

## **PART IV**

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## ANNEXE 1:

### Socio-Economic profile of the city

#### A- General methodology of the project

##### 1- Objectives and rationale of the approach

According to the terms of reference, the aim of the project is to utilize the cultural and historic wealth of different ancient urban cores, to increase the economic potential within these areas and in their vicinities through tourist-oriented activities. By improving the economic and social conditions in the ancient cores the project would

- Facilitate the sustainable maintenance of the urban fabric
- Generate income for the municipalities to expedite subsequent development operations
- Cover the costs of mitigating actions that have been made necessary by the transformation of the existing situation.

It is therefore clear from the beginning that the choice of the five cities of Tripoli, Saïda, Baalbek, Sour and Jbail does not stem from the urgency or the priority of the social needs there as compared to the national standards. It relates, in an opportunist approach, to the possibility of taking advantage of the specific cultural “wealth” of those cities to increase activity and improve the social condition of resident population and possibly at a broader level impact on the rest of the city.

##### 2- Specific and local actions versus general

The general objectives of the approach are confronted with several structural constraints 1) that limit the economic impact of tourism in Lebanon and 2) that divert its economic and social benefits and costs.

Those structural constraints are related to:

- Basic macro-economic factors that lead to the high relative price of goods and services in the country as compared to competing destinations worldwide and in the region,
- The poor and deteriorating environment as result not only of lack in equipment but also of poor land-use planning regulations,
- The severe deficiency in financial and human resources at the level of local and national public entities,
- The deteriorated situation and the inefficient structure of the public finance both at the national and at the local levels that do not allow for subsidies or fiscal incentives to support the cost borne by the owners or the tenants of heritage buildings, which conservation and protection is considered as justified because of their value as “public goods”,
- The absence of any land and real estate property law and the persistence of complex tenure conditions partly related to rents freezing that prevent the re-appropriation by the community of part of the increased value of the private premises that would benefit from a public investment.

It is obvious that such structural constraints can only be addressed fully through major reforms at the national level.

### **3- Possible compromise as opposed to optimal results and stakeholders' considerations**

The « cultural heritage » project has been designed strictly on the basis of local interventions, ignoring all national level reforms.

This deliberate approach does not at all stem from some ignorance or under-valuation of the importance of national reforms. On the contrary, its justification derives from the implicit assessment of the difficulties of implementing those reforms and nevertheless from the willingness to implement effective actions and results without waiting for the improbable results on the national level.

This pragmatic trade-off between needed national reforms that are improbable and local actions expected to be possible implies an increased role for local stakeholders, since the mobilization of an overwhelming local support is the prerequisite for success in the absence of a national legal framework.

This trade-off implies at the level of consultants to design actions that are not closed and confined to the narrow scope of local, consensus-based, actions, but on the contrary that are open and can transcend their immediate level to induce, whether by contagion or by implication of their self-dynamics, new interests and approaches.

### **4- Modes, natural inclinations and preferences due to the type of intervening parties and configuration of interests**

In front of the pragmatic advantages of the adopted approach, several risks arise:

- The configuration of the interests of stakeholders could be shaped by the prevailing laws and practices in such a way that the most probable compromise would be simply to allocate the funds borrowed by the Government to maximize the value of private properties and/or businesses with little job creation and potential social return.
- The implication as coordinator of a Central Government entity that is specialized in infrastructure implementation, namely the CDR, would reinforce the tendency to allocate the available funds to infrastructure and public services enhancement with little implication of the other central and local entities, therefore avoiding any possible conflict among stakeholders but impeding possibilities of renewability of the scheme.
- The willingness of the design teams to produce a visible physical output would favour action on monuments and urban design levels rather than on institutional and functional levels.

- **Fields Sides and Types of intervention**

For the above mentioned reasons,

- Intervention should not be strictly restricted to public domain but rather extend to cover both private and public domains
- Action should not be restricted to the supply side and translate into new hotels and commercial facilities while the existing ones are often lacking profitability. It should rather address issues that could influence demand, whether from tourists (even though the reactivity of tourists can hardly be assessed) or from nationals and local inhabitants.
- Attention should be given to institutional and organizational set-ups that can favour cost recovery and correct misallocation of resources rather than merely aiming at specific physical achievements.

## II- Specificity of Jbail

### 1- Jbail in the “cultural heritage” project, an obvious but a paradoxical choice

Jbail holds undisputedly a significant cultural heritage. The choice of including it among the five cities retained for the project is nevertheless paradoxical, and that for several reasons that influence both the “demand” and the “supply” side of cultural tourism in very specific ways. Those basic differences therefore make the interventions needed significantly different from elsewhere and can illustrate, for the other sites, what could and what should be done (or avoided).

The main reasons that differentiate Jbail are:

- Old Jbail is an already transformed and protected area (maybe even over-protected) and the old city is hardly inhabited. Hence most of the traditional concerns about adverse social transformations usually occurring as a result of cultural heritage preservation projects hardly apply to Jbail.
- Jbail, as a town, has experienced during the past decades a peaceful and relatively harmonious demographic and economic growth. Social facilities are provided at a good level compared to national standards.
- Jbail is worldwide renowned as one of the oldest cities in the world and is famous for being the birthplace of alphabet. It is considered by cultural tourists as a place to visit. It comes second only to Baalbeck in terms of number of visitors.
- Jbail is very close to Beirut, not only in terms of physical distance but also in terms of socio-economic continuity. This proximity drives a significant flow of internal tourism to Jbail but hinders its emergence as a place of stay.

### 2- Urban history before the civil war

The town of Jbail is situated in a very fertile coastal plain that has a width of about 1 km, with the sea to the west and stony foothills to the east that are cut by transversal valleys. The stretch of plain has almost 3 km long and is limited by two deep valleys, Nahr el Fidar to the south and Nahr Edde to the North. A localized geological accident provoked the creation of a hill beside the seashore (the archaeological site, around a well) with outcrop of rocks to its north (and hence the port) and a narrowing of the plain to its south with appearance of a large sandy beach.

The ancient city of Jbail covered both the hill and its northern surroundings. Its walls probably remained unchanged since the Crusades. It used to depend on the wilaya of Tripoli.

A Sunni population was probably installed in the town after the eviction of the Crusaders (the Sunni cemetery is still nowadays located near the eastern wall) and watching towers were built to prevent any attack from the sea, the citadel of Jbail and Borj el Fidar, few kilometres to the south of Jbail are visible remainders of that period. Even though the whole area was still called Bilad Jubail, the city of Jbail itself remained small and rural and was nothing more than a halt on the coastal way, with its inhabitants living from fishing, trade and cultivation of the surrounding plain, with little dominance over the surrounding area. The presence of the small old souk and of several khans testifies to those functions. The area within the walls was probably never entirely built.

The relative population of Jbail as compared to the other major villages (Amchit, Qartaba and Akoura) in the caza as soon as in 1932 (at a date when large flows of emigration and rural migration had already taken place) can still be assessed on the basis of the electoral lists. They show clearly that Jbail did not have real ascendancy and influence on its region.

In 1976, the caza of Jbail counted 62,895 voters, only 7227 were registered in Jbail (11.5%). The second agglomeration in the caza (Qartaba) counts as much as 75% voters compared to Jbail, the third (Aqoura and Mejdal Aqoura) count 56% and the fourth (Amchit) counts 40%.

