value.

[14] Reference: Questionnaires to CAMP municipalities, CAMP project, 2001.

Touristic infrastructure and superstructure:

The existing support services for tourism in Naqoura[15] is as follows:

- 2 gas stations without car wash
- 2 legal restaurants and 10 others that are illegally constructed
- 1 clinic and UNIFIL base hospital

Regarding touristic accommodation units, one should keep in mind, as mentioned before, that the conceived kind of tourism requires simple superstructure, integrated in the natural setting and preferably owned by locals. An important issue to be taken into consideration is the management of parking places. These places have to be located relatively far from the attraction in order to minimize the negative environmental impact on the resource in question, mainly fragile habitats like beaches.

Threat and constraints:

The major threat for potential alternative tourism in Naqoura is the irreversible loss of the seashore in favor of construction (mainly resort construction). The rural exodus taking place in Naqoura is putting less pressure on the use of the agricultural land for housing activities. On the other hand, a good part of the land in Naqoura belongs to few large owners from outside the village. This would higher the risk of using such lands for construction in the future and hence reflect negatively on alternative tourism potential.

The main current physical constraints facing tourism development is the bad quality of the coastal road between Sour and Naqoura, in addition to the lack of touristic accommodation units and of organized parking places. Other constraints relate to the presence of mines which can have a long term psychological negative effect on tourism, even after they will be completely removed. The suggested wildlife-watching area is considered for the time being as bordering a military zone. This would hinder any potential touristic activity in this area.

[15] Reference: Questionnaires to CAMP municipalities, CAMP project, 2001.

According to the head of municipality, political and social reasons will hinder tourism development in Naqoura, especially camping activities. However, one can suggest some first steps for tourism development in the short-run, which can be carried out by the municipality:

- Signposting for Naqoura cultural attractions
- Soft management (food and sunbathing services) of a part of the Naqoura seashore

Such steps would attract some visitors to Naqoura (most likely, from the tourists coming to the neighboring Sour).

Strategic objective and policies:

In order to enhance and sustain alternative tourism as a strategic choice for the sustainable use of natural resources and as an economic activity which can complement or even dominate other economic activities taking place in Naqoura, the following points have to be taken into consideration:

- Concerning land use:

- Preservation through legislation of the agricultural character of around 1,500,000 square meters of currently cultivated land. This could be through a low coefficient of land use for construction (less than 5% for example).
- Declaration of Naqoura beach and Naqoura woodlands (around 17,000,000 square meters of woodland) as “specially protected areas”.

The expansion of housing activities of the local community as well as of small-size accommodation units for tourists has to be concentrated in one zone surrounding the village (Map 7, page 49). Any new construction in the suggested zone has to be perfectly integrated in the natural surrounding, according to specific legislations. The current, relatively large, area used by UNIFIL could serve in the future as a construction area for small-size touristic accommodation units and as a car parking for the visitors.

- Concerning supportive policies for the preservation of the agricultural character:

As the case in the Damour Valley, the agricultural land of Naqoura presents a good potential for organic farming mainly because of its geographical isolation. A direct significant support from the ministry of agriculture is needed. This support could be through the promotion of organic farming as well as through the protection of the local products from foreign competition. Additional support can come through extension services in order to reduce the cost of production and to improve the quality and the productivity.

- Concerning implementing agents:

The involvement of the private sector in the implementation of the touristic superstructure is crucial for tourism development. The government is responsible of legislation related issues regarding land use and of improvement of the infrastructure. The media would play an essential role in the promotion of alternative tourism. The municipality of Naqoura, supported by local NGOs (which do not exist for the time being), should be responsible of tourism management at site level. Based on a discussion with the head of municipality, it was revealed that he has a sympathy for construction activities on the seashore and on the hills overlooking the sea. On the other hand, he showed an understanding for the concept of alternative tourism and the associated preservation policies.

