

Republic of Lebanon
Office of the Minister of State for Administrative Reform
Center for Public Sector Projects and Studies
(C.P.S.P.S.)

SRI International

USA

الجمهورية اللبنانية
مكتب وزير الدولة لشؤون التنمية الإدارية
مركز مشاريع ودراسات القطاع العام

Tourism in Cedars and Shouf

Tourists Survey in Lebanon

March 2001

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A. SAMPLE PROFILE

1. Nationality

Face-to-face interviews were conducted with 47 Lebanese nationals permanently residing in the country.

The respondents were randomly selected from four major universities in Lebanon and from households located in the middle to high socio-economic strata in several Lebanese Regions.

The following Universities were covered:

- American University of Beirut (AUB)
- Lebanese American University (LAU)
-
- Lebanese University

2. Socio-Economic Profile

2.1. Sex and Age Group

68% (32 respondents) were men and 32% (15 respondents) were females.

They were selected from various age groups, all 18 or older, as shown in the table below:

Age Group	Frequency	Percent
18-24	28	59.6%
25-29	3	6.4%
30-34	5	10.6%
35-39	4	8.5%
40-44	0	0%
45-49	2	4.3%
50-54	4	8.5%
55 and above	1	2.1%
Grand Total	47	100%

2.2. Educational Level

53% (25 respondents) were students interviewed on university campuses, 47% (22 respondents) were family members, of varying educational levels, visited at their respective households.

Of those interviewed at their households, 59% (13 respondents) have university degrees, 22% had completed regular secondary or technical education, 2 respondents had intermediary education and one had only elementary level.

B. TRIPS WITHIN LEBANON

1. Interest in Eco Tourism

A considerable majority of respondents (28 out of 47) expressed their interest in eco-tourism. However, 15 of the remaining respondents were not familiar with the concept of eco-tourism.

Those unfamiliar with eco-tourism expressed interest in tourism that focuses on nature, natural wealth and scenery, and promotes conservation and preservation of local culture and typography.

The 28 respondents who expressed their interest in eco-tourism included 21 males and seven females.

Interested in eco-tourism	Males	Female
Yes	21 respondents	7 respondents
No	3 respondents	1 respondent
Not familiar with eco-tourism	8 respondents	7 respondents
Sample base	32	15

Interest in eco-tourism and the unfamiliarity with the concept were consistent among the various age groups, as shown in the table below:

Interested in Eco-tourism	18-24	25-29	30-34	35-39	40-44	45-49	50-54	55 and above	Total
Yes	20	1	3	1	N/A	1	2	0	28
No	1	1	1	0		0	1	0	4
Not familiar	7	1	1	3		1	1	1	15
Sample base	28	3	5	4		2	4	1	15

2. Trips to Mountainous Areas

2.1. Frequency of Visits

Visiting the countryside and mountainous areas of Lebanon is a regular activity undertaken by the overwhelming majority of national the countryside and 1 respondent visits makes one trip per year, or less.

Frequency of visits	Frequency	Percent
Regular visitors	43	91.5
1-2 times / year	21	44.7
At least once / month	13	27.7
3-6 times / year	9	19.1
Irregular visitors	4	8.5
Less than once / year	1	2.1
None	3	6.4
Total	47	100
Sample Base	47	---

Tendency to regularly visit the countryside and the mountainous areas of Lebanon, at least once a year, is consistent among both male and female respondents as well as among the various age groups interviewed.

2.2. Satisfaction Sought

The overwhelming majority said that they visit the countryside seeking a restful environment (38 respondents). Other, less important, priorities were:

- Visiting religious, archaeological or educational sites (19 respondents)
- Visiting friends and family (17 respondents)
- Entertainment (13 respondents)
- Nature (plants and animals) (13 respondents)
- Sports (12 respondents)
- Getting acquainted with local culture, crafts and cuisines (10 respondents)

Reasons	Frequency	Percent
Restful environment	38	83.36%
Nature (plants & animals)	13	29.55%
Sports	12	27.27%
Religious, archaeological or educational experience	19	43.18%
Local culture, crafts and cuisines	10	22.73%
Entertainment	13	29.55%
Visiting friends and family	17	38.64%
Total	122	100%
Sample base	44	---

There was no significant difference in the priorities of males and females with regard to the excursions.