The old town was located to the north of the hill, sloping down towards the port and dominated by the crusader citadel built on the hill. A series of small villages settled on the foothills, leaving the plain for intensive agriculture. Both the road and the railway from Beirut used to come just above the cliff overlooking the sand beach and then bent westwards

### Box 3: Jbeil\*

#### Demographics:

Number of households: 4250  
Average family size: 4  
Number of Residents during Summer: 15300  
Number of Residents during Winter: 17000  
Number of Voters in 1996: 5700 voters  
Population Growth: 213% (population has doubled)  
However projected growth for the next 20 years is low.  
Gender Distribution: Males: 49.5%  
Females: 50.5%  
Age group Distribution: <20 years: 38%  
20-39 years: 34%  
40-59 years: 20%  
>60 years: 8%

#### Employment

#### WORKING POPULATION: 6200

Sector: Agriculture: 10%  
Industry: 15%  
Services: 65%  
Maritime: 10%  
Average Number of working persons/family: 1.45  
Female Employment: 30%

#### ANNUAL INCOME

<10 million Lebanese pounds: 5%  
Between 10-20 million Lebanese pounds: 20%  
Between 20-30 million Lebanese pounds: 45%  
Between 30-40 million Lebanese pounds: 15%  
> 40 million Lebanese pounds: 10%

o o o o Facilities  
o o o o Education: **Private**

#### **schools: 3**

Public schools: 5  
Technical institutions: 5  
Total number of students: 7867

#### HEALTH: DISPENSARIES: 6

Private clinics: 130  
Hospitals: 2  
Pharmacies: 10

#### RELIGIOUS : CHURCHES: 6

Cemeteries: 3  
Mosques: 3

**Commercial:** 540 enterprises with 1776 employees.

#### PUBLIC BUILDINGS: SARAYA, POST OFFICE,

#### GENERAL SECURITY, POLICE STATION, UNION OF

#### JBEIL MUNICIPALITIES, OFFICE FOR MOA

\* City data based on a Project Rapid Appraisal undertaken in 1999 by the *Research and Consultation Group* commissioned for the Study of the Lebanese Coastline.

around the hill to touch the north eastern corner of the walled old town and continued northbound straight to Tripoli.

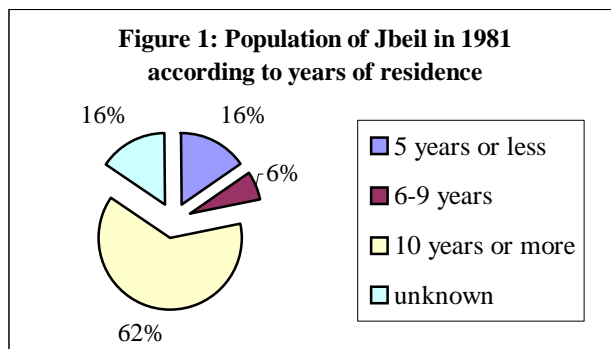
The triangle therefore constituted by the curve of the road became the centre of modern Jbail up to the early eighties, housing the official buildings, the souk and most of the activity. The roads that were built in the beginning of the XXth century to serve the villages to the east converged to this same point, adding to its central function at a moment when motorization was restricted to few cars in each village to serve the whole population. The souk of Jbail was then reconfigured to serve the administrative and the non-daily commercial needs of the villages, and some of those functions (pharmacies, tailors, carpenters, blacksmiths, boilermakers, agriculture hardware, etc...) are still present today.

Jbail remained small mainly because of the predominance of Beirut as the major attraction pole for the rural migrants from the caza. All the more, the road serving the most densely populated part of the caza in the eastern highlands and that originated in the souk of Jbail had been superseded since the mid sixties by a new road beginning in Nahr Ibrahim, seven kilometres to the south of Jbail and therefore closer to Beirut. The emergence of an industrial zone in that area (with activities such as cables, paper and cardboard factories, tapestry and cosmetics), as well as the establishment of green houses over the coastal plain and over the foothills led to a tremendous intensification of coastal agriculture. In the early seventies, along with the increased motorization, most of the traffic from those villages was diverted away from Jbail.

### 3- Recent evolution and present urban structure

This whole setting was disrupted by three major events that occurred at the turning point of the late seventies and the early eighties and that produced major results.

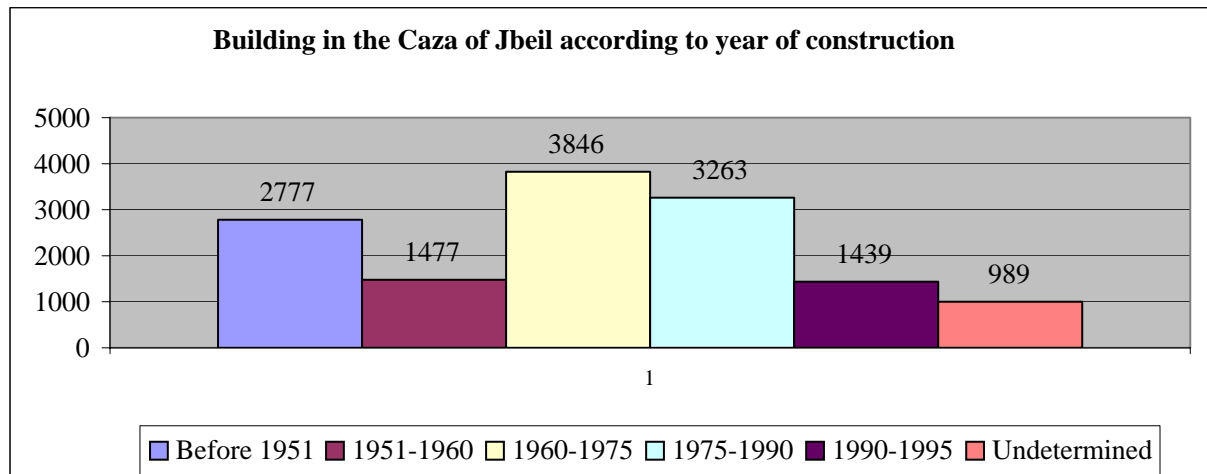
For local political reasons, the civil war since 1975 has spared the region of Jbail, in spite of the presence of a Shi'a minority in this predominantly Maronite caza. But the violent clashes in Northern Lebanon between Tripoli and its south-eastern Christian neighbourhood and subsequently the violent clashes among rival Christian factions in the North led to a sudden and large immigration from the North towards Jbail because its proximity, its low cost of living compared to Jounieh and the Kesrwan to the South and the insecurity that was prevailing in the area of Beirut. These new settlers located mostly in and around the old small villages on the foothills because the price of land there was by far lower than in the coastal area around the old centre. In the meanwhile, Maronite monks had established large educational and health facilities on the massive properties they owned near the town.



