



# The Federation of Municipalities of Keserwan - Ftouh



## Economical Project

### OrderLIST





## Wadi Al Salib



- Cultural heritage.
- Touristic destination.
- Environmental aspect.
- Economical benefits.

## Description



Wadi al Salib is a majestic valley located in Kesrouan. Natural, spiritual and archeological wealth as a heritage is given by our ancestors who lived in the era of the Ottoman's invasion.

An eco-tourism project was recently financed by "Département des Yvelines" in France, under the name of "La vie à l'ancienne".

The concept of the project is to offer visitors a unique hiking experience to discover the old way of life by walking the shoes of the residents of the valley did in the past. It consists of renovating and converting three ancient shepherd houses into traditional and ecological guest houses.

## Main Challenge



Developing a sustainable project through:

- 1- Protecting the valley from the increased construction threatening the area in the last 10 years.
- 2- Developing an Eco-touristic project to highlight on cultural, historical and environmental aspect of Wadi Al Salib
- 3- To link Wadi Al Salib with the hiking trails available in the area referring to the directive plan held by the Federation of Keserwan – Ftouh Municipalities.
- 4- Developing an economical project with the collaboration of local economical agent.

## Problems Occured



- 1- Legal Problem: Land and territories accessibility and committee creation.
- 2- Getting people involved with the process regarding obstacles occurred during pursuing the file of decreasing the construction rate by the urban planning
- 3- Fire risk due to previous uncontrollable actions in the valley with the lack of coordination.



