

Touristic Fluxes and Carrying Capacity

Tyre scale, Lebanon





Analysis of Threats and Enabling Factors for Sustainable Tourism at Pilot Scale

Touristic Fluxes and Carrying Capacity

Tyre scale, Lebanon



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OVERVIEW

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REVIEW

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Abstract

The purpose of this report is to identify the many challenges to tourist stability in the Tyrian coastal zones. It is created by reviewing available data at the national and regional levels. The document is divided into three sections:

- Section 1 - includes an overview of the key Coastal/Maritime tourism attractions in Tyre as well as a broad review of their touristic tendencies.
- Section 2 - discusses the key tourist prospects and threats in Tyre.
- Section 3 - reports on the major strategies and plans for achieving sustainable tourism in Tyre.

I. Introduction

Tyre was once an important Phoenician kingdom. Throughout the Iron Age, it controlled maritime trade and drove the development of religions throughout the ancient world (Bellos, 2017-2018). Tyre, which was an island offshore close to the nearby mainland, was the earliest urban center of the metropolis. During Alexander the Great's siege of the city, an artificial mole was built to connect the island to the mainland.

Tyre is now characterized by its historic structures, open spaces, and contemporary architecture, which contribute greatly to the city's worth. Historic and modern architecture are valuable assets to local communities and can be used for educational purposes, recreation, tourism, and to maintain property values (WHC, UNESCO and ICOMOS, 2013). Thus in 1984, the city was designated as a UNESCO World Heritage Site. Its current placement is the same as it has been since its inception in the Early Bronze Age (Al Sawi, 2018).

Tyre is home to Lebanon's largest sandy beaches, part of it was designated as a protected area under the name "the Tyre Coast Nature Reserve" by Law number 708 in 1998. Its diversified and unique natural and cultural heritage has given rise to tourist activities in the region. Tyre's tourism-related resources continue to be a primary source of revenue for the city, its citizens, and the whole country (Knio and Bellos, 2018).

Banking, tourism, food processing, jewelry, textiles, mineral and chemical goods, wood and furniture items, and metal fabrication are among the key businesses practiced in Tyre (Al Sawi, 2018). Traditional wooden boats building is still practiced near to the fishermen's harbor and adds to the touristic charm of Tyre. The Lebanese wooden boats, built and shaped by the skilled hands of the boats-builders, show a great Phoenician influence, and Tyre can capitalize on this historical significance to further develop tourism.

II. Coastal/Maritime tourism in Tyre

II.1. Characteristics of Coastal/Maritime tourism in Tyre

Tyre serves as a regional center with growth potential. The rich cultural heritage and significant international interest guaranteed Tyre a position on UNESCO's World Heritage list in 1984. Moreover, its proximity to Qana and other archaeological/Biblical zones in the area, as well large stretches of sandy beaches make it a favorable node in the various types of tourism. This archaeological heritage, together with the city's natural heritage, has designated Tyre as a tourism hotspot, allowing for a variety of cultural, leisure, or religious touristic activities (Zeayter and Mansour, 2015).



Figure 1. Tyre coast map

II.1.1 Tyre Archeological heritage site

Tyre has diversified cultural heritage zones including the historic center of Tyre, as well as a variety of historical monuments such as the Roman Hippodrome and the Roman Baths, considered cultural heritage zones, a Byzantine church altar, a crusader cathedral, and a crusader tower that was formerly part of a fortress wall, and are still standing. Additionally, various Ottoman private residences, as well as two Ottoman mosques, several churches, and schools, have been added to the list of classified monuments in the old city.

The settlement (insular city), located on the headland, and the Necropolis of El Bass, located on the continent, are both classified as archaeological sites:

- **Al Bass Archaeological Site** is the largest and best-preserved example of a Roman Hippodrome, and one of the most famous touristic attractions. The massive site includes a big Necropolis (with hundreds of well-preserved sarcophagi), a well-preserved Roman road and aqueduct, and a magnificent arch. It is located near the Al Bass Palestinian Refugee Camp. partially covers a Phoenician cremation cemetery. The remains of Palaetyros (continental Tyre) are thought to be beneath the Al-Rashidyee camp, while the Burj al-Chemali camp is next to a major Roman and Byzantine necropolis (Nahas, 2013).
- **The Hot Spring Ruins** situated in the Christian district, is another attractive feature of Roman architecture which escaped destruction during recent Israeli bombing campaigns.
- **The lighthouse**, situated on the north-western tip of the peninsula is a touristic destination (Fig. 2).
- **Al Jamal**, (*near the Hot Spring Ruins*). The remnants of an ancient Phoenician harbor are found on this rocky beach on the peninsula's southwestern edge and there is a site that appears to be an old swimming pool cut into the rock, with a depth of one meter and a size of 30 by 20 meters. On the cliffs, stands various hut restaurants.