According to a Rapid Assessment undertaken in 1999, the city of Jbail witnessed a 230% increase in its population in the last 20 years. More particularly, between 1977-1981, that is two years after the beginning of the war, 16% of Jbail's population (1439 inhabitants of a total 9251 residents) was composed of newcomers to the city, whereas only 6% had arrived in the previous 9 years.<sup>1</sup>

<sup>1</sup> As Phares points out the numbers quoted probably correspond to those living within the municipal boundaries of the city and not those of the caza. However, given the absence of statistics and the fact that the population in Lebanon is registered by place of origin rather than residence, it is impossible to

The city became a tertiary centre for services in its sub-region with around 38% of banks and other service oriented facilities such as health clinics and commercial activities of the caza based in its immediate surroundings. Moreover, a survey conducted by the Central Bureau of Statistics in 1996, found that around 40% of existing enterprises were founded in Jbail between 1975-1989 while a DGU study of the northern coastline in 1999 suggested that 65% of Jbail's active population worked in services and commerce.



At the same time, a new wide road was built directly connecting Jbail to the popular shrine of Saint Charbel so as to make the new pilgrimage site accessible. This road leads also to the upper mountain villages in the cazas of Jbail and of Batroun, thus enlarging significantly the catchments area of the town. Along this road, all the usually accompanying commercial ventures and restaurants emerged.

With the completion of the highway to Beirut in 1980, access to the city and to the district became much easier making it an even stronger pole of attraction for populations and services. But the city tended also to become a primary stop for the exodus towards Beirut while it became more easily accessible from Beirut for urban visitors attracted by its picturesque old harbour, its fish restaurants and the natural beauty of its hinterland.

#### 4- Effects of public intervention

Over the past decades, two major types of public action have been carried consistently but separately. On one hand public intervention led to the preservation, not only of the archaeological site, but also of the old city with the initial intention of excavating it later on. On the other hand it resulted in the development of the national road network in which Jbail serves as a node between the coastal highway and a set of transverse roads serving the caza of Jbail and part of the caza of Batroun. As a result, at a regional level, the catchments area of Jbail was enlarged. But in the same time, at the urban level, the longitudinal roads were displaced towards the East and the population concentrated at the foothills, creating a pattern of urban growth oriented eastwards, up the hills and across the highway. This process is quite atypical along the Lebanese coast, where agglomerations tend to be linear and to stretch along the

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determine the total number of residents in the city. Current figures alternate between 10,000-40,000 depending on the source of the information. The municipality, following tax receipts claims that the total population in the winter is 20,000. This total decreases during the summer since many residents leave on vacation.

highway (therefore transformed into a boulevard) and along the seashore (with the multiplication of landfills). In this process, the old and preserved town of Jbail was transformed into a marginal section of the town.

Globally speaking, Jbail has reached a kind of balance by the virtue of which it became strong and far enough from Beirut to retain its catchments area but not strong and far enough from Beirut to attract new activities and make tourists to stay overnight.

#### **5- Limits of the study area**

The municipal boundaries of the city cover 75 hectares and include an estimated 20,000 inhabitants, only half of which are registered in the area. Covering an area of 10 hectares (100,000 m<sup>2</sup>), the ancient core of the city is the most well preserved inhabited cultural site in Lebanon today.

The study area has been defined so as to include, all around the archaeological area, the old city and its immediate neighbourhood to the north, the traditional city centre, to the east, with an extension, along the roman road, to the highway, and to the south, a natural area down to the limits of the large sand beach that presently serves as “popular beach” (as opposed to private beach resorts that have become the rule all along the Lebanese coast).

Those limits encompass both the archaeological area and the old town with their immediate surroundings but also include the town centre and stretch along the roman way to the Beirut-Tripoli highway. We believe that they are narrow enough to focus on the immediate concerns of the project and wide enough to put the major urban issues of the modern Jbail in perspective.

### **III- Present situation: the demand side**

#### **1- The cultural tourism market in Lebanon and the place of Jbail (types of visitors, of stays and of expenditure and their respective effect on local economy and society)**

The TOR stresses the role of tourism-related activities as a main pillar in the economic development process. In most of the concerned cities, and for various reasons, we think that the direct impact of tourism on the economy will remain limited. This is, most probably, partly due to the types of tourists Lebanon attracts:

- Gulf nationals, who are mostly interested in a pleasant climate and social entertainment;
- Lebanese immigrants seeking to develop family ties;
- And business tourists, who can spare only a limited time for excursions.

These tourist categories are in general not particularly sensitive to cultural tourism.

In contrast, Lebanon would probably be unable to attract mass or youth tourists, because of a number of structural reasons:

- The very high comparative cost of living,
- The scarcity, if not absence, of free access to the seashore
- And the total inadequacy of lodging facilities for such tourists.

The spending patterns of tourists interested in cultural sites generate a limited income for the ancient cores of the cities. Other than small tourist articles, such as post cards and souvenirs, little can be purchased at lodging facilities. Also, the small size of the country makes it possible to reside in Beirut or its immediate environs and make daylong trips to each site, without having to stay there. Moreover, the highly inflated cost differential between Lebanon and Syria, particularly where “traditional handicrafts”



are concerned, means that such articles will continue to be produced in Syria, leaving only a small margin for local retailers.

Tourism activity in Jbail today is of two kinds; local and international.

- Local tourism consists primarily of school-organized visits to the city and its sites as well as visitors to its fish restaurants.
- International tourism is of two kinds; part of organized tours or individual visitors. Business tourism remains marginal, mainly due to the lack of facilities and promotion efforts.

However, even though tourism activity in Jbail remains quite low, and despite the lack of an adequate infrastructure, it still attracts the second-highest number of visitors in the country after Baalbek.

Most of those visitors spend a day in the area, or combine it with a visit to the nearby Jeita valley. Given the lack of tourist facilities very few tourists spend the night. Consequently and more importantly, local shop owners see little financial benefits from these activities. Nevertheless, given its proximity to Beirut and the wealth of its sites, Jbail's potential to attract such groups is high.

## **2- The proximity to Beirut, its present attracting effects and its potential threats**

Jbeil is only 38 km away from centre of Beirut. If one considers the limits of the Metropolitan Area of Beirut at Nahr-el-Kalb, the distance to Jbail is only 21 km and can be covered in less than 15 minutes by the highway.

Due to its preservation, the old town and harbour of Jbail have become the nearest « touristic » and “picturesque” place to Beirut and possibly the only remaining along the Lebanese coast. A large part of its attractiveness is therefore due to this fact.

The fish restaurants are sought after by wealthy Beirutis, excursions from the harbour attract the young, the old Roman church of St-John is a desirable place for weddings and the old souk is a typical scenery for video clips and commercials. This local and national “quasi cultural” tourism has an undeniable inducing effect on some international visitors who are invited by their Lebanese hosts to Jbail, but almost three quarters of the visitors to the archaeological site are Lebanese, more of half of them being schoolboys.

Jbail has therefore become a major site, among few others, that operates as an integral part of the Beirut area (alongside with Jeita, Beit-ed-Din and the summer resorts of Jounieh and the Metn).

Obviously, this evolution has major impact on the economy of the city. But the returns remain restricted to the fashionable restaurants around the harbour with little or no spill over, since the local visitors are neither concerned by lodging nor by buying any goods from the souk apart from some refreshments. There is also a threat to see a negative evolution as result of this dominant usage, according to what happened in the area of Maameltein where landfill for the construction of swimming pools and resorts has disfigured the sea-shore and where prostitution became a complement of the night clubs.

The hotel located at the north-western corner of the old city has already realized a large landfill and is currently exploiting a large restaurant. On the other hand, a controversial real estate operation is still under discussion entailing the construction of an artificial island and a marina along the sand beach to the south of the archaeological site.

