

April 2013

SUSTAINABLE URBAN DEVELOPMENT IN HISTORICAL AREAS USING THE TOURIST TRAIL APPROACH: A CASE STUDY OF THE CULTURAL HERITAGE AND URBAN DEVELOPMENT (CHUD) PROJECT IN SAIDA, LEBANON.

Khaled Al Hagla

Dean of the Faculty of Engineering, Professor Department faculty of Architectural Engineering, Alexandria University, khagla@hotmail.com

Follow this and additional works at: <https://digitalcommons.bau.edu.lb/apj>



Part of the [Architecture Commons](#), [Arts and Humanities Commons](#), [Education Commons](#), and the [Engineering Commons](#)

Keywords: sustainable development, heritage, conservation, interpretation, cultural tourism, CHUD, Saida

Recommended Citation

Al Hagla, Khaled (2013) "SUSTAINABLE URBAN DEVELOPMENT IN HISTORICAL AREAS USING THE TOURIST TRAIL APPROACH: A CASE STUDY OF THE CULTURAL HERITAGE AND URBAN DEVELOPMENT (CHUD) PROJECT IN SAIDA, LEBANON.," *Architecture and Planning Journal (APJ)*: Vol. 22 : Iss. 1 , Article 1. Available at: <https://digitalcommons.bau.edu.lb/apj/vol22/iss1/1>

SUSTAINABLE URBAN DEVELOPMENT IN HISTORICAL AREAS USING THE TOURIST TRAIL APPROACH: A CASE STUDY OF THE CULTURAL HERITAGE AND URBAN DEVELOPMENT (CHUD) PROJECT IN SAIDA, LEBANON.

Abstract

Cultural assets are vital aspects for any urban development process. Their importance increases considerably in historical areas, where the richness of cultural heritage has the ability to motivate cultural tourism. This paper emphasizes the sustainable development of urban historical areas based on their potential as cultural tourism sites. It argues that to guarantee the sustainability of any development intervention in these areas, a master planning process must be undertaken to balance all of the aspects of development. It tackles the interconnectedness of these aspects as an approach to their simultaneous development. As a focus of study, this paper raises a question about the ability of a 'heritage trail'—an area of direct interactions between parties sharing in urban development in historic areas—to achieve the sustainability goals of the involved areas. To answer this question, the paper investigates three nodes of interaction stimulated by the heritage trail: conservation and rehabilitation, interpretation, and micro-economic development. To illustrate the validity of the proposed approach, this paper discusses the heritage trail as an approach used in the Cultural Heritage and Urban Development (CHUD) project in the historical core of Saida (Old Saida), Lebanon as a case study.

Keywords

sustainable development, heritage, conservation, interpretation, cultural tourism, CHUD, Saida

SUSTAINABLE URBAN DEVELOPMENT IN HISTORICAL AREAS USING THE TOURIST TRAIL APPROACH: A CASE STUDY OF THE CULTURAL HERITAGE AND URBAN DEVELOPMENT (CHUD) PROJECT IN SAIDA, LEBANON.

*Al Hagla, Khaled*¹

Abstract

Cultural assets are vital aspects for any urban development process. Their importance increases considerably in historical areas, where the richness of cultural heritage has the ability to motivate cultural tourism. This paper emphasizes the sustainable development of urban historical areas based on their potential as cultural tourism sites. It argues that to guarantee the sustainability of any development intervention in these areas, a master planning process must be undertaken to balance all of the aspects of development. It tackles the interconnectedness of these aspects as an approach to their simultaneous development. As a focus of study, this paper raises a question about the ability of a 'heritage trail' – an area of direct interactions between parties sharing in urban development in historic areas – to achieve the sustainability goals of the involved areas. To answer this question, the paper investigates three nodes of interaction stimulated by the heritage trail: conservation and rehabilitation, interpretation, and micro-economic development. To illustrate the validity of the proposed approach, this paper discusses the heritage trail as an approach used in the Cultural Heritage and Urban Development (CHUD) project in the historical core of Saida (Old Saida), Lebanon as a case study.

KEY WORDS:

sustainable development, heritage, conservation, interpretation, cultural tourism, CHUD, Saida

INTRODUCTION

Heritage is a part of the cultural tradition of any society (Nuryanti,1996:249). Here, heritage extends to include architectural and historical values in addition to people whose heritage is encapsulated in daily routines (Howard et al., 2003:58). This comprehensive vision merges both tangible and intangible dimensions in what Howard et al. call 'fields of heritage'. The value of these fields of heritage as a capital stock is what makes them worthy of conservation². This idea considers heritage sites to be assets in any development processes, and 'marketing' these cultural assets is seen as an important means to urban development. Tourism is seen as the major commodification force that is responsible for transforming culture into a product (Hewison, 1987:139). However, the commodification of these cultural heritage assets raises questions about the limits of their sustainability, and accordingly the sustainability of these areas' development. This development requires comprehensive revitalization practices to deal with all community aspects; it has to be tackled from many different perspectives to adequately involve social and economic dimensions, in addition to purely physical protection and enhancement measures (Doratli et al., 2004:329).

This development requires balanced coordination between the different aspects of development, which appear to have major defects in the 'Cultural Heritage and Urban Development' project (CHUD) in Old Saida. Joseph Saba, World Bank Country Director for Lebanon, states the project vision thus: "This project treats Lebanon's cultural assets as economic assets and integrates them into the life of the community to achieve local growth," (World Bank, 2003a). While sharing this same broad aim across all CHUD projects in five secondary cities in Lebanon, Baalbeck, Byblos, Saida, Tripoli, and Tyre the intervention in each city varies according to local characteristics. In Saida, the distinctive physical morphology of the historical core (Old Saida) extends its heritage value beyond the importance of each building. To take advantage of this rich heritage value, the heritage trail has been developed as an approach to CHUD based on the richness of Old Saida as a field of heritage. The main goal of the project in Old Saida has been to achieve local community development, rather

¹ Dean of the Faculty of Engineering, Professor Department faculty of Architectural Engineering, Alexandria University

² The term conservation is used herein to indicate all the processes of looking after a place so as to retain its cultural significance (ICOMOS, 1999). This understanding is known in North America as Historic Preservation.

than just scattered tourism-oriented projects, but the CHUD project could not effectively expand its perspective to achieve these goals. A number of sub-projects related to local economic development and rehabilitation of historical sites have been carried out as part of the CHUD project.

These projects (mainly rehabilitating public places, such as town squares, pedestrian areas, and traditional markets), have mostly concentrated on physical renovation rather than urban regeneration and have had only minor impacts on the economic profile of the old city. These unbalanced interventions are negatively affecting the local people living in the core, and are leading to an isolated ghetto, and might eventually lead to an empty centre. This paper investigates the defects in the 'Cultural Heritage and Urban Development' project (CHUD) applied in Old Saida, to explain the role of the 'heritage trail' as an integrative and capacity-building tool of sustainable community development. The case of Old Saida offers a prototype of development that any similar case can emulate.

A heritage trail is one of the direct applications of the local 'bottom-up' approaches to the creation of the heritage tourism. These approaches give a larger role to the visitors' imaginations in shaping the processes that underlie the development of these fields of unique heritage (Chang et al., 1996:287). 'Interaction' is key to either bottom-up approach, whether it is the user approach or the actor-centered approach. Both of these approaches are based on regulating the type of interactions between the three components of tourism in heritage fields: site, locals, and tourists (Middleton and Hawkins, 1998). A heritage trail is a domain through which all of these components, as the players in urban development in heritage areas, can interact (Galt, 1995). Each player adopts a set of needs that he or she tries to meet through these interactions. The sustainability of the resulting development is based on the ability of the heritage areas to meet and balance all of these multiple needs.

To examine the role of the heritage trail, this paper investigates the qualities of Old Saida that formulate its heritage richness. It reviews the character of the local people and their activities, the urban morphology of Old Saida, and the visitors' characteristics and interests. Next, it addresses the interrelationships found among three key areas of interactions linked along the heritage trail, those of conservation and physical rehabilitation practices, the interpretation of the historical core, and CHUD local economic development, in light of sustainable urban development principles. In addition to discourse analyses, the paper follows a methodology that encompasses a number of inquiry approaches, as follows:

The paper presents a review of the literature on the sustainable development of historical areas based on their cultural heritage value. In addition, it investigates the interrelationships between conservation and rehabilitation practices, interpretation, and local economic development as locals and tourists interact in places developed along the heritage trail.

The paper uses the findings of two questionnaires developed by the Consultation and Research Institute (CRI) as a part of its analytical study³. The first is used to shed light on the cultural artifacts of Old Saida that make it attractive to tourists. It also describes the characteristics of tourists and the cultural enrichment provided by their visit to Old Saida. The second questionnaire is used to assess the impact of the CHUD project from an economic point of view. It studies local economic development as a parameter impacts the project has on the local community in Old Saida.

INTERACTIONS ALONG THE HERITAGE TRAIL AND THE SUSTAINABLE URBAN DEVELOPMENT OF HISTORICAL AREAS

The available literature tackles cultural tourism and its interdependent activities mainly through two different but compatible perspectives. The first strand of literature studies two complementary but opposing perspectives, the details of which vary according to the specifics of the study. This includes, for example, 'Setting' and 'Visitor' (Moscardo, 1996); 'Production' and 'Consumption' (Nuryanti, 1996 and Cohen, 1988); local and global, bottom-up as opposed to top-down, and user versus visitor perspectives (Chang et al., 1996); and 'Supply' and 'Demand' (Mazzanti, 2003). The second strand takes a different approach, focusing on the areas of intersections between these perspectives. It emphasizes the shared concerns of all participants, including that of the visitor, the host place, and the locals, as key players in cultural tourism (Pearce, 2001, Russo, 2002, Cheung, 1999, Middleton and Hawkins, 1998), and thus also in sustainable urban redevelopment practices.

A heritage trail is one physical manifestation of the interactions between tourists, locals, and the host place. It is seen as a direct application of the Krippendorf model of 'human tourism'. He builds his vision based on an argument that 'animation' should have a central role in tourism. The role of animation is to help remove barriers and encourage the exploratory spirit, creating openness for new contacts (Krippendorf, 1987:142). This model stresses the importance of learning, self-discovery, and exploration as motives for, and activities in, tourism. This implies a mutual relationship between tourists and heritage sites that the heritage trail is configured to fit. In view of this, a heritage trail adds value to cultural tourism in

³ The questionnaires' findings are used under a permission of the CHUD project administration.

old cities. Furthermore, as a self-guided tour, it permits tourists to directly interact with locals within the built-heritage attractions. These direct interactions are the base upon which the tourist discovers, experiences, and consumes the cultural history (Hewison,1987:139). It is important to note that this perspective highlights tourism as a major force for commodifying history (Richards,1996:265), raising questions about the limits of their sustainability as cultural heritage assets. On one hand, Hewison offers cautions about the long-term consequences of commodifying history, as the preservation process might be shaped to meet political and economic, rather than cultural, ends, threatening the sustainability of cultural tourism (Garrod et al., 2000:683). On the other hand, Richards (1996) argues that postmodern forms of tourism, with their concerns for image and authenticity, have come to insure the qualities of heritage tourism assets as a guarantee of the sustainability of those assets and the tourism they generate (Richards,1996:266).

