

TOURISM IN MNA: NEW CONSTRAINTS, PROSPECTS, AND OPPORTUNITIES

Defining a Strategy for Re-Engagement

Georges S. Zouain – June 2011¹

Introduction

Any attempt to foresee the development and changes of tourism in the MNA countries after the Arab Spring must begin by reading its past, understanding the phases it went through and trying to guess what will be the outcome of the Arab Spring. It also requires to read this MNA tourism in a broader context, that of the Mediterranean region, and compare its past trends and changes to what happened in the rest of the Mediterranean.

Much has been written about tourism in the Mediterranean and much as well on the specificities and similarities around the Mediterranean. There remain however a clear divide and differences between its North and South countries even though they share much in common. In tourism, the MNA countries have followed the Northern Mediterranean countries and copied their initial processes and adjusted their tourism offer to meet the demands of the tourists who came mainly from Europe: sun, beaches and some archaeological sites in short stays.

This has proven to be a financial success and an employment generator that, thanks to a temperate weather and lots of sun and scenic places, has proven to be less seasonal than in Europe. Moreover, and in spite of the recurrent security issues in the MNA countries (2001, the terrorist attacks against tourists in Egypt, the World economic crisis, the continuous unrest in Lebanon and in the occupied territories, the Iraq war) tourism has proven to be quite resilient, continuing to grow at a good rate.

Studies prepared before the Arab Spring show that tourism in the MNA countries was expected to continue growing at a sound annual rate with an average of 4% year, generating increased employment (annual average increase of 2.4%) and revenues (4.6% per annum of contribution to GDP). However, the present turmoil, coups and revolts in several Arab countries have brought a situation that is of a different magnitude and of a different ilk.

Whatever the outcome of this Arab Spring, societies will change and tourism will have to adapt to such changes and, to be successful and responsible, it will need to answer the new societal and economic conditions that will emerge. Without discussing all the motives that have brought this “Spring”, some of its features and origins must be understood. If there are two salient factors to be taken into consideration, they would be (a) the problem of unemployment and of increasing important differences in income

¹ The author wishes to recognize the important advise and contribution to the writing of this text provided by Pr. L. Barakat (Université Saint-Joseph in Beirut) that has enabled this consultant to complete on time this difficult task.

that run across all the non-oil exporting Arab countries and (b) the access of the MNA countries to modern communication media that have given the young Arab citizen the ability to compare, to communicate and to become a member of a global society. These two factors have induced these citizens to claim for their stolen dignity and rights, and to fight for an open and democratic society.

Whatever the outcome of the Arab Spring – democracy and respect of the individual rights may take years before they happen, the change in the minds of the Arab youth and adults as well poses a challenge and provides opportunities for tourism. Even if it continues, mass tourism of beaches, restaurants and heritage sites will need to change and other forms of tourism will have to be considered: more respectful of and more interested in cultures, values and the modern life of the MNA countries.

Together with these traditional types of tourism that can be improved thanks to the presence of an important quantity of renowned World Heritage sites² and through an improvement of the quality of the offer, opportunities for tourism to take part in and support the emergence of a new, contemporary and democratic Arab society already exist. They however require drastic changes in the tourism offer, in activities and visits, as well as in the management. Sound and adapted investments to reshape the infrastructure that supports tourism: communication, hospitality and related services are needed, but also amenities in culture, in the arts, and in museums. Given these changes, tourism will become a serious actor in the economic regeneration of regions and countries, the benefits of which would spread to cover the regions and population groups most in need and would contribute to the bringing together of cultures.

A Historic Importance and Patterns of Tourism in the MNA Countries until Today

1. The Mediterranean Basin: World's Largest Tourism Zone

For the last decades, the main summer tourism destinations have been:

- The Mediterranean Sea region
- The China Sea region
- The Caribbean region

However, the Mediterranean region suffers from a split in perception between Northern and Western destinations, these being generally seen as stable and safe destinations, and Southern and Western destinations (MNA), viewed as politically unstable and potentially dangerous, though this has not prevented the continued growth of tourism.

There are major differences between the Northern and Southern Mediterranean in terms of tourist flows. :

- The Northern Mediterranean includes 3 of the top 5 tourist destinations: France, Spain, and Italy.
- All of the countries of the South-western Mediterranean receive over a year fewer international tourists annually than Spain.

² See lists of WH sites in MNA countries in annex.

Between the Southern and Eastern Mediterranean there are large differences in the level of development of the tourism sector. This can be described in terms of two distinct groups of tourism development:

- Relatively developed international tourism destinations: Turkey, Jordan, Egypt, Tunisia, and Morocco, which account for two thirds of the tourists in this zone.
- Relatively underdeveloped international tourism destinations: Syria, Lebanon, Israel/Palestinian Territories, Libya, and Algeria are countries where tourism is underdeveloped in terms of infrastructure, quality of visits and service.

Despite the above, the countries of the Southern and Eastern Mediterranean represent a coherent zone because tourism plays an important role in their economies, contributing on average, directly or indirectly, to more than 10% of their GDP and employment. On the other hand, MNA countries demonstrate a large cultural diversity accompanied by a common heritage formed through a rich history of exchanges and conflicts that have led to social and political interactions and a shared regional past.

Local development benefits greatly from these tourism activities. The Mediterranean Strategy for Sustainable Development places the integration of tourism in the local economy as one of its primary objectives. Tourism provides three major benefits to local economies:

- It generate a consumption demand that usually benefits local small producers (farmers, artisans, traditional manufacturers) and encourages the development of micro-businesses.
- The employment profile of tourism encourages the hiring of women, youth, and unskilled labour.
- Underdeveloped communities benefit from the public infrastructure development (transportation, health services, utilities, etc.) that supports the tourism sector.

In addition and since the 1970s, Third Age Tourism has represented a sustained tourist flow that travels in both the peak and non-peak tourism seasons. Retirement today is seen as a “second life” marked by a permanent desire to travel and remain active into one’s “Golden Years.” Third Age Tourists represent a potential tourist population of hundreds of thousands, and it is estimated that every two retired tourists create one employment opportunity at their vacation destination.

The 1990 “World Decade for Cultural Development” brought an important change to the tourism sector. The Brundtland Report with its new sustainable development policies at World level, the 1992 Rio Conference with its Charter of sustainable tourism adopted by most of the tour operators have had an important impact on the functioning and types of tourism. Since then, new tourism trends have emerged: demand for more authentic destinations and tourism of “proximity” with the local cultures, sports related tourism, smaller groups and more environmentally friendly facilities become the new tourism trends. However, these new trends remain far from being implemented in the MNA countries where the ancient traditional mass tourism keeps the upper hand. Concurrently, the divide between tourist regions or places and the rest of the country has not improved. Only some coastal areas, picturesque historic cities and at lesser degree those archaeological sites that provided tourist facilities benefitted from tourism. The usual trend was that visitors would travel from one town to another, visiting sites on their way. Retention and increase of length of stay in one place has never been

considered an issue except for exceptional sites or cities or for summer resorts in the mountains.

2. Stages of Tourism Development in the MNA Countries

2.1. General Trends

In an attempt to adapt to the new needs at the end of WW2, tour operators launched the “heliotropism” fashion for mass tourism. Looking for new, close and cheap destinations, they began developing the Mediterranean market, among which the North African countries which were under French domination.

In the early 1950s, the MNA countries have gone through colonial upheavals (Algeria, Morocco and Tunisia) and coups in the Middle East that have led to the installation of totalitarian regimes in Egypt, Irak and Syria. Starting in the 1960s, two countries of the MNA will emerge as leading destinations for tourism:

- a. Tunisia under the regime of Bourguiba having relied of the 3S tourism model (sea, sun and sand) became the leading destination of mass European tourism and,
- b. Lebanon, a consensual democracy that, benefiting from the regional situation, managed to become in the early 1970s the first tourism destination of the Middle East. According to the estimates of the Lebanese Ministry of Tourism, revenues from tourism represented during this period as much as 20% of the Lebanese GDP while according to the World Tourism Organization, 50% of the tourists to the Middle-East went also to Lebanon. Tourism generated then revenues estimated at 130 million USD for Lebanon, 65 million USD in Egypt and 12 million USD in Jordan.

Contrary to the 3S tourism of Tunisia, three types of tourism gave Lebanon this position: the most important was that of the Arab citizens in search of fresh summers in mountain resorts, then business tourism to Beirut that was the gateway to the oil rich Gulf states and finally the usual Western tourism of leisure. At the same period, in 1974, Lebanon had an offer of 18,000 beds and up market tourism facilities.

In Egypt, the period of Anwar Sadate brought an important increase of tourism thanks to its opening policy, turning rapidly the country into the first tourism destination of the MNA region. This was made even easier because of the conflicts and changes that erupted in the region: the 1975-1990 war of Lebanon, the Iraq-Iran war (1980-1988), the first Gulf War (1990-1991) the black years in Algeria, the blacklisting of totalitarian regimes such as Libya and Syria.

2.2. North Africa

As early as the 1960s, Tunisia and Morocco will adopt the lower end heliotropism mass tourism trend to develop this sector.

2.2.1 Tunisia

Tunisia has a area of 163,600 square km and benefits from a long and attractive coast with several historic cities on its shores. It has always had a moderate policy, keeping a balance the West and the Arab World. Though its official language is Arabic, French and English are frequently spoken.

Thanks to his ties with European countries, the former President Bourguiba manages to impose his country as a privileged mass tourism destination. Thanks to the joint efforts of the public sector and of private investors, Tunisia rapidly became the model of the « package tours ». Later, with the beginning of the seventies, the development of air transport and the increase of charter travel further reinforced the flows of tourists to Tunisia. This rapid increase in the numbers of visitors required the installation of a complex infrastructure: airports³, roads, yacht clubs and marinas, housing and hotels, restaurants and related facilities.

In 1970, Tunisia had a capacity of 34,000 beds, growing to 160,000 in 1995, 200,000 in 2000 to reach 241,000 in 2010, almost entirely concentrated in the major sea resorts: Nabeul-Hammamet and Djerba-Gabès. This hospitality sector is almost entirely dominated by Tunisian private groups having partnerships with international hotel brands:

- Sofitel-Accor with TTS Group
- Sol-Melia with Almouradi
- Sheraton with Affès, etc.

Since 2001 however, the country had to confront the international competition that was taking place between the tour operators in the mass tourism segment. This has complicated the relationships between the offer (hotels, restaurants, events, transports) and the providers (travel agencies, distributors, foreign tour operators). Being poorly organised and structured and in the hands of a few local groups, the offer could not resist the pressure of the providers who managed therefore to obtain important reductions in the prices of the offer enabling them to remain competitive in an increasingly crowded market. This resulted in important losses of revenues to the country.