Figure 2. Tyre lighthouse

II.1.2 Tyre nature reserve

Tyre Coast Nature Reserve is one of the three designated marine reserves of Lebanon. TCNR is recognized as Lebanon's most beautiful and largest last remaining sandy beach, with a diverse coastal habitat containing a different range of flora and fauna species that play important ecological roles while also providing valuable medical, ornamental, and commercial benefits to humans. Tyre Coast Nature Reserve may be considered rare of its kind in Lebanon and subsequently has a great natural heritage value and was created in 1998 by Law No. 708. It is considered by local universities as carrying the great potential for scientific studies, therefore, for conservation and raising awareness for eco-tourism, solid waste management, and protecting fisheries from overexploitation.

Its biodiversity derives from several elements that are grouped in a small terrestrial area of 3.8 km². Tyre coastal nature reserve also has the mandate to protect a marine surface area of about 113 km² (UNEP-RAC/SPA, 2011). The wide sandy beach of the reserve is an attractive nesting site for endangered marine turtles. The reserve provides the needed cover to the sea crossing birds upon their arrival on the land. The preserved sandy beach has considerable scenic and recreational value.

Ras El Ain area in the reserve is rich with fresh water and a Roman heritage site including natural artesian springs and aqueducts. TCNR is a wetland of international significance, designated as a Ramsar site number 980. The region has many streams and marshes located a few meters from the sea.

II.1.3 Beaches

The seashore to the south of Tyre is the longest and widest stretch of sand beaches, despite the systematic sand quarrying during the years of civil war before the establishment of the TCNR. The natural attractions of the site are its location on the Mediterranean Sea with a picturesque harbor surrounded by fishing installations and traditional living quarters. In the last twenty years, the city of Tyre witnessed rapid and phenomenal urban growth, which has transformed it into a critical regional node.

II.1.4 Recreational activities in Tyre

Many diving centers provide scuba diving activities, allowing tourists to experience and discover the submerged old city ruins of Tyre dating back to 2750 BC (Jidejian, 2018), and enjoy the Sulfur/Springs hot water and freshwater with high biodiversity. Other recreational activities are kayak. Jet skis are recently forbidden to protect the sea turtles.

Tyre region provides enormous potential for tourism such as: Site seeing, Bird watching (all year round but prime time is during the spring and autumn seasons of migration. It is an important nesting site for migratory birds and the endangered sea turtles. Cycling, camping, wildlife photography, night walks, swimming and sunbathing, diving, and snorkeling.

II.1.5 Port

Tyre Port is an important attraction site. It is an old harbor, speckled with fishing boats. Located right next to the port, the Tyre Christian Quarter characterized with its cobblestone streets, colorful houses, and flowers spilling out of balconies, attracts visitors as well.

II.1.6 Hotels

Tyre hosts more than 30 hotels and guest houses.



Figure 3. Tyre guest house

II.1.7 Old city souks

The souk situated next to the Christian district is a lively and atmospheric marketplace.



Figure 4. Tyre old city's routes

The old city of Tyre, which encompasses an area of 45,000 square meters, includes the northern sector of the former island of Tyre. It constitutes a densely inhabited zone that includes a fishing port, and a commercial zone with a commercial port.

The district of Al-Raml is the main quarter of the city. The fabric adjacent to the Hamra Road (historical Passage of Alexander) represents the 1930-1970 urban fabric.

Its traditional fabric, which primarily dates from the Mameluke and late Ottoman eras, maintains a degree of uniformity. This 13-hectare region contains 3,600 residents divided between Muslim and Christian areas, the majority of which are original Tyre residents with poor income. The fishermen's community makes up around a quarter of the population in the ancient city (Debs *et al.* 2015).



Figure 5. Tyre old city

A pedestrian network connects a few areas of the ancient city. Urban blocks with a maximum width of three meters generate limited pedestrian routes.



Figure 6. Heritage conservation ideologies analysis (Zaeyter and Mansour, 2015)

The northern portion of the ancient island of Tyre is included in the old city (Fig. 5), which covers 45,000 square meters. It closely corresponds to intra-Muros Ottoman Tyre and runs from the northern port to the Crusader cathedral. The Sarai, the municipality, the local police force, the jail, the tribunal, and the technical office for urbanism, as well as the local meat, vegetable, and fish markets, are all located in the old city.

II.1.8. Tyre international festival

Tyre International Festival has been bringing Arabic music to South Lebanon since 1996. The event takes place every year in the Al-Bass archaeological site in Tyre, which includes a vast Roman necropolis (old cemetery) and a stadium.



