

تطوير استراتيجية التنمية المستدامة للممرات السياحية

دراسة حالة في : الإقليم الساحلي السوري

منيرفا مروان عازر^{1*} ، نسرين علي السلامة²^{1*} ماجستير في التخطيط الإقليمي اللوجستي ، جامعة دمشق.² رئيسة قسم التخطيط الإقليمي الهيكلي الحضري في المعهد العالي للتخطيط الإقليمي، جامعة دمشق.nsren1981.salameh@damascusuniversity.edu.sy

المخلص:

أثرت الحرب على سورية على السياحة حيث تمتلك مناطق سياحية هامة وفريدة بسبب موقعها المتوسط ومناخها المعتدل وغناها بالآثار المميزة ويمثل الإقليم الساحلي السوري نقطة أساسية في دعم القطاع السياحي وتنميته تنمية مستدامة تضع الدولة على الطريق الصحيح في طريق التعافي لما يتمتع به من موقع متميز بإشرافه على منفذ مهم وهو البحر المتوسط مما يجعله ممر لوجستي سياحي مهم من الواجب الإشراف على تطويره بما يتناسب مع سورية بعد الحرب التي جعلت مؤشرات جودة النقل اللوجستي في الإقليم تنخفض بشكل كبير وبعد مشروع التخطيط الإقليمي للإقليم الساحلي لابد من العمل على المحور السياحي كمحور أساسي محرك للإقليم وبالتالي داعم للاقتصاد الوطني بما يحقق التنمية المستدامة من خلال البحث تم الاطلاع على واقع الإقليم الحالي بدءا من المواقع السياحية بتصنيفاتها المتنوعة وكفاءة الوصول اليها وجودة الممرات البرية والبحرية وصولا الى أماكن إقامة السياح وواقع مطار اللاذقية الدولي والموانئ وبالاعتماد على البيانات تم اقتراح حلول لتطوير شبكات النقل البري باتجاه الإقليم بما ينسجم مع مشروع التخطيط للإقليم وضمان دور الموانئ المحورية وتطوير شبكات الوصول في وقت قصير والعمل على انشاء مدينة سياحية لوجستية متكاملة مطلة على الواجهة البحرية تضم شبكة نقل متطورة متناسبة مع متطلبات السائح ومحقة لشروط النقل العالمي-تطوير جودة شبكة الاتصال بالانترنت لتسهيل خدمات التواصل والاتصال والدفع الالكتروني -انشاء خارطة سياحية الكترونية للإقليم والربط مع الحسابات المصرفية الخارجية لضمان سهولة تدفق الاموال وسلاسة عمليات الدفع بالإضافة الى تنظيم مهرجات معارض متزامنة مع مواسم السياحة .

ليخلص البحث الى استخلاص الوضع الراهن للممرات السياحية في الإقليم الساحلي مع اقتراح حلول لتنميتها تنمية مستدامة.

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Developing Tourism Development Corridors in the Syrian Coastal Region

Case study in the Syrian Coastal region

Minerva Marwan Azar^{1*}, Nessrine Ali Salameh²

^{*1} Master in Regional Logistics Planning, Damascus University

² Head, Regional Urban Structural Planning Department, Higher Institute of Regional Planning, Damascus University.

nsren1981.salameh@damascusuniversity.edu.sy

Abstract:

The war on Syria has affected tourism, as it has important and unique tourist areas due to its central location, moderate climate, and richness in distinctive antiquities. The Syrian coastal region represents an essential point in supporting the tourism sector and developing it in a sustainable manner that puts the country on the right path to recovery due to its distinguished location with its supervision of the port. It is important, which is the Mediterranean Sea, which makes it an important tourist logistical corridor. It is necessary to supervise its development in a way that suits Syria after the war, which made the indicators of the quality of logistical transport in the region decrease significantly, and after the regional planning project for the coastal region, it is necessary to work on the tourism axis as the main axis that drives the region and thus supports it. For the national economy to achieve sustainable development.

Through the research, the current reality of the region was examined, starting with the tourist sites with their various classifications, the efficiency of access to them, and the quality of the land and sea corridors, all the way to the places where tourists stay, and the reality of Lattakia International Airport and the ports. Based on the data, solutions were proposed to develop land transport networks towards the region in a way that is consistent with the planning project for the region. Ensuring the role of pivotal ports and developing access networks in a short time and working to establish an integrated logistical tourist city overlooking the waterfront that includes an advanced transport network commensurate with the requirements of tourists and meeting global transport conditions - developing the quality of the Internet connection network to facilitate electronic communication, communication and payment services - creating an electronic tourist map for the region and linking with external bank accounts to ensure easy flow of funds and smooth payment processes, in addition to organizing exhibition festivals synchronized with the tourism seasons.

