

SURVEY TECHNIQUES TO HIGHLIGHT HIDDEN TOURISM ATTRACTIONS IN LEBANON

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ABSTRACT: *Tourism Survey techniques to highlight the hidden tourism attractions in Lebanon is the aim of this work. A questionnaire has been designed in order to get the necessary data and accurate and detailed information about the touristic site or touristic village, tourist facilities and the services capability and manpower. All sources related to tourism sites in Lebanon have been studied. Information has been gathered from field interviews and direct contact with the local people, pictures and drawing detailed maps. We also build a database for each village that includes touristic sites. Our main work is to highlight the hidden touristic areas and benefit and preserve their natural, archaeological and historical resources. A map will be developed for each village. All gathered information and analysed data will be stored in a database and CD/DVD to be presented in tourism organization and travel agencies. Also, all data have been prepared to be published on a website.*

KEYWORDS: Survey, Questionnaire, Highlight, Tourist, Attractions, Lebanon, Hidden.

INTRODUCTION

No wise person in any country, especially in developing countries, can ignore the importance of tourism and tourism development, on incomes, employment, and openness of peoples and cultures to each other. How can we ignore a sector where the number of tourists exceeds 1,200 million, according to statistics 2015 (World Tourism Organization UNWTO, 2016), and its incomes reach 1.500 billion almost, and it provides about 110 million jobs worldwide.

Current developments and forecasts are:

1) International tourist arrivals grew by 4.6 % in 2015 to 1,184 million; 2) In 2015, international tourism generated US\$ 1.5 trillion in export earnings; 3) UNWTO guesses a growth in international tourist arrivals of between 3.5% and 4.5% in 2016; 4) By 2030, UNWTO forecasts international tourist arrivals to reach 1.8 billion (UNWTO Tourism Towards 2030). Tourism is not just jobs and incomes, but also a symbol of communication, friendship and peace between peoples. A tourist is a visitor and a friend; and if he has good memories, he will become an Ambassador to us, and certainly will bring new visitors and friends. The tourism is a gain, in financial and moral criteria, all countries and regions are competing to enter its markets and movement. And Lebanon was definitely, and will be, an attractive country for tourism. Cities and coastal villages in Lebanon have gained the opportunity of study and interest in order to highlight its tourism resources and potentials, and have opened the door for tourism investor to invest and to profit economically and culturally unlike to the inner areas and villages of the countries that blackout on their tourism resources and they need to unveil their tourism possibilities which requires a field survey, visits, tours

and interviews in these villages. And that what did in this research by carrying out tourism survey for discovering tourism areas in Lebanon (archaeological, historical and natural components and sites). A related literature review (Armand Ioin, 1999) (Atlas OBS du monde, 2000) (Encarta, 1998) (Georges cazes, 1992) (Lazato Giotard J.p., 1993) (Ilias Khorl, 1987) (Mohmad Khamiz El Zouka, 1997)(Fadel Ahmad Yunes, 1987) have been studied in order to help us to get the required results for this research.

The Objectives

The objectives of this research are summarized as follows:

- 1- Highlight and study disadvantaged areas for citizen and foreign tourists.
- 2- Create job opportunities for the residents of the town or the region by employing workers in the different specializations relating to tourism activities.
- 3- Realization of a human and a financial abundance through common tourism investment thinking.
- 4- Benefit from natural, archaeological and historic resources and the elimination of sabotage.
- 5- Introduce areas to country's tourism map and benefit from them at humanitarian and cultural levels.

METHODOLOGY

As input for such type of studies, several fundamental steps must be available to facilitate this task:

- 1- Create a tourist questionnaire form to answer all the details related to the desire of the tourist to visit this village or town or region.
- 2- Distribution of the questionnaire form, with the help of university students to all planners of the area such as mayors, and heads of associations and clubs. etc, in order to answer the questions because they are from the area and they know more than others about details of their region.
- 3- Return the form to the party concerned to check and analyze the study and then convert it into a field preview in the later phase.
- 4- Field preview for the information recorded in the forms, with the concerned party directly with every form, to discuss what has been written and look to pictures and add new information if possible.
- 5- Provide a tourism survey maps from the concerned municipality to register new touristic landmarks according to the information recorded previously in the form.
- 6- Upon the tourism type which characterizes the town or the region, the plans and development proposals are placed in order to benefit from them directly in the tourist and economic movement across local and foreign investments.
- 7- Computerization of information by the production of CD-ROM (CD) and its diffusion via Internet to facilitate the supply and take advantage of the tourist level.