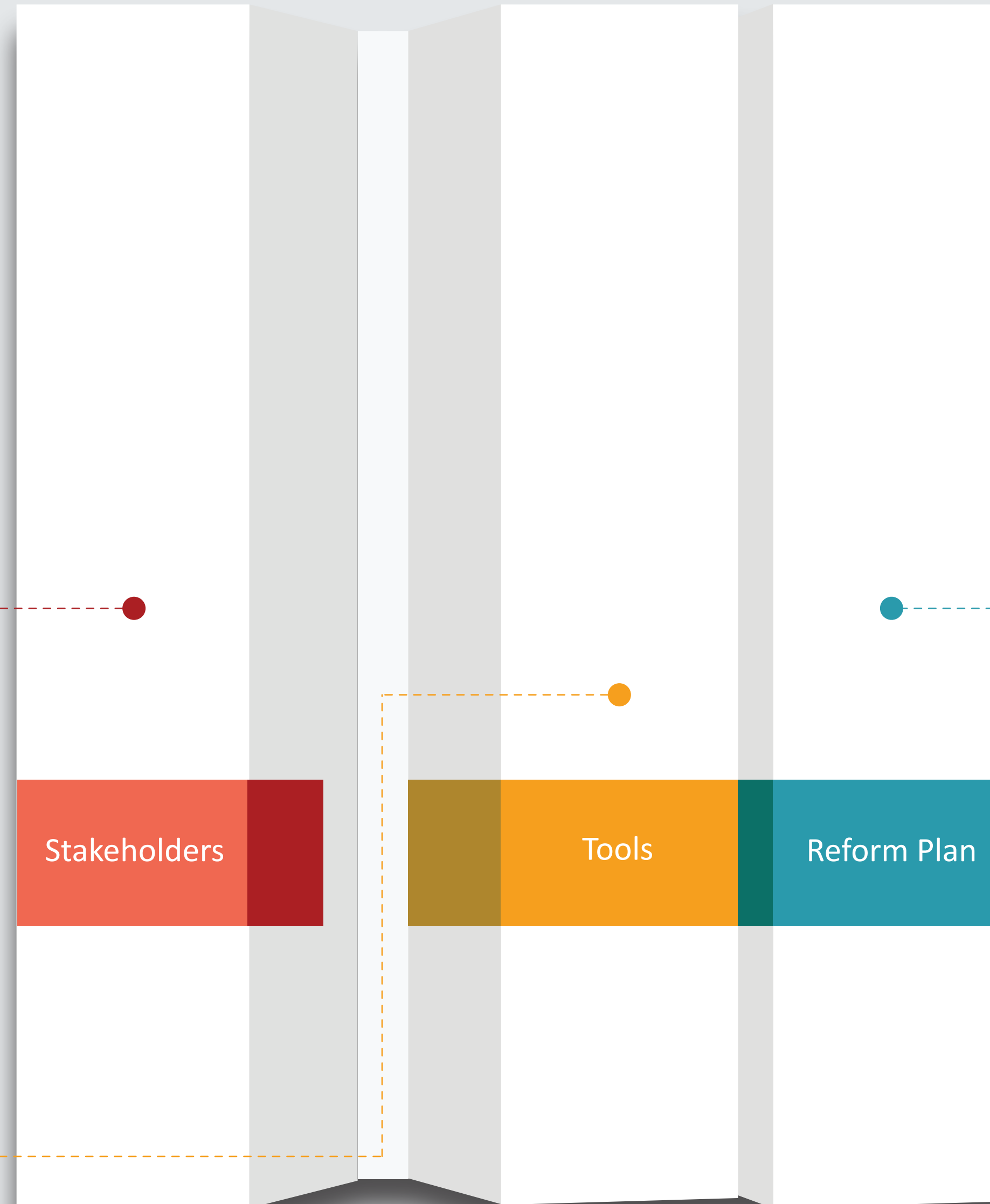
# Foundation Aspect

Residents of wadi Al Salib area mainly three villages of 62,000 residents

- 1- Local economic Agents (local products manufacturers, handicrafts)
- 2- Touristic establishments and nearby sites in Keserwan Area
- 3- Local touristic guides
- 4- Local governance

## The Federation's management program

- 1- International support through institutional and financial co-operation to maintain the strategic goals
- 2- Strategic development planning for Wadi Al Salib
- 3- Highly qualified employees hired within the organizational chart of the Federation



Reform plan budgeted for a second phase of the project

Technical and managerial reform (Historical studies, guides trainings, equipment installation)

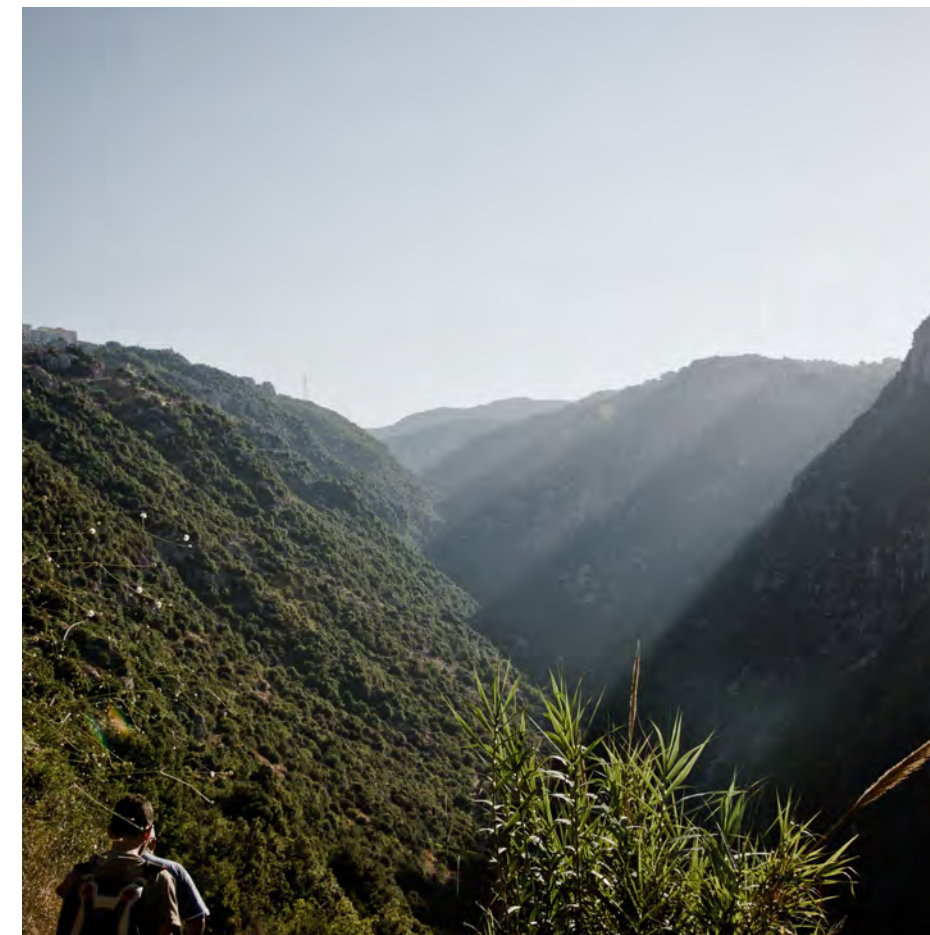
## Legal Environment

- 1- The Federation has financial autonomy
- 2- Previlige of coordination between the three main villages surrounding Wadi Al Salib out of 54 communities
- 3- Delegation of properties to the Federation by the Church-government
- 4- Protection by pursuing the file regarding decreasing construction rate in the terrain of Wadi al Salib through the department of Civil Planning in the Ministry of Public Works