The research concludes by deducing the current situation of the tourist corridors in the coastal region, while proposing solutions for their sustainable development.

Key Words : Region, Sustainable Development, Mahwi Ports, Access Networks, Logistics Tourism.

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Introduction:

Tourism development is considered the economic engine of the economies of some developing countries that found themselves facing strategic alternatives to diversify economic development and get rid of the rent-based economy after finding themselves facing successful experiences such as the Turkish, Singaporean and Italian experiences that achieved significant revenues that contributed to the economic growth of these countries and thus other sectors grew.

Considering that Syria is a country that contains many diverse tourist sites with different classifications, especially the coastal region that was classified as a sea front for Syria, it contains many tourist components that would achieve sustainable development if the logistical support for the region is supervised in an optimal way for tourism.

The importance of sustainable tourism planning lies in the fact that it determines the form of future tourism development, identifies needs and works to achieve them, and determines the extent of the ability of communities to continue tourism work and to revive themselves (Edrich 2005). Research problem: The research problem is evident in the weakness of the tourism industry in the coastal region after the war on Syria, as a result of the weakness of the infrastructure related to linking the region to neighboring regions and finding effective ways to ensure sustainable tourism development that can be relied upon to support the national economy of Syria after the war.

Research hypothesis:

-1After developing the tourist corridors in the coastal region based on the qualifications available in the region in their various types and after strengthening the ways to reach them, it will make it a region that achieves sustainable economic development based on tourism and returns Syria to the right path that it was on as one of the most important tourist destinations in the Middle East

-2Developing the tourist development corridors in the coastal region does not achieve the desired results in the field of sustainable development.

Spatial and temporal boundaries of the study:

Spatial boundaries: The coastal region in the Syrian coast

Temporal boundaries: From 2011 until the present time (after the war on Syria)

Importance of the research:

Syria includes many monuments that are the oldest in history with its markets and inns on its coasts, mountains, forests, desert, lakes and rivers, and various cities, old houses and crafts. The coastal region with its governorates:

Tartous and Latakia is considered one of the most important tourist cities that attract tourists because of its components in addition to its moderate climate and various monuments. By developing tourist corridors towards it, it will make it the capital of Arab and perhaps international tourism, thus achieving sustainable development and placing the region at the forefront of the development and modernization plan for post-war Syria after it was affected after 2011, which made the efficiency of roads, corridors, transportation and the marketing aspect decline in quality (marefa.com)

Research questions:

Does the Syrian coastal region have logistical components that make it a development pole that achieves sustainable non-traditional tourism development?

Has the war on Syria affected the current situation in the region and what are the basic ways to develop tourist corridors based on the experiences of previous countries?

Research objectives:

-1Develop a list of the most important tourist sites in their various classifications and places of residence for tourists with tourist routes

-2Develop a plan to develop tourist corridors, transportation logistics and marketing plans for festivals and exhibitions held in the region based on the experiences of previous countries such as the United Arab Emirates

Previous studies:

With regard to previous studies on developing the tourism sector in the coastal region, a comprehensive national tourism plan study was created in 1974 by the Ministry of Tourism with the participation of a French team. The study was conducted on the coast in Syria. The study was limited to the 300 m coastal strip only with a depth of 200.

The study area was divided into 8 spatial sectors, then the best places for tourism investment and construction were identified as tourism growth poles.

It was preceded by studies of the global tourism market and the nature of tourist trips and an attempt to know the location of Syrian tourism in it.

The plan stages included most of the planning process stages, where all economic, social and environmental data were collected in addition to estimating the infrastructure and energy and identifying the historical sites included in each region (Zaher et al., 2008).

By reviewing previous experiences, the national framework for regional planning was established, which **relied on two principles:**

classifying tourism activity according to spatial data and employing latent spatial data to identify free tourism areas. The aim of this study was to restore the role of the tourism sector as an economic hub and enhance the investment climate, which encourages tourism facilities to return to service and rehabilitate tourist sites to receive tourists and visitors (Regional Planning Authority, National Framework for Regional Planning).

Description Methods:

The descriptive analytical method was relied upon, based on statistics related to the tourism aspect of the region and reviewing the experiences of previous pioneering countries in the field of developing tourism strategies, such as the United Arab Emirates and the Arab Republic of Egypt.