Nevertheless, dealing with heritage based on its definition as anything 'associated with the word inheritance; that is, something transferred from one generation to another' (Nuryanti,1996) raises the dilemma of contradictions between preservation and development. While the aim of preservation is to maintain an historical legacy in such a way that it can be safely handed to future generations as a hereditary identity feature, 'development' aims to to profit from the use of a community and its environment. Keeping these two contradictory perspectives in balance requires various degrees of revitalization (Nuryanti,1996:p255). This involves the integration of the historic legacy, inheritance, and sense of place with the demands of contemporary economic, political, and social conditions (Doratli et al., 2004; Howard et al., 2003; Pearce 2001).

All of these aspects draw a 'vicious circle of development' in heritage areas (Russo, 2002:165). This circle encompasses the development potential contained in the local histories, tourism as a domain through which these potentials are activated, and different related aspects of development (environmental, economic, and social) as prerequisites of holistic development. All of these aspects are dynamically related to each other. Meeting sustainability requirements in this circle guarantees the community's flourishing and continued development. Tosum (2001) highlights tourism as one of the domains that has to be incorporated as part of a strategy to achieve sustainable development; he asserts that "the tourism industry should not seek for its own perpetuity at the cost of others". This raises a question about whether and how tourism can facilitate a broader sustainability. Hu (2007) argues that for tourism to promote sustainability, its development should be made consistent with the general tenets of sustainable development. He states six principles for ensuring sound tourism development based on the stated goal of sustainable development, which for him is, "to integrate the environment (both ecological and socio-cultural) and development (including material and spiritual well-being), with the key objectives of enhancing the quality of life whilst maintaining the ecological and socio-cultural integrity of the world's human and natural resources over an indefinite period of time" (Hu, 2007,p10). His six principles are as follows: First, tourism initiatives should be considered alongside other development options, which implies that tourism should ideally be complementary to, rather than dominant over, local economies. Second, tourism should aim to improve local residents' quality of life while providing quality experiences to visitors and protecting the quality of the environment. Third, tourism should recognize the interdependency between maintaining a prosperous industry and successful management of the local resources on which it is based. Fourth, tourism should balance the needs of hosts, guests, the environment and the industry itself. Fifth, the tourism sector and other sectors in destination areas should cooperate to ensure the integrity of the resource base because all sectors share these environmental and cultural assets. Sixth, the tourism industry should recognize the links existing between destination areas and the wider environment.

Another perspective relies on a 'three pillars' model (Keiner, 2005; UNIDO, 2005) addressing the interrelation between sustainable urban development and sustainable cultural tourism by investigating the role of built heritage in three sustainability dimensions, that of environmental, economic, and social sustainability (Tweed et al., 2007: 63-64). The environmental dimension is mainly directed towards the conservative use of heritage assets, focusing on the technical problems of maintaining the fabric of existing buildings. The economic dimension is seen as the most important prerequisite for the fulfillment of human needs and for any lasting improvements to the living conditions of the community. The social dimension of sustainable development emphasizes enhancing the quality of life for all community members.

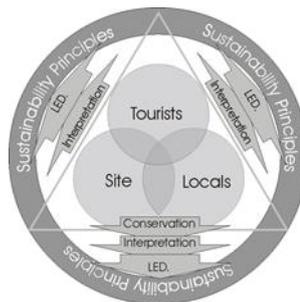


Figure 1: Heritage trail: Conceptual framework. Heritage trails and different areas of interactions among key parties of cultural tourism in historical areas.

All of these sustainable tourism development principles and models emphasize the importance of a balanced interaction between site, locals, and tourists as a prerequisite to achieve sustainable urban development in historical areas. Heritage

trails must respond to the interaction among the different areas important to cultural tourism: conservation and rehabilitation, interpretation, and local economic development (Fig. 1). These areas formulate the base upon which tourists, local people, and hosting places are mutually interacting to meet everyone’s needs. Conservation and rehabilitation lies at the heart of these needs. For locals, it is about sustaining the values and meanings of their practices and environment, including any or all of the following aspects: cultural, historical, traditional, artistic, social, economic, functional, environmental, and experiential (Nuryanti,1996:pp255-256). For visitors, it is a prerequisite for any understanding of the original character of the place. According to Mesik, (2007) heritage trails publicly acknowledge significant conservation activity, for as they become increasingly popular as a means of promoting an area's cultural tourism activities, they generate an increasing awareness of the local heritage and stimulate an interest in conservation.

In addition, interpretation creates a wide and a dynamic area of interaction between tourists, locals and the host place. Nuryanti (1996) highlights complexity inherent in interpreting built heritage, where a number of interrelated issues and activities are included. Stewart (1998) highlights the importance of revealing the meanings of places, provoking thought about places and most importantly, making the link between people and places (Stewart, 1998:p257). Furthermore, as a hub of many other interrelated activities, interpretation extends its influence beyond those brought up by Stewart. Specifically, it has direct impacts on other related areas of interaction, including heritage conservation, community rehabilitation, and local-economic development. Hall and McArthur argue that the goal of interpretation extends beyond enhancing visitor experience. They link interpretation to heritage management and conservation. They assert that "the visitor experience should be placed at the center of any heritage management process" (Hall and McArthur 1993: 13). Moreover, to enhance the visitor experience is to consequently ensure public support for heritage conservation (Moscardo, 1996:p378). Stewart (1998) agrees with this argument and emphasizes the role of interpretation as a process to develop a positive attitude towards conservation.

Finally, and as the most related to direct interactions between tourists, local people, and hosting places, local economic development is seen as an appropriate scale to study the impacts of a heritage trail. Nuryanti (1996) argues that local economic benefits are based on the mutual needs that these interactions are set to satisfy. For tourism, local people, as an integral part of the “heritage locus,” can contribute vitality to an area and thereby assist in the maintenance of an atmosphere conducive to tourism. For local people, tourism can promote the rehabilitation of historic areas, thus improving the lives of residents. Furthermore, for local people, the most important benefits of tourism are likely to be economic, in the forms of increased incomes and job opportunities. Archer and Fletcher (1990) classify these economic benefits into three different types: direct, indirect and induced. Direct effects are a result of the direct involvement of local people in works related directly to the tourism industry. These include wages, salaries and profits. Additionally, direct effects include government revenues derived from taxes and fees. Indirect effects are a result of the need of those working in the tourism domain to promote their business activities or to sustain them. These include labor, food, beverages, and other consumables. Induced effects are a result of increased income levels, as a portion of these incomes are re-spent on goods and services.

| Principles for sound tourism development based on an understanding of sustainable urban development | Heritage trail's areas of interaction | | |
|---|---------------------------------------|----------------|----------------------------|
| | Conservation & Rehabilitation | Interpretation | Local economic development |
| Tourism should | | | |
| 1 be complementary to, rather than dominant over, local economies | | | T |
| 2 aim to improve local residents’ quality of life while providing quality experiences to visitors and protecting the quality of the environment | T | T | T |
| 3 recognize the interdependency between maintaining a prosperous tourism industry and successful management of the local resources on which it is based | T | T | T |
| 4 balance the needs of hosts, guests, the environment and the tourism industry | T | | |
| 5 advocate cooperation between the tourism sector and other sectors in destination areas | T | T | |
| 6 recognize the links existing between destination areas and the wider environment | | T | T |

Table 1: Sustainable tourism matrix applied to heritage trails, correlating the principles for sustainable tourism development with a heritage trail's areas of interaction. (T) direct influence, Source: The Author

As facilitator of direct interactions between place, local people, and tourists, a heritage trail is seen as a dynamic

expression of the human tourism concept. To ensure tourism that works in concert with the principles of sustainable urban development in historical areas, a heritage trail has to guide interactions among the different parties in a way that guarantees a responsible commodification of heritage assets. Keeping a balanced relationship between the preservation and the exploitation of these assets requires attention to conservation and rehabilitation, interpretation, and local economic development. Table 1 links these heritage trail's areas of interactions to the principles for sustainable tourism development.

THE CULTURAL HERITAGE AND URBAN DEVELOPMENT PROJECT (CHUD)

The CHUD project is based on the World Bank's country assistance strategy for Lebanon, which recognizes the importance of both preserving Lebanon's built cultural heritage and developing environmentally friendly tourism. It focuses on cultural tourism as an approach to achieve its objectives. Thus, CHUD exploits the potential of cultural tourism as an effective tool to act in concert with the local communities in an historic area, to develop the historic centers of the five main secondary cities in Lebanon (Baalbeck, Byblos, Saida, Tripoli and Tyre). CHUD works simultaneously with other development programs applied to these underprivileged communities.

The main objective of the project is to finance conservation and associated urban infrastructure improvements in the selected sites. To achieve its objectives, the CHUD project employs three different but integrated approaches (CDR, 2008). The first is to rehabilitate historic city centers and improve urban infrastructure in and around old towns with the involvement of the private sector. This approach includes cultural heritage preservation, conservation of Saida and Tripoli historic old towns, urban regeneration, and capacity-building in cultural heritage preservation and cultural tourism development (World Bank, 2008). The second is to promote conservation and sustainable management of archaeological sites, primarily in Baalbeck and Tyre, which are on UNESCO's World Heritage List. This approach includes site operation and visitor management. The third is to provide technical assistance to help municipalities effectively revitalize and manage historic urban cores and sites, to ensure their upkeep and productive use for the benefit of local residents. Moreover, this third approach includes providing technical assistance services to strengthen the capacities of the Directorate General of Antiquities (DGA), the Directorate General of Urban Planning (DGU), and target municipalities in cultural heritage preservation and tourism development.

The application of the CHUD project varies according to the project type, the local characteristics, and the seeming potential of each city (Ministry of Tourism, 2007), (CDR, 2008). In Saida, the CHUD project is concentrated in the city's historic core. This core dates from medieval times and represents an agglomeration of history (Ministry of Tourism, 2007). It is considered unique in that it has not been disrupted by urban planning schemes and thus continues to exist within its medieval walls. It has a total area of 20 ha, with a population estimated to be around 14,000 residents and a density exceeding 485 persons/ha (CDR, 2002). The existing historic core of Saida, continuously occupied since antiquity, contains a mix of monuments - residential, commercial, secular, and religious - most of which date back to the 400 years of Ottoman rule. In particular, various buildings have been attributed to Prince Fakhr Eddine, who ruled in the 17th century. These include his palace to the southwest of the great mosque as well as palaces of various khans to the north of the city. In addition, the city also contains a host of private residences, such as the Hammoud home and the Debbaneh residence, dating back to the same century. Moreover, many of the mosques, churches, and other structures standing today were constructed over the remains of earlier structures, such as temples and other buildings (CRI, 2008:p200).