Touristic Questionnaire Form

It is a collection of questions derived from books specializing in archeology, history, geography, and the brochures of Ministry of Tourism aiming to provide tourism service and its development. It also aims to help the tourist or the investor to identify the diversity of the tourism that exists in the village, the city or the region that we should survey and work out in order to be highlighted in terms of tourism.

These forms constitute a graphic Base documented by the actors of the region (mayors, heads of municipalities, associations and clubs, and professors) and may be needed by the student or researcher or investor in the future. This form can be developed depending on the nature of the location of the town or the region (coastal or interior) and its tourism inventory, and it contains the following parts and questions:

1- General Information

a- Village/City Name.

b- Questionnaire Reference: Name and Position fulfilled.

c- Geographical location of the town (the town Topography): Casa Centre, Area, Altitude, Village accessibility (roads leading to the village), Distance from the casa, Distance from the capital, Total population, Number of residents, Number of expatriates, Other attributes for the town's location (a special atmosphere...etc.).

2- Tourist elements Information

A- Human Tourism Elements (Historical buildings & Archaeological residues)

Historic buildings (dating back to beyond the year 1700)	Details Information for each Historical building must be searched
Palaces, Khan, Bridges, Aqueduct, Man-made caves, Distinctive markets, The general character of the buildings.	<ul style="list-style-type: none"> ✓ name ✓ owner ✓ Location within the town ✓ Number ✓ Creation date (approximate duration) ✓ Other features
Archaeological residues (dating back to the pre-1700)	
Hamman, Castles	
Temples, Churches and cathedrals, Roads, Bridges, Institutions, Cemeteries, Mosaic flooring, Archaeological caves and/or grottos (man-made), Huge artifacts, figures, founded Utensils and artifacts, Aqueducts, Caves	
Theaters, Playgrounds, courts, and squares...etc.	
Other buildings	
Other human elements	
Local museums, Handicrafts, and Commercial products	

B- Natural Tourist Elements:

Natural Tourist Elements	Details Information for each Natural Tourist Elements must be searched
Natural caves and grottos, Lakes, Forests, Rivers, Springs, Waterfalls, and Wealth of plant (plantations).	<ul style="list-style-type: none"> ✓ name ✓ Kinds ✓ owner ✓ Location within the town ✓ Number ✓ Creation date (approximate duration) ✓ Other features like (Natural reserve...)

C- Wealth Of Animals:

Types, The Owner/Management, Location within the town, Number, Area, and Other features.

D- Service Tourist Elements:

Service tourist elements	Details Information for each Service Tourist Elements must be searched
Hotels, Restaurants, Recreational parks and cafés, Amusement parks, Travel agencies, Rent cars offices, Communication means, Transportation means, Commercial markets and/or malls, Hospitals, Dispensaries and clinics, Pharmacies, Schools, academies, and/or universities, Gendarmerie station, "Civil Defense" or "Red Cross" station, Petrol station, Navigating signals, Banks, Libraries, Infra structure, Gardens, parks and zoos, Theaters, Playgrounds, courts, and squares and Others.	<ul style="list-style-type: none"> ✓ Name ✓ Owner/Management ✓ (for a resident, non-resident, or for municipality) ✓ Location within the town ✓ Number ✓ Strength of attraction ✓ Other features

E- Responsible Parties:

Party	Details Information for each Party must be searched
Municipal center Tourist police Other parties (organizations...)	<ul style="list-style-type: none"> ✓ Name ✓ Date of establishment ✓ Location within the town ✓ Degree of effectiveness ✓ Other features

F- Activities:

Activity	Details Information for each Activity must be searched
Festivals Concerts Educational seminars and lectures Developing campaigns Other activities	<ul style="list-style-type: none"> ✓ Name ✓ Management ✓ Number ✓ Location within the town ✓ Strength of attraction ✓ The approximate number of volunteers ✓ Other features (number of days...)

G- Other information that are not existed in the questionnaire form.

H- Proposals for tourism development of the region.

After the collection, comparison and analysis of forms and after adding a new information from scientific publications related to the subject, an attempt is made to link between them and the field information, then the forms are delivered to the concerned persons in order to examine them and verify the information and what has been added, in order to rectify it and then to approve the final form by their owners to avoid any unintended errors.