Figure 7. Current plan of Tyre city, showing the morphological study of the urban tissue of Tyre (Zaeyter and Mansour, 2015)

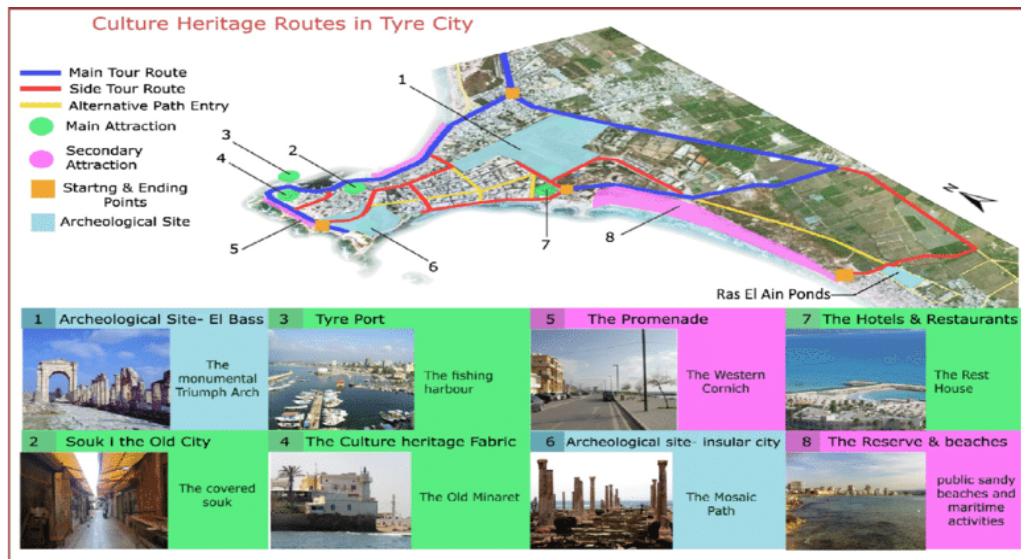


Figure 8. Cultural heritage routes in Tyre city (Zeayter and Mansour, 2015)

II.2 Trends for Coastal/Maritime tourism in Tyre

Even though the Caza's coastline and various cultural sites in the interior have tremendous tourism potential, tourism services are mostly centered on the coastal sites of the city. Indeed, tourism accounts for 36% of Tyre's commercial establishments. Because of the dangerous security situation in the southern half of the Caza', cash is diverted away from touristic enterprises and toward nonproductive "secure" investments like property purchases.

Tourism indicators

The status of the tourism sector in the city of Tyre seems to be ambiguous with positive and negative indicators coexisting side by side. The percentage of Lebanese visitors who reside in other regions increased from around 20% of total visitors in 2009 to around 40% in 2013. However, this higher volume of visitors is not translating into higher economic activity for tourism. Indeed, both the average number of tables and chairs and the average area of hotel and tourism establishments decreased by more than half during the same period (CDR, 2015).

Moreover, there is a decrease in the average number of employees per tourism establishment. Indeed, while the number of employees per establishment remained around 1.3 in non-H&T (Hospitality and Tourism) establishments, it dropped from around 3.4 to around 1.5 in H&T establishments (CRI and World Bank).

Issues related to the recent crisis

Tourism, services, and sales as well as the construction sector, have been the most impacted in Lebanon throughout the health-economic crisis that struck the country in

the previous three years. Tourism has been affected terribly by several crises and political instability over the years. Tourists are always affected by what they see on social media as this will develop to damage the tourism sector in a country. Lebanon is considered short of tourists, representatives of hotels, bars, and restaurants. The country, whose economy has traditionally relied heavily on tourism, is facing an apparent inability to attract international visitors, including its expatriates, amid ongoing economic and political instability. Tourism in Lebanon did not reach its usual levels during summer 2021, normally a high season for visitors, even after worldwide travel restrictions were loosened. According to numbers published by Rafic Hariri International Airport, the number of passengers arriving in May and June 2021 (387,879) was far lower than the number of arrivals during the same period in 2019 (773,432), before COVID-19 and the economic crisis took hold.

Though tourism has improved from the lows of 2020, according to Pierre Achkar, the chairman of both the Federation of Tourism Syndicates and the hotel owners' syndicate, tourism is nearly non-existent in 2021. He noted that most tourism in Lebanon was domestic, with Lebanese spending their money on travels within their own country. During the summer, when Lebanon experienced widespread power outages, hotels struggled to keep their lights and air conditioners running. In addition to poor mobile service, the lack of street lighting deters potential customers.

The riots in Tayyouneh on October 14 prompted some nations to warn about travelling to Lebanon. Gulf governments withdrew their envoys from Lebanon later that month, citing a diplomatic feud. They also warned their citizens not to visit the already-struggling country. As a result, regional political uncertainty continues to have a significant impact on tourism turnover in Tyre.