Figure 2: Rehabilitation of 'Bab Al-Saraya' and its surrounding area. Source: The Author

The CHUD project aims to achieve sustainable urban development of Old Saida based on a balanced coordination between various aspects of development. It tackles the linkage between tourism and the diverse and rich cultural heritage assets to improve deteriorated conditions and to alleviate urban poverty. This indicates that CHUD's strategic approach is shifted from tourism-oriented projects alone to the overall development of local communities. This vision implies that tourism-oriented activities are included in a more comprehensive approach that seeks the economic and urban development of Old Saida. The detailed CHUD interventions in Old Saida include the rehabilitation of 'Bab Al-Saraya' and its surroundings (Fig. 2), the rehabilitation and renewal of old pedestrian routes within the old city, the adaptive reuse

of old historical buildings, the conservation of the terrestrial citadel and its surroundings areas, and the promotion of local food and drink industries.

The aim of the project in Saida is therefore to utilize the cultural and historic wealth of different ancient urban cores to increase the economic potential of these areas and their vicinities (IIRC, 2001:p26). By improving the economic and social conditions in the ancient cores, the project aims to facilitate the sustainable maintenance of the urban fabric, to generate income for the municipalities to expedite subsequent development operations, and to cover the costs of mitigating actions that have been made necessary by the transformation of the existing situation. Based on this vision, the detailed aims and objectives of the CHUD project in Saida are defined in Table 2, which is organized according to three main principles: the conservation and management of heritage sites, the support of governmental institutions, and the enhancement of both the social and economic aspects of the community (CDR, 2008).

| | | Detailed CHUD Projects Applied to Saida | | | | | |
|---|---|---|---|--|--|--|---|
| | | Rehabilitation of 'Bab Al-Saraya' and its surrounding areas | Rehabilitation and renewal of old pedestrian routes within the old city | Adaptive reuse of historical buildings | Conservation of the terrestrial citadel and its surroundings | Promotion of local food and drink industries | |
| Aims and Objectives of Cultural Heritage and Urban Development Project (CHUD) | - Conservation and management of heritage sites | - Archaeological excavation and monument documentation and classification | | | T | T | |
| | | - Conserving historical buildings (to protect them from severe natural conditions and heavy tourism) | | | T | T | |
| | | - The design and management of heritage sites for merger into the existing city pattern | T | T | T | | |
| | | - Promoting heritage sites to raise the visitors' awareness of their historical and cultural value | T | T | T | T | |
| | - Support of governmental institutions | - Building capacity of the municipalities in both management and technical domains. | □ | □ | □ | □ | □ |
| | | - Supporting the enhancement of the CHUD institutional framework, in cooperation with the Ministry of Culture | □ | □ | □ | □ | □ |
| | - Economic and social benefits | - Traditional activities (e.g., hand crafts, food industry, local arts) | T | T | T | | T |
| | | - Tourist facilities (e.g., information centers, hotels, restaurants) | | T | T | | |
| | | - Entertainment activities | | T | | | |

Table 2: CHUD matrix applied to Saida, correlating the aims and objectives of the CHUD project to be achieved in Old Saida with detailed projects. (T) direct influence – (□) indirect influence, Source: The Author

THE HERITAGE TRAIL IN SAIDA

The heritage trail in Old Saida guides tourists through a scenic route, identifying attractions along the way. In addition to historical items, attractions include museums, arts and craft centers, antique shops, and local activities that reflect the cultural history of the area (Fig. 3). Augmented by CHUD objectives, the trail is designed to arouse interest in conservation. Thus, it includes a number of historical buildings and places with accompanying material on local history, architectural forms, and conservation practices. In addition, it explores the traditional way of life in Old Saida by incorporating the local people and activities as an essential part of the trail.

The historic core in Saida is populated mostly by Lebanese and Palestinian families. It acts as a place of refuge for most of the marginal population of the city, a fact that is reflected in the social structure of its residents. Despite the diverse origins, the population profile of the historic core is relatively stable. The residents of the Old City are highly impoverished, which is directly reflected to their housing conditions. Except for a small segment, which has been well rehabilitated by the Audi Foundation (NGO), much of the old City is severely degraded (Hydrosult, R. and Elard, 2009:p71).

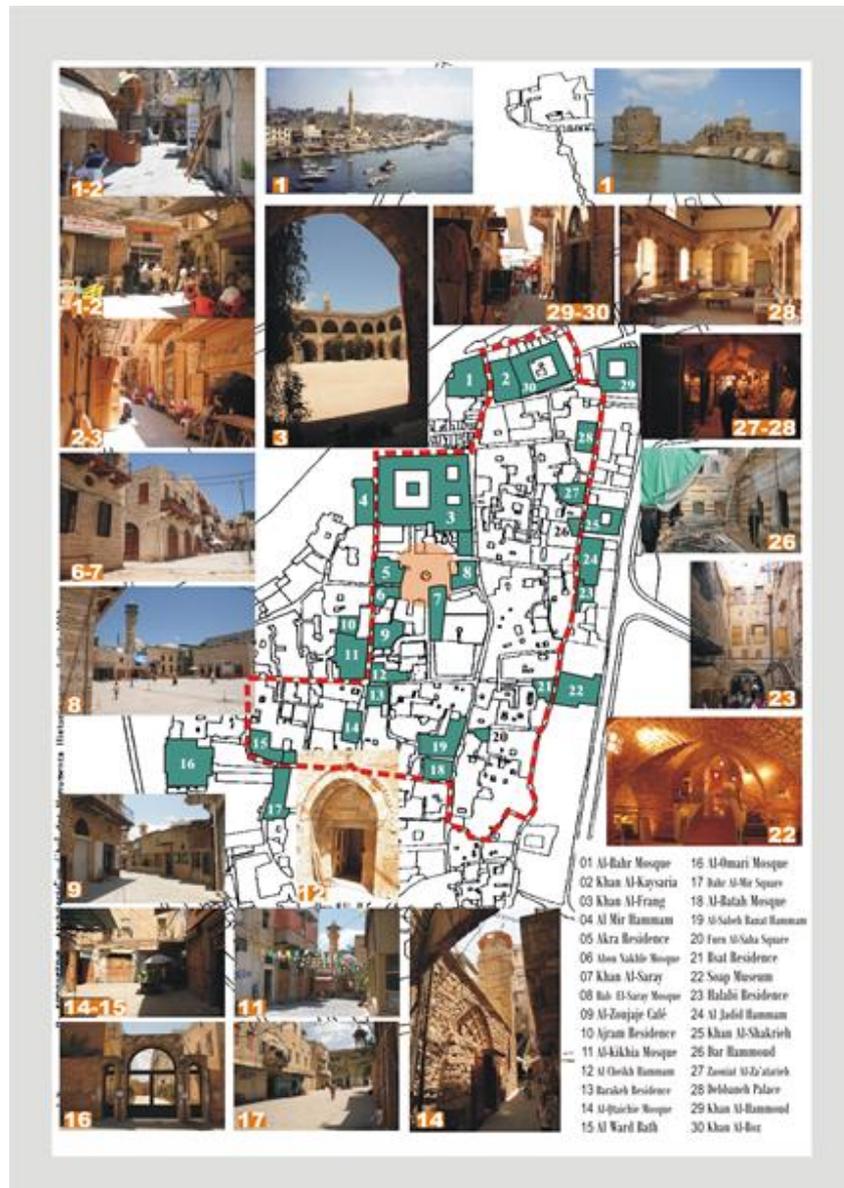


Figure 3 Heritage trail going through Old Saida, Source: The Author

The figure shows the rehabilitation and renewal of old pedestrian routes within the old city to be used as a heritage trail. It passes a number of key monuments and conservation areas that add to its potential as an attractive feature to tourists. The rehabilitation of 'Bab Al-Saraya' and its surrounding areas is the focal point of this trail [blocks no. 5,6,7,8]. Moreover, the trail explores a number of adaptive reuse projects applied to old historical buildings, such as the Soap Museum [block no. 22] and Dar Hammoud [block no. 26]). Source: The Author, based on (CDR, 2008), (The Audi Foundation, 2003)

In spite of a recent dramatic transformation in vocational activity, commercial and industrial establishments continue to cover a large portion of the city's ground floor space, especially along the main routes descending towards the port area. Many of these establishments spill over onto the street, especially along the commercial route at the northern edge of the old city. Ground floor residences are located mostly within the smaller sub zones and further away from the port area. The majority of the business operators in Saida (as well as customers) are residents of the Old City. The major economic activities in the historical core include commercial shops (e.g., furniture, cloth, accessory, and gold shops), restaurants and coffee houses (recently established along the coastal zone) and the fishing harbor.

The heritage trail serves as a medium of direct interaction between local people, the historic sites, and tourists, and this study of the heritage trail identifies these parties and their interrelated areas of concern in Old Saida.

The physical fabric of Saida's historic core is marked by several unique characteristics, the most important of which is its continued containment within the medieval walls. A maze of narrow alleyways and superimposed structures from different eras, the city continues to be ordered by a Roman grid, the remnant of a past civilization (IIRC, 2001:p218). The old city is comprised of ten quarters, some of which continue to be named according to the

original vocations housed there, such as Souk al-Najjarine (carpenters), al-Haddadin (blacksmiths), and al-kindarjiyya (shoemakers). Traditionally 1-2 stories high, most structures today (61%) are 3-5 floors high, especially along the main commercial routes, with illicit constructions of more than 5-6 floors dotting the city (IIRC, 2001:p218). Large sections of the alleyways are covered with vaults, which pass beneath residential structures that span the city’s principle arteries. In between the main thoroughfares, small residential nodes exist that function both as points of access to private residences and for movement in between these residences. In these interstitial spaces, the public and private blend together seamlessly.

Added to these pattern qualities are a number of key archaeological and cultural heritage sites. The Saida historic Sea Castle located within the coastal zone of the CHUD study area is a fortress built by the Crusaders in the early 13th century (block 1, Fig. 3). It was built on a small island connected to the mainland by a causeway. It is one of the most important tourist-attracting landmarks within the CHUD study area. However, the offensive odor, color, and turbidity of the seawater, due to pollution, along the pedestrian bridge connecting the castle to the shore is a major drawback of this important tourist attraction and landmark (Hydrosult, R. and Elard, 2009:p78). The Khan el Franj (block 3, Fig. 3), which means “Caravan of the Foreigners,” was built by Emir Fakhreddine in the 17th century to accommodate merchants and goods. This is a typical khan’s palace with a large rectangular courtyard and a central fountain surrounded by covered galleries. Debbane Palace (block 28, Fig. 3) is an historical residence built in 1721 AD and is open to the public, so visitors can see the Arab-Ottoman architecture and details of that era. It is currently used as the History Museum of Saida. Finally, between the Sea Castle and the Castle of St. Louis (the Land Castle) stretches the old town and a picturesque vaulted market, which is currently undergoing rehabilitation through the CHUD project.