Theoretical Framework:

Tourism is travel for the purpose of entertainment, medical treatment or discovery, and tourism includes providing services related to travel. A tourist is a person who travels for the purpose of tourism for a distance of at least eighty kilometers from his home. According to the definition of the World Tourism Organization (affiliated with the United Nations (World Tourism Organization)

Sustainable tourism development is one of the modern trends that emerged as a result of the negative changes witnessed by the environment of tourist destinations in the recent period, which led to the interest of many tourist countries in sustainable tourism development plans and attempts to establish their foundations in various tourist destinations to overcome the negatives resulting from tourism development, which resulted in the use of sustainable tourism development tools, one of the pillars of which is sustainable tourism planning (Yahya Al-Zaq, 2021, 22)

Tourism development is the advancement and expansion of tourism services and their needs.

Tourism development requires the intervention of tourism planning as a scientific method that aims to achieve the highest possible rate of tourism growth at the lowest possible cost and in the shortest possible time. Hence, tourism planning is a necessity for rational tourism development to face competition in the international tourism market (Tourism Development - Index (mufahras.com)

The following is a review of the experience of two Arab countries in the field of tourism planning and development:

-The UAE Experience:

The Dubai Sustainable Development Initiative aims to consolidate Dubai's role in tourism as a global leader in sustainable tourism through the continuous development of programs that achieve the preservation of natural resources in Dubai. The initiative consists of 19 sustainability standards and consists of the **following:**

Hotel User Guide: This electronic guide was issued for hotels in Dubai and aims to provide advice to hotel workers on the best environmental practices to achieve sustainable development (Al Khaleej Newspaper website, 2018)

Board Game:

Aims to measure electricity consumption within hotels and how to rationalize electricity consumption

Carbon Emissions Calculator:

Aims to help establishments in Dubai calculate costs and savings, create reports and determine carbon emissions. The calculator program has recorded more than 80% of Dubai hotels

Dubai Sustainable Tourism Award:

Dubai has taken it upon itself to raise the slogan of green tourism by participating with all its institutions concerned with the tourism sector and services in preserving the environment within the new session of the Dubai Green Tourism Award competition launched by the Department of Tourism and Commerce Marketing in Dubai in 2014.

Within the framework of this initiative, the Dubai Award was launched For sustainable tourism to support the efforts of the United Nations in this field and in conjunction with the launch of the <<Dubai Carbon Emissions Reduction Strategy>>, where the emirate seeks to reduce carbon dioxide emissions by 16%, making it the city with the lowest carbon emissions in the world.

There are three main objectives of the award:

Developing guidelines that enable the tourism sector to become more sustainable, establishing a working network that enables the sharing of best practices, and honoring sustainability efforts and achievements related to this sector.

The Blue Flag program is a voluntary environmental label for beaches and marinas. It is a program operated by the Environmental Education Organization, a non-governmental organization for public benefit.

The Blue Flag has 32 criteria according to the program to obtain it, which mainly focus on four foundations: water quality, environmental education information, environmentally friendly management, safety and services.

The Blue Flag contributes to the sustainable development of beach and waterfront projects, protecting the marine environment and public health, and attracting more tourists to the country.

The beach that carries the Blue Flag must display information about the flag, provide and promote environmental education activities for beach users, display information about water quality for swimming and information related to the ecosystem, and display a map showing the various activities provided by the beach. The Blue Flag program was launched in the United Arab Emirates in 2010, where the first public beach was honored... (Fayrouz et al., 2020, 300)

2- The experience of the Arab Republic of Egypt:

The national strategy to support and develop the tourism sector in Egypt aims to achieve rapid growth in this industry, ranging from 25% to 30% annually, through the optimal exploitation of the country's tourism, natural, human and archaeological resources, and working to ensure Their sustainability, and providing a distinguished and advanced infrastructure and service to increase Egypt's competitiveness.

In light of this, we find that the Egyptian state is adopting a set of ambitious plans to advance the tourism sector and maximize its revenues, based on a number of main axes and pillars, the most important of which are:

- Focus on marketing and promoting the Egyptian destination - The tourism sector plan aims to intensify tourism promotion activities and apply new activation tools to enhance the product in the face of fierce competition from other tourist destinations, through a number of important axes that the Egyptian government has worked on, represented by the Ministry of Tourism, perhaps foremost of which is strengthening the marketing and advertising message abroad through the effective implementation of the international promotional campaign that has been contracted with major specialized companies.

Among the most important promotional campaigns are the "Your Vacation is With Us" campaign and "A Day in Egypt Never Ends" to promote tourism to Egypt during the summer season of 2022, especially in the Arab market and the Gulf region, in addition to activating domestic tourism in Egypt.