From an interview with a hotel owner, it was stated that from 2019 to the present, COVID-19 pandemic and the economic crisis had a heavy impact on occupancy rates. The early 2000 to 2018 had almost full occupancy through the weekends and at times during weekdays, even in winter months. Occupancy was not only related to tourism but also to development, archeological and other activities around the city. Since 2019 occupancy rates have plummeted with no exact figures given, but maybe one can say around 20 to 25% of what it used to be.

Issues not related to the recent crisis

Tyre is a popular tourist destination owing to its historical heritage, magnificent beach, and spectacular sites, with festivals considered key events, diversified tourism, and a pleasant nightlife. Tyre is also seen as a city with a diverse cultural landscape, a safe and inviting environment for pedestrians, a friendly populace, nutritious local food, as well as a low cost of living.

A study conducted by Tamim *et al.* (2021) showed that 33% of tourists have visited the city once and 55% twice. Almost 60% of the respondents spent only one day and 84% were motivated to visit it because of its natural, tourist, and cultural attractions. Of the visitors, 65% got to know the city through word of mouth while 18% got to know it

through brochures and 16% through the Internet and social networks. 42% of the respondents came with family and 43% with friends. The results of the study showed that the general profile of the tourist's visiting Tyre is that of an independent, young, and educated person seeking to discover, learn and enjoy the tourist attractions in Tyre. They got to know Tyre mostly through word of mouth but very little through written material, online, or through social media.

Table 1 groups the different components of the image perceived by tourists on Tyre according to the survey into four main groups: the atmosphere of the city, public services, tourist attractions, and tourism products. The two components of the perceived image which are highlighted in grey, namely the historical heritage and the hotel services are the elements on which tourists and Tyre municipal officials disagreed.

Table 1. Grouping of the perceived image's components into groups

Group	Components of the perceived image
Atmosphere of the city	Cost of living Cuisine Hospitality Parking lots
Public services	Safety Sidewalks Traffic jams
Tourist attractions	Beach Cultural diversity Historical heritage Tourist sites Traditional neighborhoods Tyre Festival
Tourist products	Hotels Nightlife

The perspectives of decision-makers and visitors visiting the city were gathered and examined in two surveys to come up with suitable recommendations. However, tourists' perceptions of Tyre heritage, which is a major attraction for the city, are not what the municipality's council would wish it was. Despite its exceptional assets and the efforts of the municipality's members, this city is struggling to occupy the tourism place it deserves. The city's historical heritage isn't regarded as very rich, and hotel services aren't particularly good compared to other countries.

Tyre archaeological and cultural site management and tourist experience are also marked by a lack of authority and a bad visiting experience. Tyre archaeological sites,

like the rest of the country's, are owned by the Directorate General of Antiquities (DGA) and administered by the Ministry of Tourism and the local government. The visiting experience at Tyre ancient sites is affected by the shortage of signage, public amenities, information booths, and tourism-related facilities. The old city itself, which is fully accessible, is marked by pockets of badly deteriorated structures. Few public spaces exist within the old city. The periphery of the city is badly defined, with little visitor parking space or other visitor facilities available. Proximity to the sea, despite the decayed state of the coastal zone, forms a pole of attraction for local and foreign visitors. Moreover, many excavations have not been properly documented. The result of excavation techniques that focused almost exclusively on monumental architecture, the urban, social, and historical context for these structures has not been fully documented. These gaps are critical for a visitor's understanding of the sites, and local appreciation of their importance. More critically perhaps, very little protection has been afforded to these monuments from either the natural environment or local inhabitants and visitors to the site. On the one hand, insufficient restoration efforts have accelerated the physical weathering of many structures. Many monuments, such as the Roman baths, are in a state of advanced decay and need urgent restoration. However, the absence of clear borders around these sites, an insufficient number of guards, and the low public awareness campaigns, have facilitated looting and damage to these sites by local inhabitants and visitors (Nahas, 2013). The work of the CHUD (Cultural and Urban Development) project and the municipality of Tyre have been quite effective in alleviating/addressing significant disturbances.

Palestinian and Syrian camps are causing further development of the urbanization linked to the city outside its boundary, on the territory of Borj-el Shamali, Abbassieh, and Ain Baal.

A recent survey that interviewed 101 visitors to the city of Tyre (CHUD report, 2021), showed that most visitors were for personal visits, and only 5% visited for tourism with stay.