In addition to measuring the age and import of buildings, judgments about the real value of the heritage in Old Saida and the city’s ability to attract visitors could be made based on visitor statistics (Fig. 4). Analysis of the questionnaire developed by the Consultation and Research Institute (CRI) using a sample of 156 visitors representing three groups based on their nationality (Lebanese, Arab, and non-Arab) shows the following results (CRI, 2006:Pp22-25):

Of the responding visitors, more than two-thirds have visited Old Saida before, 70% of whom visited during the last two years. This finding could indicate that Saida presents an attractive and appealing atmosphere to visitors. The majority of the respondents were young, with 59% falling within the 25-39 age-group. One noticeable finding is that almost three-quarters of visitors held a university degree, with only 9% having completed intermediate level or less. This reflects the highly cultivated backgrounds of the visitors, who visit new cities to enjoy new culturally enriching experiences. Although the majority of the interviewees (75%) were visiting Saida’s Old City without a tour operator, 95% of respondents revealed their willingness to visit the city again.

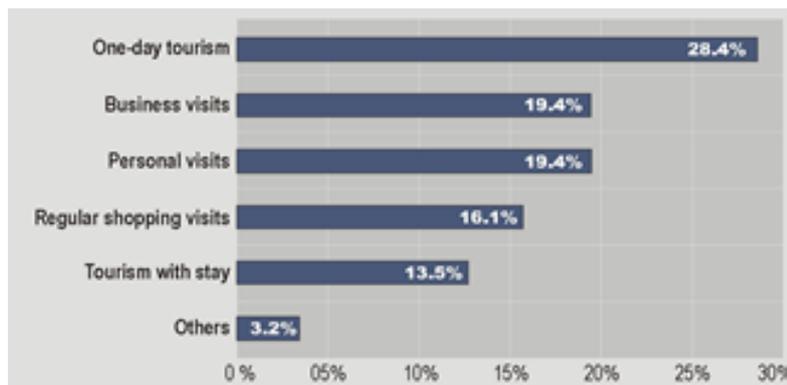


Figure 4. Purpose of visit to Saida's old city
Tourism scores the highest among all purposes for visiting Old Saida

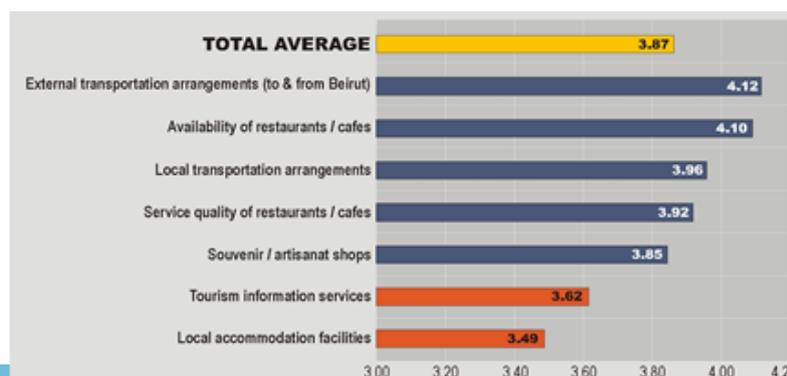


Figure 5. Rating of visitor-related issues in Saida

The visitors were asked to answer two groups of questions. The first pertained to general issues related to tourists, including questions about external transportation arrangements (to and from Beirut), the availability of restaurants, local transportation arrangements, service quality in the local restaurants and cafes, souvenir or artisan shops, tourism information services, and local accommodation facilities. The second group of questions pertained to the cultural enrichment provided by their visit. They were asked to answer two questions. First, to what extent has visiting the Old City culturally enriched you? And, to what extent has visiting the archaeological sites in Old Saida culturally enriched you?

A Likert scale consisting of five levels was used to score the visitors' answers. The survey showed that the average rating of both of the two groups of questions was high, 3.87 and 3.70 (out of 5), respectively. First, Figure 5 shows that four of the seven issues mentioned in the first group of questions ranked higher than the average (denoted by blue). Although "tourist information services" had the poorest rating in this list, its associated grade was still quite acceptable at 3.62. It is worth mentioning that when looking at the results from a segregated (sub-group) perspective, many differences in the responses occur. For example, first-time visitors ranked the city higher than those who had visited the city before (4.13 vs. 3.74, respectively), and visitors with tour operators ranked the city higher than those who were visiting on their own (4.14 vs. 3.79, respectively).

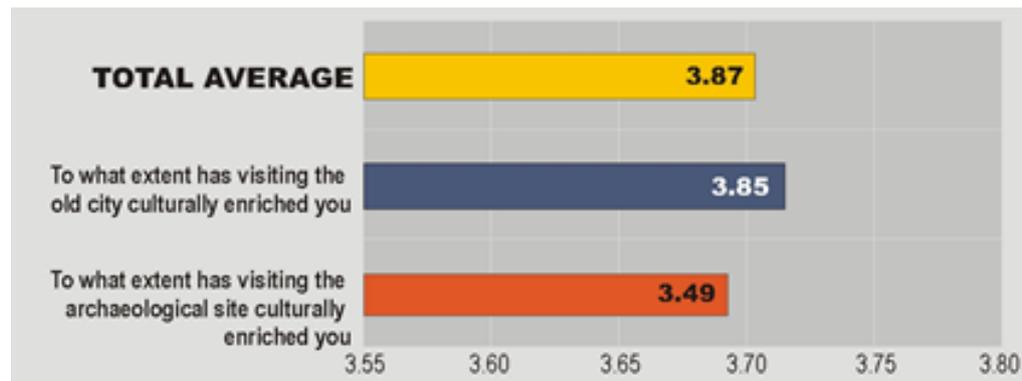


Figure 6. Rating of visitors' cultural-enrichment in Saida

Second, Figure 6 presents the results of the responses regarding "cultural enrichment" from visits to the old city and archaeological sites. The two sites registered similar scores (3.72 for the Old City and 3.69 for the archaeological sites), revealing that visits to the two destinations have almost the same enrichment value.

THE ROLE OF HERITAGE TRAIL'S AREAS OF INTERACTION IN ATTAINING THE SUSTAINABILITY OF SOUND TOURISM DEVELOPMENT IN HISTORIC AREAS

- The sustainability of tourism development in historic areas depends on the interactions among all of the visitors, the host place, and the locals, the key players in cultural tourism. These interactions are based on a set of needs that each player enters these interactions to satisfy. The heritage trail encapsulates all of these interactions. First, conservation and rehabilitation interventions in historical areas are prerequisites; they are practices required to enable the community assets to play their assigned role in development. They deal directly with community assets and their physical wellbeing. Second, interpretation is based on choices made by the local community on how to portray the heritage area; a good interpretation can attract a higher number of tourists. Finally, the local economic aspect is the domain through which the direct impacts of development findings can be measured.
- Applying the sustainability principles that have been discussed in this paper is the guarantee of balanced relationships among of all of these interactions. This part of the paper discusses these sustainability principles in light of three areas of interactions along the heritage trail, namely conservation and rehabilitation, interpretation, and local economic development. It uses the findings of a questionnaire developed by the Consultation and Research Institute (CRI) to examine indicators that reflect the economic impact of CHUD on Old Saida (CRI, 2008). The study used three indicators to measure the impact of CHUD, specifically, economic activity in the CHUD work areas and their close vicinities, the prices of real estate in these areas, and visitors to the archaeological sites targeted by CHUD.
- Three data collection techniques were used, to address the three indicators, as follows: (1) a census of businesses in the study area, (2) in-depth interviews with real estate agents, and (3) gathering of statistical data on the visitors.

- A sample of more than 50% of the total businesses counted in Old Saida (373 of 553) was used in the survey. All the selected businesses were located along the heritage trail. A questionnaire of four sections, with a total of 33 questions, was designed. These sections cover surveyor observations, entrepreneur profile, the business, and the relation of business activity to CHUD. The last section of the questionnaire inquired about the types and levels of investment made and tried to relate them to the activities of CHUD in the area. It also asked about the expectations of the entrepreneurs regarding the future possible contribution of CHUD (if any) to the enhancement of their businesses. The study categorized the surveyed businesses into heritage- and tourism-related (affected to a greater extent by CHUD work and designated as H&T) and other, unrelated businesses. The H&T businesses include all food and accommodation businesses such as restaurants, cafes, hotels, and the like; traditional manufacturing and handmade crafts; and certain services such as money exchange and taxi offices. The percentage of the businesses in Old Saida falling into this category is 46.6%.
- The major limitation of the questionnaire in Old Saida was a general fear, on the part of business owners, of giving out information, especially relating to turnover and legal registration issues, because the entrepreneurs thought they might be pursued by the government for tax collection and be given penalties for non-registration. In addition, the non-response rate of about 16% was another source of limitation.

Conservation and rehabilitation practices

The conservation of built heritage is a priority in any sustainable development framework (Doralti, 2004:329), primarily because of its role in marking an area's cultural and historic identity. Tweed et al. (2007) claim that the importance of conservation extends beyond just the physical state of the built environment, arguing for its importance to community and cultural identity and the definition of place-character, as well. Orbasli (2000) identifies three interrelated objectives of urban conservation, physical, spatial, and social conservation. Balancing these objectives guarantees the project will meet the needs of locals, tourists, the hosting place, and the tourism industry, which is a prerequisite for sustainability. Using an exploitive conservation approach negatively affects the balance of these relationships. It presents a "... shift to a market orientation that focuses upon the relics of history as a product, selected according to criteria of consumer demand and managed through the intervention in the market" (Ashworth and Larkham 1994, 16). Nasser (2003) cautions against the negative effects of the explicit domination of commercial values over conservation values in an economy with tourism at the center. She shows that "in this instance, the cultural heritage becomes a consumer product susceptible to a selection process restricted by the choice, fashion, and taste of international organizations involved in the marketing of the heritage product, and the consumers" (Nasser, 2003:271). Instead, she advocates for sharing culture, as is practiced in Old Saida with the heritage trail, where tourism and heritage coexist so that tourism revenues can be used to sustain and conserve environments of heritage value.

Conservation activities and their related interventions must strictly respect the historic area's existing fabric, including its uses, associations, and meanings. These interventions must be developed based on a combination of any or all of the following concepts: conservation, preservation, restoration, reconstruction, and adaptation (ICOMOS, 1999). Sutton and Fahmi (2002) classify the interventions in historical cities into three main categories: restoration, renovation and rehabilitation. They give another dimension to rehabilitation prospects, extending them beyond the physical setting to the rehabilitation of the society and economy as well. They highlight the importance of rehabilitation as a comprehensive understanding to achieve the social objectives of urban conservation as the most neglected objective which concerns the users, local community, and the urban population (Sutton and Fahmi, 2002).

In Old Saida, conservation, physical rehabilitation, and urban regeneration practices are the foci of interest for all parties involved in the development of the city. On the one hand, they are major concerns for locals, as they are the first step towards a higher quality of life for those suffering in deteriorated living conditions. On the other hand, they are prerequisites for restoring the original image of the Old City, which is in turn responsible for attracting visitors. These rehabilitation interventions show major differences in quality, depending on their location.