This is in addition to the initiatives, the most prominent of which is the "Discover Egypt from Home" initiative, which was launched in April 2020 using virtual tours using augmented reality technology for

museums and archaeological sites on social media platforms, and the “Winter in Egypt” initiative to stimulate domestic tourism.

•Stimulating tourism investors:-

The state agencies have taken a number of steps to support and stimulate tourism and hotel investments in the country, and these steps were represented in the following:

•The initiative launched by the Central Bank in February 2017, to finance the renovation operations needed by hotel facilities and tourist car fleets, where the Central Bank allocated 5 billion pounds to this initiative at the time.

•The Central Bank returned at the beginning of this year 2020 and launched a new version of this initiative, this time allocating 50 billion pounds to tourism companies, in order to include the largest possible number of tourism investments within Egypt.

•The Central Bank allocated EGP 3 billion out of the EGP 50 billion available for the initiative to replace and renew tourism facilities, to finance the payment of salaries and wages of workers in tourism sector companies with the aim of supporting them in preserving employment. The initiative also includes the payment of maintenance and operating expenses at a decreasing interest rate of 5%.

-A cooperation protocol was signed between the Ministries of Tourism and Finance in 2018 to solve the problem of real estate tax on hotel facilities; which has remained pending for tourism investors for more than 9 years, since the issuance of the Real Estate Tax Law in 2008.

•In 2019, the Ministry of Tourism updated the classification criteria for hotels in Egypt, to include for the first time in 14 years new categories of tourist accommodation such as hotel apartments, eco-hotels and gold hotels, in order to keep pace with

The Ministry of Tourism has been keen to develop a strategy to qualify and develop human resources in the tourism sector, in cooperation with the Egyptian Federation of Tourism Chambers, through a training project for various groups working in tourism, such as tour guides, hotel workers and recreational activities, in addition to company representatives and drivers of tourist cars. This strategy has enabled the provision of training for more than 12,200 employees in the private sector working in tourism during the year 2020-2021, and it is planned that the Ministry will complete this strategy in the current year 2023, so that all workers in the tourism sector receive the appropriate training for their jobs. In addition to the above, the Egyptian government has taken several other measures to stimulate and support the tourism sector, including:

•The Cabinet issued the executive regulations for the Hotel and Tourism Establishments Law issued by Law No. 8 of 2022, which helps organize all matters and procedures related to hotel and tourism establishment licenses between all relevant ministries and various bodies, and makes the investor deal with only one entity “the one-stop shop”, in addition to specifying specific periods for licensing procedures so that the duration of the procedures for obtaining it is not prolonged.

•Implementing the electronic tourism visa system, and automating the purchase of tickets for archaeological sites and museums electronically.

•Establishing a unified database system for workers in the tourism sector, as well as automating hotel sector services.

•Developing Egypt's official tourism website and supporting it with links to enter sub-pages for all tourist destinations and helping all tourist and hotel establishments develop their websites and assist them in digital marketing efforts.

•The Tourism Promotion Authority launched agreements with several TV stations and markets that deal with the Egyptian destination, to launch advertising campaigns aimed at introducing tourists to Egypt and its various tourist destinations.

Launching several official and popular initiatives to promote Egyptian tourism, and the Ministry of Tourism and Antiquities launched a number of competitions to encourage tourism and raise tourism awareness, in addition to contracting with a new international company to manage the website and social media pages for tourism promotion Sustainable tourism planning as an entry point to achieve sustainable tourism development in Egypt (researchgate.net)

The United Arab Emirates has succeeded in consolidating its position on the tourism and travel map as a result of the city's commitment to innovation and development in its infrastructure and its flexibility in dealing with challenges, and it has become an example to be emulated through tourist-friendly policies and attracting high-level investment capital due to high-level tourism activities, especially global trade centers.

As for the Arab Republic of Egypt, it was able, through the policy followed, to focus on ecotourism, protect environmental resources, and identify high-yield tourist sites to benefit from their investment and accurately determine the capacity to ensure sustainable development. As for Egypt, it has developed a 2030 strategy that is consistent with the United Nations Sustainable Development Goals. The research attempted to study the optimal exploitation of sustainable tourism to achieve sustainable development in light of leading international experiences and in light of tourism sustainability standards and indicators with the aim of extracting lessons that can be used in plans and strategies for the optimal exploitation of tourism resources in Egypt. The reality of sustainable tourism was reflected at the global and Egyptian levels. (www.asjp.cerist.dz)

The incoming tourism movement to Egypt increased by about 43% in the first three months of 2023 (almaalnews.com)

Second: Results and discussion:

The Syrian coast extends along 180 km from Ras Al-Basit to Tartous. It is famous for its beautiful nature and picturesque views, where summer villages with picturesque views, fresh air, evergreen mountains, springs and lakes are scattered. It includes many archaeological sites such as Amrit, Saladin Citadel and many summer resorts (Ministry of Tourism)

The Syrian coast has many components, as it has distinct marine, mountain, cultural and rural tourism resources and capabilities. It is unique in its natural resources, starting with the topographic and vital formations, sandy and rocky beaches that attract tourism and a marine environment for rare and endangered species (Regional Planning Authority - National Framework for Regional Planning 2030)

The tourism components in the region are manifested in the following :

- Tourist sites, cities and places of residence for tourists:

The Syrian coast extends from Tartous Governorate in the south to Ras al-Basit in the north in two main governorates: Latakia and Tartous, with a length of 180 km. It is approximately 35 nautical miles (65 km) from the Mediterranean coast. The Syrian coast includes tourist and archaeological sites and many summer resorts, and dozens of resorts and hotels of various stars, restaurants, recreational areas, amusement parks and cafes have been established there.

On the Syrian coast, where the beautiful nature is scattered, summer villages with picturesque views, fresh air, forests and mountains covered with greenery, springs and streams of clear, sparkling water, rivers and lakes are charming in every sense of the word. There are several small, uninhabited islands off the Syrian coast, Birds Island, Umm al-Naml Island and Abbas Island. There is also the inhabited and well-known island of Arwad, which is a distinct destination for tourists, as it is located off the shores of the city of Tartous and is approximately three nautical miles away. The island is considered a unique site in terms of its antiquities and its richness in historical sites, some of which date back to the Phoenician era, when the Phoenician kingdom controlled part of the Mediterranean coast during the Phoenician period. With its charming nature, a large number of cities, towns, resorts, and tourist villages are located on the tops of its mountains and in its valleys, including the Ras al-Basit area, which is located 40 km north of Latakia, and Beit and Wadi al-Muluk and Beit Yashout, al-Mashtaya, Mashqita, al-Nabain, Ain al-Mariza, Qastal Maaf, Wadi al-Qalaa, Dayrun and many others. Where the beauty of nature combines the dreamy nature of the sea, forests and mountains, and we will explore through research the two main governorates in the region

Lattakia:

The main port of Syria on the Mediterranean Sea and one of the most important cities on the Mediterranean. It has been an important center and port since ancient times and is one of five cities established by (Seleucus Nicator) in the second century BC and named after his mother (Laodicea). It has some antiquities dating back to several historical eras, including a large Roman edifice in the south dating back to Septimius Severus (four columns and an arch) and there is a beautiful Ottoman building called (Khan Al-Dukhan) and has been transformed today into one of the most important Syrian museums and the square triumphal arch and historical mosques and churches and archaeological buildings. In addition to Latakia's economic importance as a vital lung and a main port for Syria, Latakia plays an excellent and active tourism role. With its beautiful nature, beaches, swimming pools and forests, it is a tourist resort for recreation and swimming and is considered a starting point for trips across coastal Syria, whether on the beaches or in the green mountains. Lattakia is distinguished by its artistic activities and festivals, the most important of which is the Love Festival, which is held between the 2nd and 12th of August every year. These tourist, cultural, sports and artistic events attract Arab and foreign tourists. (3arf.org)

Tartous:

An important Syrian port and a historical Phoenician city that got its name from the word Antarados. It is the center of Tartous Governorate. Opposite it is the island of Arwad, which is a historical Syrian island that was a maritime kingdom that extended its influence over most of the Syrian coast of the Mediterranean Sea. Tartous is approximately 100 km south of the city of Latakia and includes a number of coastal resorts.

Jableh:

Located 29 km south of Lattakia, it is an ancient port and includes an important Roman theater that can accommodate seven thousand spectators, in addition to the Sultan Ibrahim Ibn Al-Ahmad Mosque, the Mansouri Mosque, and the old baths, which were built 900-1200 years ago. The city of Jableh is characterized by its good people, nature, forests, and wonderful orchards that embrace the sea that borders it from the west. Recently, the city of Jableh was approved by the United Nations as an archaeological city, and the Jableh Municipality receives annual allocations from the United Nations to develop antiquities and develop the city.

Salnafah:

Located 50 km east of Lattakia and at an altitude of 1200 m above sea level. Its air is refreshing and its views are picturesque and it is famous for its fruits and the beauty of nature. In Salnafah, there are a number of hotels and many tourist apartments and parks.

