



LEBANON



## Pilot Area 6: Area of Batroun



Nonetheless, although this region is known for its intense tourism activity, especially during the summer, its touristic activities are not limited to the coast and beach, but also to nightlife and culinary services. Batroun has many sporting activities such as cycling, recreational boating and fishing. Furthermore, the traditional lemonade of Batroun is well-known in the region. This juice has largely contributed to the promotion of tourism in the area, and could be better exploited in agro-tourism. Every summer, Batroun organises "Lemonade festival".

Pilot Area Batroun (PA6), is located in the North Governorate of Lebanon, and it overlooks the coast of the Mediterranean Sea. It's about 54 km north from the capital Beirut and 30 km south from Tripoli. This Pilot Area is part of the administrative Lebanese division: Batroun Casa. The entire Casa's area is 287 km<sup>2</sup>. The coastal zone of the Pilot Area is about 4 km length. A dynamic and multi-sectorial economy has developed in this pilot area, based mainly on tourism, agriculture, fishing and services.

Batroun area represents an important tourism hub, as it has seaside resorts, nice beaches, restaurants, pubs, and many historical, archaeological and religious sites like: The "Phoenician wall" on the beach, the ancient "Roman amphitheater", the "Mak'aad El Meer" or "Prince seat", "Saint Stephen's Cathedral" and the "Souk" (old markets).

The main problems affecting the zone are the lack of proper urban **infrastructure and services**, the disorderly expansion of **touristic and sport activities**, the absence of any proper sustainable development plans, and the environmental pollution suffered by the country. Regarding the latter problem, environmental and ecological degradation has been caused by the significant **anthropogenic pressure** in the area in terms of **traffic-related air pollution, solid waste and wastewater mismanagement, beach littering and marine pollution**.

To mitigate these problems, a sustainable tourism Action Plan will be developed through the Co-Evolve4BG project, following a bottom-up process supported by the local authorities in a participatory approach, to prioritize the needs of the local communities. This Action Plan will be implemented by Co-Evolve4BG project partners Al Midan and the Ministry of Public Works and Transport. These partners will organise local events with Batroun stakeholders, following a participatory approach, to support this coastal city as it moves towards adopting the principles of Maritime Spatial Planning and Integrated Coastal Zone Management (MSP - ICZM).



### Partner Involved:



### Local actors and stakeholders to be involved:

- Municipality of Batroun
- Batroun Cooperative of Fishermen
- Tourism operators and professionals
- CNRS Lebanon - National Marine Center – Batroun
- Local NGOs and Sport operators
- Local governmental bodies

### Main objectives of the pilot

The aim of this Pilot Area is to develop a sustainable tourism Action Plan in collaboration with all beneficiaries and stakeholders. The action plan will consider the assets at Batroun and deal with difficulties and challenges identified in a participatory approach with the local community, to assess the real needs of this coastal city for sustainable tourism development.



## Co-Evolve4BG

MORE INFORMATION:

[www.enicbcmed.eu/projects/co-evolve4bg](http://www.enicbcmed.eu/projects/co-evolve4bg)