The frequency of stating each satisfaction sought across the various age groups was as follows:

Satisfaction	18-24	25-29	30-34	35-39	40-44	45-49	50-54	55 and above
Restful environment	30.3%	28.6%	33.3%	33.3%	N/A	33.3%	33.3%	33.4%
Nature (plants & animals)	9.2%	14.3%	25%	11.1%		16.7%	0%	0%
Sports	9.2%	14.3%	8.4%	22.2%		16.7%	0%	0%
Religious, archaeological or educational experience	11.8%	28.6%	16.7%	22.2%		16.7%	33.3%	0%
Local culture, crafts and cuisines	6.6%	0%	8.3%	0%		16.6%	22.2%	33.3%
Entertainment	13.2%	14.2%	8.3%	0%		0%	11.2%	0%
Visiting friends and Family	19.7%	0%	0%	11.2%		0%	0%	33.3%
Total # of Responses	76	7	12	9	---	6	3	3

2.3. Visits to the Shouf and the Cedars

The Cedars and, to a lesser extent, the Shouf are key destinations for Lebanese visiting the countryside and mountainous areas.

In fact, out of from the 44 respondents who said that they frequent the countryside, 84.1% (37 respondents) said that they visited the Cedars and 45% (20 respondents) said that the visited the Shouf.

C. TRIPS TO THE CEDARS

1. Non-Visitors

(Sample Base = 10 respondents)

1.1. Obstacle for Visiting Cedars

Of the 47 nationals interviewed, 10 respondents had never visited the Cedars.

3 respondents mentioned the high price at available overnight lodgings and only one respondent mentioned the non-availability of overnight accommodations.

However, all non-visitor respondents consistently expressed their interest in visiting the Cedars.

1.2. Motivation for Visiting the Area

The desire to visit the Cedars is provoked by a wish to discover the area, particularly its nature as shown in the table below:

Why do you want to visit	Frequency
To know and discover the area	6
To see its natural beauty	4

1.3. Perceived Image of the Cedars

The image associated with the area is predominantly linked to its nature, forests and, to a lesser extent, skiing slopes as shown in the table below:

Image associated with the Cedars	Number of respondents
The area has a nice nature / green forests and too much trees	4
The cedars forest is extremely beautiful	5
The weather is nice	1
It high mountains provide pleasurable skiing slopes	5
Full of archeological and historical sites	1
Its inhabitants are extremely hospitable and nice	1
Had no impression/neutral	1

2. Visitors

(Sample Base = 37 respondents)

2.1. Visiting Habits: Frequency and Duration

Of the 37 respondents who have visited the Cedars at least once, the overwhelming majority (25 respondents) were regular visitors and 12 were one-time visitors. Of the regular visitors, 19 were frequent visitors (at least 2-3 times per year) as shown in the table below:

Frequency of Visit	Number of respondents
Once	12
Once per year	6
2-3 times per year	13
More than 5 times per year	6
Total	37

The Cedars is mostly a one-day trip (27 respondents) and to a lesser extent a week-end trip (10 respondents).

Of the 23 male visitors to the Cedars the overwhelming majority (74.1%) were one-day visitors, while the remaining 6 respondents (25.9%) were week-end visitors as the duration of stay.

Among the week-end accommodation.

2.2. Average Spending per Trip

The average amount of money spent during the trip to the Cedars was \$64.81 per day and \$88.89 per week-end.

Duration of Stay	Average Amount
One day	\$64.81
Week-end	\$88.89

During a one-day trip, the average spent per day went mainly to skiing charges and food. Spending on visiting museums and the Cedars natural reserve rated by far less.

During a week-end trip, the average spent went mainly on skiing, overnight accommodations and food respectively. Spending on visiting museums and the cedars protectorate rated by far the less.