7. CONCLUSION:

Tourism supply in CAMP area can be differentiated into two broad categories: 1) a current mass tourism (the high density beach tourism in Jiyeh, Rmayleh and Sour) and a potential alternative tourism (a low density nature-based and culture-based tourism). Alternative tourism is thought as a strategic choice for the sustainable use of natural resources in Damour, Sarafand and Naqoura. It is expected to play a dominant economic role in Naqoura, given the natural potential of this region, its cultural heritage, its rural character, its traditional fishing and goat keeping, and the resulting broad range of alternative tourism activities which can be offered, extending from common activities like hiking and low density beach tourism, to less common ones like camping, to more specialized ones like diving and wildlife-watching. Alternative tourism would support the local economy in Damour without being a dominant activity in terms of revenues. This support will be mainly through the touristic use of the natural beach (low density beach tourism), of the agricultural plain (biking) and of the valley (camping, hiking, wildlife-watching) as well as through the visits of the remains of the silk and glass factories and of the surviving old traditional crafts (production of ceramic, baskets and reed mattresses). Ranked least in terms of its tourism product among the three municipalities in question, Sarafand would benefit from alternative tourism mainly through its archeological remains, its traditional surviving glass industry, its traditional fishing and through the touristic use of its agricultural plain (biking). The coastal degradation of Sarafand through resorts and illegal housing activities placed this town in a disadvantaged position, compared with Damour and Naqoura.

In order to enhance and sustain alternative tourism as a strategic choice for the sustainable use of natural resources in Damour, Sarafand and Naqoura, supportive national policies related mainly to the legislation concerning land use and to the activation of the agricultural sector are required.

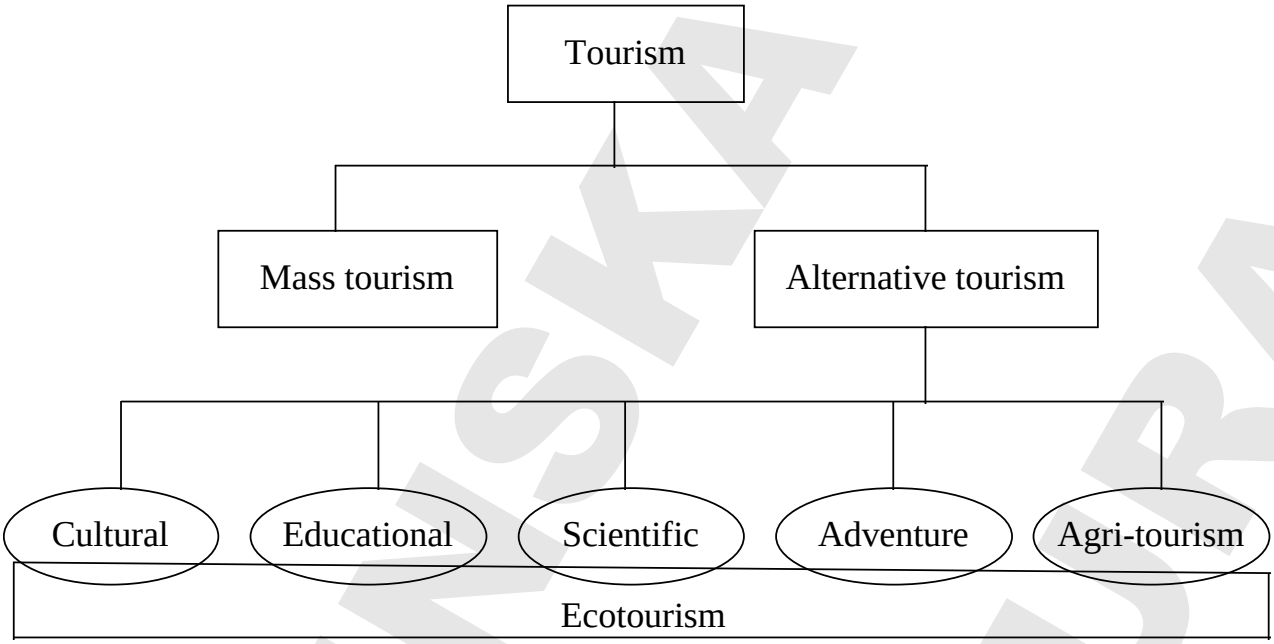
List of figures, tables and maps:

Figures:

Tables:

Maps:

Annex 1: The alternative tourism (after Mieczkowski, 1995)