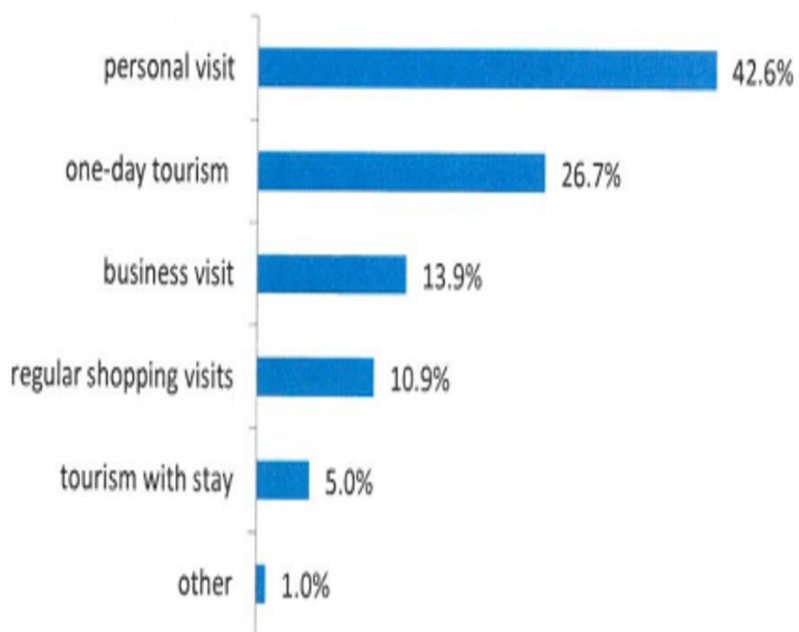


Figure 9. Type of visits to Tyre in 2021 (CHUD report, 2021)

The report showed that visitors ranked the cultural heritage of the city “low”, however, 97% of the visitors expressed their willingness to revisit the city.

III. Touristic activities predictions and Threats in Tyre

III.1. Issues and opportunities

1. Accessibility

From a touristic point of view, unlike Tripoli, Tyre is considered easily accessible. Despite problems related to transportation and traffic congestion, the city is easily accessible and is frequently visited by residents of surrounding regions. The archaeological sites (for national, regional, and international visitors), the fish market, and the community gardens for residents of the old city and Tyre continue to be the key attractions for external visitor activities. From a macro viewpoint, this region must be part of a bigger strategy that integrates the ancient city into its greater locality and connects its three key characteristics: archaeology, beaches, and the fishing sector. Visits to the old city should be encouraged as part of a regional tourism plan that also involves beach development. In this respect, Tyre would be able to attract a wider range of tourists than other cities. As the UNESCO report indicates, Tyre could become the regional center of a much larger archaeological tourist itinerary that includes all surrounding villages. To ensure locals benefits from this increased activity, the fishing business should be encouraged, and others should be formed, to guarantee that local profit from the increased activity.

2. Re-Organizing the Port Area

Maritime activity, the fishing industry, the cultural heritage, and tourism development must capitalize on Tyre's existing coastal assets, underwater remains, and fishing industry by re-organizing the port and coastal area as a major hub of leisure activity. The coastal stretch around the old city is littered with archaeological remains located in relatively shallow waters. These could serve as a primary attraction for visitor activities such as scuba diving, or tourist trips in specially equipped boats. Investment in this kind of activity is minimal with returns relatively high.

A feasibility study was commissioned by the CDR (Council for Development and Reconstruction) and conducted by Dar El Handassah in 2007/2008. The study weighed three alternatives for the development of a touristic port in Tyre. Moreover, although the decision matrix seems to favor the rehabilitating and redeveloping the current port, the second more costly alternative (extending the current port) was selected as per CDR approval decree No.1232- dated 09/July/2007.



Figure 10. Tyre port

3. Reviving the fishing industry

The fishing sector is critical for the long-term development of the city, with all its parallel activities including restaurants, boat building (for which Tyre is famous), net making, *etc.*

On the one hand, the coast of Tyre forms almost 20% of the total Lebanese coastline (from the Litani river until Naqoura). However, most of the methods utilized in fishing are quite primitive, costly, and unable to fulfil local demand. Faced with severe competition from imported fish, the industry has been in decline for the past few years. Paradoxically, the number of fishermen has been on the increase mainly because of high unemployment amongst the youth and increasing poverty levels. On the other hand, investment in the fishing industry would directly target the needs of the old city's most vulnerable residents. Currently, 20% of the resident population in Tyre work in the fishing industry. 387 fishermen families are living in the old city and the other 13 in neighboring villages in the Palestinian camps. Of those, 78 families belong to al-Baqa. The fishermen have an average monthly family income of \$280 per family of five and most live on rented premises with average rent between USD 20-\$50 a month depending on the time it was rented. Many of those families live in overcrowded quarters with sometimes three generations occupying a two-room apartment (Nahas, 2013).