It is worth noting that spending on visiting the Cedars reserve would entail optional donations deposited by visitors.

2.2. Activities Practiced

When asked to rank the activities practiced during their trip to the Cedars by order of importance, admiring the cedar trees, leisure walks and hiking/mountain climbing respectively were the major three activities identified by the nationals.

Activities	1	2	3	4	5	6	7	8	9	10	11	12	Most important three
Admiring the cedars	9	5		19					1		1	2	14
Leisure walks	11	12	1	1	2	1	4	8	1	1		2	24
Hiking/mountain climbing	3	8	3		1	3	1	1	8	5	1	1	14
Skiing		3	6	1	1	5	3		2	5	4	2	9
Other physical activities or sports (horseback riding, hang-gliding, etc.)													4
Bird Watching	3	1		1	2	4	3	2	3	7	3	1	
Museums/palace/ castles	1	2	1	2	2	2		2	2	5	2	5	4
Religious sites			2		3	1	1	4	5	3	1	2	2
Archaeological sites			1		3	1	1	4	2	2	3	5	1
Go to restaurants	1		2	1		4	1	2	1		5	2	3
Visiting local villages			3	1	4	1	2	1			2	4	3
Night-time entertainment	3	2			2	1	2	2			2		5
	2	2	1	1	1								5

2.3. Transportation Means

Private cars are by far the most common means of transportation used by Lebanese nationals interviewed (60%), followed by accompanying a friend or relative (22.9%) and only 17.1% (6 respondents) went to the cedars with a tour operator.

This preference for private transportation is common among the various age groups.

2.4. Attractive Features

The well-preserved natural beauty was the main characteristic that attracted the 37 respondents who visited the Cedars, followed by the fresh and unpolluted air and skiing facilities, respectively, as shown in the table below:

Attractive Features	Percent
Beautiful nature	56.76%
Mountains	8.11%
The preserved nature and ecological environment/ preserved ecology	2.70%
The tree and cedar mountains, the historical cedars forest	35.14%
Biodiversity	2.70%
Sub-total natural environment	105.41%
Pure and clean weather/ pure air	48.65%
Clean	8.11%
Far from pollution	2.70%
Isolated / calm	5.41%
Sub-total non-polluted clean environment	64.87%
The quality of snow on the sky slopes	29.73%
Museums and archaeological sites	8.11%
An all season touristic area	16.21%
Variety in activities available	2.70%
Sample Base	37

2.4. Features Especially Disliked

The bad road maintenance is the main inconvenience experienced by the 37 respondents, followed by the expensive rates charged, as shown in the table below:

Feature Especially Disliked	Number of Respondents	Percent
Crowded	4	10.81%
	2	5.40%
Buildings	1	2.70%
Garbage on the roads	3	8.11%
	1	2.70%
Not organized	1	2.70%
Narrow and not well maintained roads	21	56.76%
Few traffic signs	0	0.00%
Regions are distant from each others	0	0.00%
Few forests	10	27.03%
The two carved trees	1	2.70%
Barren, dry mountains	2	5.41%
Maintenance of sky slopes	1	2.70%
Expensive rates in restaurants and hotels	14	37.84%
Distribution of restaurant and hotels	1	2.70%
Too many restaurants	0	0.00%
Few restaurants	0	0.00%
Bad service quality in restaurants	1	2.70%
Too expensive	1	2.70%
There are no entertainment places	0	0.00%
Nothing	5	13.51%
Sample Base	37	---

2.5. Need and Availability of Guiding Information

Only 6 out of the 37 visitors to the Cedars interviewed sought guiding information about the area. All 6 respondents were males.