Return the questionnaire form to the party concerned to check and analyze the study and then convert it into a field preview in the later phase.

After collecting the correct information, we communicate with the persons concerned to fill in forms in order to preview the information on the ground and took pictures and comment on them. This requires great effort and hard work due to the big distance between the tourist landmarks within the city. And then the pictures are sorted in the laboratory and the best is chosen to show the touristic landmarks, as well as taking a picture of the town or village that we want to survey.

Tourist map Setup requires the help of mayors by providing a global comprehensive map of the town firstly and then by helping us to indicate the tourist landmarks mentioned in the forms and to determine it on the map in order to facilitate the display to the tourist. And if we are unable to find them in the municipality, we can demand to the architect to sketch the town limits and set the tourist landmarks. Example of internal map of a special village is shown in Figure 1.



It includes the main information that identifies the type of tourism that characterizes the town or the region, (archaeological - environmental - historical). In light of it, development plans

and suggestions are placed in order to benefit from them directly in the tourism and economic movement across local and external forms.

Computerization of information

Upon completion of field surveys, laboratory work begins through the computerization of information through the production of compact disc (CD) and the dissemination of information over the Internet to facilitate the supply and to take advantage on touristic and educational level in schools and universities as a sample for students to know how to set up field projects in modest means. The second section will present this point in details.

Computerization of Information

In this section, an electronic template method is proposed and described, to publish and present the tourism sites and all tourism related items. The proposed template can be through designing and creating CD/DVD and web sites. Many copies of the CD/DVD template have been designed and distributed like: the tourism survey of Chouf claa region and Iklim alKharoub Region (Fadlallah, J. et al; 2002) (Fadlallah, J. et al; 2005) (Fadlallah, J. et al; 2010). (Chible1, et al. 2007) (Chible2, et al. 2007). Computer books have been used during the template design (Chible, 2001) (Chible, 2003) (Robert Williams, 2000) (Virginia Anderson, 1999) and (Celeste Robinson, 2001). The work presented in this research has been introduced as a part of a material course called "Tourism Survey Technique" in the new system of LMD system at the Lebanese University – Faculty of tourism & hospitality (Chible, 2008). To success this course, the student must do a practical project and final written exam. In this course the professors explain to students these innovative methods and how they can apply them.

The future work will be on the enhancements of these methods and how to apply them to all regions of Lebanon to get finally a web site for Lebanon that show all its touristic places and it will be always updated. The methods presented in this work have been developed in the computer lab of the faculty of tourism & hospitality management –Lebanese University. The work in this research presents the technical & electronic part of global project called "Tourism Survey Techniques". Many programs have been used and can be used for CD/DVD and Website design template: Multimedia Builder Program has been used for CD/DVD; Microsoft FrontPage & JavaScript have been used for Web site; Microsoft Access has been used for Database; Microsoft Word, Adobe Photoshop, and Nero Express; Computer with accessories like a scanner and a CD/DVD Rewritable plus a good resolution Digital Camera. This section is divided into the following subsections: CD/DVD Design; Database Design; Web Site Design.

CD/DVD Design

It is designed at the computer lab of the faculty of tourism & hospitality management. It can include the presentation of each country, the map with pictures for important tourism places, the photo album and database of all important information. In this section, the Iklim El kharroub region has been taken as an example.

The CD/DVD includes the following: presentation of each country, Map with pictures for important tourism places, photo album and Access program that stores questionnaire of each country with methods for finding any query.

The CD/DVD example contains: The main designed by the Multimedia Builder Program which produces the Autorun.exe and Autorun.inf file; the folder of all pictures; the folder of all document written in Word; the database file designed by Access; The folder of different music files and logo.

The main designed by the Multimedia Builder Program contains all things that will appear in the Autorun.exe (See figure 2). Autorun.exe is the executable file to run the CD/DVD. The result of this file is shown in figure 3. Autorun.inf is the auto run file that contains the command to run the Autorun.exe automatically when you insert the CD/DVD.