Interventions in residential areas

In addition to projects rehabilitating residential building facades, which have actually been carried out, a series of priority projects has been proposed by local stakeholders. Among these are 500 priority houses in the old city, which require direct intervention, having been categorized as structurally unsafe. In all of these cases, residents do not possess the financial means to repair these buildings.

More specifically, structural damage is most apparent in the following areas:

1. Many of the buildings in the Souk al-Hayakin zone are structurally unsound, mainly due to illegal construction on top of existing buildings.

2. Several buildings along the waterfront, severely damaged during the 1982 Israeli invasion of Lebanon, are still occupied by residents who have nowhere else to go.

3. In the Musalkhieh quarter, some of the façades are beginning to lean and in some instances have been bolstered with concrete pillars by the local community.

Intervention for monuments

A number of rehabilitation projects have been carried out on a number of monuments spread along the heritage trail. The following are examples of these projects:

- Khan al-Franj: Attributed to Emir Fakhr Eddine (1572), Khan al-Franj was most likely constructed at the beginning of the 17th century and is owned by the French Government. It was leased a few years ago to the Hariri Foundation for 35 years on the condition that the foundation provide for its restoration. The restoration and rehabilitation of the building by the Foundation has been successful, even though it is not yet complete. Furthermore, the adaptation and re-use of the building, mainly as a cultural center, has helped preserve its fabric and protected it from major alterations. The restoration of the Khan initiated a process of building restoration mainly targeting historical monuments.

- Audi Soap Factory: The Audi Soap Factory is the result of a private enterprise aiming to rehabilitate a family building and adjacent properties. Immensely successful, the project is acting as powerful magnet to draw visitors into the Old City.

- The Franciscan Priests' Dwellings: A Franciscan residence and a medieval church complex were restored. The residence (consisting of two floors and 17 rooms) has been refurbished and equipped with adequate sanitation and is being rented out at inexpensive rates to tourists. The restored church is used as a venue for concerts by the French and German Embassies as well as religious choirs. Table 3 shows the physical, social and economic impact of physical rehabilitation, urban regeneration, and city-wide intervention in Saida. (IIRC, 2001:p28)

| Action | Physical impact | Social and Economic Impact | |
|--|--|---|---|
| | | Positive | Negative |
| - Physical rehabilitation: enhancing the urban environment | <ul style="list-style-type: none"> - Improved infrastructure - Tourist itineraries - Rehabilitated facades and overall "look" of areas in question - Limited environmental upgrading | <ul style="list-style-type: none"> - Some institutional capacity building - Probable increase in internal tourism - Revival of traditional artisanal vocations, limited income generation - Ease of Implementation | <ul style="list-style-type: none"> - Freezing of economic activity and monopolization of benefits by tenants (esp. commercial) - Increase in price of voluntary relocation (called khlowat in Arabic) - Non-refundable / no gain for local governance - Short-term disruptions in daily activities. - Potential gentrification in some pockets - Marginalization of residential tenants - Eventual deterioration of environment - Accentuation of economic disparity |
| - Urban regeneration of historic zones: functional and economic redistribution | <ul style="list-style-type: none"> - Improved infrastructure - Tourism itineraries - Full environmental upgrading - Rehabilitated residences and commercial premises | <ul style="list-style-type: none"> - Comprehensive institutional capacity building - Renewable functions - Economic and social re-integration of centre into city - Even spread of secondary economic benefits: alleviation of poverty - Employment generation - Long term sustainability | <ul style="list-style-type: none"> - Difficulty in implementation: requires intervention into the private domain either directly or through "soft" interventions, such as subsidies or transformation of existing institutional and legislative framework - Potential relocation of residents and functions - Short-term disruptions in daily activities |
| - City-wide intervention | - Same as urban regeneration & improved access to city | - Same as urban regeneration & fuller integration into city wide activities | |

Table 3: Physical rehabilitation, urban generation, and city-wide intervention in Old Saida

Table 3 shows both the positive and the negative sides of physical rehabilitation, urban generation, and city-wide intervention in Saida. Unfortunately, the influence of the positive impacts is limited compared to the negative ones. The negative impacts are evidence of the unbalanced achievement of all of the interrelated objectives of urban conservation, that of physical, spatial, and social conservation. The social objective—as a parameter of local needs—seems to be the most neglected compared to the other two objectives. This clearly appears in the purely residential areas spread along the heritage trail. In these areas, the scale and effectiveness of the rehabilitation interventions are still beyond the required limits. However, major bottlenecks and disincentives prevent the DGA and property owners, respectively, from partaking in most restoration schemes. Public administration laws, in particular, create an obstacle. Specifically, a highly centralized system of governance is ill-suited for either local governance or the needs of cultural heritage restoration. In this context, local and international NGOs play a crucial role in bypassing these bureaucratic bottlenecks and thus in enabling these institutions to carry out their work. At the same time, owners face various other impediments, such as a complex and tedious bureaucracy, current rent laws, and the high financial costs of any restoration effort.

In addition, these projects suffer from a lack of an amended legislative framework that considers the particular needs of cultural heritage cities, revised and more affordable restoration standards, and a comprehensive national tourism development strategy, something the Ministry of Tourism is supposed to undertake, among other direct and indirect incentives. These deficits are negatively affecting the participation of private investors and local property owners in such projects.

At the same time, and on a different scale, the use of exploitation, as a heritage conservation approach to dealing with monuments spread along the heritage trail, negatively affects the balance between the needs of locals and tourists. In these spots, tourism is central to the local economy, which leads to the domination of commercial values over conservation values. This in its turn is responsible for a number of negative social and economic impacts in Old Saida, including the freezing of economic activity and monopolization of benefits by tenants, the marginalization of residential tenants, the accentuation of economic disparity, and the potential relocation of residents and functions.

Interpretation

Dealing with heritage as the product of a commodification process, makes it as subject to difference in validation and interpretation as the historical process itself (Schouten, 1995). Thus, there is a dynamic and interactive relationship between heritage conservation as a creation, as opposed to a preservation of what already exists, and the ways in which the public reacts to its presentation. Nasser (2003) addresses the tendency to change the past to suit the changing requirements of the present. She states that "...relics can be adapted, added to, copied, and interpreted, all of which idealize the past" (Nasser, 2003:271). Unfortunately, these changing forces threaten the sustainability of heritage authenticity. Ashworth (1992) states some of the negative effects of these cumulative commodification processes, specifically, that the final product of these processes (the local "heritage") is not determined by the resources, nor can it reflect any supposedly accurate factual record of the past. Nonetheless, the desire to give the visitor some kind of more or less pleasurable experience increases the "museumification" of historic areas. This appears to be the case in 'Historic Old Salt Development Project' in Jordan. Daher (2005) uses the term 'Urban Cosmetics' to describe the impacts of museumification intervention in Old Salt. He criticizes the project for its emphasizing on the physical intervention in the form of architectural cosmetics on the historic urban fabric of the city without serious attempts to address the establishment of heritage tools, systems, or practices that ensure the continuity of urban regeneration and community involvement on the long run (Daher, 2005:300). In these cases, conservation is largely ignoring the depth and dynamism of a living urban environment in favor of the re-creation of a superficial setting of a past lifestyle (Tramposch 1994).. This highlights the need for an in-depth understanding of the urban culture, as opposed to an overemphasis on the physical, external aspects of heritage and conservation, as a prerequisite to keep a balanced, tourism-led development based on the original interpretation of historic areas (Nasser, 2003:272).

Thus, the interdependency between maintaining a prosperous tourism industry and the successful management of the local heritage assets has to be redefined in light of the sustainability of local interpretation, which encompasses both the place and the local people. Some studies of interpretation use concepts of place as theoretical frameworks. For example, Prentice used the term 'insight' to refer to the perception of the character of a place, which is the learning experience received by most visitors when they visit this place (Stewart, 1998:p258). Other studies, including one by Uzzell (1989), base their argument on social identity theory, addressing the importance of the people and activities of historic areas in creating the sense of place and awareness of the areas' heritage. Merging these two perspectives is the guarantee to improving the local residents' quality of life, to providing quality experiences to visitors and to protecting the quality of the local environment. This combination of theories complies with the Krippendorf model of 'human tourism', which has the potential to improve the interpretive effectiveness and increase opportunities for visitors to participate in and control the interpretation that they receive (Moscardo, 1996).

In Saida, the heritage trail, as a pathway that cuts through multiple aspects of daily life in the Old City, has the potential to explore the multi-dimensional aspects of its cultural face. These interactive relations between tourists,

local people, and the place have to be seen within the outlines of a comprehensive sustainable urban development based on the coordination between cultural and socio-economic perspectives. On one hand, good interpretation can increase the “cultural enrichment” from visits to the old city and archaeological sites (these items scored 3.72/4 on the survey) and accordingly have the ability to attract even more cultural tourism. On the other hand, the development of related cultural tourism activities raises local people awareness of the importance of local cultural assets; this asserts the profound need for physical rehabilitation, which in turn leads to enhancing the economic base of the Old City.

The physical morphology of Old Saida as an agglomeration of urban experiences is responsible for the comprehensive cultural reality of the Old City. This highlights all of the urban context, rather than just fragmented buildings and ruins, as a source of interpretation. This physical structure stresses the importance of the entire built environment, the local people, and activities as responsible for the rich culture. However, the deteriorated housing in part of the Old City threatens the physical coherence of the core and accordingly, the sustainability of heritage authenticity as a source of original interpretation. Another threat to sustainable interpretation is the overemphasis on the physical, external aspects of heritage and conservation rather than an in-depth understanding of urban culture. This appears clearly in facade restoration along the heritage trail which reflects -to a limited extent- a form of "museumification" that shapes the CHUD interventions in these heritage areas.

The International Council on Monuments and Sites (ICOMOS) 'Ename Charter for the Interpretation of Cultural Heritage Sites' determines a set of principles that could be used as criteria for discussing interpretation and other potential assets in Old Saida. Among these principles, those aspects that are related to context and setting emerge as the most related to CHUD's approach. The ICOMOS asserts that the interpretation of cultural heritage sites should relate to their wider social, cultural, historical, and natural contexts and settings (Liuzza, 2008). The detailed applications of these 'context and setting' aspects to the heritage trail in Old Saida show that the heritage trail is designed to explore the significance of the old city in its multi-faceted historical, social, political, spiritual, and artistic contexts. It links all of these layers in a comprehensive scene that is clearly perceived while moving through the area. This scene shows the urban fabric, architectural style, spatial expressions, outdoor activities, traditional crafts, and traditional ways of living, all of which are visible in the over-layers of cultural heritage with which the area is stamped. In addition, it considers different cultural and environmental dimensions that articulate the site's significance. However, it mainly draws on the coherent typology of the old city--as an encapsulated area shaped by a long history of events--to formulate a clear interpretation. Moreover, the sea, as both the starting and the end point of the trail, gives an indication of the natural constraints as a reference for interpreting this area.