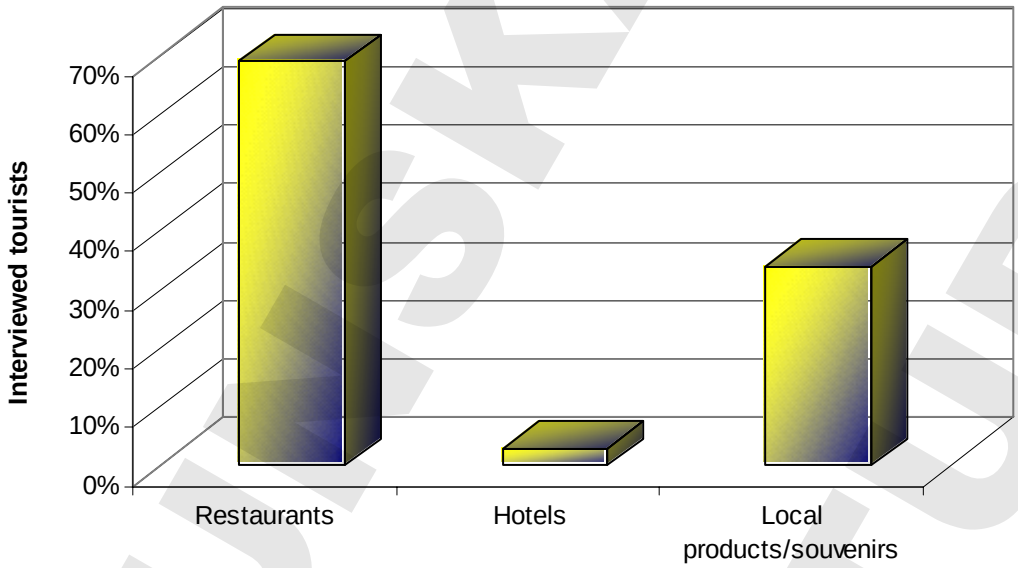


Annex 2: Semantic differentials between mass tourism and alternative tourism

	Mass Tourism	Alternative Tourism
Markets		
Volume and mode	High, package tours	Low, individual arrangements
Seasonality	Distinct high and low seasons	No distinct seasonality
Attractions		
Emphasis	Highly commercialized	Moderately commercialized
Character	Generic, contrived	Area specific, authentic
Economic status		
Role of tourism	Dominates local economy	Complements existing activity
Accommodation		
Size	Large-scale	Small-scale
Spatial pattern	Concentrated in tourist areas	Dispersed throughout area
Density	High density	Low density
Ownership	Non-local, large corporations	Local, small business
Architecture	International style	Vernacular style
Regulation		
Control	Non-local private sector	Local community
Amount	Minimal, to facilitate private sector	Extensive, to minimize local negative impacts

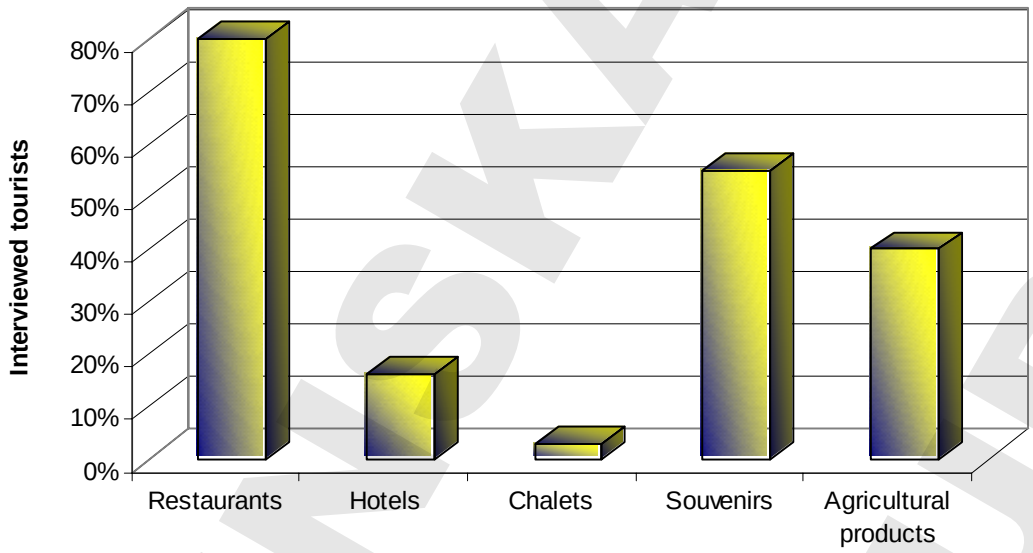
Annex 3: Tourism in the Shouf Cedar Reserve and in the Cedar Protected Area

Annex 3a: Different sectors for expenditures of interviewed tourists in the Shouf Cedar Reserve, 2001