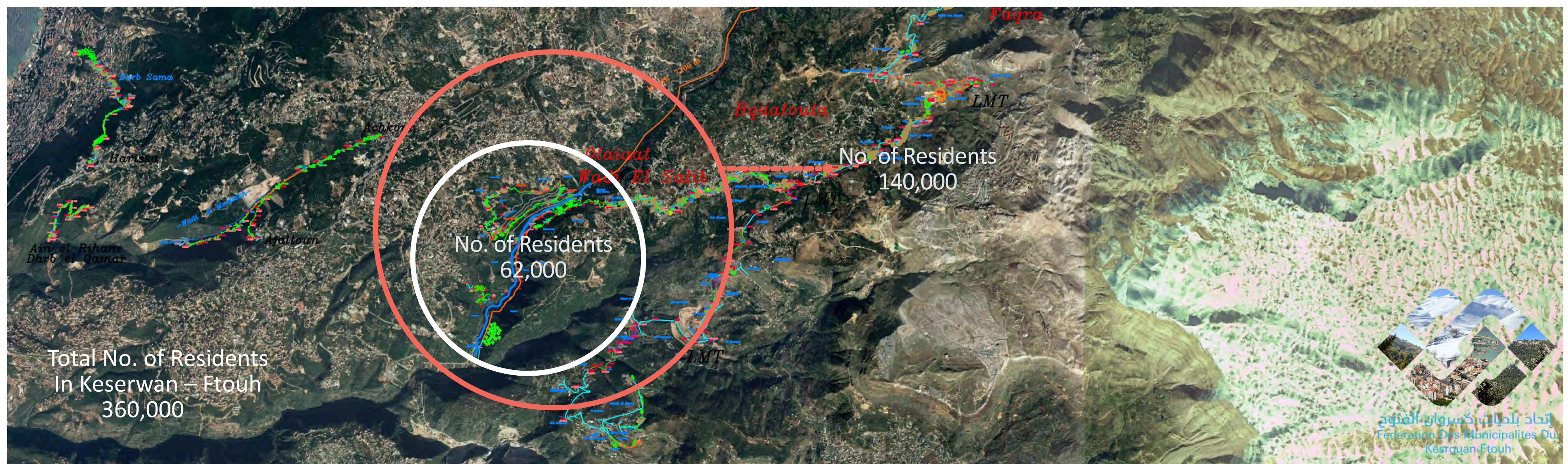


# Action Plan

- 1- Strategic touristic and managerial development planning
- 2- Workshop will be held by the next week with the local economic agents to bring out the idea of an economical project
- 3- Fire prevention study has been presented this month to the Federation in order to be funded later on for the execution in 2018
- 4- An old lifestyle of living will be demonstrated in the Valley, transmitting the experience to the visitors (use of donkeys, developing an agro-tourism site)



- 5- A budget has been scheduled with Yvelines for the second phase of “La Vie à l’ancienne” project to become operational
- 6- Guides training as well as an agreement upon rules and regulations put by the Federation





# Results



Direct job creation

Indirect economical revenue

Consuming local produce

Trained locals towards sustainable production

Ecotourism Destination



# Learnings From Previous Experiences

## Transparency

Publicly posting financial statements as well as regular memos and reports new decreed laws

## Inclusive Approach

Include citizens when planning and executing an action plan.