## **3- An old city that is becoming more and more thrown off the modern town**

As mentioned earlier, the pattern of urban evolution of Jbail has led to throw the old city off the modern town. Jbail tends to function as composed of two parts separated by the oval of the highway interchange prolonged by its southern and northern access ramps (their total length being close to 1 km.)

As opposed to most of the coastal cities in Lebanon, Jbail did not develop longitudinally but expanded transversally to the highway and the sea-shore. Most of the inhabitants live nowadays in the eastern part of the town. The old western city centre still retains a significant amount of activities, essentially those related to the public administration (law and engineering offices) or to the traditional goods that the rural inhabitants of the *caza* come to buy. The new shopping places that serve daily needs of the inhabitants or the motorized traffic tend to locate along the eastern road (called *voie 13*) that by-passes the highway and links the new quarters that were built on the foothills to the east (*Mastita, Blat, Hboub*). The large social facilities (university and hospital) are also located in the eastern hills.

#### **IV- Present situation: the supply side**

Jbail remained until recently a small and quasi-rural agglomeration. It experienced recently a strong demographic and economic growth, which took place only after the protection of the old core and developed independently from it.

##### **1- The picturesque city as a by-product of DGA archaeological control**

Most of the traditional concerns about adverse social transformations usually occurring as a result of cultural heritage preservation projects hardly apply to Jbail for the simple reason that transformation has already taken place and the old city is hardly inhabited. Jbail is practically the only archaeological coastal site with a protected natural environment. Thanks to the implementation of the development plan No. 8645 (February 5 1962), the old town of Jbail, which is included in the medieval ramparts, was protected from anarchic urbanization.

It includes the archaeological settlement, overlooking a picturesque harbour, traditional Lebanese houses, gardens blooming with beautiful Mediterranean vegetation, narrow lanes and old staircases, souks and historic buildings like the mosque and the churches.

In most of the other cities where the urban tissue still retains some of its original cultural features, the resistance of the ancient built-up fabric to the wave of demolition and construction of new buildings was due to the effects of laws on rents freezing. Building regulations were in no case the determining factor, except for specific buildings, essentially religious. The freezing of rents put the tenants in an advantageous position to reclaim high compensations for their eviction lowering therefore the interest of landowners in launching operations that involve demolition and new construction. This very argument was one of the main justifications for the "Solidere" operation that began with the extensive demolition of most of the ancient buildings in old Beirut.

The effects of rents freezing were multiple. Besides helping in the conservation of old constructions, they led to poor maintenance and even to the decay of the residential function of the old areas. They also led to a negative selection both in terms of the sociological composition of the old quarters and in terms of the economic functions that the old areas are playing within the whole town.

In Jbail, the situation is different. The preservation of the old fabric was due not to rents freezing but to the intervention of the DGA.

## **2- The resulting cultural and recreational mix, its limits and the possibilities for its enhancement**

In spite of its eminent cultural and historical value, the archaeological site of Jbail does not attract many tourists. The majority of the visitors of the archaeological area are mostly interested in visiting the picturesque, but nevertheless secondary in cultural terms, crusader castle, and secondarily the small reconstructed Roman theatre. Some visitors visit the small wax and fossil museums. The Neolithic and the Bronze Age remains are scarcely capturing any interest apart from the very small number of cultured people. The Persian period area is largely ignored. This situation could probably be improved by a better presentation and signing on the site and more explicit thematic explanations as an introduction or complement to the visit.

Nevertheless, it seems that this is the fate of many archaeological remains that attract tourists according to their monumentality or the picturesque of their setting and not to their historical value.

Apart from the major archaeological site and historical buildings (the Citadel, the church and the mosque), the old city houses, there is a medieval of pedestrian walkways and staircase network that connects the port to the rest of the city with a series of shortcuts. Presently, fence walls or other secondary constructions frequently interrupt this network. The urban grid and the commercial activities would very much benefit from the reconstitution of these secondary pedestrian circuits.

A tiny island off the coast of Jbail and the neighbouring village of Aamchit serve as additional poles of attraction. Often the destination for small picnics, a modest restaurant used to exist on site. The village of Aamchit, a beautiful site with protected Lebanese traditional architecture and a long stretch of sandy beach attracts local summer tourists.

Despite the lack of tourist facilities, visitor experience in Jbail is on the whole quite positive. The well-conserved urban environment, spectacular views of the Mediterranean sea, good restaurants, and the fish fossil stores, all contribute to a unique visitor experience.

However, the absence of affordable hotels and motels means that most of these visitors are day tourists. Development costs of empty plots are quite high given current real estate values. At the same time, existing hotels in the old city are rather expensive while the more affordable hotels in the modern city lack easy access to the old city.

Visitor facilities, proper documentation and signage are also needed. A reception and information centre should be built in a strategic location of the old city. Documentation and signage should be provided to enhance the exposure of the city. A variety of tourist circuits should be created.

Moreover, consistent maintenance is absent. The municipality, the DGA and the Ministry of Tourism have a severe shortage of resources. Consequently, maintenance work on the archaeological site and the protected areas is, at best, sporadic. To address this issue the municipality is implementing a new policy, whereby each shop-owner would enjoy municipal tax exemption for a four-year period, provided the main entrance to the business is rehabilitated according to set standards.

### 3- Matters of property and stakeholders configuration

Whilst the city as a whole and the caza in general expanded and grew, the renovation and rehabilitation schemes undertaken during the same period succeeded in emptying the historic core of Jbail of its inhabitants. At the same time all economic and commercial activity was either frozen or discouraged.

Private property owners in the historic core of Jbail consist of around 40 families, most of who continue to live on their properties in the old city. As a result, most residential and commercial properties are in relatively good condition. At the same time, their willingness to cooperate with the municipality and other local agencies in the future development of the core, both physically and economically, will be central to the project. Thus far, all development impulses have been contained by caps placed on real estate development in the 1972 master plan for the city.

INTRAMUROS OWNERSHIP DISTRIBUTION		
Property Ownership	Area	%
	m <sup>2</sup>	
DGA Properties *	30000	29.67%
Public Ownership	7500	7.42%
Listed Buildings	12500	12.36%
Municipal Ownership	100	0.10%
Religious Ownership (Christian Waqf )	19000	18.79%
Religious Ownership (Muslem Waqf )	9000	8.90%
Private Ownership	23000	22.75%
<b>TOTAL</b>	<b>101100</b>	<b>100.00%</b>
* Area of archaeological site is not included		

In addition to possessing most of the residential and commercial fabric of the historic city, private property owners are also in control of most properties along the harbour and have accordingly succeeded in monopolizing all developments and activities along the waterfront. Touristic development by owners includes two hotels; one located inside the old city on the harbour and another just outside the old city, as well as a series of middle- to high-income restaurants dotting the waterfront. These include restaurants undertaken by the Société Générale des Investissements Hôtelières.

Effective development in this part of the historic core requires the full cooperation of these owners all of whom are extremely interested in increased economic activity in Jbail. For example, the hotel and restaurant owners were instrumental in the promotion of the new harbour project, despite its potentially detrimental effect on the cultural heritage and urban fabric of the city. The creation of a tourist yacht docking area was perceived as a major boost to their waterfront businesses.