In order to gather this information they referred to the following sources:

- Tourism and specialized books (3 respondents)
- Ministry of Tourism (2 respondents)
- People passing by (2 respondents)
- History book (1 respondent)
- Magazines (1 respondent)
- Personal acquaintance/relatives (1 respondent)

The guiding information sought were mainly tourism brochures and guides to restaurants and hotels, as shown below:

- Touristic brochures (5 respondents)
- Guides to hotels and restaurants (4 respondents)
- Road maps (2 respondents)
-
- Village culture, cuisine and crafts (2 respondents)
- Flora and fauna (1 respondent)

All those who sought and found guiding information felt it was adequate.

During their trip in the Cedars, only 8 respondents sought tourist information. Of those, 6 had access to the requested information.

28 respondents acknowledged that the information available at the tourist sites visited in the Cedars area was valuable. Only 2 did not agree to this statement and 3 said there was no available information.

Only 4 respondents sought the assistance of a guide during their visit to the Cedars. All 4 visitors were satisfied with the assistance provided.

2.6. Road Signage and Tourist Amenities

The overwhelming majority (89.2%) of respondents did not encounter difficulty finding their way around during the trip.

Similarly, a majority of 26 respondents of the 37 Cedars visitors found the attractions well-marked.

Tourist amenities were adequate, according to 29 respondents.

2.7. Satisfaction

Generally, the Cedars region was up to its visitors expectations, but rarely better. In fact 28 out of the 37 visitors to the Cedars said that the attractions in the Cedars were generally as expected, while only 9 said they were better.

It is worth noting that while very few respondents were disappointed when asked about specific attractions in the Cedars, 12 expressed their disappointment over the condition of the historic trees, as shown in the table below:

Attraction	Better than expected	Just as expected	I was disappointed	Inapplicable
All attractions, in general	9	28	0	---
Cedars	11	14	12	---
Scenery	12	24	1	---
Monastery	6	22	2	7
Skiing	7	25	0	5
Restaurants	5	29	3	---

10 out of the 22 younger group respondents (18-24), and 2 of the 5 aged between 35 and 49 and who visited the Cedars said they were disappointed.

foreign visitors also.

The most recommended duration of stay is 2-3 days (45.9%), and to a lesser extent one day (32.4%), as shown in the table below:

Duration	Percent
Half a day	16.2%
One day	32.4%
2-3 days	45.9%
3-5 days	2.7%
Over 5 days	2.7%
Grand Total	100%

2.8. Importance of the Additional Activities Suggested

When asked about the extent to which selected activities and facilities in Cedars would increase the frequency of visits and the time spent there, the average rating on a scale of 1 to 10 (1 not at all; 10: very much), is as follows:

Activity	Average / All Respondents
More cedars	8
More/better hiking trails	9
More public parks and picnic sites	9
Camp grounds	9
Better skiing facilities	9
More events (arts and craft fairs, cultural or historical-based festivals, botanical shows)	8
More activities (pony/horseback rides, fair grounds, educational activities about nature, history, and culture)	8
A scenic cable car ride	9
More guided tours to nature, historic, religious and archeological sites	8
crafts, respondent-enactment of historical events, people in costumes, story-telling, etc.	8
Better public transportation access	8
More hotel/motel accommodations	8
Lower prices for hotels	9
Low-cost accommodations in local villages featuring local food and hospitality	9
More restaurants	8
Spa/resort	8
Shops featuring local specialty products	8

Additional facilities suggested by the respondents and consistently rated as 10 were:

- Shooting field
- Covered swimming pool
- Nightclubs

The importance attributed to the selected activities was consistent between the males and the females interviewed.

The variation of the importance of the suggested facilities across age group is as follows:

Activity	18-24	25-29	30-34	35-39	40-44	45-49	50-54
More cedars	8.59	7.33	9.33	9.67	N/A	9.50	8
More/better hiking trails	9.05	9	10	9.67		9.50	8.67
More public parks and picnic sites	9.05	8.33	10	9.67		10	9
Camp grounds	9.59	9.33	10	9		10	7.67
Better skiing facilities	9.27	8.5	10	10		10	7.67
More events (arts and craft fairs, cultural or historical-based festivals, botanical shows)	7.95	8.67	9.50	10		10	9.33
More activities (pony/horseback rides, fair grounds, educational activities about nature, history, and culture)	8.41	7.67	9.33	10		10	9
A scenic cable car ride	8.68	10	9.75	9.67		10	8.67
More guided tours to nature, historic, religious and archeological sites	8.18	9.33	9.75	9.67		10	9
traditional ways of life, skills and crafts, respondent-enactment of historical events, people in costumes, story-telling, etc.	8.23	7.33	9.75	9.67		10	9
Better public transportation access	8.76	4.67	8	9.67		10	7.67
More hotel/motel accommodations	8.41	8.33	8.75	9.67		10	7.67
Lower prices for hotels	9.55	9.67	9.75	9.67		10	7.33
Low-cost accommodations in local villages featuring local food and hospitality	8.95	9.67	9	10		10	8.67
More restaurants	8.59	7	9	10		10	8.33
Spa/resort	8.27	8	10	10		10	8
Shops featuring local specialty products	7.68	7	8	10	10	8	

D. TRIPS TO THE SHOUF

2. Non-Visitors

(Sample Base = 27 respondents)

1.1. Obstacle for Visiting Shouf

Of the 47 nationals interviewed, 27 respondents have never visited the Shouf area in Lebanon.

15 of the 27 respondents attributed the reason to its distant location (too far from the place of residence) and 7 because they have no friends or relatives residing in the area. The remaining obstacles mentioned involved:

- Unavailability of overnight accommodations (1 respondent)
- Lack of security (1 respondent)
- Nobody recommended to me a visit to the area (2 respondents)
- Do not have time (1 respondent)

However, 23 out of the 27 non-visitors expressed their interest in going to the Shouf. The remaining four were reluctant because they did not like the area.

1.2. Motivation for Visiting the Area

According to the non-visitors who wanted to visit the Shouf, the desire to do so is provoked by the wish to discover the area as shown in the table below:

Why do you want to visit	Frequency
To know and discover the area	20
To see its natural beauty	2
To walk in the Cedars reserve	1

1.3. Perceived Image of the Shouf

The image associated with Shouf is predominantly linked to its attractive nature as shown in the table below:

Image associated with the Shouf	Number of respondents
Has beautiful preserved natural areas	9
The area has a nice nature	5
Green forests and too many trees	4
The nature is beautiful	5
The cedars forest is extremely beautiful	2
The weather is nice	2
It high mountains provide pleasurable skiing slopes	5
Full of archaeological and historical sites	1
Its inhabitants are extremely hospitable and nice	1
Full of tourist sites	2
Clean and healthy area	2
Still keep the village culture (تروي)	1
Inhabitants still wear traditional costumes	1

2. Visitors

(Sample Base = 20 respondents)

2.1. Visiting Habits: Frequency and Duration

Of the 20 respondents who visited the Shouf at least once, the overwhelming majority (16 respondents) were regular visitors and 4 were one-time visitors. Of the regular visitors 14 are frequent visitors (at least 2-3 times per year) as shown in the table below:

Frequency of Visit	Number of respondents
Once	4
Once per year	2
2-3 times per year	11
More than 5 times per year	3
Total	20

The Shouf is mostly a one-day trip (17 respondents). Only 2 respondents usually spend a weekend there.

The Shouf as mainly a one-day trip was a common trend among both the males and females interviewed.

The only overnight accommodation used by the respondents during their weekends in the Shouf is

2.2. Average Spending per Trip

The average amount of money spent during the trip to Shouf is \$42.35 per day and \$55 per weekend.

Duration of Stay	Average Amount
One day	\$42.35
Week-end	\$55.00

During a one-day trip, the average spent per day was mainly spent on food. Spending on visiting the natural reserve was by far less.

During a weekend trip, the average spent went to shopping and eating, respectively. Spending on transportation and visiting the reserve rated less.

2.2. Activities Practiced

When asked to rank the activities practiced during their trip to the Shouf by order of importance, admiring the cedars, going to restaurants and visiting religious sites, respectively were the three main activities identified by the nationals.