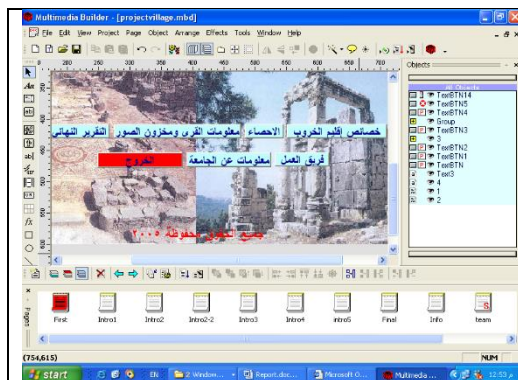


Figure 2: The main designed by the Multimedia Builder Program.



Figure 3: The executable file of file in Figure 2.

Access Database

Access program has been used to store all questionnaires, to get the appropriate queries and all required statistics. The following figures will explain the role of the program. Figure 4 shows the main screen and the usage of this program. The figure 5 shows the page to fill and modify the questionnaire of any country.

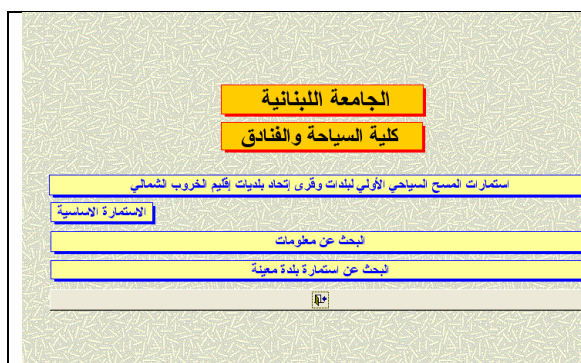


Figure 4: The main screen of the database program.

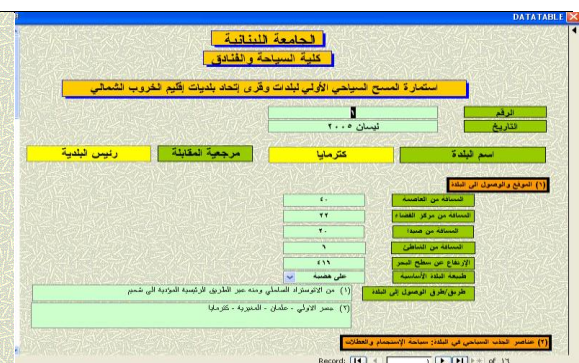


Figure 5: Filling the data of any village.

Figure 6 shows how to search information for any item or thing related to each village. It is able to search information on Hotels (Numbers, Classification), etc... Figure 7 shows an example of searching information on how long distance the village is far from region capital.

**Figure 6: Search information.****Figure 7: Example of searching Information results.****i. Web Site Design**

The FrontPage and XHTML have been used to design the website in this section. Figure 8 shows the main folder with all files and subfolders related to the website. Figure 9 shows the main page which is the Index.htm file, which is the main file that contains links to all countries.

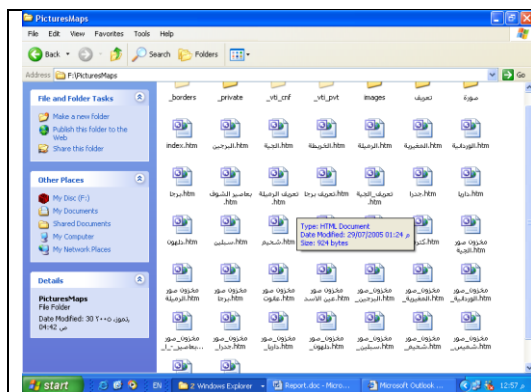
**Figure 8: The Website folder.****Figure 9: The main page of the website.**

Figure 10 shows the page after you click on any country link, which is the country Map with the main tourism points. For each point, pictures and information are presented. Figure 11 shows an example of a picture when you click on a special point in the previous Map.