### 4- Matters of management, promotion and operations

The management of tourism in Jbail is diluted between the DGA (that depends from the Ministry of Culture), which lacks experienced personnel and whose purpose is archaeological research and conservation and not promotion and the Ministry of Tourism that has almost no practical means and strategy.

The municipality of Jbail is trying, with limited means, to improve the situation in the city but severely lacks autonomy, power of decision and financial resources. The caza of Jbail includes 84 other villages subdivided into 20 municipalities, 13 of which have formed an administrative federation along with the Municipality of Jbail.

In view of the potentialities and of the needs of Jbail, matters of management, promotion and operations appear to be crucial.

## **V- The basic choices**

### **1- The regulatory framework and the unexpected evolution of the town of Jbail**

The 1972 master plan, the last one proposed for the city and its environments, and which is still in effect in the city, played a critical role in the preservation of the old city as well as the freezing of its economic functions. According to this plan, the historic core of the city is designated primarily as an archaeological site, with strict regulations on building heights, new construction materials to be used, etc. Any new constructions or modifications to existing structures are subject to DGA approval (see Box 1 for the 1972 zoning of the city). This historic core, designated as area G is strictly zoned and has to a large degree played a crucial role in preserving the character of the area. Currently, Zone V in the old city is the only area that can be developed under the supervision of the DGA and with building heights not exceeding the medieval wall. Adjacent to the old city is an area designated for housing (B) to the south, two commercial zones to the east, a high development extension to the north adjacent to a leisure and tourism zone along the coast (zone E). The most critical problem lies in this last zone, where a decree 402 allows developers of leisure structures - specifically hotels, to double their exploitation rights as well as reclaim land in the sea whose size is double that of their original plot by applying decree No. 4810. If implemented, such projects would have drastic and dramatic consequences on the development of Jbail's waterfront. At the same time, this zoning scheme, was in part responsible for the current lack of integration or interface between the old city and its immediate surroundings (see Map 2).

More recently, in 1999, a new zoning plan was proposed for the entire Northern coastline of the country, including Jbail. While regulations governing zone G were left the same, attempts to modify regulations in zone E were met with severe resistance from the part of private property owners and later abandoned. At the same time, while the development rights of zone C1 were changed to insure a smoother transitions between the city and its immediate environment, part of zone B was successfully re-zoned in a manner similar to that of G5. Arguments regarding potential archaeological sites, specifically the Phoenician necropolis, were used to implement this change. However, given the large size of private properties in the area, a closer assessment of potential changes and their impact on the development rights of owners need to be undertaken.

The realization of the coastal highway over the coastal plain (not only in Jbail but all along the coastline of Lebanon) was derived not only from simplistic cost-related considerations. It had also clear support from landowners who sought to realize capital gains on their land adjacent to the highway since all land in Lebanon is constructible. It derived moreover from poor planning considerations that disregarded completely the urban planning constraints for all the coastal area and especially for the coastal towns. As a matter of fact, this basic choice was, in spatial terms, the mere expression of the vision of the expansion of Beirut over the rest of the country as a linear metropolis.

Several issues emerge as particular to the city of Jbail and though they are different from the classical constraints involved in the "cultural heritage project" as a whole, they are of great importance for the town of Jbail and as an example for the whole

coast of Lebanon. These issues not only distinguish Jbail from the other cities concerned by the project but will also have a significant impact on the scope and mode of intervention in the historic core.

It might be useful to regroup those issues under two main titles.

## **2- Either endorsing the trinket-type of the old city and developing its assets independently from the future of Jbail**

This choice seems to be the easiest, and even the most compatible both with the explicit scope of the TOR and the immediate expectations of the stakeholders. It restricts the causality of the anticipated social and economic effects to the original cause of international tourism.

What is more, it is a fact that Jbail, even though relatively well maintained and accessible, other than a beautiful setting and some trinkets, the old city has little to offer both the local population and incoming tourists.

However, the city has significant potential both for tourist development and increased local and international visitor activity.

Moreover, the rich history of the city makes it an ideal candidate for its development into an international and local centre for culture and humanities.

## **3- Or reintegrating the old city in the modern town**

In contrast to the limited direct impact of tourism on the economy, more significant results could and should be sought by revitalizing the function of the historic urban core in relation to the city in which it is located. Targeting tourists increases the risk of musification and/or gentrification as it is already the case in Jbail. More critically, this process cannot attract sound economic activities that can meet local and citywide demands. However, targeting those demands and thus reintegrating the historic cores into its wider context would transform it into natural pole of attraction for tourists. Even though this process would necessitate a modification in the current circulation pattern and economic functions of the areas in question, it would also moderate the already large impact of musification and gentrification.

The only functions that concern the inhabitants of Jbail and that are presently located within the old town are the Municipality, the nuns school, the fishing harbour and few shops at the entrance of the old souk.

## **4- Intervening at the expense and for the benefit of whom?**

In both cases, what are the prospects for the induced effects? Who would catch the benefits and who would support the costs? What institutional set-up is needed for each type of action? Through what mechanisms costs and benefits could be channelled?

Any public financed intervention or investment means necessarily losses and induces losing stakeholders on one hand and means gains and induces winning stakeholders on the other. In the simplest case, the loss is restricted to the cost of the intervention and the loser is the intervening party hand while the landlords who see their land values improved are the winners. In reality and when intervention is done on an existing urban fabric, the division between losers and winners becomes more intricate. When public goods such as cultural heritage are involved and when rents are frozen or when contrasted building regulations are applied, the situation becomes further more complex.

International experience shows that the development of ancient city cores relies heavily on subsidies. This based on the hypothesis that the cultural public goods represent a national benefit and both the private landlords and tenants have to be compensated by the national community for the costs they incur for refraining from using their property freely and for maintaining those public goods. This also supposes that the public authority, whether central or local, levy taxes on the economy, and more specifically on land property, that allow them to pay for those subsidies. Unfortunately, both suppositions do not presently apply in Lebanon. There is almost no taxation on real-estate property and the extremely negative fiscal situation in Lebanon, both at the level of the central government and of the local authorities, leaves no room for such soft schemes.

The remaining channels are essentially those allowing for participation of the intervening party in the property of the real-estate assets that get profit from the intervention: either through land re-allotment or through mixed development or incorporation. More sophisticated schemes necessitate nation-wide reforms.

Re-allotment is necessary in most of the areas surrounding the old core and the archaeological site, and especially in two places; the vicinity of the old harbour and all around the inner ring of Jbeil and the highway interchange. Whereas mixed development or incorporation appears to be adapted to within the old city, taking profit of the large properties that the DGA holds with the introduction of the eventually needed regulatory amendments.

## **VI- Proposed immediate and further actions**

The immediate actions that have been developed in the proposal answer the immediate requests of the TOR. They cover two aspects: physical and institutional, both of them being equally important.

### **1- The proposed packages of physical actions**

The proposed physical actions have been grouped into two packages. Those packages do not represent alternative scenarios. The regrouping aims simply at ensuring that the choice to which the budgetary constraints could lead will respect a certain level of consistency.