With an occupancy rate that some years went below 50%, hotels launched a fierce competition, offering lower and lower rates through a strong reduction of costs (salaries and wages, maintenance, services) that ended up by repelling the upmarket clientele. Tunisia is now the country that has the lowest rate of revenues generated by a hotel night: 7% in 2002 compared to 9% in Morocco and 18% in Egypt.

³ Tunisia had developed an important programme of airports : 1962 in Tunis, 1964 in Djerba, 1968 in Monastir, 1978 in Sfax , Gabès and Tozeur, 1992 in Tabarka.

Tunisia has been hardly hit by the financial crisis of 2008. A reputed cheap sea destination, the country's usual tourist – Middle class European - has suffered from its loss of purchasing power. Moreover and being the second employer of the country and seasonal, its severe reductions of employment in winter (close to 70% of its total manpower), contributed to the precarious conditions of the labour force in the country.

By the end of 2008, the tourism sector had received 7.04 million visitors, contributed by 6% to the GDP and by 12% to the country's revenues. It represented 14% of the total exports of goods and services and it employed directly and indirectly 482,400 persons in the country.

In 2010, tourism remained the major provider of foreign currency and covered 60% of the trade deficit. It stood at 7% of GDP for the same year.

Though it needed diversifying to counterbalance the effect of the World crisis, Tunisia has found it difficult to implement the decisions taken:

- **Seaside tourism:** tourism development programmes were foreseeing the opening of new seaside resorts along the coast with a capacity of 200,000 beds in 2015;
- **Yacht clubs and marinas:** with 1,300 kms of coast, Tunisia benefits from an important potential due to the lack of berths available in the North Mediterranean countries and their high prices, bringing around 200 million Tunisian Dinars per year and leading to the construction of 5 new harbours in 2009 and much more in the pipe-line;
- **Saharan tourism** as a means to diversify and spread tourism to other regions than the coastal area, with four new destinations: Gafsa and the Jerid (Tozeur and Nefta and the best equipped region), Nefzaoua and its tow oases of Douz and Kébili, the troglodytes houses of Matmata and finally the region of Tataouine. Douz and Tozeur attract each year 200,000 visitors but the impact on the employment and the economy of the place remains minimal.
- **Medical tourism:** this segment begun after 2000 and is growing rapidly: from 50,000 in 2004, it has reached 150,000 in 2007⁴, 70% coming from the Maghreb, 12% from Europe. The revenues generated by this segment have reached 55 million Dinars in 2007.
- **Upmarket tourism:** eight golf courses and ten centres of thalassotherapy have already been created while Tunisia was looking to promote “green tourism”.

The **environmental impact** of such mass tourism on a fragile Mediterranean nature has shown to be important in Tunisia:

- Coastal erosion,
- Destruction of the coastal landscape and ecology,
- Pressure on land and over densification,
- Depletion of water resources,
- Pollution.

As for the **social impact** it has been high as well and the recent rebellion has proven it: seasonality of employment, reduction in revenues and low incomes, poor multiplier effect. Have led to the social revolt and to the toppling of the regime.

⁴ Source : UTICA (association of private clinics)

2.2.2 Morocco

Located between the Atlantic Ocean and the Mediterranean, Morocco has an area of 446,550 square km with a mountainous relief that occupies 2/3 of its territory. Fertile plains abound by its coasts while its south is arid and desert. Arabic is the official language and French is spoken in most of the country. In 2010, Morocco has been the second tourism destination of Africa after Tunisia.

In Morocco, tourism started while the country was still a French protectorate. General Lyautey, then Resident, wanted to offer the French and wealthy tourists a place to enjoy and where to rest. In 1918, a Central Committee for Tourism was given the responsibility to develop this sector and several luxury hotels were built. The present *Office national marocain du tourisme* (ONMT) was launched in 1946. In 1955, Morocco had already 265 hotels with a capacity of 7,677 beds that catered for an itinerant tourism of private circuits often prepared by tour operators from France to the benefit of a limited clientele.

It is only in 1965 that Morocco entered the market of international tourism with the establishment of its Ministry of Tourism. A national land-use plan provided for several “ZAP” areas⁵ for tourism. Contrary to Tunisia, Morocco developed sea side resorts on its Atlantic coast (Agadir, Essaouira,...) but also a network of imperial cities (Marrakech, Fez,...) offering thus two types of tourism that complemented each other: sea-side tourism and cultural tourism. Priority has been given to the construction of medium category hotels to attract the widest population to Morocco.

In the seventies, mass tourism reached Morocco: group sea-side tourism being controlled by important tour operators grew rapidly in spite of the important potential of the country in natural, historic and cultural wealth. Tourism will then concentrate on the coast where more than 60% of the hotel capacity was concentrated.

Starting in 1990, Morocco launched cultural hiking tourism (*tourisme de randonnée*) and embarked in a rehabilitation programme of its interior historic cities such as Marrakech and Fez together with the enhancement of traditional villages. This tourism generated in 2000 around 1.6 billion Euros of revenues. These positive results have convinced the Ministry of Tourism to embark in large programme to upgrade the tourism offer and to cater for the wealthy visitors⁶. This has however forced the tour operators and providers of services to borrow heavily and the banks started rejecting requests for the financing of new projects.

In 2008, the country received 8 million visitors generating revenues of nearly 5.2 billion Euros, respectively 13% and 18% more than in 2007. In 2009, the trend changed: 3.754 million visitors came from Europe, mainly central and oriental Europeans, whose currency had been devaluated. Conversely, visitors from Libya increased by 13% to reach 2 million.

⁵ ZAP : in French “zones à aménagement prioritaires” or priority areas for development.

⁶ Following on the famous fashion designer d’Yves Saint-Laurent, Marrakech started receiving more and more internationally reputed artists who bought houses in the city.

According to a WTO report released in 2010, Morocco had maintained its rhythm in flows and revenues from tourism thanks to the development of innovative up market offers and to a very original and successful promotional campaign. In the Middle East, the recent period has seen the highest rates of tourism growth. The WTO foresaw then a 5% annual growth rate compared to a World average of 4.1%.

The *Plan AZUR*

In 2001, Morocco has placed tourism at the top of its priorities, giving it a leading role to lead a dynamic global growth in the national economy. The *Plan AZUR* (5 billion Euros of investments) aims at capitalizing on all the advantages of the country⁷, relying on the seaside tourism while reinforcing the cultural segment, air transports and providing a qualified manpower to satisfy its clientele.

In 2010, Morocco had reached a hotel capacity of 153,000 beds. The *Plan AZUR* foresees the construction of an additional 80,000 of which 65,000 in sea resorts and foresees as well the creation of 600,000 new jobs. The plan also gives preference to PPPs or concessions given to private parties. This plan would have put Morocco among the very first destinations of the Mediterranean but with the financial crisis, several investors pulled back and the target of 80,000 beds was reduced to 35,000.

In April 2011, and in spite of the turmoil that rocks the Arab region, there has been an increase of 1% of nights spent in the hotels listed by the Ministry of Tourism, compared with the same month in 2010. However, in this period, only Agadir and Rabat had progressed (respectively 9% and 3%)⁸.

The tourist offer is composed of a variety of possibilities:

- **Seaside activities** with nine new resorts foreseen to be environmentally friendly but most have been put on hold:
 - o Mediterrania Saidia inaugurated in 2009;
 - o Mazagan Beach Resort (conceived by Ricardo Bofill, developer Sol Kerznerand) inaugurated in 2009;
 - o Port Lixus: Belgian developers Thomas & Piron and Colbert Orco (sold their participation);
 - o Mogador Essaouira: same as Port Lixus;
 - o Taghazout-Argana Bay: American Colony Capital investment fund (contrat cancelled);
 - o Plage Blanche-Guelmim: developer FADESA (sold 50 % to the Moroccan gourp Addoha).
- **Mountain tourism:** its clientèle is mainly national and takes its origins in religious and traditional recreational customs. Foreigners are attracted by the hiking possibilities and the homestay possibilities in the villages. This type of tourism, close to the inhabitants, provides revenues to the poor villages of the Atlas and contributes to improving the living of the inhabitants.

⁷ The proximity to Europe, a moderate and pleasant weather, a diverse and scenic nature, a rich cultural heritage

⁸ Casablanca has decreased by -14%, Fès by -7%, Tanger dby -4% and Ouarzazate by -6%, Marrakech by- 1 %.

- **Cultural tourism:** the imperial cities of Morocco are a regular magnet for visitors. These cities also offer several summer festivals of international reputation. They attract a growing number of foreign visitors.
- **Medical tourism:** Morocco is trying to find a place in this niche already heavily occupied by Jordan, Lebanon and Tunisia.

2.2.3 Algeria

Eighty percent of the territory (2.5 million sq. kms) of Algeria is desert. The second largest country in Africa, Algeria benefits from a long Mediterranean coast and of picturesque mountains that run above the coastal plain.

The country has suffered from a long and very violent civil war that started in 1990 and from which it is now recovering. This has prevented the development of tourism and handicapped the ability of the country to modernize and diversify its economy.

In tourism, circuits are organized in the deep South of Algeria around the oases and the scenic fringes of the Sahara. But this environment has limited absorptive capacity and is very fragile; though very attractive to the foreign visitor, it generates little revenues. Overall, tourism in Algeria suffers from an important deficit of quality of the offer and of the services.

In 2008, Algeria received 1.72 million visitors of which 1.21 million were nationals residing abroad. The French visitors are the most numerous with nearly 171,000 thousands, to be followed by the Chinese and the Spanish. According to the Ministry of Tourism, of these 1.72 million visitors, 64.5% come for leisure, 29.8% for business, 5.7% are on missions. The total revenues generated by these visitors have reached 394 million US dollars.

A project called “Horizon 2025” was launched in the last national Conference on Tourism. It foresaw a new dynamic for the hospitality and for the management of tourism in Algeria. Several actions aiming at increasing the numbers of hotel beds and attracting foreign investors were decided to reinforce the place of tourism in the national economy and turn it into a major creator of employment.

The main issues of tourism in Algeria seem to be due to the management and organizational sphere and not to the attraction potentials of the country. It is close to Europe, diverse, with 1,200 kms of coast, very picturesque archaeological sites and cities with a diversity of cultures. However, it suffers from excessive centralization and a lack of information and reliable statistics and of complicated investment regulations. It also suffers from an image deficit caused by the long civil war that has ended recently.