Figure 11. Agriculture in Tyre

4. Agro-Industrial Products and the Spice Market

Tyre is bordered by citrus orchards and agricultural plains. The agricultural extension in the adjoining village of Abbassyeh, might be utilized in partnership with local organizations to assist local communities in preparing their produce and transforming it into marketable organic foods and goods. The municipality can expropriate Khan al-Rabou, which is now held by the Bitar family along with over 300 other claimants and turn it into a regional store for such items as well as a spice market. Alternatively, a public body for the Khan might be founded for the same purpose.

5. Locally produced artisanal goods

Vocational training programs, and job training could be conducted by local NGOs (non-governmental organizations) together with the private sector, to identify market requirements in the employment area. Vocational training programs could tackle the manufacture of locally handcrafted goods, as well as training in certain tourism-related disciplines. In Tyre, there are just two boat-building families (each with five members). The Greek patriarchate, in partnership with ADR (Association for Rural Development), is building a new housing complex for 80 fisherman families near Tyre's entrance to alleviate some overpopulation.

6. Local NGOs and local property owners

Local NGOs in Tyre are active in poverty alleviation interventions, especially in the fishermen's community. Both local and international cultural heritage organizations have been caught in the extreme politicization of cultural heritage in Tyre. Local property owners in Tyre are important to the city's rehabilitation and regeneration, as well as the creation of a tourism economy because a major percentage of property in old Tyre is privately held. Various property owners have accelerated the rehabilitation of stores and apartments. According to residents, a decline in the municipality's enforcement of DGA (Directorate general of antiquity) conservation criteria is directly tied to an increase in the number of properties being renovated by their owners.



Figure 12. Artisanal work in Tyre

Table 2. SWOT analysis

	STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
National and regional accessibility	The National Coastal Road, main link to the north and Beirut an existing network of regional roads providing quite good connections from Tyre to the different villages and towns. The new expressway project	A lack of regional transversal roads, so most of routes need to go by the coastal road Most of the regional and national traffics go through the Sour's urban network	The new expressway will deeply improve the regional road system and the connection to the north	The planned interchanges are problematic Beyond the expressway itself there is a need of improving the regional road system, to really solve the accessibility issues
Sour's urban network	A very interesting network of narrow streets in the old city A modern network of avenues Some good recent road developments	Traffic jams during the peak hour especially at the main urban crossroads A street network entirely dedicated for the cars, forgetting public transport and soft traffics Car parking issues	Commercial and touristic considerations for the old city. New localization for urban and administrative services	The question of a public authority in capacity to manage traffic and parking issues and as well to promote alternatives modes of transport.
Public transport: system	Many offers coaches, vans, taxi services	Most of the services are informal Bad quality of services infrastructures (lack of shelters). vehicles, timetables, etc.	The perspective of a main bus station (hub) offering good connections between national, regional, and local services	The question of a public authority in capacity to manage the different services as well as the hub How to integrate informal drivers

III.2. Key limiting factors

The historical heritage of the city is not perceived as being very rich and the hotel services and educational tours are not as satisfactory. In addition, the problems of parking lots and traffic jams are perceived as important tourism deterrents. Thus, Tyre image as a touristic city needs to be improved. As the basis of tourism in this city is served in its various aspects, it must be materialized so that it adds value to its overall image. The Municipality of Tyre must make changes in terms of service and marketing to strengthen the attraction of the city and the value of its touristic products. The creation of public parking lots and the organization of traffic by the municipal police and the establishment of adequate signage in the streets is important to facilitate the stay of visitors and tourists. The installation of explanatory panels as well as the accessibility of brochures and other tourist information within and outside the sites remain a great necessity because this will allow better visibility of tourist attractions and products. The performance of services in existing hotels based on the aspirations of current and potential customers, or even the creation of new hotels, must be a priority. In addition, the historical heritage of Tyre is not highlighted, thus communication must focus on this aspect through strong media coverage both locally and internationally.

A survey showed that many tourists did not have the opportunity to visit the whole city and explore its historical heritage or even to get to know its hotels and their services because a large number of them were excursionists who went to spend the day and could not attend all the places in the city which prevented them from grasping those elements.

Despite the community's collective interest in the city's archaeological and touristic potential, and despite Hadiqat al Kharab's example of effective community participation, the lack of a visible level of communal representation means that little effort was exerted to integrate the residents into a larger framework for the city's restoration, rehabilitation, and development. Moreover, the financial inability of most tenants to comply with the DGA's (Directorate General of Antiquity) technical requirements and the difficulty that faces owners whose properties have been earmarked as potential archaeological zones by the DGA, justifies the negative approach of some citizens to the city's archaeological practices. In another part, these conditions explain the persistence of some adverse practices such as illegal digging, over-up, dumping, or looting of relics and artifacts.