The various packages of intervention proposed in the report can be seen as aiming at improving the attractiveness of Jbail, through:

- Broadening and/or deepening the existing supply of attraction (within the archaeological area, in the old city and its immediate surroundings, around the harbour, along the sea-shore, etc.). This expresses in relocation of certain functions, in opening access to or between closed elements of the urban fabric and the archaeological and natural sites.
- Implementing continuous pedestrian itineraries within the old city and all over the study area in order to facilitate the discovery of its diverse richness by the visitors, with special emphasis on large variety viewpoints that induce their curiosity.
- Providing easier access to the site whether for individual cars or for groups of tourists.
- Protecting sensitive and/or threatened areas such as the southern part of the study area and the harbour neighbourhood.
- Equipping the site with some vital contingent facilities (sanitation, tourist guidance, rest places, etc.)

## **2- Propose adequate institutional set-ups and operational structure**

The most important prerequisite for developing tourism in Jbail relates to the existence of an efficient operational structure that would take care of the basic tasks of promotion, animation and coordination of tourist activities. Its scope should cover not only of the town itself but also of the whole caza of Jbail that enjoys many places of high interest whether for natural or archaeological reasons (Nahr Ibrahim valley, Afqa, Akoura, Yanouh, Machnaqa, etc.).

This entity would include the union of municipalities of Jbail, the association of merchants, the universities that are located in the town and independent personalities and associations that are active in nature protection. It should collaborate obviously with the Ministries of Tourism and Culture and with the DGA.

Its budget would be financed by contributions based on the bills in restaurants and hotels, participation in entrance fees to archaeological sites and tourist festivals and events and by direct contributions by the municipalities.

Its main role would encompass preparation of promotional and informative material, animation of Internet sites and managing contacts with tour operators, promotion of specific events, etc....

## **3- Beyond the immediate request, matters of scale**

Any significant action on part of a city has to be viewed at different scales to try to figure out fully its global impact, because at each and every level, problems and needs appear that are different, and proposals and solutions can be brought that are also different. Yet, in reality, those levels and scales are superimposed and have to be reconciled in order to make them mutually reinforcing and not contradictory.

Even though the explicit request of the study was restricted to the old part of the city, we believe it is necessary to address the various larger scales that we think are relevant for the town of Jbeil, namely: international, national, regional, and city levels.

## **4- International level: Jbeil the city of the alphabet**

Jbeil deserves to be effectively repositioned internationally as the birthplace of the alphabet, at not simply as a nice old Mediterranean town with some picturesque ruins and a nice small harbour surrounded by expensive fish restaurants. The attempt by the Unesco to launch the "Maison des sciences de l'Homme" has obviously failed.

This objective needs to be transformed into reality to be supported by specific equipment and by proper management and animation.

This is why we have proposed the launching of a major project in Jbail, the construction of an international cultural complex focused around alphabet, language and communication. This complex would house a permanent and temporary presentations and would accommodate local and national cultural events.

The location that is best suited for such a complex is the highway interchange, and that for several reasons:

- It offers about 25.000m<sup>2</sup> of space in the form of an oval that stretches 250 m long and 115 meters wide
- It rebuilds the centrality of the whole city of Jbail
- It can be very easily accessed both through the highway and by train
- It is directly connected, through the old roman road, to the old town and to the archaeological area



- It can offer the city large parking facilities
- It needs no expropriation

The idea has been warmly welcomed both by the municipality of Jbail and by the Ministry of Culture.

It is obvious that such an ambitious project needs careful preparation at several levels: programming, operations, design, etc. We believe that the allocation of the needed funds to prepare a complete file for the project is fully justified, whether from the "Cultural Heritage" project and/or from other international sources. But the implication of the international community has to be sought beyond the mere financing of the initial steps.

The launching of an international design competition should be the second step in the process. Such a competition, if well prepared, managed and publicized, can by itself create animation and awareness about Jbail.

#### **5- National and regional level: transforming Jbail from a place of passage into a place of stay**

The income derived from tourists can be dramatically improved if Jbail evolves from a place of passage to a place of stay.

Apart from its cultural value, Jbail can take advantage of two arguments to support this transformation:

- The active development of natural, cultural and summer and winter sports tourism in the area surrounding the city and stretching North towards the Koura, the Kadisha valley and even Tripoli and East to cover the cazas of Jbail and Batroun and even reaching Baalbeck.
- The reversal of the polarized relation with Beirut, on the basis of the positive differential for Jbail in the cost of lodging and in the fluidity of traffic to cover the Northern half of the country.

This needs to enlarge the typology of lodging mainly in high season. Actually some old interesting buildings, belonging to the DGA or to other public entities could be transformed into lodging facilities. The administrative activities that are presently housed in those buildings should be relocated.

On the other hand, several private premises are either permanently or seasonally (school) unoccupied in the old town and in the immediate vicinity of the archaeological site to the south.

For the latter, a possible formula would be the constitution of a cooperative entity that would assume the management of the premises and remunerate their owners as participation in the cooperative. The management of the cooperative would take care of, furnishing, maintenance reservation and servicing inclusive of cleaning, food and beverage and other facilities. The owners who wish would obviously be able to contract with the cooperative for providing themselves the required services on the basis of defined rates and standards. The allocation of funds to be lent to such a cooperative for assisting it in launching its operations would be extremely helpful.

#### **6- City level: re-planning the town and re-centring it**

The various historical and regulatory factors that have been presented here above have given Jbeil very specific features, even in the Lebanese context. It has become necessary to re-plan the whole city in order to preserve the positive exception it represents and to correct some aspects of malfunctioning that are apparent. This re-planning has become urgent in view of the “cultural heritage project” but also of the cultural complex propositions. Those two “positive” events add to the obvious threats that appear along the harbour and the coastline, essentially to the south of the town.

In this respect, some basic orientations can be drawn:

- The transversal shape of the town should be confirmed and equipment should be realized in conformity; sprawling along the highway should be stopped
- The town should be re-centred and its various parts of the city re-unified by transforming the hollow centre of Jbeil that is now the highway interchange and the de facto inner ring into a functional focus.
- The local transportation scheme should be organized in an efficient manner that enforces the regional attractiveness of Jbeil. This includes the realignment of the railway along the highway, the implementation of a car and bus terminal in continuity with the railway station from which the regional feeders and distributors would radiate.
- The southern entrance of the town should remain clear of construction in order to avoid the loss of the landmark view of Jbeil when approached from Beirut
- The coast should be protected from aggressive construction and landfill, not only along the archaeological site but also to the south and to the North.

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## ANNEXE 2:

### **Background Analysis for the Rehabilitation of Byblos Harbour Area**

By Dr. Sami el-Masri

#### 1. HISTORICAL AND CULTURAL IMPORTANCE

Since the Neolithic period (c. 5250-3800), Byblos has been a settlement that depended largely in its subsistence economy on the sea. Fishing and sea-trade provided an important form of livelihood for the inhabitants and played a significant role in the development of the settlement into a sizable city in the subsequent periods. The offering of an anchor stone to the god of the city (Obelisk Temple-Byblos) testifies to the central role of the sea in the life of the ancient inhabitants of Byblos. From the spread of the alphabet to trade in wood and other Near Eastern commodities with Pharaonic Egypt and the Aegean, the role Byblos Harbor played in determining the significance of the city deserves special attention and emphasis. With the eventual rise of Beirut as the major trading harbor on the coast, Byblos reverted back to its peaceful image of a small fishing and agricultural community. At present, there is an opportunity to revive the past glory and significance of Byblos as a cultural center and a place where man interacts constantly with the sea.