The potential of the country in tourism offer can be summarized as follows:

- **Desert tourism:** the Sahara, the rock art, the oases of the Deep South;
- **Cultural tourism:** Tipasa, Cherchell, Tmanrasset, etc.
- **Sea side tourism:** with 1,200 kms of scenic coast and port cities,
- **Mountain tourism:** in the Aurès mountains, the Berber area,
- **Thermalism:** thanks to the presence of several functioning resorts.

2.2.4. Libya

Libya has a wealth of scenic beaches, oases (such as Ghadames), a very diverse set of landscapes, very important archaeological sites (notably Leptis Magna and Sebrata) and some interesting urban places. Under populated and with an area of 1.76 million square km it could offer a very attractive package of diverse possibilities. Being until now restricted to limited numbers of tourists, an appropriate strategy could turn this country into the new hot spot for exclusive and responsible tourism.

However, due to its political regime and now to the revolution that is taking place, Libya has received very small numbers of visitors (6,700 in 2008). Its tourist infrastructure and qualified manpower remain very limited and do not enable the rapid development of this sector.

2.3 The Middle East

With a less attractive coast but more inland scenic archaeology, the Middle Eastern countries have relied mainly on cultural tourism (though mass tourism as well) to develop this sector.

2.3.1 Egypt

It is the fourth economic power of Africa and has recently diversified its economy with industries, specialized agricultural products and transformation of agricultural products, digital industries. Because of its size and of the employment it generates throughout the year, tourism in Egypt is paramount for the economy of the country.

Between 1982 and 1996, tourism figures jumped from 1.4 million to 3.8 million, this increase being mainly due to the European visitors (more than 60% of the total visits). Tourism generated revenues were multiplied by 10 in the same period growing from 304 million USD in 1986 to 3.7 billion in 1997. In this same period, the number of hotels and other tourist lodging facilities increased from 263 to 761, while the number of beds grew from 37,000 to 167,000 in 1998.

In 2003, more than 8 million tourists visited the country. In 2007, their number reached 11 million visitors with the Russians coming first, followed by Germans and British visitors, while the bed capacity of the country exceeded 190,000 and revenues generated by tourism reached 7.3 billion USD.

By the end of the 1990s, in view to diversify the tourist offer that was concentrated on Ancient Egypt – Pharaonic with the Pyramids, the Sphinx and the Temples along the Nile river with the cruises until reaching the Nasser Lake above Aswan – and Fatimid Cairo, the Government decided to develop the sea side tourism potential of the Red Sea and, though at a lesser rhythm, that of the Mediterranean coast. Priority was given to the development of new resorts (Sharm el Sheikh, Hurgada) and marinas (Al Gouna) on the Red Sea coast. These new destinations have immediately proven to be successful with the foreign tourists as well as with the nationals in search of a new region that became accessible and in which they could spend their free time enjoying sea and sun activities.

With the arrival of foreign visitors to these resorts, these new places started to compete with the similar resorts in Tunisia and the Eastern Mediterranean.

Concurrently, the Government begun to invest in a more upmarket tourism with higher returns:

- Oases and ecotourism: Siwa, Dakhla, Bahareya,
- Well being tourism: thalassotherapy, balneotherapy,
- International Congresses,
- Religious Tourism: Mosques and also the Coptic Monasteries,
- The Nile River an its Delta.

In 2009, Egypt launched a new promotional campaign with the motto « Egypt... where everything begins » to promote the country as a tourism destination with a variety of possibilities. In spite of the financial crisis the Middle Eastern countries, tourism in Egypt has been less harmed than that in the Maghreb countries. It represented 11% of the GDP and provided 12.6% of the employment in 2009.

In 2010, 14.7 million tourists visited the country and generated revenues of 13 billion USD. Russians remained the leading group of visitors (2.8 million), followed by the British (1.4 million), the German (1.3 million) and the French (600,000). On the eve of the Arab Spring and to further increase the tourism capacity of the country, 150,000 hotel rooms were being built and 500 kms of coasts were being developed and airports improved.

The popular revolt that ended the Mubarak reign has notably slowed tourism in Egypt: 30% of hotels occupancy rate in April 2011 against more than 90% in April 2010 and an expected drop of 25% of the revenues for the year according to the Ministry of Tourism in its April estimates. The impact of the last events will be significant and may last over some years in spite of the very recent rebound of bookings. In the last week of January, more than 210,000 visitors left the country and the impact of cancellations for February stands at 825 million USD lost. Over 2011, it is expected that the tourism-generated revenues will fall to 7,6 billion USD.

2.3.2 Jordan

This is a landlocked country with only 26 kms of seaside on the Gulf of Aqaba and on the Dead Sea. It is largely mountainous to the West and desert to the East, with limited natural resources. Jordan however benefits from a great natural variety and beautiful landscapes (Wadi Ram⁹, the gulf of Aqaba, the Petra range mountains) and specific natural elements (Red Sea) while its archaeological heritage is varied and picturesque.

Jordan is totally different from the other countries of the MNA region in that it has limited resources, a small strip of seashore the Gulf of Aqaba and no easy access to the Mediterranean. Still, it has managed to develop its tourism sector and has embarked in several programmes aiming at spreading the benefits of tourism to most of its regions by developing region specific features. It has also, at least for a part, managed to avoid falling in the trap of excessive massification.

⁹ Inscribed this June 2011 on the World Heritage List

The authorities have also benefited from the geographical location of the country to organize international events and cater for the international and the regional visitor. Its communication and promotional campaigns present Jordan as a country rich with culture, leisure, well being, religious, ecological and sea related tourism. The country has also learnt to use its location by developing business related tourism thanks to the peace signed with Israel, offering an easily accessible place for Palestinian and Arab businessmen in need to meet.

In 2008, Jordan has received 7.1 million tourists (an increase of 8.8% over the year), of whom few came from Europe. This is a typical pattern for Jordan where Western visitors, mainly European are sometimes afraid to visit the country because of its supposed sensitivity to the regional turmoil. It however attracts fairly important investments in the sector and many western hospitality companies and tour operators are investing in the country: hotels, resorts and tour operators' offices. These investments have been concentrated so far on the Aqaba and Dead Sea regions but the opening of Wadi Ram and of the Jordan Valley to tourism related investments will improve the distribution of such investments and tourism equipments.

Today, Jordan has a capacity of 22,800 rooms and 204 hotels while construction of hotels and resorts is continuing around Aqaba and the Dead Sea. The hotel stock is fairly well organized, offering services to all budgets: 25 hotels of 5 stars, 22 of 4 stars, 46 of 2 stars and the rest in 2 and 1 stars categories.

To increase its attraction, Jordan has embarked in an interesting addition to natural and cultural resources: the construction of congress and cultural centres and of museums. The King Hussein Bin Talal Convention Centre¹⁰ has a capacity of 3,000 seats, while a cultural centre in the heart of Amman, the National Museum and an Opera will provide important amenities to display the movable heritage of the country and to host events, festivals and concerts.

In spite of the above, tourism represents only 6% of the GDP and this year, it has dropped because of the Arab Spring. In a fragile economy such as that of Jordan, the sensitivity of the tourism economy to the regional situation makes its contribution to the national economy even less reliable. It is worth noting that like Egypt, Jordan relies much on foreign aid (9% of its annual budget) coming mainly from the United States and Europe.

This dependency on the West for its development and eventual survival has led Jordan to enter the international arena in several aspects: intellectually through its research institutes and its contribution to international think-tanks (Davos among others), the linking of the currency to the US dollar, the free trade agreement with the United States and its participation to the World Trade Organization. It has also entered into association with the European Union. These give Jordan an edge compared with other countries of the region by facilitating the movements of tourists, of goods and of currencies with Western countries.

The conditions of two sites in Jordan amply explain the pros and cons of the present tourism system. In both sites, tourism flows are ill organized and their return to the

¹⁰ Managed by the Hilton.

place, to the surrounding economy and to the country at large below what would be reached with a more adapted site management.

Petra is a World Heritage site that attracts visitors from all over the World but its future is at risk because of natural decay. Eventually, this site will lose its attraction with the progressive loss of its sculpted façades, made on natural rocks of sand stone. This natural wear is amplified by the ill organized tourism of the site. Tourism in Petra remains limited to the Sik and the valley of the tombs while all the remaining surrounding sites are neglected. The tourists are handled by tour operators in short visits of the major site. Then they rush them in buses through the village at the entrance of the site to their international hotels located on a hill at a distance from the village and the site. Little returns reach the region's population while the village and its inhabitants are neglected. This forces then in informal tourism related labour that is being combated by the authorities.

Tourism in the Dead Sea is in a similar situation: it is limited to a few international hotels that provide health spas while the Dead Sea is at risk of drying up progressively: most of the Jordan river waters are diverted for agricultural irrigation, it is polluted and two plants, one Israeli and the other Jordanian extract potash from this Sea, slowly emptying it, increasing its salinity and lowering its level. As for the surrounding villages and sites, they benefit from very short stops¹¹ en route to and from Amman.

Still, the potential for development of tourism and its increased adaptation to the country's needs can be achieved through the undertaking of some adjustments:

- **Better cultural tourism:** Petra and Jerash, the major sites of the country should be accompanied by increased tourism use of Um Qays, Qusayr Amra and other archaeological sites that are spread across the country;
- **Business tourism** can be improved through the development of organized turnkey services and more staff qualified;
- **Religious tourism** is already taking place but can be increased: Madab and Mount Nebo, but also the Jordan River valley from Um Qays till the Dead Sea;
- **Better regional planning** of tourism facilities and circuits;
- **Better integration** of tourism in the local economy.

2.3.3 Syria

Syria is y wealthier in heritage sites than any other country of the Near East. It benefits from a large territory (185,000 sq. km) and its archaeological and built heritage cover most of the periods since prehistory. Like Jordan, Syria has an arid territory with a mountainous range running along its western coast that has a Mediterranean climate.

Syria started moving away from a traditional type of tourism limited to the cultured westerner in 1972 when its President decided to sign an agreement with a French Syrian consortium to build and operate tourism equipments in the country. The Sham Hotels chain was the major result of this decision, providing the major cities and destinations of Syria with modern hotels and a tour operator that had the quasi monopoly of tourism. In 1986, a new law opened the country to Syrian and foreign private investments. However, a tourism vision and plan were still missing and the totalitarian type of

¹¹ Mainly Mount Nebo and Madaba.

regime and its continuous state of opposition to the West did not provide the necessary environment for the development of this sector.