It also shows the intangible heritage of Old Saida. This interpretation experience is achieved in two compatible ways, through direct contact with local people and their behavior and through cultural centers and museums. The first is achieved through experiencing the customs and traditions that are still practiced on Old Saida's streets, reflecting the traditional vernacular of daily life. Al-Zoujaje café (Glass café) (block 9, Fig. 3) is a good example of a place that shows the spiritual traditions of Old Saida, particularly during Ramadan. The second is achieved through visiting a number of historical buildings that are adaptively re-used as cultural centers and museums. The soap museum, Debbaneh Palace and Dar Hammoud are good examples (Fig. 7). They show different perspectives of the intangible aspects that shape the face of Old Saida.

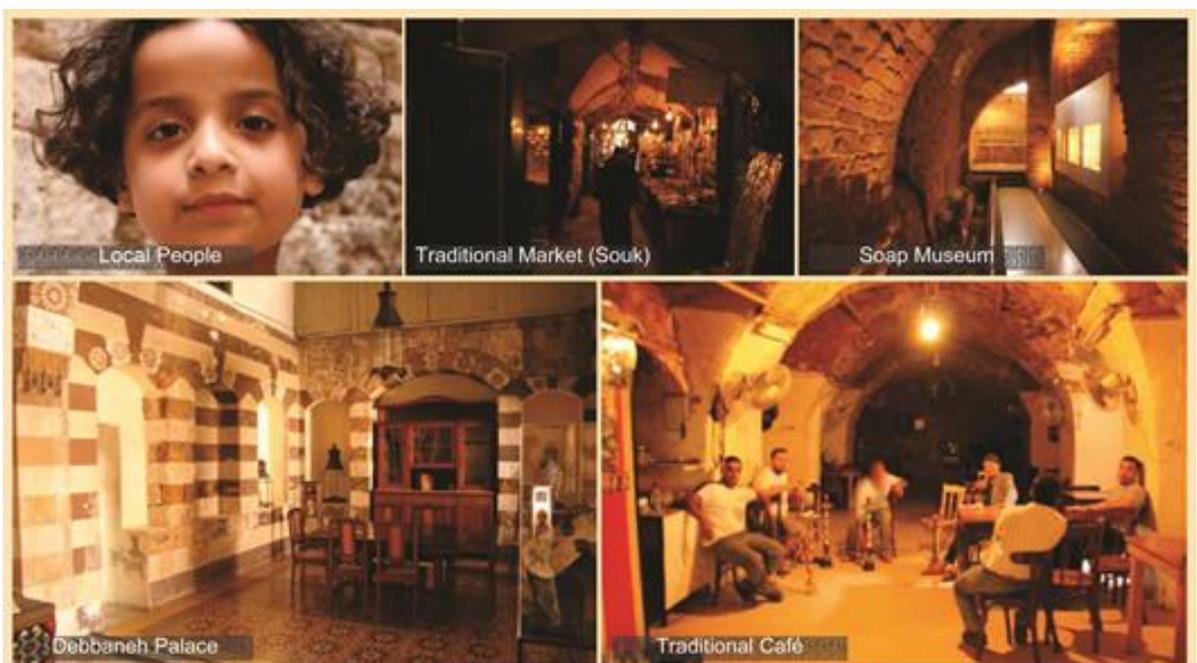


Figure 7: A number of intangible features of Old Saida's heritage. Source: the Author

The previously mentioned qualities of interpretation are responsible for the “cultural enrichment” felt by visitors to the old city (Fig. 6). Nevertheless, the differences in the responses of visitor sub-groups highlight the further interpretation potentials that have to be tackled along the trail. Among these negative aspects are three main problems (Fig. 8). First, narrowing the physical cultural features included in the heritage trail to the Ottoman period (between 15th century to the second decade of the 20th century) ignores the multiple cultural dimensions present in the Old City (beginning in 4000 B.C., this area has been home to a number of civilizations, including Phoenician, Persian, Byzantine, and Arab civilizations). This in turn creates an incomplete image about the cultural heritage of the Old City and negatively affects the true interpretation of the qualities of Old Saida. Adding some key points along the tourist trail could add to its authenticity and complexity. The ruins of the Byzantine Cemetery located in the old city are one possible example. Second, the heritage trail gives less attention to the physical heritage belonging to minority groups (Greek Churches, Latin Churches) compared to that belonging to the majority (Muslim cultural heritage). Consequently, it does not offer an equal chance to all the sub-groups that constitute Old Saida to show their unique culture. Third, the lack of a clear signage system and the lack of tourist information services along the heritage trail are responsible for the lower scores given by visitors who were visiting on their own, compared to visitors with tour operators (as indicated in the rating of a question about the availability of tourism information services in Fig. 5). In addition, the deficiency in use-related amenities (a tourism information center, public toilets, bus shelters, and benches) and landscaping elements affects the visitors’ experience negatively.

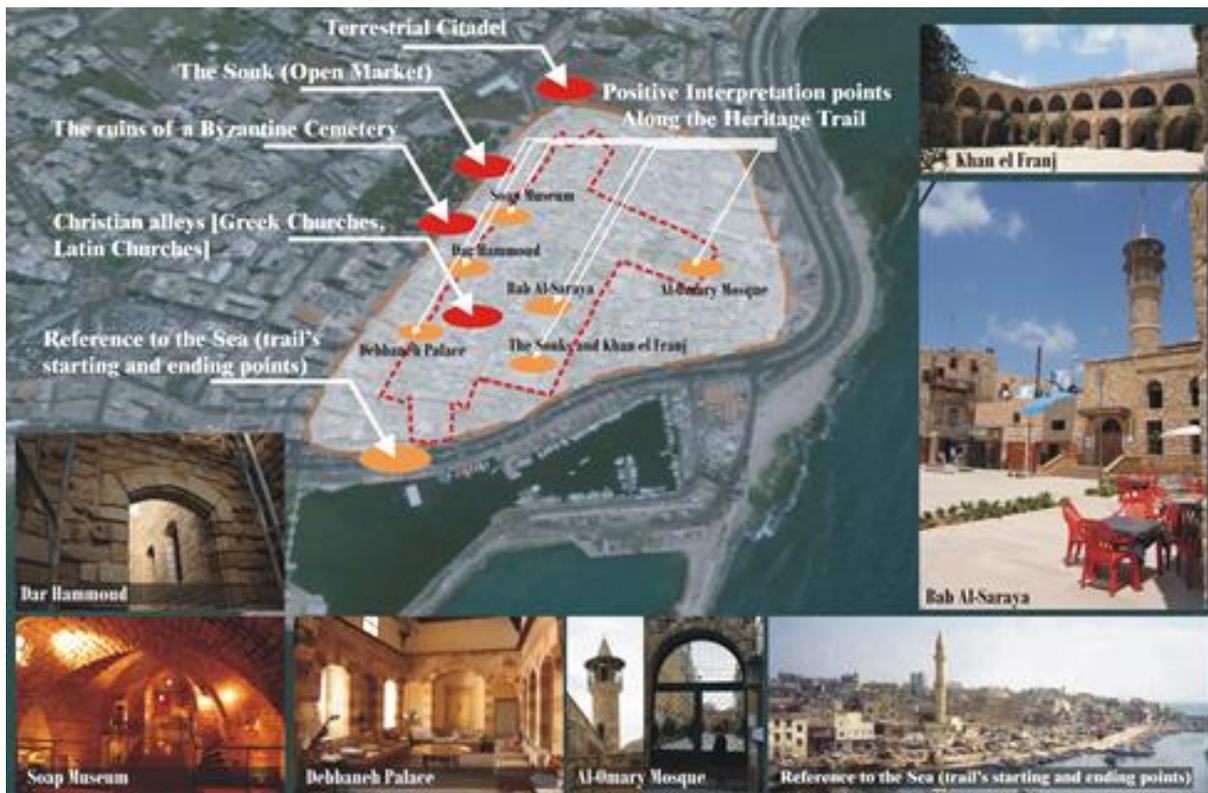


Figure 8: Positive and negative interpretation landmarks along the heritage trail in Old Saida. Source: The Author

Local Economic Development

Cultural tourism is defined from an economic perspective as the way in which a community can develop economically by marketing its cultural heritage (Ashley et al., 2001) (Al-Hagla, 2004). Nevertheless, the sustainability of economic development in heritage areas is a function of the overall sustainability of these areas. Two different but compatible theories address this idea. The functional theory argues that tourist destinations are deliberately changing in anticipation of, or to reflect changes in, customer preferences brought on by the competitive nature of tourism (Butler, 1997). A number of related concepts are used to connect the patterns of induced change with the principles of sustainable development. These concepts are the tourist area life cycle (Butler, 1997), recycling and renewal (Ashworth, 1995), and carrying capacity (Ashworth, 1995). All of these concepts make an analogy between natural and cultural resources as an approach to apply concepts of sustainability. Thus, dealing with cultural resources encompasses the recycling of the past and renewal through the repair and reconstruction that are essential to tourism (Nasser, 2003:475). Furthermore, the functional theory advocates for good management and appropriate policy measures to decrease the negative effects of the tourism on the heritage

areas, while emphasizing the considerable economic importance of the tourism industry to all participants (Nasser, 2003:476).

The political-economy approach focuses on the inequalities in world trade, reflected in the imbalances in the share of income and profits from tourism that remain inside a peripheral economy versus those that leave that economy (Nasser, 2003:476). To ensure sustainable tourism in light of these negative effects, Cater (1994) understands the role of governments as to intervene in the market, to oversee the integration of planning and implementation, and to encourage local involvement. The last is seen as the most vital factor in ensuring the sustainability of tourism development (Nasser, 2003:476). Rees (1989) links the successful implementation of sustainability concepts to integrated planning and the social learning processes that its political viability depends on, requiring the full support of the people it affects through their governments, their social institutions, and their private activities (quoted in Nasser, 2003:476). In addition to the moral obligation to incorporate people in shaping their own destiny, Nasser (2003) argues for the importance of the local involvement in conservation of the cultural resource base. She explains that "... the local population's time perspective is longer than that of outside entrepreneurs concerned with early profits. The longer view is also likely to ensure that traditions and lifestyles are respected. There are also sound reasons in terms of creating local employment and reviving the local economy" (Nasser, 2003:476). Thus, the political-economy approach is one that depends on the coordination between governments and local communities for the long-term maintenance and management of the historic resources. However, the management of these resources has to be seen within the wider framework of the integrated relationship between historic areas and their physical context. Tiesdell et al. (1996) argue that these historical cores are "...part of an economic dynamic; they are rarely autonomous functioning zones and usually have a symbiotic relationship with the rest of the city." Therefore, they must be considered within the context of the city as a whole.

However, tourism as complementary to, rather than dominant over, local economies can be difficult to maintain. Herbert (1995) cautions that the negative effects of tourism can be overwhelming. He asserts that " locals are in danger of becoming part of the "spectacle" of tourism, gazed upon by outsiders who know little or nothing about their culture or society" (quoted in Nasser, 2003:472). In addition, Orbasli (2000) describes the possibility of conflict between host and visitor occurring because of their different uses of urban space, especially private spaces, such as those associated with residential areas and religious spaces. Thus, increasing the number of tourists may bring an invasion of privacy and changes in local lifestyles and cultures, which have negative impacts on the sustainability of the cultural tourism (Nasser, 2003:272). Thus, proponents of sustainable tourism argue for small-scale tourism development as a way towards a non-consumptive use of resources, which in its turn has the potential to serve both conservation and local economic development as well (Furze, De Lacy, Birkhead 1996).