-Kassab:

Located 65 km north of Lattakia in the middle of the Syrian forests and is adjacent to the Bald Mountain and at an altitude of 800 m above the sea, which can be seen from it.

Ras Al-Basit: A coastal resort and summer resort located 40 km north of Latakia and is considered one of the most beautiful coastal scenes on the Mediterranean Sea, charming picturesque views that combine the sea, mountains and forests. A wide, quiet bay surrounded by mountains, green hills and forests, and chalets, camps, parks and restaurants are scattered in the shade of its forests. - Salah Al-Din Al-Ayyubi Castle: It is located 35 km east of Latakia and is 410 m above sea level. It was considered one of the most impregnable fortresses of the Crusader invasion and was always described as the invincible castle. Its architecture is one of the most wonderful and effective military architectures, and it is built on a towering rocky protrusion with vertical slopes and is protected by deep and rugged natural trenches. Baniyas is a coastal city with many important monuments and is distinguished by its beautiful nature and is overlooked by green mountains and forests. Baniyas has an oil port, an oil refinery, and a fishing and picnic port.

Among the archaeological and tourist sites on the Syrian coast:

- Ugarit
- Amrit {Marathus}
- Ramita
- The Seven Lakes
- Farlaq Forests
- Balloran
- Mashqita

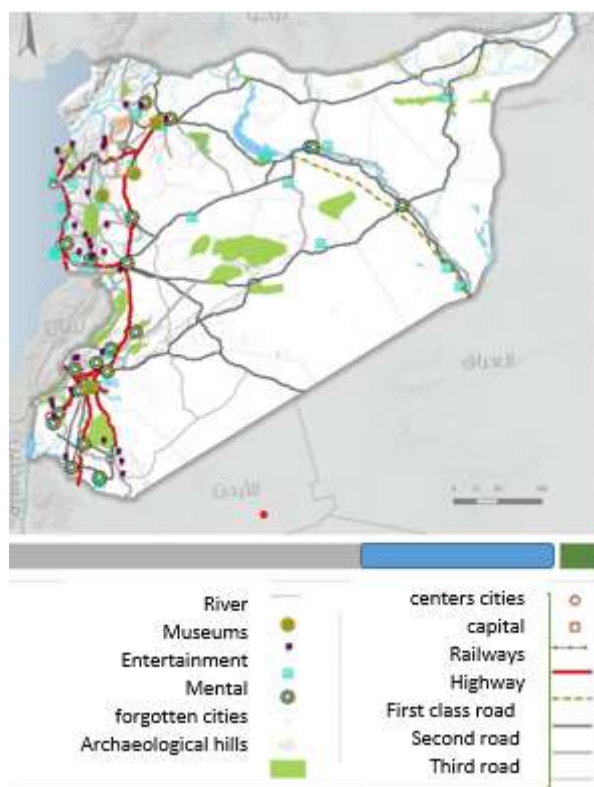
□ Tell al-Kazal {Simira Archaeological City}

-Tourist sites in the coastal region are classified into several types, namely cultural, spiritual, summer, environmental, rural, therapeutic, business and sports, according to Table (1).

Each type of tourism is concentrated in a specific area in the region according to the available components for its establishment (Map 1)

| | | | | | |
|--|-----------------------|---------|----------------|-----------------------|----------|
| | Lattakia country side | Albasit | Rabiaa | Salah aldin Ogarite | lattakia |
| | Tartous country side | | Kadmous Safita | Almarkab castle Arwad | Tartous |

We note from the previous classification that the region has many components of tourism with its diverse classification, and the castles of Marqab and Arwad attract the attention of tourists from the cultural side, as these two castles constitute a historical encyclopedia of the events that passed through the region. As for summer tourism, it is concentrated in Rabia and Al-Muheet in Lattakia, and Al-Qadmus and Safita in Tartous. Medical tourism is in Al-Qadmus, which has important sulfur springs.



Map (1) Tourist sites and roads (National Framework for Regional Planning)

The map shows many important tourist sites:

Reserves:

- Al-Shoh and Al-Arz Reserve
- Al-Sha'ra Al-Sharqiya Reserve
- Umm Al-Tuyour Reserve
- Al-Farnlaq Reserve
- Ras Al-Basit Reserve

Ibn Hani Qarar Lighthouse Reserve

Mount Al-Nabi Matta Reserve

Museums:

Lattakia Museum

Tartus Museum

Arwad Museum

Tourist accommodations:

Lattakia Governorate is distinguished by the diversity of accommodation facilities, from hotels of different classifications, the number of which has reached 169 hotels, the most important of which are the Meridian and Blue Beach hotels, to chalets, the number of which has increased to 10,000 licensed chalets distributed in the Blue Beach and Meridian areas, the Higher Studies area, Al-Basit, Al-Badrusiya, and Al-Raml rented apartments spread across the governorate, especially the beach area and the town of Salnafah. The most important tourist projects in the city of Lattakia are: Meridian Hotel, Blue Beach Resort - Al-Litch Hotel - Al-Samman Hotel - Riviera Hotel - Al-Qasr Hotel. In addition to a group of hotels and restaurants / number / 10 / three-star and / 69 two-star, distributed in the city centers and neighborhoods and on the southern corniche and the blue beach road (Zaher et al., 2008) according to Table (2)

Tourism on the Syrian coast accounts for 17.5% of the total tourism in Syria, which includes 14 governorates. The coastal region has about 120 hotels registered with the Syrian Ministry of Tourism, in addition to chalets and apartments prepared for rent for incoming tourists. The classifications of hotels differ according to the international classification, and the evaluation is based on the services provided and the number of rooms according to the five-star system, 5 stars,

–Roads leading to the region:

Sea transport:

Lattakia Port: It is the first seaport in Syria

And one of the most important main branches of economic life in Lattakia, through which most of the country's non-oil needs are imported and exported. The port is located on a large area of the city's seafront and its general administrations are located in the Saliba neighborhood. It is a public company affiliated with the Syrian government. The history of the port dates back to the Phoenician era, while its modern establishment dates back to 1950 and has been expanded several times since its establishment. Currently, the port has a storage capacity estimated at about 620 thousand containers, distributed over 23 docks, 2007 1800 ships. The port's revenues in 2011 amounted to 2.4 billion Syrian pounds.

Tartous Port: The port includes 22 docks and its area is three million square meters

The volume of goods arriving at the port exceeds 12 million tons annually, and it is estimated that it will reach about 25 million tons annually. The port of Tartous is of great importance due to its location on the eastern Mediterranean coast, as it receives ships from various parts of the Arab world, Europe and the Black Sea, and is of great importance to Iraq, especially for transporting goods to it from the Mediterranean, due to the distance of its seaports and its geographical proximity to Syria in Tartous Governorate, northwest of Syria.

Baniyas Port:

It is one of the only three ports in Syria, as there are only Latakia Port and Tartous Port. Baniyas Port is of great importance in exporting oil, as the Kirkuk-Banias pipeline ends there to transport oil from Iraq and export it abroad via the Mediterranean to European markets, and the capacity of the line that is transported to the port is 2.5 million barrels per day. [2][3] The port is managed and supervised by the General Directorate of Ports, and it houses many fishing boats, pleasure boats, sports boats and tourist yachts.

The port's capacity is about 600 boats, and it accommodates small ships with a draft of 4.5 meters. The total length of the port's quays is 1,455 metres, 887 of which were added in an expansion between 2006 and 2009 at a cost of 210 million Syrian pounds, and their area is 5,125 square metres, while the area behind the quays is about 14,200 square metres. The expansion plan allocated a dock that diverted the course of the river near the port to avoid its waste reaching the port, and a boat maintenance center and a seafood restaurant were built in it.

)pministry.gov.sy

Arwad:

The port of Arwad is mainly linked to the navigation movement with the port of Tartous, where it usually receives small boats of visitors and tourists that take about half an hour to cross the distance between the two ports. The port includes two breakers, the main northern breaker that is 475 meters long, and the secondary southern breaker that is 115 meters long, and two piers extend alongside them for loading passengers and goods, the first 80 meters long and the second 50 meters long. Its construction took a year and a half. Sponge fishing was common there, where the islanders sail and dive to depths ranging between 12 and 45 meters to bring it. There are two small separate ports on the island, separated by a breaker that the locals call Al-Sensoul, east of Arwad. The southern port, or Jarina, was used to collect shells in ancient times during the Phoenicians, from which a purple dye was extracted. Most of it is now submerged. As for the northern port, it was, until recently, a "sliding" used to lift and lower ships into the sea. However, the new port was built above it and its ancient features were obliterated. Recently, shipbuilding and maintenance facilities were moved to it. The inhabitants of Arwad Island were famous during the Phoenician civilization for their navigational skills. They played an important and prominent role in the Phoenician fleet, and their sailors participated in a number of ancient naval battles. The emblem of their city and the image of their first currency was a Phoenician ship. The old port of Jableh: It is a small fishing port located in the city of Jableh, northwest of Syria, on the Mediterranean coast. The port consists of a main breaker, an internal basin, and a rocky elevation on top of which a tower was built. It is currently used by local residents for fishing. It is currently located opposite the center of the old town. This port is old and archaeological, but it is currently mainly used for fishing boats. The Military Housing Company in Lattakia has expanded it in recent years so that residents can use it for recreation. The expansion cost about 60 million Syrian pounds. The history of Jableh Port dates back to the Phoenician era 3,500 years ago, when it was dug into the rock to be one of the early ports on the eastern Mediterranean coast. When the Crusaders took control of the Levant during the Crusades, they restored its northern pier for use. Many archaeological sites still exist around it, such as Adeeb Palace and Tell al-Musaytbeh. There was also the Dome of the Maghawri until recently before it was buried during the construction of the seaside Corniche Street. Recent expansions have caused the port to lose its natural circular shape and obliterate many of its ancient landmarks.