Activities	1	2	3	4	5	6	7	8	9	10	11	Most important three
Admiring the cedars	2	2	1	1		8		4	2			5
Leisure walks		3			1	3	2	6	3	1	1	3
Hiking/mountain climbing	1		1	1		2		4	6	1	2	1
Other physical activities or sports (horseback riding, hang-gliding, etc.)												1
Bird Watching	1		1			1	2			1	2	2
Museums/palace/ castles				3			2		1		1	
Religious sites	2		2	1					1		1	4
Archaeological sites	1				1					1	1	1
Go to restaurants		5			1	1						5
Visiting local villages			2		2		1				2	2
Night-time entertainment					2		2			1		

2.3. Transportation Means

Private cars were by far the most common means of transportation used by the Lebanese nationals interviewed (72.2%), followed by accompanying a friend or a relative (22.2%) and only one respondent went to the Shouf with a tour operator.

This preference for private transportation was common among the various age groups

2.4. Attractive Features

The well-preserved natural beauty, museums and archaeological sites were the main features which especially attracted the 20 Lebanese nationals interviewed who visited the Shouf, as shown in the table below:

Attractive Features	Number	Percent
Beautiful nature	8	40%
The preserved nature and ecological environment/ preserved ecology	4	20%
The tree and cedar mountains, the historical cedars forest	2	10%
Sub-total natural environment	14	70%
Pure and clean weather/ pure air	3	15%
Isolated / calm	2	10%
Sub-total non-polluted clean environment	5	25%
Museums and archaeological sites	7	35%
An all season tourist area	1	5%
Easy Transportation	2	10%
Preserved cultural heritage (عادات وتقاليد)	2	10%
Total	31	100%
Sample Base	20	---

2.4. Features Especially Disliked

The bad road maintenance was the main inconvenience singled out by the 37 Lebanese nationals interviewed who visited the Shouf, followed by expensive rates, as shown in the table below:

Feature Especially Disliked	Number of Respondents
Narrow and not well maintained roads	4
Regions are distant from each others	1
Too many restaurants	1
Few restaurants	1
Bad service quality in restaurants	1
There are no entertainment places	2
Lack of road signs	2
Nothing	6
No reply	2

2.5. Need and Availability of Guiding Information

Only 5 out of the 20 visitors to the Shouf area interviewed sought guiding information about the area, 4 of them males.

In order to gather this information they referred to the following sources:

- Tourism and specialized books (2 respondents)
- Ministry of Tourism (1 respondents)
- People passing by (2 respondents)
- History book (1 respondent)
- Magazines (1 respondent)
- Personal acquaintance/relatives (1 respondent)

The guiding information sought were mainly tourism brochures and guides to restaurants and hotels, as shown below:

- Touristic brochures (4 respondents)
- Guides to hotels and restaurants (2 respondents)
- Road maps (1 respondents)
-
- Village culture, cuisine and crafts (2 respondents)
- Flora and fauna (1 respondent)

4 out of the 5 who sought and found guiding information believe that they were adequate.

During their trip in the Shouf area, only 4 respondents sought tourist information. Of those, 3 had access to the requested information.

16 respondents acknowledged that the information available at the tourist sites visited in the Shouf were valuable. Only 4 did not agree to this statement.

Only 2 respondents sought the assistance of a guide during their visit to the Shouf. Both visitors were satisfied with the assistance provided.

2.6. Road Signage and Tourist Amenities

14 out of the 20 respondents who visited the Shouf did not encounter difficulty in finding their way around during their trip in the Shouf area.

11 respondents out of the 20 who visited the Shouf found the attractions well-marked.

According to 15 respondents available tourist amenities were adequate.

2.7. Satisfaction

Only 2 respondents were generally disappointed with the Shouf region. The remaining 15 believed that it was more or less as expected.