An impact assessment of the CHUD project from an economic point of view was carried out by the Consultation and Research Institute (CRI) to examine indicators that reflect the economic impact of CHUD on Old Saida (CRI, 2008). These indicators were divided into eight general categories: appearance, sector of activity, formality, economic activity, investment, real estate prices, CHUD and business activity, and finally, the rating of CHUD works.

This assessment measures three different views (the opinions of business owners, residents, and visitors) about the overall degree of awareness of and satisfaction with the CHUD works in Old Saida. A rating system was developed based on a Likert scale from 1 to 5, in which 5 is excellent. These categories, their related indicators, and the score of each indicator are shown in Table 4.

Analysis of the findings of the microeconomic assessment of CHUD in Old Saida yields four important findings. First, enterprises in Saida are nearly evenly distributed between H&T (46.6%) and non-H&T (53.4%). The enterprises within the sector of wholesale and retail trade form 57% of the businesses in the city. Of this percentage, 27% belong to H&T and the remaining 73% are in unrelated activities. 18% of the enterprises are within the accommodation and food services sector. Second, many enterprises and business owners in Saida belong to an older generation: around 29% of the enterprises were established before 1984, and 26% of the entrepreneurs are above 55 years of age. Around 16% of the enterprises are in the manufacturing sector, where the business owners are mostly craftsmen such as carpenters, blacksmiths and boat repairmen. It is probable that they inherited these crafts and shops from their parents and continue to work in the same fields despite their low profitability. These types of work fall within the category of H&T because they are part of the city heritage, but the business owners themselves do not seem to share this perception. Third, the summer months witness improved economic activity. During the high season, the H&T-related businesses have a significantly higher level of economic activity, the number of employees increases from an average of 2.8 to 3.1, the monthly revenue increases from an average of \$6,000 to \$11,400 and the average number of daily clients increases from 21 to 61. Finally, business owners in Saida seem to be hopeful and optimistic about the potential impacts of CHUD in their city. As many as 65% of the respondents stated that they do expect CHUD projects to help increase their monthly revenue and business activity. Around 80% of the respondents attributed their positive expectations to the suggestion that CHUD will increase the number of tourists in the city, which will enlarge their clientele and increase their profits. Of the 35% who did not agree that CHUD would increase their turnover, around 50% of those stated that their businesses are not related to tourism or their products do not attract tourists.

The heritage trail's areas of interaction in Old Saida

| Principles for sound tourism development based on an understanding of sustainable urban development | Conservation & Rehabilitation | Interpretation | Local economic development |
|---|---|--|---|
| Tourism should | | | |
| 1 be complementary to rather than dominant over local economies | | | (-) Unbalanced emphasis on the different development aspects |
| 2 aim to improve local residents' quality of life, while providing quality experiences to visitors and protecting the quality of the environment | (-) Less importance given to residential areas' rehabilitation compared to monuments' conservation (-) The enhancement of residential areas' facades does not extend to cover the quality of residents' life | (+) Good interpretation qualities (both tangible and intangible) spread along the heritage trail. (-) No significant existence of residential areas along the heritage trail. | (+) Much emphasis given to direct H&T businesses. (-) Lack of emphasis given to indirect H&T businesses. (mostly within the manufacturing sector: carpenters, blacksmiths, and boat repairmen) |
| 3 recognize the interdependency between maintaining a prosperous tourism industry and successful management of the local resources on which it is based | (-) Current property and rent laws (-) Overlapping mandates and the lack of effective co-ordination between the major stakeholders | (-) Some heritage features should to be highlighted along the trail to increase its richness. | (+) Local efforts to promote H&T-related businesses. |
| 4 balance the needs of hosts, guests, the environment and the tourism industry | (-) Unbalanced conservation and rehabilitation interventions along the heritage trail | | |
| 5 advocate cooperation between the tourism sector and other sectors in destination areas | (+) NGO restoration and adaptive reuse efforts (-) Administrative bottlenecks | (+) NGO restoration and adaptive reuse for historical buildings as museums | |
| 6 recognize the links existing between destination areas and the wider environment | | (+) the natural constraints (mainly the sea) play a key role in Old Saida interpretation | (-) The physical marginality of Saida's historic core stands against its macroeconomic development |

Table 5: Sustainable tourism matrix, applied to the heritage trail in Old Saida, assessing the role of the heritage trail in achieving sound tourism development, based on an understanding of sustainable urban development. (+) positive role, (-) negative role. Source: the Author.

Table 5 summarizes both the positive and the negative results of conservation and rehabilitation practices, interpretation, and local economic development as the three areas of interaction along the heritage trail in Old Saida. It shows, on one hand, the unbalanced nature of the CHUD interventions as responsible for most of the negative impacts of heritage trail. These unbalanced interventions threaten the simultaneous meeting of all of the multiple needs of the place, local people, and tourists, and accordingly the sustainable urban development of Old Saida as a whole. It highlights most of the CHUD interventions as directed towards providing quality experiences to visitors, with only minor interventions directed towards the improvement of local residents' quality of life or protecting the quality of the environment. On the other hand, it shows the positive role that NGOs play in balancing these interventions.

CONCLUSION

The significance of heritage sites extends beyond the value of their monuments and artifacts. They have to be seen within a broad perspective that relates the physical and non-physical aspects of heritage. All of these aspects of heritage work, as creating community assets, can be utilized to the community's benefit. Cultural tourism is a domain through which the community can harness its cultural heritage assets because of their ability to attract an increased number of tourists. This commodification of culture shifts it from being a process to a product, which may threaten its continuity. However, the postmodern types of tourism limit these commodification processes and guarantee its sustainability.

While these heritage sites depend mainly on cultural tourism for development, the sustainable development of these sites requires a comprehensive vision that uses the results of cultural tourism to feed broader economic and social development. This vision considers the diverse aspects of development and their interdependency as a guarantee of the sustainability of the development.

A heritage trail is one tactic that has the ability to relate different development aspects within a comprehensive understanding. It builds on marketing community heritage assets by developing an interactive domain that combines place, tourists, and local people. The interactions of these three players are based on mutual needs that have to be

satisfied. Meeting these needs is accomplished through three shared and successive areas of interactions: conservation and rehabilitation practices, heritage interpretation, and local economic development.

To test the theoretical approach laid out at the beginning of the paper, this paper studied the Cultural Heritage and Urban Development (CHUD) project in the historical core of Saida (Old Saida), as an example of a project that uses cultural potential as the basis of urban development in Lebanese historic areas. It correlates the detailed projects applied to Old Saida with CHUD aims and objectives to be achieved in this historical area.

A heritage trail is a domain in which place, local people, and tourists are continuously interacting. Its role is to configure different arenas of interaction (conservation and rehabilitation practices, interpretation, and microeconomic development) to meet the needs of those key players. In addition, these areas of interaction are arranged successively, such that any uneven intervention in historical areas undermines their balanced interrelationships. Limiting the conservation and rehabilitation interventions in Old Saida mainly to the historical monuments, rather than all of the residential areas, threatens the existence of local people in the historical core. This in turn affects the intangible heritage of the historical core, and consequently, its interpretation qualities. In addition, the lack of tourist information services and a clear signage system, and the deficiency in related amenities and landscaping elements along the proposed trail are responsible for tourists' dissatisfaction with the interpretation. This was reflected in a decreased rank given by tourists who were visiting on their own compared with visitors with tour operators and tourists who had visited the city before compared with visitors who were visiting the city for the first-time. This will negatively affect the number of tourists in the long run, decreasing the local microeconomic development. Moreover, assessment of the microeconomic impact of the CHUD project shows that a number of H&T activities (mainly within the manufacturing sector) are threatened due to their low profitability, in spite of their importance as authentic history, adding to the heritage value of Old Saida.

A number of national bottlenecks are also clearly evident in Saida's historic core. Technical and bureaucratic complexities and prohibitive financial costs discourage owners and tenants alike from investing in the restoration of historic structures. Current property and rent laws further compound these problems, rendering the restoration of old properties almost impossible. What is more, the presentation, promotion and appreciation of cultural heritage and archaeological sites are characterized by overlapping mandates and a lack of effective coordination between the major stakeholders including the DGA, MOT, and local municipalities.

REFERENCES

- Al-Hagla, K (2004). *Cultural Sustainability: An Asset of Cultural Tourism Industry*. Clusters, Districts, and Networks of Tangible, and Intangible Material. Cultural Heritage in the Non-Eu Mediterranean Countries. University of Turin, Department of Economics, EBLA CENTER, TURIN, ITALY
- Archer, B. H., and J. E. Fletcher (1990). Multiplier Analysis in Tourism. *Les Cahiers du Tourisme*. Series C. Aix-en-Provence: Centre Des Hautes Etudes Touristiques.
- Ashley C., Dilys Roe D., and Goodwin H. (2001). *Pro-Poor Tourism Strategies: Making Tourism Work for the Poor: A review of experience*. Pro-Poor Tourism Report No.1 Overseas Development Institute, Russell Press, Nottingham.
- Ashworth, Gregory J. (1994). From history to heritage: From heritage to identity: In search of concepts and models. In *Building a new heritage: Tourism, culture, and identity*, G. J. Ashworth and P. J. Larkham, eds. London: Routledge.
- Ashworth, Gregory J. (1995). Environmental quality and tourism and the environment. In *Sustainable tourism development*, H. Coccossis and P. Nijikamp, eds. Aldershot, UK: Avebury.
- Australian Heritage Commission (AHC) (2000). Third edition *Protecting Local Heritage Places: a guide for communities*. Australian Heritage Commission, Canberra.
- Avrami E., Mason R., Marta de la Torre M., (2000). Values and Heritage Conservation Research Report. The Getty Conservation Institute, Los Angeles
- Bachy, E. (1997). *Saida (Lebanon): in search of integrated and sustainable development* In International Seminar on Urban Development and Freshwater Resources: Small Coastal Cities organized by UNESCO, UNESCO's Management of Social Transformations (MOST)
- Bourdieu, P., 1984. *Distinction: A Social Critique of the Judgement of Taste*. Routledge, London.
- Butler, Richard. 1997. Modelling tourism development: Evolution, growth and change. In *Tourism, development and growth*, S. Wahab and J. J. Pigram, eds. London: Routledge.
- Cater, Erlet. 1994. Ecotourism in the third world—Problems and prospects for sustainability. In *Ecotourism: A sustainable option?* E. Cater and G. Lowman, eds. Chichester, UK: Wiley.
- Chang, T, Milne, S, Fallon, D and Pohlmann, C (1996) Urban heritage tourism, the global local nexus. *Annals of Tourism Research* 23(2), 284-305.
- Cheung, S. C.H. (1999) The meanings of a heritage trail in Hong Kong. *Annals of Tourism Research* 26(3), 570-588.
- Cohen, E. 1988 Authenticity and Commoditization in Tourism. *Annals of Tourism Research* 15:371-386.