It is only with the accession to power of the former President's son, Bashar El Assad, that the development of tourism began to be organized. A promotional campaign presenting the qualities of its historic heritage started to attract the visitors from Europe. A policy of opening to the outside World gave positive results, increasing the numbers of foreign tourists from 700,000 in 1990 to 1.5 million in 2000, even though there remained several heavy limitations on foreign tour operators wanting to work in Syria: complex procedures for charter tourism, different fares by hotels depending on the nationality and payments in foreign currencies, lack of three and two stars hotels while the 5 stars hotels were privileged (Sham, Sheraton, Four Seasons). Only recently has the fashion of boutique hotels installed in ancient mansions or traditional houses begun to develop, leading to a plethora of offer in the heart of old quarters mainly in Damascus and Aleppo, two World Heritage cities. However, the high prices applied by these new hotels continue to limit the expansion of a new type of tourism.

Most of the tourists to Syria come from the Arab countries and particularly from the Gulf States. Arab visitors represent 60% of the total and are the main source of revenues generated by tourism. Staying for longer periods, they also spend more than the other tourists on hotels and apartment rentals; they come for holidays in Syria and do seldom visit historic sites. Rather, they spend their vacations in the cities or by the seaside in the or in mountain resorts.

In 1997, a new wave of foreign investors started to operate in Syria; most came from France (Total, Lafarge, Areva, Carrefour) and, in 2010, the country's economy growth rate reached 5% according to the IMF. During this same year, just before the Arab Spring reached Syria, 8.5 million tourists had visited the country, an increase of 47% with revenues of 7.6 billion USD representing 12% of the GDP according to the Syrian Ministry of Tourism. This rapid growth came to a full stop in 2011: souks and hotels are empty and all bookings for the year cancelled.

Except for Lataqia, the coast is not well developed and Syria's tourism offer remains concentrated on its built and archaeological heritage with some summer mountain resorts. While Arab visitors reside in cities and mountain resorts the others would travel the country discovering its historic wealth and its cities. There is room for development and variety in the offer especially that like all of the other MNA countries, Syria benefits from a large territory, mild weather, still living traditions and customs, folk and modern art that enable the spreading of tourism and its diversification throughout the year. This would require important structural changes in the way decisions are taken and in the legal and institutional fields, investments and improvements in the quality of the public sector role.

2.3.4 Lebanon

It is the smallest country of the MNA with 10,450 sq. km Lebanon has a mountain ridge running North to South along a narrow coast and an agricultural plateau that sits on its East between Mount Lebanon and the Anti Lebanon mountains. Most of the territory is green, with several streams running towards the sea.

Lebanon differs from the other MNA countries as well in its democratic political system and population structure (multi-confessional), its openness to the outside World and a free economic system. These features have given Lebanon an edge in the knowledge economy thanks to a long history in education and to the presence of the oldest western type universities in MNA, a very dynamic and free media and a publishing industry that is the first in the region. All this makes of Lebanon an interesting case study for the future of tourism in the region.

The country has been active in tourism since the late 19th century when it started receiving the wealthy families of Palestine, Syria, Iraq and Egypt for their summer holidays in the mountain villages and small towns. A tradition of hospitality thus developed to cover most of the country. Because of its topography, the country offers summer and winter tourism possibilities – in winter ski resorts and cultural tourism and in summer all the country is accessible for several types of tourism that can benefit from the built and archaeological wealth available and from the summer resorts and beaches.

Thanks to its geographical location on the Eastern shore of the Mediterranean, it has a long history of trade (Phoenicians) and of cultural exchange with the East and the West. This has given Lebanon a rich heritage and traditions.

It is under the French Mandate (1918-1945) that an organized tourism sector started to take shape: mountain resorts begun to open (Cedars ski resort) and the first beaches developed. A luxury hotel (Saint-Georges) was opened and rapidly became the emblem of the Middle-East hotels until 1975, attracting many international visitors. In the mountain, hotels catering mainly for families opened in most of the mountain settlements and, in 1925 a tourist guide of Lebanon, published in France, gave already the list of these mountain resorts and hotels. The first administrative structure to deal with tourism has been the *Comité de tourisme*, established by the French High Commissioner in 1932.

Tourism development started in 1950: a hospitality school, training of guides, the first international festival (Baalbek), the opening of an international airport, the construction of the Casino of Lebanon, promotional campaigns abroad, tourism offices and the development of seaside resorts. These were accompanied by private investments in hotels and mountain resorts, all geared towards offering a variety of possibilities to the visitor: heliotropism, winter sports, sea and beaches, and cultural tourism. In 1974, the year before violence engulfed Lebanon for 15 years, the country received 1.4 million tourists that generated revenues representing 19% of GDP (Ministry of Tourism Statistics).

This cycle of violence that started in April 1975 removed during fifteen years the country from the tourism horizon. In 1996 however, a new set of directives for the revitalization of tourism was issued. But the images of the violence and the fragility of the situation did not permit the rapid rebirth of the sector that started to regain its place only in 2001, when the first Arab visitors rediscovered the summer resorts where they used to spend the summer with their families before 1975. In 2003, the country had regained its tourism levels of 1974 with almost the same numbers of visitors (1.3 million). However, the political situation of the country deteriorated from time to time (assassinations, 2006 war in the South...) and reduced the ability of the sector to develop.

During the late 1990s and the 2000s, local powers, private investors and the State have done much to develop tourism: several international and regional festivals were successfully launched while Beirut became again the place for congresses and international venues. In 2009, the international media voted Beirut as the “destination of the year” and Lonely Planet ranked this capital city second out of ten to be visited. In his recent book “Who’s your City?” Florida placed Beirut among the 20 most attractive cities of the World. Noteworthy is the fact that Beirut is not a city with a well preserved built heritage; rather, it is hectic, frantic, full of traffic jams and polluted. It is its vibrancy and the dynamism and imagination of its inhabitants that make it so attractive.

As in other countries of the region, the majority of visitors come from Arab countries (42%), followed by Europeans (25%) and Asians (13%). With those of the large Lebanese émigré population that visit regularly their country of origin; the revenues generated by the visitors become important and nears 25% of GDP.

Tourism plays an important role in the Lebanon economy: 2 million visitors in 2010 generated 500,000 employments and revenues of 12.4 billion USD (Ministry of Tourism statistics) while the World Tourism Organization estimated the revenues from tourism at 13.3% of GDP. However, if the Arab Spring has not developed also in Lebanon, the regional uncertainties and the political shakiness of the country have slowed down a trend that was going steadily upwards. In 2011, there are risks on the tourism sector of Lebanon and until the date of this report, the numbers of visitors are lower by 15.5% than those of the same period of 2010. Hotel occupancy for the same period has decreased by 40%.

Would it not have been for the political fragility of the country and its sensitivity to the regional situation, Lebanon’s tourism would have been in a continuous boom thanks to the variety of its offer, to its open and free economy and to the freedom and education of its population. With five World Heritage sites, museums, festivals and rich nature, its mountain old churches and picturesque villages and thanks to a mild weather and varied topography, tourism could have been a stable and year-round active sector yielding important returns.

Still, there are lessons to be learnt from this country for the future of tourism in the MNA after the Arab Spring for it has gone through repeated periods of violence and of instability and has always been able to bring back and even develop tourism. This is due as much to the specific natural and cultural wealth of this country as to the tradition and motivation of its population and Government.

3. Common Patterns and Lessons to be Learnt

Similarities exist in the tourism sector between the MNA countries. These may be due to natural factors (the Mediterranean location of these countries, their climate, their topography) or to historic and cultural factors (Arab countries with shared culture and history, their built heritage, their historic cities, their traditions and customs, folklore or to their attitude vis-à-vis the visitor). These similarities are also due to the influence of the Western tourism sector on these countries (demand for easy access to picturesque destinations with sun and history, low cost of services, proximity, colonial past). Still, this has not been sufficient to take all the MNA countries along the same path of tourism development. If there are common patterns, there are also clear differences.

Tourism in MNA does not function in a closed environment: it is part of the global tourism market and as such, it competes with other places and responds to the same stimuli and the same constraints. The tables in Annex 1 on the role of tourism in the economy of MNA countries show how all these countries have been affected by the World financial crisis.

Another pattern is that of the evolution and changes of this sector in all MNA countries: they all started their tourism offer as a combination of sun and exoticism: low priced seaside holidays combined with archaeological sites or historic cities to European tourists. In some, the heliotropism prevailed while in others, historic sites were given more importance, but the combination was the same.

Foreign tour operators and transport companies dominated this tourism. These imposed on all these countries the pattern and the prices they wanted for the sake of maximizing their returns. This resulted in a concentration of the tourism amenities in the major cities, as close as possible to the points of arrival in the country and to the places of leisure, notably the beaches. If this has helped the rapid growth of tourism in the MNA, it did not bring the benefits of tourism to the regions and remote places, nor did it produce a sustainable growth of the sector. This tourism pattern has existed in Europe and particularly in the Southern parts of Spain and France. The tourism in Andalucia has remained as such for a long time and even a site as important as the Alhambra in Granada did not bring until recently the benefits of tourism to the city because it was managed to only yield easy returns to the site and the Autonomy of Andalucia; henceforth tourism was organized in away to cater for short visits of tourists coming in buses from the coast where they resided.

In most of the MNA countries, one has begun to see small-scale changes, diversifying the offer, but not to the desired scale: trekking, desert camping, cruising on the Nile on a traditional sail boat, religious tourism, small hotels in traditional houses, horizontal hotels in traditional constructions, nature reserves are among the new trends that had begun to be developed a few years before the Arab Spring. All of these however did not bring the visitor any closer to the living heritage of these countries: traditional life, customs, immersion in society remain very limited and the pattern of visits is similar to what was done before, though with some more respect and understanding.

B Future Engagement in Tourism in MNA Region: The Arab Spring and its Impact on Tourism

1. Overview

Since the beginning of tourism as an industry in the middle of the 20th century, the MNA countries have known – with some delay – the same pattern in tourism than the other countries of the Mediterranean, leading them to develop firstly a mass tourism of sea and sun and progressively move, since the 1970s into a cultural heritage based mass tourism. It is only recently – in the past twenty years - that what is called “cultural tourism” has begun in these countries.

This past trend of mass tourism has proven to be quite resilient by absorbing the shock of violence (terrorism in Egypt and wars of the Middle-East): after each event, it receded to always pick up again. But today’s events are different: violence was not geared against the foreigners (Egypt) nor was it based on religion, nationality or fundamentalism. Rather, this “Arab Spring” is about the emergence of a citizen, about dignity, empowerment of the individual and democracy.

However and as said before, this new cycle of events that is rocking most of the MNA countries has had a deep impact on the tourism sector. In Egypt and since the fall of the past regime, hotels occupancy is very limited and tour operators are cancelling most of the cruises on the Nile.