#### 2. BYBLOS HARBOUR AREA

Byblos Harbour has the shape of a semi-circular basin with an area measuring roughly 68.6 x 22.9 m<sup>2</sup> (north-south by east-west). Its depth varies between 2.5 and 6ms. It could accommodate no more than 30 boats of the type currently used for fishing at Byblos (*felukas* and *lenches*). As the entrance of the harbour points directly towards the open sea, a large swell penetrating it at high tide and stormy weather could jeopardize the centre half of it and cause it to be dangerous and useless. The harbour is partly protected by two breakwaters that surround it in the shape of encroaching arms. They consist of reinforced rocky formations, which sit on a solid reef structure. A new concrete jetty was built in the nineties to provide additional protection but has partly collapsed and is nowadays used as a sort of promenade pier. In the past, partial protection was granted by the reef structure alone; the ancients must have put out to sea or hauled their boats out of the water when the waters became too rough.

The harbour is large enough to accommodate fishing vessels and some leisure boats used for visitor sea-trips. It would be difficult to introduce more boats into the harbour if need arises and therefore additional space must be thought elsewhere where the installations do not put its character at risk. Two large empty spaces surround the harbour area from the northwest and the southeast. The first one is a concrete platform (approx. 2610m<sup>2</sup> in area) used as parking space, playground for school children or location for the annual Byblos Festivals. The second area is situated directly underneath the seaward extension of the archaeological site. It measures around 4000m<sup>2</sup> and serves as boat cemetery and occasional parking area. Both areas can in the future be candidates for a comprehensive development scheme which will preserve the integrity of the harbour as well as service some of the activities associated with fishing and marine life.

### 3. THE FISHERMEN AT BYBLOS HARBOUR

The Byblos fishermen use two types of boats: the *feluka* and the *lensh*. The main difference between both types is that the second is motor-driven while the first relies on oars for mobility. The *feluka* is slightly smaller than the *lensh*; the average size of a fishing boat is 3ms, however, some of the big *lenshes* can reach a size of 6ms. The Byblos fishermen use the following tools and equipments for fishing, the choice of fishing equipment depends directly on the type of fishing practiced:

- Nets
- Long lines
- Hand lines
- Dip nets
- Baskets
- Drying racks
- Lights.

#### ○ 3.1 Fishing techniques

The fishing techniques practiced at Byblos are of three types mainly: gill net, lamp and sardine fishing; this depends naturally on the equipment used. Gill nets that have been left out to dry during the day on racks in the open air are coiled up their respective baskets and placed on the boats or close by on the tarmac. This is usually done at around six o'clock in the evening. Any other equipment will also be placed in its specific spot and the preparation of the boat including last minute repairs will also be completed. Between 8 and 9 o'clock in the evening, boats start leaving the harbour and heading to their preferred fishing locations. Most fishermen prefer to leave a few hours later and consequently one can witness this process extending until 12 o'clock night, which is in itself a pleasant thing to see and could surely attract many people and prompt them to stay out long into the evening.

Fishermen usually patrol the coast until they reach their fishing destinations. The latter are not situated farther than 5kms from the harbour. Consequently, the longest trip to the target area is limited to no more than one hour. Fishing can then start and the needed time for the operation depends on the fishing technique used. Gill nets are dropped into the sea and long lines are baited and thrown in as well. After the fishing operation is concluded, the fishermen head back to the harbour reaching it normally around 7 am. Upon reaching the harbour, the boat is tied up and the small crew starts cleaning the nets. When this is done, the nets are hung back on the drying racks and the fish is gathered for sale to the buyer. At 8 or 9 am all the fishermen go home for a snack and a nap. In the afternoon, they head back to the harbour to retrieve the nets, put them back in their baskets, and prepare for the evening trip once again. If some of the nets or other equipment are damaged or in need of repair, the fishermen care for their maintenance before nightfall. This process can take up to a few hours to complete.

Lamp fishing is slightly different and requires from the fishermen to set to sea just before sundown. The boats will attempt to be in position at nightfall with their light beams switched on. This is usually around 9 pm in summer time. Fishing takes place overnight and ends at the emergence of early morning light. Commonly, lamp-fishermen head back to the harbour at around 5:30 am.

Sardine fishing involves the use of lamps to attract the sardines. It starts at the same time as lamp fishing. However, as it usually takes place a stretch farther up the coast,

the fishermen leave one half-hour to one hour earlier than the other fishermen. They are usually seen leaving the harbour at 8:30 pm in summer.

Sardine fishing is usually done by *filukas*; they are towed into place by *lenshes*, which normally carry the lamps. The lights are switched on when it gets dark and once a large school of sardines is attracted a signal is given and the boat carrying the net starts surrounding the light source. This is executed systematically by rowing quickly but quietly. Once the school of sardines is surrounded, the crew of the fishing boat starts pulling out the net from the bottom and surrounding the fish in a cup-shape net. The sardines are then gathered and filled into boxes that pile up on top of each other. Once the procedure is completed the net carrying boat heads to the next boat with a lamp and repeats the catching procedure.

Upon reaching the port, the fishermen pile up their nets, sell their fish and then clean the fish boxes. This type of fishing requires obviously a joint effort and there is consequently more preparation and organization of tasks.

### o 3.2 The fishing season

Conventionally, the fishing season at Byblos extends from the month of April until the month of December. However, depending on the severity of the winter season, summer fishing might come to an end in late October. In fact, if there is high wind, the surface of the water is disturbed and lamp fishing becomes inefficient. There will also be a strong surface current, which will make it difficult for small fishes that gather under the light to remain there. Consequently, the first severe storm signals out the end of the fishing season and the fishermen rush out to remove their boats from the water and scrape and restore them. Many lamp-fishermen turn over to net fishing at that time in order to extend their fishing season.

Although net fishing can continue in winter, there is accordingly less fishing days that occur because of the rough weather. On the other hand, there is an increase in the extended fishing time at night since the sun sets early in the evening and rises much later at the break of day. In winter, fishermen collect their nets at 7 am and then head toward the harbour. It is also possible for some fishermen to leave their nets at large during the day, checking them twice in order to compensate for the days spent without fishing and consequently without revenue.

### o 3.3 Marketing of the catch

The fish that are caught during the night are sold in the morning upon the return of the fishermen from the sea. Fish are stocked in baskets and brought over to the place where the scales are located. They are separated into different categories according to type and price. The most common types of fish caught by the Byblos fishermen are:

<b>Equipment used for fishing</b>	<b>Type of fish</b>
<u>Net fishing</u>	<i>Mullus barbatus</i>
	<i>Trachurus mediterraneus</i>
	<i>Diplodus</i>
	<i>Pagrus</i>
	<i>Euthynnus alletteratus</i>
	<i>Sardinella aurita</i>
<u>Line fishing</u>	<i>Serranidae</i>
	<i>Carangidae</i>
	<i>Sparidae</i>

Weighting is carried out in the presence of all concerned, and the price of the merchandise is afterwards calculated and paid. All fish is sold fresh, none are frozen or preserved until the next day.

o 3.4 Apprenticeship

Training of a young fisherman is an informal process. There is rarely a predetermined effort to train or teach a particular technique. A young boy for example would accompany his father and in the process learn some tasks by observing and by doing them as well. Sometimes, a little boy who hangs around the harbour would get close to a fisherman until he is admitted on board his boat as a beginner aid. He would sometimes start by assisting the fishermen in other non-related tasks, like running errands, until slowly he gets involved in quay activities like helping in tying up the boat, hanging the nets, etc. and finally in accompanying the fisherman on his night trips.