Air transport:

Lattakia International Airport (Martyr Basil al-Assad Airport) is an airport located about 23 km south of Lattakia city and about 14 km from the ancient city of Qardaha.

The war on Syria has affected the airport, as flights to and from the airport are limited to the city of Sharjah (United Arab Emirates) only.

Land transport:

Aleppo-Lattakia International Road, or M4, is an international road that connects the cities of Aleppo and Lattakia in Syria to Al-Yaarubiyah on the Iraqi border. It runs parallel to the Turkish border and intersects in Idlib with the Aleppo-Hama International Road (M5), sharing 60 km with it. At Aleppo, it extends as a two-lane expressway heading east to reach its destination in Mosul.

The region includes a network of arterial roads in addition to various roads that connect the edges of the coastal region (Map 2). The roads in the region are classified according to the following classifications:

Road classification (grades) Road classification (qualitative)

First class agricultural logistics

Second class industrial logistics

Third class tourist route

Fourth class



The administrative borders of the Sahel region largely coincide with the natural factors that distinguish it and help shape its borders, which are as follows: the western border: the Mediterranean Sea, the northern border: the Iskenderun district. The southern borders are: the Lebanese borders, and the eastern borders are: the governorates of Hama, Idlib and Homs. The region is administratively divided into the governorates of Lattakia and Tartous, which include 2.27% of the total area of Syria (1.24% 1.03), where the area of Lattakia governorate is 230,000 hectares and the area of Tartous governorate is 190,000 hectares. The ranking of its two governorates in relation to the rest of the governorates is (twelfth in terms of area and ninth in terms of population) for Lattakia governorate and)thirteenth in terms of area and twelfth in terms of population) for Tartous governorate. It includes about 3.9% out of 9% in area for each of Tartous and Lattakia respectively, where the current population of Syria in the coastal region in its two governorates is more than 2 million people (Sustainable Tourism Development of Tourist Areas - College of Tourism)

Results and Suggestions:

By reviewing the components of the region, we conclude that the coastal region is an important logistical node that has the components of green alternative energy, as there are large areas that can be exploited by installing solar panels to operate tourist facilities.

Through the research, we noticed that the location of the coastal region can be exploited in tourism development and relied upon as a development sector that supports the national economy.

Proposals:

- 1 Adopting the principle of the Lattakia-Kasab-Turkey road axis as a sustainable development tourism axis by preserving the region's natural resources. One of the most important sites is Wadi Qandil.
- 2 Developing the Qardaha-Lattakia axis as a development tourism axis that can be developed in the future, as it contains natural potential represented by many mountain peaks that are considered the highest peaks on the coastal mountain range overlooking the Ghab Plain on the one hand and some valleys that are scattered between many mountain villages, springs and some small rivers on the other hand.
- 3 Managing the Ras Al-Basit site due to the nature of the site and the availability of the conditions for skiing tourism through its clear blue waters and the nature of the water and waves, so I have some suggestions for this type of Tourism.

-4Work on enhancing road connectivity towards the coastal region and considering it a tourist logistics node

Developing the hotel sector in line with future aspirations to consider the region a tourist economic point of gravity and relying on renewable energy

-5Attracting foreign capital and investments by providing facilities for the flow of capital to establish tourism and entertainment projects

-6Intensifying seasonal and annual festivals and exhibitions considering that the region has many different seasons and seasonal crops

Managing the Ras Al-Basit site due to the nature of the site and the availability of the conditions for ski tourism through its clear blue waters and the nature of the water and waves, so I have some suggestions for this type of tourism

-7Establishing a water city resort that includes small tourist villages interspersed with natural scenery and wonderful lakes, coordinating the coastal strip and establishing public facilities for parking cars and for carrying out activities for visitors and vacationers, in addition to allocating an area for diving and practicing surfing, establishing floating hotels and restaurants for enjoyment.

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