The problems and obstacles outlined by the stakeholders as stated in Tyre Report (Nahas, 2013)

- Difficulty in implementing DGA guidelines in renovation and restoration.
- Freezing of property by the DGA.
- Lack of communal facilities such as a fire department, new schools, and health services.
- Lack of tourist facilities. Coffee houses and toilets are non-existent.

- Absence of tourist pedestrian itineraries and the lack of public spaces next to key historic buildings and archaeological sites.
- Marginalization of the local community in decisions related to cultural heritage conservation, preservation, and renovation.
- No economic benefit to citizens from the rich heritage of Tyre.
- Abject poverty, dilapidated housing conditions, and the harsh economic circumstances that seem to prevail in the area and the adjacent Palestinian camps, constituting a real hindrance to any serious attempt at developing the use of the archaeological sites and their periphery.
- The fishermen's labor force is shrinking in size and its seasonal activity is on the decline. Hence, fishermen are left with little income to last through the winter days.
- Decay in local handicrafts, mainly shipbuilding.
- No alternative activities for the residents to draw a supplementary income.
- Haphazard restoration of individual structures.
- Advanced state of decay of key historical buildings like the residential quarters, the cathedral, and the Ottoman houses.
- The obstruction of citizen access to the hippodrome through the construction of fences. While this is protecting the archaeological heritage of the city, it has also marginalized them from what they consider a major public space in the city.
- Blurred boundaries between the old town and its modern surroundings, resulting in the absence of clear points of access to the old city. This has led to poor landscaping and vehicular congestion of several open space areas such as Sahat al-Manshiye.
- Poor infrastructure: an obsolete sewage system and water network. The sewage outlet into the sea near the old city is an environmental hazard.
- Garbage: Garbage and litter collection from the old city needs improvement.

IV. Strategies and plans for achieving sustainable tourism in Tyre

IV.1. Policies, plans, and programs

To ensure that residents benefit from increasing tourism activities, the fishing industry should be fostered, and others should be established. To rejuvenate Tyre's economic life and provide direct economic benefits to local citizens, project plans for the city must involve the redistribution and upgrading of present functions, as well as the formation of new ones. These would include promoting the fishing industry and all related businesses such as netting, boat construction, restaurants, canning, and so on, as well as establishing new ones such as a regional outlet for agro-industrial goods and other food-related businesses.



Figure 13. Fishing in Tyre

In addition, two itineraries for the city were proposed to focus on the visit of the archaeological sites, the western seafront, and the harbor. The first proposed itinerary starts with the archaeological site in al-Bass and proceeds to the archaeological site south of the island followed by the Crusader cathedral.

Other Positive Project that can alleviate current conditions through the following action programs and projects:

- Improvements to the existing circulation network, including the creation of parking structures on the city's periphery. These imply a larger city-wide, and regional transportation and circulation plan.
- Upgrading of physical infrastructures such as solid waste management, water and sewage networks, garbage collection, and electrical connections. The sewage outlet needs to be diverted away from the old city, if primary wastewater plant wasn't going to be operated.

- Treatment of the waterfront: The fish market and the fishermen society would be upgraded. Areas for netting and boat building would be incorporated into the overall design of the area. Planned façade renovation in cooperation with owners should be encouraged to proceed. Building upon an existing trend, incentives for the creation of fish restaurants and other related activities within the urban fabric adjacent to the port should be provided.
- Selected environmental improvements, including the relocation of environmentally polluting activities such as the fish and meat market that exists within the old city, to an area outside the old city. Other activities can be regrouped to facilitate deliveries. The creation of public spaces in dilapidated zones will relieve the density of residential neighborhoods. More specifically, clear regulations and infrastructural work need to be undertaken in the existing fish market in Sahat al-Manshiye.
- The creation of thematic tourist circulation routes, tourist information centers, and other facilities. These would include the rehabilitation of some of the old souks and the restoration of monuments. These comprise the current plans to transform Khan al-Ashqar into a cultural center, and the proposed plan to turn Khan al-Rabou into an agro-industrial, spice, and other homemade or organic food products. Residents also suggested the renovation of al Kharab street and other residential quarters as tourist arteries as well as converting the Mamluk House into a hotel. Other possibilities included Baroud, Shadda, and Talha buildings. Proposals were made for using tourist itineraries as a framework for infrastructure and architectural rehabilitation work.

IV.2 Coast development strategy

The development of the coast is essential. Even though the summer kiosks (tents) on beaches provide jobs to over 300 families, Tyre cannot only rely on them (Mitrut and Constantin, 2008). The coast has the potential for sustainable economic growth. However, some measures should be taken:

- Tents should be organized and managed properly for easy access and the comfort of visitors.
- Installing instructions all along the shore.
- Recruit lifeguards.
- Following Perera (2013), to fine people who litter, and damage natural or cultural sites.
- Specify an area along the shore for people who do not want to stay in tents.
- Provide water activities for a small fee.