Six months in 2011 and the Arab Spring is still in the making while nobody can predict yet neither when nor how it will end. A good example of the uncertainty and certainties as well that this crisis generates is the following report by ETN – Global Travel Industry Survey of March 2011:

“Regional and international tourism professionals were bracing for fallout from the unrest shaking the Middle East, with cancellations affecting even countries so far spared from the upheavals, notably Jordan and Syria. "Tourists are being influenced by the media coverage and are putting the whole Middle East in one bag, not differentiating between one country and another," Touhama Naboulsi, an official with Jordan's Tourism Board, said. "Some tourists have cancelled trips to all Arab countries and of course this includes Jordan," he added. According to AFP, several sources in the hotel sector said cancellations have reached a worrying 50 per cent, while one tour operator said that for every 3,000 tourists originally booked to travel to Jordan in the coming months 1,200 are cancelling. ...

Syria is also nervously watching developments and has lowered its forecast of tourist arrivals. "We don't expect more than an 11 to 12 per cent increase in the number of tourists because of the situation," Tourism Minister Saadallah Agha al-Qalaa recently said, adding that annual growth since 2000 had stood at 15 per cent.

But despite all the gloom and doom, tourism professionals point to the industry's capacity to rebound quickly. "People's perceptions change very quickly," said Sean Tipton, of the Association of British Tour Operators. He said Egypt is by

far the biggest market in the region for British tourists with one million visiting the country every year. "As soon as we saw the scenes (of unrest) in Cairo and other cities it had a very direct impact," Tipton said. "My experience in the travel industry is that the British tourists tend to be fairly resilient and have fairly short memories," he added. "So it doesn't take long for a country to bounce back in the reservations."

Since the date of this report, the situation has changed and tourism has not picked up again as some specialists were expecting. In Lebanon, and because of the increasing violence and revolt in its neighbour country, the summer season seems to be endangered: already the service sector is complaining of an important drop in revenues that represent an important share of the GDP of a heavily indebted country.

2. Possible Prospects & Future Needs

Future prospects and needs of change in tourism can be seen as (a) improvements of the past and (b) improving on the past and adjusting to the expected changes. The easy one would be to look at corrective measures to improve the past trends of tourism as if nothing is changing in the MNA countries. The hard one would be to try and extract common trends of change in the MNA countries and assess their impact on tourism, providing indications on how tourism should adapt and contribute to the reinforcement of democracy and to the economic and social development of these countries.

2.1 A More Responsible Tourism

2.1.1 Tourism and Climate Change

According to the IPCC, the Mediterranean region is expected to suffer from the global warming trends. The countries of the Southern and Southern Mediterranean will be more gravely touched by this change than the countries of the North. Increasing numbers of heat waves and extreme heat days would reduce the attraction of Southern and Eastern countries for summer tourists.

Another risk is the increasing salinity of costal groundwater and aquifer sources and the risk of costal submersion as the result of rising ocean levels caused by global warming. This effect will have grave consequences, reducing the availability of fresh water resources and potentially rendering food supplies unsafe.

Analysts are already predicting that these climate change effects will result in a drop of tourism activity. This will result in increased costs for investors as insurance and maintenance costs of basic infrastructure. At the same time, rising temperatures will reduce the number of tourists. In the medium and long term, the risks of climate change and other environmental degradation will impact tourism directly and reduce the level of tourist activity in MNA countries.

Mitigation measures need to be introduced in future tourism development projects and corrective actions brought already existing tourism amenities, hotels, marinas etc.

2.1.2 Tourism and Environmental Impact

The increasing demand for tourism destinations and facilities has accelerated the environmental degradation of coastal regions as new villages, marinas, hotels, roads and communication equipment destroy and replace natural littoral environments. Particularly in Egypt, Tunisia, Lebanon, this trend is almost irreversible and the degradation of large parts of the coast almost impossible to correct.

Fragile ecosystems are already in danger. The Mediterranean Sea, thanks to its geology and its location between three continents, has a unique level of biodiversity. Certain practices associated with tourism, dumping of wastewater and garbage dumping, impact of marinas and increasing structural development, among other factors, cause damage that is often irreversible.

While the Northern Mediterranean countries have succeeded in implementing some environmental regulations, thanks to the efforts of Plan Bleu and other organizations, the countries of the South and East still lack such effective regulations. Past tourism practices have had a heavy impact on the environment and MNA countries remain slow in implementing architectural norms that respect the place and that are low consumers of energy and resources. Specialized consulting companies dealing with environmental regulations and architectural adapted techniques are starting in the MNA region and architects are more and more aware of the need to reduce the environmental footprint of constructions. Similarly, examples of adapted architecture and urban planning are beginning in the MNA and its surroundings. What lack however are the political decisions and the regulations, often shelved aside by large companies and entrepreneurs.

2.1.3 Preserving the Cultural and Natural Heritage

Cultural and natural World Heritage sites are tourism magnet and the picturesque and history of the MNA countries attracts the many. The more such wealth is used however, the more it wears and loses its power of attraction. In the MNA countries, preservation policies are rare and most of the World Heritage sites poorly protected and managed (see in annex the list of WH sites in MNA countries).

In the 35th session of the World Heritage Committee held at UNESCO in June 2011, the state of conservation of several WH sites of MNA were discussed and the decisions referred regularly to the lack of management plans, to threats on heritage by uncontrolled tourism and or new development plans and to the lack of maintenance. The decisions of the Committee all asked the State Parties that protection measures are enforced, that protection and management plans are prepared and implemented and that any new development project be submitted first to the Committee after impact assessment evaluations be conducted. The sites that were submitted and which such decisions were taken are: Tipasa (Algeria), Casbah of Alger (Algérie), Historic Cairo (Egypt), Petra (Jordan), Um er-Rasas (Jordan), Tyre¹² (Lebanon), Ouadi Qadisha ou Vallée sainte et forêt des cèdres de Dieu (Horsh Arz el-Rab) (Lebanon), Cyrene (Libyan Arab Jamahiriya), Rock Art sites of Tadrart Acacus (Libyan Arab Jamahiriya), Ksar

¹² For this site, the Committee has even decided to consider next year the removal of Tyre from the World Heritage List and its putting in the List in Danger if the State Party did not answer positively to the Committee's demands.

d'Aït-Ben-Haddou (Morocco), Historic City of Meknès (Morocco), Gebel Barkal (Sudan), Ancient City of Damascus (Arab Republic of Syria), Archaeological Site of Carthage (Tunisia).

Tourism is a threat and a source of benefits. If properly managed and adapted to the conditions of a site, its benefits are important and useful; otherwise, it could destroy its very *raison d'être*. If tourism has any chance of being reshaped to meet the needs of the place and of its population, adaptation to the site and diversification of leisure around the site are paramount to ensure durability and retention for longer durations of stay, a necessary condition for the spreading of tourism revenues in the place.

2.2. Corrective Measures

Tourism is a continuously evolving sector; its patterns and practices change and the sector moves more and more towards quality and respect of the environment, of customs and cultures. This new type of tourism, labelled "sustainable or responsible tourism" is steadily increasing throughout the World.

More than any other economic activity, tourism is difficult to grasp because of the diversity of its actors and of their small or medium size. It is therefore difficult to devise detailed tourism plans or to foresee with precision what will be the impact of directives, strategies or legislations aiming at reshaping or re-adjusting the tourism sector. However, change is needed to adjust to the new situation and to the new market needs.

One of the courses that need to be taken is the diversification of the offer and the improvement of its quality: there is room for that when one looks at the many assets available in the MNA countries (see the list of World Heritage Sites of the MNA countries in annex).

2.2.1 Improving the Quality and Diversity of the Market and of its Amenities

Developing accommodation facilities and quality infrastructures for tourism requires important investments the returns of which are not immediate. Good market information on numbers, duration of stay, expenditures by visitors and accessible information on the banking and financial structures, lending and taxation that only begin to be made available and accurate all facilitate the decision making process in this sector. Rather, MNA countries usually use promotional activities to attract foreign investors through:

- Incentive measures: tax exemptions, lowered import duties,
- Preferential prices of land and services (electricity, water, etc).

These remain insufficient if they are not part of a global policy of economic change, opening the market and ensuring investment guarantees:

- Legal and fiscal modernization,
- Opening of the market through trade agreements,
- A clear role for and involvement of the public sector in the financial and physical planning spheres,
- Devising appropriate banking and lending mechanisms in favor of SMEs to enable these develop local small-scale projects and give them the ability to compete with the international companies. This measure would also enable the development of tourism amenities in regions untouched yet by this sector.

For all these measures to succeed, a stable and engaging political environment is needed: political stability, social and civic peace, health safety and safety of the visitors are a must.

2.2.2. Improving Transportation and Accessibility

If a place is not accessible, it cannot be visited and tourism development depends on the availability of easy communication and transports. Here, MNA countries are handicapped.

2.2.2.1 Breaking the Air Transport Monopoly

If the Euro-Mediterranean zone is dense with air routes and connections, the MNA countries suffer from an excess of public sector involvement in the management of airports and national airlines that hinder their development. Most of the airlines of the MNA belong to the State and, when they enter into cooperation agreements with international alliances or airlines (eg. Sky-Team, Star Alliance, Air France, United Airlines or others) these limit their role to a carrier between the European major cities and the capital of the country to which they belong.

An open skies policy would transform the sector of air transportation. It would contribute to reducing the heavy airport taxes (up to 280 USD of airport taxes for an economy Paris-Beirut-Paris ticket and 180 USD for Tunis) and would enable low cost airlines to connect several European cities with the MNA while to date, there are only a few of companies that operate charters to some tourism places (Hammamet, Bodrum, Sharm el Sheikh).

2.2.2.2 Land Transportation: Railroads and Roads

As is the case in several other countries, MNA countries have progressively favoured road transportation and neglected their railroads. While the World is returning progressively to the rail as the basic transportation system for goods and people, the MNA countries continue to rely on cheap oil and roads. While the limited existing rail system is well maintained in certain countries and even improved (Algeria, Egypt, Morocco, Tunisia), it provides minimal service in Near East countries and it has ceased to exist in Lebanon,

Inter countries connections, small railroads to exotic and heritage places to open new places to visits and to insert them in a regional planning of tourism would make the visit more attractive than by road (railroad tourism is in high demand across Europe). It would enable the development of remote places and reshape the territorial distribution of wealth. It would also stimulate investments in villages and small towns to accommodate and entertain the visitors coming by train.

Upgrading the existing train equipment is taking place in certain places (Egypt), but high-speed trains are needed for long-distance routes and to connect between countries. This will much contribute to the growth of tourism at the same time as it would unify and develop markets.

As for the road network and if in several countries it is well organized and maintained, its use remains unequal: lack of properly managed public transportation (Turkey is a good example of what a good bus system can do for tourism), insecurity due to erratic driving in certain countries, lack of service facilities along the roads and poor signage. Secondary roads need to be improved and well maintained to connect villages and regions not easily accessible by train.