The old age-grouping of the Byblos fishermen is the result of two things: first, the lack of necessary finances among the young person to be able to purchase his own boat, and second, the educational requirements that can detain some youth until the age of eighteen thus making it hard for him to embark on the slow process of apprenticeship. An older fisherman in fact does not consider a younger man to be a suitable choice for a long-term fishing association. Moreover, a young person would probably resent the demands of fishing and would prefer to seek a different job if the opportunity presents itself.

#### 4. CURRENT STATE OF THE HARBOUR AREA

From the 1950's until the present day, the harbour of Byblos has been subjected to a number of changes, which altered its original character and its natural sand-beach front where fishermen's boats rested in safety away from the waves. Nowadays, the harbour suffers from a number of problems that resulted from various interventions; at the same time, it faces new challenges that will soon determine its future use and management quality. These problems must be solved in the context of an overall management plan, which will maintain the integrity of the place while guarantying its survival and increasing its value. The main issues to be tackled by the management scheme are:

Pollution of harbour waters from inadequate discharge of service liquids b restaurants.

Extensive car traffic, parking and car pollution on the quay thus damaging its aesthetic value.

Lack of proper pedestrian passageways along the quay and away from the cars.

Lack of safety markers to prevent visitors from falling into the water accidentally.

Lack of proper space for fishermen activities.

Lack of protection from strong wind and high waves, which penetrate inside the harbour and jeopardize the central part of it.

#### 5. BYBLOS HARBOUR AREA MANAGEMENT SCHEME

##### o 5.1 Aims of the intervention

The proposed physical intervention for the rehabilitation of Byblos Harbour Area aims at utilizing the cultural and recreational potential of the place to its full. In order to achieve this purpose, the following short-term and long term objectives need to be reached:

- Regularize motorized access to the Harbour Area.
- Define pedestrian zones and promenade/access routes across the harbour sidewalk.
- Provide safe anchorage for the various boats harbouring in Byblos.
- Terminate the concrete jetty to the west thus providing protection to the harbour.
- Extend the anchorage capacity of the harbour without jeopardizing its character and significance.
- Rehabilitate the space needed for the fishermen to carry out their fishing activities.
- Cater for visitor-fishermen interaction in the context of a museum harbour facility where people can learn from the trades of the sea and participate in one of Byblos' most ancient living activities.



- Provide an infrastructure for underwater research and the study of various underwater wrecks and finds off the coast of Biblos.
- Provide space for a Phoenician shipbuilding yard. The finished vessels will be used to organize tours that revolve around the theme of Phoenician trade and cultural interactions.
- Provide an educational space for a museum-school service with all the functions connected with school or holiday sailing-trips and courses.

○ 5.2 Benefits of the proposed intervention

The objectives detailed above are believed to have the following benefits and advantages:

- Reduce the level of traffic and car pollution on the harbour side as well as the visual impact of car clustering in that area.
- Accommodate a secure, comfortable and relaxed pedestrian space as well as extended social interaction and leisure time on the harbour quay.
- Provide space for extra anchorage of vessels on the southern side of the concrete jetty.
- Cater for limited anchorage of small tourist vessels touring the Mediterranean and reaching Byblos via the sea.
- Conserve and sustain the traditional character and heritage of the Byblos fishermen by providing them with a descent and architecturally sympathetic space to undertake their daily activities and traditional crafts as well as a proper shelter in winter days.
- Provide the special physical environment and atmosphere where the local inhabitants, schools and visitors can watch, learn and admire the trade of the fishermen in an interactive museum atmosphere. This will also encourage the fishermen into seeking additional income through the development and sustainability of trades like net making, boat-repair and spare-parts, and might also entice artistic expression among the fishermen community.
- Create the museum exhibition space that will illustrate the marine history of Byblos by exposing underwater finds ranging from pottery vessels to possible shipwrecks.
- Create the needed infrastructure to launch a new research institute for the study of Byblos' marine archaeology. Such an institute can take the shape of a multi-national cooperation and will attract foreign researchers and students who will in turn contribute to the tourist and cultural revival of Byblos.
- Revive the vanished trade of small-size shipbuilding which was until a few decades ago still extant at Byblos and at other coastal sites in Lebanon. The revival that could revolve around the theme of Phoenician shipbuilding can attract a lot of tourists who will have great interest in re-living the past adventures of Phoenician traders on their way to the various Mediterranean harbours for trade and exchange and for the discovery of new places. Such an undertaking will not only sustain crafts and trades in the process of vanishing, but will also strengthen communal pride in a glorious past.
- Create a school service centre where students can have a hands-on experience of fishermen tools and instruments, where they can be introduced to the science of marine fauna and flora as well as underwater finds and where they can acquire the information and knowledge pedagogically through practical workshops and activities.

- Trigger a parallel industry of tourist items related to fishing like for example postcards/posters, bookmarks, books, etc.
- Attract parallel activities like for example “Phoenician Markets”, theatre-plays with the sea as the central theme, etc.
- Generate extra income for the local community through the creation of associated employment, visitors’ expenditure, etc.
- Enhance the image of the city as a whole.
- Launch an important marketing campaign that will attract more visitors.

### ○ 5.3 Components of the Scheme

Byblos Harbour Area Management Scheme aims at creating a number of facilities, which will service specific cultural activities. These facilities include:

- *A maritime activity centre.* Mainly an educational centre where people can be offered a course on maritime culture including knowledge about craft traditions, sailing and sea-navigation, scuba diving, marine nature, underwater archaeology, etc. There is a big opportunity for international cooperation through the exchange of students and specialists. In fact, a number of European countries are now doing their best to preserve boat-building traditions. This is achieved through constructing and sailing with replicas of old vessels from one museum point to another. In fact, there is a shared need to initiate exchanges between the various countries so that boat builders can benefit from their mutual experiences.
- *Training centre for boat building.* A practical facility where advanced learning is available through a number of workshops/courses centering on the theme of Phoenician shipbuilding. The ship will be the starting point of a series of subjects which not only include shipbuilding but also accessories like sails, ropes, forging, as well as navigation, sailing, surveying and the history of sailing.
- *A maritime tourism facility.* A facility with a program of activities serving holidaymakers with an interest in Byblos Harbour, the sea and the Phoenicians. Regular trips on board the historical replicas provided by the *shipyard*. The trips could start at Byblos and sail towards the other Phoenician cities on the Lebanese coast, like for example, Tyre and Sidon.
- *Cafeteria and offices.* Facilities that will service the staff of the various centres, the students, as well as interested visitors of the *Maritime exhibition hall*.
- *Maritime exhibition hall.* A museum space where ancient shipwrecks as well as archaeological finds recuperated from the bottom of the sea can be exhibited, explained to the public and also used instructively by the *underwater archaeology service*.

## ANNEXE 2:

### **Exhaustive list of Interventions**