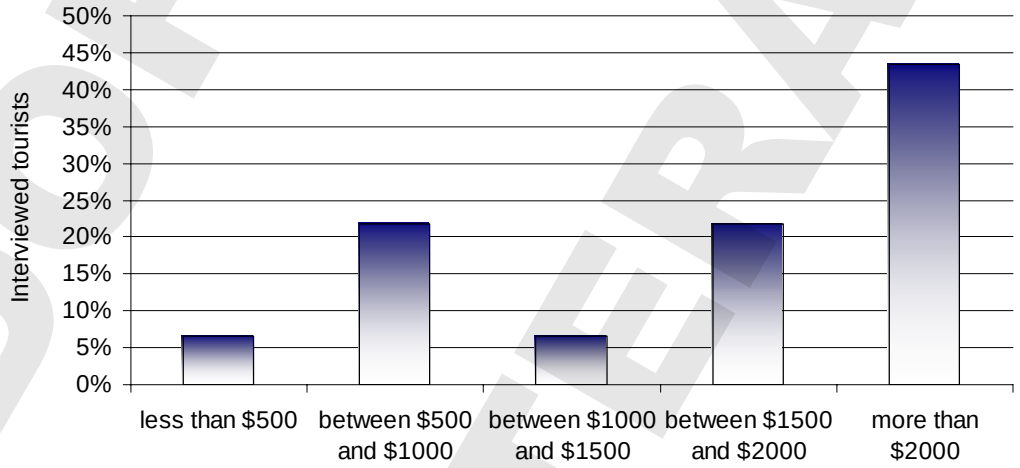
Source: Owaygen, 2002

Annex 3b: Different sectors for expenditures of interviewed tourists in the Cedar Protected Area, 1996



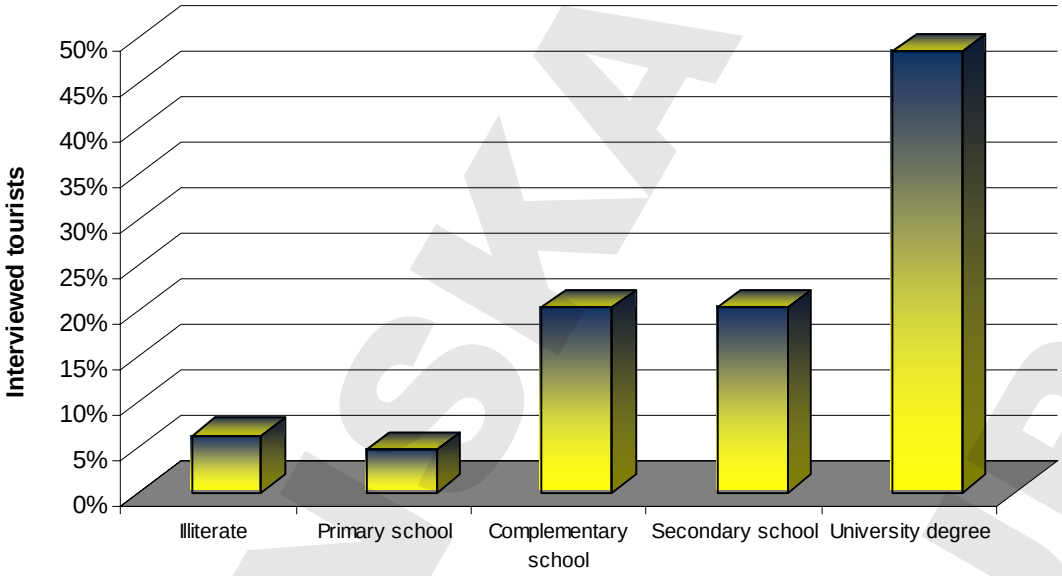
Source: Owaygen, 2002

Annex 3c: Distribution of interviewed tourists in the Shouf Cedar Reserve according to their monthly income level, 2001



Source: Owaygen, 2003

Annex 3d: Education level of interviewed tourists in the Shouf Cedar Reserve, 2001



Source: Owaygen, 2003

Annex 3e: Motivations of interviewed tourists in the Cedar Protected Area for potential visits to protected areas in the mountain region of Akkar, 1996

Motivations for visiting protected areas:	*% of the interviewed tourists*
Enjoyment of nature	77
Discovery of a new area	46
Encouragement of the protection	7
Ecological education of children	4
The concept of protected areas	3
The way of life of rural communities	3
Scientific interest	2
Showing the protected areas to friends or to relatives visiting the country	2

Source: Owaygen, 1999