2.2.2.3 Sea Routes and Cruises

Cruise tourism in the Mediterranean is a long tradition and has known a steady growth since the early 1990s. Past forecasts estimated that this type of tourism would grow by 60% between 2005 and 2015.

A speech in Athens in 2008 by Yiannakis Kokkinos, General Manager of the Cyprus Ports Authority presented well the case for increasing cruise ships support infrastructure in the Mediterranean:

“The Mediterranean is the second largest cruise market, after the Caribbean, with some 15% of the total, and it is expected to be the fastest growing market. In 2006, 138 cruise ships were active in Mediterranean waters with a capacity of 131.170 lower berths. Collectively these ships carried a potential 2.13 million passengers on 2.107 cruises. The Mediterranean market is continuing to grow with nearly 22 million pax-nights offered in 2007....

Mediterranean ports are already witnessing demands for facilities for larger ships that are being transferred from the Caribbean to the Mediterranean cruises. The number of cruise ships operating in the Mediterranean is expected to increase, as European shipyards until 2010 will deliver 10 big cruise ships every year and many of these units will be used in the Mediterranean Sea, enhancing, therefore, the number of calls.

In order to be able to satisfy the increasing demand in our region, East Mediterranean ports need to adapt to new requirements. There is currently more pressure on existing facilities; demand for larger facilities and demand for better logistics. Even though cultural and historical appeals of a destination are key-factors in drawing up an itinerary, the critical factors from the cruise operator’s point of view are port facilities, berth availability, airlift and hotel capacity.”

Here again, MNA countries are in need to modernize and improve their infrastructure. Of the 145 cruise ports around the Mediterranean, only 23 are within the MNA and need improvements and development of their infrastructure (quays, passengers terminals, land connections) and the related services and facilities to receive and cater for the flows of cruise tourism.

2.2.3 Improving and Developing Tourism Infrastructure

The absorptive and retention capacity of several MNA countries needs to increase together with the growth of tourism: the number of beds in MNA is barely that of beds in Spain. This capacity should also diversify its offer to cover the new hotel trends: small-scale hotels, boutique hotels and residence, all designed to offer a more personalized service and an experience with a difference. Conversely, there is a need for more cheap hotels to cater for backpack and young tourists.

So-called “sustainable tourism” is also about and length of stay and willingness to return: the more a visitor resides in a country the more he will contribute to the national economy. It is also about opening remote areas and far away heritage places and sites to long stays and to all revenues while reducing the footprint of tourism by investing in adapted tourism amenities. Syria through its small “*hotels de charme*” in old residences in Damascus and Aleppo and Morocco with its Riyads in Marrakech and Rabat are the only two countries to have gone along this line of hotels at large scale.

2.2.4 Creating Labels

Quality labels are a guarantee to the visitor that the product is controlled and safe. It can represent a certification by an authorized body of the origin of production, of the contents, of the conformity with sanitary norms and others. Labelling is a tool that improves the quality of the service and of the offer to visitors. The added market gained by the product and the higher price the consumer is ready to pay more than compensate its cost.

In tourism, certification brings:

- Increased visibility, networking, mention in the tourist guides
- Better market value, social and environmental responsibility, presence in the field of “responsible tourism”
- A proof of quality and conformity for the labelled products
- A role in local development through a better selection of local producers and the quality and production controls it requires.

There are more and more labels in use around the World and some of them are now internationally recognized. They cover several aspects of tourism and of the production of local goods, from environmental norms and labelling of amenities to that of “*agriculture solidaire*” and the certification of origin of souvenir or handicraft products.

In the MNA, such labelling remains embryonic. Lebanon has created a public service to develop certification and labels, notably in agriculture, but it remains at the early stages of the process. Any attempt to linking more tourism with local development would benefit from certification and labelling: such methods would contribute to the identification of the products in relation with a territory and with practices and would secure the protection and transmission of production processes and techniques.

Examples abound. In Spain, the Alhambra is now using its olive orchards to produce olive oil under the label of the site and is selling it to visitors. In Sintra, the wine of Colares (a very rare and old wine) is now connected with the World Heritage landscape of Sintra and both benefit from this relationship.

2.2.5. New Technologies

E-tourism is becoming the main tool of planning visits, discovering destinations and deciding on the organization of holidays. This is due to three reasons:

- Access to Internet is now global and connexion costs, except in very few countries, are going down rapidly;

- In most of the countries, it has become the major tool to organize one's trip and to buy its tickets (airlines, cruise, train, entrance tickets, etc.);
- Airlines, hotels, sites and museums, all are making use of the Internet for booking and purchasing, reducing the chain with the customer and cutting sometimes on costs;
- Special websites often developed by travel agencies enable the user or customer to buy all the components of his travel, from airline ticket, cruise, hotel and sites or museums tickets as a package.

When put to good use, new technologies can become an interesting tool for local development and for the opening of remote regions. It can increase notably the connection of these places to the market and to World tourism, enabling small-scale enterprises and local small entrepreneurs to integrate these markets. It would reduce the dominance of tour operators on the tourism market of a country.

The major difficulty in spreading the use of the Internet in remote and small places resides in the cost of infrastructure needed for high-speed connection. An individual can cover the cost of a microcomputer and of a personal connection, but remote villages and regions do not have the means to pay for the necessary infrastructure that, moreover, is often a State monopoly. Meanwhile, and even in cities, the quality of infrastructure is often poor providing low-speed capacity at a higher price than in Europe.

Public sector investments or deregulation of the infrastructure and provider role, opening the Internet to private competition under strict rules of control of prices and equal distribution to all the population would contribute to:

- Economic growth (the returns on investment in this field are high and quick)
- Reduction of the weight of the public sector,
- Better provision of modern communication possibilities to all
- Insertion of tourism in remote areas within the international market outside of the monopoly of the tour operators.

2.2.6. Training

If mass tourism does not require that all staff be qualified, it is not the case for the new trends. In a mass tourism situation, tour operators prefer to hire unqualified manpower to cut on costs and enable them lower their packages prices and fight competition.

Today cultural tourism, tourism of proximity or responsible tourism differ totally and need the presence of qualified personnel at most of the levels of the trade: in hospitality and restaurants, in villages and sites, the small group visitors are looking for efficiency, discretion and quick reaction to their needs and questions.

Hospitality and tourism schools exist in the MNA countries since the early 1900s. These schools have covered most of the needs of the past trends of tourism. They however need an overhaul and adjustment to the emerging new trends: bringing these schools to the international standard of quality expected requires investments and teacher training.

Because tourists are engaging more and more in visits to small and remote places, the inhabitants and the tourists as well need to be made aware of the "other's culture" to avoid possible sources of tensions, misunderstandings and negative impacts that would

reduce to nil all the benefits of this new tourism. Training in “mediation” ought to be included in the curriculum of hospitality and tourism schools.

2.2.7. Reinforcing In-regional Tourism

Tourism between MNA countries was estimated to near 40% of all tourism flows in the Middle-East in 2009, Syria and Lebanon, followed by Jordan being the major destinations. This tourism, because of common language and shared cultures, is more stable and reacts less to events than the international tourism. Reinforcing this tourism requires increased cooperation between MNA countries and better road and rail communication between these.

2.3. A New Tourism for a New MNA

Whatever the outcome of the Arab Spring, mentalities and attitudes will be affected and will change. The vision of the Arab individual towards the future, towards his country and towards his traditions, culture and belief will change as well. These will not be satisfied with the old pattern of tourism: that of exoticism, of sea and sun, which did not communicate with the national and was interested only in the past. There needs to be another tempo, a new type of tourism, respectful of the new citizen and interested in his today’s life, art and culture.

Traditional tourism will not disappear. It is even needed. If well managed as presented in the previous section and paragraphs, it can be an important source of revenues (the Arab Spring is very expensive and income generation in the countries concerned is today very limited) and of qualified employment. But it will no longer satisfy the MNA national nor the visitor who will want to discover and understand this new society and individual.

Together with the traditional tourist, a new type of visitor is emerging: the educated youth who belongs to the World Wide Web and to the digital era and who wants direct contact with the other cultures and the others creativity. This is already taking place in MNA, particularly in Lebanon and at a lesser pace in other capitals of MNA. These new visitors want to discover the place, its heritage and its beauty, but they also want events, music, literature, joint activities and the possibility of merging with nationals and living the life of the place.

Today, and despite many negative aspects, Beirut is a thriving city that attracts the young westerners, the intellectuals and artists all year round. Backpackers, young creators, designers and artists all come to spend a season or more in Beirut, a city described by Richard Florida as neurotic.

This new type of tourism cannot – and preferably should not – be organized or managed by tour operators or State bodies. It thrives on improvisation and on a total freedom of movement and adaptation. Its very nature brings many benefits to the recipient country, community or group: transfer of ideas, of knowledge, joint actions, joint creativity, all contribute to the reinforcement of the emerging democracy and to the citizenship that will eventually come to life in MNA countries. Such tourism, creativity, the arts, and freedom of expression cannot grow and thrive without a free and democratic society.

Apart from ensuring a democratic and open society, what can the State do to support this new tourism? What investments can bring value and reinforce this new tourism that is total component of a World economy and culture?

There are organizational and regulatory aspects that need to be addressed: freedom of movement and ease of access to the country, low cost flights and waving of visa taxes, a safe environment for the visitor and respect of the difference and of minority groups, need to be reinforced or enforced in MNA countries. A modular offer of tourism facilities: low-cost but quality hospitality and restoration, easy transports within the country also contribute to attract the new tourist.

These are the foundations, but their impact would remain minimal if there were little in the city to ensure that the visitor is attracted and wants to spend time in the country. The presence of art galleries, artist communities, trendy places and events need to be complemented by investments that provide the place with permanent amenities: concert halls, art centres, museums of contemporary and modern art, good research and learning centres have become key elements in putting a place on the World map and in keeping it attractive. Examples abound and the recent works of Florida, Clark and Gleaser¹³ guide us towards understanding that if the private sector dynamism is key in creativity, the arts and the knowledge economy, public investments cannot be forgotten. In the MNA countries, it is the public sector that has the ability to decide on and fund large-scale cultural projects giving a signal and providing this new economy and society the necessary amenities for its development.

Several successful examples are available throughout the World, but it is not necessary to follow a similar pattern and very expensive architectural feats are not necessary. It is rather the functioning of such an amenity, its openness and its adaptability to the needs of society that ensure its success and its international reputation.