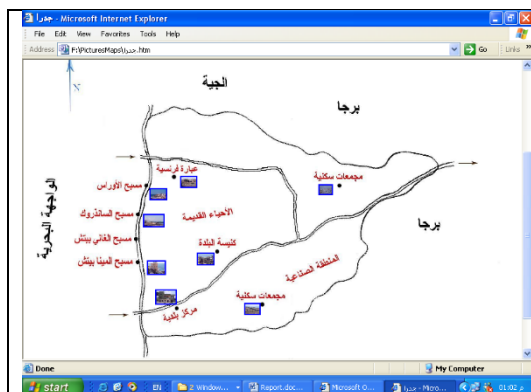
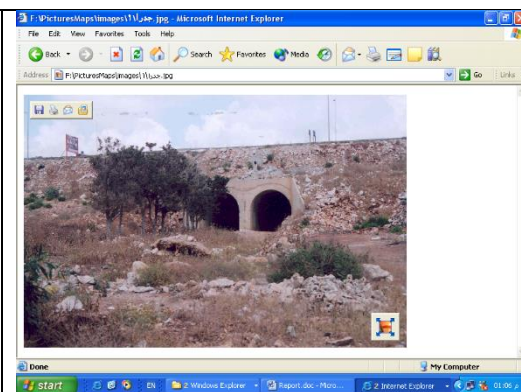
**Figure 10: Touristic map of a village.****Figure 11: Photo for a special point in the touristic map.**

Figure 12 shows example of detailed written information on a special village. Figure 13 shows example of photograph album on any village. You can maximize any photo by just clicking on it.



Figure 12: Detailed written information on a special village.



Figure 13: photograph album on any village

CONCLUSIONS, PROPOSALS AND FUTURE WORK

The presence of strong elements of attraction in a region is not enough to make it a destination for internal and foreign tourism. Attractions are necessary but not sufficient alone.

In addition to these natural attractions, other help or essential conditions must be available. Between these conditions, observations and practical proposals, we mention the following:

1- Existence of the desire, conviction and willingness of the local community and its bodies to rediscover the tourism in the region, and to work, participate and help in all that contributes to the definition and promotion of tourist centers and services in the region. Without this local conviction and the active participation in the development of tourism, there are no result or meaning for any effort or investment.

2- Forcing government ministries and its concerned interests especially the Ministry of Tourism and Ministries of services to accomplish their duties within their competence.

For example: we require from the Tourism Ministry to inaugurate an information tourist office in each region or village for example at the entrance of the region - it will guide the visitor or tourist and provide it with the necessary information, brochures, maps and promotional materials, and receive complaints and observations (students or graduates of the Department of Tourism Guidance from the region or the village can volunteer to manage this office and provide all the necessary extension services) We ask the Department of Antiquities to do archaeological statistics in each region and to expand the search for monuments or sections not discovered yet, and protect existing ones, such as Chehim Palace, the Palace of Delhon and royal cemetery of Barja and other property, and provides fixed budget for regular maintenance, and compensation to property owners, in order to protect properties and archaeological areas.

3- Encourage the private sector and capitalists to invest in tourism projects in the region — not just in swimming pools, beach and restaurants, but in the interior as well, especially in places adjacent to the sites of historical or religious visits (Chehim, jieh and others). As they could persuade the feasibility of establishing a civilized amusement parks and spas in many locations in the Iqlim in order to attract visitors to spend holiday with their families, (on naher

el hamam between Daraya and gharifeh, and benefit from presses and historical bridges on the river and next to Bejiro in Mazboud, Ain Delb, Wardaniya Valley, as well as in Anout, Batna Hill and Al howwa cave, etc.), and many others examples.

4- In addition to swimming pools on the beach, we can invest integrated tourist villages (and not just chalets). These villages include swimming pools, cabanas, health and sports clubs and other activities such as organized tours to the interior areas, or cruises along the beach. We can also invest a suitable site for Marina meeting international standards, receives yachts from other ports and hosts yacht racing and related sports.

5- And on the Beach, we can also coordinate with youth hostels or youth Tourism Bureau and travel agencies to establish a nautical camp for local, Arab and international youth that take into account their interests at promotional prices suitable for youth budget.

6- Demand from the Ministry of Public Works, in coordination with the concerned authorities to provide gradually modern and easy roads to secure the access of the visitor to and from the destination safely and without trouble. Lighting the places where there are ruins or tourist attraction centers. However, we should not subvert the natural or historical surroundings under the pretext of the opening or expansion of a highway here or there. Freeways or expressways must be away from forests, jungles and places candidates to be an attraction resource for eco-tourism and its first terms is to maintain natural surroundings. Modern engineering experts become more aware of international conditions and able to provide two requirements: modern methods while maintaining natural, historical and environmental surroundings.

7- Demand from the Ministry of resources and specialized councils, to secure quickly a final solution to the problem of random drainage systems and to work in a scientific and healthy ways to manage it instead of dispensing in valleys, rivers and the sea.