- Develop water shows and schools for teaching water sports.
- Regarding the unutilized non-purpose-built attractions (ruins); local authorities should fund planning for their optimal use for generating traffic and income to the area.
- A trail can be developed linking all the historical and cultural attractions of Tyre, school, and college groups as well as visiting families can be a suitable market for wanting trails.
- Signboards and directions should be clear enough to let tourists and locals wander on their own to explore Tyre.
- Shuttle services can be adopted to aid not only in transporting tourists but also in minimizing the negative traffic impact on the environment.
- Marketing is a must in a successful tourist destination. Tourism marketing is the application of the principles and techniques of marketing to the general field of tourism. Marketing is a part of the strategic plan of a destination, it includes market research, identifying the target market, and developing the marketing mix. Marketing in Tyre is kept minimal with its advantages being ignored. Effective marketing keeps the destination on the “places to go to” list. The local authorities are not making use of this, and again funding is the main obstacle.

IV.3 Blue Economy and Coastal/Maritime Tourism

Tourism has become one of the major industries that contribute directly to a country's GDP (gross domestic product). However, just like any other industry, tourism components should be well valorized and conserved for effective development (Mitrut and Constantin, 2008). Since the country is already going through an economic crisis, strengthening the tourism sector can be a promising strategy for the country, especially for Tyre. This management to become sustainable, must follow up with the blue economy concept which seeks to effectively manage water resources, especially seas and oceans, to preserve them as significant natural resources for current and future generations. The blue economy includes all the economic activities that directly correlate with the oceans, such as fishing, shipbuilding, maritime transport, coastal and maritime tourism, *etc.* Although the blue economy term seems to be new, the water resources and the awareness of their importance have been around since prehistoric times. The importance of water resources on Earth (oceans, seas, rivers, *etc.*) cannot be denied.

The concept of “blue economy” has presented a new perspective of sustainable economic development in different countries or geographical areas such as coastal areas by using the oceans and marine resources at the various regional, national, and international levels of development. The blue economy depends on the growth of industries and activities based on marine and ocean resources, such as fisheries, shipping, ports, marine logistics, coastal and recreational tourism. Furthermore, there

are many emerging sectors in a blue economy such as renewable ocean and sea's energy (wind, tides, waves, *etc.*), extraction of gas and oil from the seas and oceans, mining, aquaculture and marine-blue biotechnology, monitoring and controlling seas and oceans, conducting marine research, and others that are characterized by using cutting-edge technologies.

Coastal tourism is at the forefront of the blue economy sectors, offering job opportunities or sharing in the gross value added. A study reviewing the seven main sectors that formed the blue economy approach found that coastal tourism was the most active blue economy sector participating in providing job opportunities or sharing in the gross value added (GVA).

The Blue Economy concept provides an opportunity to develop more economically and environmentally sound investments and businesses, utilize natural resources more efficiently, produce cleaner systems, greater products with economic value, increase labor absorption, and provide an opportunity to benefit each contributor more fairly. The BE concept was developed to face the challenge that the World economic system tends to be exploitative and environmentally destructive. So far, the principles of resource efficiency, low carbon, and social inclusiveness have grown, but still have not been able to overcome human greed to exploit more natural resources.

Although the conservation of nature should be considered the fundamental objective of MPAs (marine protected areas), neglecting their social, cultural, and economic impacts has at times led to poor local consensus, if not hostility.

V. Conclusions

Tourism in Tyre is dependent on the conception and utilization of tourism players of local resources as well as their willingness to develop tourism activities and available resources (Al Sawi, 2018). Moreover, the development of a plan is critical for the effective and efficient use of resources for the well-being of society and the rising number of tourists. The creation of a destination's strategic tourist plan is an expression of the strategic goals and direction established by stakeholders for the region's planning, development, management, and marketing (Mitrut and Constantin, 2008). A thorough destination management plan is required for a touristic destination's long-term profitability and sustainability. Strategic destination planning is a cyclical process that requires constant monitoring and evaluation, as well as the capacity to respond to changing conditions. The lack of a strategic plan is a major issue in the tourist industry in Lebanon, notably in Tyre, resulting in resource loss, cash flow issues, and unproductive employment. Even so, there's a lot that can be done with the resources at hand in Tyre. The integration of its historical identity, specifically with its leadership roles through the Phoenician era (being the earliest metropolis), and the local skilled communities, such as the building and maintenance of traditional boats, in the operation of strategic touristic activities programs, and them becoming part of rendered services, is crucial for the preservation of its historic identity as well as creating jobs and supplying touristic market with souvenirs and artifacts. The enabling factors, specifically related to its historical significance in its connection to the coast and sea, and the recently developed tourism infrastructure, can be key drivers for the tourism industry and the protection of its marine environment.

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