2.4 Comparisons and a Final Note

Comparing the change in the MNA countries that its taking place with other similar events in the recent history of the World is a difficult, almost impossible exercise. Nothing really compares to this series of revolts against old and outdated regimes One could maybe think of the fall of the Soviet regime and the liberation of the satellite countries of Eastern and Central Europe. Another comparison could be done with the mid 19th century revolts that rocked the European countries. But nothing really compares with what is taking place now, in a region that had been considered for long to be dormant, out of focus and out of touch with modernity and creativity.

The impact of digital communication, of the mobile telephone and of social networks has been enormous. The use of such tools has spread often against the will of the dictatorships and other rulers, and has given to all the youth of MNA countries the ability to compare, to build a personal judgment, to see how much they were oppressed and their rights denied. In this, maybe the liberation of Central and Eastern European

¹³ Richard Florida : « Who's Your City ? » and former books on the Creative Class ; Terry N. Clark : « The City as an Entertainment Machine » ; E. Gleaser « The Triumph of the City ».

countries offers elements of comparison: the explosion of creativity that followed in literature, cinema, theatre, and contemporary arts in these countries can be compared to what happened in Lebanon after the end of a long period of violence that ended in 1990.

It is in periods of uncertainty that creativity in the arts reaches its peak and its best and it is to be expected that after such a long period of imposed silence, MNA countries will see an explosion of creativity in the middle of a period of transition, of questioning about the future, of deceptions and of hope. It is during this transition process that tourism needs to be adjusted to support this phenomenon and accompany this emerging boom of creativity and of arts.

In Bilbao, the construction of the Guggenheim by Franck Gehry was not the driving engine of urban regeneration: much more has been done and the Guggenheim was the final signal of Bilbao reborn. But, it was the major magnet of tourists and in that, it was a success: its ROI (excluding the value of the art collection) was complete within seven years of its opening. On average and since the opening of the Guggenheim, Bilbao has received 780,000 overnight stays each year with more than 900 new jobs. This is a clear sign of the added value of arts amenities in historic cities and its importance in the renewal of tourism (se chart in annex for the different types of tourism).

ANNEXES

Annex 1 – Tourism Data

Annex 1.1 - Tourism Flows of International Arrivals and Revenues Generated – 1997, 2000, 2007 & 2009

(Source: UNWTO)

Numbers in Thousands, Revenues in current million USD

Country	N° 1997	Rev 1997	N° 2000	Rev 2000	N° 2007	Rev 2007	N° 2009	Rev 2009
Morocco	3,414	1,236	4,278	2,039	7,408	7,181	8,341	6,577
Algeria	678	24	na	na	na	na	1,912	330
Tunisia	4,718	1,557	5,058	1,970	6,762	2,575	6,901	2,773
Libya	na	na	na	na	na	74	na	na
Egypt	3,212	2,564	5,116	4,345	10,610	9,303	11,914	10,755
Lebanon	600	1,221	742	na	1,017	5,446	1,851	6,774
Syria	na	na	1,686	na	na	na	6,092	na
Jordan	1,256	853	1,580	1,330	3,430	2,311	3,789	2,911

Annex 1.2 - Data on Travel and Tourism Contribution to the Economy

Figures in Million USD

(Source: World Travel & Tourism Council)

Egypt	2004	2005	2006	2007	2008	2009	2010
Travel & Tourism Direct Contribution to GDP							
US\$ bn	7.465	8.618	9.75	12.121	14.621	15.638	17.475
2011 US\$ bn	15.029	15.235	15.927	17.286	17.914	17.59	17.99
Real growth (%)	23	1.3	4.5	8.5	3.6	-1.8	2.2
Travel & Tourism Total Contribution to GDP							
US\$ bn	15.096	17.914	20.647	25.966	31.561	33.806	37.844
2011 US\$ bn	30.392	31.671	33.728	37.031	38.669	38.026	38.961
Real growth (%)	20.3	4.2	6.4	9.7	4.4	-1.6	2.4
Travel & Tourism Direct Contribution to Employment							
Real growth (%)	22.1	0.2	3.5	7.9	0.4	-4	-0.6
'000	1522	1525.1	1579.5	1705.3	1712.7	1643.6	1633.2
Travel & Tourism Total Contribution to Employment							
Real growth (%)	19.3	2.8	5.3	9	1.1	-3.6	-0.4
'000	3168.6	3259.8	3435.5	3747	3788.9	3650.6	3633.1
Visitor Exports							
US\$ bn	6.328	7.206	8.133	10.327	12.104	11.757	12.964
2011 US\$ bn	12.74	12.74	13.286	14.727	14.83	13.225	13.347
Real growth (%)	27.5	0	4.2	10.8	0.6	-10.8	0.9
Capital Investment							
US\$ bn	1.45	2.13	2.76	3.86	4.91	4.62	5.15
2011 US\$ bn	2.919	3.766	4.509	5.505	6.016	5.197	5.302
Real growth (%)	16.5	28.9	19.7	22	9.2	-13.6	2

Libya	2004	2005	2006	2007	2008	2009	2010
Travel & Tourism Direct Contribution to GDP							
US\$ bn	1.047	1.604	1.154	1.236	1.539	1.239	1.306
2011 US\$ bn	1.774	2.189	1.409	1.298	1.277	1.414	1.343
Real growth (%)	12.4	23.4	-35.6	-7.8	-1.5	10.7	-5
Travel & Tourism Total Contribution to GDP							
US\$ bn	2.019	3.047	2.3	2.503	3.117	2.566	2.694
2011 US\$ bn	3.421	4.158	2.806	2.628	2.588	2.928	2.771
Real growth (%)	12.4	21.5	-32.5	-6.3	-1.4	13.1	-5.3
Travel & Tourism Direct Contribution to Employment							
Real growth (%)	9.5	15.3	-37.3	-10.1	-2.2	11.9	-10.5
'000	40.4	46.7	29.2	26.2	25.6	28.7	25.7
Travel & Tourism Total Contribution to Employment							
Real growth (%)	9.4	13.2	-34.8	-9	-2.2	14.2	-11.4
'000	76.1	86.2	56.1	51	49.9	57	50.5
Visitor Exports							
US\$ bn	0.261	0.301	0.244	0.1	0.1	0.159	0.16
2011 US\$ bn	0.442	0.411	0.298	0.104	0.08	0.181	0.165
Real growth (%)	-10.8	-7.1	-27.5	-65	-20.8	120.7	-9.1
Capital Investment							
US\$ bn	0.155	0.163	0.141	0.162	0.194	0.158	0.158
2011 US\$ bn	0.263	0.222	0.172	0.17	0.161	0.18	0.162
Real growth (%)	-6.7	-15.3	-22.6	-1.1	-5.2	11.9	-9.8

Algeria	2004	2005	2006	2007	2008	2009	2010
Travel & Tourism Direct Contribution to GDP							
US\$ bn	3.367	4.291	4.32	4.99	6.097	5.553	5.793
2011 US\$ bn	5.235	5.798	5.246	5.386	5.352	6.071	5.947
Real growth (%)	18.4	10.7	-9.5	2.6	-0.6	13.4	-2
Travel & Tourism Total Contribution to GDP							
US\$ bn	7.276	8.39	9.832	11.348	12.884	11.407	11.417
2011 US\$ bn	11.312	11.338	11.94	12.249	11.309	12.471	11.721
Real growth (%)	19.9	0.2	5.3	2.5	-7.6	10.2	-6
Travel & Tourism Direct Contribution to Employment							
Real growth (%)	24.7	11.4	-7.3	-3.3	3.3	14.7	1.6
'000	282.1	314.4	291.2	281.6	291.1	333.9	339.3
Travel & Tourism Total Contribution to Employment							
Real growth (%)	26.1	0.9	7.4	-3.4	-3.8	11.3	-2.4
'000	616.4	622.5	668.8	645.4	620.8	691.5	674.4
Visitor Exports							
US\$ bn	1.037	1.119	1.223	1.433	1.906	1.45	1.463
2011 US\$ bn	1.612	1.512	1.485	1.547	1.673	1.586	1.501
Real growth (%)	37.4	-6.2	-1.7	4.1	8.1	-5.2	-5.3
Capital Investment							
US\$ bn	1.18	1.64	1.84	2.26	2.08	1.77	1.52
2011 US\$ bn	1.835	2.216	2.234	2.44	1.826	1.935	1.56
Real growth (%)	16	20.7	0.8	9.1	-25.1	6	-19.3

Morocco	2004	2005	2006	2007	2008	2009	2010
Travel & Tourism Direct Contribution to GDP							
US\$ bn	4.617	5.418	6.695	7.936	8.577	8.067	8.014
2011 US\$ bn	5.447	6.297	7.604	8.078	7.802	7.491	7.671
Real growth (%)	11.1	15.6	20.7	6.2	-3.4	-3.9	2.4
Travel & Tourism Total Contribution to GDP							
US\$ bn	9.325	11.058	13.703	16.901	18.753	17.855	17.396
2011 US\$ bn	11.001	12.853	15.564	17.204	17.059	16.58	16.652
Real growth (%)	16.5	16.8	21	10.5	-0.8	-2.8	0.4
Travel & Tourism Direct Contribution to Employment							
Real growth (%)	9.7	13.4	16.5	6	-6.7	-5.4	1.5
'000	687.2	779.8	908.8	963.5	898.5	849.5	862.4
Travel & Tourism Total Contribution to Employment							
Real growth (%)	14.8	14.5	16.7	10	-4.5	-4.1	-0.5
'000	1420.6	1627.2	1899	2089.5	1995.3	1911.8	1902.2
Visitor Exports							
US\$ bn	4.54	5.426	6.9	8.307	8.885	7.98	7.928
2011 US\$ bn	5.356	6.307	7.837	8.456	8.082	7.41	7.588
Real growth (%)	9.4	17.7	24.2	7.8	-4.4	-8.3	2.4
Capital Investment							
US\$ bn	1.05	1.42	1.96	2.88	3.71	3.36	3.13
2011 US\$ bn	1.239	1.65	2.226	2.932	3.375	3.12	2.996
Real growth (%)	34.8	33.2	34.8	31.6	15.1	-7.5	-3.9