8- We can't talk about tourism, tourists, visitors and parks as long as drainage is random and harmful to the environment and landscape in each region.

9- Encouraging the establishment of private or mixed projects oriented to youth, such as cities, sports utilities, cultural palaces, clubs and theaters, houses for rural youth residence, with joint programs for ministries, local and international concerned parties.

10- Encourage municipalities and electoral associations to protect the Commons and prevent all types of public or private abuse, and to transform the appropriate into protected or semi protected areas, especially the forests, as in Chehim, Mazboud, Anout, Daraya, Dalhamiya, Debiya and others in collaboration with the Ministry of agriculture and local and international parties.

11- Encourage municipalities and in cooperation with private and civil institutions to the opening of public parks, even at small sizes and where possible, and decorate the entrances of towns and Main Street, with trees, flowers and green areas, and display sculptures of the artists from each region in the parks and squares.

12- Promoting the Union of municipalities of the region in cooperation with clubs and Scouting organizations to establish an annual heritage tourism week in common between towns of the region, (expansion of the experience of Barja in this field) where the towns offer some Lebanese folklore and local heritage foods and all kinds of domestic product, and restore the heritage symbolism of carob and olive tree and their presses as well as exhibitions of craft, artisana , drawing, sculpture and music and poetry evenings. Also invite media to cover delegations of the heritage tourism week and to distribute the appropriate to travel agencies, tourism and television channels.

13- Encourage the concerned parties to restore and rehabilitate many mosques, churches, monasteries and religious buildings in the region (such as localities of Sheikh Ibrahim Daoud

in Sibline, Abu Zoud in Chehim, and Abu Al-Wafa in Mazboud), due to the importance of their spiritual and cultural history for the region, and become a popular destination for those interested in visiting religious sites such as the Prophet Yunis locality in Jiyyeh who belongs to the Islamic Covenant Mameluke. Also we refer to mosques and sanctuaries in many places, as Saint Saviour and the Byzantine Church at Jiyyeh, Al khalwa on Jumblatt hill in Sibline, and other spiritual places that are getting attention internationally.

14- Encourage municipalities and local community to maintain each establishment, historic or heritage building related to each region's history: such as heritage buildings (like old Ba'asyir school and Meer Shihab's Palace in Jiyyeh) and springs, presses of molasses (as in Wardaniya) and traditional olive and traditional production tools and samples (such as loom and presses) and combine these tools and similar to each region Museum which we suggest to be a witness of the history and activities of that region's son.

15- Encouragement of regional schools, in coordination with the Department of Education in the region and the Ministry of Education, to promote environmental and tourism environmental awareness through contests, prizes, and organization of common school trips for each region's environmental, archaeological and religious resources accompanied by specialized guides through emerging generations recognize the importance of tourism and the environment, and the richness of each region's ecological resources and attracting tourism.

16- Cooperation with universities and specialized institutes in the training of workers in the tourism sector in the region: restaurants, hotels, swimming pools and parks, to provide them with techniques and artistic, sanitary, environmental and economic modern assets and the Faculty of Tourism at the Lebanese University is ready to contribute to this project.

17- Cooperation with local and international scientific and academic institutions to organize a conference or a seminar on the archaeological subject in each region and its different aspects of epochs, then work with international donor parties to establish a permanent Museum for each region's ruins and their history (in chhim, for example, due to its important archaeological site, and because it is geographically in the center of each region) Through the presentation of samples of statues, sarcophagi, the mosaics and other tools. You can also restore the history of life, housing and production in each region, especially those related of carob, olive and grapes presses and traditional knitting by documents, image and sound as in many museums which makes each region a permanent destination for tourism and scientific visits.

18- Establishment of a website, independently or in cooperation with existing sites, under the name "Visit each region" that gives a definition and promotion of each region's resources, its centers, sites and its touristic, heritage and economical resources through films, reports and information that interest the visitor or the tourist. And its expenses can be covered through sponsored parties, especially hotels, travel agencies and car rental companies.

Finally we note that the presence of unexploded mines in some territory of each region constitutes an obstacle to the development of these areas. We must cooperate with the army and international parties to survey and remove it.

These are some of the suggestions that we have collected from the forms questionnaires or we read between the lines. How to begin and where to begin?

As you can see, you can distribute the required or suggested in two phases: one immediate and the other needs some time.

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