Attraction	Better than expected	Just as expected	I was disappointed	Inapplicable
All attractions, in general	9	9	2	---
Cedars	5	9	3	3
Scenery	9	11	0	---
Monastery	6	8	2	4
Restaurants	2	17	0	1
Museums	5	6	0	9
Palaces	5	5	1	9

A trip to the Shouf was highly recommended by all visitors interviewed to their Lebanese friends and by 19 visitors to foreign visitors.

The most recommended duration of stay is half a day (19 respondents). The remaining respondent opted for a one-day trip.

Duration	Percent
Half a day	95.4%
One day	5%
2-3 days	0%
3-5 days	0%
Over 5 days	0%
Grand Total	100%

2.8. Importance of the Additional Activities Suggested

When asked about the extent to which selected activities and facilities in the Shouf would increase the frequency of visits and the time spent there, the average rating on a scale of 1 to 10 (1 not at all; 10: very much), is as follows:

Activity	Average / All Respondents
More cedars	7.39
More/better hiking trails	7.95
More public parks and picnic sites	8.79
Camp grounds	99.32
More events (arts and craft fairs, cultural or historical-based festivals, botanical shows)	8.47
More activities (pony/horseback rides, fair grounds, educational activities about nature, history, and culture)	7.50
A scenic cable car ride	8.05
More guided tours to nature, historic, religious and archaeological sites	7.68
crafts, respondent-enactment of historical events, people in costumes, story-telling, etc.	8.16
Better public transportation access	7.72
More hotel/motel accommodations	7.68
Lower prices for hotels	8.79
Low-cost accommodations in local villages featuring local food and hospitality	8.89
More restaurants	7.58
Spa/resort	7.26
Shops featuring local specialty products	7.42

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The variation of the importance attributed to the selected activities between the males and females interviewed is as follows:

Activity	Males	Females
More cedars	8.46	4.60
More/better hiking trails	8.64	6
More public parks and picnic sites	9.21	7.6
Camp grounds	9.71	8.2
More events (arts and craft fairs, cultural or historical-based festivals, botanical shows)	9.14	6.6
More activities (pony/horseback rides, fair grounds, educational activities about nature, history, and culture)	8.23	5.6
A scenic cable car ride	8.71	6.2
More guided tours to nature, historic, religious and archeological sites	8.36	5.8
crafts, respondent-enactment of historical events, people in costumes, story-telling, etc.	9.29	5
Better public transportation access	8.43	5.25
More hotel/motel accommodations	8.71	4.80
Lower prices for hotels	9.21	7.6
Low-cost accommodations in local villages featuring local food and hospitality	9.46	7.4
More restaurants	8.07	6.2
Spa/resort	7.93	5.4
Shops featuring local specialty products	7.79	6.4

The variation of the importance of the suggested facilities across age group is as follows:

Activity	18-24	25-29	30-34	35-39	45-49	50-55
More cedars	7.11	2	7.5	9.5	9.5	7
More/better hiking trails	7.70	3	9	9.5	9.5	7.5
More public parks and picnic sites	8.50	10	10	10	9.5	6.5
Camp grounds	9.60	10	10	10	9.5	6
More events (arts and craft fairs, cultural or historical-based festivals, botanical shows)	8.3	5	10	9.5	9.5	7.50
More activities (pony/horseback rides, fair grounds, educational activities about nature, history, and culture)	6.78	4	8.5	9.5	10	7
A scenic cable car ride	7.30	10	9.5	9	10	9.5
More guided tours to nature, historic, religious and archaeological sites	7	6	9.5	9	10	9.5
life, skills and crafts, respondent-enactment of historical events, people in costumes, story-telling, etc.	8.10	3	9.5	9	10	7
Better public transportation access	7.89	3	8	9.5	10	5
More hotel/motel accommodations	7.50	3	9	9.5	10	5.5
Lower prices for hotels	8.6	10	9.5	9.5	9.5	7
Low-cost accommodations in local villages featuring local food and hospitality	8.8	10	10	9.5	9.5	7
More restaurants	7	5	9	9	9.5	7
Spa/resort	6.7	4	9	9	9	6.5
Shops featuring local specialty products	6.2	10	9	8.5	9.5	7.5

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