Tunisia	2004	2005	2006	2007	2008	2009	2010
Travel & Tourism Direct Contribution to GDP							
US\$ bn	2.543	2.919	3.156	3.549	4.054	3.805	3.879
2011 US\$ bn	2.781	3.201	3.427	3.61	3.714	3.687	3.772
Real growth (%)	15	15	7	5.3	2.8	-0.7	2.2
Travel & Tourism Total Contribution to GDP							
US\$ bn	5.531	6.227	6.807	7.541	8.522	8.019	8.06
2011 US\$ bn	6.049	6.828	7.392	7.671	7.807	7.771	7.838
Real growth (%)	12.4	12.8	8.2	3.7	1.7	-0.4	0.8
Travel & Tourism Direct Contribution to Employment							
Real growth (%)	12.8	13.5	4.3	2.2	0.7	-2.7	0
'000	208.3	236.6	247	252.7	254.6	247.5	247.7
Travel & Tourism Total Contribution to Employment							
Real growth (%)	10.2	11.3	5.3	0.5	-0.4	-2.3	-1.3
'000	457	509	536.2	539.2	537	524.2	516.8
Visitor Exports							
US\$ bn	2.432	2.8	2.999	3.373	3.909	3.526	3.55
2011 US\$ bn	2.66	3.07	3.257	3.431	3.581	3.417	3.452
Real growth (%)	16.3	15.4	6	5.3	4.3	-4.5	1
Capital Investment							
US\$ bn	0.778	0.848	0.993	1.15	1.2	1.02	0.965
2011 US\$ bn	0.851	0.93	1.078	1.17	1.099	0.988	0.939
Real growth (%)	6.8	9.2	15.9	8.4	-6	-10	-5

Jordan	2004	2005	2006	2007	2008	2009	2010	2011
Travel & Tourism Direct Contribution to GDP								
US\$ bn	1.037	1.116	1.473	1.69	2.142	2.123	2.235	2.428
2011 US\$ bn	1.78	1.873	2.27	2.476	2.52	2.312	2.322	2.428
Real growth (%)	26.4	5.2	21.2	9	1.7	-8.2	0.4	4.5
Travel & Tourism Total Contribution to GDP								
US\$ bn	2.612	2.781	3.536	4.079	5.213	5.218	5.49	5.964
2011 US\$ bn	4.486	4.666	5.452	5.978	6.133	5.682	5.704	5.964
Real growth (%)	23.4	4	16.8	9.6	2.5	-7.3	0.3	4.5
Travel & Tourism Direct Contribution to Employment								
Real growth (%)	24.5	0.8	16.5	4.7	-0.7	-8	0.3	3.1
'000	111.5	112.4	131	137.3	136.2	125.3	125.7	129.6
Travel & Tourism Total Contribution to Employment								
Real growth (%)	21.3	-0.5	12.5	5.1	0.1	-6.9	0.3	3
'000	284.5	282.9	318.4	334.7	335.1	311.8	312.8	322.4
Visitor Exports								
US\$ bn	1.621	1.758	2.426	2.754	3.538	3.468	3.646	3.95
2011 US\$ bn	2.784	2.95	3.741	4.035	4.162	3.776	3.789	3.95
Real growth (%)	24.3	5.9	26.7	7.8	3.1	-9.2	0.3	4.2
Capital Investment								
US\$ bn	0.373	0.427	0.404	0.446	0.517	0.515	0.541	0.589
2011 US\$ bn	0.641	0.716	0.623	0.654	0.608	0.561	0.562	0.589
Real growth (%)	19.4	11.8	-13	4.9	-6.9	-7.7	0.2	4.7

Lebanon	2004	2005	2006	2007	2008	2009	2010	2011
Travel & Tourism Direct Contribution to GDP								
US\$ bn	2.445	2.383	2.318	2.477	2.721	3.068	3.441	3.775
2011 US\$ bn	3.07	3.012	2.872	2.954	3.014	3.358	3.586	3.775
Real growth (%)	-9.5	-1.8	-4.6	2.8	2	11.4	6.7	5.2
Travel & Tourism Total Contribution to GDP								
US\$ bn	8.343	8.24	7.887	8.39	9.241	10.622	12.312	13.522
2011 US\$ bn	10.476	10.415	9.77	10.007	10.236	11.626	12.829	13.522
Real growth (%)	-6.9	-0.5	-6.1	2.4	2.2	13.5	10.3	5.4
Travel & Tourism Direct Contribution to Employment								
Real growth (%)	-13.3	-0.5	-3.4	-1.8	-4.2	4.3	1.5	2.1
'000	124.7	124	119.7	117.5	112.5	117.4	119.2	121.8
Travel & Tourism Total Contribution to Employment								
Real growth (%)	-11.1	0.7	-4.9	-2.4	-4.2	5.9	4.4	2.1
'000	426.7	430	408.9	398.7	381.9	404.5	422.5	431.7
Visitor Exports								
US\$ bn	5.931	5.969	5.457	6.046	7.69	7.159	8.012	8.783
2011 US\$ bn	7.447	7.545	6.76	7.212	8.518	7.836	8.348	8.783
Real growth (%)	-13.3	1.3	-10.4	6.6	18.1	-8	6.5	5.2
Capital Investment								
US\$ bn	0.455	0.462	0.336	0.399	0.513	0.714	1.13	1.25
2011 US\$ bn	0.571	0.584	0.416	0.476	0.568	0.781	1.177	1.25
Real growth (%)	20.5	2.2	-28.7	14.3	19.3	37.5	50.6	6.1

Syria	2004	2005	2006	2007	2008	2009	2010	2011
Travel & Tourism Direct Contribution to GDP								
US\$ bn	1.327	1.501	1.619	2.166	2.415	2.559	3.218	3.434
2011 US\$ bn	2.3	2.41	2.35	2.753	2.621	2.692	3.234	3.434
Real growth (%)	55.7	4.7	-2.4	17.1	-4.7	2.6	20.1	6.1
Travel & Tourism Total Contribution to GDP								
US\$ bn	3.117	3.592	3.994	5.397	6.078	6.637	8.079	8.607
2011 US\$ bn	5.402	5.766	5.798	6.859	6.597	6.98	8.121	8.607
Real growth (%)	50.5	6.7	0.5	18.2	-3.8	5.8	16.3	5.9
Travel & Tourism Direct Contribution to Employment								
Real growth (%)	53.4	4	-3.4	14.8	-4.9	1.3	20.4	5.1
'000	227.6	236.7	228.4	262.4	249.4	252.8	304.4	320.3
Travel & Tourism Total Contribution to Employment								
Real growth (%)	48.1	5.8	-0.4	15.8	-4	4.6	17.4	4.9
'000	548.9	581	578.3	670.1	642.8	672.8	790.3	829.4
Visitor Exports								
US\$ bn	1.883	2.035	2.113	2.972	3.238	3.296	4.358	4.68
2011 US\$ bn	3.264	3.267	3.067	3.777	3.514	3.466	4.381	4.68
Real growth (%)	97.5	0	-6	23.1	-6.9	-1.3	26.3	6.8
Capital Investment								
US\$ bn	0.168	0.253	0.356	0.53	0.644	0.748	0.781	0.833
2011 US\$ bn	0.291	0.406	0.517	0.673	0.699	0.787	0.785	0.833
Real growth (%)	30.9	39.4	27.2	30.3	3.7	12.5	-0.2	6.1

Annex 3 - World Heritage Sites in the MNA Countries

Algeria (7 sites)

Year Inscribed	Name	Type
1980	La Kalâa des Béni Hammad	Cultural
1982	Tassili n'Ajjer	Mixed
1982	Vallée du M'Zab	Cultural
1982	Djémila	Cultural
1982	Tipasa	Cultural
1982	Timgad	Cultural
1992	Casbah d'Alger	Cultural

Egypt (7)

Year Inscribed	Name	Type
1979	Memphis et sa nécropole – les zones des pyramides de Guizeh à Dahchour	Culturel
1979	Thèbes antique et sa nécropole	Culturel
1979	Monuments de Nubie d'Abou Simbel à Philae	Culturel
1979	Le Caire historique	Culturel
1979	Abou Mena	Culturel
2002	Zone Sainte-Catherine	Culturel
2005	Wadi Al-Hitan (La vallée des Baleines)	Naturel

Libyan Arab Jamahiriya (5)

Year Inscribed	Name	Type
1982	Site archéologique de Leptis Magna	Culturel
1982	Site archéologique de Sabratha	Culturel
1982	Site archéologique de Cyrène	Culturel
1985	Sites rupestres du Tadrart Acacus	Culturel
1986	Ancienne ville de Ghadamès	Culturel

Jerusalem (Site submitted by Jordan)

Year Inscribed	Name	Type
1981	Ancient City of Jerusalem and its Walls	Culturel

Jordan (4)

Year Inscribed	Name	Type
1985	Petra	Culturel
1985	Qusair Amra	Culturel
1982	Um er-Rasas (Kastrom Mefa'a)	Culturel
2011	Wadi Ram	Mixte

Lebanon (5)

Year Inscribed	Name	Type
1984	Anjar	Culturel
1984	Baalbek	Culturel
1984	Byblos	Culturel
1984	Tyre	Culturel
1998	Ouadi Qadisha ou Vallée Sainte et forêt des cèdres de Dieu	Culturel

Morocco (8)

Year Inscribed	Name	Type
1981	Médina de Fès	Culturel
1985	Médina de Marrakech	Culturel
1987	Ksar d'Aït-Ben-Haddou	Culturel
1996	Ville historique de Meknès	Culturel
1997	Site archéologique de Volubilis	Culturel
1997	Médina de Tétouan (ancienne Titawin)	Culturel
2001	Médina d'Essaouira (ancienne Mogador)	Culturel
2004	Ville portugaise de Mazagan (El Jadida)	Culturel

Syria (5) (6)

Year Inscribed	Name	Type
1979	Ancienne ville de Damas	Culturel
1980	Ancienne ville de Bosra	Culturel
1980	Site de Palmyre	Culturel
1986	Ancienne ville d'Alep	Culturel
2006	Crac des Chevaliers et Qal'at Salah El-Din	Culturel
2011	Ancient Villages of Northern Syria*	Cultural

* Recommended to be inscribed, Committee decision to be taken before the end of the WH Committee Meeting ending on 27 June.

Tunisia (8)

Year Inscribed	Name	Type
1979	Médina de Tunis	Culturel
1979	Site archéologique de Carthage	Culturel
1979	Amphithéâtre d'El Jem	Culturel
1980	Parc national de l'Ichkeul	Naturel
1985	Cité punique de Kerkouane et sa nécropole	Culturel
1988	Médina de Sousse	Culturel
1988	Kairouan	Culturel
1997	Dougga / Thugga	Culturel

Annex 4 – Characteristics of Heritage, Cultural and Creative Tourisms

Form of Tourism	Primary Time Focus	Primary Cultural Focus	Primary Form of Consumption
Heritage Tourism	Past	High Culture Folk Culture	Products
Cultural Tourism	Past & Present	High & Popular Culture	Products and Processes
Creative Tourism	Past, Present & Future	High, Popular & Mass Culture	Experiences and Transformation

Source: OECD: “The Impact of Culture on Tourism”, Centre for entrepreneurship, SMEs & Local Development, 2009.