## Participatory Approach

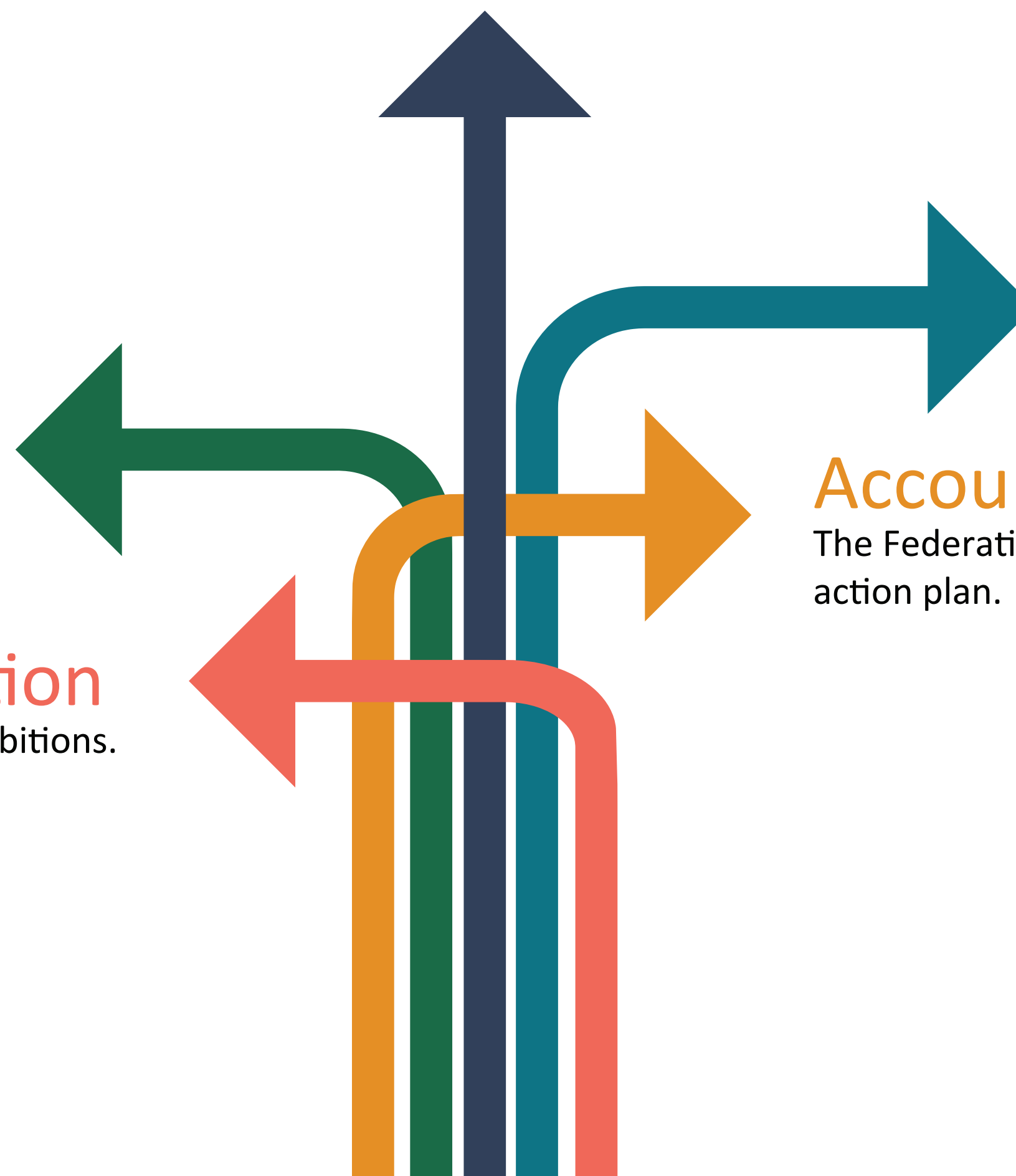
Allow the public to have a voice regarding the task at hand.

## Accountability

The Federation will be held accountable regarding the action plan.

## Public communication

Meetings, workshops, media and exhibitions.





# Conductors and Refferals

## Implementation

Organizing the personnel for implementation

- 1- Including people
- 2- Skills obtained and paper circulation
- 3- Ensuring the required budget
- 4- Data collection and update

## Maintenance

Establishing procedures for Installation, testing and controlling

- 1- Monitoring progress
- 2- Regularly evaluating the deviation from the plan
- 3- Take corrective actions
- 4- Regular trainings and development

## Evaluation

Enhance improvements by regularly evaluating the outcome of the implemented system through:

- 1- Regular meetings for the team
- 2- Evaluate the impact marketing campaign for the destination and the outcome
- 3- Planned/executed comparison
- 4- Measuring KPI's