- Consultation and Research Institute (CRI), (2006) Monitoring and Evaluation: Designing & Conducting an Opinion Survey for CHUD Project in Lebanon, Wave 1 Final Report. Council for Development and Reconstruction, Beirut, Lebanon
- Consultation and Research Institute (CRI), (2008) *Cultural Heritage and Urban Development Project (CHUD): Wave one of impact assessment: Business census*. Council for Development and Reconstruction, Beirut, Lebanon
- Council for Development and Reconstruction (CDR) (2002) *Environmental Impact Assessment, CHUD project, Lebanon*. Council for Development and Reconstruction, Beirut, Lebanon
- Council for Development and Reconstruction (CDR) (2008) *CHUD Cultural Heritage and Urban Development, Project Management Unit, Lebanon*
- Daher, R (2005) Urban regeneration/heritage tourism endeavours: The case of Salt, Jordan 'Local actors, International donors, and the state'. *International Journal of Heritage Studies* 11(4), 289-308
- Doratli, N, Hoskara, S and Fasli, M (2004) An analytical methodology for revitalization strategies in historic urban quarters: a case study of the Walled City of Nicosia, North Cyprus. *Cities*, 21(4), 329–348.
- Friberg, M and Hettne, B (1985) The Greening of the World: Towards a non- Deterministic model of Global Process. Pp 204-70. In H. Addo et al. *Development as Social Transformation: reflections on the global problematique*, Hodder and Stoughton, Sevenoaks, for the United Nations University.
- Furze, Brian, Terry de Lacy, and Jim Birkhead. 1996. *Culture, conservation, and biodiversity*. Chichester, UK: Wiley.
- Galt S. (1995) *Heritage Information Series: Guidelines for Heritage Trails*, State of New South Wales, NSW Heritage Office on web www.heritage.nsw.gov.au
- Garrod, B and Fyall, A (2000) Managing heritage tourism. *Annals of Tourism Research* 27(3), 682-708.
- Gunce, E. (2003) Tourism and local attitude in Grine, North Cyprus. *Cities*, 20(3), 181–195.
- Herbert, David T. 1995. Heritage places, leisure and tourism. In *Heritage, tourism and society*, D. T. Herbert, ed. London: Mansell.
- Hu, W. (2007) *Tour Guides and Sustainable Development: the Case of Hainan, China*. Ph.D. thesis, University of Waterloo, Ontario, Canada.
- Hall, C. M., and S. McArthur 1993 Heritage Management: An Introductory Framework. In *Heritage Management in New Zealand and Australia*, C. M. Hall and S. McArthur, eds.,pp. 1-19. Oxford: Oxford University Press.
- Herbert, D. T. (1989) Leisure Trends and The Heritage Market. In *Heritage Sites: Strategies for Marketing and Development*, D. T. Herbert, R. C. Prentice and C. J. Thomas, eds., pp. 1-15. Hants: Avebury.
- Hewison, R. (1987) *The Heritage Industry*. London: Methuen.
- Howard, P and Pinder, D (2003) Cultural heritage and sustainability in the coastal zone: experiences in south west England. *Journal of Cultural Heritage* 4(2003), 57–68.
- Hydrosult, R. and Elard, (2009) Cultural Heritage and Urban Development Project (CHUD): Environmental Baseline Monitoring and City Profiles – CHUD Phase II Intervention Area. Council for Development and Reconstruction, Beirut, Lebanon
- Information International Research Consultants (IIRC) (2001) Stakeholder Analysis and Social Assessment for the Proposed Cultural Heritage and Tourism Development Project: Final Report. Council for Development and Reconstruction, Beirut, Lebanon
- International Council on Monuments and Sites (1999) *Australia ICOMOS Burra Charter*, http://www.heritagecentre.holmesglen.vic.edu.au/content/about_heritage/page_003.htm
- International Cultural Tourism Committee (2002) ICOMOS International Cultural Tourism Charter Principles And Guidelines For Managing Tourism At Places Of Cultural And Heritage Significance. International Council on Monuments and Sites (ICOMOS)
- Ioannides, D (1995) A flawed implementation of sustainable tourism: the experience of Akamas, Cyprus. *Tourism Management* 16(8), 583-592.
- Keiner, M., 2005. History, definition(s) and models of sustainable development. ETH e-Collection. Available from <http://e-collection.ethbib.ethz.ch/cgi-bin/show.pl?type=bericht&nr=416>.
- Krippendorf, J. (1987) *The Holiday Makers: Understanding the Impact of Leisure and Travel*. London: William Heinemann.
- Law, C. M. (1993) *Urban Tourism. Attracting Visitors to Large Cities*. London: Mansell.
- Li, Y and Lo, R (2004) Applicability of the market appeal—robusticity matrix: a case study of heritage tourism. *Tourism Management* 25(2004), 789-800.
- Lia M, Wub B, Caia L (2008) Tourism development of World Heritage Sites in China: A geographic perspective. *Elsevir, Tourism Management* 29 (2008) 308–319
- Liuzza, C. (2008) The ICOMOS ENAME Carter for the Interpretation and Presentation of Cultural Heritage Sites: the Initiative, its Development and its Future Applications. In The United Nations Day of Vesak on web http://vesakday2008.com/tranghoithao/tieng_anh/subtheme07.html
- Mazzanti, M. (2003) Valuing cultural heritage in a multi-attribute framework microeconomics perspectives and policy implications. *The Journal of Socio-Economics* 32, 549-569

- Mesik J. (2007) Community Foundations: A Tool for Preservation of Cultural Heritage In *Social Development Notes*. Community Driven Development Social Development Department of the Sustainable Development Network of the World Bank. No. 108 April 2007
- Middleton, V. and Hawkins, R. (1998) *Sustainable Tourism* Butterworth-Heinemann
- Ministry of Tourism (2007) *Hidden Lebanon*, Ministry of Tourism, Lebanon
- Moscardo, G (1996) Mindful visitors, heritage and tourism. *Annals of Tourism Research* **23**(2), 376-397.
- Nasser N. (2003) The Planning for Urban Heritage Places: Reconciling Conservation, Tourism, and Sustainable Development. *Journal of Planning Literature* **17**(4), 467-479.
- National Tourism and Heritage Taskforce, (2003) *Going Places: Developing natural and cultural heritage tourism in Australia*, Environment Protection and Heritage Council (EPHC)
- Nuryanti, W (1996) Heritage and postmodern tourism. *Annals of Tourism Research* **23**(2), 249-260.
- Orbasli, Aylin. 2000. Tourists in historic towns: Urban conservation and heritage management. London and New York: E & FN Spon.
- Organization of American States (OAS), (1997) *Sustaining Tourism by Managing its Natural and Heritage Resources*, XVII Inter-American Travel Congresses Permanent Secretariat, San José, Costa Rica, (7-11 April, 1997)
- Pearce, D. (1992) Towards Sustainable Development through Environmental Assessment. *CSERGE Working Paper* PA 92-11. London: CSERGE.
- Pearce, D (2001) An integrative framework for urban tourism research. *Annals of Tourism Research* **28**(4), 926-946.
- Pedersen A. (2002) Managing Tourism at World Heritage Sites: a Practical Manual for World Heritage Site Managers. UNESCO World Heritage Centre
- Rautenberg, M., (1998). L'émérgence patrimoniale de l'ethnologie entrem'emoire et politiques publiques. In: Poulot, D. (Ed.), *Patrimoine et modernité. L'Harmattan*, Paris, pp. 279–291.
- Rees, William E. 1989. Defining sustainable development. Center for Human Settlements research bulletin. Vancouver, Canada: Center for Human Settlements, University of British Columbia.
- Richards, G (1996) Production and consumption of European cultural tourism. *Annals of Tourism Research* **23**(2), 261-283.
- Russo, A. P. (2002) The 'vicious circle' of tourism development in heritage cities. *Annals of Tourism Research* **29**(1), 165-182.
- Sayers, D. (1989) Interpretation: A Key to Tourism and Conservation Expansion in developing Countries. In *Heritage Interpretation: The Natural and Built Environment* (vol. I), D. Uzzell, ed., pp. 165-170. London: Belhaven.
- Schouten, Frans J. 1995. Heritage as historical reality. In *Heritage, tourism and society*, D. T. Herbert, ed. London: Mansell.
- Steel, J (1997) Sustainable Architecture, Principles, Paradigms, and Case studies. New York: McGraw- Hill.
- Stewart, E, Hayward, B, Devlin, P and Kirby, V (1998) The "place" of interpretation: a new approach to the evaluation of interpretation. *Tourism Management* **19**(3), 257-266.
- Sutton, K. and Fahmi, W. (2002) The rehabilitation of Old Cairo. *Habitat International* **26**, 73–93
- The Audi Foundation (2003) *The Soap Museum*, The Audi Foundation, Beirut, Lebanon.
- Tiesdell, S (1996) *Revitalizing Historic City*. Architectural Press, UK.
- Tosun, C. (2001) Challenge of Sustainable Tourism Development in the Developing World: the Case of Turkey. *Tourism Management* **22**, 289-303.
- Tramposch, W. J. 1994. Heritage recreated in the USA: Colonial Williamsburg and other sites. In *Cultural tourism*, J. M. Fladmark, ed. London: Donhead.
- Tweed, C and Sutherland, M (2007) Built cultural heritage and sustainable urban development. *Landscape and Urban Planning* **83**(2007), 62–69.
- United Nations Environment Programme (UNEP) (2000) *Economic Impact of Tourism* UNEP web site: <http://www.unep-wcmc.org/>
- UNESCO (1999) Tourism and Culture: Rethinking the Mix. In *The Courier* July/August Paris, France. Internet: <http://www.unesco.org/courier>
- UNESCO (2001) *Urban Development: Finding a Balance among Land, Sea and People*, In The Old City's heritage and archaeology: Urban integration vis-à-vis the challenge of socio-cultural and touristic development' Workshop University Institute of Technology, SAIDA, Lebanon 28 - 31 MAY
- UNIDO (United Nations Industrial Development Organisation), 2005. The Three Dimensions: defining sustainable development. Available at <http://www.unido.org/en/doc/3563>.
- Uzzell, D. (1989) Introduction: The Natural and Built Environment. In *Heritage Interpretation: The Natural and Built Environment* (vol. I), D. Uzzell, ed., pp. 1-15. London: Belhaven.
- Wall, G. (1997) Is Ecotourism Sustainable? *Environmental Management* **21** (4), 483-491.
- World Bank (2003a) *Revitalizing Lebanon's Historic Cities* <http://go.worldbank.org/7TGJ36AUU0>
- World Bank (2003b) World Bank Investment in Cultural Heritage and Development: Lebanon
- World Bank, (2008) Lebanon - Cultural Heritage and Urban Development Project <http://go.worldbank.org/FFV1HXTT70>